

# Northfield Constituency Economic & Employment Profile

March 2015

Economic  
Research & Policy  
Economy Directorate



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# Introduction

The Northfield constituency is located in the south west of Birmingham, the constituency shares a border with Bromsgrove District Council; it comprises the four outer city wards of Kings Norton, Longbridge, Northfield and Weoley. All four wards are largely residential and are characterised by a patchwork of areas of relative affluence interspersed with areas of 'hard pressed' households. There are some significant pockets of affluence in the north of Kings Norton and Northfield wards and the east of Weoley ward.

Northfield has a total land area of 2,437 hectares making it the fifth largest constituency in Birmingham. The constituency has a population of 101,422 the fourth smallest population of all the constituencies in the city; Northfield has the third lowest population density of the 10 constituencies at 42 people per hectare. 34% of Northfield constituency's population are aged 24 and under, resulting in the Northfield constituency having the second lowest proportion of young people compared with the other constituencies. In the Northfield constituency, Black and Minority Ethnic (BME) groups make up 14.2%

of the total population; the second lowest proportion of any constituency and below both the city and national average of 42.1% and 14.6% respectively.

This report provides detailed information on the Northfield 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

## *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.



**22%  
Qualified  
To  
NVQ4+**

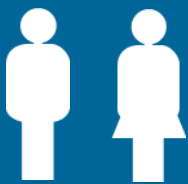


**Population  
101K**

**64K Aged  
16-64**



**24K Jobs  
Located in  
Constituency**



**74%  
Economically  
Active**

**64%  
in  
Employment**

## **Key Facts**



**1,850 Active  
Businesses**



**Unemployment  
5.4%  
& Falling**

# 1. Business

## Summary

- There are 23,700 jobs located within the Northfield constituency. (6.9%) than at a city (0.4%) and a national level (1.9%).
- This equates to 4.9% of total workplace employment in Birmingham and makes Northfield the smallest constituency in terms of workplace employment.
- Between 2012 and 2013, Northfield has seen employment increase by 2,000 (9.2%), above the city growth rate of 2.2%.
- 72% of Northfield's workplace based employment is in the private sector, a lower proportion than for the city (75%) and nationally (82%).
- Whilst Northfield 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
- At a sectoral level, over a third of all jobs in Northfield constituency are in Public Services, Retail & Leisure (22%) and Financial and Professional Services (20%) are the next largest sectors.
- Employment in Northfield constituency is set to grow by a relatively subdued 3.8% between 2013 and 2025, slightly lower than the growth forecast for the city as a whole (4.3%).
- There are 1,850 businesses within Northfield accounting for 5.4% of all businesses in the city.
- The number of businesses in the area grew by 8.2% between 2013 and 2014 well above the city rate (4.7%).

### 1.1. Introduction

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

There are currently 23,700 jobs located within the Northfield constituency. This equates to 4.9% of total workplace employment in Birmingham and makes Northfield the smallest constituency in terms of workplace employment. Though being one of the more residential constituencies the area still contains some significant concentrations of employment e.g. Northfield shopping centre and large employers like the Royal Orthopaedic Hospital. Between 2010 when the

economy began to recover from the recession and 2013 Northfield has seen employment fall by 3,200 (15.6%). The majority of this increase came in the between 2012 and 2013 with employment increasing by 2,000. This represents an employment growth rate of 9.2% well above the growth rate of 2.2% at a city level and 1.4% nationally.

Area	2010	2011	2012	2013	Change 2012-2013	
					Number	%
Kings Norton	6,700	8,000	7,200	7,900	700	9.7%
Longbridge	5,100	6,200	6,700	7,500	800	11.9%
Northfield	4,900	5,200	4,700	5,200	500	10.6%
Weoley	3,800	3,300	3,200	3,100	-100	-3.1%
<b>Northfield Constituency</b>	<b>20,500</b>	<b>22,700</b>	<b>21,700</b>	<b>23,700</b>	<b>2,000</b>	<b>9.2%</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.

