Hodge Hill Constituency Economic & Employment Profile

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Economic Research & Policy Economy Directorate



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Introduction

four wards of Bordesley Green, Washwood Heath. constituency stretches the inner city wards of Heath Washwood and Bordesley Green to Shard End on the eastern boundary of the city. Although there are a few Hodge Hill particularly in Hodge Hill ward, deprivation and reduced means.

The Hodge Hill constituency is Hodge Hill has a total land area thirds (64.3%) of the total the east of of 2,046 hectares making it the Birmingham and comprises the second smallest constituency in Birmingham. The constituency Hodge Hill, Shard End and has a population of 121,678 The the second largest population from of all the constituencies in the city; Hodge Hill therefore has the highest population density of the 10 constituencies at 59 people per hectare. 44.2% of constituency's pockets of relative affluence, population are aged 24 and under, resulting in the Hodge the Hodge Hill constituency as Hill constituency having the a whole has high levels of second highest proportion of young people compared with characterised by households of the other constituencies. In the Hodge Hill constituency, Black and Minority Ethnic (BME) groups make up nearly two

population; this is a higher proportion than the city average of 42.1% and four times the national average of 14.6%.

This report provides detailed information on the Hodge Hill constituency and intraconstituency comparisons by ward. The report is divided into the following three sections:

1. Business

first This section examines recent trends in employment in the area and a breakdown employment by sector forecasts and o f employment change to 2025. The final part of this section examines enterprise in the includina constituency 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 a n d resident qualification levels. We then focus on economic activity and examine claimant unemployment levels in the area including analysis of youth unemployment, unemployment and unemployment by ethnicity.



14% Qualified To NVQ4+



Population 122K

72K Aged 16-64



25K Jobs Located in Constituency



61% Economically Active

47% in Employment

Key Facts



1,740 Active Businesses



Unemployment 8.6% & Falling

1. Business

Summary

- There are 25,200 jobs located within the At a sectoral level, over half of all jobs in Hodge Hill constituency.
- This equates to 5.2% of total workplace employment in Birmingham and makes Hodge Hill the third smallest constituency in terms of • Employment in Hodge Hill constituency is set workplace employment.
- Between 2012 and 2013, Hodge Hill has seen employment increase by 1,200 (5.0%), above the city growth rate of 2.2%.
- 56% of Hodge Hill's workplace based employment is in the private sector, a much lower proportion than for the city (75%) and nationally (82%).
- The latest data shows that private sector employment in the area fell between 2012 and 2013 by -2.1%, compared to growth at a city level (0.4%) and nationally (1.9%).

- Hodge Hill constituency are in Public Services (52%). Retail & Leisure (20.2%) is the next largest sector.
- to grow by a relatively subdued 3.6% between 2013 and 2025, a little below the growth forecast for the city as a whole (4.3%).
- There are 1,740 business within Hodge Hill accounting for 5.1% of all businesses in the
- The number of businesses in the area grew by 6.4% between 2013 and 2014 well above the city rate (4.7%) and above the national growth rate (3.6%).

1.1. Introduction

This section looks at the This data is workplace based economy began to recover from workplace based employment in the Hodge Hill 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 Hodge Hill through to 2025.

Finally we look at enterprise, focussing on various measures of workplace employment. Though business vitality within the being one of the more residential 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

data and refers to employment located within the constituency – and not the relatively unchanged. However, employment.

There are currently 25,200 jobs located within the Hodge Hill constituency. This equates to 5.2% of total workplace employment in Birmingham and makes Hodge Hill the third smallest constituency in terms of constituencies the area still significant contains some concentrations of employment e.g. Alum Rock shopping centre and large employers like Alcoa and Heartlands hospital. Between 2010 the when

the the recession and 2013 Hodge Hill has seen employment number of Hodge Hill residents in the most recent data shows employment increasing by 1,200 between 2012 and 2013. This represents an employment growth rate of 5.0% 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 Number	2-2013 %			
Bordesley Green	10,600	10,500	10,600	10,900	300	2.8%			
Hodge Hill	4,300	4,100	3,900	4,400	500	12.8%			
Shard End	4,500	4,500	4,200	4,300	100	2.4%			
Washwood Heath	5,600	4,800	5,300	5,500	200	3.8%			
Hodge Hill Constituency	25,100	23,900	24,000	25,200	1,200	<i>5.0%</i>			

1.1.1. 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 Hodge Hill compared to Birmingham and the national average. At 56% Hodge Hill has a much smaller 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 fell between 2012 and 2013 by -2.1%, compared to growth at a city level (0.4%) and a nationally (1.9%). Of the 10 constituencies in the city only Ladywood saw a larger fall in private sector employment last year.

