

Unemployment Bulletin

Issue 204 July 2025

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Cheltenham

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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

3

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.

PART 1: SUMMARY

The claimant rate in Gloucestershire increased to 2.7% in July 2025. The South West rate remained at 2.7%, whilst the UK rate remained 4.0%. Gloucestershire's rate was the same as the South West average of 2.7%, and 1.3% lower than the UK average of 4.0%.

The claimant count in Gloucestershire in July 2025 increased by 265 people. The amount of people claiming in July was 2.6% higher than the number in June. This compares to a 0.7% increase in both the South West and the UK.

Produced by:

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

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 July 2025

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

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

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

CHELTENHAM BOROUGH

Claimant count:	2,175
Claimant count change on previous month:	5.3%
Claimant rate:	2.9%
Highest claiming ward(s)	Oakley (6.1%)

GLOUCESTER CITY

Claimant count:	3,170
Claimant count change on previous month:	1.6%
Claimant rate:	3.7%
Highest claiming ward(s)	Westgate (8.0%)

COTSWOLD DISTRICT

Claimant count:	1,035
Claimant count change on previous month:	4.5%
Claimant rate:	2.0%
Highest claiming ward(s)	Watermoor (3.8%)

STROUD DISTRICT

Claimant count:	1,530
Claimant count change on previous month:	0.3%
Claimant rate:	2.1%
Highest claiming ward(s)	Stroud Central (4.2%)

FOREST OF DEAN

Claimant count:	1,365
Claimant count change on previous month:	0.7%
Claimant rate:	2.6%
Highest claiming ward(s)	Cinderford West (4.8%)

TEWKESBURY BOROUGH

Claimant count:	1,360
Claimant count change on previous month:	3.4%
Claimant rate:	2.3%
Highest claiming ward(s)	Innsworth (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

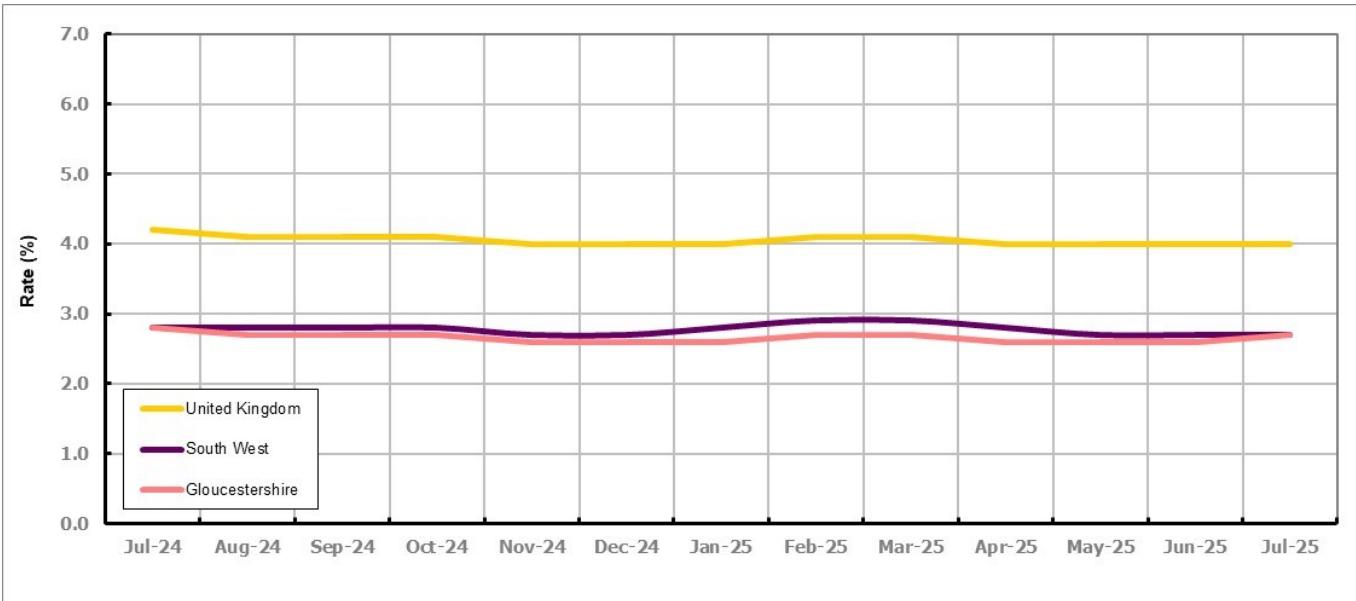


Figure 1 shows the claimant rate for Gloucestershire at 2.7% in July 2025, which is now the same as the South West average; over the previous 11 months, Gloucestershire's rate had been lower than the South West average. On average, it has been approximately 1.4% lower than the UK average since the same month of the previous year.

Claimant Count

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

Area	Claimant Count in July 2025	% change on June 2025	Consecutive months increasing
UK	1,709,110	0.7%	1
South West	96,575	0.7%	1
Gloucestershire	10,635	2.6%	1

Table 1 shows that in July 2025, the number of claimants in Gloucestershire was 2.6% higher than the number in June 2025.

PART 3: LOCAL AUTHORITY DISTRICT ANALYSIS

Claimant Rate and Claimant Count

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

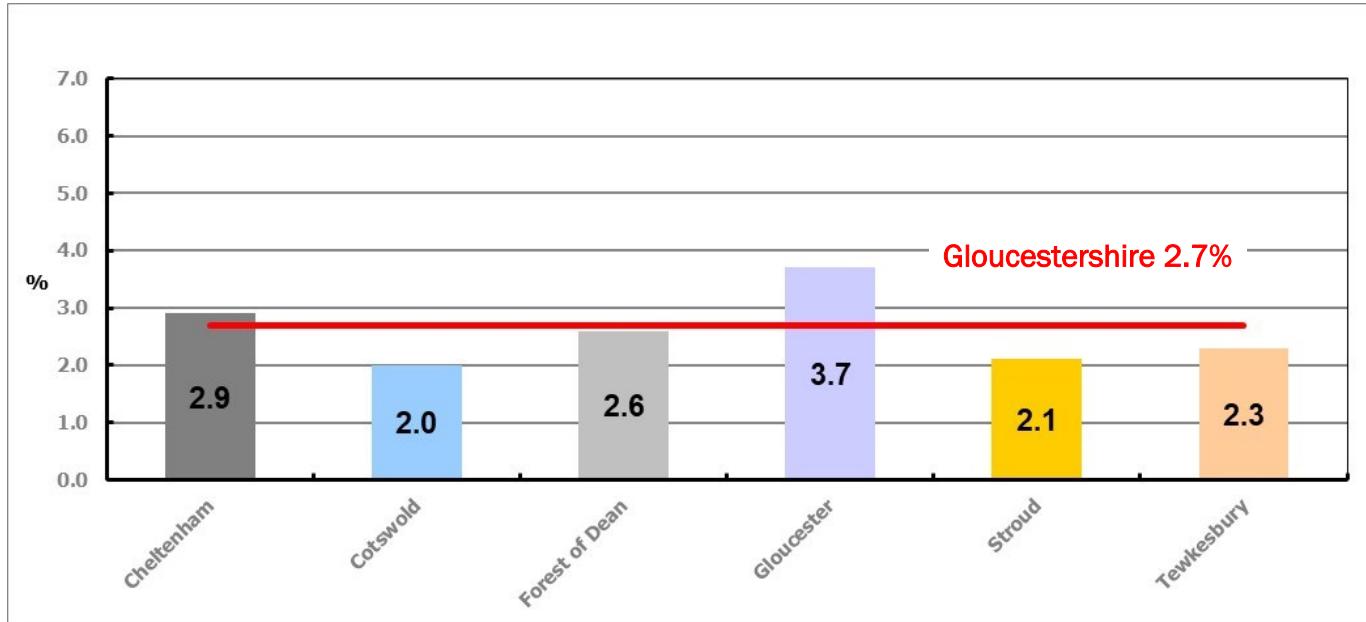


Figure 2 shows the claimant rate for July 2025 in Gloucestershire. Between June and July 2025 the rate increased in all districts, except Forest of Dean, Stroud and Tewkesbury where there was no change.

Table 2: Analysis of Gloucestershire and District Claimant Counts

Total	Jul 25 Number	Jul 25 Rate	Jun 25 Number	Jun 25 Rate	Monthly change	% monthly change	Monthly change of rate
Gloucestershire	10,635	2.7	10,370	2.6	265	2.6%	0.1
Cheltenham	2,175	2.9	2,065	2.7	110	5.3%	0.2
Cotswold	1,035	2.0	990	1.9	45	4.5%	0.1
Forest of Dean	1,365	2.6	1,355	2.6	10	0.7%	0.0
Gloucester	3,170	3.7	3,120	3.6	50	1.6%	0.1
Stroud	1,530	2.1	1,525	2.1	5	0.3%	0.0
Tewkesbury	1,360	2.3	1,315	2.3	45	3.4%	0.0

Table 2 shows the change in the claimant count in July 2025 compared to June. All districts saw an increase in the number of claimants.

