

# West of England Quarterly Economic Bulletin

January 2021

# Introduction

This quarterly bulletin uses a range of indicators to provide an overview of the economic health of the West of England Local Enterprise Partnership area. It contains data that we believe forms some of the foundations of productivity for the region.

This January 2021 bulletin displays the most recent available data.

We continue to produce our monthly economic briefings, which can be found on our [Regional Insights](#) webpage. This provides a more detailed look at data that reflects the economic impacts of coronavirus.

The Local Enterprise Partnership area covers the West of England Combined Authority (Bath & North East Somerset, Bristol and South Gloucestershire) area and North Somerset.

## Economic Output

**£38.9 billion**

Gross Domestic Product (GDP) in 2018

+4.2% since 2017

**£34.45**

Productivity (GVA per hour worked) in 2018

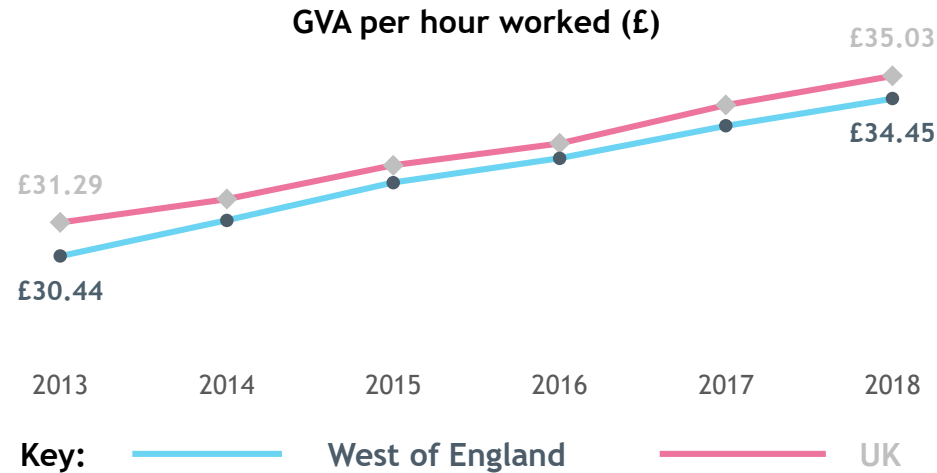
+2.1% since 2017

GDP equates to **£33,734** per head, which is above the UK overall at **£32,216**.

Overall GDP growth in the region was faster than in the wider UK for 2018.

*Please note that figures used are nominal (not adjusted for inflation).*

Source: ONS ([GDP](#) and [Productivity](#))



Productivity has increased at a similar rate to the UK in recent years.

Although productivity is rising, it is still at a lower rate than it was before 2008. Therefore, the region is also subject to the ‘productivity puzzle’.

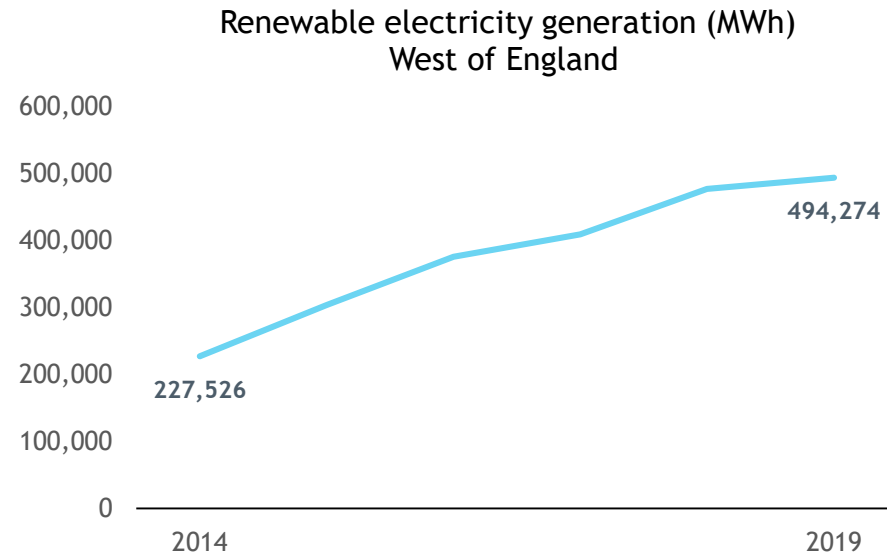
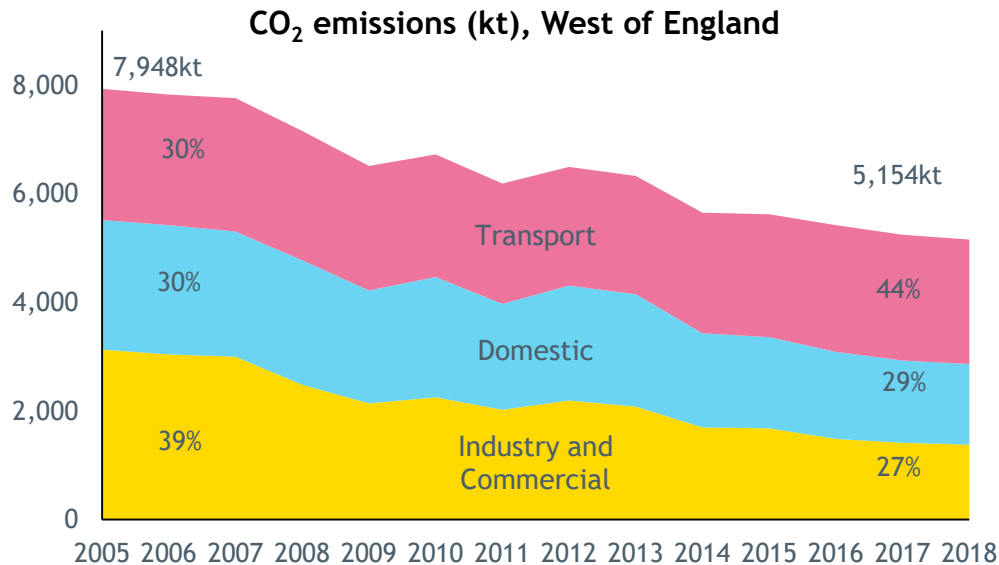
# Climate emergency

