

Yardley Constituency Economic & Employment Profile

March 2015

**Economic
Research & Policy
Economy Directorate**



Contents

Introduction	2
Yardley Key Facts	3
1. Business	4
1.1 Introduction	4
1.2 Employment	4
1.2.1 Private Sector Employment	5
1.2.2 Employment by Sector	5
1.3 Employment Forecasts	6
1.4 Enterprise	6
1.4.1 Business Numbers	6
1.4.2 Businesses by Sector	7
2. Place	8
2.1 Introduction	8
2.2 Development & Regeneration	9
2.3 Deprivation & Child Poverty	9
2.3.1 Child Poverty	10
3. People	11
3.1 Introduction	11
3.2 Working Age Population	11
3.2.1 Ethnic Structure	12
3.3 Qualifications & Skills	12
3.3.1 NVQ Qualifications	13
3.4 Economic Activity	13
3.5 Unemployment	14
3.5.1 Youth Unemployment	15
3.5.2 Unemployment by Ethnicity	16

Introduction

The Yardley constituency is located in the south east of Birmingham and shares a border with Solihull Metropolitan Borough Council; it comprises the four wards of Acocks Green, Sheldon, South Yardley and Stechford & Yardley North - all four wards are largely residential. There is consistency across the constituency with the four wards all having a patchwork of relatively affluent and less well off households. Stechford & Yardley North ward has the lowest income and Acocks Green ward the highest, but the variations are relatively small and all are slightly below the average city income.

Yardley has a total land area of 2,255 hectares making it the sixth largest constituency in Birmingham. The constituency has a population of 106,738 the sixth largest population of all the constituencies in the city; Yardley has the fifth highest population density of the 10 constituencies at 47 people per hectare. 36.1% of Yardley constituency's population are aged 24 and under, resulting in the Yardley constituency having the sixth highest proportion of young people compared with the other constituencies. In the Yardley constituency, Black and Minority Ethnic (BME) groups make up 34.4% of the

total population; the fifth highest proportion of any constituency, below the city average of 42.1%, but over double the national average of 14.61%. This report provides detailed information on the Yardley 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 provides 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.



**18%
Qualified
To
NVQ4+**

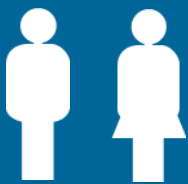


**Population
107K**

**66K Aged
16-64**



**35K Jobs
Located in
Constituency**



**72%
Economically
Active**

**61%
in
Employment**

Key Facts



**2,805 Active
Businesses**



**Unemployment
4.9%
& Falling**

1. Business

Summary

- There are 35,200 jobs located within the Yardley constituency.
- This equates to 7.2% of total workplace employment in Birmingham and makes Yardley the fourth largest constituency in terms of workplace employment.
- Between 2012 and 2013, Yardley has seen employment increase by 1,700 (5.1%), above the city growth rate of 2.2%.
- 86% of Yardley's workplace based employment is in the private sector, a larger proportion than for the city (75%) and nationally (82%).
- The latest data shows that private sector employment in the area grew more strongly between 2012 and 2013 (4.5%) than at a city (0.4%) and a national level (1.9%).
- At a sectoral level, Yardley has a relatively high concentration of Financial and Professional Services employment (20.9%) and comparatively low levels of employment in Public Services (17.9%).
- Employment in Yardley constituency is set to grow by a relatively subdued 3.4% between 2013 and 2025, below the growth forecast for the city as a whole (4.3%).
- There are 2,805 businesses within Yardley accounting for 8.2% of all businesses in the city.
- The number of businesses in the area grew by 4.5% 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 Yardley 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 Yardley 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 Yardley residents in employment.

There are currently 35,200 jobs located within the Yardley constituency. This equates to 7.2% of total workplace employment in Birmingham and makes Yardley the fourth largest constituency in terms of workplace employment. The area contains some significant concentrations of employment e.g. along the Coventry Rd corridor and large employers like Rolls Royce Engine Control Systems in Hall Green. Between 2010 when the economy began to recover from the recession

and 2013 Yardley has seen employment increase by 300 (0.9%). However, the most recent data shows employment increasing by 1,700 between 2012 and 2013. This represents an employment growth rate of 5.1% well above the growth rate of 2.2% at a city level and 1.4% nationally.

