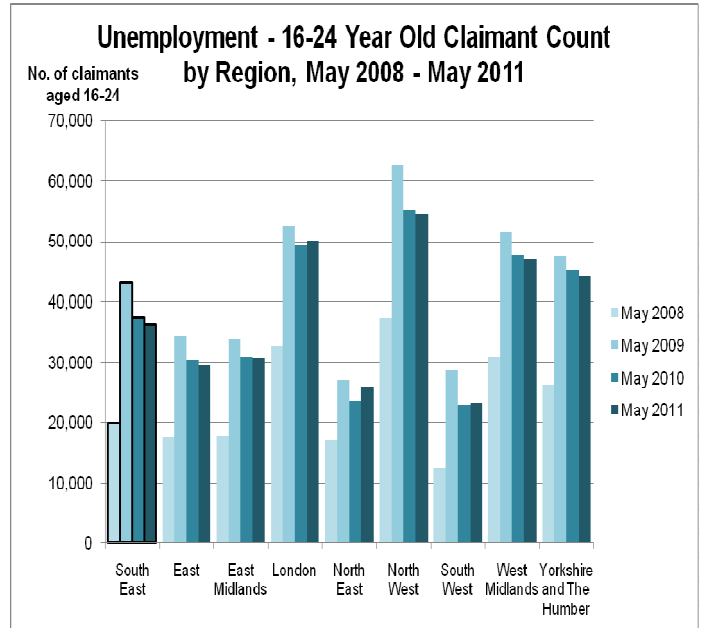
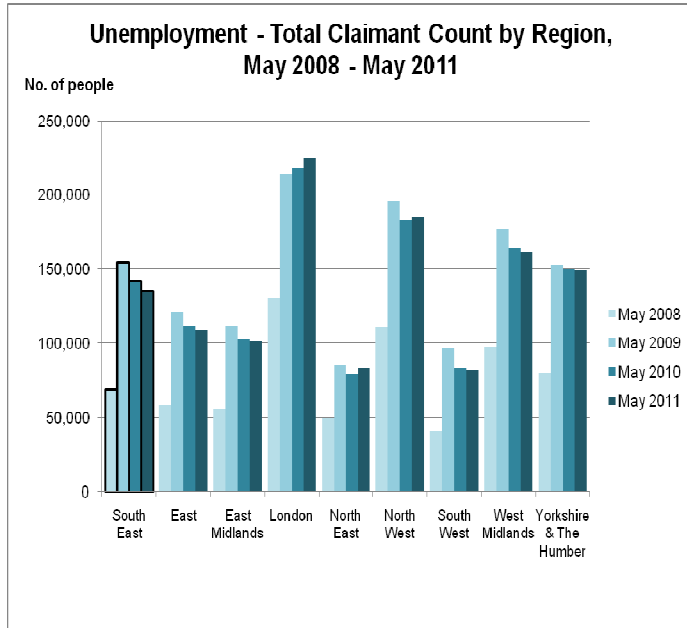


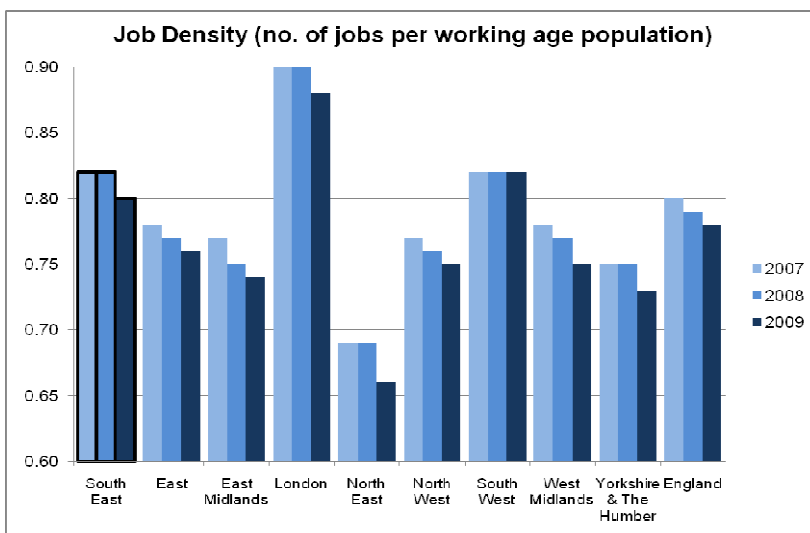
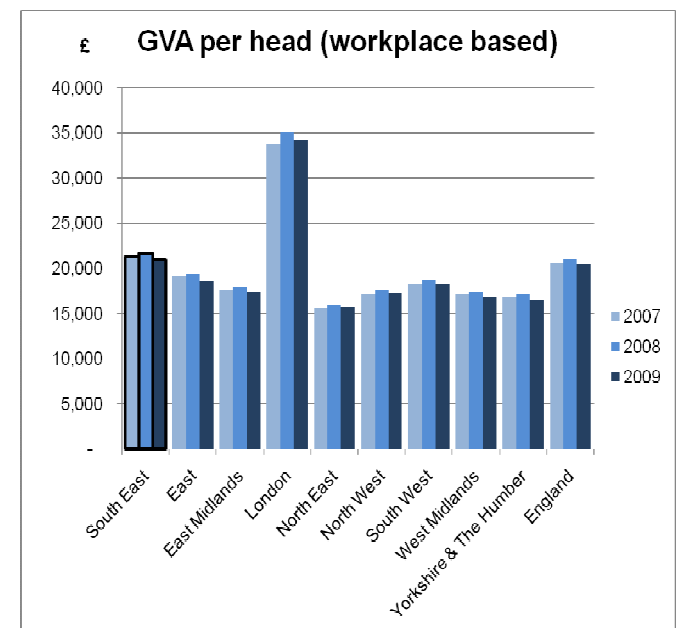
A. ECONOMY & EMPLOYMENT
OVERVIEW

