

# 2021/22 Economic Data Summary

This publication is prepared by Communities Service, Perth & Kinross Council.

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We welcome your comments and feedback.

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# INTRODUCTION

2021/22 saw a reopening of the Scottish economy and a wider transition to new ways of working.

The uptake of the vaccination programme in Perth and Kinross area at the end of the financial year was marginally ahead of Scotland as a whole. 88.1% of local residents above the age of 12 in Perth & Kinross received their second vaccination dose (87.3% in Scotland), and 75.7% received a booster or third dose (73% in Scotland).

The new ways of working, the data on which are illustrated on Page 10, became more mainstream in the course of the year. Both, the new hybrid model (a combination of homeworking and working in a designated workspace), and homeworking as a primary mode of working, differ in their rates of adoption dependent on the sector of the economy.

The highest rate of utilisation of these new models was arguably seen in *Information and Communication* sector, where 57.4% of businesses relied on homeworking and 24.2% on hybrid working in October 2021. The sector reduced their reliance on homeworking by gradually moving to the hybrid model by the end of the year which is when 51.5% of the businesses used it. The *Professional, scientific and technical activities* was the second highest adopter of hybrid working with 39.7% businesses using the model at the end of the year.

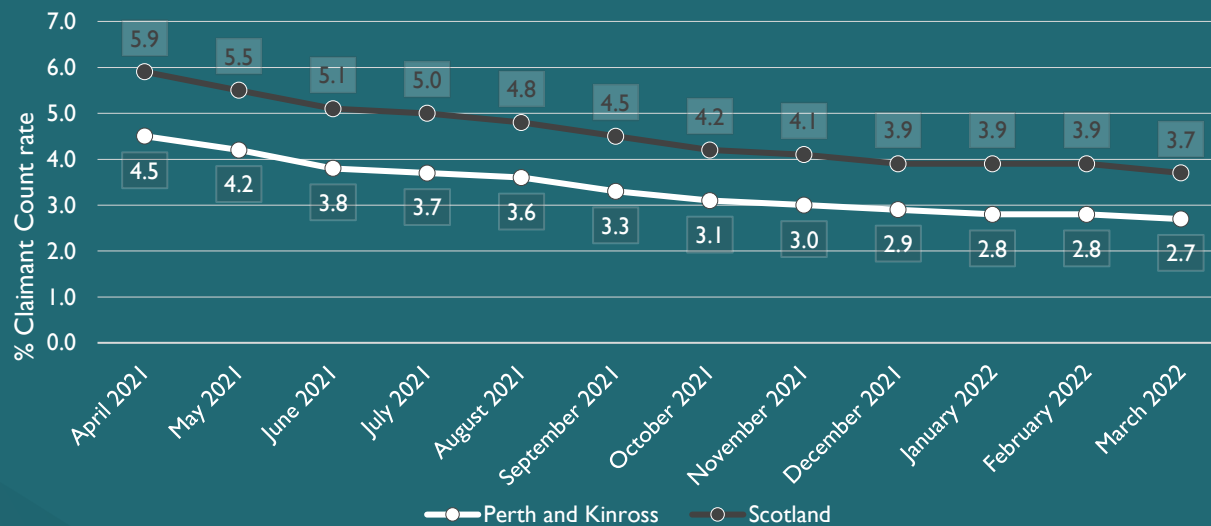
The labour market remained relatively strong, although Perth and Kinross area was one of the most exposed in Scotland to the effects of the pandemic. Several months after the closure of the Coronavirus Job Retention Scheme, end of year Claimant Count figures were still some of the least recovered in Scotland. Of all the local wards, only Perth City South Claimant

Count numbers recovered better than Scotland as a whole.

Local workplace earnings for full-time workers saw a significant boost in 2021 (see Page 13). It is prudent to note, however, that rising inflation is eroding wage increases resulting in an actual squeeze on real incomes.

As reported by the Office for National Statistics, the International Monetary Fund expect the conflict in Ukraine to lead to further increases in global inflation and lower global GDP looking forward into 2022/23.

**CLAIMANT COUNT**  
April 2021 - March 2022



**March 2022 Claimant Count:**

**129,185**  
Scotland

**2,470**  
Perth & Kinross

129,185 in March 2022. The corresponding rate dropped from 5.9% to 3.7% in the same period, a reduction of 2.2 percentage points.

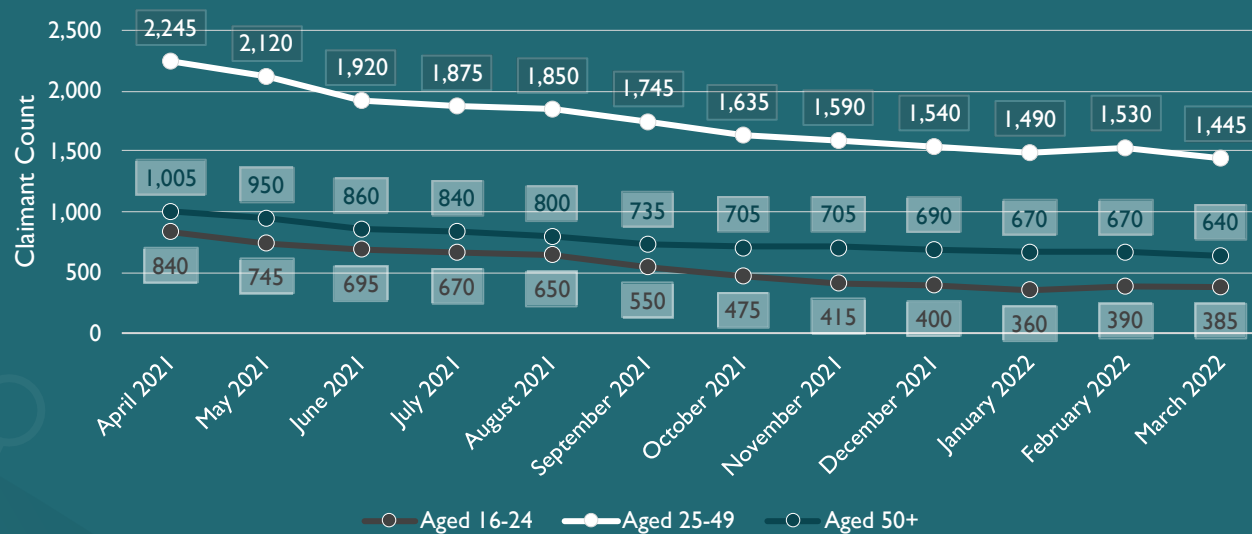
Despite the similar trend, Perth and Kinross area remains disproportionately affected. Compared to the same month before the pandemic, March figures were 40.3% higher in our area. The Scottish figures were only 19.9% higher than before the pandemic.

