

# Unemployment Bulletin

Issue 27 October 2010

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\*The population figures used to calculate the claimant count rates have changed from working age (16-59f/64m) to aged 16-64 for both males and females. The last five months rates have been adjusted to reflect this change

## 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 Economic section of the County Council Chief Executive's Support Unit Research Team. The data is sourced from the Office for National Statistics via Nomis ([www.nomis.co.uk](http://www.nomis.co.uk)).

The claimant count measures the number of people claiming unemployment-related benefit (currently Job Seeker's allowance). The claimant rate is the number of claimants as a proportion of the working age population.

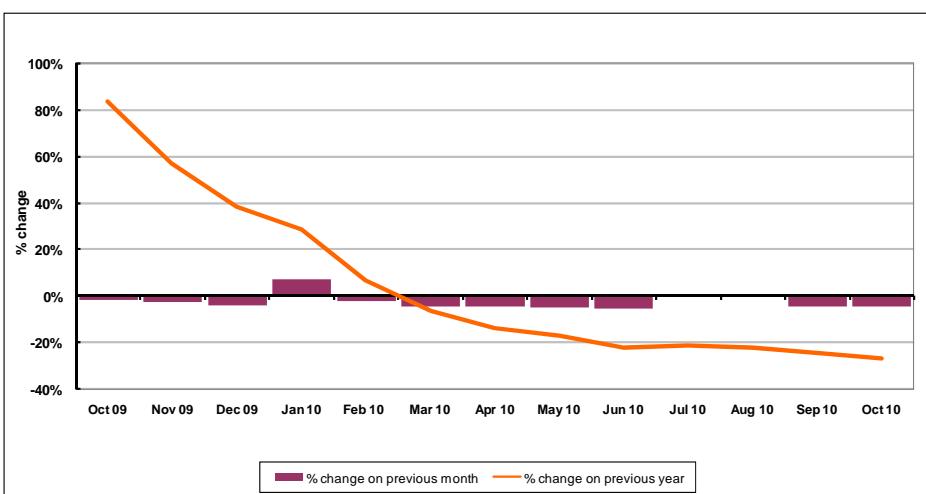
## PART 1: SUMMARY

**The claimant rate in Gloucestershire was 2.4% in October 2010.** This was a decrease of 0.1% on the September 2010 figure. The UK and South West rate also decreased to 3.5% and 2.3% respectively. Gloucestershire's rate remains slightly above the South West average of 2.3%, but 1.1% lower than the UK average of 3.5%.

**The claimant count in Gloucestershire in October 2010 decreased by 430 people.** The amount of people claiming in October 2010 was 4.6% lower than the number in September 2010. This compares to a 1.0% decrease in the South West and a 1.6% decrease for the UK.

**The year on year claimant count in Gloucestershire has decreased.** The count was 27.1% lower in October 2010 than at the same point in the previous year as shown in the graph below.

Gloucestershire claimants - Month on Month and Year on Year change:  
October 2009 to October 2010



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Produced by:

**The Research Team (Economics)**  
Chief Executive Support Unit  
Gloucestershire County Council  
November 2010

## DISTRICTS AT A GLANCE

At a glance unemployment information grouped by district. Includes:

**Claim count:** Total number of people claiming Job Seekers Allowance in October 2010

**Compared to last month:** How much larger/smaller October's claim count is compared to September, expressed as a %

**Claimant rate:** The % of working population claiming Job Seekers Allowance in October 2010

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

### CHELTENHAM BOROUGH

Claim count:	2,071
Compared to last month:	-3.8%
Claimant rate:	2.8%
Highest claiming ward	Hesters Way (5.7%)

### GLOUCESTER CITY

Claim count:	2,506
Compared to last month:	-3.6%
Claimant rate:	3.3%
Highest claiming ward	Westgate (6.9%)

### COTSWOLD DISTRICT

Claim count:	693
Compared to last month:	-3.3%
Claimant rate:	1.4%
Highest claiming ward	Cirencester Watermoor (3.4%)

### STROUD DISTRICT

Claim count:	1,409
Compared to last month:	-3.7%
Claimant rate:	2.0%
Highest claiming ward	Central (5.5%)

### FOREST OF DEAN

Claim count:	1,212
Compared to last month:	-6.5%
Claimant rate:	2.3%
Highest claiming ward	Cinderford West (4.7%)

### TEWKESBURY BOROUGH

Claim count:	993
Compared to last month:	-8.6%
Claimant rate:	2.0%
Highest claiming ward	Tewkesbury Prior's Park (4.5%)

## YOUNG PEOPLE NOT IN EDUCATION, EMPLOYMENT OR TRAINING (NEET)

As at the end of October 2010 there were 838 young people aged 16-18 not in education, employment or training in Gloucestershire and this figure translates into an adjusted (\*) 16-18 NEET population of 4.5%.

## 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

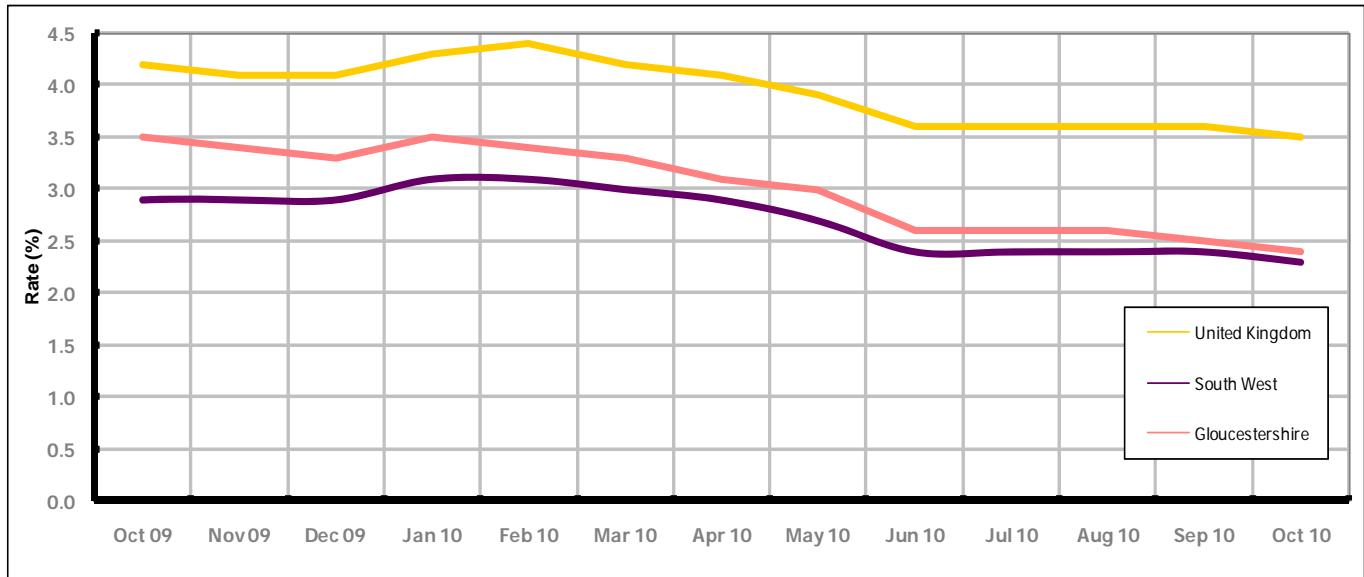


Figure 1 shows the claimant rate for Gloucestershire at 2.4% in October 2010. The rate has remained slightly higher than the South West average over the past year, but persistently lower by approximately 1.1% against the UK average during the same period. The October 2010 rate represented a 0.1% decrease on September 2010.

### Claimant Count

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

Area	Claimant Count in October 2010	% change on September 2010	Average % increase over the last six months	Consecutive months decreasing
UK	1,416,785	-1.6%	-1.0%	1
South West	77,362	-1.0%	-1.3%	1
Gloucestershire	8,884	-4.6%	-2.5%	8

Table 1 shows that in October 2010, the number of claimants in Gloucestershire was 4.6% lower than the number in September 2010.

The average change in claimants in Gloucestershire for the six months to October 2010 was -2.5%. This is 1.5% lower than the UK average and 1.2% lower than the South West average.

## PART 3: LOCAL AUTHORITY DISTRICT ANALYSIS

### Claimant Rate and Claimant Count

Figure 2: Claimant Rate (%) across Gloucestershire - October 2010

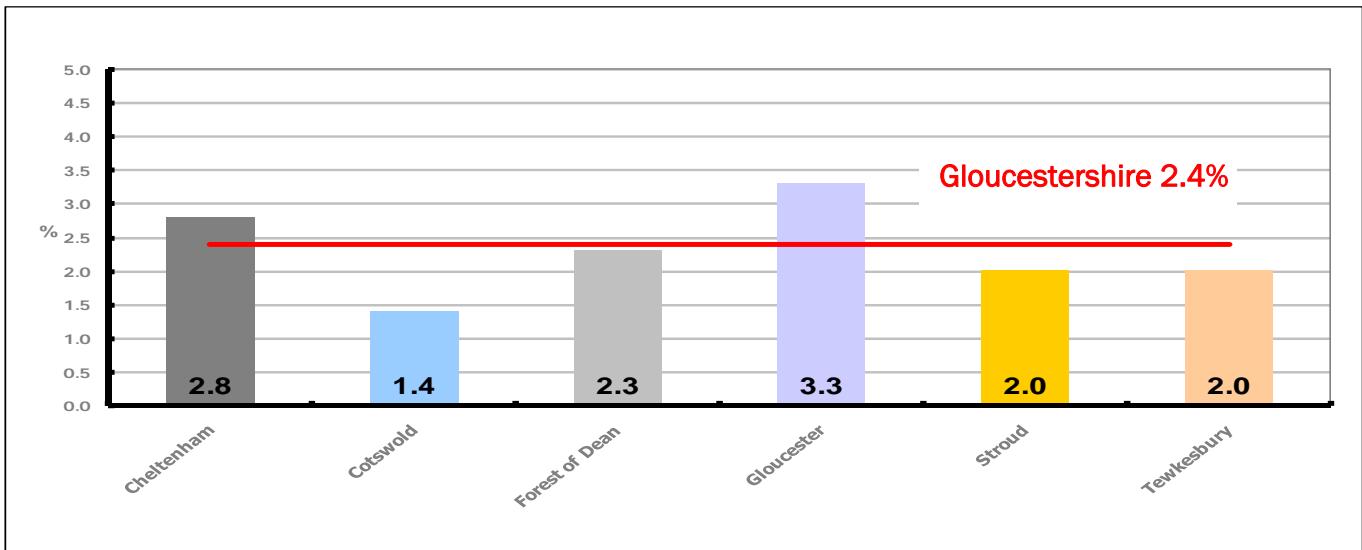


Figure 2 shows the claimant rate for October 2010 in Gloucestershire. Between September 2010 and October 2010 Cotswold district remained the same, while all the other districts declined.