More detailed information on sheets A1-A3



Key Issues/Messages:

- Although falling over the last three years, the number of unemployment claimants in the South East is still large at around 136,000— most charts show the South East as lowest for claimants, by looking at percentages rather than actual numbers. Unemployment levels for under 25 year olds is a cause of concern, being over 5% in 15 District/Unitary authorities (see Sheet A1).
- The South East saw a large fall in job density (number of jobs per resident in an area) between 2008-09, equating to a loss of 93,000 filled jobs.
- GVA (economic output) per head in the South East fell between 2008-09, to only just above the national average; looking at total GVA hides this, giving the impression of stronger performance.
- Taken together there is a strong message that the South East's economic success cannot be taken for granted and appropriate policy and investment is required.

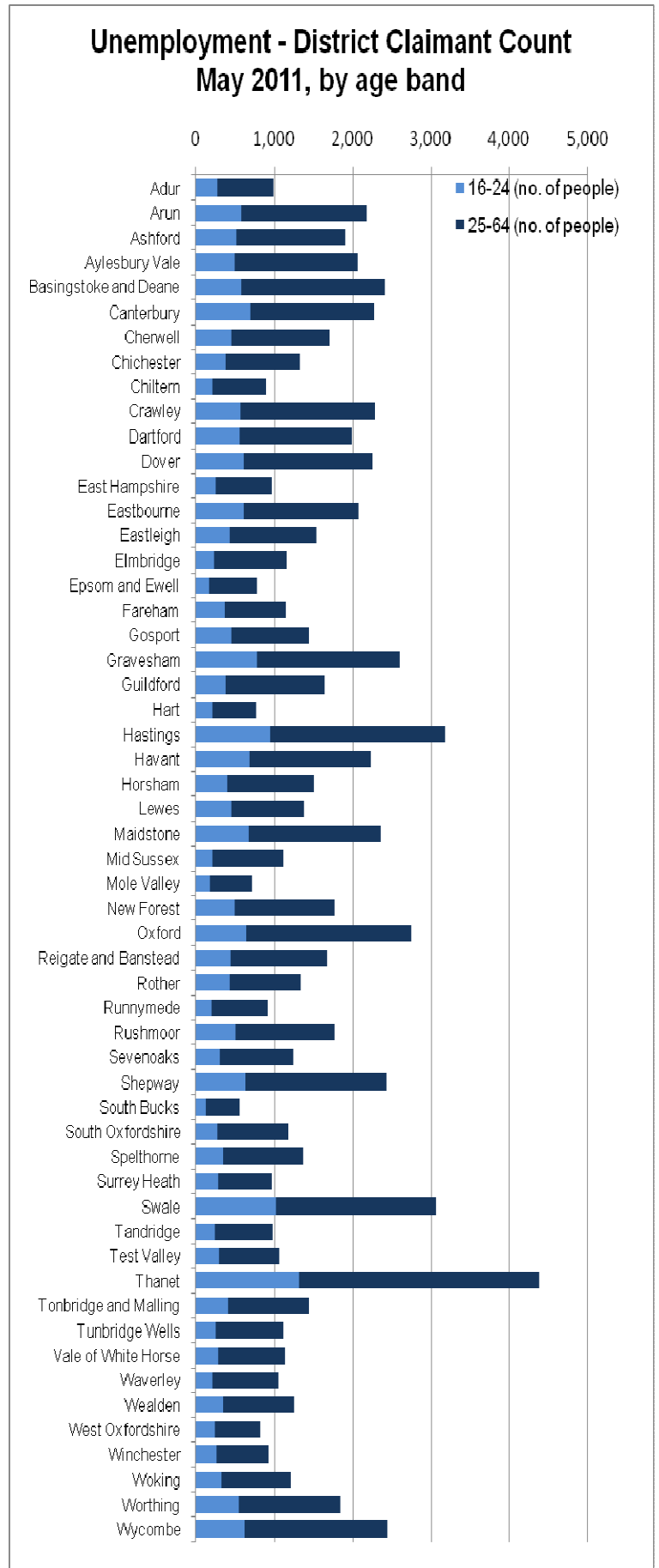
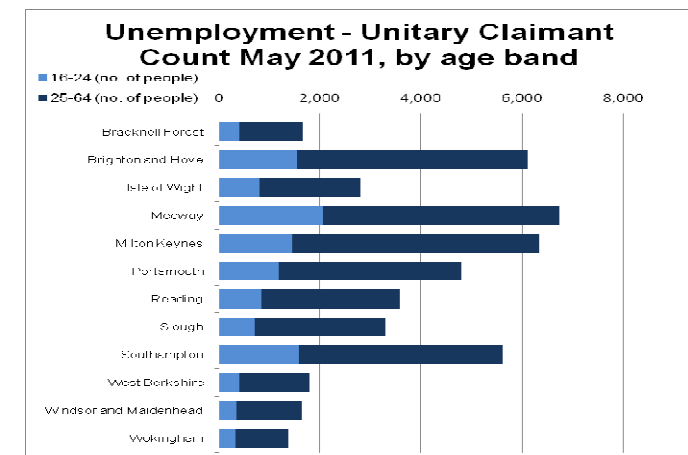
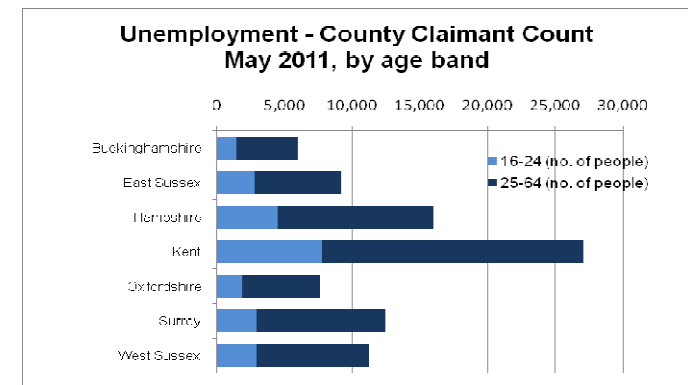
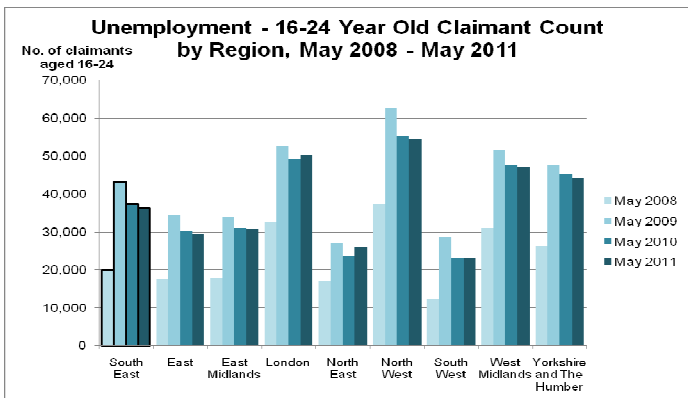
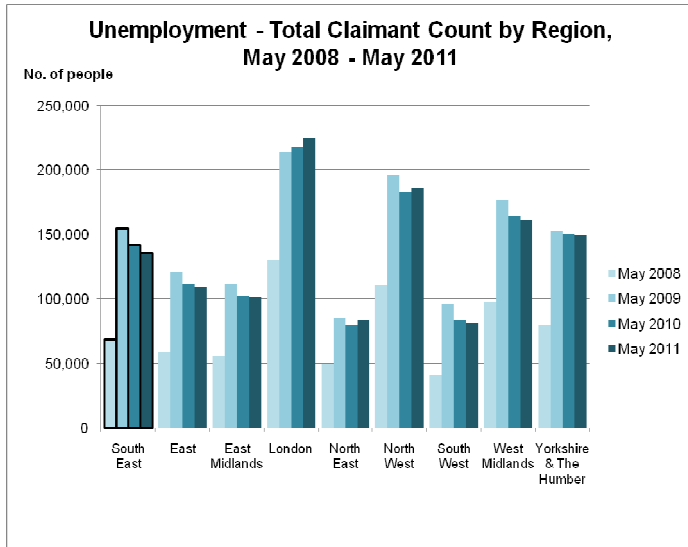


