

CREATED BY THE BIRMINGHAM CITY OBSERVATORY. BE CURIOUS!



LADYWOOD WARD PROFILE





Published on Tuesday, 31 October 2023





Introduction

Introduction

Birmingham is the second largest city in the UK with a population of over 1.4m people (according to the Census 2021). The city is approximately 103 square miles and is divided into 69 wards.

These Multi Area Ward Profiles bring together data from a wide range of sources to enable a richer understanding of local areas. The online version of the tool allows you to view and compare data at ward level, and informs you of services and facilities available in the local area. This downloadable copy provides the same information in a printable version.

Further information will be added and released into the tool as we work towards building a deeper knowledge base.



2021 Census.

Maps of the index of multiple deprivation and two of its subsets: the income deprivation affecting children index and the income deprivation affecting older people index.

SECTION 4: EDUCATION

SECTION 6: HEALTH & WELLBEING General health and disability of the ward population using the 2021 Census. An illustration of life expectancies and death rates, and weight measurements of children.

SECTION 7: HOUSING





SECTION 1: DEMOGRAPHICS

Details of the population make up of the ward including ethnicity, religion and age breakdown of the selected area using the

SECTION 2: DEPRIVATION

SECTION 3: COST OF LIVING

Map of Warm Welcome and Foodbank locations registered and supported by Birmingham City council.

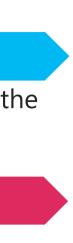
The Key Stage 2 and Key Stage 4 education outcomes for children, which are based on academic year 2021/22 and for those children attending Birmingham state-funded schools.

SECTION 5: LABOUR MARKET

Data on Unemployment claimants and Universal Credit recipients.

Information on housing tenure and council housing stock.

Information on accessibility to open and green space in the ward.

















SECTION 1: DEMOGRAPHICS





Population

Birmingham Population	Area Popu	lation	Birminghar	n age g	group
1,144,918	25,733		4 and under		
Map of the area broken dow	n by output a	rea	5 to 9		
And and a second s	Lower	Higher	10 to 19		
A starting			20 to 29		1
LE LE LE LE			30 to 44	20.9%	
			45 to 59		17.5%
			60 to 74		
Ser Com			75 and over		
			Birminghan Children (0-14		-
			20.9%	years)	VVOIKII
			Birminghar • Female • Ma	_	er sp
				51.1%	

Data source

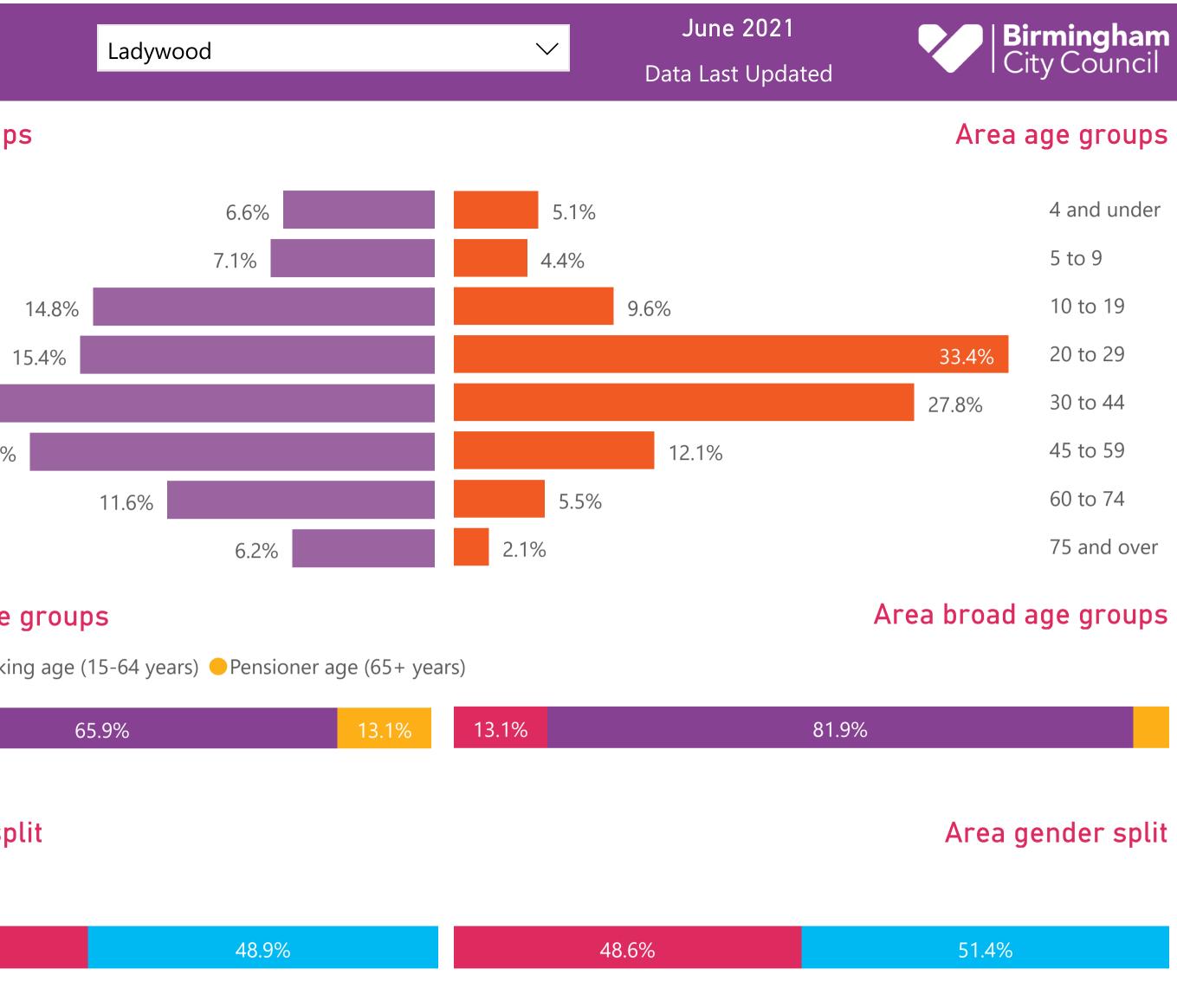
Census 2021, Office of National Statistics Data is updated every **10 years**.

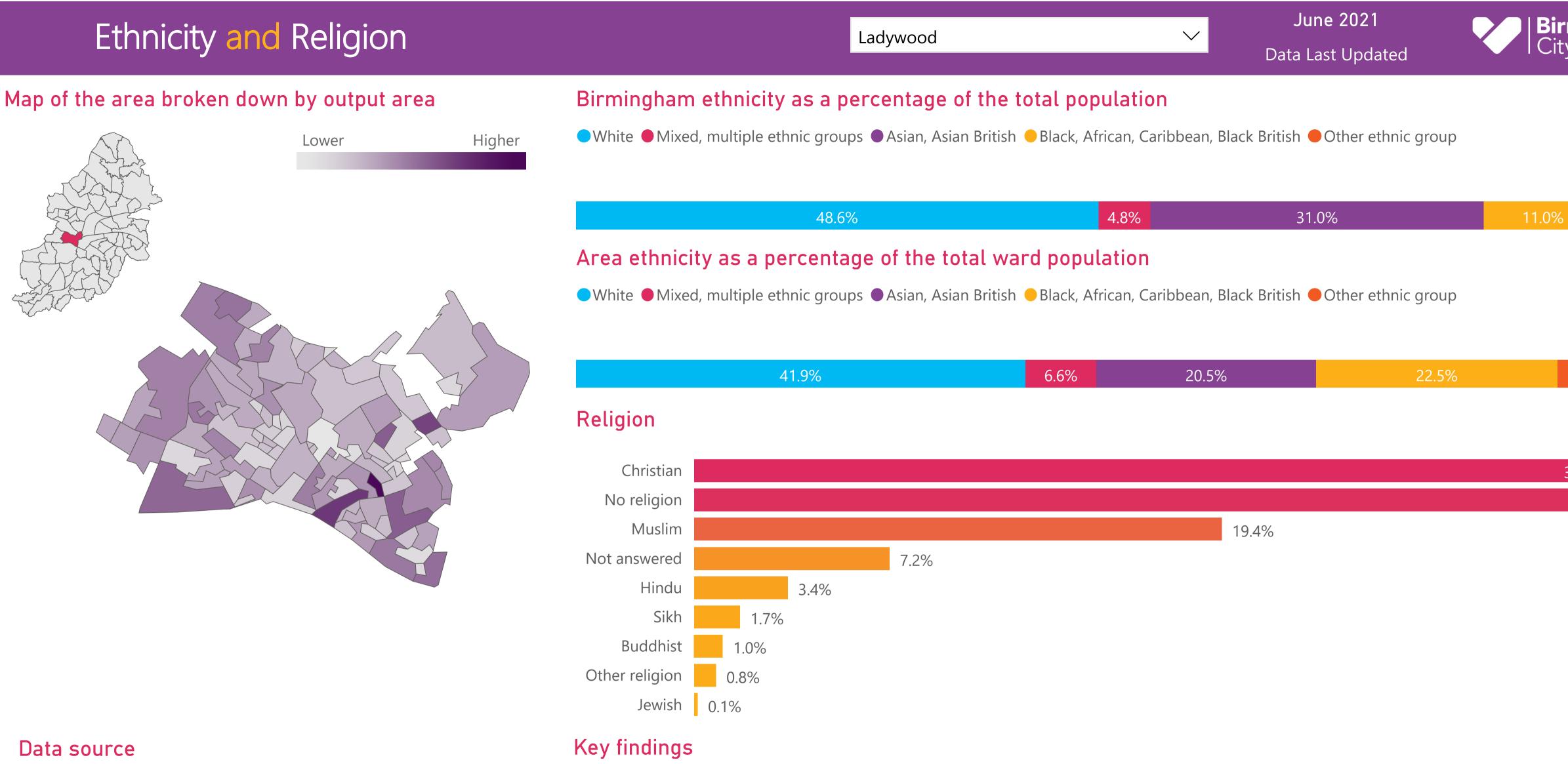
Key findings

There are 25,733 people living in Ladywood. Of these, 51.4% are male and 48.6% are female.

