

West of England Quarterly Economic Bulletin

August 2021

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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 July 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

£40.8 billion

Gross Domestic Product (GDP) in 2019
+1.3% since 2018

£34.60

Productivity (GVA per hour worked) in 2019
+0.7% since 2018

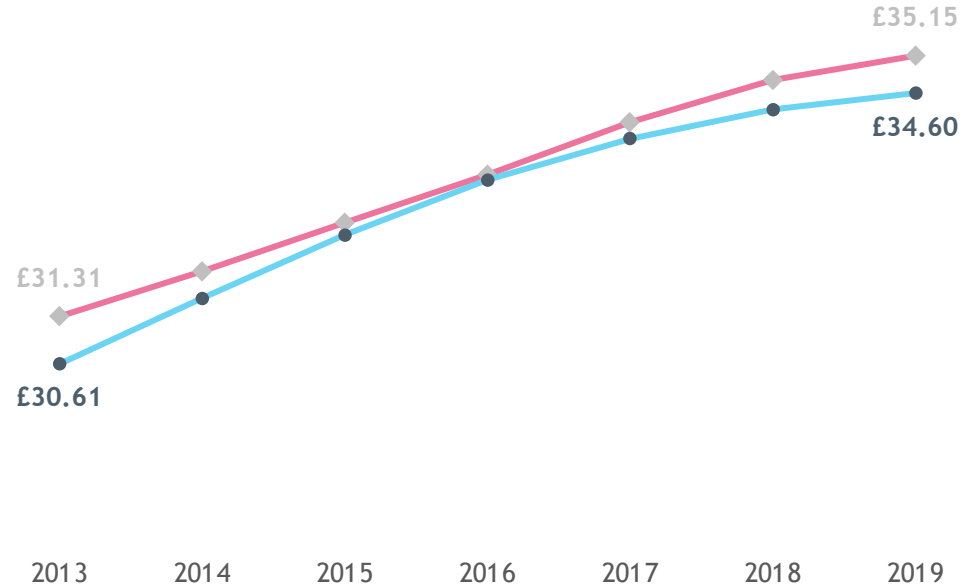
In 2019, GDP equates to **£35,257** per head, which is above the UK overall at **£32,899**.

Overall GDP growth in the region was very similar to the wider UK for 2019.

Please note that figures used are nominal (not adjusted for inflation). 2019 GDP data is also provisional.

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

GVA per hour worked (£)



Key: — West of England — UK

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

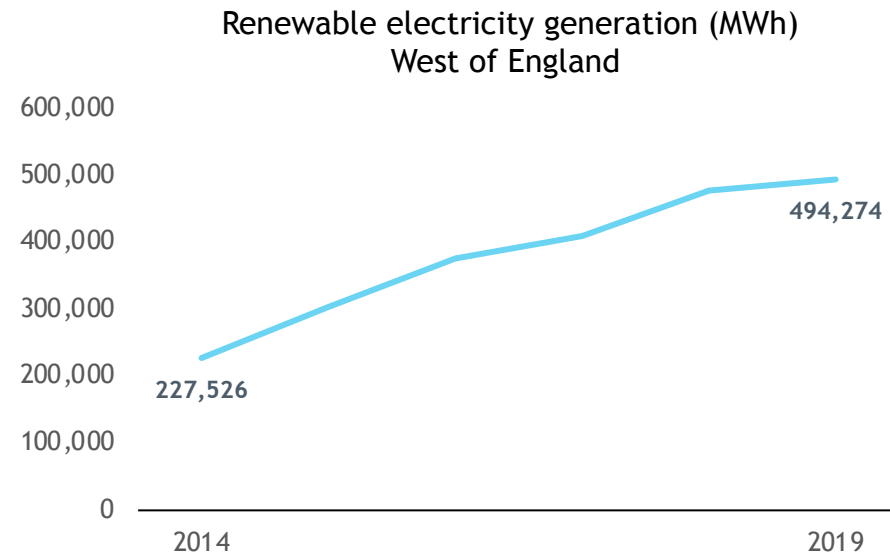
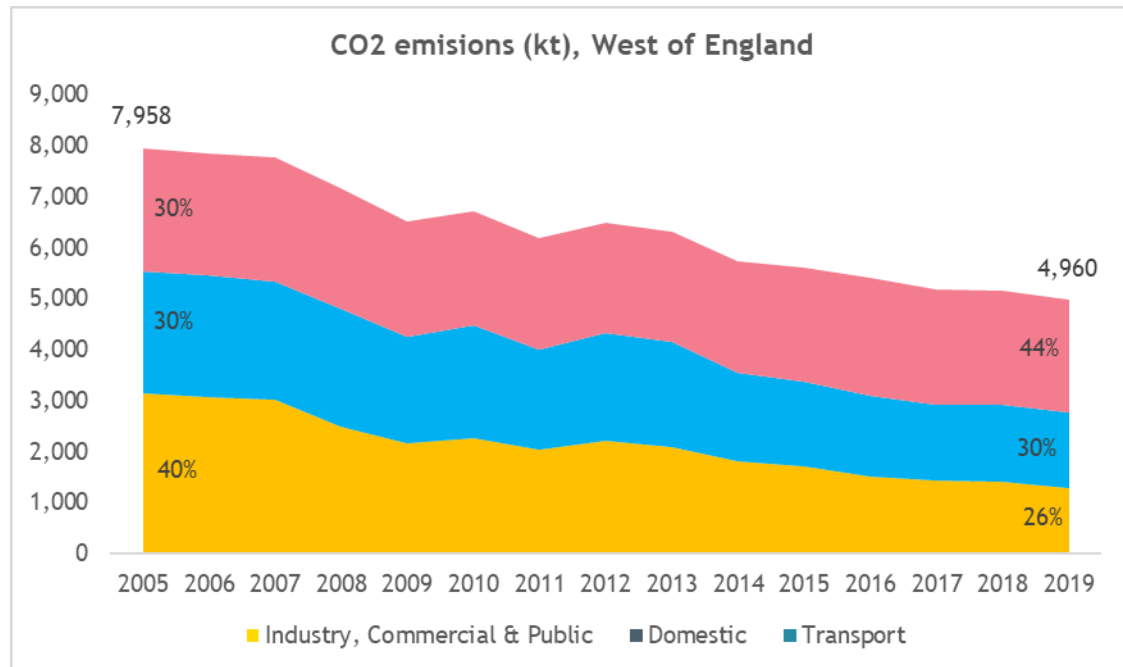
Climate emergency

