

# Sutton Coldfield District Jobs and Skills Plan July 2015

## Overview of Sutton Coldfield District<sup>1</sup>

Sutton Coldfield District is in the north of the city, with Erdington District to the south and the boundary with Walsall, Staffordshire and Warwickshire to the north. It is composed of 4 wards – Sutton Four Oaks, Sutton New Hall, Sutton Trinity and Sutton Vesey.

The district is the most affluent in the city and highest **employment** and lowest **unemployment rates**.

Sutton Coldfield District has an older **age profile** to the city centre, and this is also true of all wards. Overall, the proportion of working age adults (62%) is slightly below the city average (64%). There are 6,518 residents aged 18-24 equating to 7% of the population, compared to 12 % for Birmingham.

The **ethnic profile** of the working age population in the district differs to that of the city, with a higher much proportion, of white working age residents (88%) compared to the city average (59%). This proportion is very similar in all wards. The largest non-white group in the district is Indian (4%), and this group is also the largest in all wards.

Overall **deprivation levels** are very low compared to the city as a whole. There are no LSOAs in the 10% most deprived and only 2% of the population live in LSOAs in the 20% most deprived. 88% of the district population live in LSOAs in the 60% least deprived in the country. Deprivation levels are highest in Sutton Trinity ward, with 28% of the population living in LSOA in the 40% most deprived in the country, concentrated around the Falcon Lodge (Appendix: Table 1 & Map 1)

**Strategic District Assessments** contain contextual information and provide a broader assessment of the district, including crime, health and housing data; as well as detailed maps showing worklessness, unemployment and youth unemployment rates by LSOA. These are updated annually and can be downloaded from <http://fairbrum.wordpress.com/about/district-strategic-assessments/>

District Employment and Skills Champion	
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<sup>1</sup> For definitions please see glossary

## Section 1: District Data

### 1.1 Economic Activity, Employment & Unemployment in Sutton Coldfield District

**Economic activity and employment rates** are much higher than the city average 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 city average (*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. A full data table can be found in the Appendix Table 2.

In September 2014 there were 734 **Job Seekers Allowance (JSA) Claimants** in Sutton Coldfield District, equating to a rate of 1.3%, well below the city rate of 7.2% and the UK rate of 3.0%. The district has lowest rate of all the city's districts. There were 447 male claimants and 287 female claimants. 200 residents had been claiming for more than 12 months.

There is very little difference in the rates between the wards, with Sutton Trinity ward (1.6%) having the highest rate and Sutton Four Oaks and Sutton New Hall wards (both 1.1%) the lowest.

The rate has fallen by 0.8 percentage points over the past year, much less than the decrease in the city (2.2pp), but from a much lower starting point. The rate has fallen most in Sutton Trinity ward (- 1.0pp) and least in Sutton Four Oaks and Sutton New Hall wards (0.8pp).

A full data table can be found in the Appendix Tables 3 & 4. The most up-to-date unemployment data by ward can be found in the Unemployment Briefing which can be downloaded from [www.birmingham.gov.uk/birminghameconomy](http://www.birmingham.gov.uk/birminghameconomy). This includes a map of the city showing unemployment by LSOA.

**Youth Unemployment<sup>2</sup> (JSA claimants)** In September 2014 there were 170 residents aged 18-24 claiming JSA, equating to an unemployment proportion of 2.5%, well below the city average of 6.0%. Of these 90 were male and 80 female. Only 20 had been claiming for over 1 year. Sutton Coldfield has the lowest youth unemployment proportion of all the districts. At 3.7% Sutton Trinity ward has the highest youth unemployment proportion. Sutton Four Oaks and Sutton New Hall wards have the lowest proportions (both 2.0%).

Over the year to September 2014 the proportion has fallen by 2.2 percentage points (the city proportion fell by 2.7pp over the same period). The proportion has fallen most in Sutton Four Oaks ward (-3.1pp) and least in Sutton new Hall ward (-1.6pp).

A full data table can be found in the Appendix Table 5. The most up-to-date youth unemployment data by ward can be found in the Unemployment Briefing which can be downloaded from [www.birmingham.gov.uk/birminghameconomy](http://www.birmingham.gov.uk/birminghameconomy). This includes a map of the city showing unemployment by LSOA.

The number of young people (aged 16-19) estimated to be **Not in Employment, Education or Training (NEET)** in Sutton Coldfield District was 144 in November 2014. This is the lowest number of all the Districts. At 42 Sutton Trinity ward has the highest numbers within the District, but this is well below the ward average (76). Numbers have been adjusted to account for outstanding returns from providers.

<sup>2</sup> Unemployment is usually expressed as a rate i.e. the percentage of the *economically active population*, but for those aged 18-24 it is calculated as a proportion, i.e. the percentage of the *total population aged 18-24*. Proportions are lower than rates and are not comparable.

## 1.2 Skills Levels in Sutton Coldfield District

**School Attainment** (as measured by 5 or more GCSEs A\*-C including English and Maths) 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 district 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). A full data table can be found in the Appendix Table 6.

