

Unemployment Bulletin

Issue 198 January 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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Gloucestershire County Council
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PART 1: SUMMARY

The claimant rate in Gloucestershire increased to 2.7% in January 2025. The South West rate remained at 2.8%, whilst the UK rate increased to 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 January 2025 increased by 295 people. The amount of people claiming in January was 2.8% higher than the number in December. This compares to a 3.1% increase in the South West, and a 1.7% increase 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 January 2025

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

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

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

CHELTENHAM BOROUGH

Claimant count:	2,115
Claimant count change on previous month:	2.7%
Claimant rate:	2.8%
Highest claiming ward(s)	Oakley (6.2%)

GLOUCESTER CITY

Claimant count:	3,215
Claimant count change on previous month:	4.2%
Claimant rate:	3.8%
Highest claiming ward(s)	Westgate (8.1%)

COTSWOLD DISTRICT

Claimant count:	1,025
Claimant count change on previous month:	5.1%
Claimant rate:	1.9%
Highest claiming ward(s)	Watermoor (4.1%)

STROUD DISTRICT

Claimant count:	1,505
Claimant count change on previous month:	2.0%
Claimant rate:	2.1%
Highest claiming ward(s)	Stroud Slade (4.5%)

FOREST OF DEAN

Claimant count:	1,460
Claimant count change on previous month:	2.1%
Claimant rate:	2.9%
Highest claiming ward(s)	Lydney East (4.7%), and Tidenham (4.7%)

TEWKESBURY BOROUGH

Claimant count:	1,350
Claimant count change on previous month:	-0.4%
Claimant rate:	2.4%
Highest claiming ward(s)	Tewkesbury South (3.9%)

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

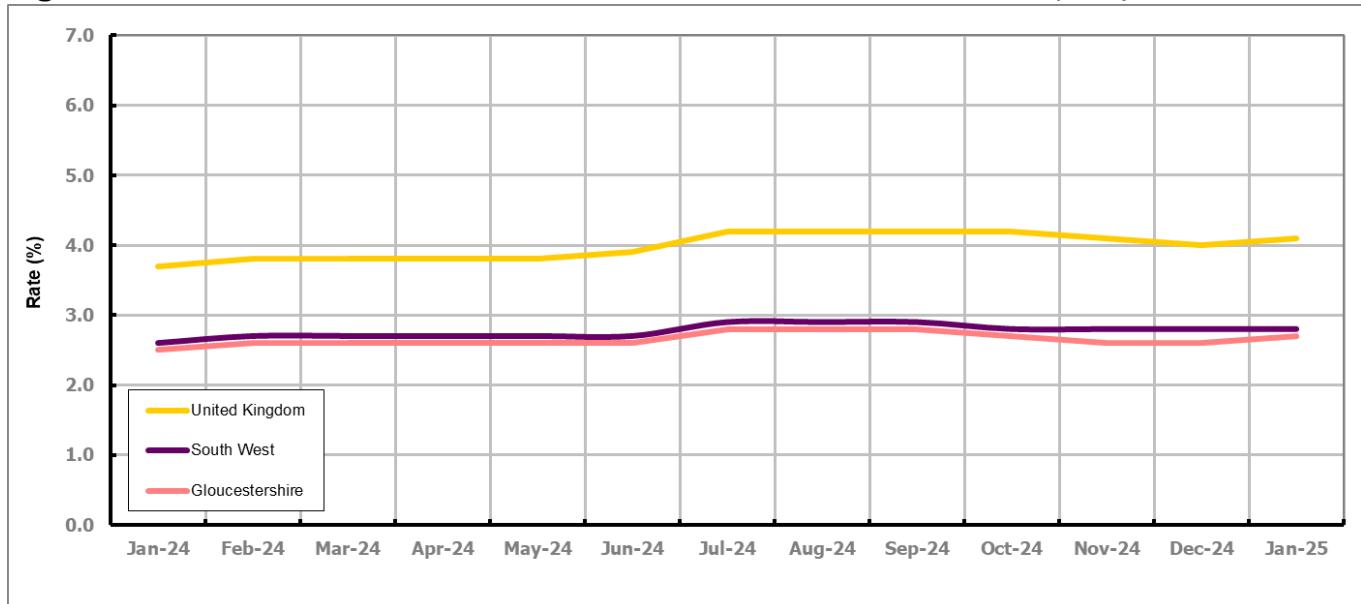


Figure 1 shows the claimant rate for Gloucestershire at 2.7% in January 2025. The Gloucestershire rate has been lower than the South West average since November 2015, with the exception of April and May 2016 and, more recently, November 2023 when it was the same. On average, it has been approximately 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 January 2025	% change on December 2024	Consecutive months increasing
UK	1,729,970	1.7%	0
South West	98,765	3.1%	0
Gloucestershire	10,670	2.8%	0

Table 1 shows that in January 2025, the number of claimants in Gloucestershire was 2.8% higher than the number in December 2024.

PART 3: LOCAL AUTHORITY DISTRICT ANALYSIS

Claimant Rate and Claimant Count

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

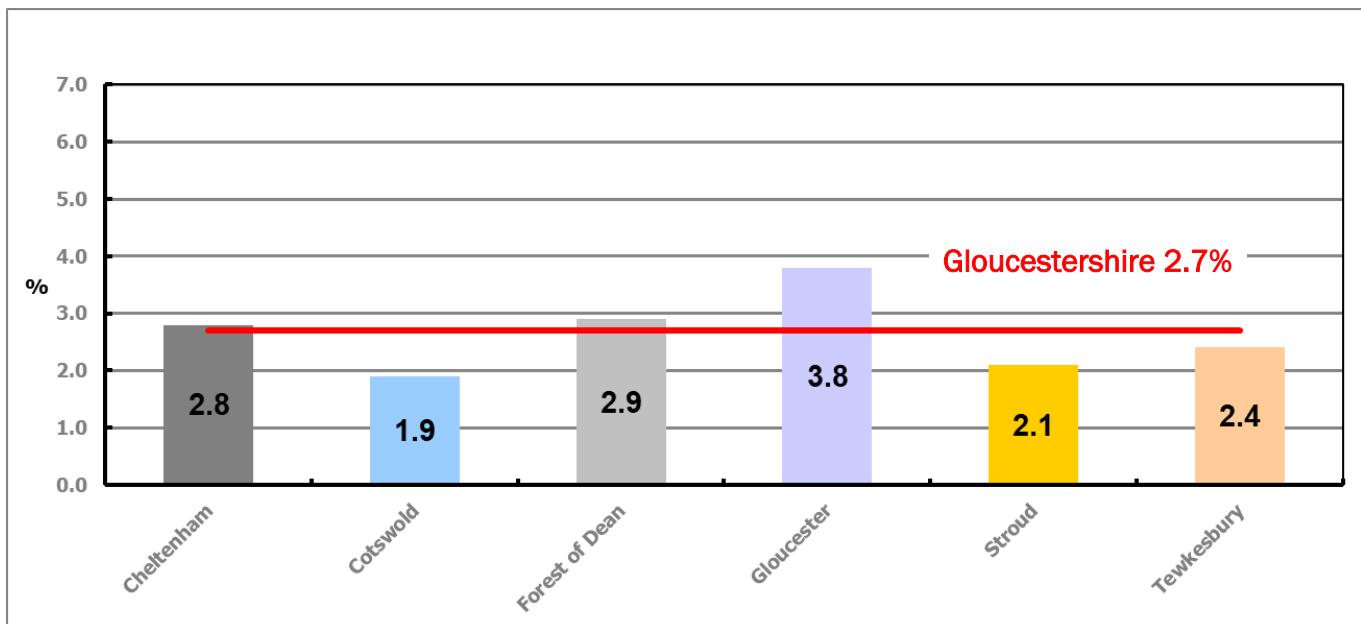


Figure 2 shows the claimant rate for January 2025 in Gloucestershire. Between December 2024 and January 2025 the rate remained the same in Cotswold and Tewkesbury, whilst the rate in all other districts increased.

Table 2: Analysis of Gloucestershire and District Claimant Counts

Total	Jan 25 Number	Jan 25 Rate	Dec 24 Number	Dec 24 Rate	Monthly change	% monthly change	Monthly change of rate
Gloucestershire	10,670	2.7	10,375	2.6	295	2.8%	0.1
Cheltenham	2,115	2.8	2,060	2.7	55	2.7%	0.1
Cotswold	1,025	1.9	975	1.9	50	5.1%	0.0
Forest of Dean	1,460	2.9	1,430	2.8	30	2.1%	0.1
Gloucester	3,215	3.8	3,085	3.6	130	4.2%	0.2
Stroud	1,505	2.1	1,475	2.0	30	2.0%	0.1
Tewkesbury	1,350	2.4	1,355	2.4	-5	-0.4%	0.0

Table 2 shows the change in the claimant count in January 2025 compared to December 2024. Tewkesbury saw a decrease in the number of claimants, whilst all other districts saw an increase.

