

# **Ladywood Constituency Economic & Employment Profile**

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**Economic  
Research & Policy  
Economy Directorate**



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# Introduction

The Ladywood constituency is located to the west of Birmingham and contains the city centre; it comprises the four inner city wards of Aston, Ladywood, Nechells and Soho, which shares a border with Sandwell Metropolitan Borough Council.

Ladywood ward contains the city centre and central business district; Nechells ward also contains part of the city centre and Eastside. The other two wards, Aston and Soho, are more residential. Although there are areas of affluence in and around the city centre, much of the constituency is characterised by households of

moderate means and there are high levels of deprivation in the constituency.

Ladywood has a total land area of 2,567 hectares making it the third largest constituency in Birmingham. The constituency has a population of 126,693 the largest population of all the constituencies in the city; Ladywood has the third highest population density of the 10 constituencies at 49 people per hectare. 44.8% of the population are aged 24 and under, resulting in the Ladywood constituency having the highest proportion of young people compared with the other constituencies. In the

Ladywood constituency, Black and Minority Ethnic (BME) groups make up 72.7% of the total population; the highest proportion of any constituency and well above the city average of 42.1% and five times the national average of 14.6%.

This report provides detailed information on the Ladywood constituency and intra-constituency comparisons by ward. The report is divided into the following three sections:

## *1. Business*

This first section examines recent trends in employment in the area and a breakdown of employment by sector and forecasts of employment change to 2025. The final part of this section examines enterprise in the constituency including business start ups and businesses by sector.

## *2. Place*

In this section we provide an overview of major developments that are planned in the area. We then analyse the degree of deprivation in the constituency using the Index of Deprivation. Finally levels of child poverty within the constituency are examined.

## *3. People*

This section looks at the age structure and ethnic profile of the area and educational attainment and resident qualification levels. We then focus on economic activity and examine claimant unemployment levels in the area including analysis of youth unemployment, long-term unemployment and unemployment by ethnicity.



**27%  
Qualified  
To  
NVQ4+**

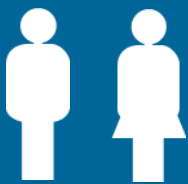


**Population  
127K**

**88K Aged  
16-64**



**204K Jobs  
Located in  
Constituency**



**63%  
Economically  
Active**

**45%  
in  
Employment**

## **Key Facts**



**10,910 Active  
Businesses**



**Unemployment  
13.0%  
& Falling**

# 1. Business

## Summary

- There are 27,000 jobs located within the Ladywood constituency.
- This equates to 5.5% of total workplace employment in Birmingham and makes Ladywood the fourth smallest constituency in terms of workplace employment.
- Between 2012 and 2013, Ladywood has seen employment increase by 2,000 (8.0%), above the city growth rate of 2.2%.
- % of Ladywood's workplace based employment is in the private sector, a much lower proportion than for the city (75%) and nationally (82%).
- Whilst Ladywood constituency has a lower share of workplace based employment in the private sector the latest data shows that private sector employment in the area grew more strongly between 2012 and 2013 (3.5%) than at a city (0.4%) and a national level (1.9%).
- At a sectoral level, over half of all jobs in Ladywood constituency are in Public Services. Financial and Professional Services (16%) and Retail & Leisure (14%) are the next largest sectors.
- Employment in Ladywood constituency is set to grow by a relatively subdued 4.5% between 2013 and 2025, marginally above the growth forecast for the city as a whole (4.3%).
- There are 2,920 businesses within Ladywood accounting for 8.5% of all businesses in the city.
- The number of businesses in the area grew by 4.3% between 2013 and 2014 slightly below the city rate (4.7%) but above the national growth rate (3.6%).

### 1.1. Introduction

This section looks at the workplace based employment in the Ladywood constituency and its wards. The sectoral mix of employment in the constituency is also explored with comparisons to the city average.

The section also includes a forecast for how employment may change in Ladywood through to 2025.

Finally we look at enterprise, focussing on various measures of business vitality within the constituency.

Employment data in this section is taken from an official Office for National Statistics (ONS) dataset, the Business Register and Employment Survey (BRES).

### 1.2. Employment

This data is workplace based data and refers to the employment located within the constituency – and not the number of Ladywood residents in employment.

There are currently 203,900 jobs located within the Ladywood constituency. This equates to 41.8% of total workplace employment in Birmingham and makes Ladywood by far the largest constituency in terms of workplace employment. This is due to the city centre with its concentration of business and retail employment being located within the constituency boundary. Between 2010 when the economy began to recover from the recession and 2013 Ladywood has seen employment

increase by 19,600 (10.6%). The most recent data shows employment fell marginally between 2012 and 2013 by -0.2%, compared to the city growth rate of 2.2% and 1.4% nationally.



**Table 1.1: Workplace Based Employment**

Area	2010	2011	2012	2013	Change 2012-2013	
					Number	%
Aston	17,600	16,400	22,100	19,800	-2,300	-10.4%
Ladywood	103,200	126,900	117,100	116,600	-500	-0.4%
Nechells	52,000	49,300	52,600	55,500	2,900	5.5%
Soho	11,600	11,700	12,500	12,000	-500	-4.0%
<b>Ladywood Constituency</b>	<b>184,400</b>	<b>204,400</b>	<b>204,300</b>	<b>203,900</b>	<b>-400</b>	<b>-0.2%</b>

**1.2.1. Private Sector Employment**

Growth in private sector employment in the city is essential. Birmingham has a disproportionately large public sector and in the decade prior to the recession the city became over reliant on the public sector to drive employment growth. Since 2010 public sector employment locally has been falling and the likelihood is that this trend will persist in the medium term as austerity continues.

