

## West Midlands Databook 2017-18

Riley, Bec; Hoole, Charlotte

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# West Midlands Databook 2017

CITY  
REDI

Based at the University of Birmingham, City-REDI is a research institute focused on developing an academic understanding of major city regions across the globe to develop practical policy that better informs and influences regional and national economic growth policies.

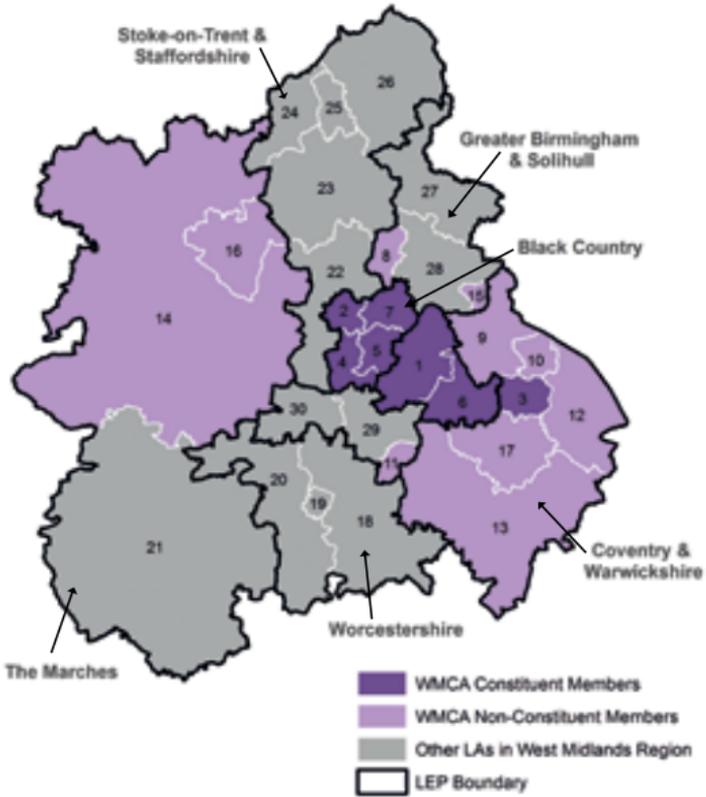


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# **West Midlands (WM) Region Profile**



Source: ONS, 2011

- |                           |                        |                             |
|---------------------------|------------------------|-----------------------------|
| 1. Birmingham             | 11. Redditch           | 21. Herefordshire           |
| 2. Wolverhampton          | 12. Rugby              | 22. South Staffordshire     |
| 3. Coventry               | 13. Stratford-on-Avon  | 23. Stafford                |
| 4. Dudley                 | 14. Shropshire         | 24. Newcastle-under-Lyme    |
| 5. Sandwell               | 15. Tamworth           | 25. Stoke-on-Trent          |
| 6. Solihull               | 16. Telford and Wrekin | 26. Staffordshire Moorlands |
| 7. Walsall                | 17. Warwick            | 27. East Staffordshire      |
| 8. Cannock Chase          | 18. Wychavon           | 28. Lichfield               |
| 9. North Warwickshire     | 19. Worcester          | 29. Bromsgrove              |
| 10. Nuneaton and Bedworth | 20. Malvern Hills      | 30. Wyre Forest             |

Key Data	WM
GVA per Head (£), 2015	20,826
GVA per Hour Worked (£) (Index, UK=100), 2015	27.6 (87)
GVA per Filled Job (£) (Index, UK=100), 2015	44,612 (88)
Population ('000), 2015	5,751
Population % under 16, 2015	19.5
Population % over 65, 2015	18.2
Ethnic Minority % of population over 16, 2016	16.8
Life Expectancy (Healthy Life Expectancy) (years) Male, 2012-14	78.9 (62.4)
Life Expectancy (Healthy Life Expectancy) (years) Female, 2012-14	82.9 (62.5)
Migration Inflow ('000), 2014-15	155.3
Migration Outflow ('000), 2014-15	133.1
Economic Activity Rate (% aged 16-64), 2016	75.4
Employment Rate (% aged 16-64), 2016	71.1
Unemployment Rate (% aged 16-64), 2016	5.7
Unemployment Rate (% aged 16-19), 2016	20.4
Unemployment Rate (% aged 20-24), 2016	12.4
JSA Claimant Count Rate (% of Working Age Population), Dec 2016	1.6
Median Gross Weekly Pay (£), 2016	507.8
Count of Active Enterprises ('000), 2015	208.0
Business Births Rate (per 1000 population), 2015	5.1
Business Death Rate (per 1000 population), 2015	3.3
Enterprise Survival rate at 12 months (%), 2014	92.2
Population aged 16-64 who are employees (%), 2016	61.9
Population aged 16-64 who are self employed (%), 2016	9.0
% of all persons in employment in SOC2010 <sup>a</sup> major group 1-3, 2016	40.3
Median House Price, Q3 2016 (Median House Price % Change 2015-16 Q3)	167,500 (4.0)
Households ('000), 2015	1,774
Workless Households (%), 2015	17.3
Workless Households with Dependant Children (%), 2015	14.2

Key Data	WM
% of Economically Inactive who are long-term sick, 2016	21.5
Gross Disposable Household Income per Head (provisional) (£), 2015	16,559
Gross Disposable Household Income Index (UK=100, provisional) (£), 2015	86.7
Average Annual % Change in Gross Disposable Household Income per Head, 2014-2015	2.0
% of Pupils at the end of Key Stage 4 achieving 5+ A*-C grades including English and Mathematics, 2015-16	54.8
% of Working Age Population with No Qualifications, 2016	11.8
% of Working Age Population with NVQ4+ Qualifications, 2016	31.5
Foreign Direct Investment Projects (Total), 2011-12 to 2015-16	656
Foreign Direct Investment Projects (EU), 2011-12 to 2015-16	263
New jobs created from Foreign Direct Investment Projects (Total), 2011-12 to 2015-16	40,893
New jobs created from Foreign Direct Investment Projects (EU), 2011-12 to 2015-16	13,366
Total Exports (£ million), 2015	24,630
EU Exports (£ million), 2015	11,373
Non-EU Exports (£ million), 2015	13,257
Total Imports (£ million), 2015	33,683
EU Imports (£ million), 2015	20,860
Non-EU Imports (£ million), 2015	12,824
Total Identifiable Expenditure on Services Per Head, 2010-11 to 2014-15	8,690
UK Identifiable Expenditure on Transport Per Head Indexed (UK=100), 2010-11 to 2014-15	75
UK Identifiable Expenditure on Health Per Head Indexed (UK=100), 2010-11 to 2014-15	102
UK Identifiable Expenditure on Education Per Head Indexed (UK=100), 2010-11 to 2014-15	100

# **West Midlands Combined Authority (WMCA) Profile**

Key Data	WMCA
GVA per Head (£), 2015	20,942
GVA per hour Worked (£) (Index, UK=100), 2015	27,901 (87.7)
GVA per filled Job (£) (Index, UK=100), 2015	45,295 (89.1)
Population ('000), 2015	2,834
Population % under 16, 2015	21.3
Population % over 65, 2015	15.6
Migration inflow ('000), 2014-2015	101.4
Migration outflow ('000), 2014-2015	90.3
Ethnic Minority % of population over 16, 2016	29.0
Economic Activity Rate (% aged 16-64), 2016	70.9
Employment Rate (% aged 16-64), 2016	65.5
Unemployment Rate (% aged 16-64), 2016	7.5
Unemployment Rate (% aged 16-19), 2016	26.2
Unemployment Rate (% aged 20-24), 2016	16.7
Count of Active Enterprises ('000), 2015	91.3
Business Births (000s), 2015	15.5
Business Deaths (000s), 2015	9.2
Business Births Rate (per 1000 population), 2015	5.5
Business Death Rate (per 1000 pop), 2015	3.2
Enterprise Survival rate at 12 months (2014, %)	91.5
JSA Claimant Count Rate (% of Working Age Population), Dec 2016	2.4
Population aged 16-64 who are employees (%), 2016	58.0
Population aged 16-64 who are self employed (%), 2016	7.2
% of all persons in employment in SOC2010* major group 1-3, 2016	38.8
Households ('000), 2015	872
Median House Price, Q3 2016 (Median House Price % Change 2015-16 Q3)	150,000 (4.2)
Workless Households (%), 2015	21.5
Workless Households with Dependant Children (%), 2015	18.5
% of Economically Inactive who are long-term sick, 2016	20.8
% with No Qualifications (NVQ) - aged 16-64, 2016	15.5
% with NVQ4+ - aged 16-64, 2016	29.0
Net Additions to Dwelling stock 2015-16	7,470

**West Midlands Combined  
Authority – Local Enterprise  
Partnership Profiles**



- WMCA Constituent Members within LEP area
- WMCA Non-Constituent Members within LEP area
- LAs within LEP area that are neither constituent or non-constituent members of WMCA
- LEP Boundary

