

# Ladywood Constituency Profile

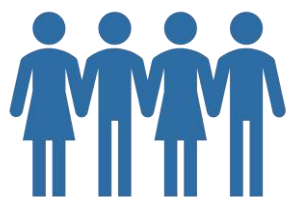
## Introduction

Ladywood constituency contains most of Birmingham city centre. It has a population of 156,258 making it the most populous constituency in the city.

The constituency has a higher share of young adults than the city as a whole due to a concentration of younger people living in city apartments. The area has a diverse ethnic make-up with a significantly higher BAME population share than the city as a whole.

The constituency is home to 252,500 workers, making it by far the largest constituency in terms of employment numbers.

Resident employment rates in the area are a little above the city average and the constituency has a higher share of residents with high level qualification than the Birmingham and national proportion.



Population  
**156,258**



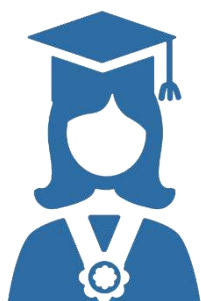
Workplace  
Employment  
**252,500**



Employment  
Rate  
**68.6%**



Deprivation  
Rank (National)  
**2**



RQF4+  
Qualifications  
**58.2%**



Active  
Businesses  
**11,035**

# Ladywood Constituency Location Map



## Demography

### Population & Age Structure

Data from the 2022 ONS Mid-Year Population Estimates shows that the Ladywood Constituency has a population of 156,258, making Ladywood the largest constituency in the city in terms of population size. The constituency has a younger age profile than the city as a whole with a significantly higher share of young adults (18.2%) than for Birmingham (11.8%).

**Table 1: Age Structure**

Age	Constituency N°	% of Constituency Population	Birmingham %	England %
All Residents	156,258	-	-	-
16-64	112,234	71.8%	64.8%	62.9%
Under 18	39,871	25.5%	24.9%	20.8%
18-24	28,436	18.2%	11.8%	8.3%
25-44	61,247	39.2%	34.0%	32.8%
45-64	17,625	11.3%	16.1%	19.4%
65+	9,079	5.8%	13.1%	18.6%

### Ethnicity

2021 Census data on the ethnic make-up of the Ladywood constituency is shown in the table below. The constituency has a higher share of the population from BAME backgrounds (77.7%) than Birmingham (51.4%) and is significantly more diverse than England (19.0%) as a whole.

**Table 2: Ethnicity**

Ethnic Group	Constituency N°	% of Constituency Population	Birmingham %	England %
All Residents	151,865	-	-	-
BAME Total	117,956	77.7	51.4%	19.0%
Bangladeshi	8,895	5.9	4.2%	1.1%
Chinese	3,564	2.3	1.1%	0.8%
Indian	8,195	5.4	5.8%	3.3%
Pakistani	34,917	23.0	17.0%	2.8%
Black African	23,651	15.6	5.8%	2.6%
Black Caribbean	12,348	8.1	3.9%	1.1%
Mixed or Multiple Ethnic Groups	7,488	4.9	4.8%	3.0%
Other Ethnic Group	12,529	8.3	4.5%	2.2%
White	33,909	22.3	48.6%	81.0%

## Employment & Business Activity

### Workplace Employment

Workplace employment data in this section is taken from an official ONS dataset, the Business Register and Employment Survey (BRES). This data is workplace based data and refers to the employment located within the constituency – and not the number of Ladywood residents in employment.

The latest available data for 2023 shows that there are 252,500 people employed in the Ladywood constituency. This accounts for 45% of all employment in the city, making Ladywood by far the largest employer amongst the 10 constituencies in the city. Employment in the constituency grew by 8,500 (3.5%) between 2022 and 2023.

In terms of the wards within the constituency, Ladywood ward which contains the city centre has by far the highest concentration of employment located within it. In 2023 there were 129,000 jobs located in the ward accounting for over half (51.2%) of the constituency's employment.