Table 3: Analysis of Male Gloucestershire and District Claimant Counts

Male	Jan 25 Number	Jan 25 Rate	Dec 24 Number	Dec 24 Rate	Monthly change	% monthly change	Monthly change of rate
Gloucestershire	5,755	3.0	5,580	2.9	175	3.1%	0.1
Cheltenham	1,175	3.1	1,165	3.1	10	0.9%	0.0
Cotswold	515	2.0	495	1.9	20	4.0%	0.1
Forest of Dean	765	3.0	755	3.0	10	1.3%	0.0
Gloucester	1,865	4.4	1,765	4.2	100	5.7%	0.2
Stroud	750	2.1	720	2.0	30	4.2%	0.1
Tewkesbury	680	2.5	680	2.5	0	0.0%	0.0

Table 3 shows the change in the male claimant count in January 2025 compared to December 2024. All districts saw an increase in the number of claimants, except Tewkesbury which remained the same.

Table 4: Analysis of Female Gloucestershire and District Claimant Counts

Female	Jan 25 Number	Jan 25 Rate	Dec 24 Number	Dec 24 Rate	Monthly change	% monthly change	Monthly change of rate
Gloucestershire	4,915	2.5	4,800	2.4	115	2.4%	0.1
Cheltenham	935	2.5	895	2.4	40	4.5%	0.1
Cotswold	505	1.9	485	1.8	20	4.1%	0.1
Forest of Dean	695	2.7	675	2.6	20	3.0%	0.1
Gloucester	1,350	3.2	1,320	3.1	30	2.3%	0.1
Stroud	760	2.1	755	2.1	5	0.7%	0.0
Tewkesbury	670	2.3	670	2.3	0	0.0%	0.0

Table 4 shows the change in the female claimant count in January 2025 compared to December 2024. All districts saw an increase in the number of claimants, except Tewkesbury which remained the same.

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

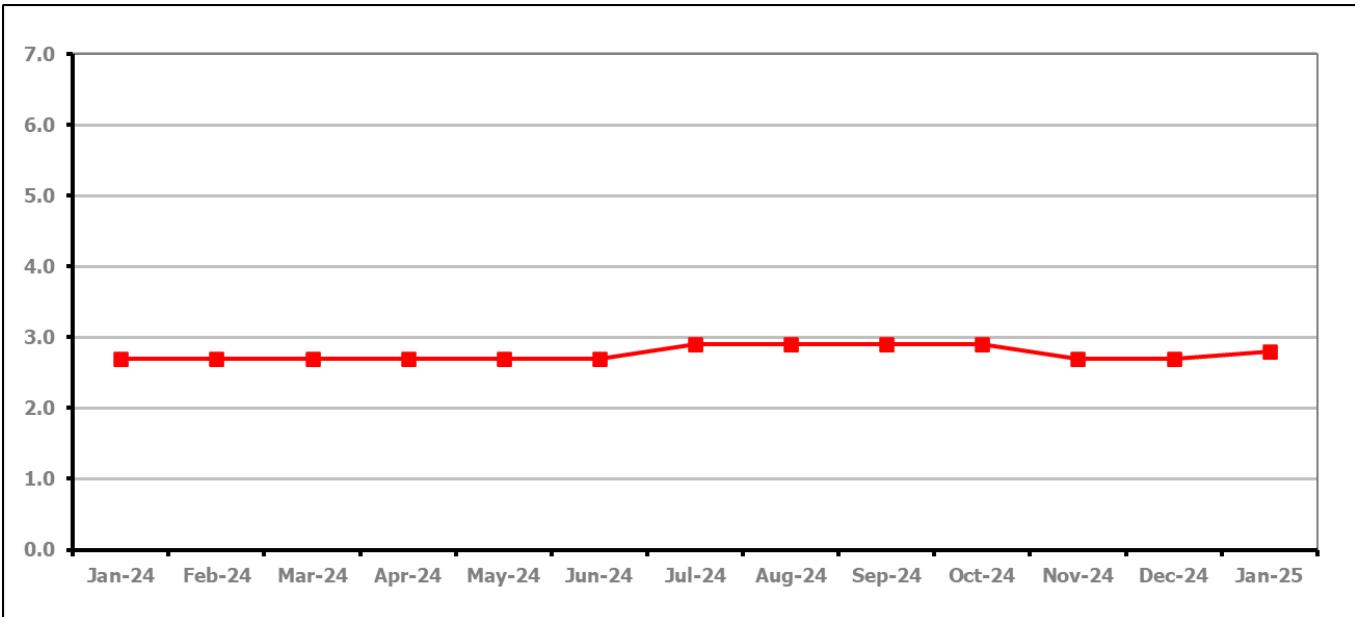


Figure 3 shows the claimant rate in Cheltenham increased to 2.8% in January 2025.

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

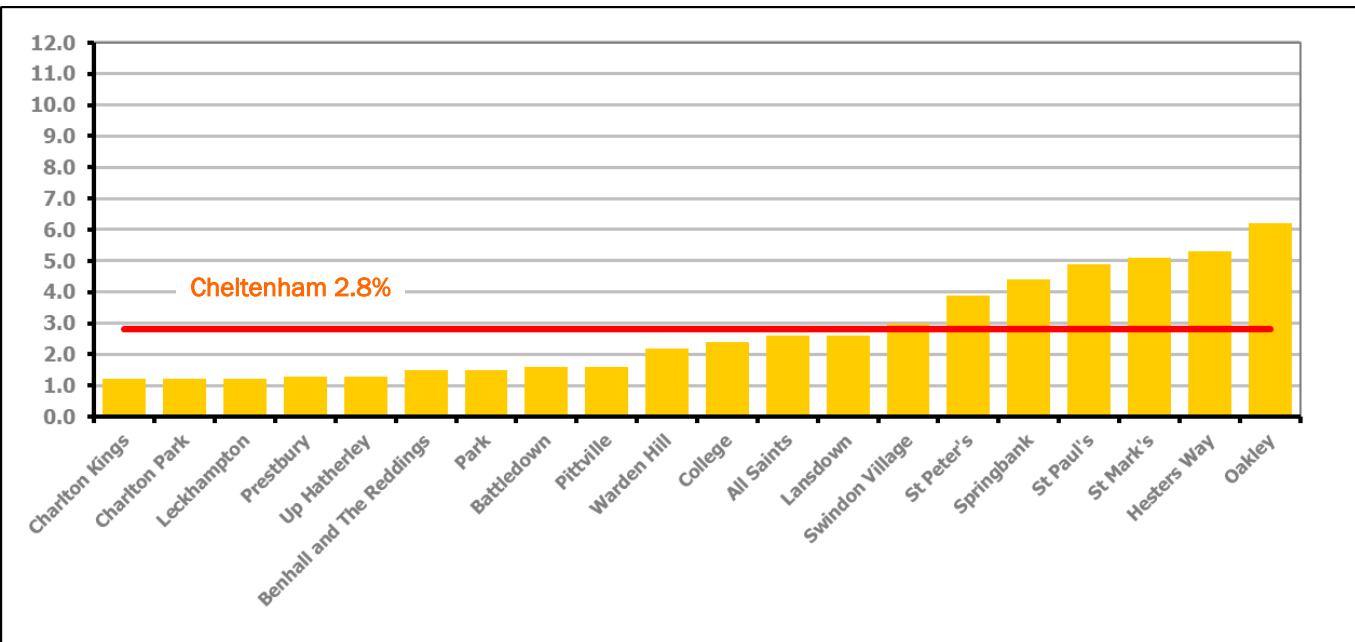


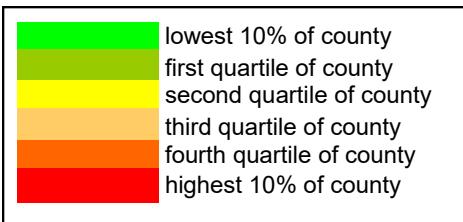
Figure 4 shows the claimant rates for Cheltenham Borough wards. The red line represents the average claimant rate across the Borough of 2.8%. Seven wards lie above the average.

PART 4: LOCAL AUTHORITY DISTRICT AND WARD ANALYSIS

4.1 Cheltenham Borough continued...

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

District	Ward	Rate	Rank*
Cheltenham	Charlton Kings	1.2	6
Cheltenham	Charlton Park	1.2	6
Cheltenham	Leckhampton	1.2	6
Cheltenham	Prestbury	1.3	11
Cheltenham	Up Hatherley	1.3	11
Cheltenham	Benhall and The Reddings	1.5	21
Cheltenham	Park	1.5	21
Cheltenham	Battledown	1.6	30
Cheltenham	Pittville	1.6	30
Cheltenham	Warden Hill	2.2	62
Cheltenham	College	2.4	82
Cheltenham	All Saints	2.6	97
Cheltenham	Lansdown	2.6	97
Cheltenham	Swindon Village	3.0	111
Cheltenham	St Peter's	3.9	120
Cheltenham	Springbank	4.4	123
Cheltenham	St Paul's	4.9	128
Cheltenham	St Mark's	5.1	131
Cheltenham	Hesters Way	5.3	133
Cheltenham	Oakley	6.2	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.

