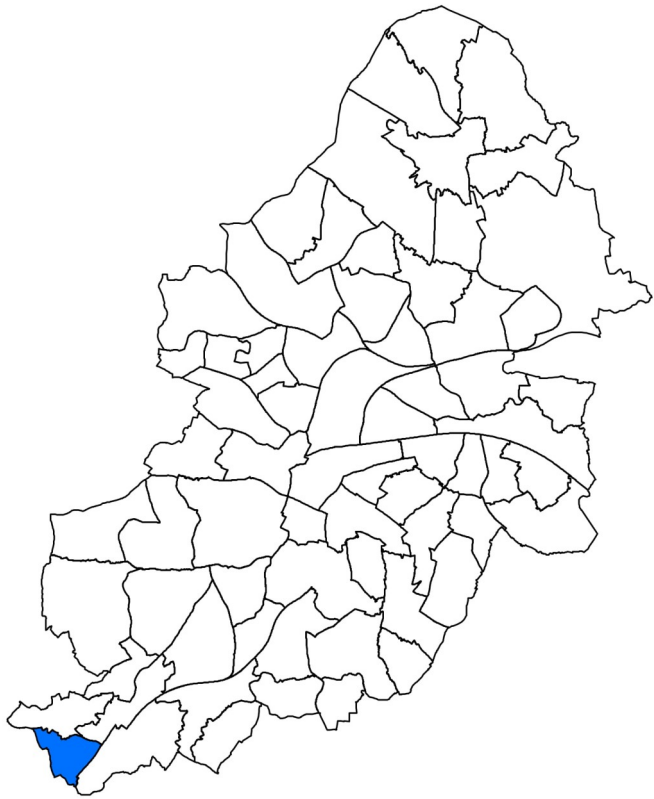


Rubery & Rednal Ward Factsheet



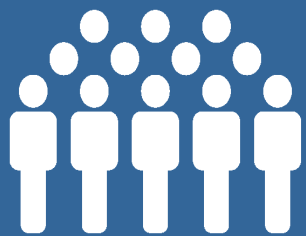
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Rubery & Rednal is a suburban ward located in the south west of the city. It has a population of 9,657 making it the 61st most populous ward in the city.

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

Rubery & Rednal is mid to low 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 well above the city average and claimant count unemployment proportions are below the Birmingham average.



Population

9,657

Ward Rank (out of 69 in City)

