

Sutton Coldfield Constituency Economic & Employment Profile

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Economic
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Economy Directorate



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Introduction

The Sutton Coldfield constituency is located in the North of Birmingham and shares a border with Walsall Metropolitan Borough Council, Lichfield District Council and North Warwickshire Borough Council. It comprises the four wards of Sutton Four Oaks, Sutton New Hall, Sutton Trinity and Sutton Vesey. All four wards are largely residential, although to the north west of the constituency there are more rural areas and Sutton Park occupies a significant area of Sutton Four Oaks. Sutton Trinity ward contains the Sutton Coldfield town centre, which has a significant concentration of retail and other businesses. Sutton

Coldfield is the most affluent constituency in the city with high levels of household income and low levels of unemployment and worklessness. However, there are also small pockets of deprivation in the constituency.

Sutton Coldfield has a total land area of 5,745 hectares making it easily the largest constituency in Birmingham. The constituency has a population of 95,107 the smallest population of all the constituencies in the city; Sutton Coldfield therefore has the lowest population density of the 10 constituencies at 17 people per hectare. 27.7% of Sutton Coldfield constituency's population are

aged 24 and under, resulting in the Sutton Coldfield constituency having the lowest proportion of young people compared with the other constituencies. In the Sutton Coldfield constituency, Black and Minority Ethnic (BME) groups make up 11.3% of the total population; the lowest proportion of any constituency and below both the city average of 42.1%, and the national average of 14.6%.

This report provides detailed information on the Sutton Coldfield 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.



**39%
Qualified
To
NVQ4+**

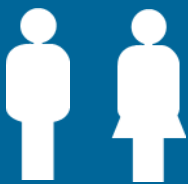


**Population
96K**

**59K Aged
16-64**



**34K Jobs
Located in
Constituency**



**81%
Economically
Active**

**74%
in
Employment**

Key Facts



**3,960 Active
Businesses**



**Unemployment
1.1%
& Falling**

1. Business

Summary

- There are 33,900 jobs located within the Sutton Coldfield constituency.
- This equates to 6.9% of total workplace employment in Birmingham and makes Sutton Coldfield the fifth largest constituency in terms of workplace employment.
- Between 2012 and 2013, Sutton Coldfield has seen employment increase by 500 (1.5%), below the city growth rate of 2.2%.
- 81% of Sutton Coldfield's workplace based employment is in the private sector, a larger proportion than for the city (75%) and just under the national rate (82%).
- The latest data shows that private sector employment in the area grew more strongly between 2012 and 2013 (1.9%) than at a city (0.4%).
- At a sectoral level, nearly a third of all jobs in Sutton Coldfield constituency are in Public Services. Retail & Leisure (35%) is the largest sector with Financial and Professional Services (16%) the next largest sector.
- Employment in Sutton Coldfield constituency is set to grow by a relatively subdued 4.5% between 2013 and 2025, marginally above the growth forecast for the city as a whole (4.3%).
- There are 3,960 businesses within Sutton Coldfield accounting for 115% of all businesses in the city.
- The number of businesses in the area grew by 3.3% between 2013 and 2014 below the city rate (4.7%) and the national growth rate (3.6%).

1.1. Introduction

This section looks at the workplace based employment in the Sutton Coldfield 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 Sutton Coldfield 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 Sutton Coldfield residents in employment.

There are currently 33,900 jobs located within the Sutton Coldfield constituency. This equates to 6.9% of total workplace employment in Birmingham and makes Sutton Coldfield the fifth largest constituency in terms of workplace employment. Though being one of the more residential constituencies the area still contains some significant concentrations of employment notable Sutton Coldfield town centre. Between 2010 when the economy began to recover from

the recession and 2013 Sutton Coldfield has seen employment fall very marginally by 100 (-0.3%). However, the most recent data shows employment increasing by 500 between 2012 and 2013. This represents an employment growth rate of 1.5% below the growth rate of 2.2% at a city level but slightly above the 1.4% achieved nationally.