Figure 3: Total claimants over the past year across Gloucestershire Districts

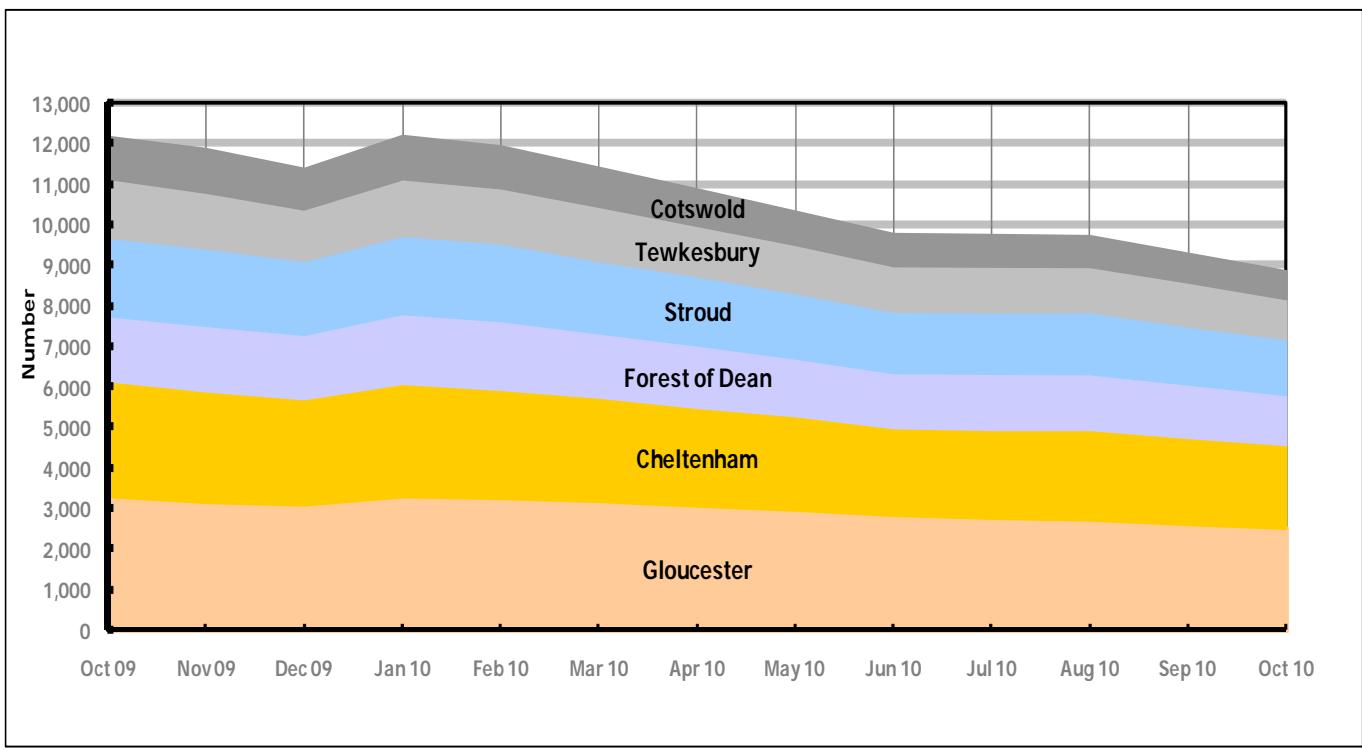


Figure 3 shows the overall claimant count by district for Gloucestershire over the past year. It shows the number of claimants have been declining since October 2009, with the exception of January 2010 when they increased.

Table 2: Analysis of Gloucestershire and District Claimant Counts

Total	Oct 10 Number	Oct 10 Rate	Sep 10 Number	Sep 10 Rate	Monthly change	% monthly change	Monthly change of rate
<b>Gloucestershire</b>	8,884	2.4	9,314	2.5	-430	-4.6%	-0.1
Cheltenham	2,071	2.8	2,153	2.9	-82	-3.8%	-0.1
Cotswold	693	1.4	717	1.4	-24	-3.3%	0.0
Forest of Dean	1,212	2.3	1,296	2.5	-84	-6.5%	-0.2
Gloucester	2,506	3.3	2,599	3.4	-93	-3.6%	-0.1
Stroud	1,409	2.0	1,463	2.1	-54	-3.7%	-0.1
Tewkesbury	993	2.0	1,086	2.2	-93	-8.6%	-0.2

Table 2 shows the change in the claimant count in October 2010 compared to September 2010. All districts experienced a decrease in the number of claimants.

Table 3: Analysis of Male Gloucestershire and District Claimant Counts

Male	Oct 10 Number	Oct 10 Rate	Sep 10 Number	Sep 10 Rate	Monthly change	% monthly change	Monthly change of rate
<b>Gloucestershire</b>	6,143	3.3	6,417	3.5	-274	-4.3%	-0.2
Cheltenham	1,447	3.9	1,499	4.0	-52	-3.5%	-0.1
Cotswold	495	2.0	507	2.0	-12	-2.4%	0.0
Forest of Dean	810	3.1	865	3.4	-55	-6.4%	-0.3
Gloucester	1,778	4.7	1,842	4.8	-64	-3.5%	-0.1
Stroud	981	2.9	1,011	2.9	-30	-3.0%	0.0
Tewkesbury	632	2.6	693	2.8	-61	-8.8%	-0.2

Table 3 shows the change in the male claimant count in October 2010 compared to September 2010. All districts experienced a decrease in the number of male claimants.

Table 4: Analysis of Female Gloucestershire and District Claimant Counts

Female	Oct 10 Number	Oct 10 Rate	Sep 10 Number	Sep 10 Rate	Monthly change	% monthly change	Monthly change of rate
<b>Gloucestershire</b>	2,741	1.5	2,897	1.6	-156	-5.4%	-0.1
Cheltenham	624	1.7	654	1.8	-30	-4.6%	-0.1
Cotswold	198	0.8	210	0.8	-12	-5.7%	0.0
Forest of Dean	402	1.5	431	1.7	-29	-6.7%	-0.2
Gloucester	728	1.9	757	2.0	-29	-3.8%	-0.1
Stroud	428	1.2	452	1.3	-24	-5.3%	-0.1
Tewkesbury	361	1.4	393	1.5	-32	-8.1%	-0.1

Table 4 shows the change in the female claimant count in October 2010 compared to September 2010. All districts experienced a decrease in the number of female claimants.

## 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 4: Cheltenham Borough claimant rate over the last year

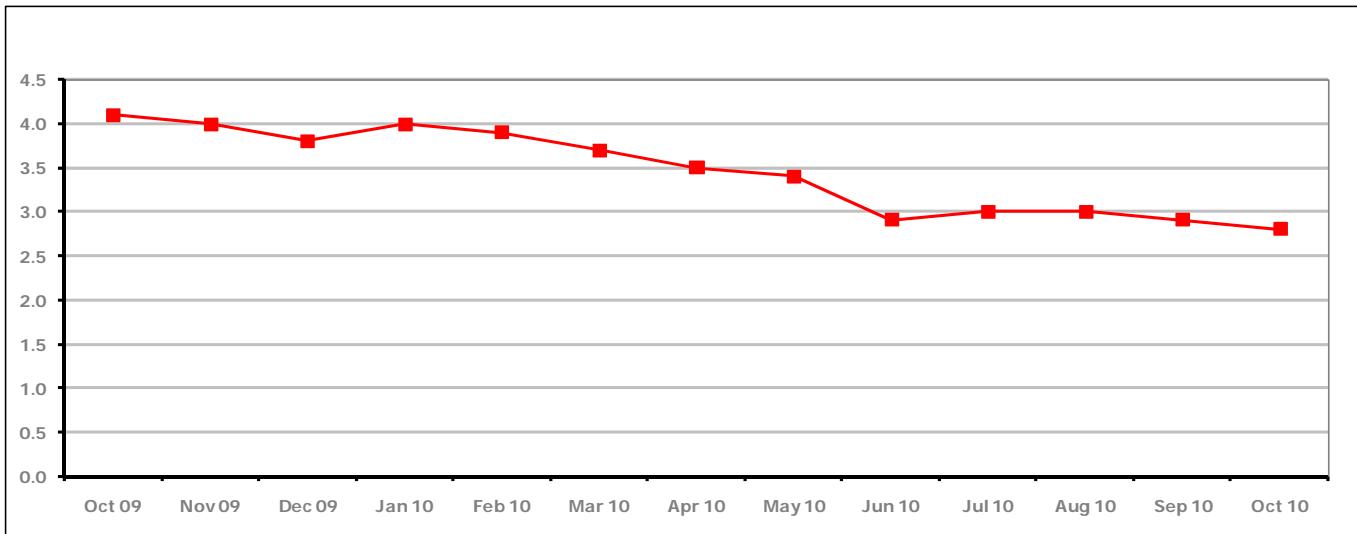


Figure 4 shows the claimant rate in Cheltenham decreased in October 2010 to 2.8%.

Figure 5: Cheltenham Borough claimants - Month on Month and Year on Year change

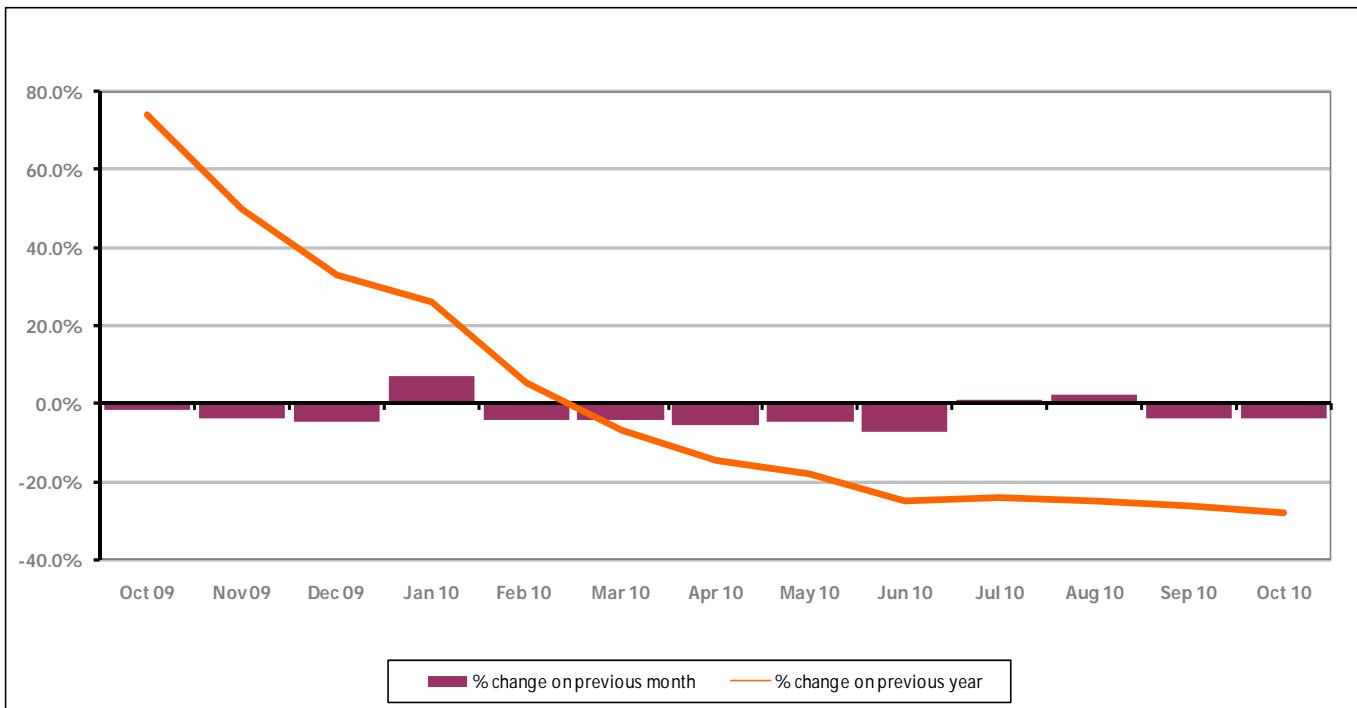


Figure 5 shows the claimant count decreased by -3.8% since last month. The change on the previous year has gone down in October 2010 compared to September 2010 to -27.8%.

