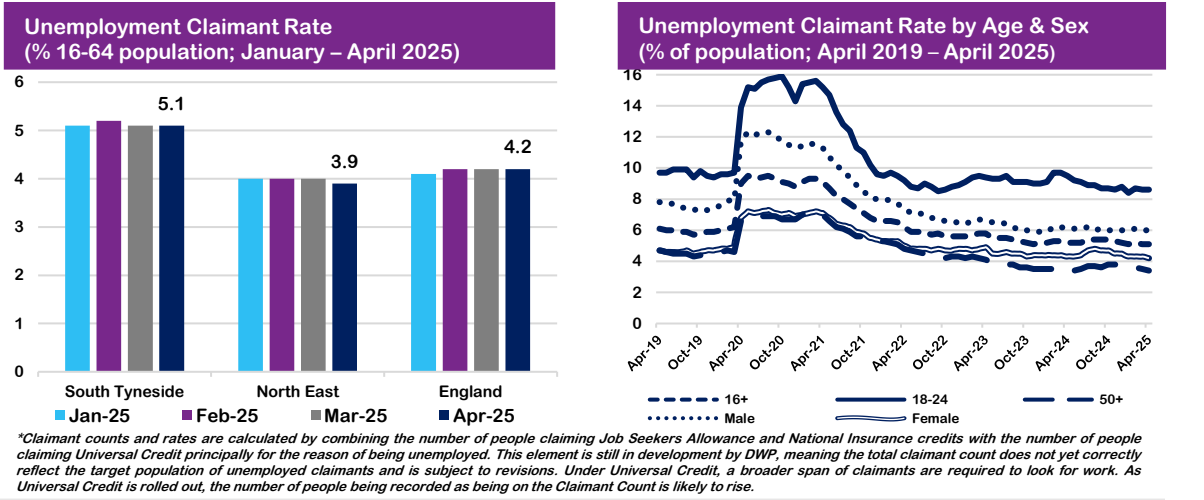
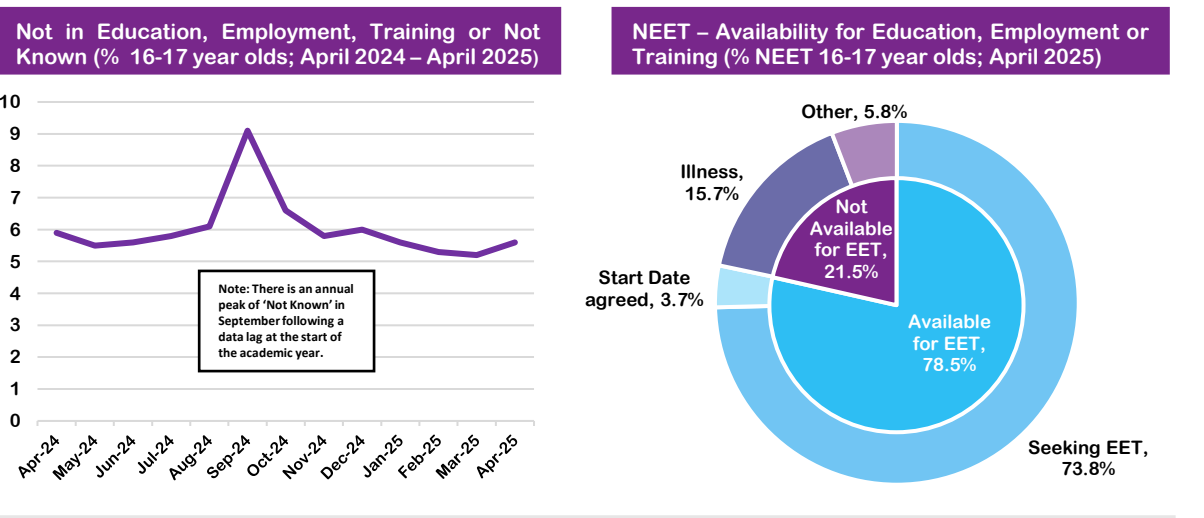