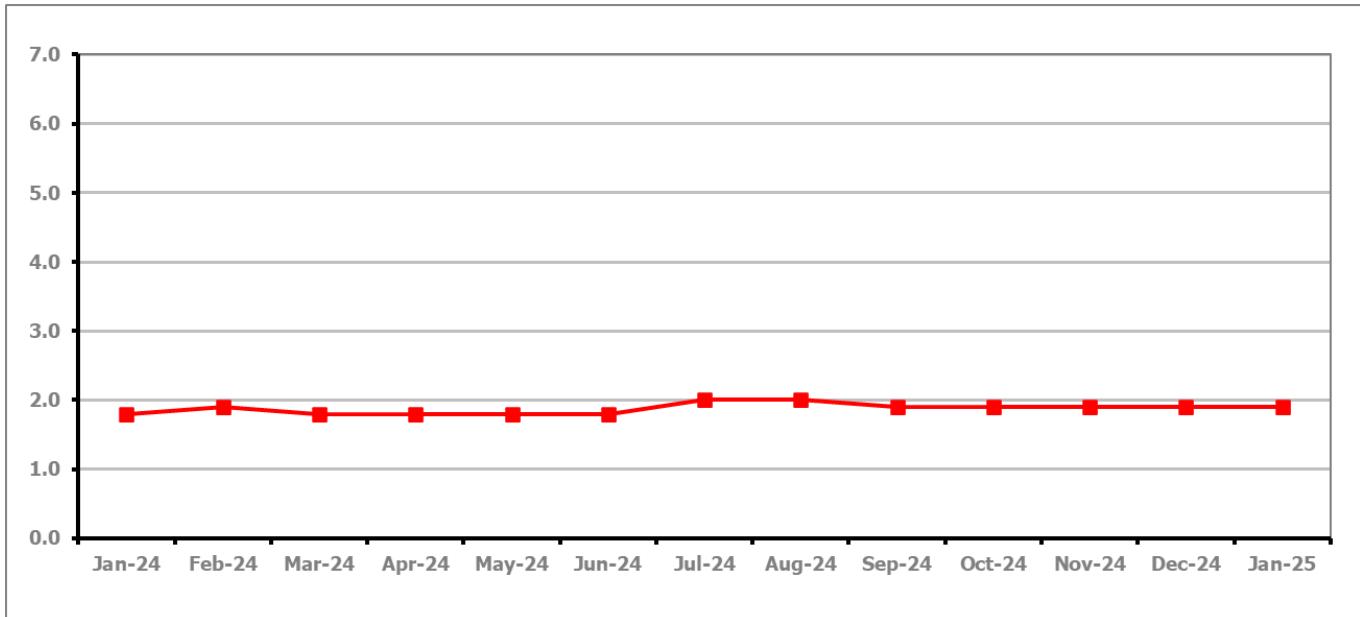
PART 4: LOCAL AUTHORITY DISTRICT AND WARD ANALYSIS**4.2 Cotswold District****Claimant Rate and Claimant Count***Figure 5: Cotswold District claimant rate over the last year*

Figure 5 shows the claimant rate in Cotswold District remained at 1.9% in January 2025.

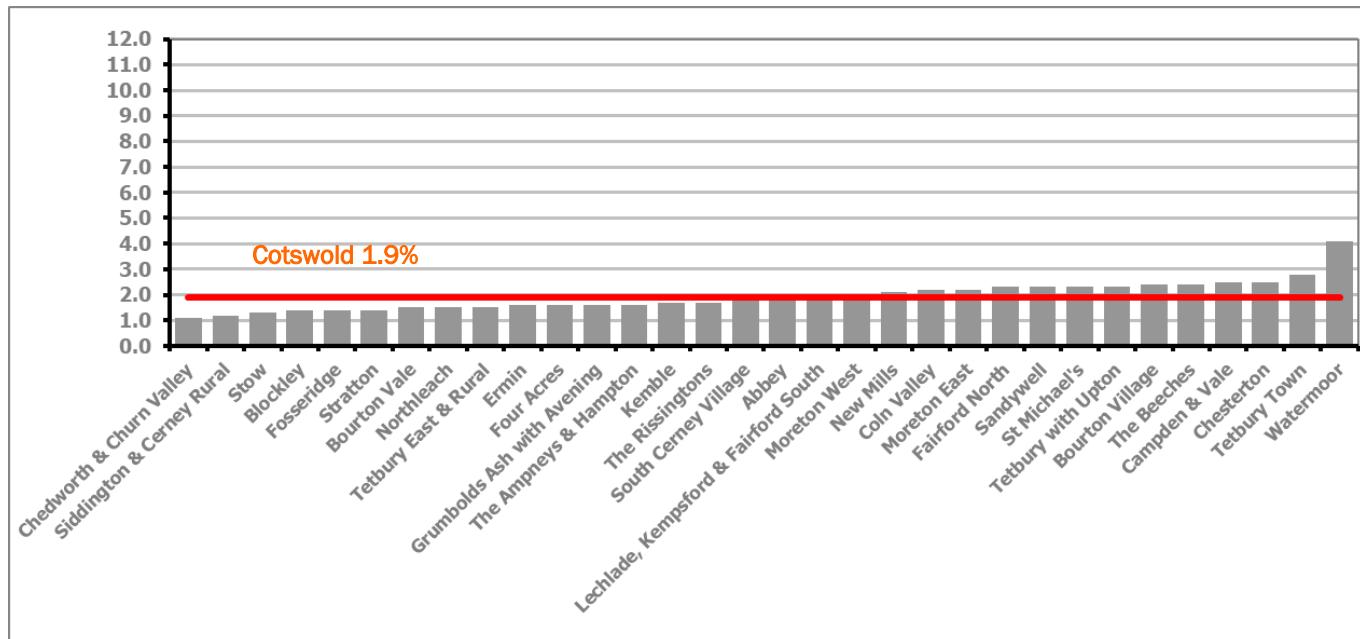
Figure 6: Claimant rates across Cotswold District wards – January 2025

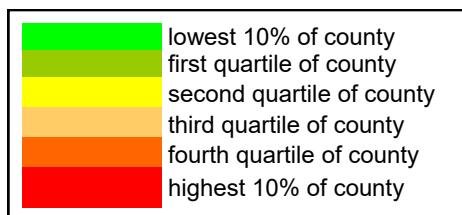
Figure 6 shows the claimant rates for Cotswold District wards. The red line represents the average claimant rate across the District of 1.9%. Fifteen wards lie above the average.

PART 4: LOCAL AUTHORITY DISTRICT AND WARD ANALYSIS

4.2 Cotswold District continued...

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

District	Ward	Rate	Rank*
Cotswold	Chedworth & Churn Valley	1.1	3
Cotswold	Siddington & Cerney Rural	1.2	6
Cotswold	Stow	1.3	11
Cotswold	Blockley	1.4	16
Cotswold	Fosseridge	1.4	16
Cotswold	Stratton	1.4	16
Cotswold	Bourton Vale	1.5	21
Cotswold	Northleach	1.5	21
Cotswold	Tetbury East & Rural	1.5	21
Cotswold	Ermin	1.6	30
Cotswold	Four Acres	1.6	30
Cotswold	Grumbolds Ash with Avening	1.6	30
Cotswold	The Ampneys & Hampton	1.6	30
Cotswold	Kemble	1.7	39
Cotswold	The Rissingtons	1.7	39
Cotswold	South Cerney Village	1.8	46
Cotswold	Abbey	1.9	52
Cotswold	Lechlade, Kempsford & Fairford South	2.0	56
Cotswold	Moreton West	2.0	56
Cotswold	New Mills	2.1	60
Cotswold	Coln Valley	2.2	62
Cotswold	Moreton East	2.2	62
Cotswold	Fairford North	2.3	74
Cotswold	Sandywell	2.3	74
Cotswold	St Michael's	2.3	74
Cotswold	Tetbury with Upton	2.3	74
Cotswold	Bourton Village	2.4	82
Cotswold	The Beeches	2.4	82
Cotswold	Campden & Vale	2.5	92
Cotswold	Chesterton	2.5	92
Cotswold	Tetbury Town	2.8	104
Cotswold	Watermoor	4.1	122



