

April 2025 (Issue 01)

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West Sussex Summary

New Businesses March 2025

- 612 new businesses incorporated.
- 393 businesses dissolved or liquidated.
- Net increase of 219 businesses.

Claimants March 2025

- Claimant count increased by 1.5% in West Sussex over the last month.
- The claimant count rate increased to 3.1% in West Sussex, remaining below the regional average of 3.3% and the national average of 4.3%.

Universal Credit Claimants February 2025

- Universal Credit claimants increased by 2% in West Sussex over the last month.
- Significant rise since March 2020 (182% increase). Higher increase than national (156%) or regional (168%) average.
- 14.39% of the 16-64 population in West Sussex are claiming UC, close to the regional percentage and lower than the national percentage of 17.40%.

Economic Activity Jan 2024 - Dec 2024

- West Sussex: 83.4%
- South East: 81.6%
- England: 78.9%

Real Time Information (No of Employees) March 2025 (% Change from previous month in brackets)

- West Sussex: 398,598 (decreased 0.16%)
- West Sussex (South East): 196,297 (decreased 0.11%)
- West Sussex (North West): 202,301 (decreased 0.21%)
- South East: 4,283,518 (decreased 0.22%)
- UK: 30,328,743 (decreased 0.26%)

Real Time Information (Median Pay) March 2025 (% Change from previous month in brackets)

- West Sussex (South East): £2,352 (decreased 0.42%)
- West Sussex (North West): £2,654 (decreased 1.01%)
- South East: £2,595 (decreased 0.27%)
- UK: £2,469 (decreased 0.20%)

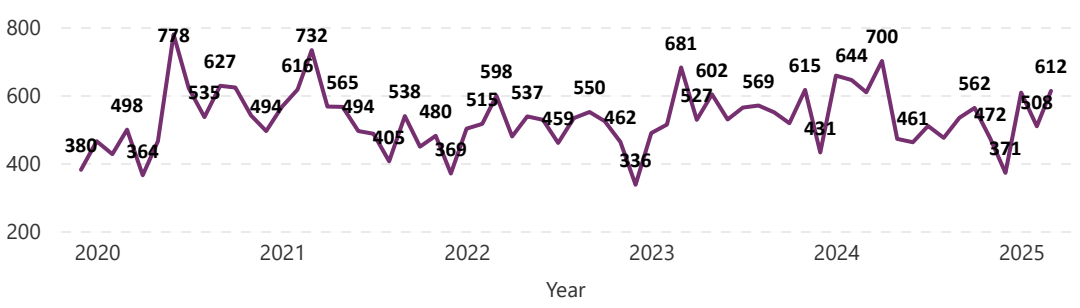
Job Postings (Lightcast)

- In March 2025, there were 21,644 unique job postings in West Sussex, which is 14% lower than the same time last year.
- In terms of the top posted occupations over the last six months (October 2024 to March 2025), teaching assistants still make up the highest number of postings.

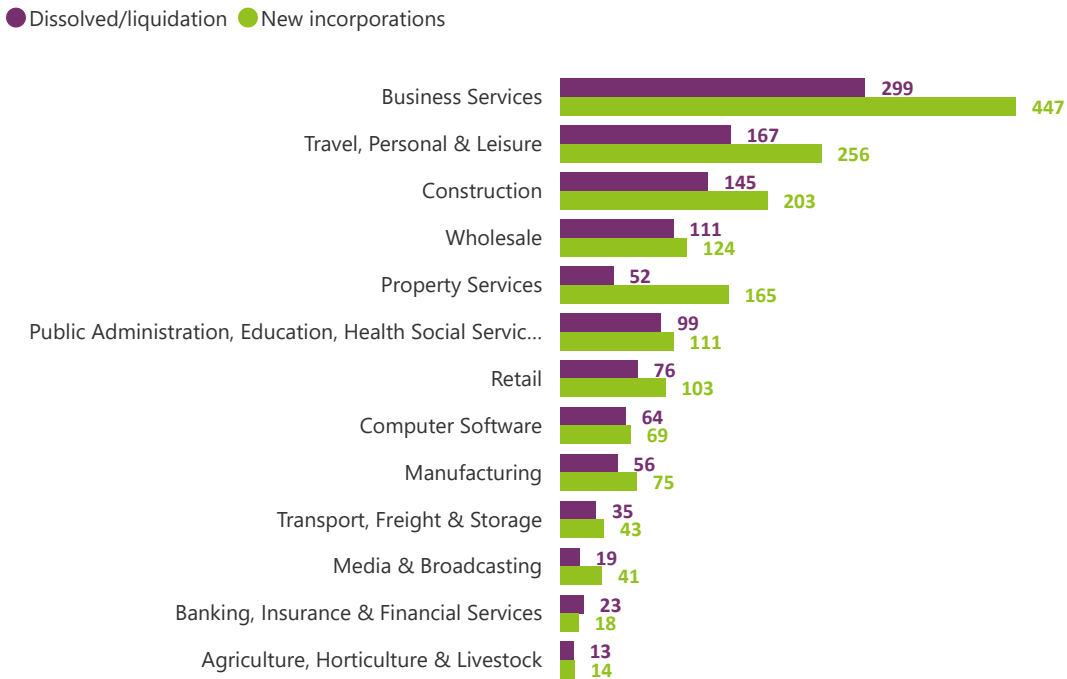
West Sussex: New Businesses



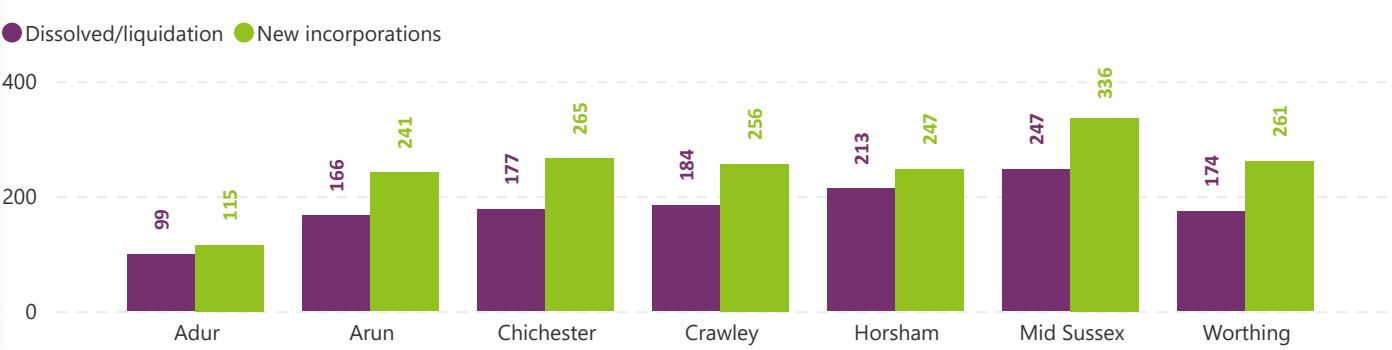
New business incorporations in West Sussex



Number of new business incorporations and businesses dissolved/in liquidation by industry in West Sussex (Jan'25 - Mar'25)



Number of new business incorporations and businesses dissolved/in liquidation by local authority (Jan'25-Mar'25)



Summary of Business Formation Trends in West Sussex

Overall trend: Over the past three months, a positive trend has been observed across all districts and boroughs. Additionally, almost all industries have experienced more new business openings than closures, with the sole exception being the Banking, Insurance, and Financial Services sector, which has seen slightly more closures than openings.

Last 12 months:

- 6,697 new businesses incorporated.
- 5,914 businesses dissolved or liquidated.
- Net gain of 783 businesses.

Last 3 months:

- 1,721 new businesses incorporated.
- 1,260 businesses dissolved or liquidated.
- Net increase of 361 businesses.

March 2025:

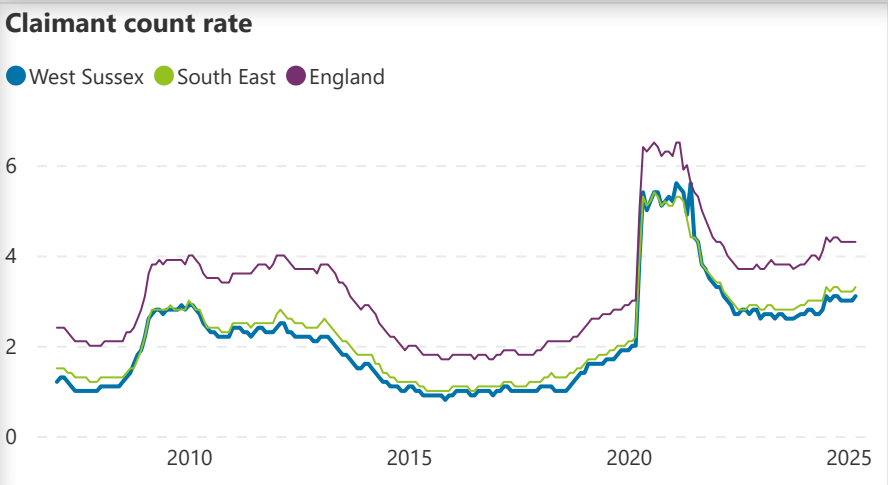
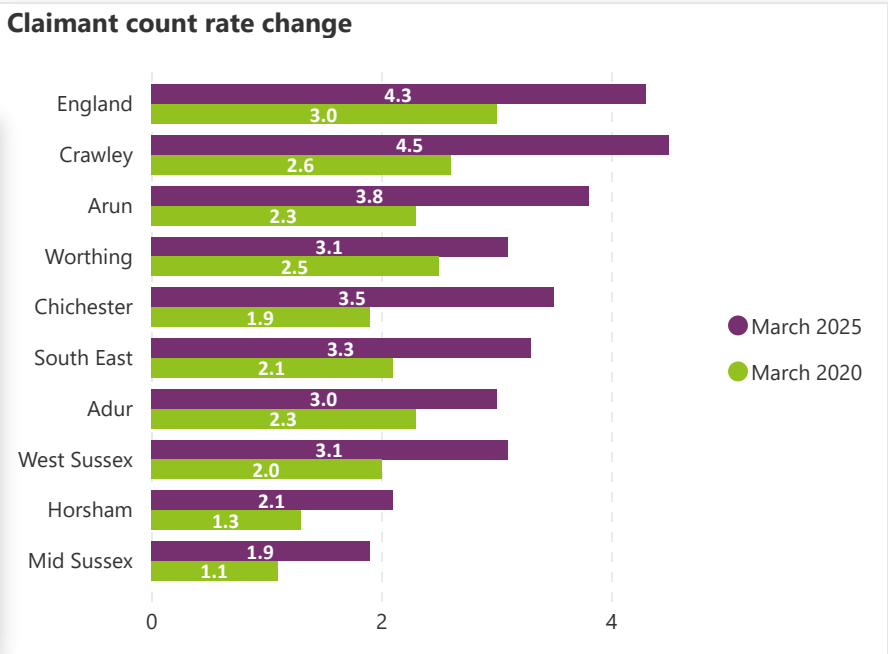
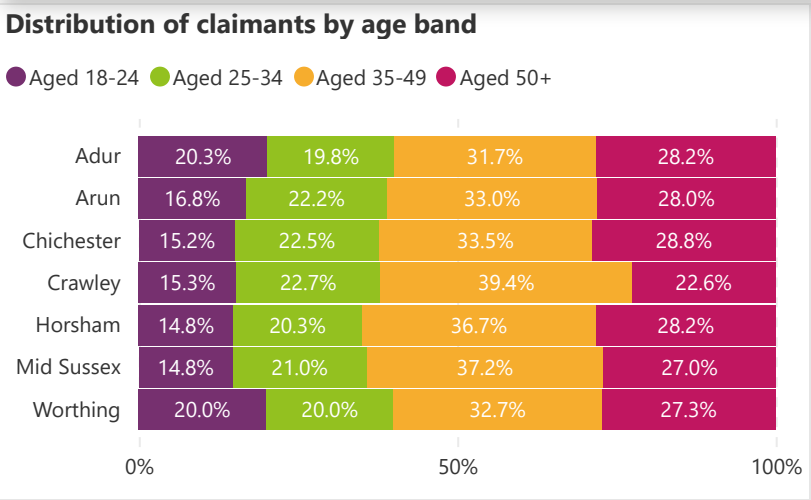
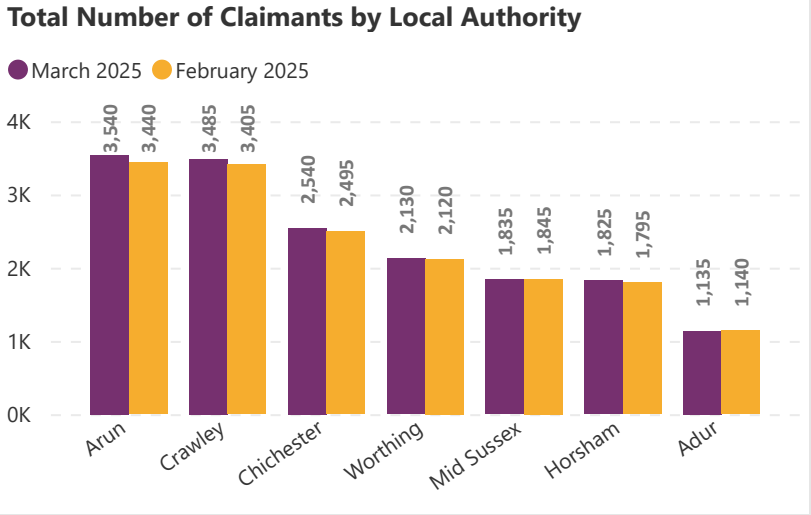
- 612 new businesses incorporated.
- 393 businesses dissolved or liquidated.
- Net increase of 219 businesses.

