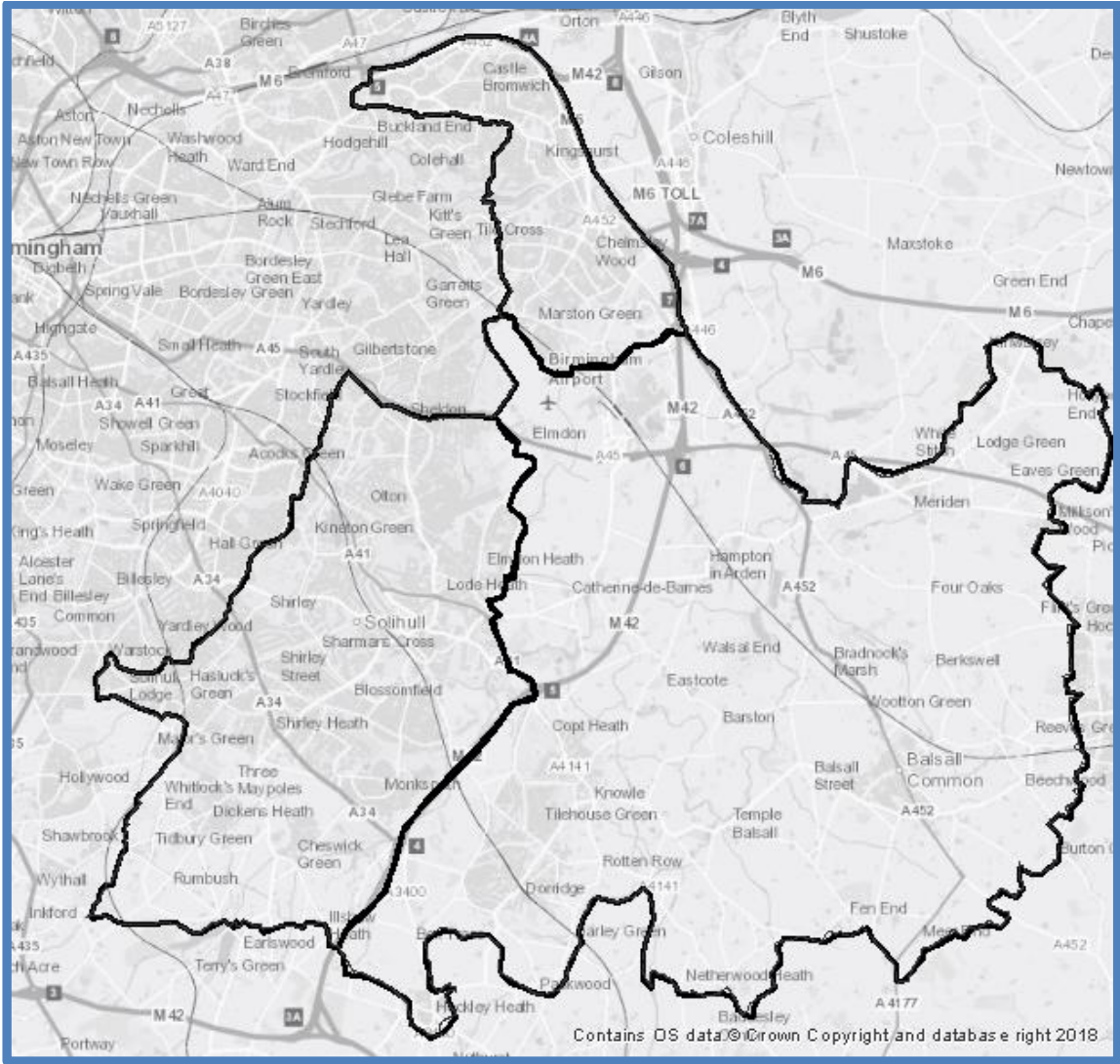


# Solihull Economy & Business Environment 2026



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## Key Economic Trends in Solihull

Solihull has a broad-based mixed economy with strengths in both services and manufacturing. Solihull punches above its weight and on a per capita basis is the leading economy in the West Midlands Combined Authority (WMCA).

Solihull is characterised by high levels of economic output and has one of the highest concentrations of jobs in the country. This includes employment specialities in the service sector and especially in knowledge intensive industries, the current and future driver of labour demand.

The UK is in a low growth economic environment with factors such as rising costs, US tariffs and war in the Middle East creating headwinds. The consequence is weak productivity and wage growth, trends which are evident in Solihull too.

**Economic Output.** Solihull is the 5<sup>th</sup> largest economy in the UK outside London and the South-East.

GVA per head in Solihull in 2023 was £49,007, 34% higher than the England average (£36,632) and 75% higher than that of the WMCA (£27,965).

**Economic Growth.** The Solihull economy grew by 9% between 2022 and 2023 (+£889 million).

The recovery from the economic shock impact of Covid-19 in Solihull has been broadly in-line with the national average (+27% 2020-2023 vs +29% for England).

Adjusted for inflation, the Solihull economy is still smaller than it was before the onset of the Covid-19 pandemic in 2020, this follows a sharp fall in real terms of economic output in 2020 of -14%.

**Productivity.** Weak productivity in the UK has contributed to depressed wage growth and high levels of government borrowing over the last decade.

Solihull is one of the more productive economic areas in the UK outside London and the South East. For instance, GVA per filled job in Solihull was ranked 34<sup>th</sup> out of 182 UK economic areas, the highest in the West Midlands region.

However, in recent years there has been on a downward trend in productivity in real terms in Solihull, with inflation adjusted output per filled job in Solihull falling by -7% 2020-2023 (England -4%, WMCA -6%).

**Business Activity.** There are 8,270 active businesses in Solihull, 89% employing fewer than 10 people and 66% with an annual turnover of less than £250,000.

Solihull has fewer active businesses per head than England average (373.8 vs 405.4 per 10,000) but more than the WMCA (304.8 per 10,000).

May 15, 2025

The number of active businesses in Solihull fell for three consecutive years from 2021 to 2023, recovered in 2024 but fell again the year to March 2025. The number of small very small businesses in Solihull has been trending downwards offset by increasing numbers of larger firms.

Construction and public services the leading expanding sectors in Solihull offsetting a notable contraction in ICT.

**Start-Ups.** In 2024 870 new businesses started in Solihull, equating to a business start-up rate of 39.3 per 10,000 population much lower than for England (48.2 per 10,000). Only Dudley has a lower business start-up rate in the WMCA.

Excepting 2023 the Solihull business start-up rate has been consistently lower than that for England and the WMCA since 2017.

Over the five-years 2020-2025 there have been an average of 940 business starts per year in Solihull compared to 916 closures.

The five-year business survival rate in Solihull (40%) is higher than the England average (38%) as well as those for the West Midlands region (31%) or WMCA (33%).

**Jobs.** In 2024 Solihull had the 7<sup>th</sup> largest labour market in Britain outside of London and the South-East, with a job density 39% higher than the England average.

The private sector accounts for 90% of Solihull jobs (England 82%) and private sector employment density is 52% higher than the national average. It is the private sector that is driving employment growth in Solihull in contrast to shrinking employment in the public sector.