Overall, **adult 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 9% with no qualifications and 76% qualified to level 2 and above. Sutton New Hall and Sutton Trinity have the lowest attainment, but even here it is very high with 11 % with no qualifications and 71% qualified to Level 2 and above.

A full data table can be found in the Appendix Table79, along with definitions of the different qualification levels.

**Language:** English is the main language of 97% of the working age population, and almost100% can speak it well, with only 264 residents not being able to speak it or speak it well. This compares with 5% of Birmingham residents who cannot speak English well. Sutton Vesey ward has the highest proportion who cannot speak English or cannot speak it well (1%).

## 1.3 Key Issues

From the data presented in this section it is possible to identify key issues that can be used to help identify jobs and skills priorities for Sutton Coldfield District. These include:

- Sutton Coldfield District performs better than both the city and the country against the majority of labour market and skill related measures.
- There is relatively little difference between the performance of the individual wards.
- Some areas within Sutton Trinity ward have a slightly higher unemployment rate than the remainder of the District, but even here rates are relatively low.

## Section 2: Employment Opportunities

Where known, business contact information can be found in the appendix Table 10

### 2.1 Birmingham Economy –future prospects

Research has shown the Greater Birmingham area has a competitive offer in the following sectors – both in terms of inward investment and indigenous growth. Employment growth will be achieved principally through the development of the Economic Zones and other GBSLEP initiatives:

- Advanced engineering – automotive and aerospace
- Business, financial and professional services
- ICT& Digital Media
- Life Sciences
- Food and Drink

In addition, the development of the city centre Enterprise Zone and improved connectivity between HS2 and the wider LEP will not only create large numbers of jobs directly, but will also offer significant opportunities for attracting further investment and jobs growth.

Current economic forecasts, which exclude the impact of the proposed initiatives, forecast only modest employment growth for the city. They also suggest that the occupational mix of jobs will change with a move towards higher skilled occupations such as corporate managers and professional and technical occupations. The occupations that are forecast to decline most are lower skilled occupations such as plant and machinery operatives and admin and secretarial roles. However, there will still be 250,000 job opportunities in the local economy between 2013 and 2025, due to replacement demand e.g. job churn created by retirement, people leaving jobs etc. But, of these, only 15,000 will be for those without qualifications. This clearly has implications for the city's relatively low skilled workforce.

### 2.2 Business Base in Sutton Coldfield District

There are 3,285 VAT and PAYE **registered enterprises** located in the district (*BIS 2013*) employing around 34,000 people (*ONS/BRES 2013*). Of these 15 employ 10-249 people and 10 businesses employ 250 or more. 215 enterprises have an annual turnover of £1million or more, and of these 50 have a turnover of £5million or more. Public services (11,000 jobs) and retail & leisure (12,000 jobs) each account for around 30% of employment. Sutton Trinity ward has the greatest number of jobs (c14,000) and Sutton Four Oaks and Sutton Vesey wards the least (c5,000). A full data table can be found in the Appendix Tables 8 & 9.

**Major employers** in the district include Good Hope Hospital. Major supermarkets include ASDA, Morrison's Tesco, Sainsbury's. Information on major employers is very limited and should be expanded using local district intelligence.

The **city centre** is accessible by public transport in around 45 minutes from large parts of the district during the morning rush hour, but journey times are longer from some areas towards the city boundary. (*Mott McDonald 2013*).

### 2.3 Development and Regeneration in Sutton Coldfield District

Sutton Town Centre – With capacity for 150 dwellings, 30,000sqm of retail floor space and 20,000sqm of office space the town centre offers significant potential for job creation. With a successful Business Improvement District in place to drive the centre forward, supported by a Regeneration Framework, the foundation is in place to encourage new investment and jobs.

Brassington Avenue – A key development opportunity within the Town Centre, which has planning permission for a retirement village of 240 dwellings and ancillary uses including swimming pool and café, led by developer is Pegasus Life and with the potential for 360 construction jobs.

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.

Midpoint, Minworth – Significant development opportunities remain at this site in Minworth with nearly 1,000,000 sq ft of land available.

### 2.3 Key Issues

#### General Issues for Businesses in the city

- Businesses, especially those within the manufacturing sector, including importers and exporters, remain sensitive to any challenges within the economy. Access to funding remains a constraint on businesses looking to expand, especially with purchasing equipment, and whilst lending is more available it is not necessarily affordable.
- Recruitment of staff with the right skills is often highlighted as a constraint to those companies with vacancies, which in turn impacts on their performance.
- Poor quality business space is another issue affecting companies looking to expand, there is often a need to invest heavily in their properties to make them fit for purpose, however the end value often makes the investment unviable. This issue also applies to companies and developers looking to invest in the area, many sites still remain unviable due to land values and development costs exceeding the final return.

**Section 3: Training Employment & Skills Provision in and around Sutton Coldfield District**

**3.1 BCC and Partner Employment Training and Skills Initiatives**

**(i) Youth Promise:** Every young person living in Birmingham will have access to a Universal Offer, which guarantees young people aged 14-25 an offer of: education, training, apprenticeship, experience of work or employment within four months of leaving education, employment or training

**(ii) Birmingham Jobs Fund:** Financial incentives to businesses recruiting Birmingham young people aged 16 - 24 into jobs and apprenticeships

**(iii) Destination Work:** An enhanced package of employment support (including. motivational support, mentoring and personalised budgets) to 18-24 year old JSA claimants, from 13th week of claim signing on at Perry Barr, Washwood Heath and Chelmsley Wood Jobcentres.