1.1.2. Employment by Sector

At a sectoral level, services account for 89% of the constituency's workplace employment, the third highest proportion amongst the city's 10 constituency's. The constituency has a very large share of employment in Public Services (education, health etc.) with over half (52%) of all employment in Hodge Hill in this sector, compared to a third for the city overall. Only the Edgbaston constituency has a larger concentration of employment in Public Services. Chart 1.4 shows the sectoral mix of employment in Hodge Hill constituency compared to Birmingham.

Chart 1.2: Private & Public Sector Employment Split

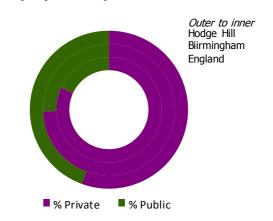


Chart 1.3: Private Sector Employment

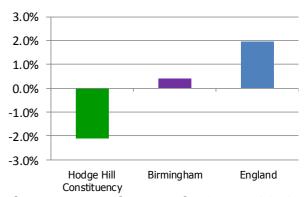
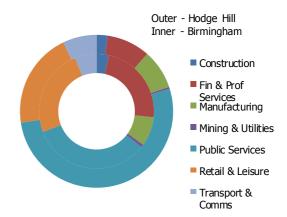


Chart 1.4: Employment by Sector 2013



1.3. Employment Forecasts

Making accurate projections is extremely directly take into account adjusts to a decline in public challenging, given the fast potential employment effects of sector employment. Indeed the economic climate. Local the 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 employment estimate based on the continuation of trends in

economic sectoral employment, they do not impacts of rising productivity and changing nature of the current any new developments that take level of employment in the city in These place in the constituency and 2025 is only just returning to the employment forecasts have been therefore represent a base levels seen prior to the recession. created using the latest version forecast that we would hope to Employment in Hodge Hill Economic be out performed.

> Table 1.5 below sets out the employment forecasts for Hodge Hill 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

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 3.6%, below the Birmingham employment growth rate of 4.3%.

Table 1.5: Em	iployment Foi 2015	% Change 2020 - 2025	Ove Char 2013 -	nge			
Hodge Hill	25,000	25,500	2.0%	26,100	2.4%	900	3.6%
Birmingham	487,400	496,600	1.9%	509,200	2.5%	21,200	4.3%

1.4. Enterprise

and business activity within an the number of businesses in the area can have a profound effect Hodge Hill constituency and how on local levels of unemployment, this has changed since 2010 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 Hodge Hill 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

The levels of self-employment Table 1.6 on the next page shows compared to the city as a whole. there are Currently 1,740 businesses in the Hodge Hill constituency which accounts for 5.1% of all businesses in the city and makes Hodge Hill the smallest constituency in the city in terms of business numbers. Between 2013 2014 and business numbers in the constituency grew by 105, an increase of 6.4%, which is well above the increase in business numbers in the city overall (4.7%).

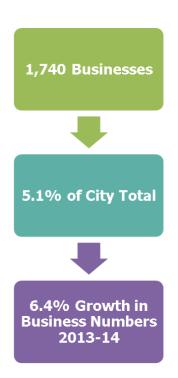


Table 1.6: Number of Businesses										
				2013		% of	Change 20	13-2014		
Area	2010	2011	2011 2012		2014	Birmingham Total	Number	%		
Hodge Hill	1,575	1,630	1,595	1,635	1,740	5.1%	105	6.4%		
Birmingham	32,475	32,875	32,260	32,755	34,290	100.0%	1,535	4.7%		
UK	2,574,200	2,547,840	2,610,525	2,625,485	2,721,230	N/a	95,745	3.6%		

1.4.2. Businesses by Sector

A detailed breakdown of the is proportion of businesses in accounts for well over a third of large number of Retail & Leisure Hodge Hill constituency by sector businesses (41.1.0%) above both businesses, the sector is given in Table 1.7 below with the city and national share for proportionately large but not comparisons to Birmingham and this sector. However, this is due large in absolute terms. the UK. The sector with the to Hodge Hill having a low total

highest proportion of businesses number of business rather than

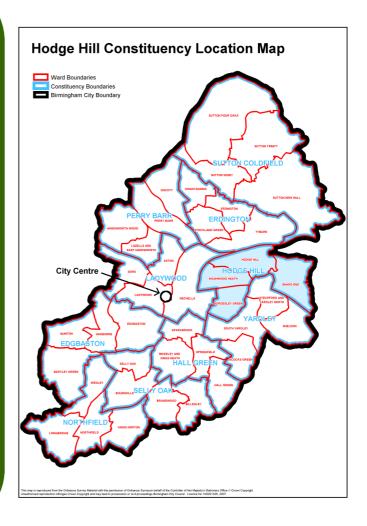
Retail & Leisure which the constituency containing a