Table 1.1: Workplace Based Employment

Area	2010	2011	2012	2013	Change 2012-2013	
					Number	%
Acocks Green	5,600	5,100	4,900	5,100	200	4.1%
Sheldon	8,600	7,600	7,900	8,800	900	11.4%
South Yardley	16,700	16,500	17,000	17,600	600	3.5%
Stechford and Yardley North	4,100	3,800	3,700	3,700	0	0.0%
Yardley Constituency	34,900	32,900	33,500	35,200	1,700	5.1%

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 Yardley compared to Birmingham and the national average. At 86% Yardley has a larger proportion of its workplace based employment in the private sector than the city (75%) and nationally (82%).

The latest data shows that private sector employment in the area also grew very strongly between 2012 and 2013 (4.5%) 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 78% of the constituency’s workplace employment, the third lowest proportion amongst the city’s 10 constituencies. Yardley has the biggest Financial & Professional Services sector (20.7%) outside of Ladywood which contains the city centre. The constituency also has the lowest proportion of its employment in Public Services (17.9%) than any of the 10 constituencies well below the city share of 33.4%. Chart 1.4 shows the sectoral mix of employment in Yardley constituency compared to Birmingham.

Chart 1.2: Private & Public Sector Employment Split

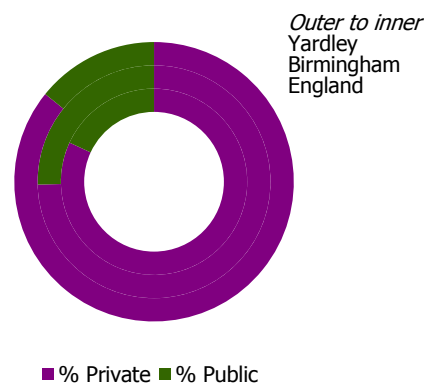


Chart 1.3: Private Sector Employment Growth 2012-2013

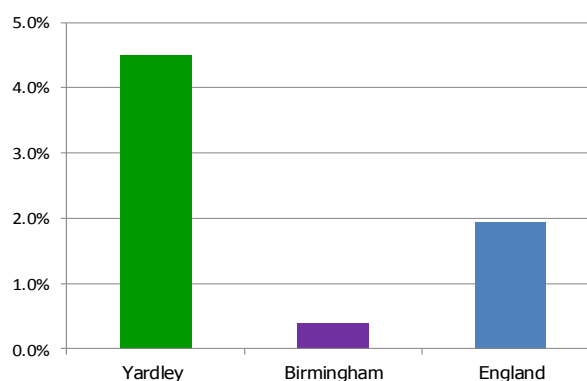
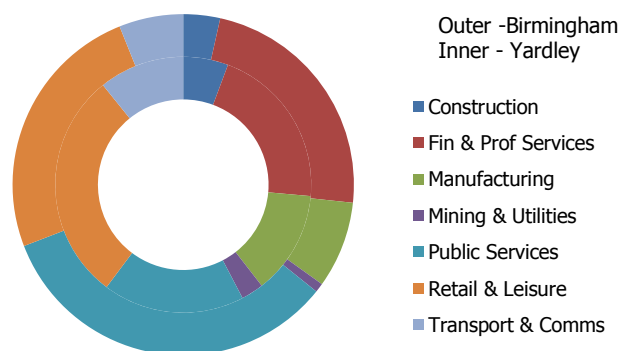


Chart 1.4: Employment by Sector 2013



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 Yardley 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 Yardley constituency is set to grow at a slower rate than the city, with 1,200 additional jobs being created between 2013 and 2025-an overall increase in employment of 3.4%, 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	
Yardley	35,200	35,700	1.4%	36,400	2.0%	1,200	3.4%
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 Yardley 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 Yardley constituency and how this has changed since 2010 compared to the city as a whole. Currently there are 2,805 businesses in the Yardley constituency which accounts for 8.2% of all businesses in the city and makes Yardley the fifth largest constituency in the city in terms of business numbers. Between 2013 and 2014 business numbers in the constituency grew by 120, an increase of 4.5%, which is slightly below the increase in business numbers in the city overall (4.7%).

