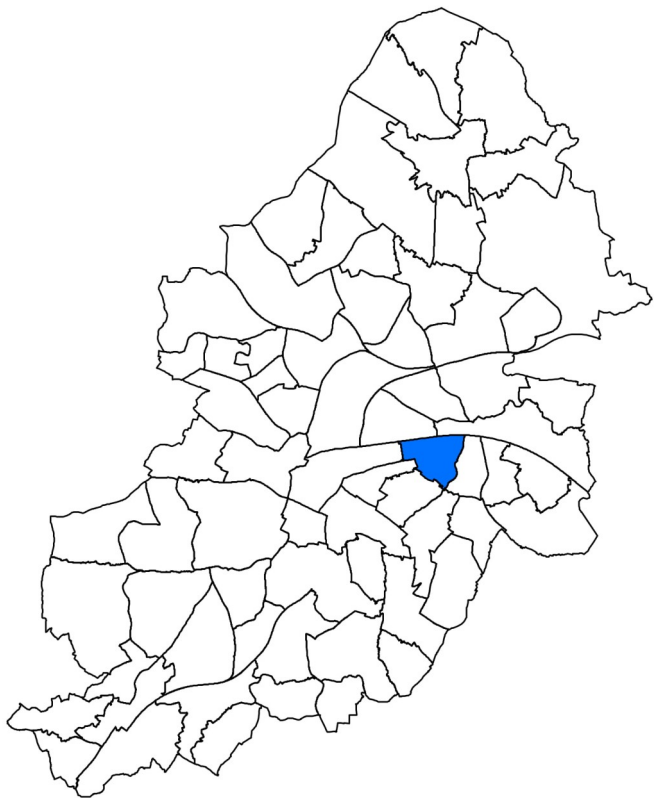


Heartlands Ward Factsheet



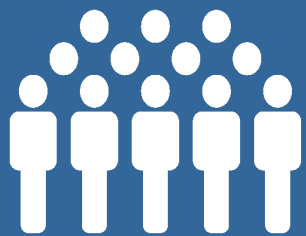
Heartlands is an inner city ward located in the east of the city. It has a population of 12,287 making it the 36th most populous ward in the city.

The ward has a much younger age profile than the city as a whole and a higher BAME population share.

Heartlands is one of the most deprived wards in the city and has the 11th lowest average income out of the city's 69 wards.

Resident employment rates in the ward are well below the city average and claimant count unemployment proportions are above the Birmingham average.

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Population

12,287

Ward Rank (out of 69 in City)