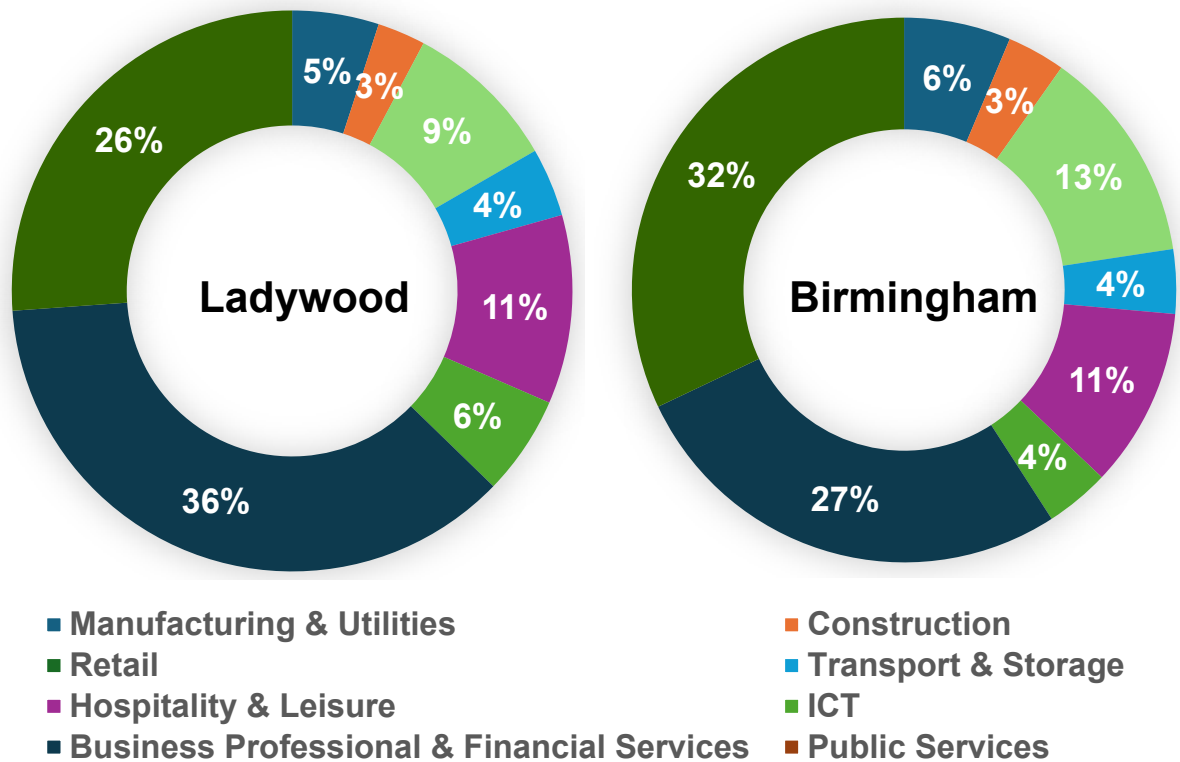
**Table 3: Workplace Employment 2023**

Area	2022	2023	Annual Change N°	Annual Change %
<b>Ladywood Constituency</b>	<b>244,000</b>	<b>252,500</b>	<b>8,500</b>	<b>3.5%</b>
Alum Rock	5,000	5,000	0	0%
Balsall Heath West	1,250	1,375	125	10%
Bordesley & Highgate	16,000	15,500	-500	-3.1%
Bordesley Green	5,000	4,250	-750	-15%
Ladywood	122,500	129,000	6,500	5.3%
Nechells	43,500	47,500	4,000	9.2%
Newtown	20,500	20,000	-500	-2.4%
Soho & Jewellery Quarter	30,500	30,000	-500	-1.6%
Birmingham	555,500	562,500	7,000	1.3%
England	27,922,000	28,248,000	326,000	1.2%

### Employment by Sector

At a sectoral level, services account for 92% of the constituency's workplace employment. Business, professional & financial services (36%) is the largest sector in the Ladywood constituency, with a concentration of large employers in this sector being located within the city centre. Public services is the next largest sector accounting for 26% of employment in the constituency.

**Chart 1: Workplace Employment by Sector 2023**



**Business Activity**

Official Data from the ONS UK Business Count dataset for 2024 is shown in the following section. In 2024 there were 11,035 businesses in the constituency, accounting for 29.6% of businesses in the city and meaning Ladywood has the by far the largest concentrations of businesses out of the 10 constituencies in the city.