In 2019, the region produced 4,960kt of CO₂, which is 38% less than in 2005:

- This represents 4.3 tonnes of CO₂ per person, which compares with 5.2 tonnes per person across the UK.
- Note that only CO₂ 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.

1,110 domestic (April 2014 to June 2021) and 193 non-domestic (November 2011 to March 2021) installations have been accredited under the Government’s Renewable Heat Incentive programme.

15,525 electric vehicles are licenced in the region (2021 Q1), up from 56 in 2011. This is approximately 2.1% of cars and light goods vehicles in the region.



Innovation: Innovate UK Grants

215

grants awarded in 2020/21

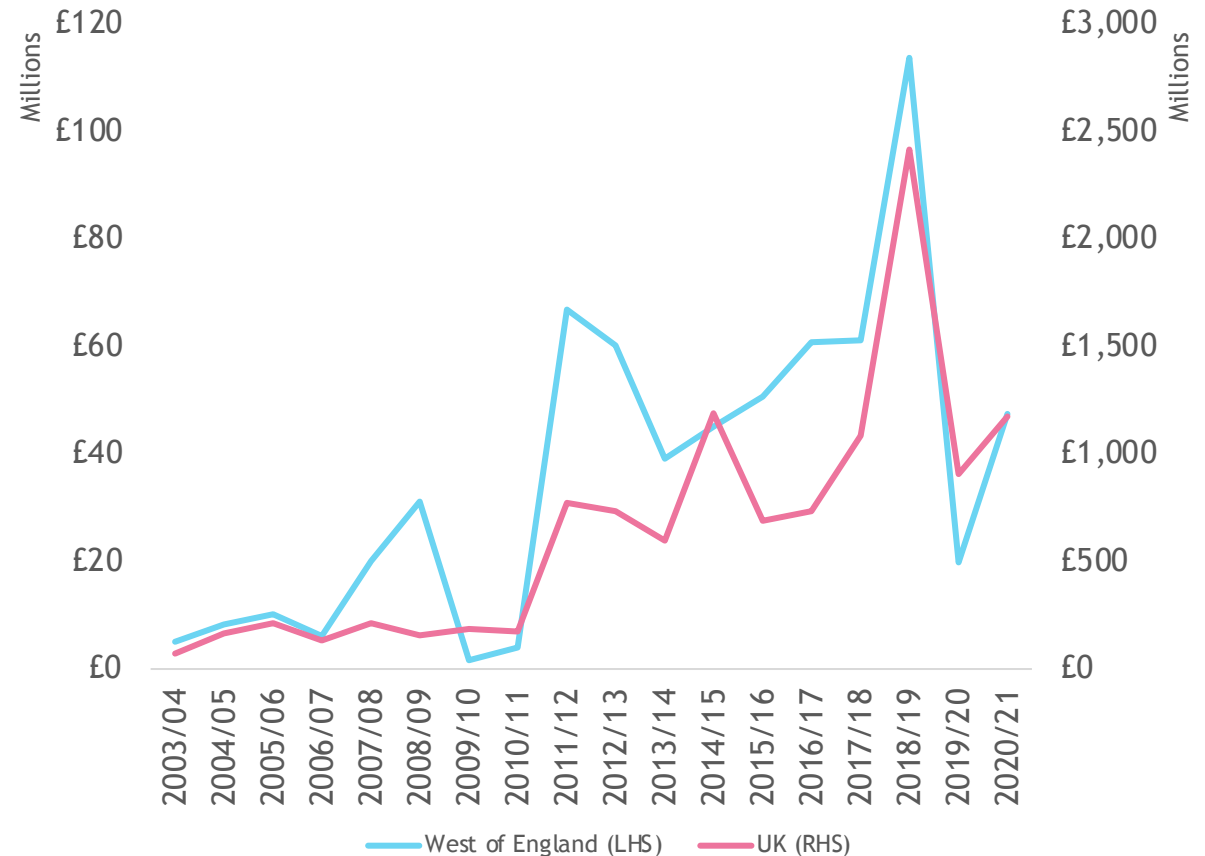
£47.4 million

total value of grants offered in 2020/21

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.

In 2018/19 the Government introduced the Industrial Strategy Challenge Fund, and there was a spike in grants in this period.