West Sussex: Claimant Count



16,240
Feb'25

16,490
Mar'25



Summary of Claimant Count Changes in West Sussex, March 2025

Overall:

- Claimant count has increased over the last month by 1.5% (16,490) in West Sussex.
- Claimant count rate is 3.1% in West Sussex, staying below the regional average of 3.3% and national average of 4.3%.

Breakdown by district (Feb'25 - Mar'25):

- **Increases:**
 - Arun (2.9%)
 - Chichester (1.8%)
 - Crawley (2.3%)
 - Horsham (1.7%)
 - Worthing (0.5%)
- **Decreases:**
 - Adur (0.4%)
 - Mid Sussex (0.5%)

Specifics (Mar'25):

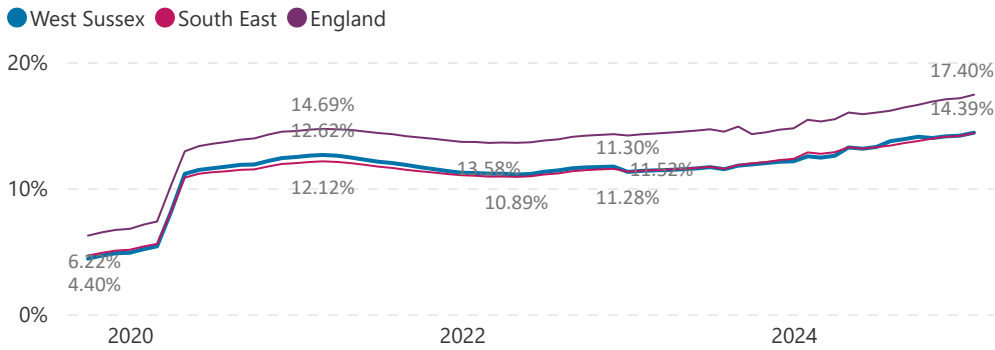
- Arun recorded the highest claimant count (3,540).
- Crawley had the highest claimant count rate (4.5%), higher than national average.
- Mid Sussex had the lowest claimant count rate.

*The claimant count includes those people who are claiming either Job Seekers Allowance or Universal Credit principally because they are out of work or working very few hours and/or have a very low wage.

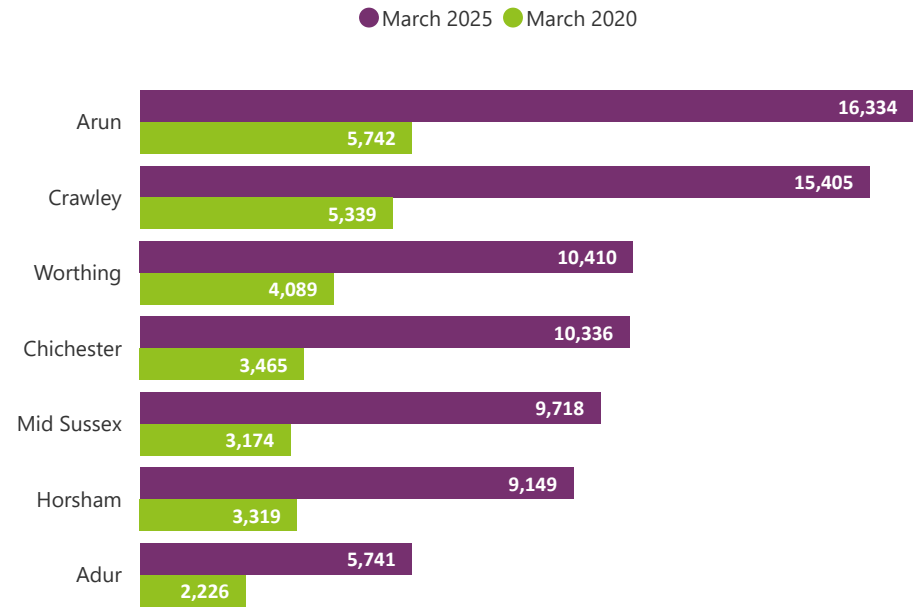
West Sussex: Universal Credit Claimants



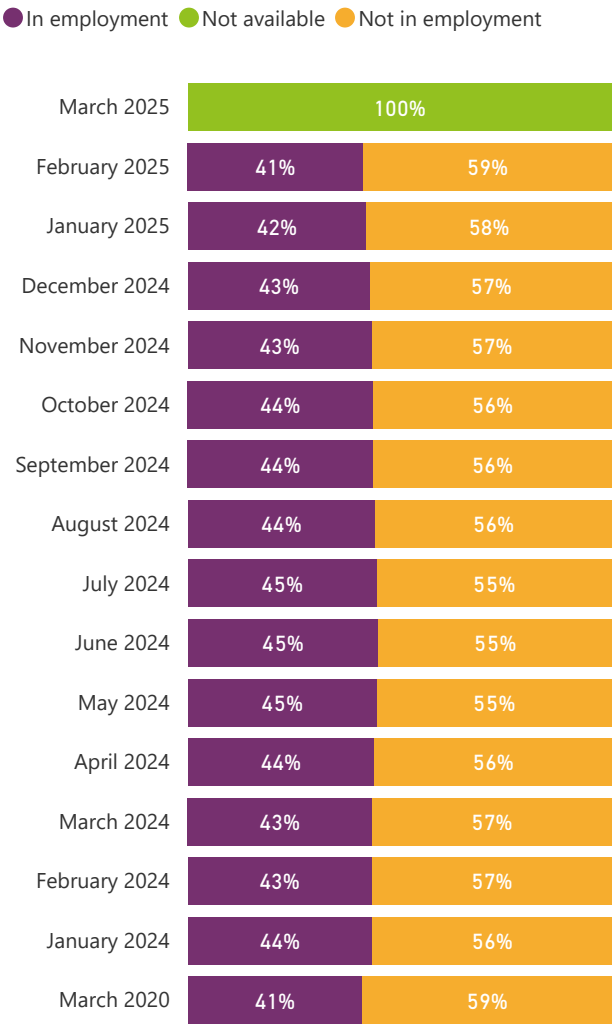
Percentage of people aged 16-64 years claiming Universal Credit



Universal Credit claimants in West Sussex change



Universal Credit claimants in West Sussex by employment status



Summary of Universal Credit Claimants in West Sussex, March 2025

Overall:

- In March 2025, numbers of Universal Credit claimants increased by 2% (77,093 total) over the last month in West Sussex.
- Significant rise since March 2020 (182% increase).
- Higher increase than national (156%) or regional (168%) average.
- The percentage of the 16-64 population claiming UC in West Sussex has risen to 14.39%, which is almost the same as the regional percentage and lower than the national percentage of 17.40% for the last month.

Employment status:

- 41% of claimants were in employment in February 2025. Higher than national (36%) or regional (38%) average.
- Mid Sussex has the highest percentage of employed claimants (44%).

District-specific:

- Mid Sussex had the highest percentage increase in claimants (206%) since March 2020.
- At March 2025, Arun had the highest number of claimants at 16,334.

Note: Employment/not in employment breakdown for March 2025 is not available.

Source: [Department for Work and Pension](#) Released: 17 Apr 2025
(Mar 2025 figures are provisional)



West Sussex: Hyper Local Needs



Oxford Consultants for Social Inclusion (OCSI) has released a new measure called the Hyper Local Need measure. The hyper local need measure demonstrates the ways in which complex social and economic challenges cluster in communities around the country. The hyper local need measure is broken down into 5 different dimensions which make up an overall score for an area. The measure incorporates a range of data. The 5 dimensions are as follows:

- Kickstart economic growth: Employment and worklessness in the local economy, quality of jobs, economic productivity and local infrastructure.
- Make Britain a clean energy superpower: Carbon footprint, fuel poverty and energy efficiency in housing.
- Take back our streets: Crime deprivation and high crime rates in local areas.
- Break down barriers to opportunity: Child education and barriers to learning, educational opportunities, quality of education settings and adult skills outcomes.
- Build an NHS fit for the future: Disability and social care needs in local areas, general health, access to services and mortality.

