

May 2025 (Issue 02)

Table of contents

Page no	Title
1	West Sussex Summary
2	West Sussex new businesses (FAME)
3	Claimants
4	Universal Credit Claimants
5	West Sussex Rural/Urban Classification
6	Real Time Information PAYE (employees)
7	Real Time Information PAYE (median pay)
8	Job Postings (Lightcast)
9	National Summary
10	Job Vacancies (UK)
11	Gross Domestic Product
12	Labour Market
13	Business Trading
14	Business Closures (Company)
15	Business Closures (Individual)

West Sussex Summary



New Businesses April 2025

- 536 new businesses incorporated.
- 585 businesses dissolved or liquidated.
- Net loss of 49 businesses.

Claimants April 2025

- Claimant count increased by 0.6% in West Sussex over the last month.
- The claimant count rate stayed the same at 3.1% in West Sussex, remaining below the regional average of 3.2% and the national average of 4.2%.

Universal Credit Claimants March 2025

The data for April has been delayed until further notice.

- 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%.

West Sussex Rural/Urban Landscape

Noticeable Shift: West Sussex's demographic landscape shows a clear change between 2011 and 2021.

2011 Snapshot: The county was predominantly rural, with urban areas mainly along the southern coast and in scattered inland clusters.

2021 Expansion: Despite classification changes, a noticeable expansion of urban areas is evident by 2021.

Coastal Consolidation: The coastal urban strip appears more consolidated and extended, indicating increased development.

Inland Growth: Inland urban pockets have seemingly grown in size and number.



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

- West Sussex: 398,795 (increased 0.02%)
- West Sussex (South East): 195,916 (decreased 0.08%)
- West Sussex (North West): 202,879 (increased 0.11%)
- South East: 4,278,965 (decreased 0.10%)
- UK: 30,301,776 (decreased 0.11%)

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

- West Sussex (South East): £2,396 (increased 0.80%)
- West Sussex (North West): £2,705 (increased 0.71%)
- South East: £2,648 (increased 1.08%)
- UK: £2,521 (increased 0.20%)

Job Postings (Lightcast)

- In April 2025, there were 20,480 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 (November 2024 to April 2025), teaching assistants still make up the highest number of postings.

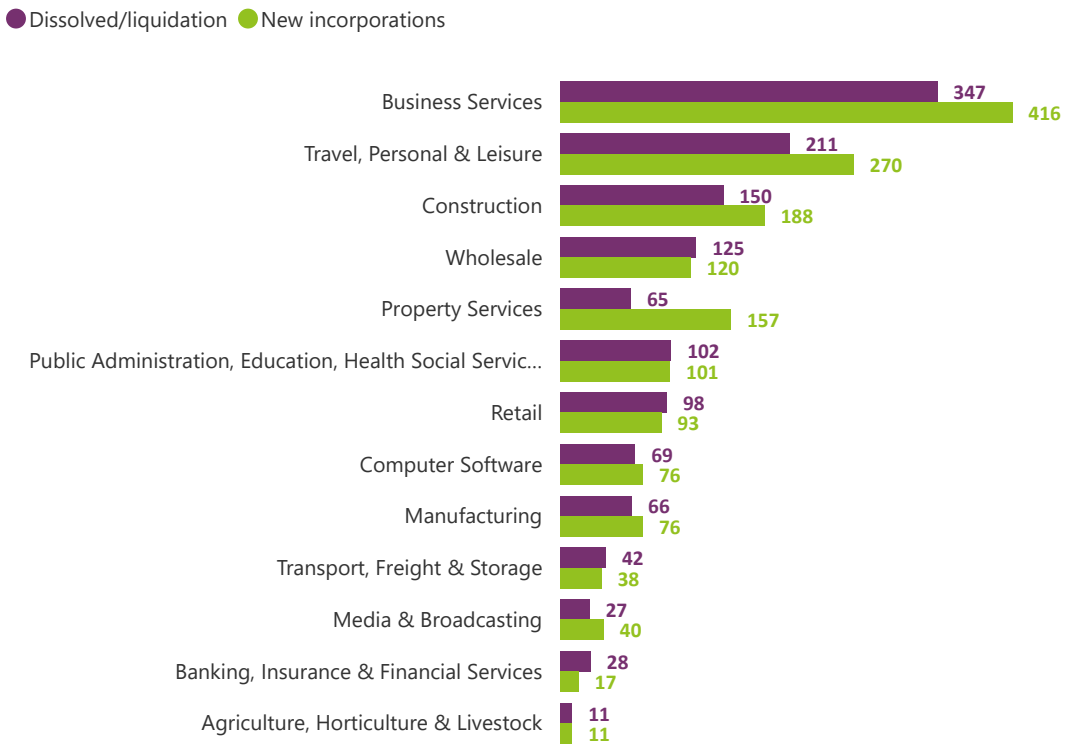
West Sussex: New Businesses



New business incorporations in West Sussex



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



Number of new business incorporations and businesses dissolved/in liquidation by local authority (Feb'25-Apr'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. Activity across sectors has been mixed, with both openings and closures recorded. The top three sectors for new business openings are Business Services, Travel and Leisure, and Construction. Property Services have also experienced a notable increase in new businesses. In contrast, the Banking, Insurance, Retail and Financial Services sector saw more closures than openings.

Last 12 months:

- 6,662 new businesses incorporated.
- 6,078 businesses dissolved or liquidated.
- Net gain of 584 businesses.

Last 3 months:

- 1,656 new businesses incorporated.
- 1,427 businesses dissolved or liquidated.
- Net increase of 229 businesses.

April 2025:

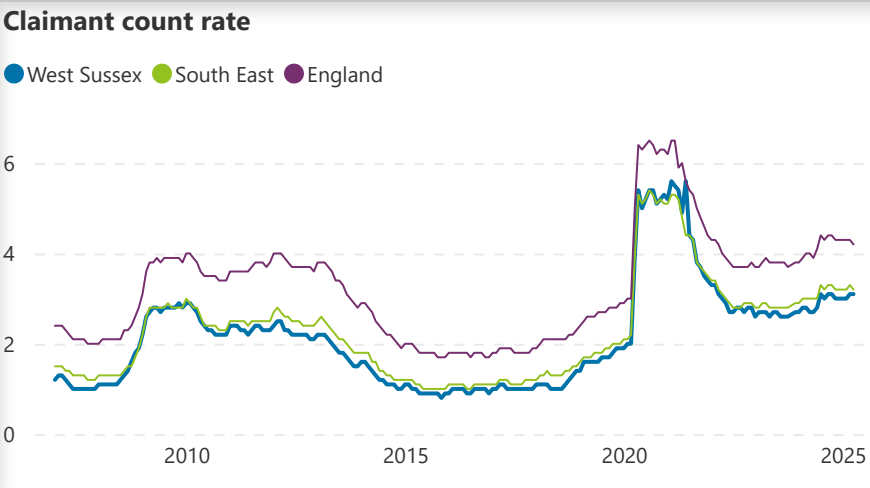
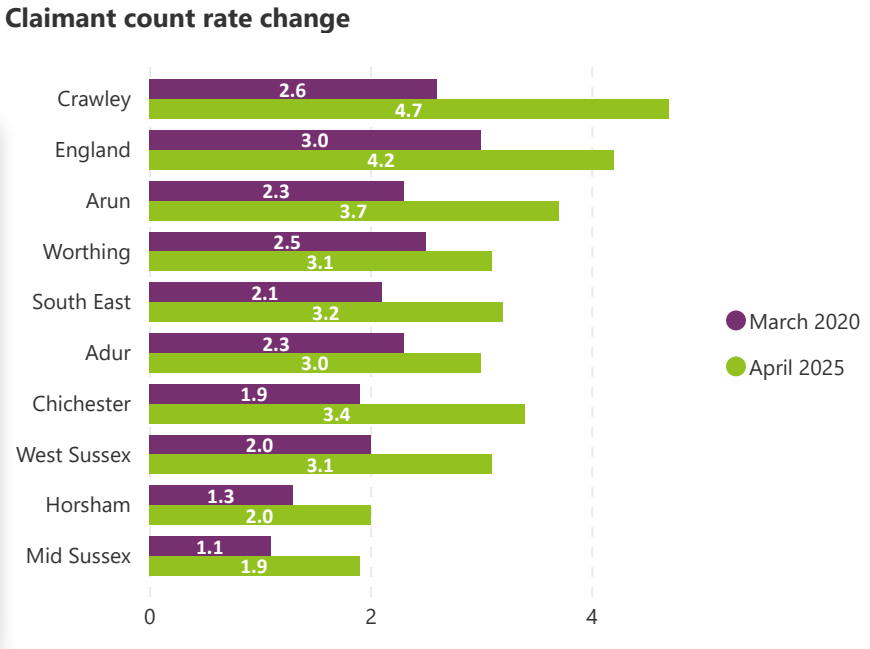
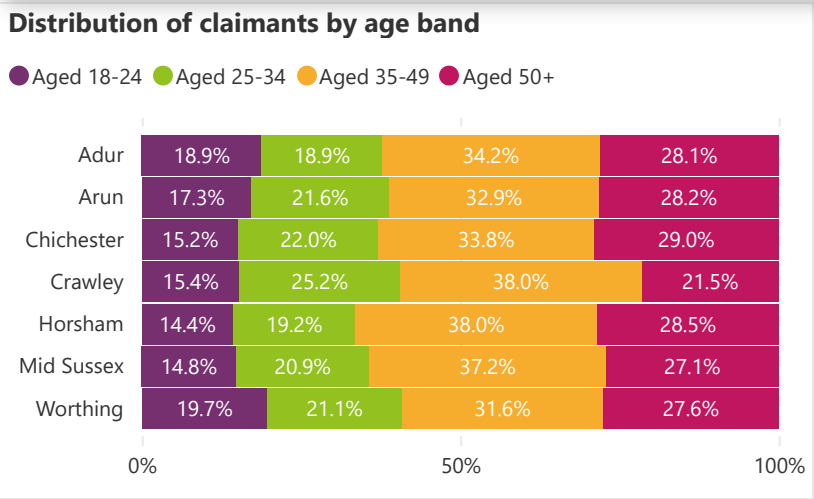
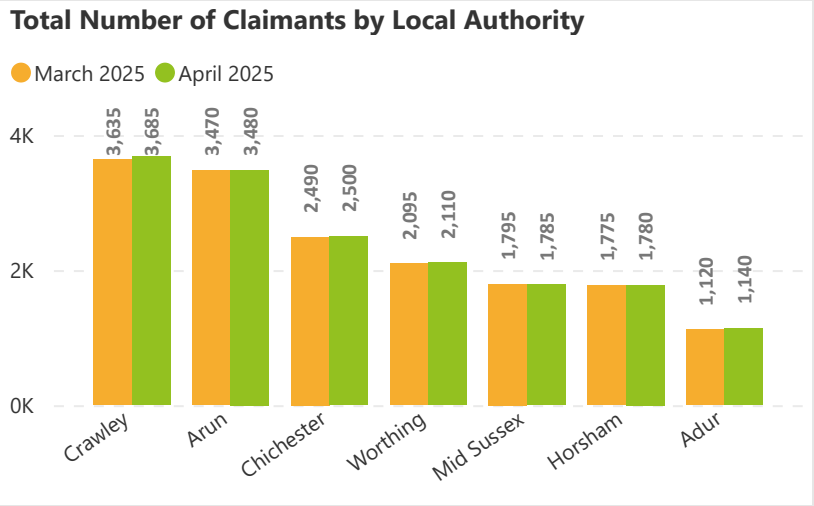
- 536 new businesses incorporated.
- 585 businesses dissolved or liquidated.
- Net loss of 49 businesses.

