

Marketing Communications Plan for Huit Denim Co.

May 2019

MODULE NAME:

MARKETING COMMUNICATIONS STRATEGY

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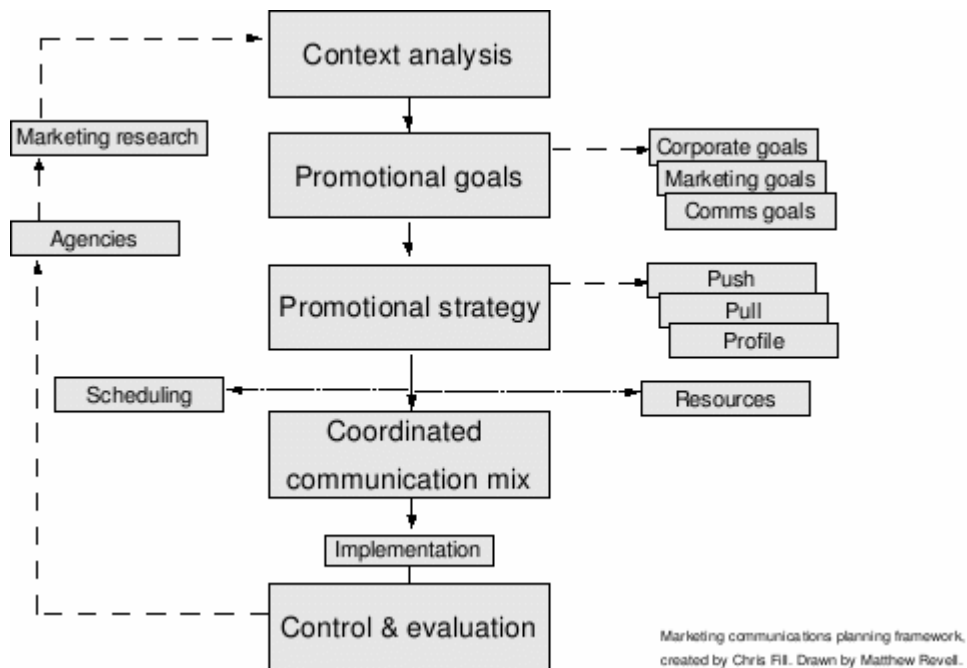
1. INTRODUCTION

This report is set out to create a marketing communications plan for the Huit Denim Company, The Huit denim Co. (2019 a) are an emerging brand in the denim market, with the intention of becoming a global brand. Huit denim Co. (2019 a) are based in Cardigan, a small town in Wales that may not initially be where an individual would think an emerging brand with the ambition to make it global would decide to set up business. However, Cardigan has historically been known for its denim jean production, until the closure of the local factory in 2002. Huit Denim Co. took advantage of this, setting up business where the resources they need are readily available in the form of a factory and skilled workers.

According to Smale and Brosnan (2017) Huit Denim Co. are becoming a global fashion brand with a difference, highlighting that due to their attention to detail just one pair of their jeans takes over an hour to make, compared to just 11 minutes of their competitors time. As well as at Huit Denim Co. a single member of staff makes one pair of jeans from start to finish, rather than each member of staff working on a section such as the pockets, creating a production line. Smale and Brosnan (2017) argue that it is factors such as these that contribute to the quality of Huit Denim Co.'s Jeans, allowing them to stand apart from their competitors.

Huit Denim and Co. (2019 a) have been operating for six years, and plan to ambitiously expand. The purpose of this report is to use a Marketing Communications Framework (MCPF) to create a marketing communications plan for the twelve-month period from June 2019 to May 2020 ensuring ambitious targets. To do this Huit Denim Co. have provided a five million pound budget. The framework that will be used is the Fill (2013) Framework that looks at: Context analysis, Promotional Goals, Promotional Strategy, Coordinated Communicational mix, and Control evaluation.

Figure 1.1



2. CONTEXT ANALYSIS

A context analysis sometimes referred to as a 'situational analysis' is defined by Smith and Chaffey (2013) as to create an insight for management as of the current situation that the organisation is in. The context Analysis is in relation to communicational issues, it has four elements: Business Context, The Customer Context, The Internal Context, and the External Context.

2.1 The Business context

The business context as defined by Fill (2013) as the evaluation of: Brand / Organisation Analysis, Corporate and marketing Strategy and plan, and Competitor Analysis. To break this down the business context looks at factors including but not limited to: The marketplace, types of life cycles, competition analysis, the supply chain, and the intermediaries. It is not possible to go through every issue that could be relevant to the business context, however, the key issues will be covered.

