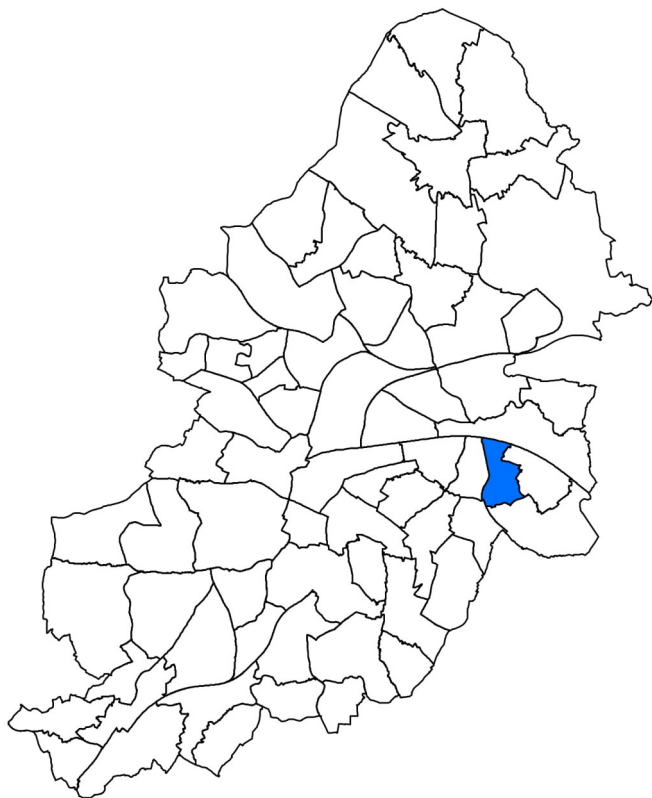


# Yardley East Ward Factsheet



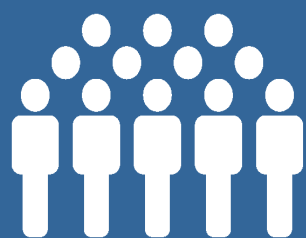
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Yardley East is an outer city ward located in the east of the city. It has a population of 10,327 making it the 57th most populous ward in the city.

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

Yardley East is mid ranking amongst the city's 69 wards for deprivation and average income levels.