2021/22 was the first year since the start of the pandemic where Claimant Count figures showed consistent month-to-month recovery. The number of Claimants in Perth and Kinross gradually declined over the 12 months, from just over 4,000 (4.5% rate) in April 2021 to

2,470 and the rate of 2.7% in March 2022. This was a 1.8 percentage point reduction in the Claimant Count rate during the financial year.

The decline mirrored the Scottish trend with 207,225 Claimants in April 2021 declining to

**CLAIMANT COUNT BY AGE**  
April 2021 - March 2022



Annual Claimant count rate:

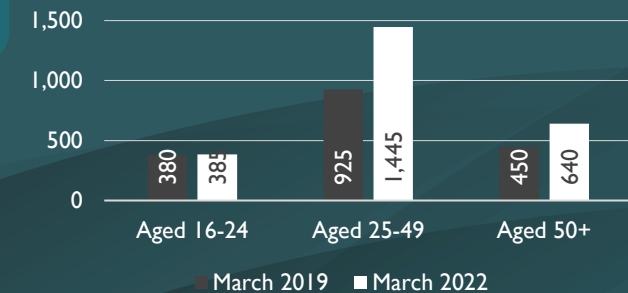
**4.0%** 16-24 Aged population

**4.0%** 25-49 Aged population

**2.3%** 50+ Aged population

The age group Claimant count rate was calculated using the 2022 Mid-year population estimates for each age group.

group that recovered the least was the 25-49s, with 56.2% more Claimants in this group than before the pandemic. 42.4% more Claimants were in the 50+ age group.



**Recovery 2019 - 2022**

In the comparison to the same month in 2019, March 2022 figures for 16-24s were elevated only slightly (in this age group there were 1.3% more Claimants than 3 years earlier). The age

In March 2022, there were 385 Claimants aged 16-24, a decline from 840 at the start of the financial year. In the same time period, the number of Claimants aged 25-49 declined from 2,245 to 1,445, and Claimants aged 50+ from 1,005 to 640.

### CLAIMANT COUNT: COUNCIL AREAS

April 2021 - March 2022

2021/22 Annual Claimant Count rate:

**4.5%**  
Scotland

**3.4%**  
Perth & Kinross

Perth & Kinross area had the 7th lowest Annual Claimant Count rate in Scotland at 3.4%, and 2nd lowest among Scottish city areas after Stirling which had the rate of 3.2%.

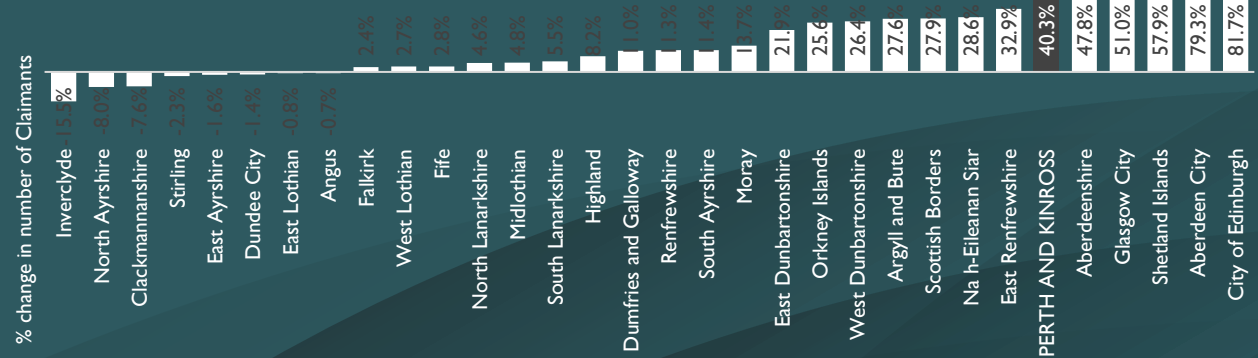
Orkney and Shetland Islands had the lowest average rate for the year and North Ayrshire and Glasgow City, the two highest. The average Scottish Claimant Count rate for the financial year was 4.5%.



### Recovery 2019 - 2022

Perth and Kinross area was more exposed to the effects of the pandemic than most other areas in Scotland, and still has ground to cover in terms of recovery. Compared to the same month in 2019, the number of Claimants in

March 2022 was 40.3% higher in Perth and Kinross. This was one of the highest increases in Scotland. Inverclyde, North Ayrshire and Clackmannanshire were the 3 local authority areas that recovered best, so far.