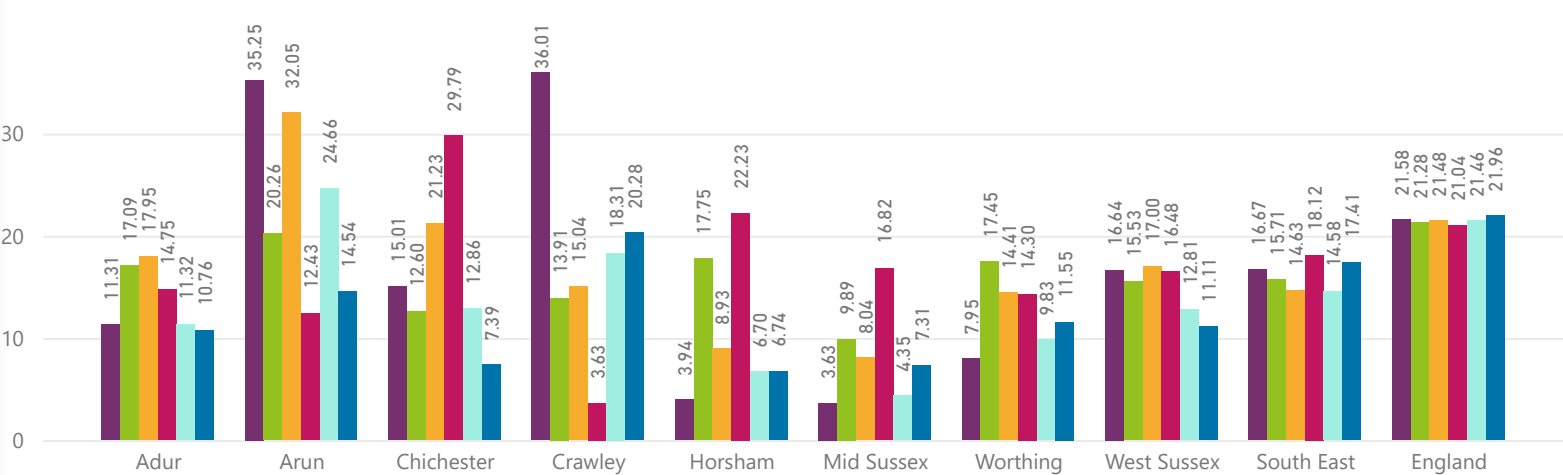
The higher the score, the higher the needs of an area. Rankings of Hyper Local Need are available at LSOA (Lower Super Output Area) level. There are 7 LSOAs in West Sussex (six in Arun and one in Crawley) which lie in the 10% of LSOAs in England with the highest Hyper Local Need.

Hyper Local Needs Measure

Location	Overall Score for Hyper Local Need Measure	Kickstart economic growth	Make Britain a clean energy superpower	Take back our streets	Break down barriers to opportunity	Build an NHS fit for the future
Adur	11.32	17.95	14.75	10.76	11.31	17.09
Arun	24.66	32.05	12.43	14.54	35.25	20.26
Chichester	12.86	21.23	29.79	7.39	15.01	12.60
Crawley	18.31	15.04	3.63	20.28	36.01	13.91
Horsham	6.70	8.93	22.23	6.74	3.94	17.75
Mid Sussex	4.35	8.04	16.82	7.31	3.63	9.89
Worthing	9.83	14.41	14.30	11.55	7.95	17.45
West Sussex	12.81	17.00	16.48	11.11	16.64	15.53
South East	14.58	14.63	18.12	17.41	16.67	15.71
England	21.46	21.48	21.04	21.96	21.58	21.28

Hyper Local Needs Measure

Attribute Break down barriers to o... Build an NHS fit for th... Kickstart economic ... Make Britain a clea... Overall Score for ... Take back our str...

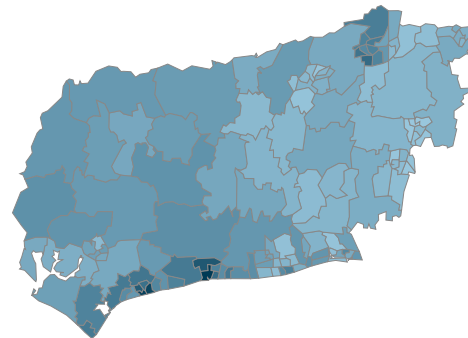


West Sussex: Hyper Local Needs

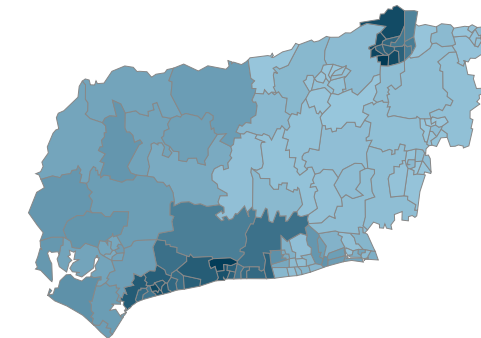
Breaking down the Hyper Local Needs measure by wards in West Sussex shows the following: (Darker shaded areas have a higher score).

- Crawley and some coastal regions have the highest overall score for hyper local needs. This is also shown in the hyper local needs categories of breaking down barriers to economy and kickstart economic growth.
- The Chichester and Horsham district has the most wards that want to make Britain a clean energy superpower. These regions in West Sussex are the more affluent rural areas.
- The categories of building an NHS fit for the future and taking back our streets have the lowest scores throughout West Sussex compared to the other categories.

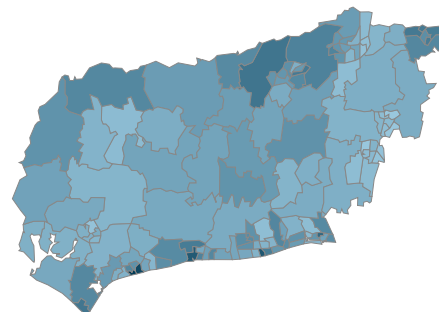
Hyper Local Need Measure (Overall Score)



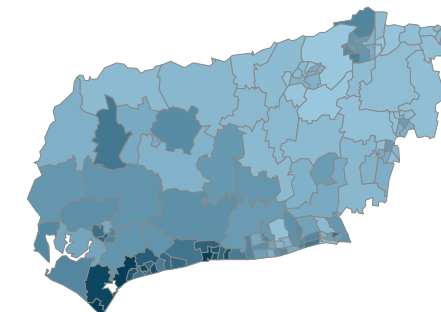
Break down barriers to opportunity



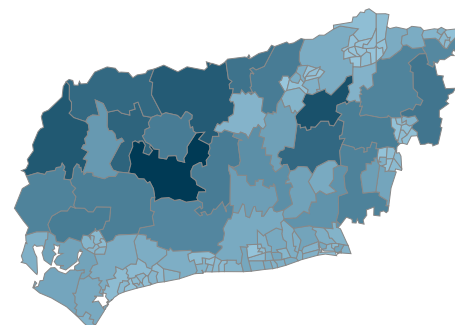
Build an NHS fit for the future



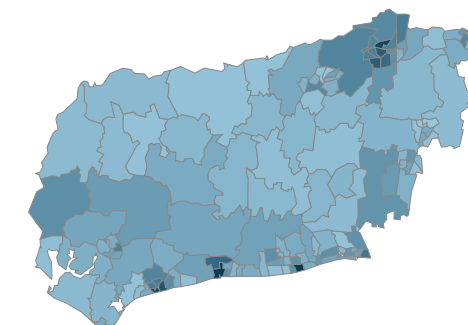
Kickstart economic growth



Make Britain a clean energy superpower



Take back our streets



Economic Activity



Economic Activity by local authorities						
Metric	Economic activity rate - aged 16-64		Employment rate - aged 16-64		% aged 16-64 who are self employed	
Location	2023	2024	2023	2024	2023	2024
Adur	77.6%	74.2%	77.6%	68.1%	N/A	5.9%
Arun	87.0%	85.5%	81.2%	83.6%	5.0%	11.3%
Chichester	67.8%	85.3%	65.5%	85.3%	13.9%	18.0%
Crawley	78.6%	84.6%	78.6%	80.9%	N/A	9.3%
Horsham	79.9%	86.0%	78.0%	83.8%	13.9%	14.7%
Mid Sussex	80.6%	81.9%	78.7%	80.7%	13.6%	12.4%
Worthing	88.4%	81.9%	82.3%	80.7%	15.4%	10.6%
West Sussex	80.3%	83.4%	77.5%	81.4%	9.8%	12.2%
South East	81.7%	81.6%	79.3%	78.7%	9.8%	9.9%
England	79.0%	78.9%	76.0%	75.7%	9.5%	9.5%

Summary of Economic Activity for Jan 2024 - Dec 2024

Economic Activity

- West Sussex: 83.4%
- South East: 81.6%
- England: 78.9%

Employment Rate

- West Sussex: 81.4%
- South East: 78.7%
- England: 75.7%

Self Employed

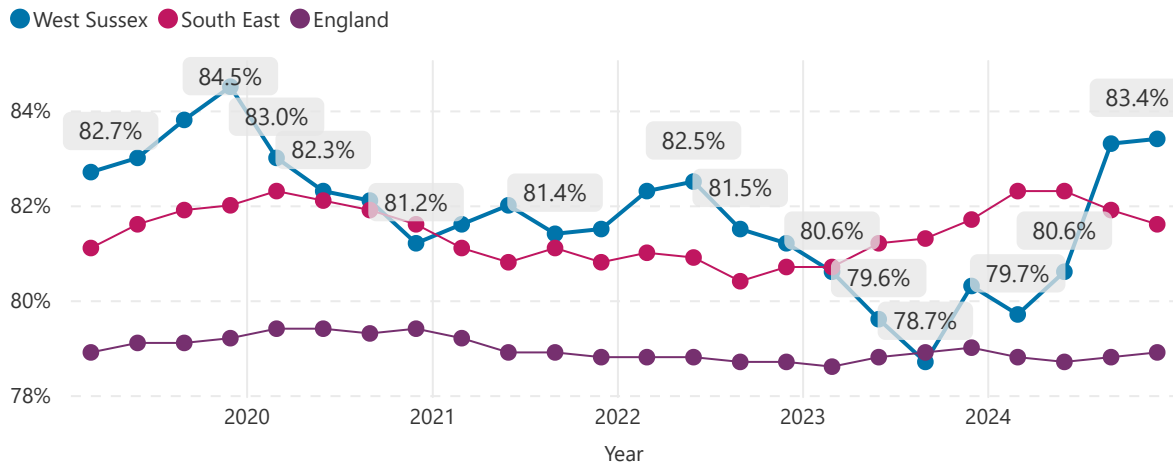
- West Sussex: 12.2%
- South East: 9.9%
- England: 9.5%

NB - The information on Economic Activity and Inactivity on the next few slides is drawn from the Annual Population Survey and should be interpreted with some caution due to the APS's small sample size.

