




















# Economic Climate Report – People

## ECONOMIC DASHBOARD

The table below provides an update on the latest estimates and data trends relating to the structure of the labour supply in Stockton-on-Tees based on a quarterly sample survey of around 1,000 Stockton-on-Tees households known as the 'Annual Population Survey' (subject to sampling error). The claimant count is also provided, which is an official monthly count of those seeking Job Seekers Allowance (JSA) and those who are not in employment but who claim Universal Credit.

<u>Population</u>		
Data Set	Headline Figure	Annual Change
<b>Population</b> Resident Population for mid-2016	195,681	 Up 634 (↑0.35%)
<b>16-64 Population</b> Resident Population for mid-2016 aged 16-64	122,874	 Up 25 (+0.02%)
<b>65+ Population</b> Resident Population for mid-2016	34,426	 Up 604 (+1.79%)
<b>Natural Change</b> Births minus Deaths	+361 people	 Increase 126 smaller
<u>Education, Skills and Labour Market</u>		
Data Set	Headline Figure	Annual Change
<b>KS2 Pupils Achieving the Expected Standard</b> A measure of pupils achieving and expected level in reading, writing and numeracy by the end of primary school in 2017	64% (UK = 53%)	 Up 10 pp (↑18.5%)
<b>Proportion of 16/18 year olds known to be in Education, Employment and Training</b> Relates to 2015	92.7% (UK = 87.4%)	 Up 2.7 pp (↑3.0%)
<b>Apprenticeship Starts</b> Relates to 2015-2016	2,770	 Up 280 (↑11.2%)
<b>Claimant Count</b> Job Seekers Allowance Claimant plus Universal Credit claimants not in employment for August 2017	3,825	 Down 45 (↓1.2%)

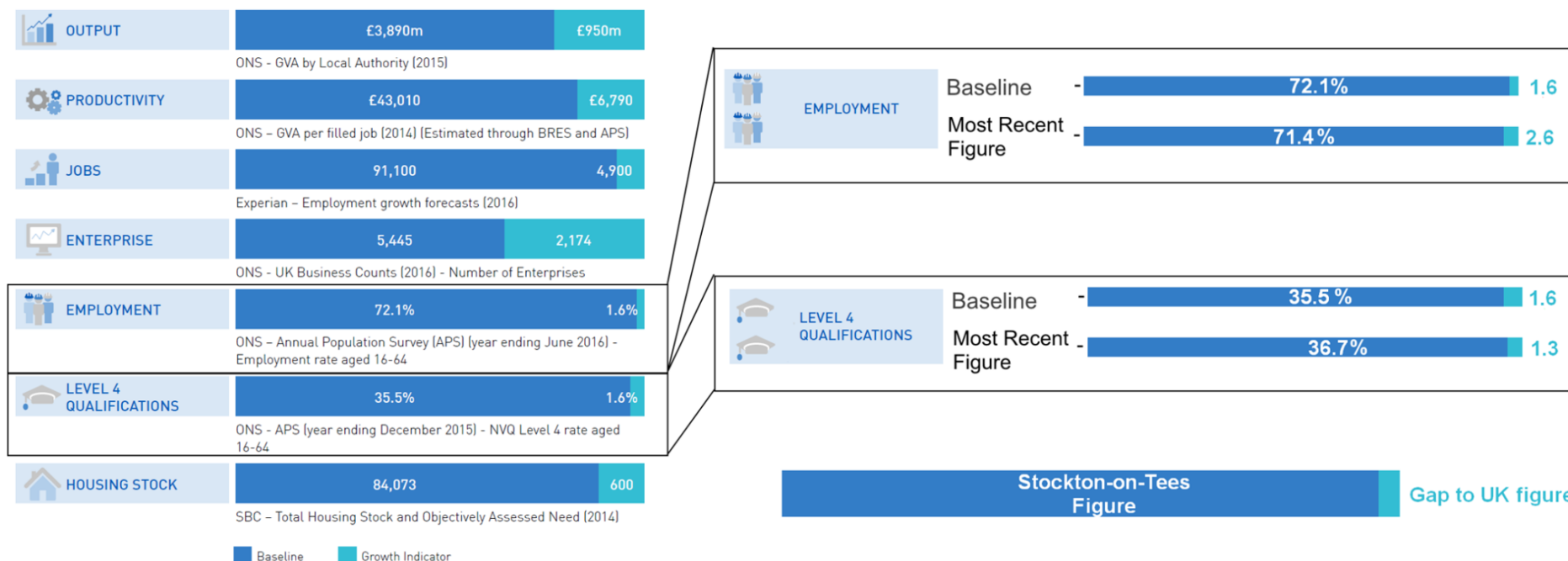
The following 7 indicators are from the Annual Population Survey year ending March 2017. They provide estimates of population characteristics rather than exact measures. In principle, many random samples could be drawn and each would give a different result, due to the fact that each sample would be made up of different people, who would give different answers to the questions asked. Therefore figures are estimates and are subject to sampling error.

<b>Proportion of working age population qualified to NVQ Level 4+</b>	36.7% (UK = 38.0%)	 Up 1.2 pp (↑3.4%)
<b>Economically Active</b> = In Employment plus Unemployed	92,950	 Down 1075 (↓1.1%)
<b>In Employment</b> = Self Employment plus Employees	87,600	 Down 300 (↓0.3%)
<b>Self-employment</b>	9,400	 Down 900 (↓8.7%)
<b>Employees</b>	78,000	 Down 1000 (↓1.3%)
<b>Percentage of Males in Employment working Full-Time</b>	88.4% (UK = 88.4%)	 Down 0.6pp
<b>Percentage of Females in Employment working Full-Time</b>	58.0% (UK = 58.9%)	 Up 3.0pp
<b><u>Income and Poverty</u></b>		
<b>Data Set</b>	<b>Headline Figure</b>	<b>Annual Change</b>
<b>Gross Disposable Household Income</b> Refers to 2015	£3.35bn	 Up £133m (↑4.1%)
<b>Gross Disposable Household Income per person</b> Refers to 2015	£17,197	 Up £625 (↑3.8%)
<b>Median Weekly Wage for a full-time worker (Resident)</b> Refers to 2016	£522.70 (UK = £538.70)	 Up £20 (↑4.1%)
<b>Median Weekly Wage for a full-time worker (Workplace)</b> Refers to 2016	£512.20 (UK = £538.70)	 Up £21.50 (↑4.4%)

**KEY GROWTH INDICATORS – POSITION STATEMENT**

The Stockton-on-Tees Economic Strategy 2017 includes a series of seven key growth indicators so that a formal assessment can be made every twelve months of the economic performance of the Borough and its changing position. The indicators relevant to this ‘People’ thematic report are ‘Employment’ and ‘Level 4 Qualifications’.