Value of Innovate UK grants offered over time



Foreign Direct Investment (FDI)

£18.8 billion

FDI stock position in 2019

(West of England Combined Authority area only - excluding North Somerset)

+5.0% since 2018

£0.8 billion

FDI earnings in 2019

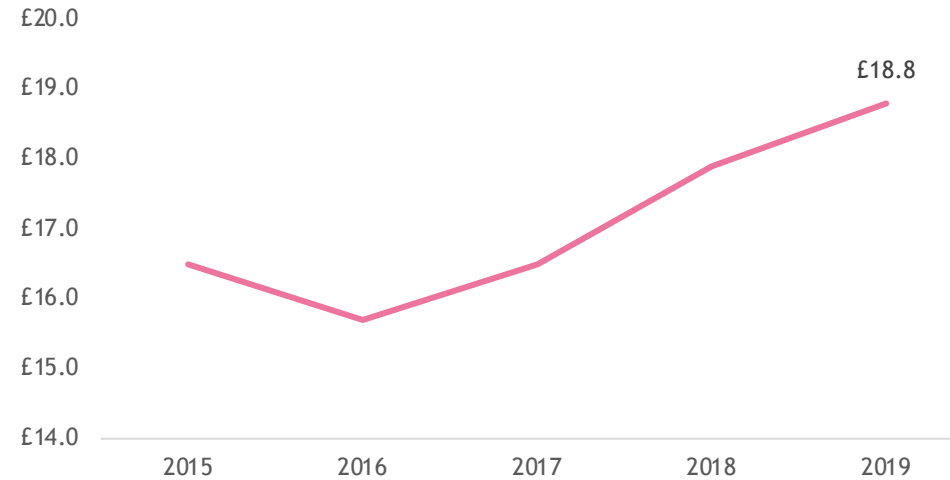
(West of England Combined Authority area only - excluding North Somerset)

-20.0% since 2018

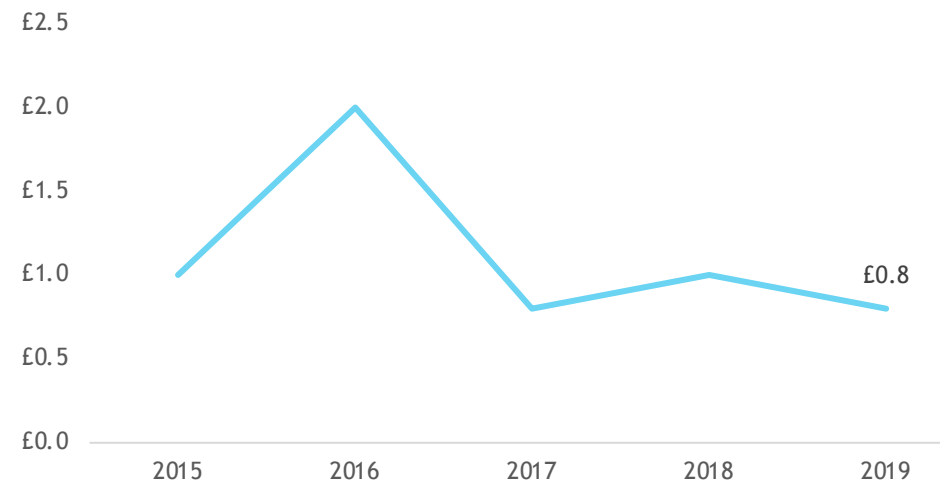
The Inward FDI stock position is the value of the stock of investment in the West of England controlled by foreign companies. The Inward FDI earnings are the profits generated from this stock of investment. This data is experimental and more details of it can be found at the below source link.

Source: [ONS FDI experimental UK sub-national statistics](#)

Inward FDI stock position (£ billion)

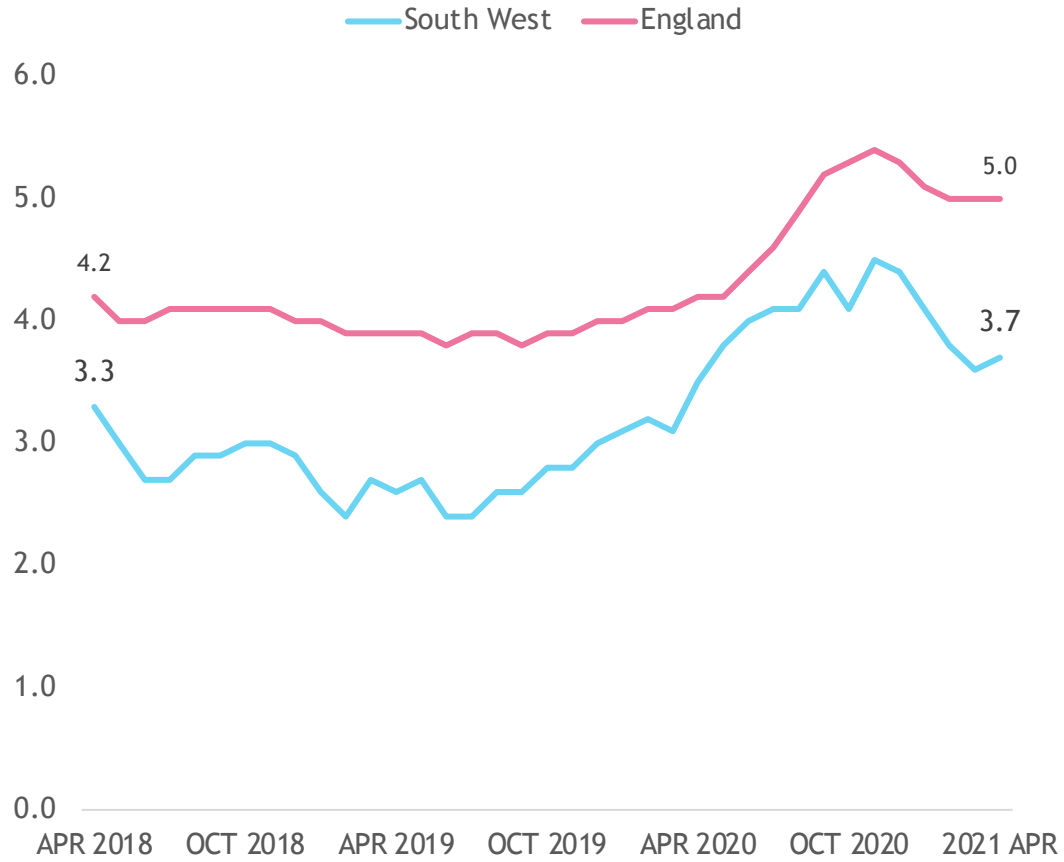


Inward FDI earnings (£ billion)

