

# Bromford & Hodge Hill Ward Factsheet



Bromford & Hodge Hill is a suburban ward located in the east of the city. It has a population of 22,382 making it the 14<sup>th</sup> most populous ward in the city.

The ward has a younger age profile than the city as a whole and a higher BAME population share.

Bromford & Hodge Hill is mid ranking amongst the city's 69 wards for deprivation levels and has the 22<sup>nd</sup> highest share of working age residents with no qualifications out of the city's 69 wards.

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



Population  
**22,382**

## Ward Rank

Population **14**

Employment Rate **47**



Employment Rate  
**55.6%**

No Qualifications Rate **22**



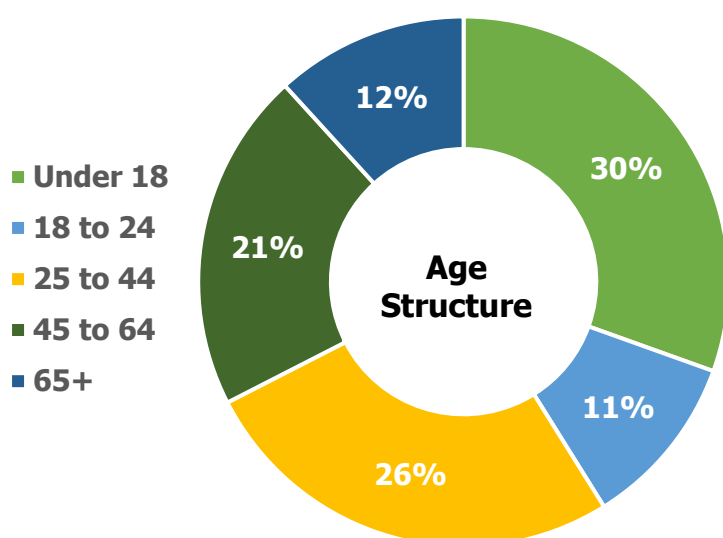
NVQ4+ Qualifications  
**23.6%**

Index of Deprivation **33**

## Demography

**Table 1: Ward Age Structure**

Age	Ward N°	% of Ward Population	Birmingham %	England %
All Residents	22,382		-	-
16-64	13,714	61.3%	64.6%	63.0%
Under 18	6,821	30.5%	25.1%	20.8%
18-24	2,383	10.6%	11.5%	8.3%
25-44	5,897	26.3%	28.1%	26.6%
45-64	4,649	20.8%	22.1%	25.8%
65+	2,632	11.8%	13.1%	18.4%



### Under 18s

**30.5%**

(25.1% B'ham)



### Over 65s

**11.8%**

(13.1% B'ham)



**Table 2: Ward Ethnicity**

Ethnic Group	Ward N°	% of Ward Population	Birmingham %	England %
All Residents	22,382		-	-
BAME Total	15,057	67.3%	51.4%	19.0%
Bangladeshi	766	3.4%	4.2%	1.1%
Chinese	77	0.3%	1.1%	0.8%
Indian	263	1.2%	5.8%	3.3%
Pakistani	8,895	39.8%	17.0%	2.8%
Black African	1,361	6.1%	5.8%	2.6%
Black Caribbean	581	2.6%	3.9%	1.1%
Mixed or Multiple Ethnic Groups	943	4.2%	4.8%	3.0%
Other Ethnic Group	855	3.8%	4.5%	2.2%
White	7,319	32.7%	48.6%	81.0%

## Labour Market

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

Economic Activity	Ward N°	% 16-64	Birmingham %	England %
16-64 Population	13,714	-	-	-
Economically Active Total	8,587	62.6%	64.9%	71.0%
Employed	7,627	55.6%	57.9%	71.0%
Unemployed	960	7.0%	7.0%	0.0%
Economically inactive Total	5,127	37.4%	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+	7,835	-	-	-
Managers, directors and senior officials	589	7.5%	9.3%	12.9%
Professional occupations	1,228	15.7%	21.1%	20.3%
Associate professional and technical occupations	711	9.1%	11.3%	13.3%
<b>Higher Skilled Occupations</b>	<b>2,528</b>	<b>32.3%</b>	<b>41.7%</b>	<b>46.4%</b>
Administrative and secretarial occupations	755	9.6%	9.3%	9.3%
Skilled trades occupations	623	8.0%	8.3%	10.2%
<b>Intermediate Occupations</b>	<b>1,378</b>	<b>17.6%</b>	<b>17.6%</b>	<b>19.4%</b>
Caring, leisure and other service occupations	947	12.1%	10.3%	9.3%
Sales and customer service occupations	833	10.6%	8.2%	7.5%
Process plant and machine operatives	1,005	12.8%	8.7%	6.9%
Elementary occupations	1,144	14.6%	13.4%	10.5%
<b>Lower Skilled Occupations</b>	<b>3,929</b>	<b>50.1%</b>	<b>40.7%</b>	<b>34.1%</b>