The headline data suggests that the employment rate decreased in Stockton-on-Tees whilst it increased nationally; subsequently this means that there is now a larger gap between Stockton-on-Tees and the UK. Although this represents only a small increase in actual numbers, there is evidence to suggest that there are fewer claimant numbers in the 16-24 year old age group; with more taking part in education than seeking employment, which goes part way to explain this change. Conversely, the number of working age people with a Level 4+ qualification has increased at a faster pace than nationally, so the gap has decreased.



## UPDATES

Strategic Updates
<ul style="list-style-type: none"> <li>• <b>PD Ports'</b> new £6m ship-to-shore crane has officially come into service. The Teesport structure, which has been launched as part of the port operator's growth plans. The crane is designed to boost the port's ability to service greater container volumes, which have grown 12% year-on-year for the last seven years.</li> </ul>
Business Announcements / Intentions
<p>The following provides a summary of a number of major business announcements – however is not an exhaustive list of jobs growth or business investment.</p>
<ul style="list-style-type: none"> <li>• <b>Nifco</b>, based in Eaglescliffe, has driven up sales, recording its highest ever annual turnover – hitting the £71m mark. This is a double-digit increase from its performance just three years ago. Nifco manufactures parts used in the engines, interiors and exteriors of cars produced by BMW Mini, Ford, General Motors, Honda, Jaguar Landrover, Nissan, Renault, Toyota and Vauxhall Opel. Newly released figures from Nifco, which employs more than 650 people, show that these record results also represent the eighth consecutive year of growth.</li> <li>• Chemicals manufacturer, <b>Chemoxy International Ltd</b>, which has a site in Billingham, has been acquired by French-based trade buyer, Novacap SAS. The company utilises advanced manufacturing techniques to create low-toxicity products for uses as wide-ranging as environmentally friendly plants, industrial coatings and cleaning products. The business has been acquired by Novacap SAS as part of its efforts to expand its performance chemicals division and grow its geographical presence. The deal, which is for an undisclosed amount, will see Chemoxy brought under the banner of the Lyon-headquartered group while at the same time creating a leading European light in the solvents market.</li> <li>• <b>Francis Brown Limited</b>, based on Church Road, Stockton-on-Tees, is primed for even further growth, with turnover tipped to increase by a third. The company provides design, fabrication, welding, machining, assembly and installation services across the oil and gas, chemical, renewable energy, nuclear and rail sectors. Intrinsic to its recent growth has been work on the Greater Gabbard offshore wind farm, based off the Suffolk coast, and multiple fabrications for the Maersk Culzean offshore gas condensate field, in the central North Sea.</li> <li>• <b>Quorn</b> is reportedly set to invest £150m in increasing its production at the <b>Billingham site</b>; creating 300 jobs over the next five years. The brand grew globally by 19% in the first half of the year and European sales increased by 29%. The investment in the manufacturing facility at Billingham will make it the largest facility of its kind globally according to Quorn's Chief Executive.</li> <li>• <b>Clugston Construction</b> based on Teesdale Business Park has been awarded a place on the North East Universities Major Capital Projects Framework, which will be used by five of the region's higher education institutions on as much as £750m worth of building projects. The framework, which will be undertaken by the company's Stockton office, will see the company become one of six contractors able to bid exclusively for all major work from Newcastle, Durham, Northumbria, Sunderland and Teesside universities over the next six years. The first project awarded as part of the deal – the construction and fit-out of the Newcastle University Sports Centre - will be carried out by Clugston Construction and is due to commence in January 2018.</li> <li>• <b>Venator Materials</b>, which is set to separate from Huntsman Corporation, is a global manufacturer and marketer of chemical products. The company has headquarters at Wynyard Park's Titanium House, it operates 27 facilities in more than 110 countries, and employs about 4,500 staff. Details have been revealed of a proposed initial public offering (IPO) on the New York Stock Exchange.</li> </ul>

- **Johnson Matthey** has announced it is to cut up to 50 jobs; announced the move is a “necessary step” to ensure the business stays competitive. The company have entered into formal consultation with workers at the two sites at the company’s Davy Technologies base, on Princeton Drive in Teesdale, and its Billingham site on Belasis Avenue. The company’s other sites, including Belasis Technology Park base and Johnson Matthey Catalysts at Haverton Hill are not affected. The Chilton site employs 257 staff, while 87 work at Davy Technologies. The company is aiming to complete the consultation process by the end of October 2017.
- Commercial vehicle hire firm, **Transflex**, based at North Tees Industrial Estate, has been acquired by Scottish rival, TOM Vehicle Rental in a multi-million pound deal. Transflex specialises in flexible fleet rentals to businesses. The fast growing firm was recently listed 13th in the Sunday Times Virgin Fast Track 100 league table of Britain’s fastest-growing private businesses. Following the deal, both brands will continue to operate in the UK market, serving their well-established and valued customer bases. The combined business becomes the third largest light commercial, flexible rental business in the UK with a rental fleet of over 16,000 vans, trucks, trailers and cars, across a UK depot network of 15 sites comprising six in Scotland, five in the North of England and four in the South.
- Web development company, **Renoovo Design** in Digital House, specialises in WooCommerce, the ever-popular eCommerce software as a functional extension to WordPress (a free and open-source Content Management System (CMS) that supports the creation and modification of digital content). WooCommerce can create a basic online store and sell a variety of products and services that include physical goods, digital goods, affiliate transactions, and ongoing memberships. The core software can manage essential ecommerce features like international customers, inventory management, sales tax management, shipping cost calculations, and coupons. Already working with clients across Europe and America, Renoovo Design is working on a high profile software project for the world’s largest delivery company, UPS to link its sophisticated click and collect service, UPS Access Point, with WooCommerce. The service allows customers to have packages delivered to more than 70,000 locations worldwide, including shops, newsagents, cafes and florists. Renoovo Design works with a variety of sectors in education, logistics and manufacturing, and is confident of sales growth over the next 12 months, and is preparing to take on new staff in the near future. The company has been using its expertise to train young people in digital skills – preparing them to go on to apprenticeships and jobs.
- Manchester-headquartered private equity firm NorthEdge has completed the sale of **Fine Industries** to Chinese-listed life sciences group, Lianhe Chemical Technology Company, netting a 2.5x return on its investment. It backed Fine Industries in November 2013 with a £25.5m investment. Fine Industries at Seal Sands is a contract manufacturer of products used in the chemical and life sciences industries, employing about 220 staff. The business posted revenues of £52.6m in the year to 30.9.16, with pre-tax losses narrowing to £793,000.
- **M.I. Supplies**, based at Teesside Industrial Estate, which supplies a range of workwear clothing and accessories, has completed its 100,000th order, a landmark milestone for the business which opened in the North East nearly 12 years ago. Now processing 25,000 orders, involving more than 600,000 individual products a year, the business recently enjoyed a 240% surge in online sales following the launch of its new website. Following the new online launch, orders jumped from £16,000 a month to more than £55,000 a month.

