

WEST MIDLANDS REGIONAL ASSEMBLY- REGIONAL PLANNING BODY

This report has been prepared on behalf of the West Midlands Regional Assembly, the Regional Planning Body, as technical advice to inform the Regional Spatial Strategy Revision process. It is one of a suite of technical reports commissioned to inform the development of spatial policy as part of Phase Two Revision on West Midlands Regional Spatial Strategy.

West Midlands Regional Spatial Strategy - Regional Centres Study

SOCIO-ECONOMIC CONTEXT



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Technical Paper 2
March 2006

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This document is formatted for double-sided printing.

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1 INTRODUCTION

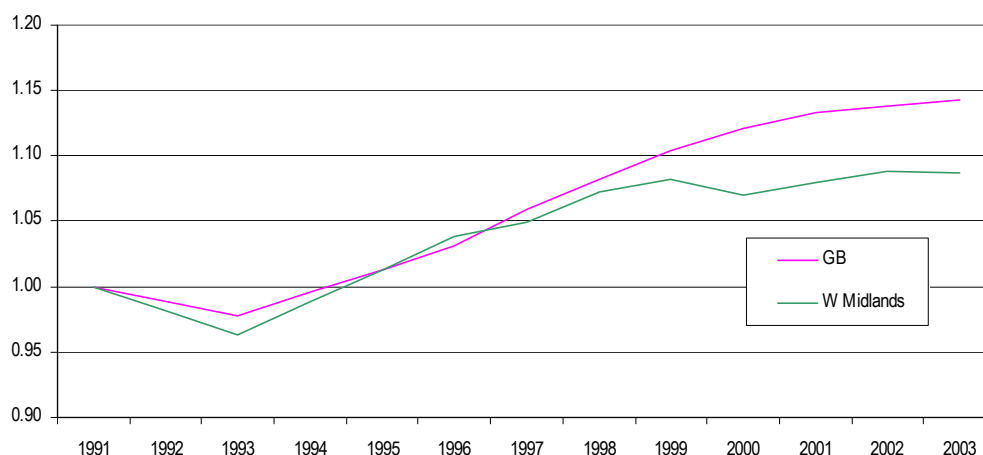
- 1.1 In this Technical Paper we provide a description of:
- the geography of employment and employment change, disaggregated for each of the 34 local authorities in the West Midlands Region and for the network of 25 strategic town and city centres identified under Policy PA11 of RPG11;
 - the geography of population change and current levels of economic activity, entrepreneurship and qualifications for residents of each of the 34 local authorities in the West Midlands Region;
 - travel to work patterns in the year 2001 and an analysis of self-containment rates for each of the 34 local authorities in the West Midlands Region; and
 - the geography of multiple deprivation, as indicated by the 2004 index.
- 1.2 We make no attempt to explain the causes of change; and the paper confines itself to a description of the geography of the Region's socio-economic profile. Thus, the paper is merely background reference material to be taken into account later in the study when formulating and evaluating alternative strategies for investment.

2 EMPLOYMENT

Overall Regional Employment Change from 1991 to 2003

2.1 Figure 2.1 and Table 2.1 illustrate the change in employees in employment in the West Midlands Region, compared to Great Britain, for the period 1991 to 2003. Employment growth in the Region, at 0.7 per cent, per annum, has lagged substantially behind Great Britain, which achieved a growth rate of 1.1 per cent, per annum. However, closer inspection of the trends reveals that the Region's under-performance in terms of employment growth occurred mainly in the period 1998 to 2003, whereas the regional and national growth rates in the earlier period from 1991 to 1998 were very similar.

Figure 2.1 Employment Change from 1991 to 2003 in the West Midlands Region Compared to GB: 1991 = 1.00



Source: Annual Business Inquiry 1998-2003; Annual Employment Survey 1991-1998

Table 2.1 Annual Employment Growth Rate

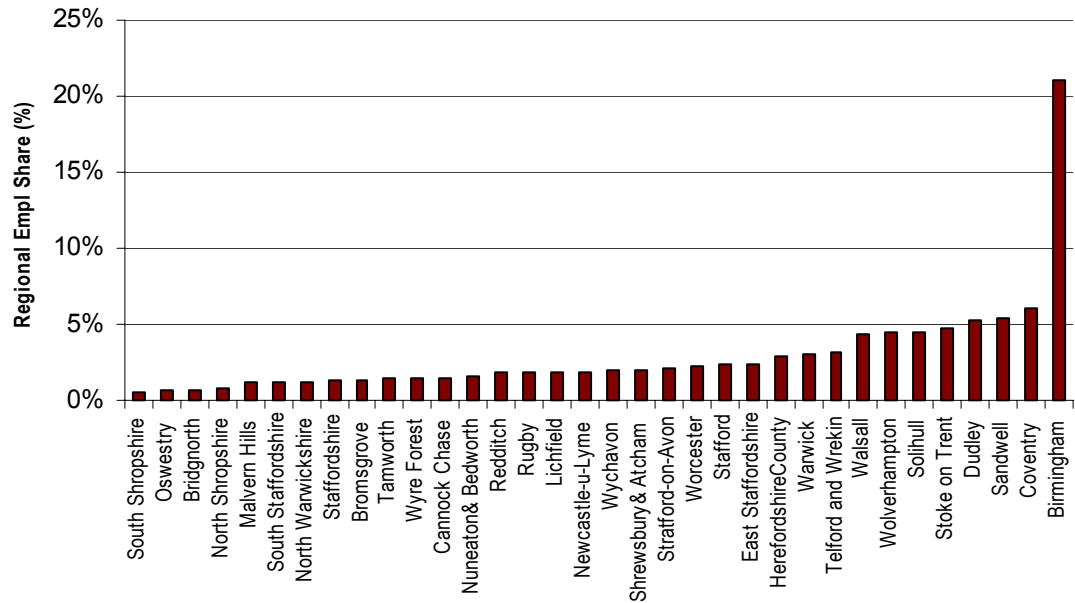
	Growth (1991-2003) (% per annum)	Growth (1991-1998) (% per annum)	Growth (1998-03) (% per annum)
Great Britain	1.1%	1.1%	1.2%
West Midlands	0.7%	1.0%	0.4%

Source: Annual Business Inquiry 1998-2003; Annual Employment Survey 1991-1998

Distribution of Employment by District in 2003

2.2 Figure 2.2 presents the distribution of employee jobs in the West Midlands Region in 2003 for each of the 34 local authorities in the Region (drawing on the data in Appendix 1); it shows the dominance of Birmingham (21 per cent of jobs) and the further concentration of jobs in the other Major Urban Areas (MUAs) in the Black Country, Solihull, Coventry and North Staffordshire. Indeed, Coventry, Sandwell, Dudley, Stoke-on-Trent, Solihull, Wolverhampton and Walsall each captured approximately 5 per cent of total employee jobs in the Region in 2003.

Figure 2.2 Distribution of Total Employment in the West Midlands by District in 2003

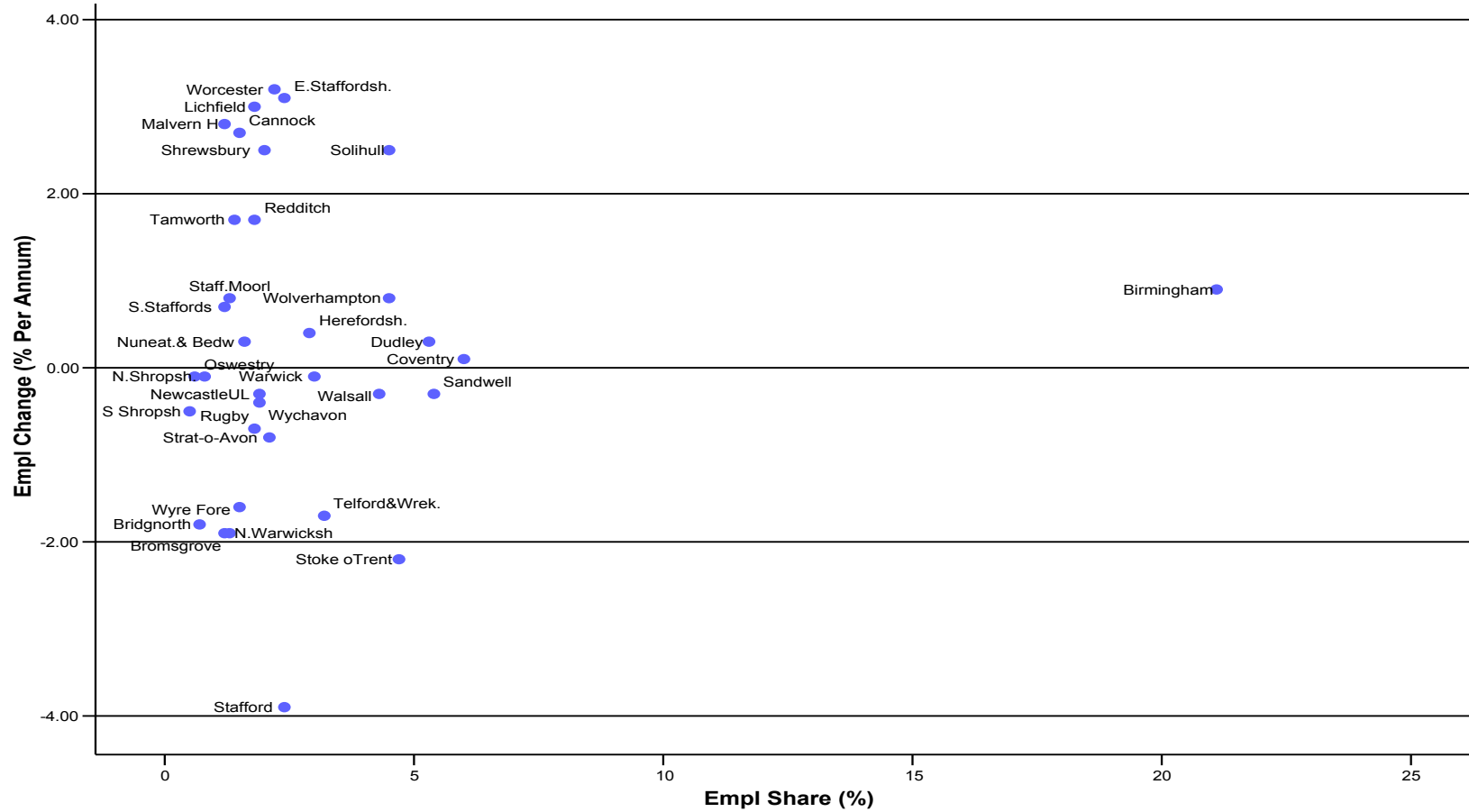


Source: Annual Business Inquiry 1998 - 2003

Recent Employment Change from 1998 to 2003, by District

- 2.3 Figure 2.3 - which relates annual employment growth rates for the period 1998 to 2003 with employment shares in 2003 for each of the 34 districts in the Region - reveals that only three authorities within the MUAs achieved higher than regional average growth rates, these being Solihull, Birmingham and Wolverhampton. Indeed, the MUA authorities of Stoke-on-Trent, Sandwell and Walsall experienced a decline in employment since 1998, with Stoke-on-Trent losing jobs at a rate of 2.2 per cent, per annum. Stafford was the worst performing authority in terms of employment change, losing employee jobs at a rate of 3.9 per cent, per annum from 1998 to 2003. The other authorities losing employees at a rate of almost 2 per cent, per annum were Bromsgrove, North Warwickshire, Bridgnorth, Wyre Forest and Telford & Wrekin.
- 2.4 Conversely, Figure 2.3 reveals a cluster of districts - each with employment shares of less than 3 per cent of the regional total - but with remarkably high annual employment growth rates of between 2.5 per cent and 3 per cent, per annum, which is over twice the growth rate for Great Britain. This cluster of high performing districts includes East Staffordshire, Worcester, Lichfield, Cannock Chase, Malvern Hills and Shrewsbury.
- 2.5 These recent employment trends suggest a need for a fundamental change of direction if the objectives of the Regional Spatial Strategy - which seek to focus investment in the MUAs and stem the loss of people and jobs - are to be met. We note, however, that some of the rural authorities have also experienced job losses since the late 1990s, including Stafford, North Warwickshire, Bridgnorth, Stafford-on-Avon and South Shropshire.

