Hall Green Constituency Economic & Employment Profile

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Economic
Research & Policy
Economy Directorate





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Introduction

The Hall Green constituency is households, but with some the other constituencies. In located in the south Birmingham and comprises the Springfield. four wards of Hall Green, Moseley & Kings Heath, Sparkbrook and Springfield. The constituency reaches from Sparkbrook ward an inner city south ward the Birmingham city centre to Hall Green ward on the southern boundary of Birmingham. The four wards are largely residential; Hall Green and Moseley & Kings Heath wards are relatively affluent, although pockets of relative poverty, particularly in north Moseley. Sparkbrook and Springfield are mainly characterised by lower income

pockets of relative affluence in Hall Green constituency, Black

Hall Green has a total land area of 1,967 hectares making it the smallest constituency in Birmingham. The constituency has a population of 115,904 the third largest population of all the constituencies in the city; therefore Hall Green has the second highest population density of the constituencies at 59 people per hectare. 39.0% of Hall Green constituency's population are the following three sections: aged 24 and under, resulting in Hall Green constituency having the third highest proportion of young people compared with

Minority Ethnic (BME) groups make up nearly two thirds (64.5%) of the total population; this is a higher than the proportion average of 42.1% and over four times the national average of 14.6% (Census 2011).

This report provides detailed information on the Hall Green 10 constituency and intraconstituency comparisons by ward. The report is divided into

1. Business

first This section examines recent trends in employment in the area provides breakdown o f employment by sector forecasts employment change to 2025. The final part of section examines this 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, unemployment unemployment by ethnicity.



29% Qualified TO NVQ4+



Population 116K

74K Aged 16-64



27K Jobs Located in Constituency



66%
Economically
Active

54% in Employment

Key Facts



3,185 Active Businesses



Unemployment 8.7% & Falling

1. Business

Summary

- There are ,27,000 jobs located within the Hall Green constituency.
- This equates to 5.5% of total workplace employment in Birmingham and makes Hall Green the fourth smallest constituency in terms of workplace employment.
- Between 2012 and 2013, Hall Green has seen employment increase by 2,000 (8.0%), above the city growth rate of 2.2%.
- 82% of Hall Green's workplace based employment is in the private sector, a larger proportion than for the city (75%) and the • There are 3,185 business within Hall Green same as nationally (82%).
- As well as Hall Green constituency having a in the private sector the latest data shows that privates sector employment in the area

- grew more strongly between 2012 and 2013 (6.7%) than at a city (0.4%) and a national level (1.9%).
- At a sectoral level, over a third of all jobs in Hall Green constituency are in Public Services (34.1%). Retail & Leisure (34.4%) also has a similarly large share of employment.
- Employment in Hall Green constituency is set to grow by a relatively subdued 3.7% between 2013 and 2025, below the growth forecast for the city as a whole (4.3%).
- accounting for 9.3% of all businesses in the city.
- higher share of workplace based employment The number of businesses in the area grew by 4.9% between 2013 and 2014 slightly 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 when the economy began to workplace based employment in the Hall Green constituency and its wards. The sectoral mix of constituency - and not the employment 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 Hall Green 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 number of Hall Green residents (-8.5%). However, in employment.

There are currently 27,000 jobs located within the Hall Green constituency. This equates to 5.5% of total workplace employment in Birmingham and makes Hall Green the fourth smallest constituency in terms of constituencies the area still significant contains some concentrations of employment e.g. Kings Heath shopping centre and large employers like Rolls Royce Engine Control Systems in Hall Green. Between 2010

the recover from the recession and 2013 Hall Green has seen fall by 2.500 the most recent data shows employment increasing by 2,000 between 2012 and 2013. This represents and employment growth rate of 8.0% 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 201: Number	2-2013 %	
Hall Green	5,400	5,800	5,800	7,400	1,600	27.6%	
Moseley and Kings Heath	10,300	7,200	7,200	7,200	0	0.0%	
Sparkbrook	7,900	7,300	7,600	7,500	-100	-1.3%	
Springfield	5,900	4,700	4,400	4,900	500	11.4%	
Hall Green Constituency	29,500	25,000	25,000	27,000	2,000	8.0%	

