

## Business and Employment for Cam

### Employment

#### Introduction

One of the chief concerns of the NDP steering group of Cam is that there should be sufficient jobs being created through the allocation of development land in the parish. This must not only recognise the needs of the new residents of housing development in Cam, but also of the existing residents in the area. This is particularly important given the long-term effects of the economic downturn and its impacts on the structure of the economy. A clear plan must be articulated as to how growth is going to provide economic benefits to Cam as well as the wider district.

**Above all, the NDP steering group wishes to emphasise that any development at NE Cam must be employment-led.** The overarching strategy for the district emphasises the importance of economic growth for several reasons, not least to attract younger people of working age into the district and slow the growing trend of an ageing population. Put even more starkly, In Cam, the economy has struggled, with many of the employers that underpinned the local economy having left the area, so it is a place of growing employment deprivation.

A strategy that leads with housing and a promise of employment development later will exacerbate this situation and fundamentally fail to deliver the District Council's objections.

This brings into focus how important it is to get the strategy right for how this will be achieved. Any strategy will have a degree of aspiration built into it, but even then, must explain how that aspiration can be achieved. Without this, it can simply be described as the 'lottery win' approach, with the only action available to achieve this being the ability to buy a ticket.

In respect of the Stroud economic strategy, there is an aspiration to create two jobs for every new dwelling. It is considered that this is an ambitious approach but there is insufficient explanation of how it will be achieved. Whilst it is acknowledged that for Cam, this ratio may be more in balance (i.e. nearer to one new job for every dwelling), this is still very ambitious, particularly given the large number of new dwellings needed by people who will be past retirement age. This is a concern to Cam Parish Council because it is this strategy which creates the justification for the levels and locations of housing proposed.

#### Demographic factors

The Gloucestershire County Council (GCC) Research and Intelligence Team's Local Projections underpin the housing numbers proposed in the Preferred Strategy Consultation Document. These forecasts of population and households do not reflect emerging policy and as such, policy decisions such as those proposed will impact on the number and profile of people living in the area and the number of households that need to be accommodated.

The GCC 2010 report noted that annual average population change in Stroud, 2008-2033, was forecast to be 430 persons, based on existing policy. However, the composition of this was highly skewed towards inward migration, both from domestic and international sources. Figure 3.1 shows that inward migration would increase the population annually by 610 persons, which would partially be offset by an existing resident population that would decline by 180 persons per year. Certainly, the internal in-migration (from within the UK) is far higher than any other district in the county.

A recent parish profile identified 4182 people (70.7% of the population) live in Cam and are economically active – that is, working or unemployed. It was shown that a higher than national average number of these people work from home (3.8%). 26% of those employed are by the public sector (health, education and public administration).

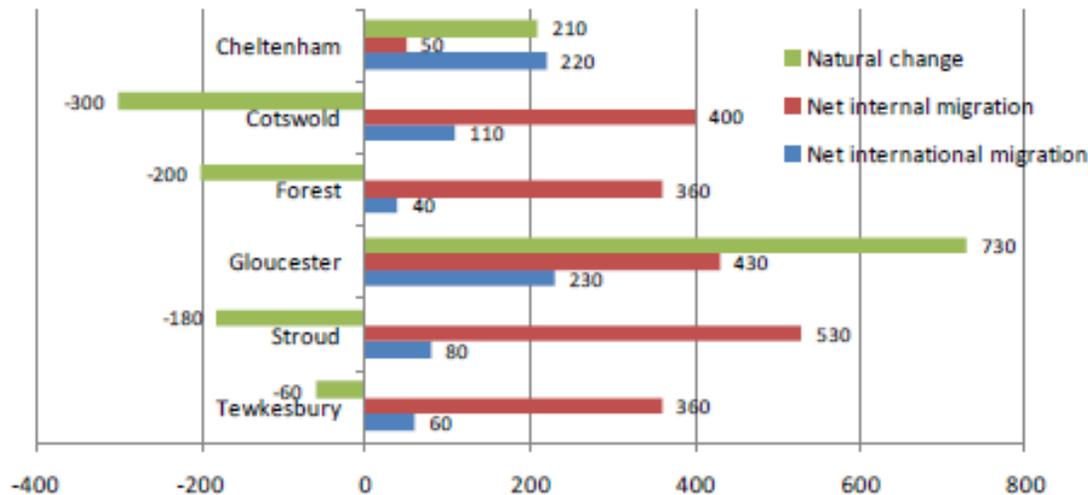
**Manufacturing, Retail and Health & Social work are the three main areas of employment to residents of Cam and 69% of employed residents travel more than 4 miles to work every day.**