Figure 2.3 Employment Change (percent, per annum) in the Period 1998 to 2003 related to Each District's Share of Regional Employment in 2003



Source: Annual Business Inquiry 1998 - 2003

2.6 In absolute terms the West Midlands Region experienced a gain in employees of 33,100 in the period 1998 to 2003. Table 2.2 shows the distribution of this absolute employment change by local authority. The authorities experiencing absolute job gains of over 5,000 were Birmingham, Solihull, East Staffordshire, Worcester, Lichfield and Shrewsbury & Atcham. Conversely, the authorities experiencing the highest absolute job losses were Stoke on Trent, Stafford and Telford & Wrekin

Table 2.2 Absolute Employment Change in Districts (1998-2003)

Job Growth Authorities	Absolute Change	Job Loss Authorities	Absolute Change
Birmingham	21500	Stoke on Trent	-13000
Solihull	12400	Stafford	-12300
East Staffordshire	7800	Telford and Wrekin	-6900
Worcester	7500	Bromsgrove	-3100
Lichfield	5800	North Warwickshire	-2800
Shrewsbury and Atcham	5500	Wyre Forest	-2800
Cannock Chase	4300	Stratford-on-Avon	-2200
Wolverhampton	4100	Sandwell	-1900
Malvern Hills	3400	Walsall	-1700
Redditch	3300	Rugby	-1500
Tamworth	2600	Bridgnorth	-1400
Dudley	2000	Wychavon	-1000
Herefordshire, County of	1500	Newcastle-under-Lyme	-700
Staffordshire Moorlands	1100	Warwick	-300
South Staffordshire	1000	South Shropshire	-300
Coventry	900	Oswestry	-100
Nuneaton and Bedworth	600	North Shropshire	-100

Source: Annual Business Inquiry 1998 - 2003; Annual Employment Survey 1991-1998

Employment Change in the Network of Town & City Centres

2.7 Policy PA11 of RPG11 identifies a network of 25 town and city centres which are to be the focus for all major retail, leisure and office developments. We have identified employment change in these centres in the period 1991 to 2002¹, using ward-based definitions of the centres, as set out in Appendix 2. The findings, shown in Figure 2.4 and Table 2.3, reveal that:

- Telford, Tamworth, Solihull, Cannock, Walsall, Sutton Coldfield, Lichfield, Rugby, Newcastle-under-Lyne and Burton-upon-Trent town centres experienced employment growth rates in the period 1991 to 2002 which were above the national growth rate, with Telford, Tamworth and Solihull town centres achieving the highest percentage growth rates. The highest absolute job gains, however, were in Birmingham, Walsall, Telford and Tamworth town centres;
- Nuneaton, Shrewsbury, Kidderminster, Dudley, Stafford, Hanley and Wolverhampton town centres experienced employment decline in the period 1991 to 2002, with Kidderminster, Shrewsbury and Nuneaton town centres experiencing the highest percentage losses. The highest absolute job losses, however, were in Wolverhampton, Dudley, Nuneaton, Hanley and Kidderminster town centres;
- the average rate of employment growth for all 25 centres in aggregate - at 0.9 per cent, per annum, from 1991 to 2002 - was lower than the national growth rate of 1.2 per cent, per annum, but higher than the regional growth rate of 0.8 per cent, per annum;

¹ It was not possible to use the 2003 data from the Annual Business Inquiry because the changes in ward boundaries which occurred in 2001 - which did not have an effect on the 2002 data - did have an effect on the 2003 data and clearly it was essential that we compare like with like in terms of ward definitions of centres.

**Figure 2.4 Indices of Employment Change in the Network of Town & City Centres:
 1991 = 100.0**

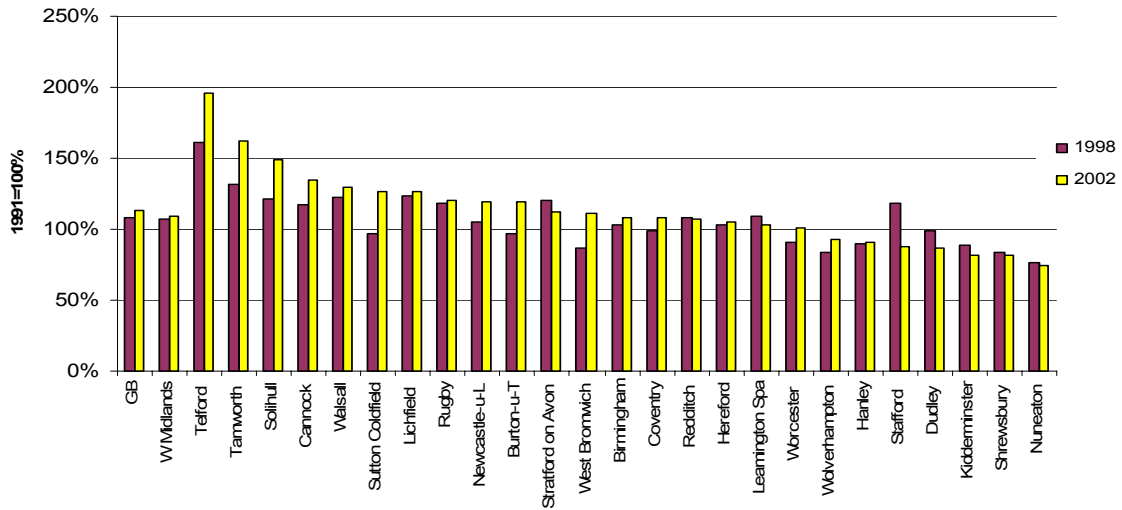


Table 2.3 Employment Change in the Network of Town and City Centres

	Growth (1991-2002)	Growth (1991-1998)	Growth (1998-2002)	Change (1991-2002)	Change (1991-1998)	Change (1998-2002)
	Per Cent, Per Annum			Absolute Change		
Great Britain	1.2%	1.1%	1.2%	2,969,200	1,784,800	1,234,800
West Midlands	0.8%	1.0%	0.4%	179,100	146,700	34,000
Telford	6.3%	7.1%	5.0%	6,900	4,500	2,700
Tamworth	4.5%	4.1%	5.3%	5,400	2,800	3,000
Solihull	3.7%	2.9%	5.2%	4,900	2,200	3,100
Cannock	2.8%	2.4%	3.5%	4,300	2,200	2,200
Walsall	2.4%	2.9%	1.4%	7,800	6,000	1,700
Sutton Coldfield	2.2%	-0.5%	7.0%	6,000	-800	6,900
Lichfield	2.1%	3.0%	0.7%	2,500	2,200	300
Rugby	1.7%	2.4%	0.4%	2,900	2,600	300
Burton-upon-Trent	1.6%	-0.4%	5.3%	2,600	-400	3,000
Newcastle-u-Lyme	1.6%	0.7%	3.2%	1,500	400	1,100
Stratford upon Avon	1.1%	2.7%	-1.7%	1,800	3,000	-1,300
West Bromwich	1.0%	-2.1%	6.6%	2,500	-2,900	5,300
Coventry	0.7%	-0.1%	2.2%	2,300	-200	2,600
Birmingham	0.7%	0.4%	1.3%	14,100	4,800	9,500
Redditch	0.6%	1.1%	-0.3%	800	900	-200
Hereford	0.5%	0.4%	0.6%	1,300	700	700
Leamington Spa	0.2%	1.2%	-1.5%	500	1,900	-1,500
Worcester	0.1%	-1.4%	2.9%	200	-1,300	1,800
Wolverhampton	-0.7%	-2.5%	2.4%	-4,700	-10,000	6,200
Hanley	-0.9%	-1.5%	0.0%	-2,200	-2,200	0
Stafford	-1.2%	2.4%	-7.2%	-1,700	2,600	-4,500
Dudley	-1.3%	-0.1%	-3.3%	-3,200	-100	-3,600
Shrewsbury	-1.8%	-2.6%	-0.5%	-1,900	-1,700	-200
Kidderminster	-1.8%	-1.7%	-2.1%	-2,000	-1,200	-900
Nuneaton	-2.6%	-3.7%	-0.7%	-3,200	-3,000	-300
Change in Centres as a Share of Regional Change				28%	9%	112%
MAX	4.5%	7.1%	7.0%	14,100	6,000	9,500
MIN	-2.6%	-3.7%	-7.2%	-4,700	-10,000	-4,500
Average for 25 Centres	0.9%	0.7%	1.4%	2,000	500	1,500

Source: Annual Business Inquiry 1998 - 2003; Annual Employment Survey 1991-1998

- the average rate of employment growth for all 25 centres in aggregate was only 0.7 per cent, per annum, from 1991 to 1998 (below the national and regional averages), whereas the aggregate town centre growth rate rose substantially to 1.4 per cent, per annum, in the more recent period from 1998 to 2002 (above the national and regional averages); but that
 - eight town centres have lost jobs since 1998, these being Stafford, Dudley, Kidderminster, Stratford-on-Avon, Leamington Spa, Nuneaton, Shrewsbury and Redditch.
- 2.8 In aggregate the 25 centres accounted for 28 per cent of the regional job gain in the period 1991 to 2002. It is interesting to note, however, that job growth in the 25 centres in the period 1998 to 2002 exceeded net job growth in the entire Region.
- 2.9 Table 2.4 shows employment change in the strategic centres from 1998 to 2002, but excluding the manufacturing sector. The main effect of the exclusion of manufacturing is to increase the average rate of growth for all centres to 2.8 percent, per annum. However, the exclusion of manufacturing makes little difference to the rankings of centres based on employment change from 1998 to 2002; the one exception is Nuneaton Town Centre which experienced a decline in total employment of 0.7 per cent, per annum, but a gain of 4.0 per cent, per annum when manufacturing is excluded.

