

Unemployment Bulletin

Issue 201 April 2025

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The Claimant Count is a measure of the number of people who are unemployed and claiming benefits. From 1996 until the recent introduction of Universal Credit, this was based on the number of people claiming Jobseeker's Allowance. However, since its introduction some unemployment benefit claimants will be claiming Universal Credit instead. **To reflect this change, the Claimant Count has been expanded to include people claiming Jobseeker's Allowance plus those who claim Universal Credit and who are searching for work.**

Cotswolds

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Since 2016 Gloucestershire has been transitioning to full Universal Credit with the process due to be completed in 2025. This means a broader span of claimants will be required to look for work than under Jobseekers Allowance. As more people are brought within the coverage of Universal Credit, the Claimant Count is set to rise. In addition, in May 2024 the DWP rolled out an increase in the administrative earnings threshold (AET) for full work search conditionality. This means a cohort of claimants who are in work but on an income below the AET will now be required to search for work. This change is likely to affect around 180,000 claimants across the country over around 6 months, increasing the Claimant Count over that time. More information about Universal Credit please see the [ONS website](#).

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INTRODUCTION

The Unemployment Bulletin provides a monthly update on unemployment data for Gloucestershire, the South West region and the United Kingdom. It is produced by the Data, Analysis & Insights Team in the County Council's Planning, Performance and Insight function. The data are sourced from the Office for National Statistics via Nomis (www.nomis.co.uk). All data are rounded to the nearest 5 and may not precisely add to the sum of the number of people claiming JSA, and the number of people claiming Universal Credit required to seek work, due to independent rounding.

Note on claimant count rates:

From Mar-25 data onwards, ONS have updated local authority, regional and national population estimates, used to calculate rates, to the latest estimates compatible with the 2021 Census. These include the most recent 2023 estimates and the rebased series from 2011 to 2022.

Produced by:

Data, Analysis & Insights Team
Planning, Performance and Insight
Gloucestershire County Council
May 2025

PART 1: SUMMARY

The claimant rate in Gloucestershire remained at 2.7% in April 2025. The South West rate decreased to 2.8%, whilst the UK rate remained at 4.1%. Gloucestershire's rate was 0.1% lower than the South West average of 2.8%, and 1.4% lower than the UK average of 4.1%.

The claimant count in Gloucestershire in April 2025 decreased by 120 people. The amount of people claiming in April was 1.1% lower than the number in March. This compares to a 0.7% decrease in the South West, and no change in the UK.

DISTRICTS AT A GLANCE

At a glance unemployment information grouped by district. Includes:

Claimant count: Total number of people claiming Job Seekers Allowance and Universal Credit who are not in work in April 2025

Claimant count change on previous month: How much larger/smaller April's claimant count is compared to March expressed as a %

Claimant rate: The % of working age population claiming Job Seekers Allowance and Universal Credit who are not in work in April 2025

Highest claiming ward: The ward with the highest claim count in that district and the rate

CHELTENHAM BOROUGH

Claimant count:	2,200
Claimant count change on previous month:	-1.6%
Claimant rate:	2.9%
Highest claiming ward(s)	Oakley (6.4%)

GLOUCESTER CITY

Claimant count:	3,195
Claimant count change on previous month:	0.0%
Claimant rate:	3.7%
Highest claiming ward(s)	Westgate (8.4%)

COTSWOLD DISTRICT

Claimant count:	1,025
Claimant count change on previous month:	-2.8%
Claimant rate:	2.0%
Highest claiming ward(s)	Watermoor (3.8%)

STROUD DISTRICT

Claimant count:	1,500
Claimant count change on previous month:	-2.3%
Claimant rate:	2.0%
Highest claiming ward(s)	Stroud Central (4.3%)

FOREST OF DEAN

Claimant count:	1,390
Claimant count change on previous month:	-1.8%
Claimant rate:	2.7%
Highest claiming ward(s)	Cinderford West (5.5%)

TEWKESBURY BOROUGH

Claimant count:	1,350
Claimant count change on previous month:	0.4%
Claimant rate:	2.3%
Highest claiming ward(s)	Tewkesbury South (4.0%)

PART 2: UK, SW AND GLOUCESTERSHIRE INDICATORS

The unemployment situation in Gloucestershire compared to the South West and the UK.

Claimant Rate

Figure 1: Claimant Rate for Gloucestershire, the South West and UK over the past year

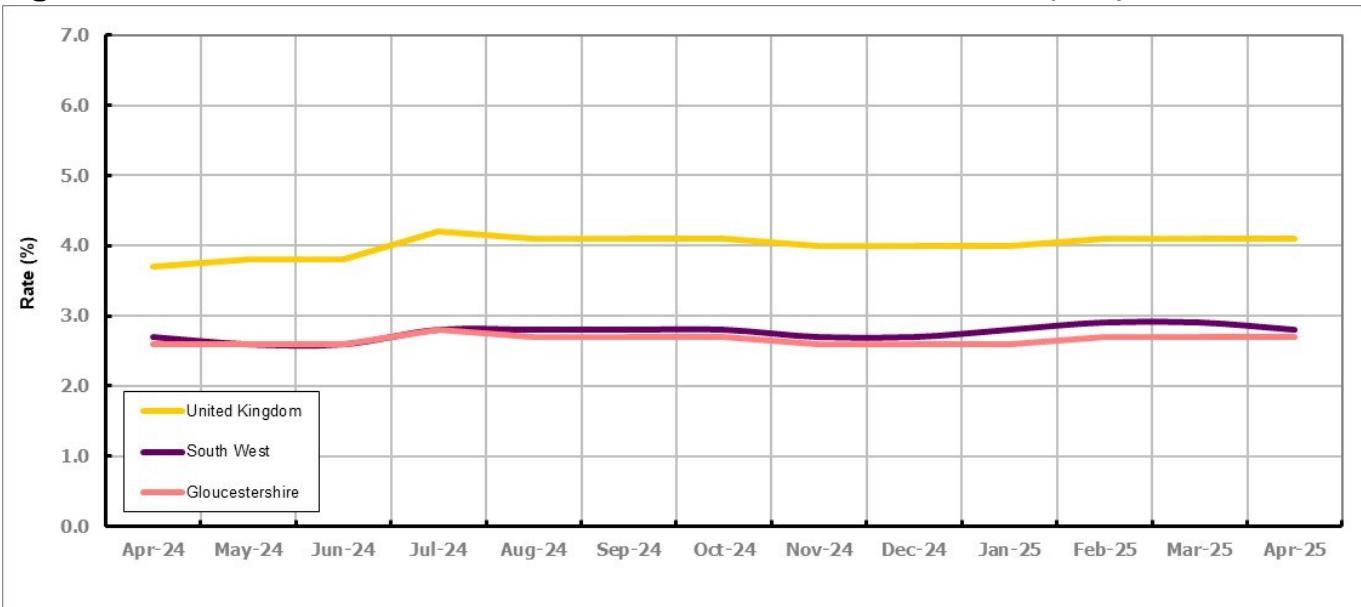


Figure 1 shows the claimant rate for Gloucestershire at 2.7% in April 2025. The Gloucestershire rate has been lower than the South West average since July 2024. On average, it has been approximately 1.3% lower than the UK average since the same month of the previous year.

Claimant Count

Table 1: Analysis of UK, South West and Gloucestershire Claimant Counts

Area	Claimant Count in April 2025	% change on March 2025	Consecutive months increasing
UK	1,741,995	0.0%	0
South West	99,745	-0.7%	0
Gloucestershire	10,660	-1.1%	0

Table 1 shows that in April 2025, the number of claimants in Gloucestershire was 1.1% lower than the number in March 2025.

PART 3: LOCAL AUTHORITY DISTRICT ANALYSIS

Claimant Rate and Claimant Count

Figure 2: Claimant Rate (%) across Gloucestershire - April 2025

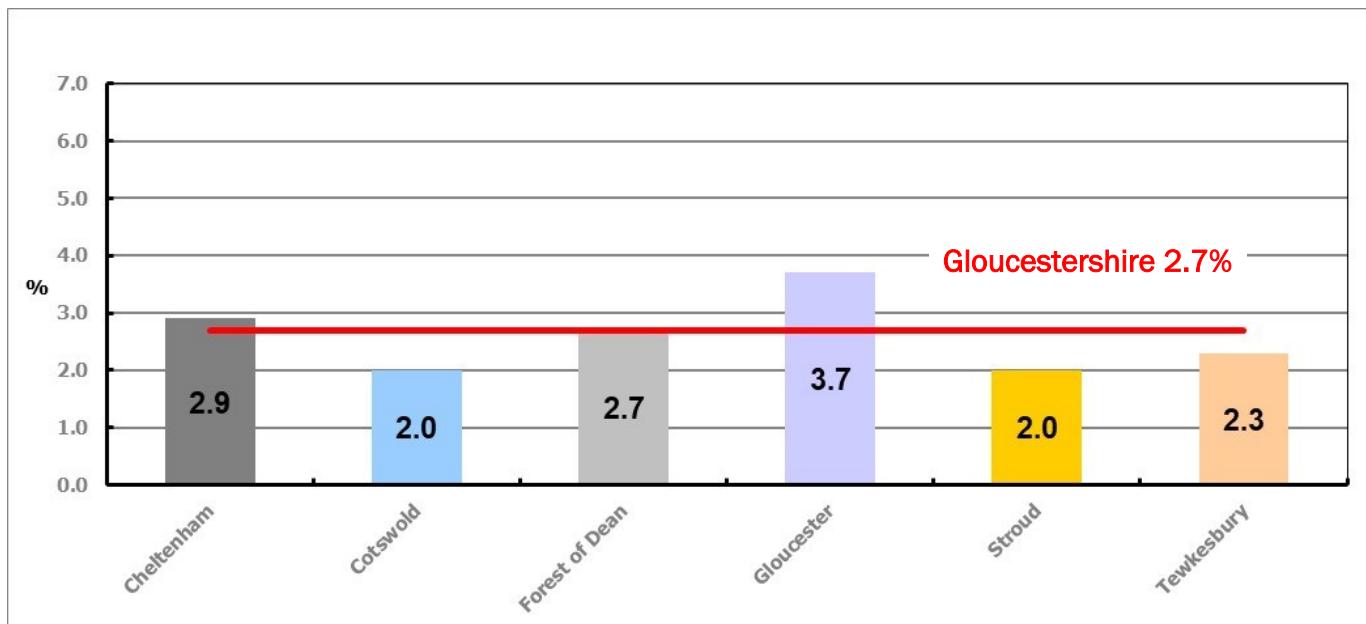


Figure 2 shows the claimant rate for April 2025 in Gloucestershire. Between March and April 2025 the rate remained the same in all districts, except Cheltenham and Stroud which saw a decrease.

