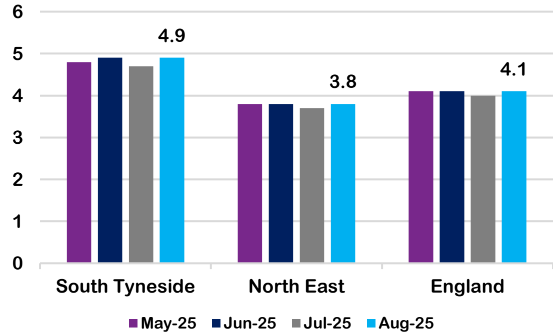
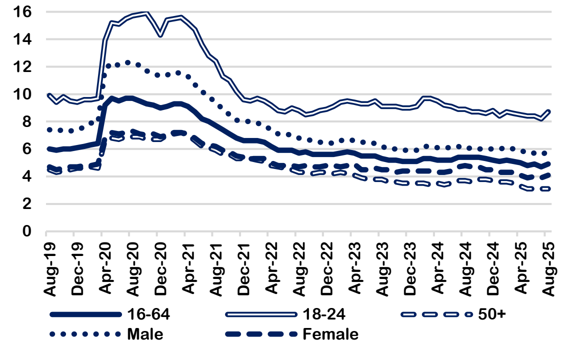
SOUTH TYNESIDE MONTHLY ECONOMIC MONITOR SEPTEMBER 2025

1. In August, South Tyneside's claimant rate rose to 4.9% (4,485 people 16+). The regional and national rates also rose marginally to 3.8% and 4.1%, respectively. Since June 2024, the North East's rate has been below that of England. Almost all demographical claimant rates in South Tyneside rose marginally this month barring the 50+ rate which remained unchanged. The 18-24 rate saw the sharpest increase, rising 0.5 % points to 8.7%, yet still lower than August 2024 (8.9%).

Unemployment Claimant Rate (% 16-64 population; May – August 2025)



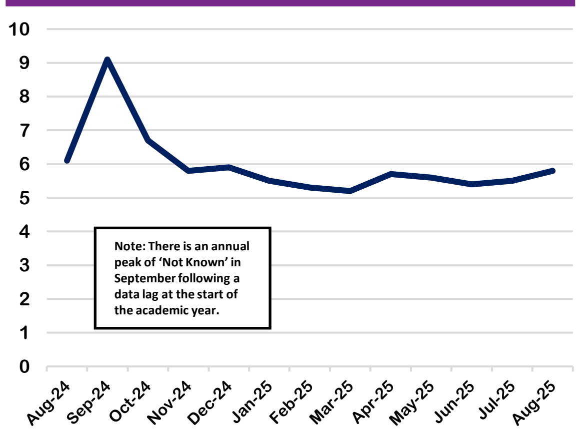
Unemployment Claimant Rate by Age & Sex (% of population; August 2019 – August 2025)



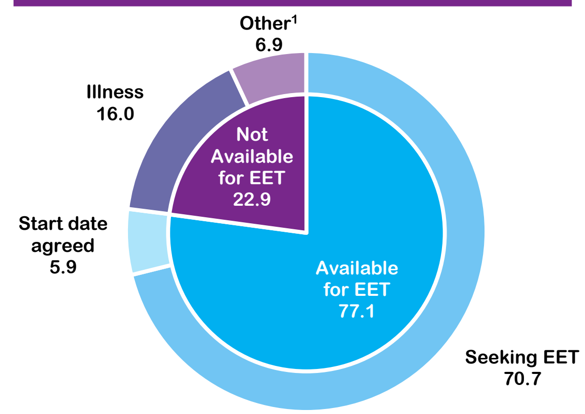
**Claimant counts and rates are calculated by combining the number of people claiming Job Seekers Allowance and National Insurance credits with the number of people claiming Universal Credit principally for the reason of being unemployed. This element is still in development by DWP, meaning the total claimant count does not yet correctly reflect the target population of unemployed claimants and is subject to revisions. Under Universal Credit, a broader span of claimants are required to look for work. As Universal Credit is rolled out, the number of people being recorded as being on the Claimant Count is likely to rise.*

2. In August, total NEET and Not Known levels rose 0.3 % points to 5.8%. This is the highest combined levels of 2025, though still lower than August 2024 (6.1%) and mainly driven by an increase in Not Known. The proportion of NEET young people available for EET fell 0.3 % points this month, driven by an increase to those citing 'illness' as reason for unavailability, whilst the proportion of young people unavailable due to 'other' reasons fell 0.1% point.