More detailed information, including local authority breakdown where available, is on SEEC Data Dashboard (Draft June 2011) sheets:

- A1. Unemployment
- A2. Job Density
- A3. Economic Output (GVA)

SEEC's full Data Dashboard includes 6 themes, which will be available at secouncils.gov.uk:

- A. Economy & Employment
- B. Housing & Infrastructure
- C. Public Finance & Grants
- D. Demography
- E. International Migration
- F. Environment



Counties & Unitaries - Ranked by Claimant Rate May 2011; Districts on next pages

CLAIMANT COUNT UNEMPLOYMENT - ALL AGES	May 2008		May 2009		May 2010		May 2011	
	Claimants	Rate (%)	Claimants	Rate (%)	Claimants	Rate (%)	Claimants	Rate (%)
Medway	3,550	2.1	7,015	4.2	6,935	4.1	6,745	4.0
Milton Keynes	3,270	2.1	7,275	4.6	6,685	4.2	6,345	4.0
Slough	1,545	1.8	3,335	3.8	3,310	3.8	3,305	3.8
England	(691,375)	2.1	(1,308,100)	3.9	(1,234,370)	3.7	(1,231,045)	3.7
Brighton and Hove	4,465	2.5	7,355	4.1	6,785	3.8	6,105	3.4
Portsmouth	2,695	1.9	5,275	3.7	5,240	3.7	4,785	3.4
Isle of Wight	1,520	1.8	3,065	3.6	2,980	3.5	2,805	3.3
Reading	1,705	1.6	4,185	3.9	3,945	3.7	3,580	3.3
Southampton	3,360	2.0	6,420	3.8	5,665	3.4	5,605	3.3
Kent	13,545	1.5	28,135	3.2	27,035	3.1	27,055	3.1
East Sussex	5,285	1.7	10,465	3.5	9,535	3.2	9,230	3.0
South East	(68,610)	1.3	(154,665)	2.9	(141,975)	2.6	(135,335)	2.5
West Sussex	5,370	1.1	13,690	2.8	12,355	2.5	11,235	2.3
Bracknell Forest	635	0.8	1,830	2.4	1,785	2.3	1,665	2.1
Hampshire	8,095	1.0	19,120	2.3	17,215	2.1	16,015	2.0
Buckinghamshire	2,785	0.9	7,280	2.3	6,235	2.0	5,970	1.9
Oxfordshire	3,810	0.9	9,620	2.3	7,750	1.8	7,600	1.8
Surrey	4,845	0.7	13,965	2.0	12,995	1.8	12,470	1.8
West Berkshire	770	0.8	2,400	2.4	1,995	2.0	1,795	1.8
Windsor and Maidenhead	770	0.8	2,210	2.4	1,875	2.0	1,635	1.8
Wokingham	590	0.6	2,020	1.9	1,665	1.6	1,390	1.3