**Sector Employment.** Solihull has employment sector strengths in business services, transport & storage and manufacturing all of which recorded an increase in employment between 2020 and 2024.

Employment specialities in Solihull are often linked to local economic assets, including motor vehicle manufacture (Jaguar Land Rover), air transport and warehousing & support activities for transportation (Birmingham Airport).

63% of all jobs in Solihull are in high value knowledge intensive industries compared to just 56% across England, including above-average concentrations of jobs in medium high-tech manufacturing and knowledge intensive service sectors.

**Workplace wages.** The average full-time wage for a Solihull based job is 8% higher than the England average. Solihull wages are the highest in the West Midlands.

From 2020 to 2025 Solihull wages increased by 37% in nominal terms, higher than the averages for England (+24%) or the West Midlands (+25%).

Nationally wages have struggled to keep pace with inflation. When adjusted for inflation, average wages across England remained largely unchanged between 2020 and 2025 (£31,800 in 2020 vs £31,00 in 2025).

## Economic Output and Productivity

### UK Economic Trends

A long-term view shows that UK economic growth has been weaker since the global financial crisis of 2007 to 2009. According to ONS data, GDP growth slowed from an annual average of 3.0% between 1993 and 2007 to 1.5% between 2009 and 2023<sup>1</sup>.

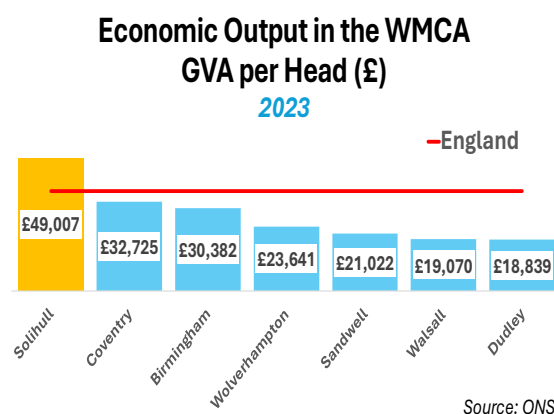
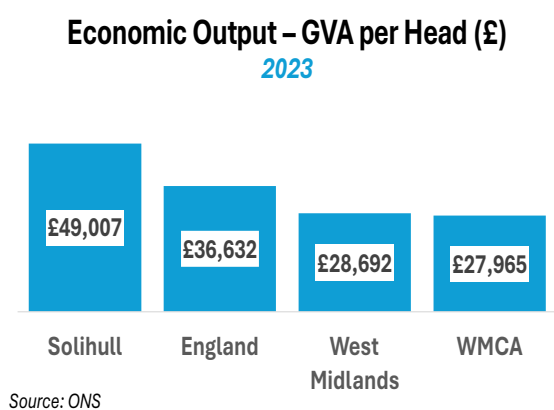
Nationally GDP growth remains subdued with increases of 1% in 2024 followed by an estimated 1.4% in 2025. Economic uncertainty persists particularly in the wake of rising costs, US tariffs and war in the Middle East and Ukraine. Historic data on the Solihull economy should be viewed in the context of the low growth environment that has persisted in the UK for over a decade<sup>2</sup>.

### Solihull Economic Output

In 2023 the Solihull economy, as measured by Gross Valued Added (GVA), was £10.72 billion. This represents 13% of the total economic output of the West Midlands Combined Authority (WMCA). In context, Birmingham GVA in 2023 was £35.4 billion (42% of the WMCA economy) and Coventry £11.8 billion (14% of WMCA)<sup>3</sup>.

GVA per head in Solihull in 2023 was £49,007, 34% higher than the England average (£36,632) and 75% higher than that of the WMCA (£27,965). GVA per head in Solihull was the highest among upper tier local authorities in the West Midlands region in 2023.

Proportionally Solihull has the 14<sup>th</sup> largest economy out of 169 economic areas in Britain and the 5<sup>th</sup> largest outside of London and the South-East. On a per capita basis only Edinburgh, Manchester, Swindon and Warrington are larger provincial economies.



### Solihull Economic Growth

In nominal terms, the Solihull economy grew by 9% between 2022 and 2023 (+£889 million). This is in-line with the England average but slightly lower than that for the West Midlands region or WMCA<sup>4</sup>.

The Solihull economy has recovered from the shock impact of Covid-19. In nominal terms, the Solihull economy is now 11% higher than it was before the onset of the Covid-19 pandemic

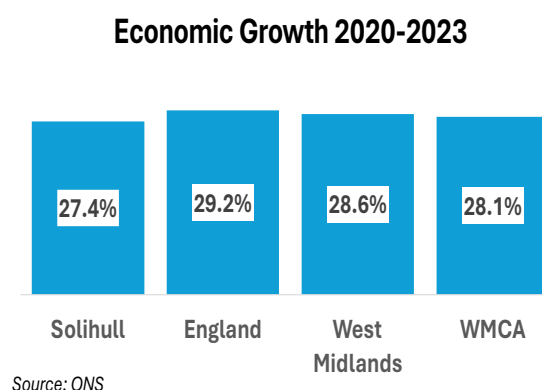
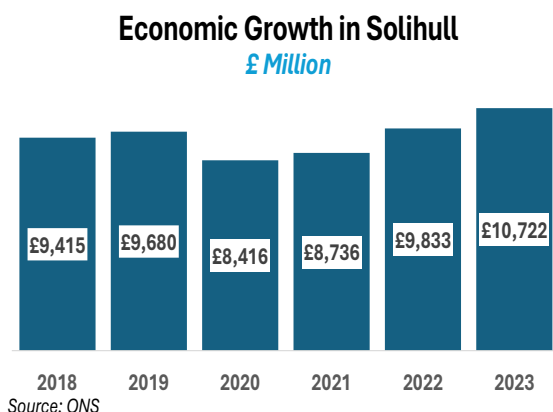
following a sharp fall in economic output in 2020. In 2020 economic output in Solihull fell by -13% the 7<sup>th</sup> largest negative impact in the country (out of 182).

The recovery from the economic shock impact of Covid-19 in Solihull has been broadly in-line with the national average, albeit a little more subdued. Economic growth over the three-year period 2020-2023 was slightly lower in Solihull (+27%, £9.8 billion) than the comparator areas of England (+29%), West Midlands region (+29%) or WMCA (+28%).

Economic growth in Solihull in the period 2020-2023 (27%) was in the middle of the pack, 98<sup>th</sup> out of 182 economic areas in the UK. In the WMCA growth ranged from 32% in Birmingham to 17% in Sandwell.