### Strategic Locations

- Loganair is to launch services linking Aberdeen, **Durham Tees Valley Airport (DTVA)** and Norwich on 15th October 2017. The regional airline will provide up to three weekday non-stop flights, and will restore air links between the North East and East Anglia for the first time in two decades. This service will run six days a week.

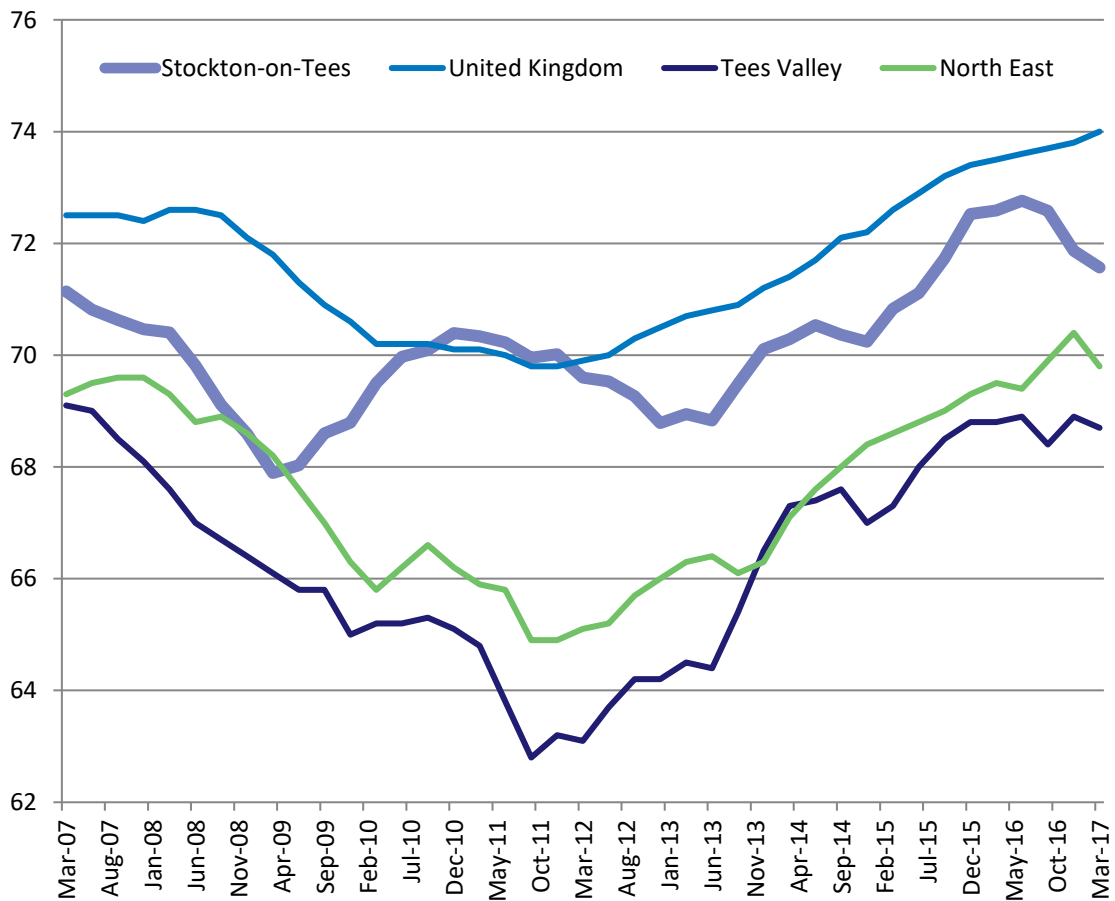
**Training & Skills**

- **Routes to Work Scheme** - TVCA has secured one of the largest allocations of £6m of additional devolved funding from Government to add to Combined Authority funding and create a **£7.5m pilot** to support up to 2,500 people into employment. Delivery is likely to start from 1st October 2017 and will be led by the five Councils. The initiative is one of 6 taking place nationally. The Tees Valley scheme will support people facing the greatest difficulties in accessing jobs. The scheme initiative aims to support at least 25% of those that access the scheme into employment, and help the rest to make significant progress towards securing work. As a pilot programme, the Combined Authority will carry out a full evaluation, to understand which services are most successful, and make the case for future local investment.
- **Teesside University** has unveiled plans to invest £300m in transforming its main campus over the next ten years. The project provides a blueprint for the site that includes proposals for a £10m Student Life Building, which would bring all student facing services together in one location. This would also include an employability centre and teaching facilities. A further £21m is set to be spent on creating a new home for the Teesside University Business School, with £83m put aside to transform the area's student accommodation offer, including new purpose-built facilities on the Woodlands site, a full refurbishment of King Edward's Square and the modernisation of Parkside Village.

**The employment rate estimate in Stockton-on-Tees remains lower than the national figure but higher than the wider Tees Valley and the North East region**

1. The employment rate is the proportion of people aged 16-64 in work. Figures are estimates based on a sample survey and are subject to sampling error.
2. 71.4% of people aged 16-64 were estimated to be employed in the year ending March 2017 in Stockton-on-Tees, which is higher than the estimate for the previous quarter but lower than the previous year. The employment rate in Stockton-on-Tees is lower than national rate of 74.0%.
3. Figure 1<sup>1</sup> shows the employment rate in Stockton-on-Tees and the United Kingdom over the last decade.

