

# **Erdington Constituency Economic & Employment Profile**

**March 2015**

**Economic  
Research & Policy  
Economy Directorate**



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# Introduction

The Erdington constituency is located to the north of Birmingham city centre and comprises the four wards of Erdington, Kingstanding, Stockland Green and Tyburn. The four wards are largely residential; Kingstanding and Tyburn are the least affluent wards. Erdington and Stockland Green are much more mixed with pockets of affluence interspersed with areas of relative poverty. Levels of deprivation are high, particularly to the west and south of the constituency.

Erdington has a total land area of 2,198 hectares making it the fourth smallest constituency in

Birmingham. The constituency has a population of 97,778 the third smallest population of all the constituencies in the city; Erdington has the fifth lowest population density of the 10 constituencies at 44 people per hectare. 34.7% of Erdington constituency's population are aged 24 and under, resulting in the Erdington constituency having the third lowest proportion of young people compared with the other constituencies. In the Erdington constituency, Black and Minority Ethnic (BME) groups make up 26.9% of the total population; this is well below the city average of 42.1% but still above the

national average of 14.6%.

This report provides detailed information on the Erdington 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 provides 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.



**19%  
Qualified  
TO  
NVQ4+**

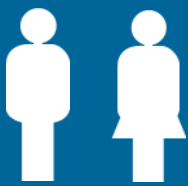


**Population  
98K**

**62K Aged  
16-64**



**35K Jobs  
Located in  
Constituency**



**70%  
Economically  
Active**

**61%  
in  
Employment**

## **Key Facts**



**2,400 Active  
Businesses**



**Unemployment  
6.2%  
& Falling**

# 1. Business

## Summary

- There are 35,400 jobs located within the Erdington constituency.
- This equates to 7.3% of total workplace employment in Birmingham and makes Erdington the third largest constituency in terms of workplace employment.
- Between 2012 and 2013, Erdington has seen employment increase by 500 (1.4%), below the city growth rate of 2.2%.
- 83% of Erdington's workplace based employment is in the private sector, a higher proportion than for the city (75%) and nationally (82%).
- Whilst Erdington constituency has a higher share of workplace based employment in the private sector the latest data shows that private sector employment in the area fell between 2012 and 2013 (-2.0%), compared to growth at a city (0.4%) and a national level (1.9%).
- At a sectoral level, the continued importance of manufacturing to the area is clear with 18% of employment in this sector, over twice the city rate (8%).
- Employment in Erdington constituency is set to grow by a subdued 2.8% between 2013 and 2025, well below the growth forecast for the city as a whole (4.3%).
- There are 2,365 businesses within Erdington accounting for 6.9% of all businesses in the city.
- The number of businesses in the area grew by 6.3% between 2013 and 2014 well above the city rate (4.7%) and the national growth rate (3.6%).

### 1.1. Introduction

This section looks at the workplace based employment in the Erdington 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 Erdington 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 Erdington residents in employment.

There are currently 35,400 jobs located within the Erdington constituency. This equates to 7.3% of total workplace employment in Birmingham and makes Erdington the third largest constituency in terms of workplace employment behind Ladywood (which contains the city centre) and Edgbaston (Five Ways business district). The high level of employment in the constituency reflects the significant concentration of industrial land within the constituency which is home to

some large employers like JLR, Dunlop and GKN Driveline. Between 2010 when the economy began to recover from the recession and 2013 Erdington has seen employment fall slightly by 200. However, the most recent data shows employment increasing by 500 between 2012 and 2013, a growth rate of 1.4%, below the city growth rate of 2.2% but the same as the performance nationally (1.4%).

**Table 1.1: Workplace Based Employment** (numbers may not add up due to rounding)

Area	2010	2011	2012	2013	Change 2012-2013	
					Number	%
Erdington	8,400	7,400	6,800	7,400	600	8.8%
Kingstanding	5,200	5,200	5,000	4,500	-500	-10.0%
Stockland Green	5,000	4,500	4,000	4,400	400	10.0%
Tyburn	17,100	18,500	19,100	19,100	0	0.0%
<b>Erdington Constituency</b>	<b>35,600</b>	<b>35,600</b>	<b>34,900</b>	<b>35,400</b>	<b>500</b>	<b>1.4%</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.

