Heartlands Ward Factsheet

Heartlands is an inner city ward located in the east of the city. It has a population of 13,394 making it the 38th most populous ward in the city.

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

Heartlands is one of the most deprived wards in the city and has the highest proportion of children living in poverty out of the city's 69 wards.

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

Population
13,394

Employment Rate
45.4%

NVQ4+ Qualifications
19.8%

Ward Rank

Population	**38**
Employment Rate	**60**
No Qualifications Rate	**5**
Index of Deprivation	**7**

Demography

Table 1: Ward Age Structure

Age	Ward Nº	% of Ward Population	Birmingham %	England %
All Residents	13,394		-	-
16-64	8,406	62.8%	64.6%	63.0%
Under 18	4,528	33.8%	25.1%	20.8%
18-24	1,579	11.8%	11.5%	8.3%
25-44	3,686	27.5%	28.1%	26.6%
45-64	2,571	19.2%	22.1%	25.8%
65+	1,030	7.7%	13.1%	18.4%

- Under 18 — 34%
- 18 to 24 — 12%
- 25 to 44 — 27%
- 45 to 64 — 19%
- 65+ — 8%

Age Structure
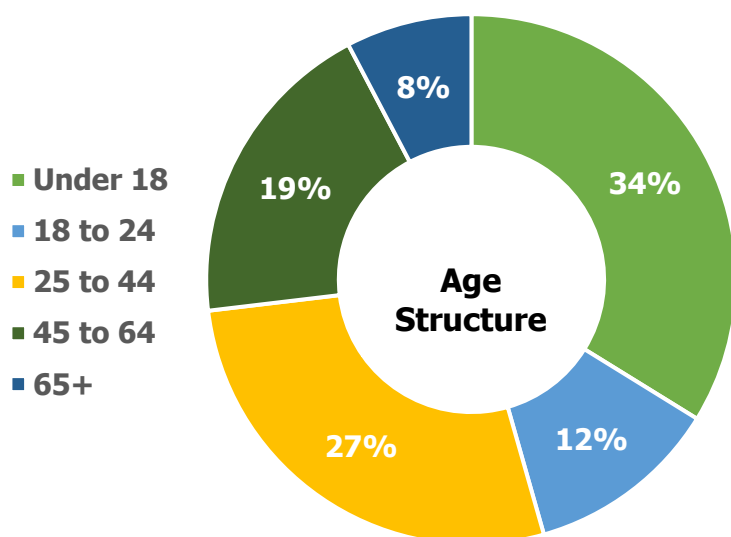
Under 18s 33.8% (25.1% B'ham)

Over 65s 7.7% (13.1% B'ham)

Table 2: Ward Ethnicity

Ethnic Group	Ward Nº	% of Ward Population	Birmingham %	England %
All Residents	13,394		-	-
BAME Total	11,647	87.0%	51.4%	19.0%
Bangladeshi	916	6.8%	4.2%	1.1%
Chinese	27	0.2%	1.1%	0.8%
Indian	177	1.3%	5.8%	3.3%
Pakistani	6,770	50.6%	17.0%	2.8%
Black African	1,012	7.6%	5.8%	2.6%
Black Caribbean	243	1.8%	3.9%	1.1%
Mixed or Multiple Ethnic Groups	464	3.5%	4.8%	3.0%
Other Ethnic Group	1,110	8.3%	4.5%	2.2%
White	1,741	13.0%	48.6%	81.0%

Labour Market

Table 3: Ward Working Age Economic Activity

Economic Activity	Ward Nº	% 16-64	Birmingham %	England %
16-64 Population	8,400	-	-	-
Economically Active Total	4,440	52.9%	64.9%	71.0%
Employed	3,814	45.4%	57.9%	71.0%
Unemployed	626	7.5%	7.0%	0.0%
Economically inactive Total	3,960	47.1%	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 Nº	% of Employed Residents	Birmingham %	England %
All Employed 16+	3,892	-	-	-
Managers, directors and senior officials	232	6.0%	9.3%	12.9%
Professional occupations	553	14.2%	21.1%	20.3%
Associate professional and technical occupations	270	6.9%	11.3%	13.3%
Higher Skilled Occupations	**1,055**	**27.1%**	**41.7%**	**46.4%**
Administrative and secretarial occupations	282	7.2%	9.3%	9.3%
Skilled trades occupations	322	8.3%	8.3%	10.2%
Intermediate Occupations	**604**	**15.5%**	**17.6%**	**19.4%**
Caring, leisure and other service occupations	456	11.7%	10.3%	9.3%
Sales and customer service occupations	451	11.6%	8.2%	7.5%
Process plant and machine operatives	562	14.4%	8.7%	6.9%
Elementary occupations	764	19.6%	13.4%	10.5%
Lower Skilled Occupations	**2,233**	**57.4%**	**40.7%**	**34.1%**