CLAIMANT COUNT UNEMPLOYMENT - AGES 16-24	May 2008		May 2009		May 2010		May 2011	
	Claimants	Rate (%)	Claimants	Rate (%)	Claimants	Rate (%)	Claimants	Rate (%)
Medway	1,160	3.7	2,235	7.0	2,155	6.8	2,075	6.5
East Sussex	1,575	3.3	3,050	6.3	2,705	5.6	2,785	5.8
Isle of Wight	525	3.8	995	7.2	835	6.0	800	5.8
Milton Keynes	860	3.3	1,860	7.3	1,560	6.1	1,450	5.7
England	(211,960)	3.4	(381,290)	6.1	(342,580)	5.5	(341,710)	5.5
Kent	4,305	2.8	8,460	5.4	7,640	4.9	7,795	5.0
Slough	400	2.7	895	6.1	770	5.3	710	4.8
West Sussex	1,455	1.9	3,725	4.9	3,265	4.3	2,970	3.9
Brighton and Hove	1,170	2.9	1,890	4.7	1,780	4.4	1,555	3.8
South East	(19,850)	2.1	(43,100)	4.5	(37,255)	3.9	(36,200)	3.8
Hampshire	2,480	1.8	5,570	4.1	4,560	3.4	4,545	3.4
Bracknell Forest	160	1.3	445	3.5	430	3.4	420	3.3
Reading	465	1.8	1,110	4.3	980	3.8	850	3.3
Southampton	1,090	2.3	1,880	4.0	1,460	3.1	1,575	3.3
Portsmouth	785	2.1	1,520	4.0	1,395	3.7	1,180	3.1
Buckinghamshire	675	1.4	1,850	3.8	1,475	3.0	1,470	3.0
West Berkshire	210	1.4	630	4.2	440	3.0	420	2.8
Surrey	1,195	1.1	3,415	3.0	3,170	2.8	3,015	2.6
Windsor and Maidenhead	165	1.2	505	3.6	370	2.7	345	2.5
Oxfordshire	1,050	1.3	2,635	3.2	1,915	2.3	1,900	2.3
Wokingham	125	0.7	425	2.3	350	1.9	335	1.8

Districts on next pages >

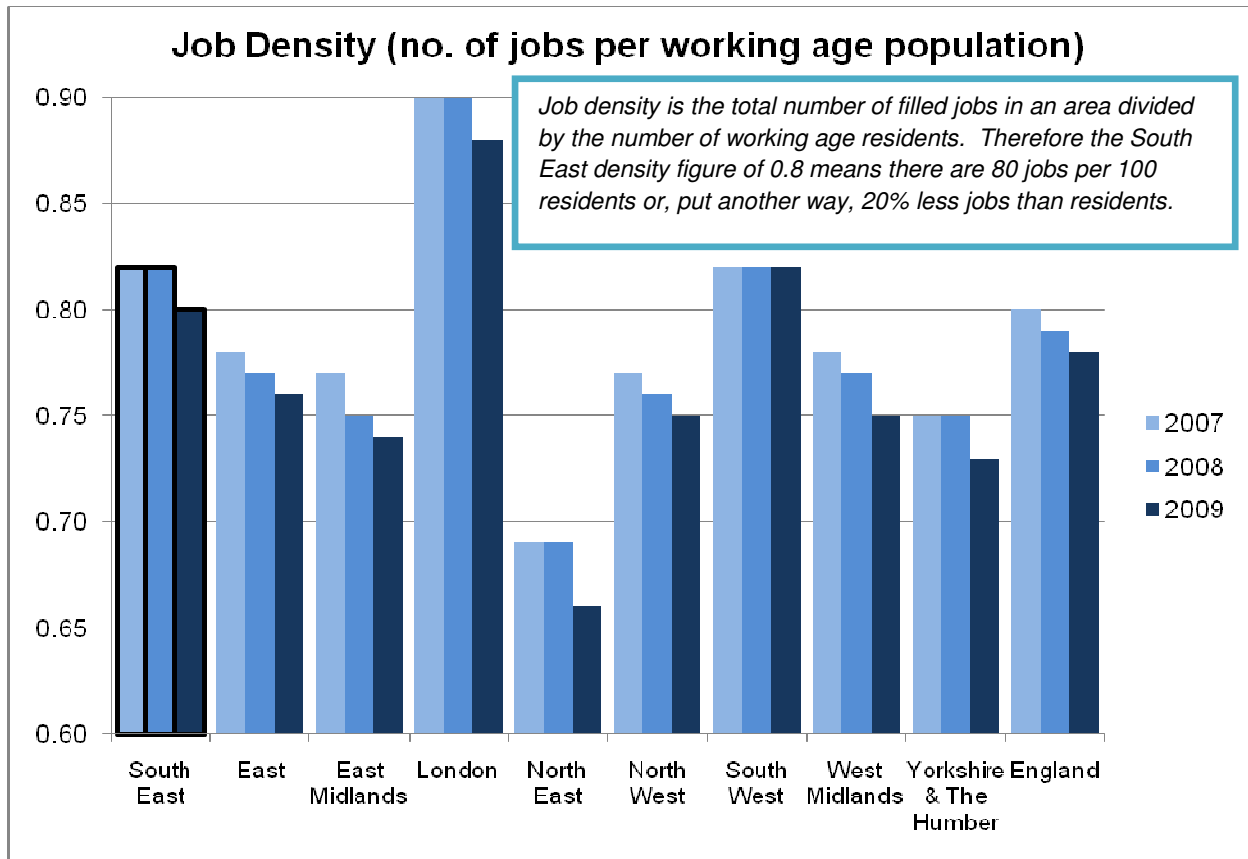
Districts - Ranked by Claimant Rate May 2011