## PART 4: LOCAL AUTHORITY DISTRICT AND WARD ANALYSIS

### 4.1 Cheltenham Borough continued...

Figure 6: Claimant rates across Cheltenham Borough wards - October 2010

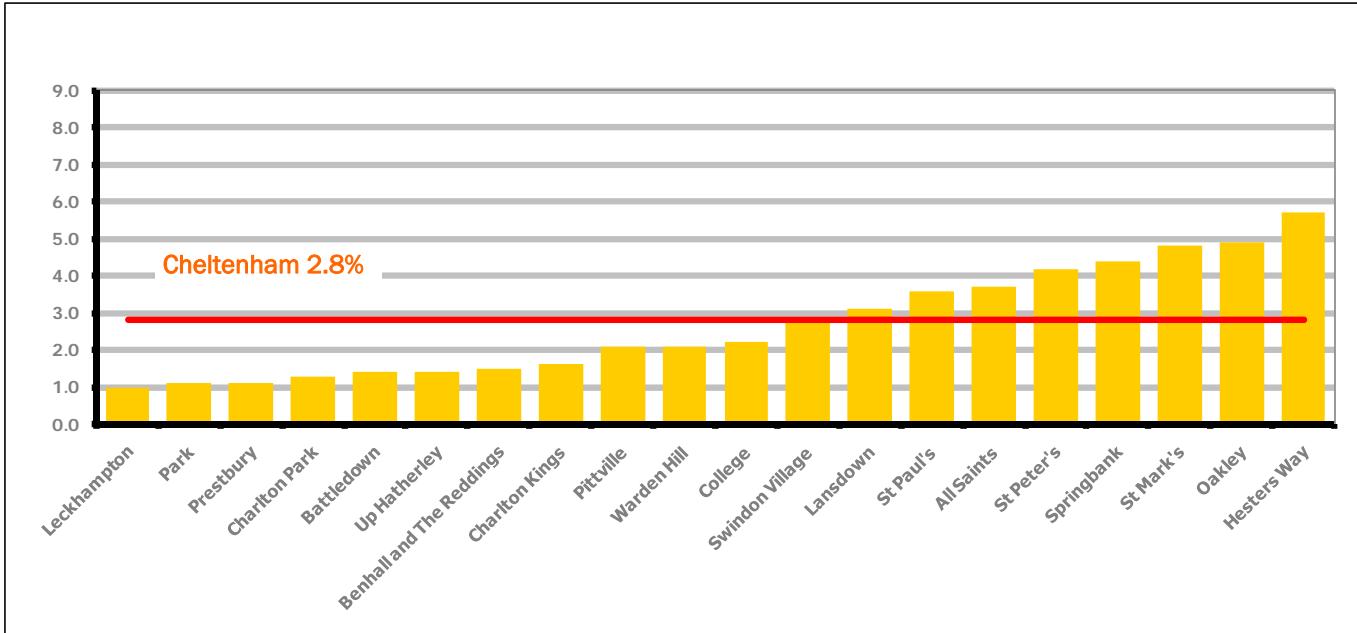
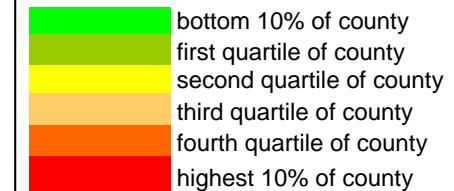


Figure 6 shows the claimant rates for Cheltenham Borough wards. The red line represents the average claimant rate across the Borough of 2.8%. Eight wards lie above the average.

Table 5: Analysis of Claimant Count at Cheltenham Borough ward level - October 2010

District	Ward	Rate	Rank*
Cheltenham	Leckhampton	1.0	18
Cheltenham	Park	1.1	26
Cheltenham	Prestbury	1.1	26
Cheltenham	Charlton Park	1.3	46
Cheltenham	Battledown	1.4	51
Cheltenham	Up Hatherley	1.4	51
Cheltenham	Benhall and The Reddings	1.5	56
Cheltenham	Charlton Kings	1.6	65
Cheltenham	Pittville	2.1	90
Cheltenham	Warden Hill	2.1	90
Cheltenham	College	2.2	94
Cheltenham	Swindon Village	2.8	108
Cheltenham	Lansdown	3.1	115
Cheltenham	St Paul's	3.6	123
Cheltenham	All Saints	3.7	125
Cheltenham	St Peter's	4.2	127
Cheltenham	Springbank	4.4	130
Cheltenham	St Mark's	4.8	135
Cheltenham	Oakley	4.9	136
Cheltenham	Hesters Way	5.7	140



\* 1 = "best" and 142 = "worst"

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

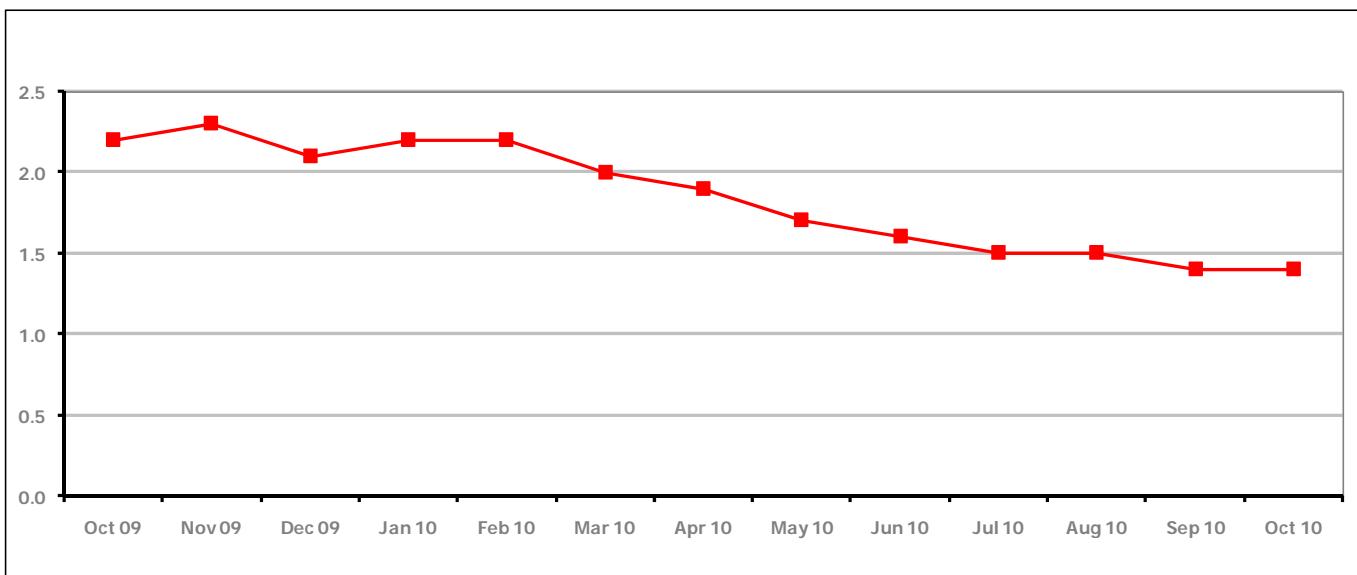
**PART 4: LOCAL AUTHORITY DISTRICT AND WARD ANALYSIS****4.2 Cotswold District****Claimant Rate and Claimant Count***Figure 7: Cotswold District claimant rate over the last year*

Figure 7 shows the claimant rate in Cotswold District remained the same as last month at 1.4%.

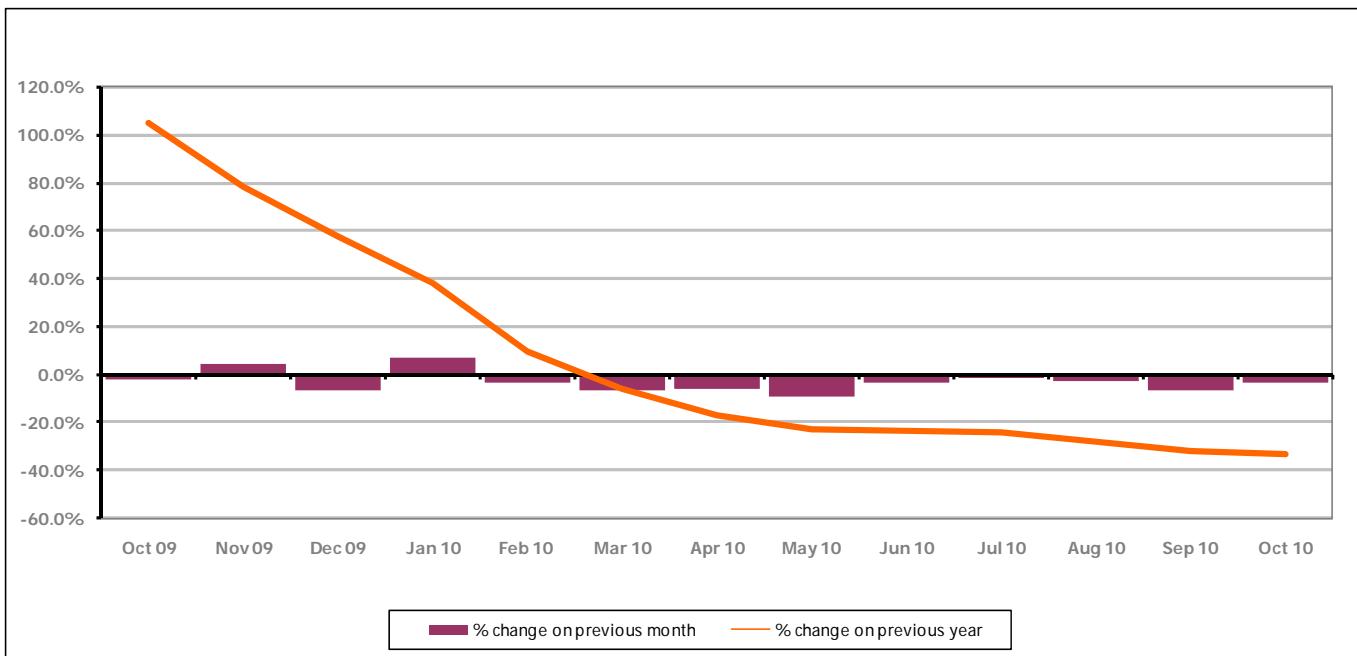
*Figure 8: Cotswold District claimants - Month on Month and Year on Year change*

Figure 8 shows the claimant count decreased by -3.3% since September 2010. The change on the previous year has decreased from September 2010 to October 2010 to -33.4%.