**Business by Size Band**

The vast majority of businesses are small employing fewer than 50 people, the table below gives a breakdown of businesses in the constituency by size band with a comparison with the city and nationally. The constituency has a similar breakdown of business by size band to the city and nationally but with a higher share of medium and larger sized businesses, reflective of the constituency containing the city centre with its concentration of larger employers.

**Table 4: Businesses by Size Band 2024**

Size Band	Constituency N°	Constituency%	Birmingham %	England %
Micro (0-9 employees)	9,380	85.0%	89.2%	89.2%
Small (10-49 employees)	1,305	11.8%	8.8%	8.7%
Medium (50-249 employees)	255	2.3%	1.5%	1.6%
Large (250+ employees)	95	0.9%	0.5%	0.4%
<b>Total Businesses</b>	<b>11,035</b>	<b>100%</b>	-	-

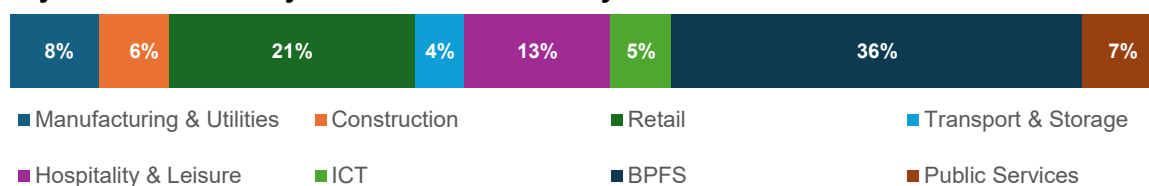
## Businesses by Sector

A breakdown of business numbers in the constituency broken down by sector is set out below. The BPFS sector accounts for the largest share of businesses in the constituency (35.5%), followed by retail (21.3%).

**Table 5: Businesses by Sector 2024**

Sector	Constituency N°	Constituency%	Birmingham %	England %
Manufacturing & Utilities	850	7.7%	5.8%	5.3%
Construction	665	6.0%	9.9%	14.0%
Retail	2,355	21.3%	20.6%	14.6%
Transport & Storage	470	4.3%	6.2%	4.4%
Hospitality & Leisure	1,390	12.6%	12.7%	13.0%
ICT	590	5.3%	5.3%	7.3%
BPFS	3,920	35.5%	30.0%	31.1%
Public Services	780	7.1%	9.4%	6.3%
<b>Total</b>	<b>11,035</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

### Ladywood Constituency Business Breakdown by Sector



## Economic Output

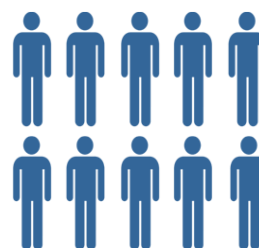
Experimental small area GVA data has recently been released by the ONS. This data enables us for the first time to get an understanding of an economic output in the wards and constituencies of the city. The table below shows GVA for the Ladywood constituency and its wards. The economic output data is in 2022 prices and therefore shows growth in real terms accounting for any inflationary impact.

In 2022 the Ladywood constituency had an economic output of £16.2bn, accounting for 48.0% of economic output in the city and making Ladywood constituency the largest constituency economy in the city. Ladywood's economy has recovered from the contraction it suffered during the pandemic with economic output in 2022, 6.8% up on the 2019 pre pandemic level. On an annual basis the economy grew by 6.6% between 2022 and 2023.

At a ward level Ladywood ward has the largest economy in the constituency with GVA of £8.2bn in 2022, 51% of the constituency total.



