









27%  
Qualified  
To  
NVQ4+

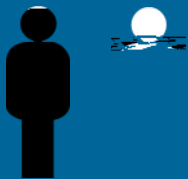


Population  
127K

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%.

### ***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

Making accurate economic projections is extremely challenging, given the fast





## 2. Place

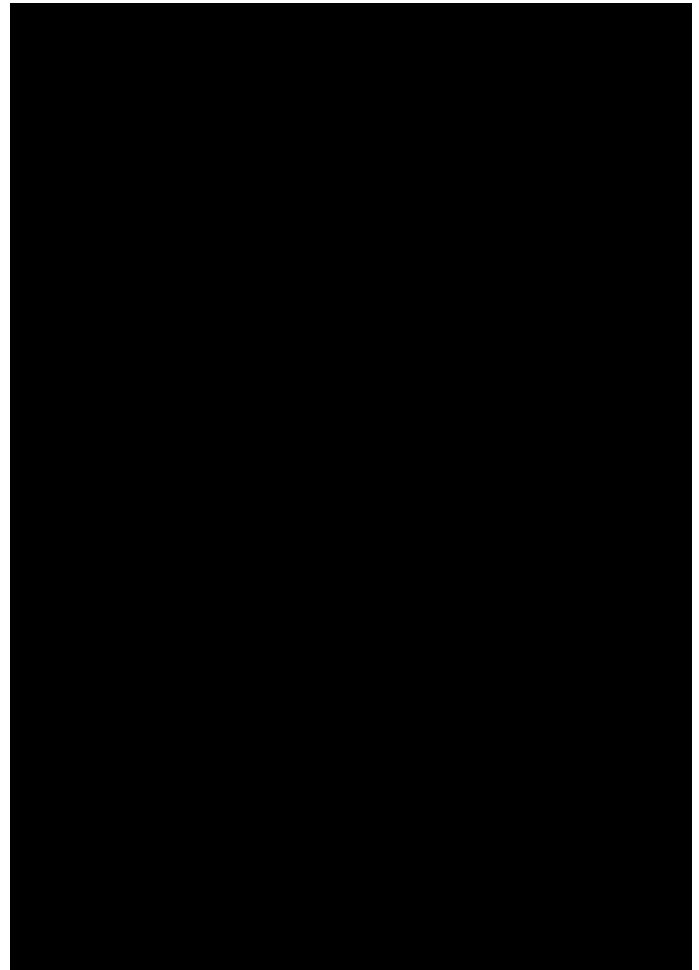
### Summary

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

#### **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 wards, and are highest in 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 fUHyg' cZ' U'' h\Y' WjhmDj constituencies. Rates are well above the city average in all