**Figure 1 – Employment Rates in Stockton-on-Tees, Tees Valley, North East, and United Kingdom over the last decade**



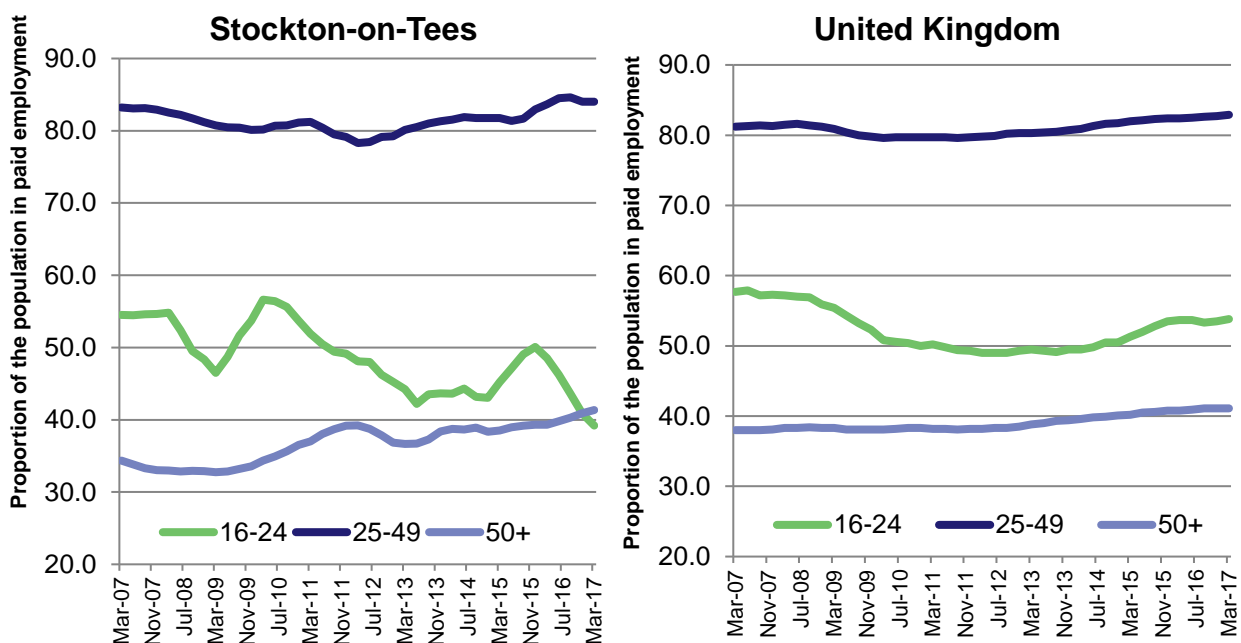
Source - Office for National Statistics -Annual Population Survey (Year ending March 2017)

<sup>1</sup> A four-quarter moving average has been applied to Stockton-on-Tees figures to smooth the data and improve accuracy

**Employment rates remain high for 25-49 year olds, are growing for those aged 50 and over and have fallen for those aged 16-24**

4. Figure 2<sup>2</sup> shows the employment rates broken into broad age bands of 16-24 year olds, 25-49 year olds and 50+. The 25-49 year old population in Stockton-on-Tees has the highest employment rates at 84.5% which is higher than national and Tees Valley estimates.
5. The 50+ population has seen growing levels of employment and now 41.2% of 50-64 year olds are estimated to be in employment, which is slightly higher than the national estimate (41.1%) and higher than the Tees Valley (36.7%).

**<sup>3</sup>Figure 2<sup>4</sup> – Employment rates by age group in Stockton-on-Tees and the United Kingdom over the last decade**



Source - Office for National Statistics - Annual Population Survey (Year ending March 2017)

6. The estimated proportion of 16-24 year olds in employment has fallen in the last 10 years in Stockton-on-Tees and at 38.8% of the population is considerably lower than the Tees Valley and UK figures.

<sup>2</sup> A four-quarter moving average has been applied to Stockton-on-Tees figures to smooth the data and improve accuracy

<sup>3</sup> Smoothed data

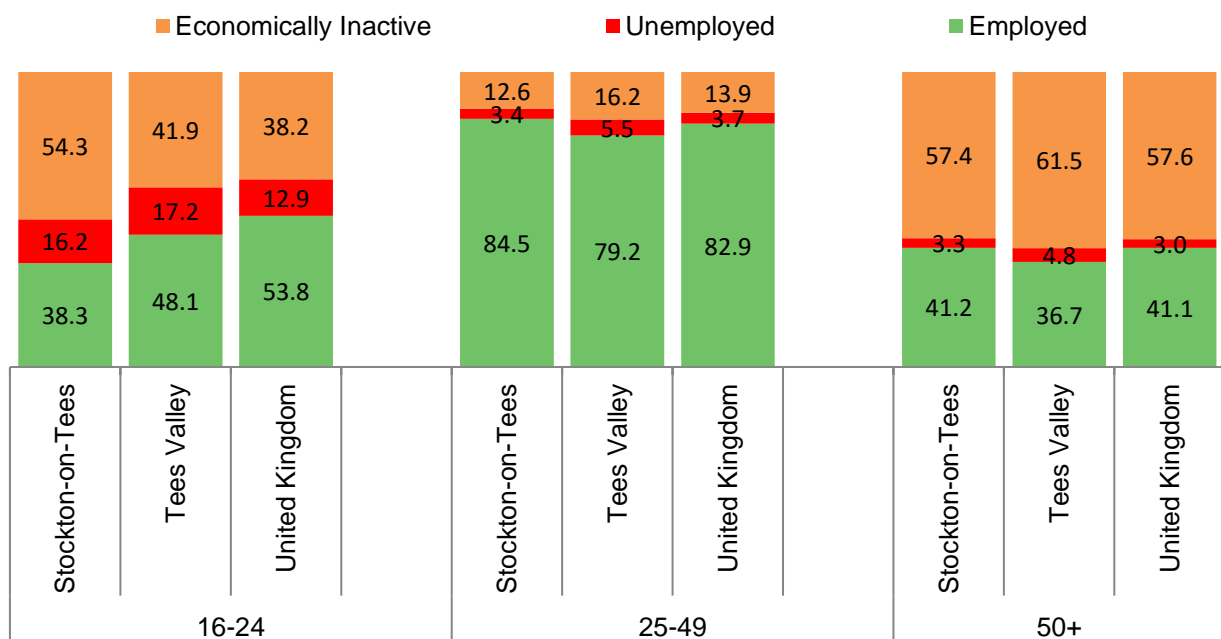
<sup>4</sup> Due to a small sample size in the Annual Population Survey, the figures for Stockton-on-Tees (particularly for 16-24 year olds) have a high margin of error and must be treated with caution.



**The low employment estimates for 16-24 year olds are a result of ‘inactivity’ rather than unemployment yet unemployment is still higher than nationally for this age group**

7. People are deemed economically inactive when they are not seeking employment for reasons such as study, illness or looking after family/home etc. For the year ending March 2017 over half of the 16-24 population in Stockton-on-Tees were estimated to be economically inactive, which is a higher proportion than the Tees Valley and United Kingdom.