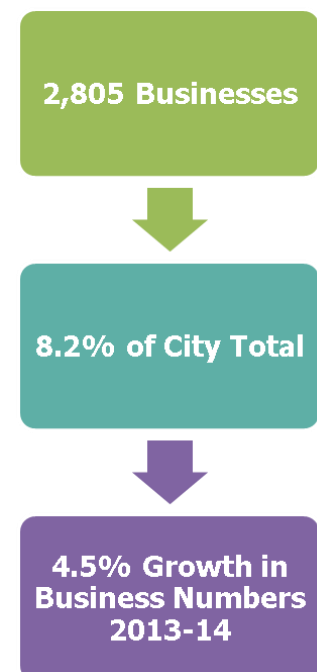


Table 1.6: Number of Businesses

Area	2010	2011	2012	2013	2014	Change 2013-2014		
						% of Birmingham	Number	%
Yardley	2,715	2,710	2,690	2,685	2,805	8.2%	120	4.5%
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 Yardley 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 (37.3%) above both the city and national share for this sector. Financial & Professional Services (21.6%) and Public Services (10.9%) form the next two largest sectors in terms of business numbers.

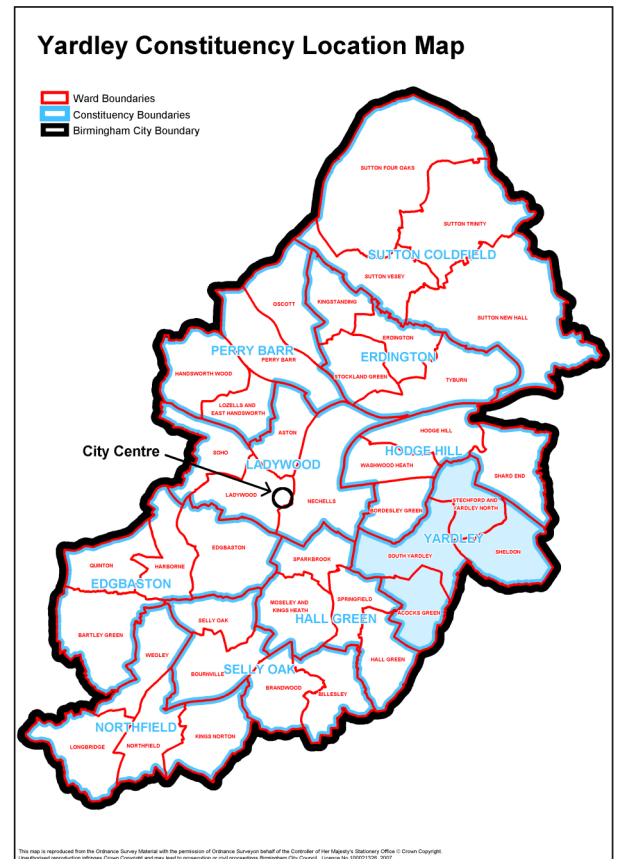
Table 1.7: Proportion of businesses by Sector 2014

Sector	Yardley	Birmingham	UK
Construction	10.3%	7.7%	10.1%
Financial & Professional Services	21.4%	27.8%	28.3%
Manufacturing & Utilities	9.8%	7.0%	5.7%
Public Services	10.9%	13.2%	9.3%
Retail & Leisure	37.3%	34.8%	31.0%
Transport & Communications	10.3%	9.3%	10.2%

2. Place

Summary

- Two fifths (40%) of Yardley's population live in deprived neighbourhoods, the same as for the city as a whole.
- There is a range of current and planned development activity in the constituency including the development of the Tyseley Environmental District.
- 35.2% of children in the Yardley constituency are defined as being in poverty well below the city rate of 37.1%.
- The constituency is less disparate in terms of the levels of deprivation and child poverty than other area but Sheldon does have rates a little lower than the other 3 wards.



2.1. Introduction:

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

Yardley constituency is situated to the south east of the city, with inner city Birmingham to the

west, Hodge Hill to the north and Solihull MDC to the east.

The city centre is accessible by public transport within 30-45 minutes during the morning rush hour (Mott McDonald 2013), offering a wide range of employment, predominantly in retail and financial and professional services. In addition

the constituency is adjacent to major employment sites at the airport/NEC and Solihull town centre.

