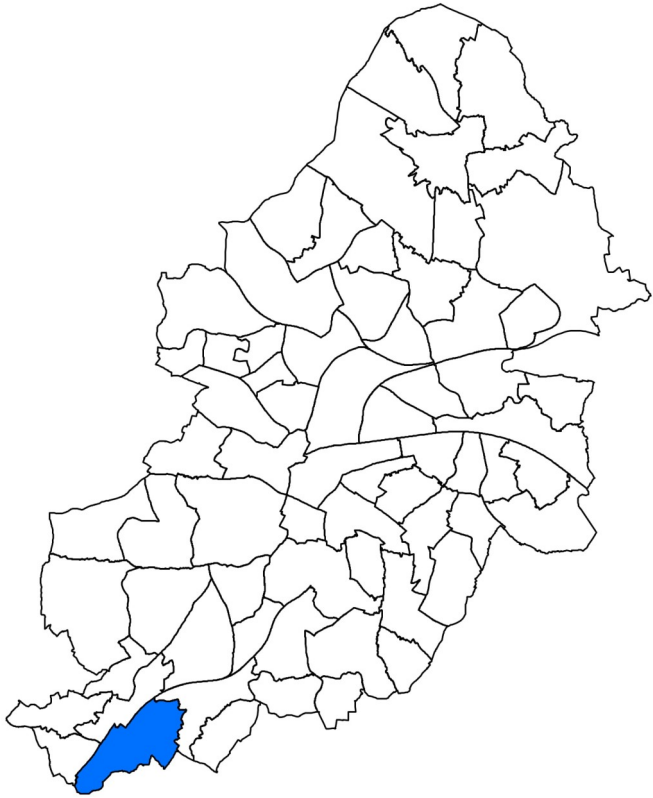


# Longbridge & West Heath Ward Factsheet



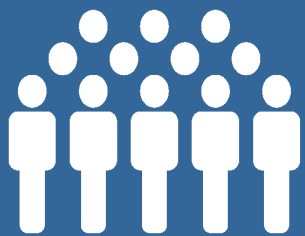
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Longbridge & West Heath is a suburban ward located in the south west of the city. It has a population of 19,948 making it the 21st most populous ward in the city.

The ward has an older age profile than the city as a whole and a lower BAME population share.

Longbridge & West Heath is mid to lower ranking amongst the city's 69 wards for deprivation levels and average income is above the Birmingham average..

