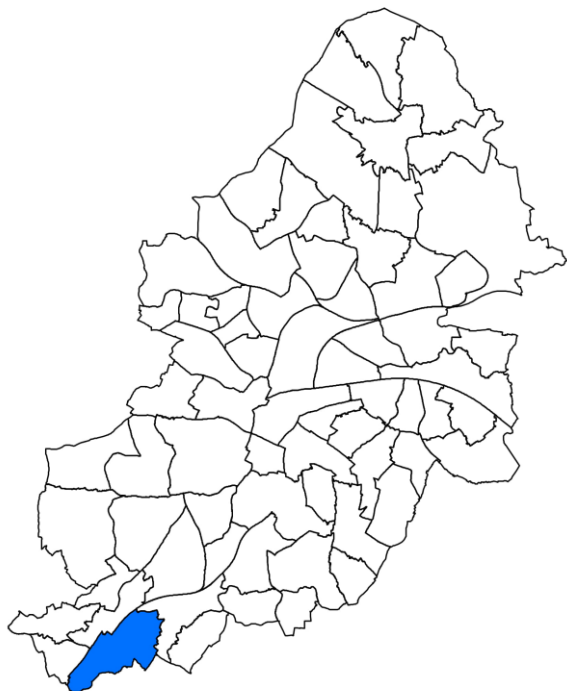


Longbridge & West Heath Ward Factsheet



Longbridge & West Heath is a suburban ward located in the south west of the city. It has a population of 21,654 making it the 18th 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.

Longbridge & West Heath is mid to lower ranking amongst the city's 69 wards for deprivation levels.

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



Population
21,654

Ward Rank

Population **18**

Employment Rate **22**

No Qualifications Rate **32**

Index of Deprivation **40**



Employment Rate
63.3%

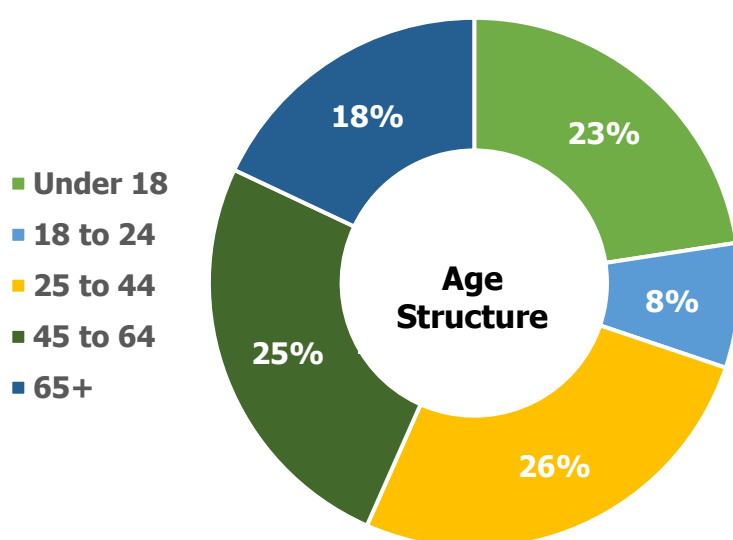


NVQ4+ Qualifications
24.2%

Demography

Table 1: Ward Age Structure

Age	Ward N°	% of Ward Population	Birmingham %	England %
All Residents	21,654		-	-
16-64	13,354	61.7%	64.6%	63.0%
Under 18	4,888	22.6%	25.1%	20.8%
18-24	1,646	7.6%	11.5%	8.3%
25-44	5,729	26.5%	28.1%	26.6%
45-64	5,496	25.4%	22.1%	25.8%
65+	3,895	18.0%	13.1%	18.4%



Under 18s

22.6%

(25.1% B'ham)

Over 65s

18.0%

(13.1% B'ham)



Table 2: Ward Ethnicity

Ethnic Group	Ward N°	% of Ward Population	Birmingham %	England %
All Residents	21,654		-	-
BAME Total	3,777	17.4%	51.4%	19.0%
Bangladeshi	44	0.2%	4.2%	1.1%
Chinese	146	0.7%	1.1%	0.8%
Indian	212	1.0%	5.8%	3.3%
Pakistani	205	0.9%	17.0%	2.8%
Black African	860	4.0%	5.8%	2.6%
Black Caribbean	495	2.3%	3.9%	1.1%
Mixed or Multiple Ethnic Groups	985	4.5%	4.8%	3.0%
Other Ethnic Group	304	1.4%	4.5%	2.2%
White	17,877	82.6%	48.6%	81.0%

Labour Market

Table 3: Ward Working Age Economic Activity

Economic Activity	Ward N°	% 16-64	Birmingham %	England %
16-64 Population	7,871	-	-	-
Economically Active Total	13,354	-	64.9%	71.0%
Employed	9,650	72.3%	57.9%	71.0%
Unemployed	8,857	66.3%	7.0%	0.0%
Economically inactive Total	793	5.9%	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+	9,177	-	-	-
Managers, directors and senior officials	764	8.3%	9.3%	12.9%
Professional occupations	1,563	17.0%	21.1%	20.3%
Associate professional and technical occupations	1,104	12.0%	11.3%	13.3%
Higher Skilled Occupations	3,431	37.4%	41.7%	46.4%
Administrative and secretarial occupations	985	10.7%	9.3%	9.3%
Skilled trades occupations	1,103	12.0%	8.3%	10.2%
Intermediate Occupations	2,088	22.8%	17.6%	19.4%
Caring, leisure and other service occupations	1,158	12.6%	10.3%	9.3%
Sales and customer service occupations	767	8.4%	8.2%	7.5%
Process plant and machine operatives	711	7.7%	8.7%	6.9%
Elementary occupations	1,022	11.1%	13.4%	10.5%
Lower Skilled Occupations	3,658	39.9%	40.7%	34.1%