Key Data	Black Country	Coventry and Warwickshire
GVA per Hour Worked, (£) (Index, UK=100), 2015	27.0 (84.8)	29.2 (91.7)
GVA per Filled Job (£) (Index, UK=100), 2015	42,402 (82.3)	48,401 (94.1)
Population ('000), 2015	1,166	899,4
Ethnic Minority % of population over 16, 2016	21.3	15.9
Economic Activity Rate (% aged 16-64), 2016	70.4	76.0
Employment Rate (% aged 16-64), 2016	65.2	73.1
Unemployment Rate (% aged 16-64), 2016	7.4	3.7
Unemployment Rate (% aged 16-19), 2016	29.4	20.5
Unemployment Rate (% aged 20-24), 2016	12.8	7.2
JSA Claimant Count Rate (% of Working Age Population), Dec 2016	2.4	0.8
Median Gross Weekly Pay (£), 2016	469.1	555.6
Population aged 16-64 who are employees (%), 2016	57.6	64.3
Population aged 16-64 who are self employed (%), 2016	7.2	8.5
% of all persons in employment in SOC2010 <sup>1</sup> major group 1-3, 2016	33.8	43.6
Median House Price, Q3 2016 (Median House Price % Change 2015-16 Q3)	137,000 (3.4)	192,000 (6.7)
Households ('000), 2015	349	289
Workless Households (%), 2015	20.0	16.3
Workless Households with Dependant Children (%), 2015	19.3	12.1
% of Economically Inactive who are long-term sick, 2016	23.6	17.3
Gross Disposable Household Income per Head (provisional) (£), 2015	14,419	-
Gross Disposable Household Income Index (UK=100, provisional) (£), 2015	75.5	-
Average Annual % Change in Gross Disposable Household Income per Head, 2014-2015	1.8	-
% with No Qualifications (NVQ) - aged 16-64, 2016	19.5	8.2
% with NVQ4+ - aged 16-64, 2016	23.0	36.1
Index of Multiple Deprivation - Proportion of LSOAs in most deprived 10% nationally, 2015	18.7	8.2

- figures not available

Key Data	Greater Birmingham and Solihull
GVA per Hour Worked, (£) (Index, UK=100), 2015	28.0 (87.9)
GVA per Filled Job (£) (Index, UK=100), 2015	45,759 (90.4)
Population ('000), 2015	1,996
Ethnic Minority % of population over 16, 2016	25.5
Economic Activity Rate (% aged 16-64), 2016	73.9
Employment Rate (% aged 16-64), 2016	68.9
Unemployment Rate (% aged 16-64), 2016	6.8
Unemployment Rate (% aged 16-19), 2016	19.1
Unemployment Rate (% aged 20-24), 2016	18.2
JSA Claimant Count Rate (% of Working Age Population), Dec 2016	2.1
Median Gross Weekly Pay (£), 2016	517.5
Population aged 16-64 who are employees (%), 2016	60.6
Population aged 16-64 who are self employed (%), 2016	8.1
% of all persons in employment in SOC2010 <sup>1</sup> major group 1-3, 2016	43.2
Median House Price, Q3 2016 (Median House Price % Change 2015-16 Q3)	168,000 (3.7)
Households ('000), 2015	615
Workless Households (%), 2015	19.3
Workless Households with Dependant Children (%), 2015	15.7
% of Economically Inactive who are long-term sick, 2016	19.9
Gross Disposable Household Income per Head (provisional) (£), 2015	16,410
Gross Disposable Household Income Index (UK=100, provisional) (£), 2015	85.9
Average Annual % Change in Gross Disposable Household Income per Head, 2014-2015	1.8
% with No Qualifications (NVQ) - aged 16-64, 2016	11.5
% with NVQ4+ - aged 16-64, 2016	32.6
Index of Multiple Deprivation - Proportion of LSOAs in most deprived 10% nationally, 2015	23.9





**West Midlands Local  
Authority Profiles –  
Constituent Members  
of the WMCA**

Key Data	Birmingham	Coventry
GVA per Head (£), 2015	22,307	22,165
GVA per Hour Worked <sup>2</sup> (£) (Index, UK=100), 2015	27.2 (85.6)	27.5 (86.3)
GVA per Filled Job <sup>2</sup> (£) (Index, UK=100), 2015	45,303 (89.1)	45,952 (90.4)
Population ('000), 2015	1,111.3	345.4
Population % under 16, 2015	22.9	19.6
Population % over 65, 2015	13.0	14.3
Ethnic Minority % of population over 16, 2016	42.8	25.8
Life Expectancy <sup>3</sup> (Healthy Life Expectancy) (years) Male, 2012-14	77.3 (58.0)	78.6 (60.6)
Life Expectancy <sup>3</sup> (Healthy Life Expectancy) (years) Female, 2012-14	82.1 (58.8)	82.3 (62.7)
Migration Inflow ('000), 2014-15	57.7	25.6
Migration Outflow ('000) 2014-15	55.8	19.4
Economic Activity Rate (% aged 16-64), 2016	69.6	71.8
Employment Rate (% aged 16-64), 2016	63.4	68.9
Unemployment Rate (% aged 16-64), 2016	9.0	4.1
JSA Claimant Count Rate (% of Working Age Population), Dec 2016	3.1	1.3
Median Gross Weekly Pay (£), 2016	497.4	539.0
Business Births Rate (per 1000 population), 2015	6.6	5.4
Business Death Rate (per 1000 population), 2015	3.6	3.0
Population aged 16-64 who are self employed (%), 2016	7.4	5.8
% of all persons in employment in SOC2010 <sup>4</sup> major group 1-3, 2016	42.6	37.5
Median House Price, Q3 2016 (Median House Price % Change 2015-16 Q3)	150,000 (5.6)	152,500 (7.4)
Households ('000), 2015	353	112
Net Additions to Dwelling stock, 2015-16	2,840	1,410
Gross Disposable Household Income per Head (provisional) (£), 2015	14,053	14,527
Workless Households (%), 2015	23.3	22.9
Numbers accepted as being homeless and in priority need (per 1000 households), 2015-16	8.3	4.1
% of Pupils at the end of Key Stage 4 achieving 5+ A*-C grades including English and Mathematics, 2015-16 <sup>4</sup>	54.3	54
% of Working Age Population with No Qualifications, 2016	14.3	9.9
% of Working Age Population with NVQ4+ Qualifications, 2016	32.3	33.7
Index of Multiple Deprivation - Proportion of LSOAs in most deprived 10% nationally, 2015	39.6	8.5

Key Data	Dudley	Sandwell
GVA per Head (£), 2015	15,762	18,302
GVA per Hour Worked <sup>2</sup> (£) (Index, UK=100), 2015	27.5 (86.5)	25.8 (81.2)
GVA per Filled Job <sup>2</sup> (£) (Index, UK=100), 2015	40,884 (80.4)	43,177 (84.9)
Population ('000), 2015	316.5	319.5
Population % under 16, 2015	19.1	22.1
Population % over 65, 2015	19.9	15.3
Ethnic Minority % of population over 16, 2016	9.5	28.7
Life Expectancy <sup>3</sup> (Healthy Life Expectancy) (years) Male, 2012-14	79.3 (62.0)	77.0 (58.7)
Life Expectancy <sup>3</sup> (Healthy Life Expectancy) (years) Female, 2012-14	83.2 (62.5)	81.3 (58.4)
Migration Inflow ('000), 2014-15	10.0	15.2
Migration Outflow ('000) 2014-15	9.7	14.2
Economic Activity Rate (% aged 16-64), 2016	74.0	67.4
Employment Rate (% aged 16-64), 2016	68.9	61.3
Unemployment Rate (% aged 16-64), 2016	6.8	9.0
JSA Claimant Count Rate (% of Working Age Population), Dec 2016	2.0	2.6
Median Gross Weekly Pay (£), 2016	511.6	456.3
Business Births Rate (per 1000 population), 2015	3.9	4.8
Business Death Rate (per 1000 population), 2015	3.0	2.6
Population aged 16-64 who are self employed (%), 2016	9.1	5.2
% of all persons in employment in SOC2010 <sup>1</sup> major group 1-3, 2016	37.2	28.4
Median House Price, Q3 2016 (Median House Price % Change 2015-16 Q3)	149,995 (3.4)	125,500 (2.9)
Households ('000), 2015	94	95
Net Additions to Dwelling stock, 2015-16	500	560
Gross Disposable Household Income per Head (provisional) (£), 2015	15,824	13,408
Workless Households (%), 2015	19.2	17.5
Numbers accepted as being homeless and in priority need (per 1000 households), 2015-16	0.5	4.3
% of Pupils at the end of Key Stage 4 achieving 5+ A*-C grades including English and Mathematics, 2015-16 <sup>4</sup>	49.6	44.6
% of Working Age Population with No Qualifications, 2016	16.6	24.8
% of Working Age Population with NVQ4+ Qualifications, 2016	25.0	19.6
Index of Multiple Deprivation - Proportion of LSOAs in most deprived 10% nationally, 2015	8.0	22.6