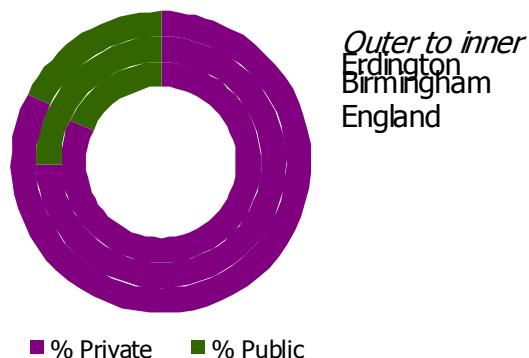
Chart 1.2 shows the employment share of the private and public sector in Erdington compared to Birmingham and the national average. At 83% Erdington has a larger proportion of its workplace based employment in the private sector than the city (75%) and nationally (82%). This is likely to be a reflection of the continued concentration of manufacturing activity in the area.

Whilst Erdington constituency has a larger share of workplace based employment in the private sector the latest data shows that privates sector employment in the area contracted between 2012 and 2013 (-2.0%) compared to growth at a city level (0.4%) and nationally (1.9%).

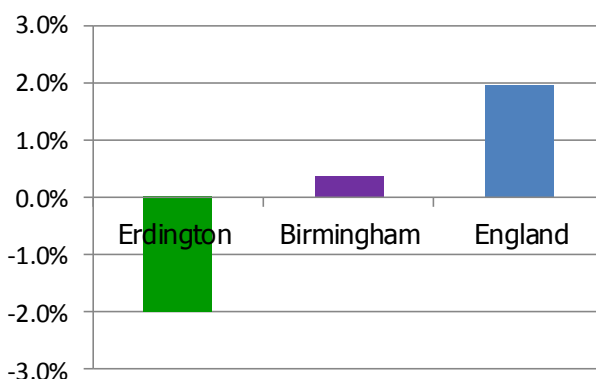
**1.2.2. Employment by Sector**

At a sectoral level, services account for 76% of the constituency’s workplace employment, the lowest proportion amongst the city’s 10 constituencies. This is due to the area having a manufacturing sector accounting for 18% of employment in the constituency, over twice the share at the city level (8%). The largest sector in the area is Retail & Leisure which accounts for 29% of employment followed by Public Services (25%). Chart 1.4 shows the sectoral mix of employment in Erdington constituency compared to Birmingham.

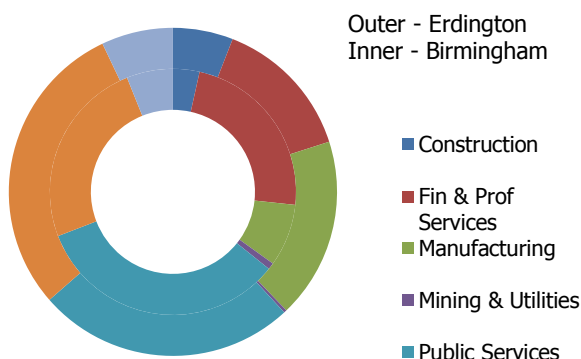
**Chart 1.2: Private & Public Sector Employment Split**



**Chart 1.3: Private Sector Employment Growth 2012-2013**



**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 Erdington 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 Erdington constituency is set to grow at a slower rate than the city, with 1,000 additional jobs being created between 2013 and 2025- an overall increase in employment of 2.8%, 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>Erdington Constituency</b>	<b>35,300</b>	<b>35,800</b>	<b>1.4%</b>	<b>36,400</b>	<b>1.7%</b>	<b>1,000</b>	<b>2.8%</b>
Birmingham	487,400	496,600	1.9%	509,200	2.5%	21,200	4.3%

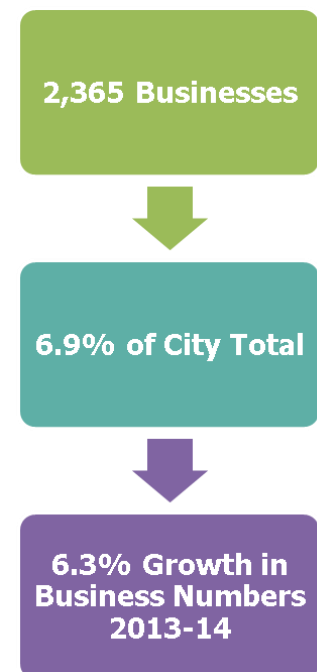
### 1.4. Enterprise

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 Erdington 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 Erdington constituency and how this has changed since 2010 compared to the city as a whole. Currently there are 2,365 businesses in the Erdington constituency which accounts for 6.9% of all businesses in the city and makes Erdington the fourth smallest constituency in the city in terms of business numbers. Between 2013 and 2014 business numbers in the constituency grew by 140, an increase of 6.3%, which is 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>Erdington</b>	<b>2,205</b>	<b>2,295</b>	<b>2,250</b>	<b>2,225</b>	<b>2,365</b>	<b>6.9%</b>	<b>140</b>	<b>6.3%</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 Erdington constituency by sector is given in Table 1.7 below with comparisons to Birmingham and the UK. The sector with the highest proportion of businesses is Retail & Leisure which accounts for over a third of businesses (37.0%) above both

