

Business Demography

In Summary

- The Black Country has a one-year survival rate of 90.3% of enterprises born in 2017. This is higher than the England average of 89.1%.
- The amount of enterprise births (4,810) remain greater than enterprise deaths (4,415) in the Black Country in 2018. Both the number of births and deaths had decreased from their previous total's in 2017 of 5,240 and 4,650 respectively
- The Black Country experienced an increase in high growth enterprises from 165 to 170 in 2018.
- The number of active enterprises in the Black Country decreased from 38,505 to 38,335 (-0.4%) in 2018.

Full Summary

Active Enterprises

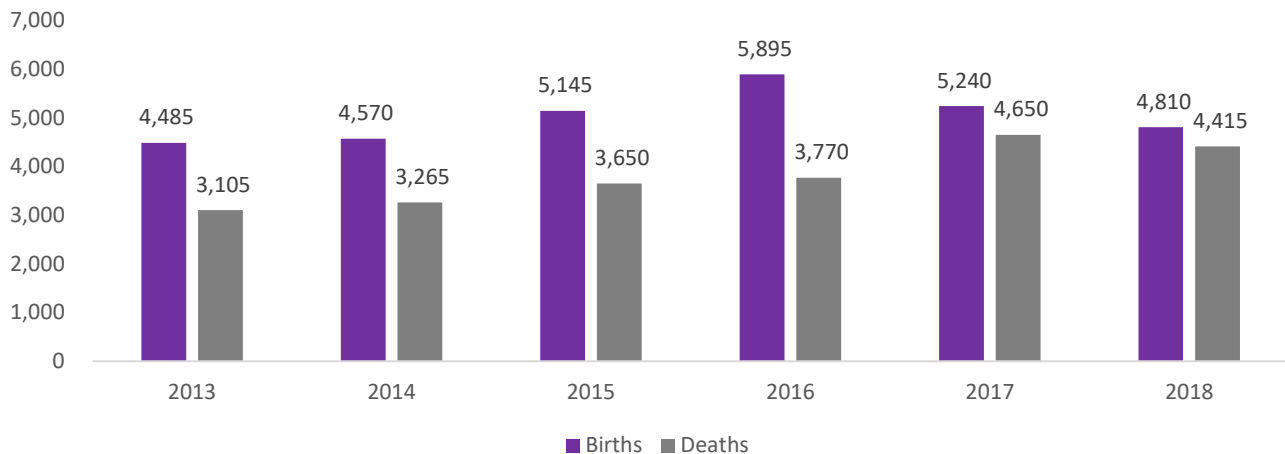
- The recent ONS Business Demography illustrates a slight decrease in the Black Country enterprise base with a total of 38,335 active enterprises in the Black Country in 2018. This represents a decrease of 170 from 2017, which in percentage terms is a decline of -0.4%, while England increased by 0.2%.
- Dudley had the highest number of actives enterprises in 2018 with 10,740 and experienced one of the smallest reductions since 2017 at -0.3% (-35) within the Black Country.

| | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 |
|----------------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Dudley | 9,905 | 10,180 | 10,395 | 10,675 | 10,775 | 10,740 |
| Sandwell | 7,890 | 8,365 | 9,020 | 9,835 | 10,125 | 10,055 |
| Walsall | 7,460 | 7,790 | 8,080 | 8,570 | 8,805 | 8,775 |
| Wolverhampton | 6,830 | 7,050 | 7,455 | 8,405 | 8,800 | 8,765 |
| Black Country | 32,085 | 33,385 | 34,950 | 37,485 | 38,505 | 38,335 |
| England | 2,140,770 | 2,235,050 | 2,347,740 | 2,498,605 | 2,580,505 | 2,586,645 |

Enterprises Births and Deaths

- For the past five years there has been a greater number of enterprise births than deaths in the Black Country. This trend continued in 2018 where there were 395 more births than deaths.
- The number of births in the Black Country has reduced from 5,240 in 2017 to 4,810 (-8.2%) in 2018, while England increased by 0.2% over this period.
- The birth rate per 10,000 population for the Black Country is 40 (decreasing from 44 in 2017). England as a whole has maintained its rate of 61 births per 10,000 population from 2017 to 2018.
- The number of deaths in the Black Country has reduced from 4,650 in 2017 to 4,415 (-5.1%) in 2018. This breaks the trend of rising deaths that the Black Country has seen through the previous five years. Since 2017, England's enterprise deaths have decreased by 8.5%.

Black Country Enterprise Births and Deaths



Enterprise Births by Local Authority

- All four local authorities in the Black Country experienced a decline in enterprise births in 2018 compared to the previous year. With Walsall experiencing the smallest decline from 1,100 to 1,095 (-0.5%). In contrast, Wolverhampton decreased from 1,415 births in 2017 to 1,130 births (-20.1%) in 2018
- Despite this, the figure for births in 2018 is still higher than that of both 2013 & 2014.
- All four local authorities were below the England rate of births per 10,000 population. Wolverhampton and Sandwell had the highest rate in the Black Country of 42 per 10,000, whereas Dudley and Walsall had a rate of 38 per 10,000.

| | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 |
|----------------------|--------------|--------------|--------------|--------------|--------------|--------------|
| Dudley | 1,275 | 1,200 | 1,250 | 1,290 | 1,235 | 1,220 |
| Sandwell | 1,195 | 1,295 | 1,540 | 1,640 | 1,490 | 1,365 |
| Walsall | 1,050 | 1,095 | 1,175 | 1,265 | 1,100 | 1,095 |
| Wolverhampton | 965 | 980 | 1,180 | 1,700 | 1,415 | 1,130 |
| Black Country | 4,485 | 4,570 | 5,145 | 5,895 | 5,240 | 4,810 |
| England | 308,565 | 312,920 | 344,065 | 373,580 | 339,345 | 340,045 |

Enterprise Deaths by Local Authority

- There has been a decrease in enterprise deaths in all but one of the Black Country Local Authorities.
- Dudley, Sandwell and Walsall all experienced declines in enterprise deaths from 2017 to 2018 (-13.4%, -10.0% and -7.8% respectively). Wolverhampton experienced an increase in enterprise deaths (+12.4%).

| | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 |
|----------------------|--------------|--------------|--------------|--------------|--------------|--------------|
| Dudley | 845 | 895 | 1,035 | 995 | 1,155 | 1,000 |
| Sandwell | 740 | 790 | 895 | 1,060 | 1,255 | 1,130 |
| Walsall | 810 | 880 | 920 | 890 | 1,155 | 1,065 |
| Wolverhampton | 710 | 700 | 800 | 825 | 1,085 | 1,220 |
| Black Country | 3,105 | 3,265 | 3,650 | 3,770 | 4,650 | 4,415 |
| England | 209,010 | 217,645 | 249,995 | 248,655 | 325,660 | 297,895 |

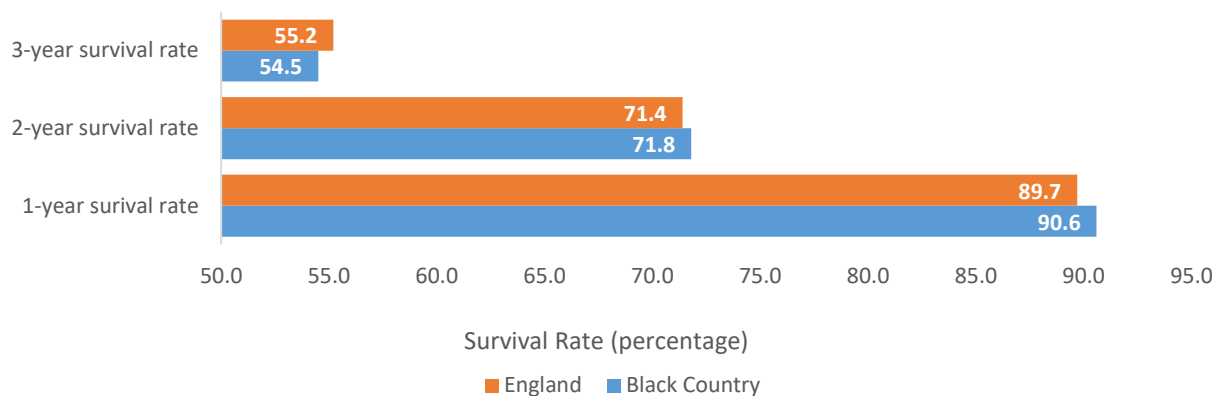
Enterprise Survival Rates

- Of the 5,240 births in 2017, a total of 90.3% (4,730) of Black Country enterprises survived through the first year. This is higher than the England average of 89.1%.
- Sandwell (91.6%), Walsall (90.5%) and Wolverhampton (90.5%) are ahead of the one-year survival rate seen across England (89.1%).

| | 2017 Births | 1-year survival | 1-year survival percentage |
|----------------------|--------------|-----------------|----------------------------|
| Dudley | 1,235 | 1,090 | 88.3% |
| Sandwell | 1,490 | 1,365 | 91.6% |
| Walsall | 1,100 | 995 | 90.5% |
| Wolverhampton | 1,415 | 1,280 | 90.5% |
| Black Country | 5,240 | 4,730 | 90.3% |
| England | 339,345 | 302,250 | 89.1% |

- Of the 5,145 enterprise births in 2015, the Black Country had survival rates for the first year of 90.6% (4,660), and 71.8% (3,695) for the second year which is ahead of the rates for the whole of England of 89.7% and 71.4% respectively.
- The Black Country only falls behind the England rate when it gets into the third year, with a survival rate of 54.5% (2,805) compared to England's of 55.2%.

Enterprise Survival Rate 2015



High Growth Enterprises

- The Black Country experienced a 3.0% increase in high growth enterprises from 165 in 2017 to 170 in 2018, England increased by 6.0% over this period.
- Dudley were largely responsible for this improvement as they increased from 40 high growth enterprises in 2017, to 55 in 2018.

| | 2017 | 2018 | Change |
|----------------------|------------|------------|----------|
| Dudley | 40 | 55 | 15 |
| Sandwell | 35 | 35 | 0 |
| Walsall | 45 | 40 | -5 |
| Wolverhampton | 45 | 40 | -5 |
| Black Country | 165 | 170 | 5 |
| England | 11,535 | 12,225 | 690 |

Source, ONS: Business Demography, November 2019