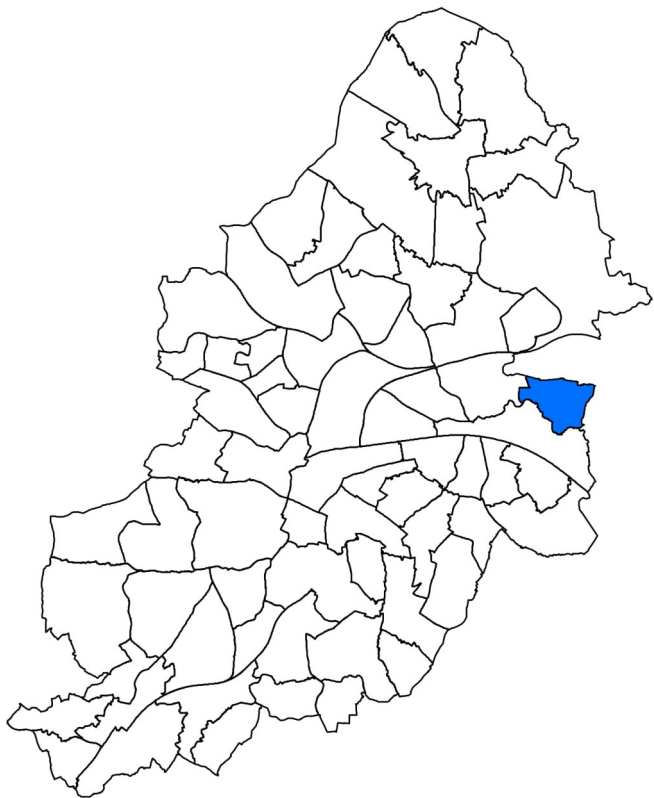


# Shard End Ward Factsheet



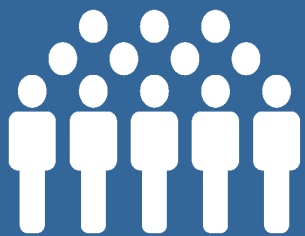
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Shard End is an outer city ward located in the east of the city. It has a population of 11,660 making it the 43rd most populous ward in the city.

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

Shard End is one of the more deprived wards in the city and average income levels are below those for the city as whole.

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



**Population**

**11,660**

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

**Population**

**43**

**Average Income**

**37**

**Index of Deprivation**

**12**

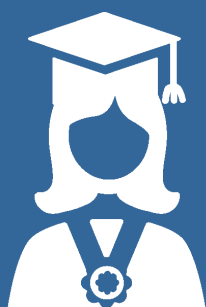
**No Qualifications**

**12**



**Employment Rate**

**59.1%**



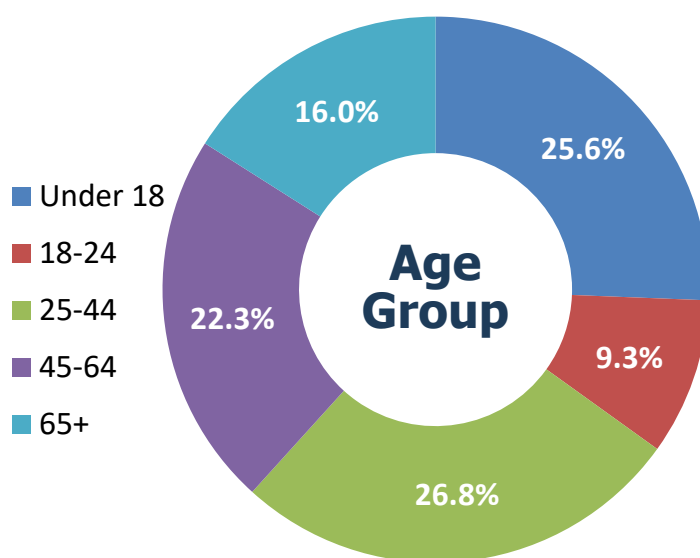
**NVQ4+ Qualifications**

**10.5%**

## Shard End Age Structure

Source: 2011 Census

Age	Shard End N°	Shard End %	Birmingham %	England %
All Residents	11,660	-	-	-
16-64	7,117	61.0%	64.3%	64.8%
Under18	2,988	25.6%	25.5%	21.4%
18-24	1,084	9.3%	12.1%	9.4%
25-44	3,124	26.8%	28.7%	27.5%
45-64	2,598	22.3%	20.7%	25.4%
65+	1,866	16.0%	12.9%	16.3%



**Under 18s**  
**25.6%**  
 (25.5% B'ham)



**Over 65s**  
**16.0%**  
 (12.9% B'ham)

## Shard End Ethnicity

Source: 2011 Census

Ethnic Group	Shard End N°	Shard End %	Birmingham %	England %
White Total	9,993	85.7%	57.9%	85.4%
British	9,691	83.1%	53.1%	79.8%
Irish	183	1.6%	2.1%	1.0%
Other White	119	1.0%	2.7%	4.7%
Mixed or Multiple Ethnicity	721	6.2%	4.4%	2.3%
Asian Total	358	3.1%	26.6%	7.8%
Indian	36	0.3%	6.0%	2.6%
Pakistani	199	1.7%	13.5%	2.1%
Bangladeshi	33	0.3%	3.0%	0.8%
Chinese	20	0.2%	1.2%	0.7%
Other Asian	70	0.6%	2.9%	1.5%
Black Total	536	4.6%	9.0%	3.5%
Black African	94	0.8%	2.8%	1.8%
Black Caribbean	330	2.8%	4.4%	1.1%
Black Other	112	1.0%	1.7%	0.5%
Other Ethnic Group	52	0.4%	2.0%	1.0%

## Shard End Economic Activity

Source: 2011 Census

Economic Activity	Shard End N°	Shard End %	Birmingham %	England %
16-64 Population	7,117	-	-	-
Economically Active Total	4,976	69.9%	69.3%	77.0%
Employed	4,206	59.1%	60.0%	71.2%
Unemployed	770	10.8%	9.3%	5.8%
Economically inactive Total	2,124	29.8%	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.