Table 1.7: Proportion of businesses by Sector 2014									
Sector	Hodge Hill	Birmingham	UK						
Construction	7.8%	7.7%	10.1%						
Financial & Professional Services	17.2%	27.8%	28.3%						
Manufacturing & Utilities	6.3%	7.0%	5.7%						
Public Services	17.0%	13.2%	9.3%						
Retail & Leisure	41.1%	34.8%	31.0%						
Transport & Communications	10.6%	9.3%	10.2%						

2. Place

Summary

- Over three quarters (78%) of Hodge Hill'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 Bordesley Park.
- 43% of children in the Hodge Hill 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:

of the characteristics of Hodge between the city centre and minutes from the whole of the Hill as a geographic entity, Solihull to the east. It is constituency during the morning including new developments and characterised by high levels of rush hour. (Mott McDonald regeneration, along with the deprivation and unemployment. 2013), offering a much wider deprivation and child poverty Some areas have a very high range characteristics of constituency.

This short section looks at some Hodge Hill constituency lies public transport in under 30 the proportion of BME residents, predominantly in retail while other areas, such as Shard financial and professional End are predominantly white.

The city centre is accessible by

of employment, services than is available locally, although there are around 25,000 jobs in the constituency.

2.2. Development and Regeneration

and include:

Bordesley Park

The Bordesley Park Action Plan accommodate approx. 750 at the Former Bus Garage area has the capacity to dwellings and create 3,000 jobs. will which opportunities, and guide new development on jobs. the ground.

proposed Approximately 640 jobs will be development and regeneration created at the Washwood Heath initiatives in the constituency rolling depot, whilst 870 to 1,700 jobs could be created at the land leftover.

> There is potential for 390 jobs to be created at employment land Crossfield Road, Shard End.

The development opportunities 8.1 ha of employment land are set out in the emerging AAP between Cole Hall Lane and Lea promote the Ford Road / Yardley Brook help secure Industrial Estate has the funding and developer interest, potential to create over 2,000

2.3. Deprivation & Child Poverty

Deprivation and poverty can be a deprived, but even there most deprived in England. high. Hodge Hill ward is the least live in areas classed as the 5%

consequence of high levels of deprivation is high and above the unemployment and worklessness. city average. 90% of the Overall, levels of deprivation in Washwood Heath and 54% of Hodge Hill constituency are very the Shard End ward populations

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
Bordesley Green	30%	88%	100%	100%	0%
Hodge Hill	28%	41%	61%	100%	0%
Shard End	54%	85%	94%	100%	0%
Washwood Heath	90%	94%	100%	100%	0%
Hodge Hill	50%	78%	90%	100%	0%
Birmingham	23%	40%	56%	75%	25%

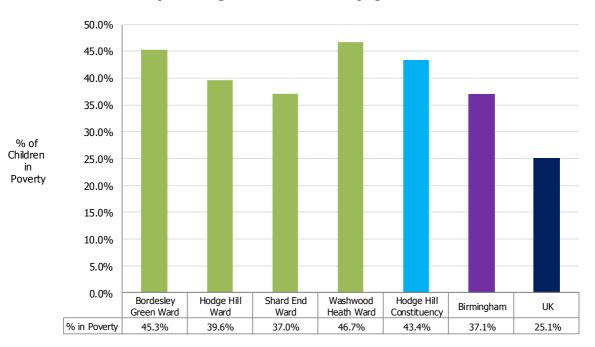
2.3.1 Child Poverty

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

43.4% of children in the Hodge are well above in Bordesley being in poverty, this is above wards. the city rate of 37.1% and significantly above the UK rate of 25.1%. The constituency is rated the second worst in the city for child poverty. While Shard End ward has a child poverty rate just below the city average, the rates