Higher Skilled
27.1%

Intermediate Skills
15.5%

Lower Skilled
57.4%

Table 5: Ward NVQ Qualification Levels

NVQ Level	Ward Nº	% of 16+ Population	Birmingham %	England %
No Qualifications	3,257	34.5%	23.9%	18.1%
Level 1	1,104	11.7%	10.1%	9.7%
Level 2	1,287	13.6%	12.5%	13.3%
Apprenticeship	251	2.7%	3.6%	5.3%
Level 3	1,347	14.3%	17.1%	16.9%
Level 4 qualifications	1,873	19.8%	29.9%	33.9%
Other Qualifications	318	3.4%	2.9%	2.8%

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- **No qualifications**
- **Level 1**
- **Level 2**
- **Apprenticeship**
- **Level 3**
- **Level 4+**
- **Other qualifications**

Heartlands: 3%, 20%, 34%, 14%, 12%, 14%, 3%

B'ham: 3%, 30%, 24%, 10%, 12%, 4%, 17%
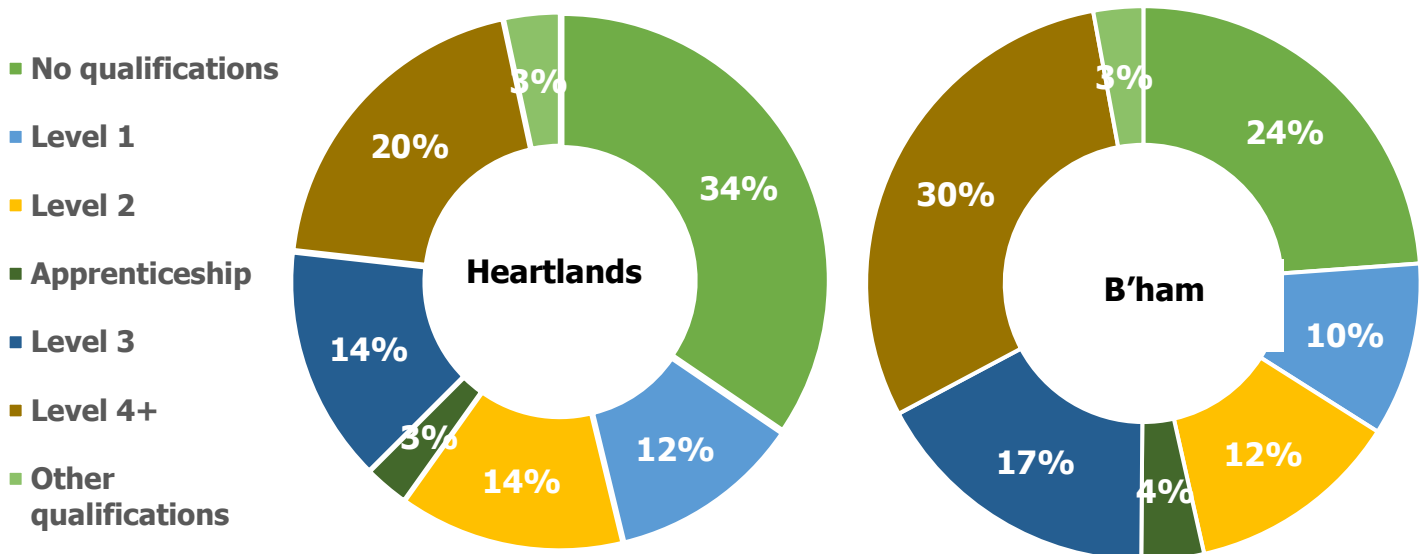
Table 6: Ward Disability & Long Term Health Conditions Working Age

Level	Ward Nº	%	Birmingham %	England %
Disabled	1,328	15.6%	16.1%	15.0%
Long Term Health Condition -not Disabled	254	3.0%	5.8%	7.5%
Total Disabled & Long Term Health Condition	**1,582**	**18.5%**	**21.8%**	**22.6%**
Not Disabled & No Long Term Health Conditions	6,949	81.5%	78.2%	77.4%

Table 7: Ward Language Barriers Aged 16+

Proficiency in English	Ward Nº	% 16+	Birmingham %	England %
Main language is English	6,506	68.9%	82.7%	90.1%
Main language is not English Total	2,932	31.1%	17.3%	9.9%
Main language is not English- Can speak English very well or well	1,721	18.2%	11.9%	7.9%
Main language is not English- Cannot speak English or speak English well	**1,211**	**12.8%**	**5.4%**	**2.1%**

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
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 3,254 children living in low income households in Heartlands, 64.7% of all children in the ward, meaning the ward is ranked 1st in the city in terms of the levels of child poverty.

Children in Poverty　　　**Ward Rank**

3,254　　　　　　　　**1**
64.7%

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 Heartlands stood at £338m in 2020 (latest data available) and GVA per head was £25,093. Heartlands has the 19th largest ward economy in the city in terms of GVA.

GVA
£338m

GVA Per Head
£25,093

Development Policy
Place, Prosperity, Sustainability

Birmingham
City Council