A1. CLAIMANT COUNT, CTD

CLAIMANT COUNT UNEMPLOYMENT - ALL AGES	May 2008 Claimants	Rate	May 2009 Claimants	Rate	May 2010 Claimants	Rate	May 2011 Claimants	Rate
Hastings	1,795	3.3	2,980	5.4	3,240	5.9	3,185	5.8
Thanet	2,290	2.9	4,080	5.2	4,100	5.2	4,375	5.6
Gravesham	1,400	2.2	2,605	4.1	2,525	4.0	2,605	4.1
Shepway	1,460	2.4	2,465	4.0	2,560	4.2	2,435	4.0
Swale	1,560	1.9	3,210	3.8	3,150	3.8	3,060	3.7
England	(691,375)	2.1	(1,308,100)	3.9	(1,234,370)	3.7	(1,231,045)	3.7
Eastbourne	1,345	2.3	2,425	4.2	2,080	3.6	2,075	3.6
Dover	1,315	2.0	2,320	3.6	2,260	3.5	2,250	3.5
Crawley	965	1.4	2,580	3.7	2,520	3.6	2,280	3.2
Dartford	845	1.4	2,005	3.3	2,035	3.3	1,985	3.2
Havant	1,320	1.9	2,690	3.8	2,355	3.3	2,230	3.1
Rushmoor	735	1.2	1,880	3.0	1,610	2.6	1,770	2.9
Worthing	885	1.4	2,195	3.5	2,030	3.2	1,845	2.9
Gosport	705	1.4	1,525	3.0	1,450	2.8	1,435	2.8
Ashford	800	1.1	2,035	2.9	1,855	2.6	1,915	2.7
Rother	785	1.6	1,550	3.2	1,390	2.8	1,340	2.7
Adur	495	1.3	1,255	3.4	1,110	3.0	985	2.6
Arun	1,220	1.4	2,675	3.1	2,295	2.7	2,180	2.5
Maidstone	980	1.0	2,410	2.5	2,355	2.5	2,365	2.5
Oxford	1,515	1.4	2,965	2.7	2,600	2.4	2,745	2.5
South East	(68,610)	1.3	(154,665)	2.9	(141,975)	2.6	(135,335)	2.5
Lewes	725	1.3	1,765	3.1	1,490	2.6	1,380	2.4
Canterbury	1,200	1.2	2,350	2.4	2,220	2.3	2,270	2.3
Spelthorne	560	1.0	1,405	2.4	1,430	2.4	1,370	2.3
Wycombe	1,195	1.1	2,895	2.8	2,615	2.5	2,445	2.3
Basingstoke and Deane	1,075	1.0	2,650	2.5	2,695	2.5	2,415	2.2
Chichester	665	1.0	1,570	2.3	1,450	2.2	1,330	2.0
Eastleigh	870	1.1	1,925	2.5	1,630	2.1	1,535	2.0
Woking	505	0.8	1,395	2.3	1,295	2.2	1,210	2.0
Cherwell	935	1.0	2,460	2.7	1,750	1.9	1,705	1.9
Horsham	645	0.8	1,870	2.3	1,565	2.0	1,500	1.9
Reigate and Banstead	630	0.7	1,800	2.0	1,700	1.9	1,675	1.9
Tandridge	330	0.7	995	2.0	850	1.7	980	1.9
Tonbridge and Malling	610	0.8	1,710	2.3	1,420	1.9	1,435	1.9
Aylesbury Vale	895	0.8	2,495	2.2	2,090	1.9	2,060	1.8
Guildford	710	0.8	1,710	1.9	1,670	1.8	1,645	1.8
Sevenoaks	505	0.7	1,490	2.1	1,320	1.9	1,245	1.8
Surrey Heath	330	0.6	1,070	2.0	1,005	1.9	965	1.8
Epsom and Ewell	315	0.7	950	2.0	810	1.7	780	1.7
Fareham	570	0.8	1,340	1.9	1,235	1.8	1,155	1.7
New Forest	835	0.8	2,215	2.1	1,990	1.9	1,765	1.7
Tunbridge Wells	580	0.9	1,455	2.2	1,225	1.8	1,115	1.7
Chiltern	405	0.7	1,090	2.0	860	1.6	905	1.6
Runnymede	330	0.6	1,005	1.8	910	1.6	910	1.6
Test Valley	560	0.8	1,365	1.9	1,195	1.7	1,070	1.5
Vale of White Horse	445	0.6	1,430	1.9	1,240	1.7	1,140	1.5
Waverley	415	0.6	1,270	1.8	1,165	1.6	1,050	1.5
Wealden	630	0.7	1,745	2.1	1,330	1.6	1,255	1.5
East Hampshire	565	0.8	1,385	2.0	1,185	1.7	965	1.4
Elmbridge	470	0.6	1,520	1.8	1,385	1.7	1,165	1.4
Mid Sussex	490	0.6	1,550	1.9	1,385	1.7	1,120	1.4
Mole Valley	255	0.5	850	1.7	770	1.5	715	1.4
South Bucks	290	0.7	800	1.9	670	1.6	560	1.4
South Oxfordshire	555	0.7	1,645	2.0	1,320	1.6	1,180	1.4
Hart	305	0.5	980	1.7	825	1.4	770	1.3
West Oxfordshire	360	0.6	1,120	1.7	840	1.3	825	1.3
Winchester	550	0.8	1,170	1.6	1,045	1.5	920	1.3

