



Key Statistics for Trafford

Unemployment Rates Falling

From 4,445 in August 2010 to 4,263 in June 2011 showing that Trafford's economic recovery is proceeding in the right direction.

Higher Than Average Jobs Density

The jobs density is typically 1 per head of population compared to a North West figure of 0.8 with a concentration of employment in highly skilled jobs.

Almost 2000 Jobs available in the Borough

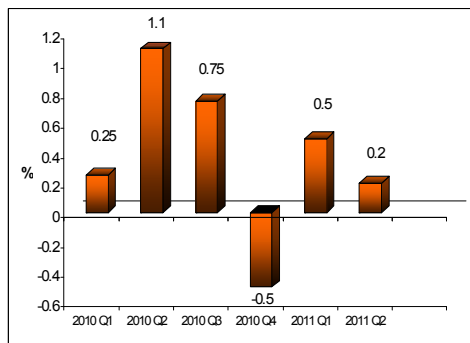
The number of new jobs in the Borough has remained relatively stable at just under 2000.

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Economy – The National Picture

- From its growth of 0.5% in the first quarter of 2011, the economy has slowed slightly in the second quarter of 2011 to 0.2%. This situation will continue to be monitored closely.



UK GDP 2010 to end Qtr2 2011

- The latest figures have raised concerns over the prospects in the construction industry and the likely impact of public spending cuts set to be higher in 2011-2012.
- As an active participant in the transition from Regional Development Agencies to Local Enterprise Partnerships (LEPs), the GM Combined Authority and LEP will utilise the opportunities presented by national policy changes to support local economic priorities.

Trafford's Ambitions

Trafford makes up 8% of GM's population but contributes more than 11% (£4.7 billion) in GVA to its overall economy and has been identified as the best placed local authority in the North West to recover from the recession (Experian 2010). The Borough has a number of advantages such as excellent transport links, a skilled population, good quality of life, low levels of deprivation and a strong private sector business base. We are determined to maximise the utilisation of these assets to foster greater levels of growth.

Our plans include:

- Further exploiting the strategic potential of Trafford Park with its 1300 companies and 33,000 jobs through its recently announced status as one of 8 business neighbourhood planning vanguards
- Driving forward the regeneration of Altrincham with the creation of a strategic group to ensure that a clear direction and action plan is in place for revitalising the town with the lessons learnt to be applied to the other town centres in Trafford
- Further exploiting opportunities for high end housing growth within Trafford as a key location of choice within Greater Manchester
- Maximising the benefits of the highly skilled population and working with key partners through the Trafford Economic Alliance to encourage greater levels of inward investment. One of the largest investments in the UK this decade is the £280 million investment by SAICA to establish a state of the art paper mill creating 200 new jobs, planned to open in December 2011
- Bringing forward the major Carrington site which at 390 hectares is one of the region's largest underdeveloped brownfield sites and a major opportunity for inward investment, jobs and new housing
- Bringing forward proposals for the redevelopment and regeneration of the Old Trafford area and Lancashire County Cricket Club to create more housing and jobs

What Job Seekers Really Need to Know

Five Sectors Currently Recruiting in Trafford

- Transport and Mobile
- Sales
- Home Care
- Administrative
- Marketing Management

Apprenticeships in Trafford

- 77% of businesses believe apprenticeships make the company more competitive
- 76% of businesses report that apprenticeships contribute to higher productivity
- 80% note a reduction in staff turnover and hence reduced recruitment costs
- 83% rely on apprenticeships to provide a skilled workforce for the future
- Trafford Council is working with the National Apprenticeship Service (NAS) and meetings are ongoing with a number of large employers regarding take up
- For further help in recruiting an apprentice, contact Stephen Bailey; Employer Service Manager, NAS on 07795 970 439



Ratio of Job Vacancies to People Looking for Work

This ratio started to increase in October 2008 and peaked at 7.1:1 in January 2009 as the recession and post-Christmas effects took their toll. Due to the strength of the Trafford economy this quickly regularised to a more normal level. Since March of this year, overall we are currently back to a healthier ratio. This has fluctuated, however, from 1.7 JSA claimants per 1 vacancy in April to 2.1 in June 2011. Before the recession the figures were 1 vacancy per claimant - the sign of a very healthy economy.

School Meal Support

Between January 2010 and January 2011 there was a 0.8% increase in the number of pupils in receipt of free school meals - the largest annual increase since 2008. This may reflect the impact of the recession and a reduction in individual and overall income and will be the subject of further monitoring and analysis.

Redundancies: Even Strong Economies Shed Jobs

Trafford has fared relatively well compared to the rest of GM with redundancies remaining low throughout the summer of 2010. Unfortunately, by the end of 2010, potential redundancy notifications for the borough rose with figures for the public sector, increasing the total significantly. By March 2011, the actual redundancies figure, however, was lower than those notified. Although there were only a small number reported in May, June has seen two large scale redundancies reported, one large national retailer and one GM public sector employer based in Trafford, reflecting national trends.

The Effects of the Recession in Trafford

Work Experience Friendly Employers Wanted

Although the latest figures indicate youth unemployment fell slightly last month, a great number of young people aged 16-24 are finding it very difficult to get into work. Employers can make a real difference by offering work experience opportunities to help some of these people to take those vital first steps into the world of work.