**(iv) Birmingham Talent Match:** BVSC-led partnership of voluntary, public & private orgs from B'ham & Solihull assisting 18-24 year olds, unemployed for 12 months+, to progress into employment, education or enterprise.

**(v) Support to workless families within the Think Families Project**

**(vi) Work Choice:** Specialist guidance and support for people with disabilities aged 18+ moving into employment. Provided by DWP and delivered through their Prime Contractor, Advance Housing Limited.

**(vii) Employment Access Team:** Employment and training opportunities captured through procurement clauses & planning agreements and targeted at unemployed priority groups (particularly in priority wards) through joint working with partner agencies.

**(viii) Building Birmingham Scholarship:** Bursary scheme to help young people 18 - 24 into careers in construction / built environment sectors; support can cover work placements, internships, apprenticeship & employment.

**(ix) Unlocking Talent and Potential:** DLG funded programme to build capacity of schools to deliver enterprise and careers, being rolled out across schools but does not yet include any within Sutton Coldfield district.

**(x) Pre and Post 16 NEET Provision:** ESF to support disengaged young people and post 16 to positive progression pathways. Being delivered by Seetec Ltd across Birmingham and Solihull and targeted at specific groups and wards.

**(xi) DWP Work Experience campaign** launched on 4<sup>th</sup> March 2015 by the Leader to achieve 10,000 work experience opportunities for JSA/ESA claimants in the City.

**3.2 Employment Training & Skills Services/Providers (see appendix Table 10 for contact details)**

**(i) Secondary Schools**

- All have 6<sup>th</sup> forms

**With Sixth Forms:**

- Arthur Terry School
- Bishop Vesey's Grammar School
- Bishop Walsh Catholic School
- Fairfax School
- John Willmott School
- Plantsbrook School

- *Sutton Coldfield Grammar School for Girls*

### **(ii) Further Education**

Provision of full time and part time courses in both vocational and non-vocational subjects: ranging from foundation to Level 3, with some providers also delivering Higher Education qualifications to Level 5. Includes Apprenticeships and Traineeships.

- *BMET*

### **(iii) Adult Educations Centres**

Provision of skills training for adults, including basic literacy and numeracy, a range of vocational and non-vocational courses and ESOL. Provision varies across centres.

- *Boldmere Adult Education Centre*

### **(iv) Foundation Learning Providers**

- *None*

### **(v) Connexions**

Careers information, advice and guidance to young people who are aged 16 to 19 (up to 25 if they have a learning difficulty or disability). Provides online support and Outreach via:

- *Clifton Road Youth Centre*

### **(vi) National Careers Service**

Advice, guidance and support for anyone looking to get into work, move jobs or retrain. Online support and outreach delivery Lead Provider Prospects.

### **(vii) Jobcentres**

As a key local stakeholder DWP have an impact in Sutton Coldfield District through the Sutton Coldfield Jobcentre. The Jobcentres are *the* route for referral and mandation onto Work Programme, a national DWP programme delivered in Birmingham through three contracted providers (Pertemps People Development Group, EOS Works, NCG/ Intraining)

### **(viii) National Apprenticeship Service**

Online support and access to apprenticeship vacancies

**(ix) Employment Access Team Opportunities Mailing Dbase:** distribution of opportunities to network of Employment & Training Support Providers

