

Dudley Annual Economic Review 2024

January 2025



Our Measures of Success - The Black Country Performance Management Framework

In the Black Country we will:	Where we are now		Change over the last year ¹		Direction of Travel Relative to National Average since 2004		Scale of the Challenge (To reach England where applicable)	
Grow our Population and Reverse Net Outward Migration Particularly to Environs	DUD	326,680	DUD	+1,749 (+0.5%)	DUD	+20,509 (+6.7%)		
	SAN	347,551	SAN	+2,969 (+0.9%)	SAN	+58,702 (+20.3%)		
	WAL	288,736	WAL	+2,518 (+0.9%)	WAL	+32,034 (+12.5%)		
	WOL	272,425	WOL	+4,537 (+1.7%)	WOL	+31,858 (+13.2%)		
	BC	1,235,395	BC	+11,773 (+1.0% BC) +1.0% Eng.	BC	+143,103 (+13.1% BC) +14.9% Eng.		
Raise Incomes	DUD	£34,909	DUD	+£3,294 (+10.4%)	DUD	+£15,718 (+81.9%)	DUD	+£2,708
	SAN	£31,915	SAN	+£2,154 (+7.2%)	SAN	+£13,206 (70.6%)	SAN	+£5,702
	WAL	£32,624	WAL	+£2,144 (+7.0%)	WAL	+£13,946 (+74.7%)	WAL	+£4,993
	WOL	£33,205	WOL	+£2,730 (+9.0%)	WOL	+£14,640 (+78.9%)	WOL	+£4,412
	BC	£33,163 (avg.)	BC	+£2,581 (+8.4% BC) +6.9% Eng.	BC	+£14,378 (+76.5% BC) +67.6% Eng.	BC	+£4,454 Eng.: £37,617
Achieve Better Population Balance	DUD	17.0%			DUD	-0.1pp	DUD	+16,257
	SAN	10.8%			SAN	0pp	SAN	+36,179
	WAL	13.7%			WAL	-0.5pp	WAL	+22,370
	WOL	13.4%			WOL	-0.3pp	WOL	+21,620
	BC	13.6%			BC	-0.3pp BC +0.5pp Eng.	BC	+96,427 Eng.: 23.5% AB's
Transform the Environment	70.5% of residents satisfied with Black Country as a place to live						77.8% resident satisfaction	
Regenerated Our Economy (pp = percentage points)								
Reduce the Output Gap	DUD	£5.1bn	DUD	+£427m	DUD	+£2.8bn	DUD	-£5.1bn
	SAN	£4.9bn	SAN	+£608m	SAN	+£3.4bn	SAN	-£4.9bn
	WAL	£4.6bn	WAL	+£479m	WAL	+£2.6bn	WAL	-£4.6bn
	WOL	£3.0bn	WOL	+£227m	WOL	+£1.9bn	WOL	-£3.0bn
	BC	£17.7bn	BC	+£1.7bn	BC	+£10.7bn	BC	-£17.7bn
Raise the Number of Local Jobs	DUD	111,000	DUD	+1,000 (+0.9%)	DUD	-7,000 (-5.9%)		
	SAN	127,000	SAN	+1,000 (+0.8%)	SAN	+4,000 (+3.3%)		
	WAL	99,000	WAL	-3,000 (-2.9%)	WAL	+5,000 (+5.3%)		
	WOL	110,000	WOL	+1,000 (+0.9%)	WOL	+6,000 (+5.8%)		
	BC	447,000	BC	0 (0% BC) +1.3% Eng.	BC	+8,000 (+1.8% BC) +19.2% Eng.		
Increase the Total Employment Rate	DUD	75.9%	DUD	-0.6pp	DUD	+2.9pp	DUD	Above England
	SAN	67.4%	SAN	+2.0pp	SAN	+3.0pp	SAN	+17,326
	WAL	76.0%	WAL	+4.3pp	WAL	+7.6pp	WAL	Above England
	WOL	62.6%	WOL	-3.8pp	WOL	-6.2pp	WOL	+21,197
	BC	70.6%	BC	+0.6pp BC -0.1pp Eng.	BC	+1.9pp BC +2.8pp Eng.	BC	+37,495 Eng.: 75.7%
Increase the Percentage of Knowledge Workers	DUD	44.1%	DUD	-5.9pp	DUD		DUD	+14,108
	SAN	30.5%	SAN	-3.9pp	SAN		SAN	+33,445
	WAL	35.5%	WAL	-1.5pp	WAL		WAL	+24,740
	WOL	53.3%	WOL	+15.7pp	WOL		WOL	+94
	BC	40.0%	BC	-0.1pp BC +0.9pp Eng.	BC		BC	+72,387 Eng.: 53.4%
Raise Enterprise Births	DUD	1,145	DUD	-245 (-17.6%)	DUD	-45 (-3.8%)	DUD	+451 P.A.
	SAN	1,540	SAN	-95 (-5.8%)	SAN	+600 (+63.8%)	SAN	+158 P.A.
	WAL	1,310	WAL	+40 (+3.1%)	WAL	+265 (+25.4%)	WAL	+101 P.A.
	WOL	1,300	WOL	-210 (-13.9%)	WOL	+300 (+30.0%)	WOL	+31 P.A.
	BC	5,295	BC	-510 (-8.8%) -6.2% Eng.	BC	+1,120 (+26.8% BC) +13.4% Eng.	BC	+741 P.A. Eng.: 49 per 10,000 pop.
Reduce the Percentage of Workless Households	DUD	9.6%	DUD	-4,300 (-31.9%)	DUD	-6,500 (-41.4%)	DUD	Below England
	SAN	18.6%	SAN	0 (0%)	SAN	-400 (-2.1%)	SAN	-5,317
	WAL	10.6%	WAL	-6,300 (-42.3%)	WAL	-7,200 (-45.6%)	WAL	Below England
	WOL	18.1%	WOL	+1,100 (+8.0%)	WOL	-300 (-2.0%)	WOL	-3,827
	BC	14.3%	BC	-9,500 (-15.5%) +0.9% Eng.	BC	-14,500 (-21.9% BC) -14.6% Eng.	BC	-2,948 Eng.: 13.5%
Increase the Number of Visitors to the Area	33.66m		+61,000				A leading UK visitor destination	