* 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

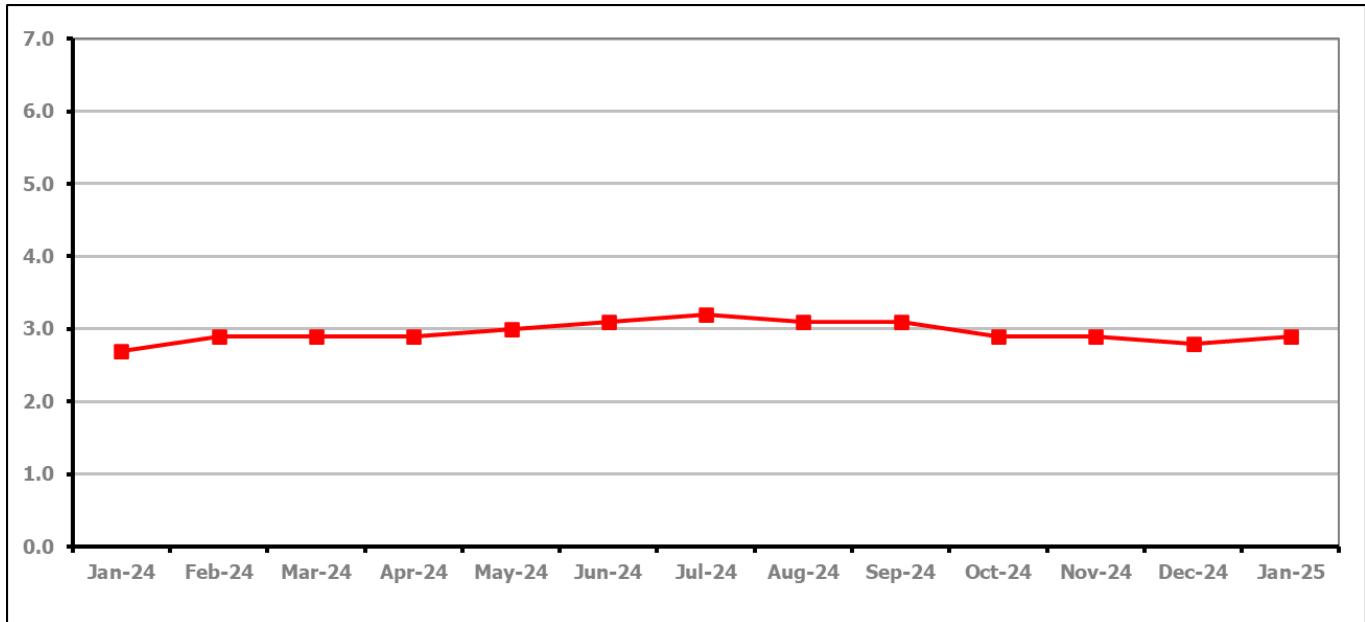


Figure 7 shows the claimant rate in the Forest of Dean increased to 2.9% in January 2025.

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

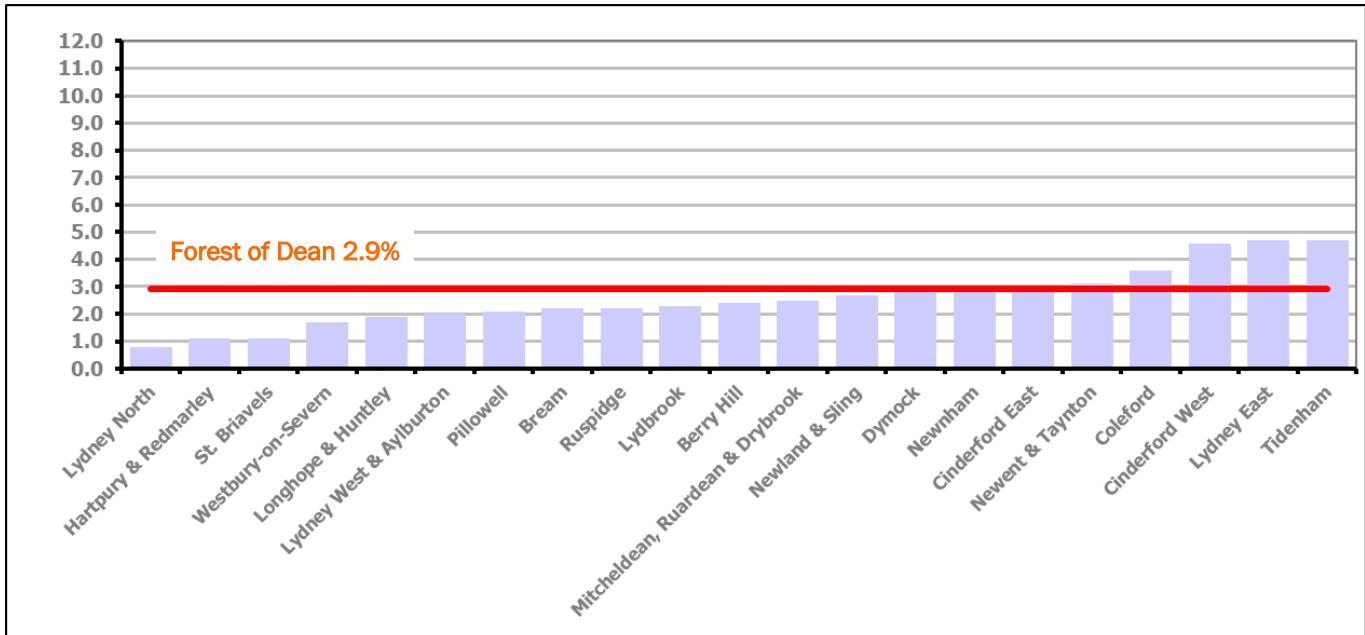


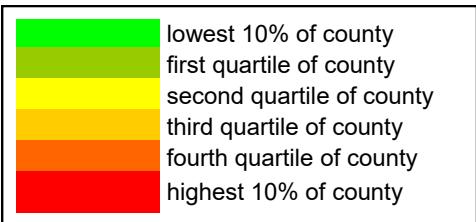
Figure 8 shows the claimant rates for the Forest of Dean District wards. The red line represents the average claimant rate across the District of 2.9%. Six wards lie above the average.

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 - January 2025

District	Ward	Rate	Rank*
Forest	Lydney North	0.8	1
Forest	Hartpury & Redmarley	1.1	3
Forest	St. Briavels	1.1	3
Forest	Westbury-on-Severn	1.7	39
Forest	Longhope & Huntley	1.9	52
Forest	Lydney West & Aylburton	2.0	56
Forest	Pillowell	2.1	60
Forest	Bream	2.2	62
Forest	Ruspidge	2.2	62
Forest	Lydbrook	2.3	74
Forest	Berry Hill	2.4	82
Forest	Mitcheldean, Ruardean & Drybrook	2.5	92
Forest	Newland & Sling	2.7	100
Forest	Dymock	2.9	108
Forest	Newnham	2.9	108
Forest	Cinderford East	3.0	111
Forest	Newent & Taynton	3.1	113
Forest	Coleford	3.6	117
Forest	Cinderford West	4.6	125
Forest	Lydney East	4.7	126
Forest	Tidenham	4.7	126



* 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.

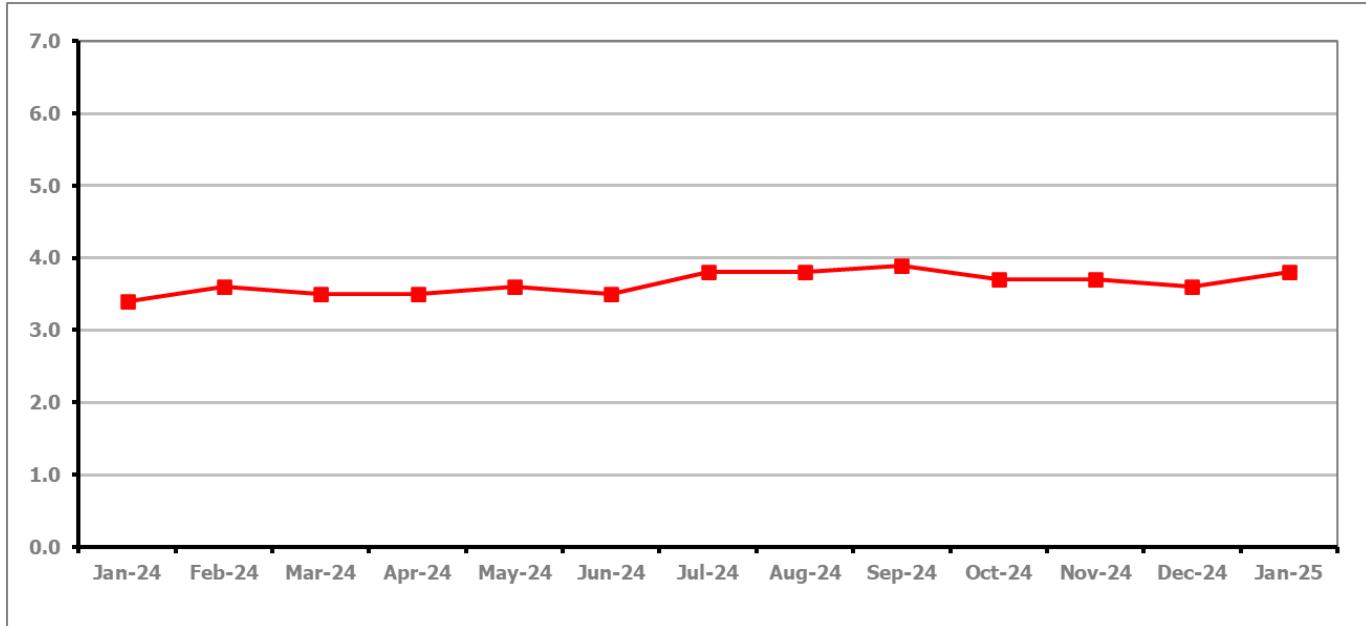
PART 4: LOCAL AUTHORITY DISTRICT AND WARD ANALYSIS**4.4 Gloucester City****Claimant Rate and Claimant Count***Figure 9: Gloucester City claimant rate over the last year*

Figure 9 shows the claimant rate for Gloucester City increased to 3.8% in January 2025.

