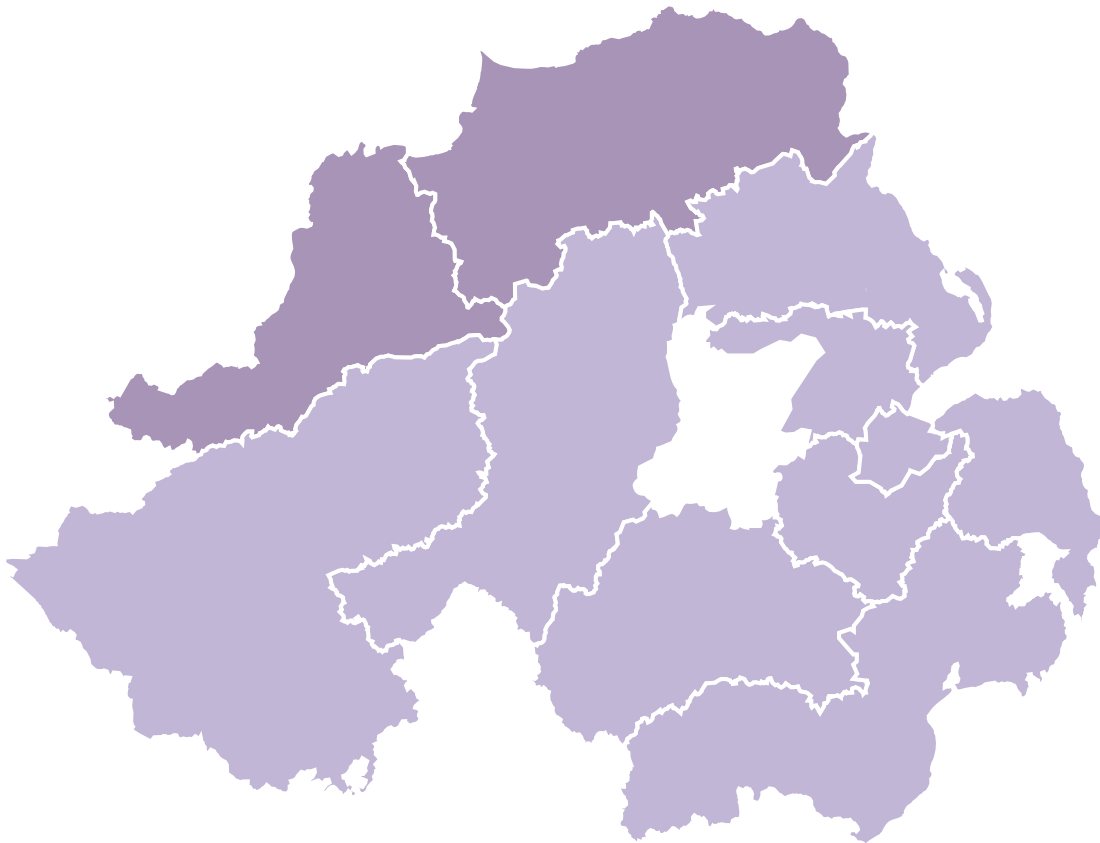


North Western Regional Briefing:

Causeway Coast & Glens Borough Council and
Derry City & Strabane District Council

June 2017



Contents

Background	2
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North Western Region Overview

North Western Invest NI Activity	4
North Western Invest NI Supported Businesses' Performance	6
North Western Economic Profile	8
North Western Sector Focus	12
North Western Economic Development Partners	14

District Council Briefings

Causeway Coast & Glens	16
Derry & Strabane	23

Appendices

Data Tables	31
Notes	38
Data Sources	40

Background

Invest NI has produced **Regional Briefings** for areas across Northern Ireland to help inform and support understanding of sub-regional economic performance. They are aligned to Invest NI's regional office network and each includes analysis for the relevant local councils.

The purpose of the briefings is to provide an overview of the latest available economic metrics from a range of data sources. This includes:

- Invest NI support to businesses and organisations in the area to stimulate job creation, investment and economic growth;
- Official statistics including; Population, Labour Market, Employee Jobs, Earnings, Qualifications, Business Base, Productivity and Tourism; and
- Information on Sectors and Economic Development Partners in the region.

Data tables, detailed notes on definitions and measures and sources are available in the appendices. The **Regional Briefings** are supported by an interactive dataset and access to these resources is available through the contact points below.

For further information please contact:

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Fiona Johnston

Statistical Support
Invest NI - Corporate Information Team
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028 9069 8288

North Western Region Overview

The North Western region covers the two local government district areas of Causeway Coast & Glens Borough Council and Derry City & Strabane District Council. Our North Western Regional Office is located in Derry City and works in partnership with local businesses to help them expand, invest in skills training, undertake R&D and supports local businesses to grow exports.

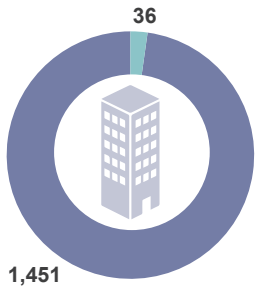
North Western Invest NI Activity (2012-13 to 2016-17)

Over the five year period from 2012-13 to 2016-17, Invest NI has made **3,026** offers of support to **1,487** businesses located in the North Western region. This support is valued at **£70.74m** and has contributed towards **£360.58m** of investment secured for the area, including the promotion of **5,002** new jobs.

The information below shows this support disaggregated by business ownership (locally-owned or externally-owned) and type of support.

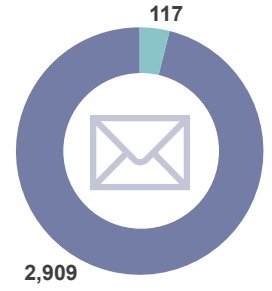
■ Locally-Owned Businesses
■ Externally-Owned Businesses

No. of Businesses = 1,487



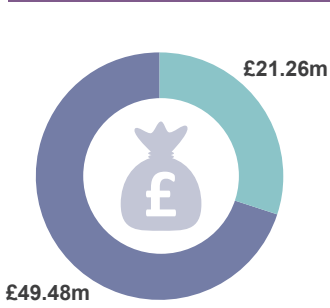
Year	Locally-Owned Businesses	Externally-Owned Businesses
2016-17	212	14
2015-16	348	10
2014-15	503	12
2013-14	498	12
2012-13	379	17

No. of Offers = 3,026



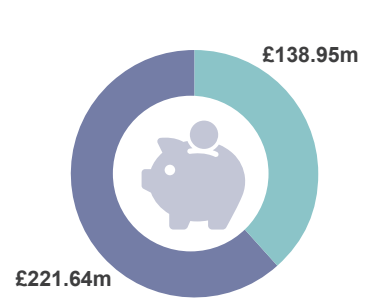
Year	Locally-Owned Businesses	Externally-Owned Businesses
2016-17	399	22
2015-16	516	17
2014-15	691	22
2013-14	727	19
2012-13	576	37

Total Support = £70.74m



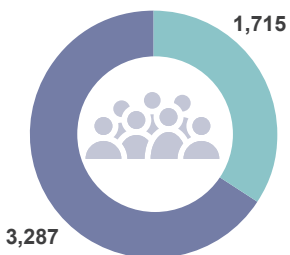
Year	Locally-Owned Businesses (£m)	Externally-Owned Businesses (£m)
2016-17	13.08	3.08
2015-16	11.80	3.31
2014-15	8.08	8.31
2013-14	8.80	3.27
2012-13	7.73	3.28

Total Investment = £360.58m



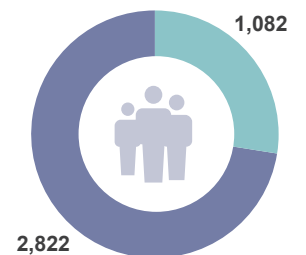
Year	Locally-Owned Businesses (£m)	Externally-Owned Businesses (£m)
2016-17	49.45	27.05
2015-16	58.68	26.37
2014-15	42.40	39.10
2013-14	33.99	26.22
2012-13	37.12	20.20

Jobs Promoted = 5,002



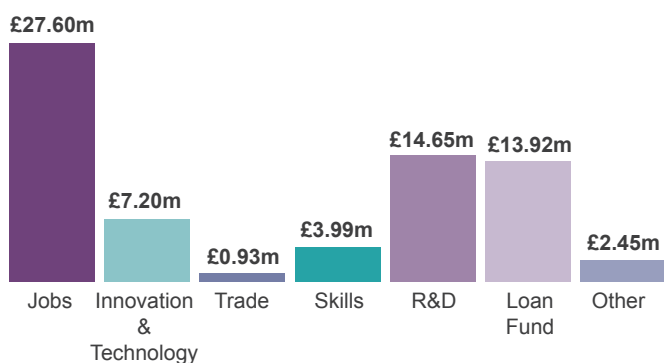
Year	Locally-Owned Businesses	Externally-Owned Businesses
2016-17	386	359
2015-16	489	312
2014-15	882	155
2013-14	970	576
2012-13	560	313

Jobs Created = 3,904



Year	Locally-Owned Businesses	Externally-Owned Businesses
2016-17	245	209
2015-16	409	280
2014-15	839	329
2013-14	834	154
2012-13	494	110

Type of Support

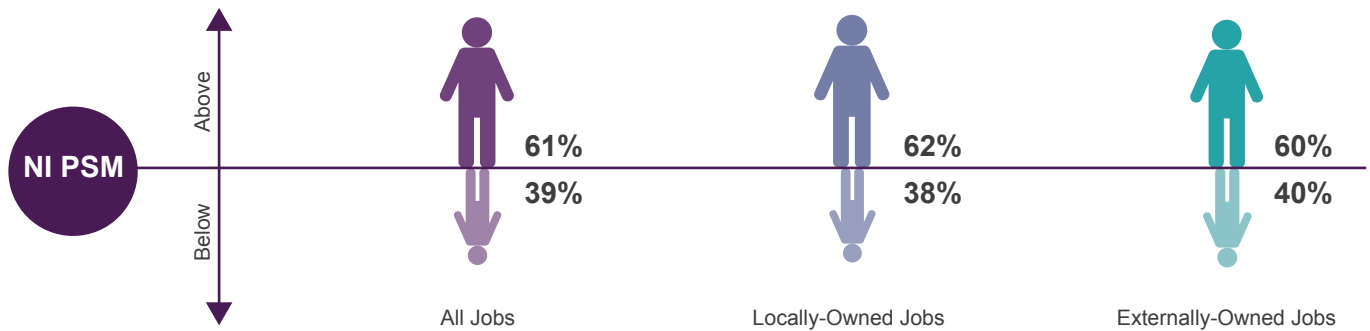


Notes

- Business totals may not add as a business can be supported in more than one year and can move from local to externally-owned during the 5 year period.
- Does not include **£11.29m** of support to External Delivery Organisations or universities, which contributes towards **£15.21m** of investment, as this benefits businesses across all of Northern Ireland.
- 'Jobs Promoted' are those which are expected as a result of the implementation of a business plan. As this happens, they become 'Jobs Created'.

Jobs above NI Private Sector Median (PSM)

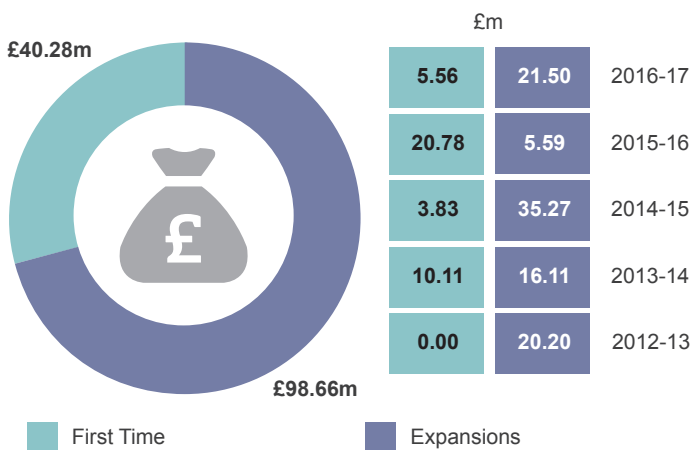
For specific projects Invest NI measures the quality of the jobs by the proportion of those jobs that attract salaries above the Northern Ireland PSM wage - the average annual wage for the private sector, which is **£20,800** for 2016.



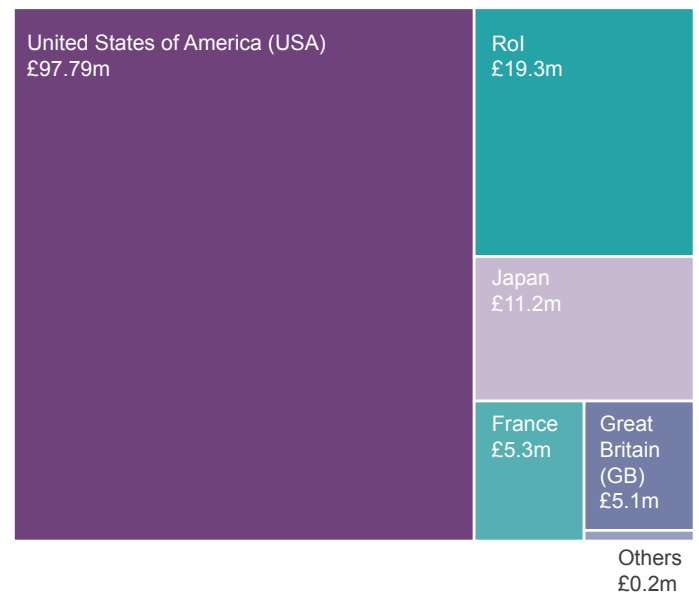
Top 5 Investors



Externally-Owned First Time Investment vs Existing Expansions



Externally-Owned Investment by Country



Total externally-owned investment secured was **£138.95m**. This is defined as investment in the area by businesses where at least 50% of ownership is based outside Northern Ireland. The figures include the support that Invest NI offers these businesses.

North Western Invest NI Supported Businesses' Performance (2015)

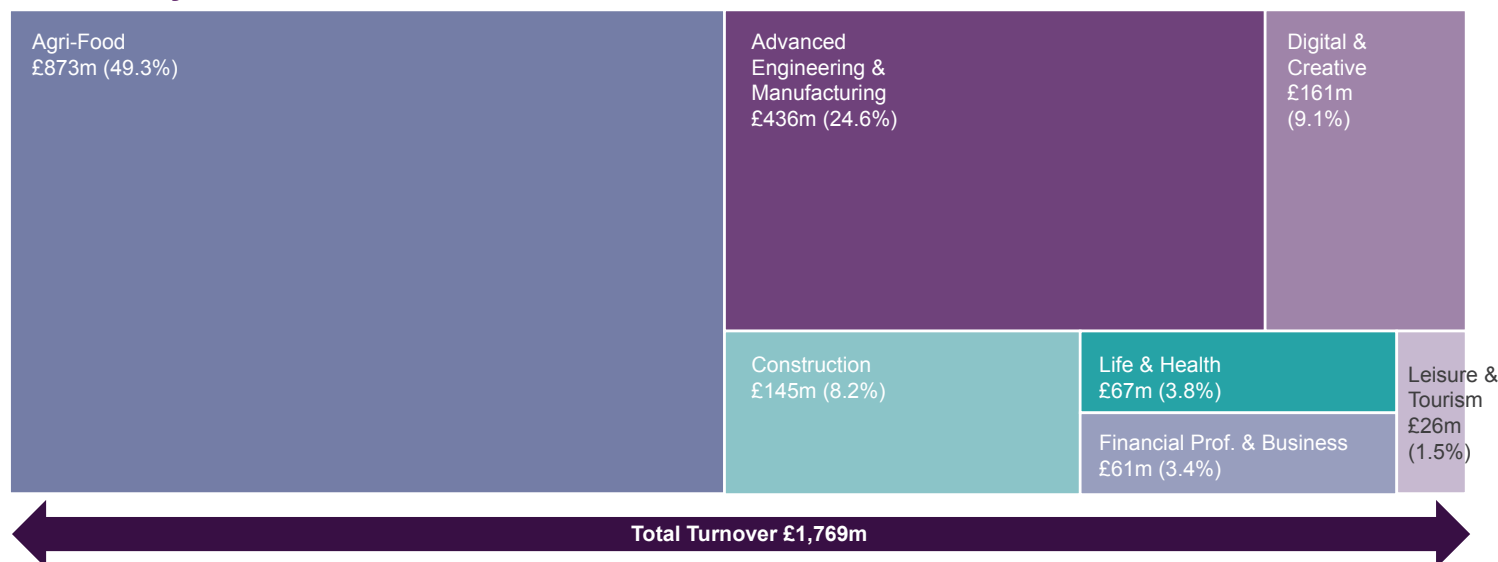
Key Performance Indicators (KPIs) are collected from a sub-set of Invest NI supported businesses with potential for growth through external markets. KPIs are geographically assigned based on the business' HQ location. These include all sales, external sales, exports and employment.