Whilst it is recognised that most persons who are able to work manage to find work out of area, Cam is not a sustainable village for employment. With housing growth that is expected more employment opportunities would be welcomed.

A recent business survey carried out by cam Parish Council indicated that some businesses are anticipated to expand but they would be restricted due to premises size. Units of a larger scale are necessary in order for businesses to grow and move on to allow new companies to move into small start-up units. The problem of obtaining a skilled workforce is evident from this survey and 22.5% of persons have no qualifications suggesting a need for increased training. Employers are more likely to relocate to areas with a good supply of skilled workers therefore should more focus be placed on training or providing appropriate facilities to better improve their skills.

The need for low impact development which, will boost the rural economy, including farm diversification and uses that will bolster tourism, leisure and accessibility to the countryside for visitors and residents.

**Figure 3.1: Forecast components of population change by district, 2008-2033**



Source: Gloucestershire Local Projection 2010, Research and Intelligence Team, GCC

So, the new jobs to be created by the growth of the economy, and the associated housing requirements, are predominantly to be filled by people coming from outside Stroud district.

Yet the GCC projections show an equally stark picture of the different age cohorts that will make up this population change. For Stroud district between 2008 and 2033, this is as follows:

**0-19: -3,100 people (-11.5%)**  
**20-64: -3,500 people (-5.3%)**  
**65+: +17,300 people (+83.2%)**

This shows that the district will lose young people and people of working age but will gain very high numbers of retirees. So, without policy intervention, population growth is going to come entirely from inward migration, yet this is going to be in the form of retirees.

It is not clear to the Parish Council how this fits with an economic policy to create at least one jobs for every new dwelling. This is particularly important for Cam, where much of the employment growth is expected to be located. The demographic projections are clear that the majority of new dwellings required will be for elderly people. In Cam, this is supported by local evidence which shows that the prime local demand is for two-bed units. Therefore, the new dwellings created for the increased workforce will have to house very high numbers of workers in them.

It is worth considering how well this ‘trend’ position, which principally underpins the demographic projections, fits with the proposed policy in the Preferred Options Consultation Document.

The GCC 2010 report stated that recent build rates in Stroud district were 461 dwellings per annum (dpa) for the period 2006/7 to 2008/9. This, the report tells us, would create the net change in population profile shown in paragraph 3.10 above, i.e. predominantly elderly people. Yet the POCD requires a build rate of 468 dpa over the plan period, which is broadly in alignment with this trend projection. So, in terms of housing numbers, the proposed policy is going to follow the trend projection – there is no intervention to deliver more dwellings which would be one policy intervention to try and support the economic aspirations.

The conclusion must be that the employment strategy will try to fundamentally change this demographic profile of the new residents which the proposed housing will accommodate. The question is how realistic this is, given the stark message that the demographic projections are showing about the ageing of the district’s population. There is no concrete recognition in the POCD that this is the main issue which must be resolved, nor is there a satisfactory explanation in the supporting evidence base as to how this is to be achieved.

Cam has a population of about 8505, with 3575 households, which in relation to Stroud, is 7.5% of the total SDC population.

It is important to note, how many children under the age of 16 are in the community, of which we have 1375, being 16.8% of the Cam population, whereas the national average is 18.9%.