SOUTH TYNESIDE MONTHLY ECONOMIC MONITOR MAY 2025

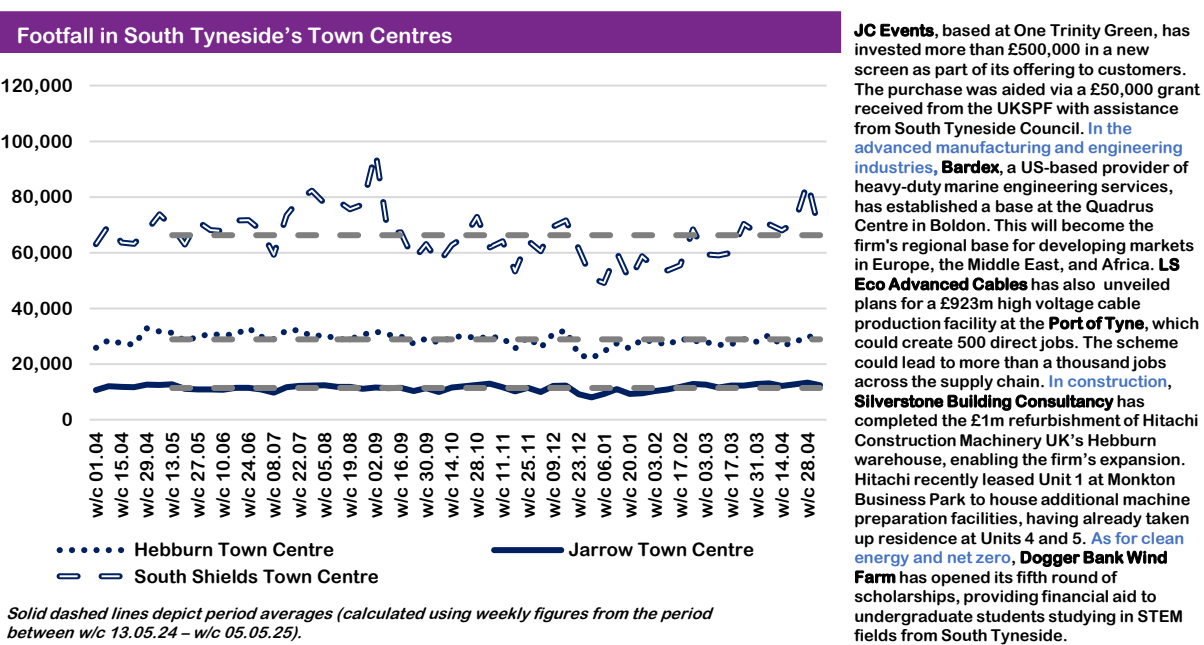
1. In April, South Tyneside's claimant rate was 5.1% (4,600 people 16+), unchanged on the previous month. The regional rate fell to 3.9%. This has been consistently lower than the England-wide rate – which stood at 4.2% for three consecutive months – since July 2024. The borough's male claimant rate has not fallen below 6.0% nor exceeded 6.2% since February 2024. Meanwhile, the female rate was 4.2% in April, the lowest rate since November 2018 (4.1%).