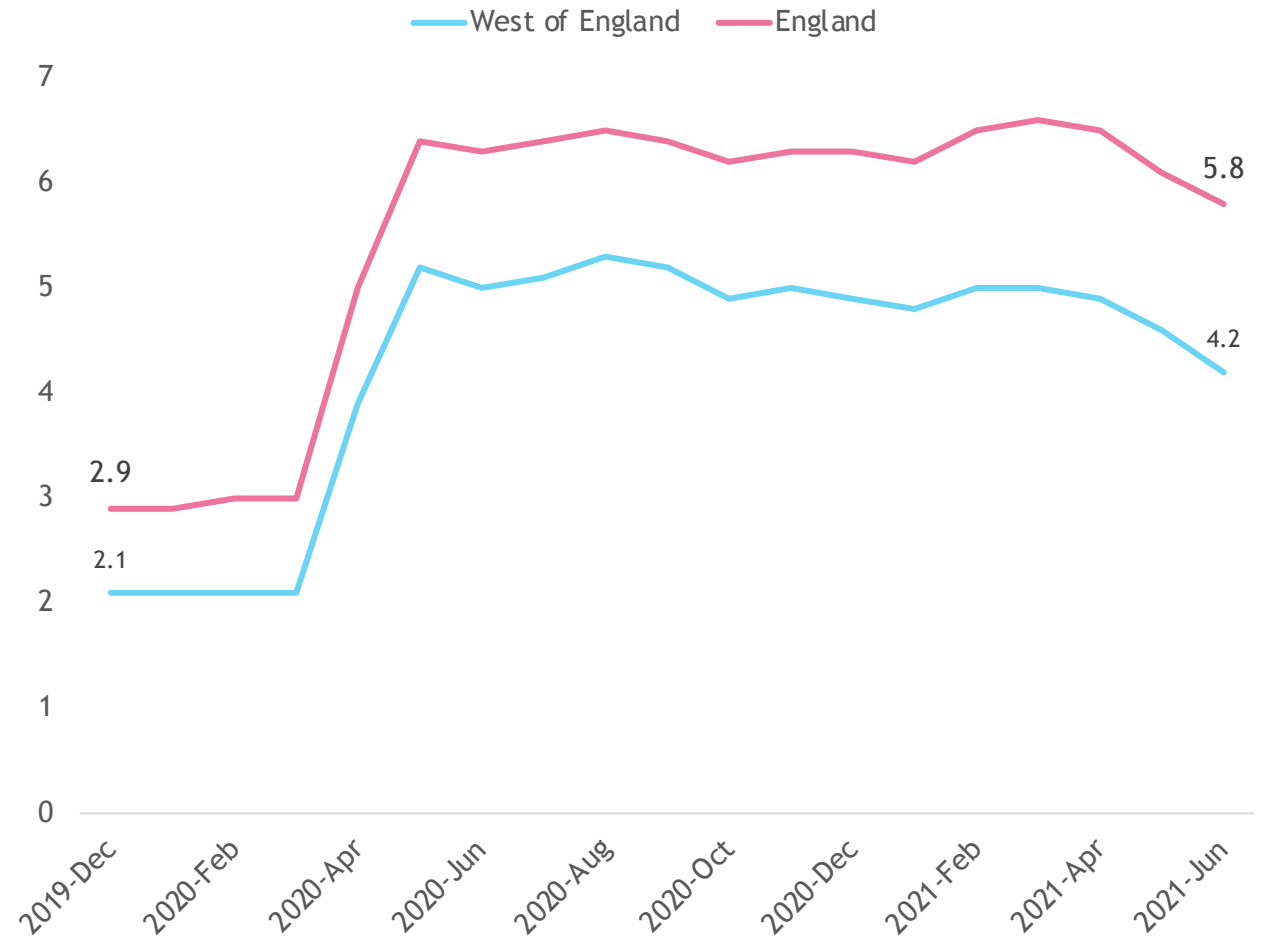


People & Skills: Employment and Claimant Count

Labour Force Survey: Percentage unemployment rate

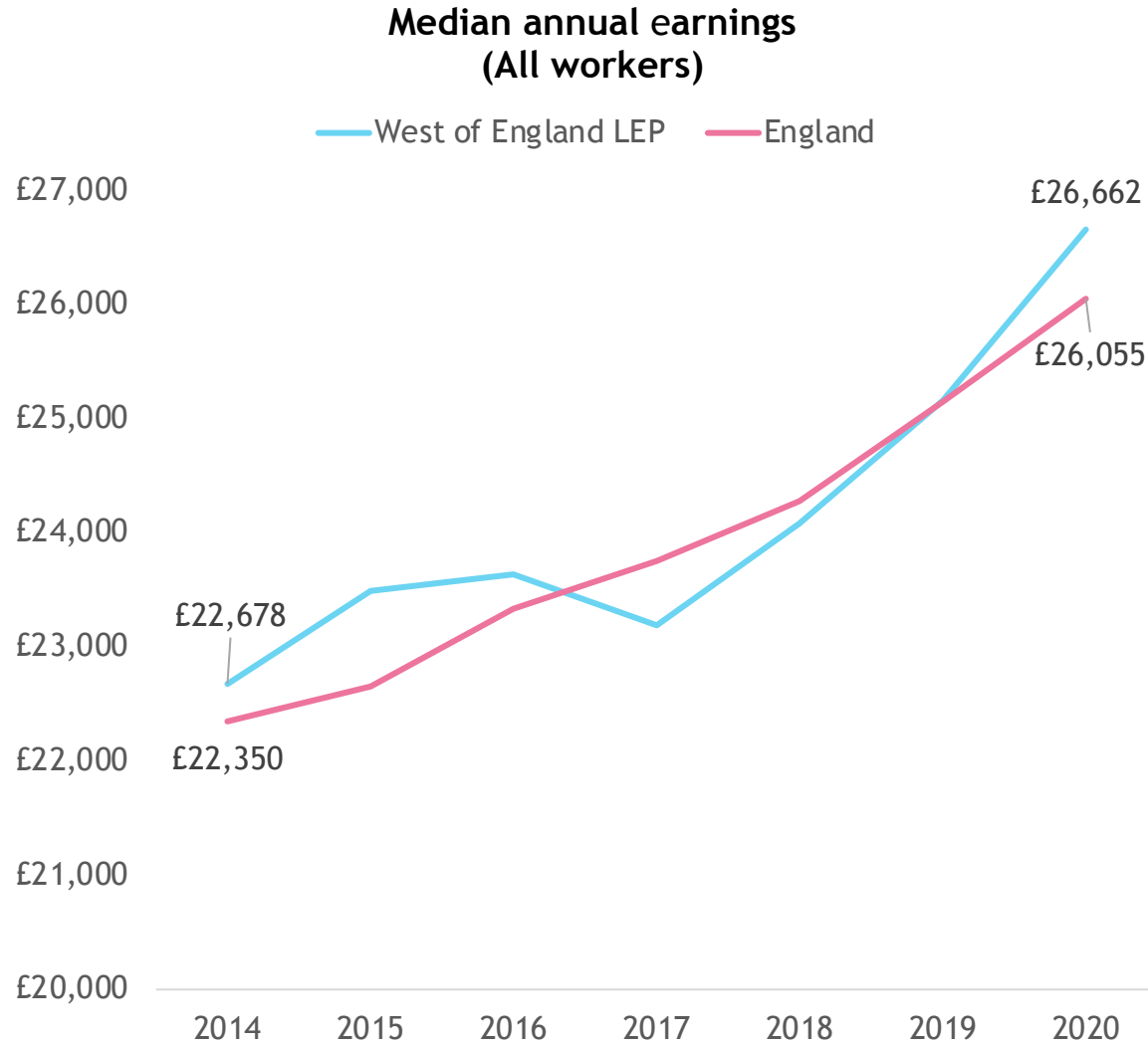