**CLAIMANT COUNT: LOCAL  
WARDS**

April 2021 - March 2022

**4.9%**

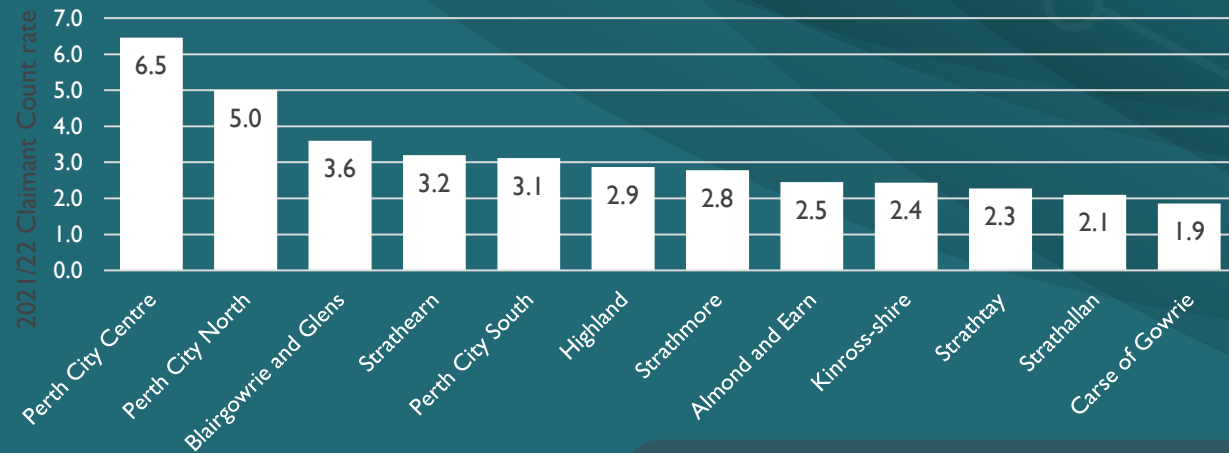
Perth City Annual Claimant Count rate

**2.6%**

Perth & Kinross Annual rural Claimant Count rate

The geographical distribution of claims remains biased towards the rural areas. In the last full financial year before the pandemic (2018/19), 49.9% of all Claimants were in Perth City. In 2021/22, this proportion dropped to 47.3% with the remaining 52.7% in rural wards.

At 6.5%, Perth City Centre had the highest Claimant Count rate of all local wards in 2021/22. The highest Claimant rate in the rural wards was in Blairgowrie and Glens at 3.6%.



The combined rate for all Perth City wards at 4.9% was above the Scottish average.

**Recovery rate 2019 - 2022**

Compared to the same month in 2019, March 2022 figures were elevated for all local wards.

What is more, the change in Claimant Count numbers has been disproportionately high in Perth & Kinross wards compared to the Scottish average. Only Perth City South ward was below the Scottish increase of 22% when comparing March 2019 to March 2022.

The exact local ward increase values for Claimant numbers were as follows:

Highland	+92.9%
Kinross-shire	+60.0%
Strathtay	+58.8%
Blairgowrie and Glens	+54.2%
Perth City Centre	+49.4%
Strathearn	+47.6%
Carse of Gowrie	+46.2%
Strathallan	+44.4%
Almond and Earn	+41.2%
Perth City North	+33.3%
Strathmore	+23.3%
Perth City South	+12.2%

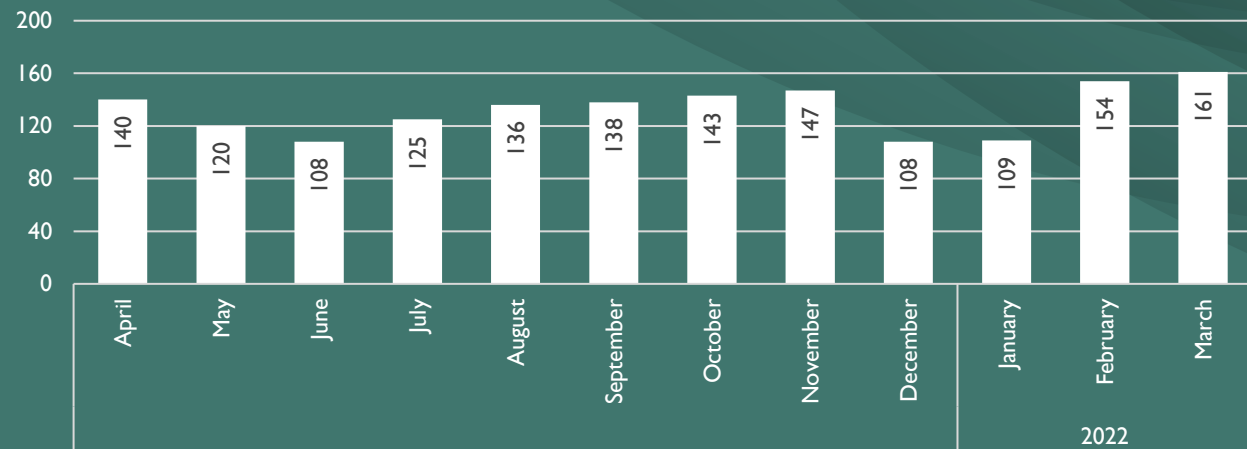
**BUILDING WARRANT APPLICATIONS**

April 2021 - March 2022

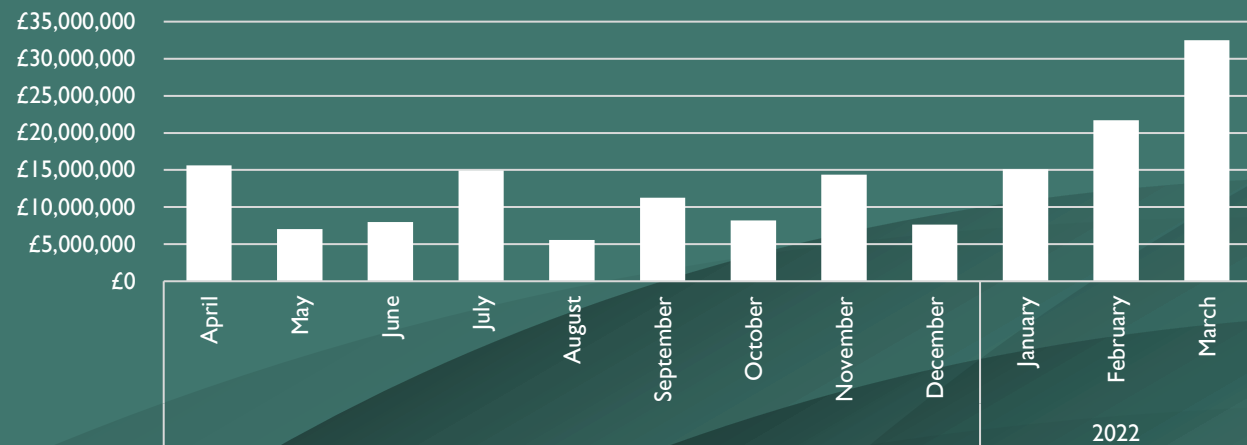
The numbers of submitted Building Warrant applications ranged between 108 in June 2021 and 161 in March 2022, with an average of 132 per month. The value of works picked up very significantly in the last 2 months of the financial year, signifying larger scale projects.