### **Resident Population breakdown (2012)**

Males			4185
Female			4320

## Population 16 to 24 (2012)

All people aged 16 - 24			5235
Males aged 16 - 24			2617
Female aged 16 - 24			2618

Source: ONS annual population survey

# Numbers are for those aged 16 and over, 16 - 64

\* Not available

## The local economic base

Whilst there is an issue with the type of people that will be living in Stroud district and whether they will be able to fill the jobs that need to be created, there is also an issue with the underlying composition of the local economy and its ability to facilitate significant economic change.

The economic activity in Stroud district is the third highest in the region and the highest in Gloucestershire county. Between July 2010 and June 2011, it stood at 83.2%, compared to a regional average of 78.3% and 76.2% for Great Britain (source: Annual Population Survey). There is therefore comparatively little scope to raise economic activity rates locally within the existing population, although the economic downturn will clearly have reduced rates over the short term which will provide some slack.

We know that the significant increase in employment required is going to come from in-migration (as was shown by Figure 3.1 above). The high activity rates among the existing workforce will therefore place an even higher burden on these new workers to facilitate the planned growth.

It states on p.40 of the POCD:

*“[Land NE of Cam] ...could become a major employment hub for the Cam and Dursley locality, and the wider District: hence we are proposing an ambitious target for employment growth.”*  
*[our emphasis]*

So it will be important that the economic and spatial development strategy ensures that new in-migrants do so to fill a significant proportion of the jobs locally, rather than living in Stroud district and commuting to the main employment centres of Bristol and Gloucester, as significant proportions do at present.

How then are these people going to be persuaded to work locally? For this, the housing profile must fit the profile of the local jobs that will be created. We shall turn to the proposed sectors of growth later in this section. But on a very local level, the types of employment that are going to develop in an area are a function of the underlying skills base. Figure 3.2 shows the skills profile for the Cam/Dursley area, represented as an amalgamation of Cam East, Cam West and Dursley wards.

## Employment and Unemployment (Jan 2013 to Dec 2013)

### All residents

Economically active			4515
In employment #			4312
Employees #			3360
Self employed #			952
Unemployed *			210

Source: ONS annual population survey  
 # Numbers are for those aged 16 and over, 16 - 64  
 \* Not available

**Males**

Economically active #			2302
In employment #			2512
Employees #			1507
Self employed #			645
Unemployed *			****

Source: ONS annual population survey  
 # Numbers are for those aged 16 and over, 16 - 64  
 \* Not available

**Females**

Economically active #			2212
In employment #			2160
Employees #			1852
Self employed #			307
Unemployed *			****

Source: ONS annual population survey  
 # Numbers are for those aged 16 and over, 16 - 64  
 \* Not available

**Job density (2012) 4500**

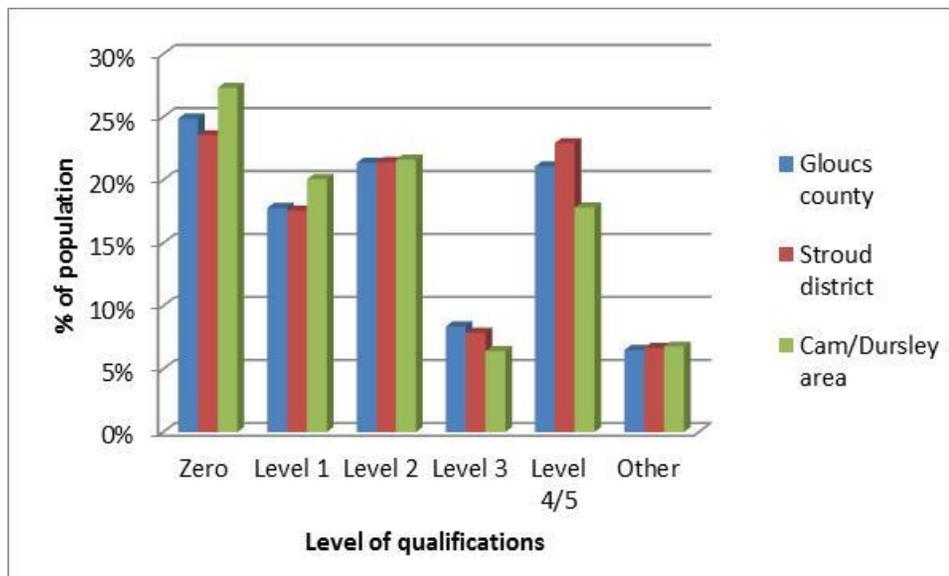
Employee jobs			
Full time			2110
Part time			1177

