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West Oxfordshire District

# Economic Snapshot 2018

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1. **PLEASE NOTE:** Different surveys will give different estimates eg. of the number of employees in a district or of worklessness.
  - Eg in 2016, according to ONS business demography, there were **5,790** enterprises. But according to UK Business Counts, there were **5,640** (and 5,620 in 2017).
  - Eg BRES suggests 43,000 employees (2016) whereas ASHE suggests 45,000 employees in 2017 and 50,000 in 2017.

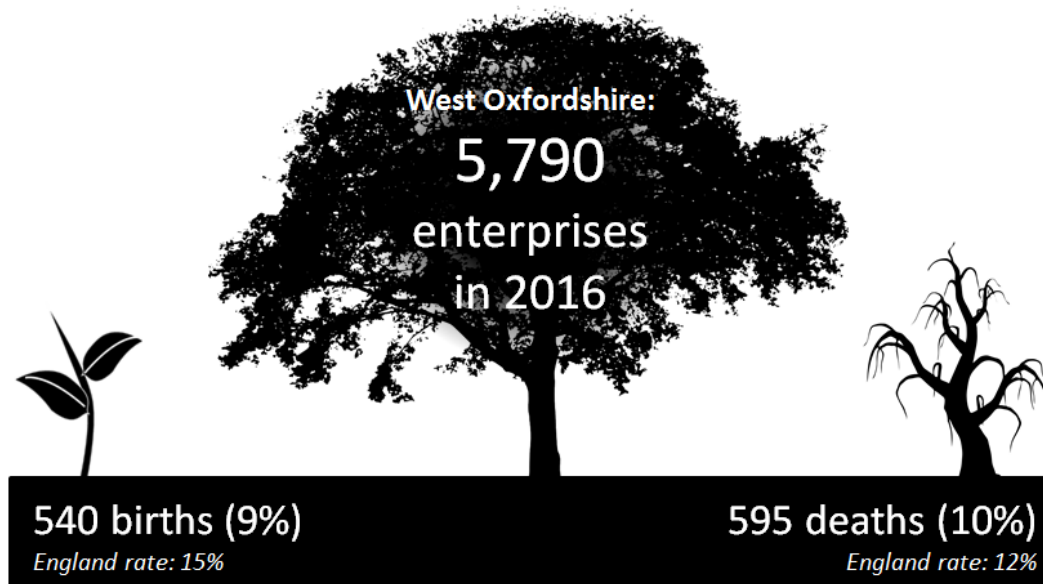
## (A) BUSINESS DEMOGRAPHY

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Source: ONS Business Demography for 2016

2. ONS Business Demography suggests that in 2016, West Oxfordshire had around 5,790 enterprises.
  - Around 9% were 'born'. This is less than the national death rate for businesses (15%).
  - Around 10% 'died'. This is less than the national birth rate for business (12%).
  - Since there were more deaths than births, there will be a decrease in the number of active enterprises in the following year.



Source: ONS Business Demography  
\*\*Note\*\* that estimates by UK Business Counts differ

3. **Survival rates.** Of the businesses established in West Oxfordshire 2011, 52.3% reached their fifth birthday in 2016.
  - This compares with 44.0% nationally. In other words, more businesses in West Oxfordshire survived than might be expected from the national picture.

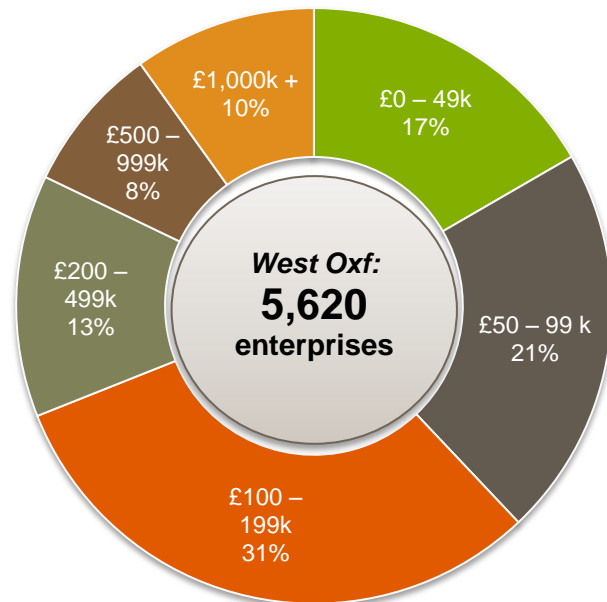
## (B) ENTERPRISE TURNOVER, 2017

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Source: UK Business Counts

4. In West Oxfordshire in 2017, there were 5,620 enterprises. See Figure 1.
- Lowest turnover band: Of these, around 950 (17%) were in the lowest band, with turnover of £0 to £49,000. This is 17% of the total, which is around the same as the percentage nationally who are in this bracket.
  - Highest turnover band: Around 50 West Oxfordshire enterprises (1%) had turnover of £10,000 or more. Of these, around 10 had turnover of £50,000 or more.
  - *(All these numbers are rounded, by a variety of methods).*