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 Hall Green compared to Birmingham and the national average. At 82% Hall Green has a larger proportion of its workplace based employment in the private sector than the city (75%) and identical to the share nationally (82%). A significant proportion of this private sector employment is however, within the wider Public Services sector (see Chart 1.4) as FE colleges for example are counted as private sector employers.

The latest data shows that privates sector employment in the area grew very strongly between 2012 and 2013 (6.7%) compared to growth at a city level (0.4%) and a nationally (1.9%).

1.1.2. Employment by Sector

At a sectoral level, services account for 84% of the constituency's workplace employment, the fourth amongst lowest proportion the city's constituency's. The sectoral mix in the constituency is broadly similar to the city overall for most sectors with the notable difference being that Hall Green has a smaller Financial and Professional Services sector and a larger Retail & Leisure sector The largest sectors in the area are Retail & Leisure and Public Service both accounting for slightly over a third of total employment in Hall Green. Chart 1.4 shows the sectoral mix of employment in Hall Green constituency compared to Birmingham.

Chart1.2: Private & Public Sector Employment Split

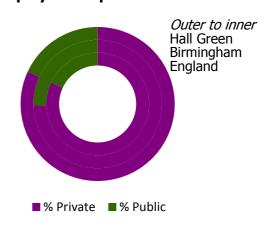


Chart1.3: Private Sector Employment

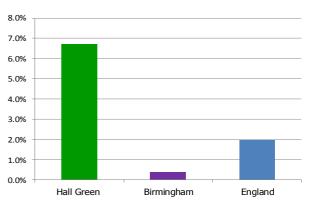
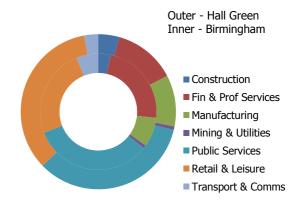


Chart1.4: Employment by Sector 2013



1.3. Employment Forecasts

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

Making accurate economic sectoral employment, they do not absorbs the impacts of rising projections is extremely directly take into account productivity and adjusts to a challenging, given the fast potential employment effects of decline in changing nature of the current any new developments that take employment. Indeed the level of These place in the constituency and employment in the city in 2025 is employment forecasts have been therefore represent a base only just returning to the levels created using the latest version forecast that we would hope to seen prior to the recession. Economic be out performed.

> Table 1.5 below sets out the employment forecasts for Hall Green 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,

public sector Employment in Hall Green constituency is set to grow at a slower rate than the city, with 1,000 additional jobs being created between 2013 and 2025overall increase in employment of 3.7%, below the Birmingham employment growth rate of 4.3%.

Table 1.5: Em	ployment Foi 2015	% Change 2020 - 2025	Over Char 2013 -	ige			
Hall Green	26,900	27,400	1.9%	28,000	2.2%	1,000	3.7%
Birmingham	487,400	496,600	1.9%	509,200	2.5%	21,200	4.3%

1.4. Enterprise

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 Hall Green constituency and how this has changed between 2010 and 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 and business activity within an shows the number of businesses area can have a profound effect in the Hall Green constituency on local levels of unemployment, and how this has changed since 2010 compared to the city as a whole. Currently there are 3,185 businesses in the Hall Green constituency which accounts for 9.3% of all businesses in the city and makes Hall Green the third largest constituency in the city in terms of business numbers. 2013 2014 Between and business numbers in the constituency grew by 150, an increase of 4.9%, which is slightly above the increase in business numbers in the city overall (4.7%).

