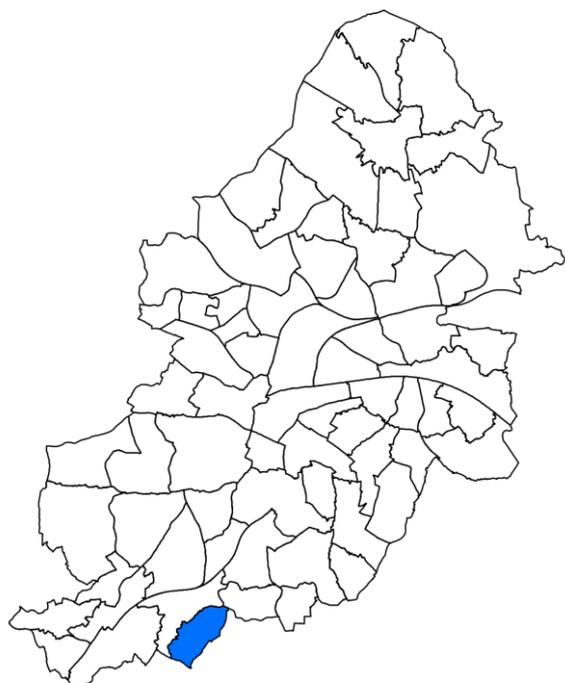


# King's Norton South Ward Factsheet

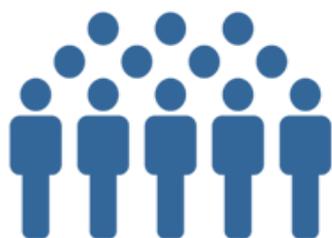


King's Norton South Ward is located in the south of the city. It has a population of 11,583 making it the 51<sup>st</sup> most populous ward in the city.

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

King's Norton South is amongst the more deprived wards in the city and has a significant share of working age residents who are disabled or have long term health condition.

Resident employment rates in the ward are a little above the city average and claimant count unemployment proportions are higher than the Birmingham average.