Key Data	Solihull	Walsall
GVA per Head (£), 2015	31,705	17,257
GVA per Hour Worked <sup>2</sup> (£) (Index, UK=100), 2015	35.8 (112.5)	29.0 (91.0)
GVA per Filled Job <sup>2</sup> (£) (Index, UK=100), 2015	56,477 (111.1)	43,018 (84.6)
Population ('000), 2015	210.4	276.1
Population % under 16, 2015	19.1	21.0
Population % over 65, 2015	20.9	17.8
Ethnic Minority % of population over 16, 2016	9.6	21.4
Life Expectancy <sup>3</sup> (Healthy Life Expectancy) (years) Male, 2012-14	80.3 (63.6)	78.0 (59.9)
Life Expectancy <sup>3</sup> (Healthy Life Expectancy) (years) Female, 2012-14	84.5 (66.8)	82.5 (59.1)
Migration Inflow ('000), 2014-15	10.1	10.9
Migration Outflow ('000) 2014-15	9.8	10.0
Economic Activity Rate (% aged 16-64), 2016	78.7	70.3
Employment Rate (% aged 16-64), 2016	73.8	66.4
Unemployment Rate (% aged 16-64), 2016	6.3	5.5
JSA Claimant Count Rate (% of Working Age Population), Dec 2016	1.1	2.0
Median Gross Weekly Pay (£), 2016	616.7	464.3
Business Births Rate (per 1000 population), 2015	5.5	4.3
Business Death Rate (per 1000 population), 2015	3.8	3.0
Population aged 16-64 who are self employed (%), 2016	8.8	7.7
% of all persons in employment in SOC2010 <sup>4</sup> major group 1-3, 2016	47.6	37.4
Median House Price, Q3 2016 (Median House Price % Change 2015-16 Q3)	242,375 (1.0)	139,000 (3.7)
Households ('000), 2015	58	83
Net Additions to Dwelling stock, 2015-16	690	910
Gross Disposable Household Income per Head (provisional) (£), 2015	20,874	14,186
Workless Households (%), 2015	17.1	19.5
Numbers accepted as being homeless and in priority need (per 1000 households), 2015-16	4.8	3.1
% of Pupils at the end of Key Stage 4 achieving 5+ A*-C grades including English and Mathematics, 2015-16 <sup>4</sup>	59.9	51.1
% of Working Age Population with No Qualifications, 2016	9.2	16.7
% of Working Age Population with NVQ4+ Qualifications, 2016	36.4	24.3
Index of Multiple Deprivation - Proportion of LSOAs in most deprived 10% nationally, 2015	11.9	20.4

Key Data	Wolverhampton
GVA per Head (£), 2015	18,179
GVA per Hour Worked <sup>2</sup> (£) (Index, UK=100), 2015	26.4 (83.0)
GVA per Filled Job <sup>2</sup> (£) (Index, UK=100), 2015	42,587 (83.8)
Population ('000), 2015	254.4
Population % under 16, 2015	20.4
Population % over 65, 2015	16.8
Ethnic Minority % of population over 16, 2016	26.8
Life Expectancy <sup>3</sup> (Healthy Life Expectancy) (years) Male, 2012-14	77.6 (56.9)
Life Expectancy <sup>3</sup> (Healthy Life Expectancy) (years) Female, 2012-14	81.8 (58.3)
Migration Inflow ('000), 2014-15	12.2
Migration Outflow ('000) 2014-15	11.6
Economic Activity Rate (% aged 16-64), 2016	70.0
Employment Rate (% aged 16-64), 2016	64.1
Unemployment Rate (% aged 16-64), 2016	8.4
JSA Claimant Count Rate (% of Working Age Population), Dec 2016	3.1
Median Gross Weekly Pay (£), 2016	440.8
Business Births Rate (per 1000 population), 2015	4.6
Business Death Rate (per 1000 population), 2015	2.8
Population aged 16-64 who are self employed (%), 2016	7.0
% of all persons in employment in SOC2010 <sup>4</sup> major group 1-3, 2016	32.0
Median House Price, Q3 2016 (Median House Price % Change 2015-16 Q3)	132,500 (6.0)
Households ('000), 2015	77
Net Additions to Dwelling stock, 2015-16	560
Gross Disposable Household Income per Head (provisional) (£), 2015	14,194
Workless Households (%), 2015	24.4
Numbers accepted as being homeless and in priority need (per 1000 households), 2015-16	3.6
% of Pupils at the end of Key Stage 4 achieving 5+ A*-C grades including English and Mathematics, 2015-16 <sup>4</sup>	52.9
% of Working Age Population with No Qualifications, 2016	19.5
% of Working Age Population with NVQ4+ Qualifications, 2016	23.3
Index of Multiple Deprivation - Proportion of LSOAs in most deprived 10% nationally, 2015	26.0



**West Midlands Local  
Authority Profiles – Non-  
Constituent Members of  
the WMCA**

Key Data	Cannock Chase	North Warwickshire
GVA per Head (£), 2015	16,116	35,493
GVA per Hour Worked <sup>2</sup> (£) (Index, UK=100), 2015	-	-
GVA per Filled Job <sup>2</sup> (£) (Index, UK=100), 2015	-	-
Population ('000), 2015	98.5	62.8
Population % under 16, 2015	18.1	17.2
Population % over 65, 2015	18.2	21.0
Ethnic Minority % of population over 16, 2016	-	2.6
Life Expectancy <sup>3</sup> (Healthy Life Expectancy) (years) Male, 2012-14	-	-
Life Expectancy <sup>3</sup> (Healthy Life Expectancy) (years) Female, 2012-14	-	-
Migration Inflow ('000), 2014-15	3.5	3.4
Migration Outflow ('000) 2014-15	3.7	3.0
Economic Activity Rate (% aged 16-64), 2016	85.1	85.3
Employment Rate (% aged 16-64), 2016	79.1	82.4
Unemployment Rate (% aged 16-64), 2016	7.0	3.4
JSA Claimant Count Rate (% of Working Age Population), Dec 2016	0.7	0.6
Median Gross Weekly Pay (£), 2016	503.3	555.4
Business Births Rate (per 1000 population), 2015	4.4	5.4
Business Death Rate (per 1000 population), 2015	3.0	3.5
Population aged 16-64 who are self employed (%), 2016	7.5	15.0
% of all persons in employment in SOC2010 <sup>1</sup> major group 1-3, 2016	37.1	39.1
Median House Price, Q3 2016 (Median House Price % Change 2015-16 Q3)	143,500 (6.3)	178,000 (6.1)
Households ('000), 2015	31	21
Net Additions to Dwelling stock, 2015-16	-10	210
Gross Disposable Household Income per Head (provisional) (£), 2015	16,922	24,646
Workless Households (%), 2015	8.7	9.9
Numbers accepted as being homeless and in priority need (per 1000 households), 2015-16	0.5	2.9
% of Pupils at the end of Key Stage 4 achieving 5+ A*-C grades including English and Mathematics, 2015-16 <sup>4</sup>	-	-
% of Working Age Population with No Qualifications, 2016	3.1	6.4
% of Working Age Population with NVQ4+ Qualifications, 2016	25.3	30.9
Index of Multiple Deprivation - Proportion of LSOAs in most deprived 10% nationally, 2015	3.3	2.6

Key Data	Nuneaton and Bedworth	Redditch
GVA per Head (£), 2015	15,830	20,883
GVA per Hour Worked <sup>2</sup> (£) (Index, UK=100), 2015	-	-
GVA per Filled Job <sup>2</sup> (£) (Index, UK=100), 2015	-	-
Population ('000), 2015	126.3	84.7
Population % under 16, 2015	19.1	19.7
Population % over 65, 2015	18.7	16.8
Ethnic Minority % of population over 16, 2016	8.9	10.3
Life Expectancy <sup>3</sup> (Healthy Life Expectancy) (years) Male, 2012-14	-	-
Life Expectancy <sup>3</sup> (Healthy Life Expectancy) (years) Female, 2012-14	-	-
Migration Inflow ('000), 2014-15	5.0	3.3
Migration Outflow ('000) 2014-15	5.1	3.5
Economic Activity Rate (% aged 16-64), 2016	69.8	77.3
Employment Rate (% aged 16-64), 2016	64.4	74.6
Unemployment Rate (% aged 16-64), 2016	7.8	3.5
JSA Claimant Count Rate (% of Working Age Population), Dec 2016	1.1	1
Median Gross Weekly Pay (£), 2016	502.9	436.4
Business Births Rate (per 1000 population), 2015	4.0	4.8
Business Death Rate (per 1000 population), 2015	3.1	2.8
Population aged 16-64 who are self employed (%), 2016	4.3	4.9
% of all persons in employment in SOC2010 <sup>1</sup> major group 1-3, 2016	36.0	44.2
Median House Price, Q3 2016 (Median House Price % Change 2015-16 Q3)	150,000 (7.1)	175,000 (2.9)
Households ('000), 2015	41	26
Net Additions to Dwelling stock, 2015-16	410	180
Gross Disposable Household Income per Head (provisional) (£), 2015	14,752	19,132
Workless Households (%), 2015	19.8	18.8
Numbers accepted as being homeless and in priority need (per 1000 households), 2015-16	2.5	3.8
% of Pupils at the end of Key Stage 4 achieving 5+ A*-C grades including English and Mathematics, 2015-16 <sup>4</sup>	-	-
% of Working Age Population with No Qualifications, 2016	9.9	11.8
% of Working Age Population with NVQ4+ Qualifications, 2016	23.5	29.5
Index of Multiple Deprivation - Proportion of LSOAs in most deprived 10% nationally, 2015	7.4	7.3