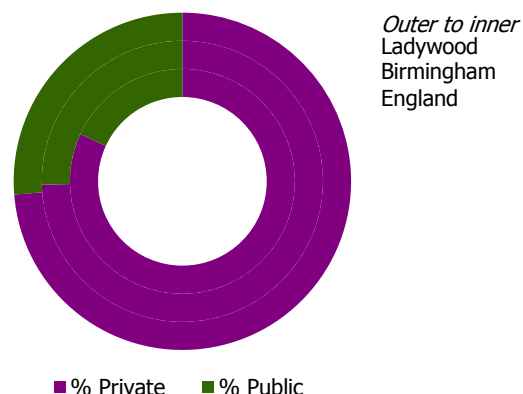
Chart 1.2 shows the employment share of the private and public sector in Ladywood compared to Birmingham and the national average. At 74% Ladywood has a slightly smaller proportion of its workplace based employment in the private sector than the city (75%) and nationally (82%). This is perhaps surprising given concentration of business and retail employment in the city centre but the area is also a centre for local government and other public sector employment.

The latest data shows that private sector employment in the area fell between 2012 and 2013 (-2.1%) compared to growth at a city level (0.4%) and a nationally (1.9%).

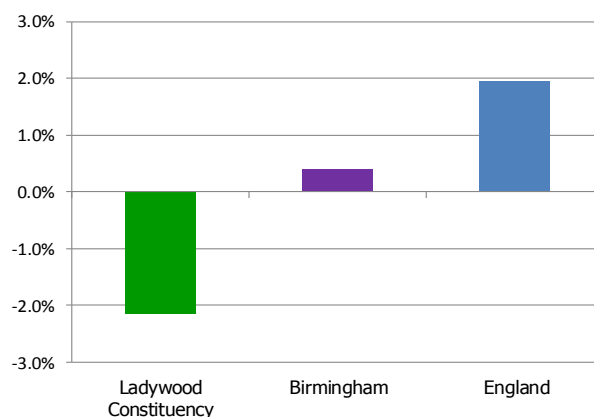
**1.2.2. Employment by Sector**

At a sectoral level, services account for 91% of the constituency's workplace employment, the second highest proportion amongst the city's 10 constituencies. The sectoral mix in the constituency is reflective of it being home to Birmingham's central business district with Financial & Professional Services accounting for over a third (35.1%) of employment in Ladywood, compared to 23.% for the city as a whole. Chart 1.4 shows the sectoral mix of employment in Ladywood constituency compared to Birmingham.

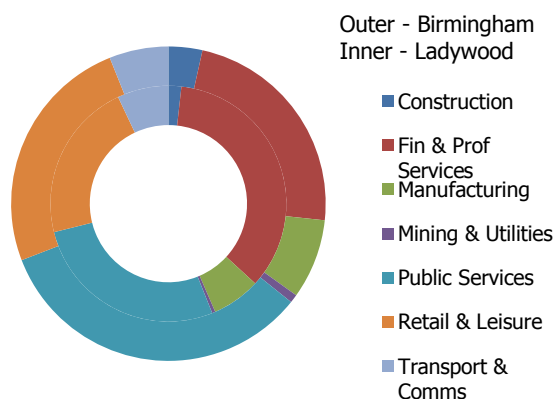
**Chart 1.2: Private & Public Sector Employment Split**



**Chart 1.3: Private Sector Employment**



**Chart 1.4: Employment by Sector 2013**



### 1.3. Employment Forecasts

Making accurate economic projections is extremely challenging, given the fast changing nature of the current economic climate. These employment forecasts have been created using the latest version of the Local Economic Forecasting Model (LEFM) and are derived by applying the forecasts for sectoral employment at a city level to the industrial structure of each constituency. The forecasts therefore, represent an employment estimate based on the continuation of trends in

sectoral employment, they do not directly take into account potential employment effects of any new developments that take place in the constituency and therefore represent a base forecast that we would hope to be out performed.

Table 1.5 below sets out the employment forecasts for Ladywood constituency over the period 2013 - 2025. Employment growth in the city as a whole is set to be relatively subdued over this period as the economy recovers from the recession,

absorbs the impacts of rising productivity and adjusts to a decline in public sector employment. Indeed the level of employment in the city in 2025 is only just returning to the levels seen prior to the recession. Employment in Ladywood constituency is set to grow at a faster rate than the city, with 10,300 additional jobs being created between 2013 and 2025 – an overall increase in employment of 5.1%, below the Birmingham employment growth rate of 4.3%.

**Table 1.5: Employment Forecasts**

	2015	2020	% Change 2015 - 2020	2025	% Change 2020 - 2025	Overall Change 2013 - 2025	
<b>Ladywood</b>	204,200	208,000	1.9%	214,200	3.0%	10,300	5.1%
Birmingham	487,400	496,600	1.9%	509,200	2.5%	21,200	4.3%

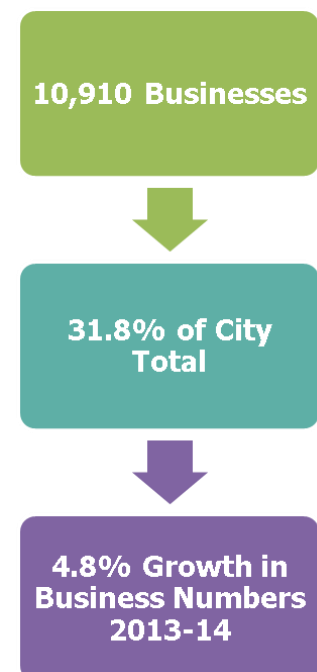
### 1.4. Enterprise

The levels of self-employment and business activity within an area can have a profound effect on local levels of unemployment, income and economic output.

This section uses official ONS data taken from the Inter Departmental Business Register (IDBR) on the number of live businesses in the Ladywood constituency and how this has changed between 2010 and 2014. The section also provides a breakdown of businesses by sector.