**GVA**  
**£16.2bn**



**GVA Per Head**  
**£103,577**

**Table 6: Economic Output GVA £m**

Area	2018	2019	2020	2021	2022	Annual Change N°	Annual Change %	3 year Change N°	3 Year Change %
<b>Ladywood Constituency</b>	<b>14,995</b>	<b>15,148</b>	<b>13,626</b>	<b>15,186</b>	<b>16,185</b>	<b>999</b>	<b>6.6%</b>	<b>1,037</b>	<b>6.8%</b>
Alum Rock	285	295	237	275	260	- 16	-5.7%	-36	-12.1%
Balsall Heath West	208	198	164	173	149	- 24	-13.7%	-49	-24.7%
Bordesley & Highgate	739	693	555	541	582	41	7.5%	-111	-16.0%
Bordesley Green	150	162	129	140	148	8	5.6%	-14	-8.5%
Ladywood	7,657	7,903	7,271	7,507	8,206	698	9.3%	303	3.8%
Nechells	2,774	2,818	2,479	3,243	3,387	144	4.4%	569	20.2%
Newtown	1,023	970	864	856	1,033	177	20.7%	64	6.6%
Soho & Jewellery Quarter	2,158	2,109	1,928	2,449	2,419	- 30	-1.2%	310	14.7%
Birmingham	32,275	32,747	29,366	32,029	33,739	1,710	5.3%	993	3.0%

## Labour Market

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### Economic Activity & Inactivity

The economically active working age population (16-64) is defined as those residents who are either in employment or unemployed. Unemployed residents are considered economically active as they are required to be actively seeking work and thus are active in the labour market. In Q3 2024 there were 55,500 economically active residents in Ladywood, (74.7%) of the working age population. This is above the city rate (71.5%) but below the national rate (78.4%).

### Resident Employment

The latest resident employment data from the Annual Population Survey (APS) shows that in Q3 2024 there were 51,000 working age residents in employment. Meaning the constituency employment rate was 68.6%. This is above the employment rate for the city as a whole (66.4%) and is the 6<sup>th</sup> employment rate amongst the ten constituencies in the city.

### Unemployment

The Labour Force Survey measure of unemployment is the headline measure of unemployment used nationally and is a count of those who are out of work and actively seeking work regardless of benefit eligibility. In Q3 2024 the unemployment rate in Ladywood was 8.2%, above the Birmingham rate of 7.2%.

**Table 7: Economic Activity Q3 2024**

Econ Activity	Constituency N°	Constituency%	Birmingham %	England %
Employment	51,000	68.6	66.4	75.4
<i>Employees</i>	46,100	62.1	59.1	66.0
<i>Self employed</i>	4,900	6.5	7.2	9.2
Unemployment	4,500	8.2	7.2	3.7
Total Economically Active	55,500	74.7	71.5	78.45

### Claimant Count Unemployment

Claimant count unemployment provides a slightly different measure of unemployment than the Annual Population Survey (APS) used above, the claimant count is a measure of those in receipt of unemployment related benefits and is available at ward and neighbourhood level and is released monthly and is more timely than the APS data.

Constituency and ward level claimant count, and youth claimant count unemployment data is released monthly. The latest data can be found in our monthly Unemployment Update available on our website on the following link: [Link to Monthly Unemployment Update](#)

### Economic Inactivity

Economic inactivity is defined as those residents who are of working age who are not currently active in the labour market. This could be for a variety of reasons including being in full time education, looking after family, illness or disability and early retirement.

In Q3 2024 there were 18,600 working age residents who are economically inactive accounting for 25.3% of the 16-64 population: a lower rate than for the city as a whole (28.5%) but above the rate for the UK (21.6%).

Of those residents who were economically inactive 2,600 (13.8%) stated that they wanted a job. This is just below the city figure of 14.3%.

### **Employment & Economic Inactivity by Ethnicity**

Data is available from the APS that allows us to compare employment and economic inactivity rates between white and BAME residents. This data for Ladywood constituency for Q3 2024 is displayed in the table below. In Ladywood, the employment rate for BAME residents (64.0%) is 17.6% points below the employment rate for white residents (81.6%) but is above the BAME employment rate for the city as a whole (62.7%). BAME female residents have the lowest employment rates locally at 44.8%.

In terms of economic inactivity BAME residents have a higher rate (27.7%) compared to white residents (18.4%). BAME female residents have a particularly high level of economic inactivity with over half of all working age residents (50.6%) being economically inactive.