2.2. Development and Regeneration

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

- **Tyseley Environmental Enterprise District**

is an established industrial area and will become the principal location for the low carbon economy in the city. The development of Tyseley Energy Park will provide 15,382.11 square metres (165,577.11 square feet) of new floorspace

and up to 325 jobs. Current developments include:

Tyseley Wharf, Wharf Road with 20,902 square metres (225,000 square feet) of floorspace and 400 jobs.

Development of a wood biomass power station on Phase I of the Tyseley Energy Park development at Hay Mills.

Hay Hall Yards, Hay Hall Road - a £65 million funding package is being assembled to develop a

gasification plant using commercial waste creating 40 jobs.

- **Stechford centre**

is also identified as an area for development and regeneration. As well as opportunities for new housing at Station Road, funding has now been secured through the Greater Birmingham and Solihull LEP Growth Deal for major highway improvements at the Station Road, Iron Lane and Flaxley Road junction.

2.3. Deprivation & Child Poverty

Yardley has a smaller proportion of residents living in the 5% most deprived areas than the city overall but less in the most affluent area.

Sheldon ward is the least

deprived, being below the city average for all levels of deprivation.

Around a quarter of the population in South Yardley and Stechford & Yardley North wards

live in the 5% most deprived neighbourhoods in the country.

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
Acocks Green	0%	44%	65%	94%	6%
Sheldon	15%	22%	37%	67%	33%
South Yardley	24%	50%	76%	90%	11%
Stechford & Yardley North	25%	38%	78%	84%	16%
Yardley	16%	40%	65%	85%	15%
Birmingham	23.0%	40.0%	56.0%	75.0%	25.0%

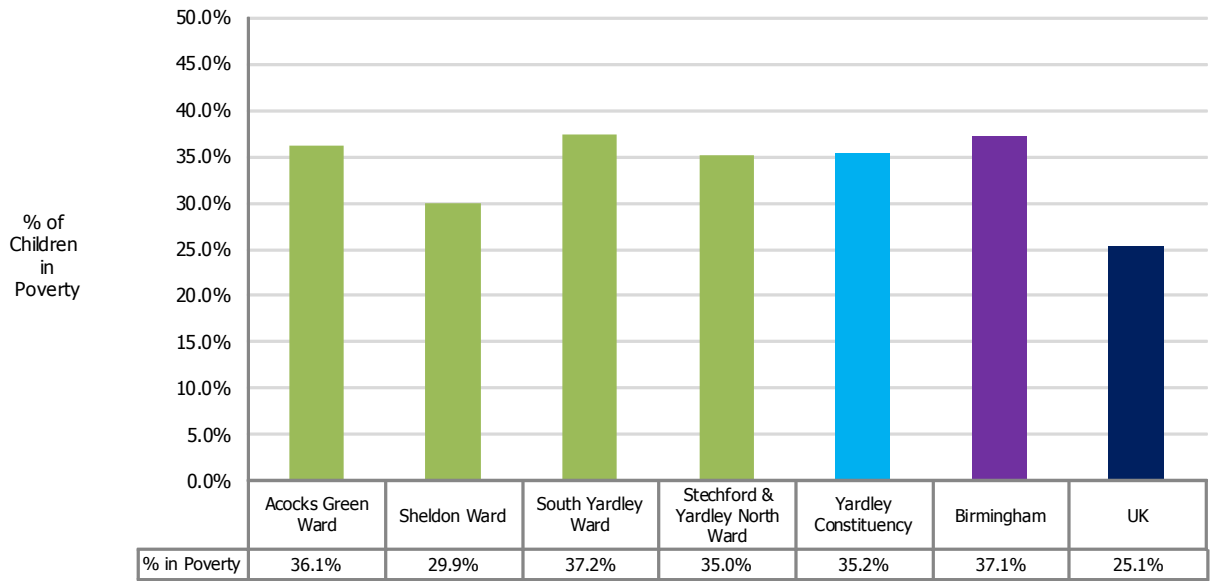
2.3.1. Child Poverty

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

35.2% of children in the Yardley constituency are defined as being in poverty, this is a little below the city rate of 37.1% but above the UK rate of 25.1%. The constituency has the fifth lowest rate of all the city's constituencies. 3 of the 4 wards in the constituency have similar rates of child poverty with

Sheldon having a rate noticeable lower than the other wards.