Working age residents claiming unemployment related benefits (%)



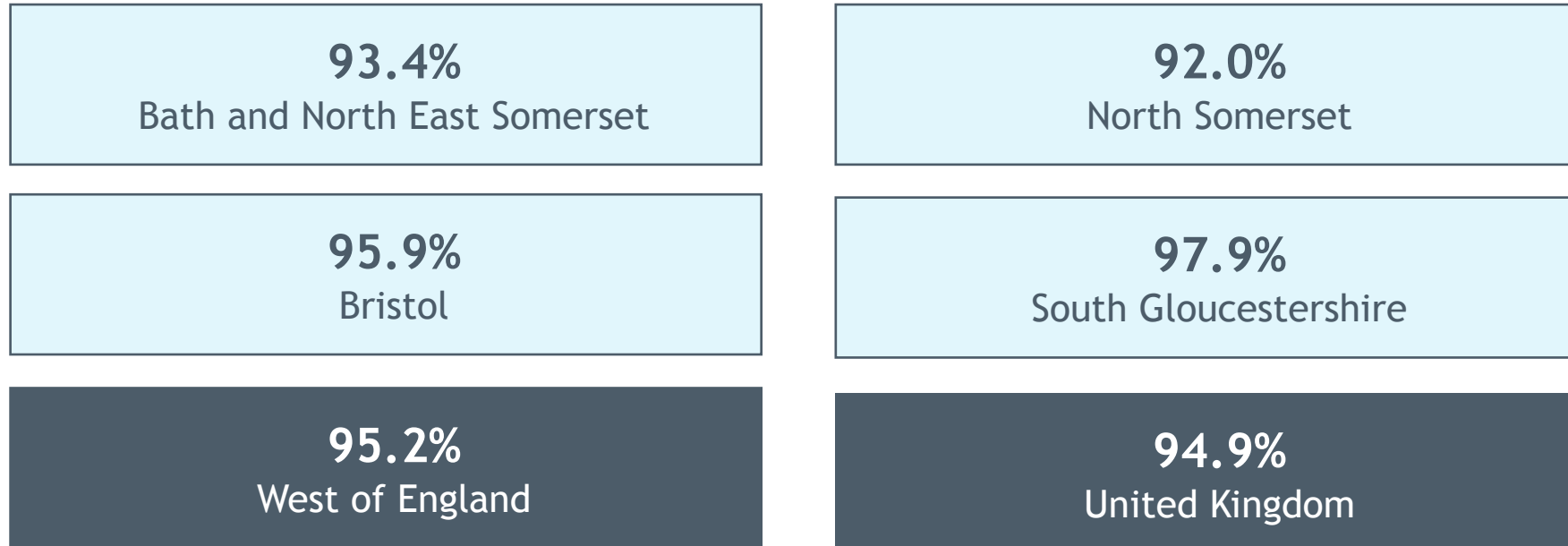
Source: ONS, Labour Force Survey([South West](#) and [England](#)), [Nomis Labour Market Profile](#)

