

WALSALL ECONOMIC DASHBOARD – NOVEMBER 2024

Indicator ¹	Pre-Pandemic (Context) ²	October 2023	November 2023	December 2023	January 2024	February 2024	March 2024	April 2024	May 2024	June 2024	July 2024	August 2024	September 2024	October 2024	Trend	National/ Regional or LA Comparator ³	Commentary/ Context
Regional Business Activity Index	51.2 (Feb 2020)	50.7	50.6	51.5	53.1	53.1	52.8	55.5	54.2	51.6	51.2	52.2	51.2	50.0		WM: 5th Lowest Region UK: 51.8 Northern Ireland: 55.8 (1st) Wales: 47.0 (12th)	The West Midlands Business Activity Index decreased from 51.2 in September 2024 to 50.0 in October 2024, registered at the no-change mark to signal the end of a 12-month sequence of expansion. Uncertainty surrounding the October government budget, competitive conditions and demand weakness affected business activity.
Regional Future Business Activity Index	72.3 (Feb 2020)	73.8	75.7	77.2	78.1	76.8	79.7	78.7	80.5	74.8	77.9	76.1	69.8	71.0		WM: 5th Lowest Region North West: 74.3 (1st) Northern Ireland: 60.3 (12th)	The West Midlands Future Business Activity Index increased from 69.8 in September 2024 to 71.0 in October 2024. Firms that foresee output growth in the year ahead were hopeful of a recovery in demand and good sales performances of new product releases.
Employment Rate (Aged 16-64) ⁴	70.6% Full Year (Jan – Dec) 2019 71.4% Apr 2019 – Mar 2020			73.5% Jan – Dec 2023			73.8% Apr 2023 – Mar 2024			76.0% Jul 2023 – Jun 2024						Walsall: Joint 192 nd LA (with Elmbridge and South Somerset) /361 UK: 75.4% City of London: 100% (1 st) Pendle: 58.3% (361 st)	Since the year ending June 2023, the employment rate for Walsall increased by 4.3 percentage points (pp) to 76.0% in the year ending June 2024. The UK-wide employment rate decreased by 0.1pp to 75.4%.
Youth Claimants (Aged 16-24)	1,940 (6.5% of 16 – 24 years old pop.) (Mar 2020)	2,125 (7.1% of 16 – 24 years old pop.)	2,075 (6.9% of 16 – 24 years old pop.)	2,100 (7.0% of 16 – 24 years old pop.)	2,150 (7.2% of 16 – 24 years old pop.)	2,165 (7.2% of 16 – 24 years old pop.)	2,215 (7.4% of 16 – 24 years old pop.)	2,160 (7.2% of 16 – 24 years old pop.)	2,110 (7.0% of 16 – 24 years old pop.)	2,085 (7.0% of 16 – 24 years old pop.)	2,130 (7.1% of 16 – 24 years old pop.)	2,215 (7.4% of 16 – 24 years old pop.)	2,295 (7.7% of 16 – 24 years old pop.)	2,410 (8.0% of 16 – 24 years old pop.)		Walsall: 4 th Highest LA / 361 UK: 4.3% of Pop. aged 16-24 years old Wolverhampton and Birmingham: 8.7% (Joint 1 st) Isles of Scilly: 0% (361 st)	Walsall had 2,410 youth claimants in October 2024, an increase of 115 (+5.0%) compared to the previous month. When compared to October 2023, the number of youth claimants increased by 285 (+13.4%).

¹ Indicators that are in hatched marked boxes represent regional level analysis. The dashboard sources are as followed: NatWest, West Midlands Growth Tracker report, released November 2024 (please note, the index is seasonally adjusted and measures the month-on-month change in the combined output of the region’s manufacturing and service sectors), Office for National Statistics (ONS)/Annual Population Survey (APS), released October 2024, ONS/Department for Work and Pensions, Claimant count, released November 2024 (provisional), Department for Education, November 2024, Adzuna Intelligence accessed November 2024.

² A pre-pandemic column has been included which will not be RAG rated as this is to show where we were before the impacts of Covid-19 were seen. However, across the dashboard RAG rating is based on change from each month (and not compared to March 2020), green shading illustrates indicators which have moved in a positive direction compared to the UK or England average. The red shading indicates the reverse and amber indicates a change in the right direction but less than the UK or national average (excluding the Business Activity Index and Future Business Activity Index indicators where the threshold mark is 50 for growth – figures below 50 are red, amber if it has decreased from the previous but remains above 50 or is at 50, green if improved from previous month).

³ The peer group selected varies by indicator – regional is based on all the regions in the UK – showing a range from highest to lowest to understand how the West Midlands compares and then where available, Walsall has been used and compared to all available local authorities.

⁴ Data is not comparable across the table as they are rolling quarterly years.

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Claimants (Aged 16+)	8,605 (3.8% of pop. aged 16+) (Mar 2020)	9,495 (4.2% of pop. aged 16+)	9,445 (4.2% of pop. aged 16+)	9,485 (4.2% of pop. aged 16+)	9,480 (4.2% of pop. aged 16+)	9,600 (4.3% of pop. aged 16+)	9,775 (4.4% of pop. aged 16+)	9,510 (4.3% of pop. aged 16+)	9,620 (4.3% of pop. aged 16+)	10,200 (4.6% of pop. aged 16+)	11,195 (5.0% of pop. aged 16+)	11,315 (5.1% of pop. aged 16+)	11,455 (5.1% of pop. aged 16+)	11,725 (5.2% of pop. aged 16+)		Walsall: Joint 29 th Highest LA (with Liverpool and Burnley) /361 UK: 3.3% of Pop. Aged 16+ Birmingham: 9.2% (1 st) Isles of Scilly: 0.8% (361 st)	Walsall had 11,725 claimants aged 16 years and over in October 2024, an increase of 270 (+2.4%) claimants from the previous month. Compared to October 2023, claimants in Walsall increased by 2,230 (+23.5%).
Apprenticeship Starts ⁵	2,310 (Q4 Full Year 2018/19)	630 (Q1 Aug-Oct 2023/24)			1,010 (Q2 Aug-Jan 2023/24)			1,410 (Q3 Aug-Apr 2023/24)						1,770 (Q4 Full Year 2023/24)		Walsall: 46 th Highest LA / 296 Birmingham: 6,020 (1 st) Isles of Scilly: low (296 th) (Full year)	In the 2023/24 academic year there were 1,770 apprenticeship starts in Walsall, a decrease of 0.6% (-10) since 2022/23. Whereas over this period, England-wide there was an increase of 0.7%.
Adzuna Unique Job Postings	2,159 (Mar 2020)	3,643	4,172	2,826	2,874	3,320	3,067	3,043	3,218	2,863	3,584	4,071	3,125	3,521		-	In Walsall, there were 3,521 unique active job postings on Adzuna in October 2024. This increased by 396 postings since the previous month. When compared to October 2023, job postings on Adzuna decreased by 122. In October 2024, Interest Quotient is high at 1.6
Adzuna Apprenticeship Postings	10 (Mar 2020)	119	114	85	84	109	99	79	108	73	30	35	20	23		-	In Walsall, there were 23 apprenticeship postings on Adzuna in October 2024. This increased by 3 from the previous month. When compared to October 2023, apprenticeship postings on Adzuna were 96 lower.

⁵ Data is not comparable across the table.