

Hertfordshire bounces back – an economy update

Towards the end of July, the Department for Business and Trade published its annual release of [Inward Investment statistics](#)ⁱ for the UK. Data for the financial year ending March 2024, revealed a 6% drop in the total number of UK Inward Investment projects won, compared to the previous year. The total number of jobs generated by projects landing in the UK in this period, fell by 10% compared with 22/23.

Hertfordshire, bucked the national trend, increasing the number of projects won from 15 in 2022/23 to 20 in 23/24; A rise of 33%. This will create 483 new jobs; a near doubling (+90%) of the number of new jobs created, compared to the previous year.

This follows from an expansion of the Hertfordshire economy in 2022. The publication of [local economic data](#)ⁱⁱ in August, confirmed that the County's economy had by then recovered over £3bn of economic output lost because of the Covid pandemic. Gross Value Added, the principal metric for monitoring economic performance tends to lag changes in the economy and is invariably out of date at the time of publication.

However, we know from government's publication of [Real Time Information on Pay and Earnings](#)ⁱⁱⁱ that wages increased by 5.3% in Hertfordshire in the 12 months from August 23 to August 24 as Gross Median earnings grew to £2,714 per month in August.

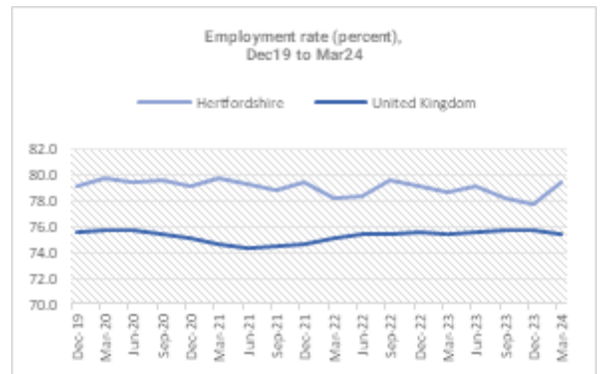
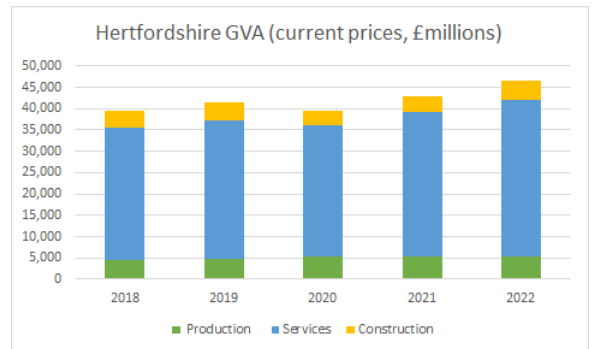
This aligns with official statistics confirming that the [employment rate](#)^{iv} in Hertfordshire at 79.4% had improved early in 2024 as the local economy bounced back. This was better than the GB rate of 75.5%.

Moreover, the [number of enterprises registered in Hertfordshire](#)^v grew from 60,785 in 2023 to 61,065 in 2024. Overall, the UK's business population fell by 0.1% this year, but Hertfordshire's business population grew by 0.5%. That's the first rise in Hertfordshire's business population we have seen in the last four years.

Given Hertfordshire's strong performance data on incomes, jobs, and business population growth - coupled with historic data confirming economic recovery from recession - it is not unreasonable to suggest that the worst of the post pandemic downturn appears to be now behind us.

Number of FDI projects and the jobs created through them by Local Enterprise Partnership, 2022/23 to 2023/24
Source: DBT inward investment results 2023 to 2024 & 2022 to 2023 [DBT inward investment results 2023 to 2024 \(HTML version\)](#) - GOV.UK (www.gov.uk)
Updated 24 July 2024

Local Enterprise Partnership	2022 - 23		2023 - 24		% Change on 22/23	
	Single-sited FDI projects	Jobs created by FDI projects	Single-sited FDI projects	Jobs created by FDI projects	Single-sited FDI projects	Jobs created by FDI projects
Total	837	36,409	624	27,946	-25.4%	-23.2%
Liverpool City Region	19	747	30	561	57.9%	-24.9%
Enterprise M3	18	608	24	815	33.3%	34.0%
Hertfordshire	15	253	20	483	33.3%	90.9%
Leicester and Leicestershire	18	430	21	710	16.7%	65.1%
New Anglia	12	367	14	516	16.7%	40.6%
Oxfordshire	31	1,268	36	777	16.1%	-38.7%
Leeds City Region	45	3,193	52	1,594	15.6%	-50.1%
Heart of the South West	16	957	18	446	12.5%	-53.4%
Cheshire and Warrington	18	600	19	844	5.6%	40.7%



ⁱ [DBT Inward Investment results tables 2023-2024](#) - Department for Business and Trade (DBT) statistics showing results for inward investment projects which landed in the UK in the 2023 to 2024 financial year. Published 27 June 2024

ⁱⁱ [Regional gross domestic product \(GDP\) local authority reference tables 1998 to 2022](#) – Annual estimates by the Office for National Statistics of balanced UK regional gross domestic product (GDP). Published 24 April 2024

ⁱⁱⁱ [Pay As You Earn \(PAYE\) Real Time Information \(RTI\), UK, NUTS 1, 2 and 3 areas and local authorities](#) - Earnings and employment statistics from Pay As You Earn (PAYE) Real Time Information (RTI), monthly, non-seasonally adjusted.

^{iv} [Employment Rate Apr 23 to Mar 24](#) - The number of people in employment expressed as a percentage of all people aged 16-64. Published by ONS on Nomis web 24/09/24

^v [UK business; activity, size, and location: 2024](#). Published by ONS on 25th September 2024