People & Skills: Earnings



Infrastructure: Broadband Coverage

Superfast broadband is defined as speeds of **30Mbit/s** or more. As of Spring 2021, the percentage of premises with access to superfast broadband was:

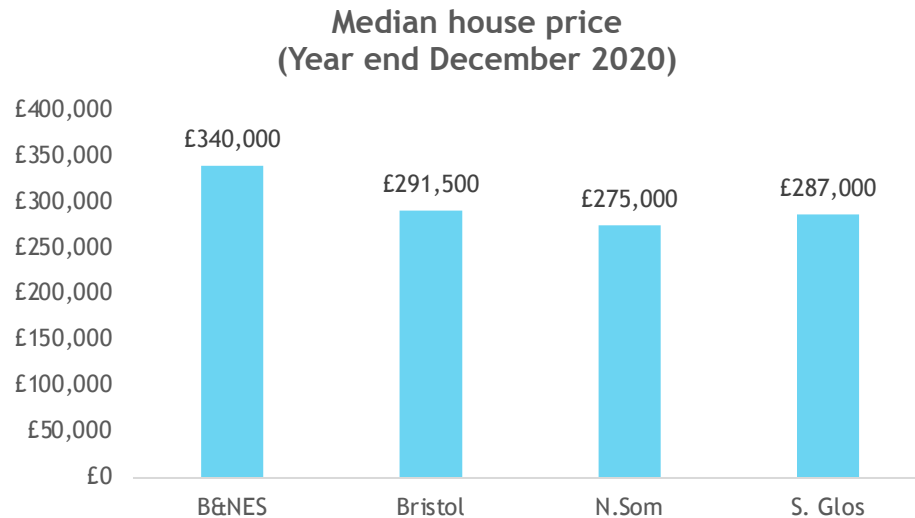


Infrastructure: Housing Purchases

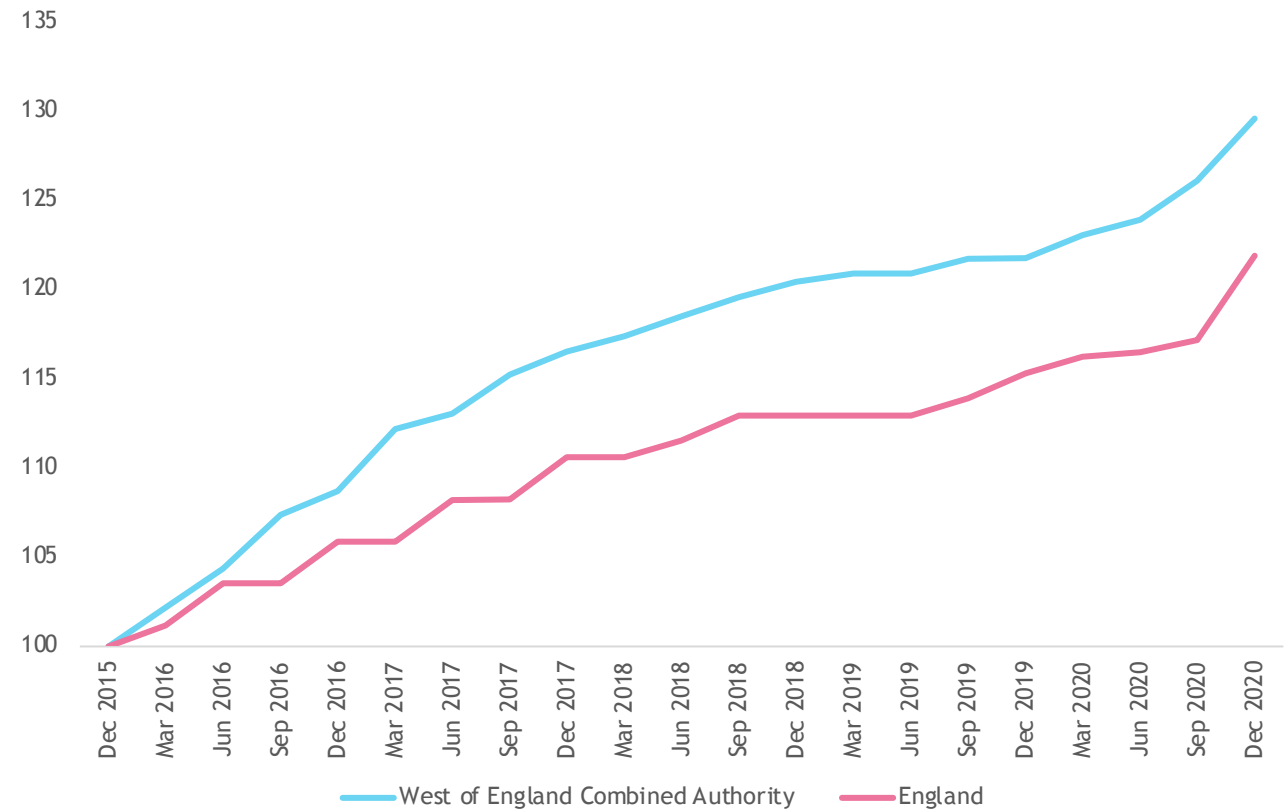
£298,000

median house price in December 2020
(West of England Combined Authority area only - excluding North Somerset)
+6.4% since December 2019

Median house prices have risen quicker in the West of England Combined Authority area than in England as a whole (+5.7%).