West Sussex: Claimant Count



16,480
Apr'25

16,380
Mar'25



Summary of Claimant Count Changes in West Sussex, April 2025

Overall:

- Claimant count has increased over the last month by 0.6% (16,480) in West Sussex.
- Claimant count rate is 3.1% in West Sussex, staying below the regional average of 3.2% and national average of 4.2%.

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

Increases:

- Adur (1.8%)
- Arun (0.3%)
- Chichester (0.4%)
- Crawley (1.4%)
- Horsham (0.3%)
- Worthing (0.7%)

Decreases:

- Mid Sussex (0.6%)

Specifics (Mar'25):

- Arun recorded the highest claimant count (3,685).
- Crawley had the highest claimant count rate (4.7%), higher than national average.
- Mid Sussex had the lowest claimant count rate (1.9%).

Source: [ONS, Claimant Count](#)

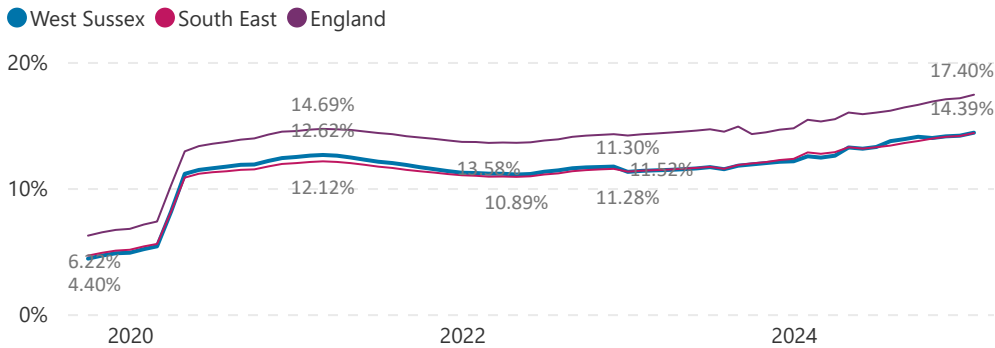
Released: 16 May 2025 (Apr 2025 Figures are provisional)

*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.

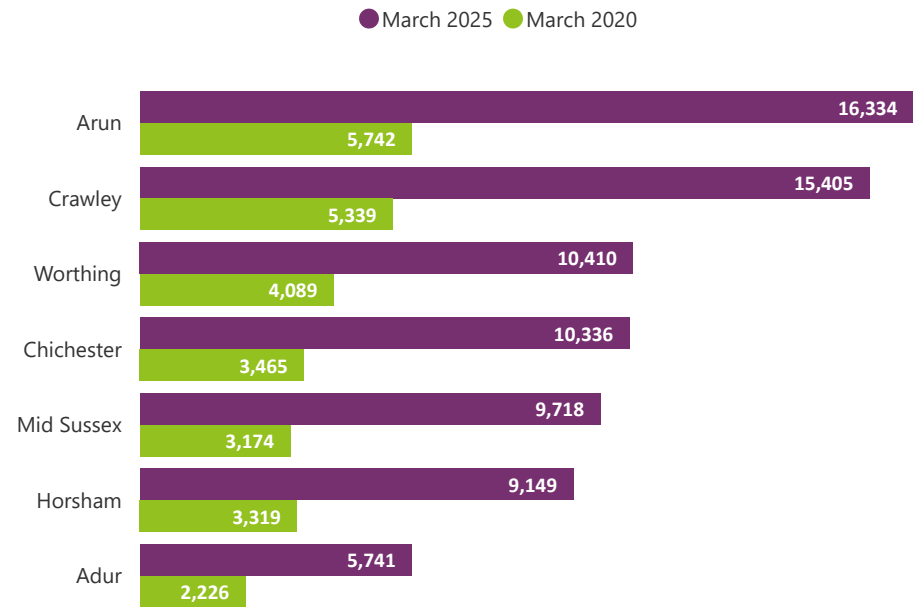
West Sussex: Universal Credit Claimants



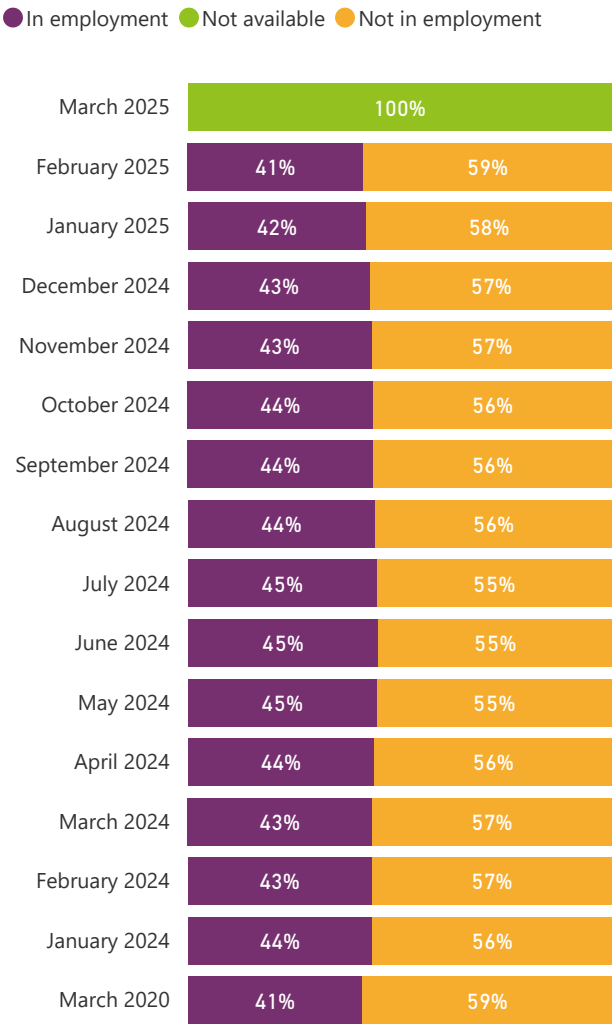
Percentage of people aged 16-64 years claiming Universal Credit



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%).