2.1.2 The Market

Fill (2014) highlights the marketplace as the best place to start the business context analysis, firstly to answer the question of 'what business are we in?' implying that it is impossible to target a product at a market effectively if an organisation does not fully understand the marketplace that they are competing within. Historically an organisations inability to define their marketplace has been detrimental to denim brands, Stoughton (1999) reinforces this highlighting the massive hit Levi Strauss & Co. took in the mid 90's when they failed to create innovative ambitious marketing styles that captivated the attention of the teenage generation, leaving them to believe that the Levi's brand was still the strait legged blue jeans that their parents had once worn.

2.1.3 The Market Defined

The Huit Denim Co. are in the denim jean industry, To define Huit Denim Co's Target market: Individuals between the ages of 20 and 45 who are value image projection as well as aesthetic embellishment, who lie between 'upper middle class' and 'upper class' in terms of income or wealth. Meaning that they are in the market of high-quality luxury sustainable denim jeans.

2.1.4 The Competition

With an incomprehensible number of jean brands globally not all of these can be focussed on, the key players will be identified, particularly with relevance to Huit Denim Co.. Presswire (2018) identifies key players within the denim industry to include but not be limited to Levi's, Gap, Tommy Hilfiger, Calvin Klein, Mango, H&M, Topshop, and Diesel. Huit Denim Co. Should be more concerned with companies offering the same product to the same target market, companies offering luxury jeans, companies such as: Calving Klein, Diesel, Levi's, and Tommy Hilfiger. With Tommy Hilfiger (2019), Calvin Klein (2019), and Levi's (2019) prices hovering around the £100-pound mark. Deisel (2019) price their jeans between £150 and £350 which is a closer match to that of the Huit Denim Co. These should be considered the Huit denim co.'s main competitors, due to them selling the same product to the same market at a similar price.

2.1.5 The Supply Chain

Huit Denim Co. is in need for a variety of supplies for their process of making jeans as well as keeping their business running. supplies such as: cotton, sowing needles, sowing machines, buttons, zips, and office supplies. However, it is undeniable that the most crucial aspect of their supply chain is there ability to sauce high quality denim. Fill (2003) highlights the importance of having suppliers that you can depend on and form exceptional relationships with, this is clear in the case of Huit Denim Co (2019 a).

2.1.6 Intermediates

Fill (2013) defines intermediaries as a process, individual, or organisation that stands in between the organisation supplying the product, in this case Huit Denim Co. and their customer. In simpler terms the intermediaries are the middle men, for a company such as Huit Denim Co. intermediaries such as manufacturers, retailers, and delivery services could be used. However, Huit Denim Co. (2019 a) are their own manufacturer, they do not out source this task, this immediately cuts out one of the intermediaries giving Huit Denim Co. mare control. It has become apparent that Huit Denim Co. (2019 d) currently have nine stockists across the United Kingdom, stores such as Unsung hero and Mr. Smart.

These retailers are an intermediaries for Huit Denim Co. they stand between Huit Denim Co. and their customer. Another intermediary that Huit Denim C. (2019 e) rely upon is FedEx, FedEx deliver Huit Denim Co.'s Jeans when they are ordered directly from their website, it is crucial to an organisation that they have good relationships with their intermediaries, a relationship that allows Huit Denim Co. to rely on them to deliver the service, and quality that the Huit Denim Co. stand for.

2.1.7 Other Stakeholders

Mullins and Christy (2010) define a stakeholder to be anyone that has an interest in an organisation, using examples such as: employees, providers of finance, customers, environmental organisations, the government and other organisations or groups. This is relevant to Huit Jeans Co. as well as their obvious stakeholders, their investors and shareholders; The less obvious stakeholders should be considered.

2.2 The Customer Context

2.2.1

Fill (2003) identifies the customer context as relating to buyer behaviour, which is crucial to any organisation, continuing that the customer context allows for an understanding of who is buying an organisations product, when they are being bought, how frequently and why they are being bought

2.2.2

Presswire (2017) highlights that the type of customers need to be broken down, that individuals buy jeans for different reasons: Essential Function – These are jeans that are purchases to do what they were designed to do, be a reasonably durable pair of trousers that can be worn on a day to day basis. Aesthetic Embellishment - Jeans that are purchased because of the way they make the wearer look, usually purchased as they are a flattering fit for the user. Finally, Image Projection – These are jeans that are purchased because of the brand, because they make a statement about the individual, who they are and what they stand for. This can be related to a status of wealth, as well as factors such as moral beliefs an individual hold.