Chart 2.1: Child Poverty in Yardley Constituency Q4 2013



3. People

Summary

- There are over 66,000 working age residents in the Yardley constituency this represents 62% of the total population.
- The constituency is less ethnically diverse than the city as whole with 88% of the working age population being from a White background compared to 59% for Birmingham.
- GCSE attainment levels in the constituency are above the city level and rising. The constituency also outperforms the city in terms of overall NVQ qualification levels.
- 81% of the working age population are economically active and 74% are employed well above the rates at a city level.
- In December 2014 there were 618 residents in Yardley constituency claiming Job Seekers Allowance (JSA). This equates to a rate of 1.1%, significantly below the rate for the city (6.3%), and the lowest of all the constituencies in the city.
- The rate has been steadily falling in all wards within Yardley over the past two years, and the gap with the city has closed slightly.
- In December 2014 there were 140 residents aged 18-24 in Yardley constituency claiming Job Seekers Allowance (JSA). This equates to a proportion of 2.1%, well below the proportion for the city (4.9%).
- Youth unemployment is falling in all of Yardley's wards, and the gap between the wards is also closing.
- In terms of JSA by ethnicity the largest group were White British (520) followed by Black Caribbean (30).

3.1. Introduction

This section analyses the characteristics of Yardley'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 66,000 working age residents in the Yardley constituency this represents 62% of the total population, which is below the city level (64%).

Overall, the constituency has a similar age profile to the city average, although only 9% are aged 18-24 compared to 12% for Birmingham.

Sheldon ward has the highest proportion who are over 65 (18%) and the lowest proportion who are aged 0-15 (20%). South Yardley ward has the

highest proportion of 0-15s (27%) and the lowest proportion of over 65s (11%).

The proportion of the population who are of working age (62%) is slightly lower than for the city as a whole (64%).

Age Structure



3.2.1. Ethnic Structure

Overall, the proportion of working age white residents (67%) is higher than the city average (59%), and the proportion who are from all other groups, apart from Pakistani, are below the city average.

However there are ward differences. Sheldon is a predominantly white ward, with 85% white, and only 4% Pakistani. The other three wards are more diverse, and all have a higher than average proportion who are Pakistani. South Yardley also has a higher than average working age Bangladeshi population.

Chart 3.1: Age Profile Yardley Constituency

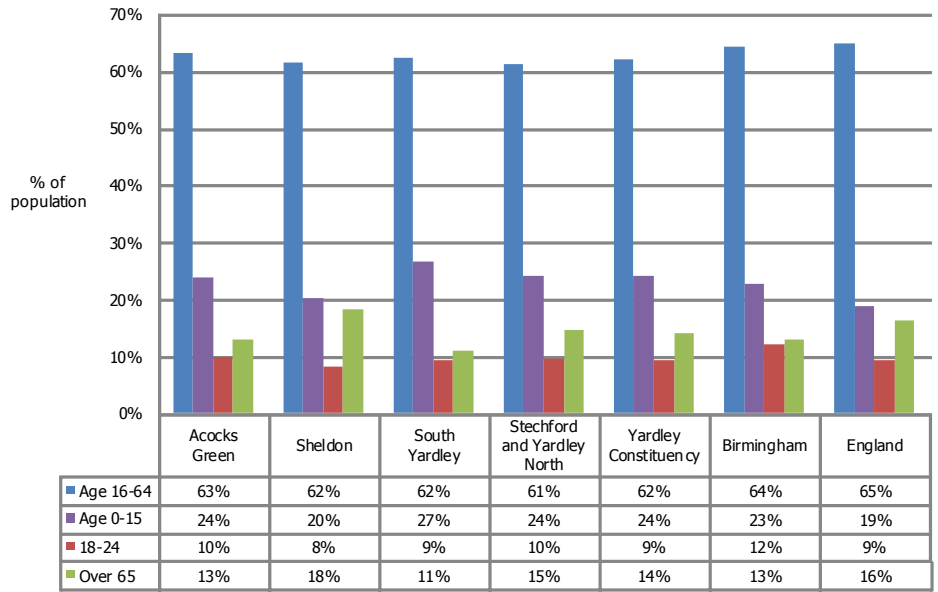


Table 3.2: Ethnic profile of the working age population Sutton Coldfield Constituency