Key Data	Rugby	Shropshire
GVA per Head (£), 2015	21,479	19,299
GVA per Hour Worked <sup>2</sup> (£) (Index, UK=100), 2015	-	27.7 (86.9)
GVA per Filled Job <sup>2</sup> (£) (Index, UK=100), 2015	-	42,905 (84.4)
Population ('000), 2015	103.4	311.4
Population % under 16, 2015	19.7	16.6
Population % over 65, 2015	18.9	23.3
Ethnic Minority % of population over 16, 2016	9.3	1.6
Life Expectancy <sup>3</sup> (Healthy Life Expectancy) (years) Male, 2012-14	-	80.2 (64.8)
Life Expectancy <sup>3</sup> (Healthy Life Expectancy) (years) Female, 2012-14	-	84.1 (66.0)
Migration Inflow ('000), 2014-15	5.4	13.1
Migration Outflow ('000) 2014-15	4.8	11.5
Economic Activity Rate (% aged 16-64), 2016	82.5	82.4
Employment Rate (% aged 16-64), 2016	80.2	79.6
Unemployment Rate (% aged 16-64), 2016	2.8	3.4
JSA Claimant Count Rate (% of Working Age Population), Dec 2016	0.2	0.6
Median Gross Weekly Pay (£), 2016	570.2	517.7
Business Births Rate (per 1000 population), 2015	7.6	4.3
Business Death Rate (per 1000 population), 2015	3.9	3.4
Population aged 16-64 who are self employed (%), 2016	9.6	13.8
% of all persons in employment in SOC2010 <sup>4</sup> major group 1-3, 2016	45.9	37.1
Median House Price, Q3 2016 (Median House Price % Change 2015-16 Q3)	195,000 (4.0)	190,000 (4.4)
Households ('000), 2015	34	94
Net Additions to Dwelling stock, 2015-16	530	-
Gross Disposable Household Income per Head (provisional) (£), 2015	18,008	18,671
Workless Households (%), 2015	9.3	12.0
Numbers accepted as being homeless and in priority need (per 1000 households), 2015-16	4.1	2.0
% of Pupils at the end of Key Stage 4 achieving 5+ A*-C grades including English and Mathematics, 2015-16 <sup>4</sup>	-	56.9
% of Working Age Population with No Qualifications, 2016	6.2	5.1
% of Working Age Population with NVQ4+ Qualifications, 2016	41.8	31.9
Index of Multiple Deprivation - Proportion of LSOAs in most deprived 10% nationally, 2015	0.0	0.5

Key Data	Stratford-on-Avon	Tamworth
GVA per Head (£), 2015	32,578	16,718
GVA per Hour Worked <sup>2</sup> (£) (Index, UK=100), 2015	-	-
GVA per Filled Job <sup>2</sup> (£) (Index, UK=100), 2015	-	-
Population ('000), 2015	121.5	77.1
Population % under 16, 2015	16.7	19.5
Population % over 65, 2015	25.2	17.3
Ethnic Minority % of population over 16, 2016	4.1	2.4
Life Expectancy <sup>3</sup> (Healthy Life Expectancy) (years) Male, 2012-14	-	-
Life Expectancy <sup>3</sup> (Healthy Life Expectancy) (years) Female, 2012-14	-	-
Migration Inflow ('000), 2014-15	7.2	2.8
Migration Outflow ('000) 2014-15	6.3	3.0
Economic Activity Rate (% aged 16-64), 2016	81.3	79.0
Employment Rate (% aged 16-64), 2016	79.9	75.4
Unemployment Rate (% aged 16-64), 2016	1.7	4.6
JSA Claimant Count Rate (% of Working Age Population), Dec 2016	0.2	0.5
Median Gross Weekly Pay (£), 2016	568.7	490.9
Business Births Rate (per 1000 population), 2015	7.8	4.1
Business Death Rate (per 1000 population), 2015	5.0	3.0
Population aged 16-64 who are self employed (%), 2016	13.2	10.1
% of all persons in employment in SOC2010 <sup>1</sup> major group 1-3, 2016	56.9	36.8
Median House Price, Q3 2016 (Median House Price % Change 2015-16 Q3)	285,000 (6.1)	165,000 (12.1)
Households ('000), 2015	37	25
Net Additions to Dwelling stock, 2015-16	1,060	70
Gross Disposable Household Income per Head (provisional) (£), 2015	22,880	17,484
Workless Households (%), 2015	11.1	18.0
Numbers accepted as being homeless and in priority need (per 1000 households), 2015-16	2.0	2.1
% of Pupils at the end of Key Stage 4 achieving 5+ A*-C grades including English and Mathematics, 2015-16 <sup>4</sup>	-	-
% of Working Age Population with No Qualifications, 2016	4.1	11.6
% of Working Age Population with NVQ4+ Qualifications, 2016	45.4	28.4
Index of Multiple Deprivation - Proportion of LSOAs in most deprived 10% nationally, 2015	0.0	7.8

Key Data	Telford and Wrekin	Warwick
GVA per Head (£), 2015	21,226	33,660
GVA per Hour Worked <sup>2</sup> (£) (Index, UK=100), 2015	26.9 (84.5)	-
GVA per Filled Job <sup>2</sup> (£) (Index, UK=100), 2015	41,435 (81.5)	-
Population ('000), 2015	171.2	139.9
Population % under 16, 2015	20.4	17.3
Population % over 65, 2015	16.4	18.2
Ethnic Minority % of population over 16, 2016	6.7	18.6
Life Expectancy <sup>3</sup> (Healthy Life Expectancy) (years) Male, 2012-14	78.7 (59.8)	-
Life Expectancy <sup>3</sup> (Healthy Life Expectancy) (years) Female, 2012-14	81.8 (58.2)	-
Migration Inflow ('000), 2014-15	7.7	8.9
Migration Outflow ('000) 2014-15	6.6	8.7
Economic Activity Rate (% aged 16-64), 2016	79.7	79.2
Employment Rate (% aged 16-64), 2016	75.9	77.3
Unemployment Rate (% aged 16-64), 2016	4.7	2.4
JSA Claimant Count Rate (% of Working Age Population), Dec 2016	0.9	0.4
Median Gross Weekly Pay (£), 2016	482.3	634.7
Business Births Rate (per 1000 population), 2015	3.7	8.6
Business Death Rate (per 1000 population), 2015	2.7	4.6
Population aged 16-64 who are self employed (%), 2016	6.7	11.9
% of all persons in employment in SOC2010 <sup>4</sup> major group 1-3, 2016	38.9	52.7
Median House Price, Q3 2016 (Median House Price % Change 2015-16 Q3)	156,000 (4.0)	275,000 (10.0)
Households ('000), 2015	53	45
Net Additions to Dwelling stock, 2015-16	-	630
Gross Disposable Household Income per Head (provisional) (£), 2015	16,038	22,770
Workless Households (%), 2015	14.2	8.9
Numbers accepted as being homeless and in priority need (per 1000 households), 2015-16	1.1	2.8
% of Pupils at the end of Key Stage 4 achieving 5+ A*-C grades including English and Mathematics, 2015-16 <sup>4</sup>	53.1	-
% of Working Age Population with No Qualifications, 2016	7.0	7.5
% of Working Age Population with NVQ4+ Qualifications, 2016	30.3	44.4
Index of Multiple Deprivation - Proportion of LSOAs in most deprived 10% nationally, 2015	13.9	1.2

**West Midlands Local  
Authority Profiles –  
Outside of the WMCA**

Key Data	Bromsgrove	East Staffordshire
GVA per Head (£), 2015	20,024	22,985
GVA per Hour Worked <sup>2</sup> (£) (Index, UK=100), 2015	-	-
GVA per Filled Job <sup>2</sup> (£) (Index, UK=100), 2015	-	-
Population ('000), 2015	95.8	116.0
Population % under 16, 2015	17.5	19.3
Population % over 65, 2015	22.1	18.5
Ethnic Minority % of population over 16, 2016	3.3	9.0
Life Expectancy <sup>3</sup> (Healthy Life Expectancy) (years) Male, 2012-14	-	-
Life Expectancy <sup>3</sup> (Healthy Life Expectancy) (years) Female, 2012-14	-	-
Migration Inflow ('000), 2014-15	5.4	5.0
Migration Outflow ('000) 2014-15	4.8	5.0
Economic Activity Rate (% aged 16-64), 2016	79.5	82.6
Employment Rate (% aged 16-64), 2016	77.5	80.6
Unemployment Rate (% aged 16-64), 2016	2.5	2.4
JSA Claimant Count Rate (% of Working Age Population), Dec 2016	0.6	0.4
Median Gross Weekly Pay (£), 2016	592.1	499.6
Business Births Rate (per 1000 population), 2015	6.1	4.5
Business Death Rate (per 1000 population), 2015	5.1	2.9
Population aged 16-64 who are self employed (%), 2016	11.7	9.1
% of all persons in employment in SOC2010 <sup>4</sup> major group 1-3, 2016	59.5	37.8
Median House Price, Q3 2016 (Median House Price % Change 2015-16 Q3)	249,950 (4.1)	159,995 (0.6)
Households ('000), 2015	28	34
Net Additions to Dwelling stock, 2015-16	480	460
Gross Disposable Household Income per Head (provisional) (£), 2015	18,928	22,082
Workless Households (%), 2015	11.0	13.7
Numbers accepted as being homeless and in priority need (per 1000 households), 2015-16	1.8	2.3
% of Pupils at the end of Key Stage 4 achieving 5+ A*-C grades including English and Mathematics, 2015-16 <sup>4</sup>	-	-
% of Working Age Population with No Qualifications, 2016	5.8	9.8
% of Working Age Population with NVQ4+ Qualifications, 2016	43.5	31.2
Index of Multiple Deprivation - Proportion of LSOAs in most deprived 10% nationally, 2015	0.0	1.4