**Higher Skilled**  
**32.3%**



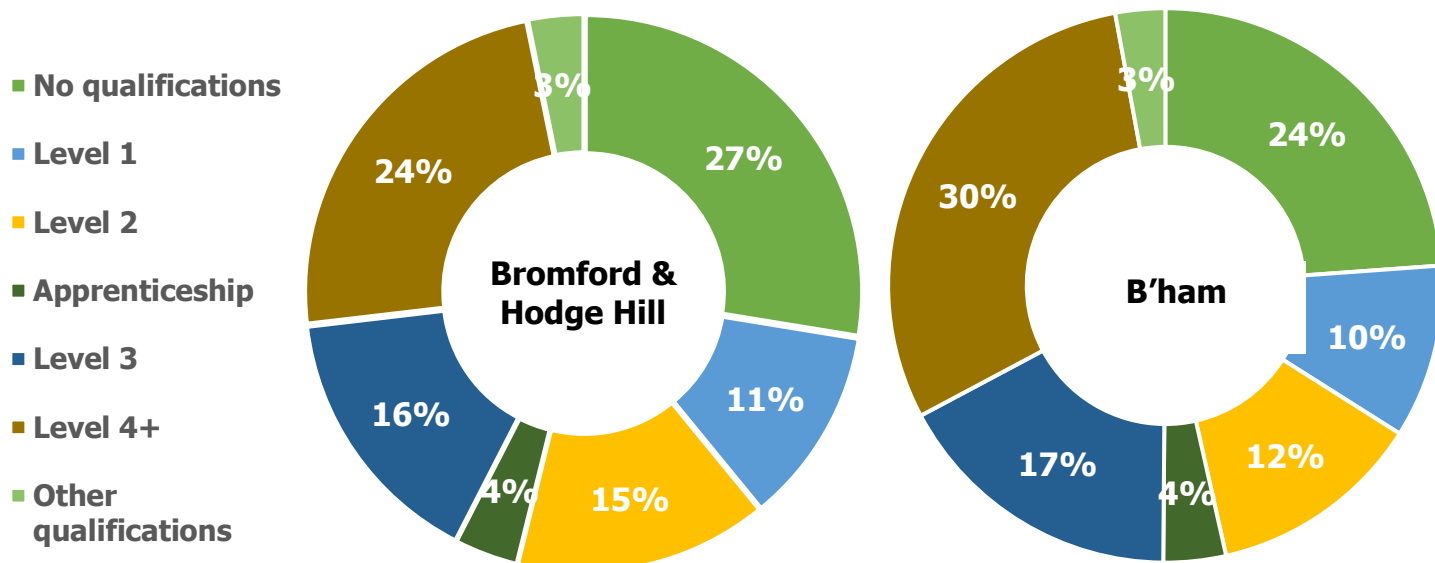
**Intermediate Skills**  
**17.6%**



**Lower Skilled**  
**50.1%**

**Table 5: Ward NVQ Qualification Levels**

NVQ Level	Ward N°	% of 16+ Population	Birmingham %	England %
No Qualifications	4,508	27.6%	23.9%	18.1%
Level 1	1,882	11.5%	10.1%	9.7%
Level 2	2,414	14.8%	12.5%	13.3%
Apprenticeship	604	3.7%	3.6%	5.3%
Level 3	2,550	15.6%	17.1%	16.9%
Level 4 qualifications	3,866	23.6%	29.9%	33.9%
Other Qualifications	525	3.2%	2.9%	2.8%



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

Level	Ward N°	%	Birmingham %	England %
Disabled	2,104	14.9%	16.1%	15.0%
Long Term Health Condition -not Disabled	578	4.1%	5.8%	7.5%
<b>Total Disabled &amp; Long Term Health Condition</b>	<b>2,682</b>	<b>19.0%</b>	<b>21.8%</b>	<b>22.6%</b>
Not Disabled & No Long Term Health Conditions	11,410	81.0%	78.2%	77.4%

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

Proficiency in English	Ward N°	% 16+	Birmingham %	England %
Main language is English	13,498	82.6%	82.7%	90.1%
Main language is not English Total	2,847	17.4%	17.3%	9.9%
Main language is not English- Can speak English very well or well	1,997	12.2%	11.9%	7.9%
<b>Main language is not English- Cannot speak English or speak English well</b>	<b>850</b>	<b>5.2%</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
Kings Norton South	17	13	-4	1
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
<b>Bromford &amp; Hodge Hill</b>	<b>33</b>	<b>33</b>	<b>-</b>	<b>2</b>
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 3,483 children living in low income households in Bromford & Hodge Hill, 46.0% of all children in the ward, meaning the ward is ranked 18<sup>th</sup> in the city in terms of the levels of child poverty.



## Children in Poverty

**3,483**  
**46.0%**

## Ward Rank

**18**

### 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 Bromford & Hodge Hill stood at £131m in 2020 (latest data available) and GVA per head was £5,984. Bromford & Hodge Hill has the 45<sup>th</sup> largest ward economy in the city in terms of GVA.



**GVA**  
**£131m**



**GVA Per Head**  
**£5,984**