

## The Region

Located at the centre of England, the West Midlands Region comprises the counties of Herefordshire, Worcestershire, Shropshire, Staffordshire and Warwickshire and the boroughs of Birmingham, Coventry, Dudley, Sandwell, Solihull, Walsall and Wolverhampton.

Each area has its own distinctive landmarks and personality and each offers something different. From the vibrancy of Birmingham, the UK's second largest city, to historic market towns and picturesque rural areas such as the Cotswolds.

**The population of the West Midlands Region is 5,366,700 – 9% of the total UK population. Birmingham has a population of over 1 million people.** [Source: Census 2001]

### Regional Statistics

There are 2.4 million people employed in the West Midlands Region and 101,800 unemployed, representing an unemployment rate of just 3.7% (seasonally adjusted). [Source: ONS Labour Market Statistics, August 2008]

The West Midlands Region has a headline Gross Value Added (GVA) figure of £89bn. This equates to a GVA per head of £16,538. [Source: ONS, 2006 (latest data)]

The population for the West Midlands is 5,366,700, of which 50.8% female (Source: Census 2001, ONS)

	Population	Change Since 2001
<b>West Midlands Region</b>	5,366,700	+1.63%
<b>Herefordshire</b>	177,800	+1.66%
<b>Shropshire</b>	289,300	+2.12%
<b>Staffordshire</b>	822,800	+1.93%
<b>Stoke-on-Trent</b>	239,700	-0.29%
<b>Telford &amp; Wrekin</b>	161,900	+2.08%
<b>Warwickshire</b>	522,200	+3.16%
<b>Birmingham, Coventry, Solihull &amp; The Black Country</b>	2,600,100	+1.25%
<b>Worcestershire</b>	522,900	+1.97%

There were 2,361,100 jobs based in the West Midlands in 2006 with 14.8% of those within the manufacturing sector. [Source: ONS, Mid Year Population Estimates, 2008 (2006 data latest)]



	Workplaces	Employees
<b>Agriculture &amp; Fishing</b>	600	4,500
<b>Energy &amp; Water</b>	300	11,200
<b>Manufacturing</b>	18,700	350,700
<b>Construction</b>	19,500	118,900
<b>Distribution, Hotels &amp; Restaurants</b>	59,300	564,700
<b>Transport &amp; Communications</b>	9,700	132,800
<b>Banking, Finance &amp; Insurance</b>	59,200	424,100
<b>Public Administration, Education &amp; Health</b>	18,100	632,300
<b>Other Services</b>	14,900	121,900

*[Source: Annual Business Inquiry 2008 (2006 data latest)]*

Average property prices for the West Midlands Region stand at £263,679 for a detached, £137,137 for a semi detached, £103,335 for a terraced, and £105,832 for a flat or maisonette, resulting in an overall property price of £149,375 (Source: Land Registry, Jun 2008)

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