Key Data	Herefordshire County of	Lichfield
GVA per Head (£), 2015	20,643	21,194
GVA per Hour Worked <sup>2</sup> (£) (Index, UK=100), 2015	26.3 (82.6)	-
GVA per Filled Job <sup>2</sup> (£) (Index, UK=100), 2015	42,239 (83.1)	-
Population ('000), 2015	188.1	102.7
Population % under 16, 2015	16.9	16.9
Population % over 65, 2015	23.4	22.9
Ethnic Minority % of population over 16, 2016	1.5	-
Life Expectancy <sup>3</sup> (Healthy Life Expectancy) (years) Male, 2012-14	80.7 (67.1)	-
Life Expectancy <sup>3</sup> (Healthy Life Expectancy) (years) Female, 2012-14	84.2 (66.8)	-
Migration Inflow ('000), 2014-15	8.6	5.2
Migration Outflow ('000) 2014-15	7.4	4.7
Economic Activity Rate (% aged 16-64), 2016	80.0	78.1
Employment Rate (% aged 16-64), 2016	75.7	76.6
Unemployment Rate (% aged 16-64), 2016	5.4	-
JSA Claimant Count Rate (% of Working Age Population), Dec 2016	0.6	0.4
Median Gross Weekly Pay (£), 2016	460.0	659.3
Business Births Rate (per 1000 population), 2015	4.1	5.5
Business Death Rate (per 1000 population), 2015	3.6	4.1
Population aged 16-64 who are self employed (%), 2016	14.9	6.2
% of all persons in employment in SOC2010 <sup>4</sup> major group 1-3, 2016	39.2	45.5
Median House Price, Q3 2016 (Median House Price % Change 2015-16 Q3)	203,000 (0.2)	210,000 (7.3)
Households ('000), 2015	56	31
Net Additions to Dwelling stock, 2015-16	-	200
Gross Disposable Household Income per Head (provisional) (£), 2015	18,833	20,700
Workless Households (%), 2015	13.2	8.3
Numbers accepted as being homeless and in priority need (per 1000 households), 2015-16	0.5	1.6
% of Pupils at the end of Key Stage 4 achieving 5+ A*-C grades including English and Mathematics, 2015-16 <sup>4</sup>	57.6	-
% of Working Age Population with No Qualifications, 2016	9.5	4.9
% of Working Age Population with NVQ4+ Qualifications, 2016	31.8	32.5
Index of Multiple Deprivation - Proportion of LSOAs in most deprived 10% nationally, 2015	0.9	0.0

Key Data	Malvern Hills	Newcastle-under-Lyme
GVA per Head (£), 2015	18,968	15,027
GVA per Hour Worked <sup>2</sup> (£) (Index, UK=100), 2015	-	-
GVA per Filled Job <sup>2</sup> (£) (Index, UK=100), 2015	-	-
Population ('000), 2015	75.7	127.0
Population % under 16, 2015	15.9	16.5
Population % over 65, 2015	27.2	19.9
Ethnic Minority % of population over 16, 2016	2.7	3.6
Life Expectancy <sup>3</sup> (Healthy Life Expectancy) (years) Male, 2012-14	-	-
Life Expectancy <sup>3</sup> (Healthy Life Expectancy) (years) Female, 2012-14	-	-
Migration Inflow ('000), 2014-15	4.6	7.6
Migration Outflow ('000) 2014-15	4.3	6.5
Economic Activity Rate (% aged 16-64), 2016	74.8	82.2
Employment Rate (% aged 16-64), 2016	69.7	79.3
Unemployment Rate (% aged 16-64), 2016	6.9	3.5
JSA Claimant Count Rate (% of Working Age Population), Dec 2016	0.7	0.7
Median Gross Weekly Pay (£), 2016	486.1	503.3
Business Births Rate (per 1000 population), 2015	4.5	3.7
Business Death Rate (per 1000 population), 2015	3.6	2.6
Population aged 16-64 who are self employed (%), 2016	9.3	9.9
% of all persons in employment in SOC2010 <sup>4</sup> major group 1-3, 2016	50.9	38.6
Median House Price, Q3 2016 (Median House Price % Change 2015-16 Q3)	237,000 (5.3)	135,000 (1.5)
Households ('000), 2015	22	39
Net Additions to Dwelling stock, 2015-16	320	130
Gross Disposable Household Income per Head (provisional) (£), 2015	18,562	16,576
Workless Households (%), 2015	12.0	12.9
Numbers accepted as being homeless and in priority need (per 1000 households), 2015-16	1.1	0.2
% of Pupils at the end of Key Stage 4 achieving 5+ A*-C grades including English and Mathematics, 2015-16 <sup>4</sup>	-	-
% of Working Age Population with No Qualifications, 2016	7.5	10.5
% of Working Age Population with NVQ4+ Qualifications, 2016	46.1	37.0
Index of Multiple Deprivation - Proportion of LSOAs in most deprived 10% nationally, 2015	2.2	3.8

Key Data	South Staffordshire	Stafford
GVA per Head (£), 2015	15,042	18,647
GVA per Hour Worked <sup>2</sup> (£) (Index, UK=100), 2015	-	-
GVA per Filled Job <sup>2</sup> (£) (Index, UK=100), 2015	-	-
Population ('000), 2015	110.7	132.5
Population % under 16, 2015	15.5	16.7
Population % over 65, 2015	23.4	21.6
Ethnic Minority % of population over 16, 2016	3.3	3.8
Life Expectancy <sup>3</sup> (Healthy Life Expectancy) (years) Male, 2012-14	-	-
Life Expectancy <sup>3</sup> (Healthy Life Expectancy) (years) Female, 2012-14	-	-
Migration Inflow ('000), 2014-15	5.4	6.1
Migration Outflow ('000) 2014-15	5.0	5.8
Economic Activity Rate (% aged 16-64), 2016	81.9	79.5
Employment Rate (% aged 16-64), 2016	79.2	74.6
Unemployment Rate (% aged 16-64), 2016	3.2	6.1
JSA Claimant Count Rate (% of Working Age Population), Dec 2016	0.7	0.4
Median Gross Weekly Pay (£), 2016	568.4	552.0
Business Births Rate (per 1000 population), 2015	4.3	3.9
Business Death Rate (per 1000 population), 2015	2.9	3.0
Population aged 16-64 who are self employed (%), 2016	12.1	13.7
% of all persons in employment in SOC2010 <sup>1</sup> major group 1-3, 2016	44.3	45.6
Median House Price, Q3 2016 (Median House Price % Change 2015-16 Q3)	196,000 (4.3)	184,000 (6.4)
Households ('000), 2015	36	40
Net Additions to Dwelling stock, 2015-16	220	690
Gross Disposable Household Income per Head (provisional) (£), 2015	15,367	19,078
Workless Households (%), 2015	13.9	14.3
Numbers accepted as being homeless and in priority need (per 1000 households), 2015-16	1.1	0.9
% of Pupils at the end of Key Stage 4 achieving 5+ A*-C grades including English and Mathematics, 2015-16 <sup>4</sup>	-	-
% of Working Age Population with No Qualifications, 2016	7.8	6.7
% of Working Age Population with NVQ4+ Qualifications, 2016	35.2	45.9
Index of Multiple Deprivation - Proportion of LSOAs in most deprived 10% nationally, 2015	0.0	0.0

Key Data	Staffordshire Moorlands	Stoke-on-Trent
GVA per Head (£), 2015	14,896	18,926
GVA per Hour Worked <sup>2</sup> (£) (Index, UK=100), 2015	-	24.6 (77.3)
GVA per Filled Job <sup>2</sup> (£) (Index, UK=100), 2015	-	40,597 (79.9)
Population ('000), 2015	97.9	251.6
Population % under 16, 2015	16.2	20.0
Population % over 65, 2015	23.9	16.8
Ethnic Minority % of population over 16, 2016	1.6	13.1
Life Expectancy <sup>3</sup> (Healthy Life Expectancy) (years) Male, 2012-14	-	76.6 (60.8)
Life Expectancy <sup>3</sup> (Healthy Life Expectancy) (years) Female, 2012-14	-	80.9 (58.0)
Migration Inflow ('000), 2014-15	4.0	10.7
Migration Outflow ('000) 2014-15	3.6	11.0
Economic Activity Rate (% aged 16-64), 2016	84.2	75.6
Employment Rate (% aged 16-64), 2016	81.1	71.7
Unemployment Rate (% aged 16-64), 2016	3.7	5.2
JSA Claimant Count Rate (% of Working Age Population), Dec 2016	0.6	1.5
Median Gross Weekly Pay (£), 2016	525.0	445.6
Business Births Rate (per 1000 population), 2015	3.7	3.7
Business Death Rate (per 1000 population), 2015	2.5	2.6
Population aged 16-64 who are self employed (%), 2016	11.1	9.4
% of all persons in employment in SOC2010 <sup>4</sup> major group 1-3, 2016	34.2	26.4
Median House Price, Q3 2016 (Median House Price % Change 2015-16 Q3)	151,500 (1.0)	103,000 (5.1)
Households ('000), 2015	27	82
Net Additions to Dwelling stock, 2015-16	100	-
Gross Disposable Household Income per Head (provisional) (£), 2015	15,337	13,804
Workless Households (%), 2015	9.2	18.3
Numbers accepted as being homeless and in priority need (per 1000 households), 2015-16	1.7	1.6
% of Pupils at the end of Key Stage 4 achieving 5+ A*-C grades including English and Mathematics, 2015-16 <sup>4</sup>	-	48.5
% of Working Age Population with No Qualifications, 2016	7.2	15.3
% of Working Age Population with NVQ4+ Qualifications, 2016	27.6	20.7
Index of Multiple Deprivation - Proportion of LSOAs in most deprived 10% nationally, 2015	0.0	30.2