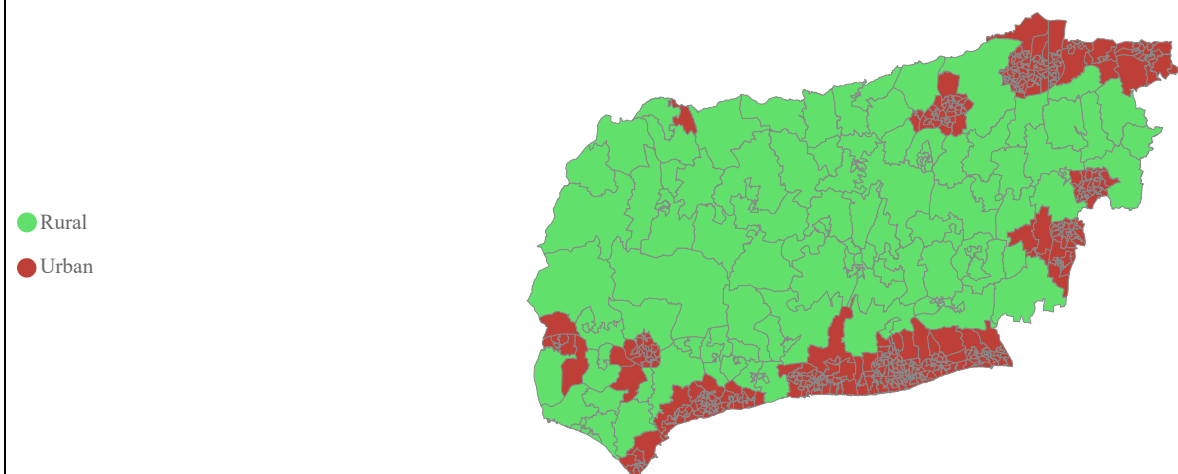
District-specific:

- 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.

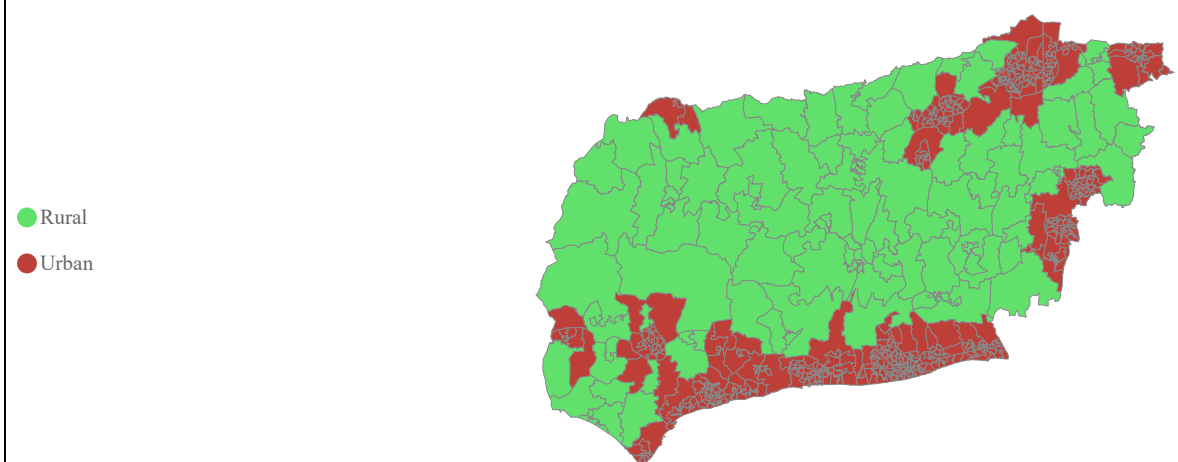
Note: Employment/not in employment breakdown for March 2025 is not available.

West Sussex Rural/Urban Landscape: A Decade of Change

LSOA's for Rural/Urban classification (2011)



LSOA's for Rural/Urban classification (2021)



The comparison of the **LSOA's for Rural/Urban classification** maps for 2011 and 2021 reveals a discernible shift in the county's demographic landscape.

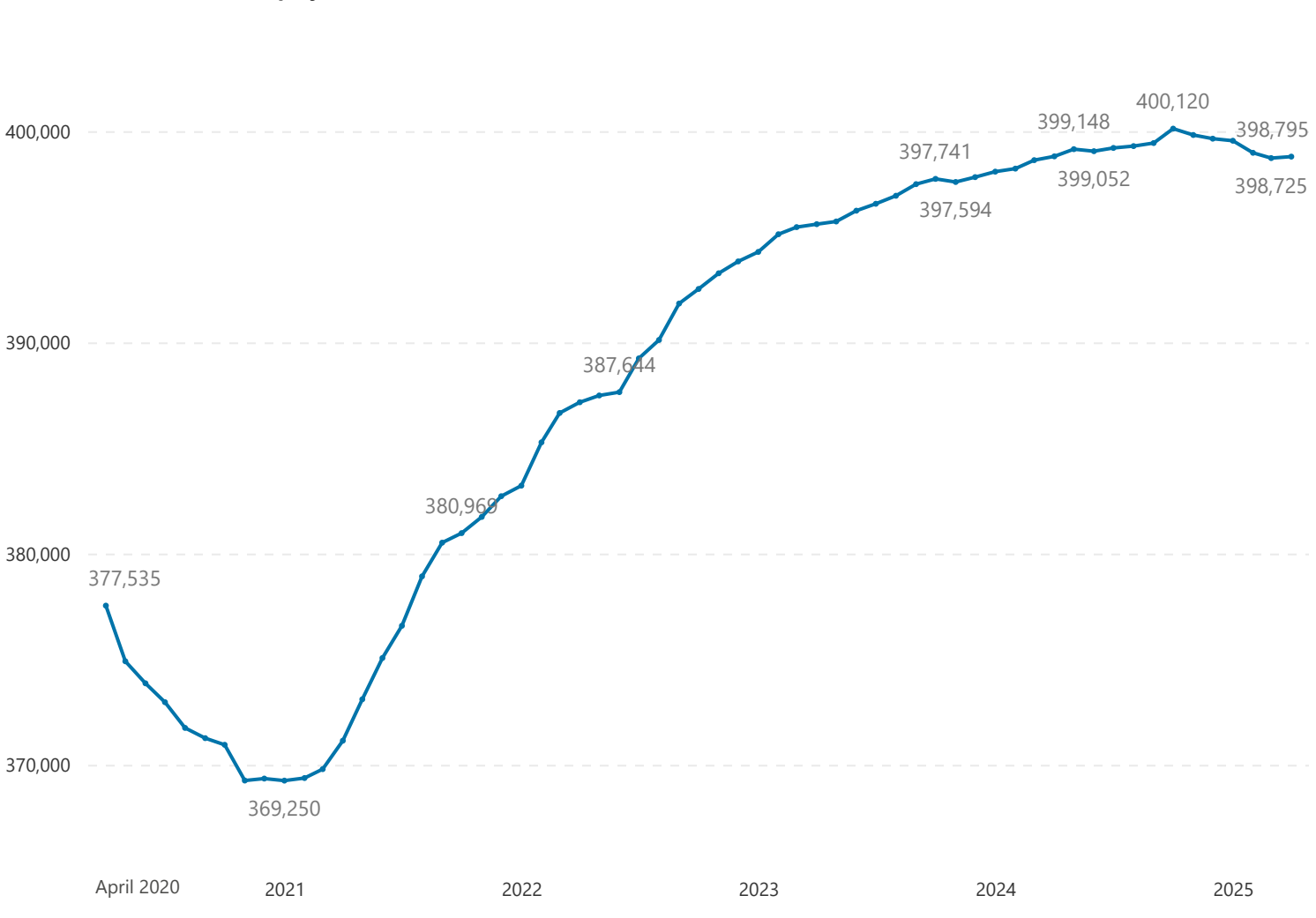
- **2011 Classification:** The map from 2011 depicts West Sussex as predominantly rural (green), with urban areas (red) concentrated primarily along the southern coastline and in a few distinct inland clusters. The central and northern parts of the county were largely characterized by rural LSOAs.
- **2021 Classification:** Although the actual classifications for 2011 and 2021 cannot be directly compared on a like-for-like basis, given that the newer classifications are divided into six smaller categories, a noticeable difference in urban expansion is still evident. By 2021, the map shows a clear expansion of urban classifications. The coastal urban strip appears more consolidated and extended, suggesting increased development and population density in these areas. Furthermore, the inland urban pockets observed in 2011 have seemingly grown in size and possibly in number, indicating broader urbanization beyond just the immediate coast.

This visual evidence points towards an ongoing trend of urbanization in West Sussex, with more LSOAs transitioning from rural to urban classifications over the decade.

Real Time Information Earnings and Employment



West Sussex Number of Employees



Summary of RTI employees in West Sussex for April 2025.