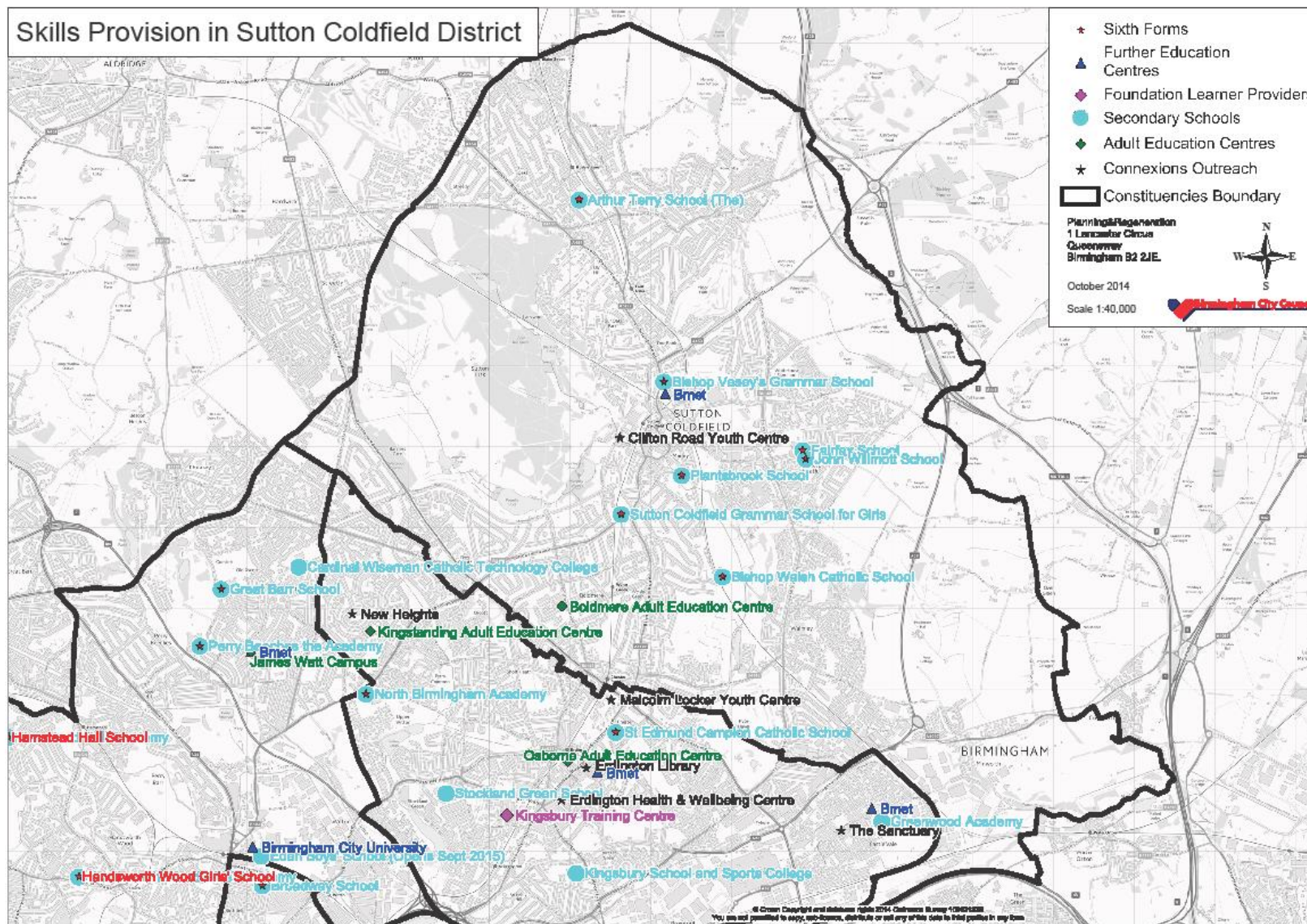
Provide a range of support, improve skills and help access employment opportunities.

- *None*

## **3.3 Identified Gaps in Provision**

- None identified







**Section 4: District Jobs and Skill Plan Priorities**

- Appoint a local District champion to drive forward employment and skills priorities.
- Maximise the jobs and training opportunities offered by local business as well as local regeneration and development activity.
- Promote and enable DWP outreach in key sites across the District to address unemployment rates in identified areas.
- Actively promote the Birmingham Jobs Fund with employers in the District to facilitate uptake for young people from target communities both within the District and the travel to work area.



## Section 5: Department for Work and Pensions Jobcentre commitments

As a key local stakeholder DWP have an impact in the Sutton Coldfield District through the Sutton Coldfield jobcentre.

**DWP Actions and local outputs** - in response to the local priorities set out in Section 4, DWP are committed to the following actions and output targets:

Through these activities DWP will seek to promote and maximise the local impact of the following service elements:

- **Birmingham Jobs Fund** - promotion of BJF incentives to local employers recruiting NEET or unemployed 16-24 year olds. Jointly with Birmingham City Council (who manage the fund), DWP are committed to a District target for job starts generated by BJF of **23** in 2015/16.
- **Work Experience Placements** - DWP will work with local partners to generate work experience placements with local employers and then to maximise the take up of these opportunities by unemployed District residents. The centre that impact upon Sutton Coldfield District is Sutton Coldfield jobcentre which has a WEX target of **312** placements in 2015/16.
- **Sector Based Work Academies** – DWP will actively promote the creation and filling of Sector based work academy opportunities by unemployed District residents- (numerical target for 2015-16 to be confirmed).
- **Delivery of further support measures** including Job Clubs, work trials and traineeships through local promotion and outreach.

### **DWP impact Targets** (to be reviewed when Universal credit is fully embedded)

Ultimately the aim is to maximise volume and rate of off flow from benefits into work for District residents. All Jobcentres impacting upon the District have been set the following increased targets:

For **Job Seekers Allowance** claimants:

By 13th Week of claim : 2014/15 off flow target = **61%**      New 2015-16 target will be **83%**  
By 52<sup>nd</sup> Week                      2014/15 off flow target = **92%**      New 2015-16 target will be **100%**

Within this, for 18-24 year olds the aim is that 100% of claimants are off register within 52 weeks of claiming.