## Employee jobs by industry

Primary Services (A-B: agriculture and mining)		7
Energy and water (D-E)		90
Manufacturing (C)		765
Construction (F)		210
W/sale & retail, including motor trades (G)		487
Transport storage (H)		112
Accommodation & food services (I)		262
Information and communication (J)		90
Financial & other Business services (K-N)		405
Public admin, education & health (O-Q)		787
Others services (R-S)		127

Over the last decade Cam has seen the fall in local industries closing putting many residents out of work and driving away the younger members of the community looking for jobs elsewhere.

**Figure 3.2: Qualification level of population, April 2001**



Source: Office for National Statistics

This shows that the Cam/Dursley area has a higher proportion of the lowest skilled people when compared to the district and county average. It has 47% of its population with either no skills or only Level 1 qualifications (equivalent to one GCSE at any grade). This compares to just 42% in Stroud district and 43% in the County. By contrast, the proportion of Cam/Dursley's population with the highest level of qualifications is low – 24% at Levels 3 and 4/5 (Level 3 is equivalent to two or more A-levels, Level 4/5 equivalent to a first degree), compared to 31% in the district and 29% in the county.

### Skill levels

Skill levels in the local population can be a driver of community sustainability. In general, those with low or no skill are more likely to experience exclusion and be vulnerable to changes in the economy, such as increased demand for higher skilled workers. By contrast those with high level skills are more likely to be in better-paid jobs and are more likely to run or start their own business. Employers are also more likely to locate in areas with a good supply of skilled workers.

Knowing whether there are skills gaps has helped communities think about whether there is enough learning and training opportunities; for example, many communities run IT and other courses.

### Qualification (Jan 2013 – Dec 2013)

NVQ 4 and above			2047
NVQ 3 and above			3157
NVQ 2 and above			3967
NVQ 1 and above			4567
Other Qualifications *			****
No qualifications			360

Source: ONS annual population survey

\* Sample size too small for reliable estimate.

### Employment by Occupation

<b>SOC 2010 major groups 1 – 3</b>			<b>1987</b>
Managers, Directors and Senior Officials			435
Professional occupations			885
Associate professional & Technical			667

<b>SOC 2010 major group 4 - 5</b>			
Administration & Secretarial			435
Skilled trades occupations			465

<b>SOC 2010 major group 6 - 7</b>			
Caring, Leisure and other service occupations			300
Sales and customer service occupation			382

<b>SOC 2010 major group 8 - 9</b>			
Process plant & machine operatives *			****
Elementary occupations			420

Source: ONS annual population survey

\* Sample size to small for reliable estimate.

So the local profile is one of comparatively low skills. This fits the prevailing economic base, led by Lister Petter as the major employer. Despite this, the vision for the area in the POCD is of a highly skilled area:

*“Cam and Dursley provides a focus for jobs and services in the southern part of the District. Development should create new economic vitality with more high technology and light industrial businesses using its skilled, trained workforce”*

Unless the current profile can be radically changed, then the vision will not be realised; prospective investors looking for new premises are likely to continue to identify Cam and Dursley as a lower skill area, which will reinforce this aspect of the local economy. If these are the type of jobs that are offered locally, then it is appropriate that cheaper, smaller housing is built locally to provide for this. This will be in addition to the smaller housing required by the significant amount of retirees that will also need new housing.