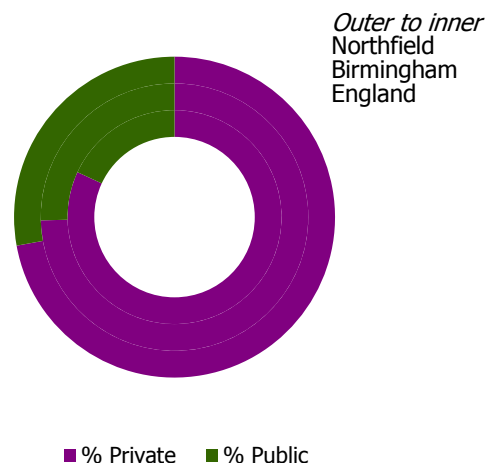
Chart 1.2 shows the employment share of the private and public sector in Northfield compared to Birmingham and the national average. At 72% Northfield has a lower proportion of its workplace based employment in the private sector than the city (75%) and nationally (82%). This is the result of some large public sector employers like the aforementioned Royal Orthopaedic Hospital being located in the area.

The latest data shows that private sector employment in the area grew very strongly between 2012 and 2013 (6.9%) compared to growth at a city level (0.4%) and a nationally (1.9%).

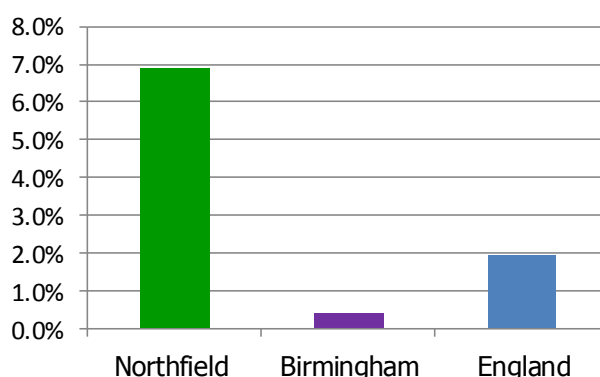
### 1.2.2. Employment by Sector

At a sectoral level, services account for 85% of the constituency's workplace employment, the fifth lowest proportion amongst the city's 10 constituencies. The sectoral mix in the constituency is broadly similar to the city overall with the constituency having a slightly larger share of employment in Public Services than the city 38.4% and 33.4% respectively. Retail & Leisure and Financial and Professional Services are the next largest sectors in Northfield. Chart 1.4 shows the sectoral mix of employment in Northfield constituency compared to Birmingham.

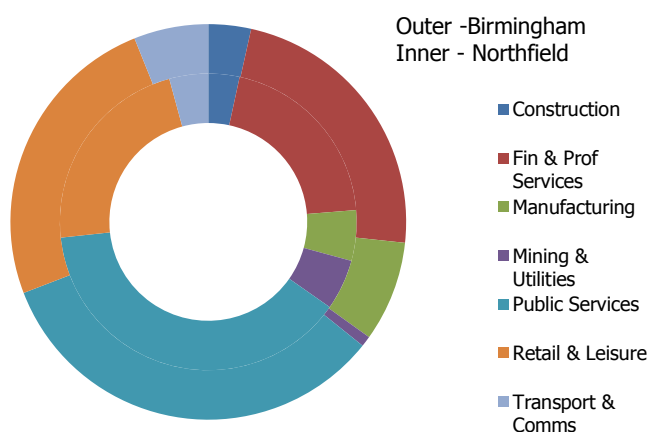
**Chart 1.2: Private & Public Sector**



**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 Northfield 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 Northfield constituency is set to grow at a slower rate than the city, with 900 additional jobs being created between 2013 and 2025 - an overall increase in employment of 3.8%, 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	
Northfield	23,600	24,000	1.7%	24,600	2.5%	900	3.8%
Birmingham	487,400	496,600	1.9%	509,200	2.5%	21,200	4.3%

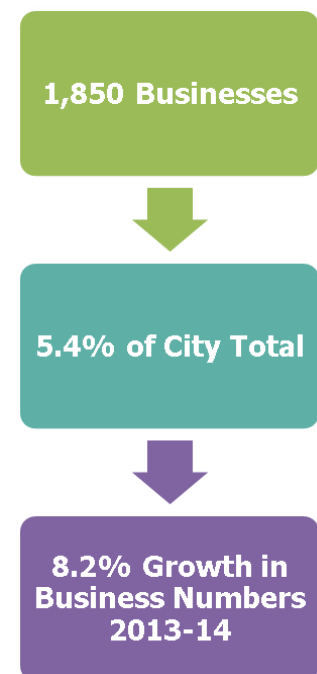
### 1.4. Enterprise

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 Northfield 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 Northfield constituency and how this has changed since 2010 compared to the city as a whole. Currently there are 1,850 businesses in the Northfield constituency which accounts for 5.4% of all businesses in the city and makes Northfield the second 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 8.2%, which is well above the increase in business numbers in the city overall (4.7%).