Population  
**11,583**

## Ward Rank

Population **51**

Employment  
Rate **37**



Employment Rate  
**60.2%**

No  
Qualifications  
Rate **28**



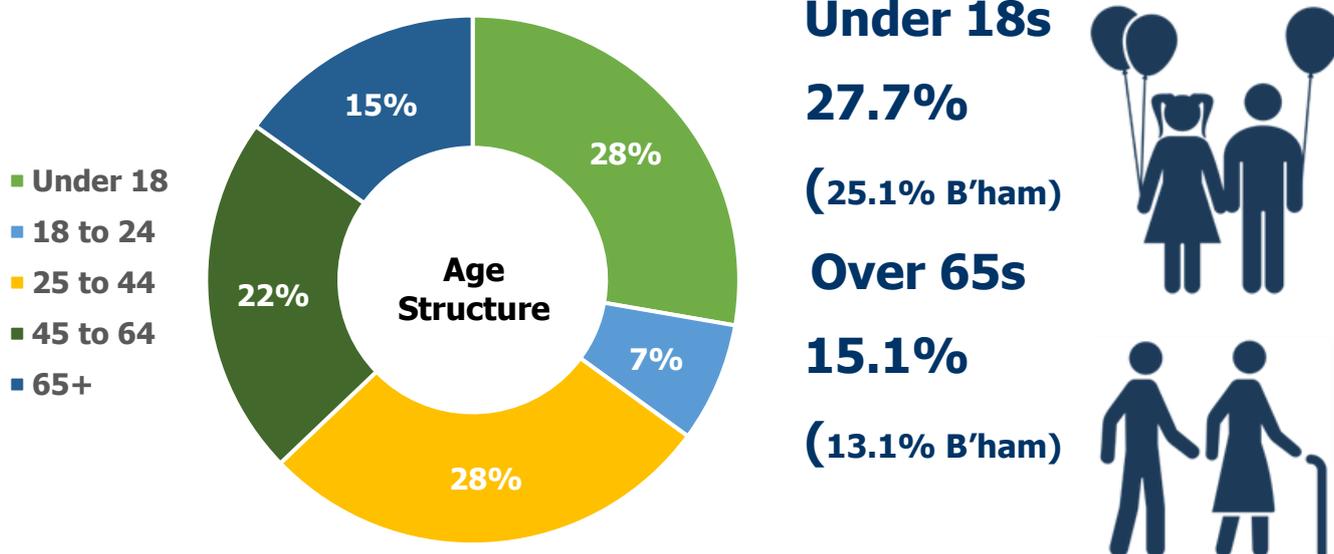
NVQ4+  
Qualifications  
**24.8%**

Index of  
Deprivation **17**

## Demography

**Table 1: Ward Age Structure**

Age	Ward N°	% of Ward Population	Birmingham %	England %
All Residents	11,583		-	-
16-64	6,939	59.9%	64.6%	63.0%
Under 18	3,214	27.7%	25.1%	20.8%
18-24	846	7.3%	11.5%	8.3%
25-44	3,217	27.8%	28.1%	26.6%
45-64	2,555	22.1%	22.1%	25.8%
65+	1,751	15.1%	13.1%	18.4%



**Table 2: Ward Ethnicity**

Ethnic Group	Ward N°	% of Ward Population	Birmingham %	England %
All Residents	11,583		-	-
BAME Total	3,087	26.6%	51.4%	19.0%
Bangladeshi	60	0.5%	4.2%	1.1%
Chinese	69	0.6%	1.1%	0.8%
Indian	185	1.6%	5.8%	3.3%
Pakistani	341	2.9%	17.0%	2.8%
Black African	542	4.7%	5.8%	2.6%
Black Caribbean	371	3.2%	3.9%	1.1%
Mixed or Multiple Ethnic Groups	898	7.8%	4.8%	3.0%
Other Ethnic Group	277	2.4%	4.5%	2.2%
White	8,497	73.4%	48.6%	81.0%

## Labour Market

**Table 3: Ward Working Age Economic Activity**

Economic Activity	Ward N°	% 16-64	Birmingham %	England %
16-64 Population	6,932	-	-	-
Economically Active Total	4,671	67.4%	64.9%	71.0%
Employed	4,173	60.2%	57.9%	71.0%
Unemployed	498	7.2%	7.0%	0.0%
Economically inactive Total	2,261	32.6%	35.1%	24.6%

## Claimant Count Unemployment

Ward level claimant count and youth claimant count unemployment data is released monthly. The latest data can be found in our monthly Unemployment Update available on our website on the following link: [Link to Monthly Unemployment Update](#)

**Table 4: Ward Occupational Breakdown**

Occupation	Ward N°	% of Employed Residents	Birmingham %	England %
All Employed 16+	4,331	-	-	-
Managers, directors and senior officials	356	8.2%	9.3%	12.9%
Professional occupations	763	17.6%	21.1%	20.3%
Associate professional and technical occupations	508	11.7%	11.3%	13.3%
<b>Higher Skilled Occupations</b>	<b>1,627</b>	<b>37.6%</b>	<b>41.7%</b>	<b>46.4%</b>
Administrative and secretarial occupations	423	9.8%	9.3%	9.3%
Skilled trades occupations	409	9.4%	8.3%	10.2%
<b>Intermediate Occupations</b>	<b>832</b>	<b>19.2%</b>	<b>17.6%</b>	<b>19.4%</b>
Caring, leisure and other service occupations	585	13.5%	10.3%	9.3%
Sales and customer service occupations	377	8.7%	8.2%	7.5%
Process plant and machine operatives	355	8.2%	8.7%	6.9%
Elementary occupations	555	12.8%	13.4%	10.5%
<b>Lower Skilled Occupations</b>	<b>1,872</b>	<b>43.2%</b>	<b>40.7%</b>	<b>34.1%</b>