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



**Population**

**19,948**

**Ward Rank (out of 69 in City)**

**Population**

**21**

**Average Income**

**22**

**Index of Deprivation**

**42**

**No Qualifications**

**44**



**Employment Rate**

**69.5%**



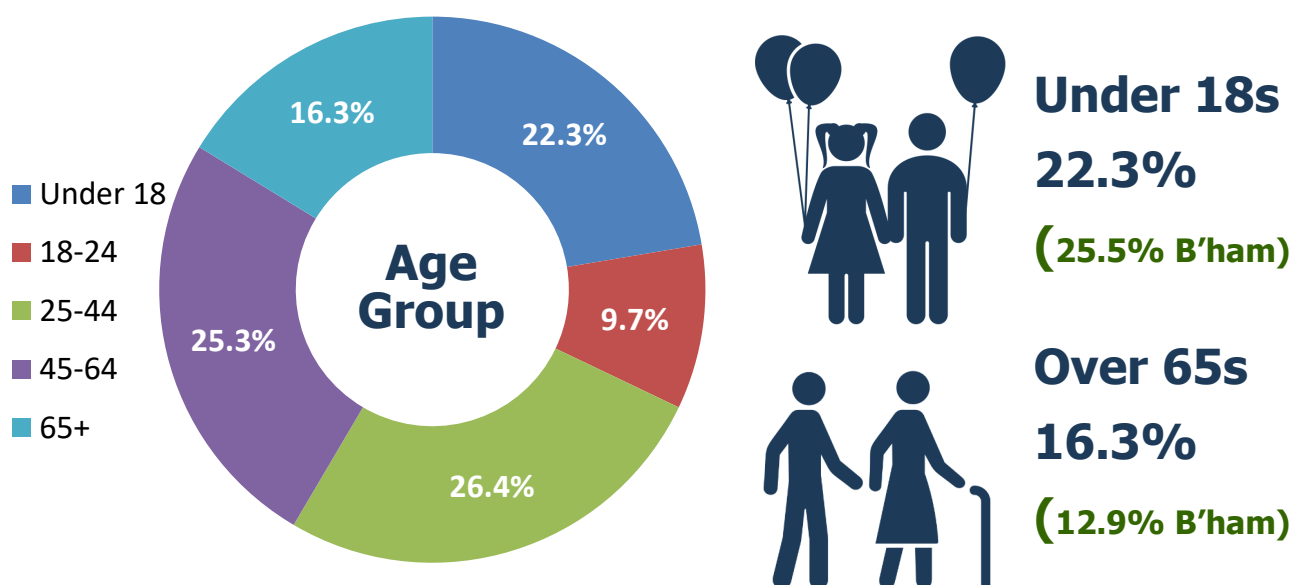
**NVQ4+ Qualifications**

**19.1%**

## Longbridge & West Heath Age Structure

Source: 2011 Census

Age	Longbridge & West Heath N°	Longbridge & West Heath %	Birmingham %	England %
All Residents	19,948	-	-	-
16-64	12,753	63.9%	64.3%	64.8%
Under18	4,458	22.3%	25.5%	21.4%
18-24	1,944	9.7%	12.1%	9.4%
25-44	5,263	26.4%	28.7%	27.5%
45-64	5,039	25.3%	20.7%	25.4%
65+	3,244	16.3%	12.9%	16.3%



## Longbridge & West Heath Ethnicity

Source: 2011 Census

Ethnic Group	Longbridge & West Heath N°	Longbridge & West Heath %	Birmingham %	England %
White Total	17,916	89.8%	57.9%	85.4%
British	17,335	86.9%	53.1%	79.8%
Irish	375	1.9%	2.1%	1.0%
Other White	206	1.0%	2.7%	4.7%
Mixed or Multiple Ethnicity	764	3.8%	4.4%	2.3%
Asian Total	453	2.3%	26.6%	7.8%
Indian	123	0.6%	6.0%	2.6%
Pakistani	72	0.4%	13.5%	2.1%
Bangladeshi	17	0.1%	3.0%	0.8%
Chinese	90	0.5%	1.2%	0.7%
Other Asian	151	0.8%	2.9%	1.5%
Black Total	732	3.7%	9.0%	3.5%
Black African	263	1.3%	2.8%	1.8%
Black Caribbean	328	1.6%	4.4%	1.1%
Black Other	141	0.7%	1.7%	0.5%
Other Ethnic Group	83	0.4%	2.0%	1.0%

## Longbridge & West Heath Economic Activity

Source: 2011 Census

Economic Activity	Longbridge & West Heath N°	Longbridge & West Heath %	Birmingham %	England %
16-64 Population	12,753	-	-	-
Economically Active	9,903	77.7%	69.3%	77.0%
Employed	8,864	69.5%	60.0%	71.2%
Unemployed	1,039	8.1%	9.3%	5.8%
Economically inactive	2,925	22.9%	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.



## Longbridge & West Heath Occupational Breakdown

Source: 2011 Census

Occupation	Longbridge & West Heath N°	Longbridge & West Heath %	Birmingham %	England %
All Employed	8,922	-	-	-
Managers, directors and senior officials	622	7.0%	8.3%	10.9%
Professional occupations	1,145	12.8%	18.3%	17.5%
Associate professional and technical occupations	992	11.1%	11.0%	12.8%
<b>Higher Skilled Occupations</b>	<b>2,759</b>	<b>30.9%</b>	<b>37.6%</b>	<b>41.1%</b>
Administrative and secretarial occupations	1,291	14.5%	11.7%	11.5%
Skilled trades occupations	1,141	12.8%	9.8%	11.4%
<b>Intermediate Occupations</b>	<b>2,432</b>	<b>27.3%</b>	<b>21.6%</b>	<b>22.8%</b>
Caring, leisure and other service occupations	1,138	12.8%	10.1%	9.3%
Sales and customer service occupations	770	8.6%	9.0%	8.4%
Process plant and machine operatives	770	8.6%	8.5%	7.2%
Elementary occupations	1,053	11.8%	13.2%	11.1%
<b>Lower Skilled Occupations</b>	<b>3,731</b>	<b>41.8%</b>	<b>40.8%</b>	<b>36.0%</b>