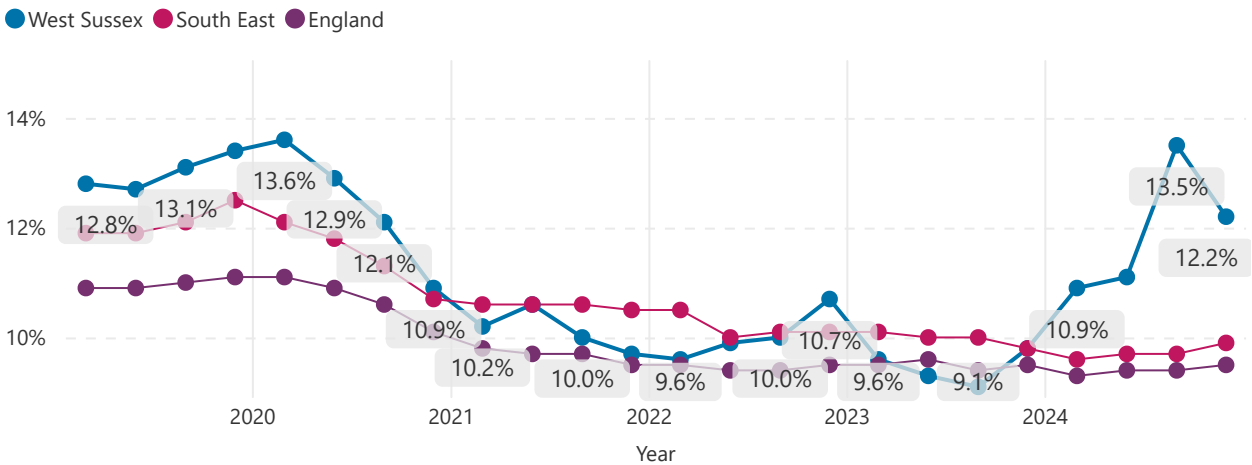


Economic Activity

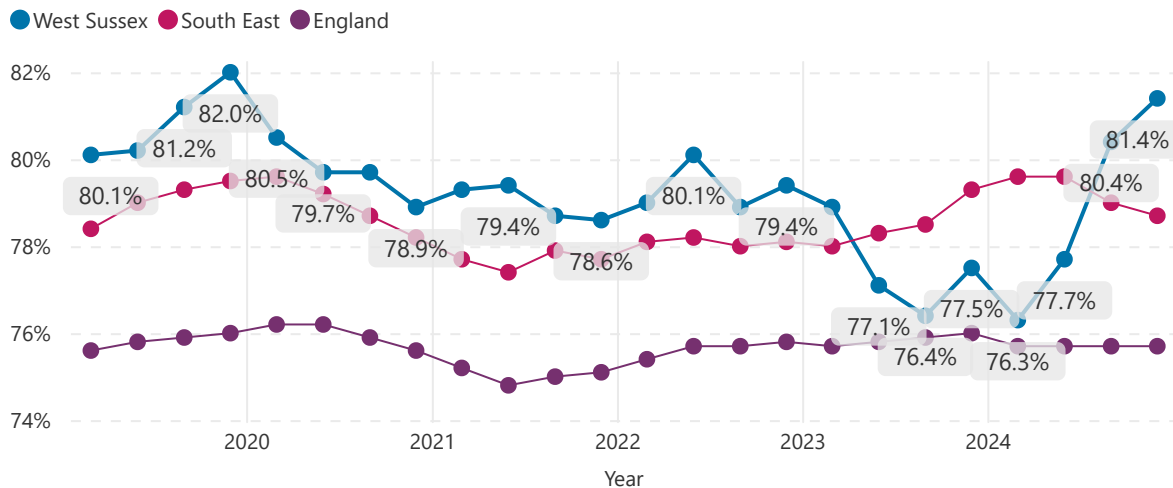
Economic activity rate - aged 16-64



% aged 16-64 who are self employed



Employment rate - aged 16-64



Summary of Economic Activity for Jan 2024 - Dec 2024

Three Month Change % (Sep - Dec 2024)

Economic Activity

West Sussex: 0.1%
South East: -0.3%
England: 0.1%

Employment Rate

West Sussex: 1.0%
South East: -0.3%
England: 0%

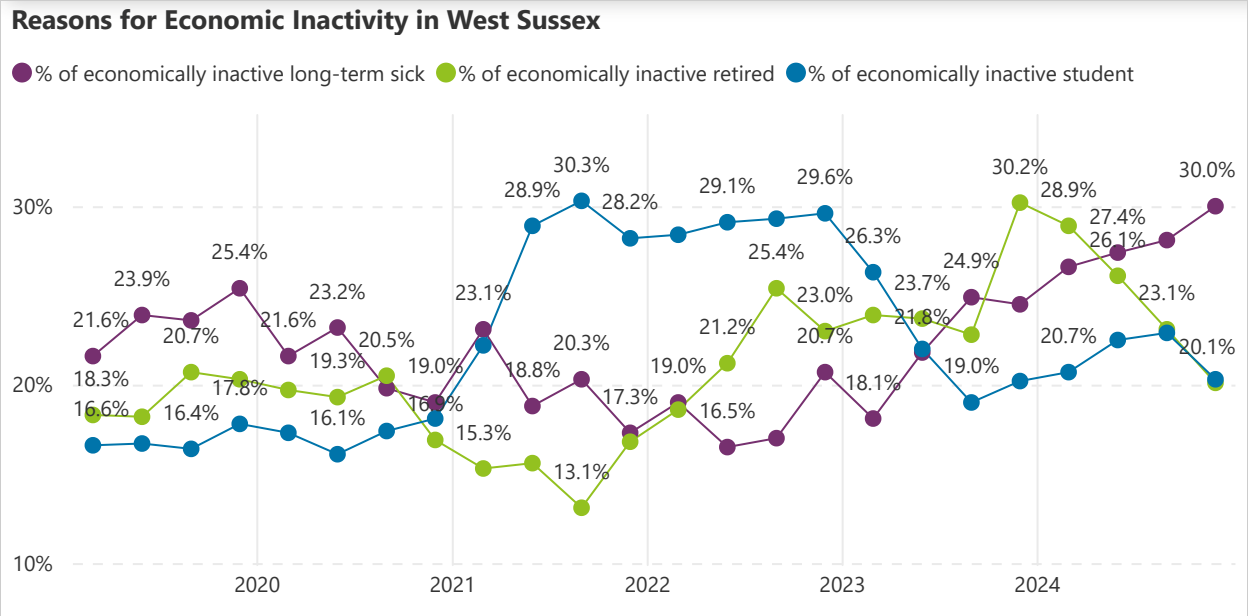
Self Employed

West Sussex: -1.3%
South East: 0%
England: 0.1%

Economic Inactivity



Economically inactive by age (%)						
Age	Aged 16-24		Aged 25-49		Aged 50+	
Location	Jan 2022 - Dec 2023	Jan 2023 - Dec 2024	Jan 2022 - Dec 2023	Jan 2023 - Dec 2024	Jan 2022 - Dec 2023	Jan 2023 - Dec 2024
West Sussex	35.30%	31.90%	8.00%	7.20%	59.00%	55.80%
South East	36.20%	40.80%	8.90%	9.00%	54.30%	53.20%
England	11.80%	12.00%	40.10%	41.80%	56.10%	55.80%



Summary of Economic inactivity for January 2024 - December 2024

Overall Economic Inactivity

- West Sussex: 16.6%
- South East: 18.4%
- England: 21.1%

Economic Inactivity by Reason - Three Month Change (Sep-Dec)

- Long Term Sick: 1.9%
- Retired: -3.0%
- Student: 0.4%

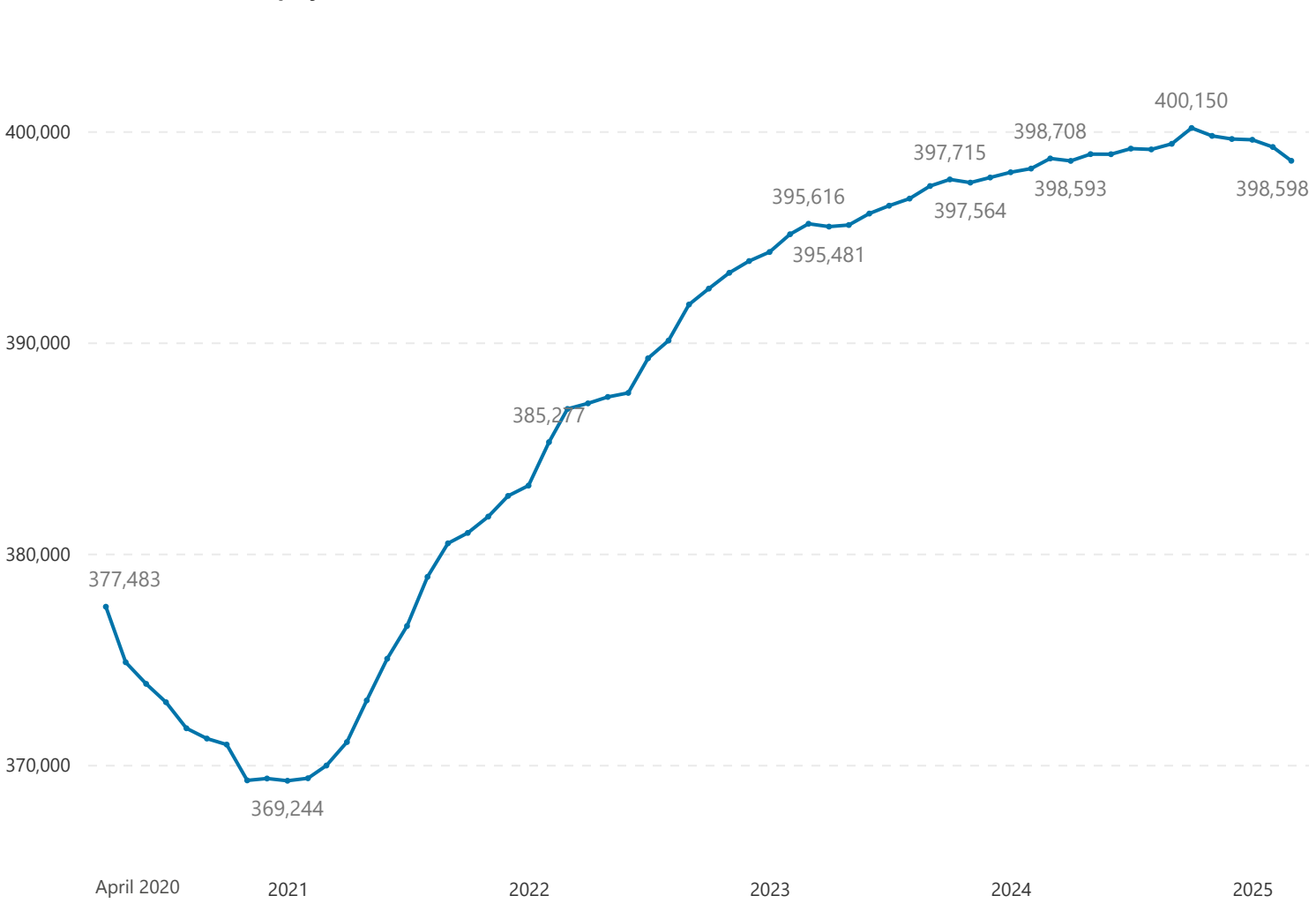
Economic inactivity has reduced in West Sussex across all age groups over the past year with the age group of 16-24 seeing a reduction of 3.4%, 25-39 seeing a reduction of 0.8% and 50+ seeing a reduction of 3.2%.