In 2018, the region produced 5,154kt of CO<sub>2</sub>, which is 35% less than in 2005:

- This represents 4.5 tonnes of CO<sub>2</sub> per person, which compares with 5.2 tonnes per person across the UK.
- Note that only CO<sub>2</sub> is included because data on other greenhouse gasses (approx. 20% of total UK emissions) are not available. Similarly emissions ‘imported’ with the goods we consume are not included.

1,009 domestic (April 2014 to December 2020) and 179 non-domestic (November 2011 to December 2020) installations have been accredited under the Government’s Renewable Heat Incentive programme.

8,474 electric vehicles are licenced in the region (2020 Q3), up from 56 in 2011. This is approximately 1.1% of cars and light goods vehicles in the region.



# Innovation: Innovate UK Grants

**103**

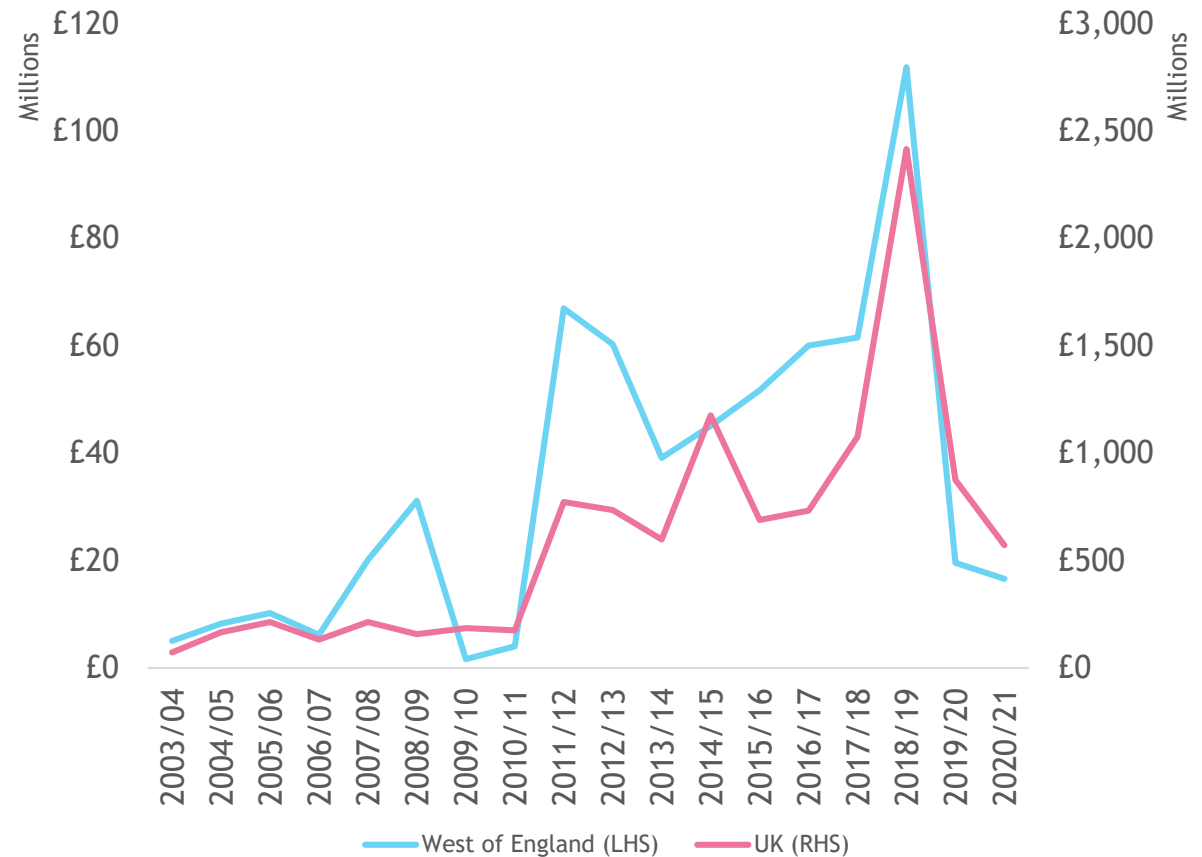
grants awarded in 2019/20

**£19.6 million**

total value of grants offered in 2019/20

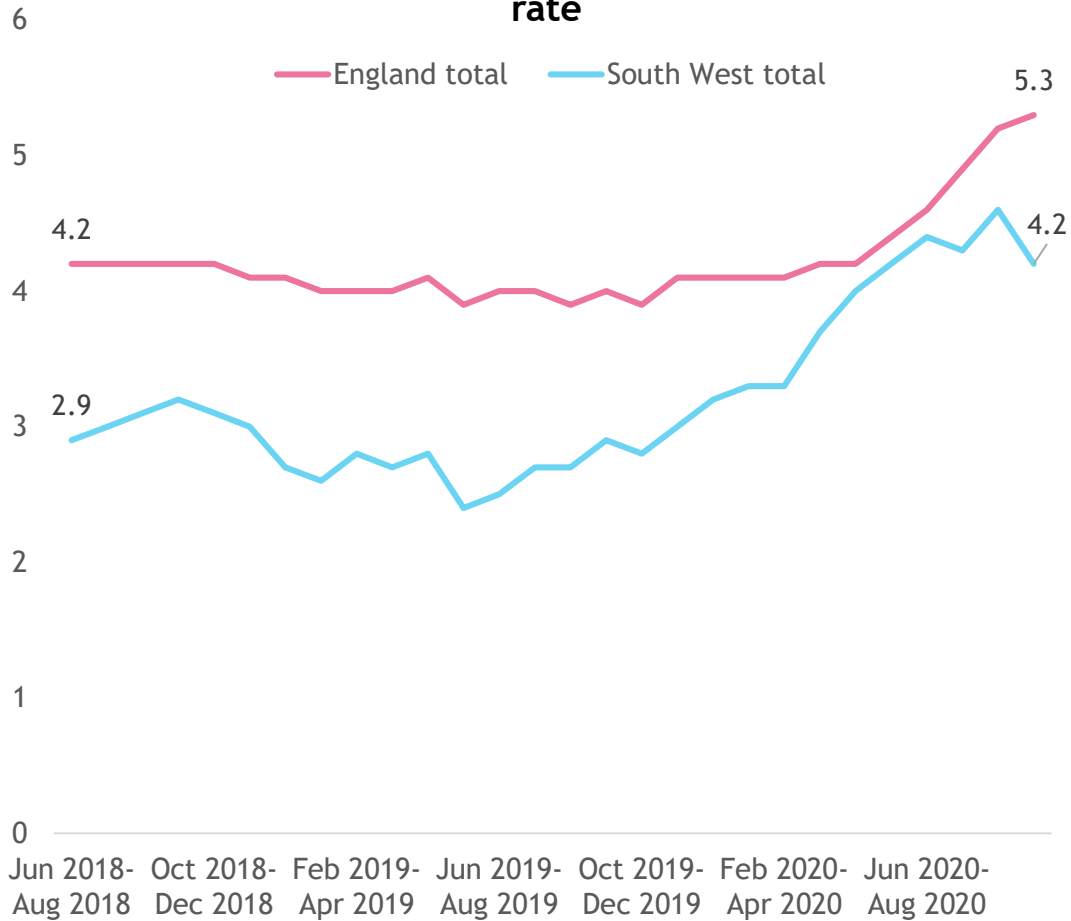
Innovate UK is a non-departmental public body. It funds business and research collaborations to accelerate innovation and drive business investment into research and development.