Key Data	Worcester	Wychavon
GVA per Head (£), 2015	25,103	21,049
GVA per Hour Worked <sup>2</sup> (£) (Index, UK=100), 2015	-	-
GVA per Filled Job <sup>2</sup> (£) (Index, UK=100), 2015	-	-
Population ('000), 2015	101.3	121.5
Population % under 16, 2015	18.5	16.8
Population % over 65, 2015	16.2	23.9
Ethnic Minority % of population over 16, 2016	5.0	1.9
Life Expectancy <sup>3</sup> (Healthy Life Expectancy) (years) Male, 2012-14	-	-
Life Expectancy <sup>3</sup> (Healthy Life Expectancy) (years) Female, 2012-14	-	-
Migration Inflow ('000), 2014-15	6.4	7.4
Migration Outflow ('000) 2014-15	6.3	5.4
Economic Activity Rate (% aged 16-64), 2016	80.9	84.0
Employment Rate (% aged 16-64), 2016	78.0	81.2
Unemployment Rate (% aged 16-64), 2016	3.6	3.3
JSA Claimant Count Rate (% of Working Age Population), Dec 2016	1.1	0.6
Median Gross Weekly Pay (£), 2016	545.9	529.7
Business Births Rate (per 1000 population), 2015	4.0	5.4
Business Death Rate (per 1000 population), 2015	2.8	4.2
Population aged 16-64 who are self employed (%), 2016	6.5	16.8
% of all persons in employment in SOC2010 <sup>1</sup> major group 1-3, 2016	47.7	49.4
Median House Price, Q3 2016 (Median House Price % Change 2015-16 Q3)	182,700 (1.8)	242,500 (7.8)
Households ('000), 2015	36	38
Net Additions to Dwelling stock, 2015-16	610	890
Gross Disposable Household Income per Head (provisional) (£), 2015	21,489	19,788
Workless Households (%), 2015	13.9	10.3
Numbers accepted as being homeless and in priority need (per 1000 households), 2015-16	3.1	2.5
% of Pupils at the end of Key Stage 4 achieving 5+ A*-C grades including English and Mathematics, 2015-16 <sup>4</sup>	-	-
% of Working Age Population with No Qualifications, 2016	8.2	8.0
% of Working Age Population with NVQ4+ Qualifications, 2016	42.1	41.7
Index of Multiple Deprivation - Proportion of LSOAs in most deprived 10% nationally, 2015	7.9	1.3

Key Data	Wyre Forest
GVA per Head (£), 2015	15,783
GVA per Hour Worked <sup>2</sup> (£) (Index, UK=100), 2015	-
GVA per Filled Job <sup>2</sup> (£) (Index, UK=100), 2015	-
Population ('000), 2015	99.5
Population % under 16, 2015	17.1
Population % over 65, 2015	23.8
Ethnic Minority % of population over 16, 2016	1.5
Life Expectancy <sup>3</sup> (Healthy Life Expectancy) (years) Male, 2012-14	-
Life Expectancy <sup>3</sup> (Healthy Life Expectancy) (years) Female, 2012-14	-
Migration Inflow ('000), 2014-15	4.0
Migration Outflow ('000) 2014-15	3.4
Economic Activity Rate (% aged 16-64), 2016	75.2
Employment Rate (% aged 16-64), 2016	72.4
Unemployment Rate (% aged 16-64), 2016	3.8
JSA Claimant Count Rate (% of Working Age Population), Dec 2016	0.8
Median Gross Weekly Pay (£), 2016	497.1
Business Births Rate (per 1000 population), 2015	3.5
Business Death Rate (per 1000 population), 2015	2.9
Population aged 16-64 who are self employed (%), 2016	12.8
% of all persons in employment in SOC2010 <sup>4</sup> major group 1-3, 2016	38.8
Median House Price, Q3 2016 (Median House Price % Change 2015-16 Q3)	161,000 (2.5)
Households ('000), 2015	31
Net Additions to Dwelling stock, 2015-16	230
Gross Disposable Household Income per Head (provisional) (£), 2015	16,175
Workless Households (%), 2015	13.8
Numbers accepted as being homeless and in priority need (per 1000 households), 2015-16	3.9
% of Pupils at the end of Key Stage 4 achieving 5+ A*-C grades including English and Mathematics, 2015-16 <sup>4</sup>	-
% of Working Age Population with No Qualifications, 2016	7.0
% of Working Age Population with NVQ4+ Qualifications, 2016	32.9
Index of Multiple Deprivation - Proportion of LSOAs in most deprived 10% nationally, 2015	7.7

# **Comparator City-Regions: Key Statistics Summary**

Key Data	West Midlands CA (WMCA)	Greater Manchester (GM)
Population ('000), 2015	2,834	2,756
Population % under 16, 2015	21.3	20.2
Population % over 65, 2015	15.6	15.6
Ethnic Minority % of population over 16, 2016	29.0	15.6
Economic Activity Rate (% aged 16-64), 2016	70.9	75.2
Employment Rate (% aged 16-64), 2016	65.5	70.5
Unemployment Rate (% aged 16-64), 2016	7.5	6.3
Unemployment Rate (% aged 16-19), 2016	26.2	25.1
Unemployment Rate (% aged 20-24), 2016	16.7	12.3
JSA Claimant Count Rate (% of Working Age Population), Dec 2016	2.4	1.3
Population aged 16-64 who are employees (%), 2016	58.0	61.1
Population aged 16-64 who are self employed (%), 2016	7.2	9.1
% of all persons in employment in SOC2010 <sup>1</sup> major group 1-3, 2016	38.8	42.4
Median House Price, Q3 2016 (Median House Price % Change 2015-16 Q3)	150,000 (4.2)	145,000 (3.6)
Households ('000), 2015	872	902
Workless Households (%), 2015	21.5	18.4
Workless Households with Dependant Children (%), 2015	18.5	14.8
% of economically inactive long-term sick, 2016	20.8	26.5
% of Working Age Population with No Qualifications, 2016	15.5	9.8
% of Working Age Population with NVQ4+ Qualifications, 2016	29.0	34.6

Key Data	Liverpool City Region (LCR)	London (LON)
Population ('000), 2015	1,525	8,674
Population % under 16, 2015	17.9	20.3
Population % over 65, 2015	18.4	11.5
Ethnic Minority % of population over 16, 2016	5.2	37.7
Economic Activity Rate (% aged 16-64), 2016	72.3	78.3
Employment Rate (% aged 16-64), 2016	68.4	73.8
Unemployment Rate (% aged 16-64), 2016	5.5	5.8
Unemployment Rate (% aged 16-19), 2016	19.2	31.3
Unemployment Rate (% aged 20-24), 2016	9.9	12.7
JSA Claimant Count Rate (% of Working Age Population), Dec 2016	1.1	1.3
Population aged 16-64 who are employees (%), 2016	61.4	60.0
Population aged 16-64 who are self employed (%), 2016	6.8	13.4
% of all persons in employment in SOC2010 <sup>1</sup> major group 1-3, 2016	41.2	55.4
Median House Price, Q3 2016 (Median House Price % Change 2015-16 Q3)	135,000 (3.4)	435,000 (11.5)
Households ('000), 2015	493	2,788
Workless Households (%), 2015	22.5	13.5
Workless Households with Dependant Children (%), 2015	18.8	12.0
% of economically inactive long-term sick, 2016	30.5	17.0
% of Working Age Population with No Qualifications, 2016	12.2	6.6
% of Working Age Population with NVQ4+ Qualifications, 2016	31.9	52.0

Key Data	North East (NE)	Sheffield City Region (SCR)
Population ('000), 2015	1,957	1,375
Population % under 16, 2015	17.2	18.6
Population % over 65, 2015	19.2	17.6
Ethnic Minority % of population over 16, 2016	4.0	8.9
Economic Activity Rate (% aged 16–64), 2016	76.1	73.7
Employment Rate (% aged 16–64), 2016	70.9	68.9
Unemployment Rate (% aged 16–64), 2016	6.8	6.6
Unemployment Rate (% aged 16–19), 2016	20.8	23.8
Unemployment Rate (% aged 20–24), 2016	14.6	11.8
JSA Claimant Count Rate (% of Working Age Population), Dec 2016	1.9	1.8
Population aged 16–64 who are employees (%), 2016	63.3	59.0
Population aged 16–64 who are self employed (%), 2016	7.1	9.4
% of all persons in employment in SOC2010 <sup>1</sup> major group 1–3, 2016	38.4	38.7
Median House Price, Q3 2016 (Median House Price % Change 2015–16 Q3)	132,000 (-0.8)	130,000 (1.2)
Households ('000), 2015	651	456
Workless Households (%), 2015	21.1	19.0
Workless Households with Dependant Children (%), 2015	16.5	18.0
% of economically inactive long-term sick, 2016	29.8	26.9
% of Working Age Population with No Qualifications, 2016	9.3	9.3
% of Working Age Population with NVQ4+ Qualifications, 2016	31.5	30.8