Overall:

- West Sussex: 398,795
- West Sussex (South East): 195,916
- West Sussex (North West): 202,879
- South East: 4,278,985
- UK: 30,301,776

Three Month Change (Jan 2024 - Apr 2025):

- West Sussex decreased by 0.19%
- West Sussex (South East) decreased by 0.28%
- West Sussex (North West) decreased by 0.10%
- South East decreased by 0.35%
- England decreased by 0.35%

One Month Change (Mar 2025 - Apr 2025):

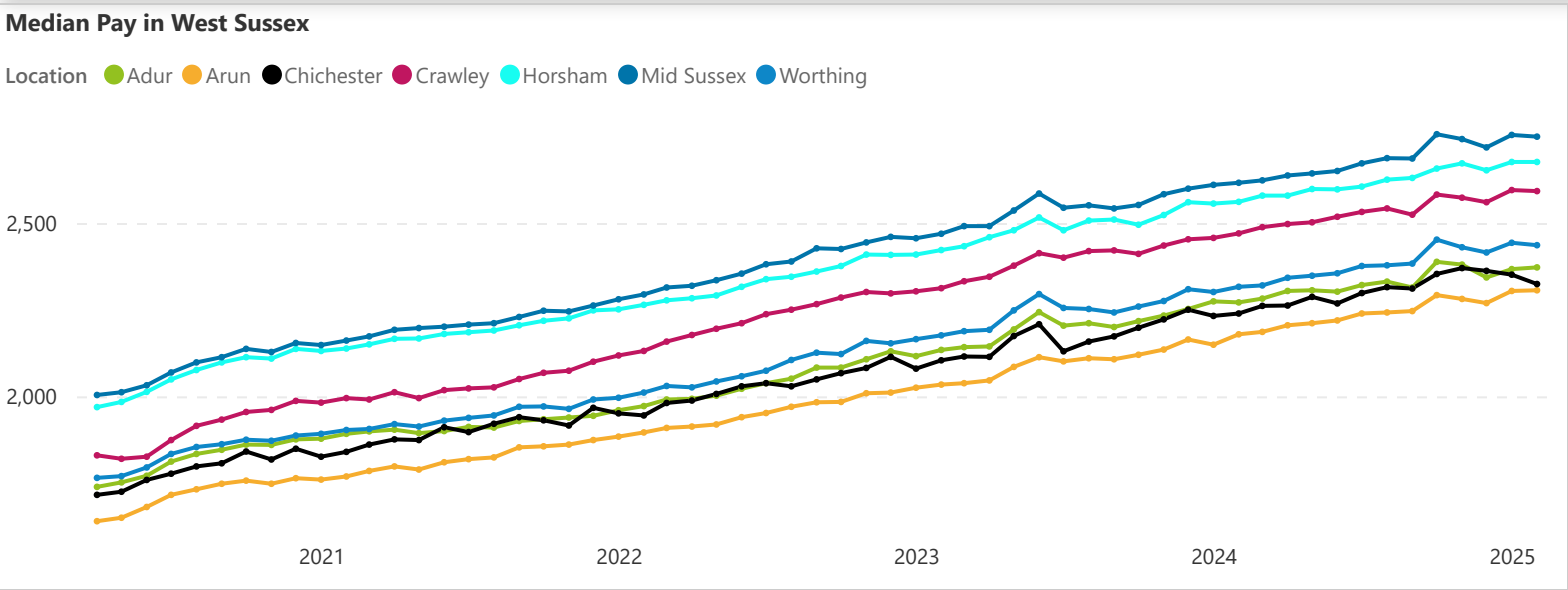
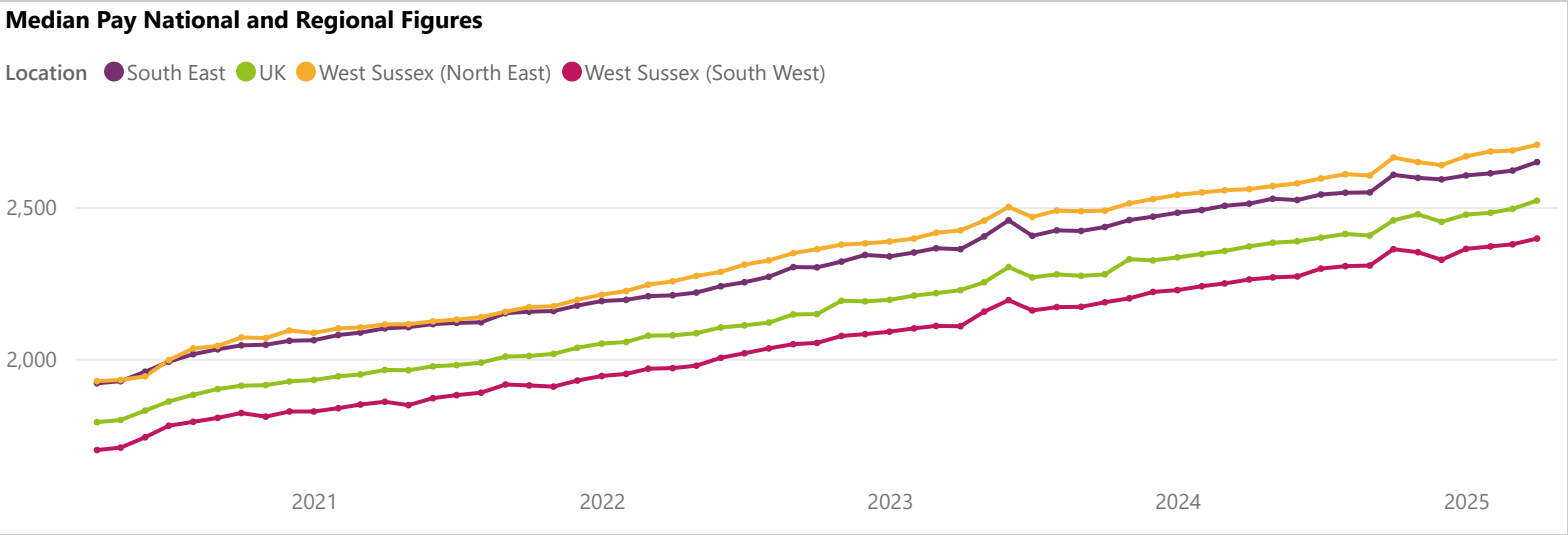
- West Sussex increased by 0.02%
- West Sussex (South East) decreased by 0.08%
- West Sussex (North West) increased by 0.11%
- South East decreased by 0.10%
- England decreased by 0.11%

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

Released: 13 May 2025



Real Time Information Earnings and Employment



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

Overall:

- West Sussex (South East): £2,386
- West Sussex (North West): £2,705
- South East: £2,648
- UK: £2,521

Three Month Change (Dec 2024 - Mar 2025):

- West Sussex (South East) increased by 1.44%
- West Sussex (North West) increased by 1.42%
- South East increased by 1.69%
- UK increased by 1.86%