Value of Innovate UK grants offered over time

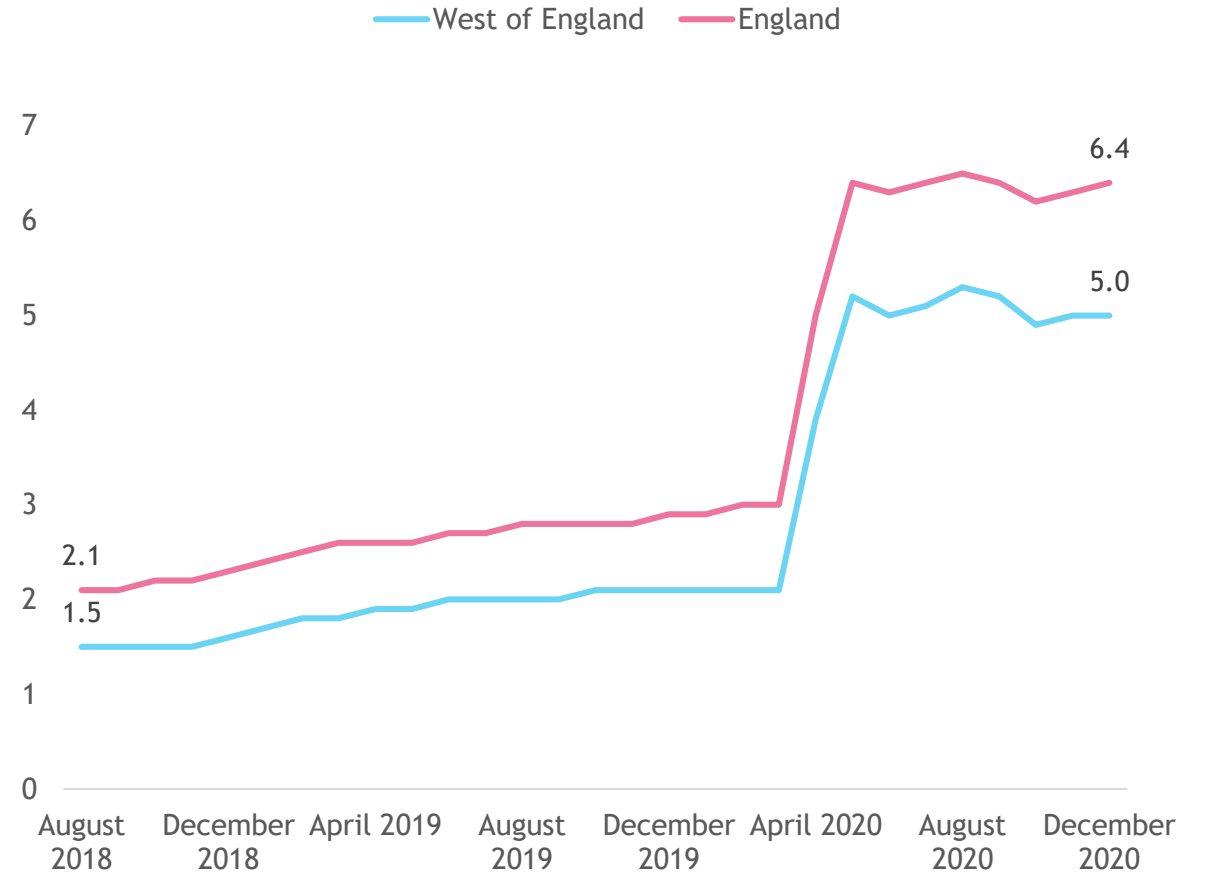


# People & Skills: Employment