For **Income Support** claimants:

By 52<sup>nd</sup> Week                      2014/15 off flow target = **38.55%**      New 2015-16 target will be **43.5%**

For **ESA** claimants: By 65<sup>th</sup> Week      2014/15 off flow target = **47%**      New 2015-16 target will be **52%**

## Sutton Coldfield Jobs and Skills Plan ~ Draft as at July 2015

### Section 5: Sutton Coldfield District Jobs and Skills Action Plan: **EXAMPLES TO BE DISCUSSED AND AGREED**

Priority	Action	Milestones / Targets	Timescales	Owner	Progress Update
1	Identify District Champion for employment and skills	<p>Process agreed to identify potential organisation/individual through District process</p> <p>Establish network arrangements to drive through agenda with agreed framework and terms of reference</p>	asap	District	
2	Work with the Sutton Coldfield BID to maximise opportunities for work experience and apprenticeships with local employers	<p>Promote the benefits of work experience in employers based in the District to enable an increase in available opportunities.</p> <p>Identify local employers and SMEs</p> <p>Encourage businesses to develop and upskill own workforce</p> <p>Engage local employers and SMEs to ascertain apprenticeship and job vacancies.</p> <p>Encourage sign up to the Birmingham Charter for Social Responsibility</p> <p>To be confirmed - e.g.</p> <p>xx Work experience placements identified</p>	<p>April 2015 – March 2016</p> <p>Milestone targets to be discussed and agreed</p>	to be agreed	

## Sutton Coldfield Jobs and Skills Plan ~ Draft as at July 2015

Priority	Action	Milestones / Targets	Timescales	Owner	Progress Update
		xx work experience placements undertaken xx businesses engaged with schools Promote Disability Confident initiative with local employers			
2	Maximise the jobs and training opportunities offered by local regeneration and development	Identify opportunities and ensure that targets for jobs and skills are incorporated and captured	End of September	BCC/all	
3	Identify pockets of long term unemployment which is above District and City average through further analysis of data and use of local knowledge	Target areas agreed and defined	End September 2015	District/BCC/ DWP/District Champion	
3	Reduce unemployment rates across District by setting DWP (Job Centre) stretch targets to increase the rate of off flow for claimants on JSA/ESA/IS <sup>3</sup>	Develop draft targets including WEX Consultation and sign up Final targets issued	Final Draft completed by Sept 2015  Final targets issued April 2016	DWP/Job Centre	
3	Promote and enable DWP outreach work in key sites across the District	Identify potential trusted venues.  Increase outreach work in key local sites across the District  Explore potential co-location opportunities	March 2016  Sites identified end of Aug 2015	District/DWP	

<sup>3</sup> JSA – Job Seekers Allowance, ESA – Employment Support Allowance, IS – Income Support

## Sutton Coldfield Jobs and Skills Plan ~ Draft as at July 2015

Priority	Action	Milestones / Targets	Timescales	Owner	Progress Update
4	Promote The Birmingham Jobs Fund with Employers.	Increased uptake of BJF for employers within District and for District residents – target <b>23</b>	End of Mar 2016	BCC/DWP	

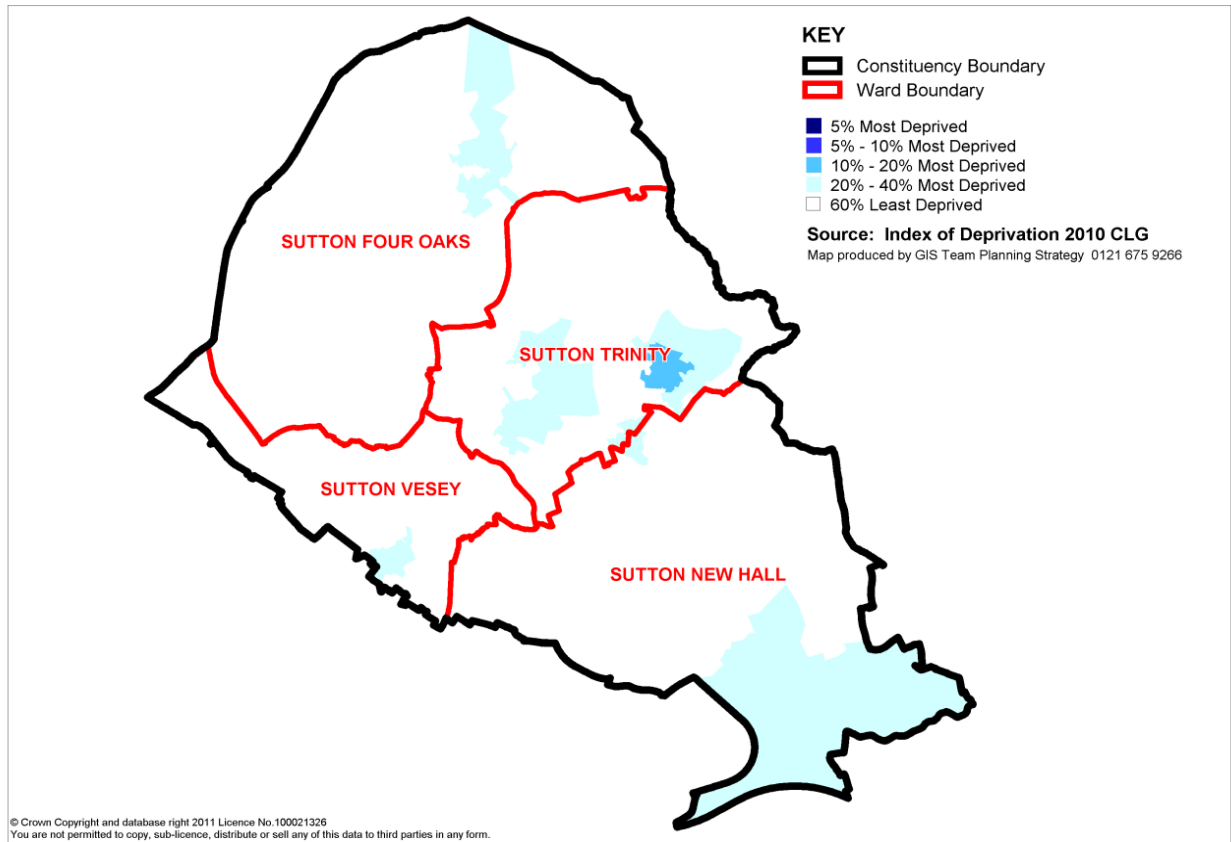
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**Glossary of Terms**