Table 1.1: Workplace Based Employment

Area	2010	2011	2012	2013	Change 2012-2013	
					Number	%
Sutton Four Oaks	5,500	4,900	4,600	5,000	400	8.7%
Sutton New Hall	8,500	8,200	8,400	8,900	500	6.0%
Sutton Trinity	14,000	15,200	15,200	14,700	-500	-3.3%
Sutton Vesey	6,100	6,000	5,300	5,300	0	0.0%
Sutton Coldfield Constituency	34,000	34,300	33,400	33,900	500	1.5%

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 Sutton Coldfield compared to Birmingham and the national average. At 81% Sutton Coldfield has a larger proportion of its workplace based employment in the private sector than the city (75%) and slightly lower the share nationally (82%).

The latest data shows that private sector employment in the area between 2012 and 2013 grew more strongly (1.9%) than at a city level (0.4%) and matched the growth achieved nationally (1.9%).

1.2.2. Employment by Sector

At a sectoral level, services account for 89% of the constituency's workplace employment, the fourth largest proportion amongst the city's 10 constituencies. The sectoral mix in the constituency is broadly similar to the city overall for most sectors with the notable difference being Sutton Coldfield 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 a third of total employment in Sutton Coldfield. Chart 1.4 shows the sectoral mix of employment in Sutton Coldfield compared to Birmingham.

Chart 1.2: Private & Public Sector Employment Split

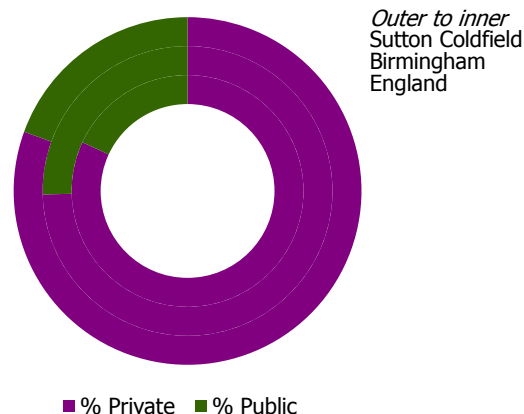


Chart 1.3: Private Sector Employment

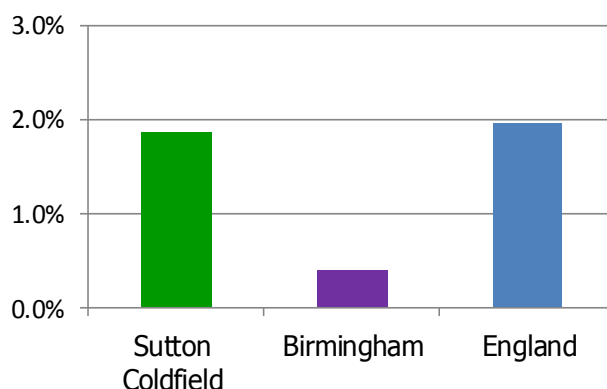
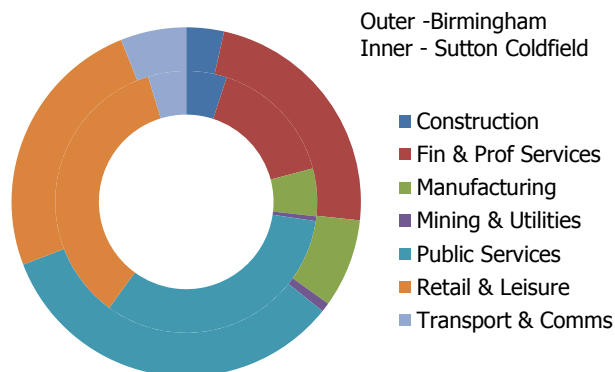


Chart 1.4: Employment by Sector 2013



1.3. Employment Forecasts

Making accurate 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 Sutton Coldfield 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 Sutton Coldfield constituency is set to grow at a slower rate than the city, with 1,600 additional jobs being created between 2013 and 2025 - an overall increase in employment of 4.7%, slightly above the Birmingham employment growth rate of 4.3%.