Population

36

Average Income

59

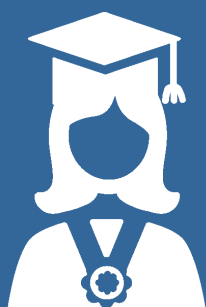


Employment Rate

45.4%

Index of Deprivation

9



NVQ4+ Qualifications

15.5%

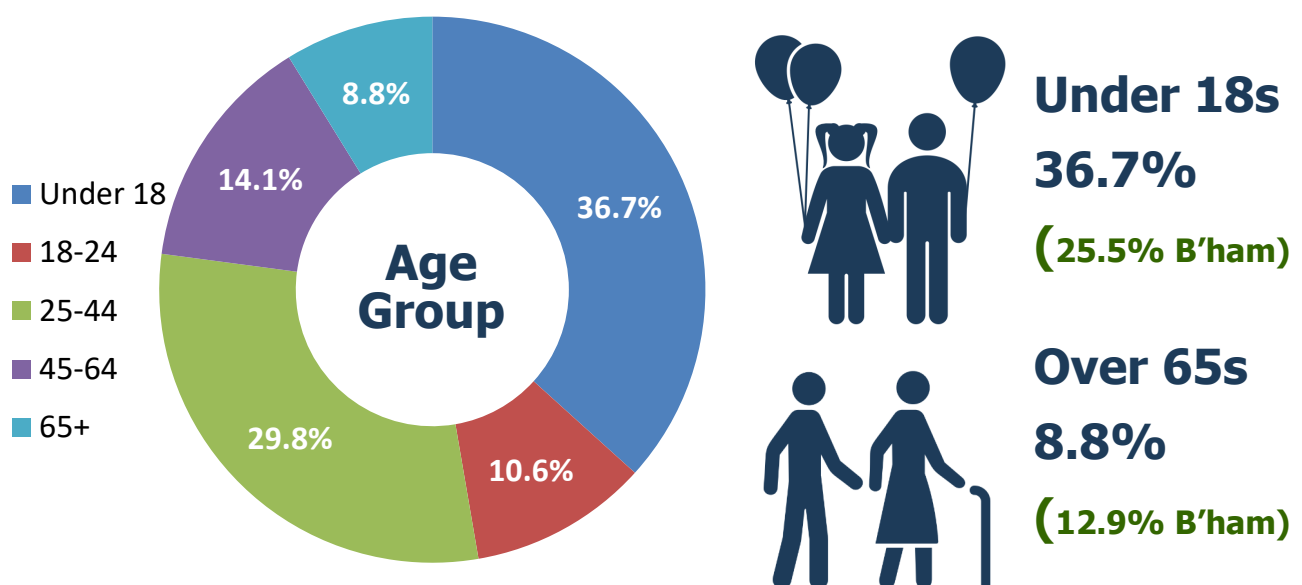
No Qualifications

8

Heartlands Age Structure

Source: 2011 Census

Age	Heartlands N°	Heartlands %	Birmingham %	England %
All Residents	12,287	-	-	-
16-64	7,126	58.0%	64.3%	64.8%
Under18	4,509	36.7%	25.5%	21.4%
18-24	1,302	10.6%	12.1%	9.4%
25-44	3,662	29.8%	28.7%	27.5%
45-64	1,733	14.1%	20.7%	25.4%
65+	1,081	8.8%	12.9%	16.3%



Heartlands Ethnicity

Source: 2011 Census

Ethnic Group	Heartlands N°	Heartlands %	Birmingham %	England %
White Total	2,689	21.9%	57.9%	85.4%
British	2,351	19.1%	53.1%	79.8%
Irish	153	1.2%	2.1%	1.0%
Other White	185	1.5%	2.7%	4.7%
Mixed or Multiple Ethnicity	595	4.8%	4.4%	2.3%
Asian Total	7,380	60.1%	26.6%	7.8%
Indian	323	2.6%	6.0%	2.6%
Pakistani	5,693	46.3%	13.5%	2.1%
Bangladeshi	576	4.7%	3.0%	0.8%
Chinese	54	0.4%	1.2%	0.7%
Other Asian	734	6.0%	2.9%	1.5%
Black Total	1,242	10.1%	9.0%	3.5%
Black African	533	4.3%	2.8%	1.8%
Black Caribbean	350	2.8%	4.4%	1.1%
Black Other	359	2.9%	1.7%	0.5%
Other Ethnic Group	381	3.1%	2.0%	1.0%

Heartlands Economic Activity

Source: 2011 Census

Economic Activity	Heartlands N°	Heartlands %	Birmingham %	England %
16-64 Population	7,126	-	-	-
Economically Active	4,104	57.6%	69.3%	77.0%
Employed	3,238	45.4%	60.0%	71.2%
Unemployed	866	12.1%	9.3%	5.8%
Economically inactive	2,963	41.6%	30.7%	23.0%

Claimant Count Unemployment

Ward level claimant count and youth claimant count unemployment data is released monthly. The latest data can be found in our Quarterly Labour Market Update available on our website by clicking on the report icon to the right.