Area	Acocks Green	Sheldon	South Yardley	Stechford	Yardley Constituency	B'ham	England
White: Total	65%	85%	55%	69%	44,591	67%	85%
British	57%	81%	50%	65%	41,027	62%	78%
Irish	3%	2%	2%	2%	1,503	2%	1%
Other	5%	2%	3%	2%	2,056	3%	1%
Mixed/multiple ethnic group	4%	2%	3%	3%	2,054	3%	2%
Asian Total	25%	9%	34%	20%	15,271	23%	8%
Indian	7%	2%	5%	3%	2,915	4%	3%
Pakistani	13%	4%	20%	14%	8,637	13%	2%
Bangladeshi	2%	1%	6%	1%	1938	3%	1%
Chinese	1%	0%	0%	0%	280	0%	1%
Black Total	5%	3%	6%	7%	3,613	5%	4%
African	1%	1%	2%	2%	951	1%	2%
Caribbean	3%	2%	3%	4%	2,027	3%	1%
Other ethnic group	1%	1%	2%	1%	792	1%	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, and attainment levels are falling. In 2013 51% 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. This percentage was 3 percentage points below the 2011 rate. The city's performance

increased by 2 percentage points over the same period.

Under 50% of pupils achieved this target in Sheldon (47%) and South Yardley (48%) wards.

3.2.1. NVQ Qualifications

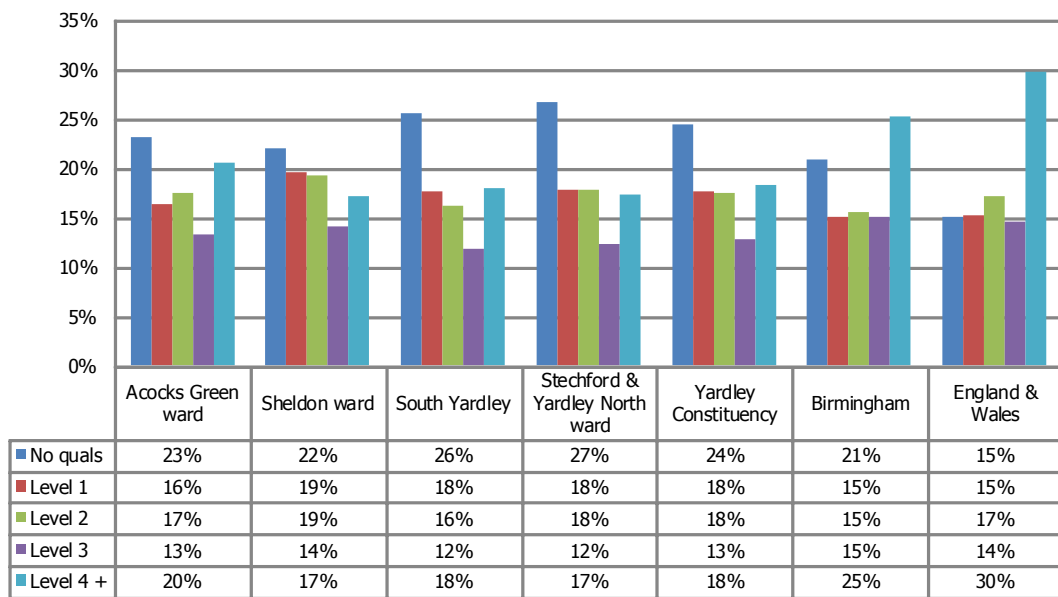
Overall, NVQ attainment is also below the city average at all levels. 16,200 (24%) of residents had no qualifications, compared to 21% for the city as a whole. 51% are qualified to Level 2 and above compared to 58% for Birmingham, and 31% to Level 3 and above (Birmingham = 40%) (Census 2011).

There is not a great deal of difference in qualification levels between the 4 wards, but Acocks Green and Sheldon wards have a lower proportion with no qualifications than the other two wards. Acocks Green has the highest proportion qualified to Level 4.

96% of the working age population can speak English well, and it is the main language of 86% of working age residents.

But 4% cannot speak it well or cannot speak it well, just under the proportion for Birmingham (5%). Within the constituency, South Yardley has the lowest population for whom English is the main language (79%) and the highest proportion who cannot speak it or cannot speak it well (7%).

Chart 3.3: NVQ Qualifications in Yardley Constituency



3.3. Economic Activity

Economic activity and employment rates are just above the city average, with 72% of residents being economically active and 61% employed. 39% are full time employees, 15% part-time employees and 7% self-employed (Census 2011).