Table 3: Analysis of Male Gloucestershire and District Claimant Counts

Male	Jul 25 Number	Jul 25 Rate	Jun 25 Number	Jun 25 Rate	Monthly change	% monthly change	Monthly change of rate
Gloucestershire	5,720	2.9	5,560	2.8	160	2.9%	0.1
Cheltenham	1,220	3.2	1,165	3.1	55	4.7%	0.1
Cotswold	485	1.9	475	1.9	10	2.1%	0.0
Forest of Dean	720	2.8	720	2.8	0	0.0%	0.0
Gloucester	1,820	4.2	1,765	4.1	55	3.1%	0.1
Stroud	770	2.1	755	2.1	15	2.0%	0.0
Tewkesbury	705	2.5	680	2.4	25	3.7%	0.1

Table 3 shows the change in the male claimant count in July 2025 compared to June. All districts saw an increase in the number of claimants, except Forest of Dean where there was no change.

Table 4: Analysis of Female Gloucestershire and District Claimant Counts

Female	Jul 25 Number	Jul 25 Rate	Jun 25 Number	Jun 25 Rate	Monthly change	% monthly change	Monthly change of rate
Gloucestershire	4,915	2.4	4,815	2.4	100	2.1%	0.0
Cheltenham	960	2.5	900	2.4	60	6.7%	0.1
Cotswold	545	2.0	515	1.9	30	5.8%	0.1
Forest of Dean	645	2.4	635	2.4	10	1.6%	0.0
Gloucester	1,350	3.1	1,355	3.2	-5	-0.4%	-0.1
Stroud	760	2.0	770	2.1	-10	-1.3%	-0.1
Tewkesbury	655	2.2	635	2.1	20	3.1%	0.1

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

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

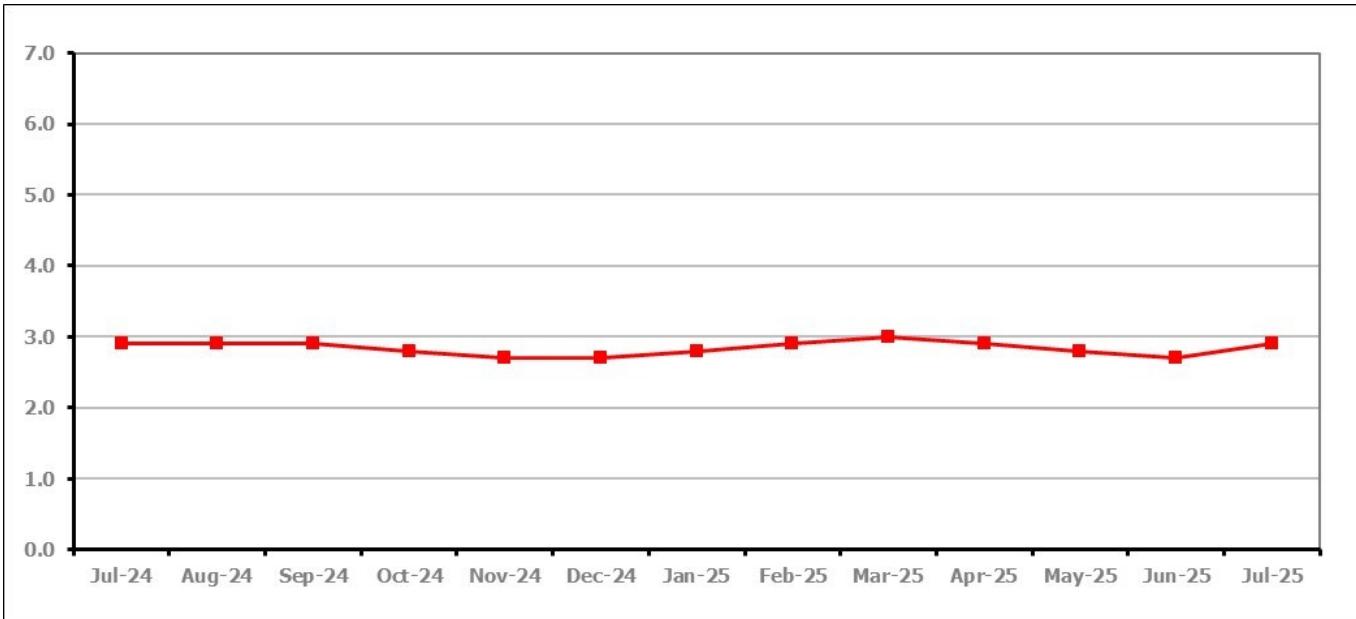


Figure 3 shows the claimant rate in Cheltenham increased to 2.9% in July 2025.

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

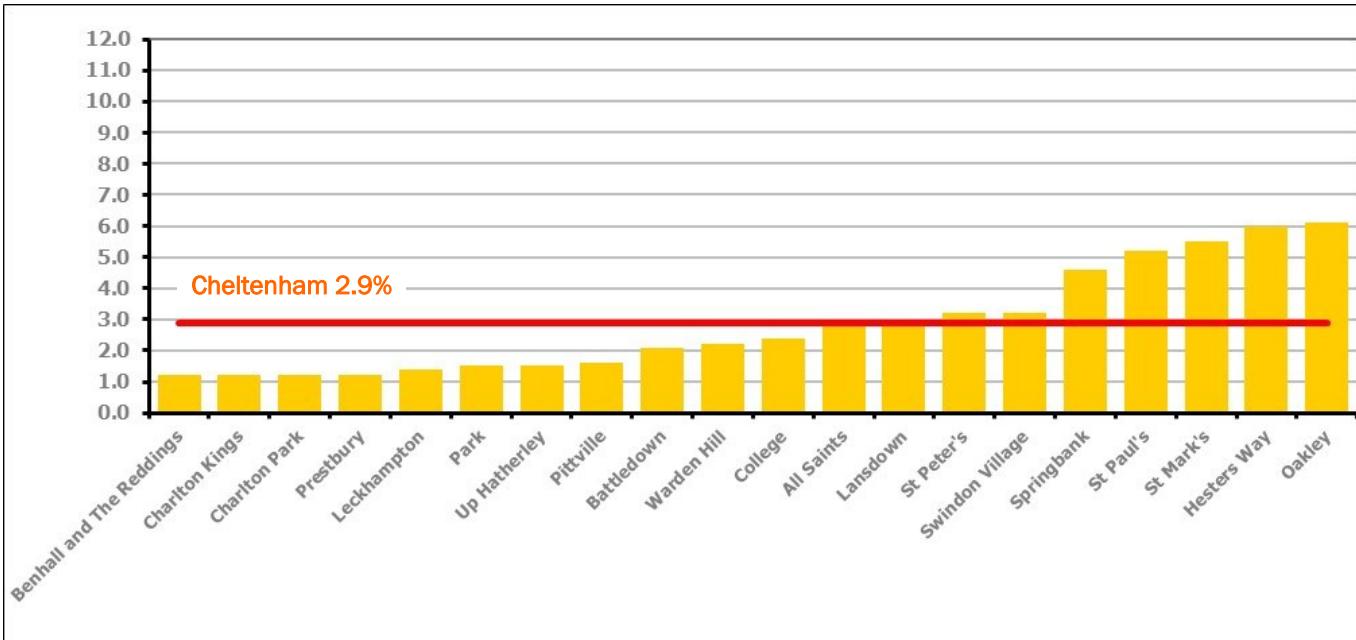


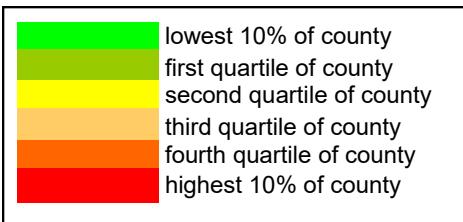
Figure 4 shows the claimant rates for Cheltenham Borough wards. The red line represents the average claimant rate across the Borough of 2.9%. Seven wards lie above the average.

PART 4: LOCAL AUTHORITY DISTRICT AND WARD ANALYSIS

4.1 Cheltenham Borough continued...

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

District	Ward	Rate	Rank*
Cheltenham	Benhall and The Reddings	1.2	6
Cheltenham	Charlton Kings	1.2	6
Cheltenham	Charlton Park	1.2	6
Cheltenham	Prestbury	1.2	6
Cheltenham	Leckhampton	1.4	17
Cheltenham	Park	1.5	19
Cheltenham	Up Hatherley	1.5	19
Cheltenham	Pittville	1.6	31
Cheltenham	Battledown	2.1	62
Cheltenham	Warden Hill	2.2	67
Cheltenham	College	2.4	81
Cheltenham	All Saints	2.8	101
Cheltenham	Lansdown	2.8	101
Cheltenham	St Peter's	3.2	110
Cheltenham	Swindon Village	3.2	110
Cheltenham	Springbank	4.6	126
Cheltenham	St Paul's	5.2	128
Cheltenham	St Mark's	5.5	133
Cheltenham	Hesters Way	6.0	135
Cheltenham	Oakley	6.1	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.