**Table 1.6: Number of Businesses**

Area	2010	2011	2012	2013	2014	Change 2013-2014		
						% of Birmingham	Number	%
<b>Northfield</b>	<b>1,705</b>	<b>1,745</b>	<b>1,695</b>	<b>1,710</b>	<b>1,850</b>	<b>5.4%</b>	<b>140</b>	<b>8.2%</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 Northfield 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 (34.6%) virtually the same as the share at a city level (34.8%). Financial & Professional Services (22.4%) and Public Services (16.2%) form the next two largest sectors in terms of business numbers.

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

Sector	Northfield	Birmingham	UK
Construction	11.4%	7.7%	10.1%
Financial & Professional Services	22.4%	27.8%	28.3%
Manufacturing & Utilities	4.9%	7.0%	5.7%
Public Services	16.2%	13.2%	9.3%
Retail & Leisure	34.6%	34.8%	31.0%
Transport & Communications	10.5%	9.3%	10.2%

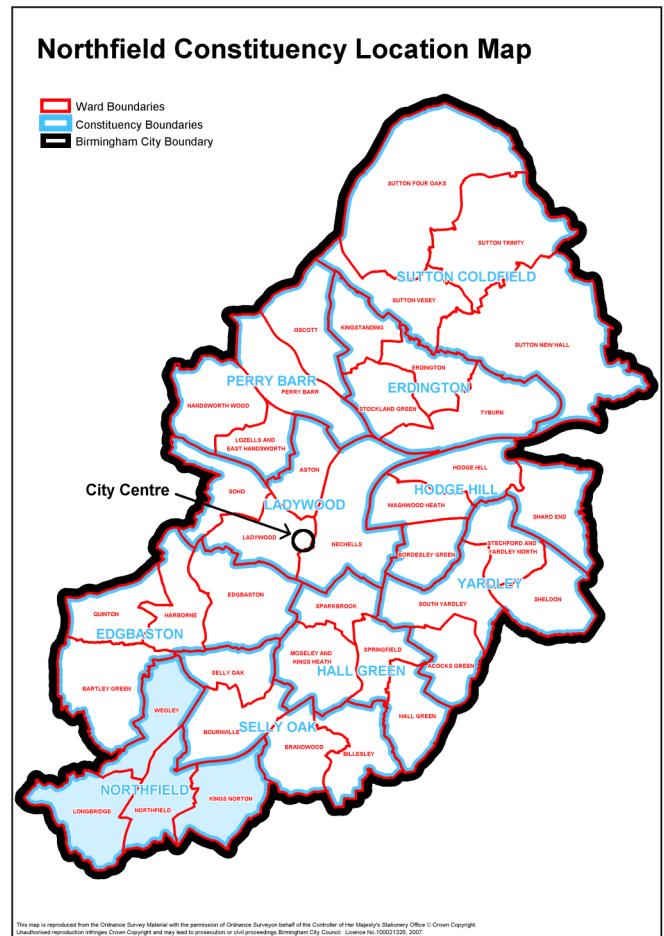




## 2. Place

### Summary

- A third (34%) of Northfield'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 continued development of the former Rover site at Longbridge.
- 32% of children in the Northfield constituency are defined as being in poverty below the city rate of 37.1%.
- Within the constituency there is disparity in the levels of deprivation and child poverty with Kings Norton and Weoley wards having the highest levels and Longbridge and Northfield wards the lowest levels.



### 2.1. Introduction:

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

Northfield constituency is situated in the south-west of the city, with Worcestershire to the south.

The city centre is accessible by public transport in 30-45 minutes from the majority of the constituency during the morning rush hour. The University and

University Hospital Birmingham, who are major employers, can be accessed within 30 minutes by the majority of the constituency, but this rises to 45 minutes for the most southern parts. (Mott McDonald 2013).

### 2.2. Development and Regeneration

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

- **The Longbridge ITEC Economic Zone**

The zone has been identified to meet growing demand for ICT

companies and covers 5ha within the wider 25ha Regional Investment Site (RIS). The City is working with the developer to secure ultrafast broadband solutions for Longbridge, creating a well-connected community. The ITEC site is particularly suited to a range of sub-sectors

including software products, cloud computing, data mining, e-commerce and has the potential to generate up to 800 jobs within 3-5 years.