Real Time Information Earnings and Employment



West Sussex Number of Employees



Summary of RTI employees in West Sussex for March 2025.

Overall:

- West Sussex: 398,598
- West Sussex (South East): 196,297
- West Sussex (North West): 202,301
- South East: 4,283,518
- UK: 30,328,743

One Month Change (Feb 2025 - Mar 2025):

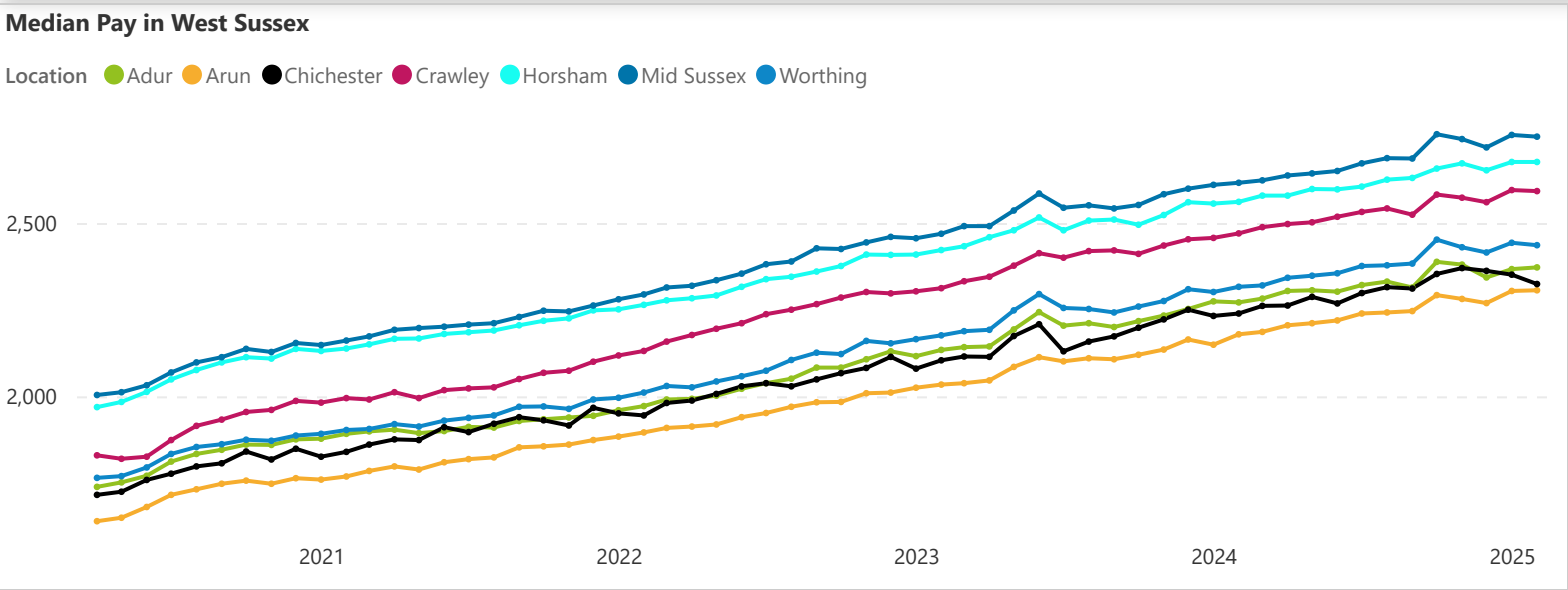
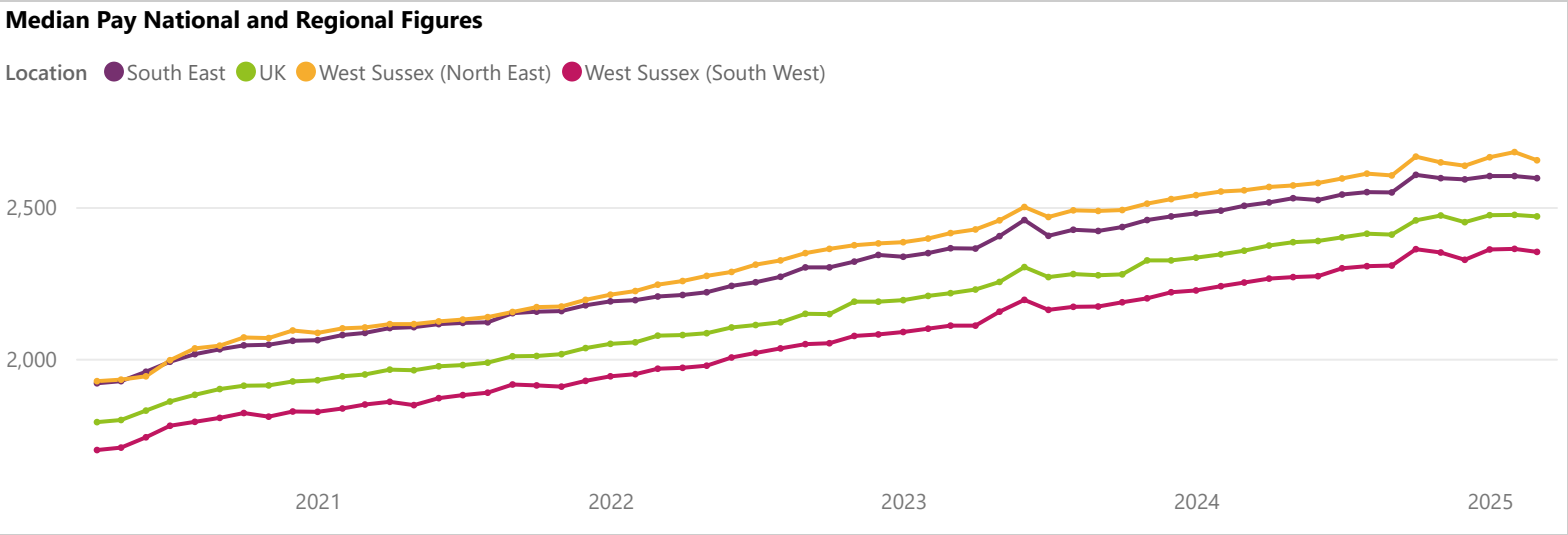
- West Sussex decreased by 0.16%
- West Sussex (South East) decreased by 0.11%
- West Sussex (North West) decreased by 0.21%
- South East decreased by 0.22%
- England decreased by 0.26%

Three Month Change (Dec 2024 - Mar 2025):

- West Sussex decreased by 0.26%
- West Sussex (South East) decreased by 0.14%
- West Sussex (North West) decreased by 0.37%
- South East decreased by 0.30%
- England decreased by 0.26%



Real Time Information Earnings and Employment



Summary of RTI median pay in West Sussex for February 2025.

Overall:

- West Sussex (South East): £2,352
- West Sussex (North West): £2,654
- South East: £2,595
- UK: £2,469

One Month Change (Feb 2025 - Mar 2025):

- West Sussex (South East) decreased by 0.42%
- West Sussex (North West) decreased by 1.01%
- South East decreased by 0.27%
- UK decreased by 0.20%