Table 2: Analysis of Gloucestershire and District Claimant Counts

Total	Apr 25 Number	Apr 25 Rate	Mar 25 Number	Mar 25 Rate	Monthly change	% monthly change	Monthly change of rate
Gloucestershire	10,660	2.7	10,780	2.7	-120	-1.1%	0.0
Cheltenham	2,200	2.9	2,235	3.0	-35	-1.6%	-0.1
Cotswold	1,025	2.0	1,055	2.0	-30	-2.8%	0.0
Forest of Dean	1,390	2.7	1,415	2.7	-25	-1.8%	0.0
Gloucester	3,195	3.7	3,195	3.7	0	0.0%	0.0
Stroud	1,500	2.0	1,535	2.1	-35	-2.3%	-0.1
Tewkesbury	1,350	2.3	1,345	2.3	5	0.4%	0.0

Table 2 shows the change in the claimant count in April 2025 compared to March. All districts saw a decrease in the number of claimants, except Tewkesbury which saw an increase, and Gloucester which saw no change.

Table 3: Analysis of Male Gloucestershire and District Claimant Counts

Male	Apr 25 Number	Apr 25 Rate	Mar 25 Number	Mar 25 Rate	Monthly change	% monthly change	Monthly change of rate
Gloucestershire	5,820	3.0	5,875	3.0	-55	-0.9%	0.0
Cheltenham	1,240	3.3	1,240	3.3	0	0.0%	0.0
Cotswold	510	2.0	520	2.1	-10	-1.9%	-0.1
Forest of Dean	745	2.9	745	2.9	0	0.0%	0.0
Gloucester	1,855	4.3	1,875	4.3	-20	-1.1%	0.0
Stroud	750	2.1	775	2.1	-25	-3.2%	0.0
Tewkesbury	720	2.5	720	2.5	0	0.0%	0.0

Table 3 shows the change in the male claimant count in April 2025 compared to March. All districts saw a decrease in the number of claimants, except Cheltenham, Forest of Dean and Tewkesbury which saw no change.

Table 4: Analysis of Female Gloucestershire and District Claimant Counts

Female	Apr 25 Number	Apr 25 Rate	Mar 25 Number	Mar 25 Rate	Monthly change	% monthly change	Monthly change of rate
Gloucestershire	4,840	2.4	4,905	2.4	-65	-1.3%	0.0
Cheltenham	960	2.5	995	2.6	-35	-3.5%	-0.1
Cotswold	515	1.9	535	2.0	-20	-3.7%	-0.1
Forest of Dean	645	2.4	670	2.5	-25	-3.7%	-0.1
Gloucester	1,340	3.1	1,320	3.1	20	1.5%	0.0
Stroud	750	2.0	760	2.0	-10	-1.3%	0.0
Tewkesbury	630	2.1	625	2.1	5	0.8%	0.0

Table 4 shows the change in the female claimant count in April 2025 compared to March. All districts saw a decrease in the number of claimants, except Gloucester and Tewkesbury which saw an increase.

PART 4: LOCAL AUTHORITY DISTRICT AND WARD ANALYSIS

This section covers the six districts and a comparison of their constituent wards.

4.1 Cheltenham Borough

Claimant Rate and Claimant Count

Figure 3: Cheltenham Borough claimant rate over the last year

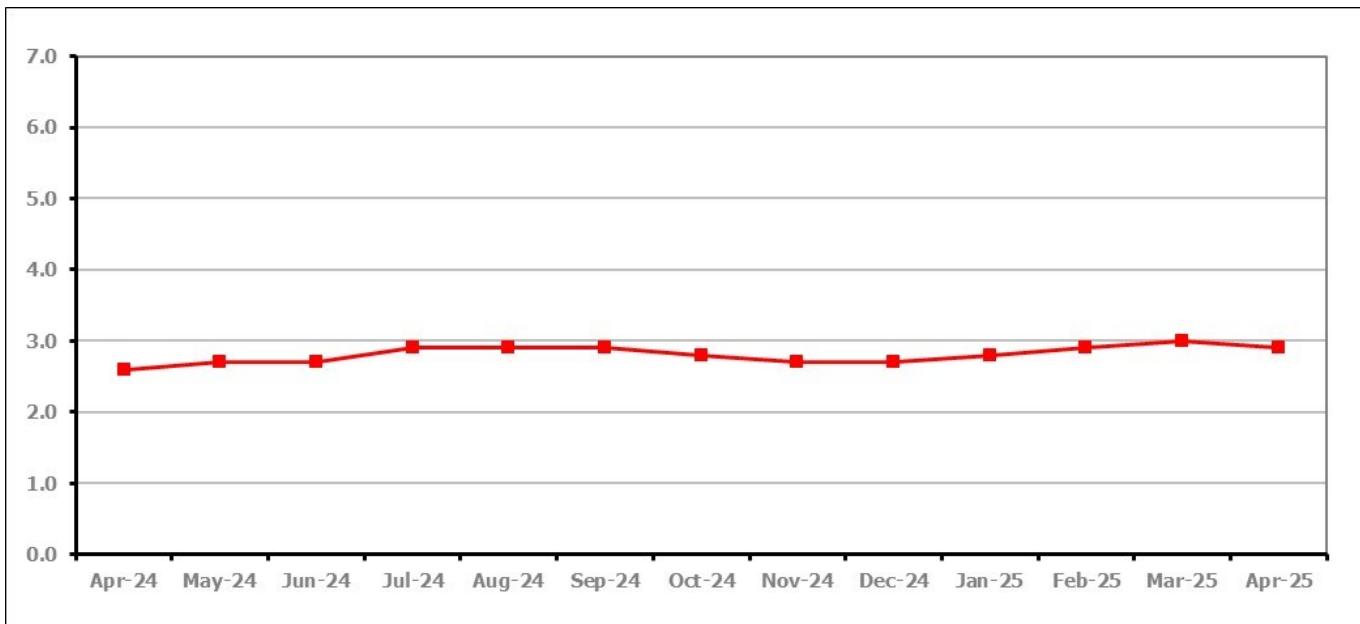


Figure 3 shows the claimant rate in Cheltenham decreased to 2.9% in April 2025.

Figure 4: Claimant rates across Cheltenham Borough wards - April 2025

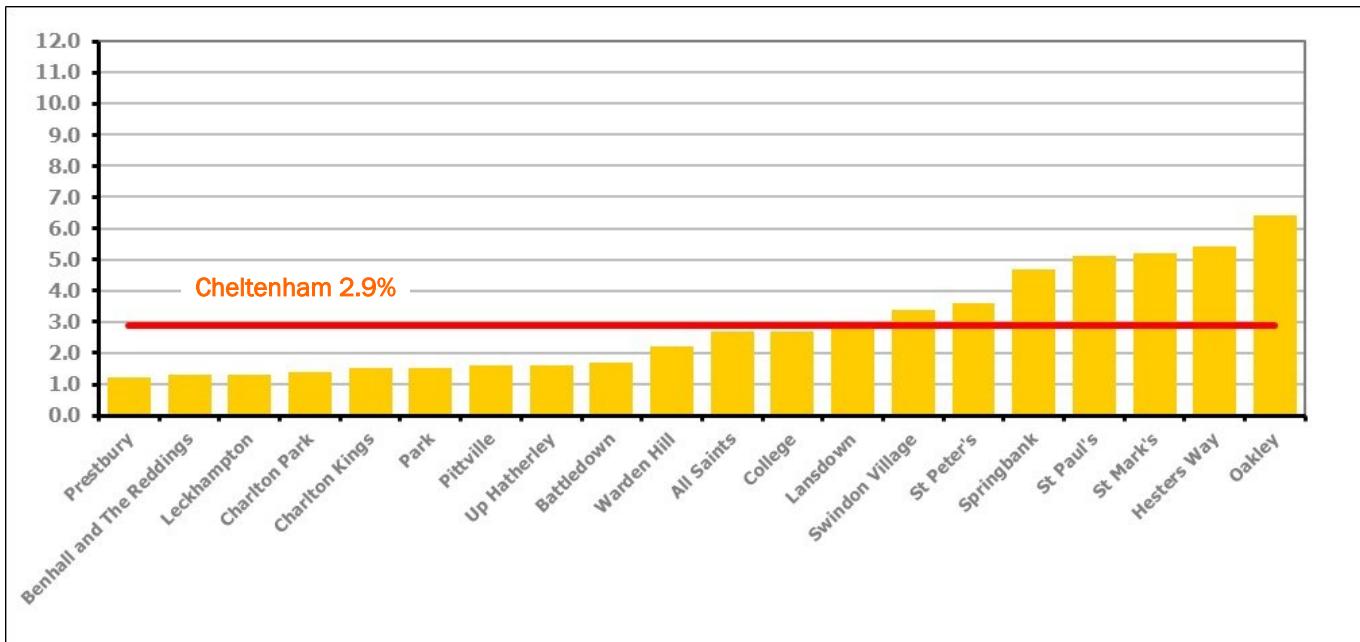


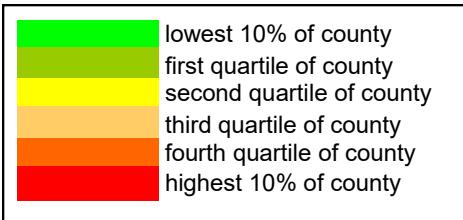
Figure 4 shows the claimant rates for Cheltenham Borough wards. The red line represents the average claimant rate across the Borough of 2.9%. Eight wards lie above the average.