13.1% of the area population are aged 0-15 years old and 5.0% are aged 65 and over.

Created by the Birmingham City Observatory. Be Curious! When no single attribute is selected the map will show area population density





TS021 - Ethnic group - Nomis - Official Census and Labour Market <u>Statistics (nomisweb.co.uk)</u> Data is updated every **10 years**.

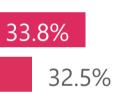
The largest ethnic group in Ladywood is White, which accounts for 41.9% of the area population.

The largest religion within the area is Christian, which accounts for 33.8% of the ward population. This is followed by No religion, which accounts for 32.5% of the area population.















SECTION 2: DEPRIVATION





Deprivation - Index of Deprivation

Index of Multiple Deprivation (IMD) provides an understanding of relative deprivation in a ward across three different dimensions:

- Overall deprivation,
- Deprivation affecting children, and,
- Deprivation affecting older people.

IMD is a measure of deprivation at a local area level across England.

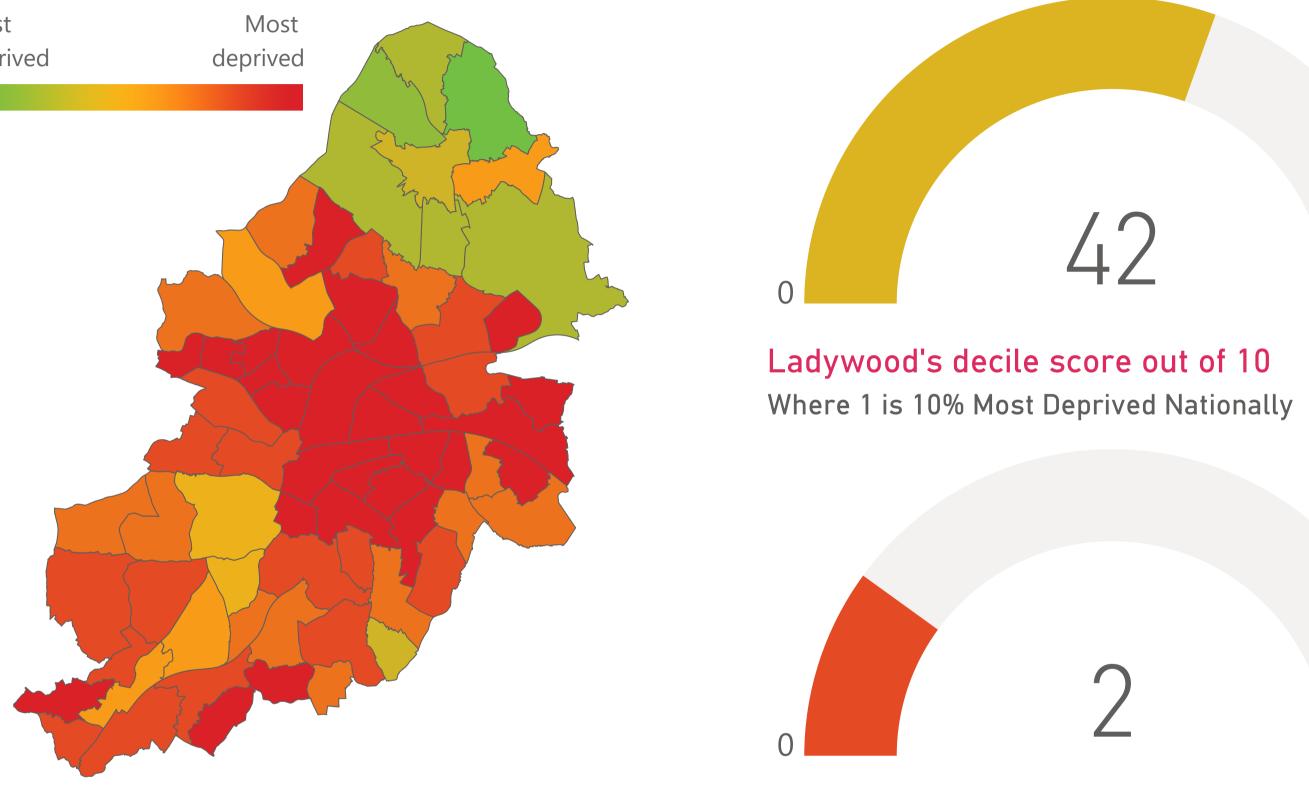
The overall IMD measure reflects a basket of measures covering 7 domains which are: Income, Employment, Education, Skills and Training, Health and Disability, Crime, Barriers to Housing and Services and Living Environment.

IMD ranks small areas from most deprived to least deprived and divides them into 10 equal groups (deciles). Decile 1 represents the most deprived 10%, while decile 10 represents the least deprived 10% in England.

At a more local level, IMD scores have been aggregated to calculate ward deprivation rankings. This allows us to shows Birmingham's 69 wards ranked by their aggregate IMD score from 1 the most deprived to 69 the least deprived.

Map of Birmingham **Deprivation Decile**

Least deprived



Data source

Indices of deprivation 2019, Ministry of Housing, Communities & Local Government. Data is updated every 4 to 5 years.

Key findings

Of the 69 wards, 43 wards are in the top 20% most deprived (deciles 1 and 2) in the country.

The top three most deprived wards in Birmingham are Sparkbrook and Balsall Heath East, Bordesley Green, and Lozells.

Ladywood

September 2019

Data Last Updated

Ladywood's rank out of 69

 \checkmark

Where 1 is most deprived and 69 is the least







Income Deprivation - Children and Older People

Index of Multiple Deprivation (IMD) provides an understanding of relative deprivation in a ward across three different dimensions: overall deprivation, deprivation affecting children, and deprivation affecting older people.

In addition to the overall Index of Multiple Deprivation measure, there are two supplementary measures:

- The Income Deprivation affecting Children Index (IDACI) measures the proportion of all children aged 0 to 15 living in income deprived families.
- The Income Deprivation Affecting Older People Index (IDAOPI) is the proportion of all those aged 60 or over who experience income deprivation.

Both of which are absolute measures, based on the proportion of income deprived households in that area.

Key findings

The ward with the highest proportion of all children aged 0 to 15 living in income deprived families is King's Norton South at 40.9%.

The ward with the highest proportion of those aged 60 or over who experience income deprivation is Lozells at 67.5%.

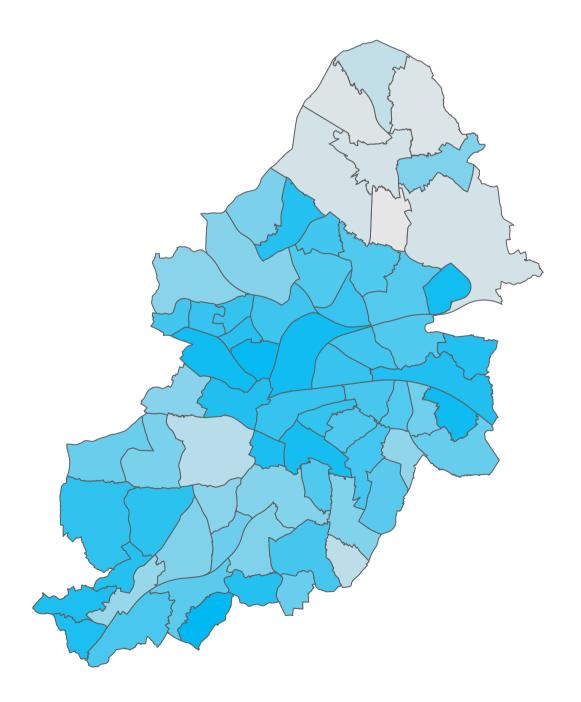
Data source

Indicies of deprivation 2019, Ministry of Housing, Communities & Local Government. Data is updated every 4 to 5 years.