Not in Education, Employment, Training or Not Known (% 16-17 year olds; Aug 2024 – Aug 2025)

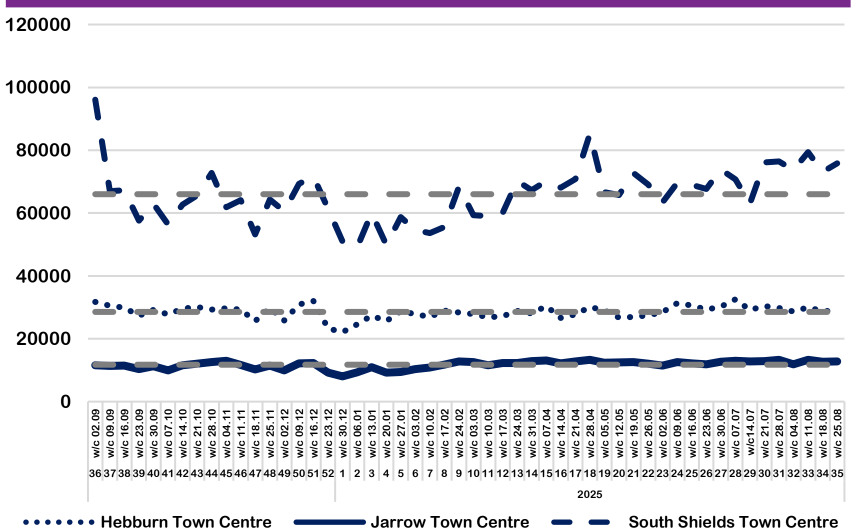


NEET – Availability for Education, Employment or Training (% NEET 16-17 year olds; August 2025)



3. Compared to August 2024, footfall in August 2025 was 1.9% lower in Hebburn, 7.8% higher in Jarrow, and 2.3% lower in South Shields. **In awards**, Kim Scott of Hebburn's eQuality Solutions has been shortlisted for the 'Up to £25m turnover' and 'Growth/Scale-up' awards at the 2025 Northern Finance Directors Awards. Jarrow-born Harry Wilson MBE won the Family Business Lifetime Achievement Award at the Family Business of the Year Awards 2025, whilst New Look Laser Treatment of South Shields won the Tattoo Removal Surgery of the Year at the North East Beauty Industry Awards 2025. **Elsewhere**, South Tyneside training provider Simply Learning has invested more than £1m into the expansion of its head office and two training centres, allowing for operational expansion with increased headcounts and capacity. Fellshore, a new South Shields-based business consultancy has launched under co-founders Colin Bell and Jen Robson. **On the seafront**, renowned hospitality venue, The Rattler, has had a long lease sold by Cameron's Brewery. The operating business remains under current management and will continue to operate as normal. **Over on the riverside**, a new a container-style riverside café-bar, named Ferry View, has opened near South Shields' ferry terminal. Being the latest investment in the riverside and Mill Dam, the area was identified in the Council's 'Our South Tyneside Conversation' consultation as a priority place for improvement. **Meanwhile**, Noblegen Cryogenics, a liquid nitrogen generator manufacturer, has relocated to Boldon Business Park, consolidating its head office, design, and UK manufacturing operations under one roof with capacity for planned staff growth over it's first year. Hornsea 3, developed by global offshore wind leader Ørsted, has signed a lease for up to 100,000sq metres at the Port of Tyne, within the Tyne Clean Energy Park in South Shields.