**Higher Skilled**  
**37.3%**



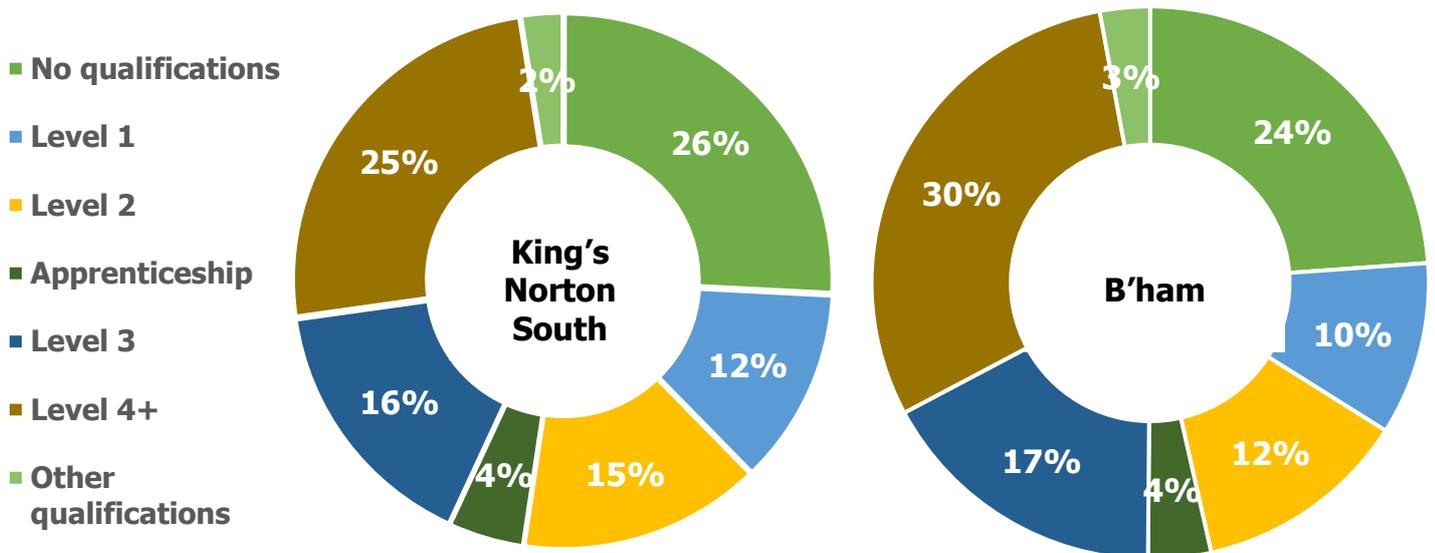
**Intermediate Skills**  
**19.2%**



**Lower Skilled**  
**43.2%**

**Table 5: Ward NVQ Qualification Levels**

NVQ Level	Ward N°	% of 16+ Population	Birmingham %	England %
No Qualifications	2,244	25.8%	23.9%	18.1%
Level 1	1,034	11.9%	10.1%	9.7%
Level 2	1,271	14.6%	12.5%	13.3%
Apprenticeship	393	4.5%	3.6%	5.3%
Level 3	1,381	15.9%	17.1%	16.9%
Level 4 qualifications	2,151	24.8%	29.9%	33.9%
Other Qualifications	216	2.5%	2.9%	2.8%



**Table 6: Ward Disability & Long Term Health Conditions Working Age**

Level	Ward N°	%	Birmingham %	England %
Disabled	1,598	22.5%	16.1%	15.0%
Long Term Health Condition -not Disabled	495	7.0%	5.8%	7.5%
<b>Total Disabled &amp; Long Term Health Condition</b>	<b>2,093</b>	<b>29.5%</b>	<b>21.8%</b>	<b>22.6%</b>
Not Disabled & No Long Term Health Conditions	4,994	70.5%	78.2%	77.4%

**Table 7: Ward Language Barriers Aged 16+**

Proficiency in English	Ward N°	% 16+	Birmingham %	England %
Main language is English	8,102	93.3%	82.7%	90.1%
Main language is not English Total	585	6.7%	17.3%	9.9%
Main language is not English- Can speak English very well or well	436	5.0%	11.9%	7.9%
<b>Main language is not English- Cannot speak English or speak English well</b>	<b>149</b>	<b>1.7%</b>	<b>5.4%</b>	<b>2.1%</b>