and Claimant Count

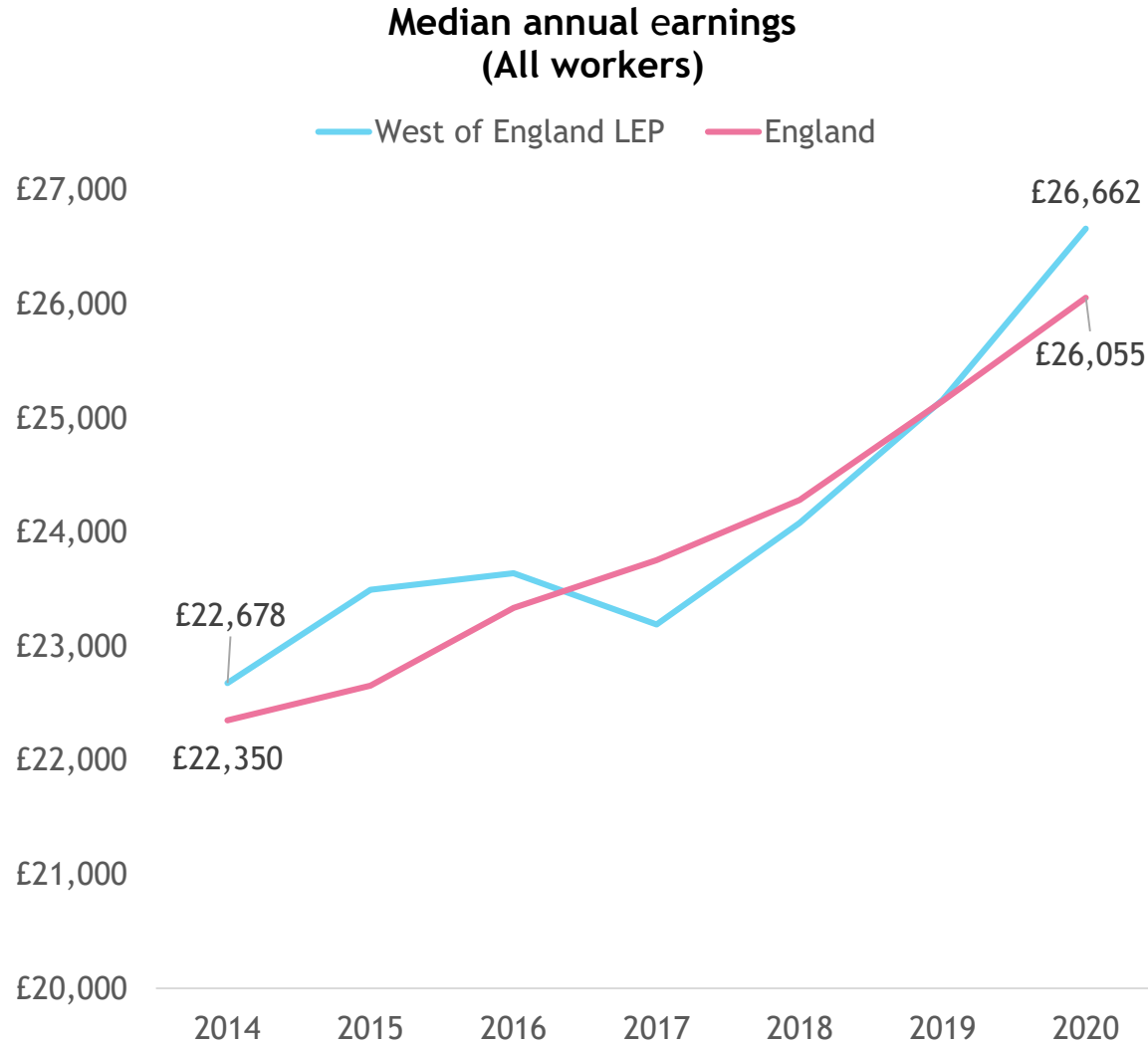
### Labour Force Survey: Percentage unemployment rate