It is worth noting that the value does not represent actual investment made in the specified period, and development usually takes place following obtaining of the Warrant.

*Number of applications*



*Value of Works*



Source: Perth & Kinross Council

**1,589**

NUMBER OF APPLICATIONS  
April 2021 - March 2022

**+15.7**

VALUE OF WORKS  
compared to last year



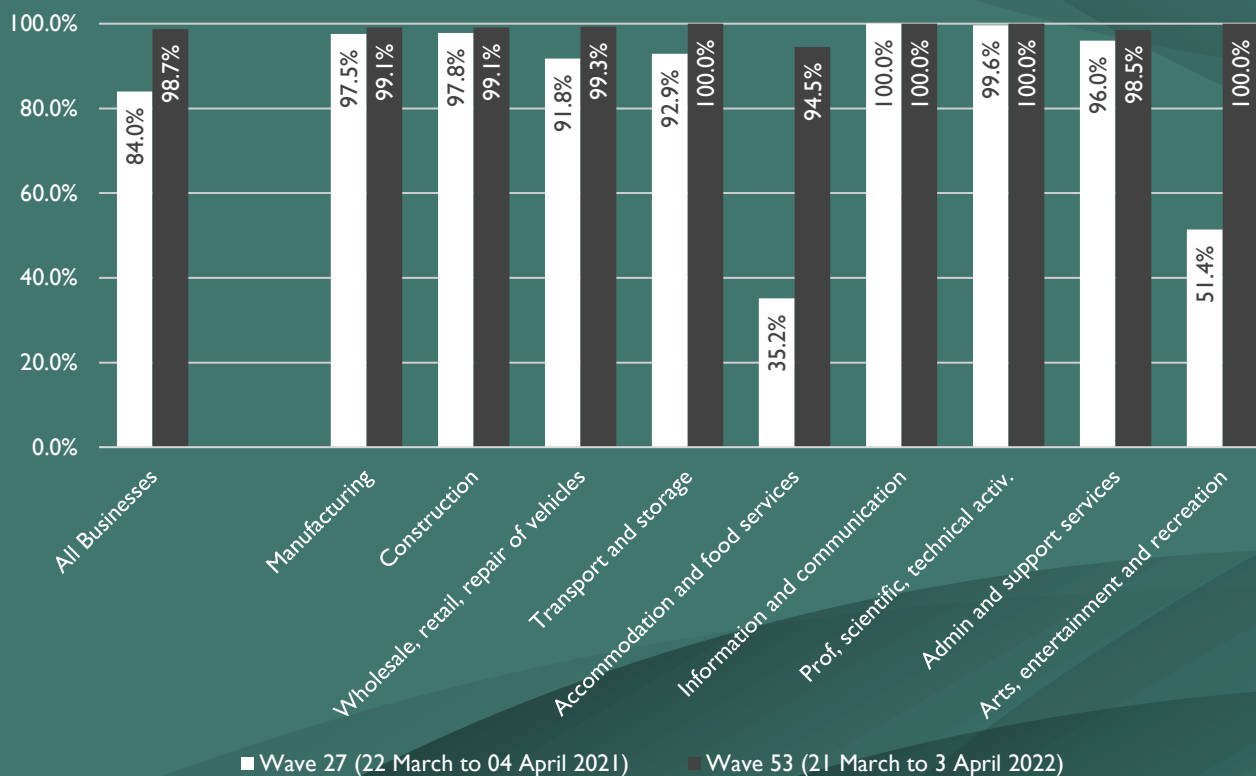
SCOTTISH BUSINESSES TRADING  
April 2021 - March 2022

**98.6%**

SMEs were back to trading  
at the end of 2021/22

98.7% of all Scottish businesses were trading at the end of the financial year, an increase from 84% at the start of the year. The comparative figures for SMEs only were similar, with 83.4% trading at the beginning of the year and 98.6% at the end.

Of the two sectors most affected at the beginning of the financial year, *Arts, entertainment and recreation* fully recovered from the 51.4% at the beginning of the year. The other sector - *Accommodation and food services* - recovered partially from 35.2% to 94.5% businesses trading which remained the lowest proportion as of the end of the financial year 2021/22.



SCOTTISH WORKFORCE STATUS  
October 2021\* - March 2022

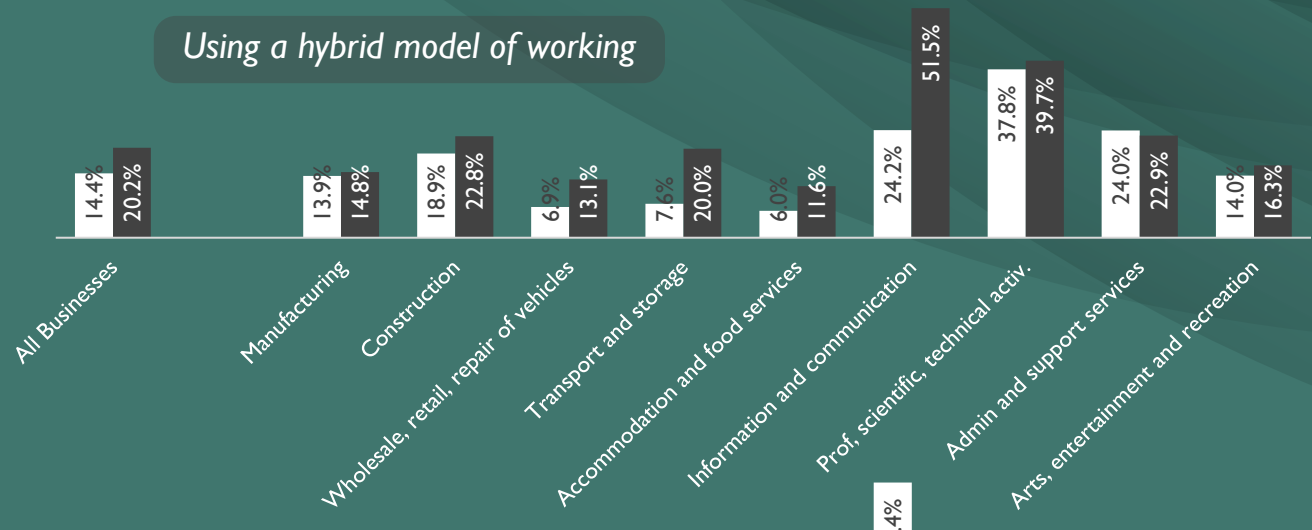
**7.6%**  
SMEs used Working from home practices

\*The questions on workforce status asked in the Survey changed in October 2021, therefore the data predating Wave 42 are not directly comparable.