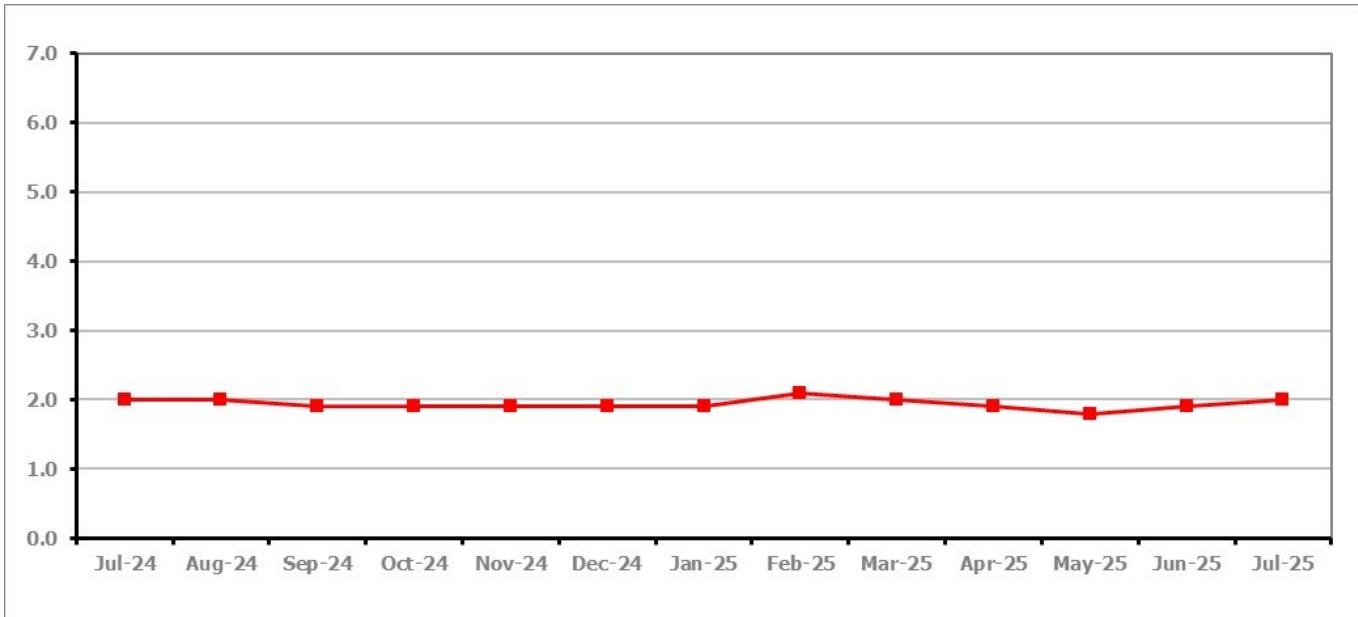
PART 4: LOCAL AUTHORITY DISTRICT AND WARD ANALYSIS**4.2 Cotswold District****Claimant Rate and Claimant Count***Figure 5: Cotswold District claimant rate over the last year*

Figure 5 shows the claimant rate in Cotswold District increased to 2.0% in July 2025.

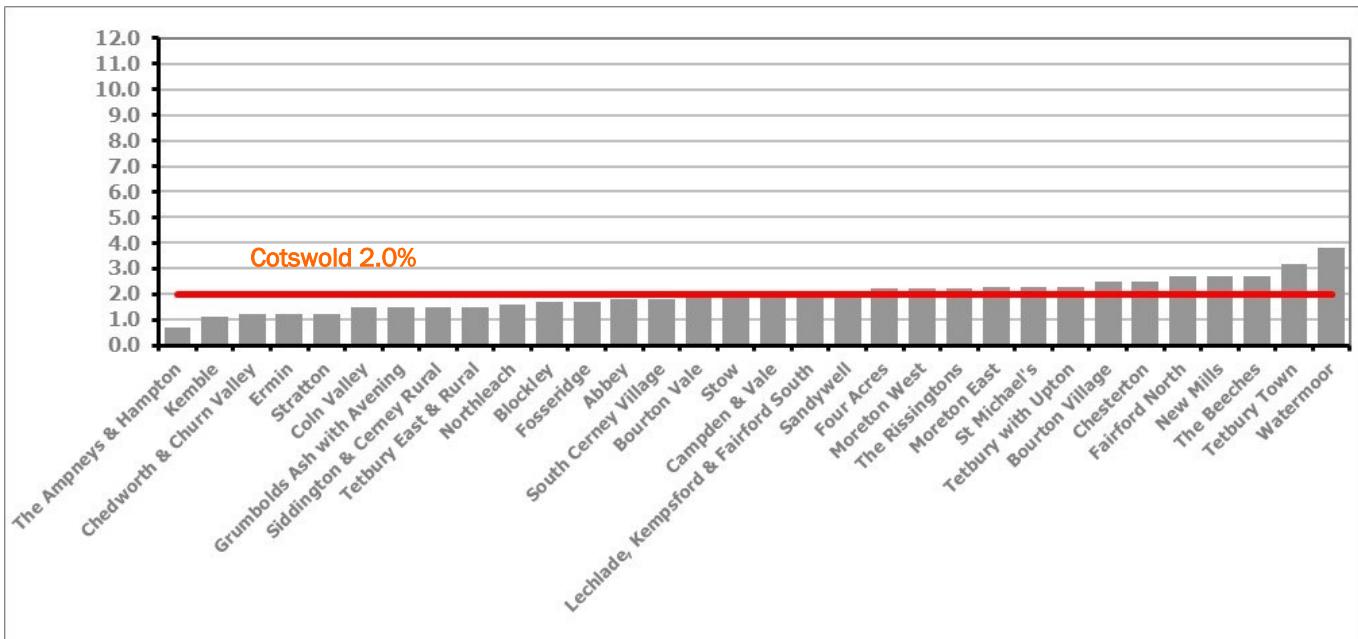
Figure 6: Claimant rates across Cotswold District wards – July 2025

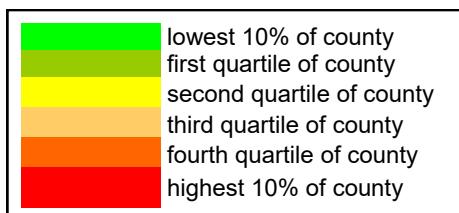
Figure 6 shows the claimant rates for Cotswold District wards. The red line represents the average claimant rate across the District of 2.0%. Thirteen wards lie above the average.

PART 4: LOCAL AUTHORITY DISTRICT AND WARD ANALYSIS

4.2 Cotswold District continued...

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

District	Ward	Rate	Rank*
Cotswold	The Ampneys & Hampton	0.7	1
Cotswold	Kemble	1.1	4
Cotswold	Chedworth & Churn Valley	1.2	6
Cotswold	Ermin	1.2	6
Cotswold	Stratton	1.2	6
Cotswold	Coln Valley	1.5	19
Cotswold	Grumbolds Ash with Avening	1.5	19
Cotswold	Siddington & Cerney Rural	1.5	19
Cotswold	Tetbury East & Rural	1.5	19
Cotswold	Northleach	1.6	31
Cotswold	Blockley	1.7	40
Cotswold	Fosseridge	1.7	40
Cotswold	Abbey	1.8	45
Cotswold	South Cerney Village	1.8	45
Cotswold	Bourton Vale	1.9	49
Cotswold	Stow	1.9	49
Cotswold	Campden & Vale	2.0	58
Cotswold	Lechlade, Kempsford & Fairford South	2.0	58
Cotswold	Sandywell	2.0	58
Cotswold	Four Acres	2.2	67
Cotswold	Moreton West	2.2	67
Cotswold	The Rissingtons	2.2	67
Cotswold	Moreton East	2.3	76
Cotswold	St Michael's	2.3	76
Cotswold	Tetbury with Upton	2.3	76
Cotswold	Bourton Village	2.5	87
Cotswold	Chesterton	2.5	87
Cotswold	Fairford North	2.7	94
Cotswold	New Mills	2.7	94
Cotswold	The Beeches	2.7	94
Cotswold	Tetbury Town	3.2	110
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