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It is arguable that Huit Jean Co.'s jeans fall into all three of these categories, therefore it is essential that further categories are identified, categories such as are the jeans for: men, women, or children. Newswire (2014) highlights how the overlap in markets is an important factor, for example, women buying jeans for image projection, are an entirely different customer to men buying jeans for functionality, even though both customers are fundamentally buying the same product. Huit Denim Co. (2019 b) products range between £150 and £300, this puts them in the luxury price bracket; Huit Denim Co. (2019c) Currently run campaigns such as their jean breakers club and their no wash cub, these add to the exclusivity of their luxury brand. When you buy a pair of jeans from Huit Jeans Co., you are also buying into their brand, all these factors are contributors to where these customers lie within the marketplace.

Due to the luxury price tag of Huit denim Co.'s (2019 c) jeans, the children's market can almost entirely be eliminated, this leaves both men and women. Neither men or women are likely to choose to purchase Huit jeans based purely on their functionality as a pair of trousers, this leaves the purpose of image projection, and aesthetic embellishment. It is fair to say that individuals are likely to purchase Jeans based on these two factors, this will not be narrowed down further, if Huit Denim Co. focus too narrowly on their customers it leaves potential for a huge loss in sales (Fill 2013). The previous statement reinforces that Huit jeans are a luxury good, due to this potential customer will need to have enough free cash to be able to and want to purchase a pair of luxury jeans, this leaves adults who work. Another factor that is important to Consider is that, the elderly due to the era of which they were raised are unlikely to spend money on items such as luxury denim, it is fair to rule these out.

To define Huit Denim Co's customers: Individuals between the ages of 20 and 45 who value image projection as well as aesthetic embellishment, who lie between 'upper middle class' and 'upper class' in terms of income or wealth. These customers will purchase Huit Denim Co's jeans infrequently due to the quality of the jeans, purchases are likely to occur around the yearly mark, not due to fade in

quality but other factors such as change in trends as well as customers existing habits. These customers will complete the payment in entirety on the day of purchase, either in store or online.

2.3 Internal Context

2.3.1

Kotler and Armstrong (2018) define the internal context, as what is going on within an organisation, how the organisation is running, its strengths and weaknesses, what can be improved on and how this will be achieved. Continuing that there is a need for consistent views and understanding from employees for their organisation's views and beliefs.

2.3.2

Huit Denim Co. (2019 a) have been open and operating for six years, with the intention of becoming a strong well-rounded organisation by the ten-year mark, their staff are experienced, committed and devoted to making jeans. Huit Denim Co. have a strong set of values, as well as dedication to the improvement of their staff, company, and the industry as a whole.

Although supporting experienced staff it is important to remember that these staff built their experience working for an organisation that did not share the same values as the Huit Denim Co. It is important if Huit Denim Co. intend to continue on a strong footing as they strive towards their aim as a global brand that they ensure that their staff all believe in the values of the company, that there is consistent belief and value across all departments within the organisation, this will allow for the company to create a clear projection of what it is they stand for.

2.4 External Context

2.4.1

Johnson Et al., (2017) define the external context to be the external factors that effect an organisation, factors that are usually out of the organisation in questions control. Such as: Political, economic, socio-cultural, and technological factors, these factors can be used to analyse the external enviroment of an organisation, this is also known as a PEST analysis.

2.4.2

This section will use a Pest Analysis to analyse Huit Denim Co's external environment:

First Political factors will be looked at, Leslie (2018) identifies that the difference between each country's industry specific requirements is a crucial political factor for organisations to consider when becoming a global brand. Another pressing political issue that could have serious implications for the Huit Denim Co. is Britain's exit of the European union in the near future, this could significantly affect their ability to trade within Europe. Leslie (2018) highlights other political groups such as protest and pressure groups as having the ability to significantly effect the organisational development of a company like Huit Denim Co.

To comment on the Economic factors effecting Huit Jeans co. is a little more complicated, due to the difference in economical factors between regions let alone countries, Factors such as: Unemployment rate, average household income, disposable income as well as the exchange and inflation rates. The unemployment rate will be looked at for Swansea, and Oxford as an example of varying economic factors. Starting with Swansea, Swansea council (2018) and Swansea Council (2019) show an average of 6.2% unemployment across Swansea, however this drops to 2.1% in the Gower, view appendix A and B for further details. Oxford Council (2018) released statistics that show average weekly earnings of £632 pound in Oxford and their rate of unemployment being less than 3% see appendix C and D for further detail. In simpler terms this means that Huit Denim Co. should carefully consider in which areas they invest in local marketing.