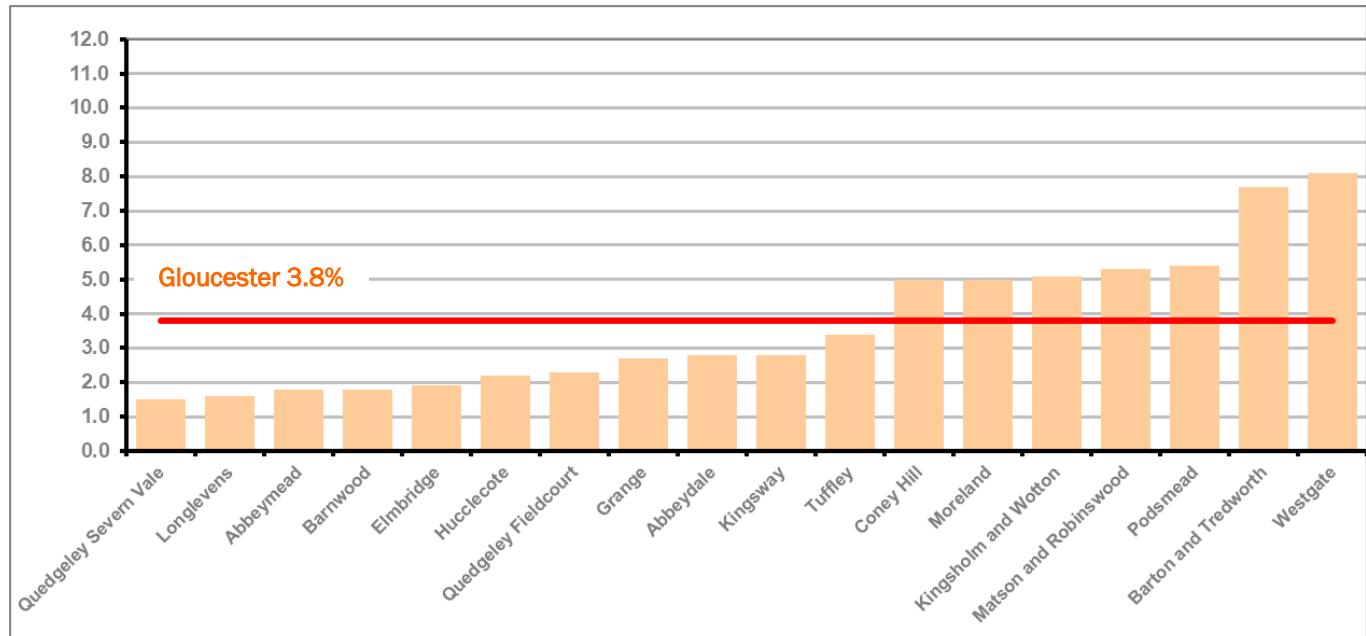
Figure 10: Claimant rates across Gloucester City wards - January 2025

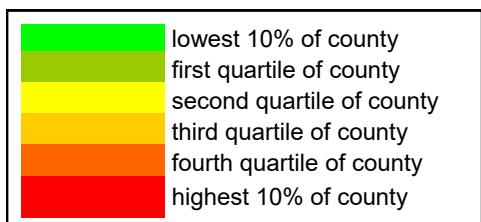
Figure 10 shows the claimant rates for Gloucester City district wards. The red line represents the average claimant rate across the City of 3.8%. Seven wards lie above the average.

PART 4: LOCAL AUTHORITY DISTRICT AND WARD ANALYSIS

4.4 Gloucester City continued...

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

District	Ward	Rate	Rank*
Gloucester	Quedgeley Severn Vale	1.5	21
Gloucester	Longlevens	1.6	30
Gloucester	Abbeymead	1.8	46
Gloucester	Barnwood	1.8	46
Gloucester	Elmbridge	1.9	52
Gloucester	Hucclecote	2.2	62
Gloucester	Quedgeley Fieldcourt	2.3	74
Gloucester	Grange	2.7	100
Gloucester	Abbeydale	2.8	104
Gloucester	Kingsway	2.8	104
Gloucester	Tuffley	3.4	115
Gloucester	Coney Hill	5.0	129
Gloucester	Moreland	5.0	129
Gloucester	Kingsholm and Wotton	5.1	131
Gloucester	Matson and Robinswood	5.3	133
Gloucester	Podsmead	5.4	135
Gloucester	Barton and Tredworth	7.7	137
Gloucester	Westgate	8.1	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.

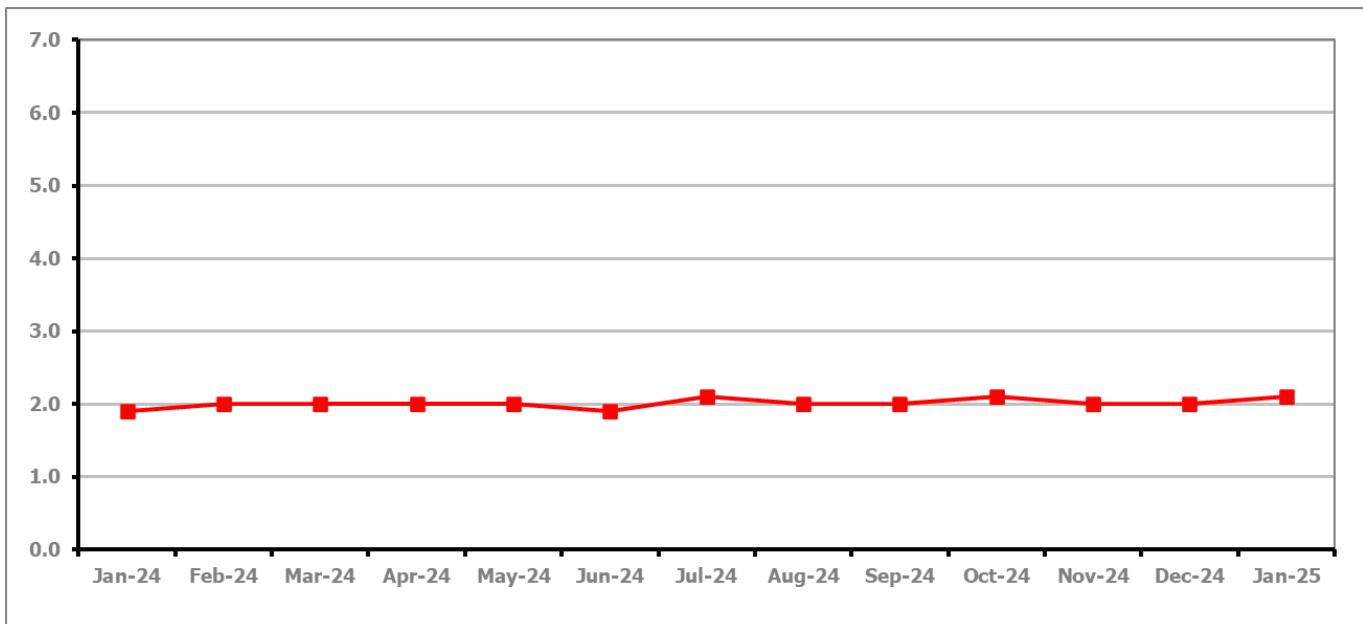
PART 4: LOCAL AUTHORITY DISTRICT AND WARD ANALYSIS**4.5 Stroud District****Claimant Rate and Claimant Count***Figure 11: Stroud District claimant rate over the last year*

Figure 11 shows the claimant rate for Stroud increased to 2.1% in January 2025.