Ladywood's Income Deprivation Affecting Children (IDACI) score

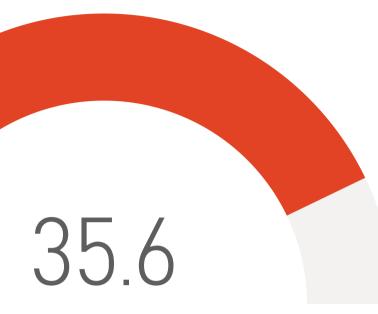


Map of Birmingham



Data Last Updated

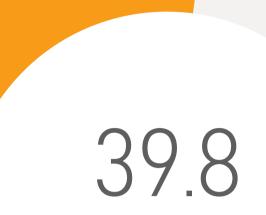




40.9

IDACI (Income Deprivation Affecting Children)

Ladywood's Income Deprivation Affecting Older People (IDAOPI) score

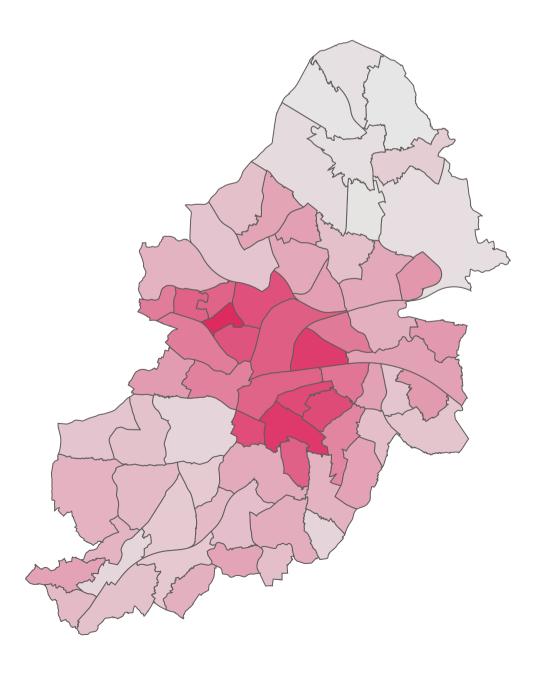


7.1

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Map of Birmingham

IDAOPI (Income Deprivation Affecting Older People)



67.5





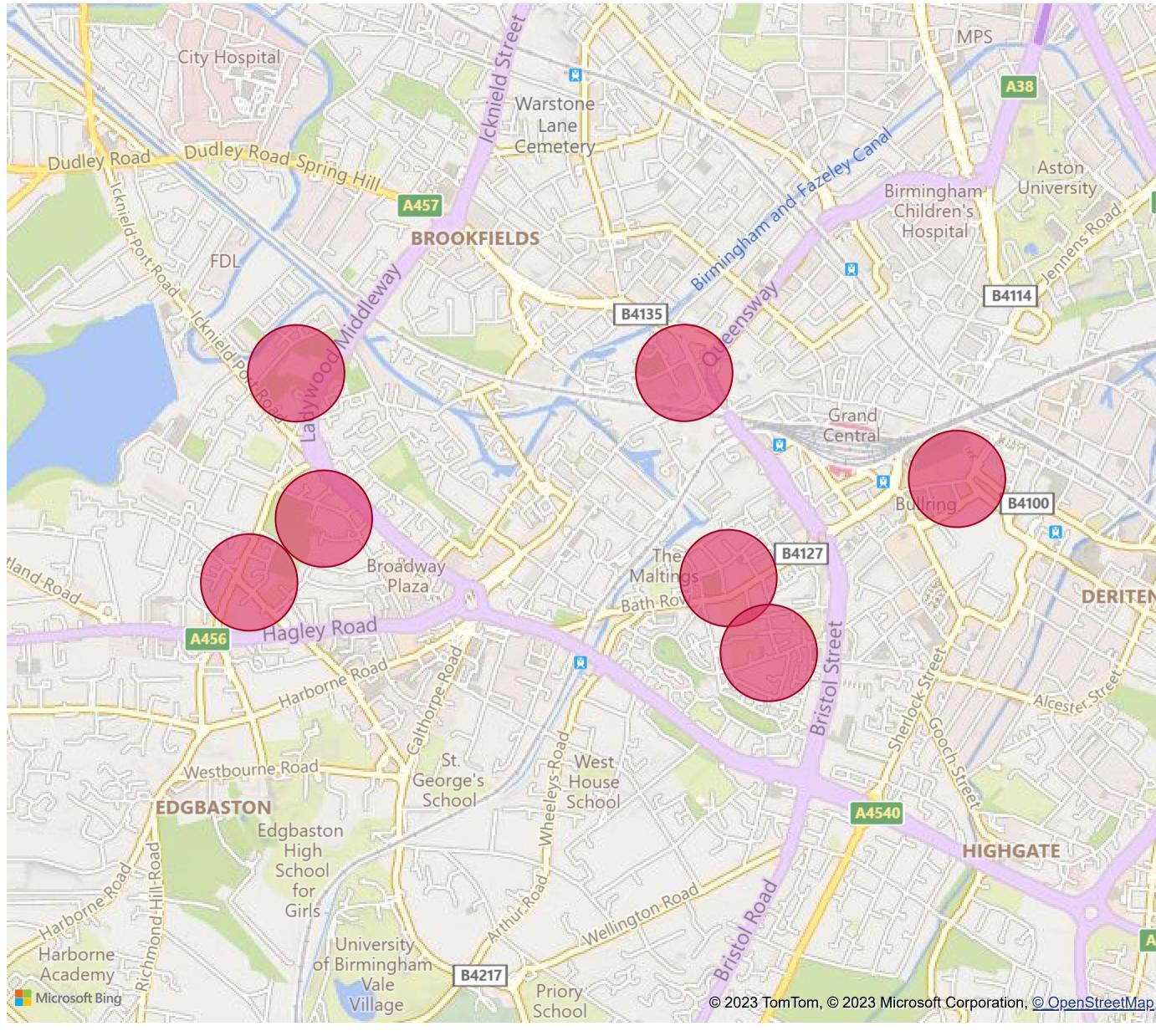
SECTION 3: COST OF LIVING







Warm Welcome Locations



Ladywood

A38

20 October 2023

Data Last Updated



Warm Welcome Spaces are local community groups, voluntary and community sector organisations who have registered their space on the Birmingham City Council's Warm Welcome Directory, accessible through the Birmingham City Council website.

Warm welcome spaces

8

Data source

Birmingham City Council warm spaces team Data is updated **daily**

Warm Space Name

BID Services

Birmingham City Mission

Ladywood Children Centre

Ladywood Leisure Centre

Library of Birmingham

Love Your Neighbour at Gas Street Church

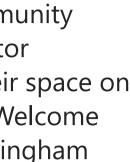
St Martin in the Bullring

University Of Birmingham The Exchange

Aston University B4114 B4100 DERITEND HIGHGATE

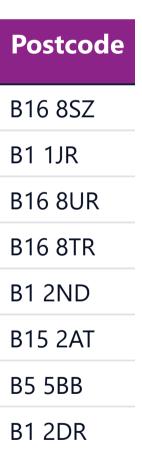


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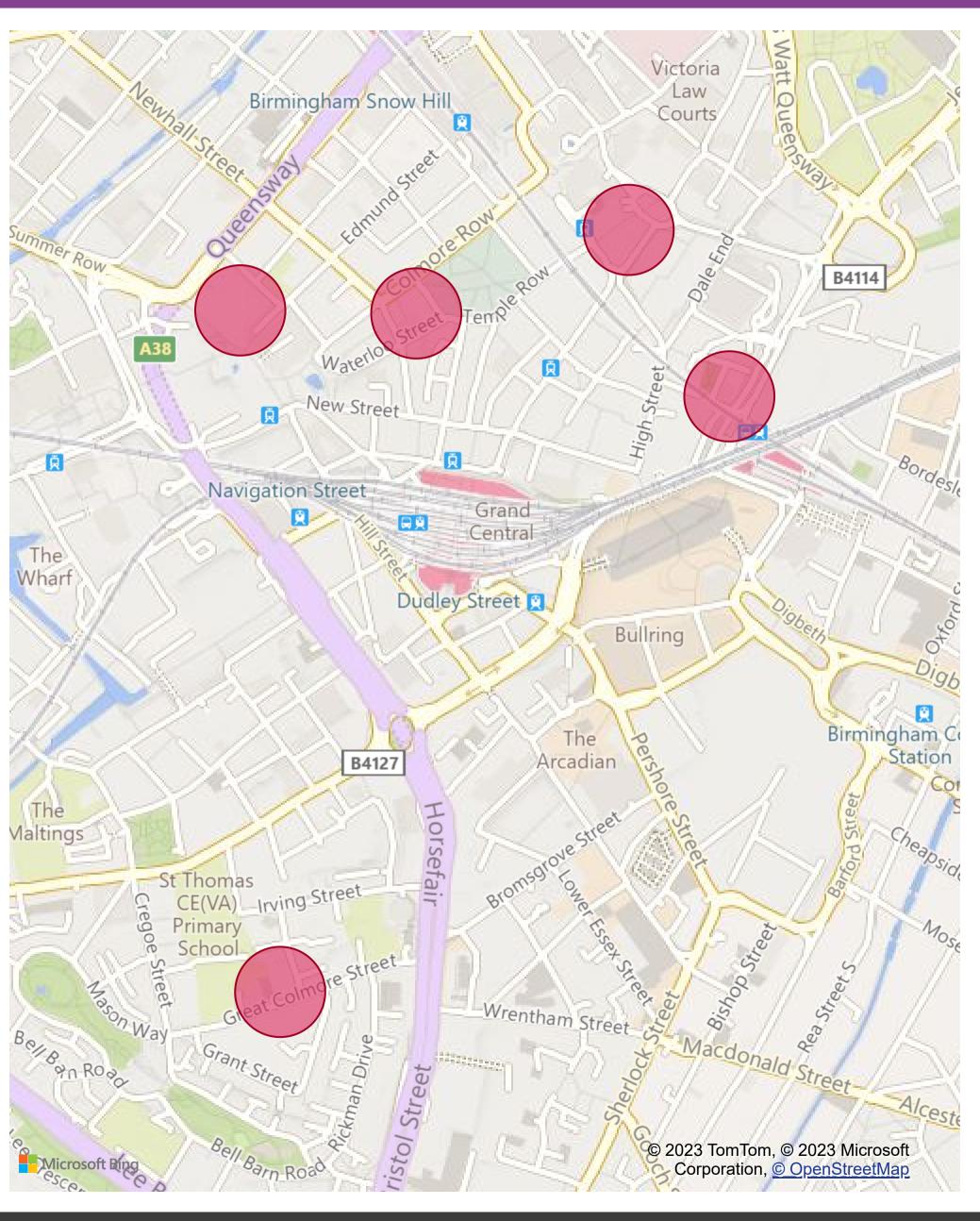








Foodbank Locations





Midland Langa Love Your Neig Let's Feed Brun Birmingham Ou Be Kind

Ladywood

30 October 2023 Data Last Updated



The cost of living crisis has made it much more difficult for many people in Birmingham to afford food. Listed below are food projects supported by Birmingham City Council Cost of Living grants (winter 2022-2023).