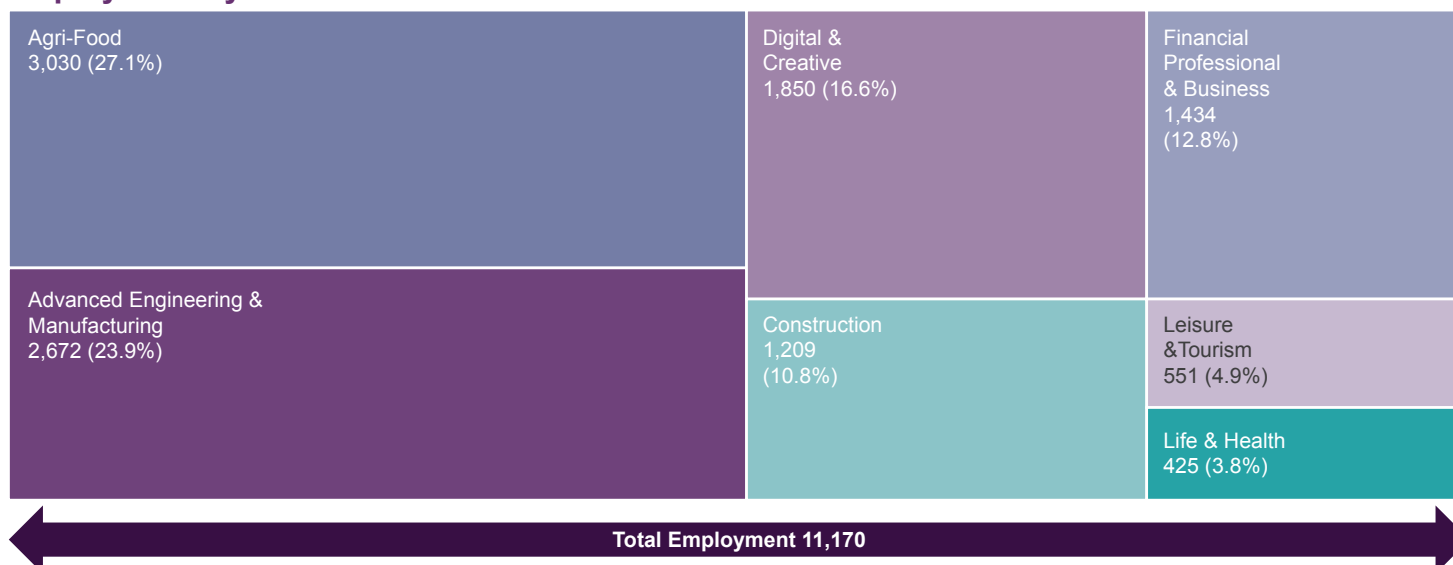
Per Employee Ratios		
	North West	All Invest NI Businesses
Sales per Employee	£158,374	£146,156
External Sales per Employee (Outside NI)	£120,240	£109,714
Export Sales per Employee (Outside UK)	£71,467	£52,704

Per employee ratios are provided to enable comparisons across all businesses in the Invest NI portfolio.

Turnover by Sector

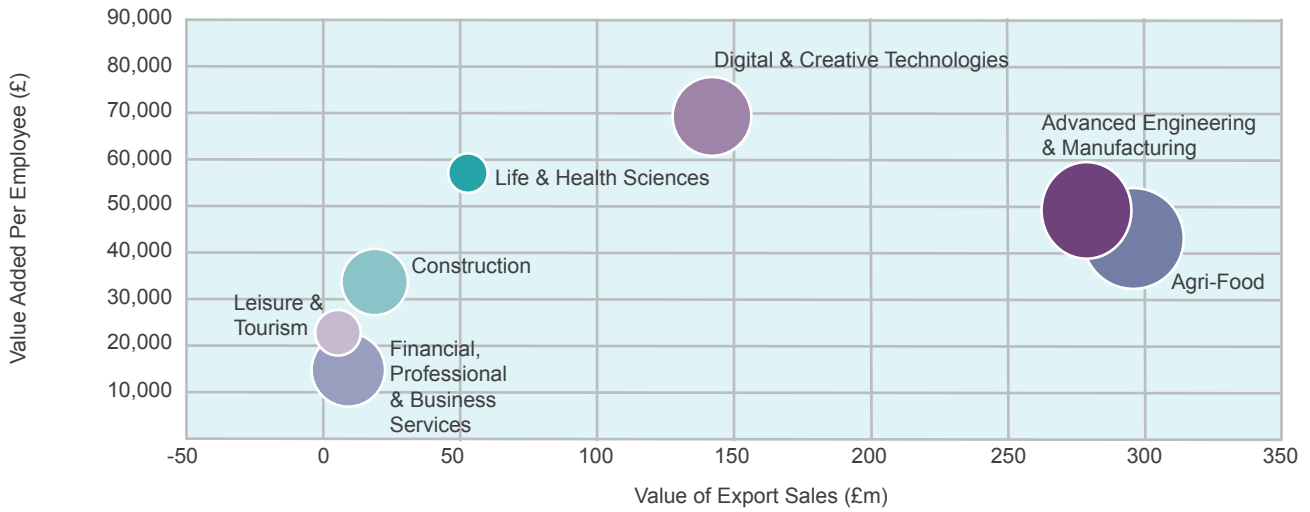


Employment by Sector



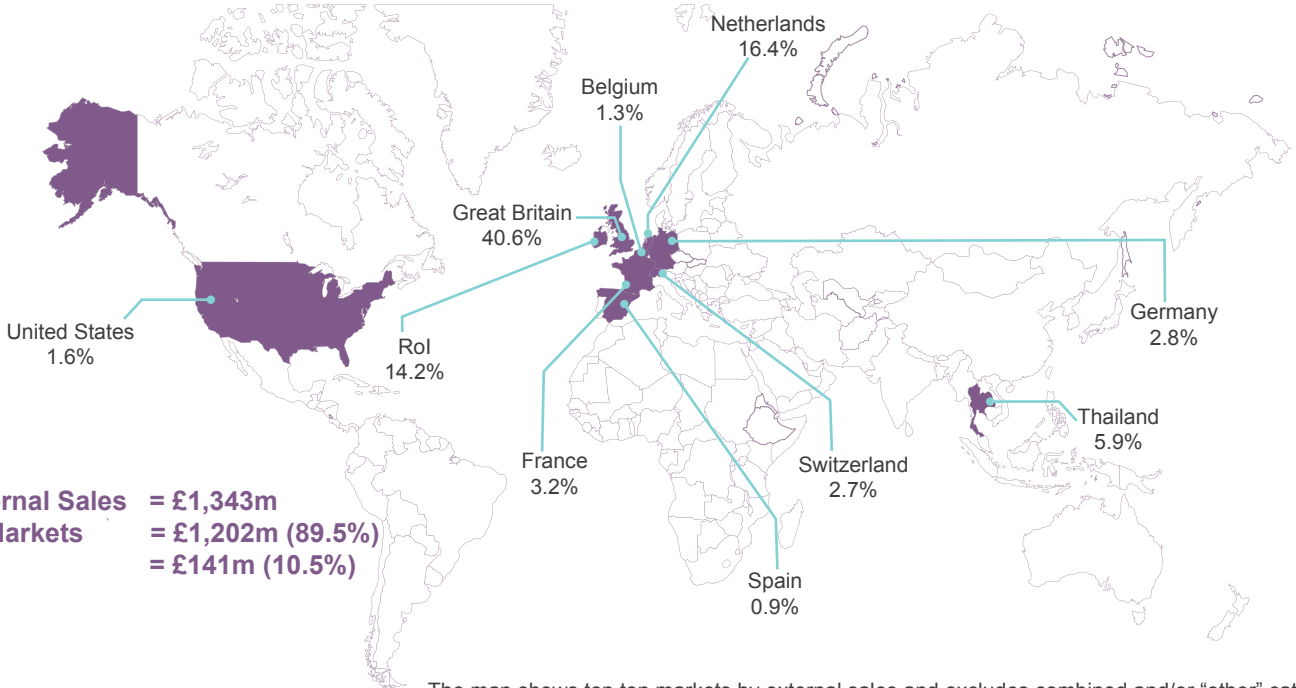
Sectors are classified according to Invest NI's sector reporting structure which is based on supported businesses' main product/service within Northern Ireland.

Relationship between Productivity, Exports & Employment



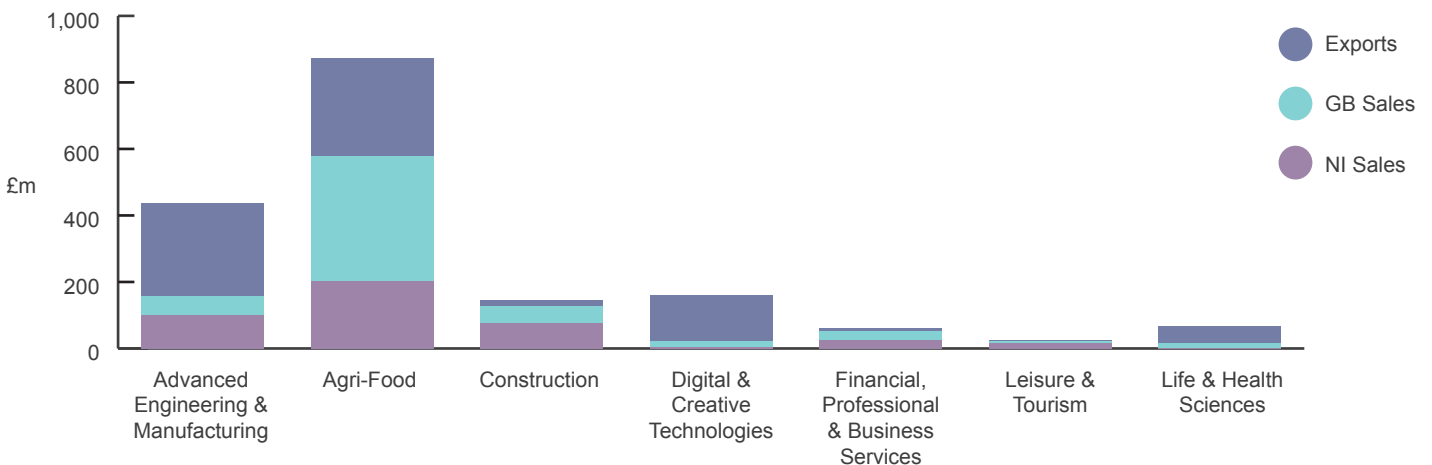
The chart represents the relationship between productivity (value added per employee), export sales and employment. The size of the bubble relates to the size of the sector in terms of employment.

Destination of External Sales (Top Ten Markets)



The map shows top ten markets by external sales and excludes combined and/or "other" categories.

Breakdown of Sales by Sector



North Western Economic Profile

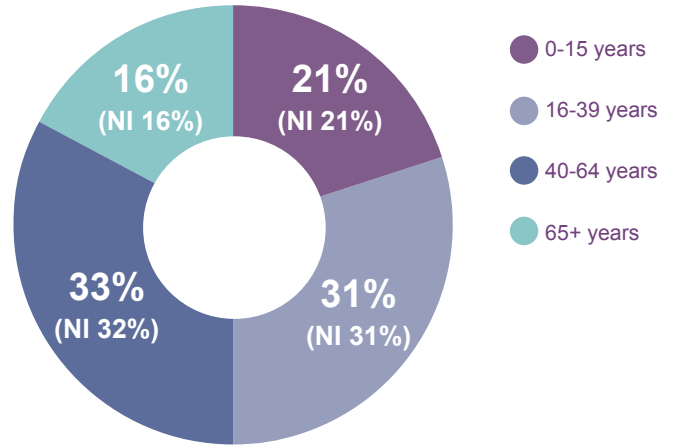
Population (2015)

Total Population
292,621



16% of total NI population

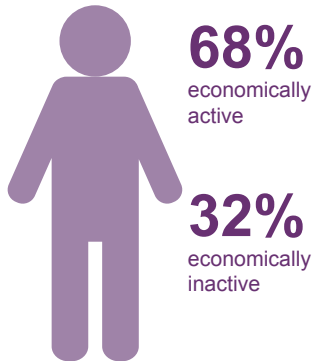
Population by Age



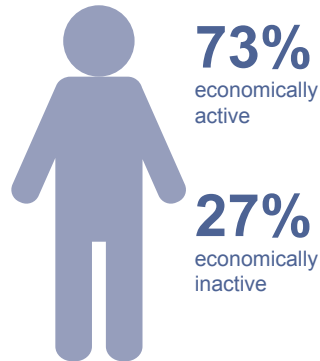
Source: Mid Year Population Estimates, NISRA

Labour Market Structure (2015)

North Western



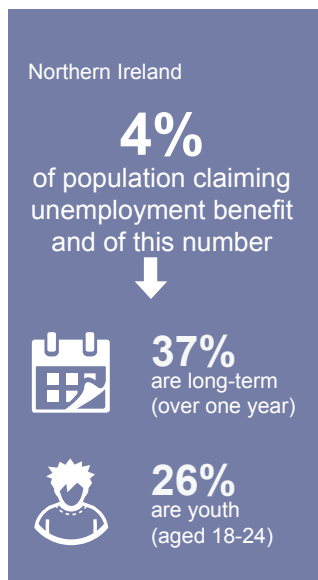
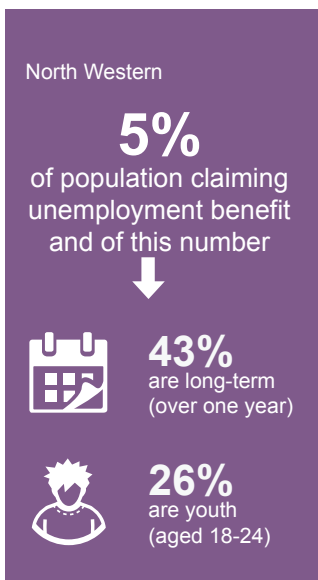
Northern Ireland



Source: Labour Force Survey, NISRA



Unemployment Claimants



Source: Claimant Count, NISRA

The labour market structure is composed of the economically active (people in employment and seeking work) and inactive (not seeking nor available for work). This data is provided through the Labour Force Survey (LFS), the largest regular household sample survey in Northern Ireland. **Total numbers in employment do not equate to total jobs as a person can have more than one job.**

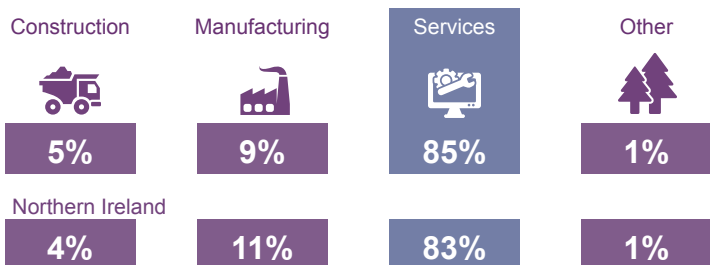
Unemployment annual averages data is derived from the Claimant Count as LFS figures fall below suppression thresholds. This is an administrative data source based on the numbers claiming unemployment-related benefits. It uses a different definition of unemployment to the LFS.

Both measures of the labour market are based on the working-age (16-64) population.

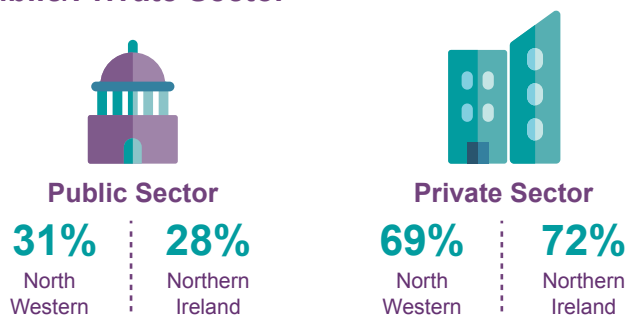
Employee Jobs (2015)

93,182 jobs within the region (13% of the Northern Ireland total)

Industry Sector



Public/Private Sector



The Business Register and Employment Survey is a business census which provides employee jobs estimates. **This is based on the location and number of jobs rather than the number of persons with a job; therefore someone with two jobs will be counted twice.** It excludes agriculture employee jobs and self-employed (not on a PAYE system).