A1. CLAIMANT COUNT, CTD

CLAIMANT COUNT - AGES 16-64	May 2008 Claimants	Rate	May 2009 Claimants	Rate	May 2009 Claimants	Rate	May 2009 Claimants	Rate
Hastings	560	5.8	895	9.1	955	9.7	945	9.7
Thanet	755	5.5	1,285	9.1	1,130	8.0	1,315	9.3
Swale	570	4.0	1,085	7.5	1,030	7.1	1,020	7.0
Gravesham	420	3.7	765	6.8	750	6.7	775	6.9
Shepway	420	4.3	680	6.9	685	6.9	640	6.4
Rother	260	3.6	440	6.1	405	5.7	425	6.0
Dover	435	4.1	715	6.6	645	6.0	620	5.7
Eastbourne	360	3.3	680	6.3	575	5.3	610	5.7
Worthing	255	2.6	610	6.2	575	5.8	545	5.5
England	(211,960)	3.4	(381,290)	6.1	(342,580)	5.5	(341,710)	5.5
Havant	400	3.1	830	6.5	680	5.3	685	5.4
Dartford	265	2.5	585	5.5	590	5.5	565	5.3
Lewes	225	2.6	550	6.2	445	5.0	450	5.1
Crawley	275	2.2	750	6.1	685	5.6	570	4.7
Gosport	290	3.0	510	5.3	420	4.4	450	4.7
Adur	150	2.4	365	5.9	320	5.2	280	4.6
Ashford	245	2.1	660	5.7	560	4.9	520	4.5
Maidstone	320	2.1	665	4.4	660	4.3	675	4.4
Arun	320	2.3	715	5.1	615	4.4	585	4.2
Rushmoor	230	1.9	585	4.9	420	3.5	505	4.2
Spelthorne	165	1.9	360	4.0	325	3.6	350	3.9
Basingstoke and Deane	315	2.0	730	4.7	655	4.2	580	3.8
Woking	125	1.5	365	4.3	325	3.8	325	3.8
South East	(19,850)	2.1	(43,100)	4.5	(37,255)	3.9	(36,200)	3.8
Surrey Heath	70	1.0	275	3.6	275	3.6	285	3.7
Wycombe	300	1.7	760	4.5	630	3.7	625	3.7
Chichester	165	1.5	400	3.7	355	3.3	385	3.6
Reigate and Banstead	165	1.4	500	4.1	460	3.7	440	3.6
Horsham	165	1.5	495	4.4	385	3.4	395	3.5
Tonbridge and Malling	200	1.8	520	4.5	350	3.0	405	3.5
Eastleigh	270	2.1	530	4.2	410	3.2	425	3.4
Cherwell	255	1.8	680	4.9	430	3.1	450	3.3
Tandridge	80	1.1	255	3.5	205	2.8	245	3.3
Fareham	175	1.5	400	3.3	360	3.0	375	3.1
New Forest	260	1.6	660	4.1	545	3.4	500	3.1
Sevenoaks	135	1.4	385	3.9	335	3.3	305	3.1
Wealden	165	1.4	490	4.2	325	2.8	355	3.0
Aylesbury Vale	235	1.3	660	3.7	505	2.8	500	2.8
Test Valley	175	1.6	420	3.9	315	2.9	295	2.7
Tunbridge Wells	140	1.5	345	3.7	275	2.9	255	2.7
Canterbury	405	1.5	765	2.9	635	2.4	695	2.6
West Oxfordshire	110	1.2	330	3.5	240	2.5	245	2.6
Chiltern	85	1.0	250	3.0	195	2.3	205	2.5
Mole Valley	55	0.8	205	2.9	170	2.4	175	2.5
Hart	70	0.8	230	2.7	190	2.2	210	2.4
Vale of White Horse	120	1.0	390	3.3	305	2.6	290	2.4
South Bucks	55	0.9	185	3.1	145	2.5	135	2.3
East Hampshire	145	1.3	385	3.4	315	2.8	250	2.2
Elmbridge	100	0.9	280	2.7	300	2.8	235	2.2
South Oxfordshire	135	1.1	405	3.3	305	2.5	270	2.2
Epsom and Ewell	75	1.0	220	2.8	220	2.9	165	2.1
Guildford	190	1.0	430	2.1	430	2.1	385	1.9
Winchester	160	1.2	290	2.1	250	1.8	265	1.9
Mid Sussex	125	1.1	395	3.4	330	2.8	210	1.8
Oxford	430	1.2	825	2.3	630	1.8	645	1.8
Waverley	105	0.9	300	2.5	245	2.1	210	1.8
Runnymede	65	0.6	230	1.9	215	1.8	195	1.6



Counties & Unitaries - Ranked by Job Density 2009 (lowest first); Districts on next page