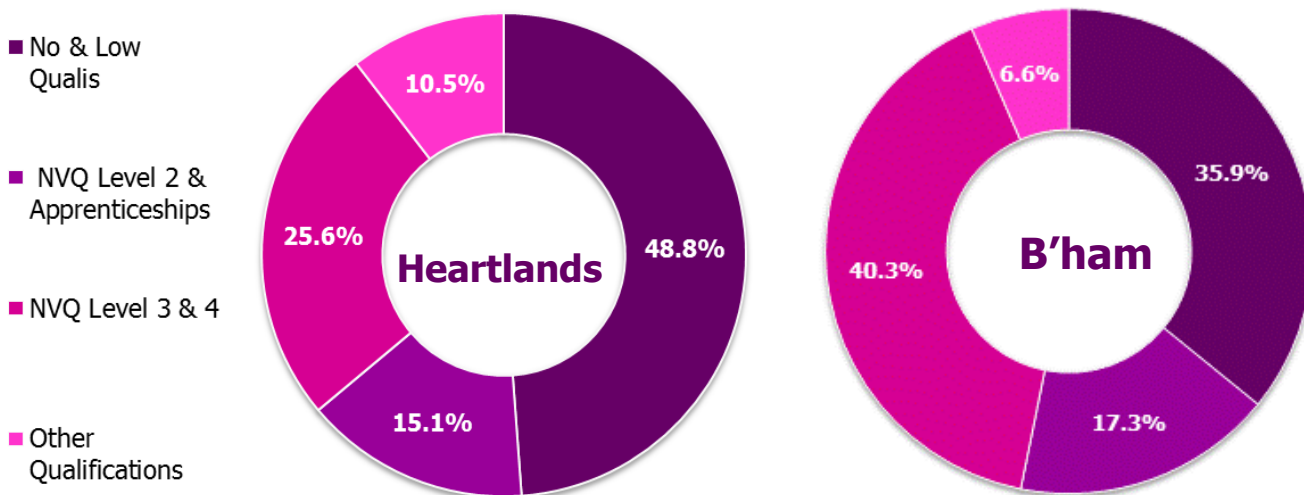
Heartlands Occupational Breakdown

Source: 2011 Census

Occupation	Heartlands N°	Heartlands %	Birmingham %	England %
All Employed	3,364	-	-	-
Managers, directors and senior officials	196	5.8%	8.3%	10.9%
Professional occupations	440	13.1%	18.3%	17.5%
Associate professional and technical occupations	226	6.7%	11.0%	12.8%
Higher Skilled Occupations	862	25.6%	37.6%	41.1%
Administrative and secretarial occupations	311	9.2%	11.7%	11.5%
Skilled trades occupations	307	9.1%	9.8%	11.4%
Intermediate Occupations	618	18.4%	21.6%	22.8%
Caring, leisure and other service occupations	372	11.1%	10.1%	9.3%
Sales and customer service occupations	377	11.2%	9.0%	8.4%
Process plant and machine operatives	524	15.6%	8.5%	7.2%
Elementary occupations	611	18.2%	13.2%	11.1%
Lower Skilled Occupations	1,884	56.0%	40.8%	36.0%



Heartlands Qualification Levels			Source: 2011 Census	
NVQ Level	Heartlands N°	Heartlands %	Birmingham %	England %
No Qualifications	2,258	32.0%	20.8%	14.8%
Level 1	1,193	16.9%	15.0%	15.2%
Level 2	1,001	14.2%	15.5%	17.1%
Apprenticeship	65	0.9%	1.9%	3.1%
Level 3	714	10.1%	15.0%	14.5%
Level 4 qualifications	1,097	15.5%	25.2%	29.8%
Other Qualifications	739	10.5%	6.6%	5.6%



Heartlands 16-64 Long Term Health Problem or Disability			Source: 2011 Census	
Level	Heartlands N°	Heartlands %	Birmingham %	England %
Limited a Lot	580	8.1%	6.8%	5.6%
Limited a Little	697	9.8%	8.1%	7.1%
Total Work Limiting Health	1,277	17.9%	14.9%	12.7%
Not Limited	5,849	82.1%	85.1%	87.3%

Heartlands 16-64 Language Barriers			Source: 2011 Census	
Proficiency in English	Heartlands N°	Heartlands %	Birmingham %	England %
Main language is English	4,570	64.7%	82.7%	90.3%
Main language is not English Total	2,497	35.3%	17.3%	9.7%
Main language is not English- Can speak English very well or well	1,615	22.9%	12.4%	7.8%
Main language is not English- Cannot speak English or cannot	881	12.5%	5.0%	1.9%