Nominal Economic Growth						
Area	1 year (2022-2023)		3 year (2018-2023)		5 year (2018-2023)	
	% Change	Change £ Million	% Change	Change £ Million	% Change	Change £ Million
Solihull	9.0%	£889	27.4%	-£9,833	13.9%	£1,307
England	9.1%	£177,084	29.2%	-£1,936,254	28.1%	£463,553
West Midlands	9.8%	£15,648	28.6%	-£158,960	24.1%	£33,895
WMCA	9.5%	£7,246	28.1%	-£76,115	21.3%	£14,662

Source: ONS



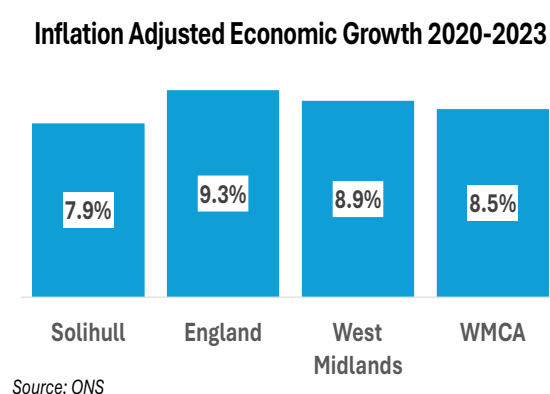
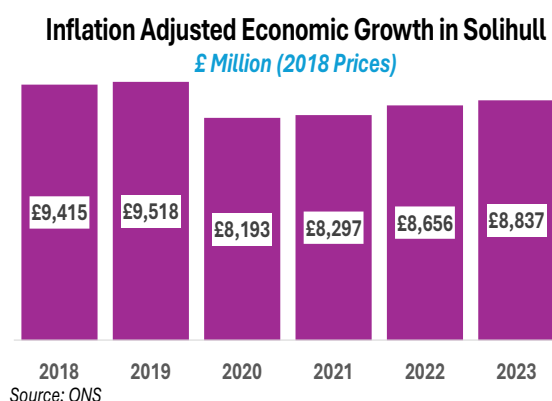
Adjusted for inflation, the Solihull economy is still smaller than it was before the onset of the Covid-19 pandemic at the start of 2020, this follows a sharp fall in real terms of economic output in 2020 of -14%. As a result, five-year growth is well below national and regional averages. Over the period 2018-2023 the Solihull economy contracted in real terms by -6% compared to growth of 6% for England and 2% for the West Midlands region.

The Solihull economy expanded in real terms in each year following the Covid-19 outbreak (2021,2022, 2023) with a significant recovery in growth evident in 2022.

Adjusted for inflation the Solihull economy grew by a total of 7.9% (£644 million) in the three-year period 2020-2023 compared to increases in real terms of 9.3% for England, 8.9% for the West Midlands and 8.5% for the WMCA.

Inflation Adjusted Economic Growth (2018 prices)						
Area	1 year (2022-2023)		3 year (2018-2023)		5 year (2018-2023)	
	% Change	Change £ Million	% Change	Change £ Million	% Change	Change £ Million
Solihull	2.1%	£182	7.9%	£644	-6.1%	-£578
England	2.2%	£37,435	9.3%	£148,823	5.6%	£92,062
West Midlands	2.9%	£3,988	8.9%	£11,715	2.3%	£3,202
WMCA	2.5%	£1,706	8.5%	£5,376	0.0%	£8

Source: ONS



### Solihull Economic Productivity

Growth in labour productivity (the amount produced for every hour worked) has been weak across much of the developed world over the last decade contributing to depressed wage growth and high levels of government borrowing.

In the UK annual productivity growth averaged around 2% per annum for the 15 years before the financial crisis to around 0.5% since. Several factors are thought to contribute to low productivity growth including low levels of investment, skills gaps and a lack of innovation<sup>5</sup>.

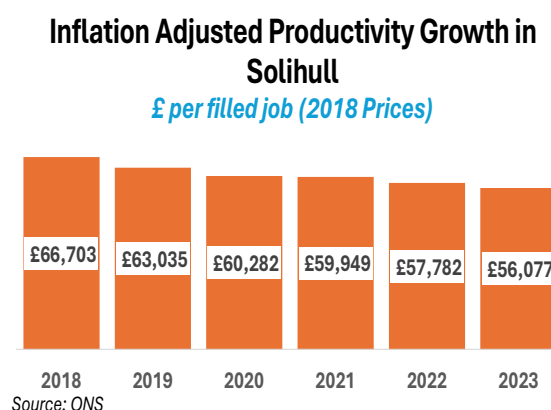
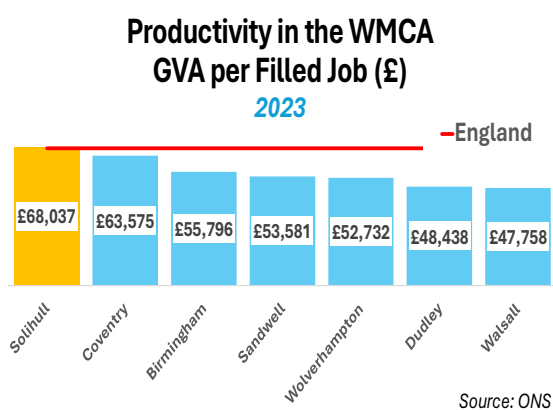
The Office for Budget Responsibility expects UK productivity growth to recover a little in the coming years, to around 1% per year. But this is still below the average from before the financial crisis and productivity growth is likely to remain a significant challenge for the UK economy over the next decade<sup>6</sup>.

There are two measures of local productivity – GVA per hour worked (divides GVA by the total hours worked by the workforce in the area) and GVA per filled job (allocates GVA to the number of jobs based in the area). Both measures show that Solihull is one of the more productive economic areas in the UK outside London and the South East<sup>7</sup>.

GVA per hour in Solihull in 2023 was £41.80, -1.4% lower than the England average (£42.40) but 17% higher than that of the WMCA (£35.70). GVA per hour in Solihull was ranked 41<sup>st</sup> out of 182 UK economic areas and was 2<sup>nd</sup> most productive upper tier local authorities in the West Midlands region after Warwickshire (£42.34 per hour).

At £68,037 GVA per filled job in Solihull was slightly higher than the England average in 2023 and 21% higher than that of the WMCA. GVA per filled job in Solihull was ranked 34<sup>th</sup> out of 182 UK economic areas and was the highest of any upper tier local authority in the West Midlands region.

Productivity growth in Solihull has been weak over the last few years, particularly when the impact of inflation is considered. For instance, GVA per filled job in Solihull fell in real terms by -16% between 2018 and 2023 which is worse than England (-3%) or the WMCA (-8%). Even over the shorter three-year timeframe 2020-2023 which excludes the worst of the Covid-19 economic shock productivity in Solihull has been on a downward trend in real terms. In the period 2020-2023 inflation adjusted output per filled job in Solihull fell by -7% (England -4%, WMCA -6%).



## Business Activity

### Solihull Business Profile

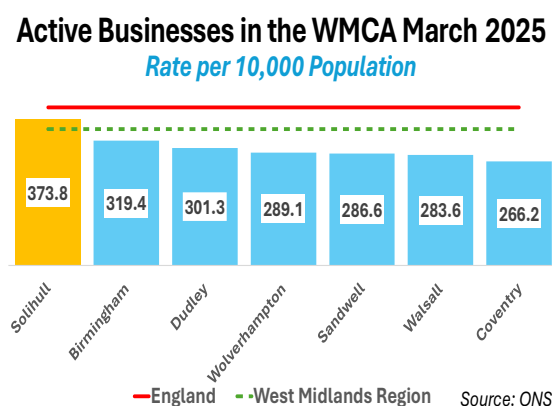
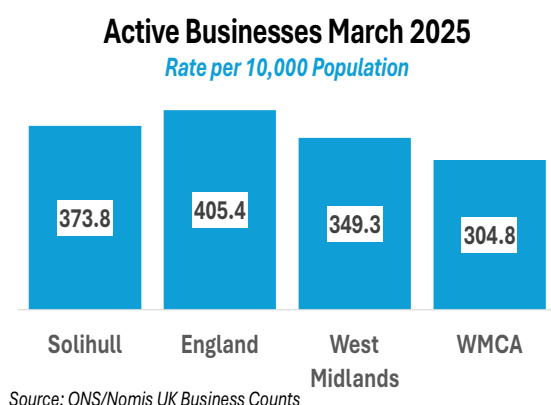
In March 2025 there were 8,270 active businesses in Solihull, 89% were small businesses employing fewer than 10 people and 66% had an annual turnover of less than £250,000. The profile of Solihull’s business base, with its preponderance of small businesses is very like that of England and regional comparators<sup>8</sup>.