Source: Business Register and Employment Survey, NISRA

Earnings (2015)

The median weekly earnings for Northern Ireland are **£389.8**

Place of Residence

Median weekly earnings based on people living in the area -

£340.0



Place of Work

Median weekly earnings based on people working in the area -

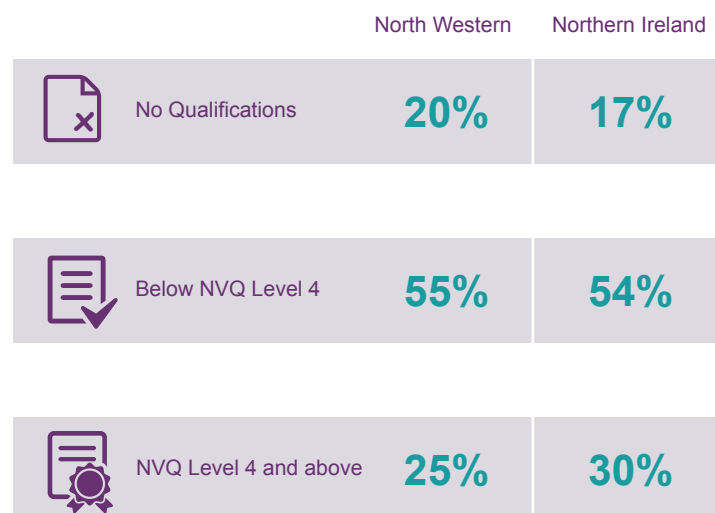
£325.6



Based on median, weekly, basic and other earnings for full-time employees (more than 30 hours per week) in the private sector.

Source: Annual Survey of Hours and Earnings, NISRA

Qualifications (2015)



This data is provided through the Labour Force Survey (LFS) which is a household survey and includes a measure of qualifications, based on the working-age population (16-64), using the following classification:

- No Qualifications
- Below NVQ Level 4 (Level 1 to Level 3)
- NVQ Level 4 and above (degree level and above)

Source: Labour Force Survey, NISRA

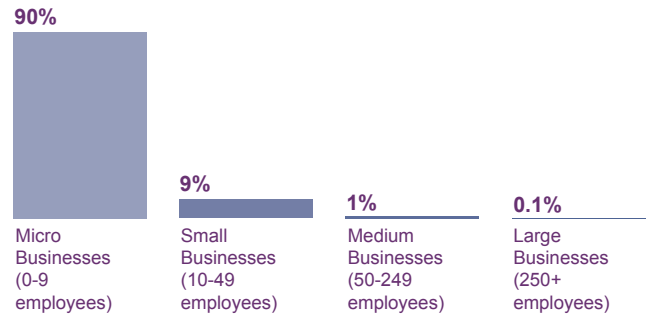
Business Base (2015)

The business population is defined here by the Inter Departmental Business Register which excludes smaller businesses and the self-employed who fall below the VAT registered/PAYE thresholds.

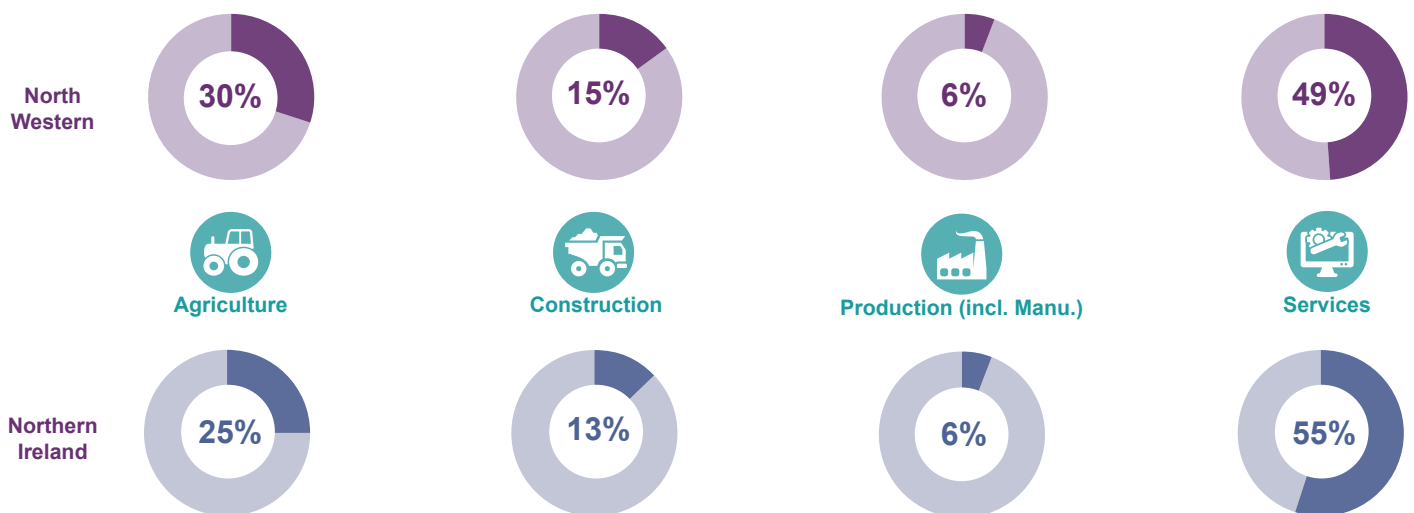
Number of Registered Businesses



Businesses by Size

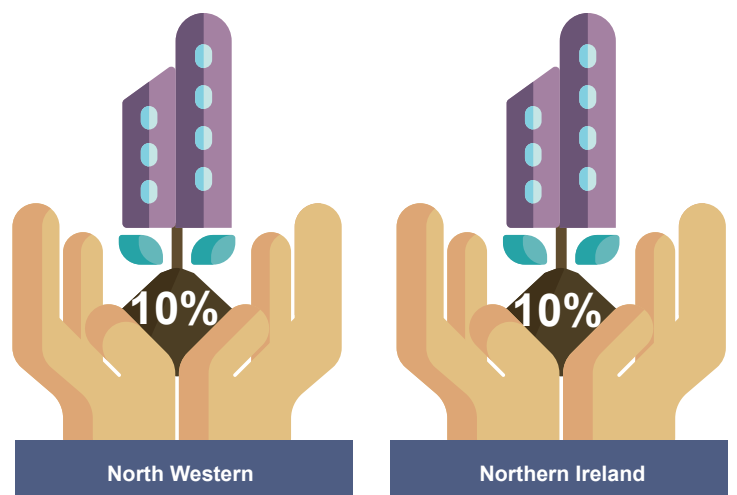


Businesses by Sector



Business Births

A business birth is identified as a business that was present in the latest annual active business population dataset, but not the two previous ones. The birth rate is expressed as a percentage of total active enterprises in the current year. Business demography data excludes the agriculture sector.



Source: Inter Departmental Business Register, NISRA

Productivity Work-Place Based (2014)

Productivity is based on the approximate Gross Value Added (aGVA) generated by the non-financial business economy (and excludes public sector). This is measured by the Northern Ireland Annual Business Inquiry based on income, less cost of goods and services used to create this income.

Per head calculations are made using total in employment, rather than the resident population as this can be subject to distortion (due to the effects of commuting and variations in age distribution).

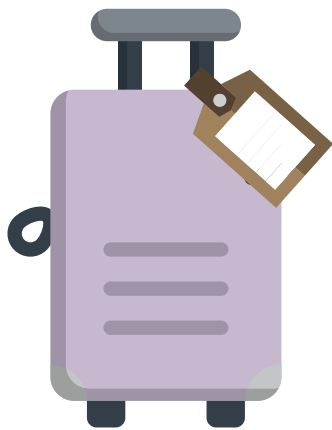


Source: Northern Ireland Annual Business Inquiry, NISRA

Tourism

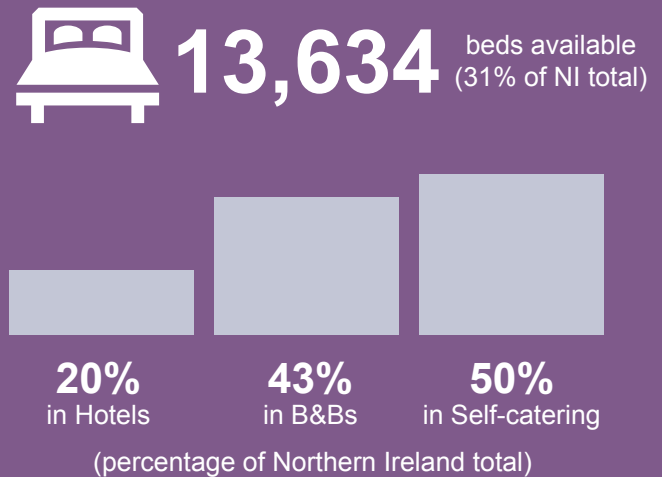
A variety of statistics are used to provide a picture of tourism. These include: passenger and household surveys which measure the number of overnight trips and associated expenditure; occupancy surveys of local hotels and commercial accommodation and the Visitor Attraction Survey.

Overnight Trips & Associated Spend (2015)



1.1m overnight trips to the North Western Region (24% of NI total) resulting in **£179m** expenditure (24% of NI total)

Availability of Accommodation (2015)



Tourism Jobs (2015)



Visitor Attractions (2015)



The most popular visitor attractions in 2015 were:-

The Peace Bridge	981,053
Giant's Causeway	851,000
Derry's Walls	380,876

Source: Tourism Statistics, NISRA

North Western Sector Focus

Advanced Engineering & Manufacturing

The region has been the location for major manufacturers which include Invista (Lycra®), Du Pont UK (Kevlar®), and Seagate who have plants in Derry. Seagate is among the most advanced in the world in the design, development and volume manufacturing of recording heads.

O'Neills, founded in 1918, is now a global exporter and the largest sportswear manufacturing company in Ireland. They have an extensive manufacturing plant in Strabane.

AVX, based in Coleraine, is considered a leading manufacturer and supplier of electronic equipment around the world.



Digital & Creative Technologies

The region has established itself as a hub for digital and creative industries. There is a vast range of training available, including Ulster University's School of Creative Arts and Technology and other local providers. Start-up and high-growth businesses in this sector can benefit from Eighty81, a shared creative workspace in Derry which provides an environment that cultivates collaboration and idea generation.

The sector has seen growth such as the expansion of 8over8 Limited, an IT software business specialising in contract management solutions for the oil and gas industries, the business was recently acquired by the leading UK-based IT company Aveva Group.



Financial, Professional & Business Services

The region has seen significant growth in this sector over the last 10 years with many investors choosing the North West as their base.

The region is now home to some of the sector's major businesses including Fujitsu, Convergys, Firstsource, Allstate, One Source Virtual and AXA. These businesses offer a range of services from back office to front line support for major telecommunications firms.



Leisure & Tourism

The region has a vibrant leisure and tourism industry. It is home to four of Northern Ireland's top ten visitor attractions including; the Giant's Causeway, Derry's Walls, Carrick-a-Rede Rope Bridge and The Guildhall. The North Western region has been chosen to play host to some of the most prestigious sporting events from around the world including the Clipper Round the World Yacht Race; the Dubai Duty Free Irish Open and the British Open.

It is also the home of Derry's annual Halloween festival, named 'The World's Best Halloween' destination by USA Today in 2015. The region also hosts Ireland's largest outdoor sporting event, the North West 200, across the Causeway Coast and Glens borough.



Life & Health Sciences

The region has a strong health research base including the Clinical Translational Research and Innovation Centre (C-TRIC), the Northern Ireland Centre for Stratified Medicine (both at Altnagelvin Area Hospital) and the Intelligent Systems Research Centre (Ulster University).

The region is also home to a number of global life and health science businesses. US packaging giant Bemis has its medical and pharmaceutical packaging base and European business services centre in Derry. Armstrong Medical, established in Coleraine, has been developing, manufacturing and globally exporting disposable respiratory and critical care products for over 30 years.



Agri-Food

The agri-food sector within the North West is expanding year on year. The Kerry Group, with a plant in Coleraine, is a major international food corporation, and world leader in ingredients and flavour technologies.

LacPatrick Dairies has an innovative spray drying plant at Artigarvan which is designed to make advanced ingredients for the international food market using technology with a very low carbon footprint. In addition, they have also commissioned a large anaerobic digester to reduce their energy costs at their Ballyrashane Dairy in Coleraine.

Tequila Cuervo La Rojena is planning to invest up to £30m in the Old Bushmills Distillery with the aim of doubling production and the development of a new tourism and visitor centre. Additional investment plans from Niche Drinks include the development of a Distillery near Londonderry; a first test market product has been launched as 'The Quiet Man Whiskey'.



NICHE DRINKS

North Western Economic Development Partners

Department for the Economy

DfE is responsible for, among other areas, economic policy development and aims to transform Northern Ireland into an innovative and globally competitive economy.

Invest NI

Invest NI works in partnership across Northern Ireland to support business development, increase productivity and export levels, attract inward investment and stimulate a culture of entrepreneurship and innovation. Invest NI offers financial support, tailored guidance, training and information. A free information service is available at: nibusinessinfo.co.uk

Councils

Among the many other functions councils control, they now also provide a continuum of support to enable local economic development. Their programmes focus on starting a business, youth and social entrepreneurship, women in business and neighbourhood renewal.

Chambers of Commerce

NI Chamber of Commerce and Industry is the network for business in Northern Ireland, enabling members to grow their organisation both locally and internationally and drive the development of the economy. There are local branches throughout Northern Ireland.

Catalyst Inc

Catalyst Inc provides support for knowledge-based entrepreneurs, investors and global corporations through agile and connected space at the Innovation Centre Derry, Connect programmes and Halo Angel PLUS Network.

University & College

These support economic prosperity through education, training and skills development of individuals, businesses and communities. They also offer knowledge transfer partnerships and spin-out activity.



Department for Communities

DfC responsibilities include urban regeneration, community and voluntary sector development and training and support for jobseekers and employers. It aims to bring communities together, tackle disadvantage and promote equality of opportunity.

Department of Agriculture, Environment & Rural Affairs

DAERA responsibilities include rural development and support for the agriculture sector.

Tourism Agencies

Both Tourism NI and Tourism Ireland are responsible for development and marketing to build the value of tourism to the local economy.

InterTradelreland

InterTradelreland helps SMEs across the island by offering practical cross-border business funding, intelligence and contacts.

Enterprise Agencies

These agencies work with entrepreneurs helping them to set up their business in Northern Ireland, enabling them to grow and develop and providing support to established businesses through loan funding, trade support and premises.

R&D & Innovation Centres

There are 11 centres across the region providing a range of business support in the areas of Biomedical Sciences, Nursing & Health Care, Computer Science, Media, Arts & Humanities, Environment Sciences, Food Development, Designer Maker, Assisted Living, Engineering & Built Environment and Massachusetts Institute of Technology (MIT) at FabLab.