the city and national share for this sector. This is likely to be the result of a concentration of Retail & Leisure businesses within the Erdington local centre which is one of the largest shopping centres in the city. Financial & Professional Services (21.8%) and Public Services (14.2%) form the next two largest sectors in

terms of business number. Interestingly despite Erdington's bigger share of manufacturing employment the constituency has a lower number of business in this sector than Birmingham as a whole, probably reflecting the presence of some very large employment sites like JLR's Castle Bromwich plant.

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

Sector	Erdington	Birmingham	UK
Construction	10.1%	7.7%	10.1%
Financial & Professional Services	21.8%	27.8%	28.3%
Manufacturing & Utilities	5.9%	7.0%	5.7%
Public Services	14.2%	13.2%	9.3%
Retail & Leisure	37.0%	34.8%	31.0%
Transport & Communications	11.0%	9.3%	10.2%



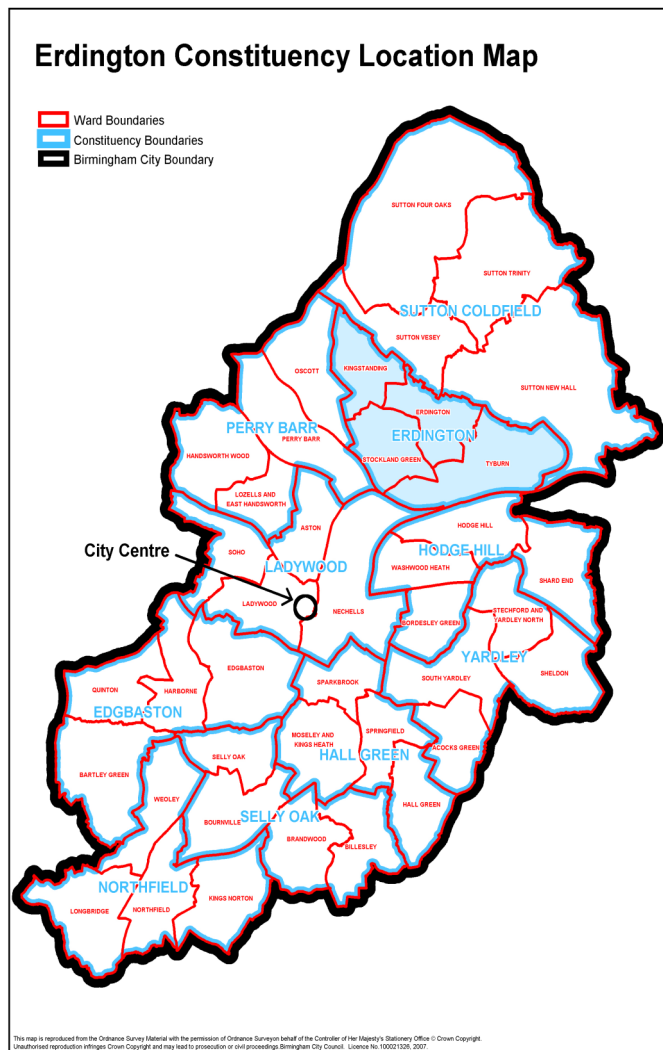
Knight of the Vale Brian Jones 18.11.2005 Flickr Creative Commons



## 2. Place

### Summary

- Nearly half (49%) of Erdington'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 a large investment at the Jaguar plant at Castle Bromwich .
- 31.5% of children in the Erdington constituency are defined as being in poverty well below the city rate of 37.1%.



### 2.1. Introduction:

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

Erdington constituency is situated to the north of the city centre, and is characterised by outer city housing estates, with high levels of deprivation in many areas.

The city centre is accessible by public transport within 30

minutes during the morning rush hour (Mott McDonald 2013), offering a much wider range of employment, predominantly in retail and financial and professional services. In addition the constituency is adjacent to Sutton Coldfield, which has a further 33,000 jobs.