**Figure 3<sup>5</sup> – Employment, Unemployment and Economic Inactivity Rates in Stockton-on-Tees, Tees Valley and United Kingdom – Year ending March 2017**



Source - Office for National Statistics - Annual Population Survey (Year ending March 2017)

8. The low employment rate amongst 16-24 year olds appears to be due to a rise in economic inactivity. There is evidence to suggest more people of this age group are taking part in education rather than employment, which partly explains this trend.
9. The figures suggest there is a higher proportion of 16-24 year olds actively seeking work (unemployed) compared to national rates. As the above figures are estimates from a sample survey additional sources of information are needed to support any interpretation of these statistics. Information on the proportion of the population claiming unemployment benefits are from administrative sources and are therefore more robust than Annual Population Survey figures

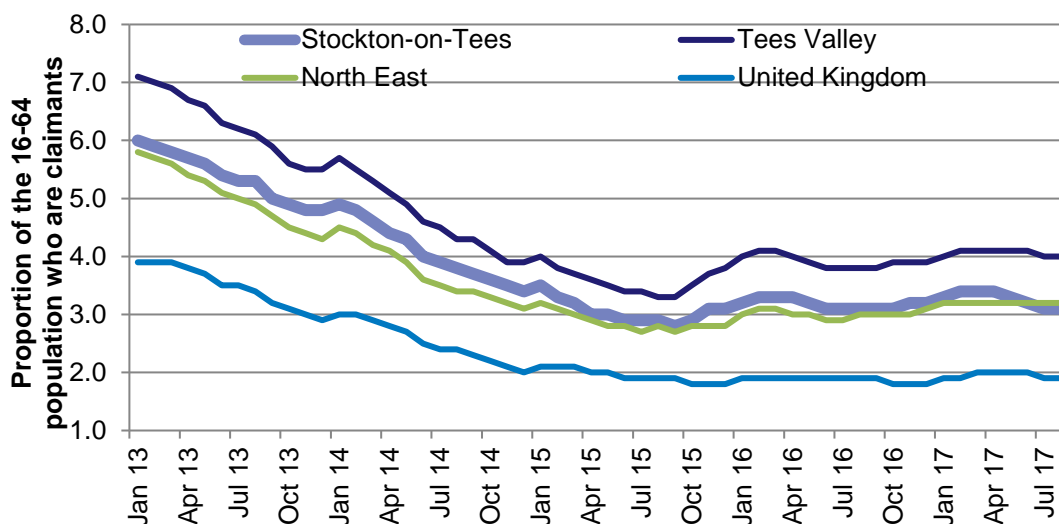
<sup>5</sup> Due to a small sample size in the Annual Population Survey, the figures for Stockton-on-Tees (particularly for 16-24 year olds) have a high margin of error and must be treated with caution.

and will be significantly linked to the robust data figure for unemployment. These are explored over the next pages.

**The proportion of the population claiming unemployment benefit remains similar to the North East, lower than the Tees Valley, and higher than the United Kingdom**

10. Department for Work and Pensions (DWP) produce statistics on benefit claimants that provide an accurate indication on the number of residents that are claiming a particular benefit and the characteristics of benefit claimants.
11. The 'Claimant Count' is a useful barometer of the health of the labour market and local economy. It is a measure of the number of people claiming benefits principally for the reason of being unemployed, based on administrative data from the benefits system. This is primarily Jobseeker's Allowance but will also include certain Universal Credit claimants as the new benefit is introduced.<sup>6</sup>
12. The claimant count has fallen considerably and in Stockton-on-Tees reached a low of 3,395 (or 2.5% of the working age population) in September 2015. Since then, nationally the reduction in the claimant count levelled off and has remained at around 2% of the population. After September 2015, there was an increase in the claimant count in Stockton-on-Tees and the North East and it remains just over 3% of the population. In the Tees Valley, however, this rise was particularly significant and the claimant count remains around 4% of the population.

**Figure 4 – Claimant Count in Stockton-on-Tees, Tees Valley, North East and United Kingdom since January 2013**



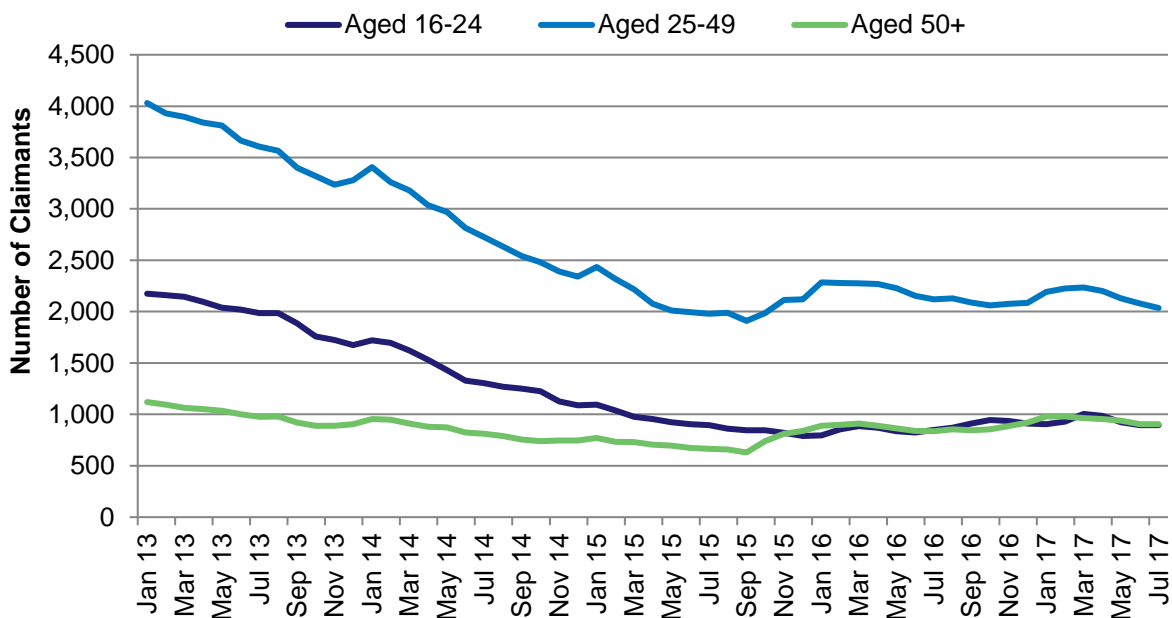
Source: Office for National Statistics – Claimant Count (August 2017)

<sup>6</sup> Universal Credit is designed so that a broader span of claimants is required to look for work than under Jobseeker's Allowance. This means that while Universal Credit is being rolled out, the Claimant Count is likely to be higher than it would otherwise be under Jobseeker's Allowance. Officers from across the Council are working in partnership to understand the impact of the rollout of Universal Credit on the population of Stockton-on-Tees and associated labour market statistics. An explanation of this will be provided at a later date when more information is available

**The majority of unemployment benefit is claimed by males. Since January 2013 the biggest reductions in the claimant count have been in the 16-24 age group and the smallest reductions have been for those aged 50+ due a recent increase in older claimants**