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It should be noted, there are many more foodbank options available in the city. These can be accessed using this Google map.

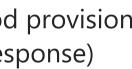
Foodbanks supported by the council

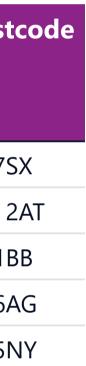
5

Data source

Birmingham City Council food provision workstream (Cost of living response)

Food project	Foodbank /parcels?	Club/pantry/ social supermarket?	Community café?	On street feeding & hot food delivery?	Poste
jar Seva Society	N	Ν	Ν	Y	B4 7S
ighbour at Gas Street Church	Y	Y	Ν	Ν	B15 2
um	Ν	Ν	Y	Ν	B1 1B
Outreach Foundation	Y	Ν	Ν	Y	B4 6A
	Y	Ν	Ν	Ν	B2 5N









SECTION 4: EDUCATION







Primary School - Key Stage 2 Attainment

Key stage 2 is the final phase of Primary education, at the end of which children are assessed in Reading, Writing, Grammar Punctuation and Spelling, Maths and Science with a combination of tests and teacher assessments. To be regarded as "Secondary Ready" children need to achieve the following:

- Achieve at least the expected standard in the Reading test.
- Be deemed to have achieved at least the expected standard in Writing by Teacher Assessment.
- Achieve at least the expected standard in the Maths test.

This measure is referred to as reaching at least the expected standard in Reading, Writing and Maths.

Key findings

For Ladywood, there are a total of 214 pupils at the end of key stage 2, of which 71.5% are disadvantaged compared to 47.1% for Birmingham overall.

The expected standard in Reading, Writing and Maths in the area was 60.7% compared to 57.5% in Birmingham and 58.7% nationally.

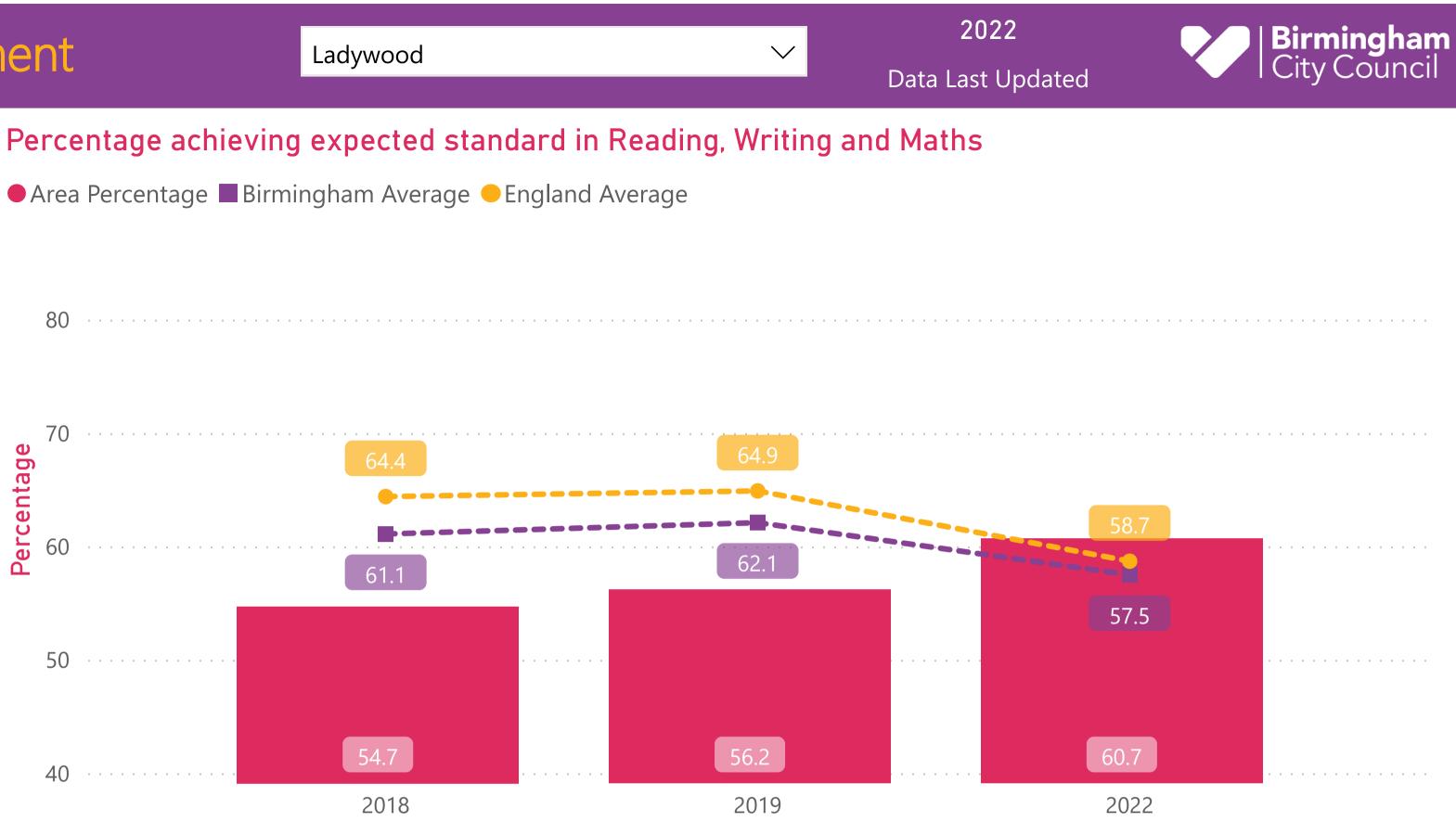
• A	rea	P	eı	r C	Ce	19	J.	ta	a	g	e
	80										
tage	70										
Percentage	60										
	50										
	40										

Birmingh



Data source

Birmingham City Council Data and Intelligence team - Children and Families Directorate Data is updated **annually**.



Data is not available for 2020 and 2021 due to the cancellation of assessments during the pandemic.

ham (2022)	Area (2022)
r of pupils	Number of pupils 214
age of disadvantaged pupils	Percentage of disadvantaged pupils 71.5%

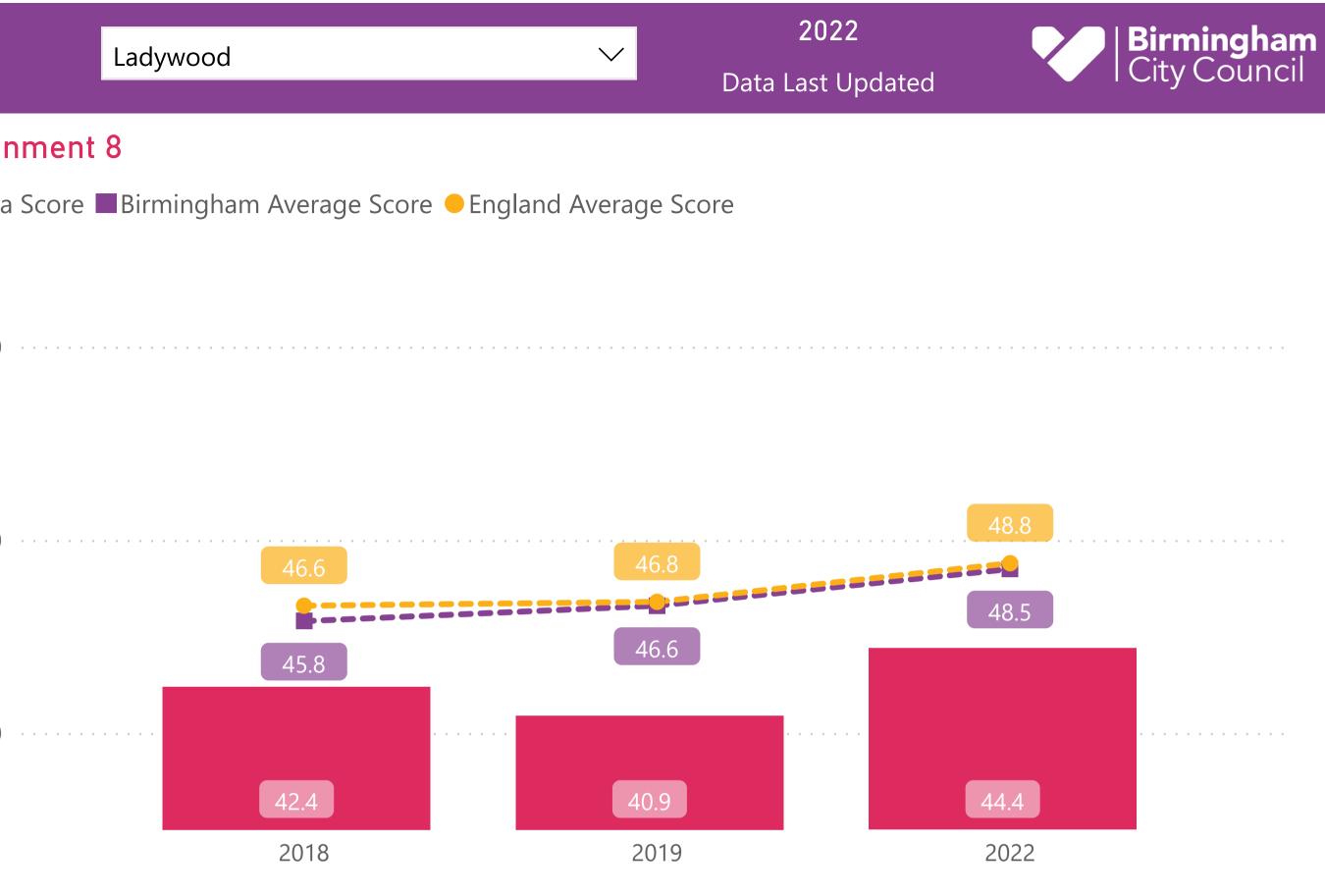
Secondary School - Key Stage 4 Attainment