Active Businesses March 2025					
Number of Employees	Number of Solihull Businesses	% of Total Solihull Businesses	Rate (Number of Businesses per 10,000 population)		
			Solihull	WMCA	England
0 to 4	6,555	79.3%	296.3	235.5	318.1
5 to 9	830	10.0%	37.5	34.7	43.8
10 to 19	435	5.3%	19.7	18.5	22.8
20 to 49	230	2.8%	10.4	9.6	12.5
50 to 99	95	1.1%	4.3	3.3	4.4
100 to 249	60	0.7%	2.7	1.7	2.2
250 to 499	20	0.2%	0.9	0.7	0.8
500 to 999	20	0.2%	0.9	0.4	0.4
1000+	20	0.2%	0.9	0.4	0.5
Total	8,270		373.8	304.8	405.4

Source: ONS/Nomis UK Business Counts

In March 2025 there were fewer active businesses per head in Solihull (373.8 per 10,000) than the England average (405.4 per 10,000) but more than the WMCA (304.8 per 10,000).

Nationally, Solihull has the 101<sup>st</sup> largest business base out of 218 upper tier local authorities in the UK. Solihull has the most businesses per head in the WMCA, but fewer than more rural neighbouring local authorities in the West Midlands region such as Warwickshire (415.8 per 10,000) or Worcestershire (415.4 per 10,000).



87% of businesses in Solihull have a turnover of less than £1 million per year, including a total of 66% with a turnover less than £250,000. This is consistent with national and regional averages. There are fewer businesses per head in Solihull than England in all turnover size bands below £2 million per year. However, 2.3% of all Solihull businesses turnover more than £10 million per year, equating to 8.6 per 10,000 population. These very large businesses are more common in Solihull than across England.

Active Businesses March 2025					
Annual Turnover (£000s)	Number of Solihull Businesses	% of Total Solihull Businesses	Rate (Number of Businesses per 10,000 population)		
			Solihull	WMCA	England
0 to 49	1,075	13.0%	48.6	36.9	55.7
50 to 99	1,660	20.1%	75.0	62.0	78.5
100 to 199	2,690	32.5%	121.6	97.4	130.4
200 to 499	1,120	13.5%	50.6	44.3	57.8
500 to 999	660	8.0%	29.8	28.0	36.1
1,000 to 1,999	430	5.2%	19.4	15.6	20.3
2,000 to 4,999	315	3.8%	14.2	11.0	14.3
5,000 to 9,999	130	1.6%	5.9	4.4	5.5
10,000 to 49,999	115	1.4%	5.2	3.9	5.1
50,000+	75	0.9%	3.4	1.3	1.7
<b>Total</b>	<b>8,270</b>		<b>373.8</b>	<b>304.8</b>	<b>405.4</b>

Source: ONS/Nomis UK Business Counts

25% (2,045) of all businesses in Solihull are in business services (including a relatively large proportion of firms in the real estate and management consultancy sectors), followed by construction (16%, 1,305) and wholesale & retail (13%, 1,045).

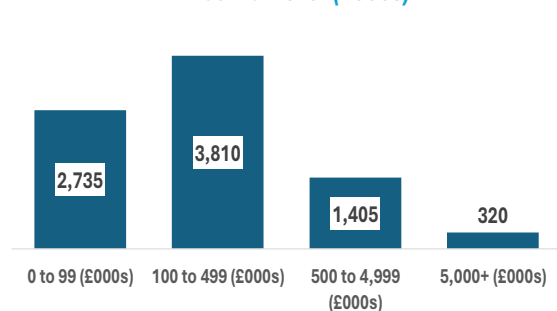
Compared with England Solihull has a relatively large number of business services and public services businesses, but proportionally fewer businesses operating in a range of sectors notably in manufacturing, wholesale & retail, accommodation & food services.

Compared with the WMCA, Solihull has a particularly large concentration of business services, construction and ICT firms and has fewer businesses per capita than the WMCA in transport & storage, wholesale & retail and manufacturing.

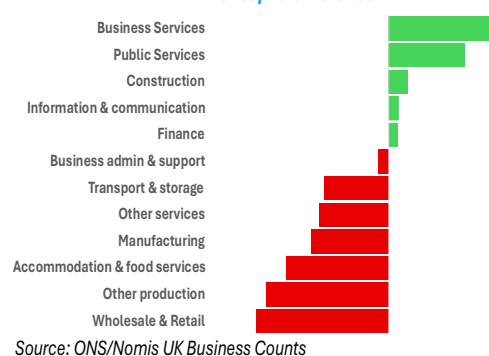
Active Businesses March 2025					
Sectors	Number of Solihull Businesses	% of Total Solihull Businesses	Rate (Number of Businesses per 10,000 population)		
			Solihull	WMCA	England
Manufacturing	270	3.3%	12.2	19.5	19.0
Other Production	160	1.9%	7.2	2.6	17.9
Construction	1,305	15.8%	59.0	38.6	57.3
Wholesale & Retail	1,045	12.6%	47.2	60.0	58.8
Transport & storage	255	3.1%	11.5	23.2	17.2
Accommodation & food services	360	4.4%	16.3	19.7	25.2
Information & communication	675	8.2%	30.5	15.3	29.6
Finance	210	2.5%	9.5	4.7	8.7
Business Services	2,045	24.7%	92.4	51.2	83.0
Business admin & support	730	8.8%	33.0	26.6	33.9
Public Services	730	8.8%	33.0	24.8	26.4
Other services	495	6.0%	22.4	18.8	28.4
Total	8,270		373.8	304.8	405.4

Source: ONS/Nomis UK Business Counts

Active Businesses in Solihull 2025  
Annual Turnover (£000s)



Number of Businesses in Solihull Relative to England 2025  
Per capita difference



### **Solihull Business Growth**

The number of active businesses in Solihull fell for three consecutive years from 2021 to 2023, recovered in 2024 before contracting again in 2025 (-1% - 85 businesses). There were 35 fewer active businesses in Solihull in March 2025 than there were five years earlier in March 2020 (-0.4%).

In the five years to March 2025 the slight fall in the number of active businesses in Solihull is consistent with the England average (-0.4% Solihull; -0.6% England) but is less positive than the increase recorded across the WMCA (+1.5%).

The number of very small businesses employing fewer than five people in Solihull fell in the five-years 2010-2025 by 2% (-140 businesses). By contrast the number of businesses employing between five and 49 people expanded as did those employing between 250 and 4999 and those employing 1,000 or more.