PART 4: LOCAL AUTHORITY DISTRICT AND WARD ANALYSIS

4.1 Cheltenham Borough continued...

Table 5: Analysis of Claimant Count at Cheltenham Borough ward level - April 2025

District	Ward	Rate	Rank*
Cheltenham	Prestbury	1.2	7
Cheltenham	Benhall and The Reddings	1.3	10
Cheltenham	Leckhampton	1.3	10
Cheltenham	Charlton Park	1.4	20
Cheltenham	Charlton Kings	1.5	26
Cheltenham	Park	1.5	26
Cheltenham	Pittville	1.6	31
Cheltenham	Up Hatherley	1.6	31
Cheltenham	Battledown	1.7	38
Cheltenham	Warden Hill	2.2	71
Cheltenham	All Saints	2.7	97
Cheltenham	College	2.7	97
Cheltenham	Lansdown	3.0	106
Cheltenham	Swindon Village	3.4	115
Cheltenham	St Peter's	3.6	118
Cheltenham	Springbank	4.7	126
Cheltenham	St Paul's	5.1	128
Cheltenham	St Mark's	5.2	129
Cheltenham	Hesters Way	5.4	132
Cheltenham	Oakley	6.4	136



* 1 = "best" and 138 = "worst"

Table 5 shows overall claimant rates for Cheltenham Borough wards and their position relative to all wards in Gloucestershire.

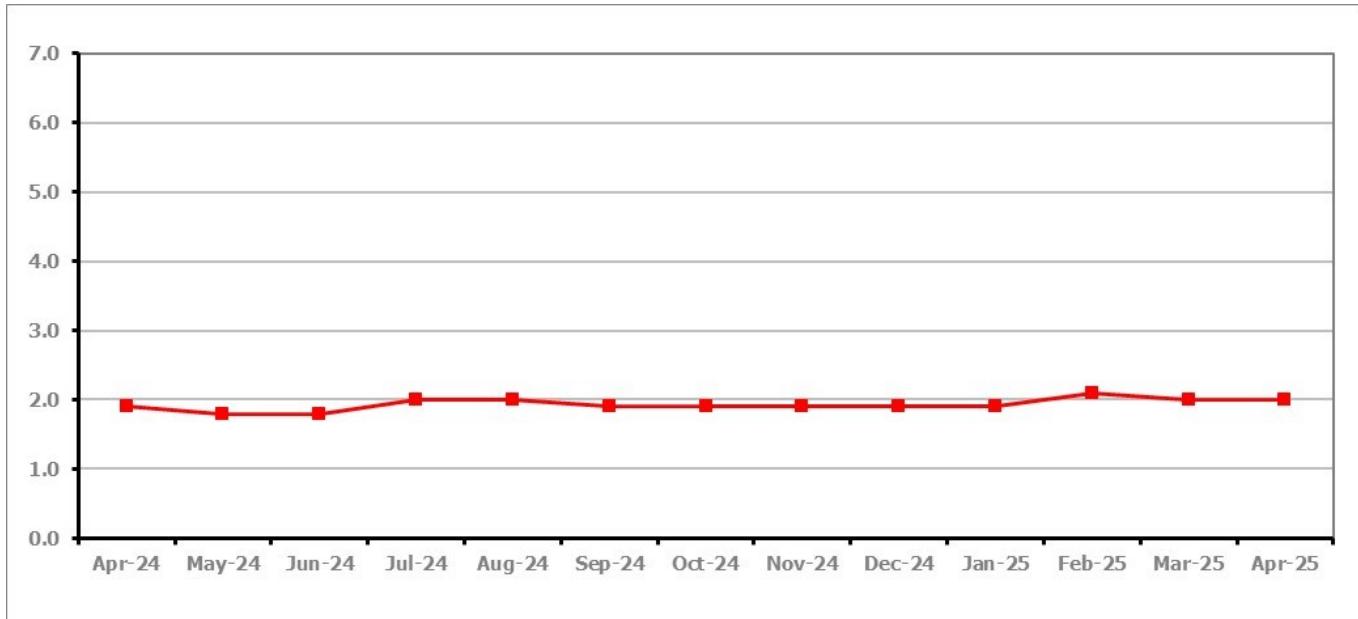
PART 4: LOCAL AUTHORITY DISTRICT AND WARD ANALYSIS**4.2 Cotswold District****Claimant Rate and Claimant Count***Figure 5: Cotswold District claimant rate over the last year*

Figure 5 shows the claimant rate in Cotswold District remained at 2.0% in April 2025.

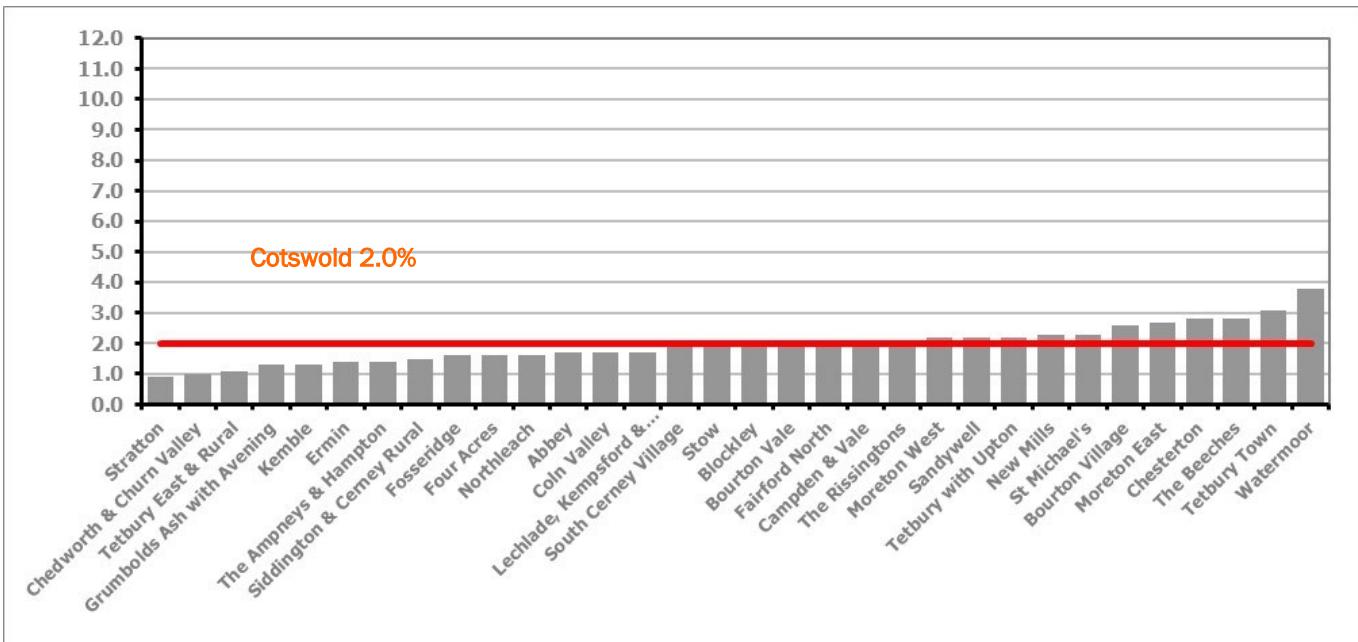
Figure 6: Claimant rates across Cotswold District wards – April 2025

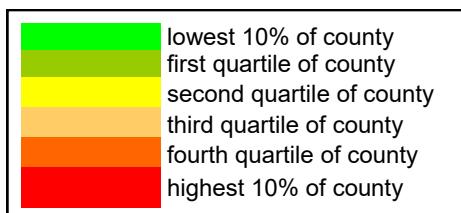
Figure 6 shows the claimant rates for Cotswold District wards. The red line represents the average claimant rate across the District of 2.0%. Thirteen wards lie above the average.

PART 4: LOCAL AUTHORITY DISTRICT AND WARD ANALYSIS

4.2 Cotswold District continued...

Table 6: Analysis of Claimant Count at Cotswold District ward level - April 2025

District	Ward	Rate	Rank*
Cotswold	Stratton	0.9	2
Cotswold	Chedworth & Churn Valley	1.0	4
Cotswold	Tetbury East & Rural	1.1	6
Cotswold	Grumbolds Ash with Avening	1.3	10
Cotswold	Kemble	1.3	10
Cotswold	Ermin	1.4	20
Cotswold	The Ampneys & Hampton	1.4	20
Cotswold	Siddington & Cerney Rural	1.5	26
Cotswold	Fosseridge	1.6	31
Cotswold	Four Acres	1.6	31
Cotswold	Northleach	1.6	31
Cotswold	Abbey	1.7	38
Cotswold	Coln Valley	1.7	38
Cotswold	Lechlade, Kempsford & Fairford South	1.7	38
Cotswold	South Cerney Village	1.9	51
Cotswold	Stow	1.9	51
Cotswold	Blockley	2.0	57
Cotswold	Bourton Vale	2.0	57
Cotswold	Fairford North	2.0	57
Cotswold	Campden & Vale	2.1	63
Cotswold	The Rissingtons	2.1	63
Cotswold	Moreton West	2.2	71
Cotswold	Sandywell	2.2	71
Cotswold	Tetbury with Upton	2.2	71
Cotswold	New Mills	2.3	78
Cotswold	St Michael's	2.3	78
Cotswold	Bourton Village	2.6	92
Cotswold	Moreton East	2.7	97
Cotswold	Chesterton	2.8	102
Cotswold	The Beeches	2.8	102
Cotswold	Tetbury Town	3.1	109
Cotswold	Watermoor	3.8	120



* 1 = "best" and 138 = "worst"

Table 6 shows overall claimant rates for Cotswold District wards and their position relative to all wards in Gloucestershire.