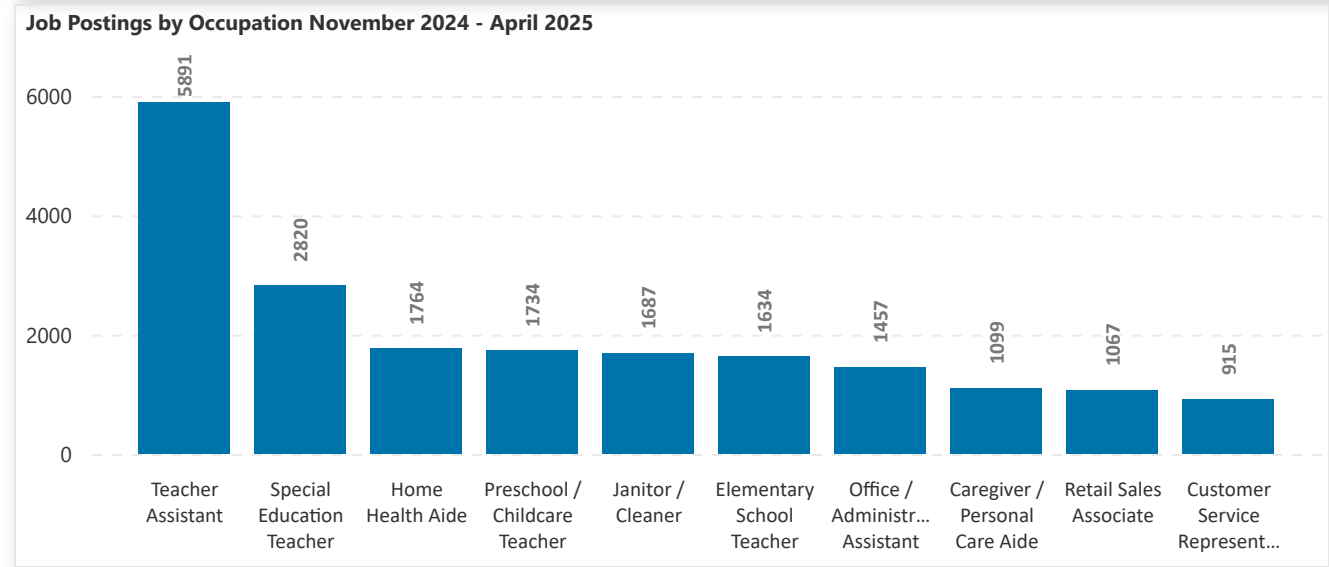
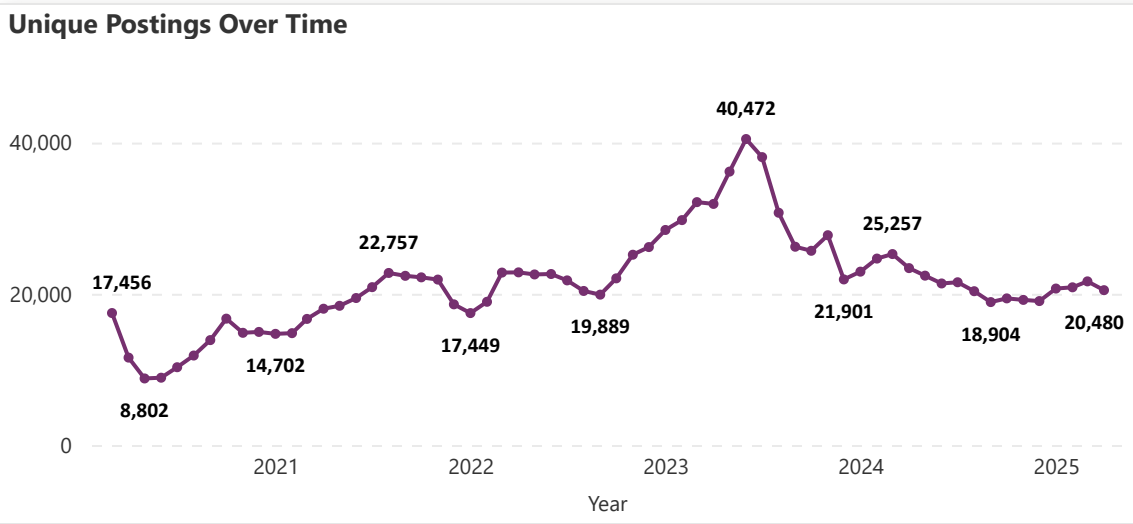
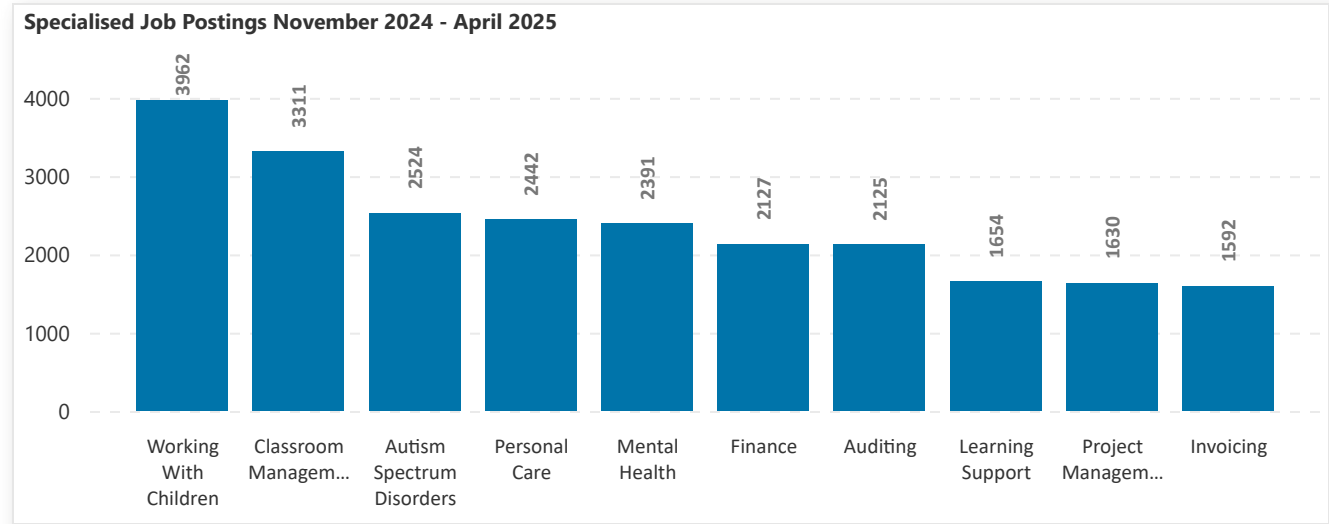
One Month Change (Feb 2025 - Mar 2025):

- West Sussex (South East) increased by 0.80%
- West Sussex (North West) increased by 0.71%
- South East increased by 1.07%
- UK increased by 1.08%

Median pay in Chichester has been declining since November 2024. More data will be available next month on how Chichester's median pay has changed since February 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 April 2025 there were 20,480 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 (November 2024 to April 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 February 2025 to April 2025 was 761,000.
- Decreasing 42,000 or 5.3% from January 2025 to March 2025.
- Total estimated vacancies were down by 131,000 (14.7%) in February 2025 to April 2025 from levels in the previous year.
- The number of unemployed people per vacancy was 2.1 in January 2025 to March 2025, up from 1.9 in the previous quarter.

Gross Domestic Product

- Monthly GDP is estimated to have grown by 0.2% in March 2025.
- Real GDP is estimated to have grown 0.7% in the three months to March 2025, compared with the three months to December 2024.

Labour Market

- Early estimates for April 2025 indicate that the number of payrolled employees decreased with a fall of 0.3% or 106,000.
- The change in employees was highest in the health and social work sector with a rise 87,000 employees.
- The accommodation and food service activities sector saw the highest fall with 107,000 employees.
- Payrolled employment slightly decreased by 33,000 (0.1%) employees in April 2025.
- UK payrolled employee growth for March 2025 compared with February 2025 has been revised from a decrease of 78,000 reported in the last bulletin to a decrease of 47,000.
- Early estimates for April 2025 indicate that median monthly pay increased by 6.4% compared with April 2024.
- Annual growth in median pay in April 2025 was highest in the accommodation and food service activities sector, with an increase of 8.5%, and lowest in the professional, scientific and technical sector, with an increase of 4.6%.

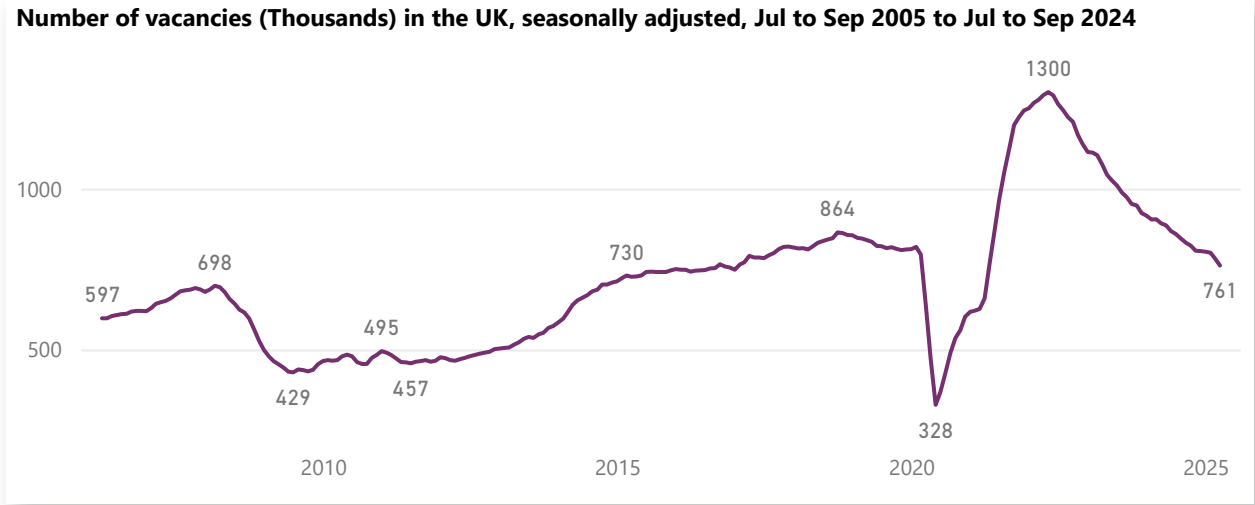
Business Trading

- 14% of trading businesses reported their turnover had increased in April 2025 compared with March 2025.
- 14% of trading businesses reported that they expect their turnover to decrease in June 2025.
- In early May 2025, economic uncertainty was the most commonly reported challenge affecting turnover for trading businesses at 30%. For businesses with 10 or more employees, the most commonly reported challenge was cost of labour at 39%.
- 32% of trading businesses reported an increase in the prices of goods or services bought in April 2025.
- 46% of trading businesses with 10 or more employees cited labour costs as a reason for considering raising their prices in June 2025.
- 8% of businesses reported that they were currently experiencing worker shortages in early May 2025.

Business Closures

- There were 10,012 individual insolvencies in England and Wales.
- Individual insolvencies consisted of 589 bankruptcies, 3,837 debt relief orders (DROs) and 5,586 individual voluntary arrangements (IVAs).
- The number of DROs in April 2025 remained similar to the record high levels over the past 12 months.
- The number of IVAs registered in April 2025 was similar to the average monthly number seen in 2024.
- Bankruptcy numbers remained at about half of pre-2020 levels and were also 11% lower than in April 2024.
- There were 10,012 individual insolvencies in England and Wales.
- Individual insolvencies consisted of 589 bankruptcies, 3,837 debt relief orders (DROs) and 5,586 individual voluntary arrangements (IVAs).
- The number of DROs in April 2025 remained similar to the record high levels over the past 12 months.
- The number of IVAs registered in April 2025 was similar to the average monthly number seen in 2024.
- Bankruptcy numbers remained at about half of pre-2020 levels and were also 11% lower than in April 2024.