Table 2.4: Employment Change excluding Manufacturing

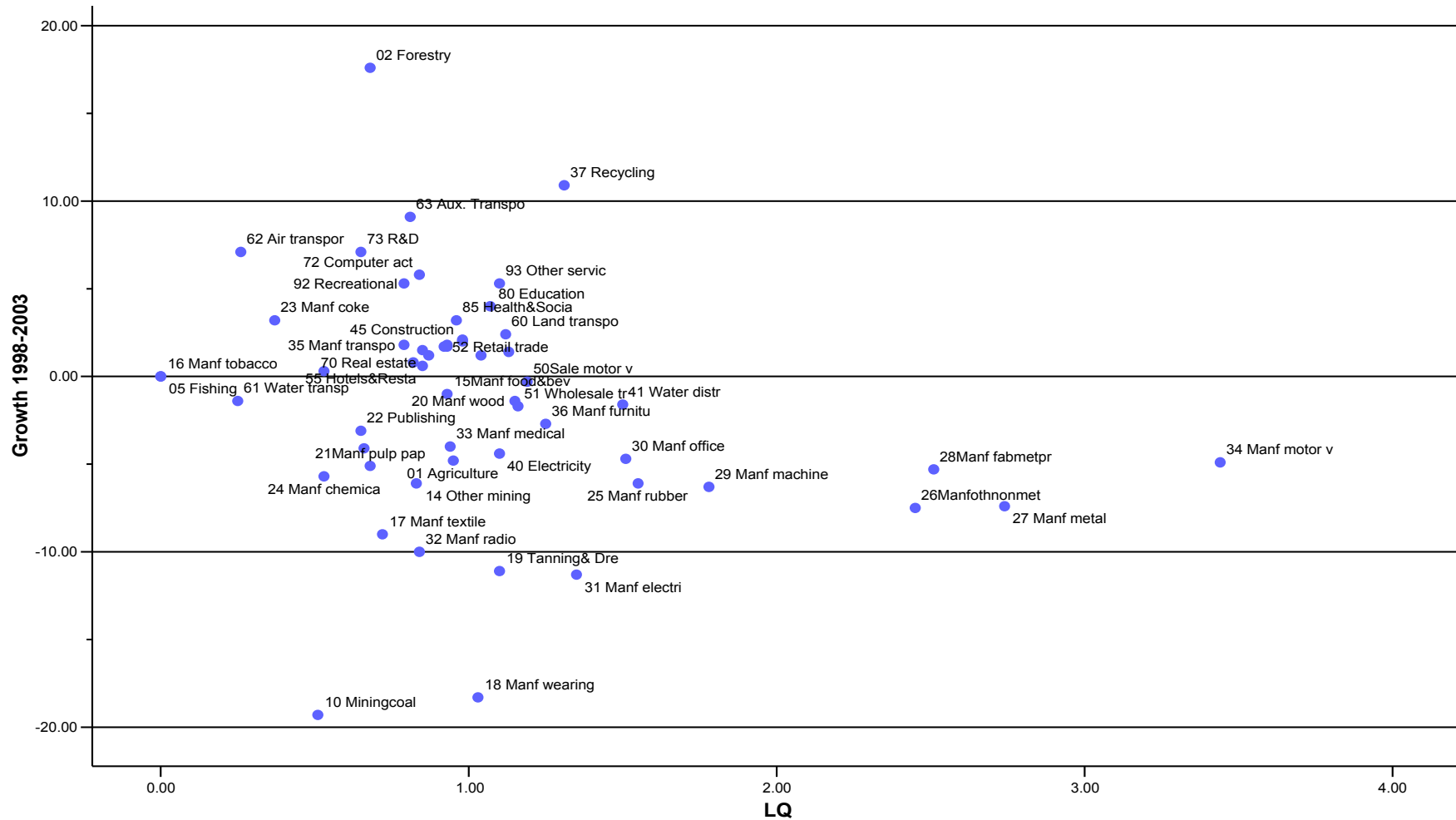
Strategic Centres	Annual Growth (1998-2002)	Absolute Change (1998 - 2002)
Great Britain	1.2%	1,234,800
West Midlands	0.4%	34,000
Sutton Coldfield	9.1%	7,700
Tamworth	7.9%	3,600
West Bromwich	7.7%	5,500
Cannock	7.3%	3,300
Burton Upon Trent	6.7%	2,800
Telford	5.2%	2,800
Solihull	5.2%	3,100
Worcester	4.1%	2,300
Nuneaton	4.0%	1,500
Wolverhampton	3.8%	8,000
Newcastle Under Lyme	3.7%	1,200
Lichfield	3.4%	1,400
Walsall	2.8%	2,900
Rugby	2.7%	1,500
Coventry	2.3%	2,600
Birmingham	2.1%	12,500
Hereford	1.6%	1,400
Hanley	1.4%	1,000
Leamington Spa	1.2%	1,000
Stratford on Avon	-0.1%	-100
Shrewsbury	-0.3%	-100
Redditch	-0.6%	-300
Kidderminster	-1.2%	-400
Dudley	-3.1%	-3,100
Stafford	-6.9%	-3,600
MAX	9.1%	12,500
MIN	-6.9%	-3,600
Average	2.8%	2,300

- 2.10 These data suggest that the roles of most of the Region's strategic town and city centres have strengthened since the late 1990s, in response to changes in the national and regional policy climate; whilst the overall regional economy continues to lag behind the national benchmark, the town and city centres, in aggregate, have experienced recent employment growth above the national growth rate. Thus, it would seem that there has been a spatial concentration of jobs within most of the strategic town and city centres since the late 1990s.

Structure of Employment in the West Midlands Region

- 2.11 Figure 2.5 presents an analysis of sectoral location quotients (LQs) for the West Midlands Region compared to the UK, related to employment change in each of these sectors in the period 1998 to 2003. The location quotient is a measure of whether the sector is under or over represented in the Region relative to the UK. An LQ of more than 1.0 indicates over-representation, whereas an LQ of less than 1.0 represents under-representation.
- 2.12 There are nine sectors in the West Midlands Region which have an LQ above 1.3 and all but two of these sectors are in manufacturing, the exceptions being recycling and collection, distribution and purification of water. As might be expected, all of the over-represented manufacturing sectors have experienced employment decline since 1998.
- 2.13 In contrast, the West Midlands tends to be under-represented in the fast growing services sectors.

Figure 2.5 Location Quotients for the Region against the UK, Related to Percentage Employment Change in the Period 1998-2003

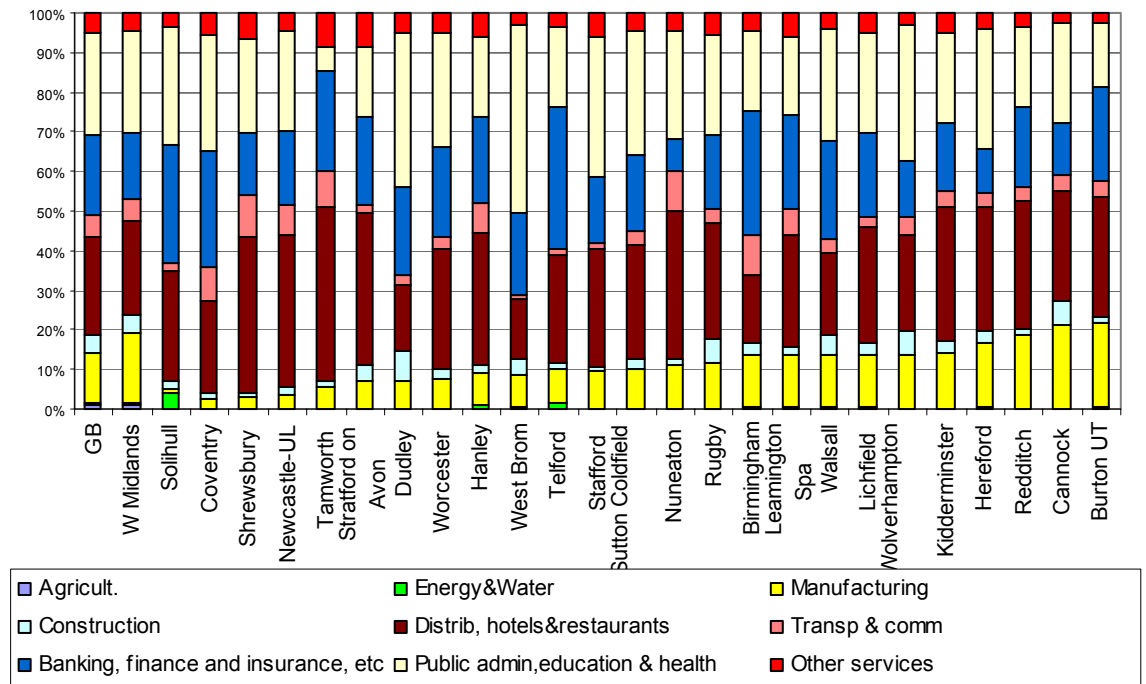


Source: Annual Business Inquiry, 1998 -2003

Structure of Employment in the Network of Town & City Centres

2.14 The detailed location quotients for the network of town and city centres are reproduced in Appendix 3, but only for reference material. However, in Figure 2.6 we present an analysis of the structure of employment in the strategic town and city centres by broad economic sector. As might be expected, the town centres tend to have higher shares of employment in services and distribution and lower shares of employment in manufacturing compared to the Region, although Redditch, Cannock and Burton-upon-Trent town centres appear to have a slightly higher level of manufacturing employment compared to the Regional average.

Figure 2.6 Structure of Employment in the Network of Town and City Centres by Broad Sector in 2003



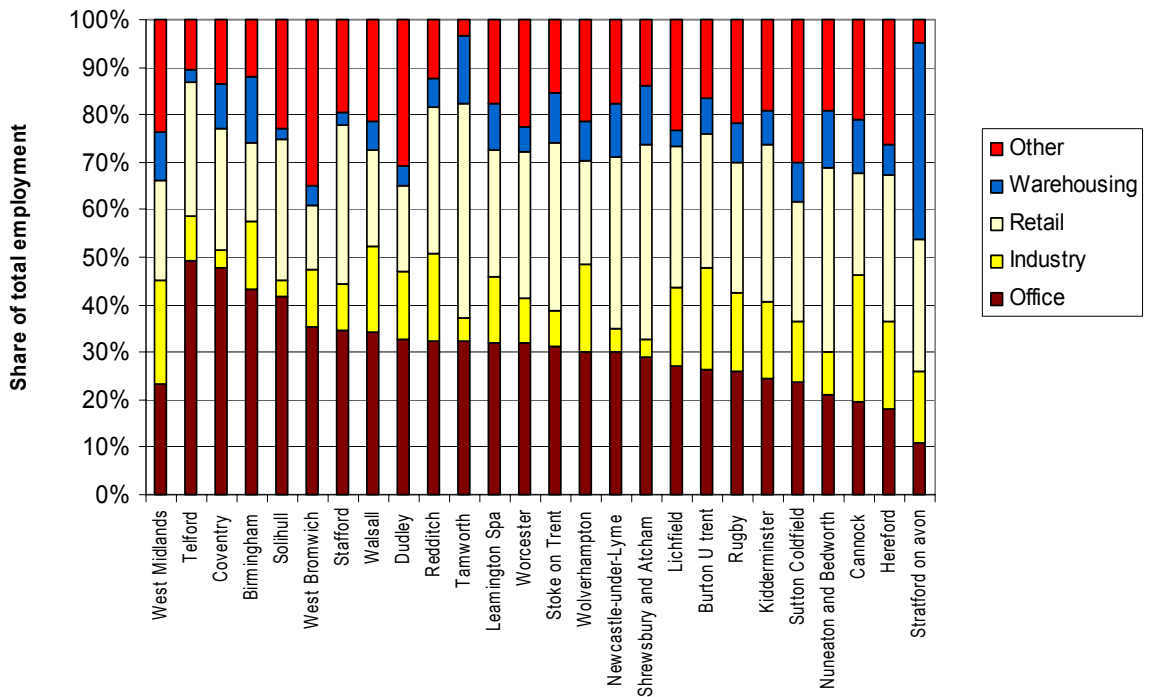
Source: Annual Business Inquiry 2003

Employment Space in the Network of Town & City Centres

2.15 We have allocated the employment in each of the two digit Standard Industrial Classification sectors to different categories of employment space. We generally assume that jobs in the financial and business services sectors (which in this definition includes R&D) and parts of the public administration and publishing sectors, occupy offices; that jobs in manufacturing sectors and in certain parts of the construction industry, motor repairs/maintenance and sewage and refuse disposal, occupy industrial premises; and that jobs in a variety of transport and distribution sectors (which are widely spread across the SIC classification) occupy warehouses.

2.16 The correspondence between sectors and types of space is not perfect, so that our definitions of office, industrial and warehousing jobs are no more than approximations, albeit the best available. With this caveat in mind, Figure 2.7 presents an analysis of employment in the network of town and city centres, disaggregated by type of accommodation space.