Socio-cultural factors effecting Huit Denim Co include those such as leisure interest, gender roles, and media outlets. (Leslie 2018). However, all factors are relevant, gender roles will be focussed on, with the increasing number of gender's that are becoming excepted in the modern-day society, it is important for companies like Huit Denim Co. to take things like a uni-sex collection into consideration, this allows for them to have less rigid sections labelled as men and women, and rather just focus on advertising the measurements, this could potentially broaden their market.

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Leslie (2018) continues that some of the key technological factors effecting the denim industry are lower cost of production, matured, more advanced technology, increased research into the technology of jean making, as well as supply chain empowerment due to the shorter end production time. While some of these hold benefits to Huit Denim Co. it is important to recognise that some of these give their competitors an advantage over Huit Denim co. For example, the lower cost of production and shortened production line, do not significantly benefit Huit Denim Co. due to their time-consuming traditional approach to jean making. This type of technological factor only gives their competitors an advantage who may not share the same traditional approach.

3. MARKETING COMMUNICATIONS OBJECTIVES

3.1

Fill (2013) and Pati et al., (2017) agree that marketing communications objectives allow indications of positioning issues, they show the essential balance of the promotional mix, as well as giving campaigns time parameters, and finally allow for crucial evaluation of marketing communications activities. Fill (2013) continues that these are split into three levels: corporate, Marketing, and marketing communications. Each of the lower two levels leading to the contribution of the greater corporate objective.

3.2 Corporate Level

3.2.1

Fill (2013) states that at a corporate level the marketing communications objectives are usually derived from the business or marketing communication plan. For the Huit Denim Co. it has been derived by the business that their corporate level objective is to increase sales by 25% by June 2020.

3.3 Marketing Level

For the previous objective to be made achievable it must be broken down, in relevance to marketing a more specific objective must be created for the larger corporate objective to be made achievable, this objective is to increase market share by 15% by June 2020.

3.4 Marketing Communications Level

The following objectives are that of the marketing communications level.

3.4.1

To increase Huit Denim Co.'s overall brand awareness by 20% before June 2020. This objective has the intention to push Huit Denim Co. towards their goal of being a global brand and house hold name.

3.4.2

To drive brand switching, this objective has the intention of increasing new customers that previously shopped with competitors by 15% before June 2020

3.4.3

Finally, to increase the Huit Denim Co.'s target market's understanding of the brands values by 25% before June 2020 this includes potential and pre-existing customers. This objective hopes to control the perception customers have of the brand.

3.5 Positioning

3.5.1

Blythe (2012) implies that positioning concerns how a brand is perceived in relation to other brands, relating to the place a brand occupies within a customer's mind in relation to other relevant brands.

3.5.2

Below is a Perceptual Map of Huit Denim Co. in relation to rival brands and competitors. While lots of factors such as associability, price, quality, exclusivity, and trend could be considered, this Perceptual Map will include Price and quality.

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3.5.3

The above positioning map demonstrates Huit Denim Co's position within their market, with their high-quality jeans coming with a luxury price tag, brand reputation and values must be central to their potential customers.

4. PROMOTIONAL STRATEGIES

4.1

Fill (2013) defines promotional strategies to be the process of strategically using promotions, incentives that encourage a customer to engage with or purchase a product or service. These strategies can be categorised into the 3p's of marketing communications. Pull, Push, and Profile strategies, Fill (2013) continues that push strategies are to 'influence the end user-customer', with Push strategies intended to influence marketing, and profile strategies intended to influence the wider audience not just the customers and intermediaries.

4.2.1 Pull Strategy

Fill (2013) and Blythe (2012) agree that pull strategies are targeted at a specific group of end users (customers) with the intention of increasing awareness, encourage involvement, and to change and or reinforce attitudes towards the brand itself. The third objective of increasing the public's perception and understanding of the brand value by 25% before June 2020 will be focused on when developing the Pull Strategy.

The first step of this plan is to select two values that Huit denim Co (2019 b) hold highly, secondly these values will be used to 'pull' customers towards Huit denim Co. using cutting edge marketing promotions.

The first value identified for Huit Denim Co. (2019 b), is the importance of creating a sustainable denim industry for the future, one way in which they are trying to promote this is their no wash club, where they appeal to customers to not wash their jeans for as long as possible, and to refrain from washing

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them for at least six months. This does two things helps the environment and the development of a more sustainable denim industry, as well as helps the individual shape the jeans to fit them more effectively. This can be used through out their marketing; Starting with social media campaigns, high quality informative adverts can be created, featuring the use of props such as but not limited to, washing machines, clotheslines, and steamers. These adverts will include statistics relating to the amount of water saved over certain periods of times, for example the six- and twelve-month mark. As well as including information on how to air and freshen an individual's jeans without putting them through the washing machine, finally the difference in fit between a frequently washed pair and an infrequently washed pair can be show for effect.