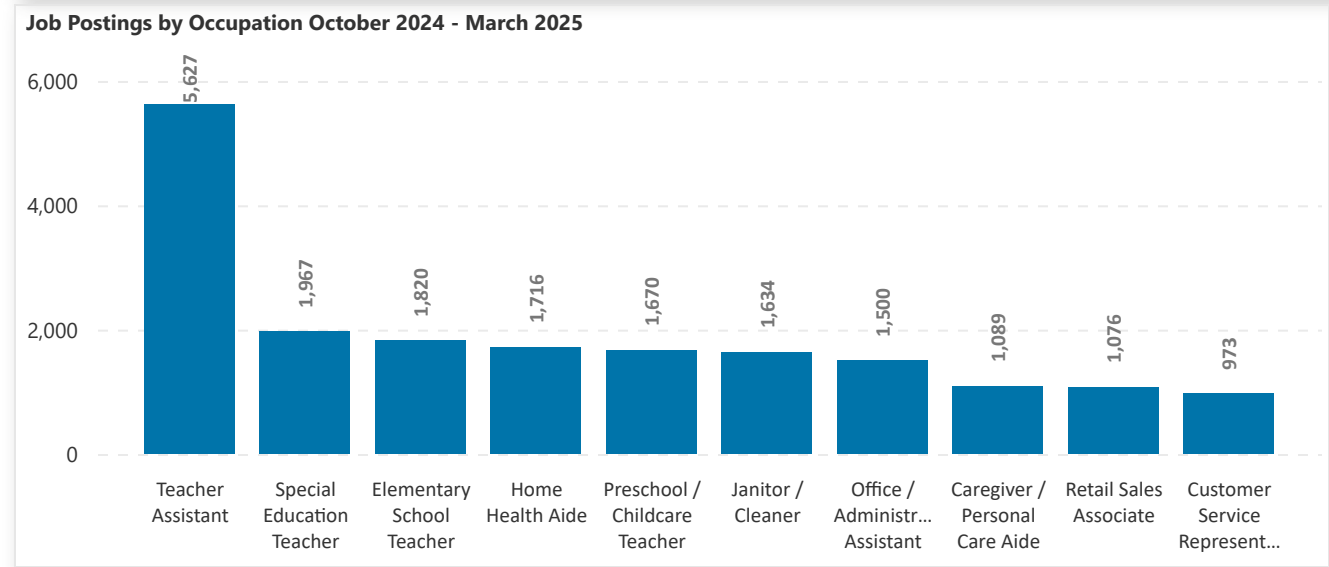
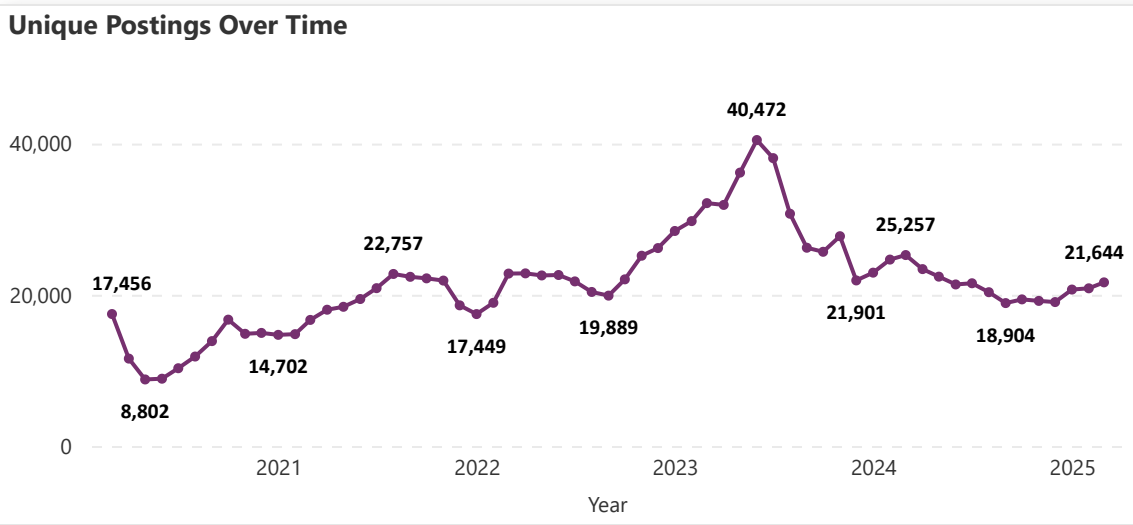
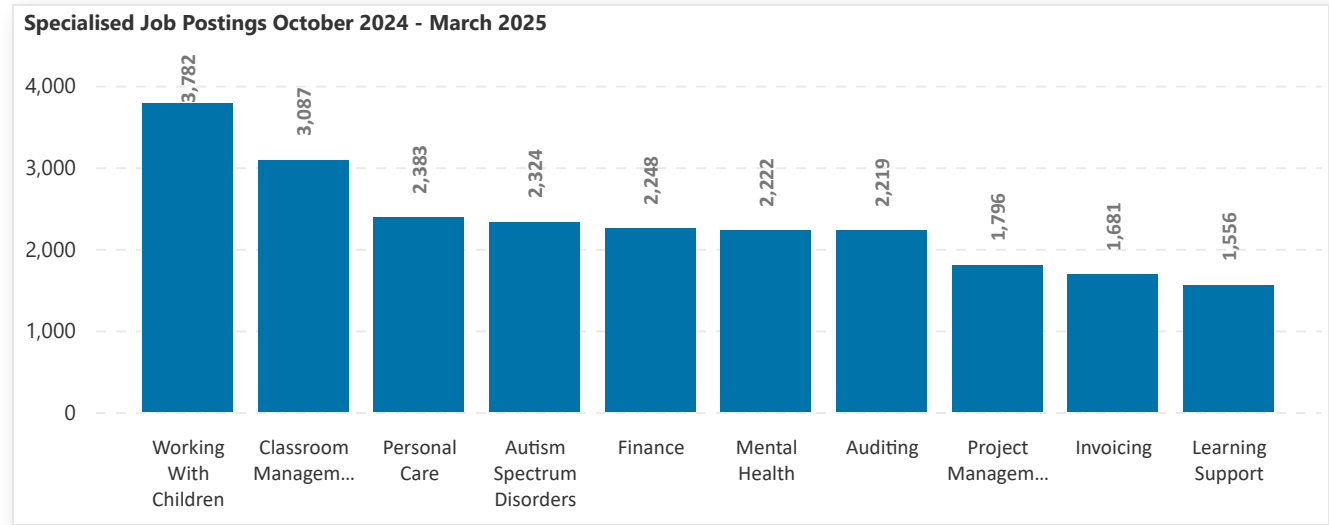
Three Month Change (Dec 2024 - Mar 2025):

- West Sussex (South East) increased by 1.12%
- West Sussex (North West) increased by 0.68%
- South East increased by 0.15%
- UK increased by 0.78%

Source: ONS - [Earnings and employment from Pay As You Earn Real Time Information, seasonally adjusted](#)
Released: 20 March 2025



Job Postings



Summary of the job postings in West Sussex by Lightcast.

WSCC has access to Lightcast from which the numbers of job postings by occupation type, along with other information including skills requirements and job titles is available. In March 2025 there were 21,644 unique job postings in West Sussex, a significant reduction from the peak in June 2023 of 40,472 but still higher than the general levels seen pre-Covid. In terms of the top posted occupations over the last six months (October 2024 to March 2025), teaching assistants continue to be the most frequently posted role, making up the highest number of occupations. The remaining occupations appear to be evenly distributed.



National Summary



Job Vacancies

- Estimated vacancies in January 2025 to March 2025 was 781,000.
- Decreasing 26,000 or 3.2% from December 2024 to February 2025.
- Total estimated vacancies were down by 125,000 (13.8%) in January 2025 to March 2025 from level of a year ago.
- The number of unemployed people per vacancy was 2.0 in December 2024 to February 2025, up from 1.9 in the previous quarter.

Gross Domestic Product

- Monthly GDP is estimated to have grown by 0.5% in February 2025.
- Real GDP is estimated to have grown 0.6% in the three months to February 2025, compared with the three months to November 2024.

Labour Market

- Early estimates for March 2025 indicate that the number of payrolled employees decreased slightly with a fall of 0.2% or 70,000.
- The change in employees was highest in the health and social work sector with a rise 70,000 employees.
- The accommodation and food service activities sector saw the highest fall with 92,000 employees.
- Payrolled employment slightly decreased by 78,000 (0.3%) employees in March 2025.
- UK payrolled employee growth for February 2025 compared with January 2025 has been revised from an increase of 21,000 reported in the last bulletin to a decrease of 8,000.
- Early estimates for March 2025 indicate that median monthly pay increased by 4.8% compared with March 2024.
- Annual growth in median pay in March 2025 was highest in the accommodation and food service activities sector, with an increase of 7.5%, and lowest in the public administration sector, with an increase of 1.6%.

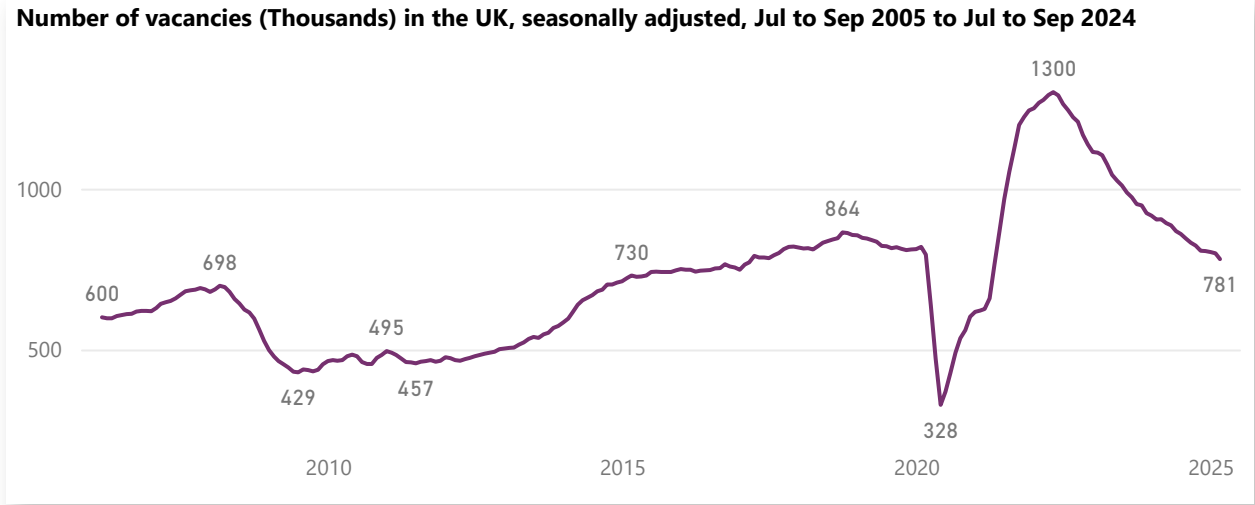
Business Trading

- 18% of trading business reported their turnover had increased in March 2025 compared with February 2025.
- 15% of trading businesses reported that they expect their turnover to increase in May 2025.
- In early April 2025, economic uncertainty was the most commonly reported challenge affecting turnover for trading businesses at 32%.
- 32% of trading businesses reported an increase in the prices of goods or services bought in March 2025.
- 65% of businesses reported having some form of concern for their business. The main concern reported was falling demand for goods and services at 17%.
- 17% of trading businesses reported in early April 2025 that they expect their overall performance to decrease over the next 12 months.

Business Closures

- Company insolvencies in England and Wales was 1,992 in March 2025, 2% higher than in February 2025.
- Company insolvencies consisted of 295 compulsory liquidations, 1,543 creditors' voluntary liquidations (CVLs), 137 administrations and 17 company voluntary arrangements (CVAs).
- There were 9,205 individual insolvencies in England and Wales.
- Individual insolvencies consisted of 613 bankruptcies, 3,490 debt relief orders (DROs) and 5,102 individual voluntary arrangements (IVAs).
- The number of DROs in March 2025 was 4% lower than in February 2025.
- The DRO numbers have been at record-high monthly levels since the abolition of the upfront £90 fee in April 2024.
- The number of IVAs registered in March 2025 was 9% lower than the average monthly number seen in 2024.
- Bankruptcy numbers remained at about half of pre-2020 levels and were also 11% lower than in March 2024.