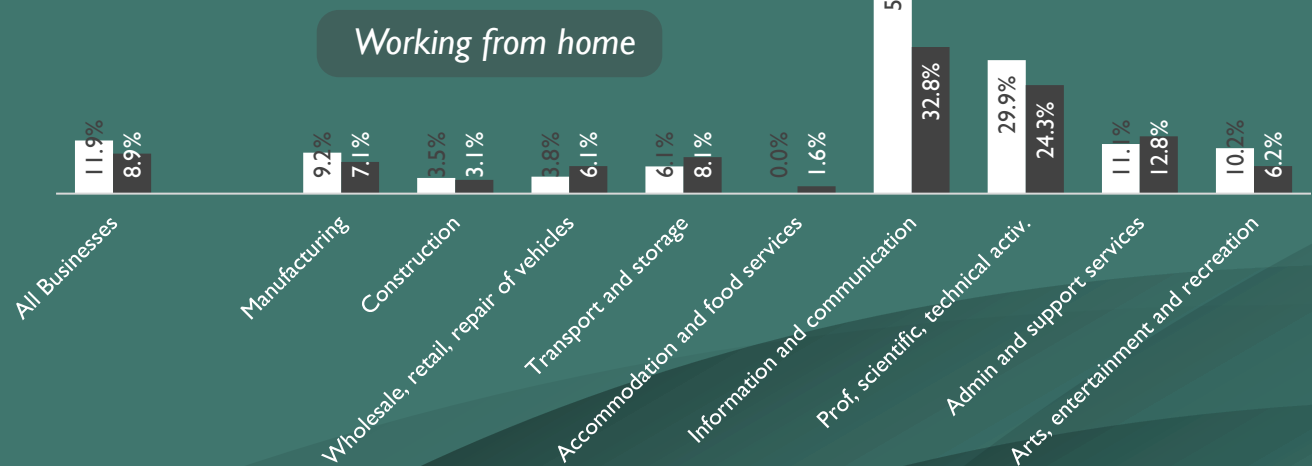
At the end of the financial year, the hybrid model of working was adopted by 20.2% of all Scottish businesses, an increase from 14.4% in October. Home working decreased slightly in the same time period, from 11.9% to 8.9%.

Information and Communication sector businesses significantly reduced their reliance on the Working from home model (a decline of 24.5 percentage points), transitioning to a hybrid working-heavy model (51.5% at the end of the year).

Using a hybrid model of working



Working from home



■ Wave 42 (18 October to 31 October 2021)

■ Wave 53 (21 March to 3 April 2022)

HARD TO FILL VACANCIES  
March 2022

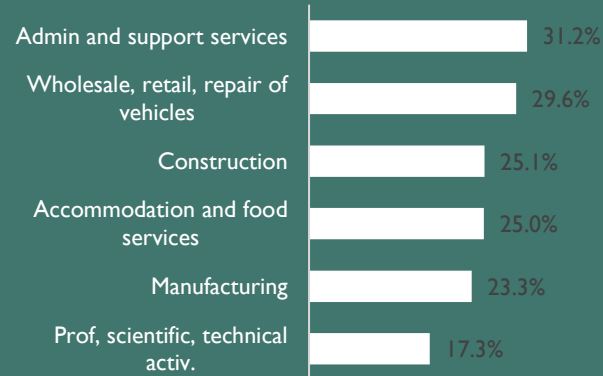
**40%**  
of businesses found vacancies  
were more difficult to fill

Only 1.2% of Scottish businesses reported vacancies were easier to fill in the previous month than what would be usual for the time of year. 40% of businesses faced more difficulty than usual.

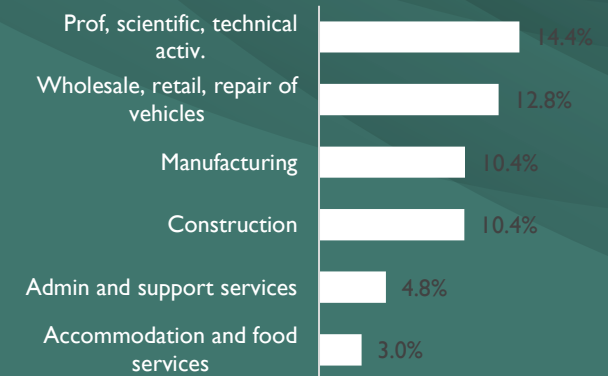
Accommodation and food services, Manufacturing and Admin and support services were **particularly exposed to the shortage of EU applicants.**

The *Construction* sector was significantly exposed to lack of qualified applicants, with 81.5% of businesses in this sector reporting this causality.