Population

61

Average Income

23

Index of Deprivation

40

No Qualifications

43



Employment Rate

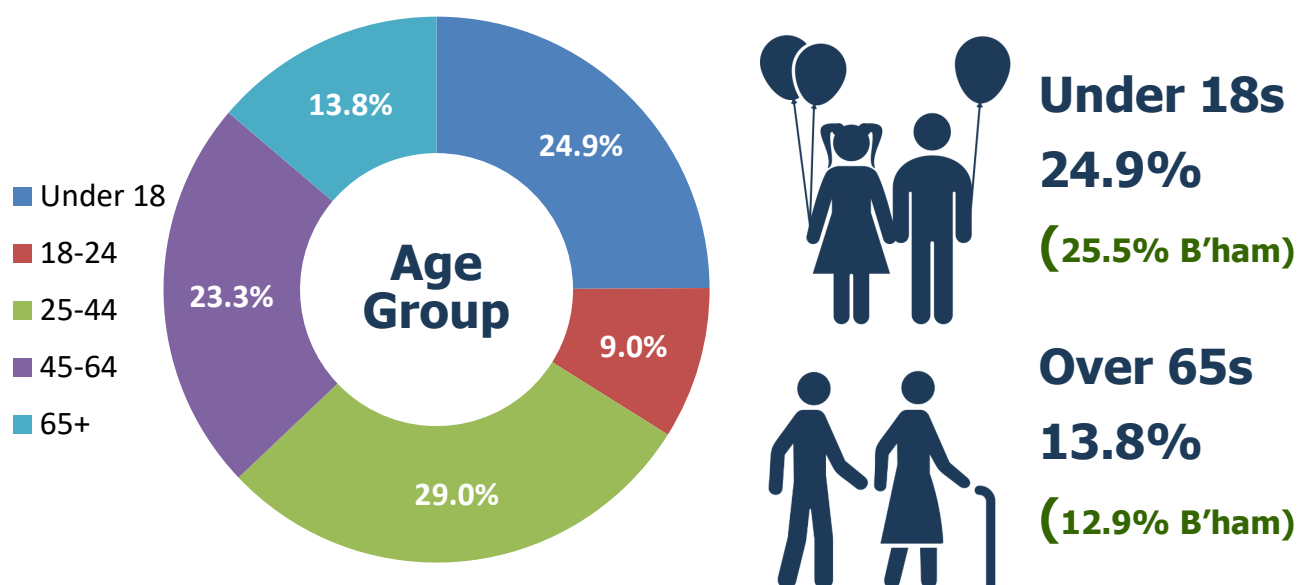
68.6%



NVQ4+ Qualifications

19.4%

| Rubery & Rednal Age Structure | | | Source: 2011 Census | |
|-------------------------------|--------------------------------|-------------------|---------------------|-----------|
| Age | Rubery & Rednal N ^o | Rubery & Rednal % | Birmingham % | England % |
| All Residents | 9,957 | - | - | - |
| 16-64 | 6,378 | 64.1% | 64.3% | 64.8% |
| Under18 | 2,480 | 24.9% | 25.5% | 21.4% |
| 18-24 | 897 | 9.0% | 12.1% | 9.4% |
| 25-44 | 2,887 | 29.0% | 28.7% | 27.5% |
| 45-64 | 2,321 | 23.3% | 20.7% | 25.4% |
| 65+ | 1,372 | 13.8% | 12.9% | 16.3% |



| Rubery & Rednal Ethnicity | | | Source: 2011 Census | |
|-----------------------------|--------------------------------|-------------------|---------------------|-----------|
| Ethnic Group | Rubery & Rednal N ^o | Rubery & Rednal % | Birmingham % | England % |
| White Total | 9,053 | 90.9% | 57.9% | 85.4% |
| British | 8,816 | 88.5% | 53.1% | 79.8% |
| Irish | 140 | 1.4% | 2.1% | 1.0% |
| Other White | 97 | 1.0% | 2.7% | 4.7% |
| Mixed or Multiple Ethnicity | 399 | 4.0% | 4.4% | 2.3% |
| Asian Total | 154 | 1.5% | 26.6% | 7.8% |
| Indian | 50 | 0.5% | 6.0% | 2.6% |
| Pakistani | 39 | 0.4% | 13.5% | 2.1% |
| Bangladeshi | 3 | 0.0% | 3.0% | 0.8% |
| Chinese | 23 | 0.2% | 1.2% | 0.7% |
| Other Asian | 39 | 0.4% | 2.9% | 1.5% |
| Black Total | 329 | 3.3% | 9.0% | 3.5% |
| Black African | 91 | 0.9% | 2.8% | 1.8% |
| Black Caribbean | 157 | 1.6% | 4.4% | 1.1% |
| Black Other | 81 | 0.8% | 1.7% | 0.5% |
| Other Ethnic Group | 22 | 0.2% | 2.0% | 1.0% |

| Rubery & Rednal Economic Activity | | | Source: 2011 Census | |
|-----------------------------------|--------------------|-------------------|---------------------|-----------|
| Economic Activity | Rubery & Rednal N° | Rubery & Rednal % | Birmingham % | England % |
| 16-64 Population | 6,378 | - | - | - |
| Economically Active | 4,950 | 77.6% | 69.3% | 77.0% |
| Employed | 4,375 | 68.6% | 60.0% | 71.2% |
| Unemployed | 575 | 9.0% | 9.3% | 5.8% |
| Economically inactive | 1,478 | 23.2% | 30.7% | 23.0% |

Claimant Count Unemployment

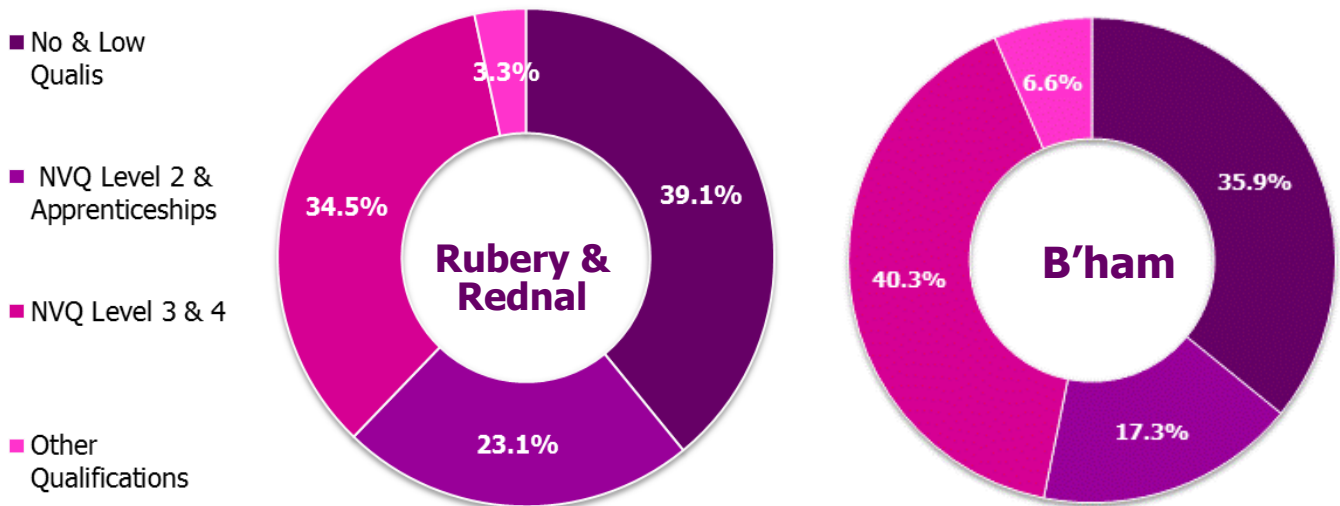
Ward level claimant count and youth claimant count unemployment data is released monthly. The latest data can be found in our Quarterly Labour Market Update available on our website by clicking on the report icon to the right.