Figure 2.7 Employment Space in the Centres



Source: Annual Business Inquiry 2003

- 2.17 As expected, the majority of centres have significantly higher proportions of jobs in office and retail accommodation compared to the regional average. Indeed, Telford, Coventry, Birmingham and Solihull are estimated to have over 40 per cent of their aggregate town centre employment in office accommodation, whereas Tamworth and Shrewsbury have over 40 per cent of their town centre employment in retail space. Cannock town centre has an unusually high proportion of jobs in the industrial sector, whereas Stratford on Avon has an unusually high proportion of jobs in warehousing.
- 2.18 Further detail of the breakdown of office employment in the network of strategic town and city centres is provided in Appendix 4.
- 2.19 In 2003, the West Midlands Region had a stock of 10,425,000 sq.m of retail space and 7,598,000 sq.m of office space. Collectively the 25 centres in the network account for 41 per cent of the regional retail floorspace stock and for 44 per cent of regional office stock (Table 2.5). Birmingham has by far the highest share of the Region's office floorspace stock, at 17 per cent, and it also has the largest share of the retail floorspace stock. The other important centres in terms of retail floorspace stock are Wolverhampton, Coventry, Hanley, Worcester, Walsall and Hereford. The other important centres in terms of office floorspace stock are Wolverhampton, Walsall, Hanley and Coventry.
- 2.20 The West Midlands Region has a total industrial stock of 34.6 million sq.m and a warehouse stock of 19.3 million sq.m. As expected, Birmingham and Wolverhampton City Centres are the only centres which account for more than 1 per cent of the Region's industrial and warehouse stock.

Table 2.5 Stock of Floorspace in Centres as a share of Regional Stock, 2003

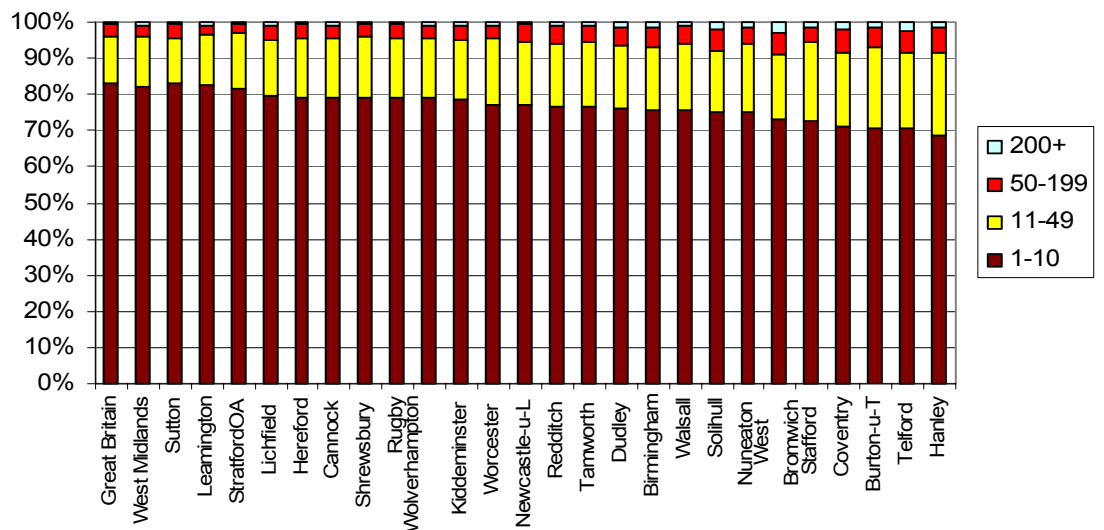
Share of Region Floorspace				
	Retail	Offices	Factories	Warehouses
West Midlands	100%	100%	100%	100%
All Centres	41%	44%	17%	17%
Birmingham	6%	17%	5%	6%
Burton-u-T	1%	1%	1%	1%
Cannock	1%	1%	1%	0%
Coventry	2%	2%	0%	0%
Dudley	1%	1%	1%	0%
Hanley	2%	2%	1%	1%
Hereford	2%	1%	1%	1%
Kidderminster	1%	1%	0%	0%
Leamington Spa	1%	1%	1%	0%
Lichfield	1%	1%	0%	0%
Newcastle-u-L	1%	1%	0%	0%
Nuneaton	1%	1%	0%	0%
Redditch	1%	1%	0%	0%
Rugby	1%	1%	1%	0%
Shrewsbury	1%	1%	0%	0%
Solihull	1%	1%	0%	0%
Stafford	1%	1%	0%	0%
Stratford o Avon	1%	1%	0%	0%
Sutton Coldfield	1%	1%	0%	1%
Tamworth	1%	0%	0%	0%
Telford	1%	1%	0%	0%
Walsall	2%	2%	1%	1%
West Bromwich	1%	1%	1%	0%
Wolverhampton	4%	3%	3%	3%
Worcester	2%	1%	0%	0%

Source: ODPM floorspace statistics, 2003, Ward level data

Size of Businesses in the Network of Town & City Centres

2.21 The town centres tend to have higher proportions of businesses with more than 10 employees compared to the overall averages for the Region and Great Britain, particularly, in the 11 to 49 and 50 to 199 size categories (Figure 2.8).

Figure 2.8 Size of Business Units in the Centres



Source: Annual Business Inquiry, 2003

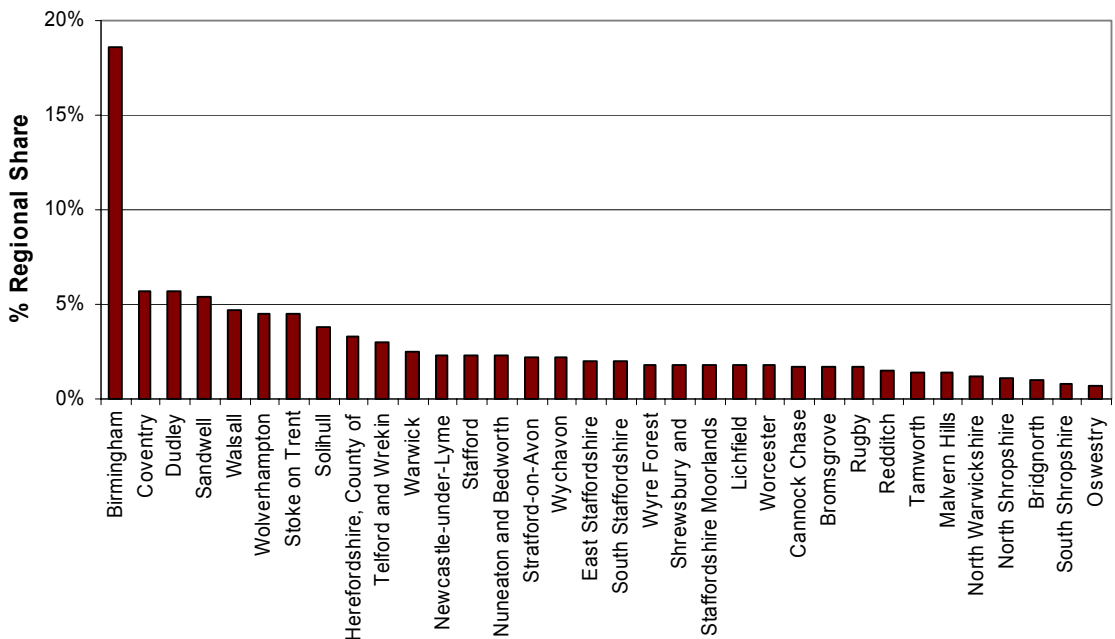
3 POPULATION CHANGE, ECONOMIC ACTIVITY RATES, ENTREPRENEURSHIP AND QUALIFICATIONS

3.1 In this section we describe the geography of population, population change in the Region since 1991 and the current profile of each district's population in terms of economic activity rates, level of entrepreneurship and qualifications.

The Geography of Population in 2003

3.2 Figure 3.1 presents the geography of the Regions population by district. The administrative area of Birmingham accounts for 19 percent of the Region's population and each of the other metropolitan authorities have population shares in the range 4 to 6 per cent. Indeed the metropolitan authorities, together with the City of Stoke-on-Trent, collectively account for 53 percent of the Regions population. The smallest authorities - in terms of population - tend to be in the rural parts of the Region, particularly in Shropshire.

Figure 3.1: Shares of Region's Population in 2003, by District.



Source: Nomis - Mid-Year Population Estimates

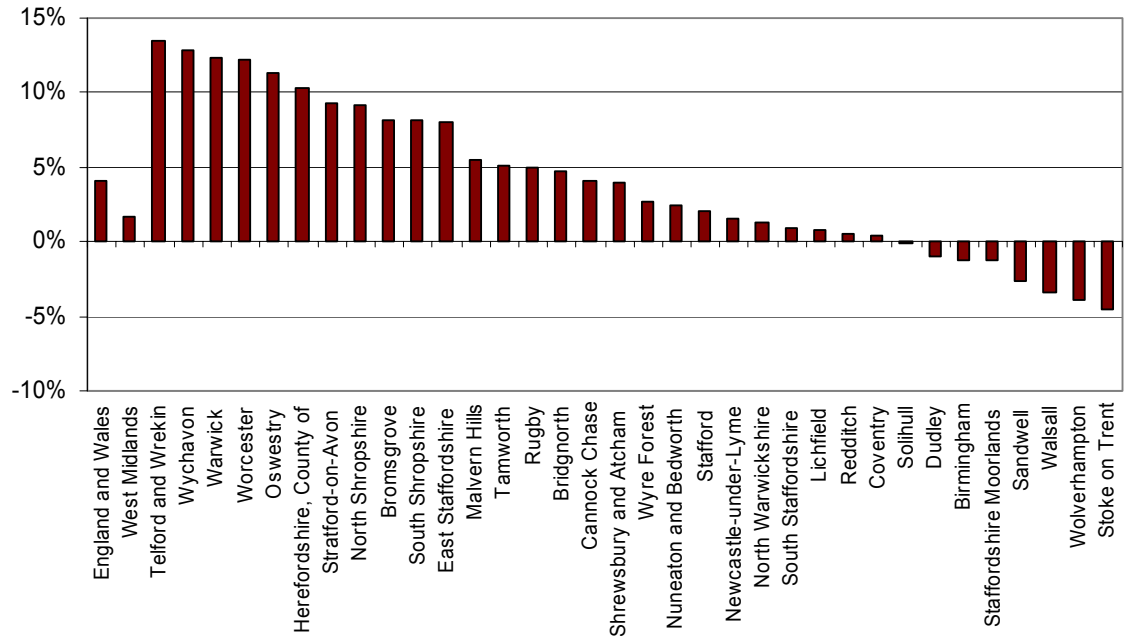
Population Change by District

3.3 Figure 3.2 presents an analysis of the percentage change in population from 1991 to 2003, in each of the 34 districts in the Region, compared to the overall change for the Region and for England and Wales.

3.4 Population growth in the overall Region was half the rate experienced in England and Wales. Nevertheless, population increased by more than the national average in 17 of the 34 districts and was over 10 per cent in Telford and Wrekin Wychavon, Warwick, Worcester, Oswestry and Herefordshire.. Conversely, 8 districts experienced population decline, these being Solihull, Dudley, Birmingham, Staffordshire Moorlands, Sandwell, Walsall, Wolverhampton, and Stoke-on-Trent. The analysis therefore

confirms continuing loss of population from the Black Country and the lower than regional growth rates experienced in Birmingham, Coventry and North Staffordshire.

Figure 3.2 Population Change by District from 1991 to 2003



Source: Midyear Population Estimates

3.5 Table 3.1 shows that the highest absolute population gains were in Telford and Wrekin, Herefordshire, Warwick, Wychavon and Worcester. Conversely the highest absolute population losses were in Birmingham, Stoke on Trent, Wolverhampton, Walsall, Sandwell and Dudley.

