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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%)

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

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.

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

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.

and encourage new investment, for example public realm works and events. A strong local centre will support new job opportunities.

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.

Opus Aspect - 3.5ha remain of this significant employment site with the potential for up to 300 jobs.

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

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

| | 11% | 20% | 42% | 80% | 20% |
|-----------------|-----|-----|-----|------|-----|
| Yardley | 11% | 20% | 42% | 80% | 20% |
| Kingstanding | 66% | 74% | 91% | 94% | 6% |
| Stockland Green | 13% | 41% | 86% | 94% | 6% |
| Tyburn | 23% | 59% | 74% | 100% | 0% |
| | | | | | |
| Birmingham | 23% | 40% | 56% | 75% | 25% |

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 a 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).

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.

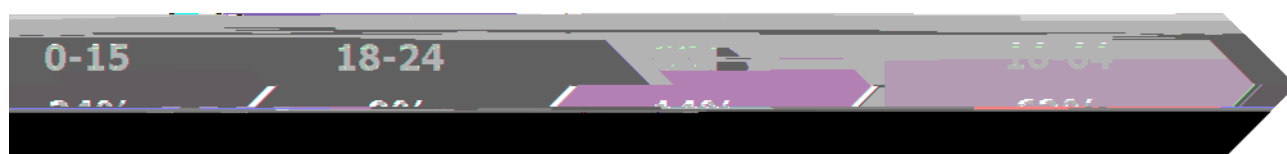
There are over 66,000 working age residents in the Yardley constituency this represents 62% of the total population, which is below the city level (64%).

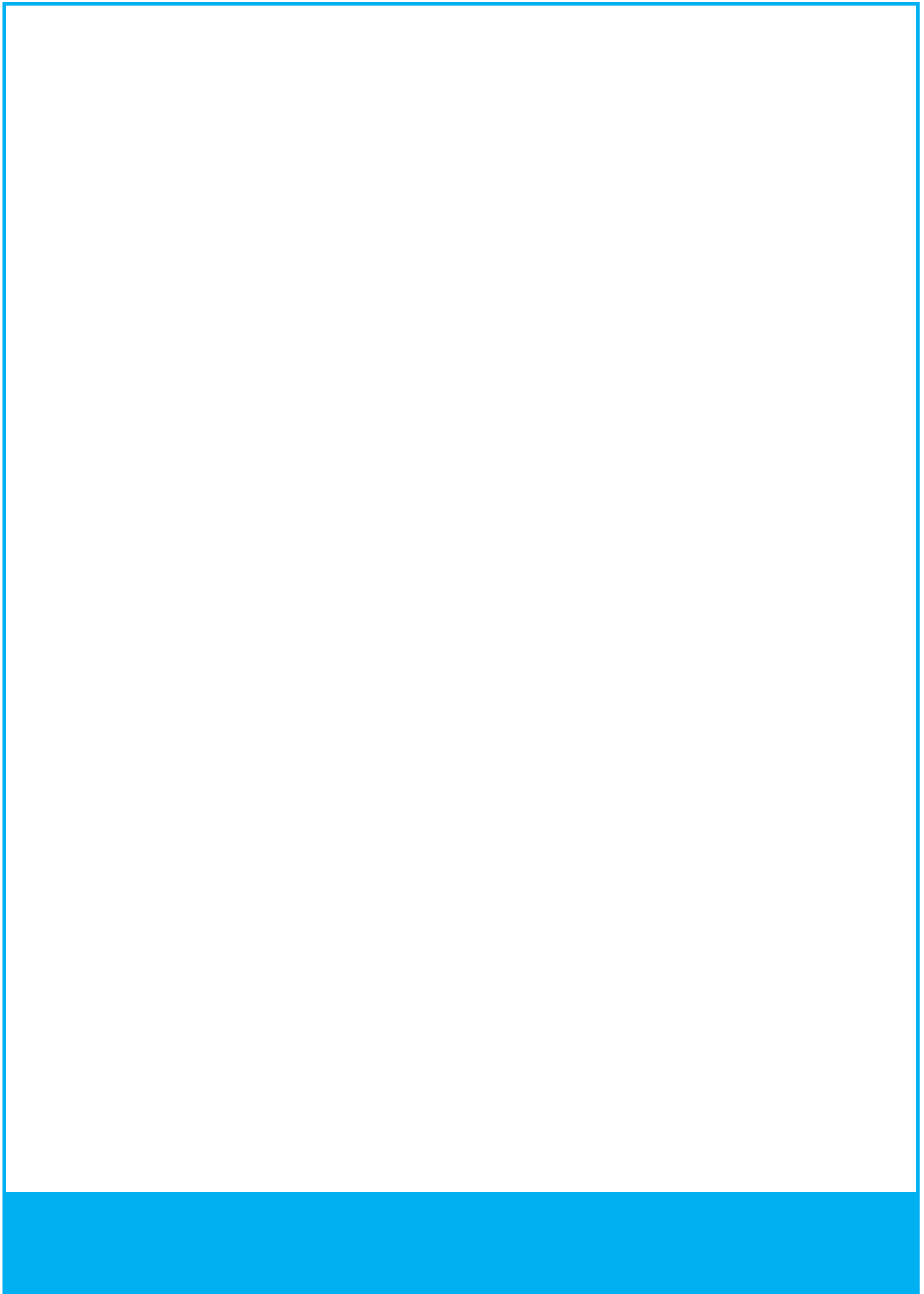
Overall, the constituency has a similar age profile to the city average, although only 9% are aged 18-24 compared to 12% for Birmingham.

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%).





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

NVQ

NVQ



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