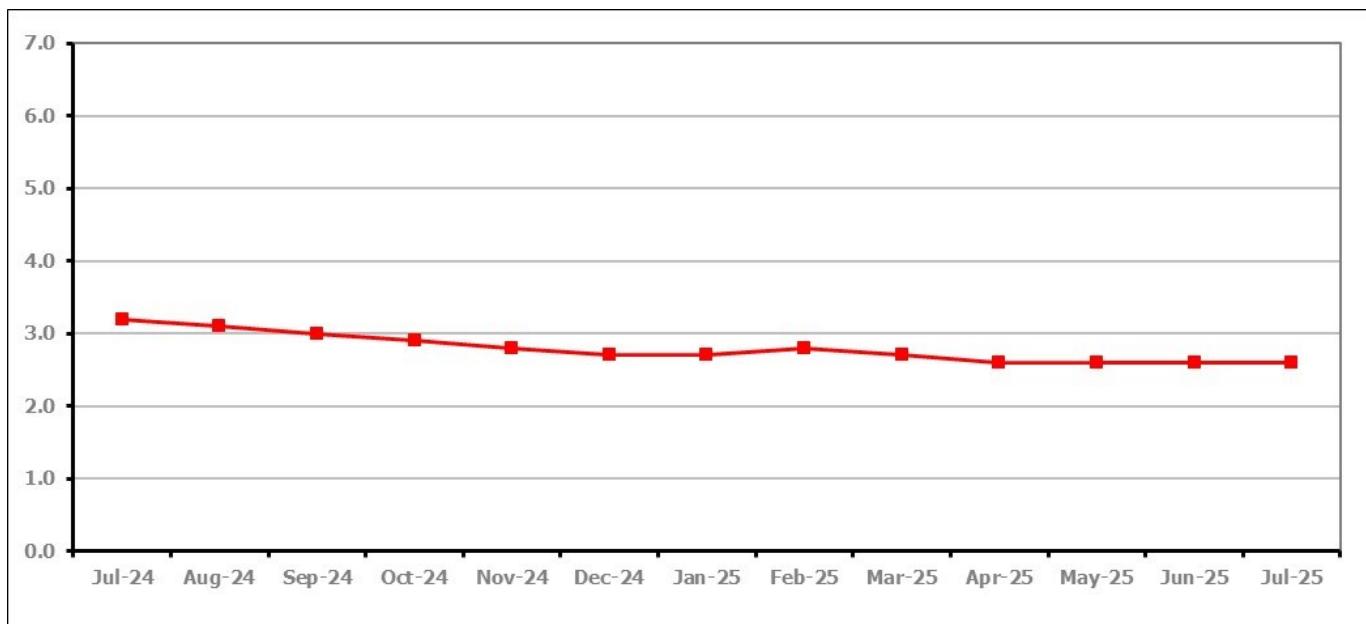


Figure 7 shows the claimant rate in the Forest of Dean remained at 2.6% in July 2025.

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

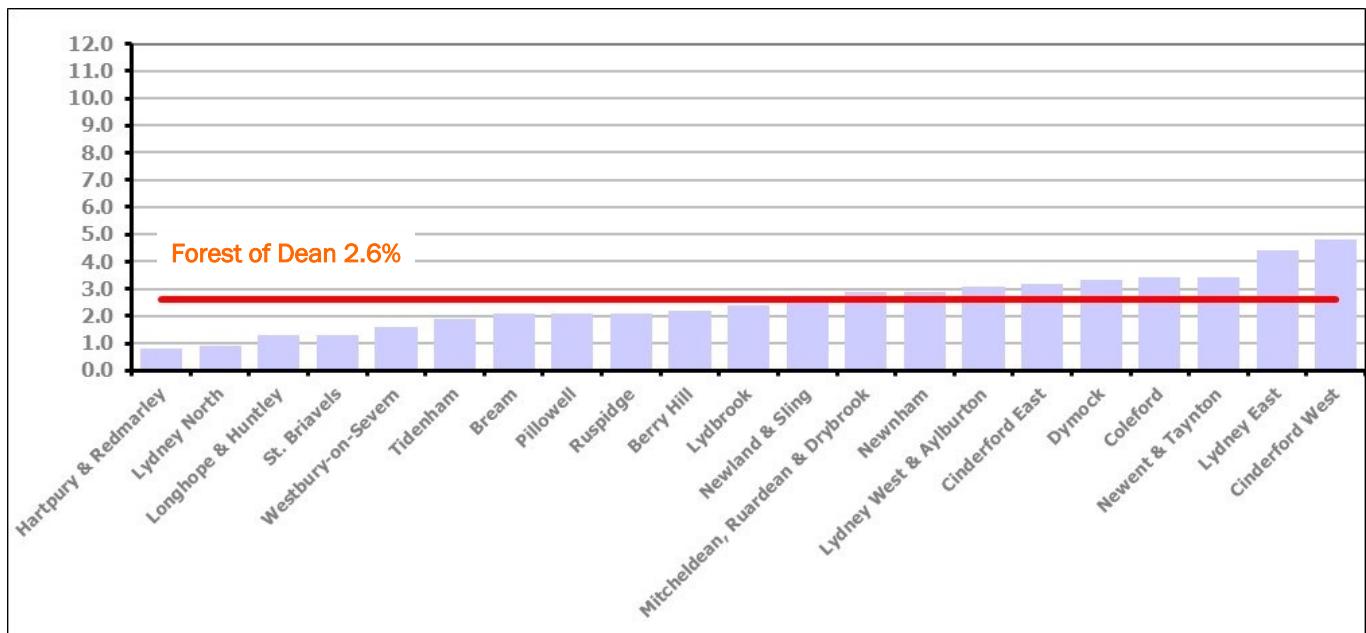


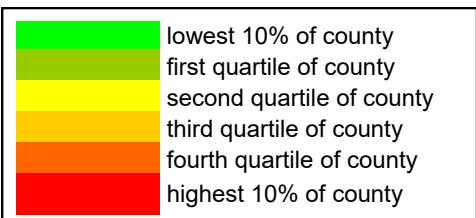
Figure 8 shows the claimant rates for the Forest of Dean District wards. The red line represents the average claimant rate across the District of 2.6%. Nine wards lie above the average.

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 - July 2025

District	Ward	Rate	Rank*
Forest	Hartpury & Redmarley	0.8	2
Forest	Lydney North	0.9	3
Forest	Longhope & Huntley	1.3	13
Forest	St. Briavels	1.3	13
Forest	Westbury-on-Severn	1.6	31
Forest	Tidenham	1.9	49
Forest	Bream	2.1	62
Forest	Pillowell	2.1	62
Forest	Ruspidge	2.1	62
Forest	Berry Hill	2.2	67
Forest	Lydbrook	2.4	81
Forest	Newland & Sling	2.5	87
Forest	Mitcheldean, Ruardean & Drybrook	2.9	106
Forest	Newnham	2.9	106
Forest	Lydney West & Aylburton	3.1	108
Forest	Cinderford East	3.2	110
Forest	Dymock	3.3	116
Forest	Coleford	3.4	117
Forest	Newent & Taynton	3.4	117
Forest	Lydney East	4.4	125
Forest	Cinderford West	4.8	127



* 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.

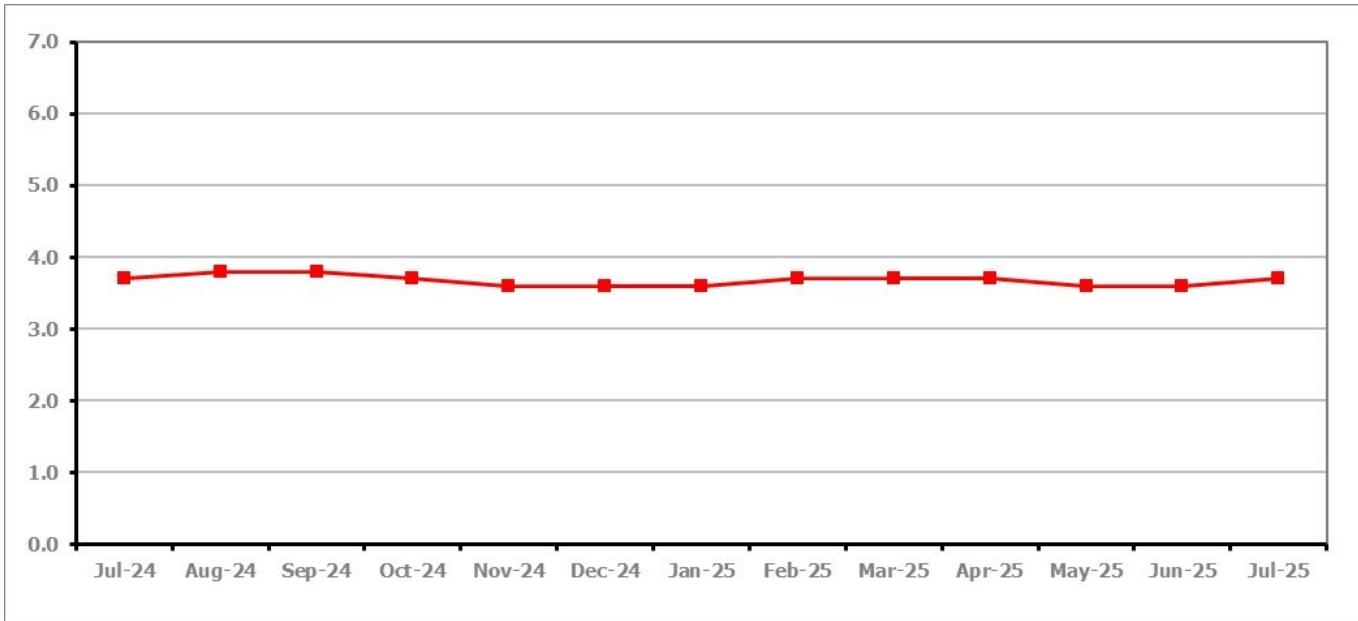
PART 4: LOCAL AUTHORITY DISTRICT AND WARD ANALYSIS**4.4 Gloucester City****Claimant Rate and Claimant Count***Figure 9: Gloucester City claimant rate over the last year*

Figure 9 shows the claimant rate for Gloucester City increased to 3.7% in July 2025.