## PART 4: LOCAL AUTHORITY DISTRICT AND WARD ANALYSIS

## 4.2 Cotswold District continued...

Figure 9: Claimant rates across Cotswold District wards - October 2010

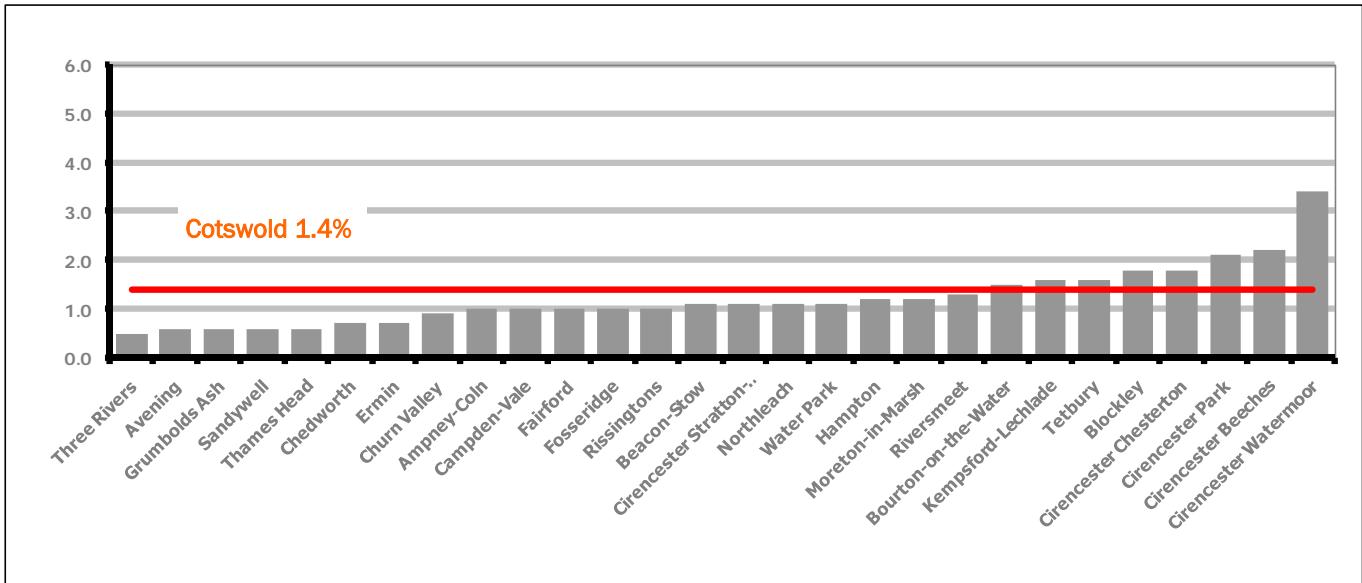
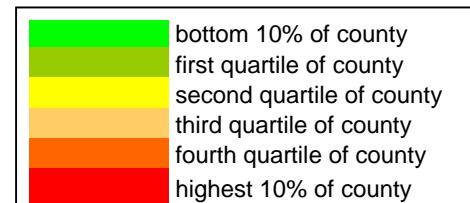


Figure 9 shows the claimant rates for Cotswold District wards. The red line represents the average claimant rate across the District of 1.4%. Eight wards lie above the average.

Table 6: Analysis of Claimant Count at Cotswold District ward level - October 2010

District	Ward	Rate	Rank*
Cotswolds	Three Rivers	0.5	1
Cotswolds	Avening	0.6	4
Cotswolds	Grumbolds Ash	0.6	4
Cotswolds	Sandywell	0.6	4
Cotswolds	Thames Head	0.6	4
Cotswolds	Chedworth	0.7	9
Cotswolds	Ermin	0.7	9
Cotswolds	Churn Valley	0.9	15
Cotswolds	Ampney-Colin	1.0	18
Cotswolds	Campden-Vale	1.0	18
Cotswolds	Fairford	1.0	18
Cotswolds	Fosseridge	1.0	18
Cotswolds	Rissingtons	1.0	18
Cotswolds	Beacon-Stow	1.1	26
Cotswolds	Cirencester Stratton-Whiteway	1.1	26
Cotswolds	Northleach	1.1	26
Cotswolds	Water Park	1.1	26
Cotswolds	Hampton	1.2	39
Cotswolds	Moreton-in-Marsh	1.2	39
Cotswolds	Riversmeet	1.3	46
Cotswolds	Bourton-on-the-Water	1.5	56
Cotswolds	Kemsford-Lechlade	1.6	65
Cotswolds	Tetbury	1.6	65
Cotswolds	Blockley	1.8	79
Cotswolds	Cirencester Chesterton	1.8	79
Cotswolds	Cirencester Park	2.1	90
Cotswolds	Cirencester Beeches	2.2	94
Cotswolds	Cirencester Watermoor	3.4	121



\* 1 = "best" and 121 = "worst"

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

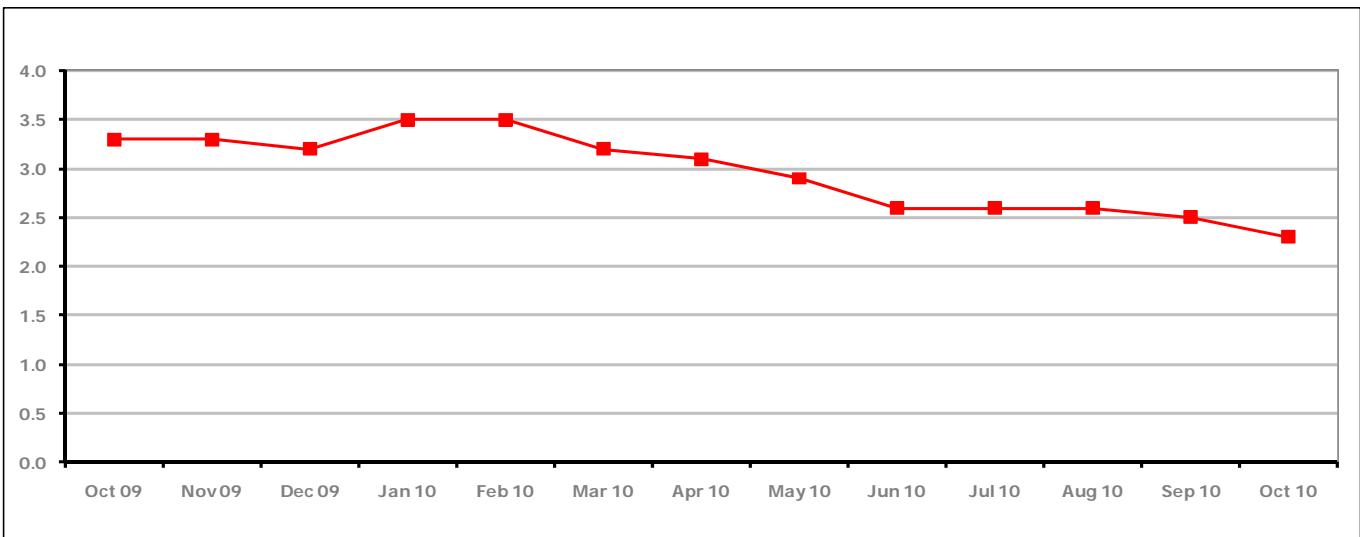
**PART 4: LOCAL AUTHORITY DISTRICT AND WARD ANALYSIS****4.3 Forest of Dean District****Claimant Rate and Claimant Count***Figure 10: Forest of Dean District claimant rate over the last year*

Figure 10 shows the claimant rate in the Forest of Dean decreased in October 2010 to 2.3%.

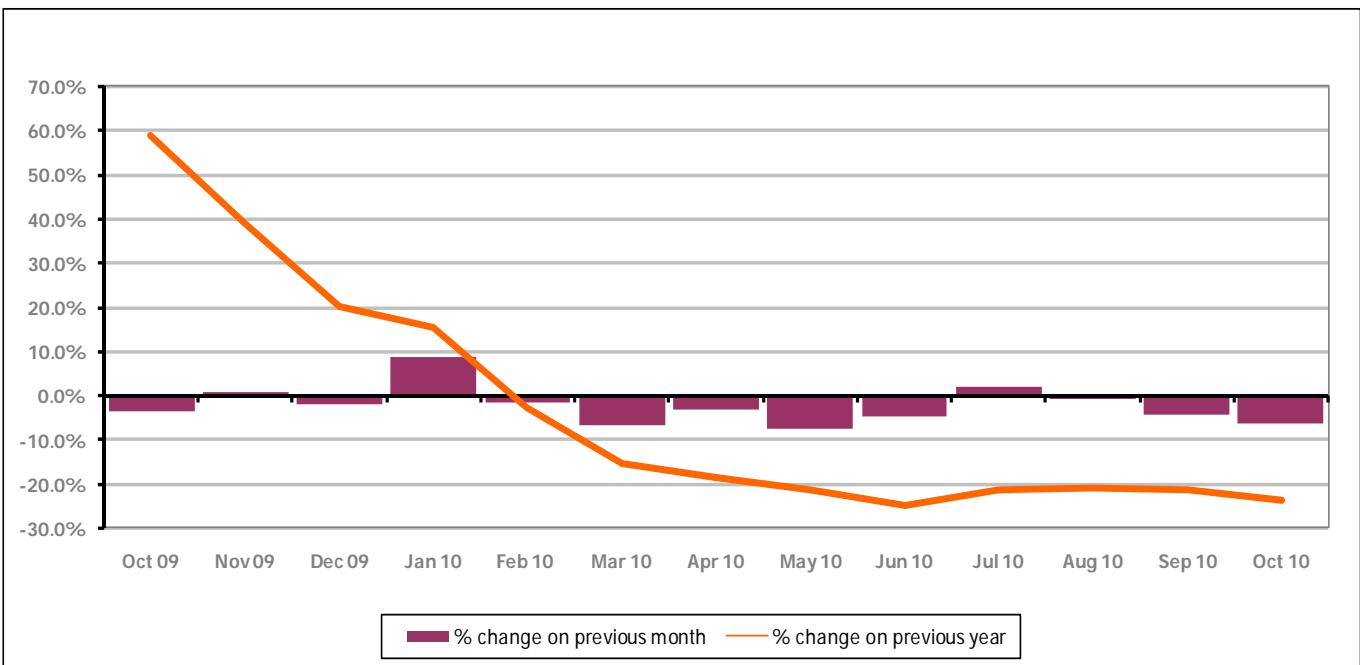
*Figure 11: Forest of Dean District claimants - Month on Month and Year on Year change*

Figure 11 shows the claimant count decreased by -6.5% since September 2010. The change on the previous year decreased between October 2010 and September 2010 to -23.5%.

## PART 4: LOCAL AUTHORITY DISTRICT AND WARD ANALYSIS

## 4.3 Forest of Dean District continued...

Figure 12: Claimant rates across Forest of Dean District wards - October 2010

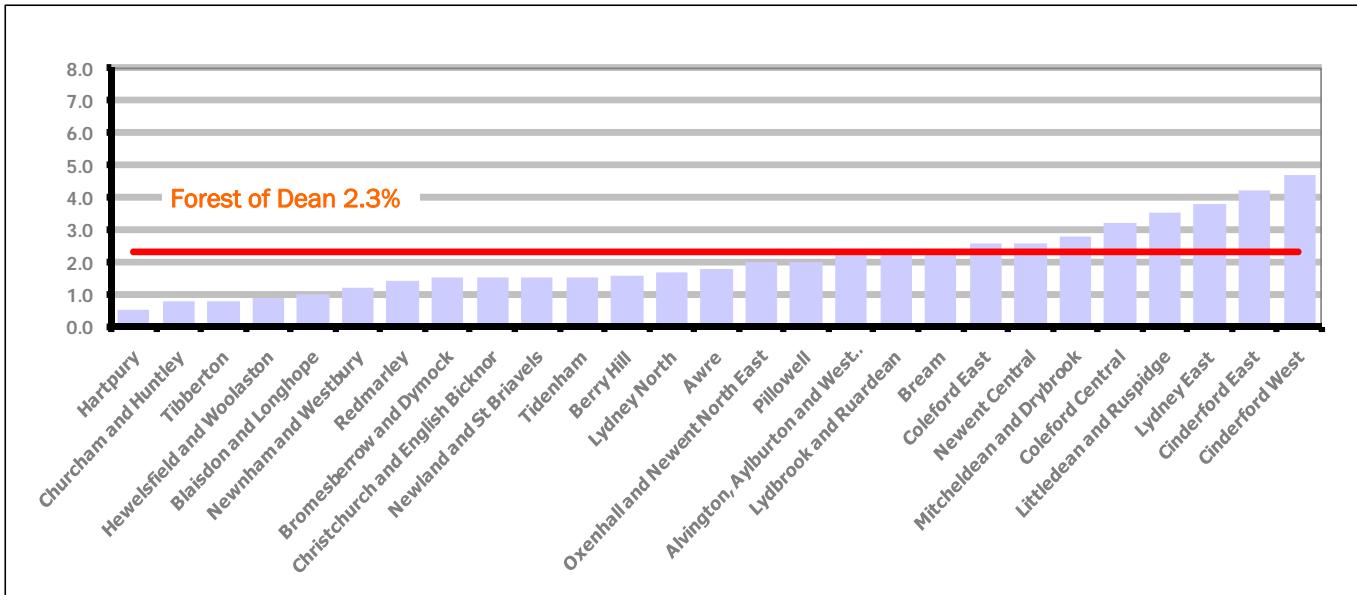
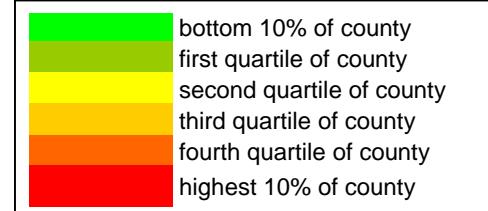


Figure 12 shows the claimant rates for Forest of Dean District wards. The red line represents the average claimant rate across the District of 2.3%. Eight wards lie above the average.