Stills from the videos above can then be used to create infographics, however, there will not be to much information to absorbed on these, these will have the brand and a catch line on them. These stills can be used to create bill boards that can be placed in tube stations, road sides, and backs of busses.

The above methods can be used to reinforce the reputation that Huit Denim Co. have for creating high quality jeans, this message of the high quality can also be marketed by other means, such as the use of customer exhibitions, where 'old' worn jeans can be modelled to show their current condition, demonstrating their long lasting durability and quality. These exhibitions can be held at city and town centres as well as at other organised events, information can be gathered from potential customers, and then in line with the GDPR these customers can be informed of up coming events through direct mail or telemarketing. As well as the use of newspaper and magazine advertising. This part of the marketing will be allocated £2 million of the £5 million-pound budget.

4.2.2 Push Strategy

Fill (2013) identifies the push strategies to be targeted at the group of individuals and organisations that buy a product and do not 'consume' said product themselves, however, they add value to it before selling it. This is the process of influencing trade channels.

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This strategy will be used to meet the objective of driving brand switching by 15% by June 2020, Ryan (2014) talks about the advantages influencing the influencers has to an organisation, in simpler terms: finding organisations and individuals whose opinions matter within your industry and convincing them that you have a good brand. The Huit Denim Co. can do this by reaching out to both social media influencers and retailers, telling them about their brands story, as well as values and offering them free samples. The quality should speak for itself, some of these influencers will want to sell or share the brand. These influencers are likely, even if indirectly, to currently be advertising another brand, by offering yours on the condition of exclusively this will eliminate this risk and drive customers to swap to Huit Jeans Co.

Other ways the push strategy can be used is by telemarketing and direct mail to retailers to offer them the opportunity to come and see what Huit denim Co. have to offer, allowing them to have the opportunity to become one of your exclusive stockists.

£1.5 Million of the total £5 million budget will be allocated to this strategy.

4.2.3 Profile Strategy

Fill (2013) defines the Profile strategy as the strategy which targets the other broader stakeholder, stakeholders that are not interested in buying or selling an organisations product. However, benefits both parties if the stakeholders know as much about the organisations as possible.

This section will be split into two parts the first is with the intention of increasing over all brand awareness by 25% by June 2020, this will focus on the external marketing of the brand to all stakeholders. This will be allocated £1 million of the total £5 million budget.

To do this an ongoing campaign will need to be run targeted specifically at certain groups, such as political, protest, and environmental groups. This can be in the form of direct mail to these groups, informing them about the proactive nature of Huit Denim Co. , and telemarketing, in terms of attempting to make contact with representatives for organisations such as these. Another way to

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target these is by newsletters, newsletters that are packed with information relevant to what Huit Denim Co. are doing within their community.

The second section of this strategy will be the internal marketing communications, this is necessary in creating a harmonised marketing mix. Brand values should be displayed clearly in all work places of the staff at Huit Denim Co. as well as monthly news letters to be sent out to all: employees, investors, and shareholders. This section will be allocated £500 thousand of the total £5 million budget.

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5. PROMOTIONAL MIX

5.1

	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	cost
Video Adeverts													£1.5Million
Contact with Influencers													£400k
Newspapers Magazines													£200k
Customer Exabitions													£500k
Samples													£250k
Billboards (tube station)													£250k
Billboards (busses)													£250k
Internal newsletters													£50K
External Newsletters													£50k
Telemarketing Followups													£200k
Dirict mail (stakeholders)													£50k
Direct mail (customers)													£200k

With reference to the above promotional mix, back squares are a monthly focus, while grey squares are to be preformed once a month.

6. IMPLEMENTATION

For the Profile strategy it is important for Huit Denim Co. to continuously undertake this strategy throughout the year. With monthly news letters being issued to both external and internal stakeholders, these will keep all stakeholders up to date and information on what is relevant to them. It is also advised that direct mail and telecommunications are regularly carried out with stakeholders such as political, and environmental groups, to gain insight into what it is these companies want from Huit Denim Co..

It is also necessary for the push strategy of influencing influencers, the process of contacting retailers and social media influencers starts immediately, as well as regular this will help Huit Denim Co. ensure they have a wider selection of stockists and advocates for the busy Christmas period. This strategy should be implemented continually, with the aim to contact at least two new retailers and four new social media influencers monthly.