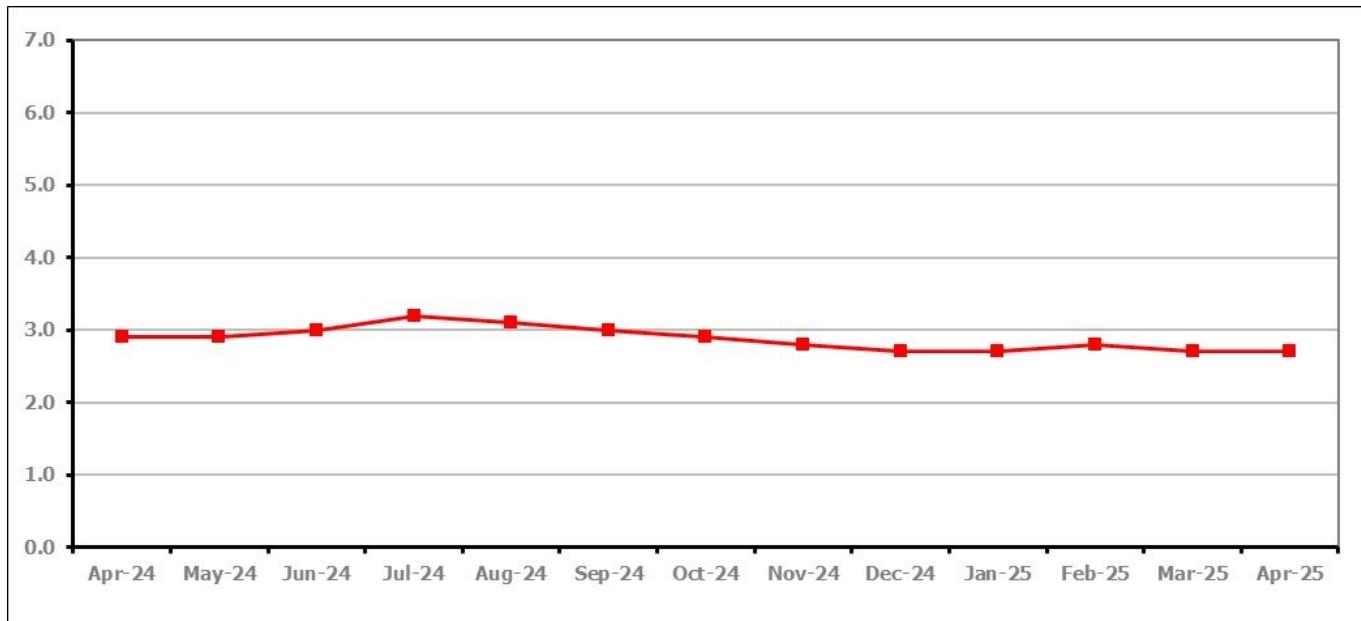
PART 4: LOCAL AUTHORITY DISTRICT AND WARD ANALYSIS**4.3 Forest of Dean District****Claimant Rate and Claimant Count***Figure 7: Forest of Dean District claimant rate over the last year*

Figure 7 shows the claimant rate in the Forest of Dean remained at 2.7% in April 2025.

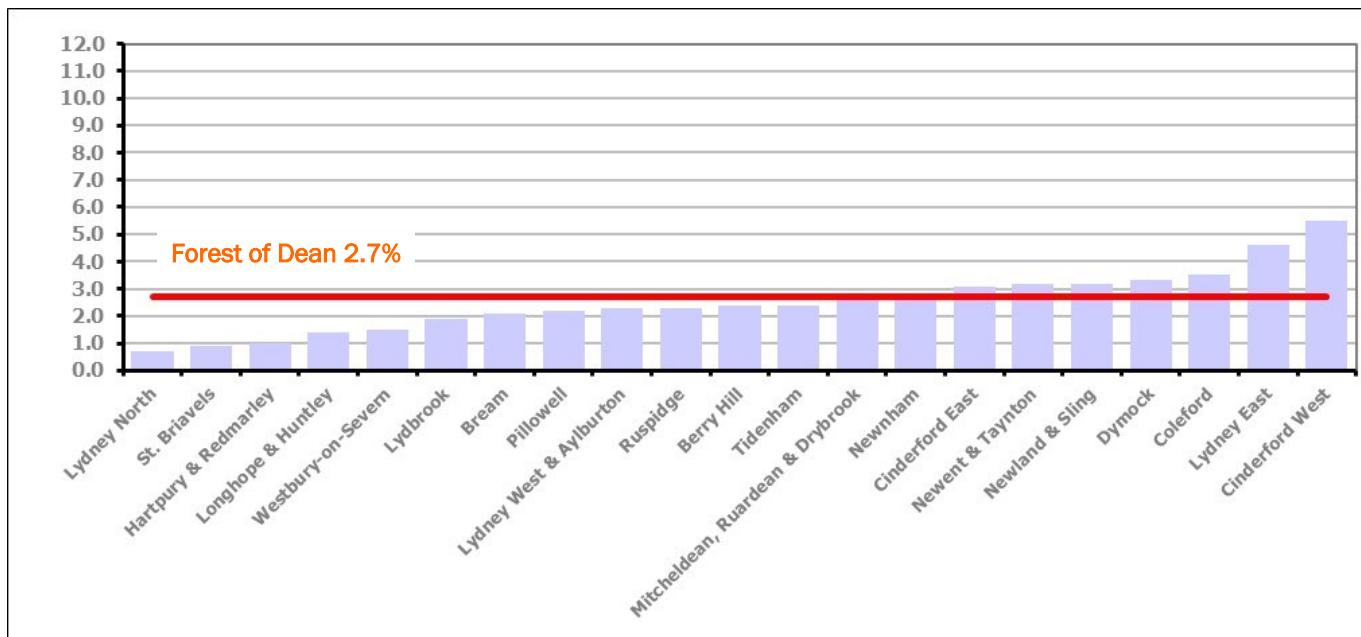
Figure 8: Claimant rates across Forest of Dean District wards – April 2025

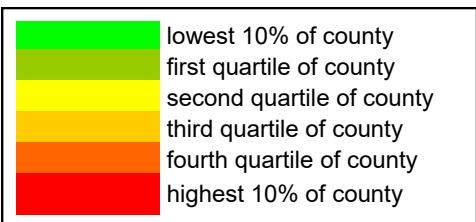
Figure 8 shows the claimant rates for the Forest of Dean District wards. The red line represents the average claimant rate across the District of 2.7%. Seven wards lie above the average.

PART 4: LOCAL AUTHORITY DISTRICT AND WARD ANALYSIS

4.3 Forest of Dean District continued...

Table 7: Analysis of Claimant Count at Forest of Dean District ward level - April 2025

District	Ward	Rate	Rank*
Forest	Lydney North	0.7	1
Forest	St. Briavels	0.9	2
Forest	Hartpury & Redmarley	1.0	4
Forest	Longhope & Huntley	1.4	20
Forest	Westbury-on-Severn	1.5	26
Forest	Lydbrook	1.9	51
Forest	Bream	2.1	63
Forest	Pillowell	2.2	71
Forest	Lydney West & Aylburton	2.3	78
Forest	Ruspidge	2.3	78
Forest	Berry Hill	2.4	84
Forest	Tidenham	2.4	84
Forest	Mitcheldean, Ruardean & Drybrook	2.7	97
Forest	Newnham	2.7	97
Forest	Cinderford East	3.1	109
Forest	Newent & Taynton	3.2	111
Forest	Newland & Sling	3.2	111
Forest	Dymock	3.3	114
Forest	Coleford	3.5	117
Forest	Lydney East	4.6	125
Forest	Cinderford West	5.5	134



* 1 = "best" and 138 = "worst"

Table 7 shows overall claimant rates for the Forest of Dean District wards and their position relative to all wards in Gloucestershire.