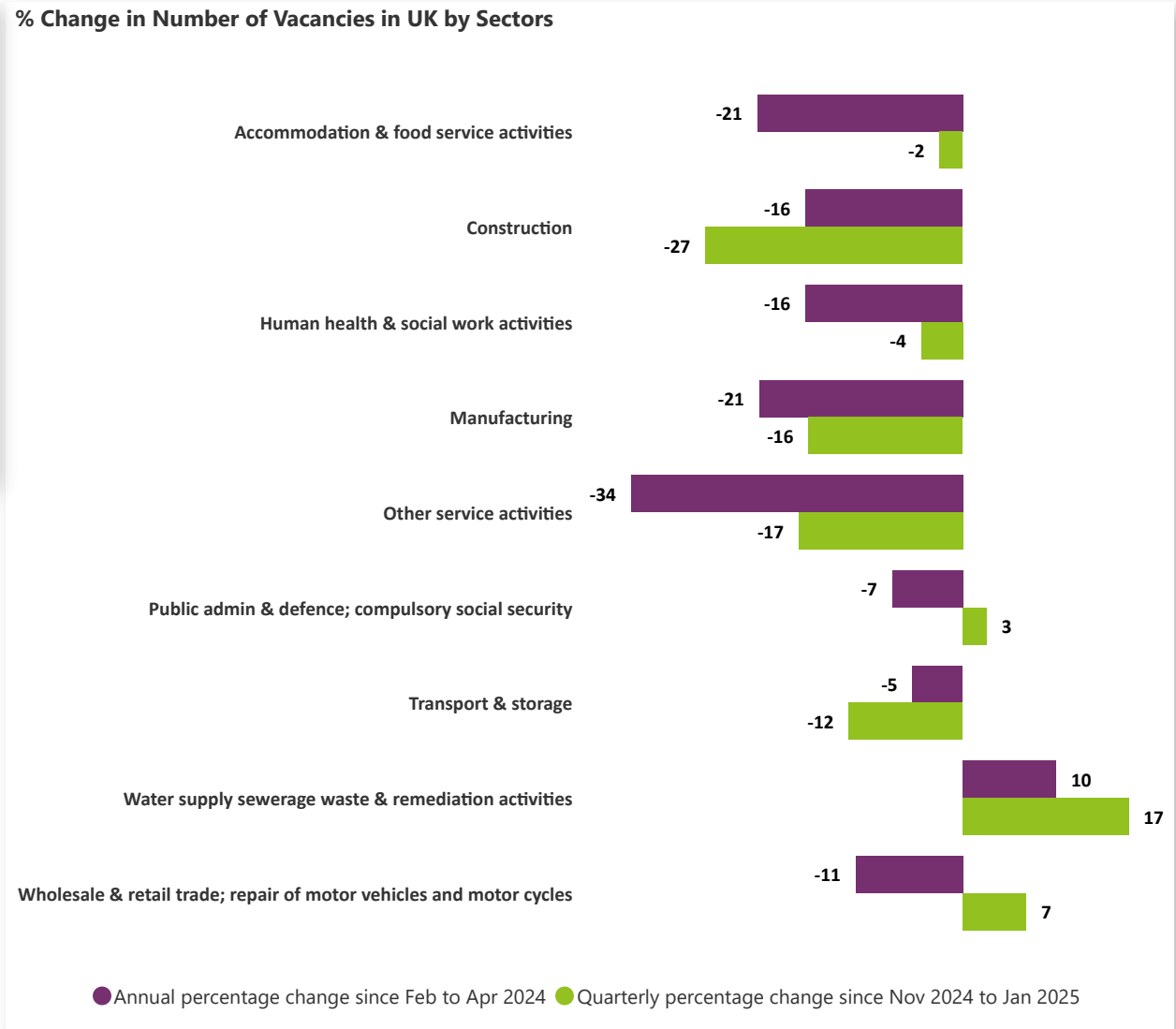
Job Vacancies (UK)



Summary of job vacancies (UK).

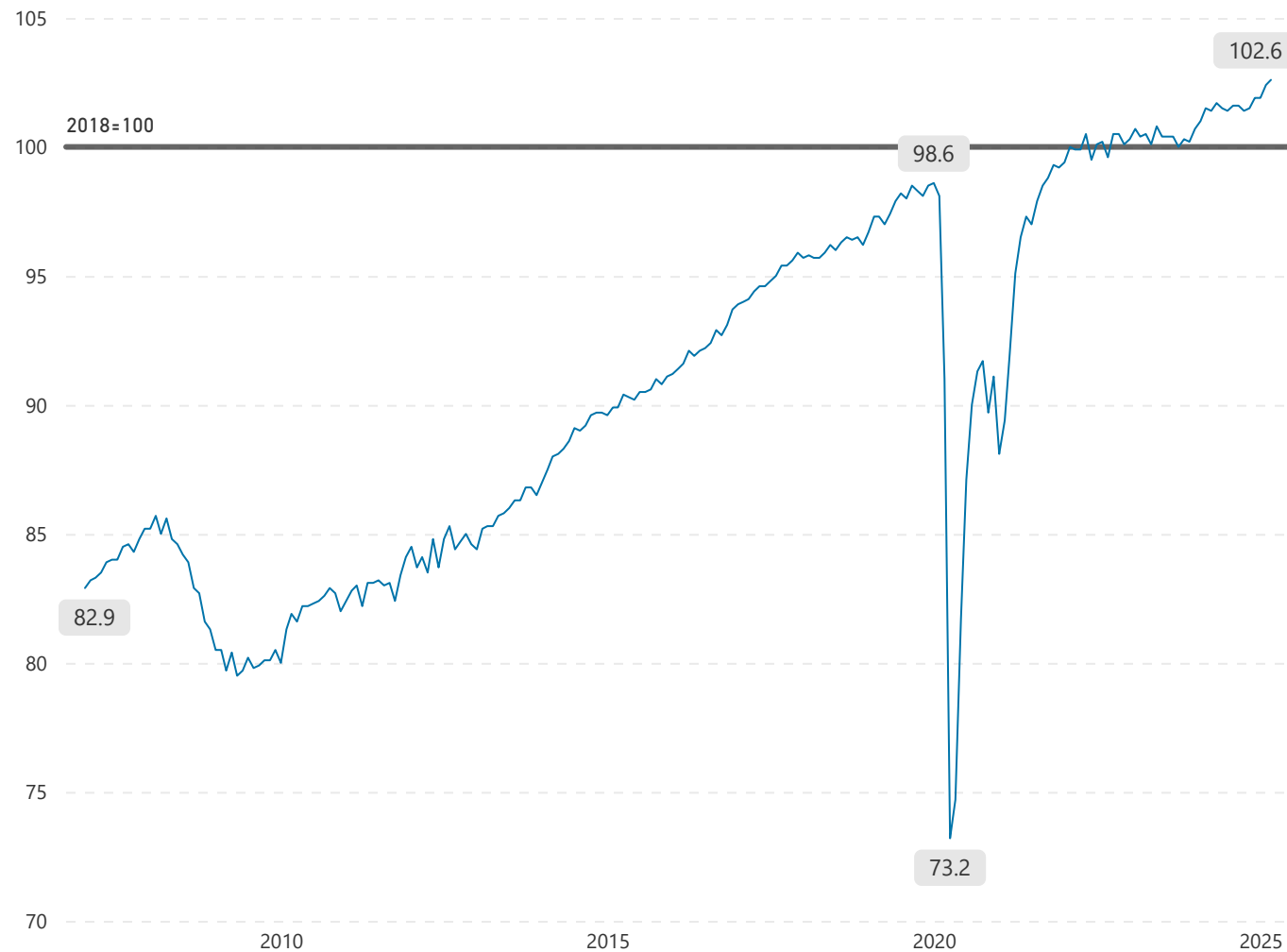
Overall:

- Estimated vacancies in February 2025 to April 2025 was 761,000.
- Decreasing 42,000 or 5.3% from January 2025 to March 2025.
- Total estimated vacancies were down by 131,000 (14.7%) in February 2025 to April 2025 from levels in the previous year.
- The number of unemployed people per vacancy was 2.1 in January 2025 to March 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 0.2% in March 2025.
- Real GDP is estimated to have grown 0.7% in the three months to March 2025, compared with the three months to December 2024.