Table 3.1 Absolute Population Change 1991-2003

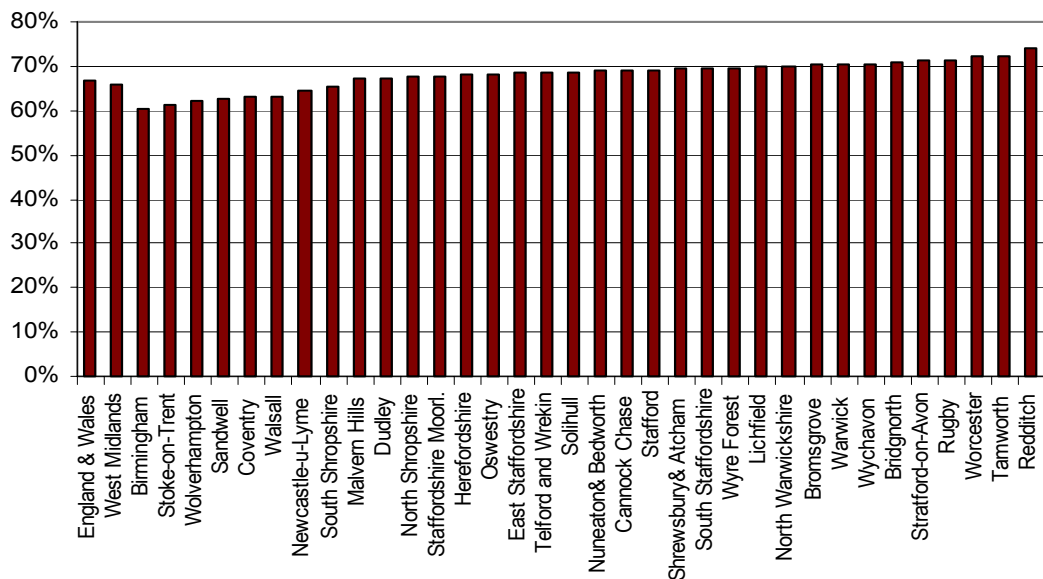
	Population Change	Population Change
England and Wales	2045700	
West Midlands	90200	
Telford and Wrekin	19000	Birmingham -12400
Herefordshire, County of	16500	Stoke on Trent -11400
Warwick	14600	Wolverhampton -9600
Wychavon	13100	Walsall -8900
Worcester	10200	Sandwell -7600
Stratford-on-Avon	9800	Dudley -2900
East Staffordshire	7800	Staffordshire Moorlands -1200
Bromsgrove	6800	Solihull -100
North Shropshire	4900	Redditch 400
Rugby	4200	Lichfield 700
Oswestry	3900	North Warwickshire 800
Malvern Hills	3800	South Staffordshire 900
Shrewsbury and Atcham	3700	Coventry 1100
Tamworth	3600	Newcastle-under-Lyme 1800
Cannock Chase	3600	Stafford 2400
South Shropshire	3100	Bridgnorth 2400
Nuneaton and Bedworth	2800	Wyre Forest 2600

Source: Midyear Population Estimates

Economic Activity by District

3.6 Figure 3.3 presents an analysis of economic activity rates in each of the Region's 34 districts, compared to the Region as a whole and to England and Wales. The proportion of the population that is economically active in the West Midlands Region is similar to the proportion for England and Wales at 66 percent and 67 percent respectively. However, the data indicate that rates of economic activity vary substantially across the Region from 60 percent in Birmingham to 74 percent in Redditch. The rates of economic activity are generally lower in the Major Urban Areas (MUAs).

Figure 3.3 Economic Activity in the Districts



Source: Census 2001

Entrepreneurship

- 3.7 The number of VAT registered enterprises per 10,000 population provides an indicator of entrepreneurship, which is an important factor in the determination of the Region's productivity level. Table 3.2 presents the number of VAT registered enterprises per 10,000 population for the West Midlands Region and for each of its districts.

Table 3.2 VAT Registered Enterprises Per 10,000 Population and Per 10,000 Workers

	VAT/10000 Population 2003	Annual Growth (1994-2003)	VAT/10000 Workers 2003
Great Britain	303	0.9%	417
England and Wales	308	0.9%	426
West Midlands	285	0.9%	395
South Shropshire	591	-0.3%	842
Stratford-on-Avon	538	1.2%	737
Herefordshire, County of	469	-0.5%	656
Malvern Hills	459	0.6%	650
North Shropshire	457	-0.3%	651
Wychavon	457	0.5%	624
Bridgnorth	454	0.4%	603
Warwick	385	1.4%	539
Lichfield	375	1.6%	503
Bromsgrove	371	1.0%	506
Oswestry	369	-0.4%	511
North Warwickshire	369	1.6%	464
Staffordshire Moorlands	360	0.2%	479
Shrewsbury and Atcham	344	0.9%	459
East Staffordshire	329	1.0%	445
Rugby	326	1.3%	442
Stafford	319	1.5%	425
South Staffordshire	301	1.5%	395
Wyre Forest	300	0.6%	399
Cannock Chase	284	2.0%	366
Redditch	282	1.8%	370
Solihull	266	2.1%	359
Dudley	260	1.0%	347
Worcester	255	0.2%	350
Tamworth	242	2.4%	309
Telford and Wrekin	233	1.0%	300
Wolverhampton	231	0.6%	358
Walsall	231	0.7%	319
Newcastle-under-Lyme	229	-0.2%	327
Birmingham	226	0.4%	339
Sandwell	219	1.2%	303
Nuneaton and Bedworth	213	0.9%	287
Stoke on Trent	201	0.9%	266
Coventry	195	1.5%	266

Source: Office for National Statistics 2003

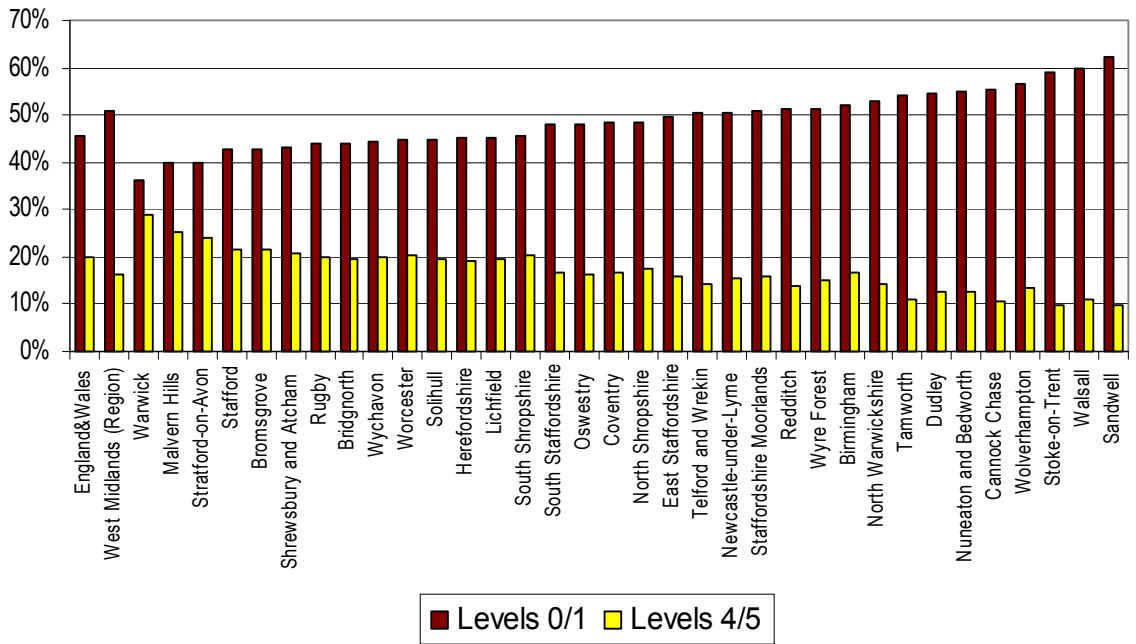
- 3.8 In 2003, the West Midlands Region had 285 VAT registered enterprises per 10,000 population, which was slightly below the GB benchmark of 303 enterprises per 10,000 population.

- 3.9 Over the period 1994 to 2003 the stock of VAT registered enterprises per 10,000 population has risen in the West Midlands by 0.9 per cent, per annum, which is the same as the national rate of change.
- 3.10 The districts with the highest level of entrepreneurship, as measured by VAT registrations per 10,000 population, were South Shropshire, Stratford-on-Avon, Herefordshire, Malvern Hills, North Shropshire, Wychavon and Bridgnorth; this may reflect the propensity for self employment to be higher in rural areas. Conversely, the districts with the lowest levels of entrepreneurship - as measured by VAT registrations per 10,000 population - were Coventry, Stoke-on-Trent, Nuneaton & Bedworth, Sandwell, Birmingham, Newcastle-under-Lyme, Walsall and Wolverhampton. Thus, most of the districts in the MUAs have disappointingly low levels of entrepreneurship, but this may reflect the propensity for larger businesses to be located in urban areas.
- 3.11 There was also a wide variation by district in the rate of change in the stock of VAT registered enterprises. At the extremes, Herefordshire experienced a decline at a rate of 0.5 per cent, per annum, despite having the one of the highest stocks of enterprises per 10,000 population, whereas, the stock of enterprises per 10,000 population in Tamworth increased by 2.4 per cent, per annum.

Qualifications by District

- 3.12 Figure 3.4 presents an analysis of qualifications of the working-age population by district, compared to the overall averages for the Region and for England and Wales. The availability of a highly qualified labour force is important for the service economy and office sectors in particular. The analysis reveals that:
- the West Midlands Region has a higher proportion of working-age residents with no qualifications, or to NVQ1 only, (51 per cent) compared to England and Wales (46 per cent);
 - the West Midlands Region has a lower proportion of working-age residents with NVQ4/5 qualifications (16 per cent), compared to the national benchmark of 20 per cent;
 - the Major Urban Areas (MUAs) have a disproportionately high proportion of working-age population with no, or very limited qualifications, the worst performing authorities being Sandwell, Walsall, Stoke-on-Trent and Wolverhampton, and with Dudley, Birmingham, Newcastle-under-Lyme and Coventry also performing relatively poorly.

Figure 3.4 Qualifications of Working-age Population by District

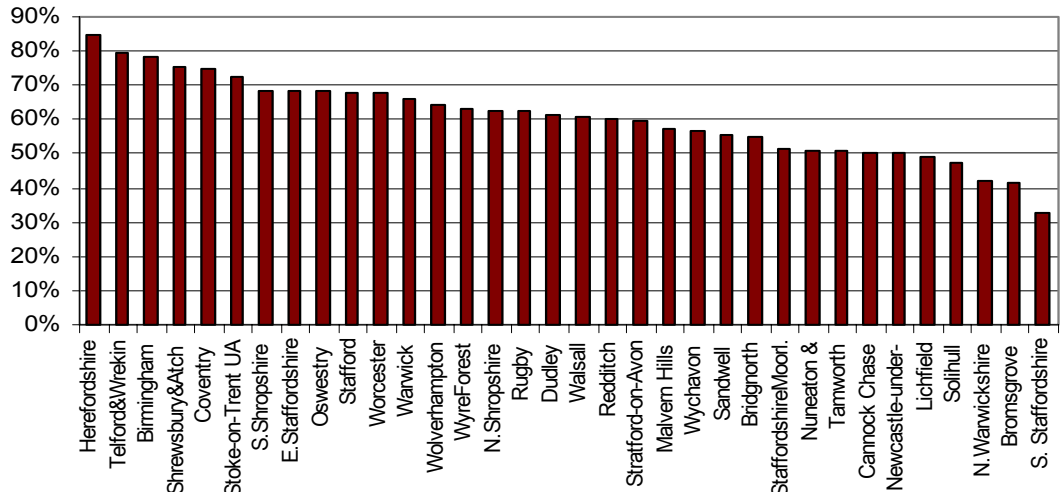


Source: Census 2001

4 TRAVEL TO WORK PATTERNS IN 2001

4.1 Figure 4.1 presents an analysis by district of self-containment rates, which are defined as the proportions of people who both live and work in the districts as a share of all residents in work. The analysis reveals that the local authorities with the highest rates of self-containment are Herefordshire, Telford & Wrekin, Birmingham, Shrewsbury & Atcham, Coventry and Stoke-on-Trent. The lowest rates of self-containment are in South Staffordshire, Bromsgrove, North Warwickshire, Solihull, and Lichfield.