## Shard End Occupational Breakdown

Source: 2011 Census

Occupation	Shard End N°	Shard End %	Birmingham %	England %
All Employed	4,269	-	-	-
Managers, directors and senior officials	258	6.0%	8.3%	10.9%
Professional occupations	305	7.1%	18.3%	17.5%
Associate professional and technical occupations	338	7.9%	11.0%	12.8%
<b>Higher Skilled Occupations</b>	<b>901</b>	<b>21.1%</b>	<b>37.6%</b>	<b>41.1%</b>
Administrative and secretarial occupations	528	12.4%	11.7%	11.5%
Skilled trades occupations	542	12.7%	9.8%	11.4%
<b>Intermediate Occupations</b>	<b>1,070</b>	<b>25.1%</b>	<b>21.6%</b>	<b>22.8%</b>
Caring, leisure and other service occupations	526	12.3%	10.1%	9.3%
Sales and customer service occupations	445	10.4%	9.0%	8.4%
Process plant and machine operatives	545	12.8%	8.5%	7.2%
Elementary occupations	782	18.3%	13.2%	11.1%
<b>Lower Skilled Occupations</b>	<b>2,298</b>	<b>53.8%</b>	<b>40.8%</b>	<b>36.0%</b>



3

**Higher Skilled**  
**21.1%**

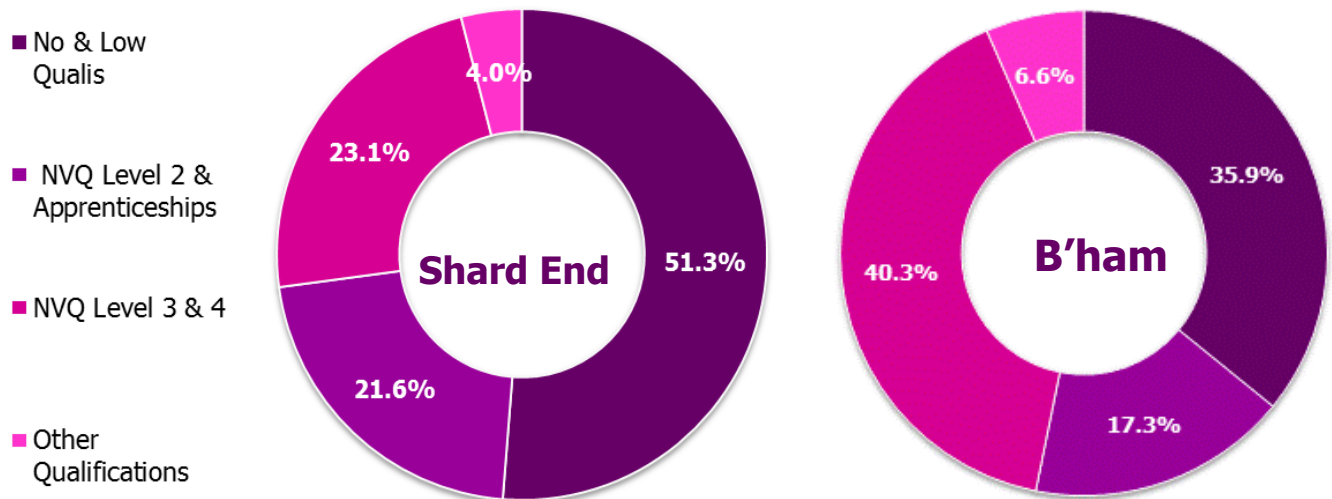


**Intermediate Skills**  
**25.1%**



**Lower Skilled**  
**53.8%**

Shard End Qualification Levels				Source: 2011 Census	
NVQ Level	Shard End N°	Shard End %	Birmingham %	England %	
No Qualifications	2,232	31.4%	20.8%	14.8%	
Level 1	1,407	19.8%	15.0%	15.2%	
Level 2	1,348	19.0%	15.5%	17.1%	
Apprenticeship	187	2.6%	1.9%	3.1%	
Level 3	899	12.7%	15.0%	14.5%	
Level 4 qualifications	743	10.5%	25.2%	29.8%	
Other Qualifications	284	4.0%	6.6%	5.6%	



Shard End 16-64 Long Term Health Problem or Disability					Source: 2011 Census	
Level	Shard End N°	Shard End %	Birmingham %	England %		
Limited a Lot	743	10.4%	6.8%	5.6%		
Limited a Little	700	9.8%	8.1%	7.1%		
<b>Total Work Limiting Health</b>	<b>1,443</b>	<b>20.3%</b>	<b>14.9%</b>	<b>12.7%</b>		
Not Limited	5,674	79.7%	85.1%	87.3%		

Shard End 16-64 Language Barriers					Source: 2011 Census	
Proficiency in English	Shard End N°	Shard End %	Birmingham %	England %		
Main language is English	6,895	97.1%	82.7%	90.3%		
Main language is not English Total	205	2.9%	17.3%	9.7%		
Main language is not English- Can speak English very well or well	157	2.2%	12.4%	7.8%		
<b>Main language is not English- Cannot speak English or cannot</b>	<b>49</b>	<b>0.7%</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

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%
<b>12</b>	<b>Shard End</b>	<b>139</b>	<b>Most Deprived 10%</b>
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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