**• The Regional Investment Site**

The site creates 146,000sqm of employment land, targeting 3000-4000 private sector jobs, supporting manufacturing, technology and research and development activities. The RIS includes a £100m Longbridge Technology Park; the first phase is built and fully occupied. Investment across all the sites at Longbridge has reached £250m since the collapse of MG Rover in 2005 and has created over 3,000 jobs. In addition, £7.5m of road works has already been delivered, with an additional

£10m proposed for the local public transport and road network.

Other employment generating initiatives on the Longbridge site include retail and housing developments,

**• The 3 Estates**

of Pool Farm, Primrose and Hawkesley are undergoing a 20 year, £150 million regeneration plan which will see the development of new homes, a significant shift from unpopular flats to traditional family houses to meet local needs, and greater housing tenure choice. It is

anticipated that this regeneration will create new employment opportunities, mainly in the retail sector.



**2.3. Deprivation & Child Poverty**

Levels of deprivation in Northfield constituency are below the city average for the highest levels of deprivation, but above the city average at lower level of deprivation. Northfield is the

least deprived of the 4 wards. Kings Norton ward has the highest proportion of its population living in the 5% and 10% most deprived areas in England. However, there are

small pockets of residents living in the 5% and 10% most deprived areas in all wards.

**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
King's Norton	26.0%	45.0%	45.0%	88.0%	12.0%
Longbridge	12.0%	23.0%	53.0%	85.0%	15.0%
Northfield	13.0%	19.0%	40.0%	63.0%	35.0%
Weoley	1.0%	50.0%	67.0%	79.0%	27.0%
<b>Northfield Constituency</b>	<b>13.0%</b>	<b>34.0%</b>	<b>52.0%</b>	<b>79.0%</b>	<b>21.0%</b>
Birmingham	23.0%	40.0%	56.0%	75.0%	25.0%

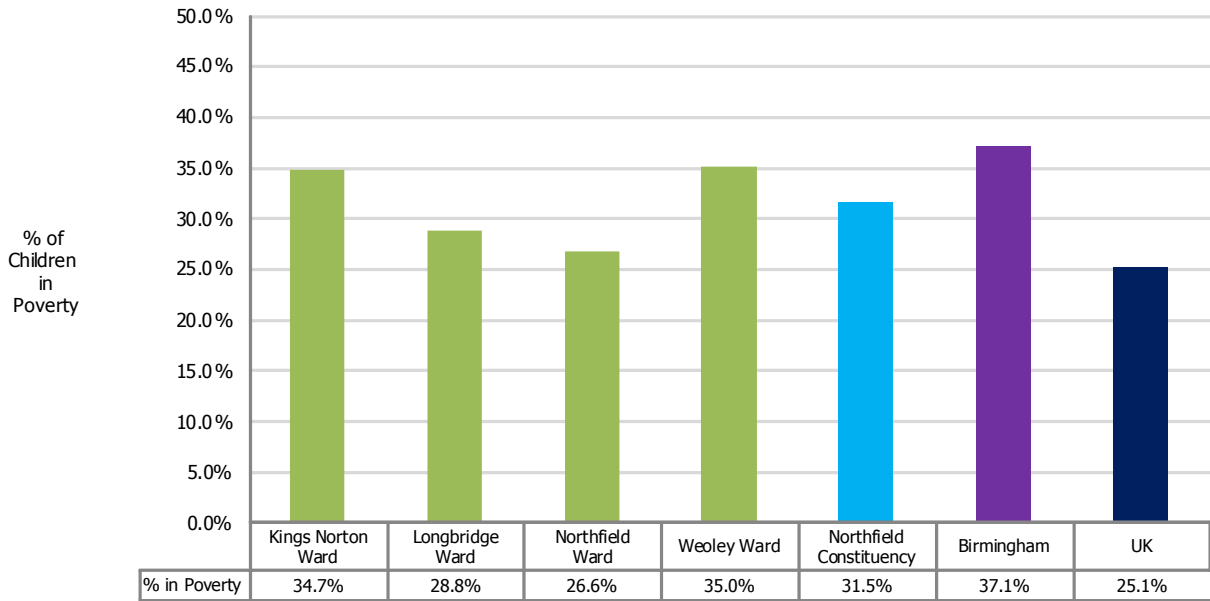
**2.3.1. Child Poverty**

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

31.5% of children in the Northfield constituency are defined as being in poverty, this is below the city rate of 37.1% but well above the UK rate of 25.1%. The constituency has the third lowest rate of all the city's constituencies. Child poverty rates are highest in Kings Norton and Weoley wards, but even here

the rates are below the city average.