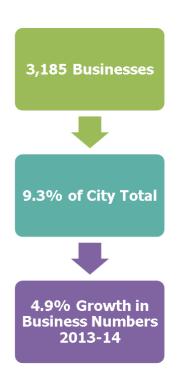


Table 1.6: Number of Businesses									
							Change 2013-201		
Area	2010	2011	2012	2013	2014	% of Birmingham	Number	%	
Hall Green	2,990	3,015	3,020	3,035	3,185	9.3%	150	4.9%	
Birmingham	32,475	32,875	32,260	32,755	34,290	100.0%	1,535	4.7%	
UK	2,574,200	2,547,840	2,610,525	2,625,485	2,721,230	N/a	95,745	3.6%	

1.4.2. Businesses by Sector

A detailed breakdown of the is proportion of businesses in Hall accounts for over a third of centres of retail activity like the Green constituency by sector businesses (37.0%) above both Stratford Rd. with comparisons to Birmingham the city and national share for Professional Services (24.6%) and the UK is given in Chart 1.7 this sector. This is likely to be the and Public Services (15.5%) form below. The sector with the result of a concentration of Retail the next two largest sectors in

Retail & Leisure which Kings Heath High St and in other highest proportion of businesses & Leisure businesses around terms of business numbers.

Financial

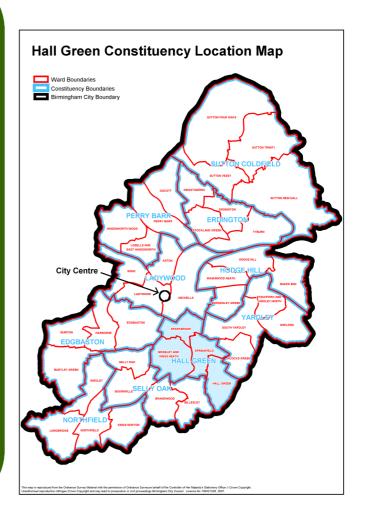
Table 1.7: Proportion of businesses by Sector 2014							
Sector	Hall Green	Birmingham	UK				
Construction	6.8%	7.7%	10.1%				
Financial & Professional Services	24.6%	27.8%	28.3%				
Manufacturing & Utilities	5.5%	7.0%	5.7%				
Public Services	15.5%	13.2%	9.3%				
Retail & Leisure	37.0%	34.8%	31.0%				
Transport & Communications	10.5%	9.3%	10.2%				



2. Place

Summary

- Approaching half (44%) of Hall Green'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 Signal Point Industrial park.
- 42% of children in the Hall Green constituency are defined as being in poverty above the city rate of 37.1%.
- Within the constituency there is wide disparity in the levels of deprivation and child poverty with Sparkbrook and Sparkhill having significantly higher rates than Hall Green and Moseley & Kings Heath.



2.1. Introduction:

This short section looks at some Hall Green is situated to the wards, but areas of relative of the characteristics of Hall southeast of the city, and Green as a geographic entity, borders Selly Oak constituency to Moseley & Kings Heath wards. including new developments and the south. There is a large regeneration, along with the disparity deprivation and child poverty constituency in terms of labour characteristics of the market characteristics, with high constituency.

between unemployment and deprivation in Sparkbrook and Springfield

affluence in Hall Green and

The city centre is accessible by public transport in under 30 minutes from the majority of the constituency during the morning rush hour. (Mott McDonald 2013).



2.2. Development and Regeneration

Current development and regeneration Road Local Centres initiatives in the constituency include:

Signal Point

22,000sqm development of industrial units with the potential to create over 600 jobs and 200 construction jobs.

College site

4.7ha with planning site permission for bulky goods retail.

Work is underway to develop a **Business Improvement District for** the area which should help encourage new business and support existing traders, and in turn could lead to new jobs. There are also development opportunities within the centres Former Joseph Chamberlain such as Greencoat House, which has planning permission for new retail units. In addition a new Women's Enterprise Hub is also being created on Ladypool Road, help which will local

proposed **Stratford Road and Ladypool** entrepreneurial women start new businesses.