The contraction in the number of the very smallest business in Solihull over the period 2010-2025 was also evident across England (-1.0%), the West Midlands region (-2.0%) but not the WMCA (+1.1%).

<b>Change in Number of Active Solihull Businesses 2020-2025</b>				
Number of Employees	Solihull Businesses 2020	Solihull Businesses 2025	Change 2019-2024	
			Number	%
0 to 4	6,695	6,555	<b>-140</b>	<b>-2.1%</b>
5 to 9	770	830	+60	+7.8%
10 to 19	420	435	+15	+3.6%
20 to 49	215	230	+15	+7.0%
50 to 99	100	95	-5	-5.0%
100 to 249	55	60	+5	+9.1%
250 to 499	10	20	+10	+100.0%
500 to 999	20	20	0	0.0%
1,000+	15	20	+5	+33.3%
Total	8,305	8,270	-35	-0.4%

*Source: ONS/Nomis Business Counts*

Between 2020 and 2025 the number of Solihull businesses fell most sharply in the ICT (-240, -26%) sector, with proportionally smaller falls in the number of business services (-120, -6%), finance (-15, -7%), transport & storage (-20, -7%), manufacturing (-15, -5%) and other production (-10, -6%) enterprises.

These declines were offset by large increases in the number of construction, public service and wholesale & retail businesses and smaller increases in the number of accommodation & food services and other services.

May 15, 2025

<b>Change in Number of Active Solihull Businesses 2020-2025</b>				
Sector	Solihull Businesses 2020	Solihull Businesses 2025	Change 2020-2025	
			Number	%
Manufacturing	285	270	<b>-15</b>	<b>-5%</b>
Other Production	170	160	<b>-10</b>	<b>-5.9%</b>
Construction	1,145	1,305	+160	+14.0%
Wholesale & Retail	950	1,045	+95	+10.0%
Transport & storage	275	255	<b>-20</b>	<b>-7.3%</b>
Accommodation & food services	335	360	+25	+7.5%
Information & communication	915	675	<b>-240</b>	<b>-26.2%</b>
Finance	225	210	<b>-15</b>	<b>-6.7%</b>
Business Services	2,165	2,045	<b>-120</b>	<b>-5.5%</b>
Business admin & support	15	15	0	0.0%
Public Services	620	730	+110	+17.7%
Other services	490	495	+5	+1.0%
<b>Total</b>	<b>8,305</b>	<b>8,270</b>	<b>-35</b>	<b>-0.4%</b>

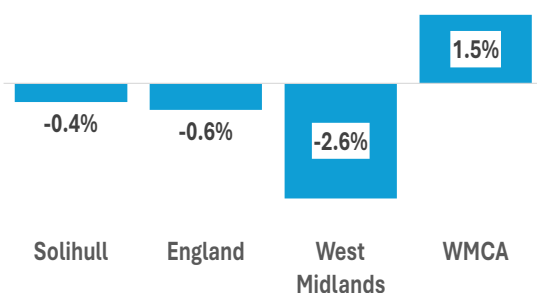
*Source: ONS/Nomis Business Counts*

The sectoral pattern of change in Solihull is mostly consistent with that across England, with falls and increases in the number of active businesses in most of the same sectors as nationally.

<b>Change in Number of Business by Sector 2020-2025</b>		
Sector	Solihull	England
Manufacturing	-5.3%	-5.5%
Other Production	-5.9%	-5.9%
Construction	14.0%	9.7%
Wholesale & Retail	10.0%	2.3%
Transport & storage	-7.3%	-8.1%
Accommodation & food services	7.5%	10.0%
Information & communication	-26.2%	-16.7%
Finance	-6.7%	-8.0%
Business Services	-5.5%	-4.5%
Business admin & support	0.0%	3.3%
Public Services	17.7%	12.3%
Other services	1.0%	9.9%
<b>Total</b>	<b>-0.4%</b>	<b>-0.6%</b>

*Source: ONS/Nomis Business Counts*

**Change in Number of Active Businesses  
2020 to 2025**



Source: ONS/Nomis UK Business Counts

**Change in Number of Solihull Businesses  
2020-2025**



Source: ONS/Nomis UK Business Counts

**Solihull Business Start-Ups and Survival**

In 2024 870 new businesses started in Solihull, equating to a business start-up rate of 39.3 per 10,000 population. This is a lower start-up rate than England (48.2 per 10,000) and the regional comparators (West Midlands region 43.4 per 10,000; WMCA 47.4 per 10,000)<sup>9</sup>.

In 2024 the Solihull start-up rate was the 101<sup>st</sup> highest out of 218 upper tier local authorities in the UK, only higher than Dudley in the WMCA. In context Birmingham has the highest start-up rate in the WMCA (54.9 per 10,000) followed by Wolverhampton (49.2) and Sandwell (46.8).

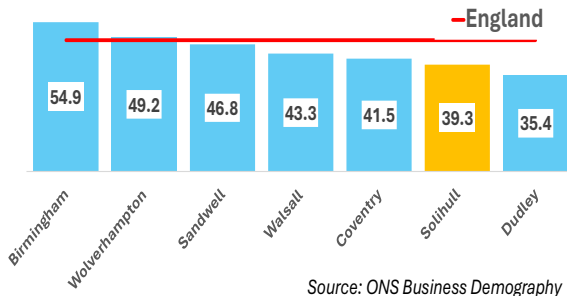
Excepting 2023 the Solihull business start-up rate has been consistently lower than that for England and the WMCA since 2017. In 2024 there were -220 fewer business start-ups in Solihull than the previous year equating to a fall of -20%. This contrasts with a small increase in England (0.3%) as well as the WMCA (+2%) and is the joint fewest number of start-ups in Solihull since records began in 2017.

<b>Business Start-ups</b>				
Year	Solihull Start-ups	Start-up rate (per 10,000 population)		
		Solihull	England	WMCA
2017	980	45.7	57.2	47.7
2018	985	45.8	55.7	54.3
2019	1,065	49.2	57.9	52.4
2020	870	40.2	53.1	48.3
2021	940	43.4	57.4	56.7
2022	930	42.7	52.6	52.3
2023	1,090	49.3	48.1	46.4
2024	870	39.3	48.2	47.4

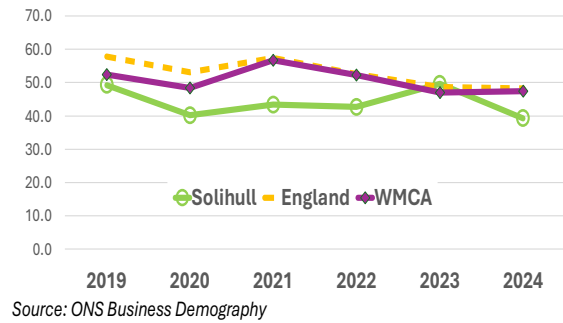
Source: ONS Business Demography

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**Business Start-Ups in the WMCA**  
Rate per 10,000 population 2024