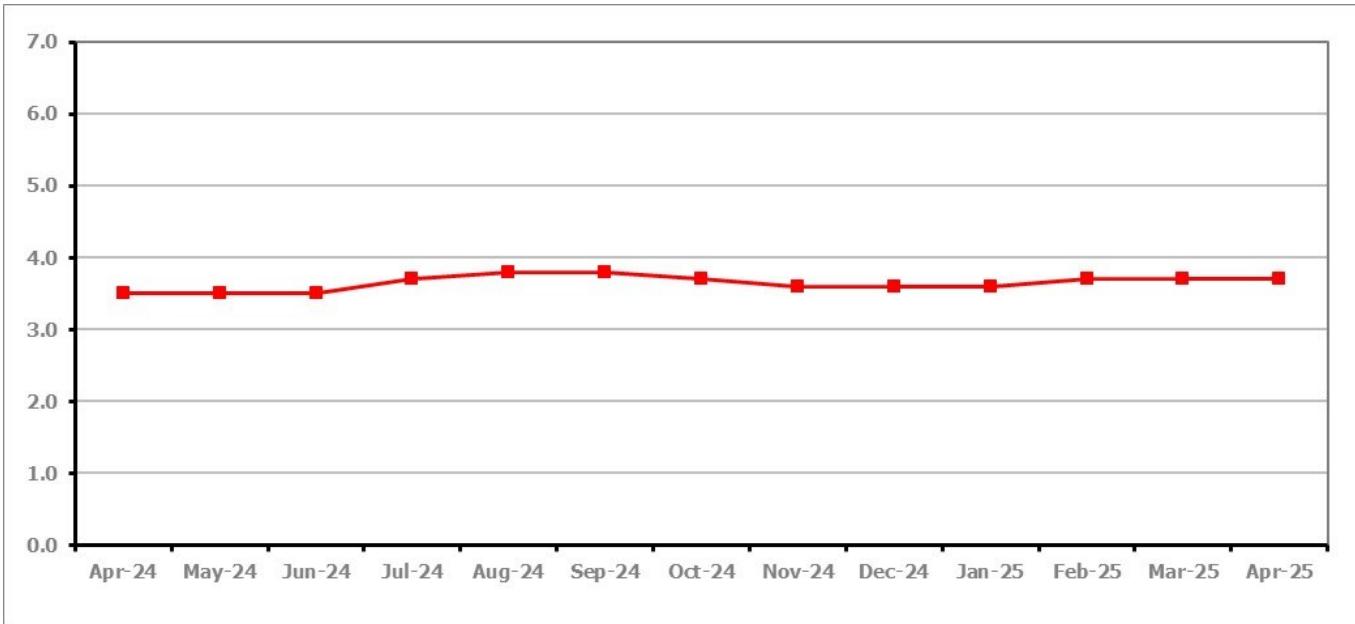
PART 4: LOCAL AUTHORITY DISTRICT AND WARD ANALYSIS**4.4 Gloucester City****Claimant Rate and Claimant Count***Figure 9: Gloucester City claimant rate over the last year*

Figure 9 shows the claimant rate for Gloucester City remained at 3.7% in April 2025.

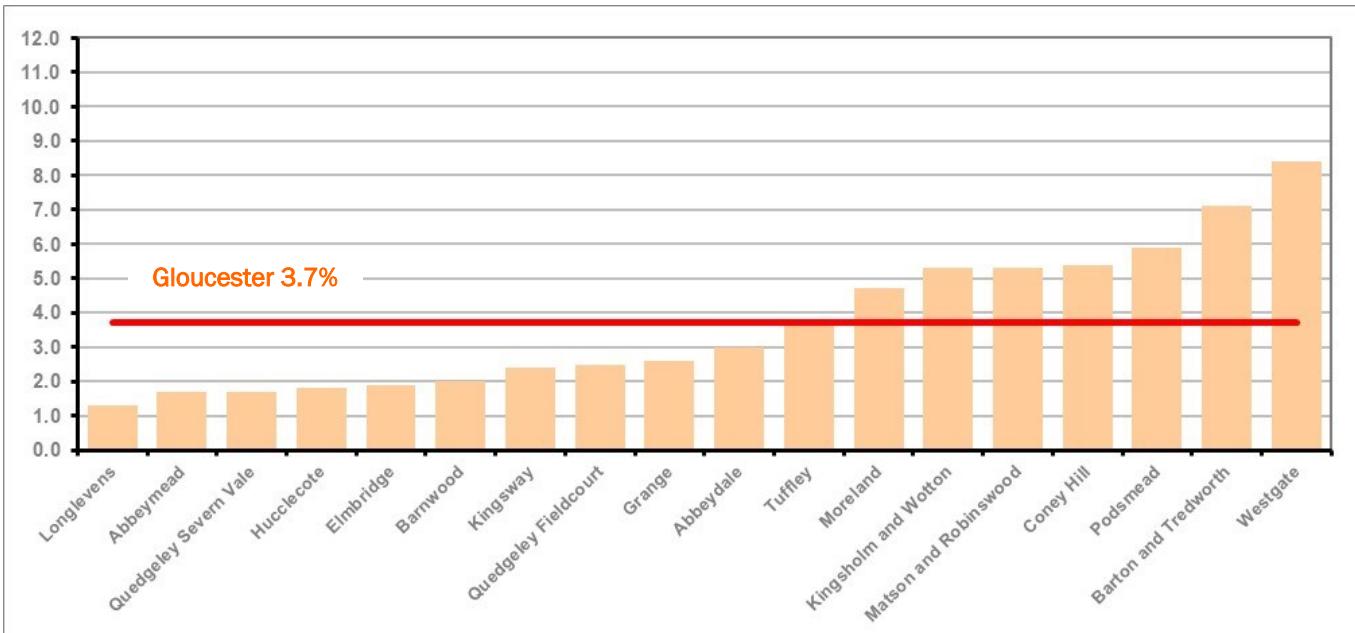
Figure 10: Claimant rates across Gloucester City wards - April 2025

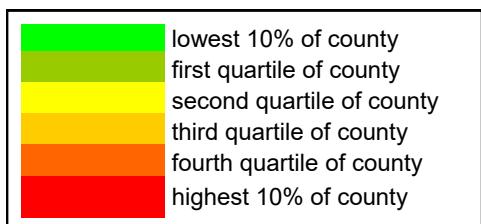
Figure 10 shows the claimant rates for Gloucester City district wards. The red line represents the average claimant rate across the City of 3.7%. Eight wards lie above the average.

PART 4: LOCAL AUTHORITY DISTRICT AND WARD ANALYSIS

4.4 Gloucester City continued...

Table 8: Analysis of Claimant Count at Gloucester City ward level - April 2025

District	Ward	Rate	Rank*
Gloucester	Longlevens	1.3	10
Gloucester	Abbeymead	1.7	38
Gloucester	Quedgeley Severn Vale	1.7	38
Gloucester	Hucclecote	1.8	45
Gloucester	Elmbridge	1.9	51
Gloucester	Barnwood	2.0	57
Gloucester	Kingsway	2.4	84
Gloucester	Quedgeley Fieldcourt	2.5	90
Gloucester	Grange	2.6	92
Gloucester	Abbeydale	3.0	106
Gloucester	Tuffley	3.8	120
Gloucester	Moreland	4.7	126
Gloucester	Kingsholm and Wotton	5.3	130
Gloucester	Matson and Robinswood	5.3	130
Gloucester	Coney Hill	5.4	132
Gloucester	Podsmead	5.9	135
Gloucester	Barton and Tredworth	7.1	137
Gloucester	Westgate	8.4	138



* 1 = "best" and 138 = "worst"

Table 8 shows overall claimant rates for Gloucester City wards and their position relative to all wards in Gloucestershire.

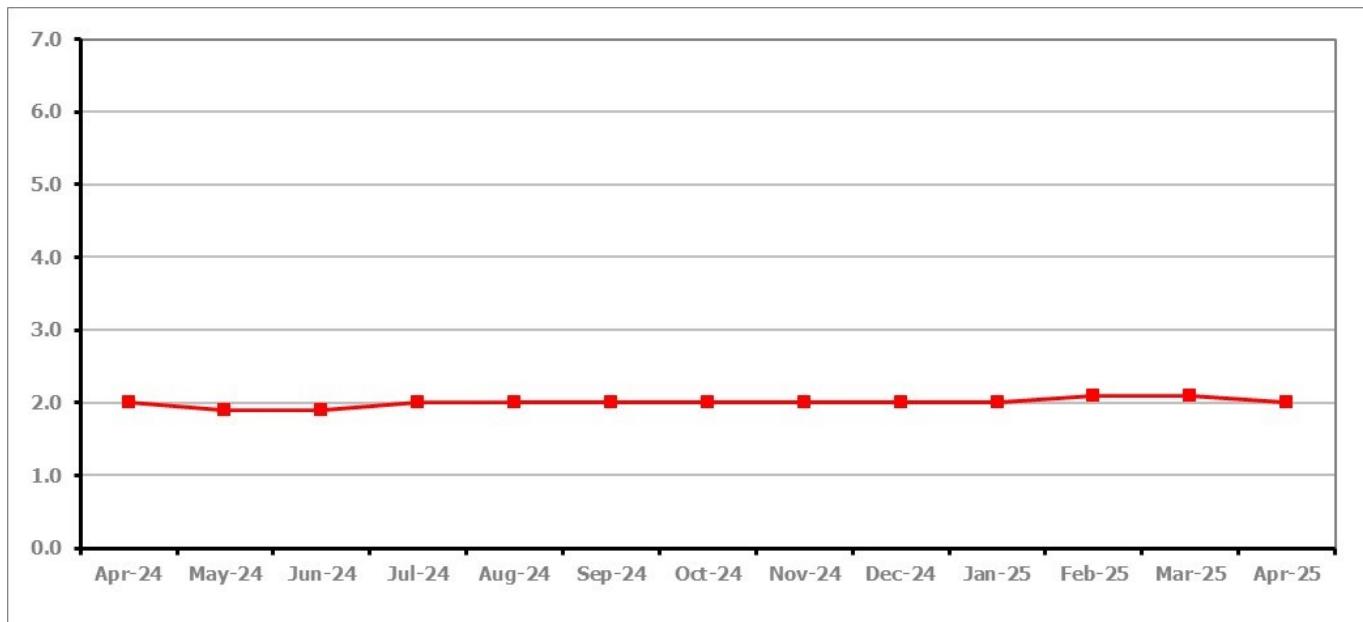
PART 4: LOCAL AUTHORITY DISTRICT AND WARD ANALYSIS**4.5 Stroud District****Claimant Rate and Claimant Count***Figure 11: Stroud District claimant rate over the last year*

Figure 11 shows the claimant rate for Stroud decreased to 2.0% in April 2025.