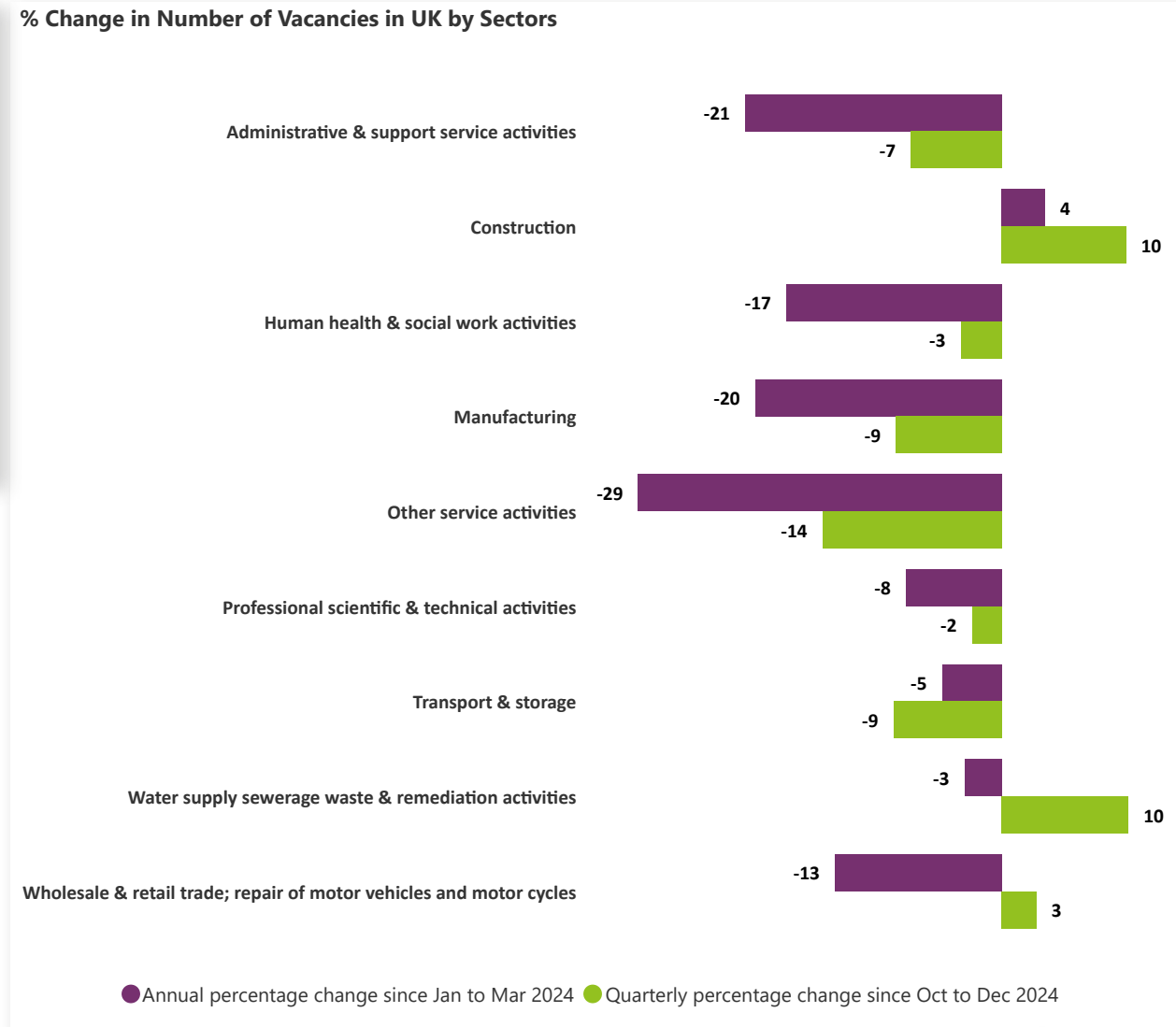
Job Vacancies (UK)



Summary of job vacancies (UK).

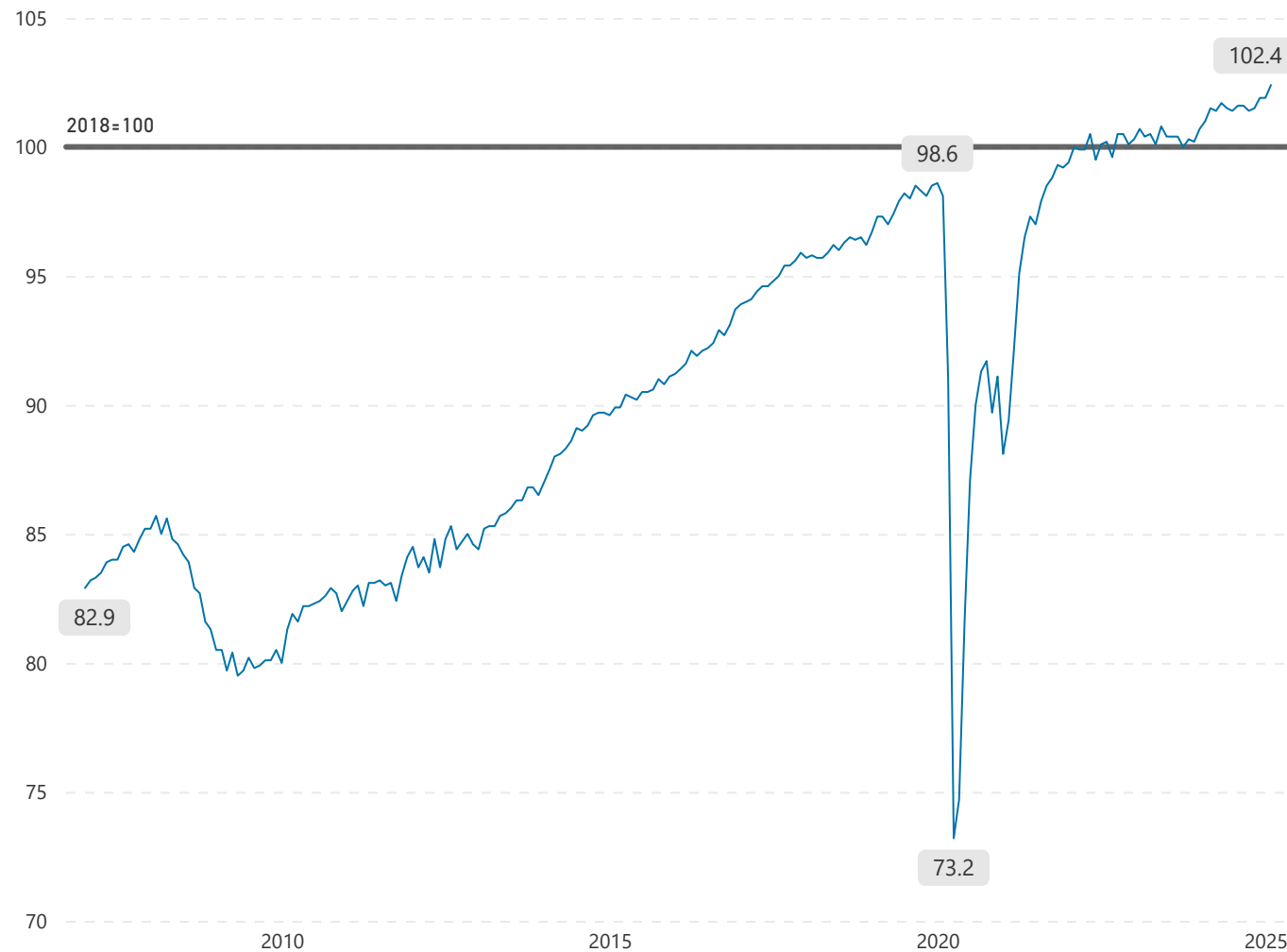
Overall:

- Estimated vacancies in January 2025 to March 2025 was 781,000.
- Decreasing 26,000 or 3.2% from December 2024 to February 2025.
- Total estimated vacancies were down by 125,000 (13.8%) in January 2025 to March 2025 from levels in the previous year.
- The number of unemployed people per vacancy was 2.0 in December 2024 to February 2025, up from 1.9 in the previous quarter.



Gross Domestic Product (GDP)

Monthly index, UK



Summary of Gross Domestic Product (GDP) (UK).

Overall:

- Monthly GDP is estimated to have grown by 0.5% in February 2025.
- Real GDP is estimated to have grown 0.6% in the three months to February 2025, compared with the three months to November 2024.

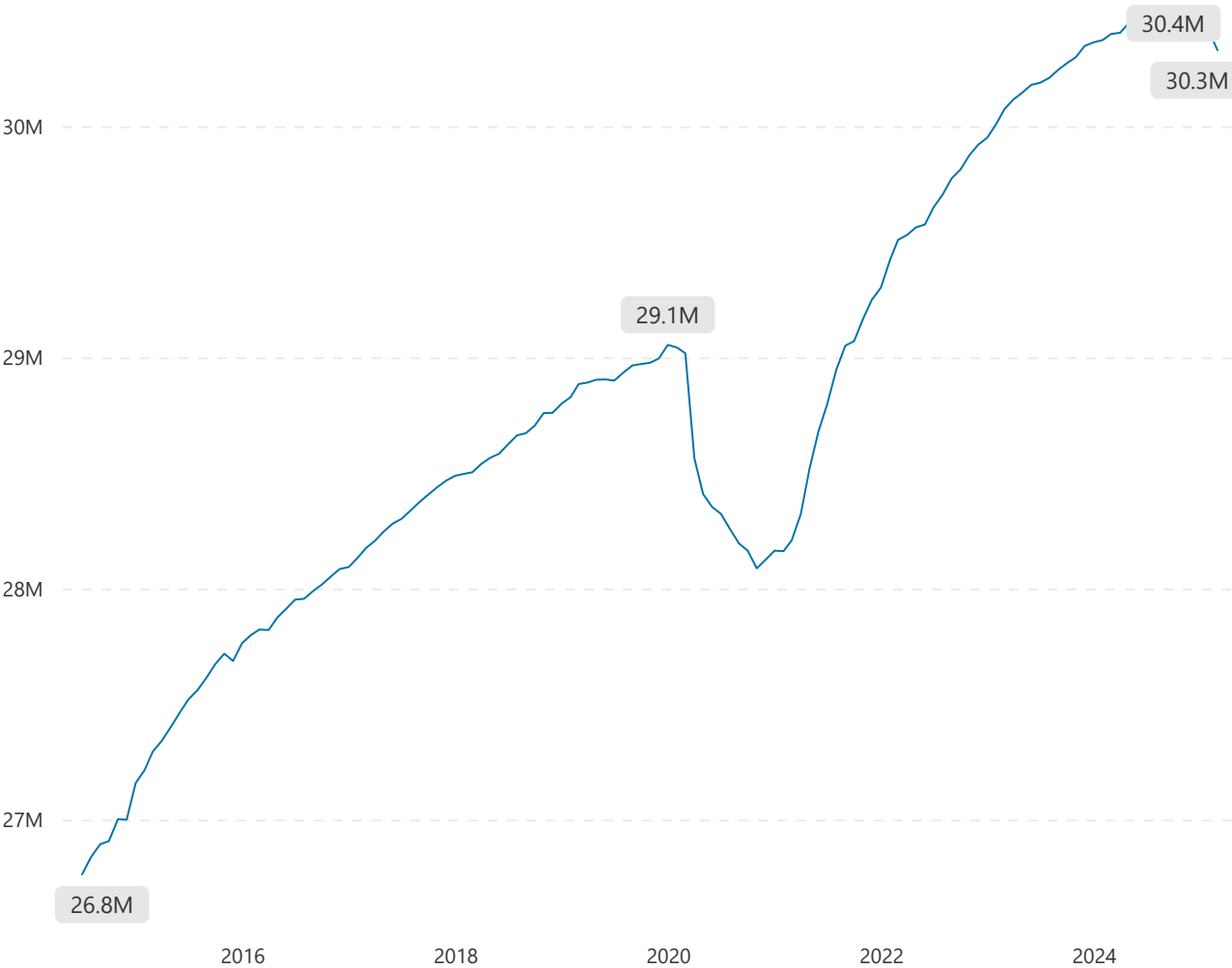
Output growth:

- Services grew by 0.3% in February 2025
- Production fell by 1.5% in February 2025
- Constructions fell by 0.4% in February 2025

Labour Market



Payrolled employees, seasonally adjusted, UK



Summary of Labour Market (UK).