2015 Index of Deprivation Birmingham Wards Ranked

Birmingham Rank	Ward Name	National Rank (out of 7,511 Wards)	IMD 2015 National Decile
1	Newtown	33	Most Deprived 10%
2	Sparkbrook & Balsall Heath East	40	Most Deprived 10%
3	Lozells	55	Most Deprived 10%
4	Bordesley Green	56	Most Deprived 10%
5	Alum Rock	61	Most Deprived 10%
6	Balsall Heath West	79	Most Deprived 10%
7	Birchfield	90	Most Deprived 10%
8	Nechells	103	Most Deprived 10%
9	Heartlands	123	Most Deprived 10%
10	Gravelly Hill	126	Most Deprived 10%
11	Aston	132	Most Deprived 10%
12	Shard End	139	Most Deprived 10%
13	King's Norton South	140	Most Deprived 10%
14	Garretts Green	141	Most Deprived 10%
15	Bordesley & Highgate	147	Most Deprived 10%
16	Kingstanding	158	Most Deprived 10%
17	Glebe Farm & Tile Cross	160	Most Deprived 10%
18	Castle Vale	170	Most Deprived 10%
19	Small Heath	175	Most Deprived 10%
20	Handsworth	178	Most Deprived 10%
21	Ward End	189	Most Deprived 10%
22	Tyseley & Hay Mills	200	Most Deprived 10%
23	Holyhead	202	Most Deprived 10%
24	Frankley Great Park	266	Most Deprived 10%
25	Soho & Jewellery Quarter	285	Most Deprived 10%
26	Yardley West & Stechford	302	Most Deprived 10%
27	Druids Heath & Monyhull	360	Most Deprived 10%
28	Stockland Green	398	Most Deprived 10%
29	Perry Common	417	Most Deprived 10%
30	Sparkhill	427	Most Deprived 10%
31	Bartley Green	505	Most Deprived 10%
32	Ladywood	527	Most Deprived 10%
33	Bromford & Hodge Hill	531	Most Deprived 10%
34	Acocks Green	542	Most Deprived 10%
35	Allens Cross	575	Most Deprived 10%
36	Erdington	598	Most Deprived 10%
37	Billesley	614	Most Deprived 10%
38	North Edgbaston	616	Most Deprived 10%
39	Pype Hayes	639	Most Deprived 10%
40	Rubery & Rednal	715	Most Deprived 10%
41	Weoley & Selly Oak	722	Most Deprived 10%
42	Longbridge & West Heath	873	Most Deprived 20%
43	Yardley East	914	Most Deprived 20%
44	Moseley	957	Most Deprived 20%
45	South Yardley	975	Most Deprived 20%

2015 Index of Deprivation Birmingham Wards Ranked Continued

Birmingham Rank	Ward Name	National Rank (out of 7,511 Wards)	IMD 2015 National Decile
46	King's Norton North	1143	Most Deprived 20%
47	Hightler's Heath	1234	Most Deprived 20%
48	Handsworth Wood	1268	Most Deprived 20%
49	Hall Green North	1271	Most Deprived 20%
50	Stirchley	1366	Most Deprived 20%
51	Quinton	1371	Most Deprived 20%
52	Sheldon	1389	Most Deprived 20%
53	Oscott	1423	Most Deprived 20%
54	Brandwood & Kings Heath	1490	Most Deprived 20%
55	Harborne	1633	Most Deprived 30%
56	Bournville & Cotteridge	1859	Most Deprived 30%
57	Northfield	1887	Most Deprived 30%
58	Perry Barr	1996	Most Deprived 30%
59	Edgbaston	2028	Most Deprived 30%
60	Sutton Reddicap	2235	Most Deprived 30%
61	Bournbrook & Selly Park	2378	Most Deprived 40%
62	Hall Green South	3865	Least Deprived 40%
63	Sutton Trinity	4141	Least Deprived 40%
64	Sutton Walmley & Minworth	4649	Least Deprived 30%
65	Sutton Vesey	4860	Least Deprived 30%
66	Sutton Mere Green	5183	Least Deprived 30%
67	Sutton Four Oaks	5838	Least Deprived 20%
68	Sutton Wylde Green	5979	Least Deprived 20%
69	Sutton Roughley	6733	Least Deprived 10%

Average Income 2016

The following are average income figures for individuals (16+) not household income. They are estimates based on an experimental dataset produced by the ONS based on administrative data from Pay As You Earn (PAYE) employment and pension data, tax credits data and Child Benefit data from HM Revenue and Customs and benefits data from the Department for Work and Pensions.



Planning Policy Economy Directorate

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