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



**Population**

**10,327**

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

**Population**

**57**

**Average Income**

**32**



**Employment Rate**

**68.0%**

**Index of Deprivation**

**43**



**NVQ4+ Qualifications**

**20.0%**

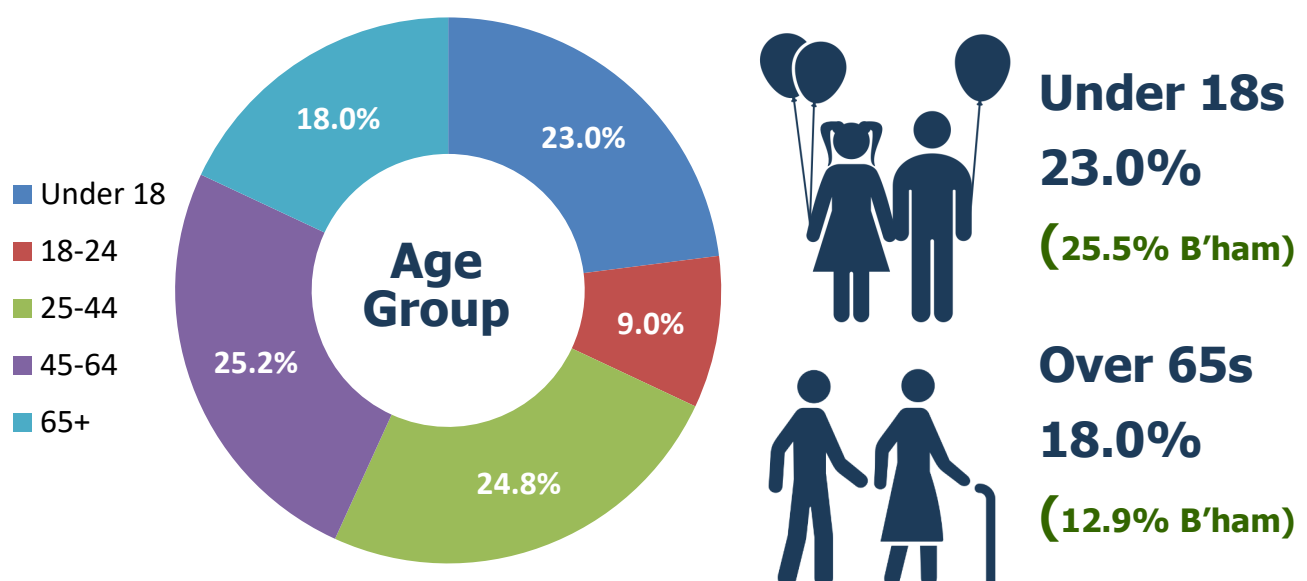
**No Qualifications**

**34**

## Yardley East Age Structure

Source: 2011 Census

Age	Yardley East N°	Yardley East %	Birmingham %	England %
All Residents	10,327	-	-	-
16-64	6,381	61.8%	64.3%	64.8%
Under18	2,373	23.0%	25.5%	21.4%
18-24	930	9.0%	12.1%	9.4%
25-44	2,563	24.8%	28.7%	27.5%
45-64	2,599	25.2%	20.7%	25.4%
65+	1,862	18.0%	12.9%	16.3%



## Yardley East Ethnicity

Source: 2011 Census

Ethnic Group	Yardley East N°	Yardley East %	Birmingham %	England %
White Total	7,819	75.7%	57.9%	85.4%
British	7,406	71.7%	53.1%	79.8%
Irish	294	2.8%	2.1%	1.0%
Other White	119	1.2%	2.7%	4.7%
Mixed or Multiple Ethnicity	363	3.5%	4.4%	2.3%
Asian Total	1,643	15.9%	26.6%	7.8%
Indian	295	2.9%	6.0%	2.6%
Pakistani	1,071	10.4%	13.5%	2.1%
Bangladeshi	111	1.1%	3.0%	0.8%
Chinese	28	0.3%	1.2%	0.7%
Other Asian	138	1.3%	2.9%	1.5%
Black Total	426	4.1%	9.0%	3.5%
Black African	133	1.3%	2.8%	1.8%
Black Caribbean	236	2.3%	4.4%	1.1%
Black Other	57	0.6%	1.7%	0.5%
Other Ethnic Group	76	0.7%	2.0%	1.0%

Yardley East Economic Activity			Source: 2011 Census	
Economic Activity	Yardley East N <sup>o</sup>	Yardley East %	Birmingham %	England %
16-64 Population	6,381	-	-	-
Economically Active Total	4,844	75.9%	69.3%	77.0%
Employed	4,342	68.0%	60.0%	71.2%
Unemployed	502	7.9%	9.3%	5.8%
Economically inactive Total	1,513	23.7%	30.7%	23.0%

## Claimant Count Unemployment

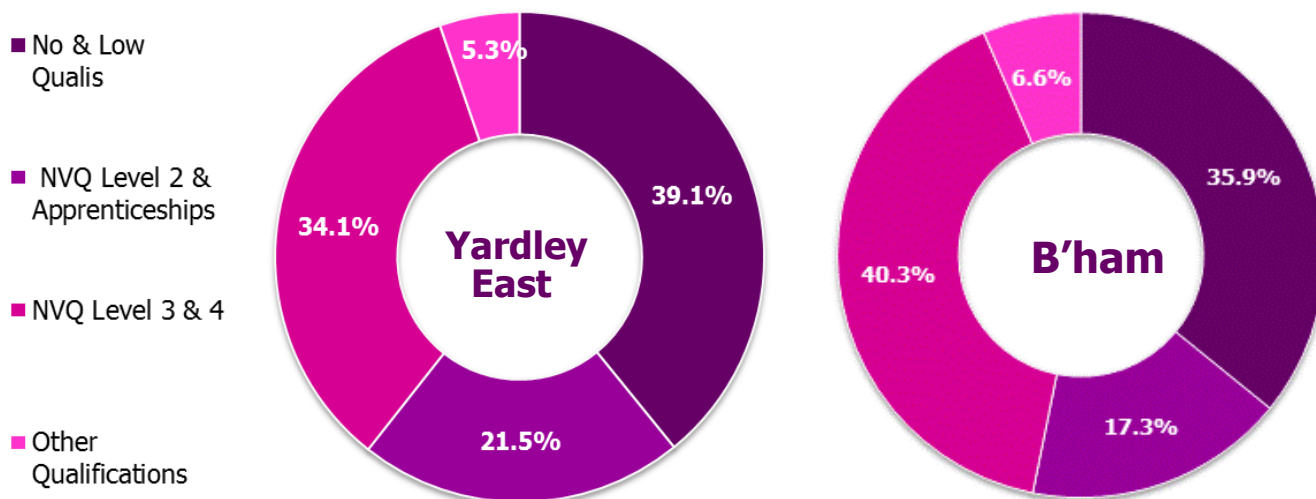
Ward level claimant count and youth claimant count unemployment data is released monthly. The latest data can be found in our Quarterly Labour Market Update available on our website by clicking on the report icon to the right.