## 2.2. Development and Regeneration

Current and proposed development and regeneration initiatives in the constituency include:



### Jaguar Land Rover

A major employer in the area that has ongoing plans to expand their operations, which will create a number of skilled and semi-skilled jobs. Over 1,000

jobs have been created, and there will be opportunities in the future, including through its outsourcing arrangements with companies such as DHL.

### Colliers site

Planning permission is in place for 5,100sqm of retail space, including a retail superstore and 15 residential dwellings. There is the potential for 400 jobs.

### Opus Aspect

3.5ha remains of this significant employment site with the potential for up to 300 jobs.

### Erdington Local Centre

A well-established Business Improvement District is in place to support the development of the centre. The traders work well together to deliver activities and events which improve the area and encourage new investment, for example public realm works and events. A strong local centre will support new job opportunities.

## 2.3. Deprivation & Child Poverty

Deprivation and poverty can be a consequence of high levels of unemployment and worklessness. Erdington has a similar economic activity and employment rate to the city.

Overall, levels of deprivation in Erdington constituency are higher than the city average. However this appears to be the result of particularly concentrated levels of deprivation in the Kingstanding

ward as apart from Kingstanding ward, the proportion of the population that lives in the areas with the worst deprivation (5% worst in England) are below the city average

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

Area	5%	10%	20%	40%	Remainder
Erdington	11%	20%	42%	80%	20%
Kingstanding	66%	74%	91%	94%	6%
Stockland Green	13%	41%	86%	94%	6%
Tyburn	23%	59%	74%	100%	0%
<b>Erdington Constituency</b>	<b>29%</b>	<b>49%</b>	<b>74%</b>	<b>92%</b>	<b>8%</b>
Birmingham	23%	40%	56%	75%	25%

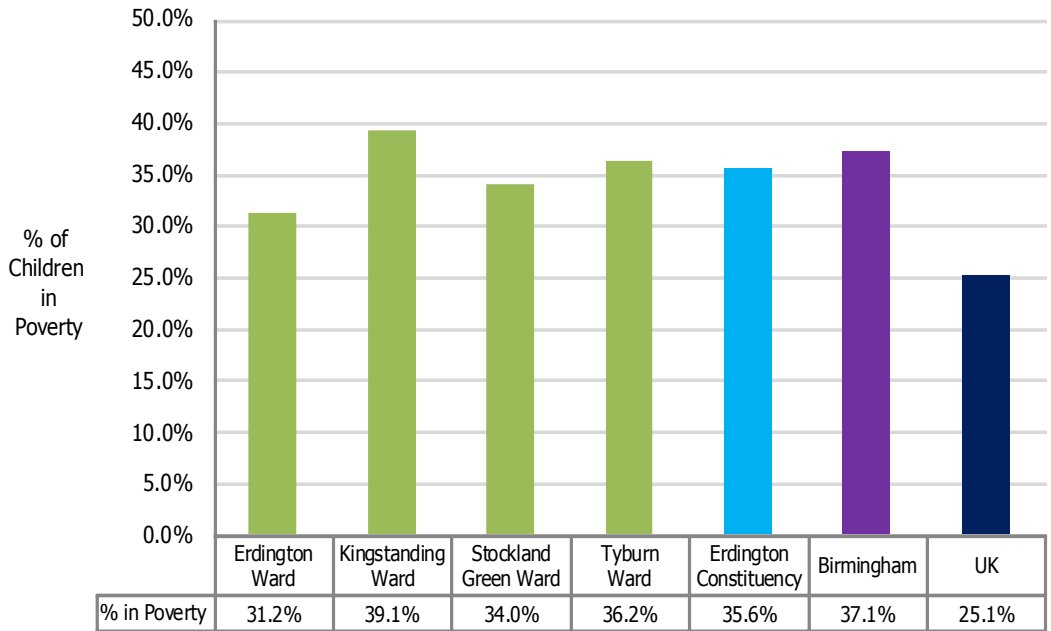
### 2.3.1. Child Poverty

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

35.6% of children in the Erdington constituency are defined as being in poverty, this is below the city rate of 37.1% but significantly above the UK rate of 25.1%. Within the constituency there is variation in child poverty rates between the most affluent ward of Erdington and Kingstanding. Erdington

ward has a child poverty rate of 31.2%, whilst Kingstanding's rate is 39.1%.