District Council Briefings



Invest NI Activity (2012-13 to 2016-17)

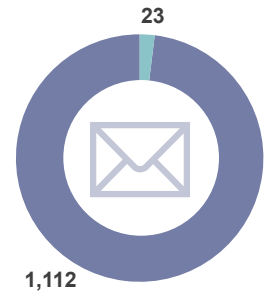
■ Locally-Owned Businesses
■ Externally-Owned Businesses

No. of Businesses = 453



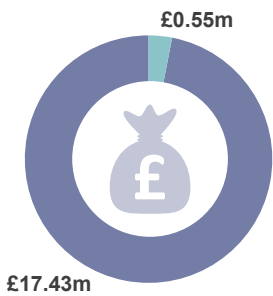
Year	Locally-Owned Businesses	Externally-Owned Businesses
2016-17	93	3
2015-16	128	4
2014-15	154	2
2013-14	155	3
2012-13	133	5

No. of Offers = 1,135



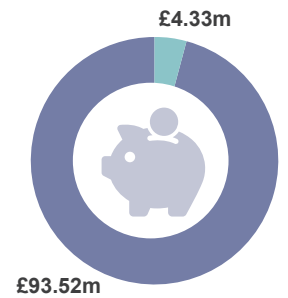
Year	Locally-Owned Businesses	Externally-Owned Businesses
2016-17	178	3
2015-16	197	5
2014-15	243	2
2013-14	274	3
2012-13	220	10

Total Support = £17.98m



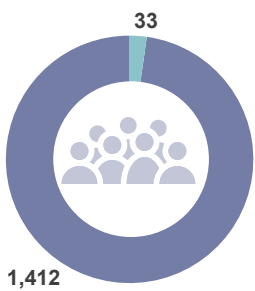
Year	Locally-Owned Businesses (£m)	Externally-Owned Businesses (£m)
2016-17	3.44	0.01
2015-16	3.77	0.28
2014-15	3.02	0.06
2013-14	3.57	0.12
2012-13	3.63	0.07

Total Investment = £97.85m



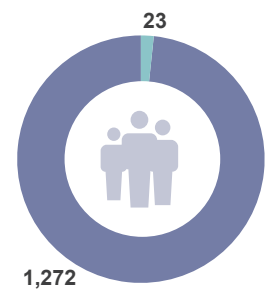
Year	Locally-Owned Businesses (£m)	Externally-Owned Businesses (£m)
2016-17	17.80	0.01
2015-16	25.20	1.29
2014-15	10.97	0.34
2013-14	16.68	2.53
2012-13	22.87	0.16

Jobs Promoted = 1,445



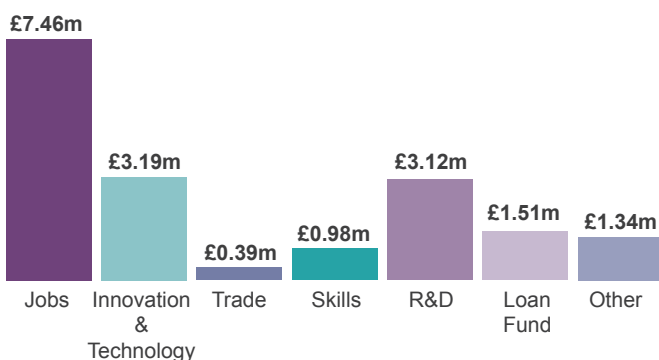
Year	Locally-Owned Businesses	Externally-Owned Businesses
2016-17	154	0
2015-16	292	23
2014-15	286	7
2013-14	441	2
2012-13	240	1

Jobs Created = 1,295



Year	Locally-Owned Businesses	Externally-Owned Businesses
2016-17	145	5
2015-16	189	5
2014-15	358	6
2013-14	360	4
2012-13	220	3

Type of Support



Notes

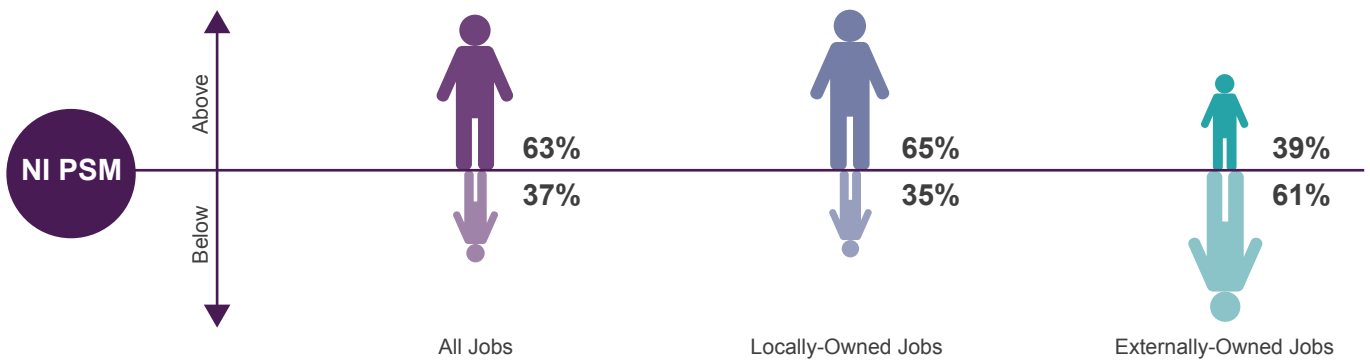
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● 'Jobs Promoted' are those which are expected as a result of the implementation of a business plan. As this happens, they become 'Jobs Created'.

Jobs above NI Private Sector Median (PSM)

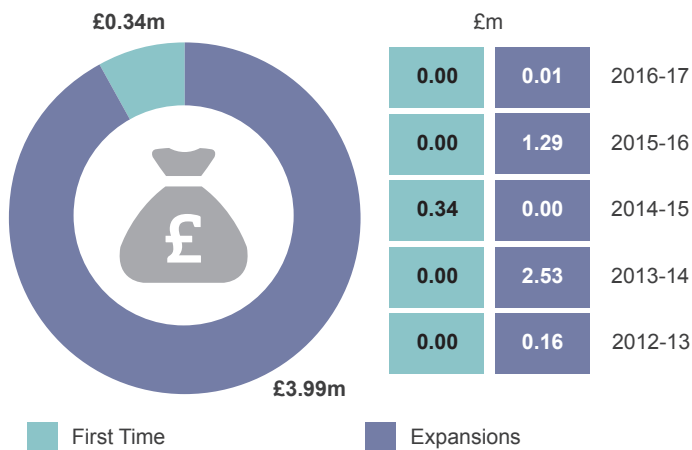
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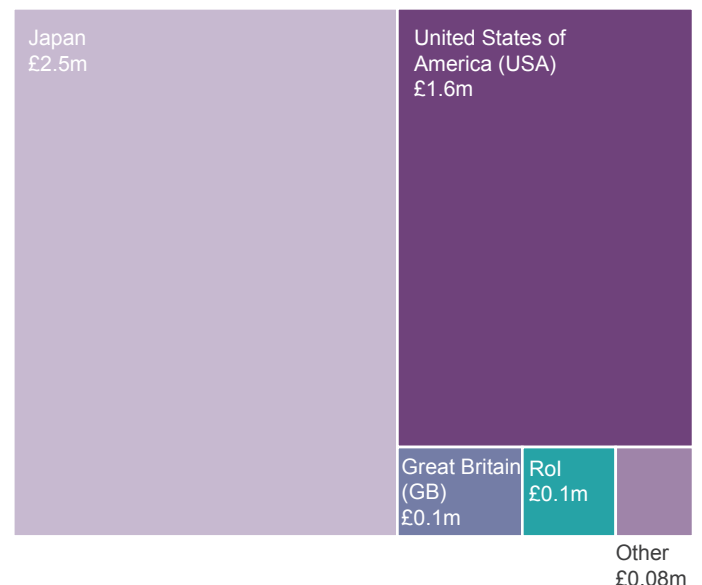
Top 5 Investors



Externally-Owned First Time Investment vs Existing Expansions



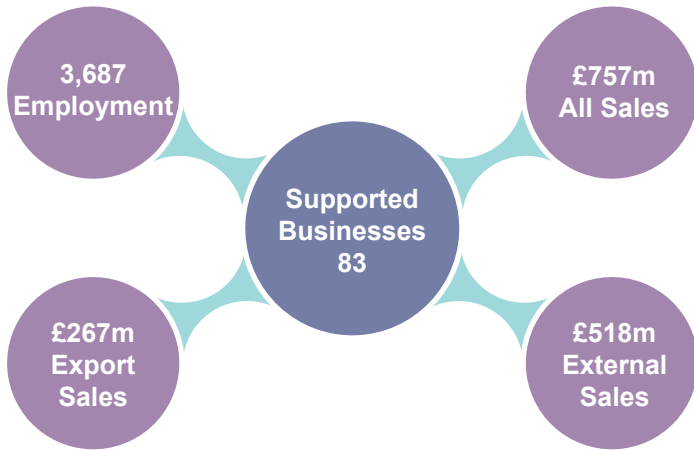
Externally-Owned Investment by Country



Total externally-owned investment secured was **£4.33m**. This is defined as investment in the area by businesses where at least 50% of ownership is based outside Northern Ireland. The figures include the support that Invest NI offers these businesses.

Invest NI Supported Businesses' Performance (2015)

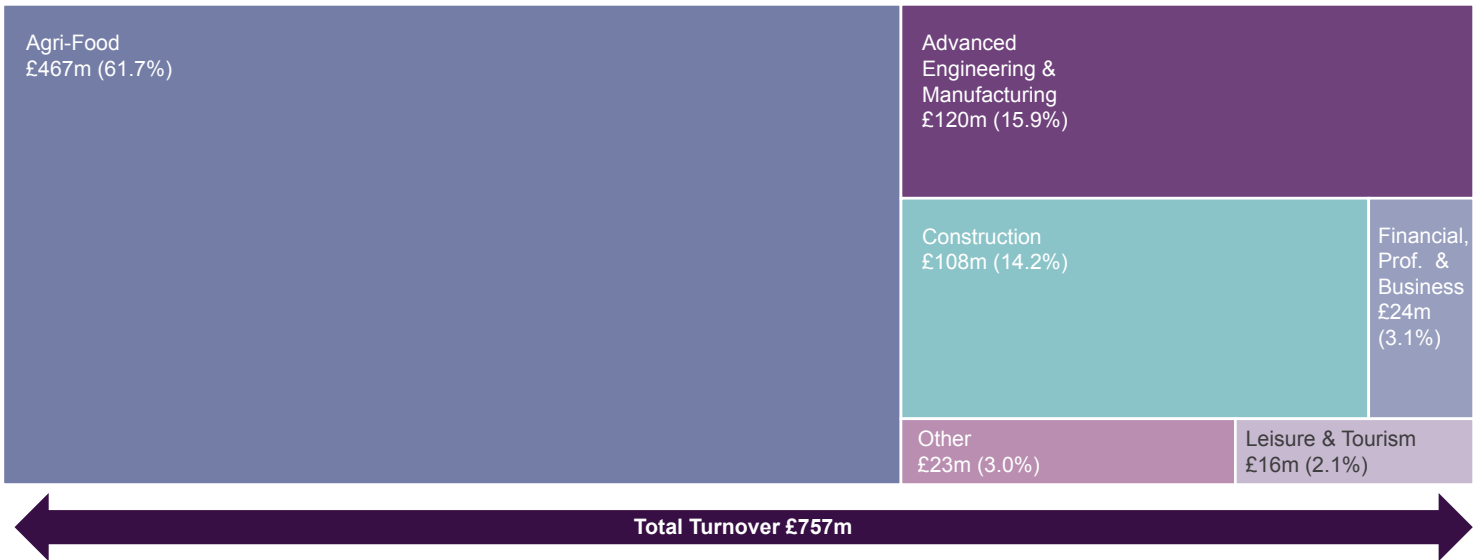
Key Performance Indicators (KPIs) are collected from a sub-set of Invest NI supported businesses with potential for growth through external markets. KPIs are geographically assigned based on the business' HQ location. These include all sales, external sales, exports and employment.



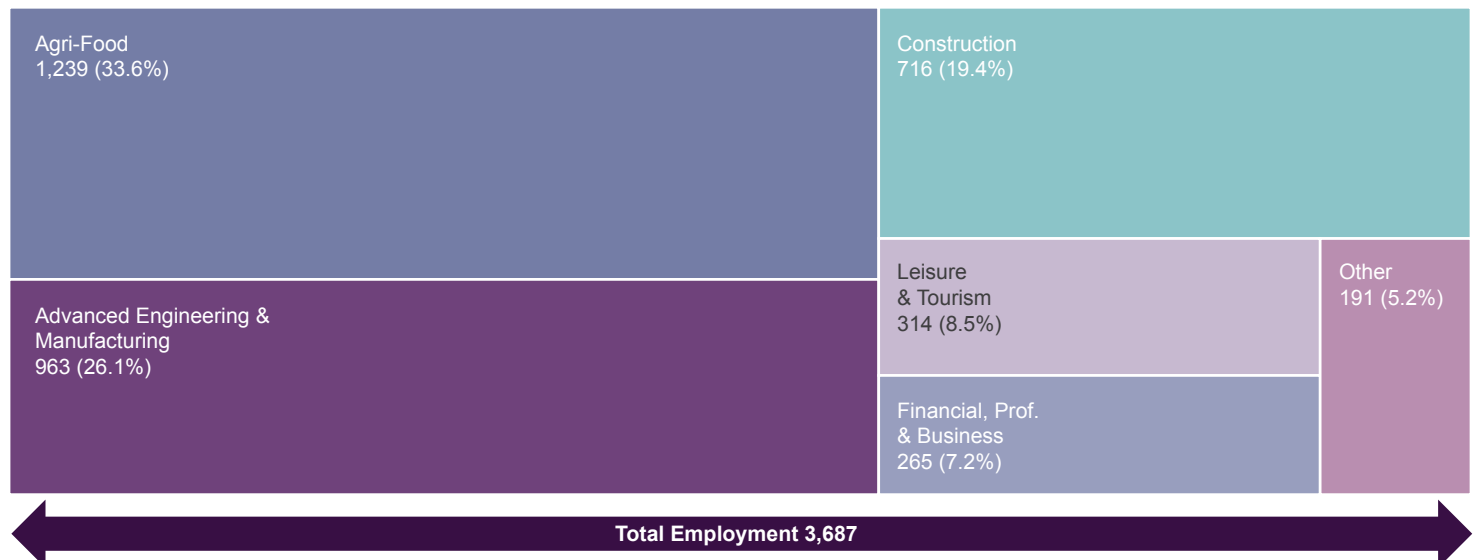
Per Employee Ratios		
	Causeway Coast & Glens	All Invest NI Businesses
Sales per Employee	£205,351	£146,156
External Sales per Employee (Outside NI)	£140,551	£109,714
Export Sales per Employee (Outside UK)	£72,392	£52,704

Per employee ratios are provided to enable comparisons across all businesses in the Invest NI portfolio.

Turnover by Sector



Employment by Sector



Sectors are classified according to Invest NI's sector reporting structure which is based on supported businesses' main product/service within Northern Ireland.

Economic Profile

Population (2015)

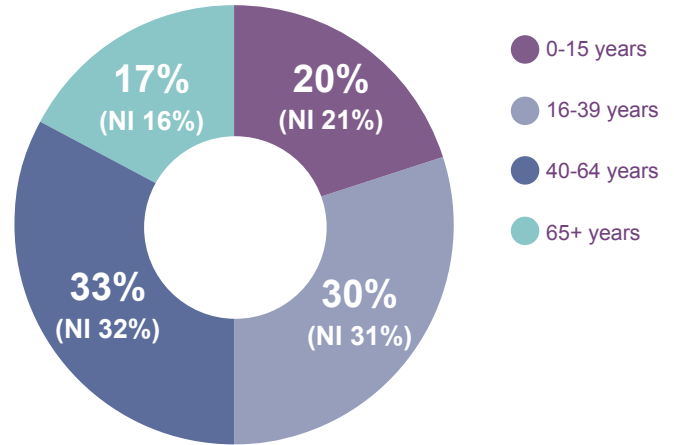
Total Population
143,148



8% of total NI population

Source: Mid Year Population Estimates, NISRA

Population by Age

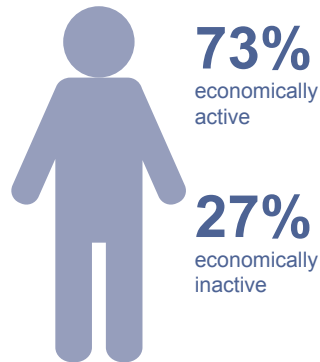


Labour Market Structure (2015)

Causeway Coast & Glens



Northern Ireland



Source: Labour Force Survey, NISRA



Unemployment Claimants

Causeway Coast & Glens

4% of population claiming unemployment benefit and of this number



37% are long-term (over one year)



27% are youth (aged 18-24)

Northern Ireland

4% of population claiming unemployment benefit and of this number



37% are long-term (over one year)



26% are youth (aged 18-24)

Source: Claimant Count, NISRA

The labour market structure is composed of the economically active (people in employment and seeking work) and inactive (not seeking nor available for work). This data is provided through the Labour Force Survey (LFS), the largest regular household sample survey in Northern Ireland. **Total numbers in employment do not equate to total jobs as a person can have more than one job.**

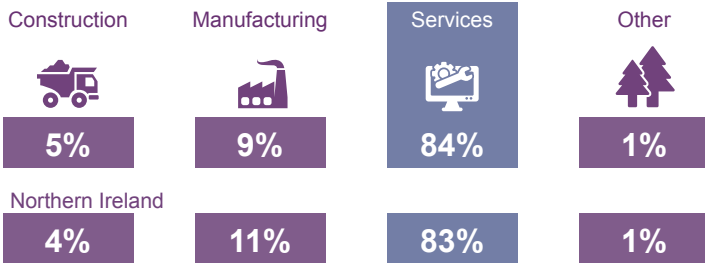
Unemployment annual averages data is derived from the Claimant Count as LFS figures fall below suppression thresholds. This is an administrative data source based on the numbers claiming unemployment-related benefits. It uses a different definition of unemployment to the LFS.