#### 1.4.1 Business Numbers

Table 1.6 on the next page shows the number of businesses in the Ladywood constituency and how this has changed since 2010 compared to the city as a whole. Currently there are 10,910 businesses in the Ladywood constituency which accounts for 31.8% of all businesses in the city and makes Ladywood by far the largest constituency in the city in terms of business numbers. Between 2013 and 2014 business numbers in the constituency grew by 495, an increase of 4.8%, which is marginally above the increase in business numbers in the city overall (4.7%).



**Table 1.6: Number of Businesses**

Area	2010	2011	2012	2013	2014	% of Birmingham Total	Change 2013-2014 Number	%
<b>Ladywood</b>	<b>10,295</b>	<b>10,300</b>	<b>10,045</b>	<b>10,415</b>	<b>10,910</b>	<b>31.8%</b>	<b>495</b>	<b>4.8%</b>
Birmingham	32,475	32,875	32,260	32,755	34,290	100.0%	1,535	4.7%
UK	2,574,200	2,547,840	2,610,525	2,625,485	2,721,230	N/a	95,745	3.6%

### 1.4.2. Businesses by Sector

A detailed breakdown of the proportion of businesses in Ladywood constituency by sector is given in Table 1.7 below with comparisons to Birmingham and the UK. Again the location within Ladywood of the central business district and a regional centre for shopping and entertainment dominates the figures. With Services firms a further third of businesses (33.2%). Retail & Leisure businesses accounting for 35.2% of all businesses in the constituency and Financial & Professional

**Table 1.7: Proportion of businesses by Sector 2014**

Sector	Ladywood	Birmingham	UK
Construction	4.5%	7.7%	10.1%
Financial & Professional Services	33.2%	27.8%	28.3%
Manufacturing & Utilities	9.3%	7.0%	5.7%
Public Services	10.6%	13.2%	9.3%
Retail & Leisure	35.2%	34.8%	31.0%
Transport & Communications	7.1%	9.3%	10.2%

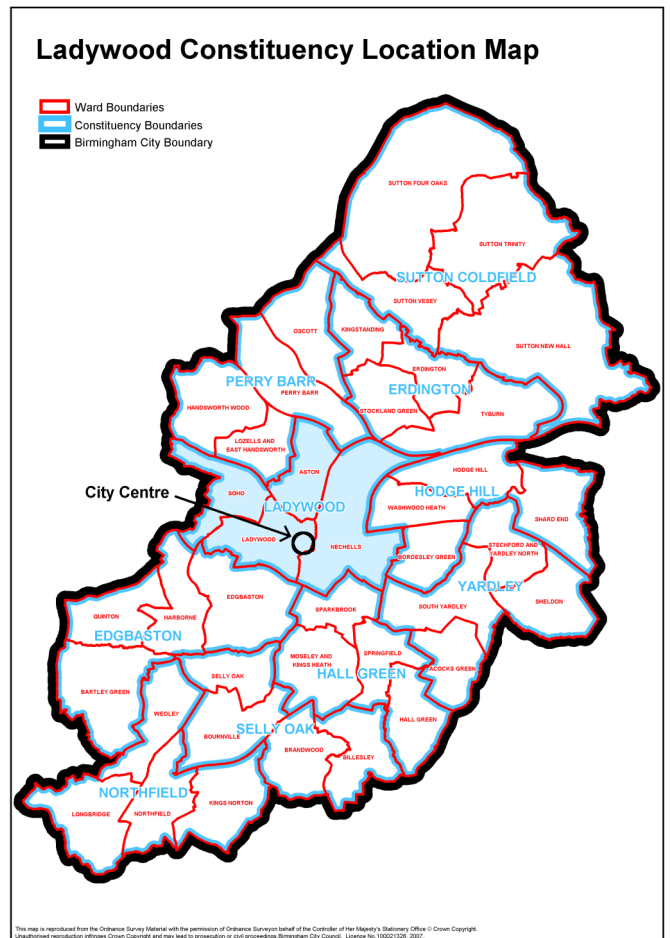




## 2. Place

### Summary

- Over three quarters (78%) of Ladywood's population live in deprived neighbourhoods, compared to 40% for the city as a whole.
- There is a range of current and planned development activity in the constituency including the development of the Bordesley Park.
- 43% of children in the Ladywood constituency are defined as being in poverty above the city rate of 37.1%.
- Within the constituency there is disparity in the levels of deprivation and child poverty with Washwood Heath ward having the highest levels and Hodge Hill ward the lowest levels.



### 2.1. Introduction:

This short section looks at some of the characteristics of Ladywood as a geographic entity, including new developments and regeneration, along with the deprivation and child poverty characteristics of the constituency.

The constituency includes the majority of the city centre, and a high proportion of all new employment in the city. Much of the residential part of the constituency is characterised by deprived areas with a high BME population, although the city centre, is much less deprived.

As Ladywood, includes much of the city centre, it is therefore accessible by public transport in under 15 minutes from the majority of the constituency during the morning rush hour, and in under 30 minutes from the remainder. (Mott McDonald 2013).

### 2.2. Development and Regeneration

#### • The Enterprise Zone (EZ)

The EZ was designated by the GBSLEP and is centred on 26 sites (70ha) across Birmingham city centre in Ladywood and Nechells wards. These sites offer significant development potential and focus on sectors in which Birmingham and the region have

competitive advantage. The EZ offers investors a simplified planning regime, digital infrastructure, rates relief and a range of business support. 15 of the sites are identified for Digital, ICT and Creative Industries offering opportunities for investors to develop bespoke

space for larger businesses as well as SMEs, building on emerging clusters in these sectors. The EZ is expected to create 7,231 jobs and 297k sqm floorspace (of which 1,690 non-office jobs and 225k sqm non-office floorspace) by 2018.