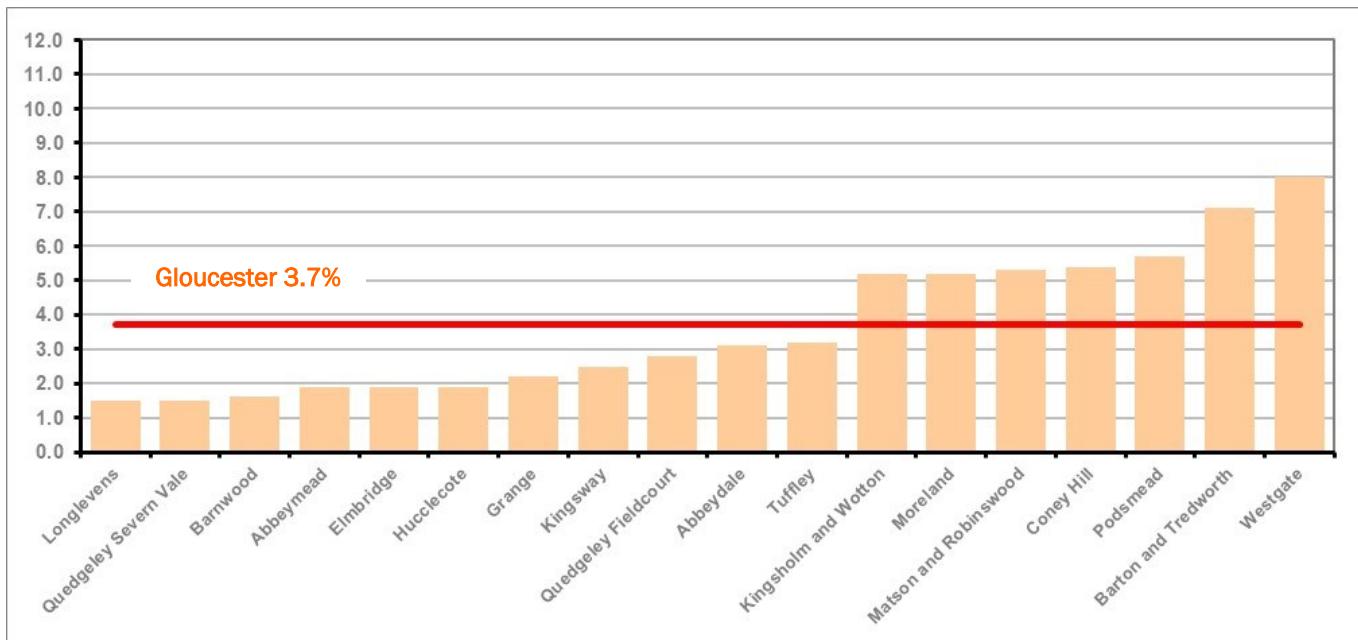
Figure 10: Claimant rates across Gloucester City wards - July 2025

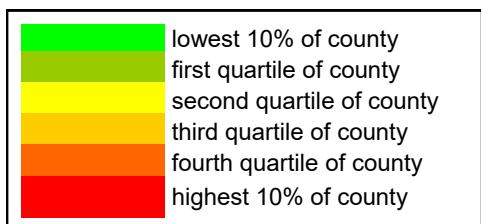
Figure 10 shows the claimant rates for Gloucester City district wards. The red line represents the average claimant rate across the City of 3.7%. Seven wards lie above the average.

PART 4: LOCAL AUTHORITY DISTRICT AND WARD ANALYSIS

4.4 Gloucester City continued...

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

District	Ward	Rate	Rank*
Gloucester	Longlevens	1.5	19
Gloucester	Quedgeley Severn Vale	1.5	19
Gloucester	Barnwood	1.6	31
Gloucester	Abbeymead	1.9	49
Gloucester	Elmbridge	1.9	49
Gloucester	Hucclecote	1.9	49
Gloucester	Grange	2.2	67
Gloucester	Kingsway	2.5	87
Gloucester	Quedgeley Fieldcourt	2.8	101
Gloucester	Abbeydale	3.1	108
Gloucester	Tuffley	3.2	110
Gloucester	Kingsholm and Wotton	5.2	128
Gloucester	Moreland	5.2	128
Gloucester	Matson and Robinswood	5.3	131
Gloucester	Coney Hill	5.4	132
Gloucester	Podsmead	5.7	134
Gloucester	Barton and Tredworth	7.1	137
Gloucester	Westgate	8.0	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.

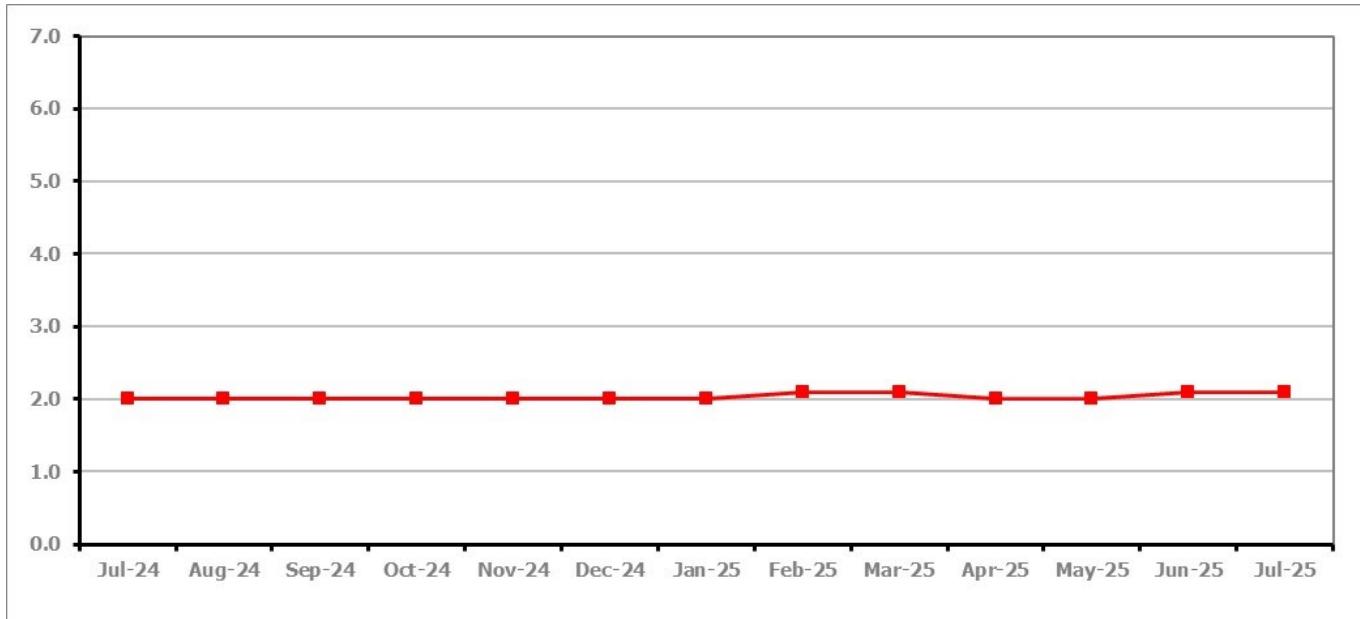
PART 4: LOCAL AUTHORITY DISTRICT AND WARD ANALYSIS**4.5 Stroud District****Claimant Rate and Claimant Count***Figure 11: Stroud District claimant rate over the last year*

Figure 11 shows the claimant rate for Stroud remained at 2.1% in July 2025.