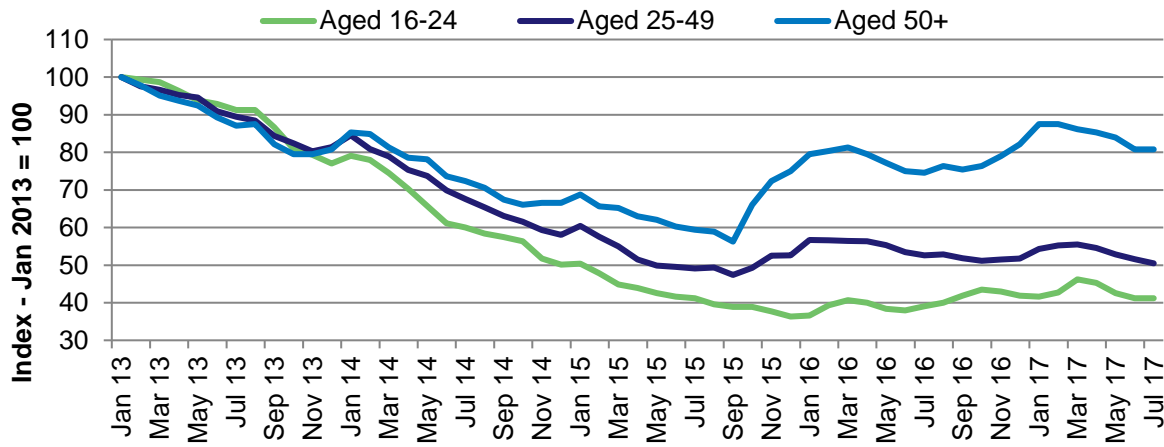
13. The trends in the claimant count are not consistent across all ages, and there are differences between males and females; with males more likely to claim unemployment benefit than females. In August 2017 males made up 62.1% of the claimant count in the UK and 65.5% of the claimant count in Stockton-on-Tees.
14. The biggest percentage fall in claimant numbers for both males and females was for 16-24 year olds. There are currently 895 claimants in this age group which is 41.1% of the January 2013 figure.
15. The number of claimants aged 50+ reached a low of 630 in September 2015, which was 56.3% of the January 2013 figure but since then has risen and currently there are 905 people claiming unemployment benefit who are aged over 50. The current level is 80.8% of the January 2013 figure.
16. Most claimants are between the ages of 25-49; and at 2,035 claimants the current number in this age group is nearly half (50.5%) that of the January 2013 figure. These trends are similar to the regional and national trends.

**Figure 5 – Claimant count in Stockton-on-Tees by age group since January 2013**



Source: Office for National Statistics – Claimant Count (August 2017)

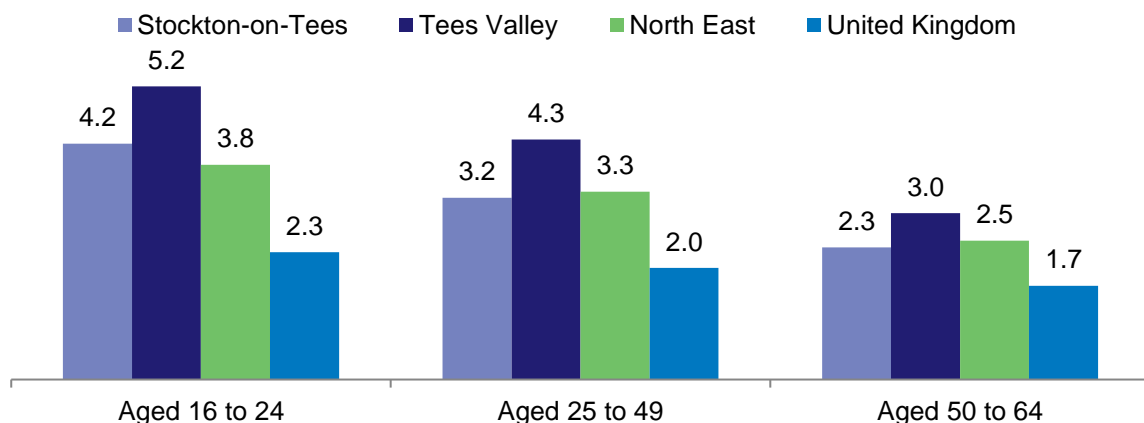
Figure 6 – Claimant Count in Stockton-on-Tees by age group as an index where January 2013 figure = 100



Source: Office for National Statistics – Claimant Count (August 2017)

17. Despite having the most significant decline in claimants, as a proportion of the population there are more claimants aged 16-24 than other age groups. In Stockton-on-Tees the number of claimants aged 16-24 was the equivalent of 4.2% of the 16-24 population<sup>7</sup>, which whilst lower than the Tees Valley figure of 5.2% is higher than regionally (3.8%) and nationally (2.3%).
18. The proportion of the 25-49 population in Stockton-on-Tees claiming unemployment benefit at 3.2% is lower than the North East (3.3%) and Tees Valley (4.3%) but higher than the UK figure (2.0%). The 50+ population has the lowest proportion of claimants at 2.3% of the population in Stockton-on-Tees, which is lower than the Tees Valley (3.0%) the North East (2.5%) but higher than the United Kingdom (1.7%).

Figure 7 – Proportion of the population claiming unemployment benefit in August 2017 by age group