	Total Jobs			Job Density	2007	2008	2009
	2007	2008	2009				
Medway	103,000	100,000	95,000	0.62	0.60	0.57	
Isle of Wight	61,000	60,000	57,000	0.72	0.71	0.68	
Wokingham	77,000	76,000	75,000	0.73	0.72	0.69	
East Sussex	216,000	216,000	217,000	0.71	0.71	0.72	
Southampton	130,000	124,000	122,000	0.80	0.75	0.73	
Kent	663,000	666,000	650,000	0.76	0.76	0.73	
Brighton and Hove	144,000	142,000	137,000	0.83	0.80	0.77	
England	26,606,000	26,611,000	26,246,000	0.80	0.79	0.78	
Hampshire	658,000	658,000	635,000	0.81	0.81	0.78	
Buckinghamshire	251,000	255,000	247,000	0.80	0.82	0.79	
South East	4,400,000	4,396,000	4,303,000	0.82	0.82	0.80	
West Sussex	395,000	389,000	392,000	0.82	0.80	0.81	
Bracknell Forest	75,000	72,000	64,000	0.99	0.93	0.83	
Surrey	611,000	608,000	599,000	0.87	0.86	0.84	
Portsmouth	119,000	121,000	122,000	0.88	0.88	0.86	
Oxfordshire	377,000	383,000	375,000	0.90	0.91	0.89	
Windsor and Maidenhead	89,000	87,000	84,000	0.99	0.95	0.90	
Reading	109,000	109,000	100,000	1.06	1.03	0.94	
Milton Keynes	151,000	155,000	150,000	0.97	0.98	0.94	
Slough	82,000	81,000	83,000	0.98	0.95	0.96	
West Berkshire	92,000	95,000	97,000	0.95	0.97	0.98	

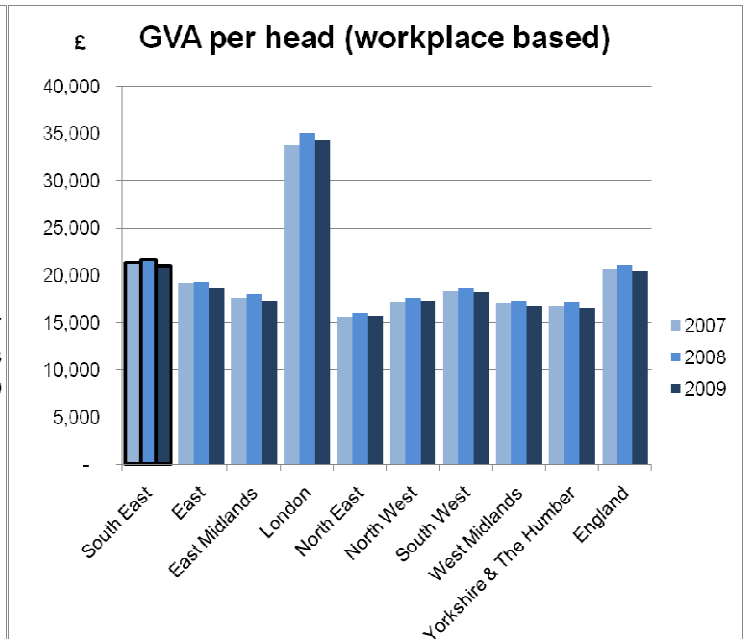
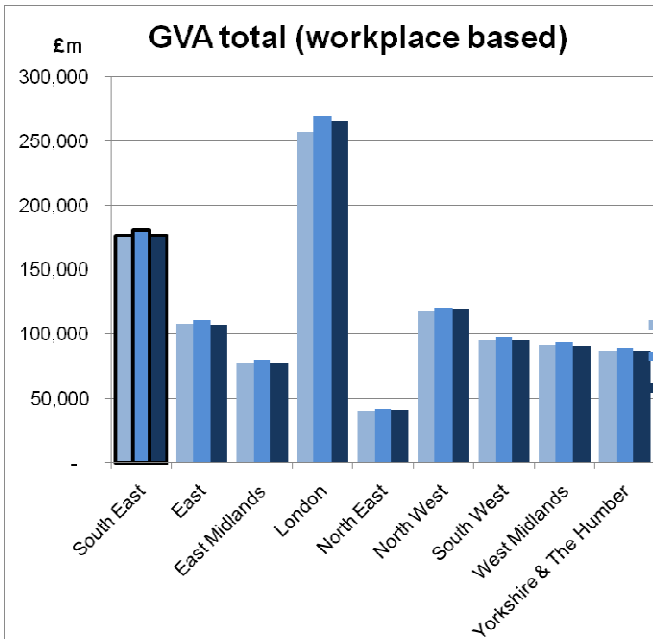
Districts - Ranked by Job Density 2009 (lowest first)