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



## 3. People

### Summary

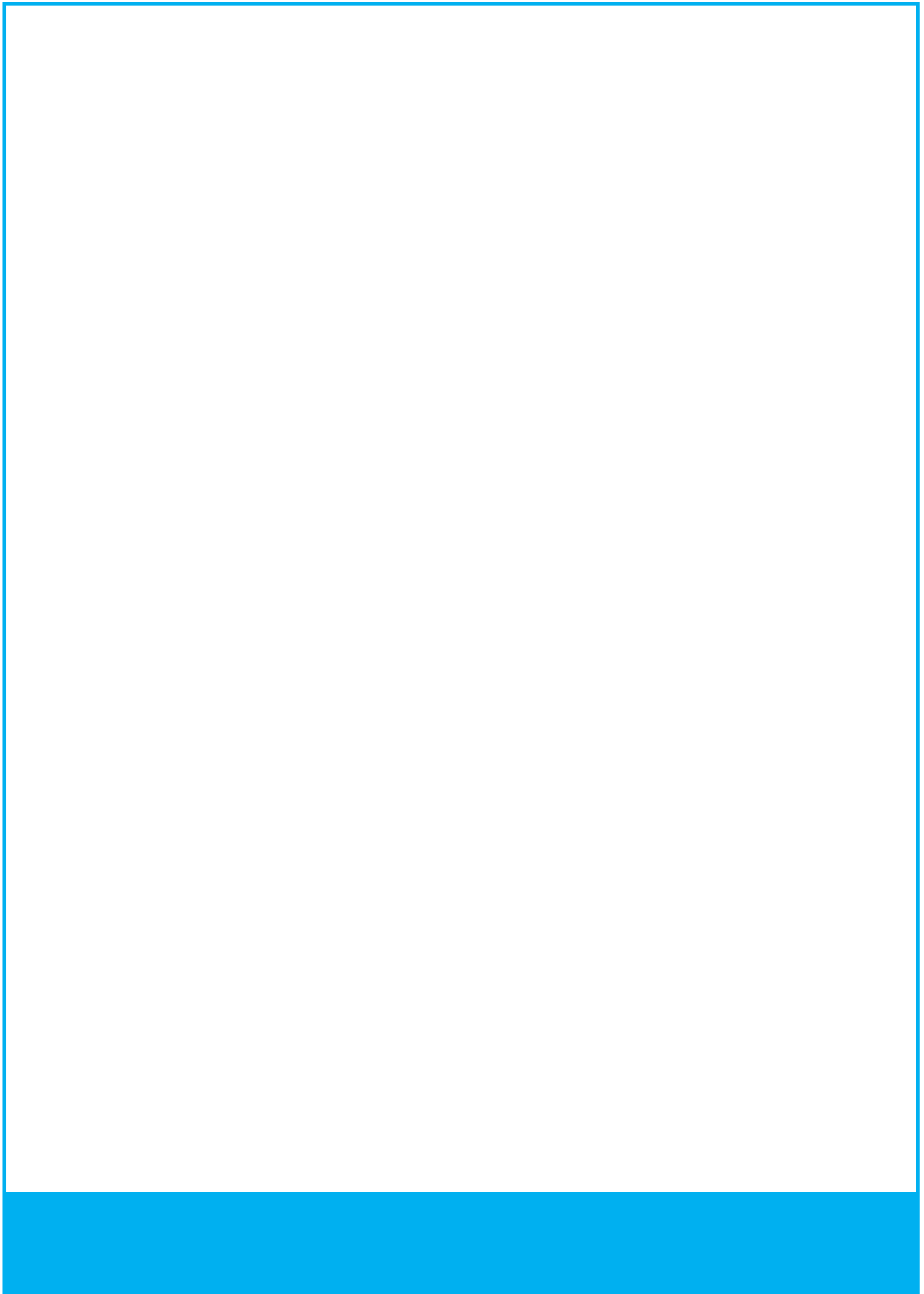
There are over 88,000 working age residents in the Ladywood constituency this represents 70% of the total population.

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 NVO qualification levels.

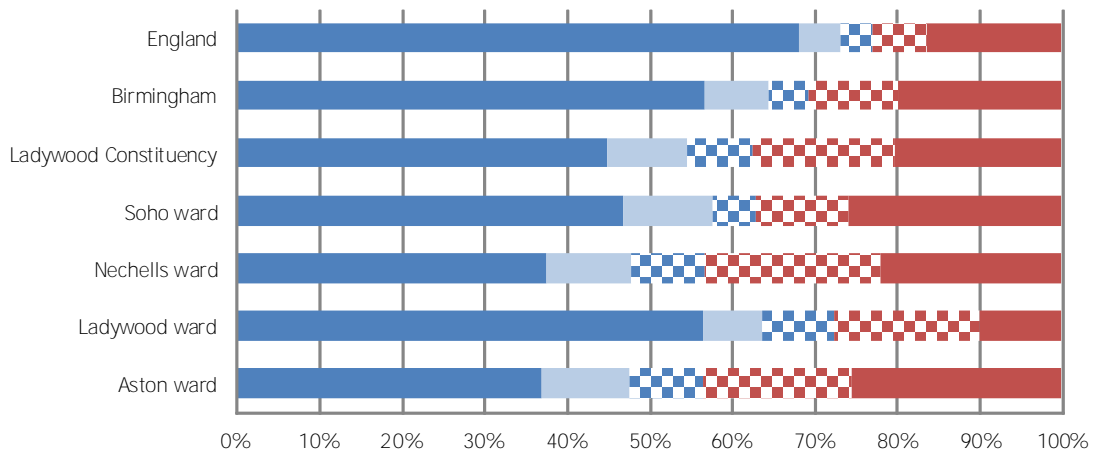
63% of the working age population are economically active and 45% are employed below the rates seen at city level.

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



### 3.2.1. NVQ Qualifications

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 inactive	52%	36%	52%	42%	45%	35%	27%

### 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 Aston ward. 2,470 of the 5,867 JSA claimants 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