Both measures of the labour market are based on the working-age (16-64) population.

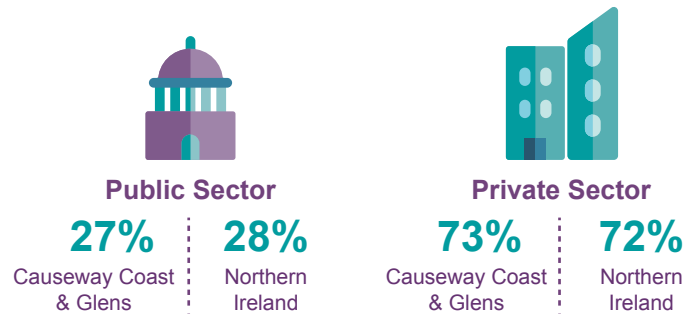
Employee Jobs (2015)

39,552 jobs within the region (6% of the Northern Ireland total)

Industry Sector



Public/Private Sector



The Business Register and Employment Survey is a business census which provides employee jobs estimates. **This is based on the location and number of jobs rather than the number of persons with a job; therefore someone with two jobs will be counted twice.** It excludes agriculture employee jobs and self-employed (not on a PAYE system).

Source: Business Register and Employment Survey, NISRA

Earnings (2015)

The median weekly earnings for Northern Ireland are **£389.8**

Place of Residence

Median weekly earnings based on people living in the area -

£340.8



Place of Work

Median weekly earnings based on people working in the area -

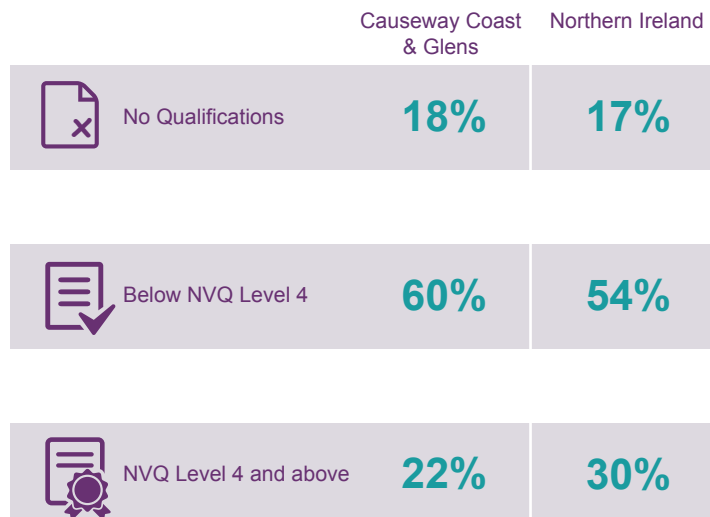
£316.2



Based on median, weekly, basic and other earnings for full-time employees (more than 30 hours per week) in the private sector.

Source: Annual Survey of Hours and Earnings, NISRA

Qualifications (2015)



This data is provided through the Labour Force Survey (LFS) which is a household survey and includes a measure of qualifications, based on the working-age population (16-64), using the following classification:

- No Qualifications
- Below NVQ Level 4 (Level 1 to Level 3)
- NVQ Level 4 and above (degree level and above)

Source: Labour Force Survey, NISRA

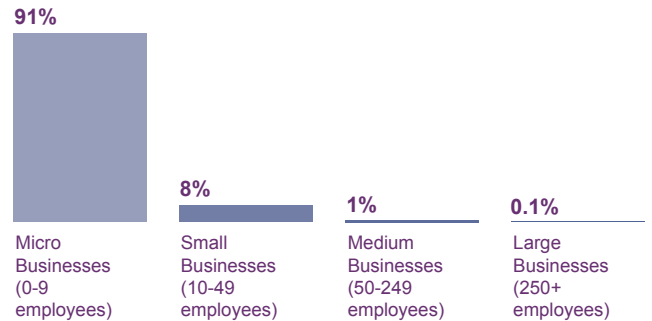
Business Base (2015)

The business population is defined here by the Inter Departmental Business Register which excludes smaller businesses and the self-employed who fall below the VAT registered/PAYE thresholds.

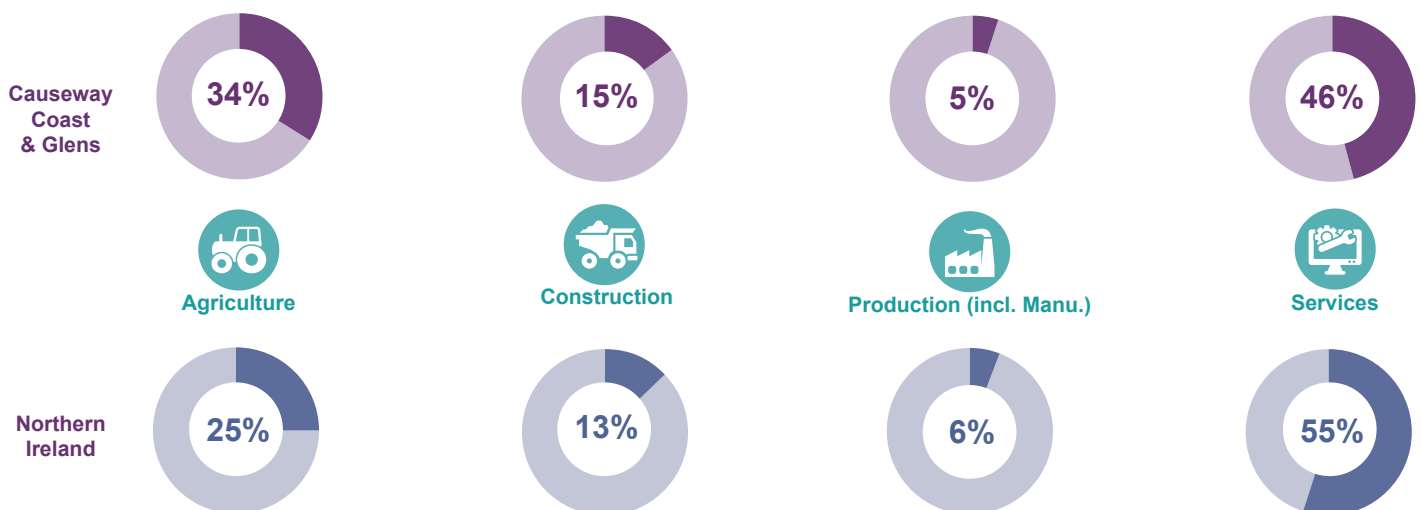
Number of Registered Businesses



Businesses by Size

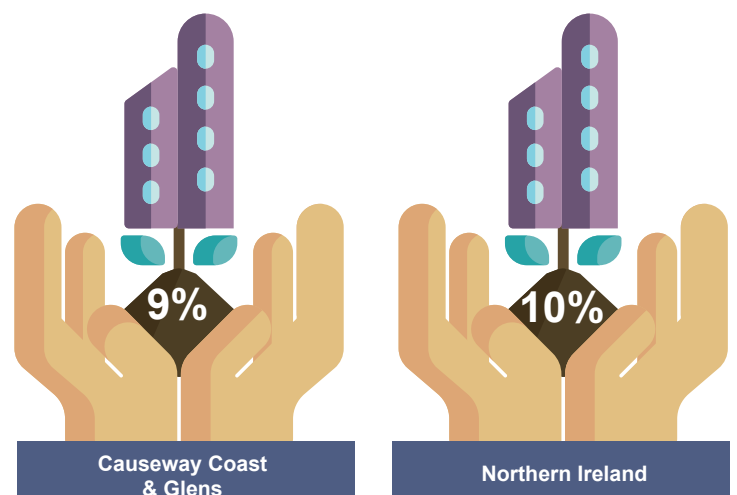


Businesses by Sector



Business Births

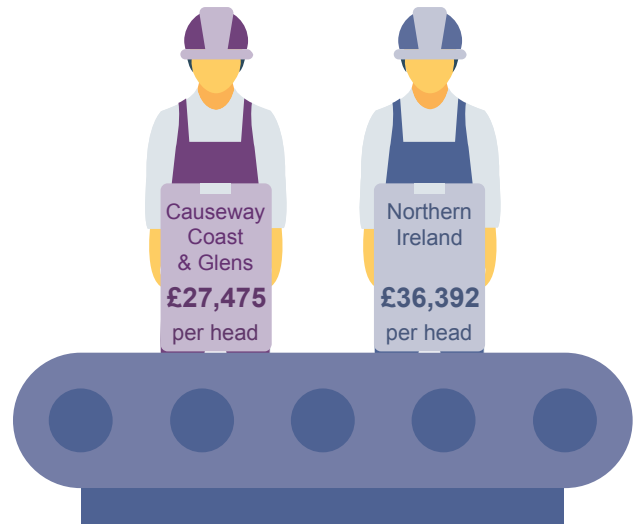
A business birth is identified as a business that was present in the latest annual active business population dataset, but not the two previous ones. The birth rate is expressed as a percentage of total active enterprises in the current year. Business demography data excludes the agriculture sector.



Productivity Work-Place Based (2014)

Productivity is based on the approximate Gross Value Added (aGVA) generated by the non-financial business economy (and excludes public sector). This is measured by the Northern Ireland Annual Business Inquiry based on income, less cost of goods and services used to create this income.

Per head calculations are made using total in employment, rather than the resident population as this can be subject to distortion (due to the effects of commuting and variations in age distribution).

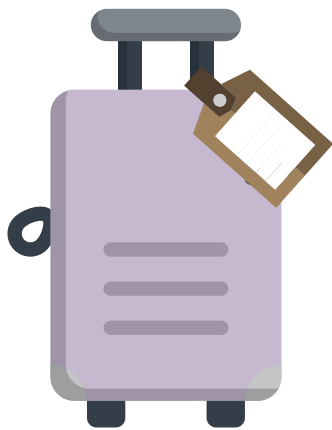


Source: Northern Ireland Annual Business Inquiry, NISRA

Tourism

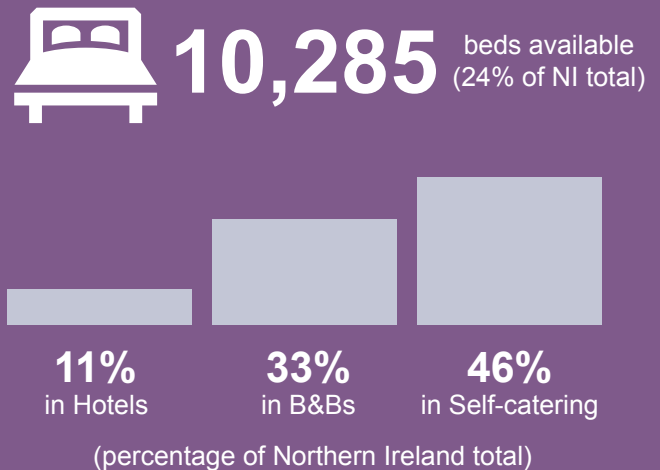
A variety of statistics are used to provide a picture of tourism. These include: passenger and household surveys which measure the number of overnight trips and associated expenditure; occupancy surveys of local hotels and commercial accommodation and the Visitor Attraction Survey.

Overnight Trips & Associated Spend (2015)



0.9m overnight trips to Causeway Coast & Glens (20% of NI total) resulting in **£137m** expenditure (18% of NI total)

Availability of Accommodation (2015)



Tourism Jobs (2015)

← Total jobs in Causeway Coast & Glens →



4,823 tourism jobs

9% of all jobs in Northern Ireland are within the tourist industry

Visitor Attractions (2015)



2.1m visits to visitor attractions

The most popular visitor attractions in 2015 were:-

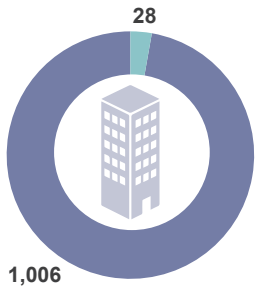
The Giant's Causeway	851,000
Carrick-a-Rede Rope Bridge	353,549
Roe Valley Country Park	250,000

Source: Tourism Statistics, NISRA

Invest NI Activity (2012-13 to 2016-17)

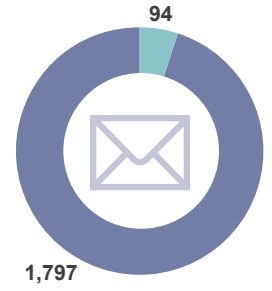
■ Locally-Owned Businesses
■ Externally-Owned Businesses

No. of Businesses = 1,034



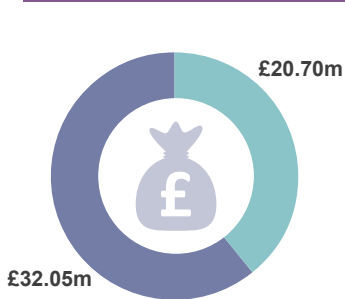
Year	Locally-Owned	Externally-Owned
2016-17	119	11
2015-16	220	6
2014-15	349	10
2013-14	343	9
2012-13	246	12

No. of Offers = 1,891



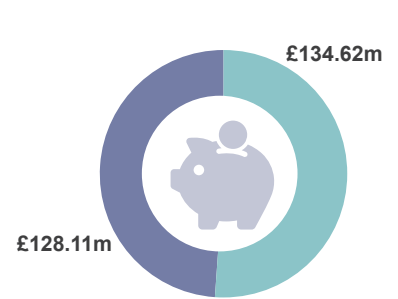
Year	Locally-Owned	Externally-Owned
2016-17	221	19
2015-16	319	12
2014-15	448	20
2013-14	453	16
2012-13	356	27

Total Support = £52.76m



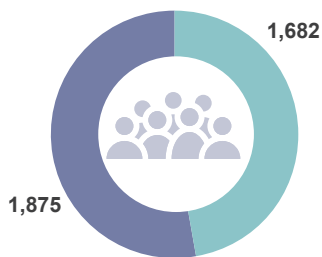
Year	Locally-Owned (£m)	Externally-Owned (£m)
2016-17	9.63	3.07
2015-16	8.02	3.03
2014-15	5.06	8.25
2013-14	5.24	3.15
2012-13	4.10	3.21

Total Investment = £262.73m



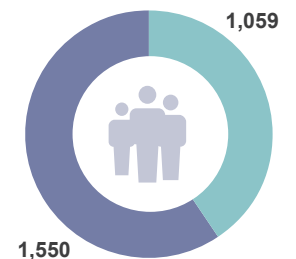
Year	Locally-Owned (£m)	Externally-Owned (£m)
2016-17	31.65	27.04
2015-16	33.48	25.08
2014-15	31.44	38.76
2013-14	17.30	23.70
2012-13	14.24	20.03

Jobs Promoted = 3,557



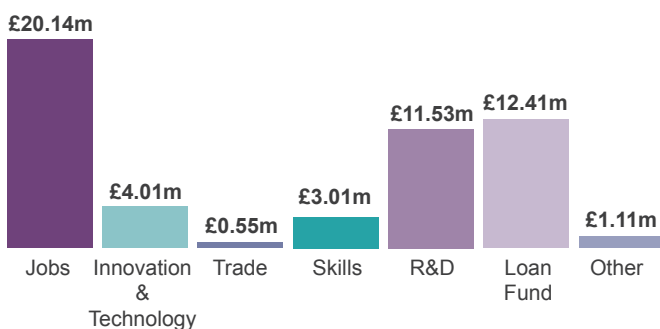
Year	Locally-Owned	Externally-Owned
2016-17	232	359
2015-16	197	289
2014-15	596	148
2013-14	529	574
2012-13	321	312

Jobs Created = 2,609



Year	Locally-Owned	Externally-Owned
2016-17	101	204
2015-16	220	275
2014-15	481	323
2013-14	475	150
2012-13	274	107

Type of Support



Notes

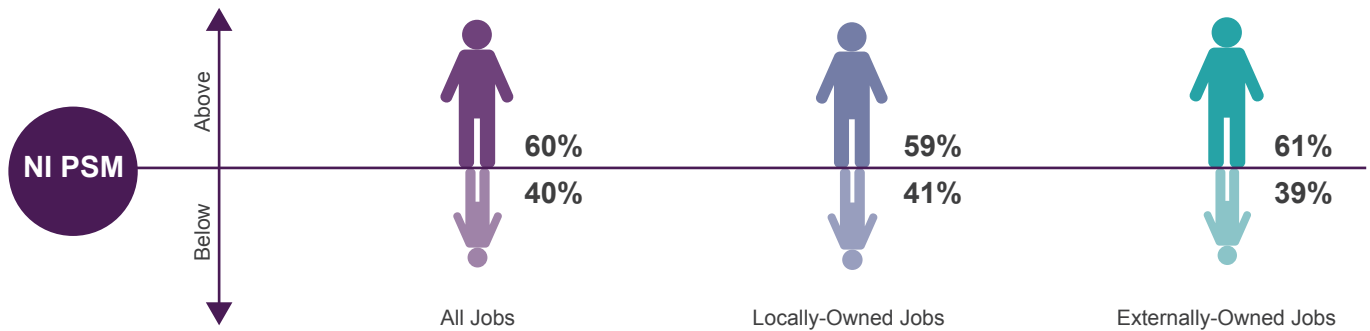
● Business totals may not add as a business can be supported in more than one year and can move from local to externally-owned during the 5 year period.