Quarterly median house price index (December 2015 = 100)



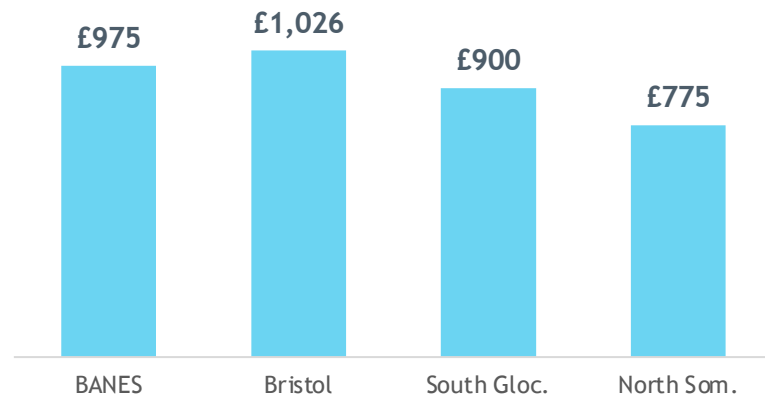
Infrastructure: Housing Rentals

£939

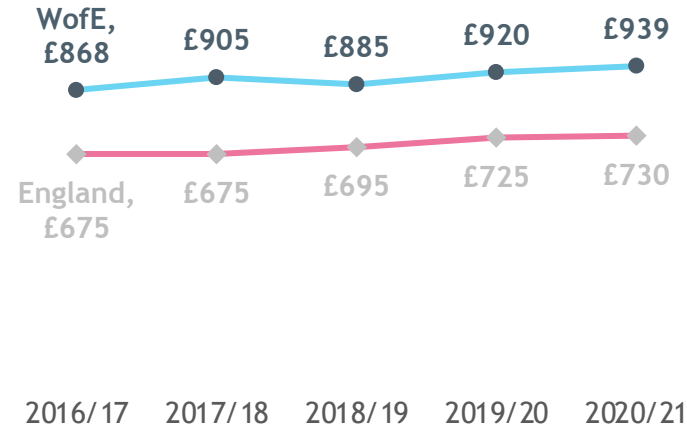
median monthly rental price in 2020/21
+2.1% since 2019/20

Rental prices increased from 2019/20 and are considerably higher than the average for England.

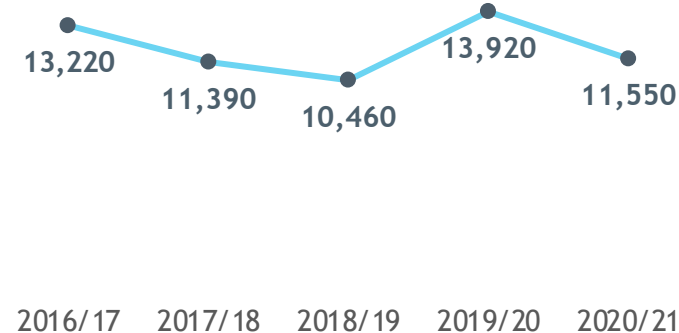
Median monthly rental prices



Median monthly rental prices



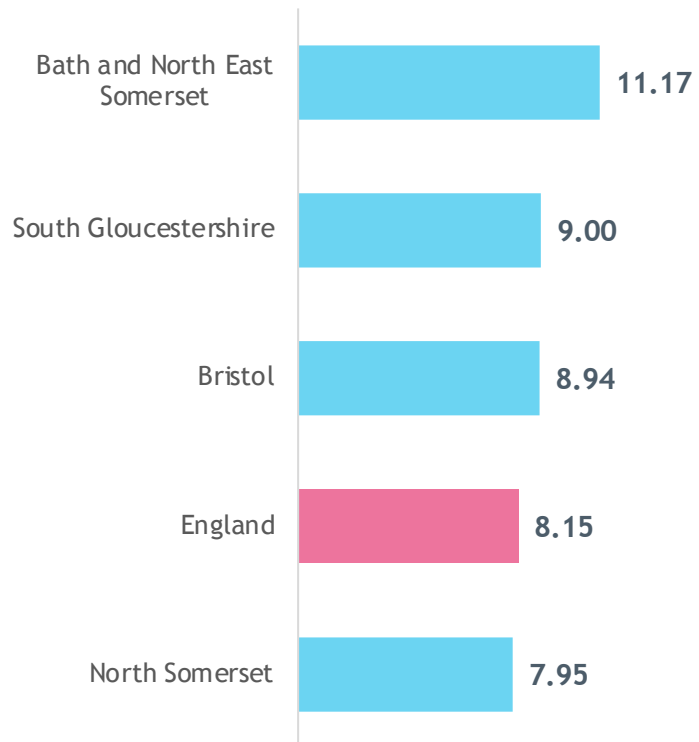
Monthly rentals recorded
West of England