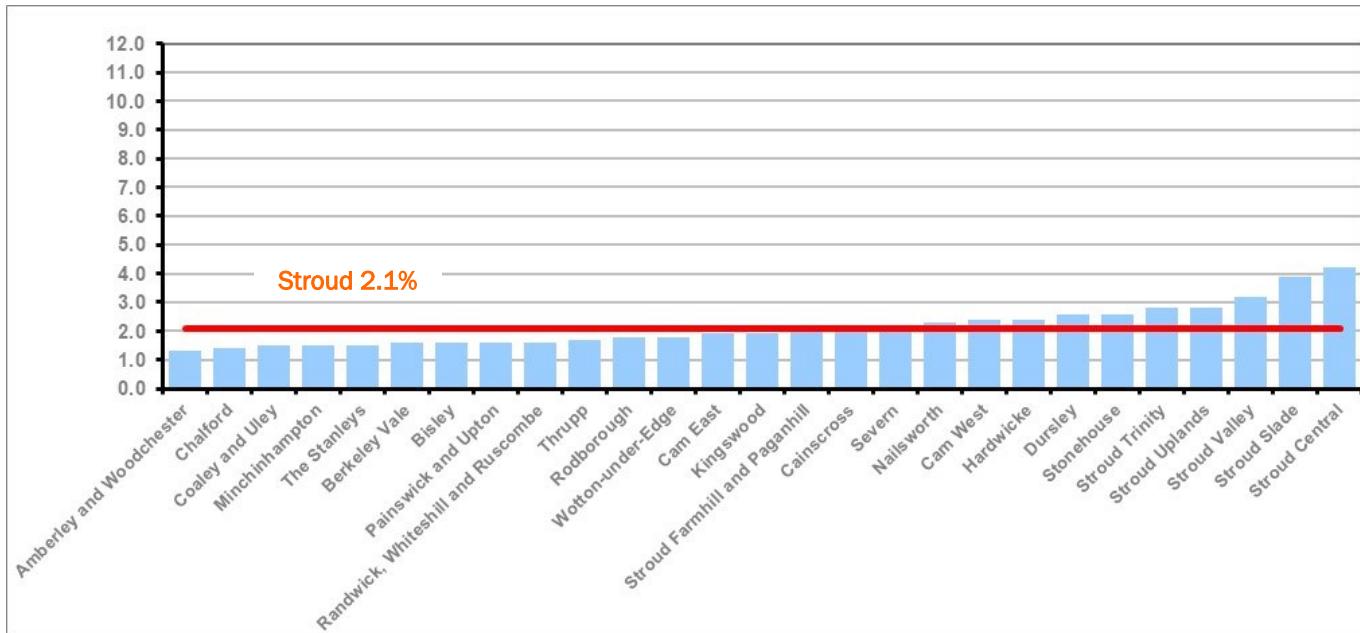
Figure 12: Claimant rates across Stroud District wards - July 2025

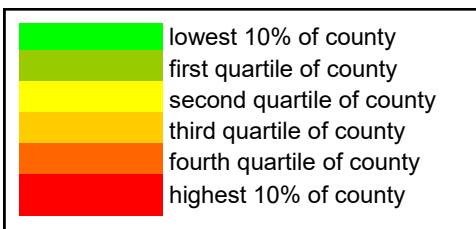
Figure 12 shows the claimant rates in Stroud District wards. The red line represents the average claimant rate across the District of 2.1%. Twelve wards are above the average.

PART 4: LOCAL AUTHORITY AND DISTRICT ANALYSIS

4.5 Stroud District continued...

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

District	Ward	Rate	Rank*
Stroud	Amberley and Woodchester	1.3	13
Stroud	Chalford	1.4	17
Stroud	Coaley and Uley	1.5	19
Stroud	Minchinhampton	1.5	19
Stroud	The Stanleys	1.5	19
Stroud	Berkeley Vale	1.6	31
Stroud	Bisley	1.6	31
Stroud	Painswick and Upton	1.6	31
Stroud	Randwick, Whiteshill and Ruscombe	1.6	31
Stroud	Thrupp	1.7	40
Stroud	Rodborough	1.8	45
Stroud	Wotton-under-Edge	1.8	45
Stroud	Cam East	1.9	49
Stroud	Kingswood	1.9	49
Stroud	Stroud Farmhill and Paganhill	2.1	62
Stroud	Cainscross	2.2	67
Stroud	Severn	2.2	67
Stroud	Nailsworth	2.3	76
Stroud	Cam West	2.4	81
Stroud	Hardwicke	2.4	81
Stroud	Dursley	2.6	91
Stroud	Stonehouse	2.6	91
Stroud	Stroud Trinity	2.8	101
Stroud	Stroud Uplands	2.8	101
Stroud	Stroud Valley	3.2	110
Stroud	Stroud Slade	3.9	122
Stroud	Stroud Central	4.2	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

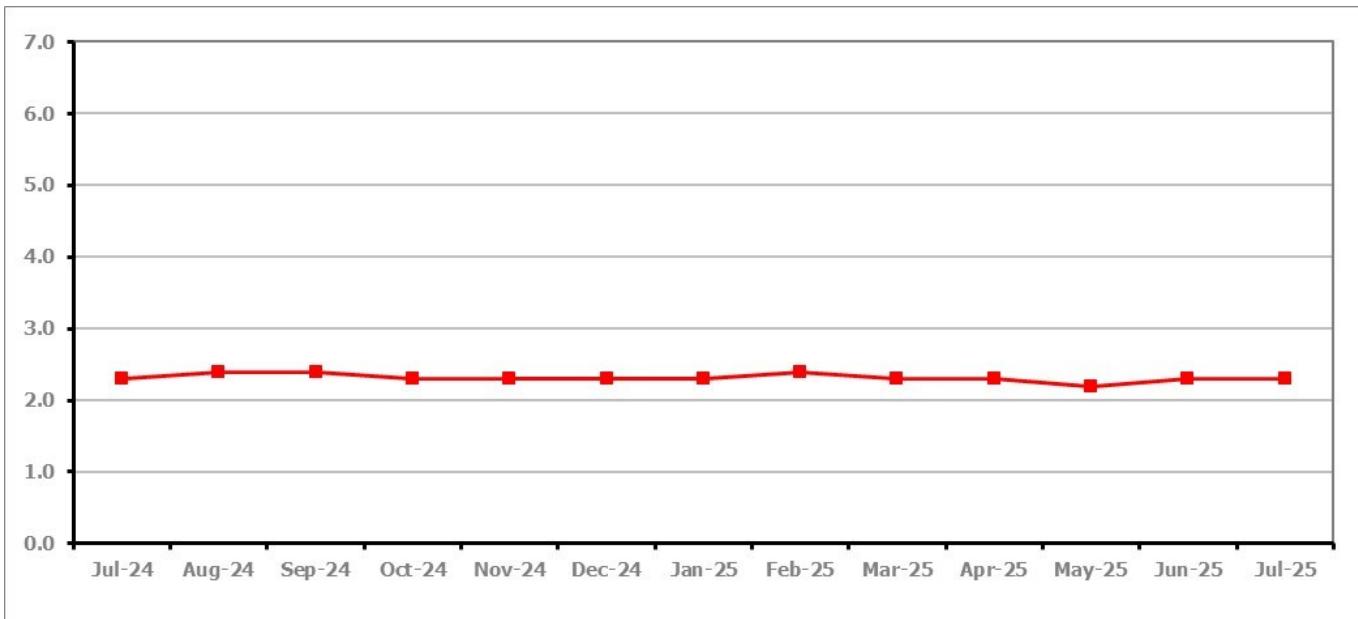


Figure 13 shows the claimant rate for Tewkesbury Borough remained at 2.3% in July 2025.