Outside of the major developments in the city centre:

- **Advanced Manufacturing Hub**

Situated in Aston and Nechells wards the hub is being developed on the 20h Aston Regional Investment Site. The site is targeted for automotive and aerospace supply chain. Phase 1, which is currently being actively marketed, comprises 10.5h across 2 sites, supported by £2m Growing Places Funding,

offering up to 30K sqm floor space across two sites. A further 9.5h will be brought forward over the next 10-15 years. In total the Hub offers the opportunity for 100K sqm accommodating 3,000 jobs. The majority of jobs will be delivered during the 2014-20 period.

- **Soho Rd BID**

The local centres on Dudley Road and Soho Road are vibrant and successful, especially the latter which has a national

reputation for Asian fashion. The newly established Soho Road BID will further strengthen the centre and help develop further employment opportunities.

### 2.3. Deprivation & Child Poverty

Deprivation and poverty can be a consequence of high levels of unemployment and worklessness. Levels of deprivation in Ladywood constituency are very high, with over half the population living in the 5% most

deprived neighbourhoods in England. The entire constituency population lives in the 40% most deprived areas of the country.

In Nechells ward around three-quarters of the population live in the 5% most deprived areas in

the country. Ladywood ward is the least deprived, but even there deprivation is high with 70% of the ward population living in the 20% most deprived neighbourhoods in England.

**Table 2.1: Proportion of the constituency population that lives in the 5%, 10%, 20% and 40% most deprived SOAs in England**

Area	5%	10%	20%	40%	Remainder
Aston	53%	85%	100%	100%	0%
Ladywood	28%	36%	70%	100%	0%
Nechells	76%	82%	82%	100%	0%
Soho	50%	62%	90%	100%	0%
<b>Ladywood Constituency</b>	<b>54%</b>	<b>69%</b>	<b>87%</b>	<b>100%</b>	<b>0%</b>
Birmingham	23%	40%	56%	75%	25%

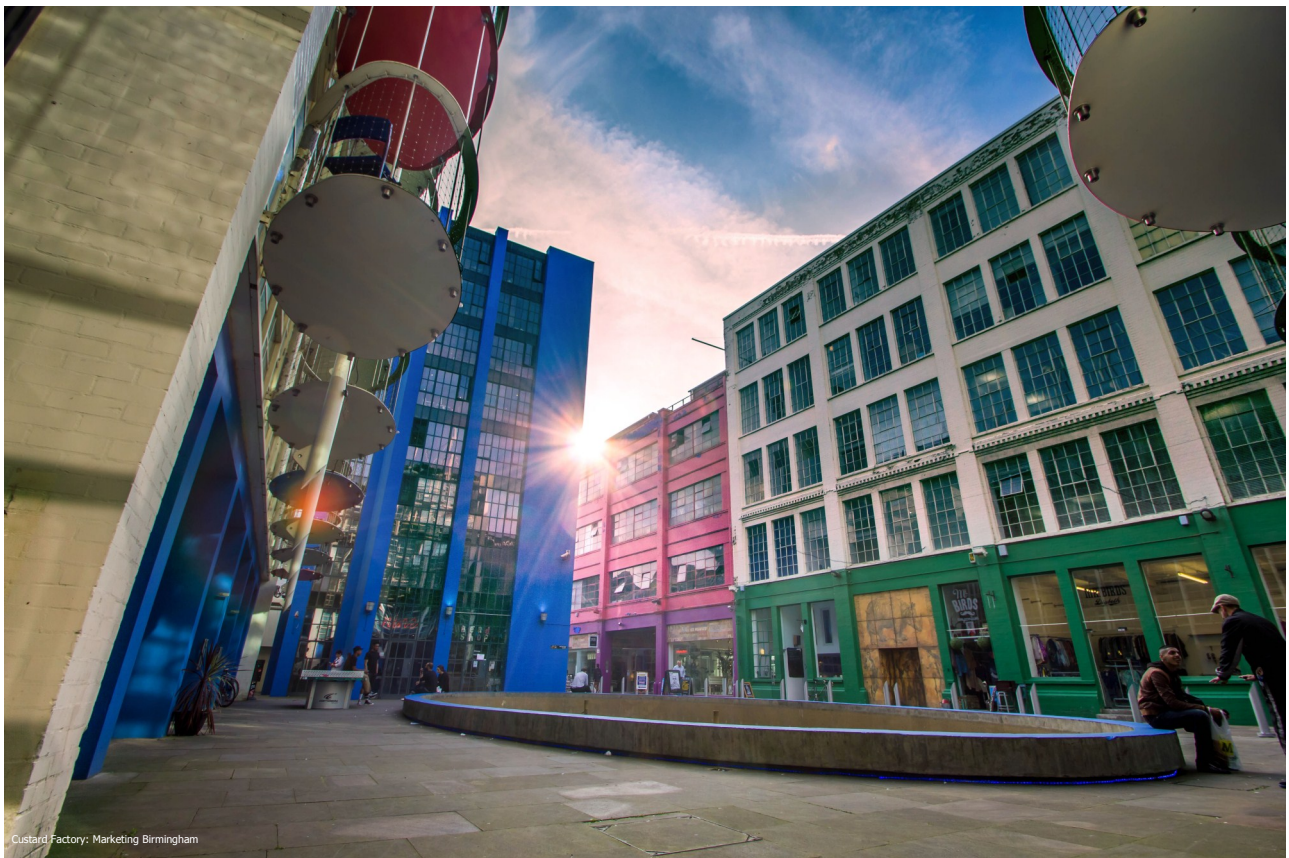
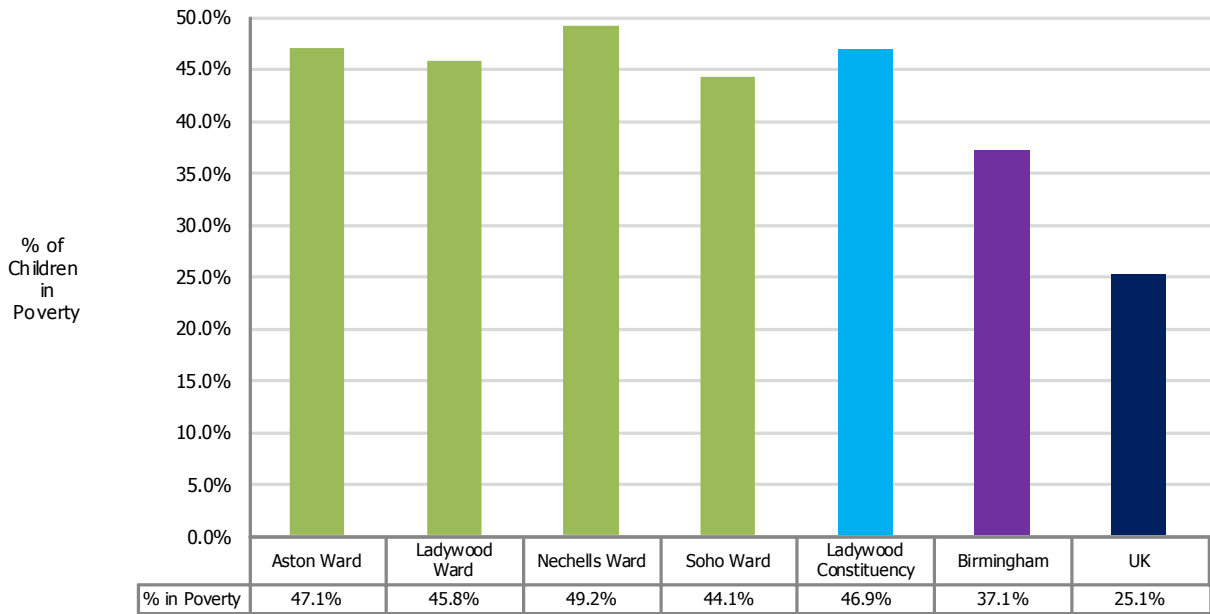
#### 2.3.1. Child Poverty