Finally, the Pull strategy, this strategy is slightly different with certain aspects requiring more attention at certain times of year, all aspects should be focused upon heavily leading up to Christmas, starting in late October. All billboards should be considerably placed, regardless of whether they are in tube stations or on the backs of buses, the demographic in the area should be carefully analysed to ensure that it matches the customer context and target market, areas such as: Oxford, Reading and Cambridge should be considered before Swansea for example. While it is still imperative to remember that the pull campaigns should be run throughout the year use the above communications plan as a rough example, not all of these methods will always be effective, however alternating them will allow for their success to be monitored more efficiently.

7. EVALUATION AND CONTROL

6.1

Fill (2003) identifies the process of evaluation and control to be carefully monitoring all aspects of the campaign during their implementation, stating that minor errors will be identified if a proper evaluation and control process is in place. Continuing to state that there is no substitute for the real thing, and that it is crucial that this careful monitoring is carried out consistently throughout all campaigns.

6.2

The three key objectives identified previously in the report will be continuously monitored, monthly reports will be focussed on the progression made, and future progression geared towards achieving these objectives.

6.3

A financial statement will also be produced by the management accountants.

6.4

Board meetings will be held on the first Friday of every month, in attendance will be all active shareholders, company directors, a representative from each department: marketing, finance, HR, Etc. The Contents of the previously mentioned reports will be discussed and analysed as well as the progress made towards the end objectives.

APPENDICES

8. APPENDICES

Appendix A

FAQ - Hiut Denim C... Cite This For Me: Ha... Swansea - Labour m... Microsoft Word - La... Oxford Economic Pri... Oxford Economic Pri...

File | C:/Users/HEATH/Downloads/Labour_Market_and_Economic_Statistics_Apr19.pdf

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Labour market summary: year to December 2018

Swansea: all people	Total	Change on year	Rate %	Wales %	UK %
Economically active ¹	114,100	+1,700 (+1.5%)	71.1	76.7	78.3
In employment ¹	107,100	-100 (-0.1%)	66.5	73.1	75.0
Unemployed ² (model-based)	6,800	+1,300 (+23.6%)	6.0	4.5	4.2
Economically inactive ³	44,900	-1,800 (-3.9%)	28.9	23.3	21.7

Source: Annual Population Survey (APS) and model-based estimates, Office for National Statistics (ONS), 16 April 2019.

Notes:

¹ APS data is published as 12-month averages, and is updated quarterly. This data covers the survey period ending in the month shown above.

² Economically active people are either in employment (employees or self-employed) or unemployed. Levels (totals) refer to all people aged 16 and over. Rates are the number of people aged 16 to 64 (economically active or in employment) divided by the population aged 16 to 64.

³ The model-based estimates of unemployment improve on the APS estimates for local authorities by borrowing strength from the claimant count measure. Model-based unemployment totals and rates are for local authorities only; Wales and UK figures are APS estimates. Totals refer to people aged 16 and over; the unemployment rate is the number unemployed divided by the economically active population aged 16 and over.

⁴ In this table, economic inactivity includes people aged 16 to 64 only, with rates being this figure divided by the population aged 16-64.

Claimant count unemployment: 14 March 2019 (data not seasonally adjusted unless stated)

SWANSEA (City & County)	People	Rate %	Change on quarter	Change on year
Men	3,340	4.2	+360 (+12.1%)	+730 (+28.0%)
Women	2,005	2.6	+185 (+10.2%)	+625 (+45.3%)
People	5,345	3.4	+545 (+11.4%)	+1,355 (+34.0%)

Other areas:

	People	Rate %	Change on quarter	Change on year
Swansea TTWA*	8,545	3.4	+845 (+11.0%)	+1,845 (+27.5%)
Gower PCA**	1,000	2.1	+115 (+13.0%)	+260 (+35.1%)
Swansea East PCA**	2,245	4.3	+205 (+10.0%)	+525 (+30.5%)
Swansea West PCA**	2,100	3.7	+225 (+12.0%)	+570 (+37.3%)
Wales (unadjusted)	54,315	2.8	+7,565 (+16.2%)	+11,465 (+26.8%)
Seasonally adjusted	52,107	2.7	+3,590 (+7.4%)	+11,493 (+28.3%)
UK (unadjusted)	1,100,990	2.7	+133,770 (+13.8%)	+217,125 (+24.6%)
Seasonally adjusted	1,066,167	2.6	+67,173 (+6.7%)	+217,641 (+25.6%)

Source: Department for Work and Pensions (DWP) administrative systems, ONS / Nomis, 16 April 2019.