Overall:

- Early estimates for March 2025 indicate that the number of payrolled employees decreased slightly with a fall of 0.2% or 70,000.
- The change in employees was highest in the health and social work sector with a rise 70,000 employees.
- The accommodation and food service activities sector saw the highest fall with 92,000 employees.
- Payrolled employment slightly decreased by 78,000 (0.3%) employees in March 2025.
- UK payrolled employee growth for February 2025 compared with January 2025 has been revised from an increase of 21,000 reported in the last bulletin to a decrease of 8,000.
- Early estimates for March 2025 indicate that median monthly pay increased by 4.8% compared with March 2024.
- Annual growth in median pay in March 2025 was highest in the accommodation and food service activities sector, with an increase of 7.5%, and lowest in the public administration sector, with an increase of 1.6%.

Source: [ONS, Earning and Employment from Pay As You Earn](#)

Released: 15 April 2025



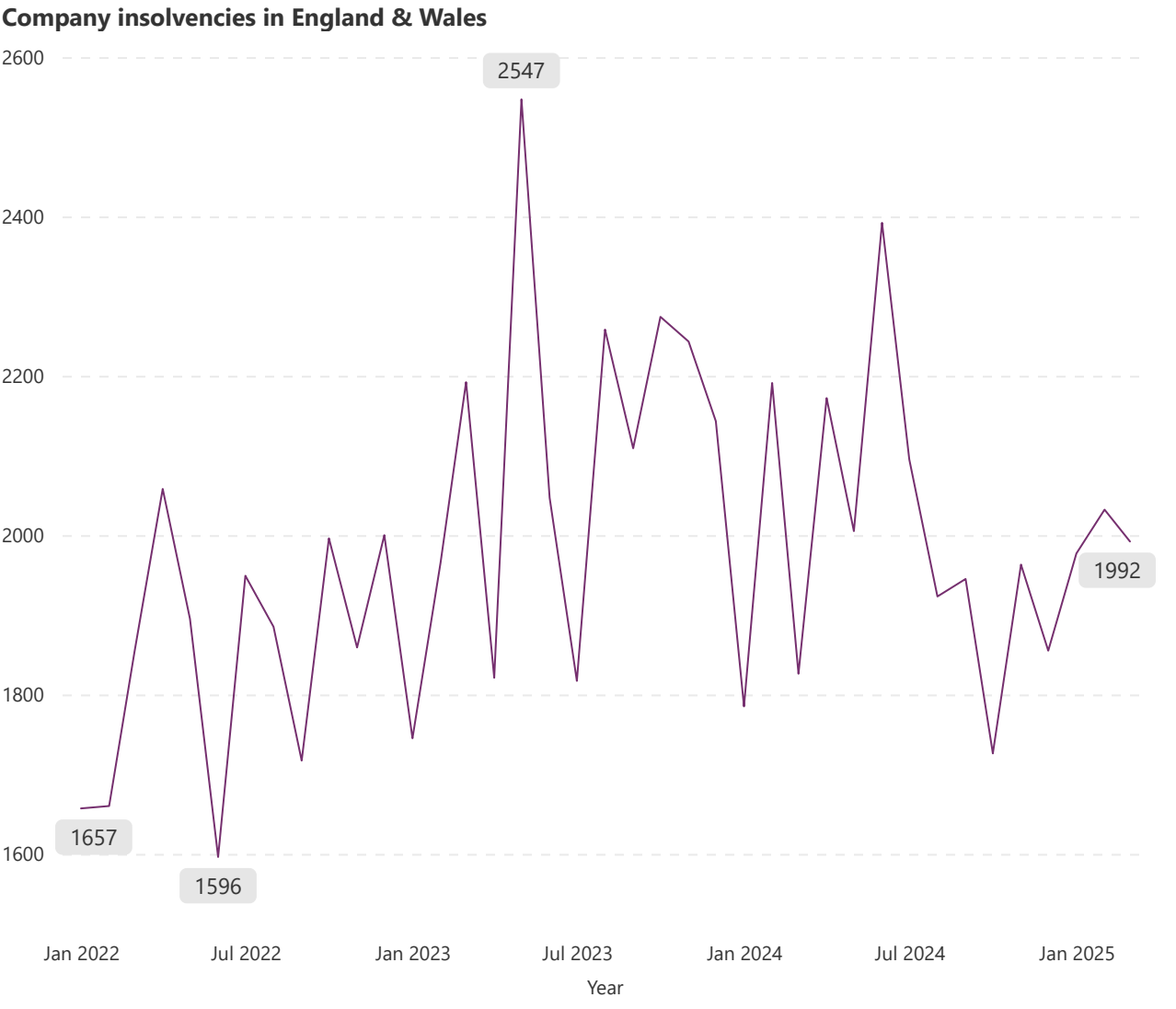
Summary of business insights and impact on the UK economy.

This data is the final results from Wave 130 of the Business Insights and Conditions Survey (BICS) which was live 7 to 20 April.

Overall:

- 18% of trading businesses reported their turnover had increased in March 2025 compared with February 2025.
- 15% of trading businesses reported that they expect their turnover to increase in May 2025.
- In early April 2025, economic uncertainty was the most commonly reported challenge affecting turnover for trading businesses at 32%.
- 32% of trading businesses reported an increase in the prices of goods or services bought in March 2025.
- 65% of businesses reported having some form of concern for their business. The main concern reported was falling demand for goods and services at 17%.
- 17% of trading businesses reported in early April 2025 that they expect their overall performance to decrease over the next 12 months.

Business Closures (Company)



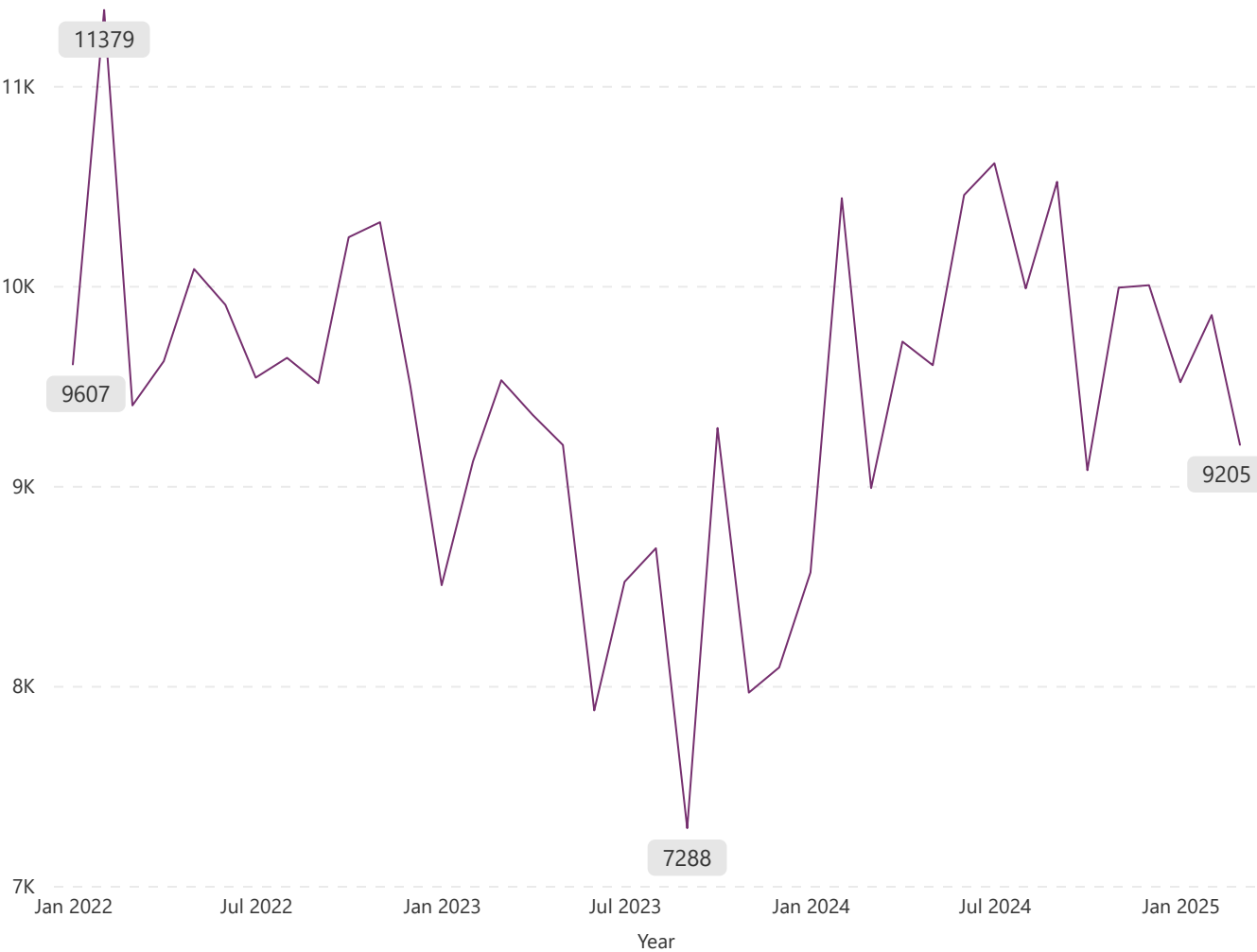
Summary of business closures (company) on the UK economy.

Overall:

- Company insolvencies in England and Wales was 1,992 in March 2025, 2% higher than in February 2025.
- Company insolvencies consisted of 295 compulsory liquidations, 1,543 creditors' voluntary liquidations (CVLs), 137 administrations and 17 company voluntary arrangements (CVAs).

Business Closures (Individual)

Individual insolvencies in England & Wales



Summary of business closures (individual) on the UK economy.

Overall:

- There were 9,205 individual insolvencies in England and Wales.
- Individual insolvencies consisted of 613 bankruptcies, 3,490 debt relief orders (DROs) and 5,102 individual voluntary arrangements (IVAs).
- The number of DROs in March 2025 was 4% lower than in February 2025.
- The DRO numbers have been at record-high monthly levels since the abolition of the upfront £90 fee in April 2024.
- The number of IVAs registered in March 2025 was 9% lower than the average monthly number seen in 2024.
- Bankruptcy numbers remained at about half of pre-2020 levels and were also 11% lower than in March 2024.