Table 7: Analysis of Claimant Count at Forest of Dean District ward level - October 2010

District	Ward	Rate	Rank*
Forest	Hartpury	0.5	1
Forest	Churcham and Huntley	0.8	12
Forest	Tibberton	0.8	12
Forest	Hewelsfield and Woolaston	0.9	15
Forest	Blaisdon and Longhope	1.0	18
Forest	Newnham and Westbury	1.2	39
Forest	Redmarley	1.4	51
Forest	Bromesberrow and Dymock	1.5	56
Forest	Christchurch and English Bicknor	1.5	56
Forest	Newland and St Briavels	1.5	56
Forest	Tidenham	1.5	56
Forest	Berry Hill	1.6	65
Forest	Lydney North	1.7	76
Forest	Awre	1.8	79
Forest	Oxenhall and Newent North East	2.0	86
Forest	Pillowell	2.0	86
Forest	Alvington, Aylburton and West Lydney	2.2	94
Forest	Lydbrook and Ruardean	2.2	94
Forest	Bream	2.3	98
Forest	Coleford East	2.6	104
Forest	Newent Central	2.6	104
Forest	Mitcheldean and Drybrook	2.8	108
Forest	Coleford Central	3.2	116
Forest	Littledean and Ruspidge	3.5	122
Forest	Lydney East	3.8	126
Forest	Cinderford East	4.2	127
Forest	Cinderford West	4.7	133



\* 1 = "best" and 133 = "worst"

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

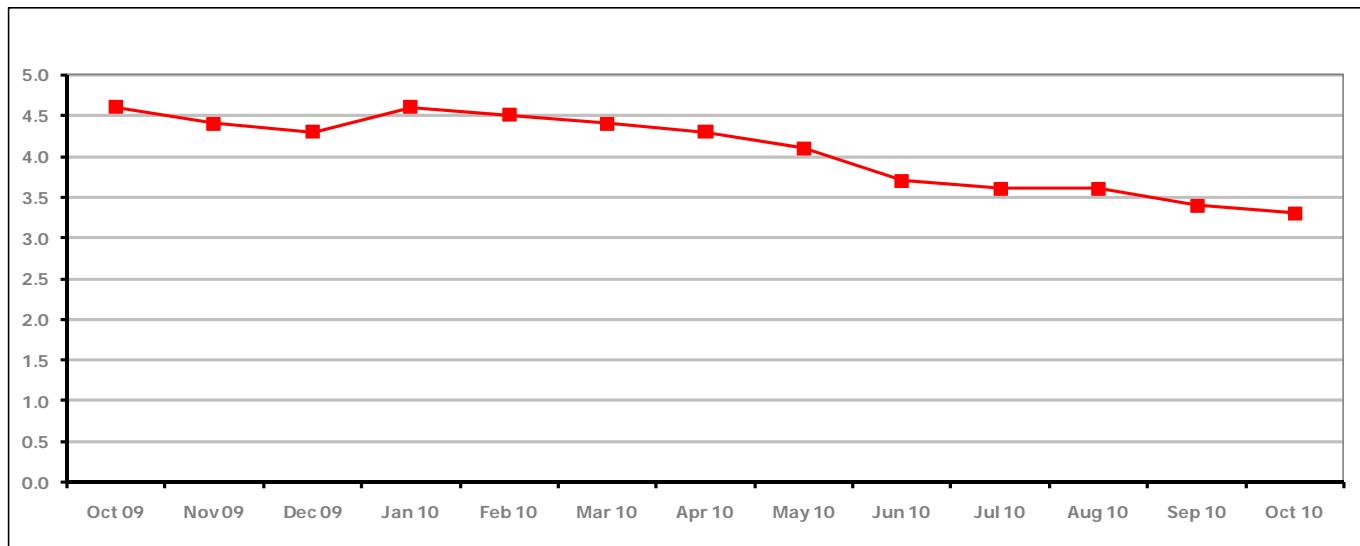
**PART 4: LOCAL AUTHORITY DISTRICT AND WARD ANALYSIS****4.4 Gloucester City****Claimant Rate and Claimant Count***Figure 13: Gloucester City claimant rate over the last year*

Figure 13 shows the claimant rate for Gloucester City declined in October 2010 to 3.3%.

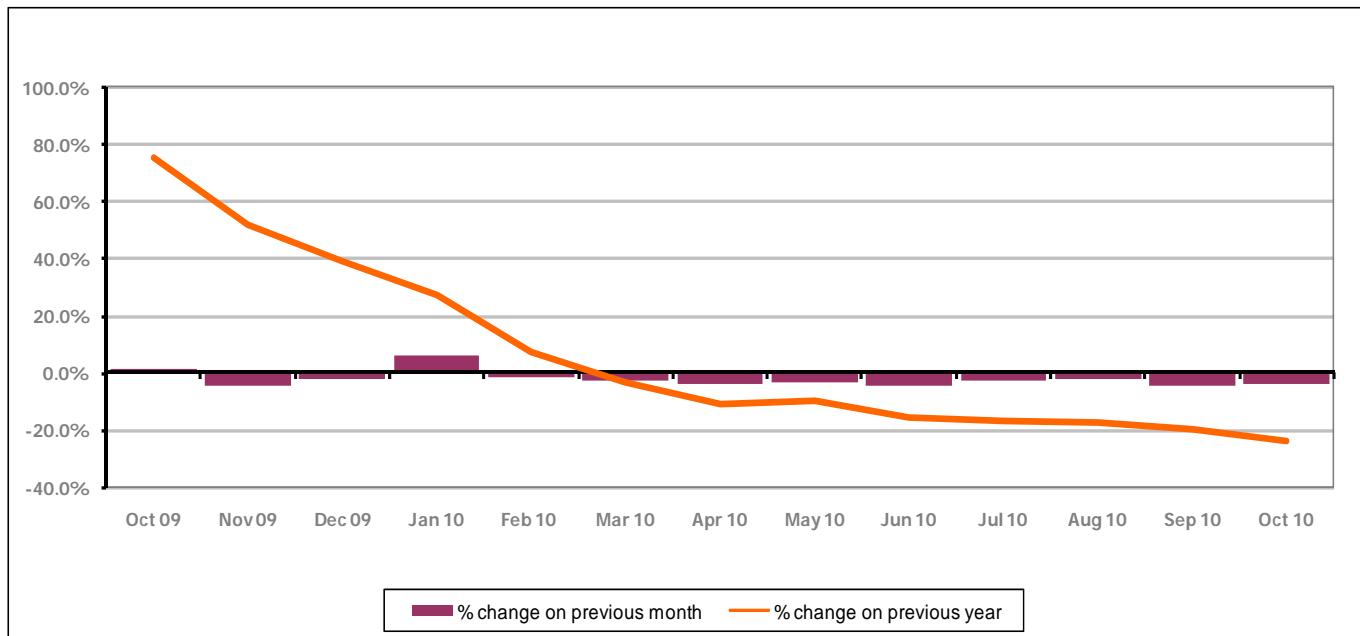
*Figure 14: Gloucester City claimants - Month on Month and Year on Year change*

Figure 14 shows the monthly claimant count decreased by -3.6% since September 2010. The change on the previous year has decreased between September 2010 and October 2010 to -23.9%.

## PART 4: LOCAL AUTHORITY DISTRICT AND WARD ANALYSIS

## 4.4 Gloucester City continued...

Figure 15: Claimant rates across Gloucester City wards - October 2010

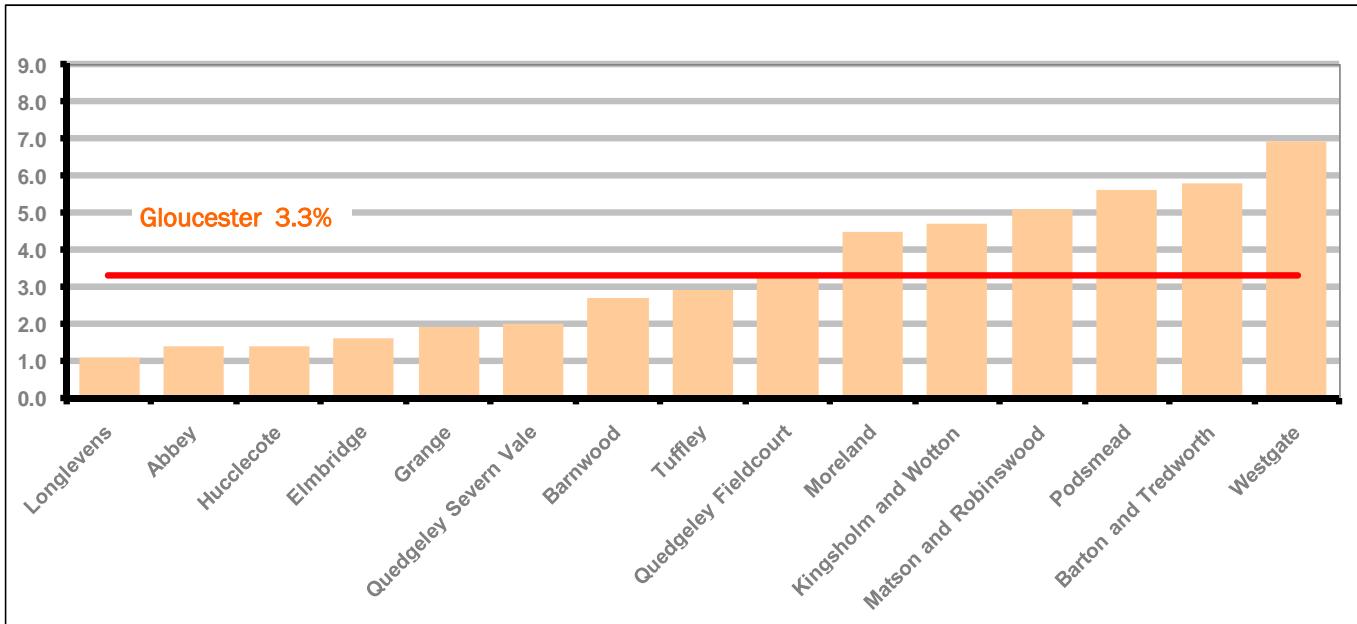
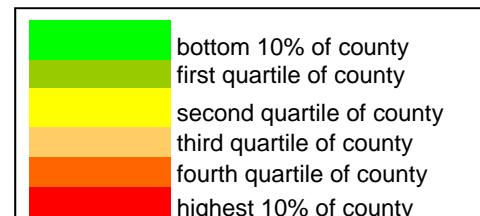


Figure 15 shows the claimant rates for Gloucester City district wards. The red line represents the average claimant rate across the City of 3.3%. Six wards lie above the average.