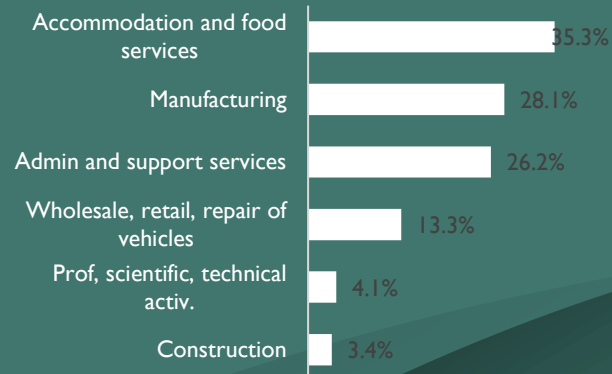
Business cannot offer an attractive  
pay package to applicants



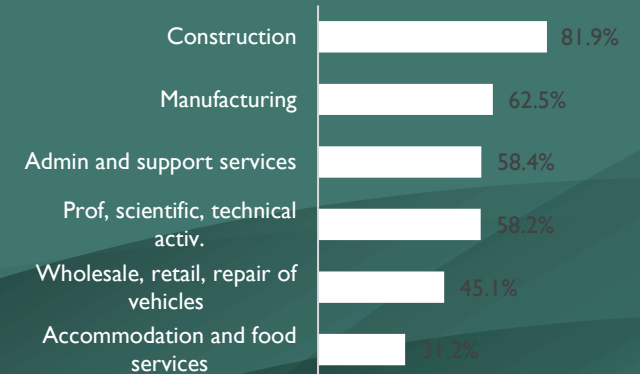
Increased number of vacancies  
for other reasons



Reduced number of EU applicants



Lack of qualified  
applicants for the roles on offer

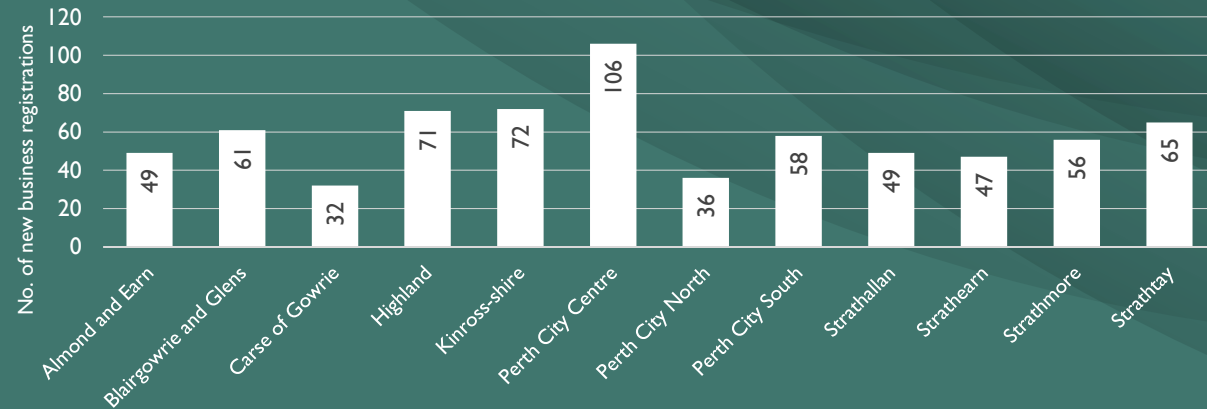


The question the businesses were answering was *Why did your business find filling vacancies more difficult, over the last month, compared with normal expectations for this time of year?*

**NEW BUSINESS START-UPS**  
April 2021 - March 2022

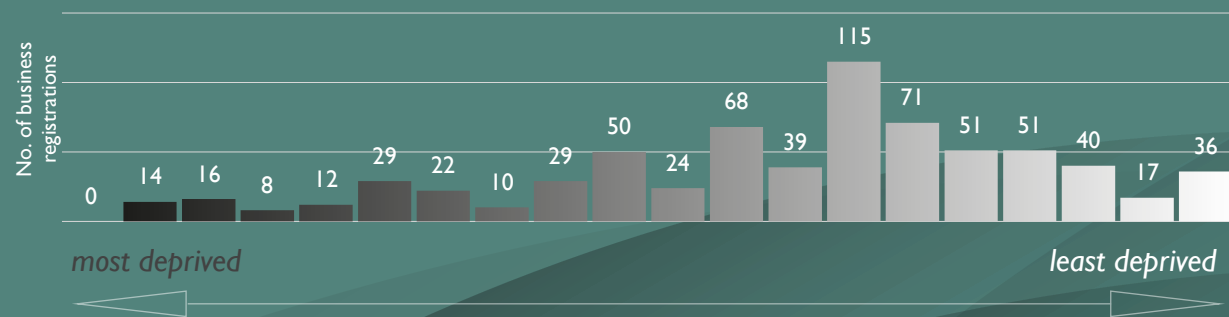
**702**

Number of new business registrations  
2021/22



**Deprivation**

The graph below combines the start-up data with the Scottish Index of Multiple Deprivation data to illustrate where businesses were started with regards to deprivation. Each bar corresponds to a 5% reduction in deprivation, going left to right. The balance strongly tips towards the least deprived areas, with 512 out of the 702 total start-ups being in the 50% least deprived data zones.



702 new businesses were registered in Perth and Kinross area in 2021/22. The top 3 sectors were *Construction, Accommodation & Food Services* and *Professional, scientific & technical activities*. These 3 sectors accounted for 38.3% of new businesses.

502 businesses (71.5% of the total) started in towns and rural parts of Perth and Kinross. 28.5% of the start-ups were in Perth City and the ward with the most registrations was Perth City Centre (106 new businesses).

**EARNINGS  
2021**

**22.4%**

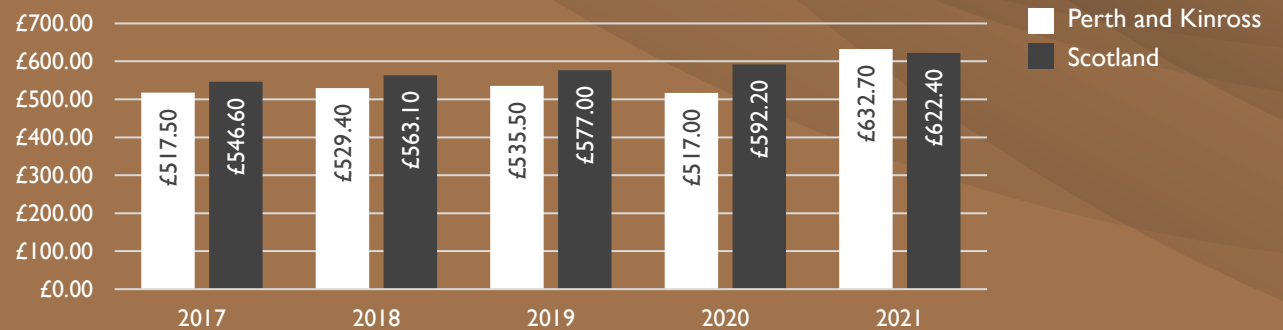
higher workplace earnings than  
the previous year

Workplace earnings saw a significant increase in Perth & Kinross in 2021.