Notes:

Appendix B

FAQ - Hiut Denim C... Cite This For Me: Ha... Swansea - Swansea - Microsoft Word - Un... Oxford Economic Pri... Oxford Economic Pri...

File | C:/Users/HEATH/Downloads/Unemployment_trends_(APS)_to_Dec18.pdf

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Microsoft Word - Unemployment trends (APS) to Sep18 1 / 1

UNEMPLOYMENT IN SWANSEA (APS): TRENDS TO DECEMBER 2018

UNEMPLOYMENT TRENDS (APS): last six years					Survey period: Swansea total rate (%) Wales (%) UK (%)				
Survey period:	Swansea total	rate (%)	Wales (%)	UK (%)	Survey period:	Swansea total	rate (%)	Wales (%)	UK (%)
Jan 2012-Dec 2012	9,600	8.7	8.3	7.9	Apr 2015-Mar 2016	7,500	8.2	5.4	5.2
Apr 2012-Mar 2013	9,700	8.6	8.3	7.8	Jul 2015-Jun 2016	6,100	5.2	4.9	5.1
Jul 2012-Jun 2013	9,100	8.1	8.2	7.6	Oct 2015-Sep 2016	7,700	6.6	4.7	5.0
Oct 2012-Sep 2013	8,400	7.5	8.1	7.6	Jan 2016-Dec 2016	7,400	6.3	4.6	4.9
Jan 2013-Dec 2013	10,200	9.0	7.9	7.5	Apr 2016-Mar 2017	6,000	5.2	4.4	4.7
Apr 2013-Mar 2014	9,100	8.1	7.4	7.2	Jul 2016-Jun 2017	6,100	5.3	4.7	4.6
Jul 2013-Jun 2014	9,500	8.4	7.1	6.8	Oct 2016-Sep 2017	5,300	4.7	4.8	4.5
Oct 2013-Sep 2014	9,500	8.2	6.9	6.5	Jan 2017-Dec 2017	5,200	4.6	4.7	4.4
Jan 2014-Dec 2014	9,000	7.7	6.8	6.2	Apr 2017-Mar 2018	5,200	4.6	4.8	4.3
Apr 2014-Mar 2015	10,800	9.2	6.8	6.0	Jul 2017-Jun 2018	6,600	5.8	4.8	4.2
Jul 2014-Jun 2015	10,300	8.7	6.6	5.7	Oct 2017-Sep 2018	7,100	6.3	4.6	4.2
Oct 2014-Sep 2015	9,500	8.1	6.2	5.4	Jan 2018-Dec 2018	7,000	6.2	4.5	4.2
Jan 2015-Dec 2015	9,700	8.2	5.9	5.3	Change on year	+1,800	+34.6%	-4.5%	-4.6%
					Change: 6 years	-2,600	-27.1%	-43.6%	-44.6%

Unemployment in Swansea (APS, all aged 16+)

LABOUR MARKET STATISTICS APRIL 2019

Unemployment (survey-based).

Source: Annual Population Survey (APS) data to December 2018. Office for National Statistics (ONS) / Nomis.