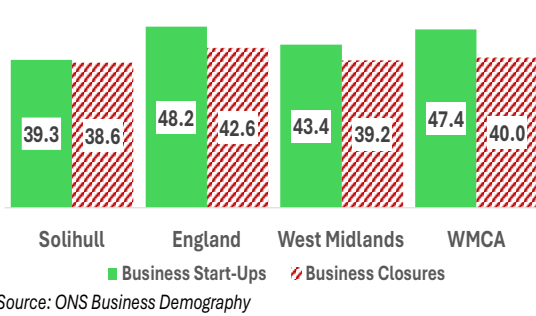
**Business Start-Ups**  
Rate per 10,000 Population



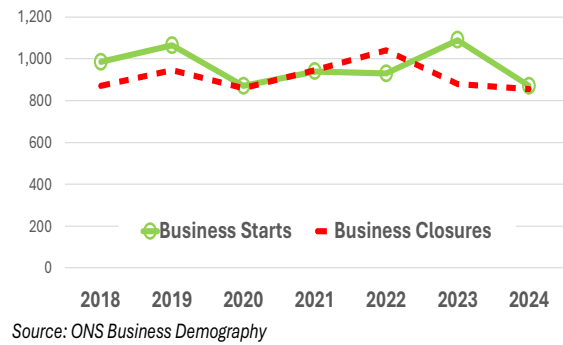
The number of business closures (business deaths) is proportionally lower in Solihull (38.6 per 10,000) than the England average (42.6 per 10,000) as well as the regional benchmarks (West Midlands region 39.2, WMCA 40.0 per 10,000).

In 2024 the number of business start-ups in Solihull was slightly higher than the number of closures (870 starts vs 855 closures) although this positive gap was smaller than that across England or the regional comparators. Over the five-years 2020-2025 there have been an average of 940 business starts per year in Solihull compared to 916 closures.

**Business Activity 2024**  
Rates per 10,000 Population

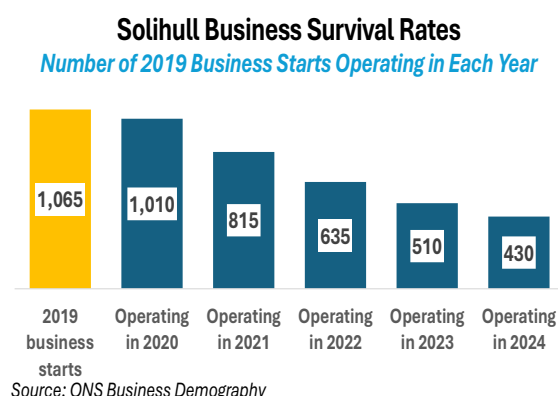
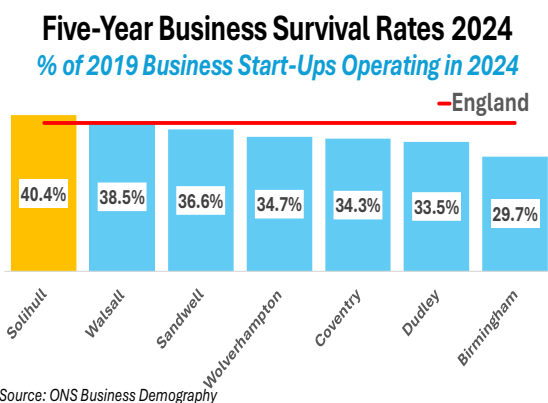


**Business Starts & Closures in Solihull**



Of the 1,065 Solihull businesses that started in 2019 430 were still operating five years later in 2024, equating to a business survival rate of 40%.

The five-year business survival rate in Solihull (40.4%) is higher than the England average (38.3%) as well as those for the West Midlands region (30.6%) or WMCA (33.0%). In 2024 Solihull had the joint 89<sup>th</sup> highest five-year business survival rate out of 216 upper tier local authorities in the UK and the highest rate in the WMCA.



## Workplace Jobs

### Employment in Solihull

The ONS 2024 Business Register and Employment Survey (BRES) is an employer survey which records the number of jobs held by employees at the location of workplace.

According to the BRES there were 145,000 employees in Solihull in 2024 equating to an employment density of 655.4 per 1,000 population, 39% higher than the England average (471.4 per 1,000) and 52% higher than that of the WMCA (430.1 per 1,000). Solihull has the highest job density of any upper tier Local Authority in the West Midlands and is proportionally the 7<sup>th</sup> largest labour market in Britain outside of London and the South-East. Among British provincial economies only Manchester, Warrington, Edinburgh, Trafford, Aberdeen and Glasgow are proportionally larger than Solihull<sup>10</sup>.

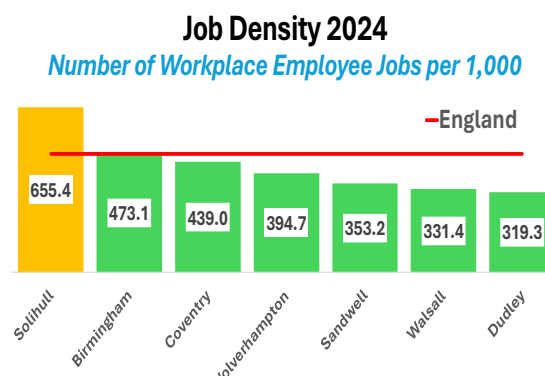
The private sector accounts for 90% of Solihull jobs (130,000) compared with the England average of 82%. As a result, private sector employment density in Solihull is 52% higher than the national average (587.6 vs to 386.9 per 1,000).

Private and Public Sector Jobs 2024				
Sector	Solihull Jobs	Rate (Jobs per 1,000 Population)		
		Solihull	England	WMCA
Private Sector	130,000	587.6	386.9	339.2
Public Sector	15,000	67.8	84.5	90.9
All Employee Jobs	145,000	655.4	471.4	430.1

Source: ONS/Nomis Business Register & Employment Survey



Source: ONS/Nomis Business Register & Employment Survey



Source: ONS/Nomis Business Register & Employment Survey

### Solihull Employment Sectors

Solihull’s largest employment sectors are business administration & support services (29,000 jobs), public services (24,000), business services (16,000), wholesale & retail (16,000) and manufacturing (15,000).

Compared with the England average Solihull has a large proportion of total employment in business administration & support services, transport & storage and manufacturing.

Solihull has a significantly below average proportion of total employment in non-manufacturing production and public services and to a lesser extent in a range of other sectors including wholesale & retail, accommodation & food services, construction and information & communication.