	2015	2020	% Change 2015 - 2020	2025	% Change 2020 - 2025	Overall Change 2013 - 2025	
Sutton	33,900	34,600	2.1%	35,500	2.6%	1,600	4.7%
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 Sutton Coldfield 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 Sutton Coldfield constituency and how this has changed since 2010 compared to the city as a whole. Currently there are 3,960 businesses in the Sutton Coldfield constituency which accounts for 11.5% of all businesses in the city and makes Sutton Coldfield the second largest constituency in the city in terms of business numbers. Between 2013 and 2014 business numbers in the constituency grew by 125, an increase of 3.3%, which is below the increase in business numbers in the city overall (4.7%).



Table 1.6: Number of Businesses

Area	2010	2011	2012	2013	2014	% of Birmingham	Change 2013-2014	
							Number	%
Sutton	3,870	3,860	3,860	3,835	3,960	11.5%	125	3.3%
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 Sutton Coldfield 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 Financial & Professional Service which accounts for over a third of businesses (34.2%) above both the city and national share for this sector. This is likely to be the result of a concentration of sole trader and micro businesses in this sector registered at residential addresses in the constituency.

Table 1.7: Proportion of businesses by Sector 2014

Sector	Sutton Coldfield	Birmingham	UK
Construction	11.0%	7.7%	10.1%
Financial & Professional Services	34.2%	27.8%	28.3%
Manufacturing & Utilities	4.2%	7.0%	5.7%
Public Services	9.8%	13.2%	9.3%
Retail & Leisure	29.5%	34.8%	31.0%
Transport & Communications	10.6%	9.3%	10.2%

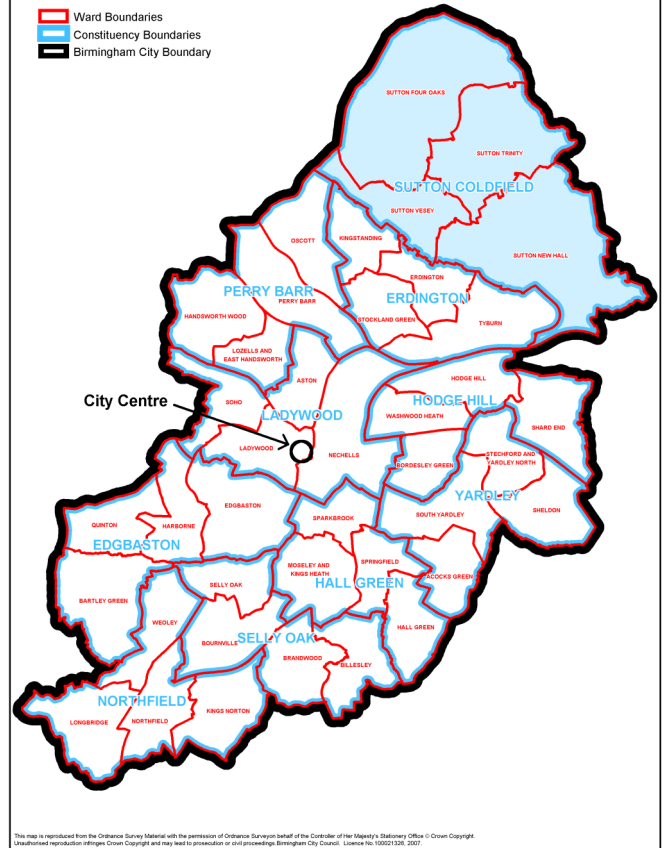


2. Place

Summary

- None of Sutton Coldfield'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 Sutton town centre and Minworth .
- 12.4% of children in the Sutton Coldfield constituency are defined as being in poverty well below the city rate of 37.1%.
- Deprivation levels are very low in all I Sutton Coldfield wards., although Sutton Trinity has slightly higher levels than the other three wards .

Sutton Coldfield Constituency Location Map



2.1. Introduction:

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

Sutton Coldfield constituency is in the north of the city, with Erdington constituency to the

south and the boundary with Walsall, Staffordshire and Warwickshire to the north.

The city centre is accessible by public transport in around 45 minutes from large parts of the constituency during the morning rush hour, but journey times are longer from some areas towards the city boundary. (Mott

McDonald 2013).