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



# 3. People

## Summary

- There are 64,000 working age residents in the Northfield constituency this represents 63% of the total population.
- The constituency is less ethnically diverse than the city as whole with 86% of the population being from a White background compared to 58% for Birmingham.
- GCSE attainment levels in the constituency are below the city but they are improving. In terms of overall NVQ qualification levels the constituency performs similarly to the city overall.
- 74% of the working age population are economically active and 64% are employed both above the rates seen at city level.
- In December 2014 there were 2,361 residents in Northfield constituency claiming Job Seekers Allowance (JSA). This equates to a rate of 5.4%, below 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 Northfield over the past two years, and the gap with the city has closed slightly.
- In December 2014 there were 555 residents aged 18-24 in Northfield constituency claiming Job Seekers Allowance (JSA). This equates to a proportion of 5.8%, above the proportion for the city (4.9%).
- Youth unemployment is falling in all of Northfield's wards, and the gap between the wards is also closing.
- In terms of JSA by ethnicity the largest group were White (1,775) followed by Black Caribbean (140).

### 3.1. Introduction

This section analyses the characteristics of Northfield'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 64,000 working age residents in the Northfield constituency this represents 63% of the total population, which is slightly below the rate at a city level (64%). The figure is relatively consistent across the 4 wards that make up the constituency.

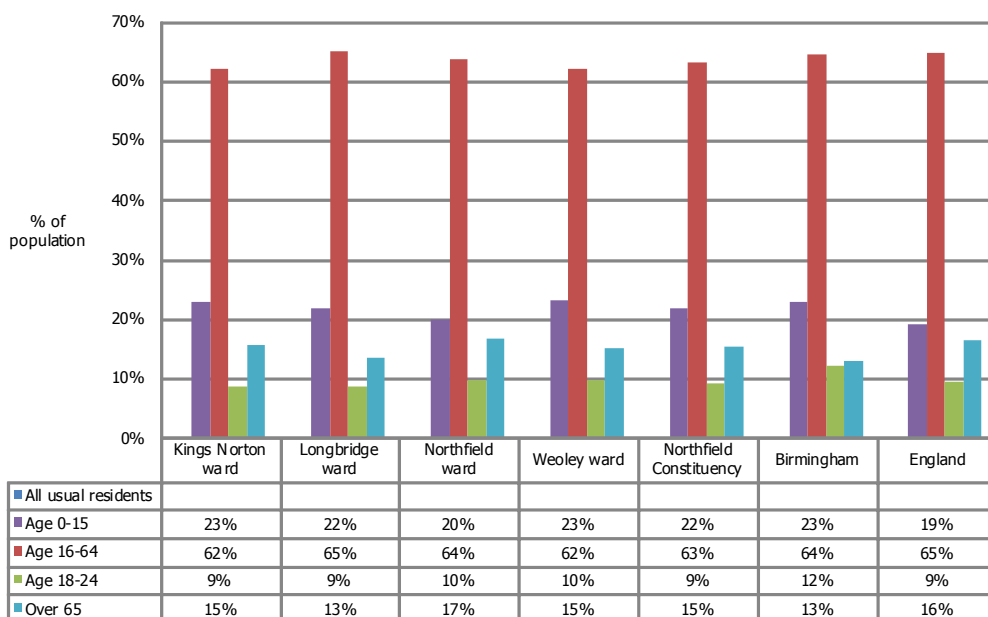
The constituency generally has a an older age profile than the city

as a whole There are proportionally more over 65s than the city average. The proportion of 18-24s is below the city average in all wards.

### Age Structure



**Chart 3.1: Age Profile Northfield Constituency**



### 3.2.1. Ethnic Structure

The constituency has a much greater proportion of white residents (86%), compared to Birmingham as a whole (59%). Only 5% are Asian and a further 5% Black compared to 27% and 9% respectively for Birmingham. The 4 wards have broadly similar ethnic profiles, with a lower proportion of all ethnic groups apart from White British in all wards. The only exception to this is the mixed group, which is slightly above the city average in Kings Norton and Weoley wards.