Child Poverty is officially defined as the proportion of children who live in families that are in receipt of out of work benefits or in work tax credits where the household income is less than 60% of average household income. Data from the campaign group End Child Poverty highlights that

46.9% of children in the Ladywood constituency are defined as being in poverty, this is above the city rate of 37.1% and significantly above the UK rate of 25.1%. The constituency has the highest child poverty rates of all the city's constituencies. Rates are well above the city average in all

wards, and are highest in Nechells wards, where one third of all children live in poverty before housing costs and one half after housing costs.

**Chart 2.1: Child Poverty in Ladywood Constituency Q4 2013**



Custard Factory: Marketing Birmingham

# 3. People

## Summary

- There are over 88,000 working age residents in the Ladywood constituency this represents 70% of the total population.
- The constituency is very ethnically diverse, with 68% of the population being from a BME background compared to 42% for Birmingham.
- GCSE attainment levels in the constituency are below the city, however the constituency performs slightly better than the city in terms of overall NVQ qualification levels.
- 63% of the working age population are economically active and 45% are employed below the rates seen at city level.
- In December 2014 there were 5,867 residents in Ladywood constituency claiming Job Seekers Allowance (JSA). This equates to a rate of 13.6%, well above the rate for the city (6.3%), and the highest of all the constituencies in the city.
- The rate has been steadily falling in all wards within Ladywood over the past two years, and the gap with the city has closed slightly, but unemployment remains very high.
- In December 2014 there were 1,090 residents aged 18-24 in Ladywood constituency claiming Job Seekers Allowance (JSA). This equates to a proportion of 4.7%, similar to the proportion for the city (4.9%).
- Youth unemployment is falling in all of Ladywood's wards, and the gap between the wards is also closing.
- In terms of JSA by ethnicity the largest group were Black Caribbean (1,020) followed by White British (995).

### 3.1. Introduction

This section analyses the characteristics of Ladywood's labour supply, and is divided into 4 broad sections:

- The general characteristics of the working age population.
- An analysis of the qualification levels in the constituency.
- The working age population broken down by economic activity.
- Unemployment, through an analysis of the claimant count, including youth

unemployment and unemployment by ethnicity.

### 3.2. Working Age Population

There are over 88,000 working age residents in the Ladywood constituency this represents 70% of the total population, which is above the rate at a city level (64%). The figure rises to 84% in Ladywood ward, but is close to the city average in the other 3 wards.

The constituency generally has a young age profile. There are

proportionally more 0-15s than the city average (23%) in all wards apart from Ladywood ward, where the figure is only 12%. The proportion of 18-24s is well above the city average in all wards apart from Soho, influenced at least in part by the large numbers of students. In contrast there are proportionally fewer over 65s in all wards compared to Birmingham as a whole.