In the Black Country we will:	Where we are now		Change over the last year ¹		Direction of Travel Relative to National Average since 2004		Scale of the Challenge (To reach England where applicable)	
Sustainable Environmental Transformation								
Increase the Hectares of Local Nature Reserves	887.3ha		0ha		-		1ha of Local Nature Reserve per 1,000 pop.	
Have a Sustainable Environment- Reduce CO ² Emissions (Tonnes per capita)	DUD	3.1	DUD	-0.3	DUD	-3.2	Net Zero by 2041	
	SAN	3.6	SAN	-0.3	SAN	-4.2		
	WAL	3.4	WAL	-0.3	WAL	-3.7		
	WOL	3.2	WOL	-0.3	WOL	-3.7		
	BC	3.3	BC	-0.3 BC -0.3 Eng.	BC	-3.7 BC -4.4 Eng.		
Raised Education and Skills								
Reduce the Number of People with No Qualifications	DUD	4.5%	DUD	-2,300 (-21.1%)	DUD	-19,100 (-69.0%)	DUD	Below England
	SAN	11.8%	SAN	+1,900 (+8.5%)	SAN	-15,900 (-39.6%)	SAN	-11,545
	WAL	11.1%	WAL	+1,400 (+8.0%)	WAL	-12,700 (-40.1%)	WAL	-8,448
	WOL	11.7%	WOL	-1,400 (-7.1%)	WOL	-16,300 (-47.0%)	WOL	-8,640
	BC	9.7%	BC	-500 (-0.7% BC) -3.4% Eng.	BC	-64,100 (-47.7% BC) -54.3% Eng.	BC	-25,449 Eng.: 6.2%
Increase the Number of People with RQF4+	DUD	40.0%	DUD	+14,100 (+22.7%)	DUD	+37,100 (+95.1%)	DUD	+12,904
	SAN	31.2%	SAN	+19,600 (+43.8%)	SAN	+37,100 (+136.4%)	SAN	+32,044
	WAL	31.9%	WAL	-2,900 (-5.1%)	WAL	+26,400 (+94.6%)	WAL	+25,402
	WOL	40.8%	WOL	+12,400 (+23.9%)	WOL	+39,500 (+159.3%)	WOL	+9,419
	BC	35.7%	BC	+43,300 (+20.1% BC) +6.3% Eng.	BC	+140,200 (+118.0% BC) +99.1% Eng.	BC	+79,769 Eng.: 46.7%
Improve Pupils Progress 8 Score	DUD	-0.12	DUD	-0.11	DUD		DUD	Improve by 0.09
	SAN	-0.16	SAN	-0.09	SAN		SAN	Improve by 0.13
	WAL	-0.22	WAL	-0.02	WAL		WAL	Improve by 0.19
	WOL	-0.05	WOL	-0.03	WOL		WOL	Improve by 0.02
	BC	-0.14	BC	-0.04	BC		BC	Improve by 0.11 Eng.: -0.03
Reduce the No. of 16–17-Year-Olds Not in Education, Employment or Training (NEET)	DUD	7.4%	DUD	-61 (-9.7%)	DUD		DUD	-571
	SAN	1.9%	SAN	-5 (-2.7%)	SAN		SAN	-181
	WAL	3.4%	WAL	+55 (27.9%)	WAL		WAL	-252
	WOL	3.1%	WOL	+27 (+15.4%)	WOL		WOL	-202
	BC	3.9%	BC	+16 (+1.3% BC) +13.6% Eng.	BC		BC	No NEETs -1,206
Transformed our Environmental Infrastructure								
Increase Net New Homes	DUD	141,550	DUD	+743 (+0.5%)	DUD	+12,424 (+9.6%)	DUD	
	SAN	136,406	SAN	+647 (+0.5%)	SAN	+15,999 (+13.3%)	SAN	
	WAL	118,581	WAL	+388 (+0.3%)	WAL	+12,090 (+11.4%)	WAL	
	WOL	115,164	WOL	+722 (+0.6%)	WOL	+13,318 (+13.1%)	WOL	
	BC	511,701	BC	+2,500 (+0.5% BC) +0.9% Eng.	BC	+53,832 (+11.8% BC) +18.1% Eng.	BC	
Provide Industrial Floorspace	DUD	2,371,000 sqm	DUD	+15,000 sqm	DUD	-590,000 sqm	DUD	
	SAN	3,908,000 sqm	SAN	-2,000 sqm	SAN	-915,000 sqm	SAN	
	WAL	2,201,000 sqm	WAL	+25,000 sqm	WAL	-596,000 sqm	WAL	
	WOL	2,194,000 sqm	WOL	+9,000 sqm	WOL	-574,000 sqm	WOL	
	BC	10,674,000 sqm	BC	+47,000 sqm	BC	-2,675,000 sqm	BC	
Provide Office Floorspace	DUD	258,000 sqm	DUD	-1,000 sqm	DUD	-48,000 sqm	DUD	
	SAN	180,000 sqm	SAN	-2,000 sqm	SAN	-16,000 sqm	SAN	
	WAL	166,000 sqm	WAL	-4,000 sqm	WAL	-7,000 sqm	WAL	
	WOL	211,000 sqm	WOL	+1,000 sqm	WOL	-32,000 sqm	WOL	
	BC	815,000 sqm	BC	-6,000 sqm	BC	-103,000 sqm	BC	
Provide Retail Floorspace	DUD	598,000 sqm	DUD	-5,000 sqm	DUD	-20,000 sqm	DUD	
	SAN	564,000 sqm	SAN	-3,000 sqm	SAN	+71,000 sqm	SAN	
	WAL	507,000 sqm	WAL	-4,000 sqm	WAL	+39,000 sqm	WAL	
	WOL	501,000 sqm	WOL	-6,000 sqm	WOL	-28,000 sqm	WOL	
	BC	2,170,000 sqm	BC	-18,000 sqm	BC	+62,000 sqm	BC	

¹ The green shading illustrates those indicators where the Black Country moved in a positive direction of travel compared to the national average (excluding output gap where the latest change is shaded green due to the positive change and not compared to England), the red shading indicates the reverse and the orange indicates no change or a growth rate in the right direction but less than the national average growth rate. Please note for qualifications, RQF's have replaced NVQs, and caution should be used when comparing change over time. West Midlands Growth Company (WMGC) provided the visitor economy figure for the Black Country via the STEAM model.

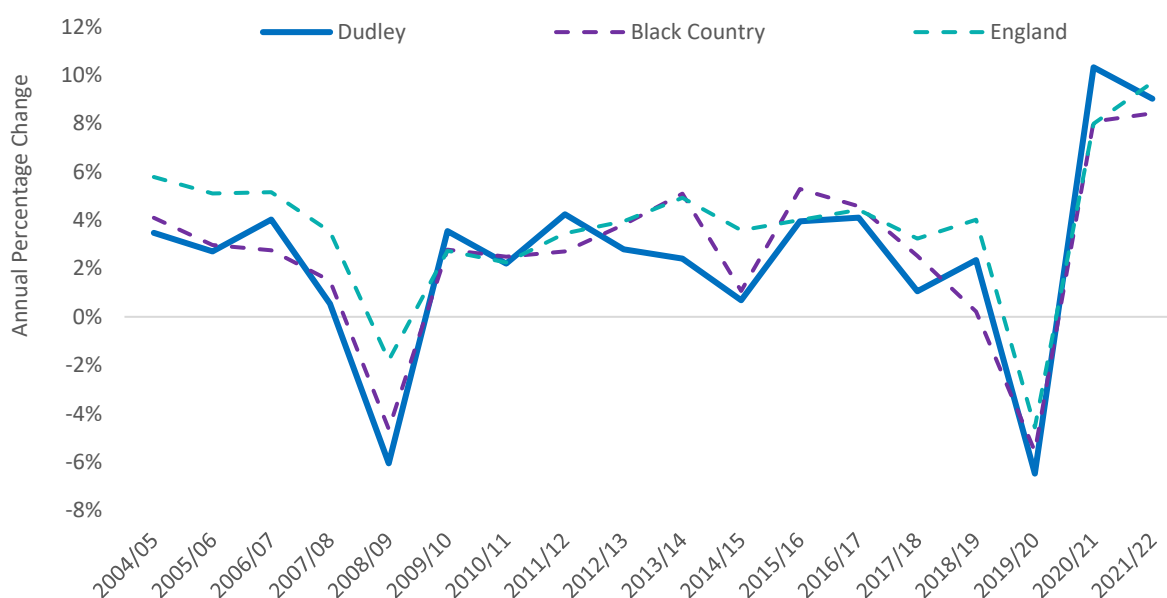
2024 KEY MESSAGES

1.1. Economy

Economy and Productivity

- The Black Country has long-standing and complex socio-economic challenges, but data shows there has been some recovery from the recent years of economic shocks. **Dudley's total Gross Value Added (GVA)² increased from £5.4bn in 2021 to £5.9bn in 2022.** Although, this equated to a slower growth than nationally at 9.0% compared to 9.7%. **However, national insights show that 2024 has been a difficult year for business and despite a strong start for the UK economy at the start of the year, growth fell in the second half.**

Annual Changes in Total GVA:



- Dudley's GVA per head remains substantially lower than the national average at £18,252 compared to £33,976 in 2022.** Although, there was an annual increase of 8.6%, matching the national growth rate. For Dudley, there was an **overall output gap³ of £5.1bn**, an annual increase of just over £427m and longer-term (since 2004) a significant increase of £2.8bn.
- GVA per hour⁴ for Dudley was £30.80 in 2022**, with a slightly slower annual growth rate than nationally at 1.3% compared to 1.5%. When compared to 2019, Dudley performed above the national average growth rate (+11.6% vs +8.5%). However, in 2022 there was still a **shortfall of £8.90 to reach the UK average (£39.70).**
- Dudley's Gross Disposable Household Income (GDHI) per head increased from £16,772 in 2021 to £17,644 in 2022**, which equated to a **growth of 5.2%**, slightly below the national growth rate of 5.3%. Across all ITL3 areas, Dudley had the 35th lowest GDHI per person (moving from 28th place in 2021) and had a **shortfall of £5,145 to the national average (£22,789).**

² Office for National Statistics (ONS), Regional economic activity by gross domestic product, released 2024

³The EIU calculations based off ONS, Regional economic activity by gross domestic product, released 2024 and mid-year population estimates, released 2024

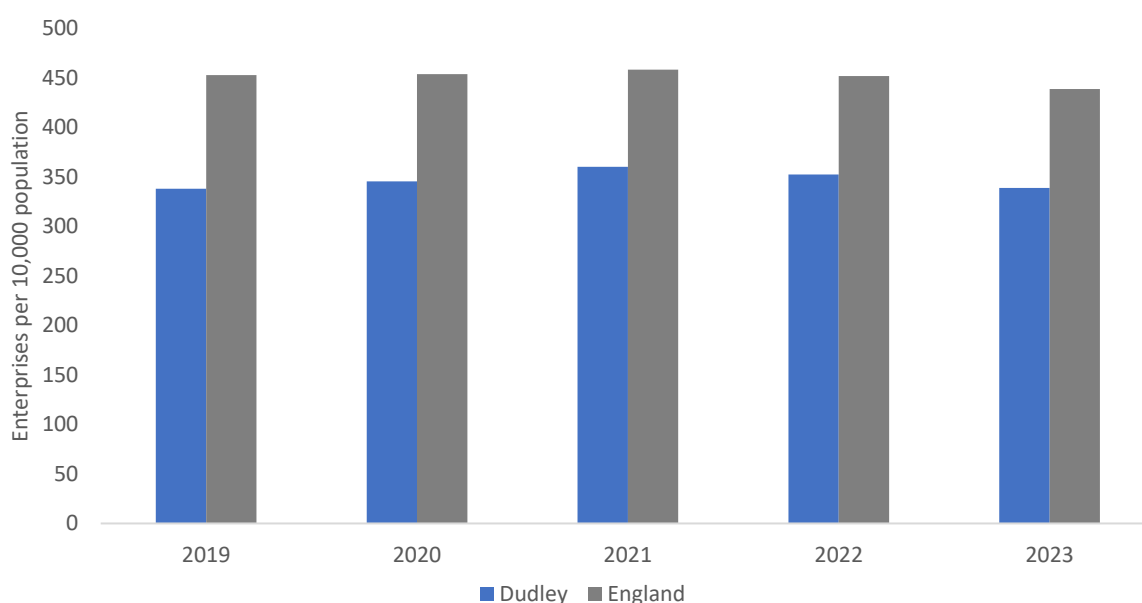
⁴ ONS, Subregional productivity in the UK, released 2024

1.2. Business

Business Environment

- In 2023, there were **11,070 enterprises⁵** in Dudley, **following the national trend (-1.9%), there was an annual decrease of 3.4%. Over the years 2018 – 2023 enterprise growth in Dudley has been higher than the national average (+5.4% compared to +1.1%).**
- There are still **too few enterprises in Dudley at 339 enterprises per 10,000 population compared to 439 per 10,000 population for England in 2023.** For Dudley to reach the national average requires an additional **3,265 active enterprises.**

Trends in Active Enterprises per 10,000 population:

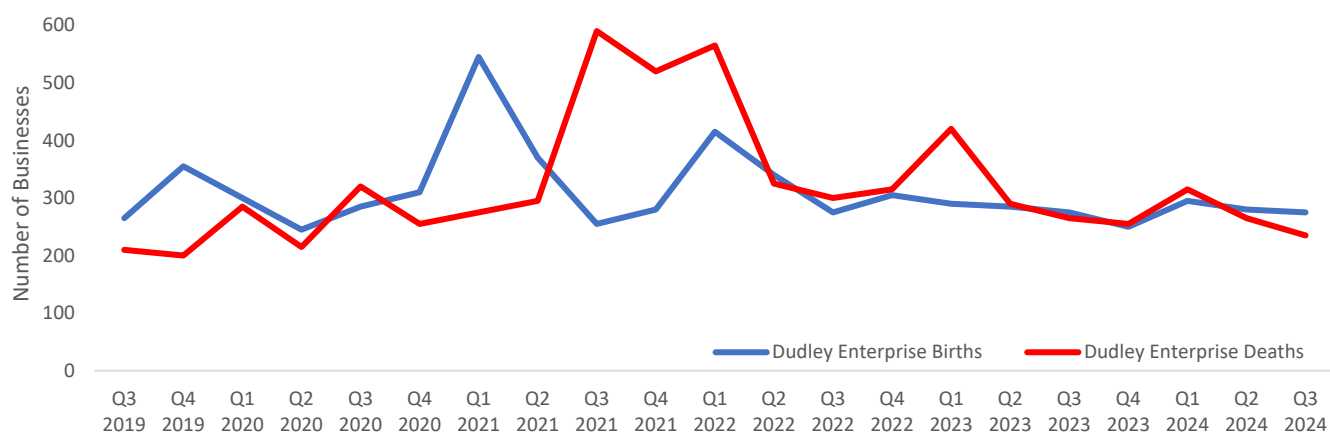


- **Dudley's enterprise survival rates are slightly lower than national levels on both a short-term and long-term basis.** Of the 1,390 enterprise births in 2022, there were 92.1% still active after 1 year with the UK at 92.3%. Of the 1,170 enterprise births in 2018 in Dudley, 39.3% were still active after 5 years with the UK at 39.4%.
- Between 2018 and 2023, **enterprise births in Dudley fell by 2.1%, from 1,170 to 1,145.** This reflected the national trend (-9.5%). However, there are **worrying more recent annual trends** as there has been **two consecutive years of declines** in enterprise births, with the latest data for between 2022 and 2023, showing an overall 17.6% decline, but this again reflects the national trend (-6.2%).
- There were **35 enterprise births per 10,000 population for Dudley compared to 49 per 10,000 population for England** in 2023, to match the national average, requires an overall increase of 451 births per year.
- Experimental quarterly data⁶ shows an overall positive picture locally and nationally as **business births were back ahead of business deaths in Q3 2024.**

⁵ ONS, Business Demography, released 2024

⁶ ONS, Business demography, quarterly experimental statistics, low-level geographic breakdown, released 2024

Dudley's Enterprise Births and Deaths Quarterly Trends:



- There is an opportunity to **harness innovative activity of the diverse business base locally**, 20.4% of companies in Dudley are female-led⁷, above the UK average (19.1%).

Sectoral Composition

- Out of 9 defined sectors, Dudley has a **higher than the national proportion in 5 sectors for GVA⁸, 5 sectors in jobs⁹ and 6 sectors for enterprises¹⁰** (illustrated by the green shading in the following three tables).