During key stage 4 most pupils work towards national qualifications - usually GCSEs. The compulsory national curriculum subjects are the 'core' and 'foundation' subjects.	Attair • Area
Core subjects are: English, Maths, Science.	
Foundation subjects are: Computing, Physical education, Citizenship.	60
Schools must also offer at least one subject from each of these areas: Arts, Design and Technology, Humanities, Modern Foreign Languages.	
 "Attainment 8" is a way of measuring how well pupils do across a selection of 8 subjects including English and Maths. Out of the remaining 6 subjects: 3 must come from qualifications that count towards the English Baccalaureate (EBacc), like sciences, language and history. 3 qualifications can be either GCSE qualifications (including EBacc subjects) or technical awards from a list approved by the Department for Education. 	b 50
Each grade a pupil gets is assigned a point score from 9 (the highest) to 1 (the lowest). Each pupil's Attainment 8 score is calculated by adding up the points for their 8 subjects, with English and maths counted twice.	40
Key findings For Ladywood in 2022, there are a total of 148 pupils at the end of key stage 4, of which 67.6% of pupils are disadvantaged, compared to 48.9% in Birmingham overall.	Birr
The average Attainment 8 score for the area was 44.4, compared 48.5 in Birmingham and	Νι

48.8 Nationally.

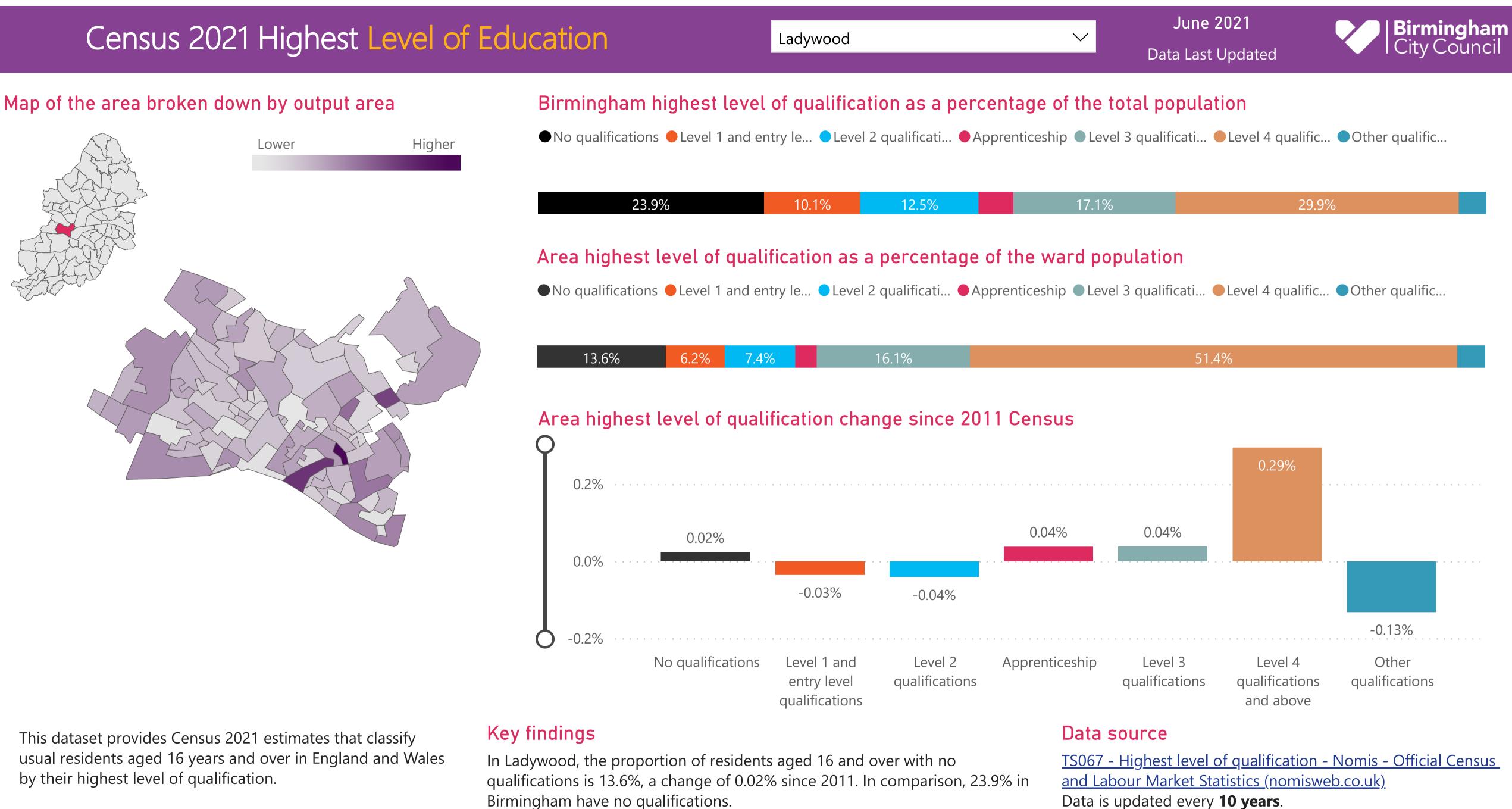
Data source

Birmingham City Council Data and Intelligence team - Children and Families Directorate Data is updated **annually**.



Data is not available for 2020 and 2021 due to the cancellation of assessments during the pandemic.





Birmingham have no qualifications.

Created by the Birmingham City Observatory. Be Curious! When no single attribute is selected the map will show area population density





SECTION 5: LABOUR MARKET





Unemployment Claimants Aged 16 to 64

Birmingham count (September 2023)

Claimant count

63,710

Area count (September 2023)

Claimant count 1,655

Unemployment Claimant Count measures of the number of people claiming unemployment-related benefits, such as jobseeker's allowance or universal credit claimants.

Whilst it does not represent all of those that are out of work (as some people who are not working will not be claiming any benefits, it provides a useful indication of unemployment levels and the state of the local labour market.

Key findings

In Ladywood the total claimant count in September 2023 is 1,655, an increase of 25 claimants.

The claimant rate in Ladywood is 6.7% of the working age population, an increase of 0.1%.

This is compared to Birmingham, where the claimant rate is 8.7%, with, an increase of 0.2%.

Birmingham breakdown of claimants by age and gender (September 2023)

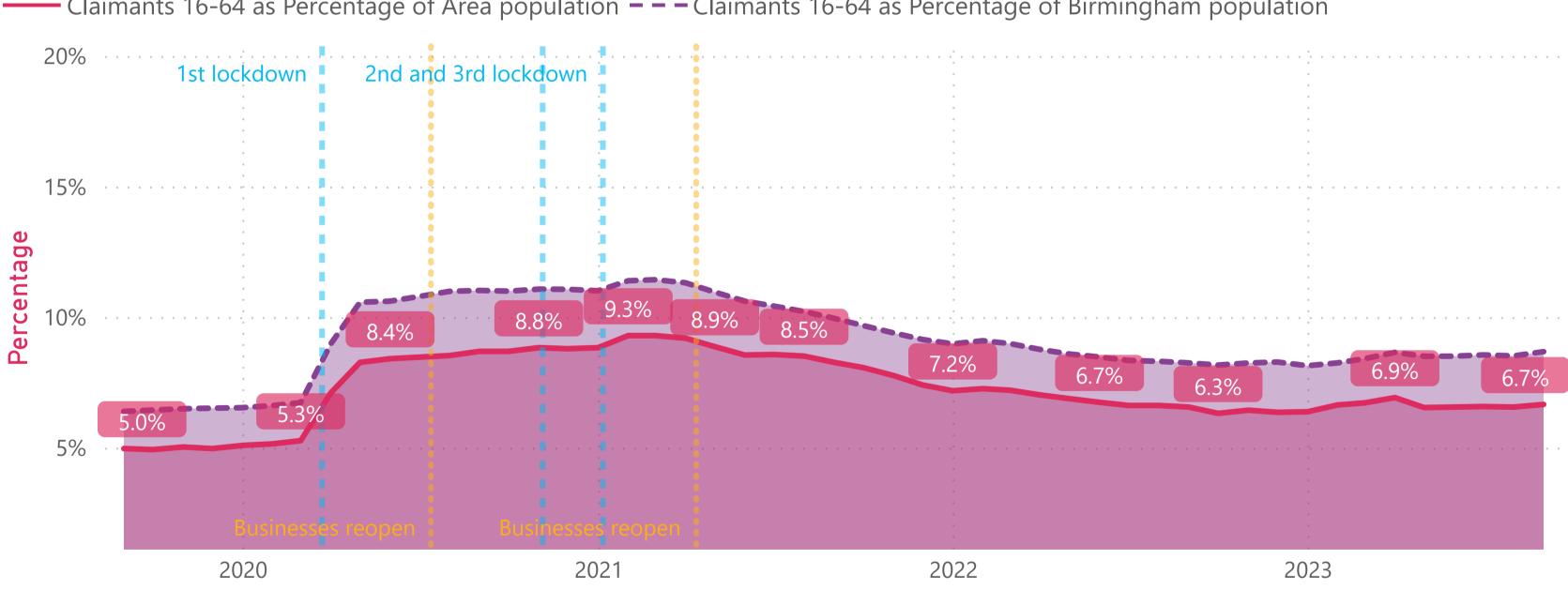
Female Male

Aged 16-24

Aged 25-49 5.2%

Aged 50+

Claimant percentage of working age population



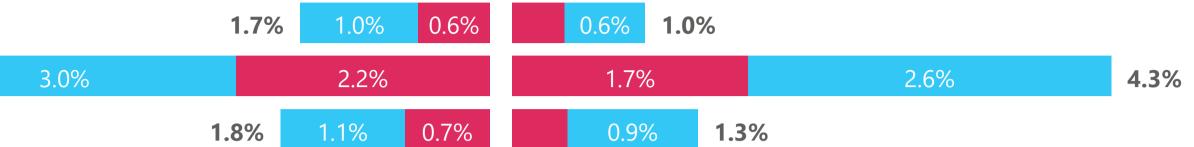
Ladywood

September 2023

Data Last Updated



Area breakdown of claimants by age and



 \checkmark

----- Claimants 16-64 as Percentage of Area population - - - Claimants 16-64 as Percentage of Birmingham population