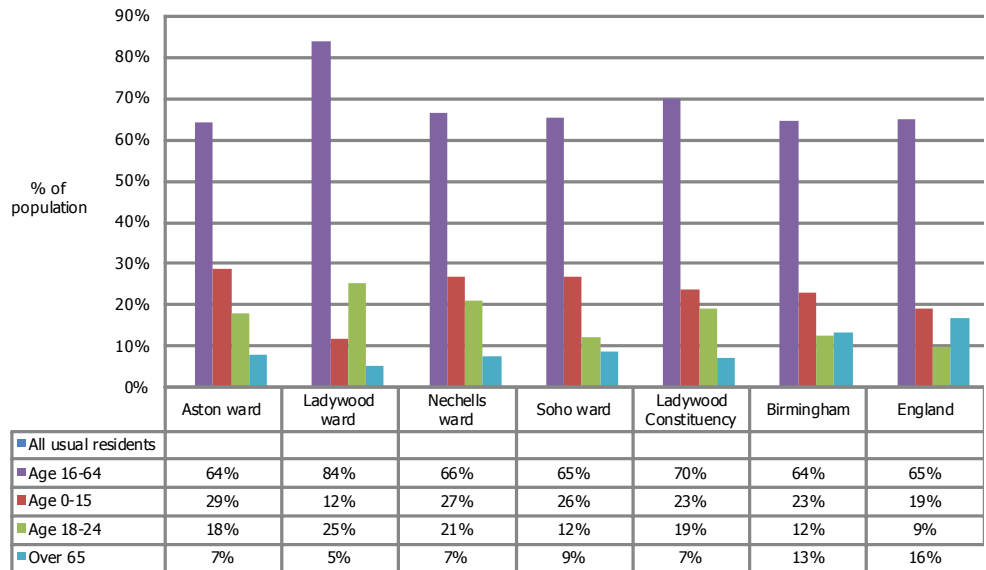
### Age Structure



### 3.2.1. Ethnic Structure

The constituency has a very diverse population with only 32% of the working age population from the White group, compared to 59% for Birmingham as a whole. Around 40% are Asian and 20% Black. There are significant ward differences. The proportion of white residents is particularly low in Aston (15%) but is 52% in Ladywood ward. The Indian population comprises 18% of the Soho and 14% of the Aston ward populations, but only 6% in Nechells. Just under one – quarter of the population are Black in Aston, Nechells and Soho wards. The Black African community comprises 9% of the working age population in both Aston and Nechells wards.

**Chart 3.1: Age Profile Ladywood Constituency**



**Chart 3.2: Ethnic profile of the working age population Ladywood Constituency**

Area	Aston ward	Ladywood ward	Nechells ward	Soho ward	Ladywood Constituency	B'ham	England	
<b>White: Total</b>	<b>15%</b>	<b>52%</b>	<b>31%</b>	<b>23%</b>	<b>28,031</b>	<b>32%</b>	<b>59%</b>	<b>85%</b>
British	12%	42%	25%	16%	21,982	25%	54%	78%
Irish	1%	1%	1%	1%	969	1%	2%	1%
Other	3%	9%	4%	6%	5,020	6%	3%	1%
Mixed/multiple ethnic group	4%	5%	5%	5%	4,210	5%	3%	2%
<b>Asian Total</b>	<b>55%</b>	<b>24%</b>	<b>37%</b>	<b>45%</b>	<b>34,748</b>	<b>39%</b>	<b>27%</b>	<b>8%</b>
Indian	14%	8%	6%	18%	10,001	11%	7%	3%
Pakistani	20%	3%	16%	16%	11,608	13%	12%	2%
Bangladeshi	15%	1%	6%	3%	5394	6%	3%	1%
Chinese	2%	8%	5%	2%	3893	4%	2%	1%
<b>Black Total</b>	<b>24%</b>	<b>14%</b>	<b>21%</b>	<b>23%</b>	<b>17,924</b>	<b>20%</b>	<b>9%</b>	<b>4%</b>
African	9%	5%	9%	5%	6,348	7%	3%	2%
Caribbean	10%	7%	8%	14%	8,183	9%	5%	1%
Other ethnic group	2%	4%	5%	4%	3189	4%	2%	1%

### 3.3 Qualifications & Skills

Attainment at school at 16 (Year 11) is below the city average. In 2013 54% of pupils resident in the constituency and attending Birmingham schools achieved 5 or more GCSEs A\*-C including English and Maths compared to

60% for the city. The rate has remained unchanged since 2011. However, the city's rate increased by 2 percentage points over the same period.

Attainment is below the city average in all 4 wards, and is lowest in Ladywood ward (43%)

and Soho ward (49%). At 59% Aston ward has the highest attainment, only 1 percentage point below the city. Attainment has changed by only plus or minus 1 percentage point since 2011 in all wards.

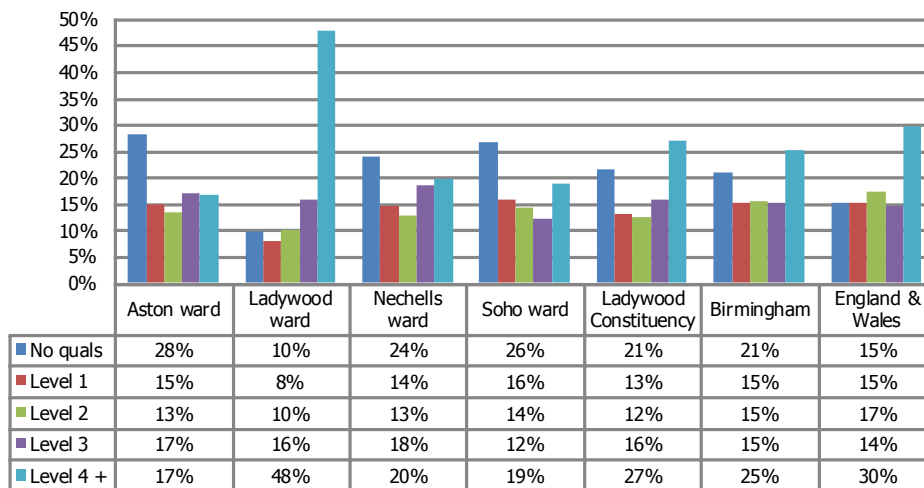
### 3.2.1. NVQ Qualifications (Census 2011).