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

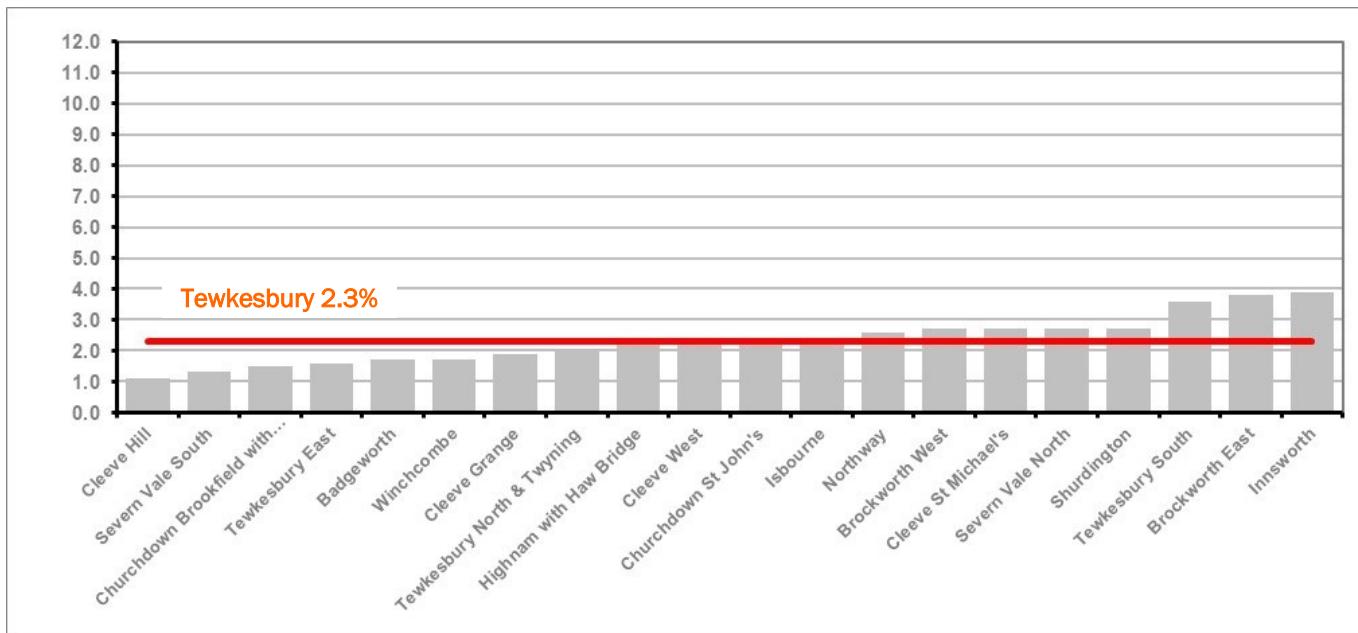


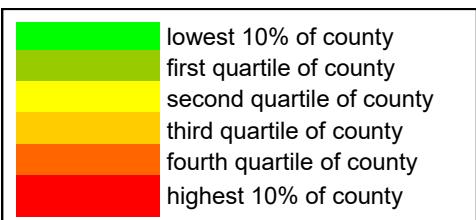
Figure 14 shows the claimant rates in Tewkesbury Borough wards. The red line represents the average claimant rate across the District of 2.3%. Ten wards are above the average.

PART 4: LOCAL AUTHORITY AND DISTRICT ANALYSIS

4.6 Tewkesbury Borough continued...

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

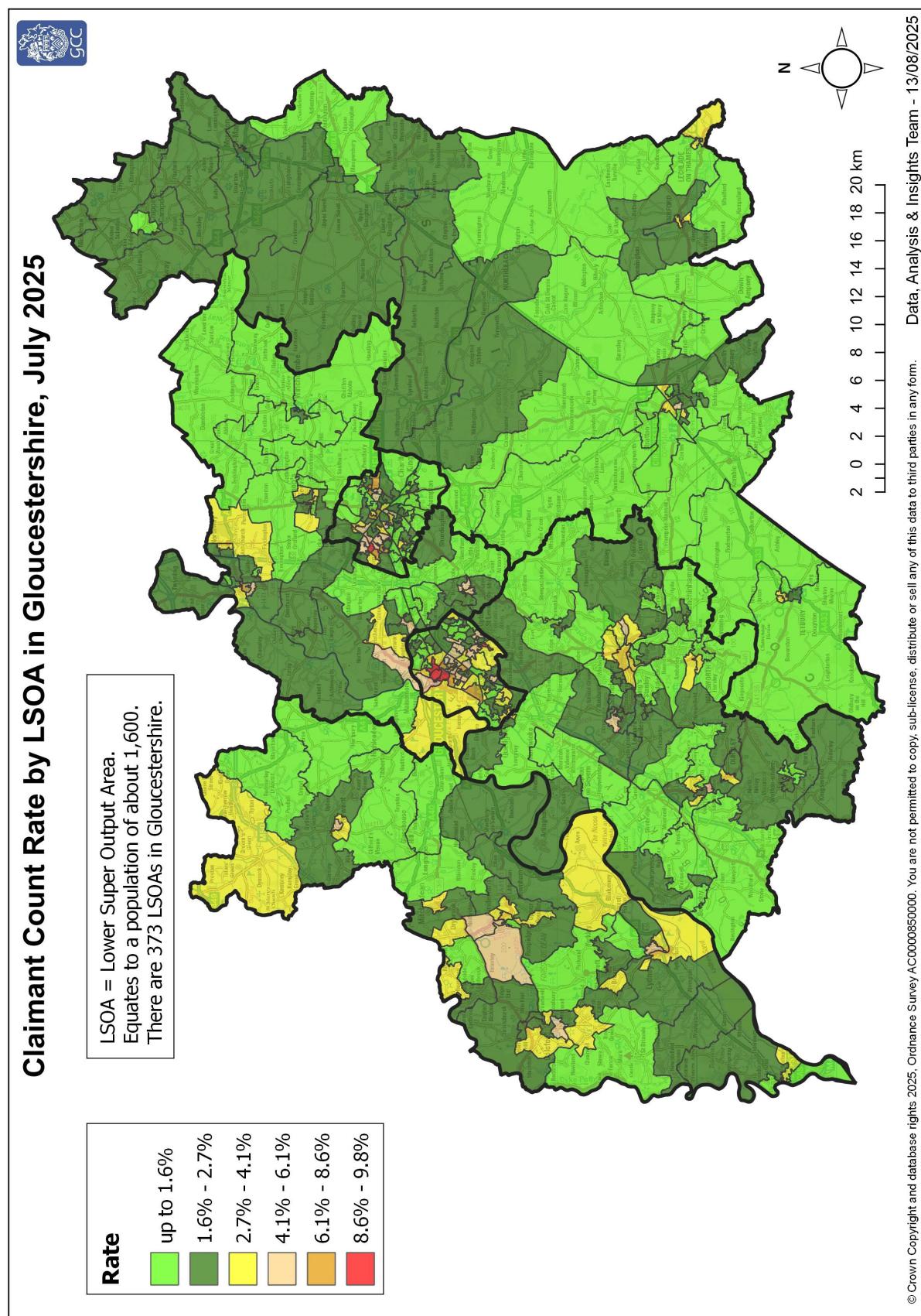
District	Ward	Rate	Rank*
Tewkesbury	Cleeve Hill	1.1	4
Tewkesbury	Severn Vale South	1.3	13
Tewkesbury	Churchdown Brookfield with Hucclecote	1.5	19
Tewkesbury	Tewkesbury East	1.6	31
Tewkesbury	Badgeworth	1.7	40
Tewkesbury	Winchcombe	1.7	40
Tewkesbury	Cleeve Grange	1.9	49
Tewkesbury	Tewkesbury North & Twyning	2.0	58
Tewkesbury	Highnam with Haw Bridge	2.2	67
Tewkesbury	Cleeve West	2.3	76
Tewkesbury	Churchdown St John's	2.4	81
Tewkesbury	Isbourne	2.4	81
Tewkesbury	Northway	2.6	91
Tewkesbury	Brockworth West	2.7	94
Tewkesbury	Cleeve St Michael's	2.7	94
Tewkesbury	Severn Vale North	2.7	94
Tewkesbury	Shurdington	2.7	94
Tewkesbury	Tewkesbury South	3.6	119
Tewkesbury	Brockworth East	3.8	120
Tewkesbury	Innsworth	3.9	122