**Table 8: Employment & Economic Inactivity by Ethnicity Q3 2024**

Ethnic Group	Constituency N°	Constituency%	Birmingham %	UK %
Employment White	16,000	81.6	70.6	76.7
Employment BAME	35,000	64.0	62.7	69.4
Employment White Males	8,300	88.1	73.4	79.5
Employment BAME Males	24,300	78.9	72.0	75.1
Employment White Females	7,600	75.5	67.7	74.0
Employment BAME Females	10,700	44.8	53.3	64.0
Economically Inactive White	3,600	18.4	25.0	20.8
Economically Inactive BAME	15,200	27.7	31.5	25.7
Economically Inactive White Males	1,100	12	23.0	17.8
Economically Inactive BAME Males	3,100	9.9	20.4	19.5
Economically Inactive White Females	2,500	24.5	27.2	23.8
Economically Inactive BAME Females	12,100	50.6	42.6	31.5

### **Employment & Economic Inactivity - Disability**

Data on the number of working age residents who are disabled or have a work limiting health condition and their employment and economic inactivity rates and how these compare with non-disabled residents is shown in the table below.

There are 16,200 working age residents in Ladywood who are classed as disabled, accounting for 21.4% of the 16-64 population. A lower proportion of the population as for the city and nationally, who both have disability rates over 26%.

The employment rate for disabled residents in Ladywood is 55.4%, well below the employment rate for non-disabled residents of 72.3%. The disabled employment rate locally is above the corresponding rate for Birmingham (47.1%) but below the UK (56.1%).

Disabled residents correspondingly have a higher rate of economic inactivity (39.8%) than non-disabled residents (21.2%). The economic inactivity rate for disabled residents locally is below both the rate for Birmingham (47.8%) and the UK rate (40.1%).

**Table 9: Employment & Economic Inactivity – Disability Q3 2024**

Disability	Constituency N°	Constituency%	Birmingham %	UK %
16-64 who are Disabled	16,200	21.7	26.3	26.2
Employment rate 16-64 - Disabled	9,000	55.4	47.1	56.1
Employment rate 16-64 - not Disabled	42,000	72.3	73.1	82.4
% economically inactive 16-64 - Disabled	6,400	39.8	47.8	40.1
% economically inactive 16-64 - not Disabled	12,400	21.2	21.7	15.0

## Occupations

Table 10 below shows the occupational breakdown of all 16+ Ladywood constituency residents in employment. The majority of residents in the constituency are employed in higher skilled occupations (65.6%) above the corresponding figure for both the city (53.9%) and the UK (53.0%). This is reflective of the higher levels of skills and qualifications present in the resident population with a concentration of highly skilled residents living and working in the city centre.

**Table 10: Occupational Breakdown Q3 2024**

Occupation	Constituency N°	% of Employed Residents	Birmingham %	England %
All Employed 16+	51,700	-	-	-
Managers, directors and senior officials	1,600	3.1	6.6	11.0
Professional occupations	26,500	51.3	32.5	26.7
Associate professional and technical occupations	5,800	11.2	14.8	15.2
<b>Higher Skilled Occupations</b>	<b>33,900</b>	<b>65.6</b>	<b>53.9</b>	<b>53.0</b>
Administrative and secretarial occupations	3,500	6.8	8.9	9.3
Skilled trades occupations	2,800	5.4	7.2	8.7
<b>Intermediate Occupations</b>	<b>6,300</b>	<b>12.2</b>	<b>16.1</b>	<b>18.1</b>
Caring, leisure and other service occupations	1,000	1.9	5.1	8.4
Sales and customer service occupations	3,100	6.0	4.7	6.1
Process plant and machine operatives	3,400	6.6	7.4	5.5
Elementary occupations	4,000	7.7	12.3	8.8
<b>Lower Skilled Occupations</b>	<b>11,500</b>	<b>22.2</b>	<b>29.5</b>	<b>28.8</b>



**Higher Skilled**  
**65.6%**



**Intermediate Skills**  
**12.2%**



**Lower Skilled**  
**22.2%**

## Qualification Levels

Data on qualification levels of 16-64 residents in Ladywood is shown in the table below. The area has a higher proportion of working age residents with higher level qualifications (58.2%) than Birmingham (44.4%) and the UK (47.1%). The constituency has a higher share of working age residents with no qualifications (12.9%) than the city (9.4%) and the UK (6.6%). Highlighting that the area contains both highly qualified residents living in the city centre but also a significant number of residents with no or low qualifications living in more deprived parts of the constituency.