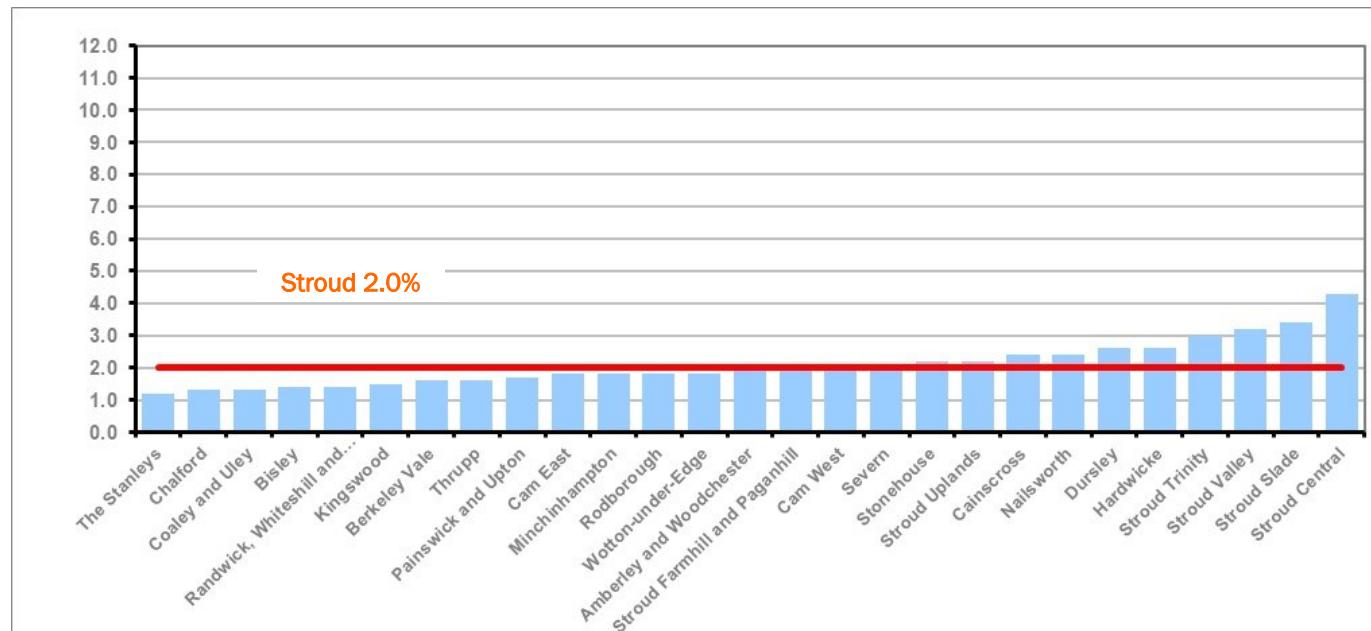
Figure 12: Claimant rates across Stroud District wards - April 2025

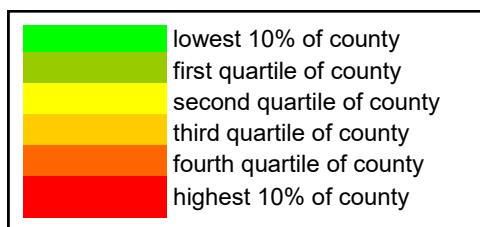
Figure 12 shows the claimant rates in Stroud District wards. The red line represents the average claimant rate across the District of 2.0%. Twelve wards are above the average.

PART 4: LOCAL AUTHORITY AND DISTRICT ANALYSIS

4.5 Stroud District continued...

Table 9: Analysis of Claimant Count at Stroud District ward level - April 2025

District	Ward	Rate	Rank*
Stroud	The Stanleys	1.2	7
Stroud	Chalford	1.3	10
Stroud	Coaley and Uley	1.3	10
Stroud	Bisley	1.4	20
Stroud	Randwick, Whiteshill and Ruscombe	1.4	20
Stroud	Kingswood	1.5	26
Stroud	Berkeley Vale	1.6	31
Stroud	Thrupp	1.6	31
Stroud	Painswick and Upton	1.7	38
Stroud	Cam East	1.8	45
Stroud	Minchinhampton	1.8	45
Stroud	Rodborough	1.8	45
Stroud	Wotton-under-Edge	1.8	45
Stroud	Amberley and Woodchester	2.0	57
Stroud	Stroud Farmhill and Paganhill	2.0	57
Stroud	Cam West	2.1	63
Stroud	Severn	2.1	63
Stroud	Stonehouse	2.2	71
Stroud	Stroud Uplands	2.2	71
Stroud	Cainscross	2.4	84
Stroud	Nailsworth	2.4	84
Stroud	Dursley	2.6	92
Stroud	Hardwicke	2.6	92
Stroud	Stroud Trinity	3.0	106
Stroud	Stroud Valley	3.2	111
Stroud	Stroud Slade	3.4	115
Stroud	Stroud Central	4.3	124



* 1 = "best" and 138 = "worst"

Table 9 shows overall claimant rates for Stroud District wards and their position relative to all wards in Gloucestershire.

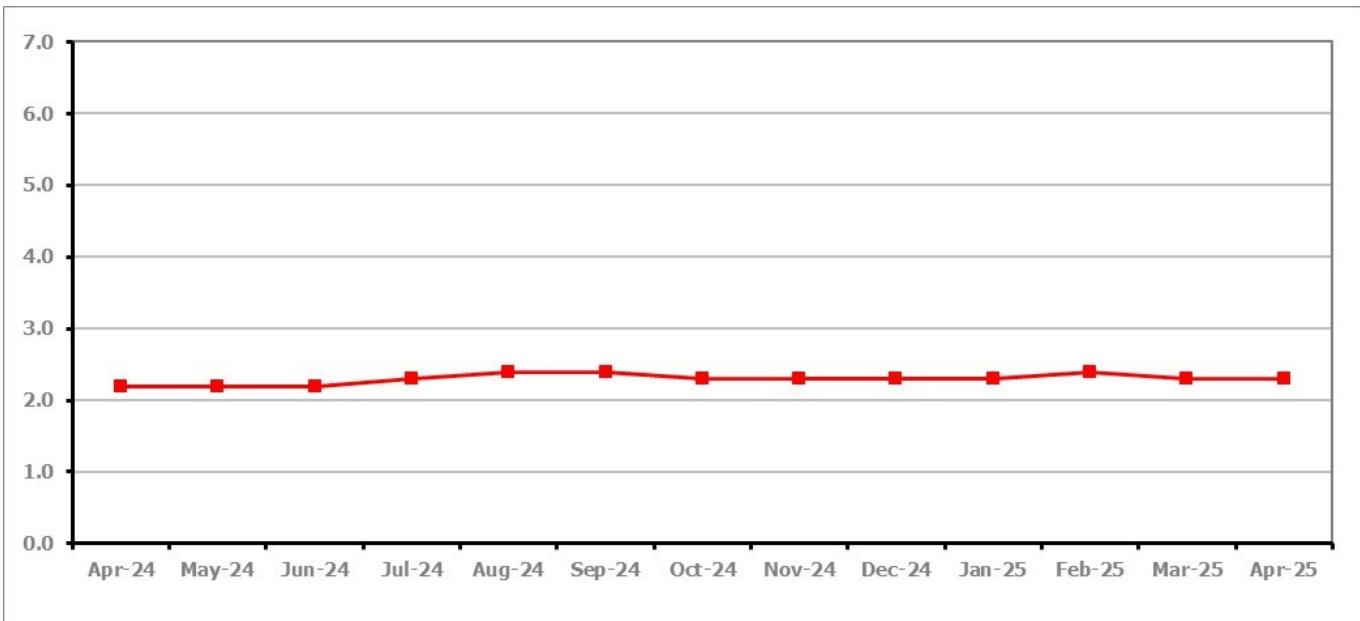
PART 4: LOCAL AUTHORITY DISTRICT AND WARD ANALYSIS**4.6 Tewkesbury Borough****Claimant Rate and Claimant Count***Figure 13: Tewkesbury Borough claimant rate over the last year*

Figure 13 shows the claimant rate for Tewkesbury Borough remained at 2.3% in April 2025.

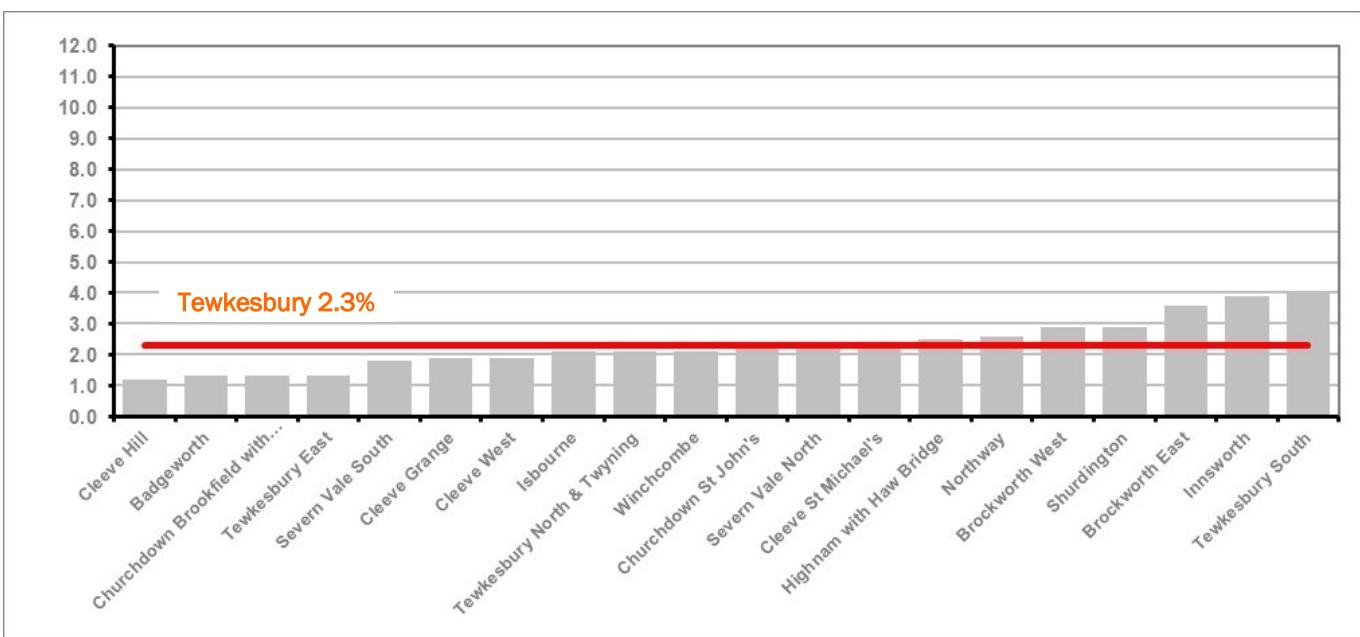
Figure 14: Claimant rates across Tewkesbury Borough wards - April 2025

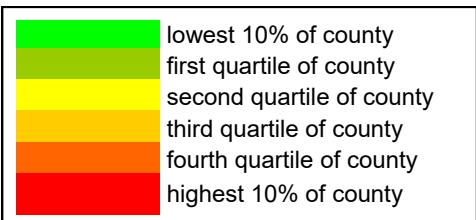
Figure 14 shows the claimant rates in Tewkesbury Borough wards. The red line represents the average claimant rate across the District of 2.3%. Eight wards are above the average.