<b>Definition of Terms</b>	
<b><i>In work or employed:</i></b>	Has a paid job
<b><i>Unemployed:</i></b>	Does not have a job, but is actively seeking work
<b><i>Unemployment Rate:</i></b>	The claimant unemployment rate is the number of claimant count unemployed as a percentage of the economically active 16 + population. The unemployment rate is the most robust measure of unemployment – and allows Birmingham to be compared with national claimant rates published by the ONS.
<b><i>Workless:</i></b>	Does not have a paid job. The economically inactive, together with the unemployed, constitute the ‘workless’.
<b><i>Economically active or participating in the labour market:</i></b>	Either has a job or is actively seeking work i.e. the sum of the employed and the unemployed, which together constitute the labour force
<b><i>Economically inactive:</i></b>	Does not have a paid job and is not actively seeking work.
<b><i>Deprivation</i></b>	Using the Indices of Multiple Deprivation 2010 which provide a relative measure of deprivation at small area level across England. Areas are ranked from least deprived to most deprived on seven different dimensions of deprivation and an overall composite measure of multiple deprivation. Most of the data underlying the 2010 Indices are for the year 2008. The domains used in the Indices of Deprivation 2010 are: income deprivation; employment deprivation; health deprivation and disability; education deprivation; crime deprivation; barriers to housing and services deprivation; and living environment deprivation.
<b><i>Lower Super Output Areas</i></b>	A neighbourhood level geography, defined by ONS, with approximately 1,500 residents
<b><i>ONS</i></b>	Office for National Statistics

**Map1: 2010 Indices of Deprivation in Sutton Coldfield District**



**Table 1: Proportion of the ward population that lives in the 5%, 10%, 20% and 40% most deprived SOAs in England (IMD 2010)**

Ward	5%	10%	20%	40%	Remainder
Sutton Four Oaks ward	0%	0%	0%	7%	93%
Sutton New Hall ward	0%	0%	0%	9%	91%
Sutton Trinity ward	0%	0%	7%	28%	72%
Sutton Vesey ward	0%	0%	0%	3%	97%
<b>Sutton Coldfield District</b>	<b>0%</b>	<b>0%</b>	<b>2%</b>	<b>12%</b>	<b>88%</b>
Birmingham	23%	40%	56%	75%	25%

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**Table 2: Sutton Coldfield District – Economic Activity and Employment Source: Census 2011**

Area	Sutton Four Oaks Ward		Sutton New Hall Ward		Sutton Trinity Ward		Sutton Vesey Ward		Sutton Coldfield District		Birmingham	England
	No.	%	No.	%	No.	%	No.	No.	%	No.	%	No.
All residents aged 16-64	14,096		14,224		15,659		14,698		<b>58,677</b>			
Economically Active Total	11,335	80%	11,598	82%	12,552	80%	12,046	82%	<b>47,531</b>	<b>81%</b>	69%	77%
Total Employed	10,405	74%	10,662	75%	11,452	73%	11,063	75%	<b>43,582</b>	<b>74%</b>	57%	68%
Employed Full-time	6,504	46%	6,992	49%	7,468	48%	7,207	49%	<b>28,171</b>	<b>48%</b>	36%	43%
Employed Part-time	2,108	15%	2,100	15%	2,404	15%	2,231	15%	<b>8,843</b>	<b>15%</b>	13%	15%
Self-employed	1,793	13%	1,570	11%	1,580	10%	1,625	11%	<b>6,568</b>	<b>11%</b>	7%	10%
Unemployed	497	4%	516	4%	632	4%	530	4%	<b>2,175</b>	<b>4%</b>	8%	5%
Full-time student	433	3%	420	3%	468	3%	453	3%	<b>1,774</b>	<b>3%</b>	5%	4%
Economically inactive Total	2,761	20%	2,626	18%	3,107	20%	2,652	18%	<b>11,146</b>	<b>19%</b>	31%	23%
Retired	969	7%	973	7%	860	5%	842	6%	<b>3,644</b>	<b>6%</b>	4%	5%
Student	707	5%	650	5%	834	5%	761	5%	<b>2,952</b>	<b>5%</b>	11%	7%
Looking after home/family	532	4%	422	3%	648	4%	437	3%	<b>2,039</b>	<b>3%</b>	7%	5%
Long term sick/disabled	365	3%	380	3%	520	3%	393	3%	<b>1,658</b>	<b>3%</b>	6%	4%
Other	188	1%	201	1%	245	2%	219	1%	<b>853</b>	<b>1%</b>	4%	2%
Unemployed never worked	63	0%	50	0%	98	1%	69	0%	<b>280</b>	<b>0%</b>	2%	1%