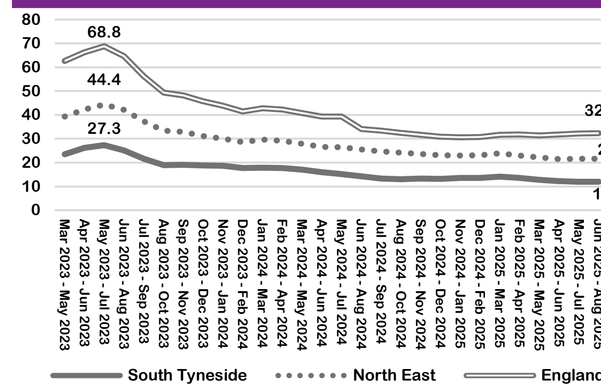
Footfall in South Tyneside's Town Centres



Solid dashed lines depict period averages (calculated using weekly figures from the period between w/c 02.09.24 – w/c 25.08.25 inclusive).

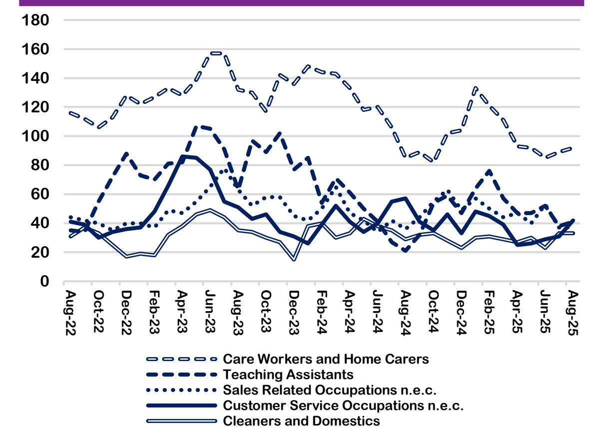
4. In the three-month rolling period ending August 2025, there were an average of 12.0 vacancies per 1000 people aged 16-64 in South Tyneside, below the regional and national figures of 21.6 and 32.3, respectively. Between August 2022 – August 2025, unique postings decreased for Care Workers and Home Carers (20.7%) and Sales Related Occupations n.e.c[2] (15.9%) and increased for Teaching Assistants (17.1%), Cleaners and Domestics (6.5%) and Customer Service Occupations n.e.c (2.4%).

Unique Job Postings per 1000 People 16-64 (3-month rolling period)



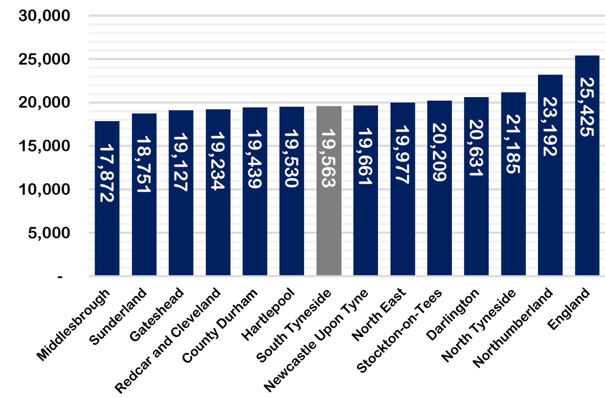
Note: Rates calculated using corresponding mid-year population estimates released by the ONS. Estimates and supporting information available here.

Top Five Occupations by Unique Job Postings in South Tyneside (August 2022 – August 2025)

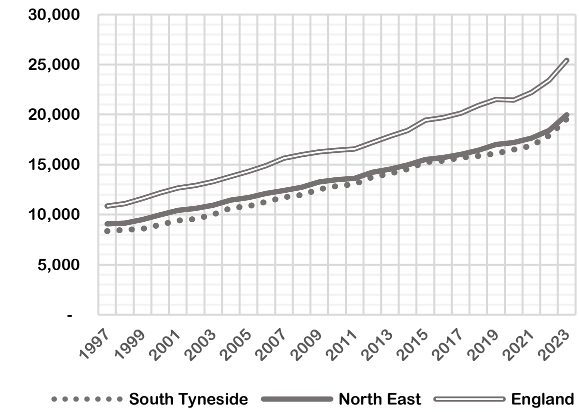


5. In 2023, South Tyneside's GDHI (Gross disposable household income)[3] per head was estimated at £19,563 a year. This was £16.50 higher than the North East middle, though £414 lower than the North East average and significantly lower England (£5,862). South Tyneside has historically had lower GDHI per head than England – broadly aligning with that of the North East. The difference between regional and national averages has grown 6.1 % points between 1997 - 2023.