Workplace Jobs by Economic Sector 2024				
Sector	Solihull Jobs 2024	% All Jobs		Location Quotient^
		Solihull	England	
Manufacturing	15,000	10%	7%	1.45
Other Production	875	1%	2%	0.36
Construction	6,000	4%	5%	0.85
Wholesale & Retail	16,000	11%	14%	0.80
Transport & storage	11,000	8%	5%	1.49
Accommodation & food	9,000	6%	8%	0.81
Information & communication	6,000	4%	5%	0.86
Finance	4,500	3%	3%	0.91
Business Services	16,000	11%	12%	0.95
Business admin & support	29,000	20%	9%	2.26
Public Services	24,000	17%	27%	0.62
Other services	6,000	4%	4%	0.94
Total	145,000			

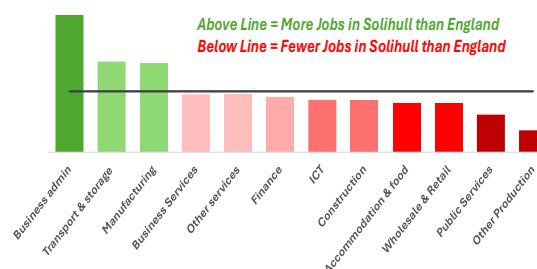
**^ Location Quotient: compares the concentration of jobs in a sector in Solihull to the concentration nationally (i.e. identifies sector specialisations)**  
 Source: ONS/Nomis Business Register & Employment Survey



Source: ONS/Nomis Business Register & Employment Survey

### Solihull Workplace Job Location Quotients 2024

Concentration of Jobs in Solihull vs England



Source: ONS/Nomis Business Register & Employment Survey

The table below shows Solihull’s sector strengths at a more detailed level (SIC 2-digit code), highlighting the importance of JLR (manufacture of motor vehicles) and the Airport (Air transport, Warehousing & support activities for transportation) to the local economy. Other local private sector strengths include computer programming, management consultancy and financial services (except insurance & pension funding).

Key Employment Sectors in Solihull 2024		
Sector	Employment 2024 <sup>^</sup>	LQ
Manufacture of motor vehicles	12,000	17.73
Services to buildings & landscaping	20,000	5.64
Air transport	2,250	5.43
Security & investigation activities	2,500	2.32
Activities of membership organisations	2,250	2.02
Warehousing & transport support	6,000	1.83
Real estate	5,000	1.79
Financial service activities (exc insurance & pension)	3,500	1.52
Accommodation	2,500	1.22
Construction of buildings	3,000	1.22
Computer programming & consultancy	5,000	1.20
Management consultancy	5,000	1.11
<sup>^</sup> Minimum 1,500 jobs		

Source: ONS Business Register and Employment Survey

### Solihull Job Growth

The number of workplace Solihull jobs increased by +2.1% (+3,000 jobs) between 2020 and 2024, less than the average across England (+7.1%), the West Midlands region (+4.2%) and the WMCA (+4.1%).

Job growth in Solihull was entirely due to the private sector where the number of jobs increased by 2.4% (+3,000) between 2020 and 2024, compared to a fall of -2.6% (-400) public sector jobs.

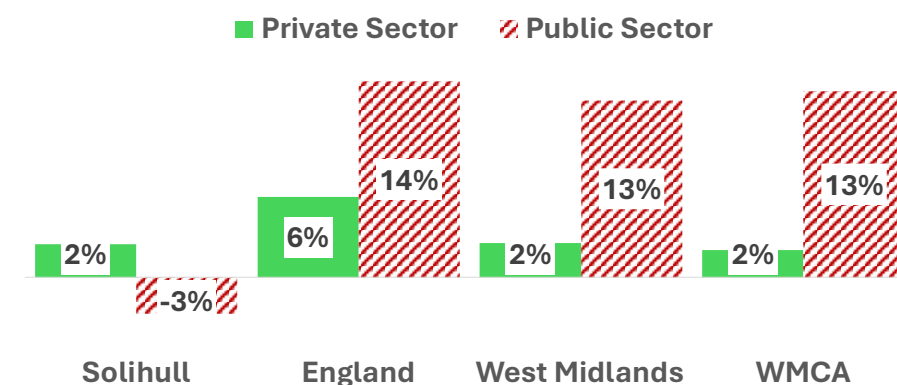
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Job Growth in Solihull 2020-2024				
Sector	2020 Solihull Jobs	2024 Solihull Jobs	Change 2020-2024	
			Number of Jobs	%
Private sector	127,000	130,000	3,000	+2.4%
Public sector	14,900	14,500	-400	-2.6%
All Jobs	142,000	145,000	3,000	+2.1%

*Source: ONS/Nomis Business Register & Employment Survey*

The pattern in Solihull was different that nationally or regionally. Across England and the West Midlands weaker private sector growth was offset by strong job growth in the public sector. For instance, in England private sector jobs increased by 6% between 2020 and 2024 but this was outstripped by public sector jobs growth of 14%.

## Job Growth 2020 to 2024



Nationally, the growth in Solihull jobs between 2020 and 2024 was ranked 152<sup>nd</sup> highest out of 207 upper-tier local authorities in Britain. Growth in Solihull was 4<sup>th</sup> highest in the WMCA below the growth rates recorded in Birmingham (+8.7%), Wolverhampton (+7.8%) and Sandwell (+3.3%).

Seven out of 12 sector groups recoded job growth in Solihull in the five-years 2020-2024, including manufacturing (+3,000), transport & storage (+3,000), wholesale & retail (+1,500), public services (+1,500) and business services (+1,000). By contrast, there have been contractions in the number of jobs in Solihull in ICT (-1,000), accommodation & food services (-1,000) and business administration & support (-10,000).

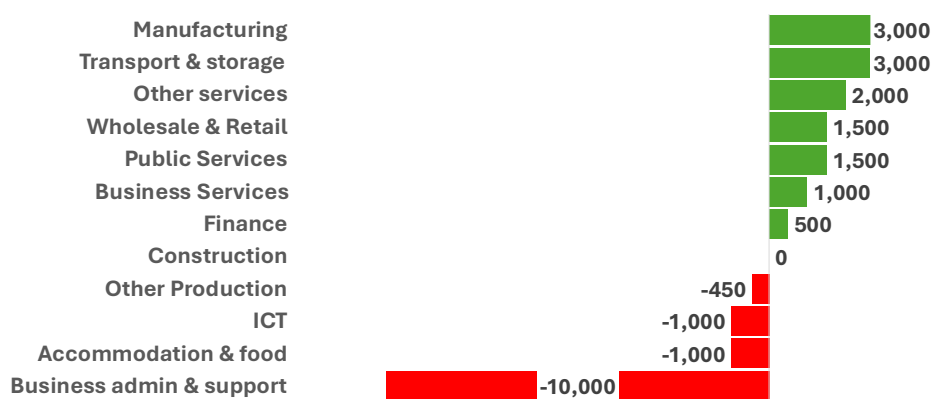
In percentage terms Solihull added far more manufacturing jobs between 2020 and 2024 than England (+25% vs -1%). The picture was much brighter for transport & storage job growth in Solihull (+38% vs +5%) as well as wholesale & retail, other services and finance. By contrast, the direction of travel has been more negative in Solihull than across England in business administration & support, non-manufacturing production, accommodation & food, ICT and construction.