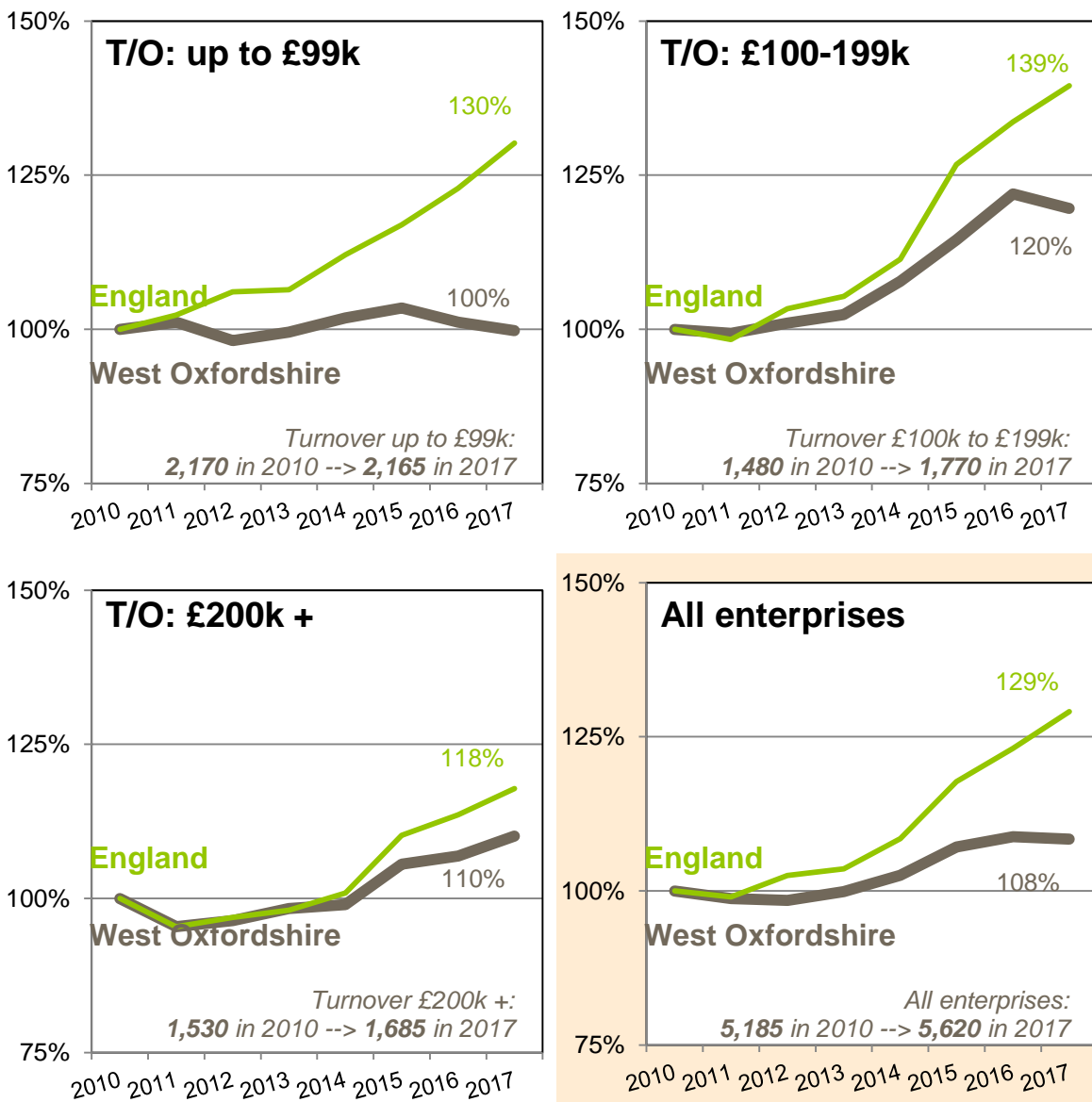
FIGURE 1: Turnover of Enterprises in West Oxfordshire, 2017



5. **Trends in turnover.** See Figure 2d. Since 2010, the number of enterprises in the district has increased by 8%.
- However, the number of enterprises in England has increased by 29% over the same period, so **West Oxfordshire's increase has been below the national level.**
  - **All sizes** of enterprise seem to have suffered a flattening or dip between 2016 and 2017, contrary to the national picture.
  - *See also trends by size, at paragraph 9-10.*

6. West Oxfordshire has had smaller than national growth for all turnover bands. See Figures 2a-d.
- The number of businesses with a turnover of £99k or below has stayed static (or indeed very slightly decreased – from 2,170 enterprises in 2010 to 2,165 in 2017).
  - Nationally, the number of such businesses has increased by almost a third (30%) in the same period.