GVA per Sector:

Sector	Dudley GVA	Percentage of Dudley GVA	Percentage of England GVA
Advanced Manufacturing	£1.1bn	17.8%	11.1%
Building Technologies	£663m	10.7%	6.2%
Business Services	£1.5bn	25.4%	42.8%
Environmental Technologies	£26m	0.4%	2.0%
Health & Wellbeing	£777m	13.1%	8.6%
Public Sector inc. Education	£787m	13.3%	11.5%
Retail	£839m	14.1%	10.5%
Transport Technologies	£138m	2.3%	3.6%
Visitor Economy	£164m	2.8%	3.7%
Total	£5.9bn	100%	100%

Jobs per Sector:

Sector	Dudley Jobs	Percentage of Dudley Jobs	Percentage of England Jobs
Advanced Manufacturing	16,070	14.5%	9.7%
Building Technologies	7,050	6.4%	4.7%
Business Services	15,580	14.0%	26.3%
Environmental Technologies	795	0.7%	1.0%
Health & Wellbeing	20,550	18.5%	15.7%
Public Sector inc. Education	18,000	16.2%	15.3%
Retail	22,000	19.8%	13.7%
Transport Technologies	3,450	3.1%	5.1%
Visitor Economy	7,500	6.8%	8.5%
Total	111,000	100%	100%

⁷ Gender Index, released 2024

⁸ ONS, Regional economic activity by gross domestic product, released 2024

⁹ ONS, Business Register and Employment Survey, released 2024

¹⁰ ONS, UK Business Counts, released 2024

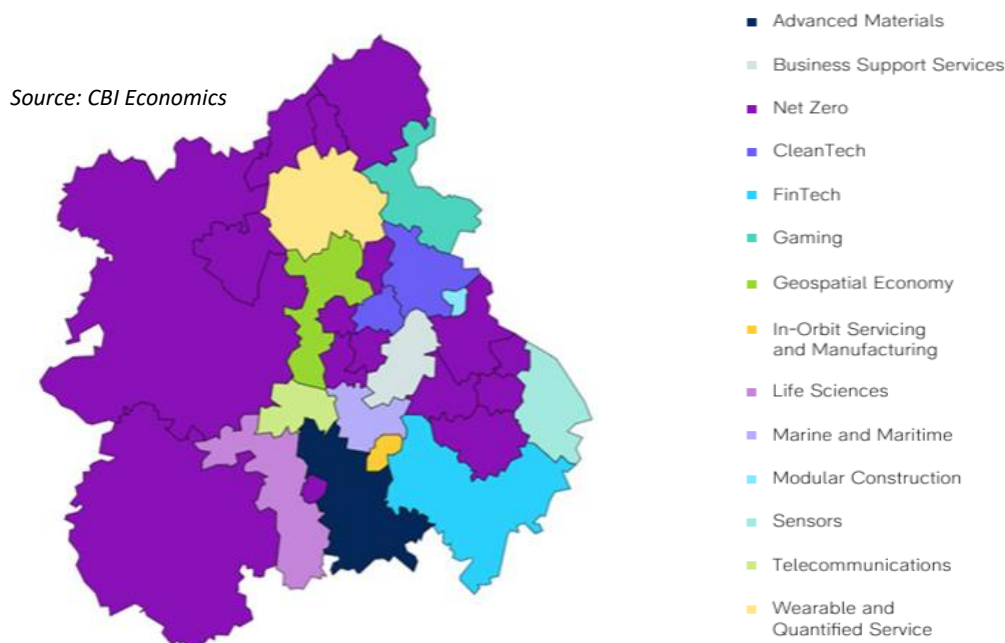
Enterprises per Sector:

Sector	Dudley Enterprises	Percentage of Dudley Enterprises	Percentage of England Enterprises
Advanced Manufacturing	1,250	12.7%	11.5%
Building Technologies	1,690	17.1%	14.0%
Business Services	2,875	29.1%	37.7%
Environmental Technologies	70	0.7%	0.5%
Health & Wellbeing	585	5.9%	5.8%
Public Sector inc. Education	350	3.5%	4.1%
Retail	1,895	19.2%	14.6%
Transport Technologies	520	5.3%	4.4%
Visitor Economy	645	6.5%	7.4%
Total	9,880	100.0%	100%

Sub-Sectors / High-Value Emerging Clusters

- There are similar strengths across all Black Country local authorities – especially in **manufacturing, in particular metals and materials supply chains and links to transport manufacturing along with retail / wholesale, and logistics / transport technologies.**
- CBI Economics have identified the UK’s **high-value, innovative and productive clusters**¹¹. The research (based off a Cluster Index) revealed locally that **Dudley’s top cluster was Net Zero.**

West Midlands Top Clusters Within a Local Authority by Cluster Index:



Innovation Funding

- Focusing on the project-level Innovate UK data¹², since 2013/14, the Black Country has received almost £46m worth of funding across 333 grant awards. This represents 1.9% of the total West Midlands region awards over this time period, and 0.3% of the UK total. **Of the Black Country local authorities, Dudley has received the most funding (£22.1m from 94 awards).**

¹¹ CBI Economics, realising regional potential, released 2024

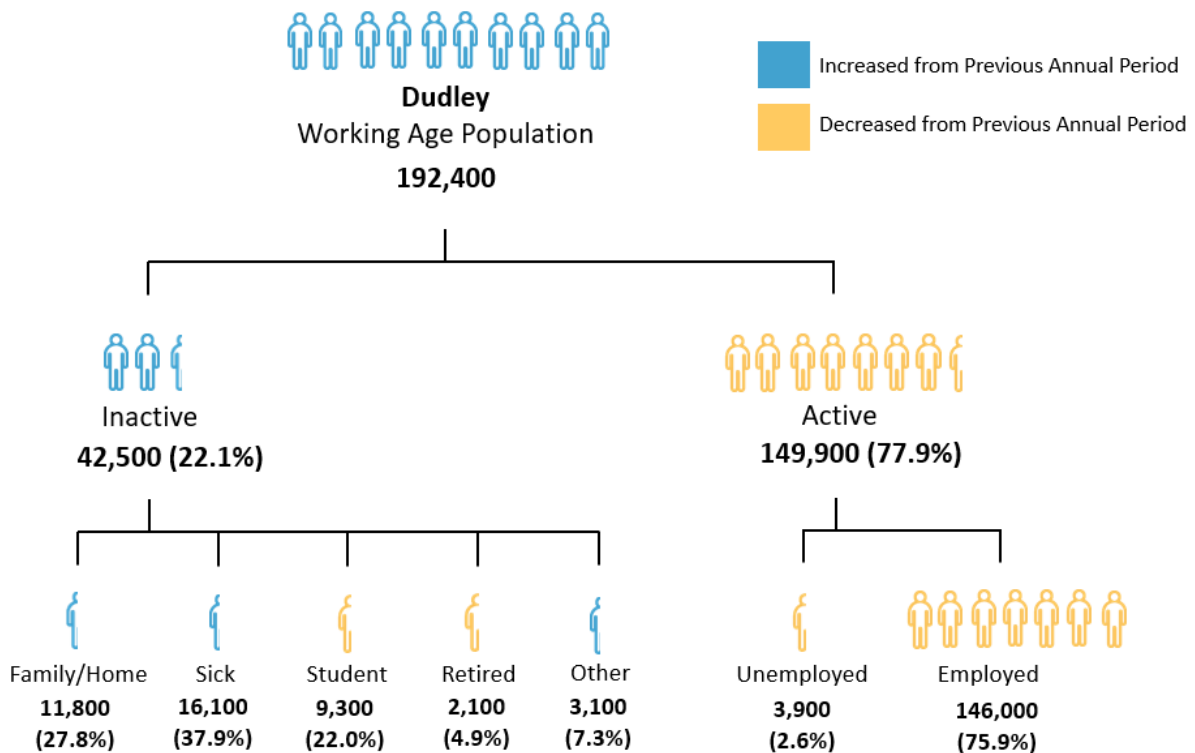
¹² Innovate UK, released 2024. Please note this relates to direct awards to all organisations including Catapults, which may distort the true picture as funding is spent on supporting businesses directly beyond the organisation’s geography.