## Comparator City-Regions: Key Statistics

### Population

#### Population – total ('000)

	WMCA	GM	LCR	LON	NE	SCR
2011	2,740	2,685	1,506	8,204	1,933	1,344
2012	2,763	2,702	1,511	8,308	1,939	1,352
2013	2,783	2,715	1,513	8,417	1,945	1,358
2014	2,808	2,733	1,517	8,539	1,952	1,366
2015	2,834	2,756	1,525	8,678	1,957	1,375
2016	-	-	-	-	-	-

#### Population – % over 16

	WMCA	GM	LCR	LON	NE	SCR
2011	21.1	19.9	17.9	19.9	17.3	18.6
2012	21.2	20.0	17.9	20.1	17.3	18.6
2013	21.2	20.0	17.9	20.2	17.2	18.6
2014	21.3	20.1	17.9	20.3	17.2	18.6
2015	21.3	20.2	17.9	20.3	17.2	18.6
2016	-	-	-	-	-	-

#### Population – % over 65

	WMCA	GM	LCR	LON	NE	SCR
2011	15.2	14.6	17.1	11.1	17.6	16.6
2012	15.4	15.0	17.6	11.3	18.2	17.0
2013	15.5	15.3	17.9	11.4	18.6	17.3
2014	15.6	15.5	18.2	11.5	19.0	17.5
2015	15.6	15.6	18.4	11.5	19.2	17.6
2016	-	-	-	-	-	-

## Population

### Ethnic Minority – % of population over 16

	WMCA	GM	LCR	LON	NE	SCR
2011	25.7	13.6	4.0	36.2	3.6	6.6
2012	25.6	13.1	3.8	36.3	3.7	7.9
2013	26.1	13.5	4.0	36.3	3.8	7.8
2014	25.4	14.2	5.0	36.5	3.4	7.8
2015	24.6	15.2	5.4	37.6	4.0	7.5
2016	29.0	15.6	5.2	37.7	4.0	8.9

## Employment

### Employment Rate – aged 16–64

	WMCA	GM	LCR	LON	NE	SCR
2011	62.6	66.3	64.7	67.3	65.5	65.2
2012	62.8	66.9	65.7	68.2	66.6	66.5
2013	63.4	67.5	66.6	69.5	66.2	68.5
2014	64.9	69.0	65.1	71.3	68.8	69.8
2015	64.6	70.2	67.6	73.0	69.4	71.0
2016	65.5	70.5	68.4	73.8	70.9	68.9

## Unemployment

### Unemployment Rate – aged 16–64

	WMCA	GM	LCR	LON	NE	SCR
2011	11.6	9.7	10.1	9.6	9.9	11.1
2012	11.8	9.6	10.0	9.4	10.1	11.0
2013	12.2	9.0	9.9	8.9	9.8	10.7
2014	9.6	7.8	9.5	7.1	8.2	9.2
2015	8.2	6.7	5.8	6.1	7.6	7.5
2016	7.5	6.3	5.5	5.8	6.8	6.6

## Youth Unemployment

### Unemployment Rate – aged 16–19

	WMCA	GM	LCR	LON	NE	SCR
2011	43.0	37.9	36.5	43.8	32.3	42.4
2012	35.0	32.2	29.7	41.7	29.8	38.5
2013	43.3	31.4	34.5	45.3	39.9	37.4
2014	33.6	30.9	37.7	38.0	29.7	38.3
2015	27.2	28.0	28.0	31.8	23.8	26.6
2016	26.2	25.1	19.2	31.3	20.7	23.8

### Unemployment Rate – aged 20–24

	WMCA	GM	LCR	LON	NE	SCR
2011	22.4	17.1	18.2	19.5	17.8	21.4
2012	22.2	18.8	21.2	20.2	19.4	21.7
2013	23.9	19.0	18.2	19.3	20.5	20.9
2014	22.2	13.7	21.4	15.5	15.6	17.7
2015	17.4	13.5	11.9	14.1	13.8	12.2
2016	16.7	12.3	9.9	12.7	14.7	11.8

## Claimant Count

### JSA Claimant Count Rate – aged 16–64

	WMCA	GM	LCR	LON	NE	SCR
2011	6.4	4.7	5.6	4.1	4.9	4.9
2012	6.1	4.7	5.3	3.8	5.1	4.9
2013	5.1	3.6	4.3	2.9	3.9	4.0
2014	3.5	2.0	2.6	2.1	2.8	2.9
2015	2.7	1.5	1.6	1.7	2.3	2.3
2016	2.4	1.3	1.1	1.3	1.9	1.8

## Labour Market Inactivity

% of Economically Inactive, long-term sick – aged 16–64

	WMCA	GM	LCR	LON	NE	SCR
2011	22.4	26.8	29.0	15.9	27.7	30.7
2012	21.0	26.6	28.3	16.3	28.3	29.8
2013	20.7	24.4	30.6	16.2	27.6	25.7
2014	22.1	25.4	32.7	16.0	28.0	26.6
2015	20.8	25.3	30.4	16.3	28.3	26.6
2016	20.8	26.5	30.5	17.0	28.2	26.9

## Workless Households

% of Workless Households

	WMCA	GM	LCR	LON	NE	SCR
2011	23.9	23.0	26.1	18.9	24.4	23.0
2012	23.7	21.9	25.2	17.7	23.9	21.5
2013	23.2	21.2	23.7	16.3	22.9	18.7
2014	21.8	19.8	24.6	14.6	21.5	19.0
2015	21.5	18.4	22.5	13.5	21.3	19.0
2016	-	-	-	-	-	-

% of Workless Households with Dependant Children

	WMCA	GM	LCR	LON	NE	SCR
2011	22.6	19.9	24.0	20.4	19.7	18.8
2012	21.2	19.0	22.0	17.8	18.7	18.6
2013	22.5	18.8	21.4	17.1	16.3	16.4
2014	19.9	17.1	21.7	14.0	16.0	18.8
2015	18.5	14.8	18.8	12.0	17.2	18.0
2016	-	-	-	-	-	-

## Housing

### Number of Households

	WMCA	GM	LCR	LON	NE	SCR
2011	862,200	905,500	504,300	2,726,000	650,100	454,700
2012	856,700	899,900	491,600	2,738,100	644,200	448,900
2013	863,900	905,500	483,600	2,723,600	642,400	450,200
2014	881,200	890,500	492,200	2,766,600	652,000	464,500
2015	871,500	901,600	492,600	2,787,700	651,000	456,400
2016	-	-	-	-	-	-

### Median House Price (Q3)

	WMCA	GM	LCR	LON	NE	SCR
2011	-	-	-	-	-	-
2012	-	-	-	-	-	-
2013	130,000	125,000	124,000	316,000	122,000	118,000
2014	138,000	133,000	125,500	353,200	125,000	124,995
2015	144,000	139,995	130,500	390,000	133,000	128,500
2016	150,000	145,000	135,000	435,000	132,000	130,000

## Skills and Education

### % with NVQ4+ – aged 16–64

	WMCA	GM	LCR	LON	NE	SCR
2011	24.4	29.7	24.9	45.3	27.2	25.4
2012	26.1	30.8	25.5	47.0	27.3	27.3
2013	25.6	31.6	27.3	48.4	28.2	27.9
2014	27.3	32.0	27.5	49.1	28.5	28.4
2015	28.3	33.7	29.1	49.8	30.8	29.0
2016	29.0	34.6	31.9	52.0	31.5	30.8

### % with No Qualifications (NVQ) – aged 16–64

	WMCA	GM	LCR	LON	NE	SCR
2011	16.1	12.3	14.1	9.4	11.8	12.5
2012	15.5	11.7	13.1	8.7	11.5	11.7
2013	16.5	11.6	12.3	8.0	10.7	11.2
2014	15.4	10.6	12.4	7.9	9.8	10.3
2015	16.3	10.1	11.5	7.4	10.4	10.2
2016	15.5	9.8	12.2	6.6	9.3	9.3



# Data Sources

GVA per Head	Source: 2015, from Dec 2016 ONS Gross Value Added
GVA per Hour Worked (£) (Index)	Source: 2015, from Dec 2016 ONS Gross Value Added
GVA per Filled Job (£) (Index)	Source: 2015, from Dec 2016 ONS Gross Value Added
Population ('000)	Source: mid-2015, from June 2016 ONS Population Estimates
Population % under 16	Source: mid-2015, from June 2016 ONS Population Estimates
Population % over 65	Source: mid-2015, from June 2016 ONS Population Estimates
Population Ethnic Minority % over 16	Source: Jan-Dec 2016, from May 2017 ONS Annual Population Survey
Life Expectancy (Healthy Life Expectancy) (years) Male	Source: 2012-14, from Mar 2016 ONS Health and Life Expectancies
Life Expectancy (Healthy Life Expectancy) (years) Female	Source: 2012-14, from Mar 2016 ONS Health and Life Expectancies
Migration Inflow ('000)	Source: mid-2014 to mid-2015, from Aug 2016 ONS Migration Indicators
Migration Outflow ('000)	Source: mid-2014 to mid-2015, from Aug 2016 ONS Migration Indicators
Economic Activity Rate (% aged 16-64)	Source: Jan-Dec 2016, from May 2017 ONS Annual Population Survey
Employment Rate (% aged 16-64)	Source: Jan-Dec 2016, from May 2017 ONS Annual Population Survey
Unemployment Rate (% aged 16-64)	Source: Jan-Dec 2016, from May 2017 ONS Annual Population Survey
Unemployment Rate (% aged 16-19)	Source: Jan-Dec 2016, from May 2017 ONS Annual Population Survey
Unemployment Rate (% aged 20-24)	Source: Jan-Dec 2016, from May 2017 ONS Annual Population Survey
JSA Claimant Count Rate (% of Working Age Population)	Source: Dec 2016, from May 2017 ONS Job Seekers Allowance with Rate and Proportions
Median Gross Weekly Pay (£)	Source: 2016, from Nov 2016 ONS Annual Survey of Hours and Earnings
Count of Active Enterprises ('000)	Source: 2015, from Nov 2016 ONS Business Demography
Business Births Rate (per 1000 population)	Source: 2015, from Nov 2016 ONS Business Demography
Business Death Rate (per 1000 population)	Source: 2015, from Nov 2016 ONS Business Demography