Data source

Claimant count by sex and age - Nomis - Official Census and Labour Market Statistics (nomisweb.co.uk)

Data is updated **monthly**





Unemployment Claimants Aged 18 to 24

Birmingham count (September 2023)

Claimant count

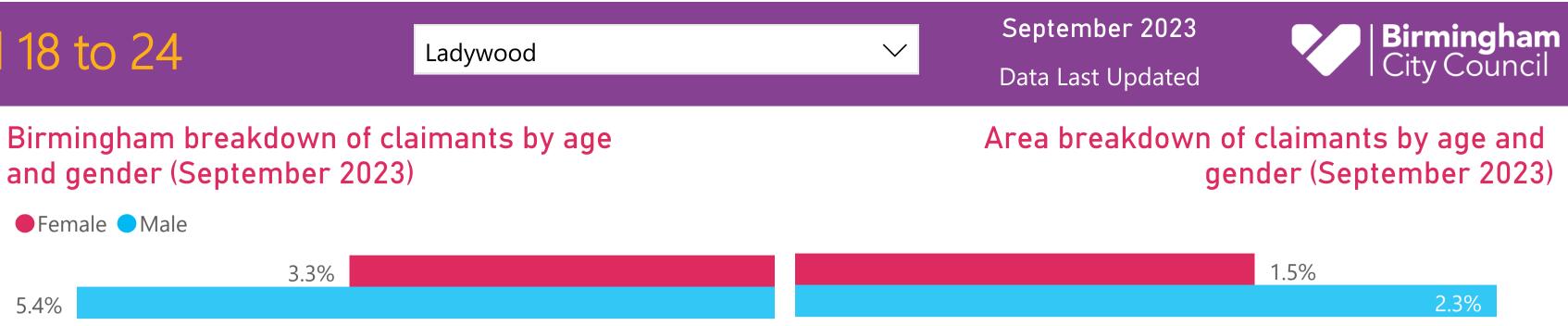
12,095

Area count (September 2023)

Claimant count 240

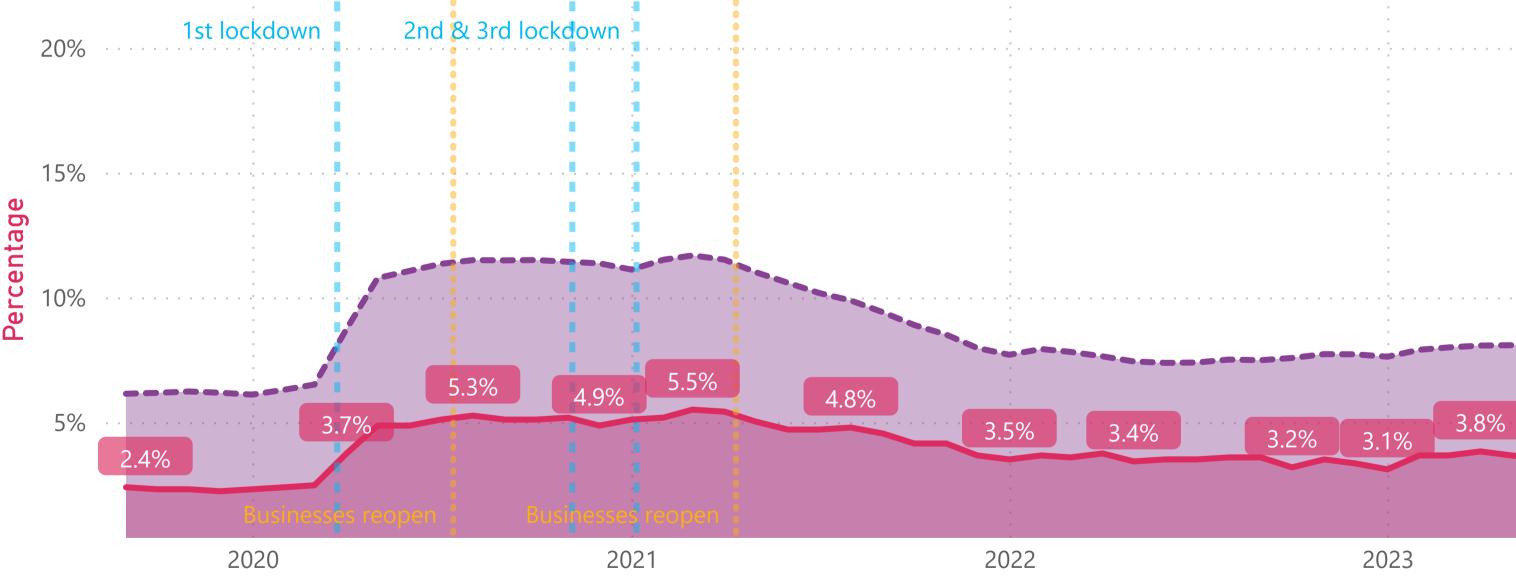
Youth Unemployment Claimant Count measures the number of young people (age 18-24) claiming unemployment-related benefits. It provides a useful indication of youth unemployment levels and the state of the local labour market.

Youth claimant proportions is calculated as a percentage of the 18-24 population in each area.



Claimant percentage of young working population





Key findings

The youth (18-24) claimant count in Ladywood is 240 in September 2023, an increase of 20 claimants.

The youth claimant rate in Ladywood is 3.8% of the 18-24 years population, an increase of 0.3%.

This is compared to Birmingham, where the youth claimant rate is 8.6%, with, an increase of 0.2%.

----- Claimants 18-24 as Percentage of Area population - - - Claimants 18-24 as Percentage of Birmingham population

Data source

Claimant count by sex and age - Nomis - Official Census and Labour Market Statistics (nomisweb.co.uk)

Data is updated **monthly**

2	39	%)						
								•	
				3	3.	8	%	/ 0	



Universal Credit Recipients

Universal Credit is a means-tested payment that replaces and combines six benefits for working-age households with a low income. These being:

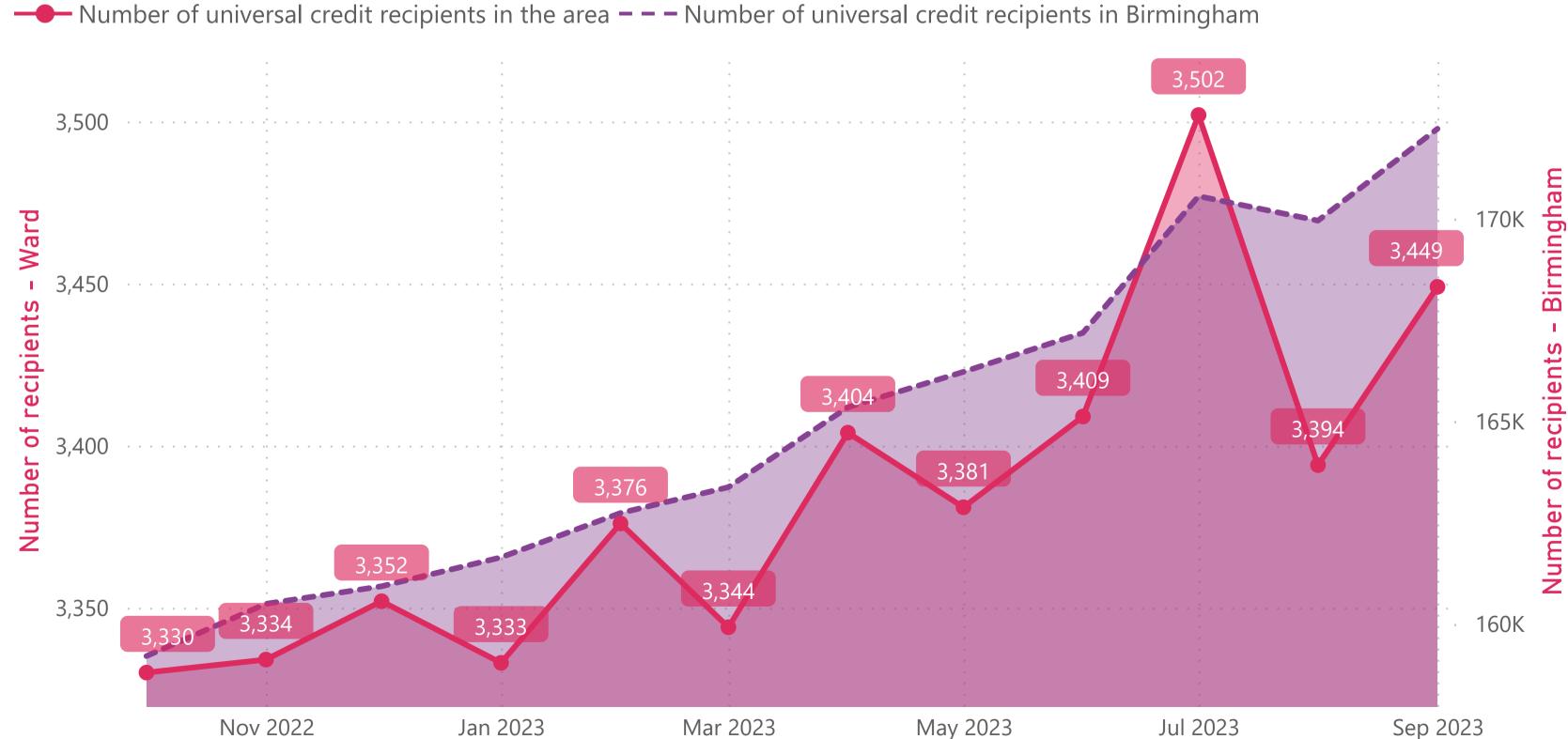
- Child Tax Credit
- Housing Benefit
- Income Support
- income-based Jobseeker's Allowance (JSA)
- income-related Employment and Support Allowance (ESA)
- Working Tax Credit