1.3 People

Labour Market

- In the year ending June 2024, **Dudley's employment rate remained just above the national average** (75.9% vs 75.7%), however, the rate has declined for the last two years. The government have set an 80% employment rate target, meaning there is a shortfall of 7,920 people in Dudley.
- Economic inactivity¹³ is an issue in Dudley as it continues to rise, and the latest figures show that 22.1% of the working age population is inactive.** Economic inactivity in the last year has been heavily influenced by the number of individuals inactive due to **long-term sickness** which increased by 6,900 or 12.8%.

Labour Market Activity, for the Period of July 2023 – June 2024 and the Change Since July 2022 - July 2023:

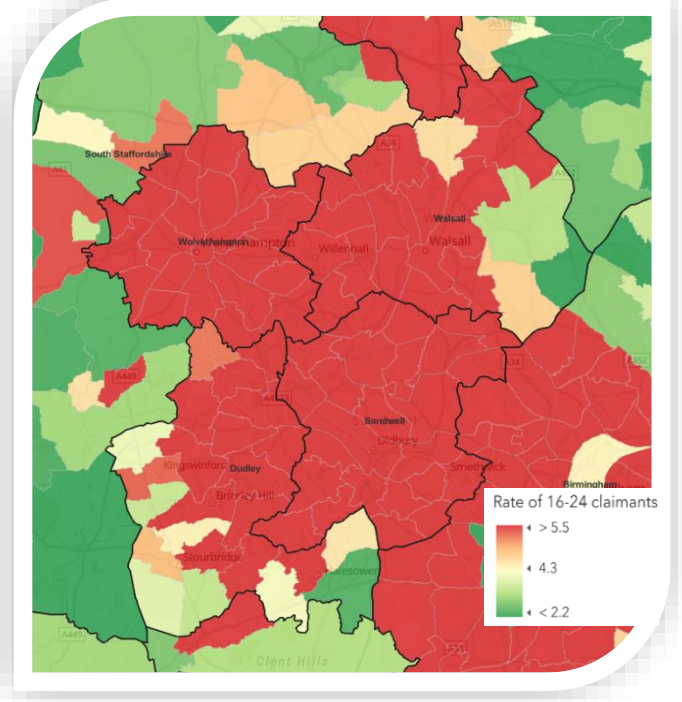
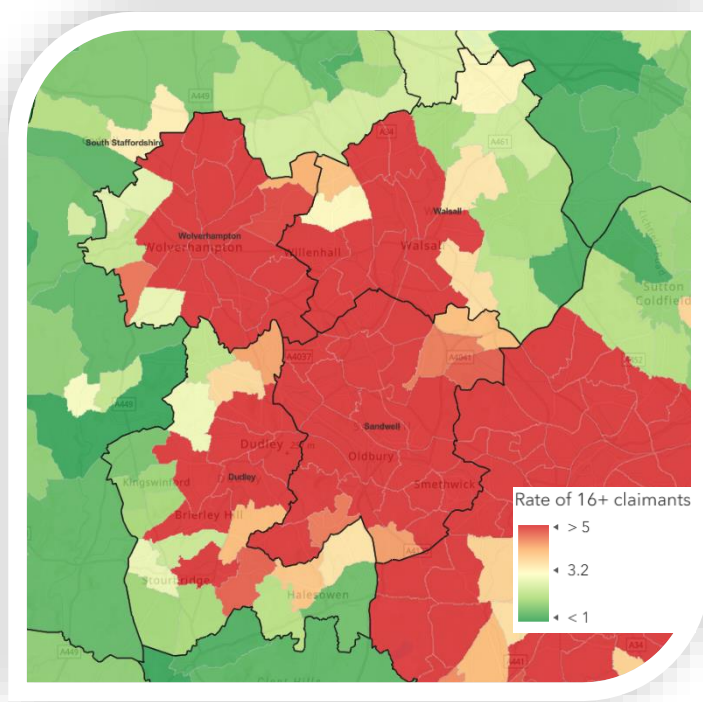


- Total claimant¹⁴ numbers remain heightened across Dudley.** There are approximately 11,000 people claiming benefits looking for work. This equates to 3.8% of the population aged 16 years and over, with the national rate at 3.2%. **Worryingly, youth claimants (aged 16-24) remain high with a rate of 6.2% compared to 4.3% nationally.** Across all local authorities, Dudley came in at 34th highest.

¹³ ONS, Annual Population Survey, 2024

¹⁴ ONS/ Department for Work and Pensions, claimant count, released 2024

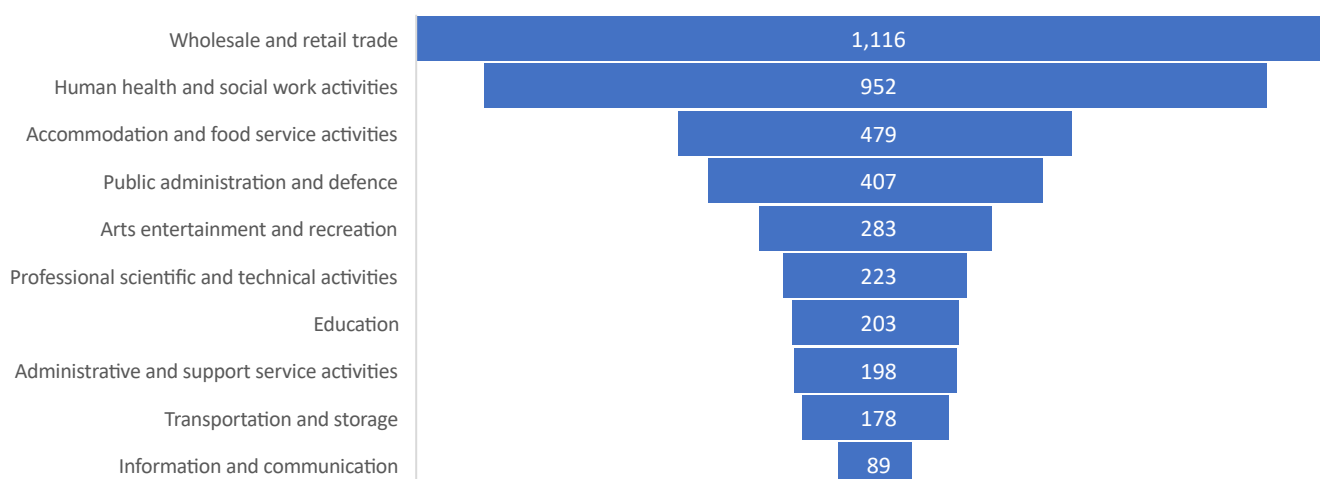
Claimant Rates for 16+ (Left) and 16-24 (Right) Compared to National:



- Throughout 2024, the UK labour market experienced a **marked slowdown in job postings and vacancies**. **Rising costs and economic uncertainty led businesses to scale back recruitment efforts** as employers prioritised cost control and workforce retention. **For employees this meant increased caution, with fewer switching jobs**. This shift created a **restrained labour market**, where both business demand and workforce mobility reflected a focus on stability rather than expansion.
- **In Dudley, job posting trends mirrored the national decline**, with the total number of postings dropping by 24.9% to 22,036, compared to a 25.2% fall across the UK. This **downward trajectory appears set to persist into 2025**, as new postings also continue to decrease (-25.9%). **Despite this challenging environment, interest among job seekers, measured by the Interest Quotient¹⁵, remains relevantly buoyant.**
- Despite the overall decline in job postings, **some sectors continued to show notable activity**. Wholesale and retail trade and human health and social work activities recorded high levels of postings, **reflecting sustained demand in these essential industries**. Specialised industries such as **professional, scientific, and technical services, arts, entertainment, and recreation reported more moderate activity**, while information and communication had the fewest unique postings.

¹⁵ Adzuna Intelligence, accessed January 2025. Please note, Interest quotient (IQ) is a metric that uses jobseeker data to quantify the level of jobseeker interest in roles for specific occupations, roles within specific industries, or roles requesting specific skills. This metric provides a proxy for talent supply to complement market demand data. By comparing interest quotient and demand, we can identify where there are mismatches in talent/supply and demand.