2.3. Deprivation & Child Poverty

Deprivation and poverty can be a 44% of residents living in areas constituency with Sparkbrook higher than the city average, with deprivation levels across the

consequence of high levels of that are within the 10% most ward showing very high levels of unemployment and worklessness. deprived nationally compared to deprivation whilst Hall Green Overall, levels of deprivation in 40% for the city as whole. There ward is relatively affluent. Hall Green constituency are are however wide variations in

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
Hall Green	0%	7%	8%	27%	73%
Moseley & Kings Heath	10%	24%	31%	63%	37%
Sparkbrook	74%	93%	100%	100%	0%
Springfield	13%	40%	81%	99%	1%
Hall Green Constituency	27%	44%	59%	75 %	25%
Birmingham	23%	40%	56%	75%	25%

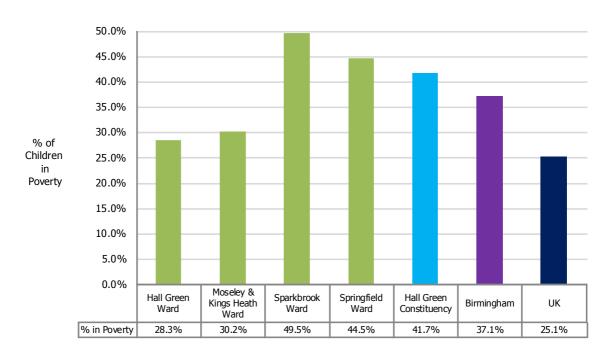
2.3.1. Child Poverty

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

Green constituency are defined are below the city average in Hall as being in poverty, this is above Green and Moseley & Kings the city rate of 37.1% and Heath wards. significantly above the UK rate of 25.1%. The constituency is rated the third worst in the city for child poverty. However, while Sparkbrook and Springfield wards have child poverty rates well

41.7% of children in the Hall above the city average, the rates

Chart 2.1: Child Poverty in Hall Green Constituency Q4 2013





3. People

Summary

- There are nearly 74,000 working age residents in the Hall Green constituency this represents 64% of the total population.
- The constituency is very ethnically diverse, with 62% of the working age population being from a BME background compared to 41% for Birmingham.
- GCSE attainment levels in the constituency are just below the city. The constituency has a broadly similar level of performance to the city in terms of overall NVQ qualification levels.
- 66% of the working age population are economically active and 54% are employed below the rates seen at city level.
- In December 2014 there were 3,318 residents in Hall Green constituency claiming Job Seekers Allowance (JSA). This equates to

- a rate of 8.7%, well above the rate for the city (6.3%).
- The rate has been steadily falling in all wards within Hall Green over the past two years, and the gap between the wards is closing.
- In December 2014 there were 735 residents aged 18-24 in Hall Green constituency claiming Job Seekers Allowance. This equates to a proportion of 6.0%, above the proportion for the city (4.9%).
- Youth unemployment is falling in all of Hall Green's wards, and the gap between the wards is also closing.
- The white and Indian groups are underrepresented in the claimant profile compared to their share of the overall working age population in the area, and the Pakistani and Bangladeshi groups are over-represented.

3.1. Introduction

This section analyses the characteristics of Hall Green's labour supply, and is divided into 4 broad sections:

- The general characteristics of the working age population.
- An analysis of the qualification represents 64% of the total differences. levels in the constituency.
- The working age population broken down by economic activity.
- Unemployment, through an analysis of the claimant count, including youth

unemployment unemployment by ethnicity.

3.2. Working Age Population

There are population, which is the same as for the city (64%). The working age proportion is highest in ward (61%).