PART 4: LOCAL AUTHORITY AND DISTRICT ANALYSIS

4.6 Tewkesbury Borough continued...

Table 10: Analysis of Claimant Count at Tewkesbury Borough level - April 2025

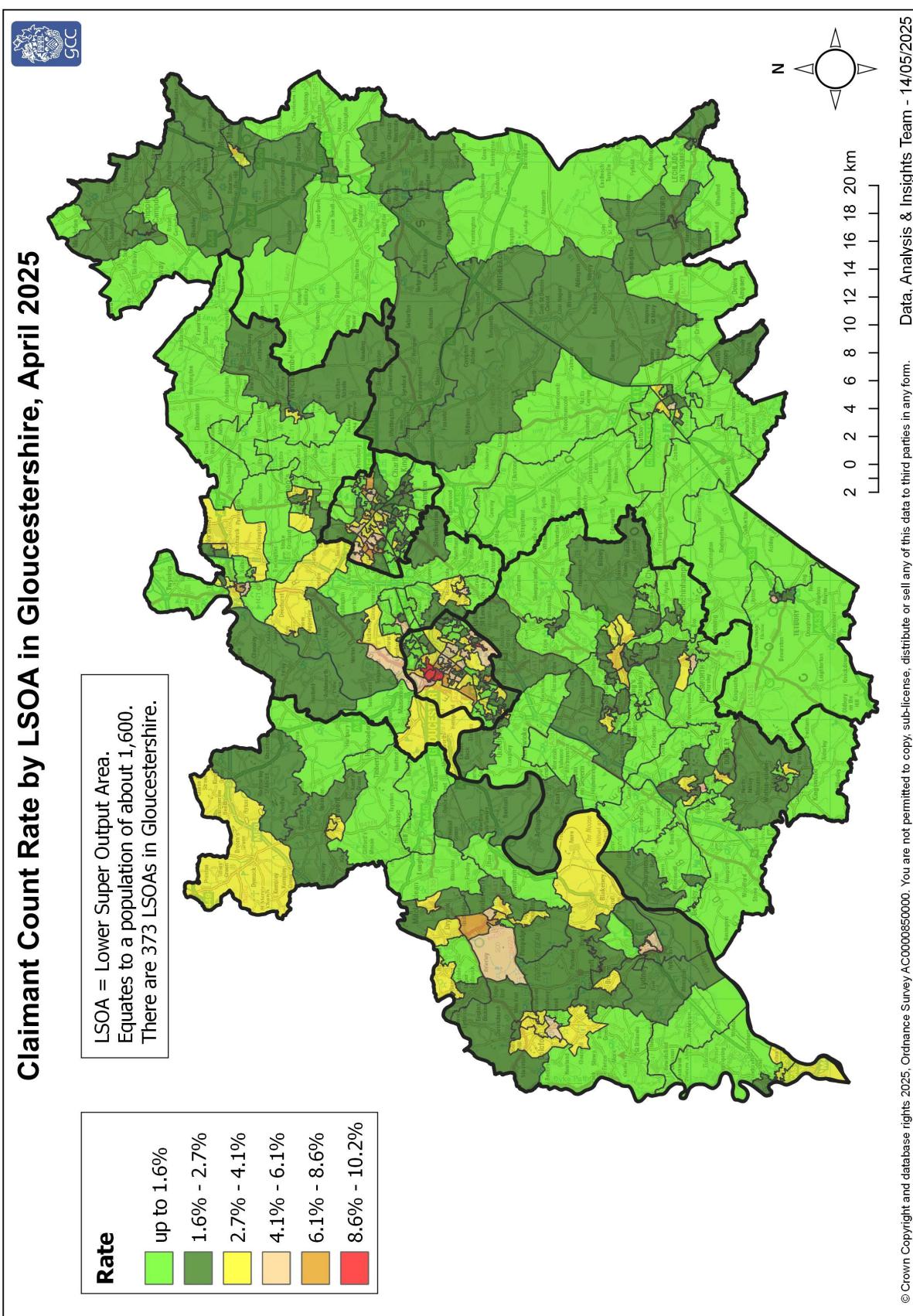
District	Ward	Rate	Rank*
Tewkesbury	Cleeve Hill	1.2	7
Tewkesbury	Badgeworth	1.3	10
Tewkesbury	Churchdown Brookfield with Hucclecote	1.3	10
Tewkesbury	Tewkesbury East	1.3	10
Tewkesbury	Severn Vale South	1.8	45
Tewkesbury	Cleeve Grange	1.9	51
Tewkesbury	Cleeve West	1.9	51
Tewkesbury	Isbourne	2.1	63
Tewkesbury	Tewkesbury North & Twyning	2.1	63
Tewkesbury	Winchcombe	2.1	63
Tewkesbury	Churchdown St John's	2.3	78
Tewkesbury	Severn Vale North	2.3	78
Tewkesbury	Cleeve St Michael's	2.4	84
Tewkesbury	Highnam with Haw Bridge	2.5	90
Tewkesbury	Northway	2.6	92
Tewkesbury	Brockworth West	2.9	104
Tewkesbury	Shurdington	2.9	104
Tewkesbury	Brockworth East	3.6	118
Tewkesbury	Innsworth	3.9	122
Tewkesbury	Tewkesbury South	4.0	123



* 1 = "best" and 138 = "worst"

Table 10 shows overall claimant rates for Tewkesbury Borough wards and their position relative to all wards in Gloucestershire.