Figure 4.1 Self Containment Rates



Source: Census 2001

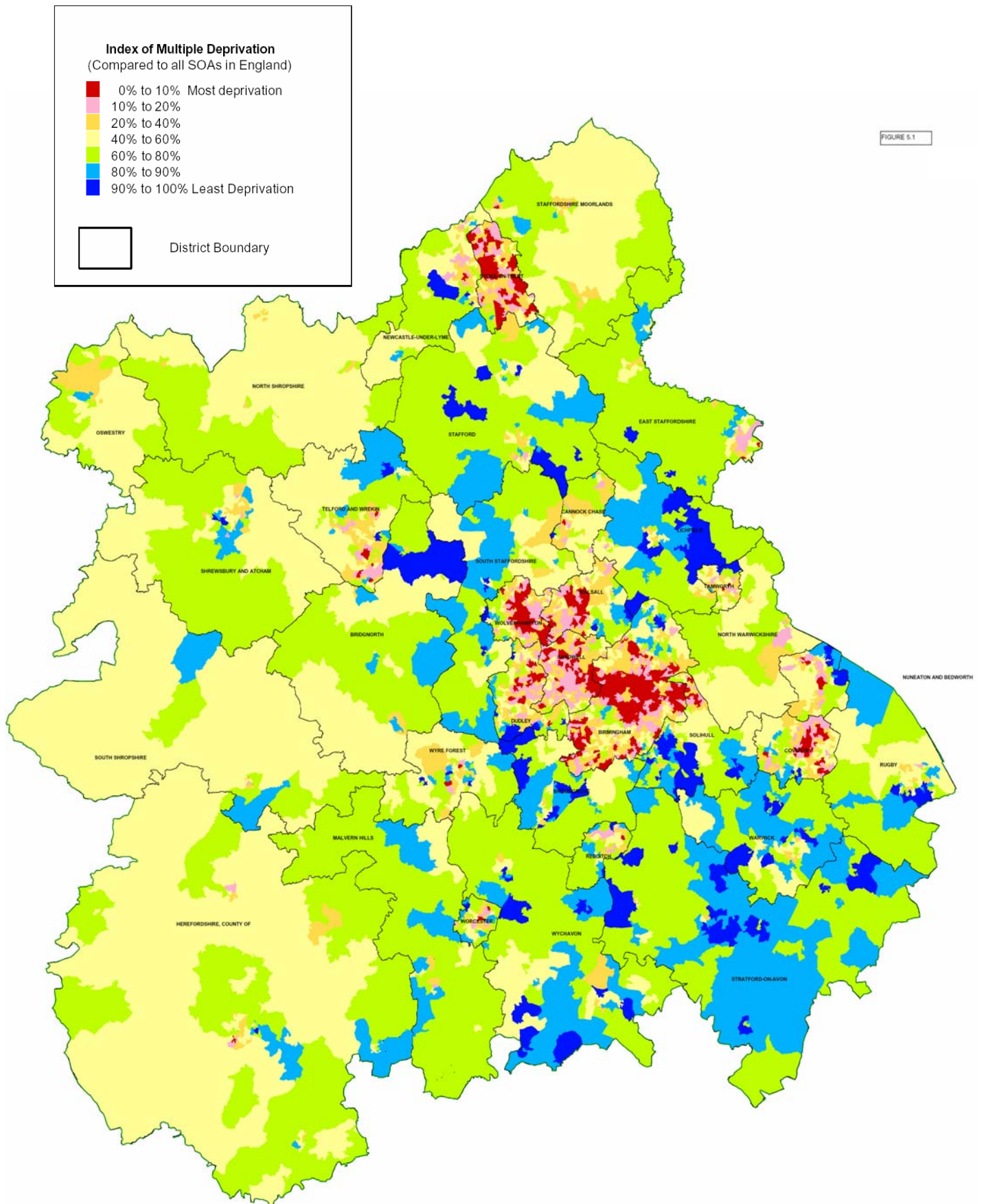
4.2 Further information regarding travel to work patterns in 2001 can be found in Appendix 5. The data show that:

- Birmingham, as expected, has a high share of in-commuting with the largest share of in-commuters being resident in Solihull, but with substantial inflows also from Sandwell, Walsall, Dudley, and Bromsgrove;
- in the North Staffordshire conurbation we find that there are large proportions of people living in Newcastle-under-Lyme working in Stoke-on-Trent (31 per cent), but only 10 per cent of those who live in Stoke-on-Trent work in Newcastle-under-Lyme;
- Coventry has large shares of in-commuting from Nuneaton and Bedworth (21 per cent of the latter's residents in employment) and Rugby (12 per cent of the latter's residents in employment); and
- over 11 percent of residents living in Wychavon, Staffordshire Moorlands, Rugby, Oswestry, Nuneaton and Bedworth, North Shropshire, Newcastle-under-Lyme, and East Staffordshire work outside the West Midlands Region.

5 MULTIPLE DEPRIVATION

- 5.1 Figure 5.1 presents the geography of the year 2004 Index of Multiple Deprivation. The super output areas that are amongst the worst 10 per cent in England (the red areas in Figure 5.1) are concentrated, almost exclusively, in the 'Major Urban Areas', with small clusters in addition in Telford & Wrekin, Worcester, Nuneaton & Bedworth, Wyre Forest and Tamworth. The super output areas that rank between 10 per cent and 20 per cent (the pink areas in Figure 5.1) are also concentrated, almost exclusively, in the 'Major Urban Areas'.
- 5.2 The most affluent parts of the Region are concentrated to the south east, particularly in Stratford-on-Avon, Warwick, Wychavon and Solihull, and parts of Rugby and Nuneaton. However, there are also extremely affluent areas in parts of Lichfield, Stafford, South Staffordshire, Bridgnorth and Bromsgrove.

Figure 5.1 Mapping of the Year 2004 Index of Multiple Deprivation



6 SUMMARY

Employment

- Employment growth in the Region has lagged behind the national rate particularly in the period 1998 to 2003.
- The administrative area of Birmingham is the dominant employment location accounting for 21 per cent of the Region's jobs. Much of the remainder of the Region's employment base is concentrated in the 'Major Urban Areas' and all other local authorities, apart from Birmingham, have shares of regional employment of 6.0 per cent or less.
- In recent years only three of the local authorities within the 'Major Urban Areas' have achieved higher employment growth rates than the Region as a whole - these being Solihull, Birmingham and Wolverhampton. The best performing authorities in terms of percentage change in employment in the period 1998 to 2003 are East Staffordshire, Worcester, Lichfield, Cannock Chase, Malvern Hills, Shrewsbury and Solihull.
- By far the highest absolute gains in employment have been in the administrative areas of Birmingham (+21,500) and Solihull (+12,400), but with strong absolute growth also in the administrative areas of East Staffordshire, Worcester, Lichfield, and Shrewsbury & Atcham.
- Absolute job losses have been highest in the administrative areas of Stoke-on-Trent and Stafford.
- So far as the network of town and city centres are concerned, the highest absolute job gains in the period 1991 to 2002 have been in Birmingham, Walsall, Telford and Tamworth town centres. The highest absolute losses have been in Wolverhampton, Dudley, Nuneaton, Hanley and Kidderminster town centres.
- Employment growth in the network of centres has been particularly strong in the more recent period from 1998 to 2002, with the growth rate for the 25 centres in aggregate exceeding the national employment growth rate.
- All but two of the nine employment sectors with location quotients exceeding 1.30 are manufacturing sectors and the Region is under-represented in the fast growing services sectors.
- As expected, the majority of the 25 strategic centres have significantly higher proportions of jobs in the office and retail sectors compared to the regional average.

Population

- In 2003, the metropolitan authorities and Stoke-on-Trent collectively accounted for 53 percent of the region's population.
- The Region experienced a population growth rate in the period 1991 to 2003, which was half that for England and Wales. The administrative areas with population increases of over 10 per cent were Telford and Wrekin, Wychavon, Warwick, Worcester, Oswestry and Herefordshire.
- Conversely, 8 local authorities experienced population decline - these being Solihull, Dudley, Birmingham, Staffordshire Moorlands, Sandwell, Walsall, Wolverhampton and Stoke-on-Trent. Most of the authorities located in the 'Major Urban Areas' either lost population, or had population growth rates below that of the Region as a whole.

Economic Activity Rates

- The Region's overall economic activity rate is similar to England and Wales, but authorities in the 'Major Urban Areas' continue to have economic activity rates below the regional average.

Entrepreneurship

- In the year 2003 the West Midlands Region had fewer VAT registered enterprises for 10,000 population than the national average.
- The authorities with the highest level of entrepreneurship, as measured by VAT registrations per 10,000 population, were South Shropshire, Stratford-on-Avon, Herefordshire, Malvern Hills, North Shropshire, Wychavon and Bridgnorth. However, most of the local authorities in the 'Major Urban Areas' have disappointingly low levels of entrepreneurship. These findings may reflect a greater propensity for self employment in rural areas and for larger businesses to locate in urban areas.

Qualifications

- The West Midlands Region has more under qualified residents and less high qualified residents than England and Wales.
- The 'Major Urban Areas' have a disproportionately high proportion of working age population with no qualifications, or with limited qualifications, the worst performing authorities being, Sandwell, Walsall, Stoke-on-Trent and Wolverhampton.

Travel to Work Patterns in 2001

- The local authorities with the highest level of self-containment are Herefordshire, Telford & Wrekin, Birmingham, Shrewsbury & Atcham, Coventry and Stoke-on-Trent.
- The local authorities with the lowest rates of self-containment are South Staffordshire, Bromsgrove, North Warwickshire, Solihull and Lichfield.
- Birmingham, as the regional centre, obviously has the highest absolute level of in-commuting, with substantial inflows from residents of Solihull, Sandwell, Walsall, Dudley, and Bromsgrove.

Index of Multiple Deprivation

- The super output areas that are amongst the worst 10 per cent in England (the red areas in Figure 5.1) are concentrated, almost exclusively, in the 'Major Urban Areas', with small clusters in addition in Telford & Wrekin, Worcester, Nuneaton & Bedworth, Wyre Forest and Tamworth.
- The most affluent parts of the Region are concentrated to the south east, particularly in Stratford-on-Avon, Warwick, Wychavon and Solihull, and parts of Rugby and Nuneaton.