This creates a profile of predominantly small, affordable housing (both market and ‘affordable’ within the traditional planning definition) to be provided. However, it is questionable as to whether this type of housing is viable when it is such a large proportion of any given development.

Developers need to build significant numbers of larger (4- and 5-bedroom) housing to make developments viable, particularly with the significant infrastructure burden placed upon such developments. Yet these larger sized houses will house higher earners who typically will commute out to where the higher value jobs are located, i.e. Bristol and Gloucester. Viability is an issue we come on to later in these representations.

The economic vision is not supported by an explanation of how the change in the skills base locally will be achieved. But as shown, this will have a major impact on the type of housing required. It is interesting to note the Cabinet paper, which informed the Stroud District Council Cabinet meeting of 30<sup>th</sup> September 2010 on this matter. It stated that to attract inward investment and achieve the two-jobs-for-each-new-dwelling aspiration:

*“...we could take opportunities to redevelop the least attractive and most unviable sites with an employment led strategy. That would promote a range of small office and business units and studios/workshops alongside residential development and other small-scale higher value uses can help improve the viability of redevelopment proposals.”*

This lacks credibility for two reasons. Firstly, it is unlikely that such units could be provided in sufficient numbers to make any significant contribution towards the jobs target for Cam. Secondly, the argument that is made is counter to general market evidence. Commonly, small office/business units and particularly studios and workshops are less commercially viable than lower value uses, particularly in areas where higher value uses are not well established. To suggest that this will help with the viability of redevelopment proposals is incorrect.

Cam Parish Council is concerned that the economic strategy has been poorly thought out and lacks evidence to support it. From our point of view, we are concerned that jobs are created locally and that they are capable of being filled by local people. The history of Cam and Dursley is of relatively high self-containment and the Parish Council would first and foremost wish to see that maintained for its existing population.

The following information was collated from the **Cam & Dursley Community Plan, a household survey in 2011** the sample is only small at 401, split between 137 for cam and 253 Dursley. The stats below are only from the Cam residents.

Question in parish plan questionnaire (include question number)	Responses (% , comments etc)	Conclusions/commentary (ie what is it telling you?)																											
Q36 How far do you travel to work?	<table border="0"> <tr> <td>I do not work</td> <td>58</td> <td>(30%)</td> </tr> <tr> <td>Less than 1 mile</td> <td>11</td> <td>(7%)</td> </tr> <tr> <td>1 to 3 miles</td> <td>4</td> <td>(3%)</td> </tr> <tr> <td>4 to 10mile</td> <td>14</td> <td>(9%)</td> </tr> <tr> <td>More than 10 miles</td> <td>48</td> <td>(32%)</td> </tr> </table>	I do not work	58	(30%)	Less than 1 mile	11	(7%)	1 to 3 miles	4	(3%)	4 to 10mile	14	(9%)	More than 10 miles	48	(32%)	<p>Level of skills not high enough. Companies have moved into the area and brought staff with them. Not advertised in the local area.</p>												
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Other	6	(4%)																											

Q38 What type of business should we be encouraging into Cam % Dursley?	Retail	80	(54%)	Resident are looking for more employment and open to a wider range of opportunities
	Food	57	(30%)	
	Property & Financial	38	(26%)	
	Manufacturing	106	(72%)	
	Transport & Logistics	30	(20%)	
	Technology & Communications	73	(49%)	
	Professional services	55	(36%)	
	Community & Social services	54	(36%)	
	Agriculture	53	(53%)	
	Health service	31	(21%)	
	Public sector	31	(21%)	
	Leisure, tourism & Hospitality	89	(60%)	
	Construction	89	(60%)	

Information is about	Source	Link (if appropriate) + page number/section	Results	Conclusions/ commentary (ie what is it telling you?)
Q39 What type of new skills and qualifications would you like to learn	Cam & Dursley Community Plan Survey		Basic numeracy and literacy 1 (1%) G.C.S.E. /NVQ 5 (3%) A Level 1 (1%) Trade/professional Qualification 17 (11%) Diploma/Post Graduate Qualification 10 (7%) Degree 7 (5%)	There is a desire for more access to further education and part time learning
Q40 Do you run a business from home? If so are you willing to complete our local business survey, available online.	Cam & Dursley Community plan survey		Yes 7 (5%) No 125 (84%) Considering it 4 (3%)	A better result would have been achieved if the last part of the question had been omitted. However, it does infer there are more businesses run from home.