● Does not include £4.36m of support to External Delivery Organisations or universities, which contributes towards £7.92m of investment, as this benefits businesses across all of Northern Ireland.

● 'Jobs Promoted' are those which are expected as a result of the implementation of a business plan. As this happens, they become 'Jobs Created'.

Jobs above NI Private Sector Median (PSM)

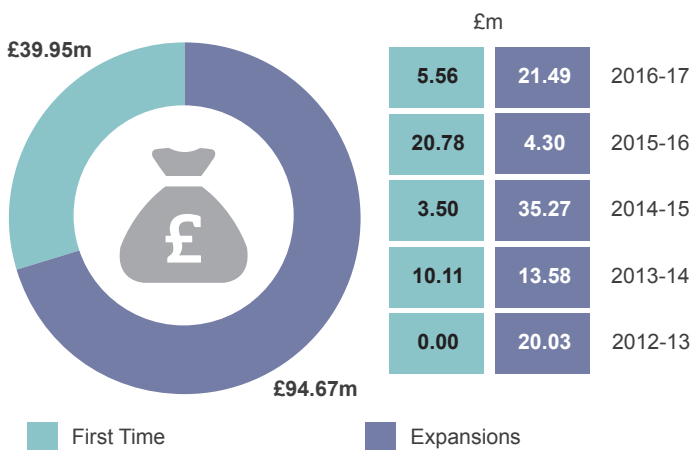
For specific projects Invest NI measures the quality of the jobs by the proportion of those jobs that attract salaries above the Northern Ireland PSM wage - the average annual wage for the private sector, which is **£20,800** for 2016.



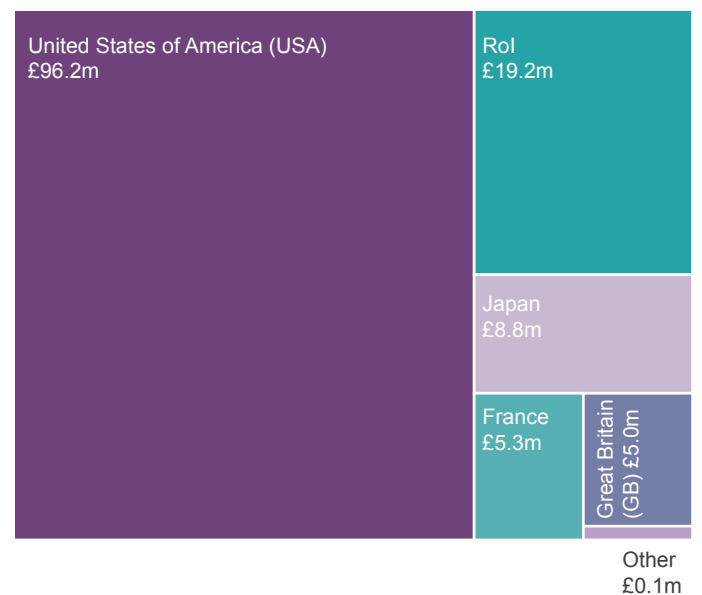
Top 5 Investors



Externally-Owned First Time Investment vs Existing Expansions



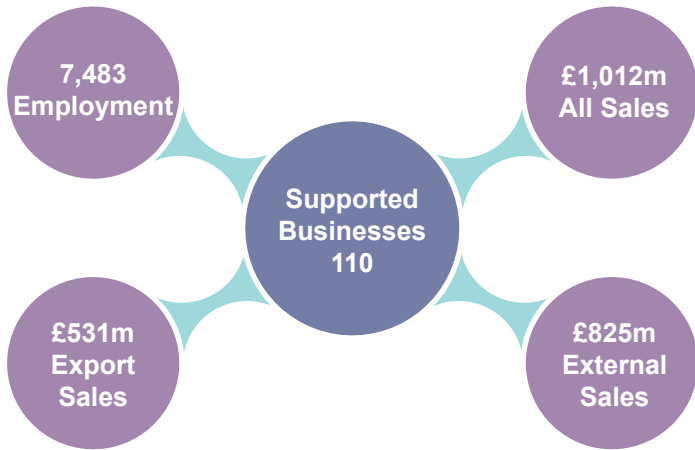
Externally-Owned Investment by Country



Total externally-owned investment secured was **£134.62**. This is defined as investment in the area by businesses where at least 50% of ownership is based outside Northern Ireland. The figures include the support that Invest NI offers these businesses.

Invest NI Supported Businesses' Performance (2015)

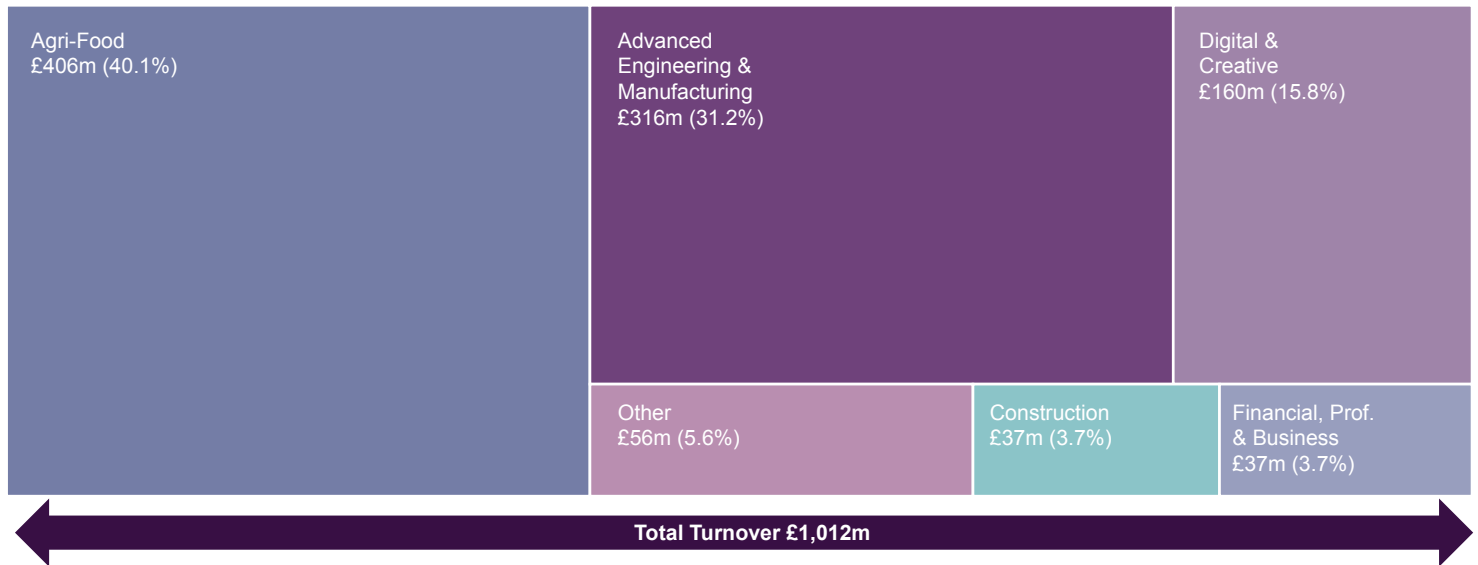
Key Performance Indicators (KPIs) are collected from a sub-set of Invest NI supported businesses with potential for growth through external markets. KPIs are geographically assigned based on the business' HQ location. These include all sales, external sales, exports and employment.



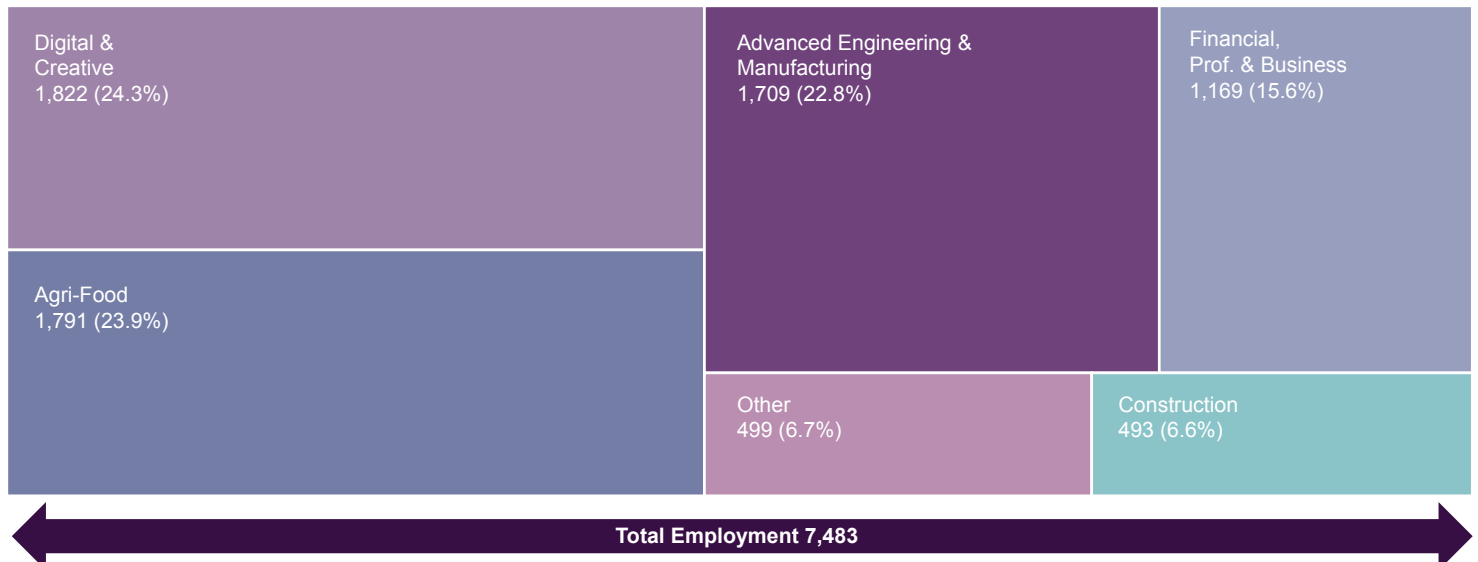
Per Employee Ratios		
	Derry & Strabane	All Invest NI Businesses
Sales per Employee	£135,227	£146,156
External Sales per Employee (Outside NI)	£110,231	£109,714
Export Sales per Employee (Outside UK)	£71,012	£52,704

Per employee ratios are provided to enable comparisons across all businesses in the Invest NI portfolio.

Turnover by Sector



Employment by Sector



Sectors are classified according to Invest NI's sector reporting structure which is based on supported businesses' main product/service within Northern Ireland.

Economic Profile

Population (2015)

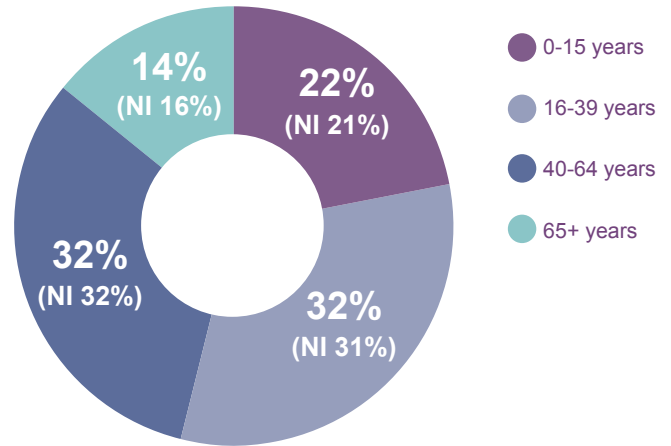
Total Population
149,473



8% of total NI population

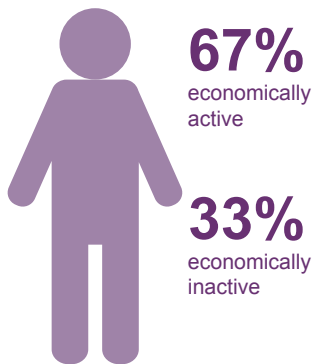
Source: Mid Year Population Estimates, NISRA

Population by Age

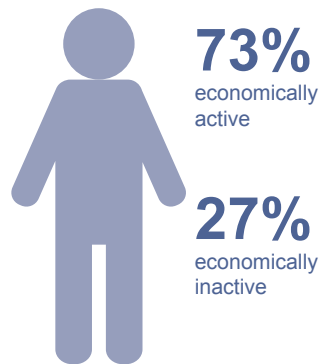


Labour Market Structure (2015)

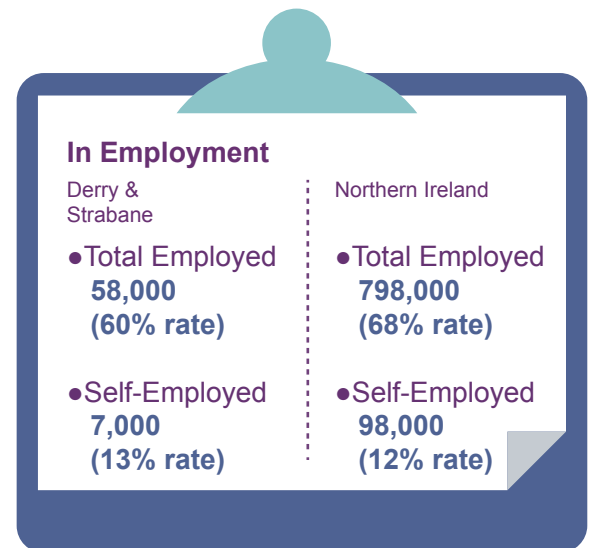
Derry & Strabane



Northern Ireland



Source: Labour Force Survey, NISRA



Unemployment Claimants

Derry & Strabane

7% of population claiming unemployment benefit and of this number



46% are long-term (over one year)



26% are youth (aged 18-24)

Northern Ireland

4% of population claiming unemployment benefit and of this number



37% are long-term (over one year)



26% are youth (aged 18-24)

Source: Claimant Count, NISRA

The labour market structure is composed of the economically active (people in employment and seeking work) and inactive (not seeking nor available for work). This data is provided through the Labour Force Survey (LFS), the largest regular household sample survey in Northern Ireland. **Total numbers in employment do not equate to total jobs as a person can have more than one job.**

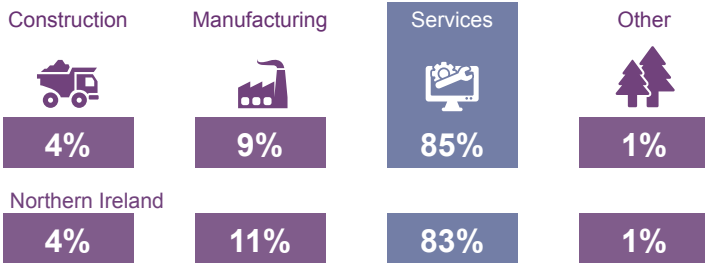
Unemployment annual averages data is derived from the Claimant Count as LFS figures fall below suppression thresholds. This is an administrative data source based on the numbers claiming unemployment-related benefits. It uses a different definition of unemployment to the LFS.