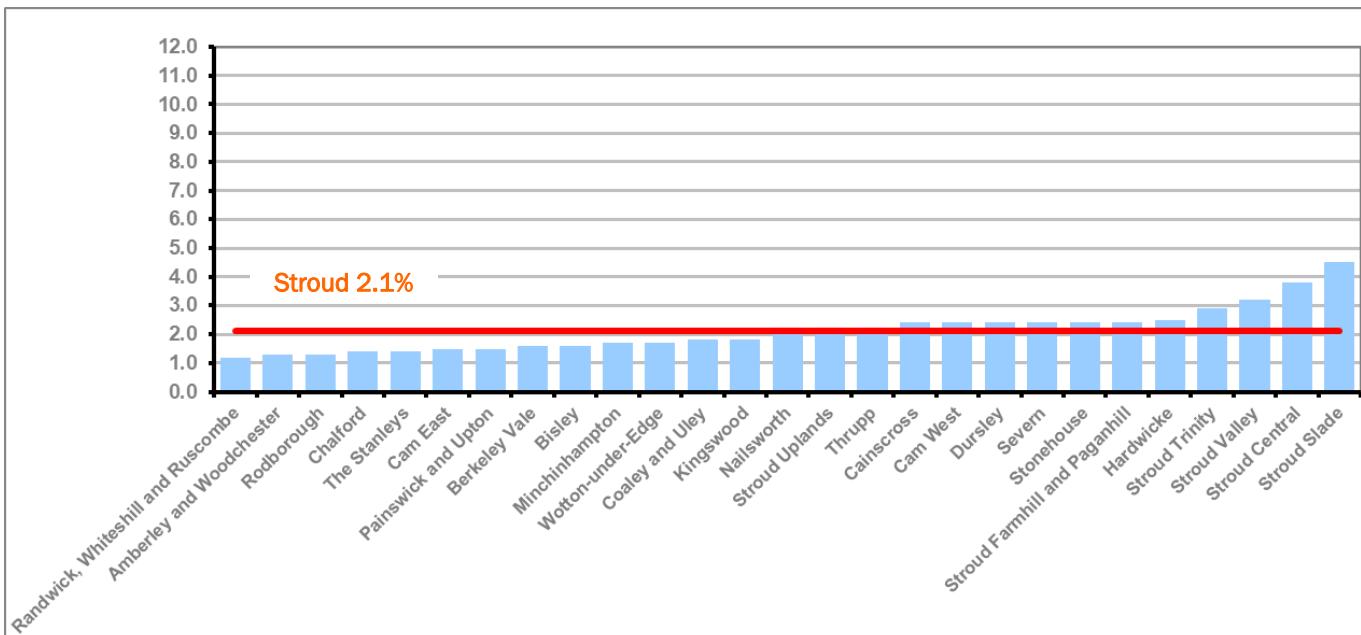
Figure 12: Claimant rates across Stroud District wards - January 2025

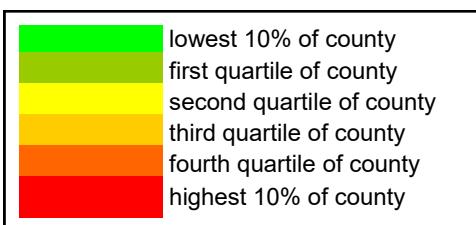
Figure 12 shows the claimant rates in Stroud District wards. The red line represents the average claimant rate across the District of 2.1%. Fourteen wards are above the average.

PART 4: LOCAL AUTHORITY AND DISTRICT ANALYSIS

4.5 Stroud District continued...

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

District	Ward	Rate	Rank*
Stroud	Randwick, Whiteshill and Ruscombe	1.2	6
Stroud	Amberley and Woodchester	1.3	11
Stroud	Rodborough	1.3	11
Stroud	Chalford	1.4	16
Stroud	The Stanleys	1.4	16
Stroud	Cam East	1.5	21
Stroud	Painswick and Upton	1.5	21
Stroud	Berkeley Vale	1.6	30
Stroud	Bisley	1.6	30
Stroud	Minchinhampton	1.7	39
Stroud	Wotton-under-Edge	1.7	39
Stroud	Coaley and Uley	1.8	46
Stroud	Kingswood	1.8	46
Stroud	Nailsworth	2.2	62
Stroud	Stroud Uplands	2.2	62
Stroud	Thrupp	2.2	62
Stroud	Cainscross	2.4	82
Stroud	Cam West	2.4	82
Stroud	Dursley	2.4	82
Stroud	Severn	2.4	82
Stroud	Stonehouse	2.4	82
Stroud	Stroud Farmhill and Paganhill	2.4	82
Stroud	Hardwicke	2.5	92
Stroud	Stroud Trinity	2.9	108
Stroud	Stroud Valley	3.2	114
Stroud	Stroud Central	3.8	119
Stroud	Stroud Slade	4.5	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.

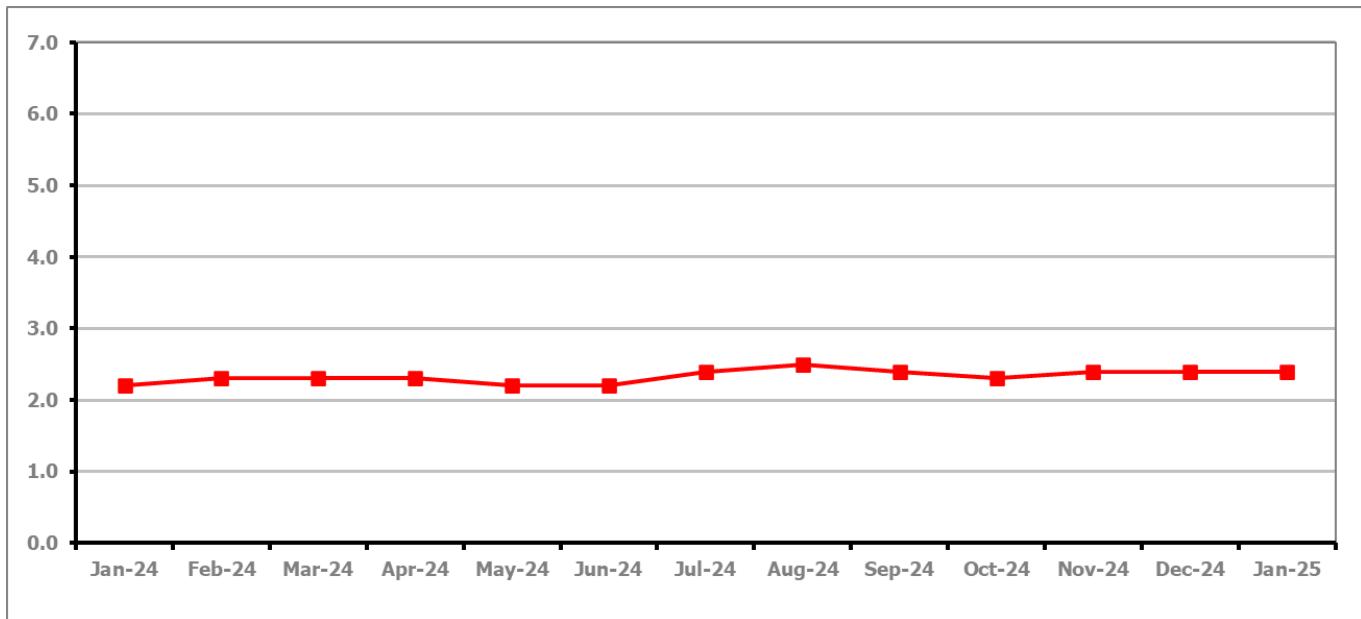
PART 4: LOCAL AUTHORITY DISTRICT AND WARD ANALYSIS**4.6 Tewkesbury Borough****Claimant Rate and Claimant Count***Figure 13: Tewkesbury Borough claimant rate over the last year*

Figure 13 shows the claimant rate for Tewkesbury Borough remained at 2.4% in January 2025.

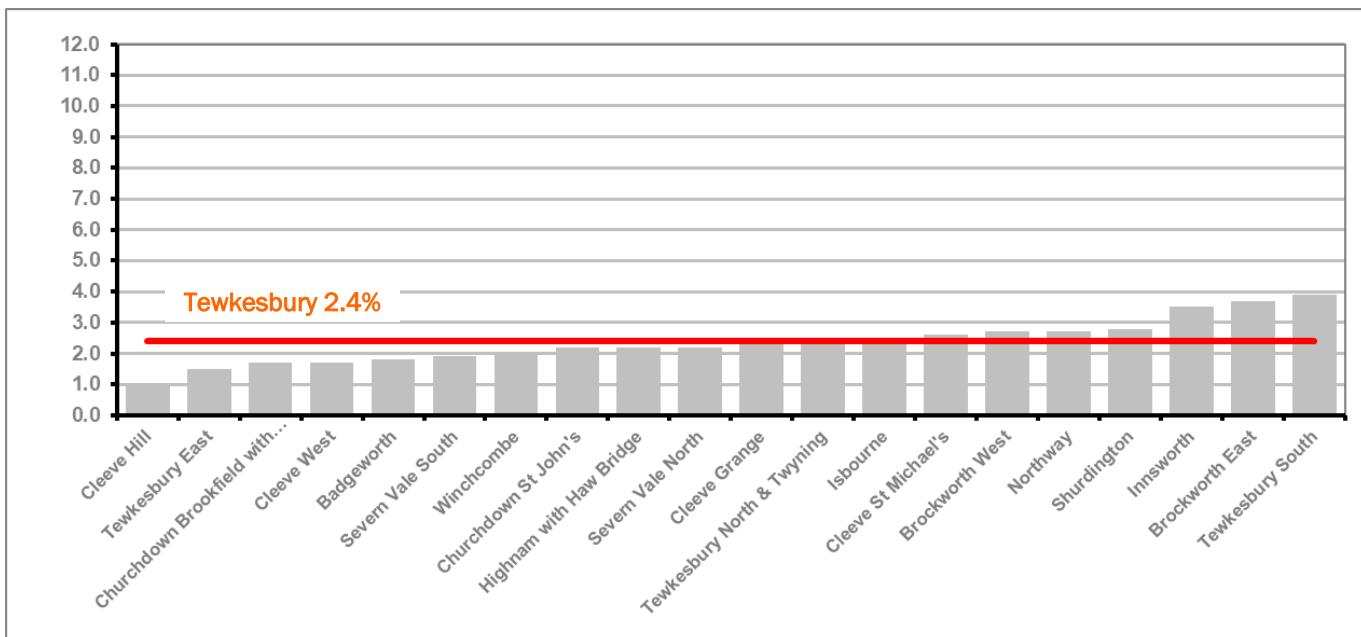
Figure 14: Claimant rates across Tewkesbury Borough wards - January 2025