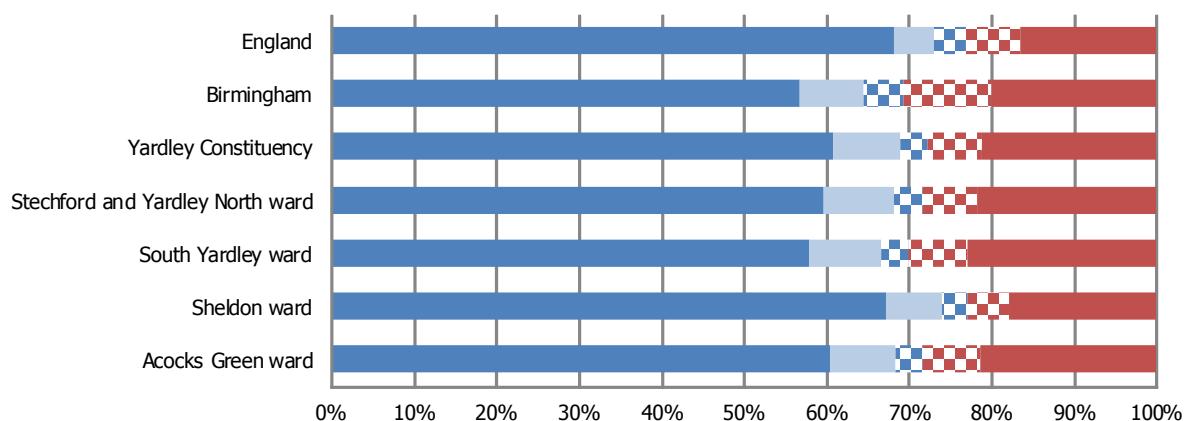
28% of residents are economically inactive, which includes those looking after home or family (8%), students

(7%) long-term sick & disabled (6%). and retired (4%).

Male economic activity (80%) and employment (69%) is higher than female economic activity (65%) and employment (58%). However, both male and female rates are slightly above the city average. Male self-employment is 12% and female self-employment 3%.

Economic activity (77%) and employment (67%) rates are highest in Sheldon ward and lowest in South Yardley (70% & 58%).

Chart 3.4: Economic Activity in Yardley Constituency



	Acocks Green ward	Sheldon ward	South Yardley ward	Stechford and Yardley North ward	Yardley Constituency	Birmingham	England
Employed	60%	67%	58%	60%	61%	57%	68%
Unemployed	8%	7%	9%	9%	8%	8%	5%
Economically active student	3%	3%	3%	3%	3%	5%	4%
Economically inactive student	7%	5%	7%	7%	7%	11%	7%
Economically Inactive (non-student)	21%	18%	23%	22%	21%	20%	16%

3.4. Unemployment

In December 2014 there were 2,669 residents in Yardley constituency claiming Job Seekers Allowance (JSA). This equates to a rate of 4.9%, below the rate for the city (6.3%), and the third lowest of all the city’s constituencies. At 6.5% Yardley South ward has the highest rate and Sheldon the lowest (3.7%). 1,045 residents have been claiming JSA for over 12 months.

Table 3.5: Job Seekers Allowance claimants in Yardley Constituency December 2014

Area	Male	Female	Total		Long Term Unemployed Number
	Total	Total	Total	Rate	
Acocks Green	425	257	682	5.2%	260
Sheldon	239	156	395	3.7%	150
South Yardley	543	347	890	6.5%	365
Stechford & Yardley North	448	254	702	6.1%	270
Yardley	1,655	1,014	2,669	4.9%	1,045
Birmingham	19,682	10,959	30,641	6.3%	12,040

The rate has been steadily falling in all wards over the past two years and remains below the city rate in all wards apart from South Yardley.

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 This publication also includes a map of the city showing unemployment by neighbourhood.