Top Industries (SIC 2007) Hiring¹⁶ in Dudley:



- Analysis of the types of occupations reveals a **strong demand for 'teaching assistant' and 'primary school teacher'**. There is also **notable demand in the healthcare and social care sectors**, as evidenced by the number of postings for 'healthcare support workers' and 'social care workers'. **A relevantly high number of postings for 'maintenance engineer'** also indicates growth or ongoing requirements within the technical and industrial sectors.

Top 10 Most In-Demand Occupations for Dudley in 2024:

Occupation	Median Salary	Demand	Location Quotient	Interest Quotient
Teaching Assistant	£21,134	378	1.41	12.05
Primary School Teacher	£38,308	366	1.68	3.11
Maintenance Engineer	£40,000	290	2.92	15.22
Manager	£34,700	275	0.75	11.35
SEN Assistant	£21,735	254	1.51	5.77
Social Care Worker	£23,435	252	1.28	46.29
Healthcare Support Worker	£23,334	230	1.11	27.58
Accountant	£40,000	192	1.97	7.55
Teacher	£35,914	181	1.64	2.35
General Nurse	£42,187	175	1	9.19

- Understanding which sectors show the most significant demand can help pinpoint where there might be skills gaps, enabling targeted training and development initiatives to fill those gaps.**

Early Years and Skills

- Poor **educational achievement** is one of the strongest predictors of low healthy life expectancy, and a bad educational start in life fuels a trajectory of reduced educational attainment and weaker prospects. **Approximately 37% of Dudley pupils do not achieve a good level of development at the end of reception¹⁷ (England 32%).**
- 40.0% (76,100) of Dudley residents had RQF4+ qualifications¹⁸** compared to 46.7% nationally in 2023, an annual increase of 22.7%, (+14,100) which was above the national increase of 6.3%. **Although, for Dudley to reach the national level requires 12,904 residents to gain a qualification at Level 4 and above.**

¹⁶ Note only postings where the employer can be identified are included

¹⁷ Department for Education, released 2024

¹⁸ ONS, Annual Population Survey, released 2024

- At the other end of the scale, in 2023, the percentage of the working age population with **no qualifications in Dudley was below the national average** (4.5% vs 6.2%). For Dudley, this was an annual decrease of 21.1% (or -2,300 people), above the national decrease of 3.4%.

Qualification Profile, 2023:

		Dudley	Black Country	England
RQF4+	Numerator	76,100	259,000	16,043,100
	Percent	40.0%	35.7%	46.7%
	Shortfall	12,904	79,769	
	Annual Change	22.7%	20.1%	6.3%
RQF3 only	Numerator	42,600	154,000	7,103,000
	Percent	22.4%	21.2%	20.7%
	Shortfall	-	-	
	Annual Change	18.3%	3.5%	-0.3%
RQF2 only	Numerator	55,900	173,400	6,558,900
	Percent	29.4%	23.9%	19.1%
	Shortfall	-	-	
	Annual Change	-68.4%	-74.0%	-80.4%
RQF1 only	Numerator	2,000	23,700	893,200
	Percent	1.0%	3.3%	2.6%
	Shortfall	2,955	-	
	Annual Change	-66.1%	21.5%	-3.3%
Other qualifications	Numerator	5,200	44,300	1,597,500
	Percent	2.8%	6.1%	4.7%
	Shortfall	3,663	-	
	Annual Change	-61.2%	4.0%	-1.1%
No qualifications	Numerator	8,600	70,300	2,124,000
	Percent	4.5%	9.7%	6.2%
	Shortfall		25,449	
	Annual Change	-21.1%	-0.7%	-3.4%

- New official statistics in development on skills and qualification suitability in the labour market¹⁹, shows **32.4% of employed Dudley adults were less qualified than average for their current occupation.**

Apprenticeship Starts

- In the 2023/24 academic year, there were **2,210 apprenticeship starts²⁰ in Dudley**. When compared to 2022/23, this was a **decrease of 0.9% (-20)**, whereas there was an overall national **increase (+0.7%)**. However, exploring apprenticeship starts by level, there was an annual increase of 11.6% in higher apprenticeship starts, above the national average increase of 8.2%.

Workforce Jobs

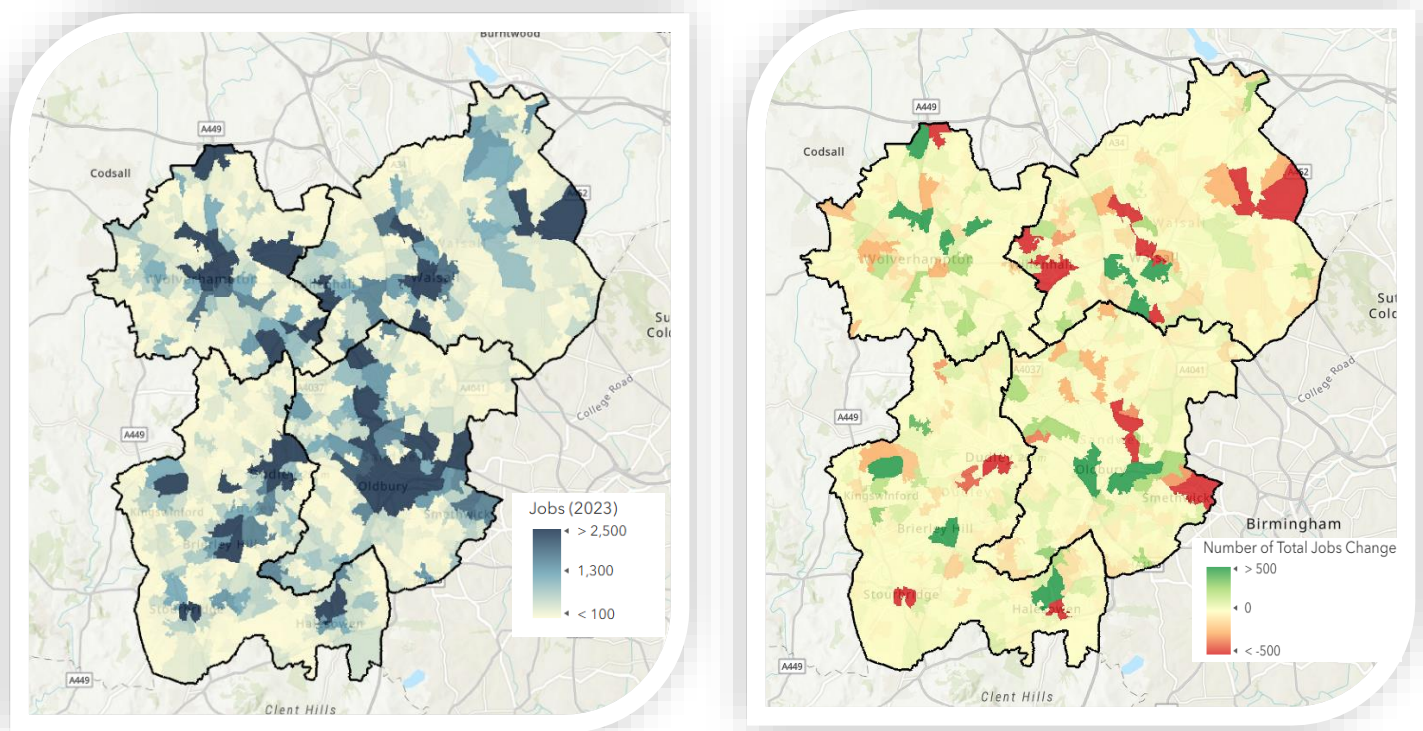
- After a small dip in Dudley's job²¹ numbers between 2021/22, **the latest data shows an annual increase of 0.9% between 2022 and 2023 and jobs now totalling 111,000**. Nationally there was an annual increase of 1.3%.