3

**Higher Skilled**  
**30.9%**

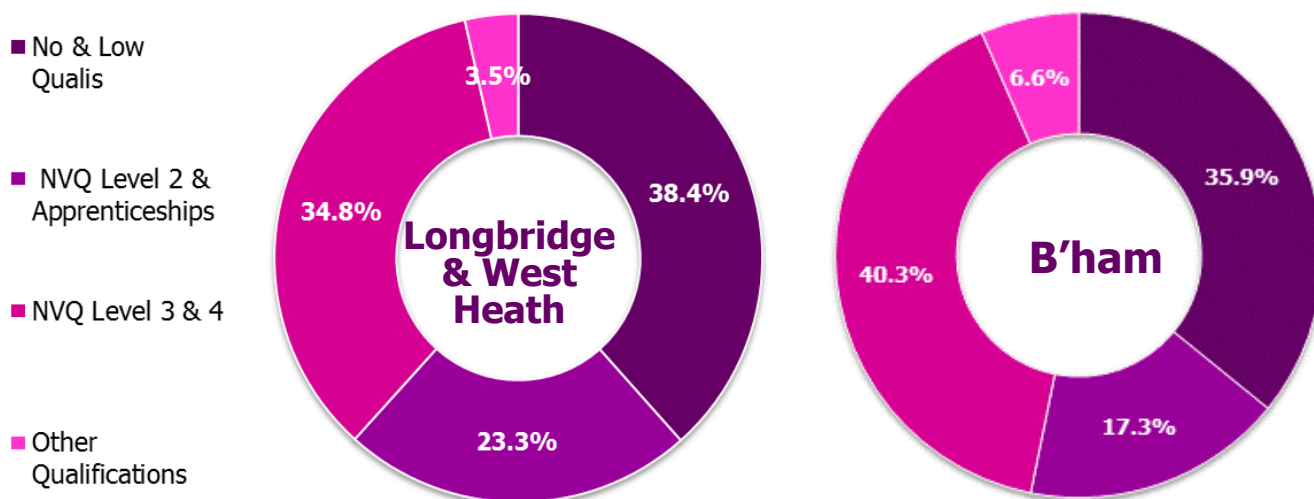


**Intermediate Skills**  
**27.3%**



**Lower Skilled**  
**41.8%**

Longbridge & West Heath Qualification Levels				Source: 2011 Census	
NVQ Level	Longbridge & West Heath N°	Longbridge & West Heath %	Birmingham %	England %	
No Qualifications	2,450	19.1%	20.8%	14.8%	
Level 1	2,478	19.3%	15.0%	15.2%	
Level 2	2,529	19.7%	15.5%	17.1%	
Apprenticeship	459	3.6%	1.9%	3.1%	
Level 3	2,014	15.7%	15.0%	14.5%	
Level 4 qualifications	2,446	19.1%	25.2%	29.8%	
Other Qualifications	453	3.5%	6.6%	5.6%	



Longbridge & West Heath 16-64 Long Term Health Problem or Disability					Source: 2011 Census	
Level	Longbridge & West Heath N°	Longbridge & West Heath %	Birmingham %	England %		
Limited a Lot	869	6.8%	6.8%	5.6%		
Limited a Little	1,141	8.9%	8.1%	7.1%		
<b>Total Work Limiting Health</b>	<b>2,010</b>	<b>15.8%</b>	<b>14.9%</b>	<b>12.7%</b>		
Not Limited	10,743	84.2%	85.1%	87.3%		

Longbridge & West Heath 16-64 Language Barriers				Source: 2011 Census	
Proficiency in English	Longbridge & West Heath N°	Longbridge & West Heath %	Birmingham %	England %	
Main language is English	12,512	97.5%	82.7%	90.3%	
Main language is not English Total	317	2.5%	17.3%	9.7%	
Main language is not English- Can speak English very well or well	254	2.0%	12.4%	7.8%	
<b>Main language is not English- Cannot speak English or cannot</b>	<b>63</b>	<b>0.5%</b>	<b>5.0%</b>	<b>1.9%</b>	

**2015 Index of Deprivation Birmingham Wards Ranked**

Source: IMD 2015 scores for 2011 SOAs aggregated to Ward level

<b>Birmingham Rank</b>	<b>Ward Name</b>	<b>National Rank (out of 7,511 Wards)</b>	<b>IMD 2015 National Decile</b>
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%
<b>42</b>	<b>Longbridge &amp; West Heath</b>	<b>873</b>	<b>Most Deprived 20%</b>
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	Highter'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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