3.4.1 Youth Unemployment

In December 2014 there were 510 residents aged 18-24 in Yardley constituency claiming Job Seekers Allowance (JSA). This equates to a proportion of 4.9%, the same as for

Chart 3.6: JSA claimant rate in Yardley Constituency 2013-2014

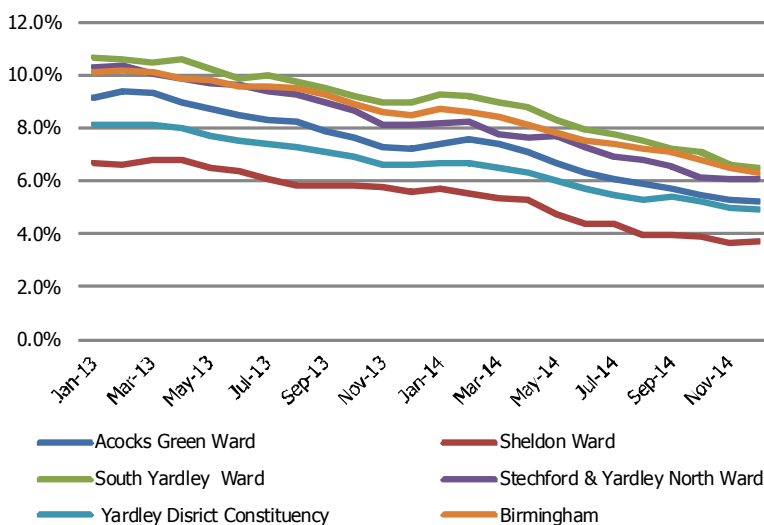


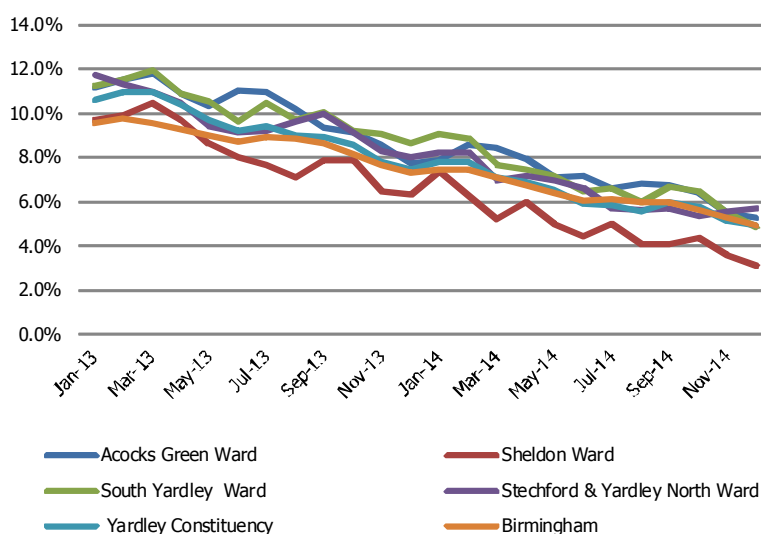
Table 3.7: Job Seekers Allowance claimants aged 18-24 in Yardley Constituency December 2014

Area	Male	Female	Total	Total Rate	Long Term Youth Unemployed Number
	Total	Total	Total		
Acocks Green	95	55	150	5.31%	25
Sheldon	35	25	60	3.07%	10
South Yardley	80	70	145	4.82%	20
Stechford and Yardley North	85	70	150	5.72%	25
Yardley	295	215	510	4.90%	80
Birmingham	3,925	2,610	6,535	4.93%	1,150

Stechford and Yardley North has the highest proportion (5.7%) and Sheldon the lowest (3.1%). 80 residents aged 18-24 have been claiming JSA for over 12 months.

Youth unemployment has been falling in Yardley constituency over the last two years and the gap with the city has closed over this period.

Chart 3.8: JSA claimant rate in Yardley 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 2,700 claimants in Yardley. If we break this figure down by ethnic group the White British group is the largest with

1,370 claimants followed by Pakistani (425).

Proportionally more claimants are White British (56%) in the Yardley compared to Birmingham (42%), broadly reflecting the overall population profile.

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

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

Ethnicity	Yardley		Birmingham
	JSA Claimants	% of all claimants	% of all claimants
White British	1,370	55.7%	42.0%
White Other	45	1.8%	3.0%
Indian	55	2.2%	4.0%
Pakistani	425	17.3%	16.0%
Bangladeshi	70	2.8%	4.0%
Black Caribbean	160	6.5%	11.0%
Black African	75	3.0%	6.0%
Total Claimants with known ethnicity	2,460	100.0%	100.0%
Total Claimants	2,700		

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

Email: BirminghamEconomy@birmingham.gov.uk