Overall, NVQ attainment is broadly similar to the city average at all levels. 18,848 (21%) of residents have no qualifications, the same proportion as for the city as a whole. Again, at level 2 and 3 and above rates are broadly similar to the city average. 56% are qualified to Level 2 and above compared to 58% for Birmingham, and 43% to Level 3 and above (Birmingham = 40%)

However, the constituency average masks ward differences, with Ladywood ward performing well, and the other three wards under-performing the city average. The proportion of adults with no qualifications is high in Aston (28%), Soho (26%) and Nechells (24%) wards. But the figure is relatively low (10%) in Ladywood ward. Qualification levels are also well above the city average in Ladywood ward at

other levels (73% with Level 2 and above and 63% with Level 3 and above). But residents in the other 3 wards have low skill levels at all levels with under 50% qualified to level 2 or above in Aston and Soho, and only 52% in Nechells. The proportion with 'Other' qualifications is above the city average in all wards. This is likely to be related to the high numbers of residents who were born and educated overseas.

**Chart 3.3: NVQ Qualifications in Ladywood Constituency**



### 3.3. Economic Activity

Economic activity and employment rates are below the city average with 63% of residents being economically active and 45% employed, compared to 69% and 57% respectively for Birmingham. 28% are full time employees, 11% part-time employees and 5% self-employed (Census 2011). Economic activity and employment is well below the city average in all wards apart from Ladywood ward. Employment rates are only 37% in Aston and 38% in Nechells wards.

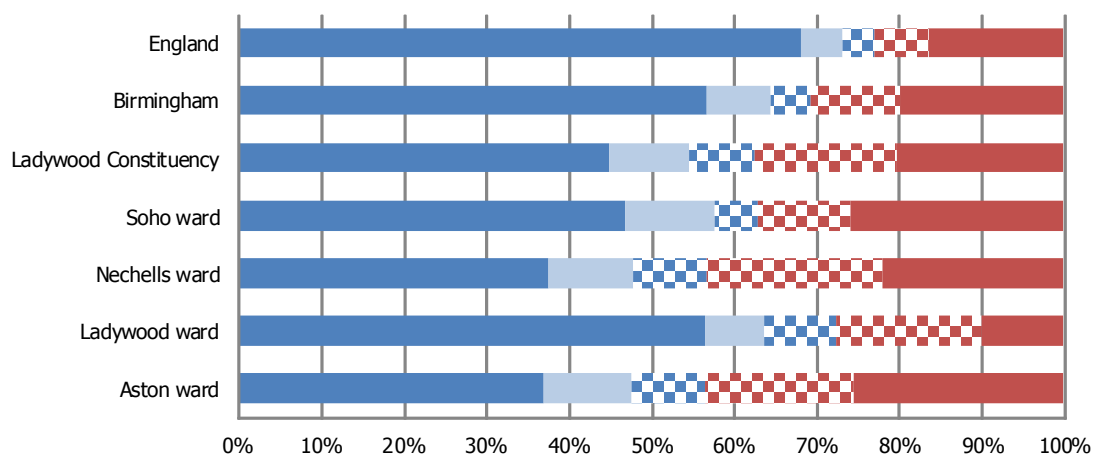
37% of residents are

economically inactive, well above the city rate (31%), although this is partly influenced by the large proportion of economically inactive students in Aston (18%), Ladywood (18%) and Nechells (21%) wards, compared to the city average (11%). The proportion looking after home and family is high in Aston (11%).

Male economic activity (70%) and employment (55%) is higher than female economic activity (55%) and employment (45%). Both male and female rates are below the city average. Male self-employment is 8%, below

the city average, and female self-employment (3%), similar to the city average. The female employment rate in Sparkbrook is only 35% and is 37% in Nechells wards. The low female rates are driven at least in part by the very low economic activity and employment rates experienced by some BME groups, including Pakistani and Bangladeshi. More details can be found in the publication 'Ethnic groups and the labour market – a statistical analysis' which can be downloaded from [www.birmingham.gov.uk/labourmarket](http://www.birmingham.gov.uk/labourmarket)

**Chart 3.4: Economic Activity in Ladywood Constituency**



	Aston ward	Ladywood ward	Nechells ward	Soho ward	Ladywood Constituency	Birmingham	England
Employed	37%	57%	38%	47%	45%	57%	68%
Unemployed	11%	7%	10%	11%	10%	8%	5%
Economically active student	9%	9%	9%	5%	8%	5%	4%
Economically inactive student	18%	18%	21%	11%	17%	11%	7%
Economically Inactive (non-student)	25%	10%	22%	26%	20%	20%	16%

### 3.4. Unemployment

In December 2014 there were 5,867 residents in Ladywood constituency claiming Job Seekers Allowance (JSA). This equates to a rate of 13.0%, well above the rate for the city (6.3%), and the highest of all the constituencies in the city. The rate is well above the city rate in all wards, apart from Ladywood. At 15.3% Aston ward has the highest rate of all the city's wards. 2,470 residents have been claiming JSA for over 12 months.

**Table 3.5: Job Seekers Allowance claimants in Ladywood Constituency December 2014**

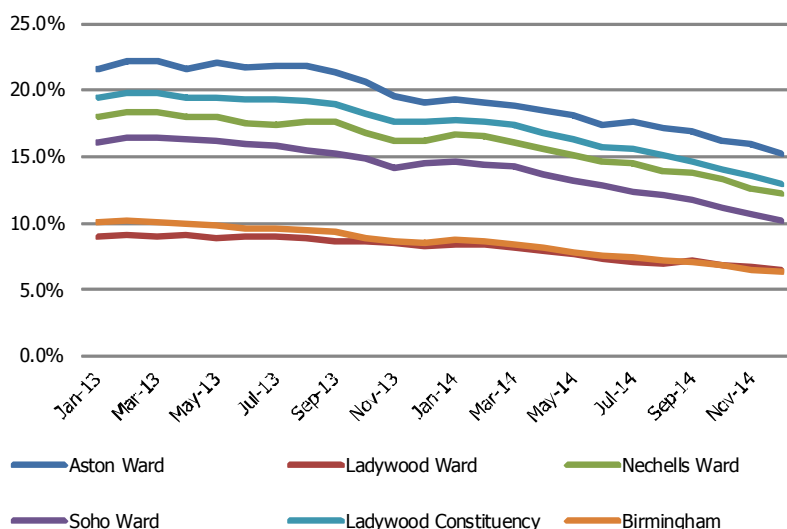
Area	Male	Female	Total		Long Term Unemployed Number
	Total	Total	Total	Rate	
Aston ward	1156	652	1808	15.3%	730
Ladywood ward	871	310	1181	6.4%	540
Nechells ward	994	596	1590	12.3%	660
Soho ward	794	494	1288	10.2%	540
<b>Ladywood Constituency</b>	<b>3815</b>	<b>2052</b>	<b>5867</b>	<b>13.0%</b>	<b>2470</b>
Birmingham	19682	10959	30641	6.3%	12040