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**Table 3: JSA Unemployment rates for Sutton Coldfield District and constituent wards September 2014** Source: ONS/BCC

Note wards may not total to District due to differences in methodology

Area	Male	Female	Total		Long Term (12mths) Unemployed Number
	Total	Total	Total	Rate	
Sutton Four Oaks	96	62	158	1.3%	45
Sutton New Hall	103	45	148	1.2%	45
Sutton Trinity	146	104	250	1.9%	60
Sutton Vesey	102	76	178	1.4%	50
<b>Sutton Coldfield District</b>	<b>447 (1.6%)</b>	<b>287 (1.1%)</b>	<b>734</b>	<b>1.3%</b>	<b>200</b>
Birmingham	21,869 (8.1%)	12,291 (5.7%)	34,160	7.1%	13,170

**Table 4: JSA Unemployment Proportions and Rates by Ward September 2014** Source: OSN/BCC

Note wards may not total to District due to differences in methodology

Area	September 2014			Monthly Change		Annual Change	
	Number	Claimant Proportion	Claimant Rate	Number	% Point	Number	% Point
Sutton Four Oaks	158	1.1%	1.3%	7	0.1	-90	-0.8
Sutton New Hall	148	1.1%	1.2%	-8	-0.1	-100	-0.8
Sutton Trinity	250	1.6%	1.9%	-19	-0.1	-136	-1.0
Sutton Vesey	178	1.2%	1.4%	-34	-0.3	-111	-0.9
<b>Sutton Coldfield District</b>	<b>734</b>	<b>1.3%</b>	<b>1.3%</b>	<b>-64</b>	<b>-0.1</b>	<b>-444</b>	<b>-0.8</b>
Birmingham	34,160	4.9%	7.1%	-819	-0.2	-10,692	-2.2

**Table 5: Youth (18-24) JSA claimants in Sutton Coldfield District September 2014** Source: ONS/BCC

Note wards may not total to District due to differences in methodology

Area	September 2014		Annual Change		Long Term Youth Unemployment Number
	Number	%	Number	% Point	
Sutton Four Oaks	30	2.0%	- 47	-3.1%	5
Sutton New Hall	30	2.0%	- 24	-1.6%	0
Sutton Trinity	70	3.7%	- 51	-2.7%	10
Sutton Vesey	45	2.6%	- 36	-2.1%	5
<b>Sutton Coldfield District</b>	<b>170</b>	<b>2.5%</b>	<b>- 150</b>	<b>-2.2%</b>	<b>20</b>
Birmingham	7,935	6.0%	-3,545	-2.7%	1,465

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**Table 6: Proportion of pupils resident in Sutton Coldfield District achieving 5 or more GCSEs A\*-C 2013** Source: BCC

Ward	2013	Change 2011-2013
Sutton Four Oaks	87%	+12pp
Sutton New Hall	73%	+3pp
Sutton Trinity	82%	+7pp
Sutton Vesey	84%	+7pp
<b>Sutton Coldfield District</b>	<b>81%</b>	<b>-7pp</b>
Birmingham	60%	+2pp

**Table 7: Numbers of Adults (working age ) with Qualifications<sup>4</sup>** Source: Census 2011

Area	No qualification	Level 1 only	Level 2 only	Apprenticeship	Level 3 only	Level 4 qualifications & above	Other qualifications	Level 2 & above	Level 3 & above
Sutton Four Oaks	1,203	1,814	2,459	354	2,007	5,874	385	10,694	7,881
Sutton New Hall	1,547	2,139	2,472	506	2,053	5,090	417	10,121	7,143
Sutton Trinity	1,779	2,307	2,680	443	2,226	5,774	450	11,123	8,000
Sutton Vesey	1,321	1,980	2,552	427	2,137	5,879	402	10,995	8,016
<b>Sutton Coldfield</b>	<b>5,850</b>			<b>1,730</b>	<b>8,423</b>	<b>22,617</b>	<b>1,654</b>	<b>42,933</b>	<b>31,040</b>
Birmingham	143,576	103,859	106,683	12,981	103,853	173,943	45,255	397,460	277,796
<b>Percentages</b>									
Sutton Four Oaks	9%	13%	17%	3%	14%	42%	3%	76%	56%
Sutton New Hall	11%	15%	17%	4%	14%	36%	3%	71%	50%
Sutton Trinity	11%	15%	17%	3%	14%	37%	3%	71%	51%
Sutton Vesey	9%	13%	17%	3%	15%	40%	3%	75%	55%
<b>Sutton Coldfield</b>	<b>10%</b>	<b>14%</b>	<b>17%</b>	<b>3%</b>	<b>14%</b>	<b>39%</b>	<b>3%</b>	<b>73%</b>	<b>53%</b>
Birmingham	21%	15%	15%	2%	15%	25%	7%	58%	40%