It is a monthly payment that helps with living costs and is based on the claimant's circumstances, such as earnings, household income, housing costs, and health condition or disability.

Birmingham breakdown of recipients by age (September 2023)

Aged 16-24	
Aged 25-29	
Aged 30-39	29.9%
Aged 40-49	22.3%
Aged 50-59	
Aged 60-65	

Number of recipients by month compared to Birmingham average



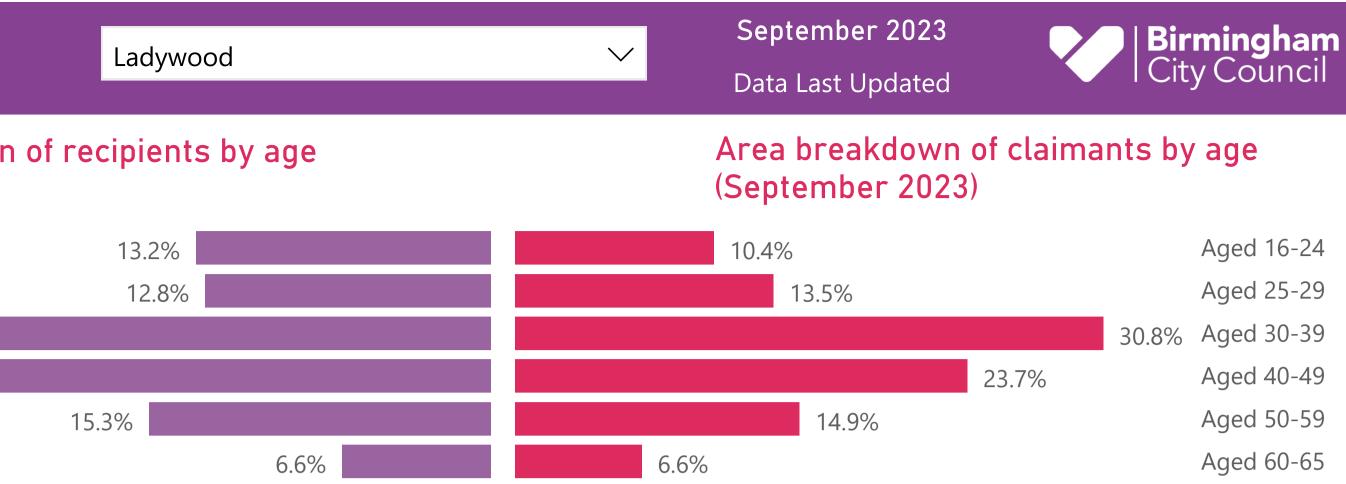
Key findings

In Ladywood, there are 3,449 people on Universal credit as of September 2023, a increase of 55 recipients.

This is compared to Birmingham average of 2,496, with an average increase of 33 recipients across all wards.

Data source

LG Inform+ Data is updated **monthly**



Universal Credit by Employment Status

Universal Credit can be claimed by people who are either in or out of employment.

An individual on Universal Credit at the count date will be recorded as in employment if they have employment earnings within the Universal Credit assessment period which spans the count date. They may not be in employment precisely on the count date.

Employment for this measure is defined as being employed as an employee. It does not include self-employment.

The employment indicator for claimants can take the following values:

- In employment
- Not in employment
- Not available

Key findings

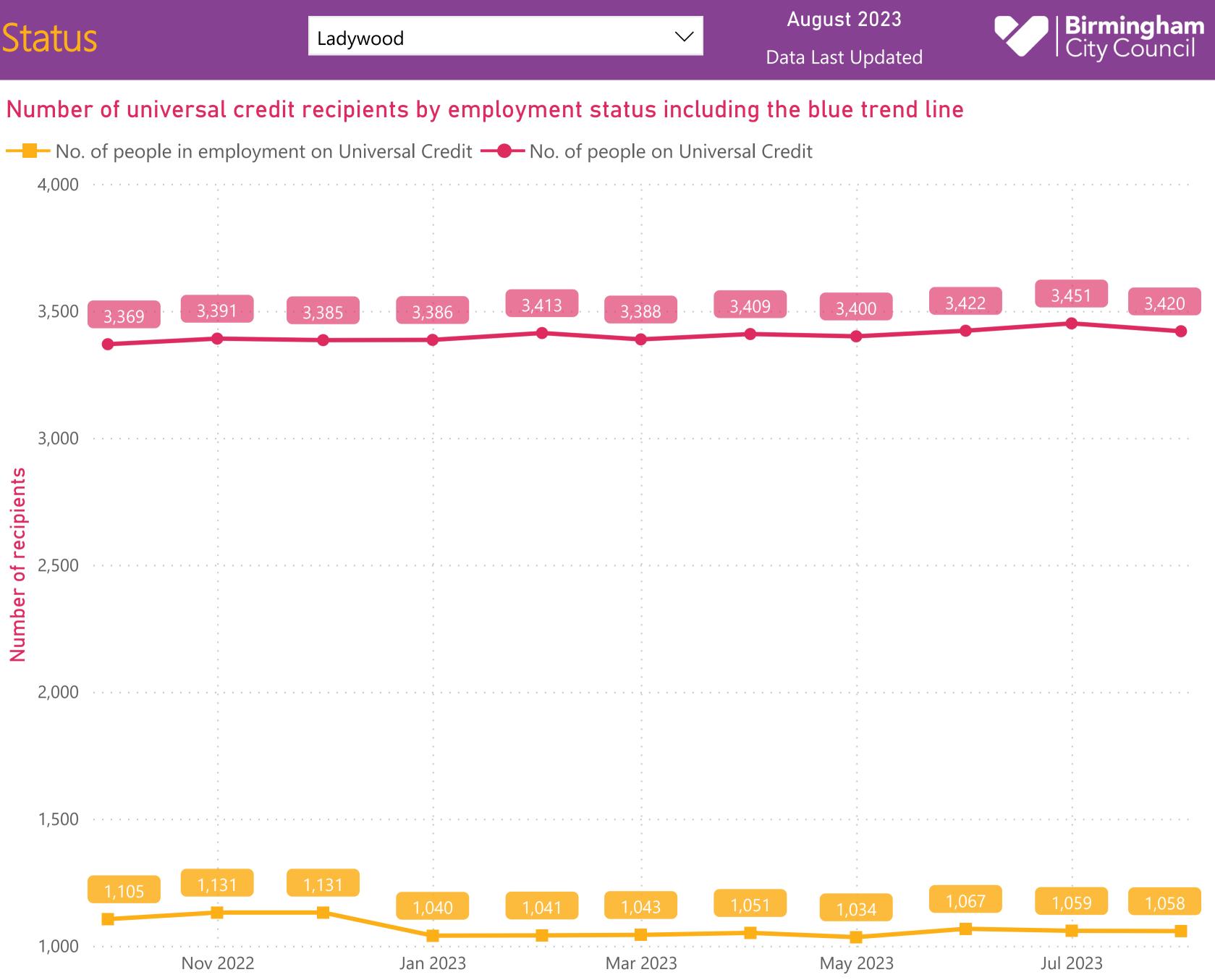
In Ladywood, there are 1,058 people on Universal Credit in employment as of August 2023, a decrease of -1 on the previous month.

The **blue trend line** indicates the direction of travel.