2.2. Development and Regeneration

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

- **Sutton Town Centre** with capacity for 150 dwellings, 30,000sqm of retail floorspace and 20,000sqm of office space, the town centre offers significant potential for job creation.
- **Midpoint, Minworth** – Significant development opportunities remain at this site in Minworth with nearly 1,000,000 sq ft of land available.
- **Spring UR site** – A 1.2ha opportunity in Mere Green which has potential for a mix of retail and leisure uses totalling more than 6,000sqm with over 300 jobs.

2.3. Deprivation & Child Poverty

Sutton Coldfield is the most affluent constituency in the city so in comparison to other areas deprivation levels are very low. None of the population live in the 5% or 10% most deprived areas

in England and only 2% in the 20% most deprived.

Deprivation is low in all wards. Sutton Trinity has the highest levels of deprivation, with 7% of the population living in areas in

the 20% most deprived in England and 28% in the 40% most deprived. But compared to the rest of the city, even these levels are low.

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
Sutton Four Oaks	0%	0%	0%	7%	93%
Sutton New Hall	0%	0%	0%	9%	91%
Sutton Trinity	0%	0%	7%	28%	72%
Sutton Vesey	0%	0%	0%	3%	97%
Sutton Coldfield	0%	0%	2%	12%	88%
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

12.4% of children in the Sutton Coldfield constituency are defined as being in poverty, this is well below the city rate of 37.1% and the UK rate of 25.1%. The constituency has the lowest rate of all the city's constituencies. All 4 wards in the constituency have low rates of child poverty but Sutton Trinity ward has a higher

rate (17.4%) than the other 3 wards.

Chart 2.1: Child Poverty in Sutton Coldfield Constituency Q4 2013

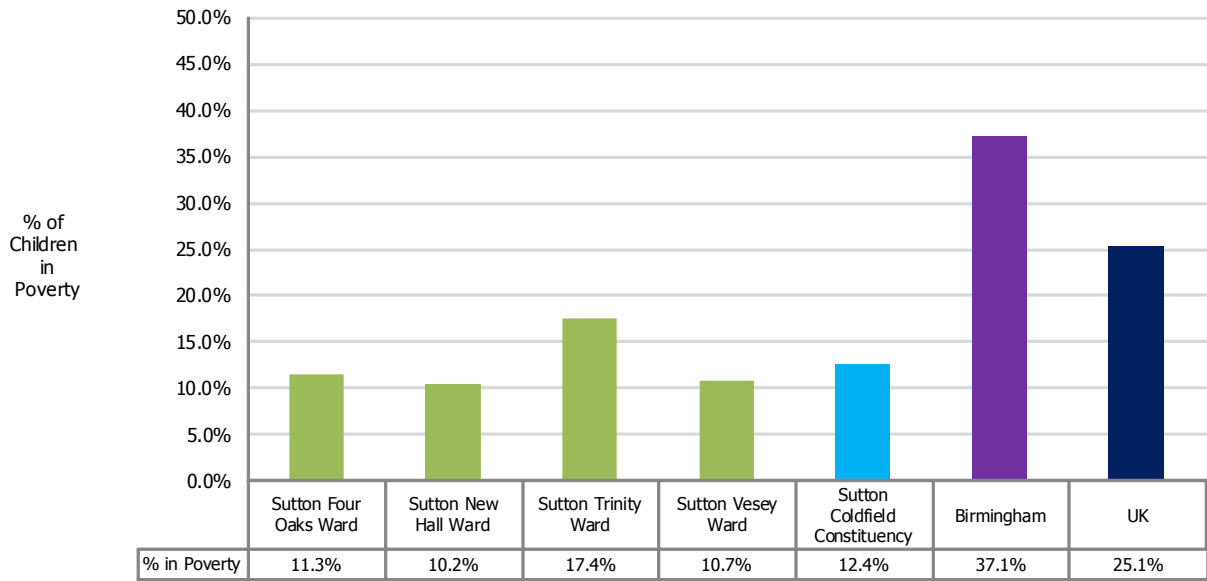


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3. People

Summary

- There are over 58,000 working age residents in the Sutton Coldfield 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 Sutton Coldfield 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 Sutton Coldfield 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 Sutton Coldfield 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 Sutton Coldfield'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 Sutton Coldfield'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 58,000 working age residents in the Sutton Coldfield constituency this represents 62% of the total population, which is below the city level (64%). Overall, the constituency has an older age profile to the city average. Only 18% are aged 0-15 compared to 23% for the city, and 7% are aged 18-24 compared to 12% for Birmingham. At 20% the proportion who are 65 and above is well above the figure for Birmingham (13%). There is

relatively little difference between the wards.