<sup>4</sup> **Qualification Definitions:** **Level 1:** 1-4 O Levels/CSE/GCSEs (any grades), Entry Level, Foundation Diploma, NVQ Level 1, Foundation GNVQ, Basic/Essential Skills; **Level 2:** 5+ O Level (Passes)/CSEs (Grade 1)/GCSEs (Grades A\*-C), School Certificate, 1 A Level/ 2-3 AS Levels/VCEs, Intermediate/Higher Diploma, Welsh Baccalaureate Intermediate Diploma, NVQ level 2, Intermediate GNVQ, City and Guilds Craft, BTEC First/General Diploma, RSA Diploma; **Level 3:** 2+ A Levels/VCEs, 4+ AS Levels, Higher School Certificate, Progression/Advanced Diploma, Welsh Baccalaureate Advanced Diploma, NVQ Level 3; Advanced GNVQ, City and Guilds Advanced Craft, ONC, OND, BTEC National, RSA Advanced Diploma; **Level 4** and above: Degree, Higher Degree (for example MA, PhD, PGCE), NVQ Level 4-5, HNC, HND, RSA Higher Diploma, BTEC Higher level, Foundation degree (NI), Professional qualifications (for example teaching, nursing, accountancy); **Other qualifications:** Vocational/Work-related Qualifications, Foreign Qualifications (not stated/level unknown).



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Table 8: VAT and/or PAYE Based Enterprises in 2013 for Sutton Coldfield District by sector Source: BIS UK Business: Activity, size and location 2013		
Sector	No.	%
Agriculture, forestry & fishing	20	1%
Production	155	5%
Construction	445	14%
Motor trades	80	2%
Wholesale	175	5%
Retail	240	7%
Transport & storage (inc. postal)	85	3%
Accommodation & food services	120	4%
Information & communication	270	8%
Finance & insurance	90	3%
Property	145	4%
Professional, scientific & technical	705	22%
Business administration and support services	245	8%
Public administration and defence	0	0%
Education	65	2%
Health	195	6%
Arts, entertainment, recreation and other services	230	7%
<b>TOTAL</b>	<b>3,265</b>	<b>100%</b>

Table 9: Employment in Sutton Coldfield District Source; Business Register and Employment Survey 2013		
Sector	No.	%
Agriculture	0	0%
Construction	1,700	5%
Financial & Professional Services	5,400	16%
Manufacturing	2,000	6%
Mining & Utilities	200	1%
Public Services	11,100	33%
Retail & Leisure	12,000	35%
Transport & communications	1,600	5%
<b>Total</b>	<b>33,900</b>	<b>100%</b>

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TABLE 10: CONTACT DETAILS	
SECONDARY SCHOOLS - All with 6 <sup>th</sup> Forms	
<b>Arthur Terry School</b> Kittoe Road Four Oaks Sutton Coldfield B74 4RZ	<b>Bishop Vesey's Grammar School</b> Lichfield Rd Sutton Coldfield West Midlands B74 2NH
<b>Bishop Walsh Catholic School</b> Wylde Green Road Sutton Coldfield B761QT	<b>John Willmott School</b> Reddicap Heath Rd Sutton Coldfield West Midlands B75 7DY
<b>Sutton Coldfield Grammar School for Girls</b> Jockey Rd Sutton Coldfield West Midlands B73 5PT	<b>Plantsbrook School</b> Upper Holland Road Sutton Coldfield West Midlands B72 1RB
<b>Fairfax School</b> Fairfax Rd Sutton Coldfield West Midlands B75 7JT	
FURTHER EDUCATION PROVIDERS	
<b>Birmingham Metropolitan College</b> <b>Key contact:</b> Contact centre <b>Telephone Number:</b> 0845 155 0101	<b>Birmingham Metropolitan College</b> Sutton Coldfield Campus 34 Lichfield Road Sutton Coldfield B74 2NW <b>Key contact:</b> Contact centre <b>Telephone Number:</b> 0845 155 0101
ADULT EDUCATIONS CENTRES - Telephone Number: 0121 464 8727 (BAES Central Team)	
<b>Boldmere Adult Education Centre</b> St. Michael's Road, Sutton Coldfield, B73 5SY (Entrance is via Cofield Rd) <b>Key Contact:</b> Michelle Shaw (Centre Manager) <b>Telephone Number:</b> 0121 464 5740	
JOB CENTRES	
<b>Sutton Coldfield</b> King Edwards Court 2 Railway Road Sutton Coldfield Birmingham B73 6AY	
EAT OPPORTUNITIES MAILING DBASE: EMPLOYMENT & TRAINING PROVIDERS	
BUSINESS / REGENERATION CONTACTS	