PART 5: MAP SHOWING DISTRIBUTION OF CLAIMANT RATE ACROSS GLOUCESTERSHIRE

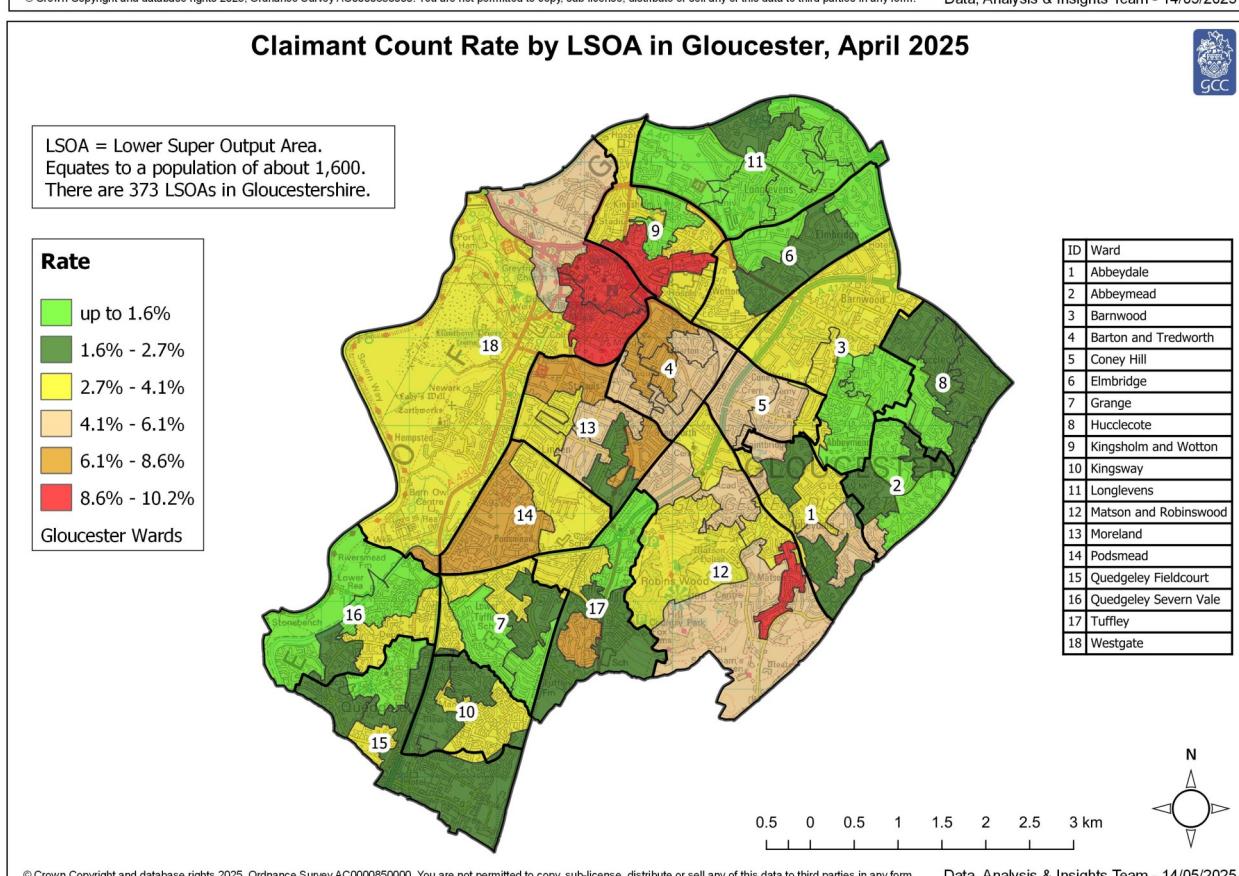
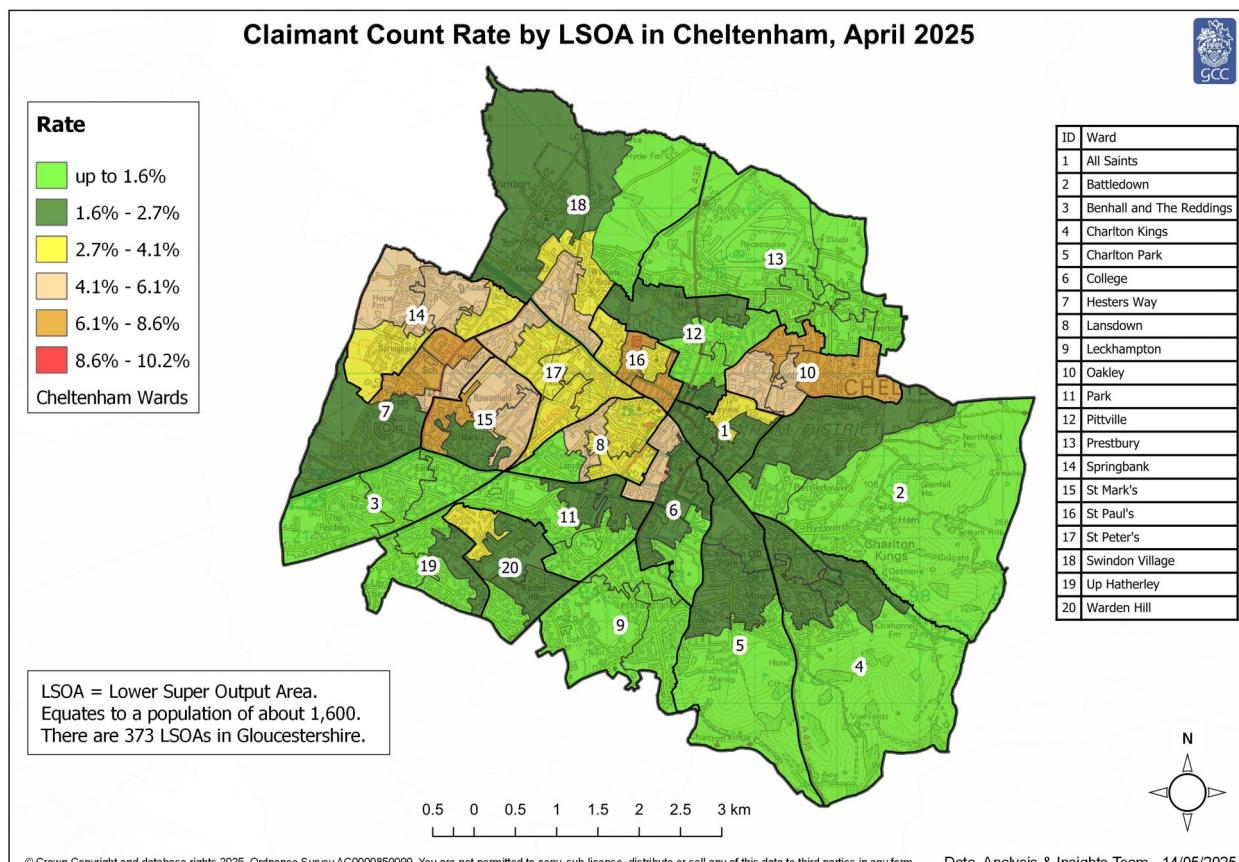


These maps currently show the 2011 LSOA boundaries.

Note: We have made changes to the way in which the rates illustrated on the maps are calculated - this means they are not comparable with those shown in previous bulletins.

Rates calculated by applying Lower Layer Super Output Area Population Estimates Mid-2022,
Office for National Statistics

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PART 6: YOUTH UNEMPLOYMENT(18-24 year olds)

Youth Claimant Rate and Claimant Count

Figure 15: Claimant Count for Gloucestershire over the past year

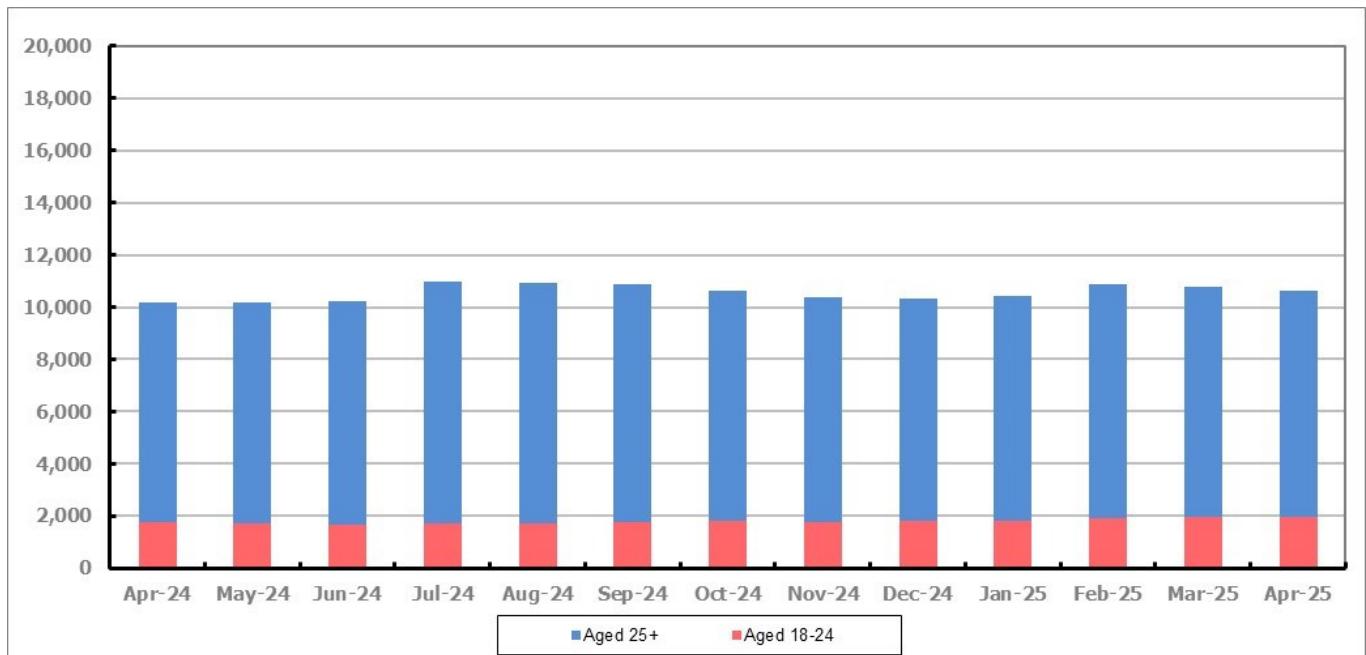


Figure 15 shows that in April 2025, 1,950 people aged 18-24 were claiming Job Seekers Allowance and Universal Credit who were not in work in Gloucestershire, this represents 18.3% of total working age claimants.

PART 7: YOUNG PEOPLE NOT IN EDUCATION, EMPLOYMENT OR TRAINING (NEET) IN GLOUCESTERSHIRE

Data provided by Gloucestershire Youth Support Team on the situation of young people (16-18) in Gloucestershire who are not in education, employment or formal training.

Gloucestershire Youth Support Team is required to report performance on the Academic Year 12 and 13 (16/17 age) against nationally defined criteria for counting the NEET group to the Department for Education (DfE) on a monthly basis. The NEET group includes young people actively seeking education, employment or training as well as those young people who are either not yet ready or who are unable to access these opportunities because of their personal circumstances. The figures quoted below include young people in both of these categories.

(End of) April 2025

Academic Year 12-13 Summary

	NEET	Cohort	%
Cheltenham	102	2485	4.10%
Cotswold	58	1833	3.16%
Forest	51	1753	2.91%
Gloucester	213	3575	5.96%
Stroud	78	2862	2.73%
Tewkesbury	87	2155	4.04%
Total	589	14663	4.02%

16-18 Age Summary

	NEET	Cohort	%
Cheltenham	115	2887	3.98%
Cotswold	63	2140	2.94%
Forest	62	2054	3.02%
Gloucester	247	4167	5.93%
Stroud	90	3354	2.68%
Tewkesbury	95	2535	3.75%
Total	672	17137	3.92%

16-18 Adjust NEET*	4.06%
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Monthly Change	26	32	0.17%
Previous month	563	14631	3.85%

Monthly Change	11	-572	0.19%
Previous month	661	17709	3.73%

The academic year 12-13 group contains a proportion of young people who turn 18 in the academic year but were 17 on the 31st August the previous academic year so are entitled to learning through RPA (raising participation age).

Please note all figures quoted above are subject to change before the submission date to the DfE which usually happens in the second or third week of the month for the previous month.

If you would like to receive any further information on Gloucestershire's NEET strategy, then please contact lynne.speak@gloucestershire.gov.uk.

(*) Adjustment includes a proportion of young people aged 16-18 whose outcomes are not-known to Gloucestershire Youth Support Team.