### Working age residents claiming unemployment related benefits (%)

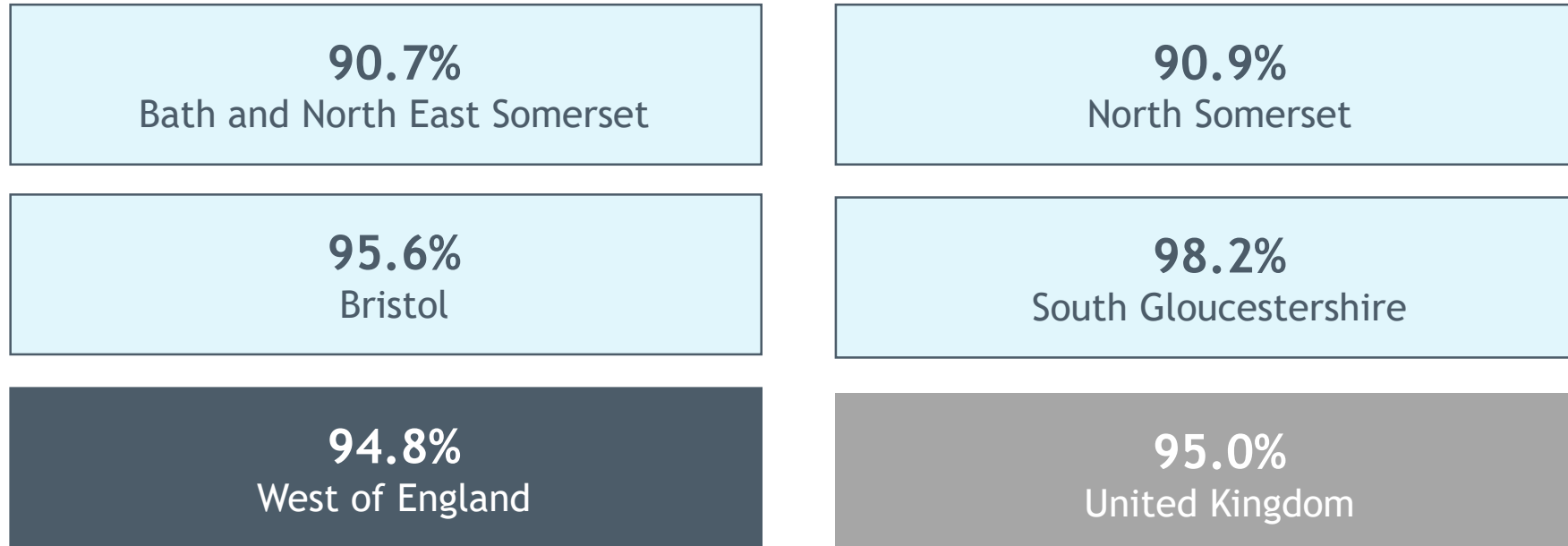


# People & Skills: Earnings



## Infrastructure: Broadband Coverage

Superfast broadband is defined as speeds of **30Mbit/s** or more. As of May 2020, the percentage of premises with access to superfast broadband was:



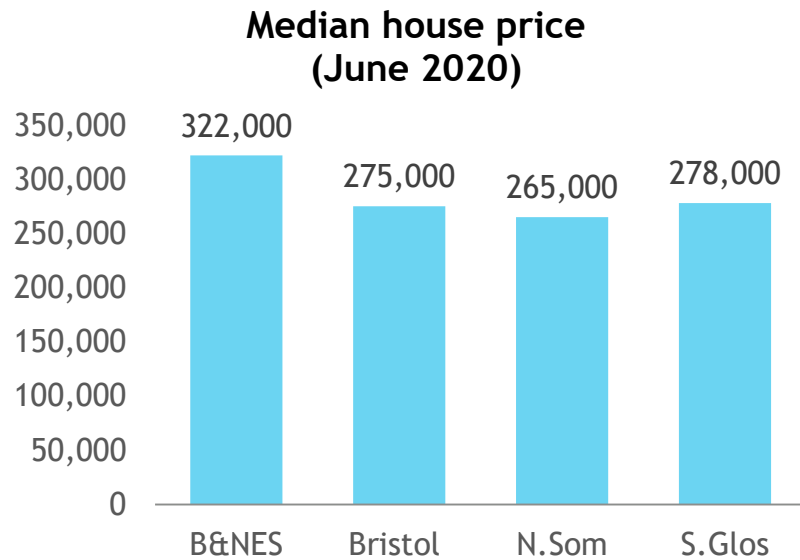


# Infrastructure: Housing Purchases

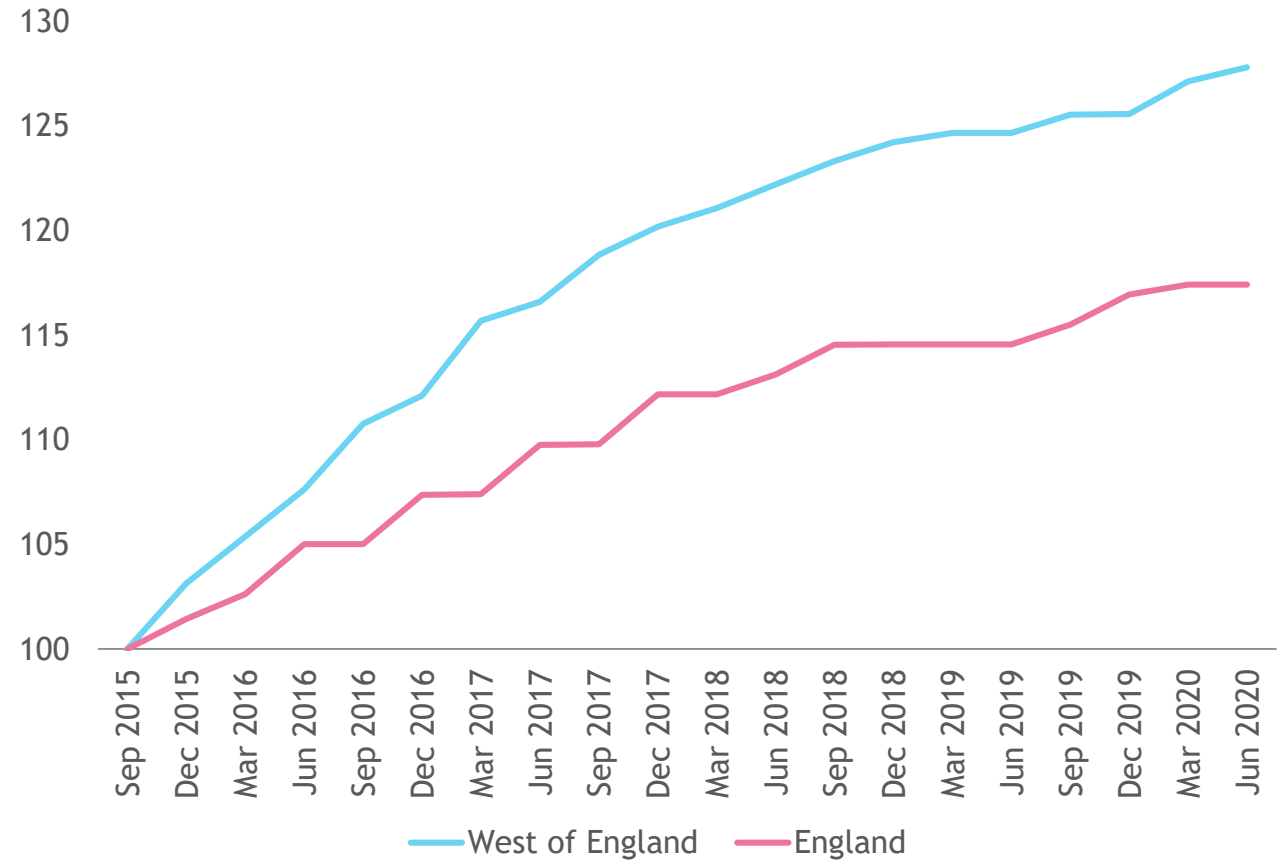
**£285,000**

median house price in June 2020  
+2.5% since June 2019

Median house prices have risen faster in the West of England than in England as a whole.



**Quarterly median house price index (September 2015 = 100)**



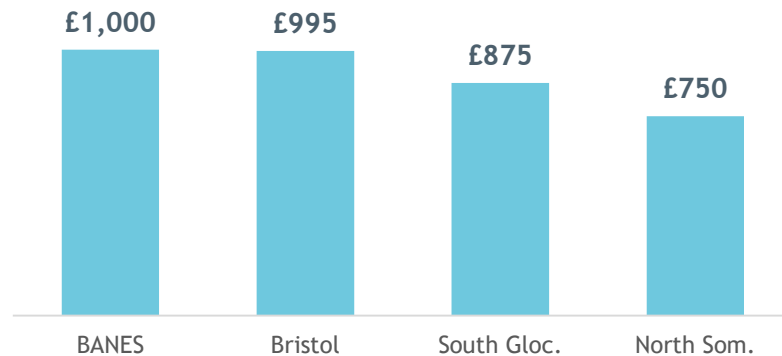
# Infrastructure: Housing Rentals

**£917**

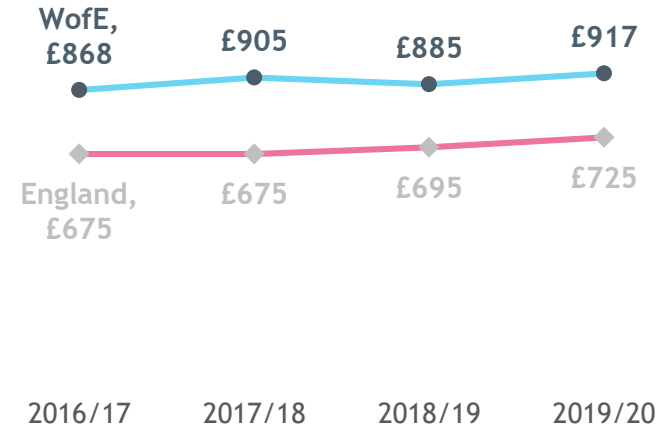
median monthly rental price in 2019/20  
+3.7% since 2018/19

Rental prices increased from 2018/19 and are considerably higher than the average for England.