FIGURE 2a-d: Trends in numbers of enterprises, by turnover (2010 = 100%)



Notes: (a) Graphs are to the same scale. (b) Axes do not start at 0

## (C) ENTERPRISE SIZE, 2017

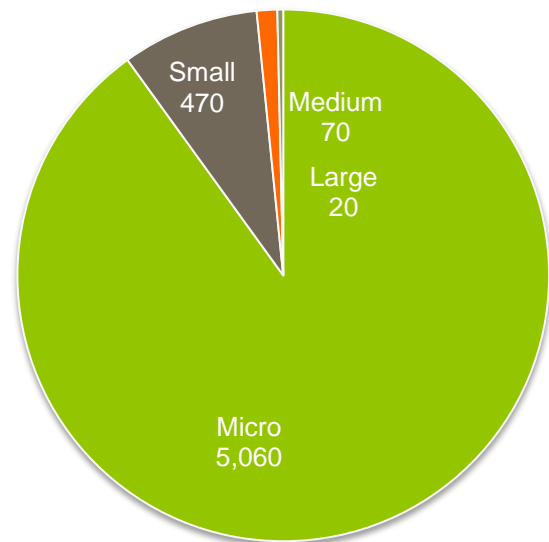
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Sources: UK Business Counts

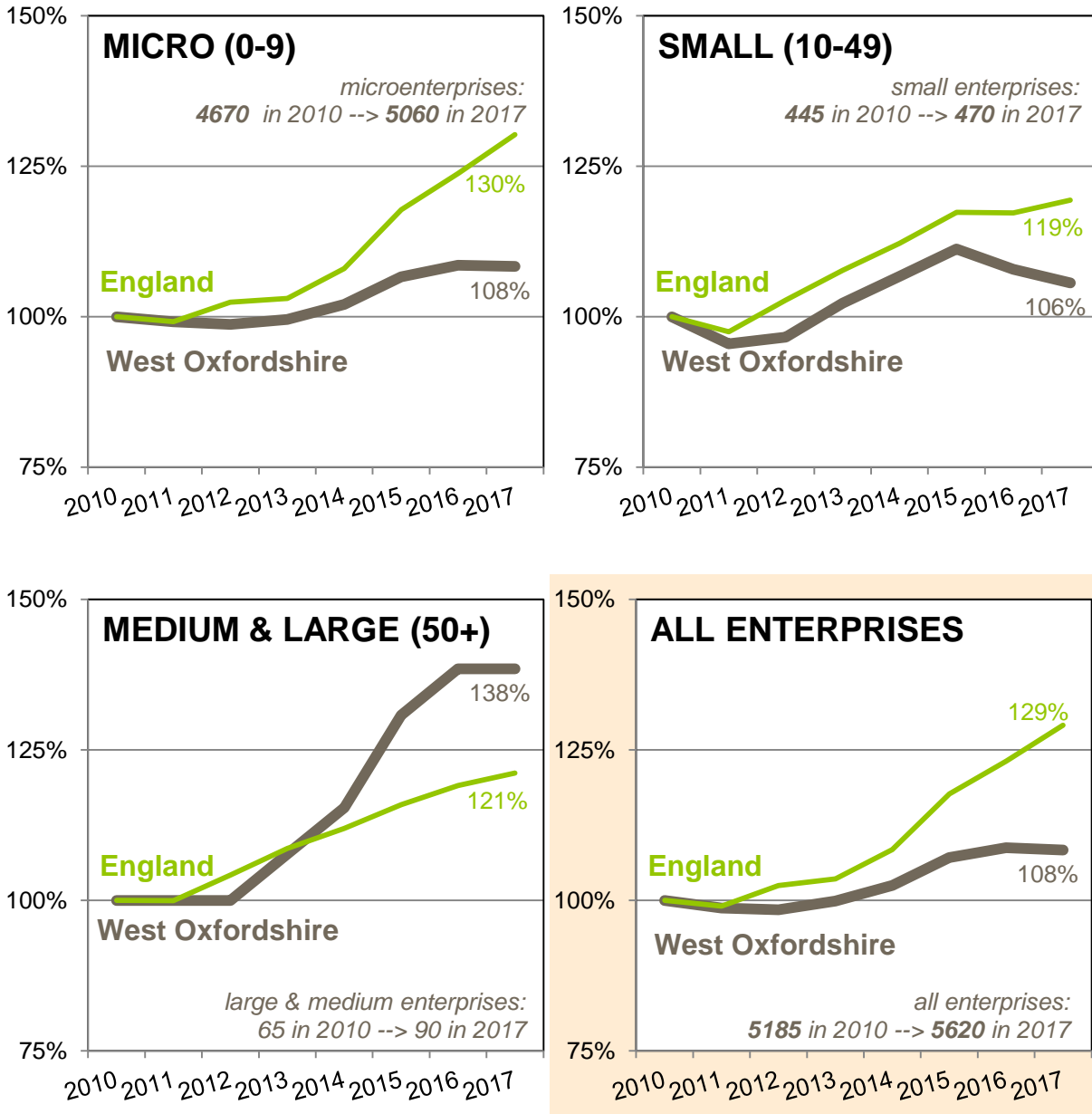
7. **Size of enterprise (number of employees):** In West Oxfordshire there are **5,620** enterprises. See Figure 3.
- Of these 90% of enterprises are 'micro', with 9 or fewer employees.
  - Across England, 90% of enterprises are 'micro'. West Oxfordshire is therefore comparable with national figures here.