Table 8: Analysis of Claimant Count at Gloucester City ward level - October 2010

District	Ward	Rate	Rank*
Gloucester	Longlevens	1.1	26
Gloucester	Abbey	1.4	51
Gloucester	Hucclecote	1.4	51
Gloucester	Elmbridge	1.6	65
Gloucester	Grange	1.9	82
Gloucester	Quedgeley Severn Vale	2.0	86
Gloucester	Barnwood	2.7	106
Gloucester	Tuffley	2.9	111
Gloucester	Quedgeley Fieldcourt	3.3	118
Gloucester	Moreland	4.5	131
Gloucester	Kingsholm and Wotton	4.7	133
Gloucester	Matson and Robinswood	5.1	137
Gloucester	Podsmead	5.6	139
Gloucester	Barton and Tredworth	5.8	141
Gloucester	Westgate	6.9	142



\* 1 = "best" and 142 = "worst"

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

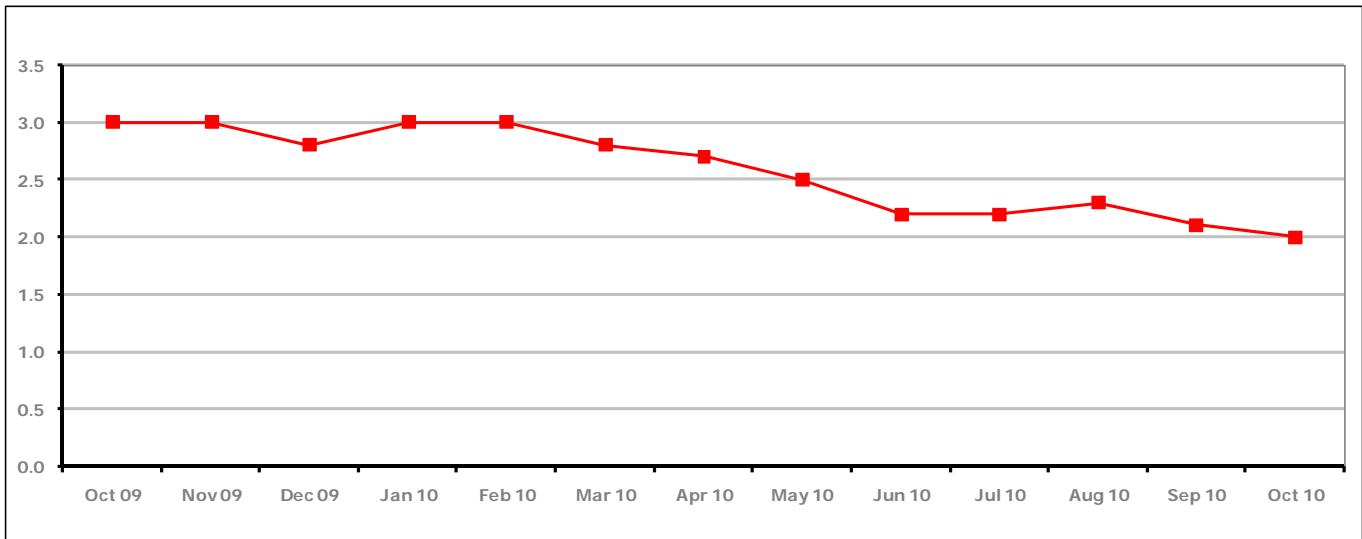
**PART 4: LOCAL AUTHORITY DISTRICT AND WARD ANALYSIS****4.5 Stroud District****Claimant Rate and Claimant Count***Figure 16: Stroud District claimant rate over the last year*

Figure 16 shows the claimant rate for Stroud District decreased in October 2010 to 2.0%.

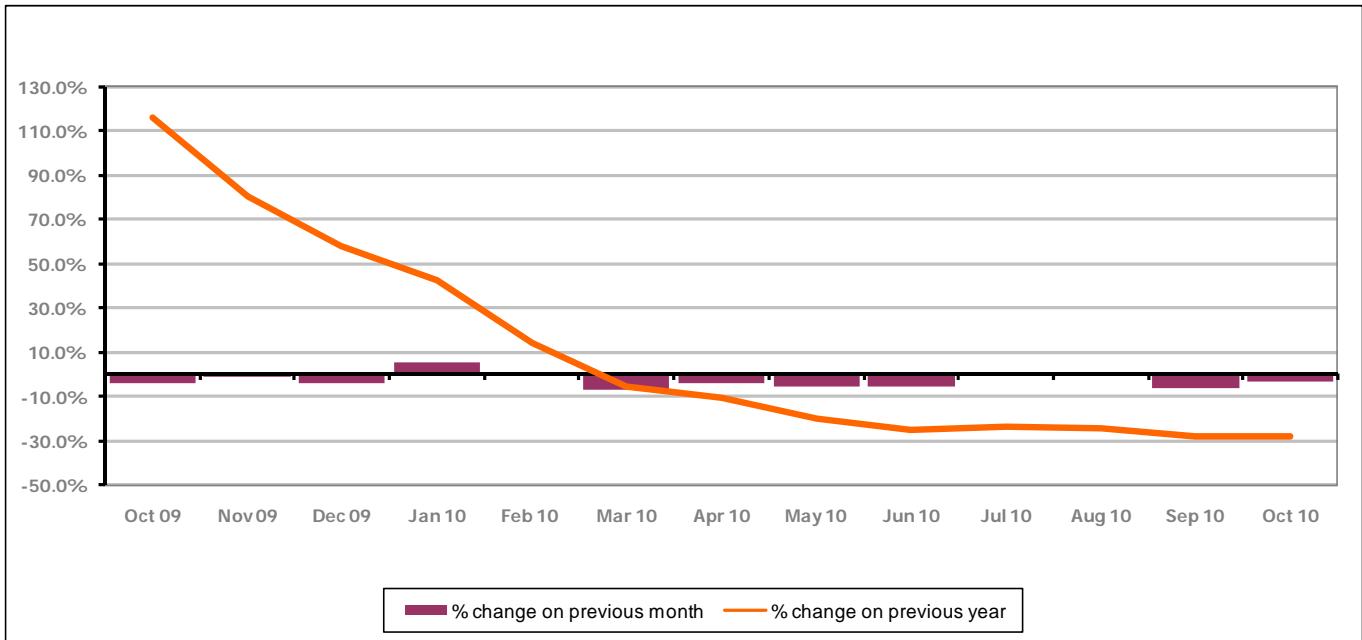
*Figure 17: Stroud District claimants - Month on Month and Year on Year change*

Figure 17 shows the monthly claimant count decreased by -3.7% since September 2010. The change on the previous year has decreased between September 2010 and October 2010 to -28.1%.

## PART 4: LOCAL AUTHORITY AND DISTRICT ANALYSIS

### 4.5 Stroud District continued...

Figure 18: Claimant rates across Stroud District wards - October 2010

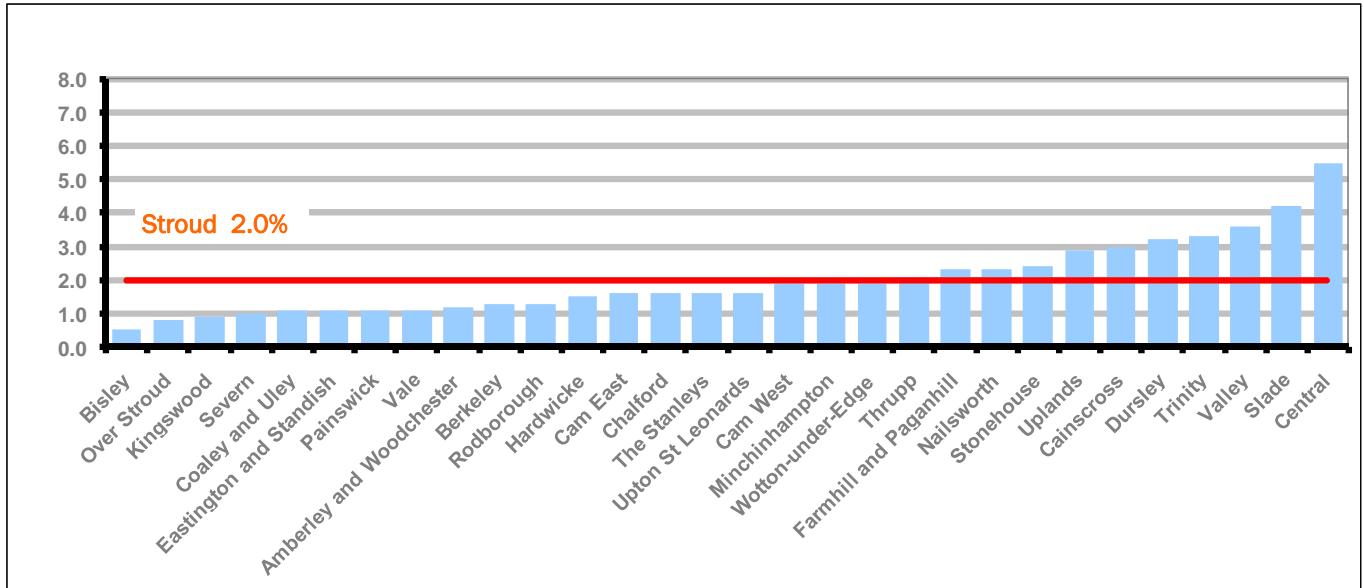
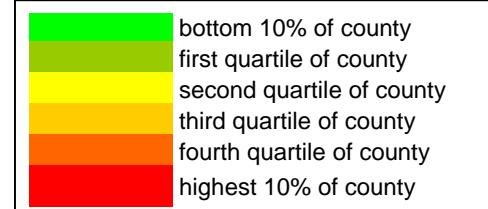


Figure 18 shows the claimant rates in Stroud District wards. The red line represents the average claimant rate across the District of 2.0%. Eleven wards are above the average.