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



### 3. People

#### Summary

- There are over 62,000 working age residents in the Erdington constituency this represents 64% of the total population.
- The constituency is less ethnically diverse than the city, with 26% of the working age population being from a BME background compared to 42% for Birmingham.
- GCSE attainment levels in the constituency are below the city, the constituency also underperforms the city in terms of overall NVQ qualification levels.
- 70% of the working age population are economically active and 61% are employed above the rates seen at city level.
- In December 2015 there were 3,199 residents in Erdington constituency claiming Job Seekers Allowance (JSA). This equates to a rate of 6.2%, almost the same as the rate for the city (6.3%).
- The rate has been steadily falling in all wards within Erdington over the past two years, and the gap between the wards is closing.
- In December 2014 there were 665 residents aged 18-24 in Erdington constituency claiming Job Seekers Allowance. This equates to a proportion of 6.8%, above the proportion for the city (4.9%).
- Youth unemployment is falling in all of Erdington's wards, and the gap between the wards is also closing.
- The white and Indian groups are under-represented in the claimant profile compared to their share of the overall working age population, and the Black groups are over-represented.

#### 3.1. Introduction

This section analyses the characteristics of Erdington'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 62,000 working age residents in the Erdington constituency this represents 64% of the total population, which is the same as for the city (64%). The working age proportion is highest in Stockland Green ward (67%) and lowest in Kingstanding ward (62%).

The age profile in Erdington constituency is slightly older than the city average, with the proportion of all residents who are aged 18-24 (10%) below the city average (12%), and the proportion aged 65 and above higher than the city average.

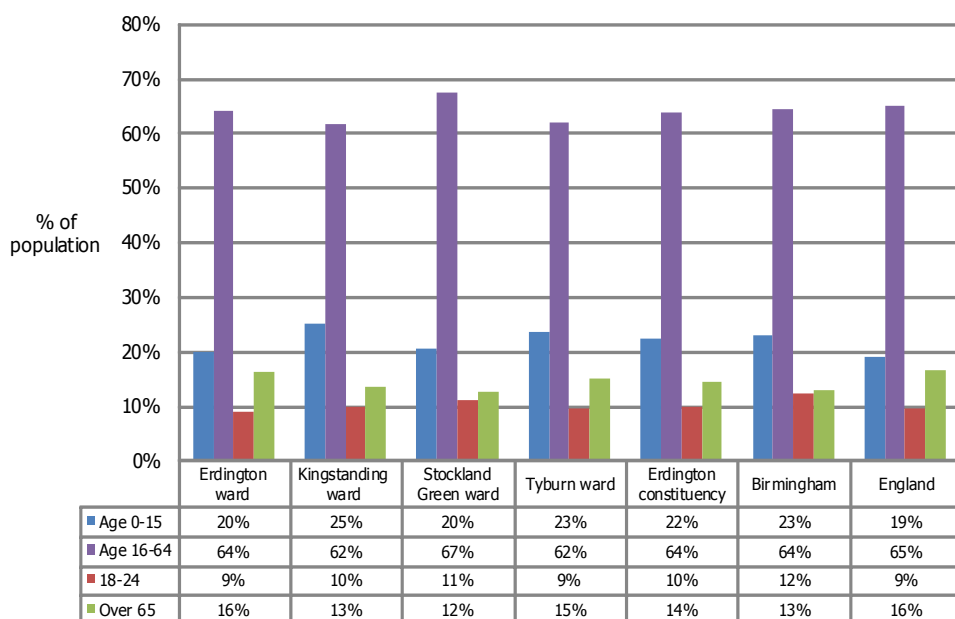
#### Age Structure



### 3.2.1. Ethnic Structure

The constituency has a predominantly White working age population (74%), compared to the city average (59%). The proportion who are Black (11%) is also above the city average. In contrast, the proportion of Pakistani residents (5%) is significantly below the city average (12%). Kingstanding (80%) and Erdington (79%) wards have the highest proportion of white residents, and Stockland Green the highest proportion of Black residents (15%)