The proportion of Hall Green

and Constituency residents who are aged 18-24 (10%), and those aged over 65 (11%) are below the city average (12% and 13% just under 74,000 respectively), but the proportion working age residents in the Hall who are aged 0-15 is much Green constituency this higher. However, there are ward Sparkbrook (31%) and Springfield (29%) wards have a large population under 16, contrasting with the other Moseley and Kings Heath ward two wards, where the proportion (70%) and lowest in Sparkbrook is slightly below the city average. Sparkbrook and Springfield wards also have the smallest proportion who are over 65.

Age Structure



3.2.1. Ethnic Structure

The constituency has a very diverse population with only 38% of the working age population from the White group, compared to 59% for Birmingham as a whole. Nearly half the working age population are Asian (49%), with 31% being Pakistani and 9% Indian. There are significant ward differences. proportion of white residents is very low in Sparkbrook (15%) and Springfield (22%), but much higher in Hall Green (55%) and Moseley & Kings Heath (64%). Nearly half the working age population are Pakistani in both Sparkbrook and Springfield and the Black and wards, Bangladeshi population is also above the city average in Sparkbrook.

Chart 3.1: Age Profile Hall Green Constituency

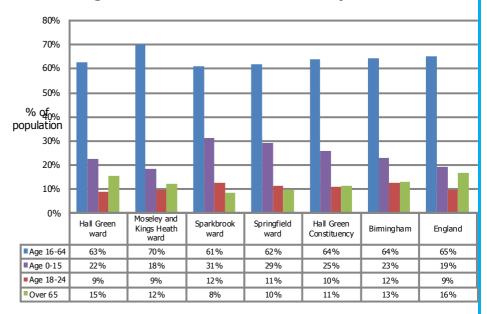


Table 3.2: Ethnic profile	of the workir		on Hall Gree	n Constituenc	У			
Area	Hall Green ward	Moseley & Kings Heath ward	Sparkbrook ward	Springfield ward	Hall C Constit		B'ham	England
White: Total	55%	64%	15%	22%	27,787	38%	59%	85%
British	49%	57%	12%	18%	24,036	33%	54%	78%
Irish	4%	3%	1%	2%	1,690	2%	2%	1%
Other	2%	4%	2%	2%	2,009	3%	3%	1%
Mixed/multiple ethnic group	2%	4%	3%	3%	2,258	3%	3%	2%
Asian Total	38%	24%	62%	68%	36,019	49%	27%	8%
Indian	14%	6%	6%	10%	6,619	9%	7%	3%
Pakistani	18%	14%	42%	47%	22,823	31%	12%	2%
Bangladeshi	2%	1%	8%	4%	2906	4%	3%	1%
Chinese	1%	1%	1%	1%	613	1%	2%	1%
Black Total	2%	6%	10%	5%	4,366	6%	9%	4%
African	1%	1%	4%	2%	1,374	2%	3%	2%
Caribbean	1%	3%	4%	2%	2,060	3%	5%	1%
Other ethnic group	2%	2%	10%	3%	3209	4%	2%	1%

3.3 Qualifications & Skills

Attainment at school in 2013, as measured by 5 or more GSCEs A* -C including English and Maths, is just below the city average, and the rate has remained unchanged In 2013 59% of However, the since 2011. pupils resident in the constituency and attending

same period.

constituency average hides wide Birmingham differences Attainment is low in

schools achieved 5 or more Sparkbrook ward (52%) and has GSCEs A*-C including English and fallen by 1 percentage point since Maths compared to 60% for the 2011. Attainment is also low in city. The city's rate increased by Springfield (55%), but has risen 2 percentage points over the by 4 percentage points since 2011. Attainment in Hall Green and Moseley & Kings Heath wards is well above the city average.