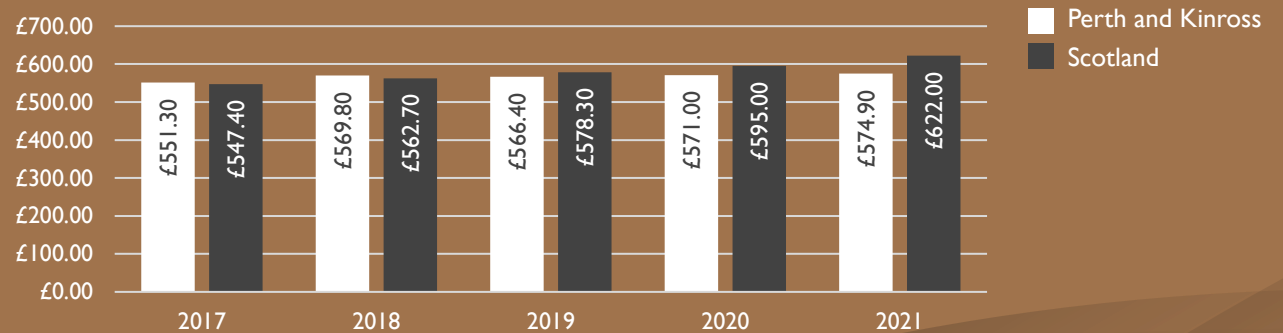
*Workplace earnings* refer to the earnings of people whose workplace is in Perth and Kinross. Some of them will reside in Perth & Kinross area, some will be commuters from other local authority areas.

*Resident earnings* refer to the earnings of people living in Perth and Kinross, some of whom will have workplace in Perth & Kinross, some out with.

*Workplace full-time weekly earnings*

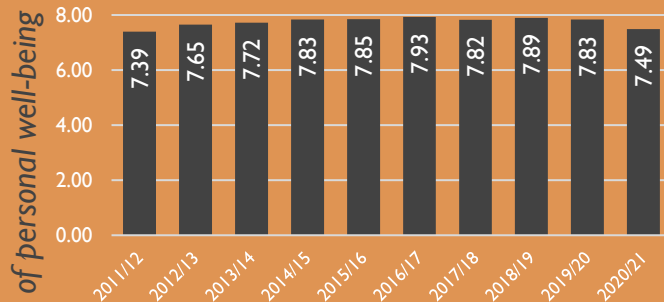


*Resident full-time weekly earnings*



### WELLBEING MEASURES 2021

#### Perth and Kinross life satisfaction scores

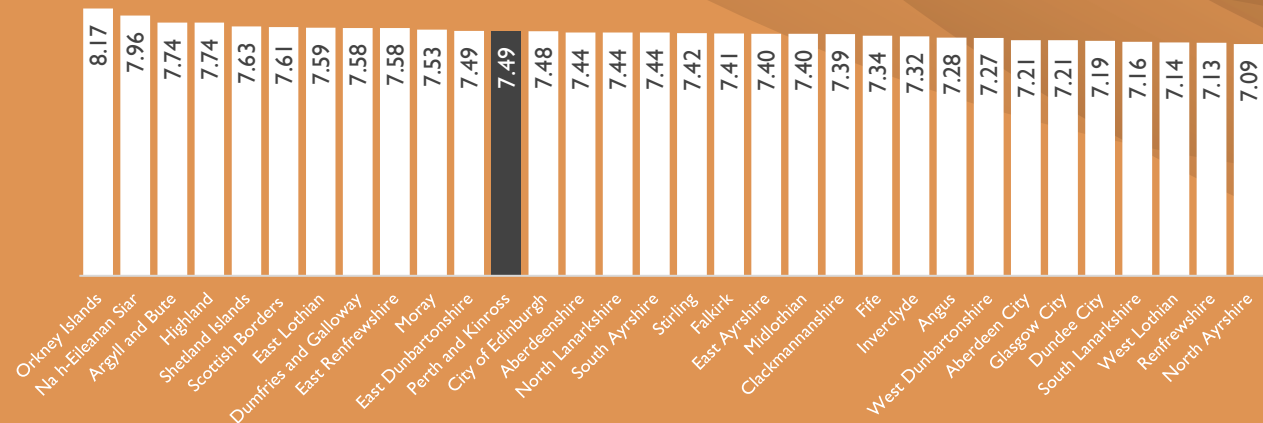


Overall life satisfaction scores in Perth and Kinross area dropped to 7.49 out of a maximum 10 in 2020/21, the latest data available. This was only the second lowest score since 2011/12.

However, overall life satisfaction scores dropped for each and every local authority in Scotland, with Scottish average declining from 7.68 to 7.38, the lowest recorded.

#### Life satisfaction scores comparison

The area ranked 12th in the local authority comparison, down from 8th the year before.



#### Happiness

Perth and Kinross Happiness score of 7.44 was the 9th highest in Scotland. This was down from 7.55 the year before. The highest scores were recorded in Orkney Islands, Na h-Eileanan Siar and Highland.

#### Worthwhile

With regards to how worthwhile people feel

things they do in their life are, Perth and Kinross ranked 10th in Scotland with the score of 7.84, down from 7.97 the year before.

#### Anxiety

Perth and Kinross ranked high on Anxiety measure with joint 5th rank in Scotland, together with Glasgow City and Midlothian. Anxiety was highest in North Ayrshire, City of Edinburgh and South Ayrshire.