**Chart 3.1: Age Profile Erdington Constituency**



**Table 3.2: Ethnic profile of the working age population Erdington Constituency**

Area	Erdington Ward	Kingstanding Ward	Stockland Green Ward	Tyburn Ward	Erdington Constituency	B'ham	England
<b>White: Total</b>	<b>79%</b>	<b>80%</b>	<b>62%</b>	<b>76%</b>	<b>46,019</b>	<b>74%</b>	<b>85%</b>
British	71%	76%	53%	71%	42,014	67%	78%
Irish	4%	2%	2%	2%	1,438	2%	1%
Other	4%	2%	6%	3%	2,542	4%	1%
Mixed/multiple ethnic group	4%	4%	5%	4%	2,563	4%	2%
<b>Asian Total</b>	<b>8%</b>	<b>6%</b>	<b>17%</b>	<b>10%</b>	<b>6,572</b>	<b>11%</b>	<b>8%</b>
Indian	3%	2%	5%	2%	1,811	3%	3%
Pakistani	3%	2%	8%	5%	2,822	5%	2%
Bangladeshi	1%	1%	1%	0%	483	1%	1%
Chinese	1%	1%	2%	1%	624	1%	1%
<b>Black Total</b>	<b>9%</b>	<b>9%</b>	<b>15%</b>	<b>9%</b>	<b>6,609</b>	<b>11%</b>	<b>4%</b>
African	2%	2%	3%	2%	1,431	2%	2%
Caribbean	5%	5%	9%	6%	4,096	7%	1%
Other ethnic group	1%	1%	1%	1%	506	1%	1%

### 3.3 Qualifications & Skills

Attainment at school in 2013, as measured by 5 or more GCSEs A\*-C including English and Maths, was below the city average, but attainment levels are rising. 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 Birmingham as a whole. The proportion has risen by 6 percentage points since 2011, compared to a rise across the city of 2 percentage points. In Tyburn the proportion attaining this target rose by 14 percentage

points over the same period.

Under 50% of pupils achieved this target in Kingstanding ward (48%,) but in Erdington ward the proportion was 63%.

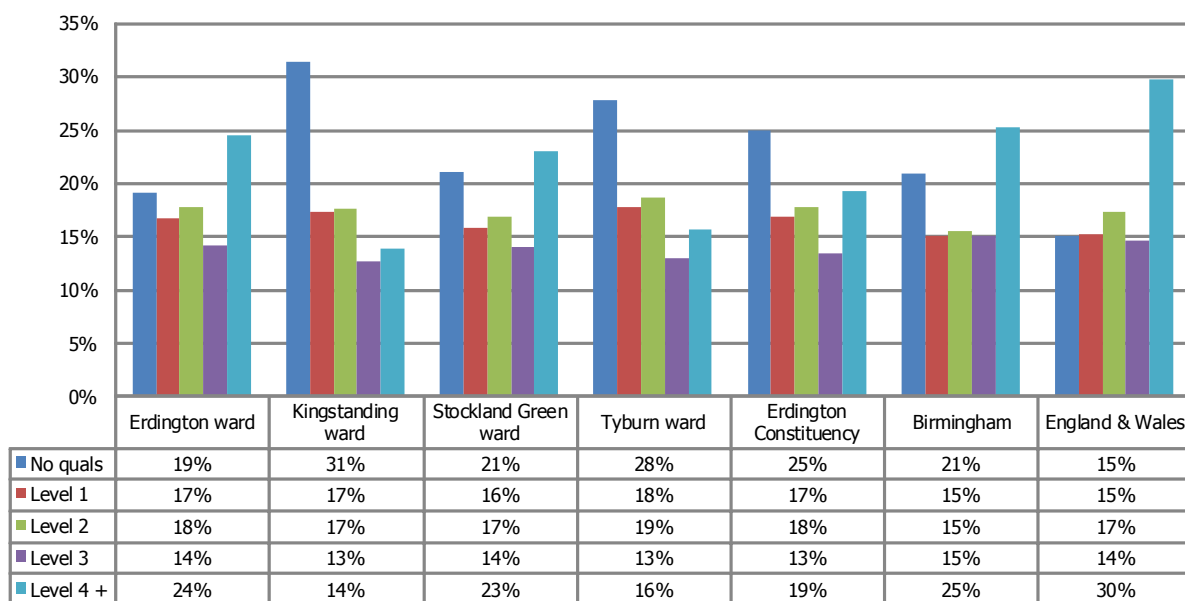
### 3.2.1. NVQ Qualifications

NVQ qualification levels are also below the city average at all levels. 15,450 (25%) of residents have no qualifications, compared to 21% for the city as a whole. 52% are qualified to Level 2 and above compared to 58% for Birmingham, and 33% to Level 3 and above (Birmingham = 40%) (Census 2011).