**Out of work benefits****Total JSA claimants (March 2019)**

All people			127
Male			70
Female			57

**Claimant by age****Claimant by age duration (March 2019)**

<b>Age 16 - 64</b>			
<b>Total</b>			<b>127</b>
<b>Up to 6 months</b>			<b>91</b>
<b>Over 6 and up to 12 months</b>			<b>20</b>
<b>Over 12 months</b>			<b>11</b>

<b>Aged 18 to 24</b>			
Total			8
Up to 6 months			4
Over 6 and up to 12 months			2
			2

<b>Aged 25 to 44</b>			
Total			30
Up to 6 months			18
Over 6 and up to 12 months			7
Over 12 months			5

<b>Aged 50 to 64</b>			
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Total		38
Up to 6 months		19
Over 6 and up to 12 months		8
Over 12 months		11

Source: Gloucestershire CC unemployment bulletin Issue 129 April 2019 claimant count – age duration and proportions

### Working-age client group – key benefit claimants (August 2013)

All people		75
Males		51
Females		24

Source: ONS claimant count with rates and proportions

**Total claimants 468**

### By statistical group

Job seekers		87
ESA and incapacity benefits		228
Lone parents		29
Carers		50
Others on income related benefits		15
Disabled		47
Bereaved		12

Source: DWP benefit claimants – working age client group  
labour demand

## Infrastructure needs

### Needs for employment-led development

- 1.1 As has already been stated, the Parish Council insists that strategic development at Cam is employment-led. The POCD says that it will be but there is little evidence of how this will be achieved.
- 1.2 For infrastructure, there should be a clear statement of what is required to deliver employment growth at Cam, what this cost and how it is likely to be funded. Our own assessment does not consider that there are particularly onerous infrastructure requirements to deliver up to 1,500 jobs.

- 1.3 The infrastructure needs of strategic proposals are being assessed by Gloucestershire County Council in the Strategic Infrastructure Delivery Plan (SIDP). This includes an assessment of development in the 'North Cam Area'. It rightly identifies that the need is to provide access to land to the east from the A1435 by coming through the Millfields site. This will open up access to the land with outline planning permission for employment development which has not come forward because of the costs of providing this access. The SIDP puts the cost of this access at £1m, which appears to be a reasonable estimate. Certainly, this would not require significant amounts of residential development to cross-subsidise it.
- 1.4 Indeed, a broad assessment of the SIDP analysis of needs at NE Cam would suggest that of the infrastructure needs and costs identified, an employment-led development with employment infrastructure needs and costs informing the necessary level of housing to pay for it, would require minimal housing growth. Certainly, the overall infrastructure bill would be such that no more than 300 dwellings would be needed to ensure its deliverability.
- 1.5 It should be noted that the SIDP assessment was based on 2,000 new dwellings, not the limit of 500 dwellings proposed. This is an exponentially different quantum of development in terms of infrastructure needs, so does not properly inform the assessment of the needs under the Preferred Option.

Source: Cam Parish Council representation on Core Strategy Consultation Document. February 2012

## Cam business survey

This survey was generated on the 24/10/2014, from the joint Cam & Dursley Business Survey of which 45 of the 74 traders who were based in Cam

The following are extracts from this report and will give a broad view of the commercial make-up of the parish, with companies ranging from sole trader, manufacturers, shops and garages.