**Table 11: RQF Qualification Levels 2023**

RQF Level	Constituency N°	% of 16-64 Population	Birmingham %	England %
RQF Level 4+ (Higher Education)	48,900	58.2	44.4	47.1
RQF Level 3 (A Level)	5,500	6.6	16.4	20.6
RQF Level 2 (GCSE)	9,900	11.8	19.1	18.7
RQF Level 1	3,800	4.6	3.6	2.4
Other Qualifications	5,000	6.0	7.2	4.5
No Qualifications	10,900	12.9	9.4	6.6

## Deprivation & Child Poverty

### 2025 Index of Deprivation

Data from the 2025 Index of Deprivation at constituency level for the city is shown in the table below. The Index of Multiple Deprivation (IMD) uses a basket of indicators to create a measure of relative deprivation at neighbourhood level across the country.

Ladywood is the most deprived constituency in the city and is the 2<sup>nd</sup> most deprived constituency in England (out of 543 constituencies) making it in the top 1% of deprived constituencies nationally. Nearly half (49.4%) of children live in income deprivation as do 27.3% of old people.

**Table 12: 2025 Index of Deprivation Birmingham Constituencies Ranked**

Constituency	IMD 2025 National Rank (out of 543)	IMD 2019 Rank	Change in Rank	% of Children in Income Deprivation	% of Old People in Income Deprivation
<b>Ladywood</b>	<b>2</b>	<b>4</b>	<b>-2</b>	<b>49.4%</b>	<b>27.3%</b>
Perry Barr	5	16	-11	53.9%	28.7%
Hodge Hill and Solihull North	6	7	-1	60.5%	39.5%
Erdington	13	12	1	55.6%	23.7%
Yardley	14	21	-7	56.8%	31.8%
Hall Green and Moseley	19	31	-12	50.3%	23.3%
Northfield	47	24	23	55.4%	25.5%
Edgbaston	106	84	22	51.2%	25.2%
Selly Oak	129	83	46	51.4%	29.4%
Sutton Coldfield	481	419	62	24.0%	10.2%

### Child Poverty

Every year the End Child Poverty Coalition, together with the Centre for Research in Social Policy at Loughborough University, publishes data on the number of children living in poverty, in each Westminster Constituency and Local Authority across the UK.

The data is for children aged 0-15 and shows the proportion of children living in relative poverty, which is defined as those households whose income is less than 60% of the average household income after housing costs are taken into account.

In 2022/23, 54.6% of children in Ladywood lived in relative poverty, the highest constituency rate in the city and in the UK as a whole. The child poverty rate in the constituency is above the city rate (48.3%) and well above the UK rate (30.0%). Child poverty increased in all ten constituencies in the city in the most recent year and all but one constituency (Sutton Coldfield) are in the top 10% of constituencies nationally for child poverty.

**Table 13: Child Poverty by Constituency Ranked**

Constituency	2020/21	2021/22	2022/23	Annual Change % Point	National Rank	National Percentile
<b>Ladywood</b>	<b>52.4%</b>	<b>54.4%</b>	<b>54.6%</b>	<b>0.2%</b>	<b>1</b>	<b>1</b>
Hall Green and Moseley	52.2%	53.2%	54.6%	1.4%	2	1
Yardley	47.5%	51.0%	53.5%	2.5%	4	1
Perry Barr	47.4%	50.5%	52.6%	2.1%	6	1
Hodge Hill and Solihull North	46.8%	50.0%	51.2%	1.2%	10	1
Erdington	40.0%	45.1%	48.9%	3.8%	23	1
Northfield	33.5%	39.2%	43.4%	4.2%	48	1
Edgbaston	36.3%	39.8%	43.2%	3.4%	<b>50</b>	<b>1</b>
Selly Oak	34.1%	37.5%	41.6%	4.2%	59	1
Sutton Coldfield	15.0%	17.1%	19.1%	2.0%	572	9
<b>Birmingham</b>	<b>42.2%</b>	<b>46.4%</b>	<b>48.3%</b>	<b>1.9%</b>	<b>1</b>	<b>1</b>



**Children in Poverty**

**23,623**

**54.6%**

**Con Rank**

National (out of 650)

**1**