¹⁹ ONS, Understanding skill and qualification suitability in the labour market, released 2024

²⁰ Department for Education, apprenticeships, released 2024

²¹ ONS, Business Register and Employment Survey, released 2024

Total Number of Jobs (Left) and Annual Change (Right):



Earnings

- In 2024, full-time annual resident earnings²² for Dudley reached **£34,909**, an annual increase of **10.4% (+£3,294)** compared to an increase of **6.9% nationally**. However, earnings were approximately **92.8% of the England average** (£37,617 - a shortfall of £2,708).
- Whereas in 2024, full-time annual workplace earnings for Dudley were lower at **£32,296**, (91.1% of the England average, £37,630). An annual increase of 6.7% (+£2,140), compared to an increase of **6.9% nationally**. Notably for **Dudley on a worker basis, earnings were higher for females than males (-9.3%)**.

Population and Health

- In 2023, there were **326,680 residents in Dudley**, an annual increase of 0.5% (+1,749) - half the national rate growth.
- In the 2021-23 period, life expectancy²³ in Dudley remains below the national average, for males it was 78.6 years and for females it was 82.7 years (England 79.1 years and 83.1 years respectively).
- While healthy life expectancy²⁴ for males in Dudley was **60.7 years (England 61.5 years)** and **60.6 years for females (England 61.9 years)**. When compared to the 2018-20 period, **healthy life expectancy decreased** by 1.0 years for males and decreased by 1.9 years for females in Dudley, reflecting the national trend.

²² ONS, Annual Survey of Hours and Earnings, released 2024

²³ ONS, Life expectancy for local areas of Great Britain, released 2024

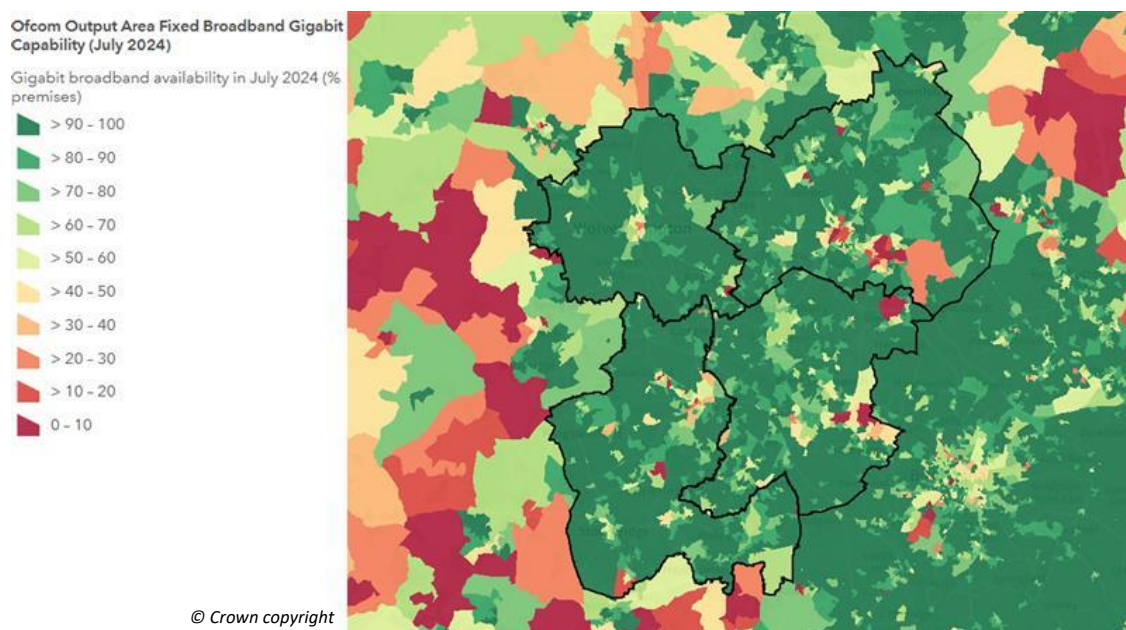
²⁴ ONS, Health state life expectancies in England and Wales, released 2024

1.4. Place

Infrastructure

- As of July 2024, **93.3% of premises in Dudley had gigabit connectivity²⁵**, above the UK-wide figure of **81.7%**. However, only **63.5% of premises in Dudley had full fibre connectivity**, below the UK-wide figure of 67.4%.

Gigabit Broadband Connectivity:



- There are **shortfalls in housing supply to the demand**; to address this, the government has set a national target of building 1.5 million new homes in the next five years. **Provisional estimates for Dudley, in 2024, show 743 net additional homes** leading to a total of **approximately 141,550 homes overall²⁶**. With the new government target, Dudley would need to increase to 1,462 net new homes per year.
- Housing affordability ratios²⁷ show that in 2023, residents in Dudley could **expect to spend 6.9 times their annual earnings buying a home**. The equivalent figure in England is 8.3 times annual earnings.
- In 2023/24, **there was a total of 47 additional affordable dwelling starts and 448 completions²⁸ in Dudley**. Since 2022/23, this was a significant decrease from 387 starts but a stark increase from 202 completions.
- Looking at the efficiency of housing, by using Energy Performance Certificates (EPCs)²⁹ shows in the year ending March 2023 (based of rating bands for a 10-year period), **where Band A is very efficient and Band G is very energy inefficient, shows that nearly 90% of Dudley lodgements were in Band D (46.5%), Band C (28.0%) and Band E (15.3%)**.

²⁵ Ofcom, Connected Nations, released 2024

²⁶ Department for Levelling Up, Housing and Communities, Live tables on housing supply: net additional dwellings and on dwelling stock, both released 2024.

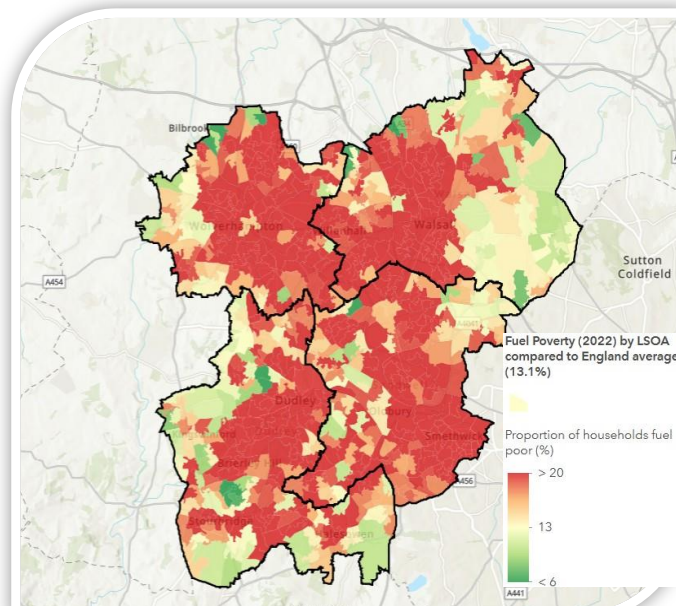
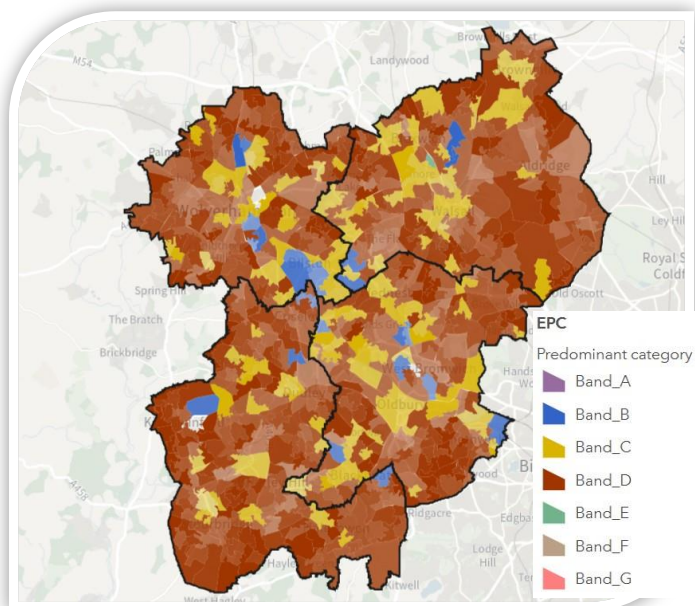
²⁷ ONS, Housing affordability in England and Wales, released 2024