Hill constituency are defined as Green and Washwood Heath

Chart 2.1: Child Poverty in Hodge Hill Constituency Q4 2013



3. People

Summary

- nearly 72,000 working age There are residents in the Hodge Hill constituency this represents 59% of the total population.
- The constituency is very ethnically diverse with 63% of the population being from a BME background compared 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.
- 61% of the working age population are Youth unemployment is falling in all of Hodge economically active and 47% are employed below the rates seen at city level.
- n December 2014 there were 4,354 residents If we look at unemployment by ethnicity the in Hodge Hill constituency claiming Job Seekers Allowance (JSA). This equates to a rate of 8.6%, the third highest of all the

- constituencies, and above the rate for the city (6.3%).
- The rate has been steadily falling in all wards within Hodge Hill over the past two years, and the gap between the wards is closing.
- In December 2014 there were 1,110 residents aged 18-24 in Hodge Hill constituency claiming Job Seekers Allowance (JSA). This equates to a proportion of 8.3%, above the proportion for the city (4.9%), and the highest of all the city's constituencies
- Hill's wards, and the gap between the wards and the city is closing.
- Pakistani group is the largest with 1,620 claimants followed by White British (1,295).

3.1. Introduction

This section analyses the characteristics of Hodge Hill'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 The proportion of Hodge Hill activity.
- Unemployment, through an analysis of the claimant count, including youth

unemployment unemployment by ethnicity.

3.2. Working Age Population

(64%).

Constituency residents who are aged 18-24 (10%) and those aged over 65 (10%) are both below the city average (12% and

and 13% respectively), but the proportion who are aged 0-15 is much higher. There are ward differences in both the older There are nearly 72,000 working population, with 15% being over age residents in the Hodge Hill 65 in Shard End, but only 7% in constituency this represents 59% Washwood Heath, and also in of the total population, which is the younger population, with below the rate at a city level over one third of the population Washwood Heath and Bordesley Green Wards aged 0-15.

Age Structure



3.2.1. Ethnic Structure

The constituency has a very diverse population with only 37% of the working age population from the White group, compared to 59% for Birmingham as a whole. Half the 16-64 population are Asian (50%), with 38% being Pakistani. There are significant ward differences. The proportion of white residents is particularly low in Bordesley Green (15%) and Washwood Heath (13%), but well above the city average All usual residents in Shard End (84%). Around three-quarters of the population are Pakistani in both Bordesley Green and Washwood Heath wards.

Chart 3.1: Age Profile Hodge Hill Constituency

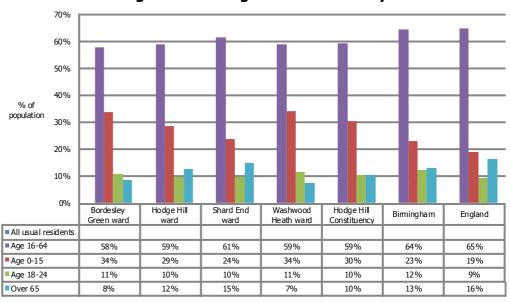


Table 3.2: Ethnic profile	of the wor	king age popu	lation Hodg	e Hill Constit	uency			
Area	Bordesley Green ward	Hodge Hillward	Shard End ward	Washwood Heath ward		je Hill tuency	B'ham	England
White: Total	15%	46%	84%	13%	26,831	37%	59%	85%
British	12%	43%	81%	11%	25,088	35%	54%	78%
Irish	1%	1%	1%	1%	636	1%	2%	1%
Other	2%	2%	1%	1%	1,091	2%	3%	1%
Mixed/multiple ethnic g	3%	3%	4%	2%	2,210	3%	3%	2%
Asian Total	71%	40%	5%	75%	35,912	50%	27%	8%
Indian	3%	2%	1%	2%	1,537	2%	7%	3%
Pakistani	53%	32%	3%	57%	27,065	38%	12%	2%
Bangladeshi	9%	2%	0%	6%	3405	5%	3%	1%
Chinese	0%	1%	0%	0%	265	0%	2%	1%
Black Total	9%	9%	6%	8%	5,728	8%	9%	4%
African	4%	3%	1%	4%	2,208	3%	3%	2%
Caribbean	3%	4%	3%	3%	2,208	3%	5%	1%
Other ethnic group	3%	1%	1%	2%	1216	2%	2%	1%

3.3 Qualifications & Skills

Attainment at school in the same period. constituency (55%) in 2013, as Attainment is below the city measured by 5 or more GSCEs A* (60%).

by the same amount over the Attainment has risen

average in all 4 wards and is -C including English and Maths, lowest in Shard End ward (44%) was below the city average At 58% Bordesley Green and The rate has increased Washwood Heath wards have the by 2 percentage points since highest attainment, only 2 2011. The city's rate increased percentage points below the city.

by 6 percentage points in Shard End and Washwood Heath wards since 2011, but fallen by 4 percentage points in Hodge Hill ward.