Source: ONS Headline estimates of personal well-being

### CONNECTIVITY 2021/22

#### Ultrafast Broadband

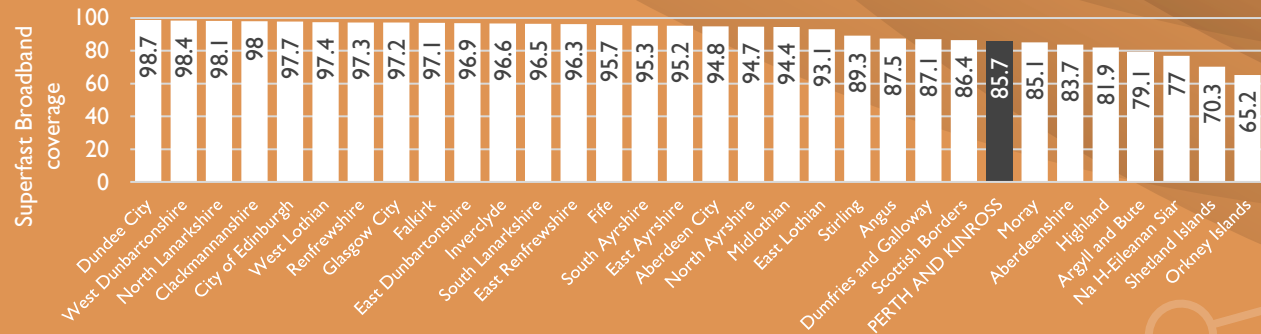
Ultrafast Broadband (100Mbit/s or greater) from a fixed broadband connection was available in 30,162 premises (38% of all premises) in Perth and Kinross. This level of coverage ranked 21st in Scotland. The highest levels were available in Dundee City, West Dunbartonshire and City of Edinburgh.

#### Superfast Broadband

68,126 premises in Perth and Kinross had access to Superfast Broadband (30Mbit/s or greater) from a fixed broadband connection. The area ranked 25th out of all local authority areas in Scotland.

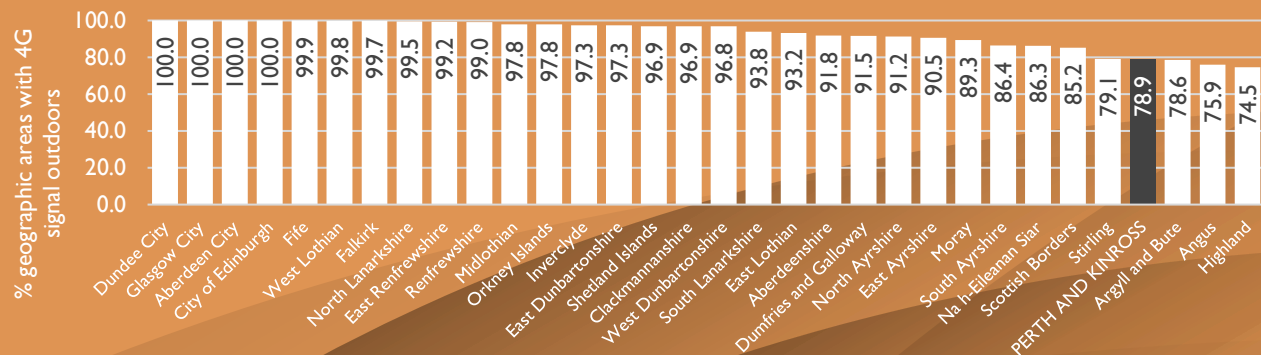
Source: OFCOM

Superfast Broadband from fixed broadband in Perth and Kinross was available in 85.7% of all premises in the area:



#### 4G coverage

78.9% of the geographical area of Perth and Kinross had 4G signal outdoors from at least one mobile network provider. This is one of the lowest levels of geographical coverage in Scotland.

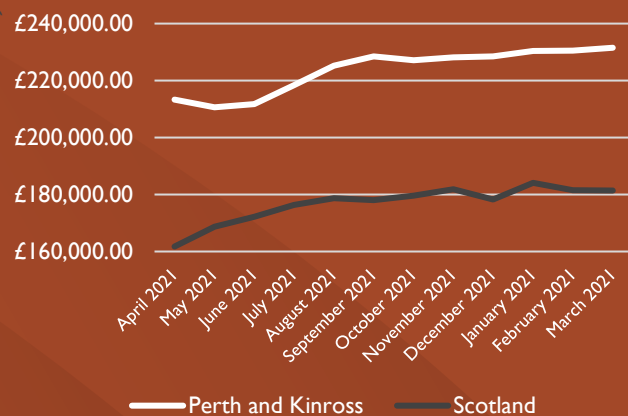


HOUSING MARKET  
April 2021 - March 2022

House prices

**7.8%**  
Annual house price  
growth in Perth and Kinross

House prices grew by 7.8% in the 12 months to March '22 reaching **£231,593.43**, the highest



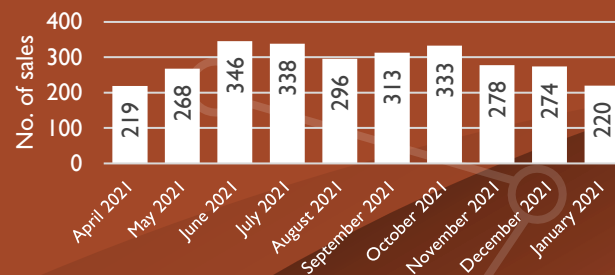
**price on record.** The prices remained £46,797 above Scottish prices over the course of the year, on average.

The following are end-of-year house prices by property type and the 12-month change for each:

Detached	£359,083.26	11.1%
Semi-detached	£220,108.45	8.3%
Terraced	£170,679.43	6.3%
Flat	£117,591.38	3.1%

Volume of sales

**20.8% more houses were sold** in the first 10 months of the financial year than the year before. The data for the whole financial year were not available at time of publication.



The rental market

**2.8%**  
Annual private rental  
prices growth in Scotland

The annual rental growth in Scotland continued to surpass England and Wales for most of the year. Private rental prices grew by 2.2% in England, 1.6% in Wales and 2.8% in Scotland in the 12 months to March 2022. The Scottish figure in March is up from 2.6% in February 2022, and the highest annual growth rate since records began in 2012.