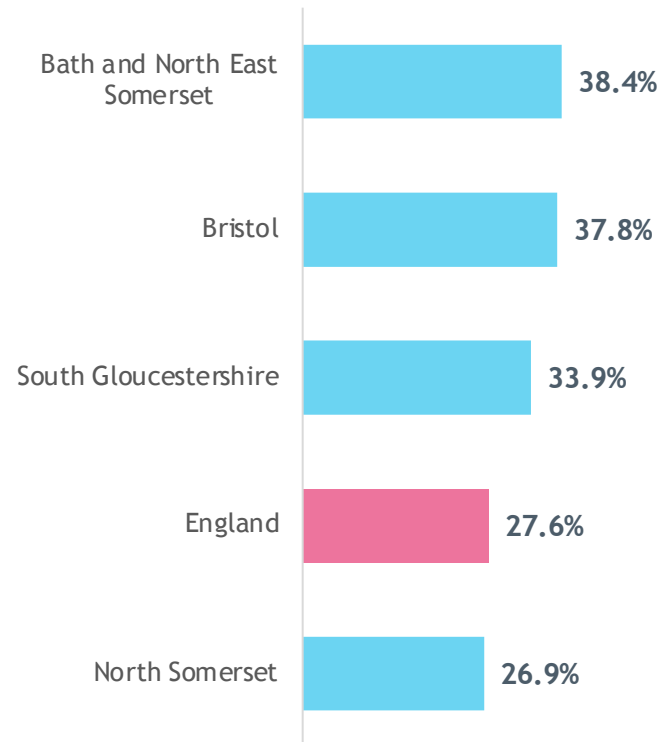
Infrastructure: Housing Affordability

- Housing affordability is between **7.95** and **11.17** times annual median earnings for the different unitary authorities.
- Rental cost (all rentals) is between **26.9%** and **38.4%** of median gross monthly earnings for the different unitary authorities.

Median house prices to median annual earnings



Median monthly rent over median monthly earnings



Infrastructure: Office Space (Bristol only)

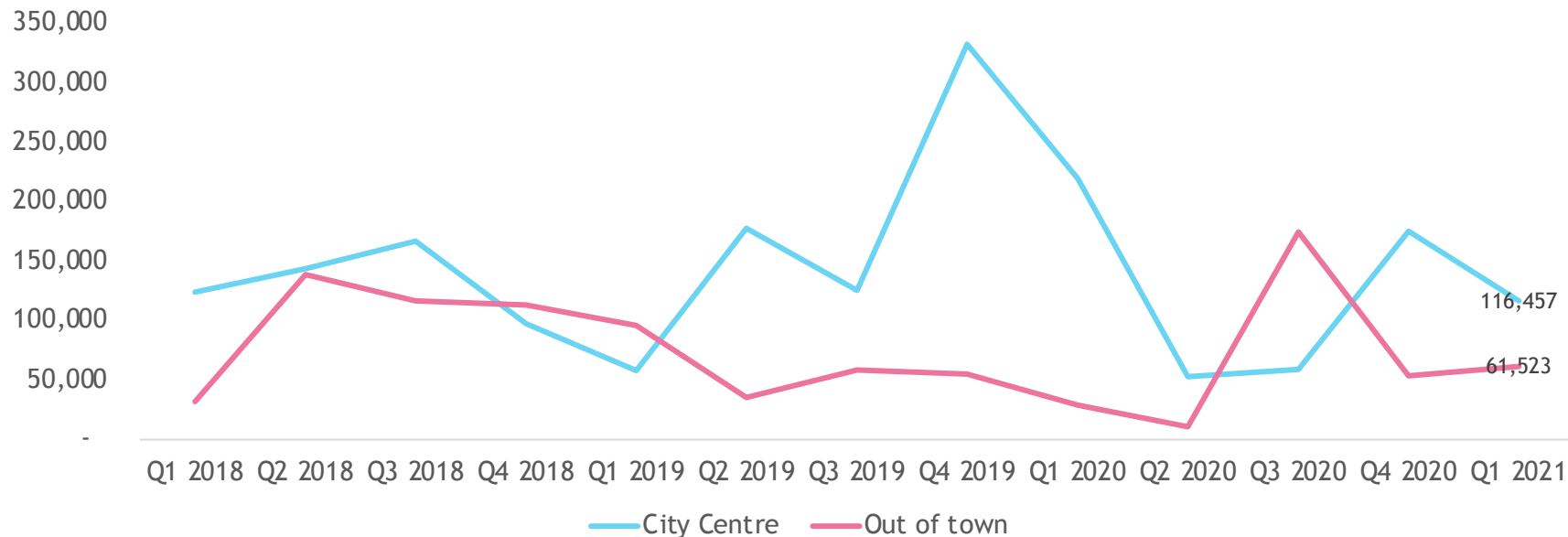
£37.50

Bristol city centre rent per square foot in 2021 Q1

£23.50

Bristol out of town rent per square foot in 2021 Q1

Bristol office quarterly take up (square feet)



Please note that take-up refers to new transactions of leasable space (gross) 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

6,281

start-ups in July 2020 to June 2021.

This equates to approximately 88.2 start-ups per annum per 10,000 people, over the time period June 2020 to May 2021.

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

- Real estate, professional services & support activities (1,680)
- Construction (1,125)
- Wholesale & retail trade (1,013)
- Transport, storage & communication (722)
- Recreational, personal & community services (549)

Business: High-Growth Companies

865

active high-growth businesses
as of July 2021

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 (24)
- FinTech (16)
- Digital Security (13)
- AdTech (13)
- Internet of Things (11)
- EdTech (11)

Top High-Level Sectors for High-Growth Business

- Business and Professional Services (391)
- Technology/IP-based businesses (301)
- Industrials (240)
- Leisure and Entertainment (87)
- Retail (74)

Top Detailed Sectors for High-Growth Business

- Other business and professional services for businesses (100)
- Software-as-a-service (SaaS) (88)
- Other manufacturing and engineering (76)
- Marketing services (55)
- Analytics, insight, tools (51)

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

Business: Business Support

1,399

businesses interacted with in Q1 2021.

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) 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
- Retail
- Hospitality
- Professional & Financial Services
- Construction & Development

Top support type

- Finance & Funding
- Skills & Training
- Branding & Marketing
- EU Exit
- Routes to Market

Contact us

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-  [West-of-England-Combined-Authority](https://www.linkedin.com/company/West-of-England-Combined-Authority)

For further information on support available to businesses, visit the West of England Growth Hub: wearegrowth.co.uk