3.2.1. NVQ Qualifications

NVQ attainment is well below the city average at all levels. 23,033 (32%) of residents have no qualifications, well above the rate Only for the city as a whole. 42% are qualified to Level 2 and above compared to 58% for Birmingham, and 25% to Level 3 and above (Birmingham = 40%) (Census 2011).

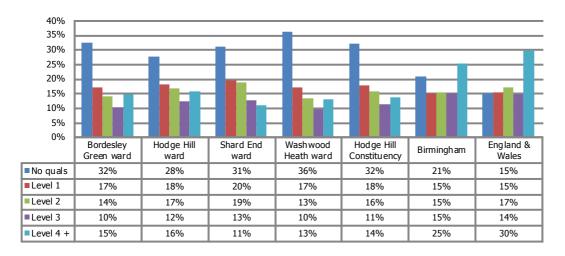
Attainment levels are low in all 4 wards, with the proportion with no qualifications rising to 36% in

Washwood Heath ward. This only 71% of the working age ward has the lowest attainment population, and only 89% can of all wards in the city, with only speak it well. 36% qualified to level 2 and (11%) cannot speak English or above and 22% to Level 3 and cannot speak it well, a much above. 'other' qualifications is above the as a whole (5%). The proportion city average (7%) in Bordesley who cannot speak English or Green (11%) and Washwood cannot speak it well rises to 15% Heath (10%) wards. likely to be related to the high Hill wards and 17% in Washwood numbers of residents who were Heath ward. (Census 2011). born and educated overseas.

English is the main language of

7,602 residents The proportion with higher proportion that for the city This is in Bordesley Green and Hodge

Chart 3.3: NVO Qualifications in Hodge Hill Constituency



3.3. Economic Activity

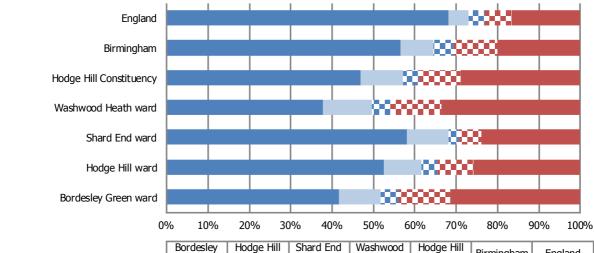
activity Economic the city average, with 61% of students - a similar proportion to city average. 47% active and employed, 26% are full time employees, 14% part-time employees and 7% self-employed (Census 2011). Economic activity and employment is below the city average in all wards apart from Shard End ward, where they are very slightly above. Employment rates are only 42% in Bordesley Green and 38% in Washwood Heath wards.

and 39% of residents (16%) in Bordesley Green and experienced Washwood Heath.

> Male economic activity (74%) and employment (59%) is higher than female economic activity (48%) and employment (40%). Both male and female rates are below the city average. self-employment is 13%, above

are the city average, and female self employment rates are well below economically inactive. 10% are -employment (2%), below the The female residents being economically the city average, but 13% are employment rate is only 28% in looking after home and family, Washwood Heath and 30% in compared to 69% and 57% nearly double the city average. Bordesley Green wards. The low respectively for Birmingham. 7% are sick or disabled. The female rates are driven at least proportion looking after home in part by the very low economic and family is particularly high activity and employment rates by some BME groups, including Pakistani and More details can Bangladeshi. be found in the publication 'Ethnic groups and the labour market – a statistical analysis' which can be downloaded from www.birmingham.gov.uk/ labourmarket

Chart 3.4: Economic Activity in Hodge Hill Constituency



	Bordesley Green ward	Hodge Hill ward	Shard End ward	Washwood Heath ward	Hodge Hill Constituency	Birmingham	England
■ Employed	42%	53%	58%	38%	47%	57%	68%
Unemployed	10%	9%	10%	12%	10%	8%	5%
- Economically active student	4%	4%	2%	4%	4%	5%	4%
- Economically inactive student	13%	9%	5%	12%	10%	11%	7%
Economically Inactive (non-student)	31%	26%	24%	33%	29%	20%	16%

3.4. Unemployment

In December 2014 there were 4,354 residents in Hodge Hill constituency claiming Job Seekers Allowance (JSA). This equates to a rate of 8.6%, the third highest of all the constituencies, and above the rate for the city (6.3%). The rate is above the city rate in all wards, and is particularly high in Bordesley Green (10.4%) and Washwood Heath (14.1%) wards. Washwood Heath ward has the third highest rate of all the city's wards. 1,725 residents have been claiming JSA for over 12 months.