²⁸ Ministry of Housing, Communities and Local Government and Department for Levelling Up, Housing and Communities, Live tables on affordable housing supply, released 2024

²⁹ ONS, Energy efficiency of housing, released 2024. This data does not reflect all dwellings in England and Wales, because not every dwelling has an EPC

- **Challenges remain with households in fuel poverty³⁰**, figures show in 2022 that the West Midlands region continues to have the highest rates of any region at 19.6%, meaning it is significantly above the overall England average of 13.1%. **In Dudley, 18.8% (26,700) of households were in fuel poverty, across all local areas in England, this was the 21st highest, moving up from 28th place in 2021.**

EPCs (Left) and Fuel Poverty (Right):



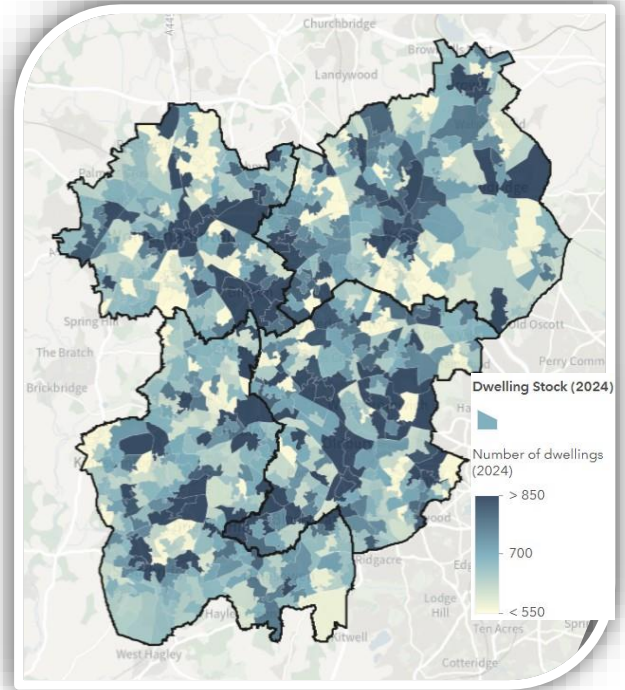
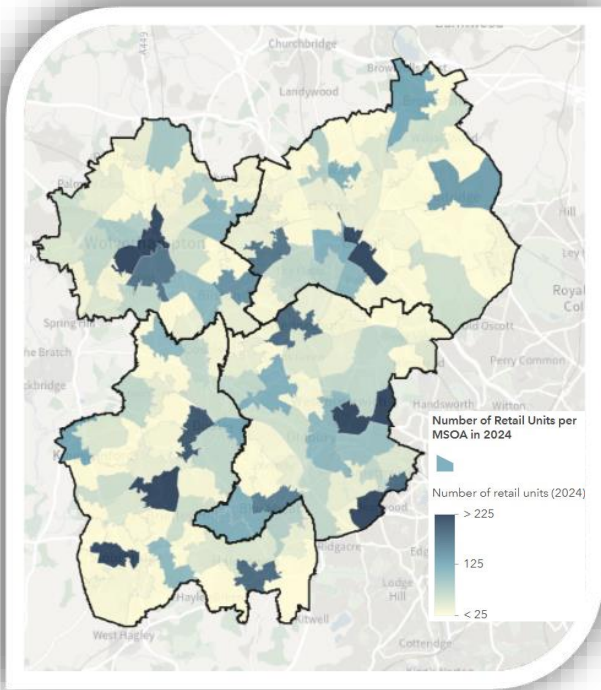
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- Across Dudley as of March 2024, there was a total of **10,530 non-domestic properties³¹**, this is now the **lowest recorded since 2016**. Reflecting the national trend (-0.6%), there was a decrease of 1.0% (-110) in Dudley when compared to March 2023.
- Analysing non-domestic properties by type, there was a total of **2,760 retail properties across Dudley**, which is the lowest on record (since 2011). There has been an **annual decrease of 0.7% (-20)** in Dudley, above the national decline of 0.3%. **The rateable value of retail properties in Dudley fell from nearly £81.0m in 2023 to £61.7m in 2024 (-23.9% vs -10.5% nationally).**
- **Industrial properties declined by 20 to 3,790 properties** overall in Dudley (-0.5% vs +0.5% nationally). **Office properties declined annually in Dudley by 50 to a total of 1,660 properties (-2.9% vs -1.5% nationally).**

³⁰ Department for Energy Security & Net Zero, Sub-regional fuel poverty in England, released 2024

³¹ Valuation Office Agency, Non-domestic rating: stock of properties collection, released 2024

Retail Properties (Left) and Dwellings (Right):

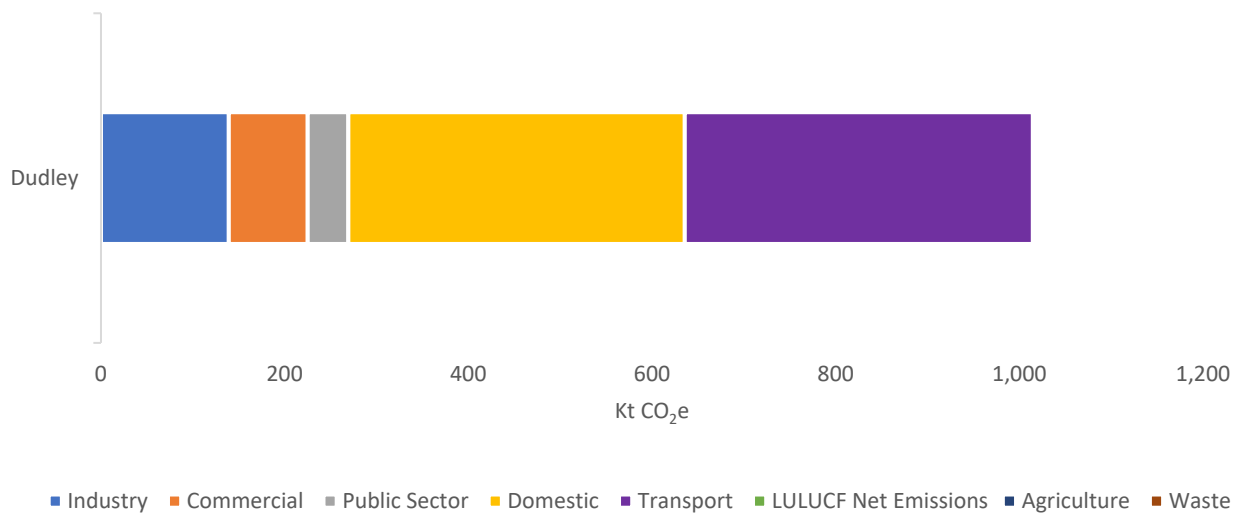


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Emissions

- In 2022, total carbon dioxide emissions³² were still slightly over 1,000 kt CO₂e in Dudley. However, this has decreased at a faster rate than nationally since 2021 (-7.3% vs -6.1% respectively). Longer term (since 2005), emissions have decreased by 47.3% for Dudley (England decreased by 43.9%). However, there is still a long way to go to reach Net Zero by 2041.

Breakdown of Dudley’s Carbon Dioxide Emissions, 2022:



³² Department for Energy Security and Net Zero, UK local authority & regional greenhouse gas emissions national statistics, released 2024

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