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

This is a predominantly white constituency. The proportion of working age residents who are white is 88%, significantly above the city average (59%). The proportion of all other groups is below that for Birmingham, apart from the Irish group, which is the same as the city average. Only 1% are Pakistani and 2% Black Caribbean.

Chart 3.1: Age Profile Sutton Coldfield Constituency

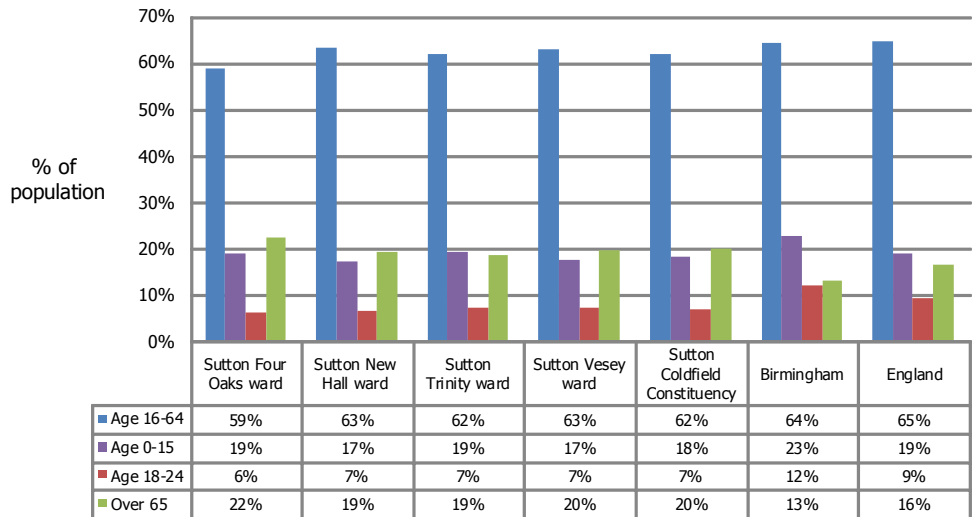


Table 3.2: Ethnic profile of the working age population Sutton Coldfield Constituency

Area	Sutton Four Oaks ward	Sutton New Hall ward	Sutton Trinity ward	Sutton Vesey ward	Sutton Coldfield Constituency	B'ham	England
White: Total	88%	89%	90%	86%	51,851	88%	85%
British	85%	85%	87%	82%	49,692	85%	78%
Irish	1%	2%	1%	2%	1,003	2%	1%
Other	2%	2%	2%	2%	1,139	3%	1%
Mixed/multiple ethnic group	1%	2%	2%	2%	962	3%	2%
Asian Total	8%	7%	6%	9%	4,225	7%	8%
Indian	5%	4%	3%	5%	2,541	4%	3%
Pakistani	1%	1%	1%	2%	695	12%	2%
Bangladeshi	0%	0%	0%	0%	120	3%	1%
Chinese	0%	1%	1%	1%	374	2%	1%
Black Total	2%	2%	2%	3%	1,324	9%	4%
African	0%	0%	0%	0%	231	3%	2%
Caribbean	1%	2%	1%	2%	900	5%	1%
Other ethnic group	1%	1%	0%	1%	315	2%	1%

3.3 Qualifications & Skills

Attainment at school (as measured by 5 or more GCSEs A*-C including English and Maths) is well above as the city average, and rising. In 2013 81% of pupils resident in the constituency and attending Birmingham schools achieved 5 or more GCSEs A*-C including English and

Maths. The rate has increased by 7 percentage points since 2011. The city rate increased by 2 percentage points over the same period.