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

Area	Kings Norton ward	Longbridge ward	Northfield ward	Weoley ward	Northfield Constituency	B'ham	England	
<b>White: Total</b>	<b>86%</b>	<b>90%</b>	<b>89%</b>	<b>80%</b>	<b>55,247</b>	<b>86%</b>	<b>59%</b>	<b>85%</b>
British	83%	87%	86%	76%	53,172	83%	54%	78%
Irish	2%	2%	2%	2%	1,066	2%	2%	1%
Other	2%	1%	1%	2%	990	2%	3%	1%
Mixed/multiple ethnic group	4%	3%	3%	4%	2,231	3%	3%	2%
<b>Asian Total</b>	<b>4%</b>	<b>2%</b>	<b>3%</b>	<b>9%</b>	<b>2,931</b>	<b>5%</b>	<b>27%</b>	<b>8%</b>
Indian	1%	1%	1%	3%	877	1%	7%	3%
Pakistani	1%	1%	0%	1%	493	1%	12%	2%
Bangladeshi	0%	0%	0%	0%	115	0%	3%	1%
Chinese	0%	0%	1%	2%	545	1%	2%	1%
<b>Black Total</b>	<b>5%</b>	<b>4%</b>	<b>4%</b>	<b>5%</b>	<b>3,025</b>	<b>5%</b>	<b>9%</b>	<b>4%</b>
African	2%	1%	1%	2%	951	1%	3%	2%
Caribbean	3%	2%	2%	3%	1,527	2%	5%	1%
Other ethnic group	1%	0%	1%	2%	566	1%	2%	1%

### 3.3 Qualifications & Skills

Attainment at school (as measured by 5 or more GCSEs A\*-C including English and Maths) is below the city average, but attainment levels are rising. In 2013 56% 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 risen by 3 percentage points since 2011. The city's rate increased by 2 percentage points over the same period.

At 62%, attainment is highest in Northfield ward, and lowest in

Weoley ward (52%). Attainment has risen since 2011 in all wards.

### 3.2.1. NVQ Qualifications

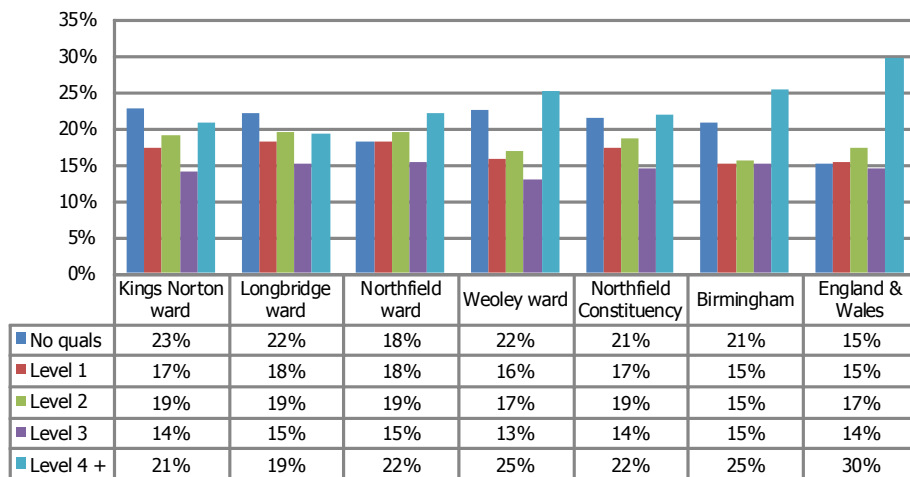
In general, NVQ attainment is similar to or below the city average at all levels. 13,627 residents have no qualifications, the same proportion as the city average. At level 2 and 3 and above rates are just below the city average. 57% are qualified to Level 2 and above compared to 58% for Birmingham, and 36% to Level 3 and above (Birmingham = 40%) (Census 2011).

The differences between the city wards are relatively small. Kings Norton (23%) has the highest proportion with no qualifications, and Northfield ward the lowest (18%). There are only 3 percentage points separating the best and worst performing wards at Level 2 plus and Level 3 plus. However, the relatively high proportion with Level 4 plus in Weoley ward is likely to be due to the proximity of the University of

Birmingham.