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Sector Job Growth in Solihull 2020-2024				
Sector	Solihull Jobs 2020	Solihull Jobs 2024	Change in Jobs 2019-2023	
			Number	Percentage
Manufacturing	12,000	15,000	3,000	25%
Other Production	1,325	875	-450	-34%
Construction	6,000	6,000	0	0%
Wholesale & Retail	14,500	16,000	1,500	10%
Transport & storage	8,000	11,000	3,000	38%
Accommodation & food	10,000	9,000	-1,000	-10%
Information & communication	7,000	6,000	-1,000	-14%
Finance	4,000	4,500	500	13%
Business Services	15,000	16,000	1,000	7%
Business admin & support	39,000	29,000	-10,000	-26%
Public Services	22,500	24,000	1,500	7%
Other services	4,000	6,000	2,000	50%
Total	12,000	15,000	3,000	25%

Source: ONS/Nomis Business Register & Employment Survey

### Sector Job Growth in Solihull 2020-2024



Source: ONS/Nomis Business Register & Employment Survey

### Jobs in Knowledge Intensive Industries in Solihull

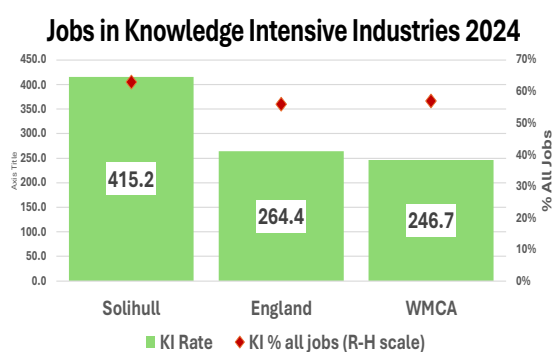
A strength of the Solihull economy is the high concentration of workplace jobs in knowledge intensive industries. These industries are characterised by their intensive use of technology and/or human capital and are the drivers of innovation, economic growth and job growth. Among other things, a labour market with a high proportion of jobs in knowledge intensive industries is reliant on access to a skilled and highly educated workforce and is commonly associated with above average wage levels.

In 2024 there were 91,900 jobs in knowledge intensive industries in Solihull, equating to 63% of all jobs compared to 56% across England. The concentration of jobs in Solihull in each of the medium high-tech manufacturing, high-tech knowledge intensive sectors and knowledge intensive service sectors is higher than the national or regional averages.

Knowledge Intensive Jobs 2024			
	Solihull	England	WMCA
% KI Jobs	63%	56%	57%
KI Jobs per 1,000 population	415.2	264.4	246.7
KI Components (per 1,000 population)			
High-tech Manufacturing	0.5	1.6	0.4
Medium High-Tech Manufacturing	54.1	9.4	13.4
High-Tech Knowledge Intensive Service Sectors	28.6	23.9	14.2
Knowledge Intensive Service Sectors	331.9	229.5	218.7
<i>Source: ONS/Nomis Business Register &amp; Employment Survey</i>			

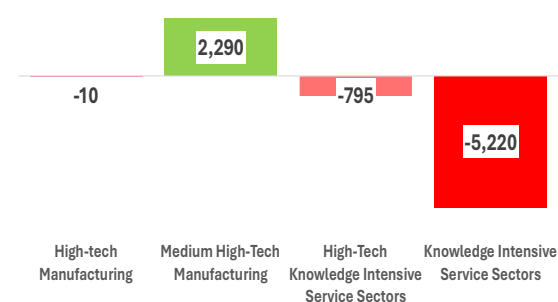
Between 2020 and 2024 the number of Solihull jobs in knowledge intensive industries fell by -3.9% (-3,700 jobs). The decrease in Solihull contrasted with increases across England (+8.6%) and the WMCA (+6.5%).

The decrease in knowledge intensive jobs in Solihull was due largely to a fall in employment in knowledge intensive service sectors (-6.6%, -5,220 jobs) offsetting the increase in jobs in medium high-tech manufacturing (+23.6%, +2,200 jobs).



Source: ONS/Nomis Business Register & Employment Survey

Change in Solihull Knowledge Intensive Jobs in Solihull 2020 to 2024



Source: ONS/Nomis Business Register & Employment Survey

## Workplace Wages

### Solihull Based Average Wages

According to the ONS Annual Survey for Hours and Earnings (ASHE), the average annual wage for someone working full-time in a Solihull based job was £42,587 in 2025<sup>i</sup>. This is 8% higher than the England average and 15% higher than that for the West Midlands region<sup>11</sup>.

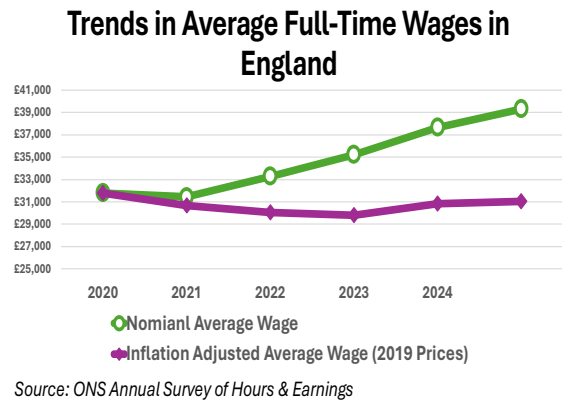
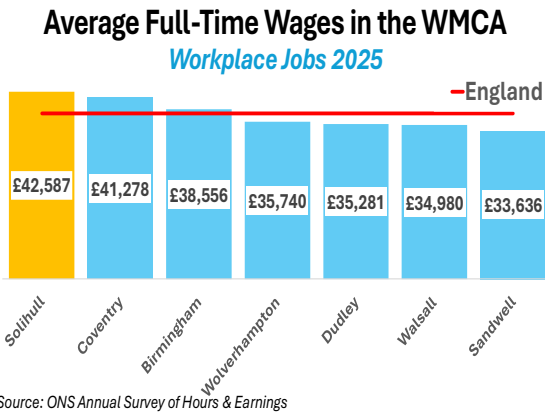
The annual average wage for Solihull jobs is ranked 28<sup>th</sup> out of 206 upper-tier local authorities in Britain and is the highest in the West Midlands.

<sup>i</sup> It should be noted that these averages are based on an annual survey which is subject to a fairly significant margin of error, especially at local authority level. For instance, in 2025 the margin of error for Solihull was +/- 5.7% meaning that the Solihull average was in the range of £40,200 to £45,000

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Between 2020 and 2025 the average full-time wage for a Solihull job increased by 37% (+£11,500) in nominal terms compared with an increase of +24% (+£7,500) for England and +23% (+£7,400) for the West Midlands. The trend in Solihull masks some annual fluctuations that are less apparent nationally and are likely to reflect the relatively significant margins of error associated with local authority data in this survey.

Over the last few years workplace wages across England have struggled to keep pace with inflation. When adjusted for inflation, average wages across England remained largely unchanged between 2020 and 2025 (£31,800 in 2020 vs £31,00 in 2025).



## References

- <sup>1</sup> House of Commons Library: [Economic Indicators](#)
- <sup>2</sup> House of Commons Library: [Low growth: The economy's biggest challenge](#)
- <sup>3</sup> ONS: [Regional gross value added \(balanced\) per head and income components](#)
- <sup>4</sup> ONS: [Regional gross value added \(balanced\) per head and income components](#)
- <sup>5</sup> House of Commons Library: [Low growth: The economy's biggest challenge](#)
- <sup>6</sup> [Office for Budget Responsibility \(OBR Homepage\)](#)
- <sup>7</sup> ONS: [Regional and subregional labour productivity, UK 2022](#)
- <sup>8</sup> ONS/NOMIS: [UK Business Counts](#)
- <sup>9</sup> ONS: [Business demography](#)
- <sup>10</sup> ONS/Nomis: [Business Register and Employment Survey \(BRES\)](#)
- <sup>11</sup> ONS/Nomis: [Annual Survey of Hours and Earnings \(ASHE\)](#)