Table 9: Analysis of Claimant Count at Stroud District ward level - October 2010

District	Ward	Rate	Rank*
Stroud	Bisley	0.5	1
Stroud	Over Stroud	0.8	12
Stroud	Kingswood	0.9	15
Stroud	Severn	1.0	18
Stroud	Coaley and Uley	1.1	26
Stroud	Eastington and Standish	1.1	26
Stroud	Painswick	1.1	26
Stroud	Vale	1.1	26
Stroud	Amberley and Woodchester	1.2	39
Stroud	Berkeley	1.3	46
Stroud	Rodborough	1.3	46
Stroud	Hardwicke	1.5	56
Stroud	Cam East	1.6	65
Stroud	Chalford	1.6	65
Stroud	The Stanleys	1.6	65
Stroud	Upton St Leonards	1.6	65
Stroud	Cam West	1.9	82
Stroud	Minchinhampton	1.9	82
Stroud	Wotton-under-Edge	1.9	82
Stroud	Thrupp	2.1	90
Stroud	Farmhill and Paganhill	2.3	98
Stroud	Nailsworth	2.3	98
Stroud	Stonehouse	2.4	103
Stroud	Uplands	2.9	111
Stroud	Cainscross	3.0	113
Stroud	Dursley	3.2	116
Stroud	Trinity	3.3	118
Stroud	Valley	3.6	123
Stroud	Slade	4.2	127
Stroud	Central	5.5	138



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

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

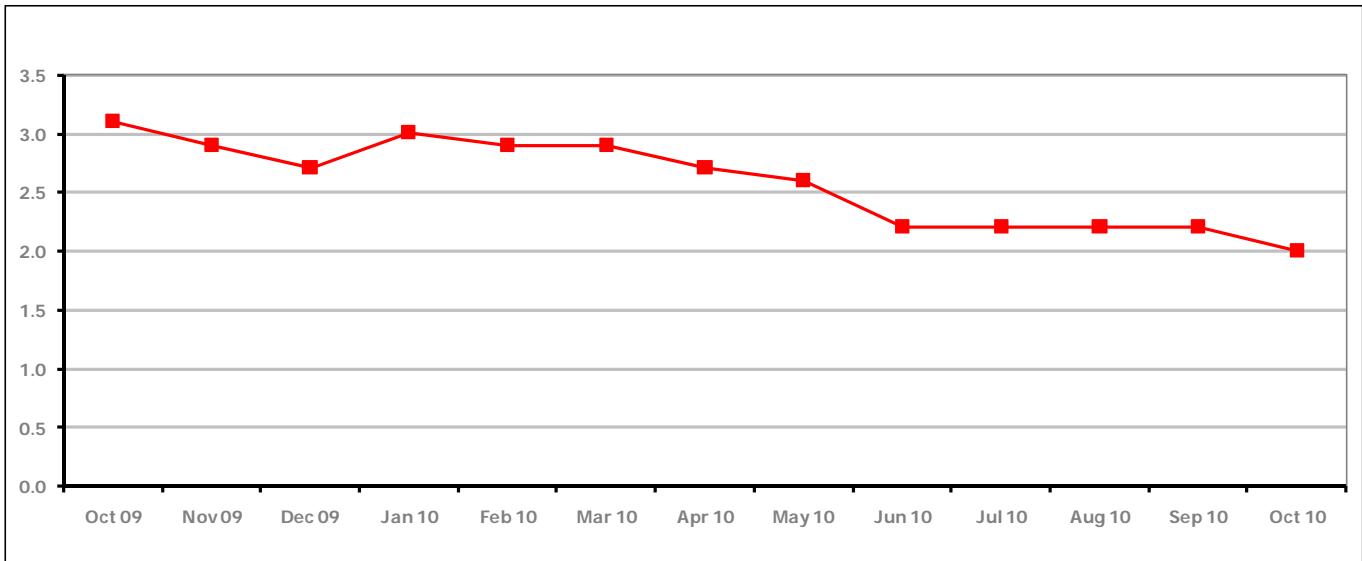
**PART 4: LOCAL AUTHORITY DISTRICT AND WARD ANALYSIS****4.6 Tewkesbury District****Claimant Rate and Claimant Count***Figure 19: Tewkesbury District claimant rate over the last year*

Figure 19 shows the claimant rate for Tewkesbury District decreased in October 2010 to 2.0%

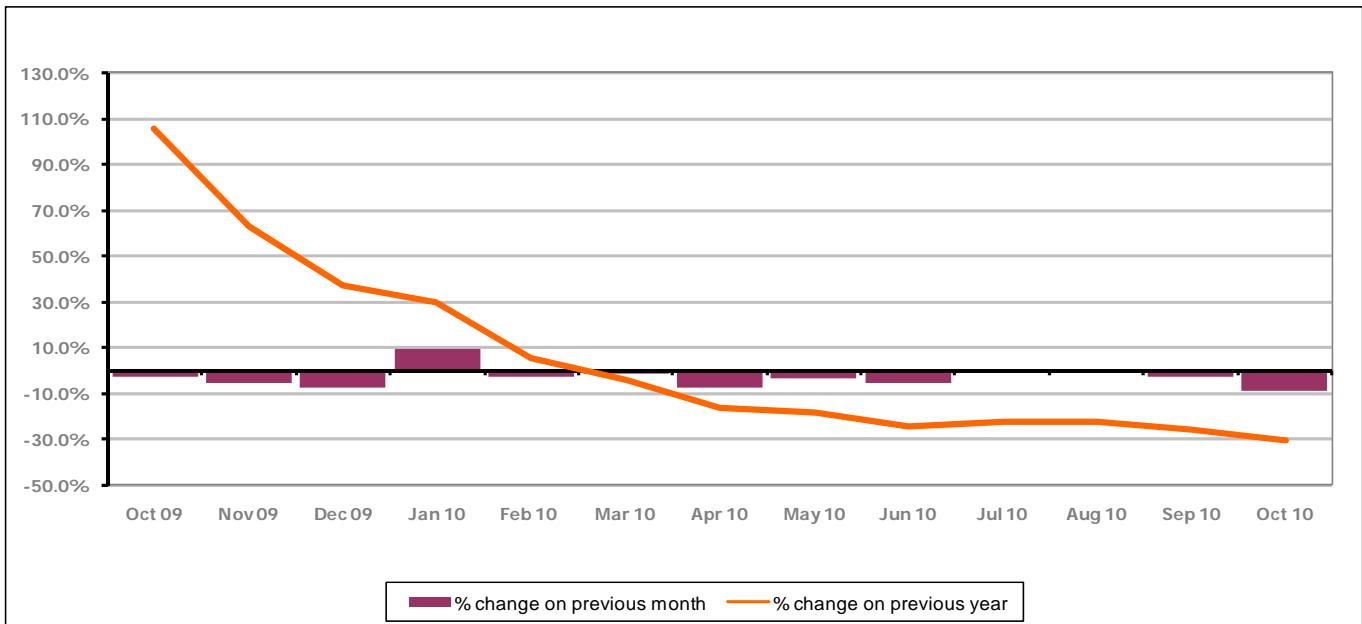
*Figure 20: Tewkesbury District claimants - Month on Month and Year on Year change*

Figure 20 shows that the monthly claimant count decreased in October 2010 by -8.6%. The change on the previous year decreased between October 2010 and September 2010 to -30.9%.

## PART 4: LOCAL AUTHORITY AND DISTRICT ANALYSIS

### 4.6 Tewkesbury District continued...

Figure 21: Claimant rates across Tewkesbury District wards - October 2010

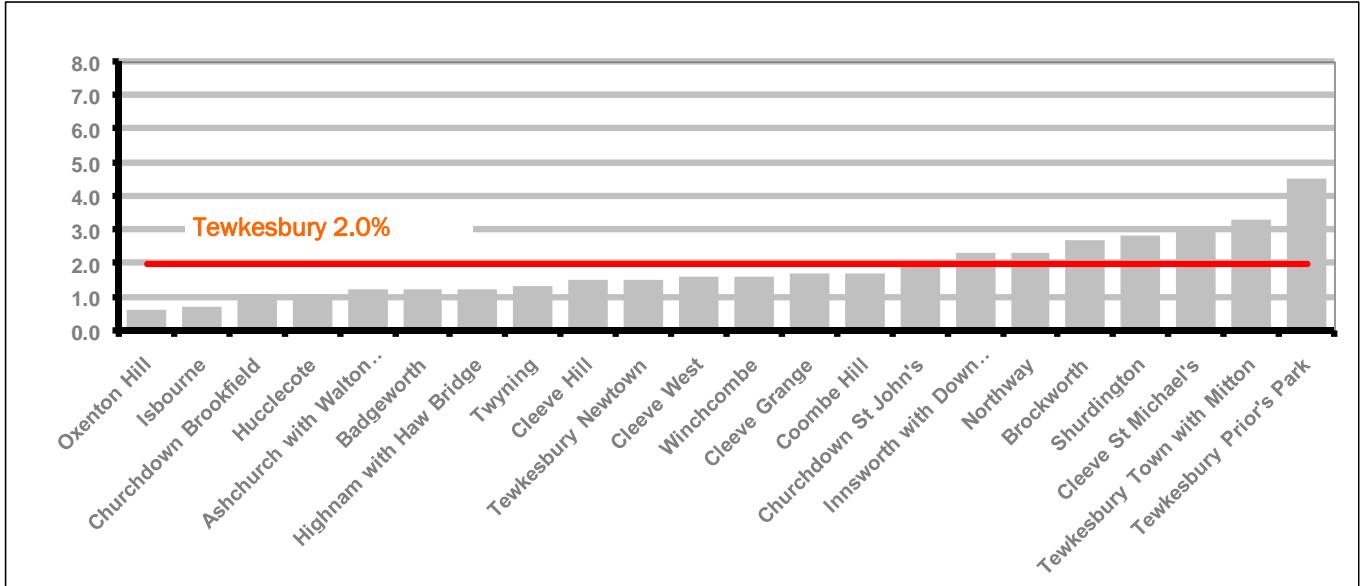
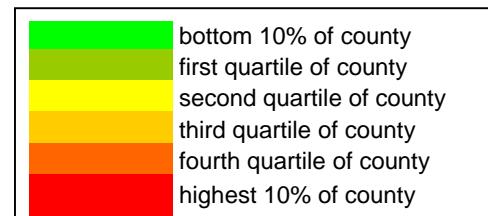


Figure 21 shows the claimant rates in Tewkesbury District wards. The red line represents the average claimant rate across the District of 2.0% and seven wards are above the average.