Kingstanding and Tyburn ward residents are least well qualified, with 31% and 28% respectively with no qualifications. These wards also perform below the other two wards at other levels of attainment with only 26% and 28% respectively at Level 3 and above compared to 32% for the Constituency and 40% for Birmingham.

97% of the working age population can speak English well, and it is the main language of 90% of the population. Only 2% cannot speak it or cannot speak it well, a lower proportion than for the city as a whole (5%). There is relatively little difference between the wards. (Census 2011).

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



### 3.3. Economic Activity

Economic activity and employment rates are above the city average with 70% of residents being economically active and 61% employed, compared to 65% and 57% respectively for Birmingham (figures exclude students). 41% of residents are full time employees, 14% part-time employees and 8% self-employed (Census 2011).

27% of residents are economically inactive, which

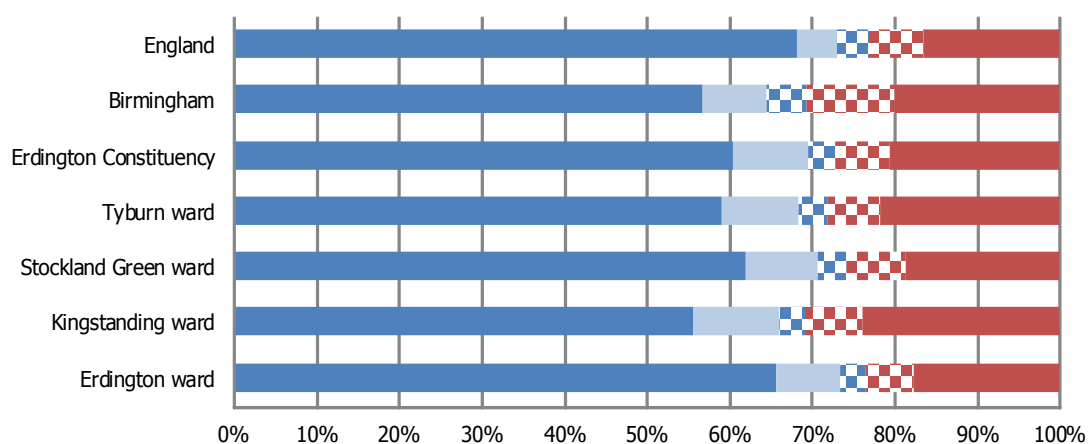
includes the long-term sick & disabled (7%), looking after home or family (6%), students (7%) and retired (5%).

Male economic activity (78%) and employment (66%) is higher than female economic activity (68%) and employment (60%). Male rates are similar to the city average for males and female rates are above the female city average. Male self-employment is 10%, slightly below the city average and female self-

employment the same as the city average (3%).

Employment is highest in Stockland Green ward (62%) and lowest in Kingstanding (56%). Kingstanding ward has the highest proportion of residents who are economically inactive.

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



	Erdington ward	Kingstanding ward	Stockland Green ward	Tyburn ward	Erdington Constituency	Birmingham	England
■ Employed	66%	56%	62%	59%	61%	57%	68%
■ Unemployed	8%	11%	9%	9%	9%	8%	5%
■ Economically active student	3%	3%	4%	3%	3%	5%	4%
■ Economically inactive student	6%	7%	7%	7%	7%	11%	7%
■ Economically Inactive (non-student)	18%	24%	19%	22%	20%	20%	16%

### 3.4. Unemployment

In December 2015 there were 3,199 residents in Erdington constituency claiming Job Seekers Allowance (JSA). This equates to a rate of 6.2%, almost the same as the rate for the city (6.3%). The rate is below the city rate in Erdington (5.9%), but above the city rate in all other wards. 1,285 residents have been claiming JSA for over 12 months.

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

Area	Male	Female	Total	Long Term Unemployed Number
	Total	Total	Total Rate	
Erdington ward	468	208	676	290
Kingstanding ward	485	326	811	325
Stockland Green ward	625	311	936	345
Tyburn ward	510	266	776	325
<b>Erdington Constituency</b>	<b>2,088</b>	<b>1,111</b>	<b>3,199</b>	<b>1,285</b>
Birmingham	19,682	10,959	30,641	12,040