Question	Source	Responses	Conclusions
<b>How long have you been operating in Cam?</b>	NDP Cam and Dursley Business Survey	No reply 1 (1%) Less than 1 year 5 (11%) 1 –to4 years 2 (4%) 5 to 10 years 8 (18%) More than 10 years 29 (64%)	We have a good base to build on for business that interacts with each other
<b>Are you?</b>	NDP Cam and Dursley Business Survey	No reply 2 (4%) Self Employed 12 (27%) An Independant Business/Sole Trader with employees 23 (51%) Part of a Franchise 2 (4%) Part of a chain or larger group 6 (13%)	A good mix of business that have long term commitments
<b>How satisfied are you with your current business premises?</b>	NDP Cam and Dursley Business Survey	No Reply 2 (4%) Very Satisfied 23 (51%) Quite Satisfied 19 (42%) Neither Satisfied or Dissatisfied 1 (2%) Quite Dissatisfied (-) Very Dissatisfied (-)	Traders are again happy with the area position and trading conditions
<b>Do your current business premises meet your current and future needs?</b>	NDP Cam and Dursley Business Survey	No reply 2 (4%) Yes 37 (82%) No, don't meet current business needs 5 (11%) No, will not (or unlikely meet future business needs 1 (2%)	There seems to be a shortage of larger industrial unit in the area, that if the needs are not met, we could lose vital employment

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Question is about	Source	Response	Conclusion
Q Over the next 3 years, do you expect your business premises to expand, reduce, or stay the same	NDP Cam and Dursley Business Survey	No reply            3 (3%) Expand                9 (29%) Stay the same       33 (73%) Reduce                0	Outlook is good providing we have the facilities for those that want to expand into say 10000sq ft units, as opposed to 2000sq ft multiples
Q Over the next 3 years do you expect your work force, to expand, reduce or stay the same	NDP Cam and Dursley Business Survey	No Reply            5 (11%) Expand                19 (42%) Stay the same       21 (47%) Reduce                0	This will all depend on the availability of the necessary skills and local advertising forth coming employment opportunities
Q How satisfied are you with Cam and Dursley as a place to do business	NDP Cam & Dursley Business Survey	No reply            1 (2%) Very Satisfied       16 (36%) Quite Satisfied      23 (51%) Neither Satisfied or Dissatisfied 5 (11%) Quite Satisfied      (-) Very Satisfied        (-)	A large number of business that are happy with their commitment to being in Cam
Q Does your business offer any of the following?	NDP Cam and Dursley Business Survey	No reply            19 (43%) Apprentiships      10 (22%) Internships           0 (-) Volunteering Opps 5 (11%)	There is room for improvement to advertise more into the community employing local people

		Student work Placements 11 (24%)	
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Q What type of business should be encouraged into Cam	<table> <tr> <td>Retail</td> <td>80</td> <td>(54%)</td> </tr> <tr> <td>Food</td> <td>57</td> <td>(30%)</td> </tr> <tr> <td>Property and Finance</td> <td>38</td> <td>(26%)</td> </tr> <tr> <td>Manufacturing</td> <td>106</td> <td>(72%)</td> </tr> <tr> <td>Transport and Logistics</td> <td>30</td> <td>(20%)</td> </tr> <tr> <td>Technology &amp; Comms</td> <td>73</td> <td>(49%)</td> </tr> <tr> <td>Professional services</td> <td>55</td> <td>(36%)</td> </tr> <tr> <td>Community &amp; Social services</td> <td>54</td> <td>(36%)</td> </tr> <tr> <td>Agriculture</td> <td>53</td> <td>(36%)</td> </tr> <tr> <td>Health service</td> <td>31</td> <td>(21%)</td> </tr> </table>	Retail	80	(54%)	Food	57	(30%)	Property and Finance	38	(26%)	Manufacturing	106	(72%)	Transport and Logistics	30	(20%)	Technology & Comms	73	(49%)	Professional services	55	(36%)	Community & Social services	54	(36%)	Agriculture	53	(36%)	Health service	31	(21%)	<p>Residents are looking for more employment and open to a wider range of opportunity</p>
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	Public sector	32	(21%)	
	Leisure, Tourism & hospitality	98	(60%)	
	Construction	89	(60%)	