3.2.1. NVQ Qualifications

NVQ qualification broadly similar to the city average at all levels, but again the Springfield (26%) wards have no constituency average large ward differences. (22%) of residents have no Springfield residents are qualified qualifications, compared to 21% to Level 2, and only 28% and for the city as a whole. At level 2 33% respectively qualified to residents (9%) cannot speak it or and above rates are similar to the Level 3. Around 10% of residents cannot speak it well. city average. 56% are qualified in both these wards have 'Other' compares with 5% of Birmingham to Level 2 and above compared qualifications, above the city residents who cannot speak to 58% for Birmingham, and 41% average of 7%. These may English well. 13% of Springfield to Level 3 and (Birmingham = 40%) (Census However, attainment

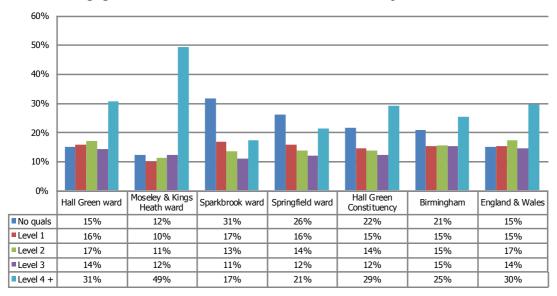
2011).

levels are A high proportion of adults in Sparkbrook (31%)masks qualifications. 15,895 Sparkbrook residents and 48% of above include foreign in

Green and Moseley & Kings Heath wards is well above the city average, with high а proportion educated to NVQ4+.

Only 42% of English is the main language of only 73% of the working age population, although 91% can speak it well. However 6.633 qualifications. residents cannot speak English Hall or cannot speak it well.

Chart 3.3: NVQ Qualifications in Hall Green Constituency



3.3. Economic Activity

Economic activity employment rates are slightly below the city average with 66% of residents being economically active (including students) and 54% employed, compared to 70% and 57% respectively for 32% are full time Birmingham. employees, 13% part-time employees and 9% selfemployed (Census 2011). Economic and activity employment is above the city average in Hall Green and Moseley & Kings Heath wards, but is only 54% and 39% respectively in Sparkbrook and

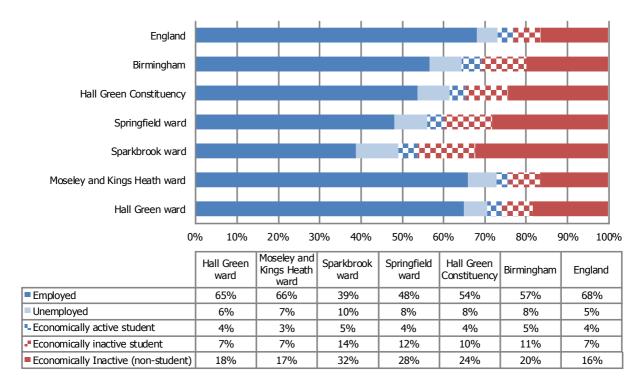
and 60% and 48% in Springfield.

οf residents are economically inactive, but this rises to 46% in Sparkbrook and 40% in Springfield. Looking after home or family (10%), and students (10%) are the most common reason for economic inactivity.

Male economic activity (76%) is only 30%. well below the city average. Male labourmarket self-employment is 14%, above

the city average, and female self -employment (4%) just above the city average. The low female rates are driven at least in part by the very low economic activity and employment rates experienced by some groups, including Pakistani and Bangladeshi. The female employment rate in Sparkbrook More details can and employment (65%) is higher be found in the publication than female economic activity 'Ethnic groups and the labour (55%) and employment (48%). market - a statistical analysis' Male rates are similar to the city which can be downloaded from average and female rates are www.birmingham.gov.uk/

Chart 3.4: Economic Activity in Hall Green Constituency



3.4. Unemployment

In December 2014 there were 3,318 residents in Hall Green constituency claiming Job Seekers Allowance (JSA). This equates to a rate of 8.7%, the second highest in the city and well above the city's rates (6.3%). The rate is below the city rate in Hall Green (2.7%) and Moseley & Kings Heath (4.6%) wards, but Sparkbrook ward (13.9%) has one of the highest rates in the city.