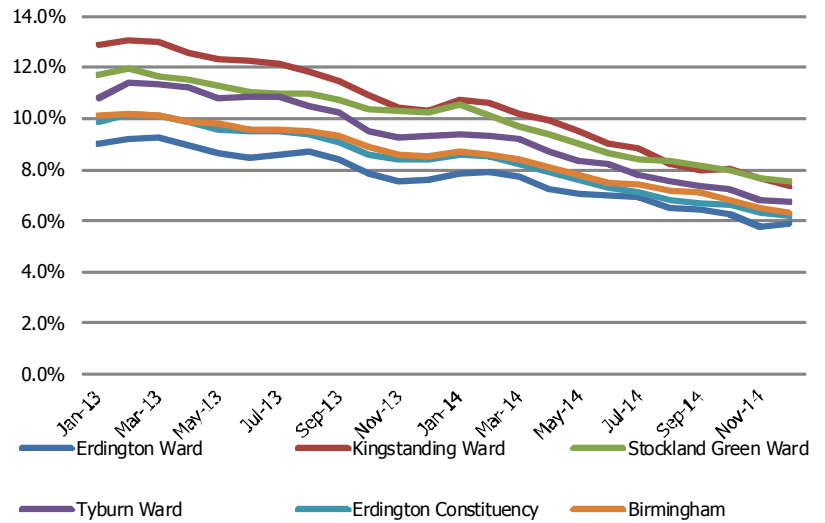
The rate has been steadily falling in all wards over the past two years, and the gap with the city is closing.

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 665 residents aged 18-24 in Erdington constituency claiming Job Seekers Allowance. This equates to a proportion of 6.8%, above the proportion for the city (4.9%).

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



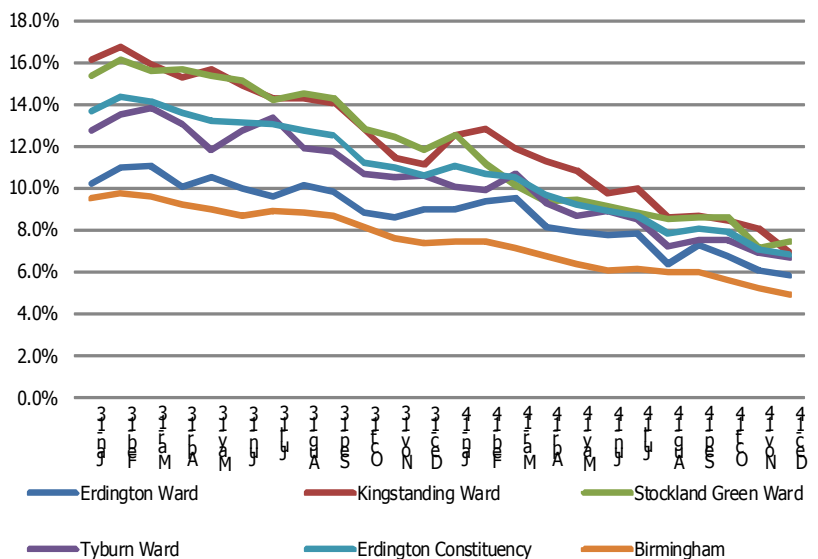
**Table 3.7: Job Seekers Allowance claimants aged 18-24 in Erdington Constituency December 2014**

Area	Male	Female	Total	Long Term Youth Unemployed
	Total	Total	Total	
Erdington Ward	85	35	120	25
Kingstanding Ward	110	65	175	35
Srockland Green Ward	125	75	200	40
Tyburn Ward	105	60	165	35
Erdington Constituency	425	240	665	140
Birmingham	3,925	2,610	6,535	1,150

The proportion is above the city proportion in all wards, with the highest proportion being in Stockland Green (7.5%). 140 residents aged 18-14 have been claiming JSA for over 12 months.

Chart 3.8 shows how the youth unemployment proportion is falling in all wards, and the gap between wards is also closing.

**Chart 3.8: JSA claimant rate in Erdington 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 3,247 claimants in Erdington. If we break this figure down by ethnic group the White British group is the largest with 1,905 claimants followed by Black Caribbean (290).

Proportionally more claimants are white British (65%) in Erdington compared to Birmingham (42%), 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 Erdington Constituency November 2014**

Ethnicity	Erdington		Birmingham
	JSA Claimants	% of all claimants	% of all claimants
White British	1,905	65%	42%
White Other	75	3%	3%
Indian	35	1%	4%
Pakistani	150	5%	16%
Bangladeshi	25	1%	4%
Black Caribbean	290	10%	11%
Black African	110	4%	6%
Total Claimants with known ethnicity	2,935	100%	100%
Total Claimants	3,247		

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