Higher Skilled
37.4%



Intermediate Skills
22.8%



Lower Skilled
39.9%

Table 5: Ward NVQ Qualification Levels

NVQ Level	Ward N°	% of 16+ Population	Birmingham %	England %
No Qualifications	4,155	24.1%	23.9%	18.1%
Level 1	1,955	11.3%	10.1%	9.7%
Level 2	2,569	14.9%	12.5%	13.3%
Apprenticeship	915	5.3%	3.6%	5.3%
Level 3	3,029	17.6%	17.1%	16.9%
Level 4 qualifications	4,171	24.2%	29.9%	33.9%
Other Qualifications	457	2.6%	2.9%	2.8%

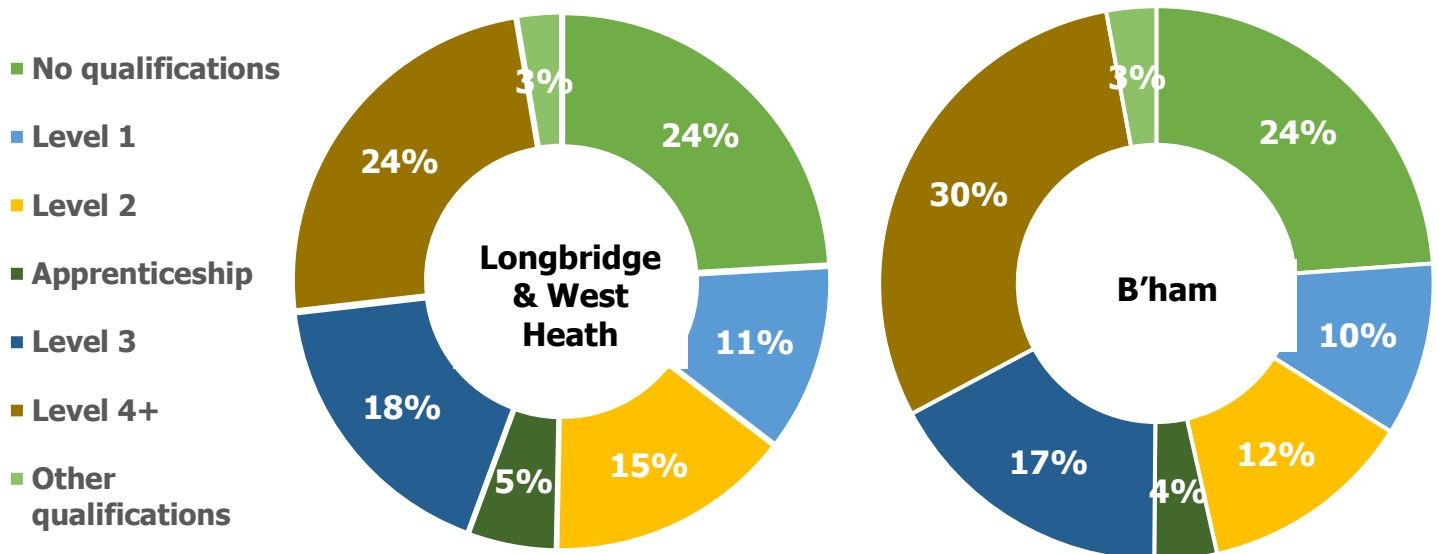


Table 6: Ward Disability & Long Term Health Conditions Working Age

Level	Ward N°	%	Birmingham %	England %
Disabled	2,784	20.5%	16.1%	15.0%
Long Term Health Condition -not Disabled	1,072	7.9%	5.8%	7.5%
Total Disabled & Long Term Health Condition	3,856	28.4%	21.8%	22.6%
Not Disabled & No Long Term Health Conditions	9,728	71.6%	78.2%	77.4%

Table 7: Ward Language Barriers Aged 16+

Proficiency in English	Ward N°	% 16+	Birmingham %	England %
Main language is English	16,338	94.7%	82.7%	90.1%
Main language is not English Total	908	5.3%	17.3%	9.9%
Main language is not English- Can speak English very well or well	668	3.9%	11.9%	7.9%
Main language is not English- Cannot speak English or speak English well	240	1.4%	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 1,422 children living in low income households in Longbridge & West Heath, 26.6% of all children in the ward, meaning the ward is ranked 52nd in the city in terms of the levels of child poverty.



Children in Poverty

1,422
26.6%

Ward Rank

52

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 Longbridge & West Heath stood at £204m in 2020 (latest data available) and GVA per head was £10,195. Longbridge & West Heath has the 29th largest ward economy in the city in terms of GVA.



GVA
£204m



GVA Per Head
£10,195