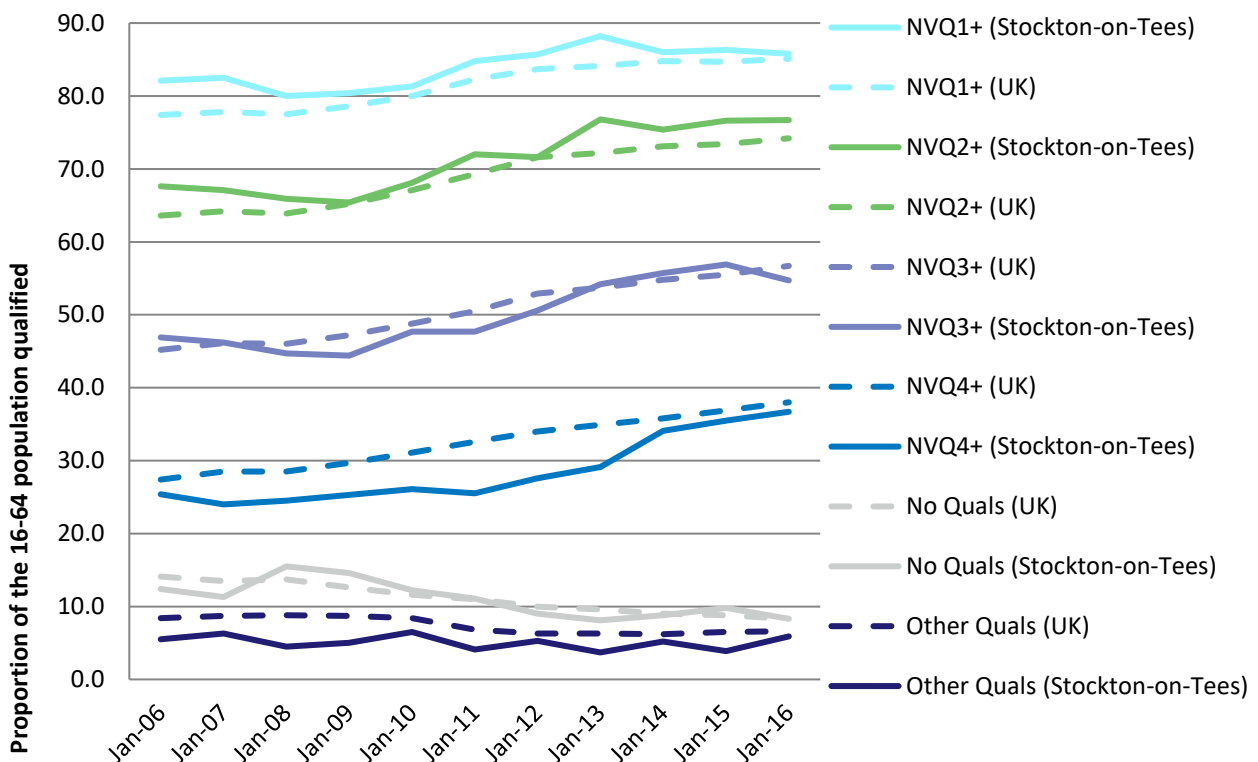
Source: Office for National Statistics – Claimant Count (August 2017)

<sup>7</sup> Population element of claimant count rates taken from mid-2016 estimates

**The skills profile of Stockton-on-Tees residents is similar to UK averages**

19. The estimated proportion of the working age population in Stockton-on-Tees who do not hold any qualifications has fallen to 8.3%, which is the same rate as the wider UK and lower than Tees Valley (9.5%) and the North East (9.4%). There are slightly more residents in Stockton-on-Tees qualified to NVQ Levels 1 and 2 than the wider UK and a slightly lower proportion who are qualified to NVQ Levels 3 and 4.
20. 36.7% of the population are qualified to NVQ Level 4 and above, which has risen by 11.3 percentage points in the last 10 years to its highest ever level. There are more residents qualified to NVQ Level 4 and above in Stockton-on-Tees than in Tees Valley (30.8%) and the North East (31.4%) although the Stockton-on-Tees figure is still below the UK average (38.0%).
21. Growth in the proportion of the population with NVQ Level 4 qualifications and higher has been faster in Stockton-on-Tees than the UK and currently the gap between the Stockton-on-Tees estimate and the UK estimate at 1.3 percentage points is the smallest it has been in the last 10 years.

**Figure 8 – Qualification levels of the working age populations of Stockton-on-Tees and the UK by NVQ level**

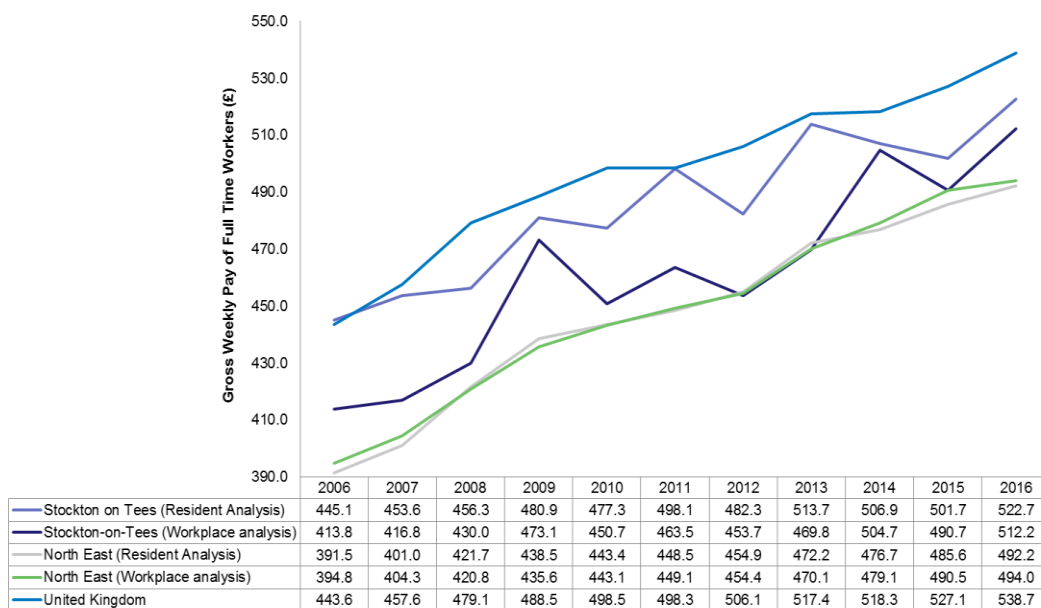


Source - Office for National Statistics -Annual Population Survey (Year ending March 2017)

**Average earnings are higher than the wider region but lower than nationally**

- 22. The Annual Survey of Hours and Earnings (ASHE)<sup>8</sup> estimated that the ‘median’<sup>9</sup> weekly earnings of Stockton-on-Tees’ residents that were working full-time in 2016 was £522.70 (Figure 9). This was higher than the North East figure of £492.20, but lower than the national figure of £538.70.
- 23. Even though earnings in Stockton-on-Tees had grown by 4.4% since 2015, 4.8% over the past 5 years, and by 17.4% over the past 10 years this was lower growth than the North East and the UK.
- 24. In comparison, workplace-based earnings showed the average figure for those who work in Stockton-on-Tees, which was estimated at £512.20. This figure was again higher than the North East (£494.00).
- 25. Even though workplace-based earnings had grown since 2015 by 4.2% the estimates for Stockton-on-Tees had been consistently lower than resident-based earnings estimates in the past 10 years; suggesting that residents who travelled outside of Stockton-on-Tees for work earned higher wages on average than those who worked in the Borough.

**Figure 9: Median Weekly earnings of a full time worker over the last decade**



Source - Office for National Statistics (2016) Annual Survey of Hours and Earnings, 2016

<sup>8</sup> ASHE is based on a sample of employee jobs taken from HM Revenue & Customs PAYE records. Information on earnings and hours is obtained in confidence from employers. ASHE does not cover the self-employed nor does it cover employees not paid during the reference period. Figures are subject to sampling error.