English is the main language of 96% of the working age population, and all but 444 residents can speak it well or very well. This compares with 83% of Birmingham residents for whom English is the main language and 95% who can speak it well. The proportion who cannot speak English or cannot speak it well is below 1% in all wards. (Census 2011).

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



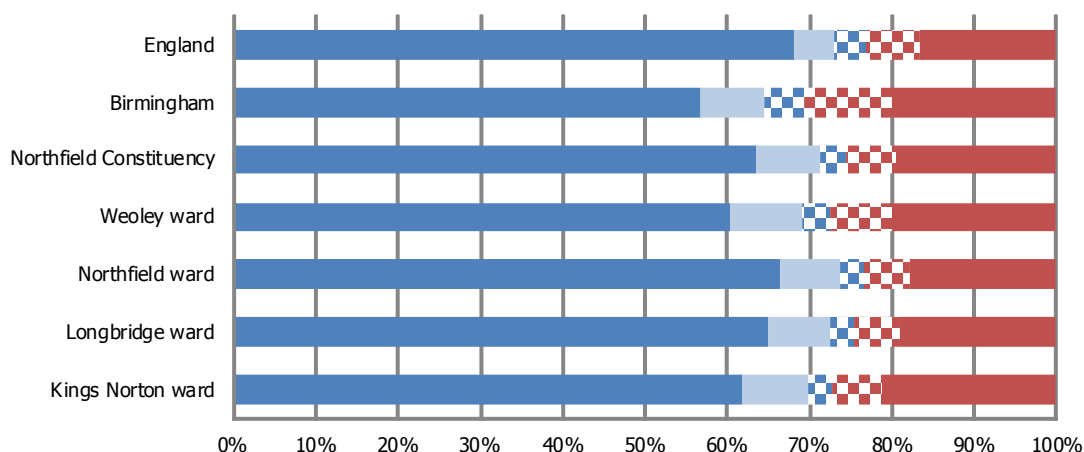
### 3.3. Economic Activity

Economic activity and employment rates are above the city average, with 74% of residents being economically active and 64% employed, compared to 69% and 57% respectively for Birmingham. 42% are full time employees, 15% part-time employees and 6% self-employed (Census

2011). 26% of residents are economically inactive. This includes long-term sick & disabled, looking after home or family and students (all 6%), and retired (5%). Male economic activity (79%) and employment (68%) is higher

than female economic activity (70%) and employment (63%). Male rates and female rates are both above the city average. Male self-employment is 10%, slightly below the city average, and female self-employment (3%) similar to the city average.

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



	Kings Norton ward	Longbridge ward	Northfield ward	Weoley ward	Northfield Constituency	Birmingham	England
Employed	62%	65%	66%	61%	64%	57%	68%
Unemployed	8%	8%	7%	9%	8%	8%	5%
Economically active student	3%	3%	3%	3%	3%	5%	4%
Economically inactive student	6%	6%	6%	8%	6%	11%	7%
Economically Inactive (non-student)	21%	19%	18%	20%	19%	20%	16%

### 3.4. Unemployment

In December 2014 there were 2,361 residents in Northfield constituency claiming Job Seekers Allowance (JSA). This equates to a rate of 5.4%, below the rate for the city (6.3%). The rate is below the city rate in all wards. At 6.1% Weoley ward has the highest rate of all the city's wards. 925 residents have been claiming JSA for over 12 months.