The rate has been steadily falling in all wards over the past two years, and the gap with the city has closed slightly, but unemployment remains very high. The most up-to-date unemployment data by ward can be found in our Unemployment Briefing which can be downloaded from [www.birmingham.gov.uk/birminghameconomy](http://www.birmingham.gov.uk/birminghameconomy) This publication also includes a map of the city showing unemployment by neighbourhood.

### 3.4.1 Youth Unemployment

In December 2014 there were 1,090 residents aged 18-24 in Ladywood constituency claiming Job Seekers Allowance (JSA). This equates to a proportion of 4.7%, similar to the

**Chart 3.6: JSA claimant rate in Ladywood Constituency 2013-2014**



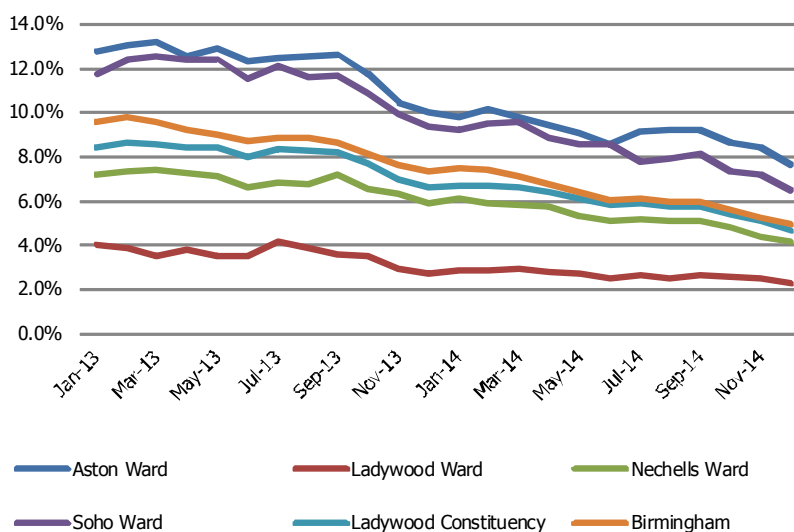
**Table 3.7: Job Seekers Allowance claimants aged 18-24 in ladywood Constituency December 2014**

Area	Male	Female	Total	Long Term Youth Unemployed Number
	Total	Total	Total	
Aston ward	225	155	380	50
Ladywood ward	100	60	160	25
Nechells ward	175	135	315	55
Soho ward	130	105	235	50
<b>Ladywood Constituency</b>	<b>630</b>	<b>460</b>	<b>1,090</b>	<b>185</b>
Birmingham	3,925	2,610	6,535	1,150

The proportion is above the city proportion in Aston and Soho wards, and is lowest in Ladywood ward (2.3%). 185 residents aged 18-14 have been claiming JSA for over 12 months.

The proportion is falling in all wards, and the gap with the city is closing, although proportions remain high. The most up-to-date youth unemployment data by ward can be found in our Youth Unemployment Briefing which can be downloaded from [www.birmingham.gov.uk/birminghameconomy](http://www.birmingham.gov.uk/birminghameconomy) This publication also includes a map of the city showing unemployment by LSOA.

**Chart 3.8: JSA claimant rate in Ladywood Constituency 2013-2014**





### 3.4.2. Unemployment by Ethnicity

Official ONS JSA unemployment data by ethnic group is released quarterly. The latest data for November 2014 shows there were a total of 6,119 claimants in Ladywood. If we break this figure down by ethnic group the largest group were Black Caribbean (1,020) followed by White British (995).

Proportionally fewer claimants are white British (19%) in Ladywood compared to Birmingham (42%), and proportionally more were Black Caribbean (19%), broadly reflecting the overall population profile.

The white and Indian groups are under-represented in the claimant profile compared to the

overall working age population in the area, and the Black groups are over-represented.

The most up-to-date unemployment by ethnicity data by ward can be found in our Unemployment by Ethnicity Briefing which can be downloaded from [www.birmingham.gov.uk/labourmarket](http://www.birmingham.gov.uk/labourmarket)

**Table 3.9: JSA claimants by Ethnic Group in Ladywood Constituency November 2014**

Ethnicity	Ladywood		Birmingham
	JSA Claimants	% of all claimants	% of all claimants
White British	995	19.0%	42.0%
White Other	200	4.0%	3.0%
Indian	240	5.0%	4.0%
Pakistani	705	13.0%	16.0%
Bangladeshi	420	8.0%	4.0%
Black Caribbean	1,020	19.0%	11.0%
Black African	660	12.0%	6.0%
Total Claimants with known ethnicity	5,310	100.0%	100.0%
Total Claimants	6,119		0.0%

Economic Research and Policy  
 Birmingham City Council  
 Ground Floor, Baskerville House,  
 Centenary Square, Broad Street  
 Birmingham  
 B1 2ND

 Follow us on Twitter @BhamEconomy

Phone: 0121 303 3760

[www.birmingham.gov.uk/birminghameconomy](http://www.birmingham.gov.uk/birminghameconomy)

Email: [BirminghamEconomy@birmingham.gov.uk](mailto:BirminghamEconomy@birmingham.gov.uk)