* 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

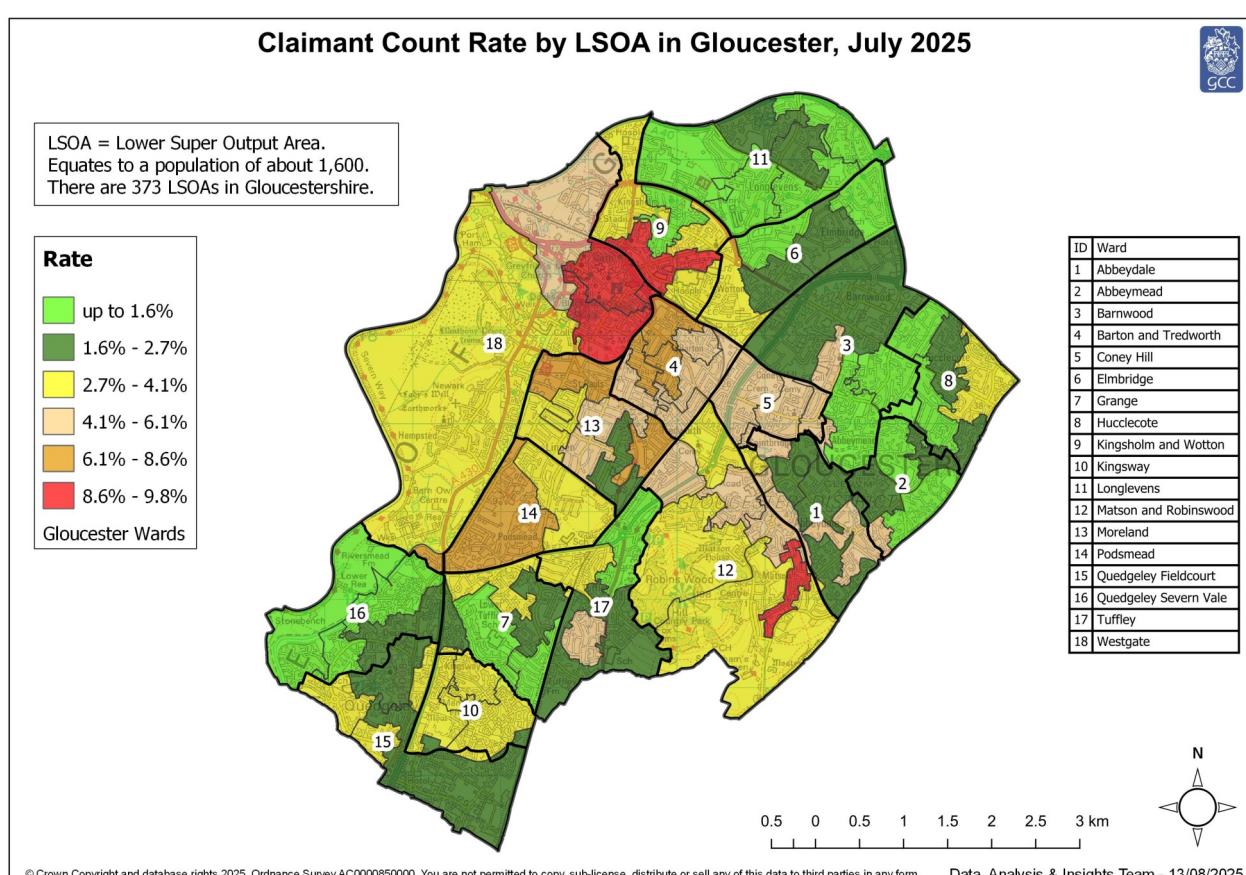
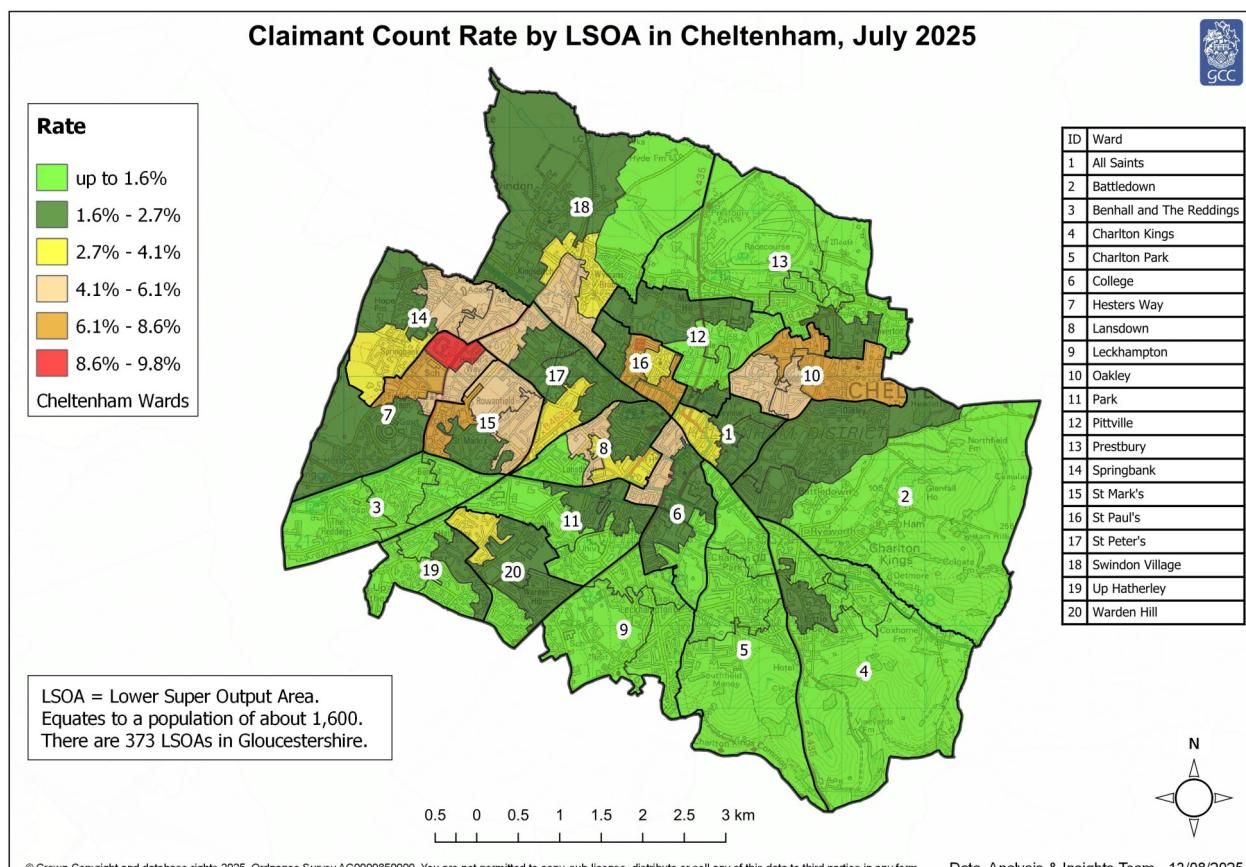


These maps currently show the 2011 LSOA boundaries.

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

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

Rates calculated by applying Lower Layer Super Output Area Population Estimates Mid-2022, 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

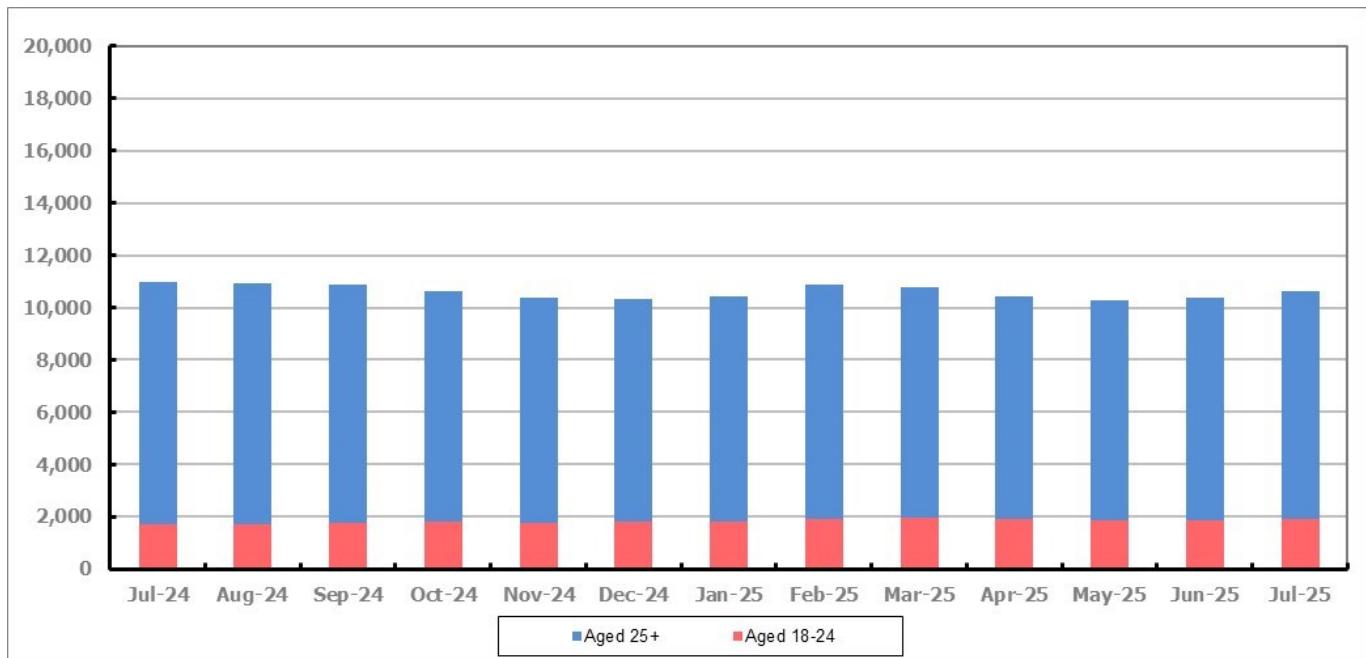


Figure 15 shows that in July 2025, 1,915 people aged 18-24 were claiming Job Seekers Allowance and Universal Credit who were not in work in Gloucestershire, this represents 18.0% of total working age claimants.

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) July 2025

Academic Year 12-13 Summary

	NEET	Cohort	%
Cheltenham	90	2498	3.60%
Cotswold	51	1835	2.78%
Forest	48	1752	2.74%
Gloucester	224	3584	6.25%
Stroud	67	2858	2.34%
Tewkesbury	69	2155	3.20%
Total	549	14682	3.74%

16-18 Age Summary

	NEET	Cohort	%
Cheltenham	92	2613	3.52%
Cotswold	51	1905	2.68%
Forest	49	1822	2.69%
Gloucester	230	3732	6.16%
Stroud	68	2983	2.28%
Tewkesbury	70	2257	3.10%
Total	560	15312	3.66%

16-18 Adjust NEET*	3.74%
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Monthly Change **	-19	16	-0.13%
Previous Month	568	14666	3.87%

Monthly Change **	-47	-628	-0.15%
Previous Month	607	15940	3.81%

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.

(**) Change in monthly rate.