Information is about	Source	Link	Results	Conclusions/Commentary
<b>Q</b> <b>What type of skills and qualifications would you like to learn</b>	Cam and Dursley Community Plan		Basic numeracy and literacy 1 (1%) G.C.S.E./NVQ 5 (93%) A level 1 (1%) Trade/professional Qual 17 (11%) Diploma/Post Grad Qual 10 (7%) Degree 7 (5%)	There is a desire for more access to further education and part time learning
<b>Do you run a business from home? If so, are you willing to complete a local business survey, available on line</b>	Cam and Dursley Community Plan survey		Yes 7 (5%) No 125 (84%) Considering it 4 (3%)	A better result would have been achieved if the last part of the question had been omitted. However, it does infer there are more businesses run from home.

### Training and Apprenticeships

How are employers responding to skills shortages and skills gaps? we explore the use of training and apprenticeships as mechanisms for addressing skills challenges. Research has shown that training is the most common mechanism that employers use to tackle skills gaps among their workforce, a finding that is echoed by the responses to different surveys.

### Training demand and delivery

Over two-thirds of employers in the Gloucestershire area, sample (625/909) say that they have an annual appraisal process that considers the workforce development of their staff. Sixty-seven per cent (611/909) of businesses in the sample have funded or arranged training for their existing staff in the last twelve months, which compares with the 66 per cent reported in the 2017 ESS. Training is more prevalent by business size (Table 4.1).

#### At least one of staff undergo training in the last twelve months, by size

	Micro	SME	Large
Yes	54%	80%	88%
No	46%	20%	13%

Don't Know	1%	2%	
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Base All Businesses

The take up of training is variable by sector (Figure 4.1), with higher than average training rates in:

• Education • Health • Public administration and defence • Construction • Business administration • Agriculture

Although there is not a perfect correspondence, we do note that some of these sectors (notably Health, Public administration and defence, and Agriculture) are also sectors that are experiencing high SSV (Short Skilled Vacancies)

Source: Wavehill Social & Economic research Aug 2018

To conclude with from many stats collated over the last 5 years of the NDP there has been a huge swing in employment nationwide. Even in Gloucestershire wide we have seen in the last 3 months alone 10 businesses closing, but only 9 new business start-ups, unfortunately non have come to Cam

- The UK employment rate was estimated at 76.1%, higher than for a year earlier (75.6%) and the joint- highest figure on record.
- The UK unemployment rate was estimated at 3.8%; it has not been lower since October to December 1974.
- The UK economic inactivity rate was estimated at 20.8%, lower than for a year earlier (21.1%) and close to a record low.
- Excluding bonuses, average weekly earnings for employees in Great Britain were estimated to have increased by 3.3%, before adjusting for inflation, and by 1.5%, after adjusting for inflation, compared with a year earlier.
- Including bonuses, average weekly earnings for employees in Great Britain were estimated to have increased by 3.2%, before adjusting for inflation, and by 1.3%, after adjusting for inflation, compared with a year earlier.

Little can be as ambiguous and complicated as looking at the statistics for unemployment – or should that be employment?

And rarely has it been more so than when looking at the latest data from Jobcentre Plus and the Office of National Statistics.

On the downside, year-on-year the county has seen a 6.5 per cent rise (up 55 people to 900) in unemployment among 18 to 24-year olds and a three per cent rise among the county as a whole (up 105 to 3,970).

In Gloucester the rise was eight per cent for 18 to 24 year olds year-on-year and nine per cent rise for the working population as a whole in the city, in Cheltenham, it was a 10 per cent rise for young people and a five per cent rise for across the board.

Terry Grocutt April 2019

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