FIGURE 3: Size of Enterprises in West Oxfordshire, 2017



8. **Trends in enterprise size:** Since 2010, the number of enterprises in the district has increased by 8% (Figure 4a-d).
- However, the number of enterprises in England has increased by 29% over the same period, so **West Oxfordshire's increase has been below the national level.**
  - **All sizes** of enterprise seem to have suffered a flattening or dip between 2016 and 2017, contrary to the national picture.
  - *See also trends by turnover, at paragraph 6-7.*
9. This pattern depends partly on enterprise size.
- The number of *medium & large* enterprises in West Oxfordshire has increased faster than across England (an increase of 38% compared with 21%; Figure 4c). However, there are far fewer enterprises in this category.
  - For micro and small enterprises, which are far more common, the opposite holds. In particular, microenterprises (which make up 90% of the district's enterprises) have increased by 8%, while nationally the increase has been 30%.

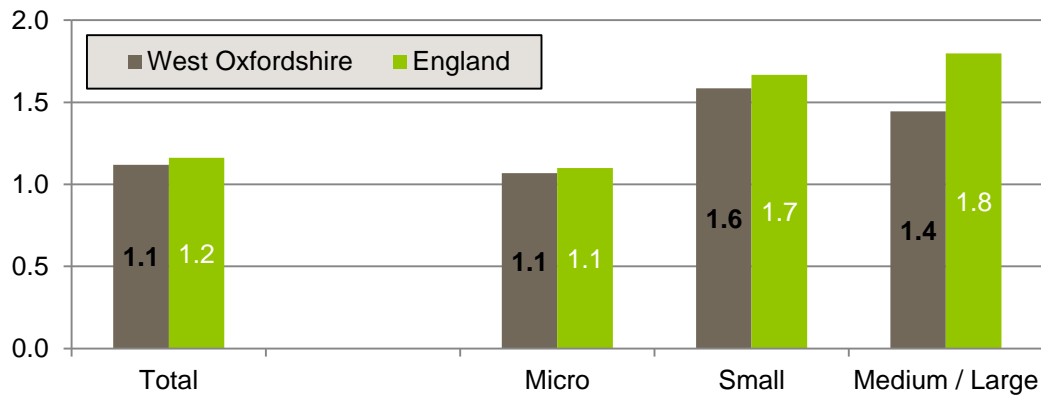
FIGURE 4a-d: Trends in numbers of enterprises, by size (2010 = 100%)



Notes: (a) Graphs are to the same scale. (b) Axes do not start at 0

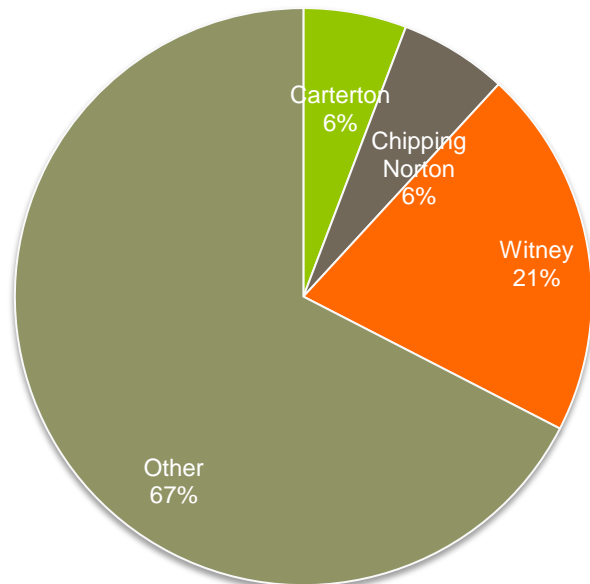
10. **Local units:** Some enterprises have more than one premises. In West Oxfordshire, enterprises have an average of 1.1 local units per enterprise.
- Across England, enterprises of all sizes are likely to have more local units than in West Oxfordshire.
  - ‘Small’ and ‘Medium’ businesses are more likely to have 2 local units or more.

FIGURE 5: Number of local units per enterprise



11. **Separate towns:** Of the district’s enterprises, a fifth (21%) are based in Witney. Around 6% are based in Carterton and Chipping Norton respectively. See Figure 6.