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

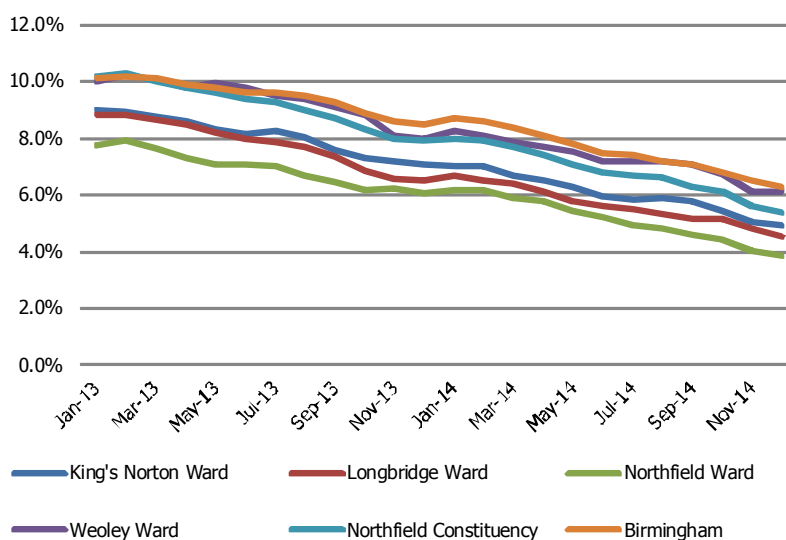
Area	Male	Female	Total		Long Term Unemployed Number
	Total	Total	Total	Rate	
King's Norton	325	230	555	4.9%	215
Longbridge	358	218	576	4.5%	210
Northfield	323	177	500	3.9%	180
Weoley	447	283	730	6.1%	320
<b>Northfield</b>	<b>1453</b>	<b>908</b>	<b>2361</b>	<b>5.4%</b>	<b>925</b>
Birmingham	19682	10959	30641	6.3%	12040

The rate has been steadily falling in all wards over the past two years. 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 555 residents aged 18-24 in Northfield constituency claiming Job Seekers Allowance (JSA). This equates to a proportion of 5.8%, above the proportion for the city (4.9%).

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



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

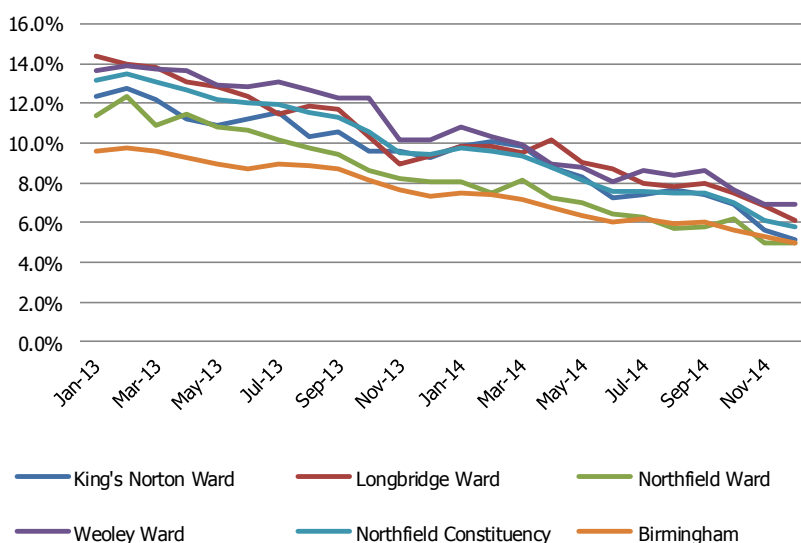
Area	Male	Female	Total	Long Term Youth Unemployed Number
	Total	Total	Total	
Kings Norton	65	50	115	25
Longbridge	85	50	135	20
Northfield	75	50	125	25
Weoley	120	60	180	40
<b>Northfield Constituency</b>	<b>345</b>	<b>210</b>	<b>555</b>	<b>115</b>
Birmingham	3,925	2,610	6,535	1,150

The proportion is above the city proportion in all wards, and is highest in Weoley ward (6.9%)

115 residents aged 18-24 have been claiming JSA for over 12 months.

Youth unemployment has been steadily falling in Northfield constituency over the last two years, and the gap between the wards and with the city average has been closing.

**Chart 3.8: JSA claimant rate in Northfield 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 2,435 claimants in Northfield. If we break this figure down by ethnic group the White British group is the largest with 1,775 claimants followed by Black Caribbean (140).

Proportionally more claimants are White British (77%) in Northfield compared to Birmingham (42%), broadly reflecting the overall population profile. The white and Indian groups are slightly 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 Northfield Constituency November 2014**

Ethnicity	Northfield		Birmingham
	JSA Claimants	% of all claimants	% of all claimants
White British	1,775	76.7%	42.0%
White Other	35	1.5%	3.0%
Indian	25	1.1%	4.0%
Pakistani	25	1.1%	16.0%
Bangladeshi	5	0.2%	4.0%
Black Caribbean	140	6.0%	11.0%
Black African	60	2.6%	6.0%
Total Claimants with known ethnicity	2,315	100.0%	100.0%
Total Claimants	2,435		0.0%

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