Gross Disposable Household Income Per Head (£; current basic prices; 2023)

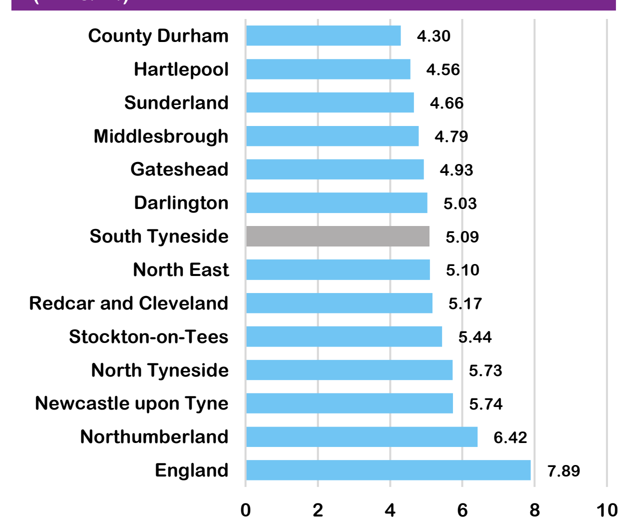


Gross Disposable Household Income Per Head (£; current basic prices; 1997-2023)

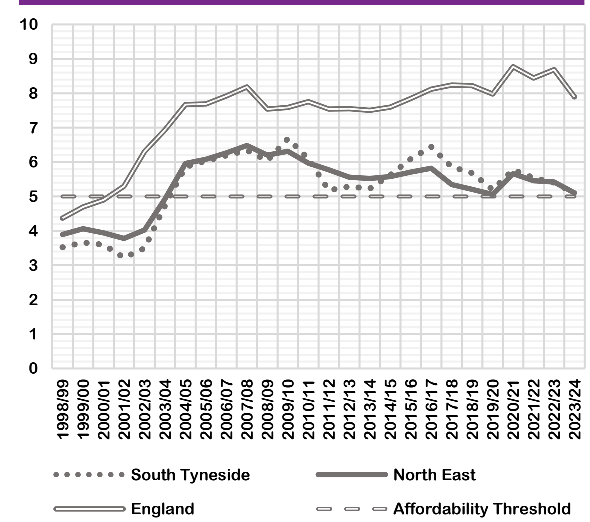


6. In 2023/24, South Tyneside's House Purchase Affordability Ratio stood at 5.09, falling between the regional middle (5.06) and average (5.10) and well below that of England (7.89). Historically, South Tyneside has had a lower affordability ratio than England, though the difference between local and national affordability ratios has doubled since 1989/99 (21.5%; 43.1% 2023/24), whilst differences between local and regional ratios have generally fluctuated, despite broadly aligning.

House Purchase Affordability Ratio[4] (2023/24)



House Purchase Affordability Ratio (1998/99 – 2023/24)



Data Sources: NOMIS, Annual Population Survey (unemployment claimant rate, employment, economic inactivity and model-based unemployment), internally available data (town centre footfall, vacancies, NEET)

1.'Other' includes young people who are NEET due to caring responsibilities, parenting, pregnancy, religious grounds, are not ready for work or learning and any other reason. Data regarding parenting, pregnancy, and caring responsibilities may not be reliable as this information is reliant on self-reports and is not routinely collected.

2. Not elsewhere classified.

3. Gross disposable household income (GDHI) is the amount of money that all the individuals in the household sector have available for spending or saving after they have paid direct and indirect taxes and received any direct benefits. GDHI is a concept that is seen to reflect the "material welfare" of the household sector.

4. This publication refers to ratios of house sales prices in an area to disposable household incomes (equivalised) for the same area. Incomes are based on sample data from surveys, so we cannot say if differences between areas or over time are statistically significant or a result of natural sample variation. This metric focuses on household income instead of individual earnings.

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