APPENDIX 1

DISTRICT SHARES OF REGIONAL EMPLOYMENT IN 1998 AND 2003

District Shares of Regional Employment in 1998 and 2003

Shares	1998	Shares	2003
Birmingham	20.5%	Birmingham	21.1%
Coventry	6.1%	Coventry	6.0%
Sandwell	5.5%	Sandwell	5.4%
Stoke on Trent	5.3%	Dudley	5.3%
Dudley	5.3%	Stoke on Trent	4.7%
Walsall	4.4%	Solihull	4.5%
Wolverhampton	4.3%	Wolverhampton	4.5%
Solihull	4.1%	Walsall	4.3%
Telford and Wrekin	3.6%	Telford and Wrekin	3.2%
Warwick	3.1%	Warwick	3.0%
Stafford	3.0%	Herefordshire, County of	2.9%
Herefordshire, County of	2.9%	East Staffordshire	2.4%
Stratford-on-Avon	2.3%	Stafford	2.4%
East Staffordshire	2.1%	Worcester	2.2%
Wychavon	2.0%	Stratford-on-Avon	2.1%
Newcastle-under-Lyme	2.0%	Shrewsbury and Atcham	2.0%
Worcester	1.9%	Wychavon	1.9%
Rugby	1.9%	Newcastle-under-Lyme	1.9%
Shrewsbury and Atcham	1.8%	Lichfield	1.8%
Redditch	1.7%	Rugby	1.8%
Wyre Forest	1.6%	Redditch	1.8%
Nuneaton and Bedworth	1.6%	Nuneaton and Bedworth	1.6%
Lichfield	1.6%	Cannock Chase	1.5%
Bromsgrove	1.5%	Wyre Forest	1.5%
North Warwickshire	1.4%	Tamworth	1.4%
Cannock Chase	1.3%	Bromsgrove	1.3%
Tamworth	1.3%	Staffordshire Moorlands	1.3%
Staffordshire Moorlands	1.2%	North Warwickshire	1.2%
South Staffordshire	1.2%	South Staffordshire	1.2%
Malvern Hills	1.0%	Malvern Hills	1.2%
North Shropshire	0.8%	North Shropshire	0.8%
Bridgnorth	0.7%	Bridgnorth	0.7%
Oswestry	0.6%	Oswestry	0.6%
South Shropshire	0.5%	South Shropshire	0.5%

APPENDIX 2

WARD DEFINITIONS FOR NETWORK OF STRATEGIC TOWN AND CITY CENTRES

Ward Definitions for Network of Strategic Town and City Centres

Centres	1991 Wards	2001 Wards
Birmingham	Nechells Ladywood Aston	Nechells Ladywood Aston
Burton-upon-Trent LA:East Staffordshire	Burton	Burton
Cannock	Cannock south Longford ward Parkside ward	Cannock west Cannock south
Coventry	St Michaels	St Michaels
Dudley	Castle & Priory St James's St Thomas's	Castle & Priory St James's StThomas's
Hanley LA: Stoke-on-Trent	Shelton ward	Hanley West & Shelton
Hereford	Tupsley Central Aylestone Belmont Holmer St. Nicholas St. Martins Hinton	Tupsley Central Aylestone Belmont Three elms St Nicholas St Martins & Hinton
Kidderminster Wyre Forest	Aggborough & Spennells	Greenhill Habberley & Blakebrook Franche
Leamington Spa LA: Warwickshire	Clarendon Mileverton Brunswick Willes	Clarendon Mileverton Brunswick Willes
Litchfield	Central St Johns	Stowe ward St Johns Leomansley
Newcastle-under-Lyme	Town	Town
Nuneaton	Abbey Chilvers Coton	Abbey Wem Brook
Redditch	Batchley Central	Abbey Central
Rugby	Caldecott Benn Newbold	Caldecott Benn Newbold
Shrewsbury	Quarry	Castlefield & Quarry
Solihull	St Alphege	St Alphege
Stafford	Forebridge	Forebridge
Stratford on Avon	Stratford Alveston Stratford Market Hall Stratford New Town Stratford Mount Pleasant	Stratford Alveston Stratford Avenue & New Town Stratford Guild & Hathaway Stratford Mount Pleasant

Centres	1991 Wards	2001 Wards
Sutton Coldfield LA: Birmingham	Sutton New Hall Sutton Four Oaks	Sutton New Hall Sutton Four Oaks
Tamworth	Castle	Castle
Telford	Lawley Ketley Banks Langely	Lawley and Overdale Ketley and Oakengates Malinslee
Walsall	St Matthews Pleck	St Matthews Pleck
West Bromwich LA: Sandwell	West Bromwich Central	West Bromwich Central
Wolverhampton	St Peters Blakenhall Ettingshall Graiseley Park Heath town East Park	St Peters Blakenhall Ettingshall Graiseley Park Heath town East Park
Worcester	All Saints	Cathedral

APPENDIX 3

LOCATION QUOTIENTS FOR NETWORK OF STRATEGIC TOWN AND CITY CENTRES

Location Quotients For Network Of Strategic Town And City Centres

SIC 2 Sectors	Bham	Sutton Coldfield	Cannock	Coventry	Dudley	Burton-U-Trent	Hereford	Lichfield	Newcastle-u-Lyme	Nuneaton & Bedworth	Redditch	Rugby	West Brom	Shrewsbury & Atcham	Solihull	Stafford	Stoke-o-Trent	Tamworth	Telford	Walsall	Leamington Spa	Wolverhampton	Worcester	Kidderminster	Stratford on Avon
01 Agriculture, hunting & related service activities	0.0	0.1	0.0	0.0	0.1	0.0	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.2	0.0
02 Forestry, logging & related service activities	0.0	0.3	0.0	0.0	0.0	0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.2	0.0
05 Fishing, operation of fish hatcheries & fish farms; service activities incidental to fishing	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
10 Mining of coal & lignite; extraction of peat	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0
11 Extraction of crude petroleum & natural gas; service activities incidental to oil & gas extraction excluding surveying	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
12 Mining of uranium & thorium ores	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
13 Mining of metal ores	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
14 Other mining & quarry	0.1	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.0	0.0	0.0
15 Manufacturing of food & beverages	0.5	0.1	0.0	0.1	0.3	8.4	4.7	0.3	0.1	0.1	0.4	0.0	2.0	0.7	0.1	0.1	0.1	0.1	0.2	0.2	2.0	0.9	0.4	0.5	0.0
16 Manufacture of tobacco products	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
17 Manufacture of textiles	0.8	0.0	1.7	0.0	0.3	0.1	0.1	0.1	0.1	1.0	0.2	0.1	0.0	0.2	0.0	0.1	0.4	0.1	0.0	0.4	0.1	0.5	0.3	27.4	0.0
18 Manufacture of wearing apparel; dressing & dyeing of fur	0.8	0.0	0.3	0.3	1.0	0.1	0.0	0.5	0.1	3.8	0.4	0.0	2.5	0.5	0.0	0.0	0.5	0.0	0.0	4.9	0.2	3.1	0.6	0.0	0.0
19 Tanning & dressing of leather; manufacture of luggage, handbags, saddlery, harness & footwear	0.2	0.3	1.1	0.3	0.1	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	30.7	0.0	1.5	0.0	0.0	0.2
20 Manufacture of wood & products of wood & cork, except furniture; manufacture of articles of straw & plaiting materials	0.3	0.2	1.0	0.7	0.4	0.3	0.5	0.0	0.8	0.4	0.0	0.3	0.4	0.0	0.1	0.2	0.1	0.4	0.1	1.3	0.5	0.4	0.2	0.3	0.2

SIC 2 Sectors	Bham	Sutton Coldfield	Cannock	Coventry	Dudley	Burton-U-Trent	Hereford	Lichfield	Newcastle-u-Lyme	Nuneaton & Bedworth	Redditch	Rugby	West Brom	Shrewsbury & Atcham	Solihull	Stafford	Stoke-o-Trent	Tamworth	Telford	Walsall	Leamington Spa	Wolverhampton	Worcester	Kidderminster	Stratford on Avon
21 Manufacture of pulp, paper & paper products	0.9	0.1	0.2	0.0	0.0	0.5	0.0	0.0	2.7	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	1.3	0.8	0.1	0.1	0.6	0.3
22 Publishing, printing & reproduction of recorded media	1.3	0.4	0.6	0.1	0.2	1.1	0.6	0.3	1.1	2.7	1.6	0.8	0.2	1.0	0.0	0.6	1.8	1.6	1.2	0.7	1.0	0.8	0.8	0.7	0.5
23 Manufacture of coke, refined petroleum products & nuclear fuel	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.8	0.0	0.0	0.0	0.0	2.3	0.0	0.0	0.0
24 Manufacture of chemicals & chemical products	0.4	0.4	0.1	0.4	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	1.2	0.0	0.0	0.0	0.2	0.0	0.0	0.3	0.0	0.7	0.2	0.0	0.0
25 Manufacture of rubber & plastic products	0.6	5.0	4.2	0.0	0.0	0.7	0.9	1.2	0.0	0.1	2.0	1.4	0.4	0.1	0.0	0.0	0.3	0.0	2.1	0.7	0.8	0.8	0.2	0.8	0.3
26 Manufacture of other non-metallic mineral products	0.4	0.1	1.5	0.1	0.6	0.1	0.3	2.9	0.3	0.1	1.5	4.3	0.0	0.0	0.0	0.0	3.4	0.0	0.1	0.6	0.0	0.5	5.5	0.3	1.0
27 Manufacture basic metals	1.8	0.2	1.8	0.5	2.3	0.8	7.0	0.0	0.0	0.0	2.9	4.0	0.0	0.0	0.0	0.0	0.2	0.6	3.5	2.1	4.6	3.8	2.2	0.1	0.1
28 Manufacture of fabricated metal products, except machinery & equipment	2.6	0.9	6.3	0.5	1.4	2.2	0.9	1.8	0.1	1.0	6.0	0.5	1.4	0.0	0.0	0.5	0.5	1.3	0.4	3.5	0.4	2.2	0.3	0.2	1.3
29 Manufacture of machinery & equipment not elsewhere classified	1.0	0.9	1.6	0.4	0.3	0.4	1.4	6.9	0.0	3.5	1.0	3.1	0.6	0.0	0.0	0.2	0.6	0.2	2.3	0.2	3.0	1.7	0.3	0.4	0.2
30 Manufacture of office machinery & computers	0.4	0.2	0.3	0.0	0.0	0.0	0.7	0.1	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.1	0.0	4.7	0.0	1.7	0.1	0.0	0.0	0.0
31 Manufacture of electrical machinery & apparatus not elsewhere classified	1.7	0.3	3.9	0.0	0.2	1.2	0.1	0.1	0.0	0.5	2.0	0.3	0.0	0.0	0.0	15.5	1.0	0.1	0.2	0.2	0.5	0.3	0.4	0.0	0.2
32 Manufacture of radio, television & communication equipment & apparatus	0.3	0.8	0.0	0.0	0.5	0.0	0.1	0.0	0.1	0.4	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	1.4	0.0	0.5	0.0	4.7
33 Manufacture of medical, precision & optical instruments, watches & clocks	0.6	1.3	0.7	0.1	0.3	0.2	0.1	0.1	0.8	0.0	0.8	2.2	0.0	0.0	0.1	0.0	0.1	0.6	0.0	0.4	1.5	0.5	0.7	0.1	0.2
34 : Manufacture of motor vehicles, trailers & semi-trailers	0.8	1.9	2.2	0.1	0.0	0.0	0.6	0.0	0.1	0.8	1.7	0.1	0.1	0.0	0.4	0.0	0.0	0.0	0.3	1.4	0.0	0.9	0.2	0.0	1.6
35 Manufacture of transport equipment	0.4	0.0	0.3	0.4	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.4