FIGURE 6: Distribution of enterprises across West Oxfordshire, 2017



## (D) INDUSTRIAL SECTOR

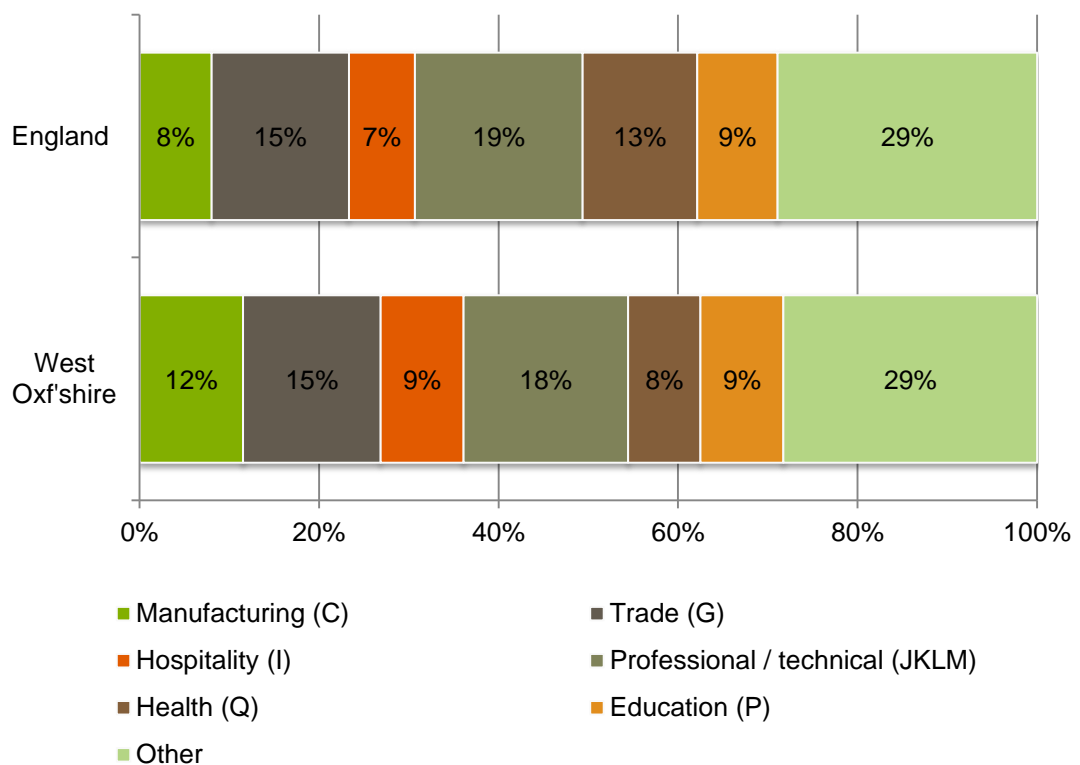
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Source: Business Register of Employment Survey, Nomis

12. **Employees by industry:** According to BRES, West Oxfordshire had **43,000** employees in 2016. Figure 7 shows how many of these are employed found in certain key sectors, compared with England.

- West Oxfordshire's largest sectors for employment are as follows, in order:
  - Trade: 6,650 employees
  - Manufacturing: 5,000
  - Hospitality: 4,000
  - Professional / Scientific / Technical (M only): 4,000
  - Education: 4,000

FIGURE 7: Number of employees by industry sector in West Oxfordshire



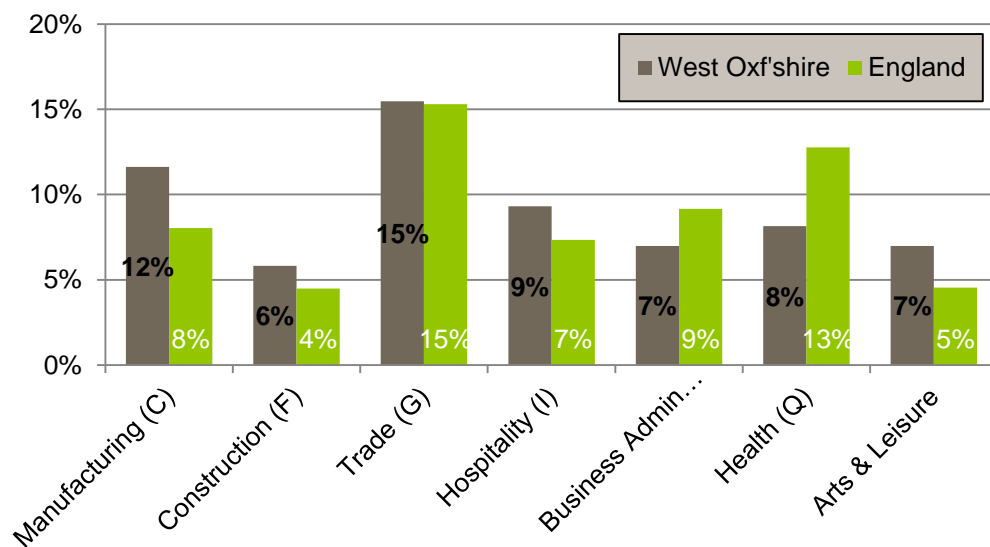
Note: J = "Information & Communication", K = "Financial & insurance",  
L = "Property", M = "Professional, Scientific & Technical"



13. Another way of looking at the number of employees is to compare how the distribution across industry differs from the picture nationally. Eg most West Oxfordshire employees work in Trade (15%) which is almost exactly the same as across England (15%). See Figure 8.

- West Oxfordshire has **proportionally more** employees in sectors like Arts & Leisure (7%, compared to 5% nationally), Manufacturing (12%, compared to 8% nationally), and Hospitality (9%, compared to 7% nationally).
- West Oxfordshire has **proportionally fewer** employees working in sectors like Health (8% compared to 13% nationally) and Business Admin (7%, compared to 9% nationally).

FIGURE 8: Proportion of employees in certain specific industrial sectors



14. **Employee trends through time:** See Figure 9 and Figure 10a-f.