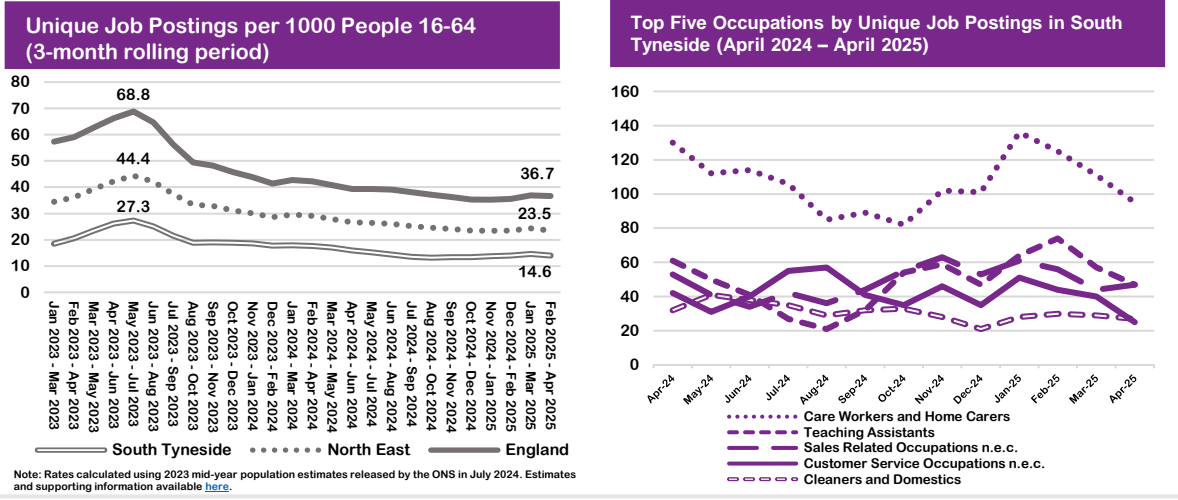
2. In April, total NEET and Not Known levels increased 0.5 % points to 5.7% - the highest recorded rate of 2025 so far. The number of young people available for EET rose in April despite a proportional decrease. This decline was driven by an increase in those citing illness, though overall, the number of young people unavailable due to illness has remained at a similar level since October.



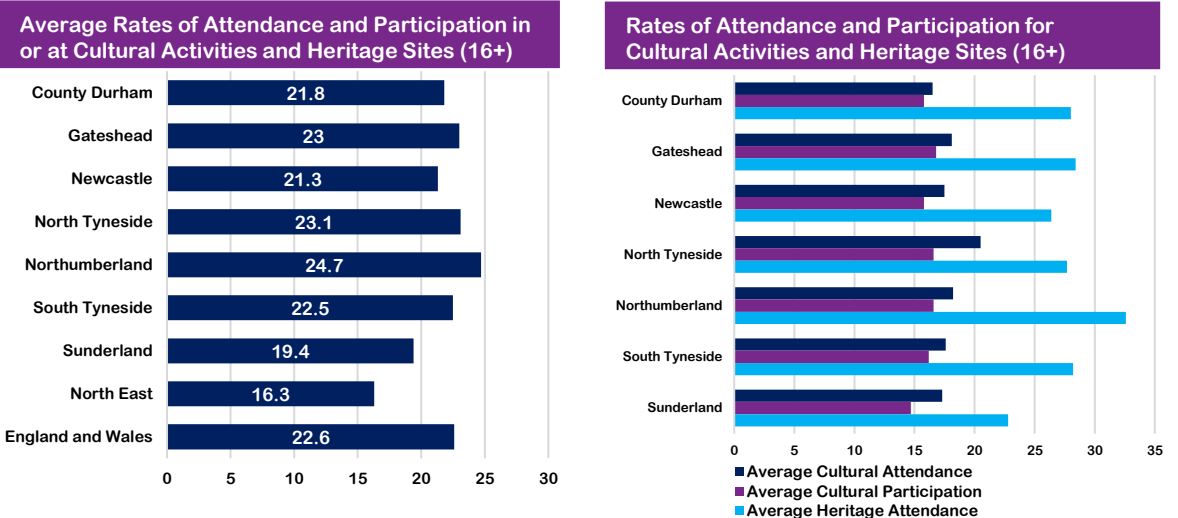
3. Compared to April 2024, footfall in April 2025 was 3.7% higher in Hebburn, 10.2% higher in Jarrow and 6.4% higher in South Shields. In business news, this month has seen a strong theme of finance and investment in South Tyneside, with firms such as LS Cables, Bardex and Hitachi all looking to drive growth or set up operations in the borough.