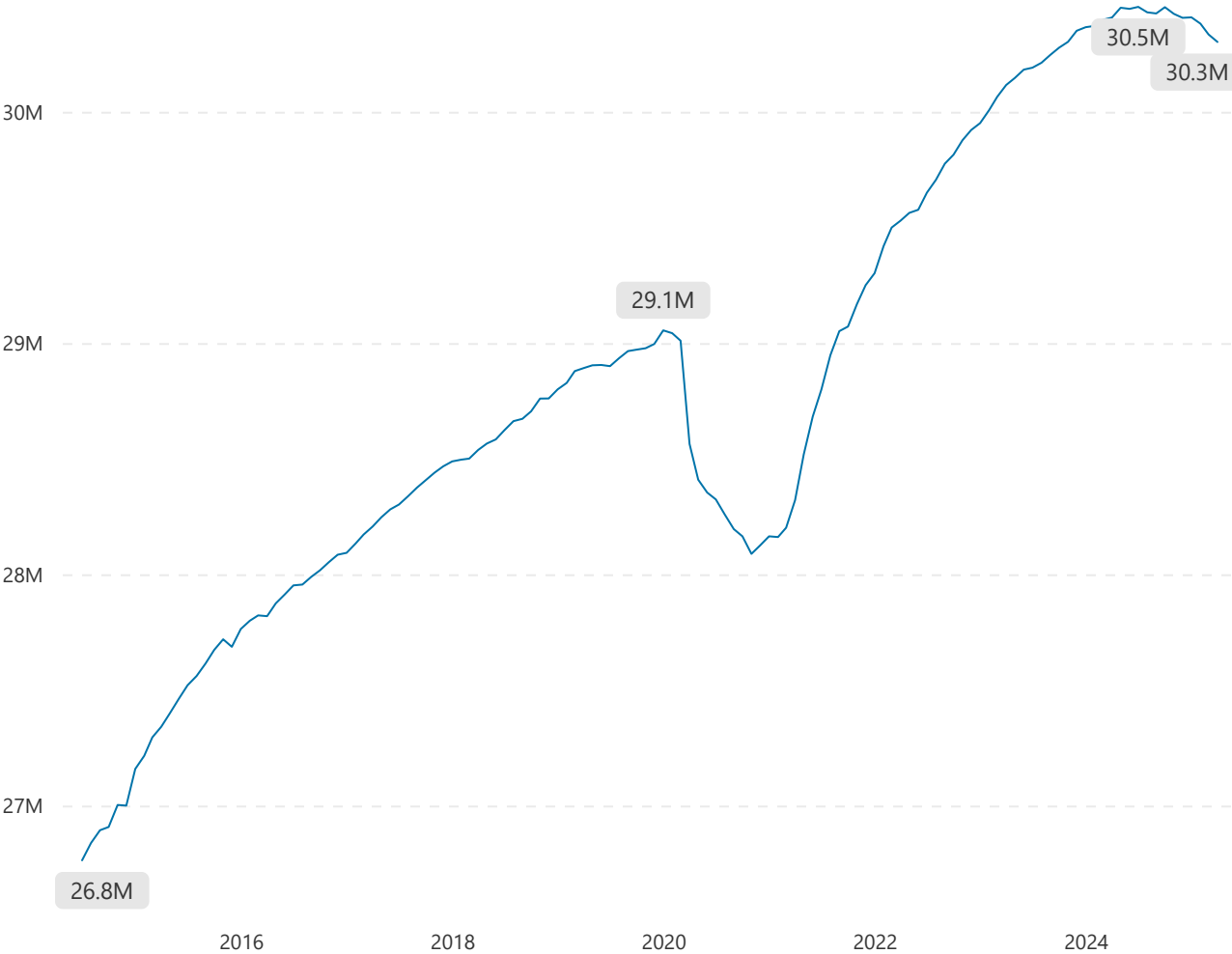
Output growth:

- Services grew by 0.4% in March 2025
- Production fell by 0.7% in March 2025
- Constructions grew by 0.5% in March 2025

Labour Market



Payrolled employees, seasonally adjusted, UK



Summary of Labour Market (UK).

Overall:

- Early estimates for April 2025 indicate that the number of payrolled employees decreased with a fall of 0.3% or 106,000.
- The change in employees was highest in the health and social work sector with a rise 87,000 employees.
- The accommodation and food service activities sector saw the highest fall with 107,000 employees.
- Payrolled employment slightly decreased by 33,000 (0.1%) employees in April 2025.
- UK payrolled employee growth for March 2025 compared with February 2025 has been revised from a decrease of 78,000 reported in the last bulletin to a decrease of 47,000.
- Early estimates for April 2025 indicate that median monthly pay increased by 6.4% compared with April 2024.
- Annual growth in median pay in April 2025 was highest in the accommodation and food service activities sector, with an increase of 8.5%, and lowest in the professional, scientific and technical sector, with an increase of 4.6%.

Source: [ONS, Earning and Employment from Pay As You Earn](#)
Released: 13 May 2025



Business Trading

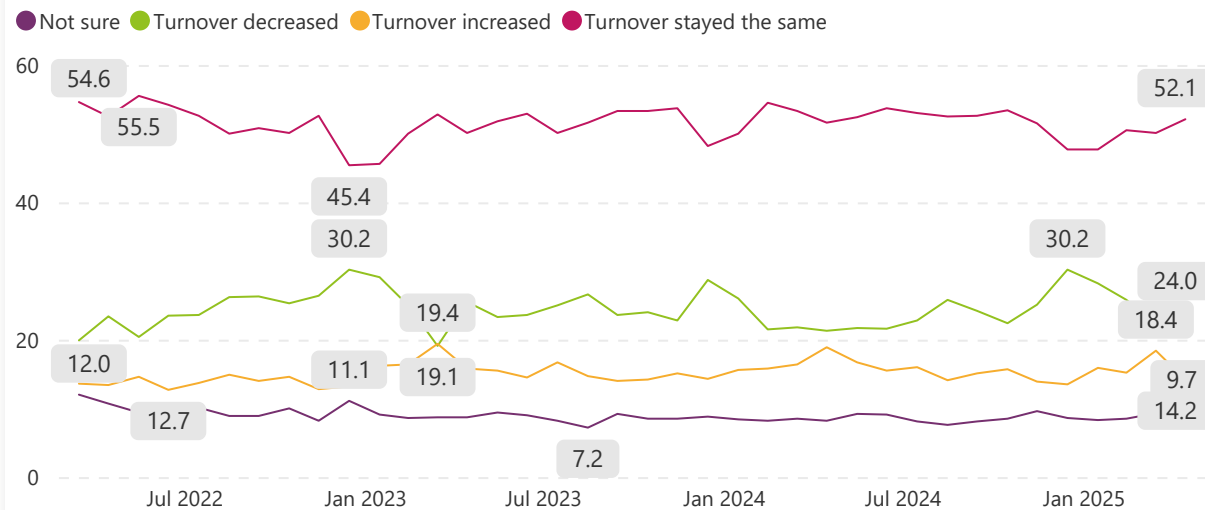
Summary of business insights and impact on the UK economy.

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

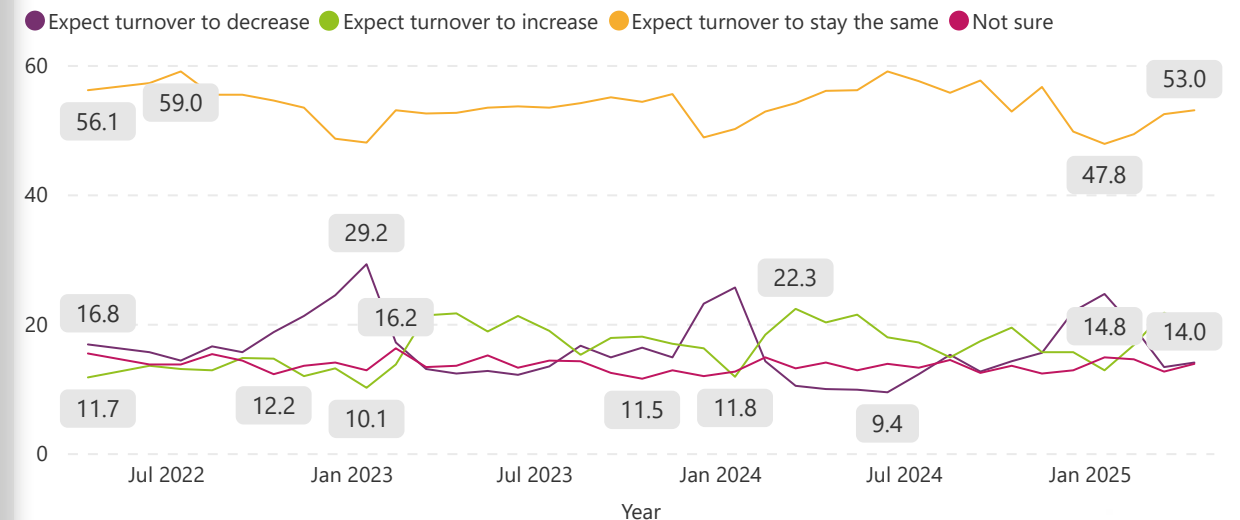
Overall:

- 14% of trading businesses reported their turnover had increased in April 2025 compared with March 2025.
- 14% of trading businesses reported that they expect their turnover to decrease in June 2025.
- In early May 2025, economic uncertainty was the most commonly reported challenge affecting turnover for trading businesses at 30%. For businesses with 10 or more employees, the most commonly reported challenge was cost of labour at 39%.
- 32% of trading businesses reported an increase in the prices of goods or services bought in April 2025.
- 46% of trading businesses with 10 or more employees cited labour costs as a reason for considering raising their prices in June 2025.
- 8% of businesses reported that they were currently experiencing worker shortages in early May 2025.