- Although the number of enterprises in West Oxfordshire has not kept pace with the national increase, the number of employees has increased at the same rate as England as a whole.
- Figure 10g suggests that the number of employees in most industries has kept pace with the England average. However, it should be remembered that the number of enterprises has not.
- *Note: unlike for sections (B) and (C), 2017 figures are not yet available.*

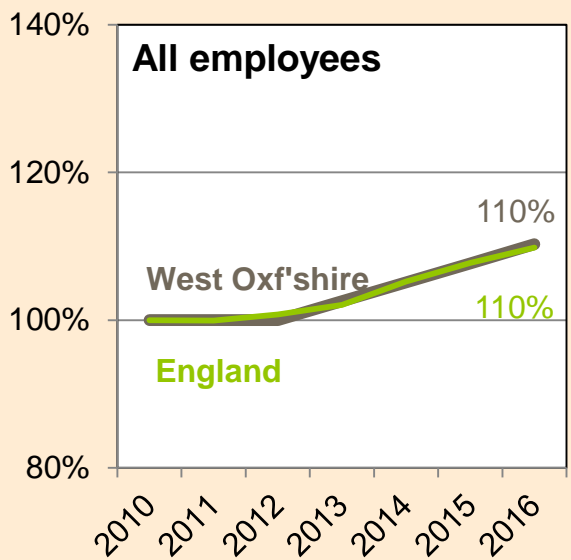
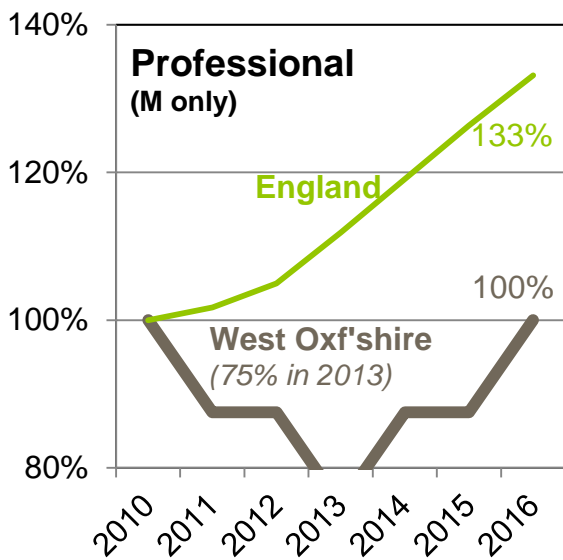
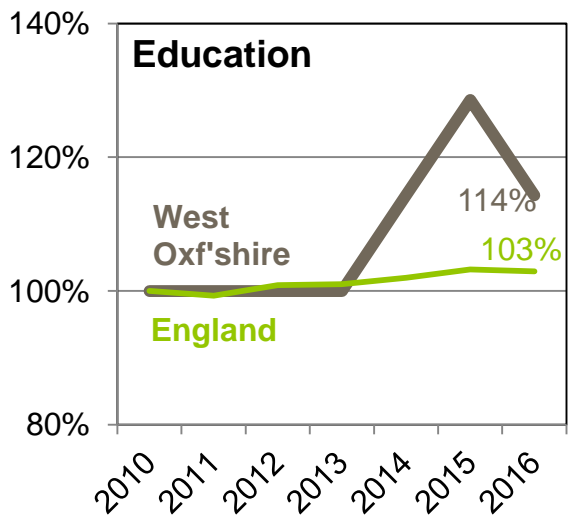
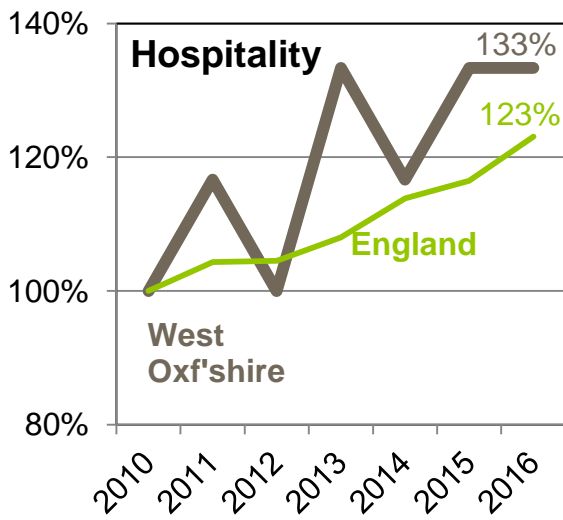
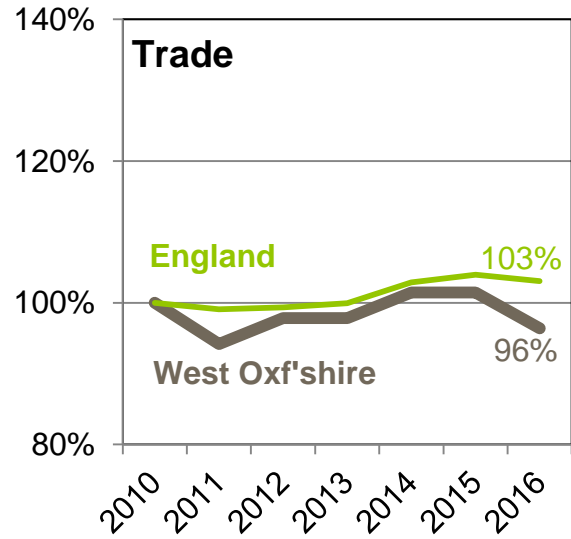
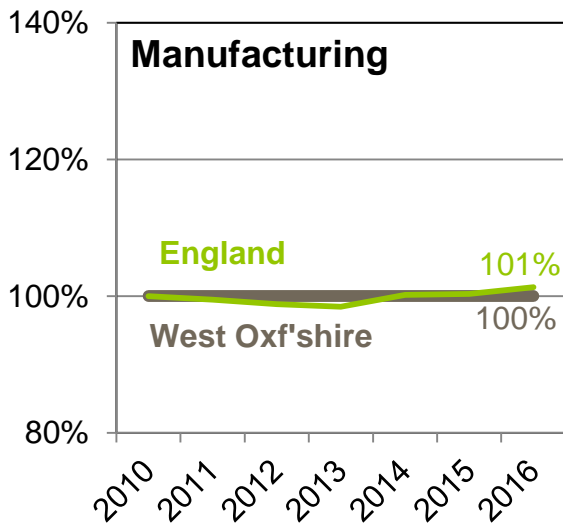
FIGURE 9: Increases in enterprises compared with increases in employees