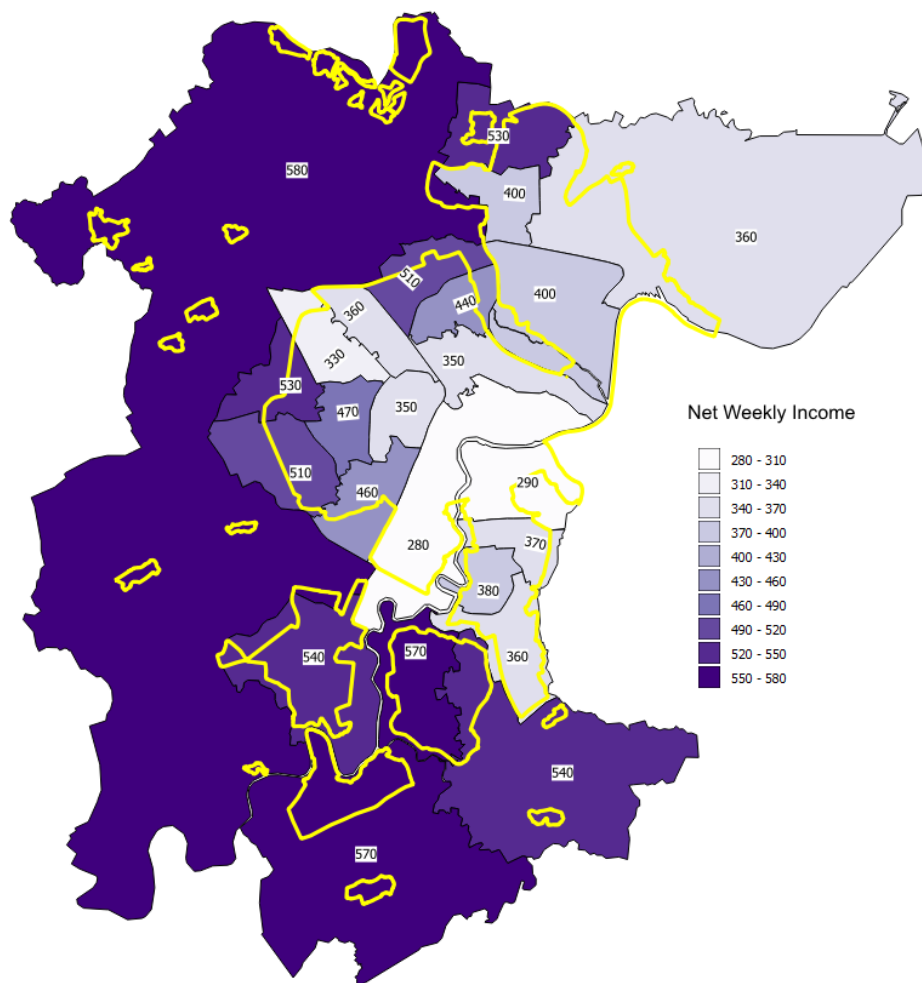
<sup>9</sup> In published reports, ‘median’ earnings rather than the ‘mean’ will generally be used. The ‘median’ is the value below which 50% of employees fall. It is preferred over the mean for earnings data as it is influenced less by extreme values and because of the skewed distribution of earnings data.

**Incomes vary within Stockton-on-Tees and there is a significant gap between the areas with the highest earnings and lowest earnings**

26. Figure 10 shows the Net Household Weekly Income<sup>10</sup> in Stockton-on-Tees by Middle Super Output Area (MSOA)<sup>11</sup>.

27. Incomes vary within the Borough and average incomes in Ingleby Barwick and rural villages to the West and South of the Borough are around double that of Central Stockton and North Thornaby.

**Figure 10 – Net Household Weekly Income in Stockton-on-Tees**



Source: Office for National Statistics -Small Area Income Estimates: Model-Based Estimates of the Mean Household Weekly Income for Middle Layer Super Output Areas, 2013-2014

<sup>10</sup> Total household weekly income is the sum of the gross income of every member of the household plus any income from benefits such as Working Families Tax Credit. This is net of: income tax payments, national insurance contributions, domestic rates/council tax, contributions to occupational pension schemes, all maintenance and child support payments, which are deducted from the income of the person making the payments and parental contribution to students living away from home.

<sup>11</sup> Middle Super Output Areas are a statistical geography created for the Census which divides the country into areas with roughly similar numbers of households and people.

**CASE STUDY**

**ENTREPRENEURSHIP AND ENTERPRISE**

In August 2016, Stockton Borough Council launched a unique business and enterprise programme for young aspiring entrepreneurs aged 16 to 25 called '**STOCKTON START-UP PROGRAMME**'.

Working with partners across the Borough the timetable for the week included **Expert-led workshops on Ideas Generation, Marketing and Customer Analysis, Social Media Made Simple, Retail and Access to Finance**. As well as taking part in the intensive week of activities the participants also had the chance to meet local independent traders in the Enterprise Arcade located in Stockton Town Centre and local business guest speakers who judged a 'Dragon's Den' style business pitch.

The second programme ran in August 2017. Young people completed the week and ideas that were explored included **cake making, a breastfeeding support group, a social media content writer, fashion retailer** and the winner of the start-up prize was for a **mobile podiatrist**.

Follow on meetings have been completed with 3 of the participants; 4 of the participants have gone on to attend networking events following sign-posting by the Enterprise Champions who supported the Programme.

**IN FOCUS – Update on a Stockton Start-Up Programme participant (from August 2016):**

**'Himalayan Gifts'**

The following items were purchased using £200 of Start-Up Programme funds:

- Market Trader's Insurance for 1 year;
- Start-Up Supplies of Himalayan Rock Salt Lamps;
- Branding design on marketing materials, website and social media and printed 250 leaflets and 750 business cards.

The Programme participant received extra financial support from members of his family and has purchased a shipment of 7,000 units. Having secured meetings with suppliers in Birmingham, he has closed his first order of 100 units per month. A meeting with Five Lamps based in Thornaby was arranged to look at a business growth plan to ensure that any production and logistics needed to meet the demand in orders were identified and considered.

**FUTURE START-UP PROGRAMME ACTIVITIES**

**'Build a Business'**

A pilot group is being organised of Year 5 pupils from Roseberry Primary School to see if this is a competition that could be replicated across Stockton-on-Tees.

**'Ignite Enterprise Programme'**

Working with the Youth Direction team in Stockton-on-Tees, another Programme will be delivered for 15 young people for the two weeks leading up to taking a stall at the 'Stockton Sparkles' Market.

**'Stockton Sparkles' Market**

Information and application forms will be sent to all schools in Stockton-on-Tees in September with the aim of every applicant being able to access 'trading' experience. The deadline for applicants is Friday 20<sup>th</sup> October.