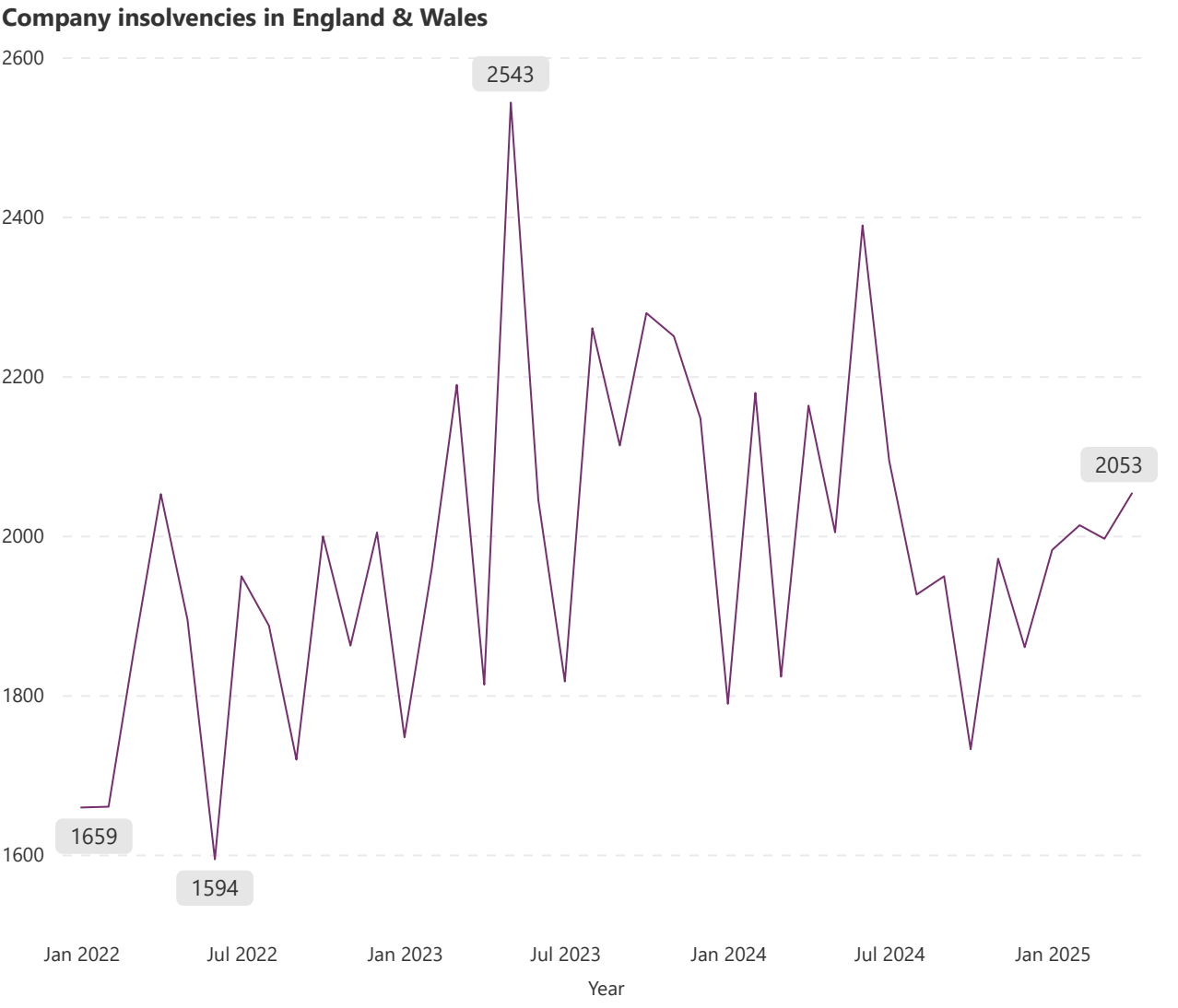
Impact on turnover, businesses currently trading, weighted by count, UK,



Turnover expectations, businesses currently trading, weighted by count,



Business Closures (Company)



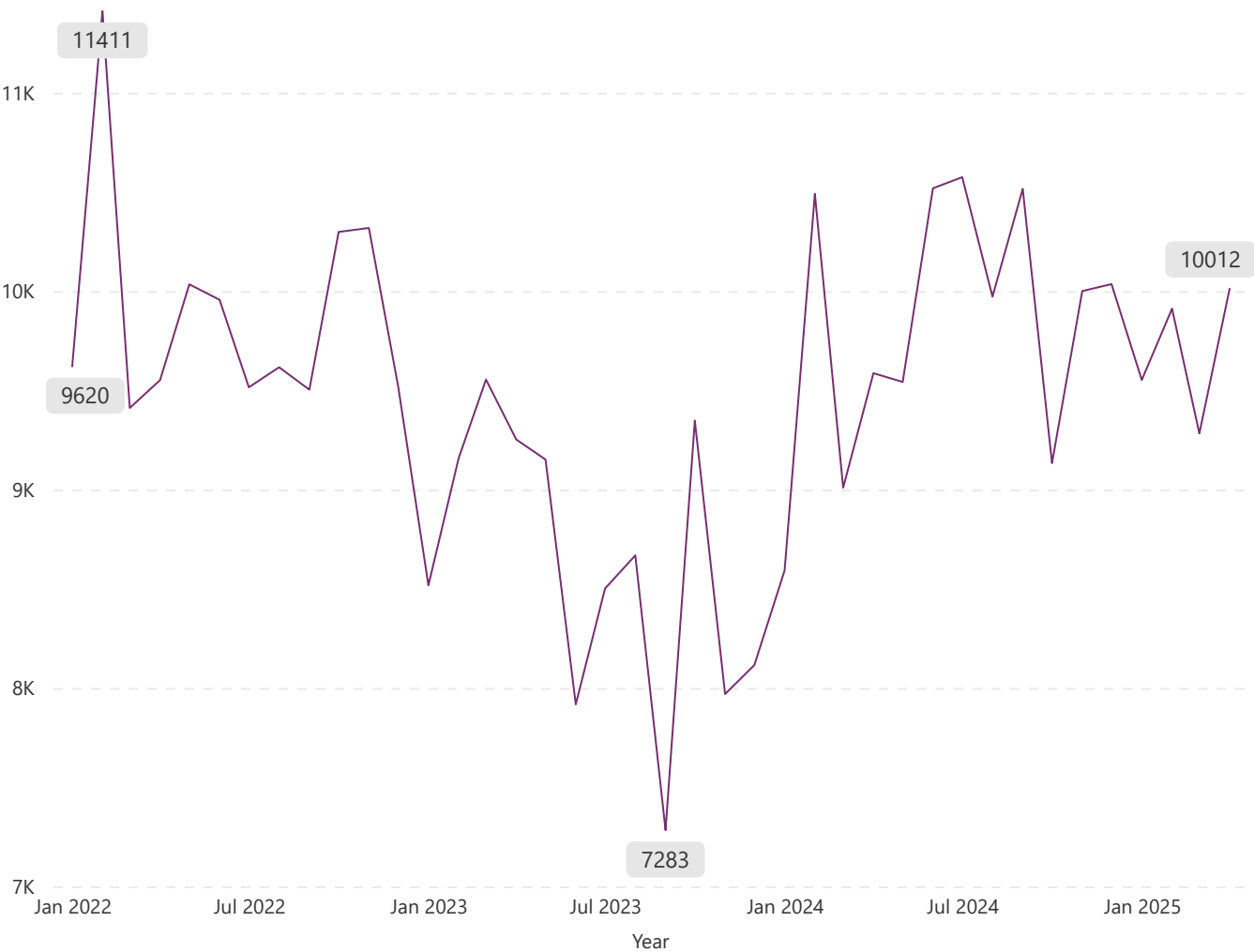
Summary of business closures (company) on the UK economy.

Overall:

- Company insolvencies in England and Wales was 2,053 in April 2025, 3% higher than in March 2025.
- Company insolvencies consisted of 379 compulsory liquidations, 1,544 creditors' voluntary liquidations (CVLs), 105 administrations and 24 company voluntary arrangements (CVAs).

Business Closures (Individual)

Individual insolvencies in England & Wales



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

Overall:

- There were 10,012 individual insolvencies in England and Wales.
- Individual insolvencies consisted of 589 bankruptcies, 3,837 debt relief orders (DROs) and 5,586 individual voluntary arrangements (IVAs).
- The number of DROs in April 2025 remained similar to the record high levels over the past 12 months.
- The number of IVAs registered in April 2025 was similar to the average monthly number seen in 2024.
- Bankruptcy numbers remained at about half of pre-2020 levels and were also 11% lower than in April 2024.