SIC 2 Sectors	Bham	Sutton Coldfield	Cannock	Coventry	Dudley	Burton-U-Trent	Hereford	Lichfield	Newcastle-u-Lyme	Nuneaton & Bedworth	Redditch	Rugby	West Brom	Shrewsbury & Atcham	Solihull	Stafford	Stoke-o-Trent	Tamworth	Telford	Walsall	Leamington Spa	Wolverhampton	Worcester	Kidderminster	Stratford on Avon
36 Manufacture of furniture; manufacturing not elsewhere classified	1.9	0.3	0.4	0.1	3.5	0.5	0.8	0.1	0.3	0.2	1.2	0.4	0.3	0.2	0.1	0.0	0.2	0.0	0.1	0.6	0.3	1.3	1.1	0.4	0.5
37 Recycling	1.6	0.0	1.3	0.6	0.0	0.8	0.0	0.0	0.0	0.1	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.1	1.9	0.5	2.3	0.0	0.9	0.2
40 Electricity, gas, steam & hot water supply	0.9	0.0	0.6	0.0	0.1	0.6	1.1	0.0	0.0	0.0	0.1	0.0	1.2	0.0	12.1	0.0	3.3	0.0	3.7	0.7	0.1	0.0	0.0	0.0	0.0
41 Collection, purification & distribution of water	3.0	0.0	0.1	0.0	0.0	1.3	0.2	3.3	0.0	0.0	0.0	0.3	0.0	0.0	0.3	0.0	0.0	0.0	0.0	3.4	5.9	0.0	0.0	0.0	0.0
45 Construction	0.7	0.6	1.4	0.3	1.7	0.3	0.7	0.6	0.5	0.3	0.4	1.4	0.8	0.3	0.5	0.3	0.4	0.4	0.3	1.1	0.5	1.4	0.5	0.7	1.0
50 Sale, maintenance & repair of motor vehicles & motorcycles; retail sale of automotive fuel	0.7	0.8	1.5	0.2	0.6	1.3	1.2	1.4	1.1	0.4	1.0	0.6	0.7	0.2	0.1	0.9	1.3	1.1	0.8	1.0	0.7	1.3	0.7	0.5	1.3
51 Wholesale trade & commission trade, except of motor vehicles & motorcycles	1.0	1.1	1.6	0.2	0.4	0.8	0.6	0.3	0.9	0.5	0.6	1.0	0.7	0.4	0.1	0.2	0.7	1.1	0.3	0.6	0.6	1.0	0.5	0.7	0.6
52 Retail trade, except of motor vehicles & motorcycles; repair of personal & household goods	0.6	1.4	1.1	1.5	0.8	1.7	1.6	1.4	2.0	2.0	2.0	1.4	0.7	2.3	1.7	1.8	1.9	2.5	1.7	1.2	1.5	1.1	1.7	2.0	1.7
55 Hotels & restaurants	0.7	0.8	0.7	0.7	0.6	0.6	1.2	1.4	1.3	1.7	0.6	1.1	0.4	1.6	1.1	0.9	0.8	1.2	0.7	0.4	1.0	0.7	1.1	0.9	2.0
60 Land transport; transport via pipelines	2.4	0.3	1.3	0.9	0.4	0.5	0.9	0.0	1.2	0.5	0.5	0.9	0.3	0.3	0.1	0.1	0.1	3.3	0.1	0.3	0.2	0.3	0.6	0.7	0.2
61 Water transport	0.7	0.1	0.0	0.3	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.7
62 Air transport	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
63 Supporting & auxiliary transport activities; activities of travel agencies	1.1	1.0	0.5	0.7	0.2	0.8	0.3	0.9	0.4	0.9	0.4	0.4	0.4	0.7	0.6	0.6	0.8	1.4	0.4	0.7	3.0	0.3	0.5	0.4	0.4
64 Post & telecommunications	1.7	0.6	0.5	2.8	0.7	0.9	0.7	0.3	2.3	3.8	1.0	0.6	0.0	4.4	0.5	0.3	2.9	0.2	0.3	0.9	0.8	1.6	0.6	1.1	0.7
65 Financial intermediation, except insurance & pension funding	2.3	0.7	0.4	2.1	0.6	0.8	0.6	1.3	1.5	1.1	0.9	0.8	1.5	1.9	2.6	1.1	1.3	1.1	1.5	0.6	0.7	1.1	1.3	1.1	0.7
66 Insurance & pension funding, except compulsory social security	2.9	0.1	0.0	4.9	0.1	0.3	0.0	1.5	0.9	0.5	0.2	0.2	0.0	0.1	1.2	0.1	0.2	1.0	4.3	0.2	0.3	0.1	0.0	0.5	7.6

APPENDIX 4

OFFICE EMPLOYMENT IN NETWORK OF STRATEGIC TOWN AND CITY CENTRES

APPENDIX 5

TRAVEL TO WORK PATTERNS IN 2001

	Incommuting																										Total							
	Live In																																	
	B'ham	Bridg-north	Broms-grove	Cannock Chase	Coventry	Dudley	East Staffs	Herefords County of	Lichfield	Malvern Hills	Newcastle U-Lyme	North Shrops	North Warwicks	Nuneaton & Bedworth	Oswestry	Redditch	Rugby	Sandwell	Shrewsbury & Atcham	Solihull	South Shrops	South Staffords	Stafford	Staffs Moorlands	Stoke-o-Trent	Stratford-o-Avon	Tamworth	Telford & Wrekin	Walsall	Warwick	Wolverhampton	Worc-ester	Wychavon	Wyre Forest
Outcommuting	Work In																																	
Birmingham	288,219	557	10,828	2,036	3,882	13,138	991	344	6,430	811	216	93	4,897	1,539	36	4,199	675	23,317	392	32,357	199	2,336	1,081	117	250	2,651	6,047	1,026	14,414	2,299	4,427	1,586	2,460	2,524
Bridgnorth	70	14,912	28	49	18	309	6	77	18	25	15	148	3	9	40	10	6	71	479	6	329	683	145	3	18	3	3	2,469	73	6	566	17	12	210
Bromsgrove	4,063	53	17,958	50	95	1,576	15	75	45	254	6	3	56	23	-	2,746	33	476	21	740	17	106	19	3	13	300	45	26	162	109	135	645	1,465	996
Cannock Chase	398	84	26	22,106	18	194	364	3	2,591	6	83	25	44	25	6	15	-	225	49	52	9	3,363	1,610	99	121	24	150	259	1,699	9	647	9	9	9
Coventry	3,032	34	341	87	93,949	337	74	18	288	42	22	12	1,717	12,158	6	297	5,119	367	15	3,543	9	93	71	15	27	2,024	488	50	296	7,658	220	115	244	66
Dudley	3,934	936	1,982	328	149	85,622	58	93	250	266	34	20	92	66	3	371	27	11,011	123	424	178	3,908	183	20	66	121	128	580	1,781	67	4,964	392	608	2,749
East Staffordshire	293	8	18	679	50	69	33,046	6	1,223	-	165	11	111	36	3	9	20	60	19	60	-	174	571	1,394	719	12	315	17	170	10	57	14	9	12
Herefordshire, County of	89	70	25	-	12	87	3	68,658	9	1,287	6	70	-	6	19	17	3	90	111	13	909	11	6	3	-	10	-	157	13	7	21	561	161	126
Lichfield	1,594	23	24	4,328	63	129	1,454	12	22,727	6	32	31	558	53	3	14	16	222	23	201	-	665	578	93	65	44	2,666	89	1,668	42	216	6	20	19
Malvern Hills	118	43	144	3	12	129	-	1,780	3	19,099	3	6	3	3	9	105		37	6	20	376	21	15	9	9	32	-	16	18	13	14	3,122	1,123	705
Newcastle Under Lyme	34	13	10	62	16	16	94	6	27		27,572	373	3	12	3	-	3	13	32	3	3	56	1,293	2,059	10,310	-	4	74	23	3	41	6	-	3
North Shropshire	23	98	-	13	-	5	10	60	15	6	436	16,795	-	-	859	-	-	6	1,385	3	62	51	160	29	177	-	9	772	17	-	32	3	3	3
North Warwickshire	2,829	6	128	139	709	166	129	6	623	15	14	6	12,886	2,219	-	92	163	268	3	1,736	3	75	59	10	11	152	3,475	20	288	186	89	39	55	33
Nuneaton & Bedworth	354	8	61	28	4,220	59	42	3	91	3	11	3	2,121	28,940	-	33	809	62	9	300	3	21	13	-	13	168	290	6	51	414	18	13	27	12
Oswestry	22	33	3	3	-	6	6	32	6	-	7	701	3	-	11,739	-	-	-	617	3	29	4	12	3	11	-	3	112	3	-	9	-	-	3
Redditch	1,946	33	2,635	20	163	475	17	33	48	176	-	6	47	66	-	24,323	29	253	6	688	14	68	13	-	6	1,823	46	21	105	-	90	482	1,297	465
Rugby	357	-	28	14	4,746	48	28	4	42	11	-	-	304	2,169	3	31	27,069	41	10	220	-	20	20	14	16	578	61	9	35	932	38	16	38	8
Sandwell	11,981	432	1,324	843	235	17,925	101	71	809	202	60	32	172	81	20	349	52	63,158	73	870	68	2,229	322	35	76	160	282	498	8,053	120	5,494	312	522	1,094
Shrewsbury & Atcham	87	696	12	28	6	73	9	165	17	12	43	2,739	3	-	1,132	6	3	25	34,892	17	1,247	103	107	11	40	3	3	2,591	43	-	126	11	6	44
Solihull	23,948	70	1,957	230	2,608	1,061	165	46	638	127	36	11	1,803	858	12	1,349	293	1,148	40	44,443	18	258	144	28	34	1,469	1,206	113	876	1,669	385	289	487	259
South Shropshire	51	284	-	-	3	30	3	804	-	387	6	31	-	-	29	3	-	15	554	6	12,441	6	3	-	6	6	3	103	10	9	20	30	15	170
South Staffordshire	276	446	49	2,221	19	1,846	67	22	397	19	61	59	6	6	-	13	3	354	62	23	19	17,154	1,608	57	94	9	39	536	1,136	-	3,690	13	10	200
Stafford	217	86	14	2,493	12	123	912	6	721	12	1,901	294	27	7	6	3	3	78	75	25	9	1,468	39,985	1,622	4,940	9	178	638	212	9	328	6	6	26
Staffordshire Moorlands	16	6	3	110	-	3	689	-	50		937	11	3	3		3	-	3	4	250	-	47	532	23,535	4,002	-	31	17	6	6	15	-	3	-
Stoke on Trent	139	30	4	158	12	29	508	7	108	13	16,998	337	12	13	15	7	-	27	57	27	14	132	4,903	10,154	71,677	9	28	113	68	9	86	12	3	3
Stratford on Avon	1,365	8	630	19	1,068	230	16	24	42	71	6	12	133	325	3	2,894	514	117	3	1,185	13	36	11	14	3	33,866	60	20	70	3,344	50	220	2,262	123
Tamworth	1,235	15	42	337	94	73	337	7	2,076	-	18	3	2,524	173	3	39	28	112	14		-	135	90	49	25	46	18,820	38	330	54	59	14	24	17
Telford & Wrekin	376	4,583	57	327	73	535	41	216	124	16	137	1,907	16	17	322	16	16	223	4,581	61	443	1,144	916	43	159	20	30	99,212	418	30	1,837	29	19	153
Walsall	4,900	255	247	4,227	116	2,473	272	29	3,793	44	71	55	193	61	13	93	22	5,970	95	445	22	4,665	658	51	84	64	410	561	64,143	55	8,197	60	113	205
Warwick	1,543	17	302	40	7,200	204	29	20	94	55	7	3	393	1,527	3	474	1,965	148	9	1,703	4	48	20	3	19	6,511	148	35	121	41,513	81	105	329	75
Wolverhampton	1,897	1,799	224	1,686	137	7,923	129	25	595	66	109	125	44	41	39	76	13	3,236	408	263	117	11,669	1,035	67	201	48	114	2,049	6,949	62	60,862	101	124	399
Worcester	494	87	810	16	30	437	6	1,242	20	5,682	-	6	17	14	3	501	12	118	16	113	117	56	21	-	9	152	16	45	54	205	51	31,886	5,419	2,010
Wychavon	559	94	1,546	29	33	447	-	355	30	1,381	9	13	14	14	9	919	16	166	29	143	83	70	11	3	9	751	9	58	65	39	62	3,858	31,846	3,495
Wyre Forest	338	529	567	26	16	1,390	9	129	25	803	6	25	6	9	9	172	-	186	36	50	435	258	14	3	9	51	18	63	92	17	138	680	894	29,827
Rest of UK	10,414	646	1,268	1,325	5,936	2,802	8,777	6,872	2,184	2,529	5,922	2,889	2,353	6,160	2,830	1,018	6,352	1,913	1,874	3,419	1,041	1,292	2,556	6,090	5,619	5,394	1,960	1,928	2,043	3,769	1,796	2,334	6,446	1,102
Total	367,211	26,994	43,295	44,060	125,700	139,969	48,407	81,250	46,159	33,426	54,949	26,855	30,564	56,633	17,177	40,197	43,264	113,516	46,122	93,412	18,231	52,425	58,785	45,636	98,838	56,510	37,085	74,321	105,505	62,665	94,861	46,986	56,059	47,145