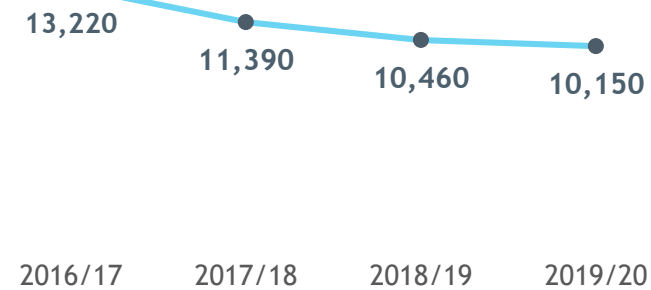
Median monthly rental prices



Median monthly rental prices



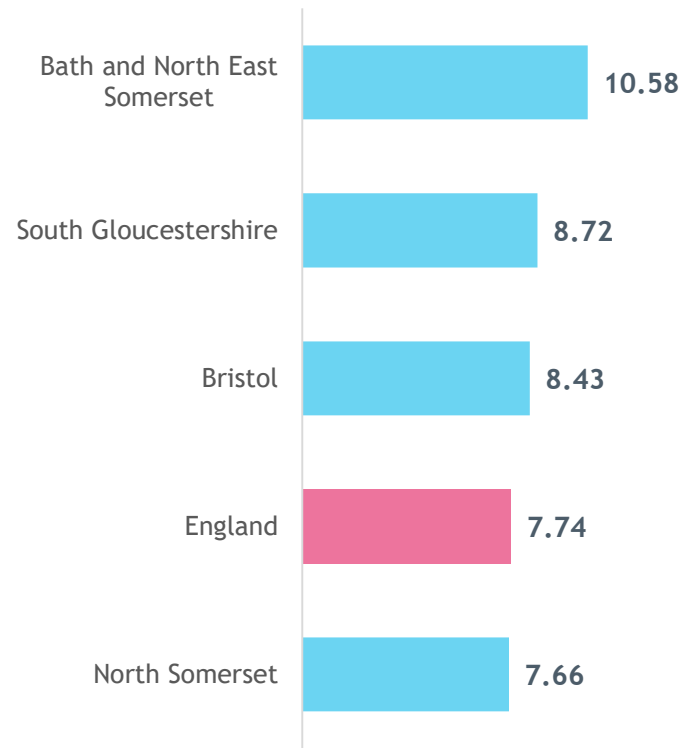
Total number of rentals  
West of England



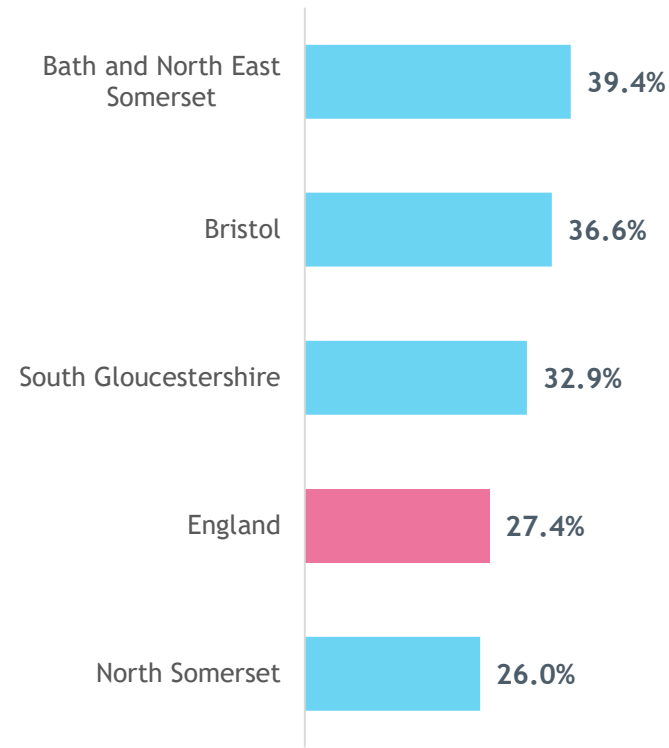
# Infrastructure: Housing Affordability

- Houses cost between **8.1** and **10.1** times annual average earnings.
- Rental cost (all rentals) is between **27.4%** and **39.4%** of median gross monthly earnings.