Table 3.5: Job Seekers Allowance claimants in Hodge Hill Constituency December 2014									
Area	Male	Female	То	tal	Long Term Unemployed				
	Total	Total	Total	Rate	Number				
Bordesley Green ward	727	431	1,158	10.4%	415				
Hodge Hill ward	524	307	831	7.5%	345				
Shard End ward	543	332	875	7.4%	380				
Washwood Heath ward	946	544	1,490	14.1%	585				
Hodge Hill Constituency	2,740	1,614	4,354	8.6%	1,725				
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, The most up-to-date unemployment data by ward can be found in our Unemployment Briefing which can be downloaded from www.birminghame.gov.uk/birminghame.conomy This publication also includes a map of the city showing unemployment by neighbourhood

3.4.1 Youth Unemployment

In December 2014 there were 1,110 residents aged 18-24 in Hodge Hill constituency claiming Job Seekers Allowance (JSA). This equates to a proportion of 8.3%, above the proportion for the city (4.9%), and the

Chart 3.6: JSA claimant rate in Hodge Hill Constituency 2013-2014

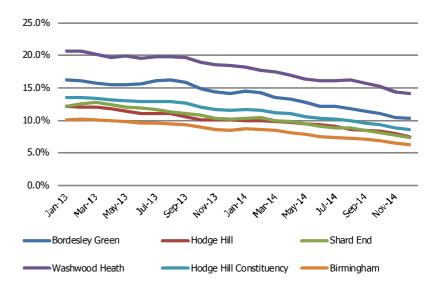
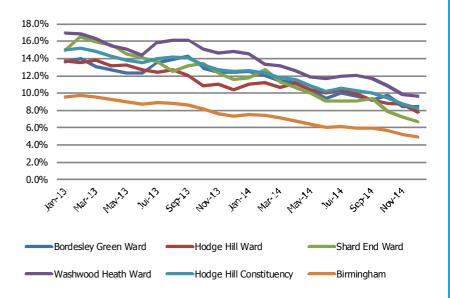


Table 3.7: Job Seekers Allowance claimants aged 18-24 in Hodge Hill Constituency December 2014 Note numbers may not add up due to rounding

Area	Male	Female	То	tal	Long Term Youth Unemployed
	Total	Total	Total	Rate	Number
Bordesley Green ward	175	145	325	8.40%	50
Hodge Hill ward	135	85	225	7.80%	50
Shard End ward	115	65	180	6.70%	50
Washwood Heath ward	235	150	385	9.60%	70
Hodge Hill Constituency	660	450	1,110	8.30%	215

The proportion is above the city proportion in all wards, and is highest in Washwood Heath ward (9.6%). The youth unemployment proportion has been falling in all wards over the past two years with the gap with the city closing. 215 residents aged 18-24 have been claiming JSA for over 12 months.

Chart 3.8: JSA claimant rate in Hodge Hill Constituency 2013-2014



3.4.2. Unemployment by Ethnicity

down by ethnic group the profile. Pakistani group is the largest with 1,620 claimants followed by White British (1,295).

Official ONS JSA unemployment Proportionally more claimants are Unemployment by Ethnicity data by ethnic group is released Pakistani (40%) in Hodge Hill Briefing which quarterly. The latest data for compared to Birmingham (16%), d o w n l o a d e d November 2014 shows there and a smaller proportion are www.birmingham.gov.uk/ were a total of 4,479 claimants in White British (32%), broadly labourmarket Hodge Hill. If we break this figure reflecting the overall population

> The most up-to-date unemployment by ethnicity data by ward can be found in our

can from

Table 3.9: JSA claimants by Ethnic Group in Hodge Hill Constituency November 2014								
	Hodg	e Hill	Birmingham					
Ethnicity	JSA Claimants	% of all claimants						
White British	1,295	32.0%	42.0%					
White Other	45	1.0%	3.0%					
Indian	40	1.0%	4.0%					
Pakistani	1,620	40.0%	16.0%					
Bangladeshi	170	4.0%	4.0%					
Black Caribbean	215	5.0%	11.0%					
Black African	220	5.0%	6.0%					
Total Claimants with known ethnicity	4,055	100.0%	100.0%					
Total Claimants	4,479		0.0%					

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