## Deprivation

**Table 8: 2019 Index of Deprivation Birmingham Wards Ranked**

Ward	2019 Ward Rank	2015 Ward Rank	Change in Rank 2015 to 2019	2019 Decile (where 1 is 10% Most Deprived Nationally)
Sparkbrook & Balsall Heath East	1	2	1	1
Bordesley Green	2	4	2	1
Lozells	3	3	-	1
Castle Vale	4	18	14	1
Alum Rock	5	5	-	1
Newtown	6	1	-5	1
Heartlands	7	9	2	1
Gravelly Hill	8	10	2	1
Balsall Heath West	9	6	-3	1
Birchfield	10	7	-3	1
Shard End	11	12	1	1
Kingstanding	12	16	4	1
Garretts Green	13	14	1	1
Aston	14	11	-3	1
Glebe Farm & Tile Cross	15	17	2	1
Handsworth	16	20	4	1
<b>Kings Norton South</b>	<b>17</b>	<b>13</b>	<b>-4</b>	<b>1</b>
Ward End	18	21	3	1
Bordesley & Highgate	19	15	-4	1
Tyseley & Hay Mills	20	22	2	1
Small Heath	21	19	-2	1
Frankley Great Park	22	24	2	1
Holyhead	23	23	-	1
Nechells	24	8	-16	1
Druids Heath & Monyhull	25	27	2	1
Stockland Green	26	28	2	1
Yardley West & Stechford	27	26	-1	1
Perry Common	28	29	1	2
Soho & Jewellery Quarter	29	25	-4	2
Sparkhill	30	30	-	2
Bartley Green	31	31	-	2
Allens Cross	32	35	3	2
Bromford & Hodge Hill	33	33	-	2
Billesley	34	37	3	2
Weoley & Selly Oak	35	41	6	2
Acocks Green	36	34	-2	2
Rubery & Rednal	37	40	3	2
Erdington	38	36	-2	3

Pype Hayes	39	39	-	2
Longbridge & West Heath	40	42	2	2
North Edgbaston	41	38	-3	2
Ladywood	42	32	-10	2
Moseley	43	44	1	2
Kings Norton North	44	46	2	2
Sheldon	45	52	7	3
Stirchley	46	50	4	3
Highter's Heath	47	47	-	3
South Yardley	48	45	-3	3
Yardley East	49	43	-6	3
Hall Green North	50	49	-1	3
Quinton	51	51	-	3
Oscott	52	53	1	3
Brandwood & King's Heath	53	54	1	3
Handsworth Wood	54	48	-6	3
Harborne	55	55	-	3
Perry Barr	56	58	2	4
Bournville & Cotteridge	57	56	-1	4
Sutton Reddicap	58	60	2	4
Northfield	59	57	-2	4
Bournbrook & Selly Park	60	61	1	5
Edgbaston	61	59	-2	5
Hall Green South	62	62	-	6
Sutton Trinity	63	63	-	6
Sutton Walmley & Minworth	64	64	-	7
Sutton Vesey	65	65	-	7
Sutton Mere Green	66	66	-	7
Sutton Wylde Green	67	68	1	7
Sutton Four Oaks	68	67	-1	8
Sutton Roughley	69	69	-	9

## Child Poverty

Department for Work and Pensions (DWP) data on the number and proportion of children living in low income families provide an indication of the number of children living in poverty in each ward of the city. Low income families are defined as those whose household income is less than 60% of average household income. Only families who have claimed Child Benefit and at least one other household benefit are included in the statistics.

In 2021/22 there were 1,128 children living in low income households in King's Norton South, 32.8% of all children in the ward, meaning the ward is ranked 35<sup>th</sup> in the city in terms of the levels of child poverty.



## Children in Poverty

**1,128**  
**32.8%**

## Ward Rank

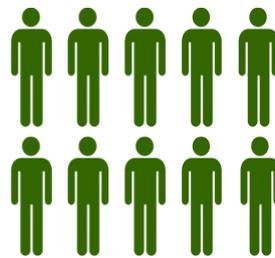
**35**

### Economic Output

New experimental data from the ONS provides Gross Value Added (GVA) a measure of economic output at LSOA level. Ward economic output has been calculated using an LSOA best fit approach. Total economic output in King's Norton South stood at £134m in 2020 (latest data available) and GVA per head was £11,994. King's Norton South has the 43<sup>rd</sup> largest ward economy in the city in terms of GVA.



**GVA**  
**£134m**



**GVA Per Head**  
**£11,994**