Enterprise Survival rate at 12 months (%)	Source: 2015, from Nov 2016 ONS Business Demography
Population aged 16–64 who are employees (%)	Source: Jan–Dec 2016, from May 2017 ONS Annual Population Survey
Population aged 16–64 who are self employed (%)	Source: Jan–Dec 2016, from May 2017 ONS Annual Population Survey
% of all persons in employment in SOC2010 major group 1–3, 2016	Source: Jan–Dec 2016, from May 2017 ONS Annual Population Survey
Median House Price (Median House Price Change 2015–16 Q3)	Source: Q3 2016, from 2016 ONS House Price Statistics for Small Areas
Households ('000)	Source: 2015, from Oct 2016 ONS Annual Population Survey
Net Additions to Dwelling stock	Source: 2015–16, from Nov 2016 Department for Communities and Local Government
Workless Households (%)	Source: 2015, from Oct 2016 ONS Annual Population Survey
Workless Households with Dependant Children (%)	Source: 2015, from Oct 2016 ONS Annual Population Survey
% of Economically Inactive who are long-term sick	Source: Jan–Dec 2016, from Apr 2016 ONS Annual Population Survey
Gross Disposable Household Income per Head (provisional) (£)	Source: 2015, from May 2017 ONS GDHI series
Gross Disposable Household Income Index (UK=100, provisional) (£)	Source: 2015, from May 2017 ONS GDHI series
Average Annual % Change in Gross Disposable Household Income per Head	Source: 2015, from May 2017 ONS GDHI series
% of Pupils at the end of Key Stage 4 achieving 5+ A*–C grades including English and Mathematics	Source: 2015–16, from 2017 Department for Education
% of Working Age Population with NVQ4+ Qualifications	Source: Jan–Dec 2016, from May 2017 ONS Annual Population Survey
% of Working Age Population with No Qualifications	Source: Jan–Dec 2016, from May 2017 ONS Annual Population Survey
Foreign Direct Investment Projects (Total)	Source: 2011–12 tax year – 2015–16 tax year, from Aug 2016 Department for International Trade
Foreign Direct Investment Projects (EU)	Source: 2011–12 tax year – 2015–16 tax year, from Aug 2016 Department for International Trade
New jobs created from Foreign Direct Investment Projects (Total)	Source: 2011–12 tax year – 2015–16 tax year, from Aug 2016 Department for International Trade

# Data Sources

New jobs created from Foreign Direct Investment Projects (EU)	Source: 2011–12 tax year – 2015–16 tax year, from Aug 2016 Department for International Trade
Total Exports (£ million)	Source: Q4 2016, from Mar 2017 HM Revenue and Customs Trade Statistics
EU Exports (£ million)	Source: Q4 2016, from Mar 2017 HM Revenue and Customs Trade Statistics
Non-EU Exports (£ million)	Source: Q4 2016, from Mar 2017 HM Revenue and Customs Trade Statistics
Total Imports (£ million)	Source: Q4 2016, from Mar 2017 HM Revenue and Customs Trade Statistics
EU Imports (£ million)	Source: Q4 2016, from Mar 2017 HM Revenue and Customs Trade Statistics
Non-EU Imports (£ million)	Source: Q4 2016, from Mar 2017 HM Revenue and Customs Trade Statistics
Total Identifiable Expenditure on Services Per Head	Source: 2014–15, from 2016 Public Expenditure Statistical Analyses
UK Identifiable Expenditure on Transport Per Head Indexed (UK=100)	Source: 2014–15, from 2016 Public Expenditure Statistical Analyses
UK Identifiable Expenditure on Health Per Head Indexed (UK=100)	Source: 2014–15, from 2016 Public Expenditure Statistical Analyses
UK Identifiable Expenditure on Education Per Head Indexed (UK=100)	Source: 2014–15, from 2016 Public Expenditure Statistical Analyses

# City-REDI Team



**Director of City-REDI** – Professor Simon Collinson

 @profsicollinson

## Primary Expertise

- International Business
- Innovation
- Complexity, firm performance and growth
- Competition

Simon is the Deputy Pro-Vice-Chancellor for Regional Economic Engagement at the University of Birmingham and Director of City-REDI.



**City-REDI Chair** – Professor John Bryson

## Primary Expertise

- Economic Geography
- Smart Specialisation
- Regional development
- Innovation and Competitiveness

John is Professor of Enterprise and Economic Geography at City-REDI. He is the principle-investigator of Urban Living Birmingham (ULB).



**City-REDI Chair** – Professor Raquel Ortega-Argilés

 @r\_ortegaargiles

## Primary Expertise

- Economic modelling
- Smart Specialisation
- Regional development
- Innovation and Competitiveness

Raquel is a Professor of Regional Economic Development at City-REDI. She is currently leading a research project investigating the impact of Brexit in the region.



**City-REDI Chair** – Professor Anne Green

 @Anne\_E\_Green

**Primary Expertise**

- Regional and local labour markets
- Skills strategies
- Urban and rural development
- Migration and Commuting

Anne is a Professor of Regional Economic Development at City-REDI. She specialises in labour market performance and skills development.



**Business Development Director** – Rebecca Riley

 @Rileyresearch

**Primary Expertise**

- Research methods
- Skills and labour markets
- Impact assessment
- Strategy and policy development

Rebecca is the Business Development Director of City-REDI and leads on all consultancy services.



**Senior Birmingham Fellow** – Dr Max Nathan

 @iammaxnathan

**Primary Expertise**

- Economic Geography
- Economics of Immigration and Diversity
- Innovation Systems and Tech Clusters
- Policy Design and Evaluation

Max is a Senior Birmingham Fellow (Regional Economic Development) at Birmingham Business School, and Deputy Director of the What Works Centre.



**Senior Research Fellow** – Dr Catherine Harris

 @dr\_catharris

**Primary Expertise**

- Migration and labour markets
- Entrepreneurship and enterprise
- EU and Labour migration
- Brexit and the impact on business

Catherine is a Senior Research Fellow at City-REDI. She specialises in research on migrant labour markets and entrepreneurship.



**Research Fellow** – Dr Chloe Billing

 @BillingResearch

**Primary Expertise**

- Economic Geography
- Sector competitiveness
- Organisation of production
- Industrial Strategy

Chloe is a Research Fellow at City-REDI, with in-depth analytical skills drawn from extensive experience in conducting qualitative research.



**Research Fellow** – Dr Deniz Sevinc

**Primary Expertise**

- Development economics
- Applied microeconometrics
- International migration and cultural diversity
- Skills gap in urban areas

Deniz is a Research Fellow at City-REDI. She is involved in a range of collaborative cross-country research networks and projects, most recently Brexit in a changing Europe (funded by ESRC), Urban Poverty (USE-IT, funded by ERDF) and Urban Living Partnership project (funded by RCUK).



**Research Associate** – Dr Amir Qamar

 @amirqamar88

**Primary Expertise**

- Economics
- International business
- Operations management and supply chain management
- Manufacturing and Automotive sector

Amir is a Research Associate of City-REDI, specialising in local supply chains and the impact of anchor institutions.



**Policy and Data Analyst** – Tasos Kitsos

 @Tasos\_Kitsos

**Primary Expertise**

- Impact assessment
- Economic Modelling
- Fiscal Devolution
- Economic Resilience

Tasos is a Policy and Data Analyst at City-REDI, specialising in data collection and analysis and economic modelling for the region.



**Policy and Data Analyst** – Charlotte Hoole

 @CharlotteHoole4

**Primary Expertise**

- Place Leadership
- Urban and Regional Governance
- Urban and Regional Policy
- Local Economic Development

Charlotte is a Policy and Data Analyst at City-REDI. She is currently working on a research project investigating the democratic foundations of the Just City.



**Centre Manager** – Stuart Mitchell

**Primary Expertise**

- Events management
- Project Administration
- Website content management

Stuart is the content and events manager across all City-REDI projects and core product set.

# Endnotes

- <sup>1</sup> SOC2010 major group 1–3 includes those in occupation groups 'Managers, Directors & Senior Officials', 'Professional Occupations', and 'Associate Professional & Technical'
- <sup>2</sup> Data on GVA per hour worked and per filled job is only available at NUTS 3 level
- <sup>3</sup> Data for Life Expectancy and Healthy Life Expectancy is only available at upper tier local authority level
- <sup>4</sup> Data for 5+ A\*–C grades at KS4 is only available at upper tier local authority level







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 @CityREDI

Tel: +44 (0)121 414 9673

Email: [info-cityredi@contacts.bham.ac.uk](mailto:info-cityredi@contacts.bham.ac.uk)



UNIVERSITY OF  
BIRMINGHAM

Edgbaston, Birmingham,  
B15 2TT, United Kingdom

[www.birmingham.ac.uk](http://www.birmingham.ac.uk)

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