Attainment is above the city average in all wards, and has risen since 2011 in all wards. Sutton New Hall has the lowest attainment at 73%, although this

is still well above the city average. The rate in this ward has seen the smallest increase (+3pp) since 2011. Sutton Four Oaks has the highest attainment (87%) and this ward saw the greatest increase since 2011 (+12pp).

3.2.1. NVQ Qualifications

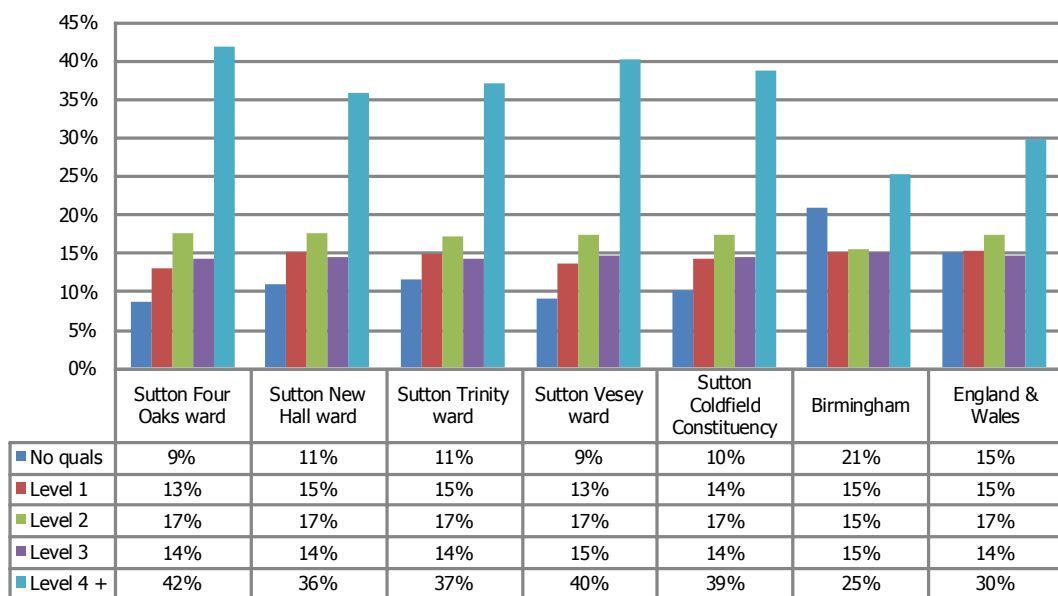
Overall, NVQ attainment is above the city average at all levels. 5,850 (10%) of residents have no qualifications, well below the rate for the city as a whole (21%). 73% are qualified to Level 2 and above compared to 58% for Birmingham, and 53% to Level 3 and above (Birmingham = 40%) (Census 2011).

There is relatively difference between the wards, with all wards well out-performing the city average. Sutton Four Oaks has the highest attainment levels, with only 9% with no qualifications, and 76% qualified to level 2 and above. Sutton New Hall and Sutton Trinity have the lowest attainment within the constituency, but even here it is very high with only 11% with no

qualifications and 71% qualified to Level 2 and above.

English is the main language of 97% of the working age population, and almost 100% can speak it well, with only 264 (0.4%) residents not being able to speak it or speak it well. This compares with 5% of Birmingham residents who cannot speak English well.

Chart 3.3: NVQ Qualifications in Sutton Coldfield Constituency



3.3. Economic Activity

Economic activity and employment rates are high, with 81% of residents being economically active and 74% employed, compared to 69% and 57% respectively for Birmingham. 48% are full time employees, 15% part-time employees and 11% self-employed, again, all well above the Birmingham figures (Census 2011). Economic activity and employment rates are well above