Table 3.5: Job Seekers Allowance claimants in Hall Green Constituency December 2014							
Area	Male	Female	То	tal	Long Term Unemployed		
	Total	Total	Total	Rate	Number		
Hall Green ward	197	142	339	2.7%	105		
Moseley & Kings Heath ward	447	196	643	4.6%	245		
Sparkbrook ward	987	514	1501	13.9%	610		
Springfield ward	517	318	835	7.0%	300		
Hall Green Constituency	2,148	1,170	3,318	8.7%	1,260		
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 the gap with the city is closing.

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 735 residents aged 18-24 in Hall Green constituency claiming Job Seekers Allowance (JSA). This equates to a proportion of 6.0%, above the

Chart 3.6: JSA claimant rate in Hall Green Constituency 2013-2014

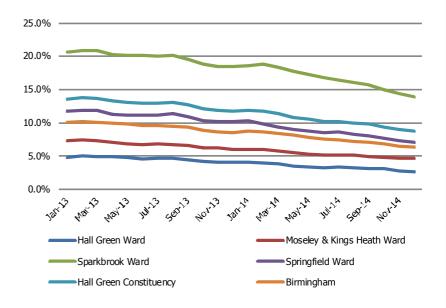


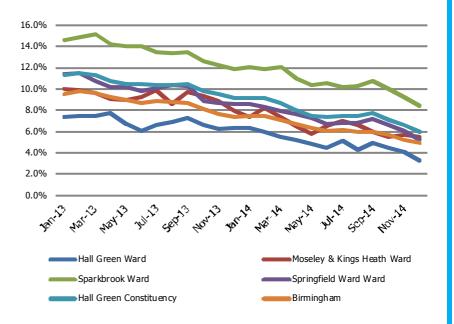
Table 3.7: Job Seekers Allowance claimants aged 18-24 in Hall Green Constituency December 2014

Area	Male	Female	То	tal	Long Term Youth Unemployed
	Total	Total	Total	Rate	Number
Hall Green ward	40	35	75	3.20%	10
Moseley & Kings Heath ward	80	45	125	5.50%	15
Sparkbrook ward	195	145	345	8.40%	55
Springfield ward	105	85	190	5.20%	30
Hall Green Constituency	420	315	735	6.00%	110
Birmingham	3,925	2,610	6,535	4.90%	1,150

The proportion is above the city proportion in all wards apart from Hall Green, and is highest in Sparkbrook ward (8.4%). 110 residents aged 18-14 have been claiming JSA for over 12 months.

Chart 3.8 shows how the youth unemployment proportion is falling in all wards, and the gap between wards is also closing.

Chart 3.8: JSA claimant rate in Hall Green Constituency 2013-2014



3.4.2. Unemployment by Ethnicity

Official ONS JSA unemployment Proportionally more claimants are are over-represented. data by ethnic group is released Pakistani (35%) in Hall Green quaterly. The latest data for compared to Birmingham as November 2014 shows there whole (16%), broadly reflecting were a total of 3,247 claimants in the overall population profile. Hall Green. If we break this figure down by ethnic group the Pakistani group is the largest with 1,065 claimants followed by White British (650).

The white and Indian groups are Briefing which under-represented in the downloaded claimant profile compared to the www.birmingham.gov.uk/ overall working age population in labourmarket the area, and the Black groups

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

Table 3.9: JSA claimants for major Ethnic Groups in Hall Green Constituency November 2014						
Ethnicity	Hall (Green	Birmingham			
Ethnicity	JSA Claimants	% of all claimants	% of all claimants			
White British	650	21.0%	42.0%			
White Other	75	2.0%	3.0%			
Indian	135	4.0%	4.0%			
Pakistani	1,065	35.0%	16.0%			
Bangladeshi	165	5.0%	4.0%			
Black Caribbean	240	8.0%	11.0%			
Black African	200	7.0%	6.0%			
Total Claimants with known ethnicity	3,065	100.0%	100.0%			
Total Claimants	3,418					

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