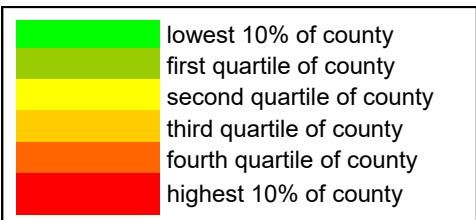
Figure 14 shows the claimant rates in Tewkesbury Borough wards. The red line represents the average claimant rate across the District of 2.4%. Eight wards are above the average.

PART 4: LOCAL AUTHORITY AND DISTRICT ANALYSIS

4.6 Tewkesbury Borough continued...

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

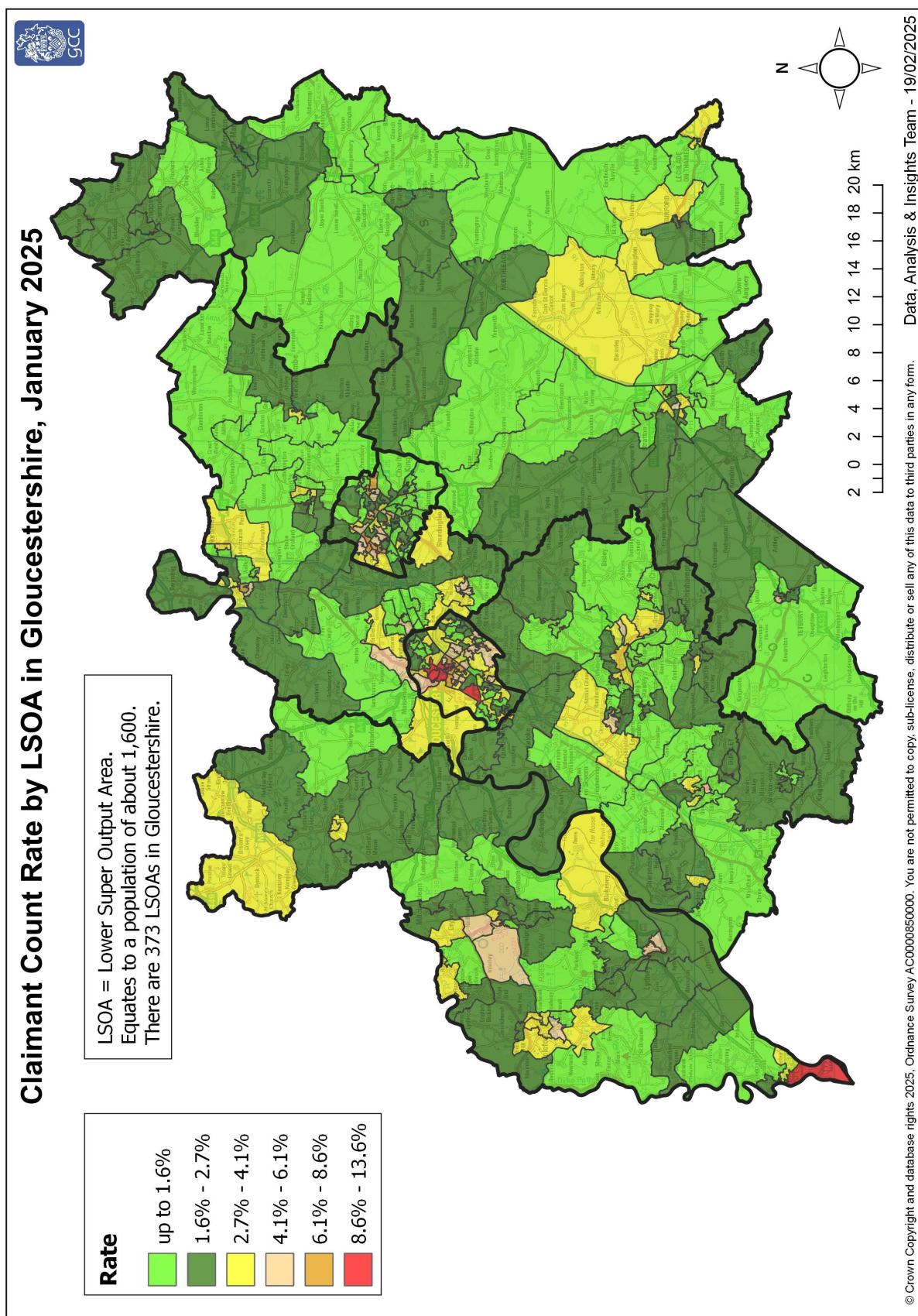
District	Ward	Rate	Rank*
Tewkesbury	Cleeve Hill	1.0	2
Tewkesbury	Tewkesbury East	1.5	21
Tewkesbury	Churchdown Brookfield with Hucclecote	1.7	39
Tewkesbury	Cleeve West	1.7	39
Tewkesbury	Badgeworth	1.8	46
Tewkesbury	Severn Vale South	1.9	52
Tewkesbury	Winchcombe	2.0	56
Tewkesbury	Churchdown St John's	2.2	62
Tewkesbury	Highnam with Haw Bridge	2.2	62
Tewkesbury	Severn Vale North	2.2	62
Tewkesbury	Cleeve Grange	2.3	74
Tewkesbury	Tewkesbury North & Twyning	2.3	74
Tewkesbury	Isbourne	2.5	92
Tewkesbury	Cleeve St Michael's	2.6	97
Tewkesbury	Brockworth West	2.7	100
Tewkesbury	Northway	2.7	100
Tewkesbury	Shurdington	2.8	104
Tewkesbury	Innsworth	3.5	116
Tewkesbury	Brockworth East	3.7	118
Tewkesbury	Tewkesbury South	3.9	120