Table 10: Analysis of Claimant Count at Tewkesbury District level - October 2010

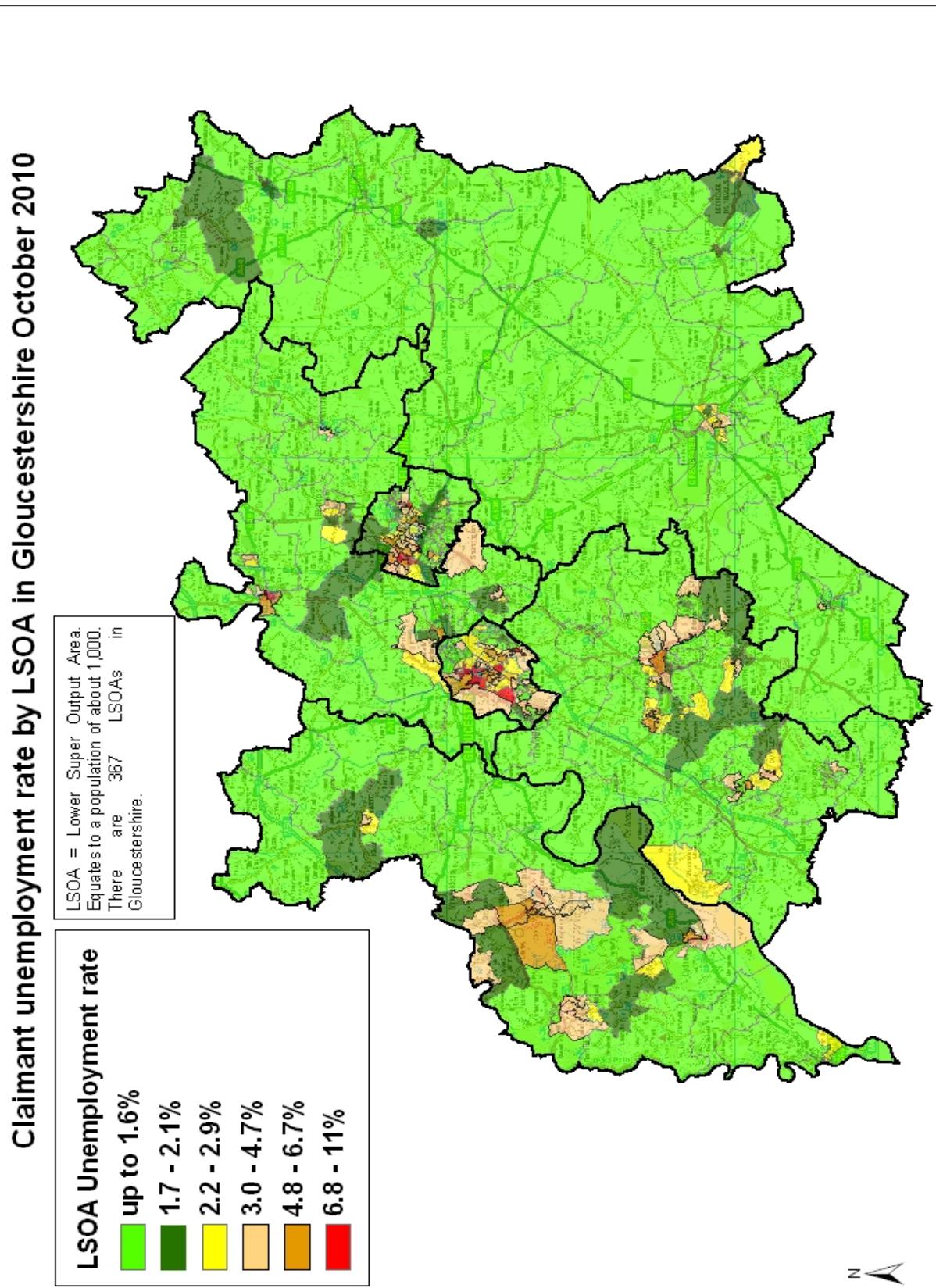
District	Ward	Rate	Rank*
Tewkesbury	Oxenton Hill	0.6	4
Tewkesbury	Isbourne	0.7	9
Tewkesbury	Churchdown Brookfield	1.1	26
Tewkesbury	Hucclecote	1.1	26
Tewkesbury	Ashchurch with Walton Cardiff	1.2	39
Tewkesbury	Badgeworth	1.2	39
Tewkesbury	Highnam with Haw Bridge	1.2	39
Tewkesbury	Twyning	1.3	46
Tewkesbury	Cleeve Hill	1.5	56
Tewkesbury	Tewkesbury Newtown	1.5	56
Tewkesbury	Cleeve West	1.6	65
Tewkesbury	Winchcombe	1.6	65
Tewkesbury	Cleeve Grange	1.7	76
Tewkesbury	Coombe Hill	1.7	76
Tewkesbury	Churchdown St John's	2.0	86
Tewkesbury	Innsworth with Down Hatherley	2.3	98
Tewkesbury	Northway	2.3	98
Tewkesbury	Brockworth	2.7	106
Tewkesbury	Shurdington	2.8	108
Tewkesbury	Cleeve St Michael's	3.0	113
Tewkesbury	Tewkesbury Town with Mitton	3.3	118
Tewkesbury	Tewkesbury Prior's Park	4.5	131



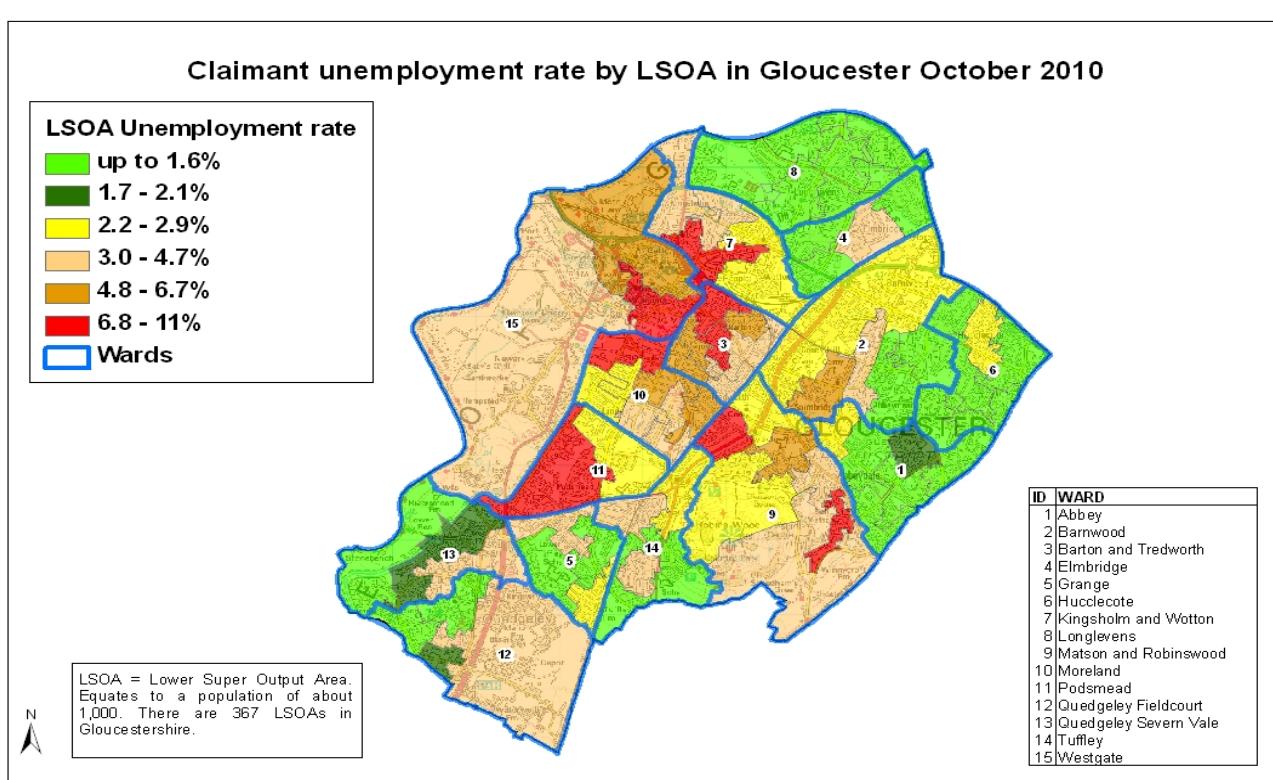
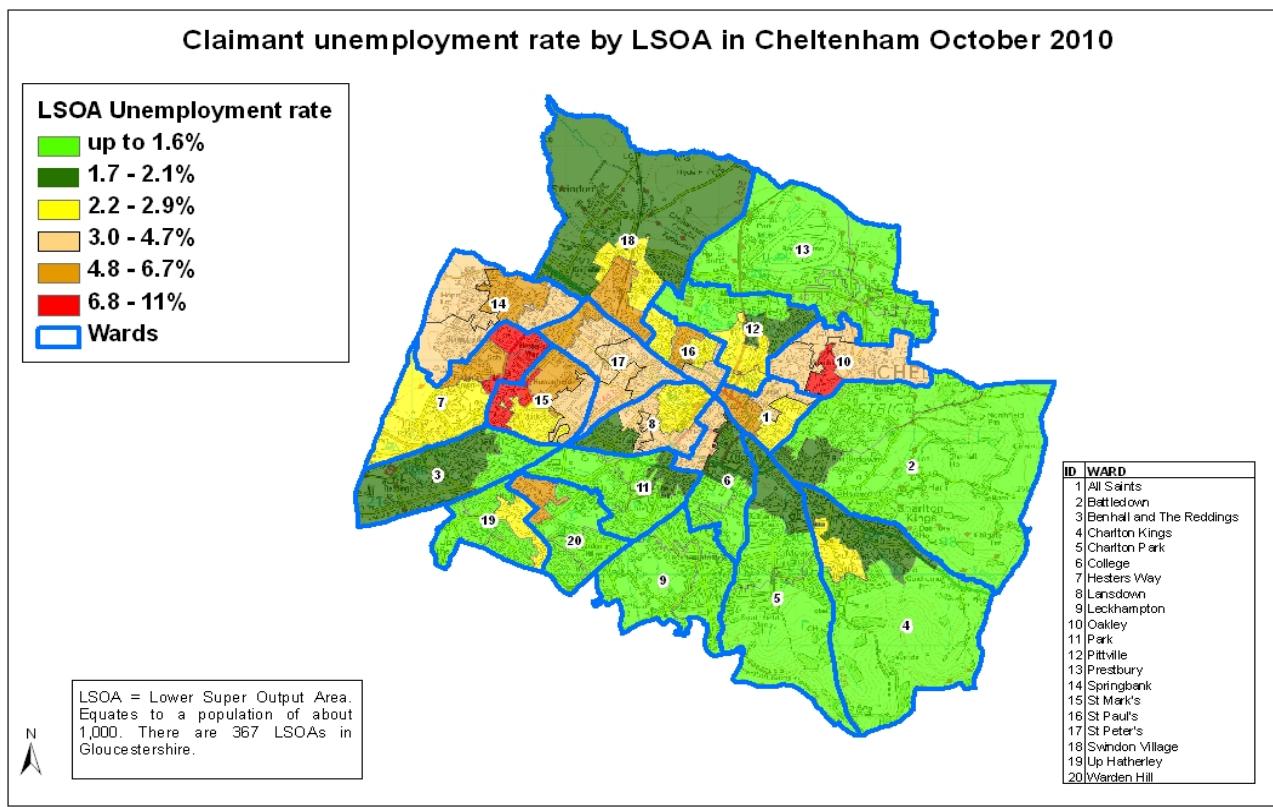
\* 1 = "best" and 142 = "worst"

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

## PART 5: MAP SHOWING DISTRIBUTION OF CLAIMANT RATE ACROSS GLOUCESTERSHIRE



## PART 5: MAP SHOWING DISTRIBUTION OF CLAIMANT RATE ACROSS GLOUCESTERSHIRE



## PART 6: YOUNG PEOPLE NOT IN EDUCATION, EMPLOYMENT OR TRAINING (NEET) IN GLOUCESTERSHIRE

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

Connexions Gloucestershire is required to report performance with the 16-18 age range against nationally defined criteria for counting the NEET group. 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.

### Summary

As at the end of October 2010 there were 838 young people aged 16-18 not in education, employment or training in Gloucestershire and this figure translates into an adjusted (\*) 16-18 NEET population of 4.5%. The total number of NEET increased by 181 young people in October 2010 compared to September 2010. All Districts saw an increase in their NEET figure. During September and October we have been tracking the young people who have just left education, which has resulted in us identifying NEET young people. Work is ongoing with this group with the aim to get them into some form of education, training or employment.

### Total NEET Group by District Area October 2010

	Cheltenham	Cotswold	Forest	Gloucester	Stroud	Tewkesbury	Total
Number of NEET	140	45	96	200	108	68	657
Cohort	3232	3048	3025	5642	3253	2243	20443
% NEET	4.3%	1.5%	3.2%	3.5%	3.3%	3.0%	4.3%

If you would like to receive any further information on Gloucestershire's NEET strategy then please contact [Ruth.Critchlow@gloucestershire.gov.uk](mailto:Ruth.Critchlow@gloucestershire.gov.uk) or telephone 01452 551267.

(\*) Adjustment includes a proportion of young people aged 16-18 whose outcomes are not-known to Connexions Gloucestershire