**Median house prices to median annual earnings**



**Median monthly rent over median monthly earnings**



## Infrastructure: Office Space (Bristol only)

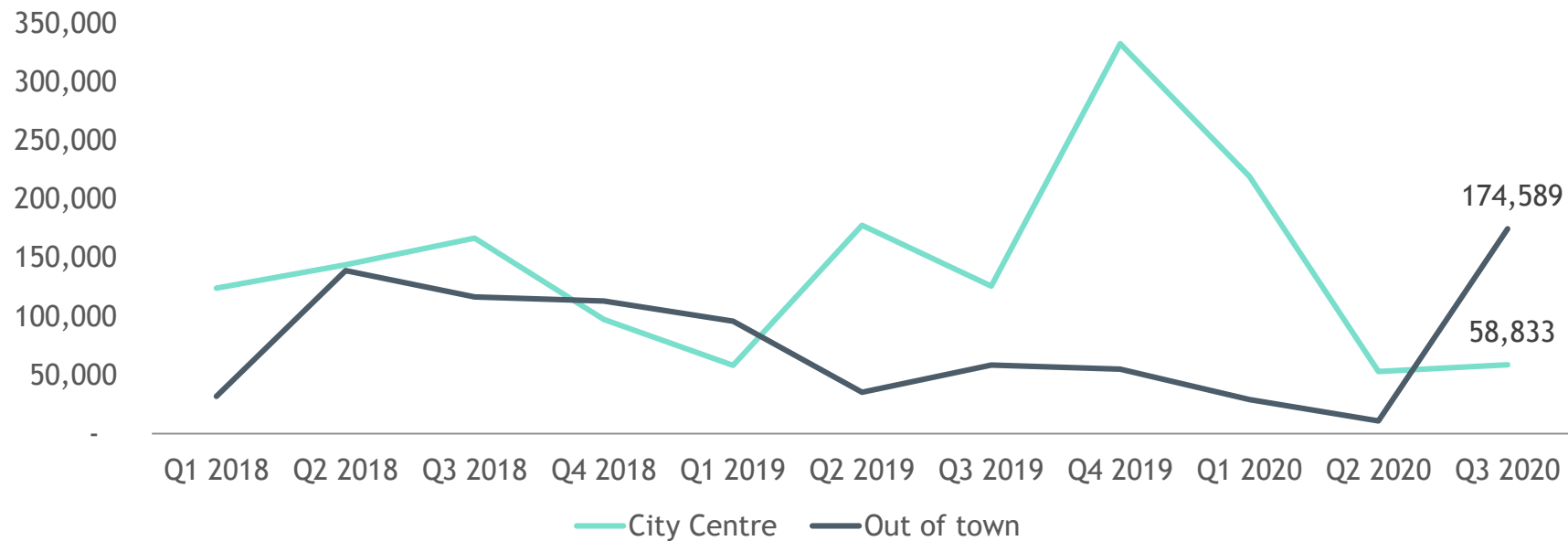
**£35.50**

Bristol city centre rent per square foot in 2020 Q3

**£23.50**

Bristol out of town rent per square foot in 2020 Q3

**Bristol office quarterly take up (square feet)**



Please note that take-up refers to the amount of gross leasable space added to the market in the period. Bristol Out-of-Town covers the outer areas of Bristol, and may include offices outside of the Bristol Unitary Authority.

## Business: Start-Up Businesses

**7,270**

start-ups in December 2019 to  
November 2020

This equates to approximately **62.8** start-ups per annum per 10,000 people, over the time period December 2019 to November 2020.

The largest recorded start-up sectors in the West of England were:

- Real estate, professional services & support activities (1,943)
- Construction (1,154)
- Whole & retail trade (1,066)
- Transport, storage & communication (840)
- Recreational, personal & community services (669)

# Business: High-Growth Companies

## 817

active high-growth businesses  
as of January 2021  
+151 businesses since December 2019

Beauhurst track high-growth businesses according to a range of triggers. The data also identify ‘buzzwords’ associated with high-growth businesses. The most common are:

- Artificial Intelligence (21)
- FinTech (14)
- Digital Security (13)
- Internet of Things (12)
- EdTech (12)
- AdTech (12)

### Top High-Level Sectors for High-Growth Business

- Business and Professional Services (368)
- Technology/IP-based businesses (281)
- Industrials (223)
- Leisure and Entertainment (78)
- Personal Services (71)

### Top Detailed Sectors for High-Growth Business

- Other business and professional services for businesses (99)
- Software-as-a-service (SaaS) (77)
- Other manufacturing and engineering (73)
- Marketing services (56)
- Internet platform (47)

Please note that definition used to identify high-growth companies are detailed [online](#) and the sectors are defined by Beauhurst (and not SIC classifications).

Source: Beauhurst

## Business: Business Support

**859**

businesses interacted with between  
October 2020 and December 2020

The West of England Growth Hub supports businesses throughout the area to innovate, grow and thrive. Businesses can access this support via the website ([www.wearegrowth.co.uk](http://www.wearegrowth.co.uk)) or by contacting the Growth Hub team.

The connections we make through the Growth Hub provide us with information about the issues that concern businesses and the areas they would like support with.


### Top business sectors supported

- Creative industries
- Professional & financial services
- Retail
- Business services
- Hospitality

### Top support type

- Skills and training
- Strengthening network
- Routes to market
- Finance & funding
- Branding & marketing

# Contact us

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-  [West-of-England-Combined-Authority](#)

For further information on support available to businesses, visit the West of England Growth Hub: [wearegrowth.co.uk](http://wearegrowth.co.uk)