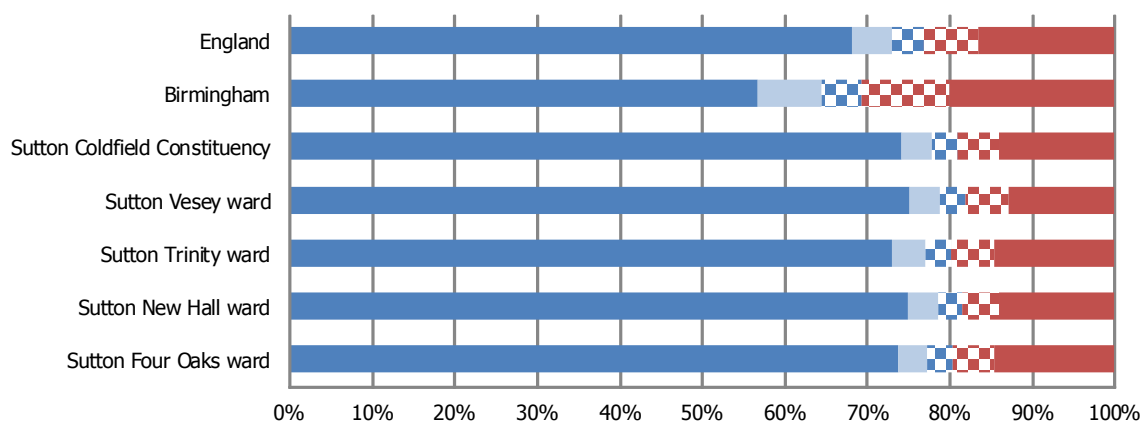
the city average in all wards and there is very little difference between the wards.

Only 19% of residents are economically inactive. 6% are retired (higher than the city average) and 5% are students (lower than the city average). Again, there is very little difference between the wards. –

Male economic activity (86%) and employment (80%) is higher

than female economic activity (77%) and employment (73%). Both male and female rates are well above the city average. Male self-employment is 16%, and female self-employment (6%), both well above the city average.

Chart 3.4: Economic Activity in Sutton Coldfield Constitu-



	Sutton Four Oaks ward	Sutton New Hall ward	Sutton Trinity ward	Sutton Vesey ward	Sutton Coldfield Constituency	Birmingham	England
■ Employed	74%	75%	73%	75%	74%	57%	68%
■ Unemployed	4%	4%	4%	4%	4%	8%	5%
■ Economically active student	3%	3%	3%	3%	3%	5%	4%
■ Economically inactive student	5%	5%	5%	5%	5%	11%	7%
■ Economically Inactive (non-student)	15%	14%	15%	13%	14%	20%	16%

3.4. Unemployment

In December 2014 there were 618 residents in Sutton Coldfield constituency claiming Job Seekers Allowance (JSA). This equates to a rate of 1.1%, well below the rate for the city (6.3%), and the lowest of all the city's constituencies. There is very little difference in the rates between wards. Only 170 residents have been claiming JSA for over 12 months

Table 3.5: Job Seekers Allowance claimants in Sutton Coldfield Constituency December 201

Area	Male	Female	Total		Long Term Unemployed Number
	Total	Total	Total	Rate	
Sutton Four Oaks	72	53	125	1.0%	35
Sutton New Hall	96	41	137	1.1%	40
Sutton Trinity	120	83	203	1.6%	55
Sutton Vesey	86	67	153	1.2%	40
Sutton Coldfield	374	244	618	1.1%	170
Birmingham	19,682	10,959	30,641	6.3%	12040

The rate has been steadily falling in all wards over the past two years and remains well below the city rate.

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 140 residents aged 18-24 in Sutton Coldfield constituency claiming Job Seekers Allowance (JSA). This equates to a proportion of 2.1%, well below the proportion for the city (4.9%).