* 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

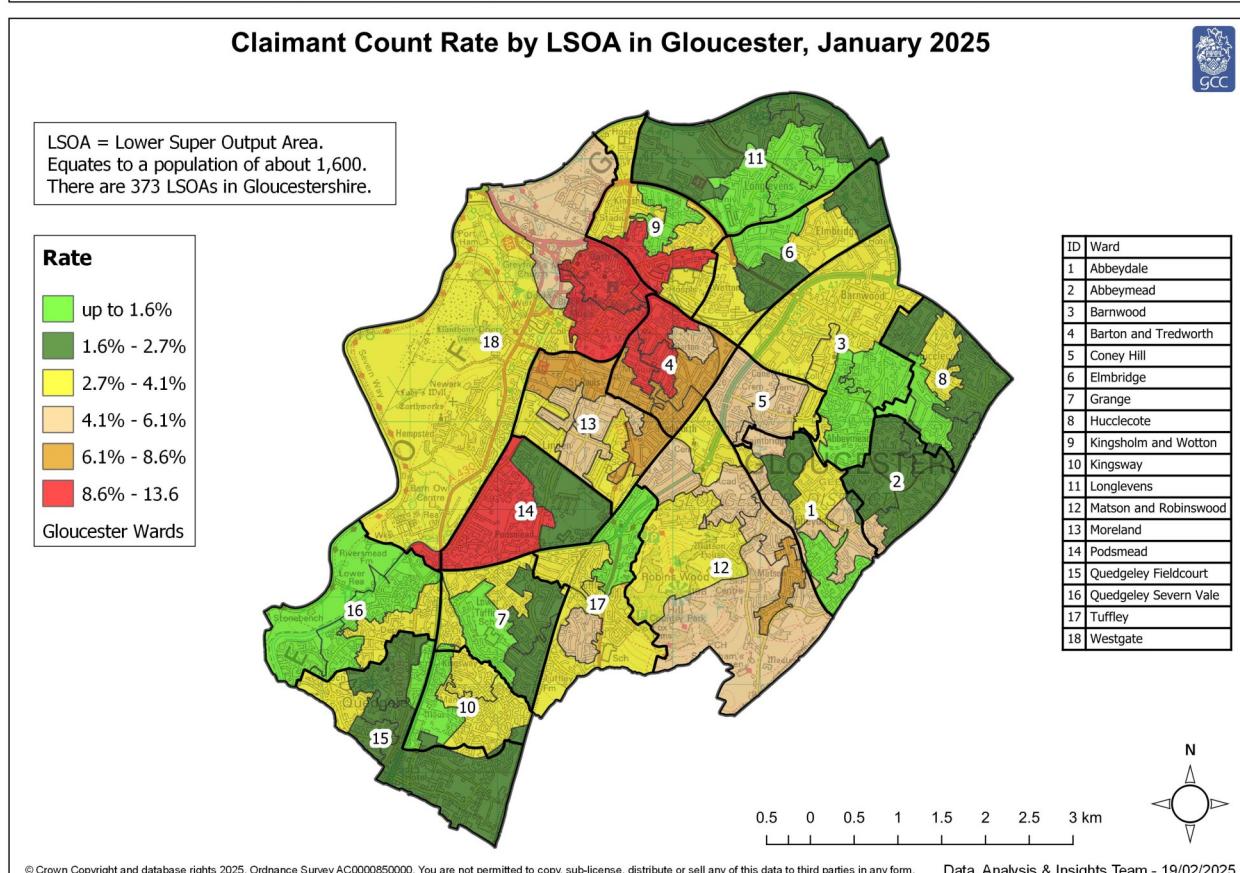
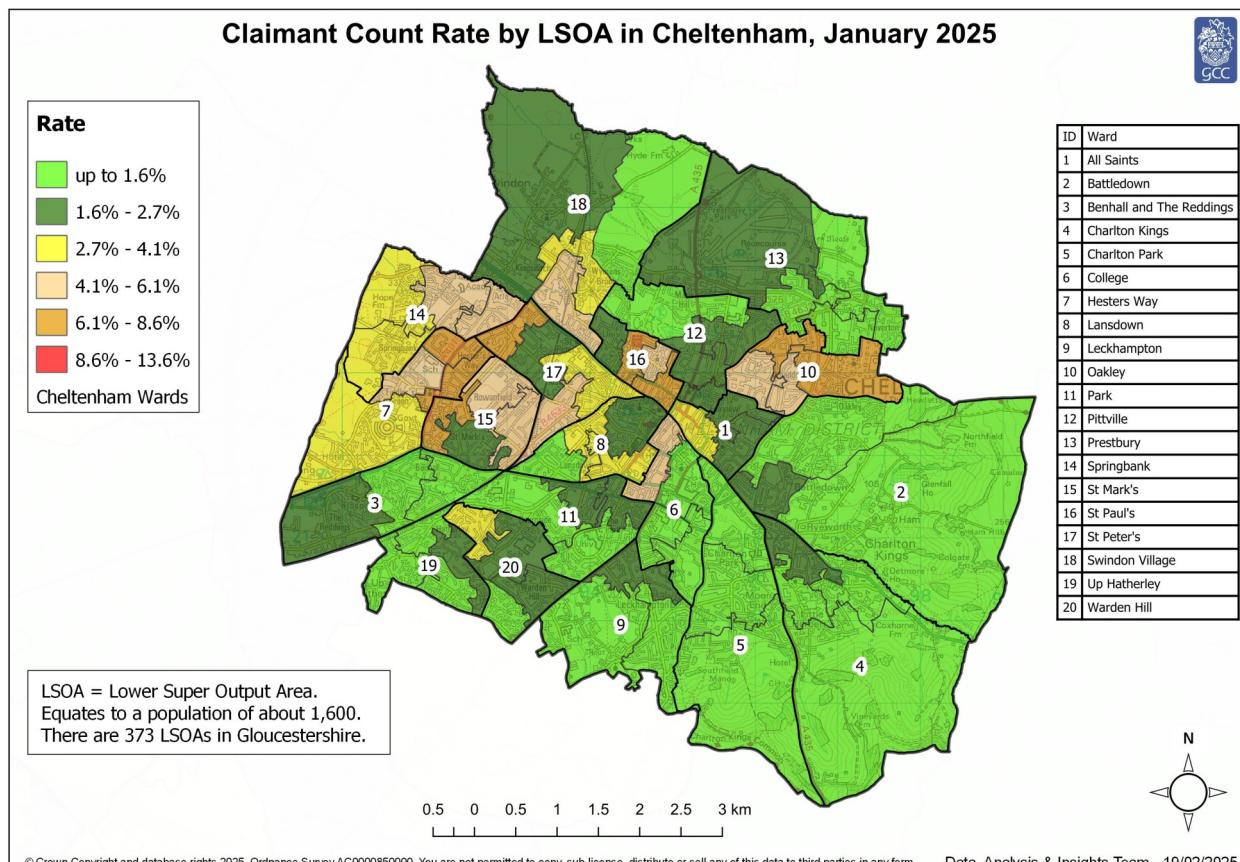


These maps currently show the 2011 LSOA boundaries.

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 using Lower Layer Super Output Area Population Estimates Mid-2020, Office for National Statistics

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 using Lower Layer Super Output Area Population Estimates Mid-2020, Office for National Statistics

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

Youth Claimant Rate and Claimant Count

Figure 15: Claimant Count for Gloucestershire over the past year

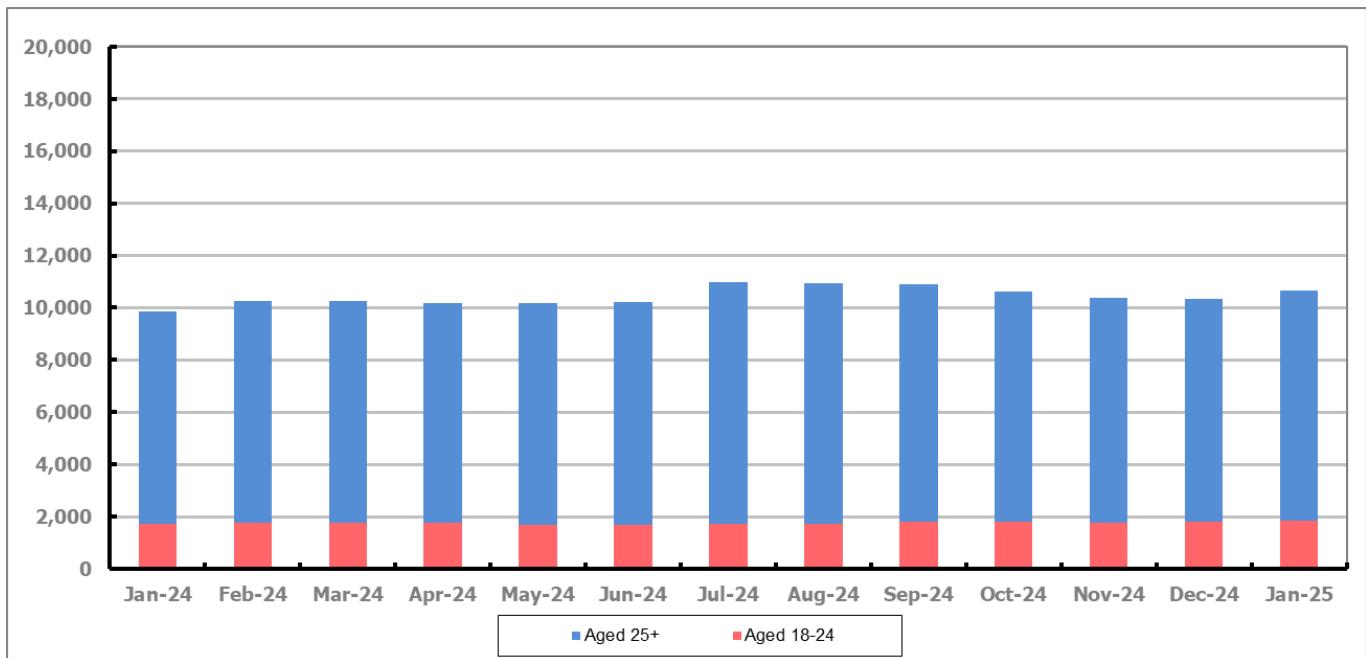


Figure 15 shows that in January 2025, 1,840 people aged 18-24 were claiming Job Seekers Allowance and Universal Credit who were not in work in Gloucestershire, this represents 17.2% of total working age claimants.

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) January 2025

Academic Year 12-13 Summary

	NEET	Cohort	%
Cheltenham	101	2474	4.08%
Cotswold	60	1821	3.29%
Forest	66	1753	3.76%
Gloucester	227	3560	6.38%
Stroud	80	2851	2.81%
Tewkesbury	86	2140	4.02%
Total	620	14599	4.25%

16-18 Age Summary

	NEET	Cohort	%
Cheltenham	121	3155	3.84%
Cotswold	69	2341	2.95%
Forest	79	2286	3.46%
Gloucester	281	4538	6.19%
Stroud	93	3691	2.52%
Tewkesbury	103	2779	3.71%
Total	746	18790	3.97%

16-18 Adjust NEET*	4.16%
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Monthly Change	42	12	0.28%
Previous month	578	14587	3.96%

Monthly Change	22	-502	0.22%
Previous month	724	19292	3.75%

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.