Both measures of the labour market are based on the working-age (16-64) population.

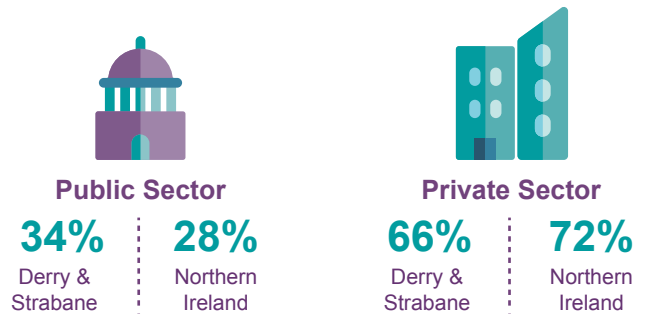
Employee Jobs (2015)

53,630 jobs within the region (7% of the Northern Ireland total)

Industry Sector



Public/Private Sector



The Business Register and Employment Survey is a business census which provides employee jobs estimates. **This is based on the location and number of jobs rather than the number of persons with a job; therefore someone with two jobs will be counted twice.** It excludes agriculture employee jobs and self-employed (not on a PAYE system).

Source: Business Register and Employment Survey, NISRA

Earnings (2015)

The median weekly earnings for Northern Ireland are **£389.8**

Place of Residence

Median weekly earnings based on people living in the area -

£336.0



Place of Work

Median weekly earnings based on people working in the area -

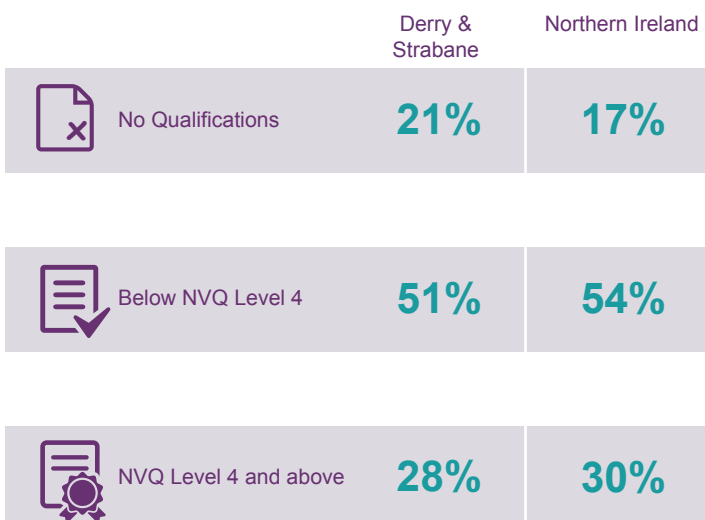
£340.0



Based on median, weekly, basic and other earnings for full-time employees (more than 30 hours per week) in the private sector.

Source: Annual Survey of Hours and Earnings, NISRA

Qualifications (2015)



This data is provided through the Labour Force Survey (LFS) which is a household survey and includes a measure of qualifications, based on the working-age population (16-64), using the following classification:

- No Qualifications
- Below NVQ Level 4 (Level 1 to Level 3)
- NVQ Level 4 and above (degree level and above)

Source: Labour Force Survey, NISRA

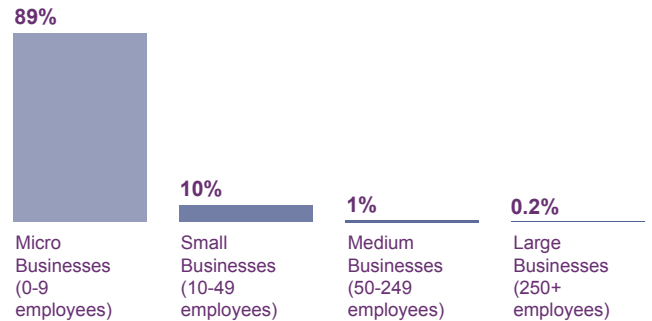
Business Base (2015)

The business population is defined here by the Inter Departmental Business Register which excludes smaller businesses and the self-employed who fall below the VAT registered/PAYE thresholds.

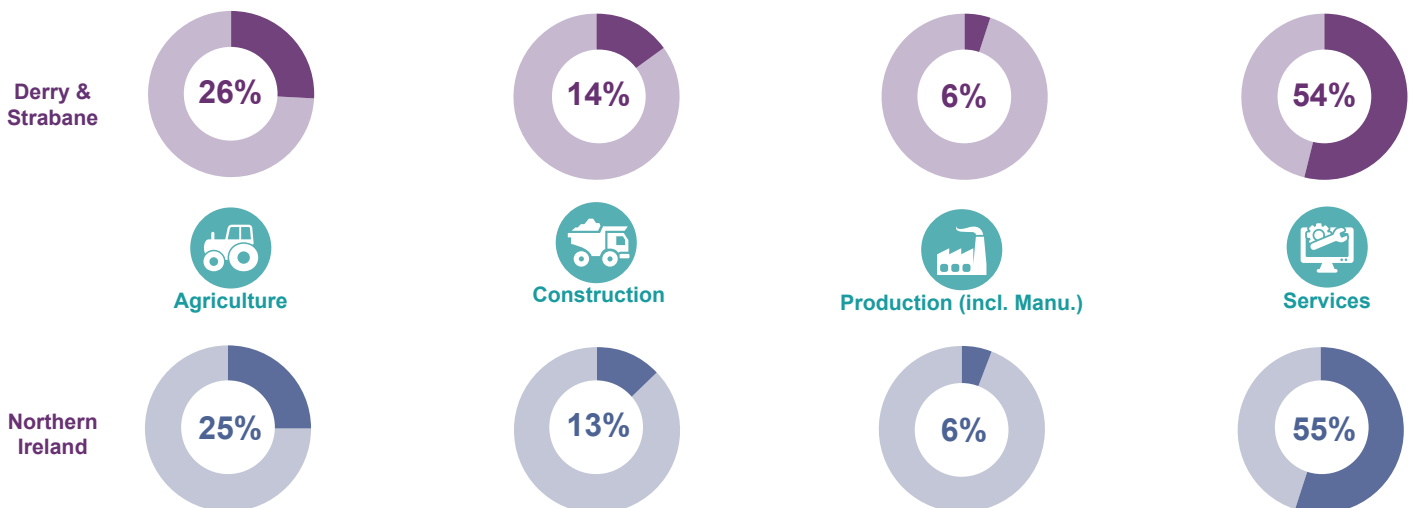
Number of Registered Businesses



Businesses by Size

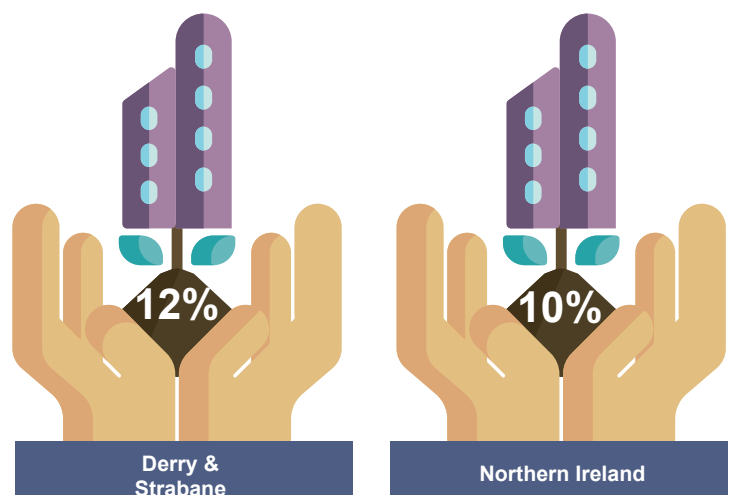


Businesses by Sector



Business Births

A business birth is identified as a business that was present in the latest annual active business population dataset, but not the two previous ones. The birth rate is expressed as a percentage of total active enterprises in the current year. Business demography data excludes the agriculture sector.

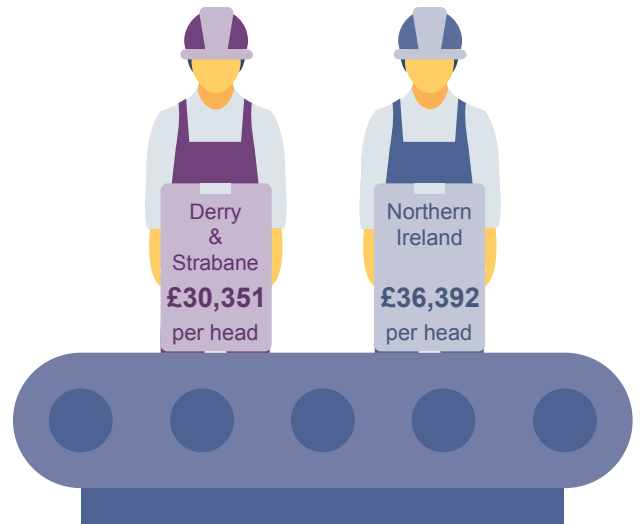


Source: Inter Departmental Business Register, NISRA

Productivity Work-Place Based (2014)

Productivity is based on the approximate Gross Value Added (aGVA) generated by the non-financial business economy (and excludes public sector). This is measured by the Northern Ireland Annual Business Inquiry based on income, less cost of goods and services used to create this income.

Per head calculations are made using total in employment, rather than the resident population as this can be subject to distortion (due to the effects of commuting and variations in age distribution).

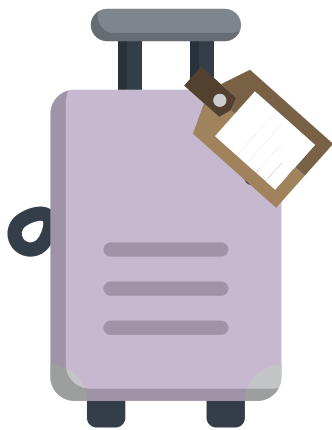


Source: Northern Ireland Annual Business Inquiry, NISRA

Tourism

A variety of statistics are used to provide a picture of tourism. These include: passenger and household surveys which measure the number of overnight trips and associated expenditure; occupancy surveys of local hotels and commercial accommodation and the Visitor Attraction Survey.

Overnight Trips & Associated Spend (2015)



0.2m overnight trips to Derry & Strabane (5% of NI total) resulting in **£43m** expenditure (6% of NI total)

Availability of Accommodation (2015)



3,349 beds available (8% of NI total)



(percentage of Northern Ireland total)

Tourism Jobs (2015)

← Total jobs in Derry & Strabane →



4,685 tourism jobs

9% of all jobs in Northern Ireland are within the tourist industry

Visitor Attractions (2015)



2.1m visits to visitor attractions

The most popular visitor attractions in 2015 were:-

The Peace Bridge	981,053
Derry's Walls	380,876
The Guildhall	312,704

Source: Tourism Statistics, NISRA

Appendices



Data Tables

Population, 2015

Council or Region	Age Band 0-15	Age Band 0-15 %	Age Band 16-39	Age Band 16-39 %	Age Band 40-64	Age Band 40-64 %	Age Band 65+	Age Band 65+ %	All Population	All (% NI Population)
Antrim & Newtownabbey	29,484	21%	43,109	31%	45,495	32%	22,379	16%	140,467	8%
Ards & North Down	29,801	19%	43,239	27%	54,094	34%	31,663	20%	158,797	9%
Armagh, Banbridge & Craigavon	46,040	22%	65,286	31%	65,490	32%	30,981	15%	207,797	11%
Belfast	66,581	20%	122,942	36%	100,076	30%	49,308	15%	338,907	18%
Causeway Coast & Glens	28,506	20%	42,613	30%	47,597	33%	24,432	17%	143,148	8%
Derry & Strabane	32,745	22%	47,838	32%	47,955	32%	20,935	14%	149,473	8%
Fermanagh & Omagh	24,909	22%	34,679	30%	37,567	33%	18,156	16%	115,311	6%
Lisburn & Castlereagh	28,053	20%	41,571	30%	46,942	33%	23,639	17%	140,205	8%
Mid & East Antrim	26,224	19%	39,352	29%	46,711	34%	24,858	18%	137,145	7%
Mid Ulster	33,123	23%	47,646	33%	43,621	30%	19,612	14%	144,002	8%
Newry, Mourne & Down	39,734	23%	54,841	31%	55,933	32%	25,861	15%	176,369	10%
Eastern	66,581	20%	122,942	36%	100,076	30%	49,308	15%	338,907	18%
North Eastern	55,708	20%	82,461	30%	92,206	33%	47,237	17%	277,612	15%
North Western	61,251	21%	90,451	31%	95,552	33%	45,367	16%	292,621	16%
Southern	97,588	21%	139,651	29%	156,969	33%	81,163	17%	475,371	26%
Western	104,072	22%	147,611	32%	146,678	31%	68,749	15%	467,110	25%
NI	385,200	21%	583,116	31%	591,481	32%	291,824	16%	1,851,621	100%

Labour Market Structure, 2015 (16-64 Working-Age Population)

Council or Region	Economically Active Number	Economically Active Rate	Economically Inactive Number	Economically Inactive Rate	Employment Number	Employment Rate	Self-Employed Number	Self-Employed Rate	Claimant Count Number	Claimant Count Rate	Claimant Count 18-24	Claimant Count 18-24 (% of total)	Claimant Count Over One Year	Claimant Count Over One Year (% of total)
Antrim & Newtownabbey	65,000	75%	21,000	25%	61,000	71%	6,000	10%	2,330	3%	645	28%	730	32%
Ards & North Down	73,000	78%	21,000	22%	69,000	74%	11,000	16%	2,965	3%	750	25%	1,085	37%
Armagh, Banbridge & Craigavon	98,000	74%	35,000	26%	93,000	69%	9,000	10%	3,825	3%	965	25%	1,265	33%
Belfast	154,000	70%	66,000	30%	146,000	66%	9,000	6%	10,852	5%	2,685	25%	4,130	39%
Causeway Coast & Glens	61,000	70%	26,000	30%	55,000	62%	7,000	13%	3,373	4%	905	27%	1,240	37%
Derry & Strabane	66,000	67%	32,000	33%	58,000	60%	7,000	13%	6,720	7%	1,705	26%	3,000	46%
Fermanagh & Omagh	56,000	77%	17,000	23%	54,000	74%	11,000	20%	2,490	3%	575	24%	910	38%
Lisburn & Castlereagh	66,000	77%	20,000	24%	62,000	72%	*	*	1,969	2%	555	28%	595	31%
Mid & East Antrim	64,000	77%	19,000	23%	61,000	74%	*	*	2,489	3%	655	27%	770	32%
Mid Ulster	68,000	73%	25,000	27%	64,000	69%	9,000	14%	2,244	3%	570	27%	555	26%
Newry, Mourne & Down	79,000	70%	33,000	30%	74,000	66%	16,000	22%	3,769	3%	920	25%	1,380	37%
Eastern	154,000	70%	66,000	30%	146,000	66%	9,000	6%	10,852	5%	2,685	25%	4,130	39%
North Eastern	129,000	76%	40,000	24%	122,000	72%	12,000	10%	4,819	3%	1,300	29%	1,500	34%
North Western	127,000	68%	59,000	32%	113,000	61%	14,000	13%	10,093	5%	2,610	26%	4,240	43%
Southern	217,000	75%	74,000	26%	206,000	71%	33,000	16%	8,703	3%	2,225	26%	3,060	35%
Western	223,000	74%	77,000	26%	210,000	70%	29,000	14%	8,559	3%	2,110	24%	2,730	32%
NI	850,000	73%	317,000	27%	798,000	68%	98,000	12%	43,024	4%	10,925	26%	15,655	37%

*Sample size too small for a reliable estimate.