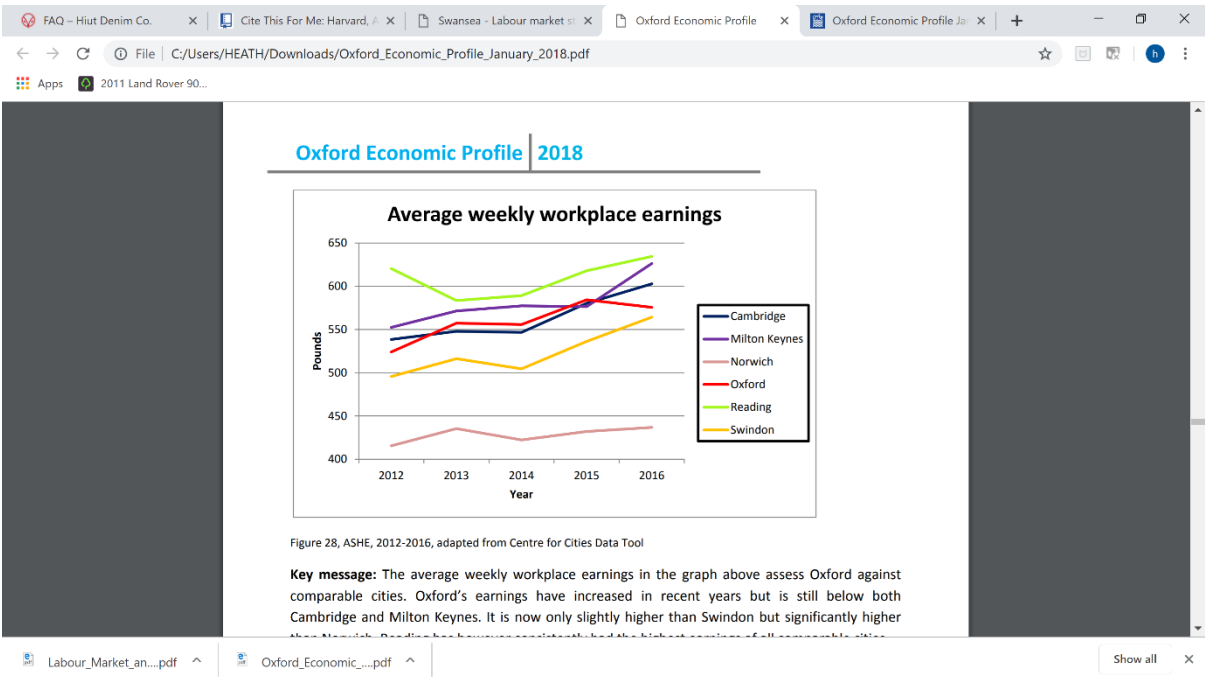
Data released: 16 April 2019.

Notes:

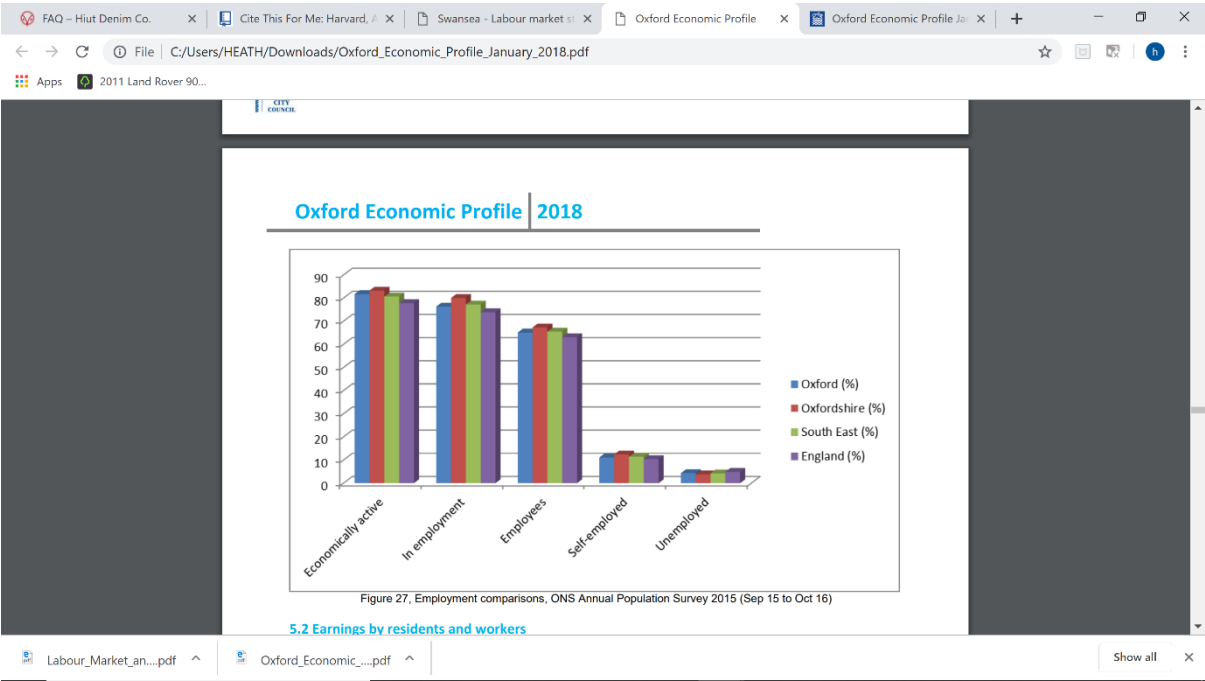
i. The unemployment figures shown use the International Labour Organisation (ILO) definition used in the Labour Force Survey and APS.

ii. This definition includes people who are without a job, have actively sought work in the last four weeks and are available to start work in the next two weeks; or are out of work, have found a job and are waiting to start it in the next two weeks.

Appendix C



Appendix D



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