	West Oxfordshire	England
<b>Enterprises (2010-2016)</b>	9% ↑	23% ↑
<b>Employees (2010-2016)</b>	10% ↑	10% ↑

Source: BRES

Note: figures for 2016 estimated to form consistent data series

FIGURE 10a-f: Trends in employees, 2010-2016, by industry



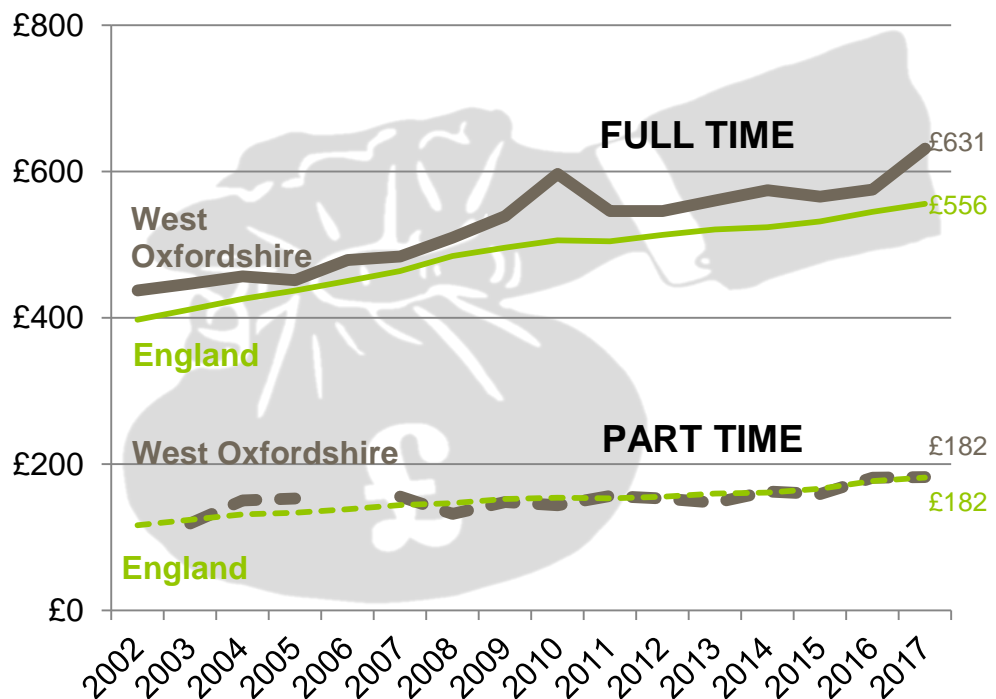
## (E) EARNINGS

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Source: Annual Survey of Hours & Earnings

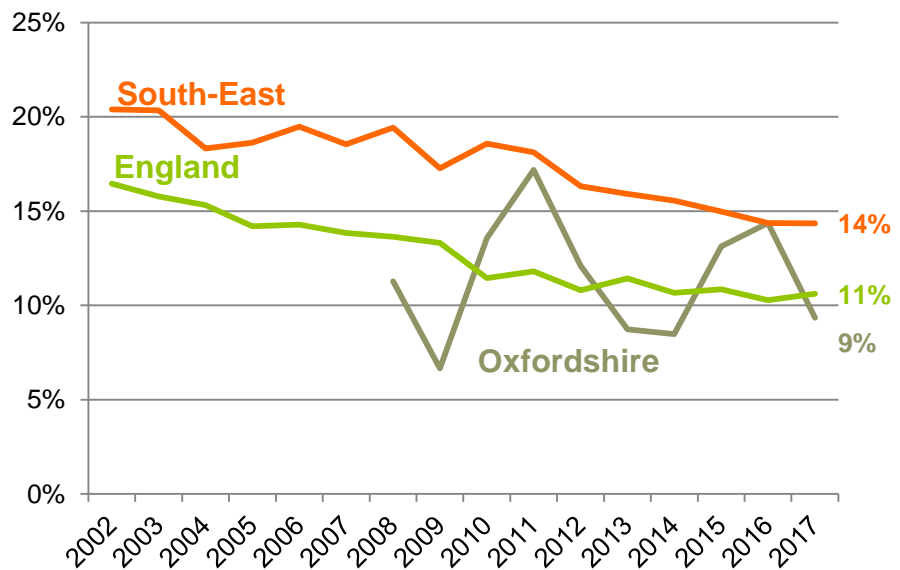
15. **Number of workers:** The Annual Survey of Hours & Earnings suggests that in 2017, **50,000** West Oxfordshire residents were in employment.
- Of these, **32%** were part-time and **54%** were women.
  - *NOTE: Results from ASHE do not necessarily compare with figures from other surveys. (The proportions of part-time and women workers are not found elsewhere).*
16. **Average earnings:** In 2017, the average (median) gross weekly range for West Oxfordshire residents was **£631** for full-time workers and **£182** for part-time workers.
- In 2017, West Oxfordshire full-time employees earned 14% more than the England average (£631, as opposed to £556 nationally).
  - Roughly speaking, the increase in wages over the last 15 years has been the same as in England as a whole.
  - See Figure 4.