A2. JOB DENSITY, CTD

	Total Jobs				Job Density		
	2007	2008	2009		2007	2008	2009
Gosport	26,000	26,000	24,000		0.51	0.51	0.46
Gravesham	32,000	32,000	32,000		0.51	0.51	0.51
Adur	22,000	22,000	20,000		0.60	0.58	0.54
Arun	53,000	51,000	49,000		0.60	0.59	0.56
Thanet	51,000	51,000	47,000		0.66	0.65	0.60
Swale	51,000	48,000	51,000		0.62	0.57	0.61
Havant	44,000	46,000	44,000		0.62	0.64	0.62
Hastings	39,000	34,000	34,000		0.71	0.63	0.62
Dover	46,000	47,000	42,000		0.71	0.72	0.65
Shepway	43,000	45,000	42,000		0.71	0.74	0.69
Wealden	58,000	57,000	58,000		0.68	0.68	0.70
Tandridge	41,000	41,000	35,000		0.82	0.81	0.70
Spelthorne	49,000	45,000	41,000		0.83	0.76	0.70
Hart	48,000	45,000	41,000		0.81	0.76	0.70
Lewes	39,000	41,000	41,000		0.68	0.72	0.72
Epsom and Ewell	31,000	33,000	34,000		0.68	0.71	0.72
Chiltern	39,000	40,000	40,000		0.70	0.71	0.72
Canterbury	71,000	75,000	70,000		0.75	0.78	0.73
Elmbridge	62,000	64,000	61,000		0.76	0.78	0.74
Aylesbury Vale	81,000	86,000	83,000		0.73	0.77	0.74
West Oxfordshire	57,000	53,000	48,000		0.88	0.82	0.75
Rother	35,000	36,000	37,000		0.70	0.71	0.75
New Forest	80,000	78,000	79,000		0.77	0.75	0.75
Horsham	59,000	58,000	60,000		0.73	0.72	0.75
Fareham	57,000	61,000	52,000		0.82	0.87	0.75
Reigate and Banstead	71,000	70,000	67,000		0.84	0.81	0.76
Mid Sussex	62,000	64,000	62,000		0.77	0.79	0.76
Sevenoaks	50,000	48,000	54,000		0.72	0.69	0.77
England	26,606,000	26,611,000	26,246,000		0.80	0.79	0.78
Worthing	52,000	50,000	49,000		0.84	0.80	0.78
East Hampshire	55,000	56,000	54,000		0.79	0.80	0.78
Waverley	59,000	60,000	58,000		0.81	0.83	0.79
South East	4,400,000	4,396,000	4,303,000		0.82	0.82	0.80
Eastbourne	45,000	48,000	46,000		0.79	0.83	0.80
Tonbridge and Malling	64,000	64,000	60,000		0.88	0.87	0.81
Rushmoor	52,000	54,000	51,000		0.86	0.88	0.82
Basingstoke and Deane	91,000	92,000	89,000		0.85	0.85	0.82
Ashford	58,000	59,000	58,000		0.83	0.83	0.82
South Oxfordshire	66,000	69,000	68,000		0.80	0.84	0.83
Cherwell	78,000	77,000	75,000		0.87	0.85	0.83
Wycombe	95,000	93,000	87,000		0.91	0.90	0.84
Test Valley	61,000	60,000	60,000		0.84	0.83	0.84
Eastleigh	66,000	66,000	66,000		0.85	0.84	0.84
Maidstone	86,000	83,000	81,000		0.91	0.87	0.85
Woking	54,000	54,000	52,000		0.90	0.91	0.86
Tunbridge Wells	52,000	55,000	57,000		0.80	0.83	0.86
Vale of White Horse	61,000	63,000	66,000		0.81	0.84	0.88
South Bucks	35,000	36,000	37,000		0.87	0.88	0.89
Dartford	57,000	59,000	55,000		0.96	0.97	0.89
Guildford	92,000	88,000	85,000		1.03	0.97	0.93
Chichester	62,000	61,000	67,000		0.95	0.92	1.00
Mole Valley	50,000	52,000	52,000		0.99	1.02	1.01
Surrey Heath	48,000	48,000	55,000		0.90	0.91	1.03
Runnymede	55,000	53,000	60,000		1.00	0.96	1.05
Winchester	79,000	76,000	77,000		1.13	1.07	1.08
Oxford	115,000	121,000	117,000		1.08	1.13	1.08
Crawley	84,000	83,000	86,000		1.24	1.20	1.22

A. ECONOMY & EMPLOYMENT
3. ECONOMIC OUTPUT (GVA)

Latest Data: 2009 (regional), 2008 (local - NUTS 2/3)
Source: Statistics.gov.uk; official data updated annually



Gross Value Added (GVA - workplace based)	Total GVA			GVA per head		
	£million			£ per head		
	2006	2007	2008	2006	2007	2008
England	991,891	1,050,662	1,083,289	19,539	20,558	21,049
South East	167,995	176,922	181,435	20,427	21,327	21,681
NUTS Level 2 - ranked by GVA per head 2008, lowest first						
Kent	25,405	26,655	27,233	15,585	16,233	16,454
ENGLAND AVERAGE			33,063			18,025
Hampshire and Isle of Wight	34,690	36,815	37,938	18,993	19,996	20,427
Surrey, East and West Sussex	51,997	54,796	56,149	19,914	20,805	21,154
Berkshire, Buckinghamshire and Oxfordshire	55,903	58,656	60,115	25,921	26,923	27,302
NUTS Level 3 - ranked by GVA per head 2008, lowest first						
Isle of Wight	1,720	1,765	1,775	12,417	12,659	12,666
Medway	3,242	3,326	3,341	12,905	13,198	13,181
East Sussex	7,030	7,180	7,165	13,863	14,095	14,018
Kent	22,163	23,328	23,892	16,073	16,784	17,045
ENGLAND AVERAGE			10,665			18,143
West Sussex	14,926	15,497	15,717	19,217	19,790	19,931
Brighton and Hove	4,944	5,148	5,244	19,938	20,575	20,659
Hampshire	24,266	25,957	26,864	19,213	20,371	20,929
Southampton	4,677	4,856	4,942	20,449	21,035	21,109
Portsmouth	4,027	4,238	4,357	20,527	21,547	21,855
Buckinghamshire	10,495	10,820	10,967	21,630	22,147	22,315
Oxfordshire	14,699	15,187	15,389	23,347	24,018	24,215
Surrey	25,097	26,971	28,023	23,254	24,721	25,459
Milton Keynes	6,382	6,699	6,899	28,376	29,255	29,619
Berkshire	24,327	25,950	26,860	29,777	31,311	31,902