

An overview of the London-Woodstock Economic Region including Oxford, Elgin and Middlesex counties. The Labour Market Monitor is a monthly report focusing on labour market information produced by a local Labour Market Information Analyst.

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Labour Force Trends/Survey

From April 2009 to April 2010 employment in the London economic region rose by 5,900, led by full-time employment gains of 3,900 jobs. The labour force remained stable and the number of unemployed people fell by 4,200 workers. This caused the unemployment rate to improve to 8.7%, a drop of 1.3 percentage points over the past year. Over the same period, the provincial unemployment rate fell slightly from 9.1% to 9.0%.

For more information, please visit the [Statistics Canada](#) website.

Labour Market News by Industry

Accommodation & Food Services

London-based EllisDon Corporation has been awarded the contract for reconstructing 23 gas stations along Highways 401 and 400. Twenty sites are scheduled to finish by the end of 2012 while the remaining three sites are to be rebuilt sometime after 2018. About 350 construction jobs are expected to be created at each site. Additional 2,500 jobs are estimated to be created by the service centres across Ontario. Affected areas are Highway 401 West: West Lorne (westbound) west of London; Dutton (eastbound) east of Chatham-Kent; and Woodstock (eastbound).

Arts, Entertainment & Recreation

Port Stanley Arena received \$1.5 million from Canada's Economic Action Plan (EAP) for

refurnishing its 40-year-old facility and renovating its lobby. The federal and provincial governments are providing \$460,000 each, while the Municipality of Central Elgin and Southwold Township are together contributing \$320,000. The Green Lane Community Trust is providing \$100,000.

The Sand Plains Community Development Fund, handled by the Ontario Association of Community Futures Development Corporations (CFDC), will create jobs in Middlesex County. Middlesex County Tourism is receiving \$375,395 to set up a new organization, which will create three new jobs.

Under Canada's EAP, federal and provincial governments and Municipality of Middlesex Centre provided funding to build a new Community Wellness and Recreation Centre. The project will cost up to \$24 million.

Business, Building & Other Support Services

Community Futures Development Corporation (CFDC) of Middlesex County is hiring a business plan developer and business development intern to provide services to rural-based small and middle-sized enterprises. The new hires will be supported through the Community Adjustment Fund as a part of FedDev Ontario's investment programs. Please visit [the CFDC website](#) for more details.

Construction

The number of housing starts in the London Census Metropolitan Area (CMA) increased to 155 in March 2010 compared to 37 in March last year. There were 133 single-detached home starts, which were up by 280% from 35 starts in March 2009.

Education Services

Thames Valley District School Board trustees approved spending \$8.3 million in facility improvements at D.M. Sutherland and Springbank public schools. The schools will

receive expanded classrooms, office spaces, gym and library resource centres. The construction will start by August 2010 and the newly renovated schools will be ready for the 2011-2012 school year.

Finance, Insurance & Real Estate & Leasing

According to the London St. Thomas Association of Realtors, the number of total residential home sales increased 13% from March 2009. The average price of residential homes also increased by 5.9% to \$225,983 from \$213,402 last year.

Health Care & Social Services

The Ontario Ministry of Health and Long-Term Care announced that the Thames Valley Children's Centre (TVCC) will receive an additional \$738,000 in funding for the next three years. Most of the money will be used to hire about six to eight new staff. Please visit [the TVCC website](#) for current opportunities.

Manufacturing

Masco Canada Limited, a subsidiary of Masco Corporation, will purchase the former Sterling truck plant in St. Thomas. The company plans to consolidate its two operations in London and St. Thomas over the next year. Almost 190 people work in the London plant and another 120 are employed in the St. Thomas facility.

An ice manufacturer, Studer Holdings in Aylmer, will build a new facility at Trafalgar Industrial Park. This will consolidate the London Quality Dairy Ltd and Studer Dairy & Wholesale Limited companies, both of which Studer Holdings owns. Although the move may not create new hires in upcoming months, the company will start with 25 employees in the fall.

London Eco-Roof Manufacturing Incorporated is opening a new manufacturing plant by leasing a 5,500 square foot facility. Additional 10,000 square foot facility on site will be used to store the products. The company will employ 10 to 15 additional workers at the plant and have a contract with up to 30 local installers.

Kanter Marine is moving from St. Thomas to its new facility in Wallaceburg within a year.

Trim-rite Wood Products is receiving \$250,000 from the Sand Plains Community Development Fund. This will create seven jobs.

Other Services

Pathways Skill Development and Placement Centre, a London-based non-profit organization that helps people find employment, has opened Clean Works London, providing graffiti removal and janitorial services.

Professional, Scientific & Technical Services

Innovative Training Solutions (ITS), an e-learning company, opened its Digital Media e-Development Centre and hired eight IT professionals. Please visit [the ITS website](#) for more information.

Distributel Communications Limited, an Ontario and Quebec-based telecommunications company, is opening a business services division in London. Distributel will hire five sales workers and up to 20 workers including technical and support staff.

Industry Canada's Small Business Internship Program (SBIP) for 2010 is available for post-secondary students. The SBIP will help small and medium-sized enterprises to hire student interns to work on information and communication technology (ICT) projects. Small and medium-sized businesses can apply to hire a student intern for 12 weeks and be reimbursed for up to 75% of wage and benefit costs with a maximum of \$10,000. Community Futures Development Corporation (CFDC) of Middlesex County is responsible for selecting small and medium-sized enterprises. Please visit [the CFDC website](#) for more details.

TVWorks of Comcast Corporation will close by the end of June 2010. The company will be laying off 125 employees in London, most of them software engineers.

Trade, Wholesale & Retail

Donna's Apparel opened at a new location in downtown London.

The Flower Ranch is receiving \$250,000 from the Sand Plains Community Development Fund. This will create 27 full-time jobs.

J. Goose Family Clothing on Dundas St closed after fifty years of service in downtown London.

The seven Shoppers Drug Mart stores in London cut operating hours by two to three hours a day, starting April 13, 2010. Shoppers Drug Mart, Rexall and Pharma Plus stores announced that they will be forced to cut jobs if they cannot receive professional allowances.

Summer Student Employment

Employment Services Elgin (ESE) is running Summer Job Services program (SJS) for students who are searching for summer work . Students aged between 15 to 30 can apply for a \$2 per hour wage subsidy. About 1500 students signed up last year. Please visit [the ESE website](#) for more information.

Community Employment Services (CES) of Woodstock is offering 570 subsidized jobs to

students aged 15 to 24. Subsidized jobs increased by 90% from last year's 300 positions. CES is expecting to help 1200 students with finding summer work positions this year. The wage subsidy per student is \$2 per hour. Please visit [the CES website](#) for job postings.

Note: In preparing this bulletin, Service Canada has taken care to provide clients with labour market information from reliable sources that is timely and accurate at the time of publication. Since labour market conditions are dynamic, some of the information presented here may have changed since the bulletin was published. Readers are encouraged to also refer to other sources for additional information on the local economy and labour market. Information contained in this bulletin does not necessarily reflect official policies of Service Canada.

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