| Rubery & Rednal Occupational Breakdown | | | Source: 2011 Census | |
|--|--------------------|-------------------|---------------------|--------------|
| Occupation | Rubery & Rednal N° | Rubery & Rednal % | Birmingham % | England % |
| All Employed | 4,418 | - | - | - |
| Managers, directors and senior officials | 317 | 7.2% | 8.3% | 10.9% |
| Professional occupations | 608 | 13.8% | 18.3% | 17.5% |
| Associate professional and technical occupations | 491 | 11.1% | 11.0% | 12.8% |
| Higher Skilled Occupations | 1,416 | 32.1% | 37.6% | 41.1% |
| Administrative and secretarial occupations | 548 | 12.4% | 11.7% | 11.5% |
| Skilled trades occupations | 595 | 13.5% | 9.8% | 11.4% |
| Intermediate Occupations | 1,143 | 25.9% | 21.6% | 22.8% |
| Caring, leisure and other service occupations | 571 | 12.9% | 10.1% | 9.3% |
| Sales and customer service occupations | 351 | 7.9% | 9.0% | 8.4% |
| Process plant and machine operatives | 384 | 8.7% | 8.5% | 7.2% |
| Elementary occupations | 553 | 12.5% | 13.2% | 11.1% |
| Lower Skilled Occupations | 1,859 | 42.1% | 40.8% | 36.0% |



| Rubery & Rednal Qualification Levels | | | | Source: 2011 Census | |
|--------------------------------------|--------------------|-------------------|--------------|---------------------|--|
| NVQ Level | Rubery & Rednal N° | Rubery & Rednal % | Birmingham % | England % | |
| No Qualifications | 1,236 | 19.2% | 20.8% | 14.8% | |
| Level 1 | 1,277 | 19.9% | 15.0% | 15.2% | |
| Level 2 | 1,276 | 19.9% | 15.5% | 17.1% | |
| Apprenticeship | 210 | 3.3% | 1.9% | 3.1% | |
| Level 3 | 969 | 15.1% | 15.0% | 14.5% | |
| Level 4 qualifications | 1,246 | 19.4% | 25.2% | 29.8% | |
| Other Qualifications | 215 | 3.3% | 6.6% | 5.6% | |



| Rubery & Rednal 16-64 Long Term Health Problem or Disability | | | | Source: 2011 Census | |
|--|--------------------|-------------------|--------------|---------------------|--|
| Level | Rubery & Rednal N° | Rubery & Rednal % | Birmingham % | England % | |
| Limited a Lot | 438 | 6.9% | 6.8% | 5.6% | |
| Limited a Little | 550 | 8.6% | 8.1% | 7.1% | |
| Total Work Limiting Health | 988 | 15.5% | 14.9% | 12.7% | |
| Not Limited | 5,390 | 84.5% | 85.1% | 87.3% | |

| Rubery & Rednal 16-64 Language Barriers | | | | Source: 2011 Census | |
|---|--------------------|-------------------|--------------|---------------------|--|
| Proficiency in English | Rubery & Rednal N° | Rubery & Rednal % | Birmingham % | England % | |
| Main language is English | 6,310 | 98.2% | 82.7% | 90.3% | |
| Main language is not English Total | 119 | 1.8% | 17.3% | 9.7% | |
| Main language is not English- Can speak English very well or well | 100 | 1.6% | 12.4% | 7.8% | |
| Main language is not English- Cannot speak English or cannot | 18 | 0.3% | 5.0% | 1.9% | |

2015 Index of Deprivation Birmingham Wards Ranked

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

| 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.