FIGURE 11: Gross weekly earnings (median) in West Oxfordshire



17. **Gender gap:** In Oxfordshire in 2017, full-time men were paid on average **9%** more than full-time women. The county pay gap is thus smaller than nationally or regionally (11%, 14%).
- **Trend:** It is hard to get a sense of change over time for Oxfordshire because the small sample sizes give fluctuating results each year. However, the pay gap in England and in the south-east has been **decreasing** over the last 15 years.
  - *Figures on gender gaps for each individual district are available. However, due to small sample sizes the results are volatile and vary considerably year on year. For this reason, the gender gap for West Oxfordshire is **not** given here; rather, the chart gives the pay gap for Oxfordshire as a whole.*

FIGURE 12: Gap between men’s and women’s earnings, full-time workers



## (F) MISCELLANEOUS

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18. **Employment rate:** See Figure 13. In the year to date Dec-17, economic activity in West Oxfordshire was significantly higher than the England figure.
- Similarly, the model-based estimates suggest that unemployment in Dec-17 was less than half the England figure.
  - *Source: Annual Population Survey*

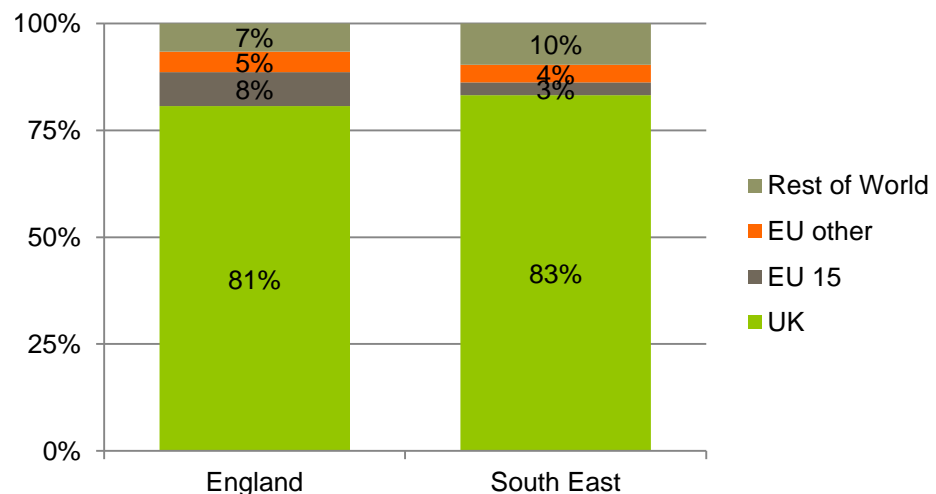
FIGURE 13: Employment Rates in West Oxfordshire, YTD Dec-17

	West Oxfordshire	England
Economic activity rate - aged 16-64	*87%	79%
Employment rate - aged 16-64	*85%	75%
% aged 16-64 who are employees	69%	64%
% aged 16-64 who are self employed	16%	11%
% who are economically inactive - aged 16-64	*13%	21%
% unemployment (model-based)	*2.1%	4.4%

Note: asterisk (\*) denotes figures which are significantly different from the England figure

19. **Country of Birth:** In the South-East, slightly more employees were born in the UK (83%, compared to 81% nationally). Conversely, fewer were born in EU countries (7%, compared to 13% nationally).
- *Figures are available for regions but not for districts; Figure 14 thus compares the south-east with England.*
  - *Source: Annual Population Survey 2017*

FIGURE 14: Country of birth of those in employment, 2017



20. **Age:** Through time, labour market participation has been changing for those in different age groups.

- *Figures are available for regions but not for districts; Figures 9a and 9b thus illustrate the South-East only.*
- (Figure 15a). For those aged 16-24, labour market participation has been falling through time. This parallels the general pattern across the county. Fewer young people are employed in the south-east (65%) than in England as a whole (61%).
- (Figure 15b). For those aged 65+ labour market participation has been increasing over the last decade, reaching 11.9% in the south-east in June 2017.
- *Source: Annual Population Survey 2017*

FIGURE 15a-b: Proportion of those in a given age group who are economically active