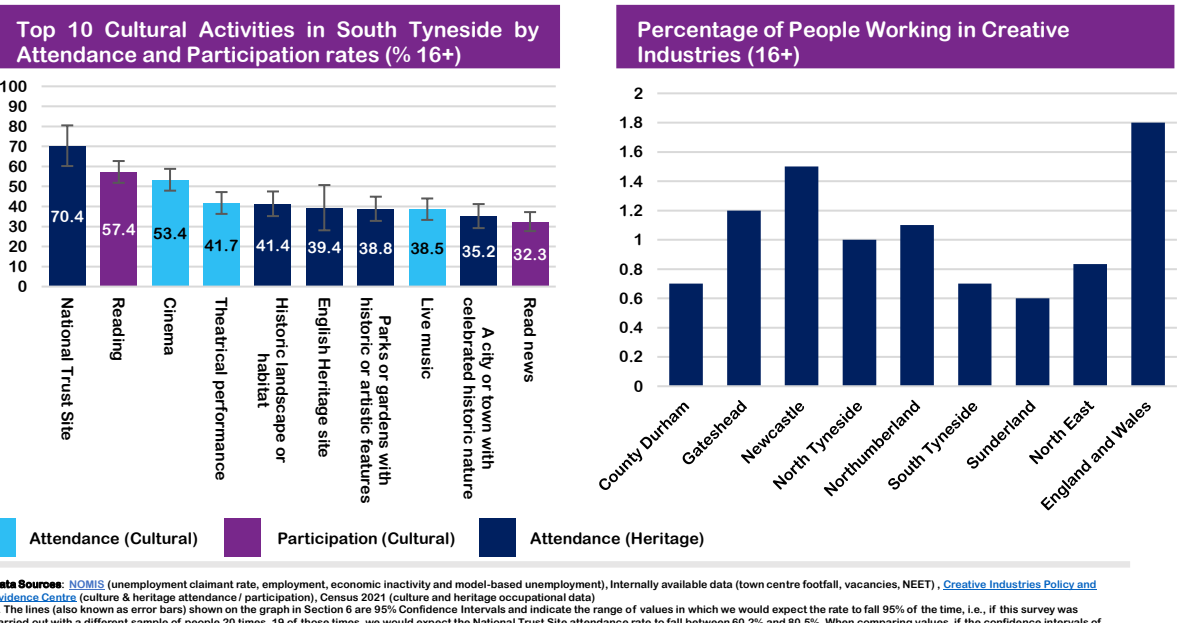
4. In the three-month rolling period ending April 2025, there were an average of 14.6 vacancies per 1000 people aged 16-64 in South Tyneside. This is substantially below the regional and national figures of 23.5 and 36.7, respectively. Between May 2024 and April 2025, each of the top five occupations experienced a decline in total unique postings, though the largest decline was in Cleaners and Domestics (- 34.1%) and Customer Service Occupations (- 19.4%).



5. Data in section 5 & 6 comes from the Creative Industries PEC's Arts, Culture and Heritage report and Census 2021, covering the 2023/24 period. South Tyneside's total average participation and attendance rate in cultural activities and at heritage sites was 22.5%; the median of all NECA authorities. This was inflated by the heritage site attendance rate (28.2%) – substantially higher than cultural participation and attendance rates (17.6% and 16.2%, respectively).



6. A breakdown of rates shown above reveals the most popular cultural activities or sites amongst South Tyneside residents to be National Trust sites, reading or visiting the cinema. Overall, South Tyneside has a relatively low proportion of residents working in creative industries, particularly in contrast to cities such as London, though generally the North has much fewer workers in such industries – especially so in the North East. Nevertheless, creative industries have been identified as a key growth sector by both NECA and The Great North – a partnership of Northern Mayors.



Data Sources: NOMIS (unemployment claimant rate, employment, economic inactivity and model-based unemployment), Internally available data (town centre footfall, vacancies, NEET), Creative Industries Policy and Evidence Centre (culture & heritage attendance / participation), Census 2021 (culture and heritage occupational data)

1. The lines (also known as error bars) shown on the graph in Section 6 are 95% Confidence Intervals and indicate the range of values in which we would expect the rate to fall 95% of the time, i.e., if this survey was carried out with a different sample of people 20 times, 19 of those times, we would expect the National Trust Site attendance rate to fall between 60.2% and 80.5%. When comparing values, if the confidence intervals of data points overlap, we cannot be sure that there is a significant difference (higher or lower) between values we are comparing. ** is used to signify this. You can learn more about common statistical concepts [here](#).