Employee Jobs, 2015

Council or Region	All Jobs	% of All Northern Ireland Jobs	Construction	Construction %	Manufacturing	Manufacturing %	Services	Services %	Other	Other %	Public Sector	Private Sector
Antrim & Newtownabbey	55,937	8%	2,587	5%	7,370	13%	45,086	81%	894	2%	14,356 (26%)	41,581 (74%)
Ards & North Down	38,182	5%	1,200	3%	2,825	7%	33,834	89%	323	1%	9,250 (24%)	28,932 (76%)
Armagh, Banbridge & Craigavon	70,101	10%	3,356	5%	11,757	17%	53,851	77%	1,137	2%	18,748 (27%)	51,353 (73%)
Belfast	220,190	31%	4,481	2%	9,643	4%	203,933	93%	2,133	1%	69,283 (31%)	150,907 (69%)
Causeway Coast & Glens	39,552	6%	2,074	5%	3,654	9%	33,354	84%	470	1%	10,557 (27%)	28,995 (73%)
Derry & Strabane	53,630	7%	2,235	4%	5,092	9%	45,658	85%	645	1%	18,453 (34%)	35,177 (66%)
Fermanagh & Omagh	39,426	5%	2,724	7%	4,809	12%	31,085	79%	808	2%	12,485 (32%)	26,941 (68%)
Lisburn & Castlereagh	54,092	8%	2,813	5%	5,141	10%	45,599	84%	539	1%	17,692 (33%)	36,400 (67%)
Mid & East Antrim	43,498	6%	2,053	5%	9,173	21%	31,344	72%	928	2%	10,195 (23%)	33,303 (77%)
Mid Ulster	50,156	7%	4,425	9%	13,880	28%	30,969	62%	882	2%	9,571 (19%)	40,585 (81%)
Newry, Mourne & Down	52,341	7%	3,458	7%	6,669	13%	41,018	78%	1,196	2%	13,771 (26%)	38,570 (74%)
Eastern	220,190	31%	4,481	2%	9,643	4%	203,933	93%	2,133	1%	69,283 (31%)	150,907 (69%)
North Eastern	99,435	14%	4,640	5%	16,543	17%	76,430	77%	1,822	2%	24,551 (25%)	74,884 (75%)
North Western	93,182	13%	4,309	5%	8,746	9%	79,012	85%	1,115	1%	29,010 (31%)	64,172 (69%)
Southern	144,615	20%	7,471	5%	14,635	10%	120,451	83%	2,058	1%	40,713 (28%)	103,902 (72%)
Western	159,683	22%	10,505	7%	30,446	19%	115,905	73%	2,827	2%	40,804 (26%)	118,879 (74%)
NI	717,105	100%	31,406	4%	80,013	11%	595,731	83%	9,955	1%	204,361 (28%)	512,744 (72%)

Earnings (Basic and Other, Full-Time, Private Sector), 2015 and Qualifications, 2015 and Productivity, 2014

Council or Region	Median Weekly Earnings Place of Residence	Median Weekly Earnings Place of Work	No Qualifications	Qualifications Below NVQ Level 4	Qualifications NVQ Level 4 and above	Productivity Gross Value Added per Head Workplace
Antrim & Newtownabbey	£399.9	£408.5	16,000 (19%)	43,000 (51%)	25,000 (30%)	£39,148
Ards & North Down	£440.0	£390.4	10,000 (11%)	49,000 (53%)	32,000 (35%)	£25,849
Armagh, Banbridge & Craigavon	£364.6	£357.4	24,000 (18%)	76,000 (58%)	32,000 (24%)	£34,178
Belfast	£420.6	£471.7	36,000 (17%)	109,000 (51%)	70,000 (33%)	£37,594
Causeway Coast & Glens	£340.8	£316.2	16,000 (18%)	53,000 (60%)	19,000 (22%)	£27,475
Derry & Strabane	£336.0	£340.0	20,000 (21%)	49,000 (51%)	27,000 (28%)	£30,351
Fermanagh & Omagh	£372.8	£372.8	11,000 (15%)	42,000 (59%)	19,000 (27%)	£33,130
Lisburn & Castlereagh	£458.3	£380.2	8,000 (10%)	40,000 (49%)	34,000 (41%)	£31,118
Mid & East Antrim	£392.3	£383.5	13,000 (17%)	47,000 (58%)	21,000 (26%)	£63,274
Mid Ulster	£365.0	£355.7	17,000 (20%)	48,000 (54%)	24,000 (27%)	£38,469
Newry, Mourne & Down	£384.6	£373.7	16,000 (14%)	57,000 (52%)	38,000 (34%)	£33,663
Eastern	£420.6	£471.7	36,000 (17%)	109,000 (51%)	70,000 (33%)	£37,594
North Eastern	£397.5	£395.7	29,000 (18%)	90,000 (54%)	46,000 (28%)	£49,459
North Western	£340.0	£325.6	36,000 (20%)	101,000 (55%)	46,000 (25%)	£29,065
Southern	£427.3	£380.8	34,000 (12%)	146,000 (51%)	104,000 (37%)	£30,711
Western	£364.7	£359.1	52,000 (18%)	166,000 (57%)	75,000 (26%)	£35,436
NI	£389.8	£389.8	188,000 (17%)	613,000 (54%)	342,000 (30%)	£36,392

Business Base, 2015

Council or Region	Number of Businesses	All (% NI Population)	Micro (0-9 employees)	Micro (0-9 employees) %	Small (10-49 employees)	Small (10-49 employees) %	Medium (50-249 employees)	Medium (50-249 employees) %	Large (250+ employees)	Large (250+ employees) %
Antrim & Newtownabbey	3,685	5%	3,175	86%	430	12%	65	2%	15	0.4%
Ards & North Down	4,285	6%	3,795	89%	430	10%	50	1%	10	0.2%
Armagh, Banbridge & Craigavon	7,770	11%	6,975	90%	665	9%	105	1%	20	0.2%
Belfast	9,015	13%	7,260	81%	1,375	15%	300	3%	75	0.8%
Causeway Coast & Glens	5,460	8%	4,955	91%	430	8%	65	1%	5	0.1%
Derry & Strabane	4,570	7%	4,045	89%	455	10%	60	1%	10	0.2%
Fermanagh & Omagh	7,310	11%	6,845	94%	385	5%	60	1%	10	0.1%
Lisburn & Castlereagh	4,315	6%	3,770	87%	460	11%	70	2%	10	0.2%
Mid & East Antrim	4,505	7%	4,065	90%	375	8%	55	1%	0	0.0%
Mid Ulster	7,950	12%	7,285	92%	550	7%	105	1%	5	0.1%
Newry, Mourne & Down	7,615	11%	6,930	91%	585	8%	95	1%	5	0.1%
Eastern	9,015	13%	7,260	81%	1,375	15%	300	3%	75	0.8%
North Eastern	8,190	12%	7,240	88%	805	10%	120	1%	15	0.2%
North Western	10,030	15%	9,000	90%	885	9%	125	1%	15	0.1%
Southern	16,215	24%	14,495	89%	1,475	9%	215	1%	25	0.2%
Western	23,030	34%	21,105	92%	1,600	7%	270	1%	35	0.2%
NI	68,085	100%	60,085	88%	6,485	10%	1,225	2%	295	0.4%

Business Base, 2015

Council or Region	Agriculture	Agriculture %	Construction	Construction %	Production (incl Manufacturing)	Production (incl Manufacturing) %	Services	Services %	Business Births	Business Birth Rate
Antrim & Newtownabbey	670	18%	510	14%	280	8%	2,220	60%	300	9%
Ards & North Down	585	14%	555	13%	295	7%	2,855	67%	395	9%
Armagh, Banbridge & Craigavon	2,305	30%	1,025	13%	495	6%	3,945	51%	605	10%
Belfast	30	0.3%	815	9%	425	5%	7,755	86%	1,165	11%
Causeway Coast & Glens	1,865	34%	800	15%	275	5%	2,510	46%	380	9%
Derry & Strabane	1,180	26%	655	14%	290	6%	2,445	54%	455	12%
Fermanagh & Omagh	3,405	47%	880	12%	380	5%	2,645	36%	390	9%
Lisburn & Castlereagh	630	15%	615	14%	325	8%	2,735	63%	395	10%
Mid & East Antrim	1,345	30%	540	12%	315	7%	2,295	51%	300	9%
Mid Ulster	2,950	37%	1,295	16%	720	9%	2,990	38%	495	9%
Newry, Mourne & Down	2,145	28%	1,215	16%	485	6%	3,775	50%	560	9%
Eastern	30	0.3%	815	9%	425	5%	7,755	86%	1,165	11%
North Eastern	2,015	25%	1,050	13%	595	7%	4,515	55%	600	9%
North Western	3,045	30%	1,455	15%	565	6%	4,955	49%	835	10%
Southern	3,360	21%	2,385	15%	1,105	7%	9,365	58%	1,350	9%
Western	8,660	38%	3,200	14%	1,595	7%	9,580	42%	1,490	9%
NI	17,255	25%	8,975	13%	4,380	6%	37,475	55%	5,440	10%

Tourism, 2015

Council or Region	Overnight Trips	Overnight Trips (% of NI Total)	Associated Spend During Overnight Trips (£)	Associated Spend During Overnight Trips (% of NI Total)	Total Number of Beds Available	Total Number of Beds Available %	Total Number of Hotel Beds 2015 %	Total Number of B&B Beds %	Total Number of Self-Catering Beds %	Tourism Jobs (2015)	Tourism Jobs (% All Jobs 2015)
Antrim & Newtownabbey	204,290	4%	£34,164,529	4%	3,384	8%	7%	3%	2%	4,197	8%
Ards & North Down	376,755	8%	£51,013,302	7%	1,878	4%	3%	6%	5%	4,954	13%
Armagh, Banbridge & Craigavon	149,449	3%	£22,476,581	3%	1,173	3%	3%	6%	2%	4,266	6%
Belfast	1,361,193	29%	£278,034,119	37%	10,976	25%	41%	6%	8%	18,607	8%
Causeway Coast & Glens	911,388	20%	£136,770,965	18%	10,285	24%	11%	33%	46%	4,823	12%
Derry & Strabane	223,172	5%	£42,502,028	6%	3,349	8%	9%	10%	4%	4,685	9%
Fermanagh & Omagh	341,051	7%	£54,585,277	7%	4,079	9%	6%	10%	16%	3,524	9%
Lisburn & Castlereagh	130,924	3%	£24,910,212	3%	1,072	2%	3%	3%	2%	3,806	7%
Mid & East Antrim	382,224	8%	£45,628,631	6%	1,947	4%	6%	8%	3%	3,959	9%
Mid Ulster	155,708	3%	£22,285,891	3%	1,189	3%	3%	3%	2%	3,489	7%
Newry, Mourne & Down	404,442	9%	£47,736,730	6%	4,283	10%	7%	13%	10%	4,953	9%
Eastern	1,361,193	29%	£278,034,119	37%	10,976	25%	41%	6%	8%	18,607	8%
North Eastern	586,514	13%	£79,793,159	10%	5,331	12%	13%	11%	5%	8,156	8%
North Western	1,134,560	24%	£179,272,993	24%	13,634	31%	20%	43%	50%	9,508	10%
Southern	912,121	20%	£123,660,245	16%	7,233	17%	14%	21%	17%	13,713	9%
Western	646,208	14%	£99,347,748	13%	6,441	15%	12%	19%	20%	11,279	7%
NI	4,640,596	100%	£760,108,265	100%	43,615	100%	100%	100%	100%	61,263	9%

Notes

All Invest NI results are provisional and subject to revision as more up-to-date information becomes available. For NISRA datasets please refer to the original data source.

Invest NI Activity Data:

- Number of offers of support is greater than the number of businesses supported, as a business can receive more than one offer from Invest NI per annum.
- Total investment figures include the assistance offered by Invest NI.
- In addition to the support offered directly to businesses detailed in the briefing, Invest NI offered support indirectly to businesses through other organisations like universities and External Delivery Organisations (EDOs) that administered schemes on our behalf. This support will benefit business in all areas across Northern Ireland.
- 'Jobs Promoted' are those jobs which supported businesses expect to create in future years as a result of the implementation of a business plan. Promoted jobs become 'Jobs Created' as the business plan is implemented and the promoted jobs are filled. Jobs Created may relate to investments secured in earlier years. Therefore, it is not possible to directly compare the number of jobs promoted in a particular period with those that have been created during the same period.
- When measuring Job Quality, or the number of jobs above the Northern Ireland Private Sector Median (PSM), support schemes designed to boost employment over the short-term are not included. This is due to wage levels not being taken into account in the final funding decision.
- Externally-Owned First Time Investment refers to Greenfield investment in Northern Ireland by an externally-owned business that has not been assisted before. Externally-Owned Existing Expansions refers to investment by externally-owned businesses that already have a presence in Northern Ireland.

Economic Profile Data:

- Population estimates are based on the Mid-Year Population Estimates derived from the Report of the Registrar General as of the 30 June each year.
- Labour market structure is based on the Labour Force Survey (LFS) Local Area Database which is an annual database comprising four consecutive quarters of the LFS and facilitates extensive sub-regional analysis. The LFS is the largest regular household survey in Northern Ireland and provides a rich source of information on the labour force using internationally agreed concepts and definitions.
- Unemployment statistics are based on Claimant Count Annual Averages which is an administrative data source, derived from Jobs and Benefits Offices systems, and records the number of people aged 16-64 claiming Jobseeker's Allowance. Claimants must declare that they are out of work, capable of, available for and actively seeking work during the week in which their claim is made.
- Employee Jobs are collected through the Business Register and Employment Survey which is a survey of employers in Northern Ireland. The survey provides employee job estimates for Northern Ireland as a whole, split by four broad industries: Construction, Manufacturing, Services and 'Other'. The 'Other' category includes the following sectors: Animal Husbandry Services, Hunting, Trapping and Game Propagation, Forestry and Fishing; Mining and Quarrying; Electricity, Gas, Steam and Air Conditioning Supply; and Water Supply, Sewerage, Waste Management and Remediation Activities.

- Earnings data is provided through the Annual Survey of Hours and Earnings, a UK wide survey that provides data on hourly, weekly and annual earnings by gender, work patterns, industry and occupation, including public versus private sector pay comparisons. Basic and other pay includes: all basic pay, relating to the pay period, before deductions for PAYE, National Insurance, pension schemes, student loan repayments and voluntary deductions. This includes paid leave, maternity pay, sick pay and area allowances. It also includes, for example, car allowances paid through the payroll, on call and standby allowances, clothing, first aider or fire fighter allowances. It excludes pay for a different pay period, shift premium pay, bonus or incentive pay, overtime pay, expenses and the value of salary sacrifice schemes and benefits in kind.
- Qualifications data is based on the Labour Force Survey (LFS) Local Area Database which is an annual database comprising four consecutive quarters of the LFS and facilitates extensive sub-regional analysis.
- Business base and births information comes from the Inter-Department Business Register (IDBR) which is a central register containing information on all businesses in the UK which are VAT registered or operating a PAYE scheme. The Northern Ireland element of the register is maintained by NISRA. IDBR does not include very small businesses which are not VAT registered (the threshold for VAT in 2015/16 was £82,000) unless they operate a PAYE scheme.
- Productivity data comes from the Northern Ireland Annual Business Inquiry which is a key resource for measuring the size, performance and structure of the Northern Ireland non-financial business economy. It collects both financial and employment information from businesses and other establishments and covers about two-thirds of the economy. The survey covers the Production, Construction, Distribution and Service industries but it excludes public sector activity for the most part. Approximate Gross Value Added (aGVA) represents the income generated by businesses, out of which is paid wages and salaries, the cost of capital investment and financial charges before arriving at a figure for profit. It includes taxes on production (e.g. business rates), net of subsidies but excludes subsidies and taxes on products (e.g. VAT and excise duty). This is an output-based measure of aGVA and all published aGVA is given at basic prices.
- Tourism statistics use a series of measures to form a more complete picture of tourism within Northern Ireland. Two key measures of tourism are the number of overnight trips and the associated expenditure (based on passenger and household surveys). Other measures include rooms sold in commercial accommodation (monthly occupancy surveys), visitor attraction visits (annual Visitor Attraction Survey) and tourism employment (Business Register and Employment Survey). Local tourism can be impacted by initiatives from government, tourism agencies and events as well as the local film industry and the political and economic situation.

Data Sources

Population: Mid Year Population Estimates, 2015 (NISRA)

Labour Market: Labour Force Survey - Local Area Database, 2015 (NISRA)

Claimant Count: Claimant Count Tables, December 2016 (NISRA)

Jobs: Business Register and Employment Survey, 2015 (NISRA)

Earnings: Annual Survey of Hours and Earnings, 2015 (NISRA)

Qualifications: Labour Force Survey - Local Area Database, 2015 (NISRA)

Business Base: Inter Departmental Business Register, 2015 (NISRA)

Productivity: Northern Ireland Annual Business Inquiry, 2014 (NISRA)

Tourism: LGD Tourism Statistics, 2015 (NISRA)

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