Nationally, over 100 large companies and tens of thousands of small and medium sized enterprises have already agreed to offer Work Experience placements. Employers in Trafford are also being urged to consider this. For further information to assist the 18-24 age group, contact the local Jobcentre Plus Get Britain Working team on 0161 873 1128.

Trafford 40/40 Apprenticeships

This campaign is aimed at supporting smaller businesses recruit 16-18 year old Trafford residents not in employment, education or training (NEET) and is being promoted through the Trafford Provider Network. For more information, contact Joe Campbell on 0161 911 8601.



Boosting Business: Trafford's Road to Recovery

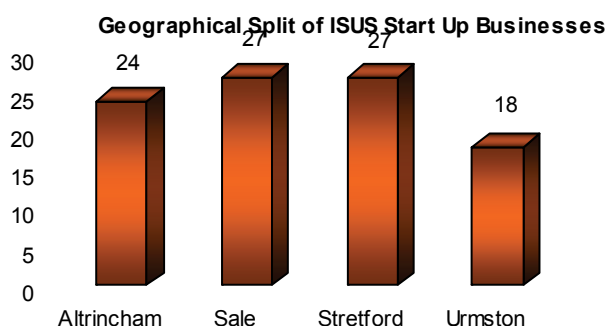
Business Registrations

Registrations have been consistent in Trafford for more than a decade. The most recent figures are from 2010 and use the more up-to-date system with all business registrations and not just for VAT purposes. The figures show 1,125 new businesses registered in Trafford over the previous 12 months, 80% higher than the national average in absolute terms and 11% of new business stock. The number of business demises stood at 14% merely reflecting the high turnover and adaptability of the Trafford Business base.

Help for Entrepreneurs

The Intensive Start Up Support (ISUS) programme is a North West Development Agency/ERDF funded initiative offering advice and business support to enterprising individuals gearing up to work for themselves. It is specifically targeted at groups traditionally under represented when starting a business. There is also ongoing support to the fledgling businesses to improve their survival prospects, growth and job creation after starting up.

96 new businesses started up under the scheme between April 2009 and June 2011 in Trafford, substantially ahead of target. The programme, which continues until March 2012, has proved extremely popular in Trafford.



The geographic spread for the new ISUS businesses can be split down to ward level.

For further details, contact Penny Bell on 0161 912 4384.

Trafford's Economy -

A Summary

Trafford scores well on export orientated businesses and skills, has low unemployment and limited dependency on public and other vulnerable sectors (Trafford Economic Assessment 2010).

Trafford comes top in GM by some considerable way in the UK Competitiveness Index 2010 which also ranked it in the first 18% nationally at 67 out of 379, with the next closest GM local authority ranked at 126.

In addition, the 2010 Experian report into resilience commissioned by the BBC identified Trafford as the borough most resilient to withstand economic shocks in the North West and placed it 7th in the whole of the UK.

If you would like more information, please contact:

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Key Trends About Tourism

The Scarborough Economic Assessment Model (STEAM) has been used to measure tourism in Trafford since 2000. It is designed to provide a reliable method for monitoring trends.

Although STEAM does not separate out the number of visitors staying for business purposes, NWDA research indicates that business tourism accounts for 11% of stays and 19% of expenditure.

Complementing the STEAM figures (which do not analyse whether trips are the result of domestic or inbound tourism), NWDA research also shows the Northwest has an 8% share of UK inbound trips equating to a 5% share of tourism spend.

Measuring the Economic Impact of Tourism in Trafford

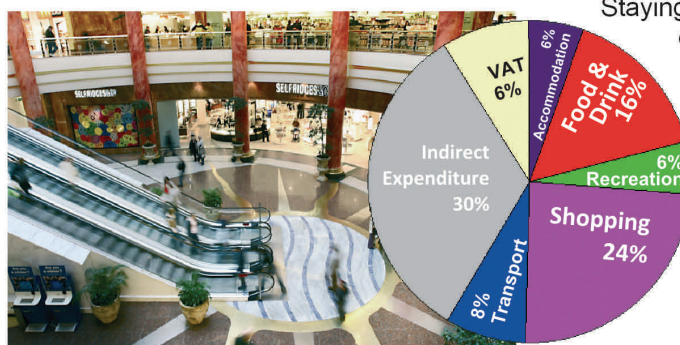
Where Visitors Stay



Steam estimates that Trafford received around 7m* visitors in 2009. 641,000 visitors stayed in Trafford. The pie chart graphically illustrates the small number of self catering units and absence of camping & caravan parks in Trafford.

76% of visitors come for the day, the challenge is to convert more day visitors to financially beneficial staying visitors.

How Visitors spend their Money



Staying visitors represent less than 1% of all visitors but are responsible for 24% of all expenditure.

It may be surprising for some to realise that the economic benefit from visitors is predominantly seen in the supporting sectors of food, drink and shopping.

How tourism supports Employment



The sectors where tourism supports the most employment reflect the areas of spend. And are employee intensive sectors

Things to see and do (Recreation) represent a relatively smaller percentages in terms of economic impact and jobs supported. However these are the things which capture the imagination and are the catalyst for bringing visitors to Trafford

*Steam defines a day visitor as a trip taken from a person's home which is outside the reporting area with a minimum stay of 3 hours. It also seeks to only include visitors whose shopping trip is not for routine items.