Yardley East Occupational Breakdown			Source: 2011 Census	
Occupation	Yardley East N <sup>o</sup>	Yardley East %	Birmingham %	England %
All Employed	4,487	-	-	-
Managers, directors and senior officials	323	7.2%	8.3%	10.9%
Professional occupations	588	13.1%	18.3%	17.5%
Associate professional and technical occupations	452	10.1%	11.0%	12.8%
<b>Higher Skilled Occupations</b>	<b>1,363</b>	<b>30.4%</b>	<b>37.6%</b>	<b>41.1%</b>
Administrative and secretarial occupations	707	15.8%	11.7%	11.5%
Skilled trades occupations	581	12.9%	9.8%	11.4%
<b>Intermediate Occupations</b>	<b>1,288</b>	<b>28.7%</b>	<b>21.6%</b>	<b>22.8%</b>
Caring, leisure and other service occupations	462	10.3%	10.1%	9.3%
Sales and customer service occupations	387	8.6%	9.0%	8.4%
Process plant and machine operatives	442	9.9%	8.5%	7.2%
Elementary occupations	545	12.1%	13.2%	11.1%
<b>Lower Skilled Occupations</b>	<b>1,836</b>	<b>40.9%</b>	<b>40.8%</b>	<b>36.0%</b>



Yardley East Qualification Levels			Source: 2011 Census	
NVQ Level	Yardley East N <sup>o</sup>	Yardley East %	Birmingham %	England %
No Qualifications	1,361	21.4%	20.8%	14.8%
Level 1	1,126	17.7%	15.0%	15.2%
Level 2	1,146	18.0%	15.5%	17.1%
Apprenticeship	221	3.5%	1.9%	3.1%
Level 3	898	14.1%	15.0%	14.5%
Level 4 qualifications	1,269	20.0%	25.2%	29.8%
Other Qualifications	336	5.3%	6.6%	5.6%



Yardley East 16-64 Long Term Health Problem or Disability			Source: 2011 Census	
Level	Yardley East N <sup>o</sup>	Yardley East %	Birmingham %	England %
Limited a Lot	419	6.6%	6.8%	5.6%
Limited a Little	552	8.7%	8.1%	7.1%
<b>Total Work Limiting Health Conditions</b>	<b>971</b>	<b>15.2%</b>	<b>14.9%</b>	<b>12.7%</b>
Not Limited	5,410	84.8%	85.1%	87.3%

Yardley East 16-64 Language Barriers			Source: 2011 Census	
Proficiency in English	Yardley East N <sup>o</sup>	Yardley East %	Birmingham %	England %
Main language is English	5,867	92.3%	82.7%	90.3%
Main language is not English Total	490	7.7%	17.3%	9.7%
Main language is not English- Can speak English very well or well	384	6.0%	12.4%	7.8%
<b>Main language is not English- Cannot speak English or cannot speak English well</b>	<b>106</b>	<b>1.7%</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

<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%
42	Longbridge & West Heath	873	Most Deprived 20%
<b>43</b>	<b>Yardley East</b>	<b>914</b>	<b>Most Deprived 20%</b>
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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