Chart 3.6: JSA claimant rate in Sutton Coldfield Constituency 2013-2014

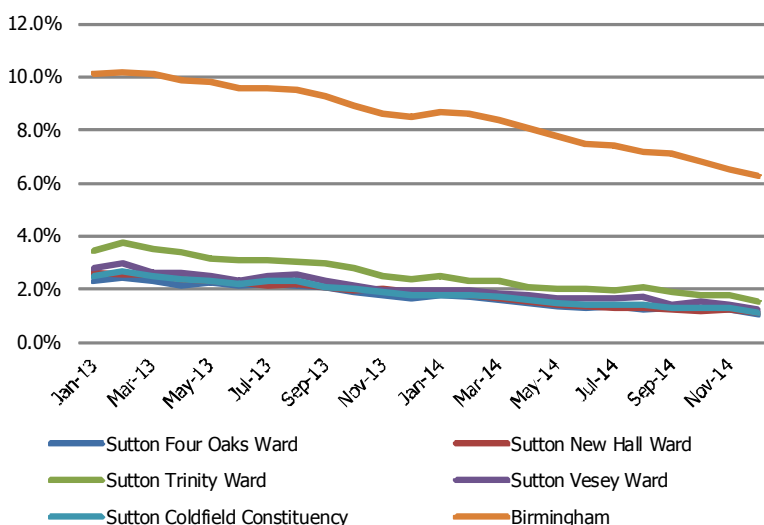


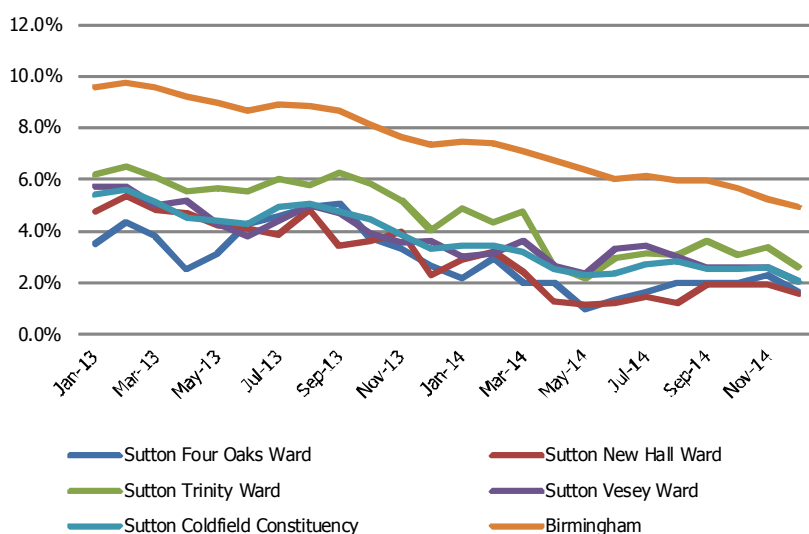
Table 3.7: Job Seekers Allowance claimants aged 18-24 in Selly Oak Constituency December 2014

Area	Male	Female	Total	Total Rate	Long Term Youth Unemployed Number
	Total	Total	Total		
Sutton Four Oaks	10	15	25	1.6%	5
Sutton New Hall	15	10	25	1.6%	0
Sutton Trinity	25	25	50	2.6%	5
Sutton Vesey	25	10	35	2.0%	5
Sutton Coldfield	75	60	140	2.1%	15
Birmingham	3,925	2,610	6,535	4.9%	1,150

Only 15 residents aged 18-14 have been claiming JSA for over 12 months.

Youth unemployment has been falling in Sutton Coldfield constituency over the last two years, although it has levelled off more recently, albeit at a very low level.

Chart 3.8: JSA claimant rate in Sutton Coldfield Constituency 2013-2014



3.4.2. Unemployment by Ethnicity

Official ONS JSA unemployment data by ethnic group is released quarterly. The data for November 2014 shows there were a total of 708 claimants in Sutton Coldfield. If we break this figure down by ethnic group the White British group is the largest with 520.

Proportionally more claimants are White British (79%) in the Edgbaston 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 Sutton Coldfield Constituency November 2014

Ethnicity	Sutton Coldfield		Birmingham
	JSA Claimants	% of all claimants	% of all claimants
White British	520	79.4%	42.0%
White Other	5	0.8%	3.0%
Indian	25	3.8%	4.0%
Pakistani	10	1.5%	16.0%
Bangladeshi	-	0.0%	4.0%
Black Caribbean	30	4.6%	11.0%
Black African	5	0.8%	6.0%
Total Claimants with known ethnicity	655	100.0%	100.0%
Total Claimants	708		

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