Data source

LG Inform+ Data is updated **monthly**

Number of universal credit recipients by employment status including the blue trend line







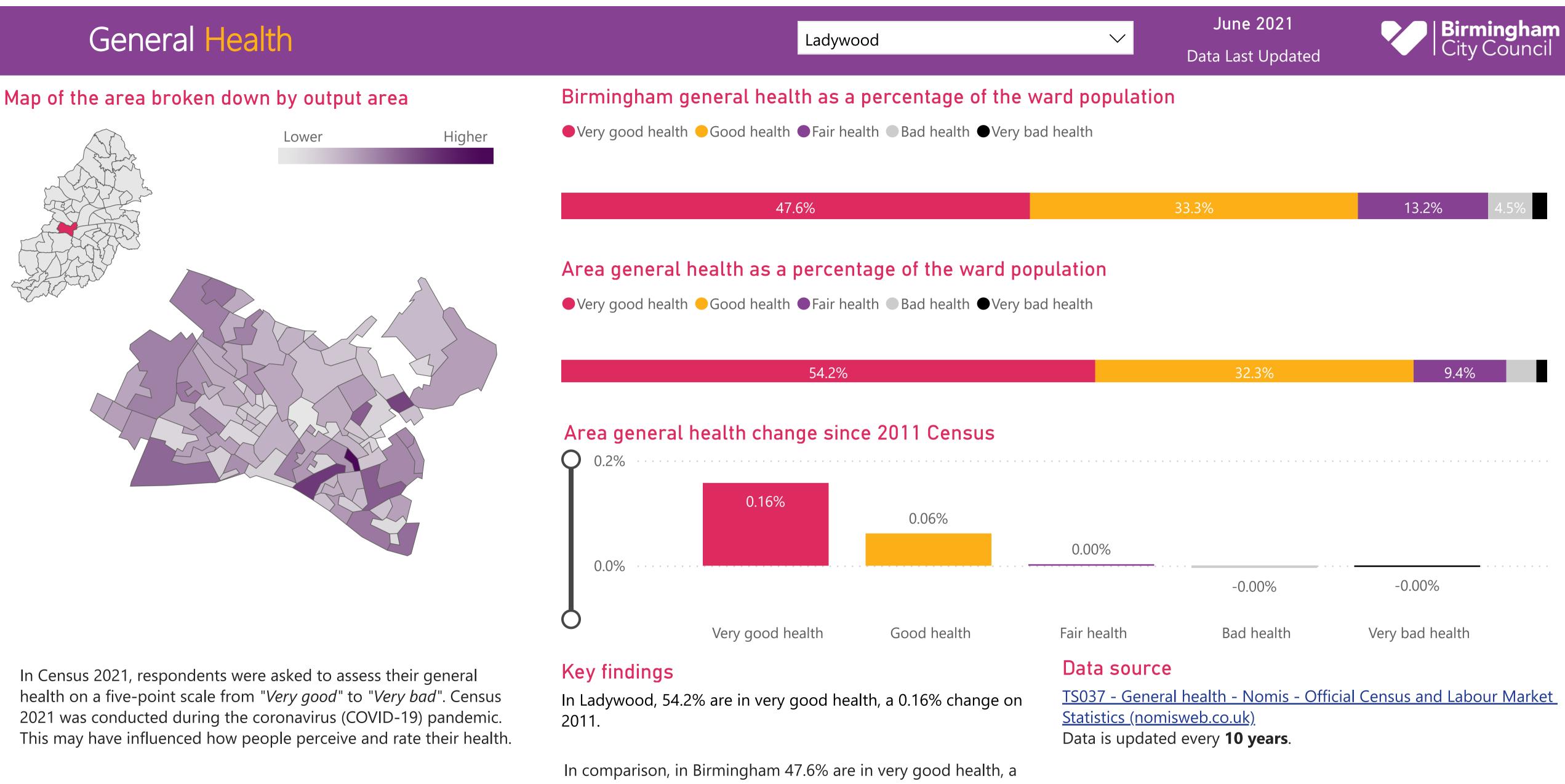


SECTION 6: HEALTH AND WELLBEING









2.03% change on 2011.

	_
4.5%	

Life Expectancy at Birth

Birmingham		
Female	Male	
81.9	77.3	
- England		Time period
England		2017 20
Female	Male	2016 - 20
83.2	Male 79.5	
Area		
Female	Male	When compared to the England average
81.2	77.6	Worse

Life expectancy is a measurement of the average length of life and is the best overarching indicator of the health of the population.

Life expectancy at birth is defined as how long, on average, a newborn can expect to live, if current death rates do not change.

Life expectancy in Birmingham is lower than the national average for men and women.

The gap is driven mainly by premature death due to circulatory diseases, respiratory disease, and cancer within the city. Higher infant mortality is also a big cause of the gap between Birmingham and England.

Key findings

In the 2016 - 20 period, Ladywood's life expectancy at birth for females is 81.2 years and for males is 77.6 years. This is worse when compared to the England average.

In comparison, Birmingham's life expectancy at birth for females is 81.9 years and for males is 77.3 years.

Data source

Local Health - Small Area Public Health Data - OHID (phe.org.uk) Data is updated **annually**



Created by the Birmingham City Observatory. Be Curious!



Life Expectancy above Aged 65

Birmingham		
Female	Male	
20.7	17.7	
-		Time period
England	_	201/4 = 2020
Female	Male	2016 to 2020
21.2	18.8	
Area		When compared to the England average
Female	Male	
20.5	18.7	Worse

Life expectancy is a measurement of the average length of life and is the best overarching indicator of the health of the population.

Life expectancy at age 65 years old is defined as the average number of years that a person at that age can be expected to live, if age-specific mortality levels remain constant.

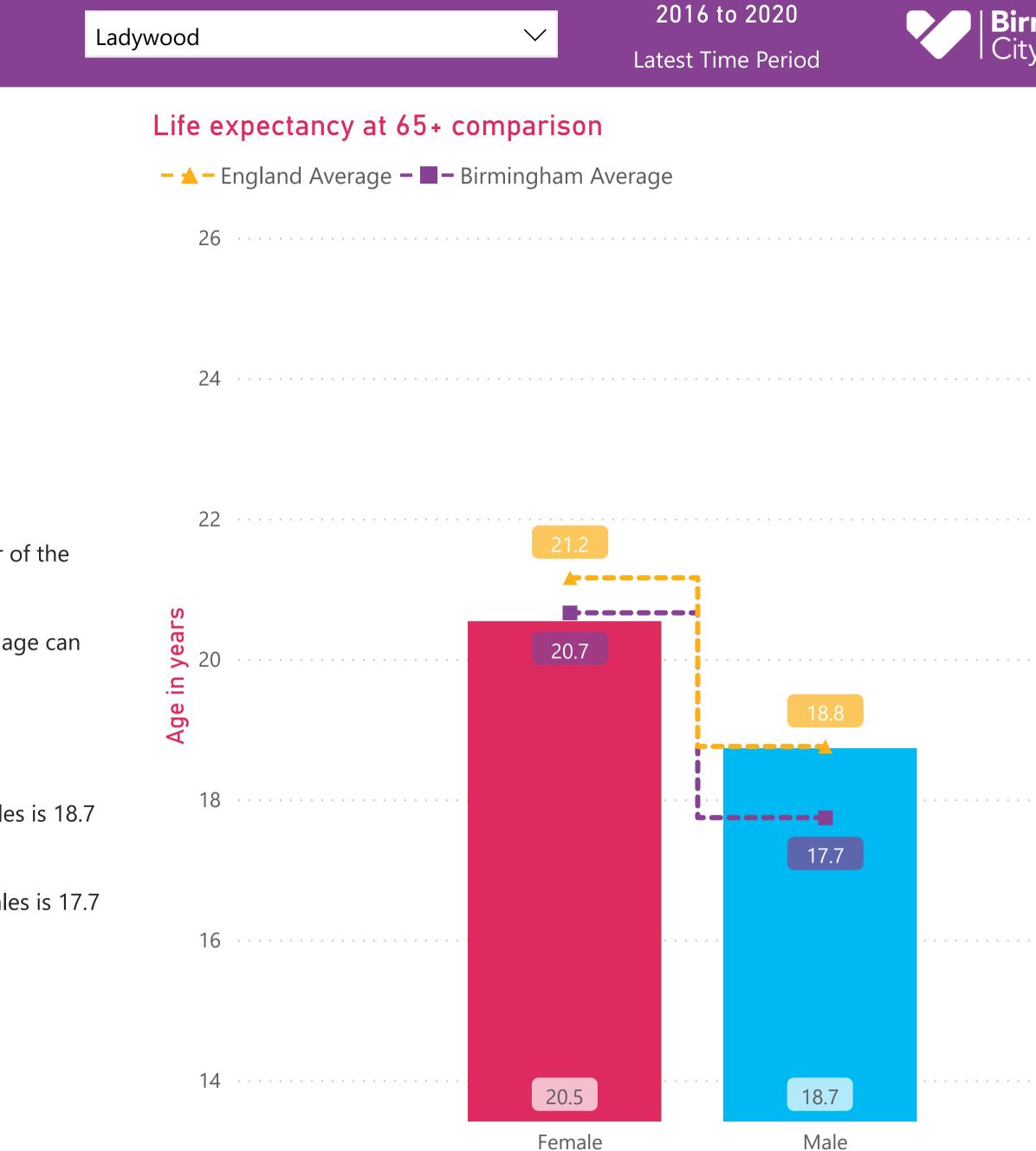
Key findings

In 2016 to 2020, Ladywood's average life expectancy above 65 for females is 20.5 years and for males is 18.7 years.

In comparison, Birmingham's average life expectancy above 65 for females is 20.7 years and for males is 17.7 years.

Data source

Birmingham City Council Public Health Knowledge team Data is updated **annually**





Death from Stroke

This measure allows comparison of the number of deaths from stroke for each ward and the England average. Mortality is a direct measure of health care need indicating the overall stroke burden on the population and reflecting both the incidence of disease and the ability to treat it.

These statistics were calculated using a standardised mortality ratio (SMR). The SMR describes whether a specific population (e.g., patients in a certain hospital) are more, less, or equally as likely to die than a standard population (e.g., patients in all hospitals across the UK).

SMR = number of observed deaths/numbers of expected deaths. This is what SMR values mean:

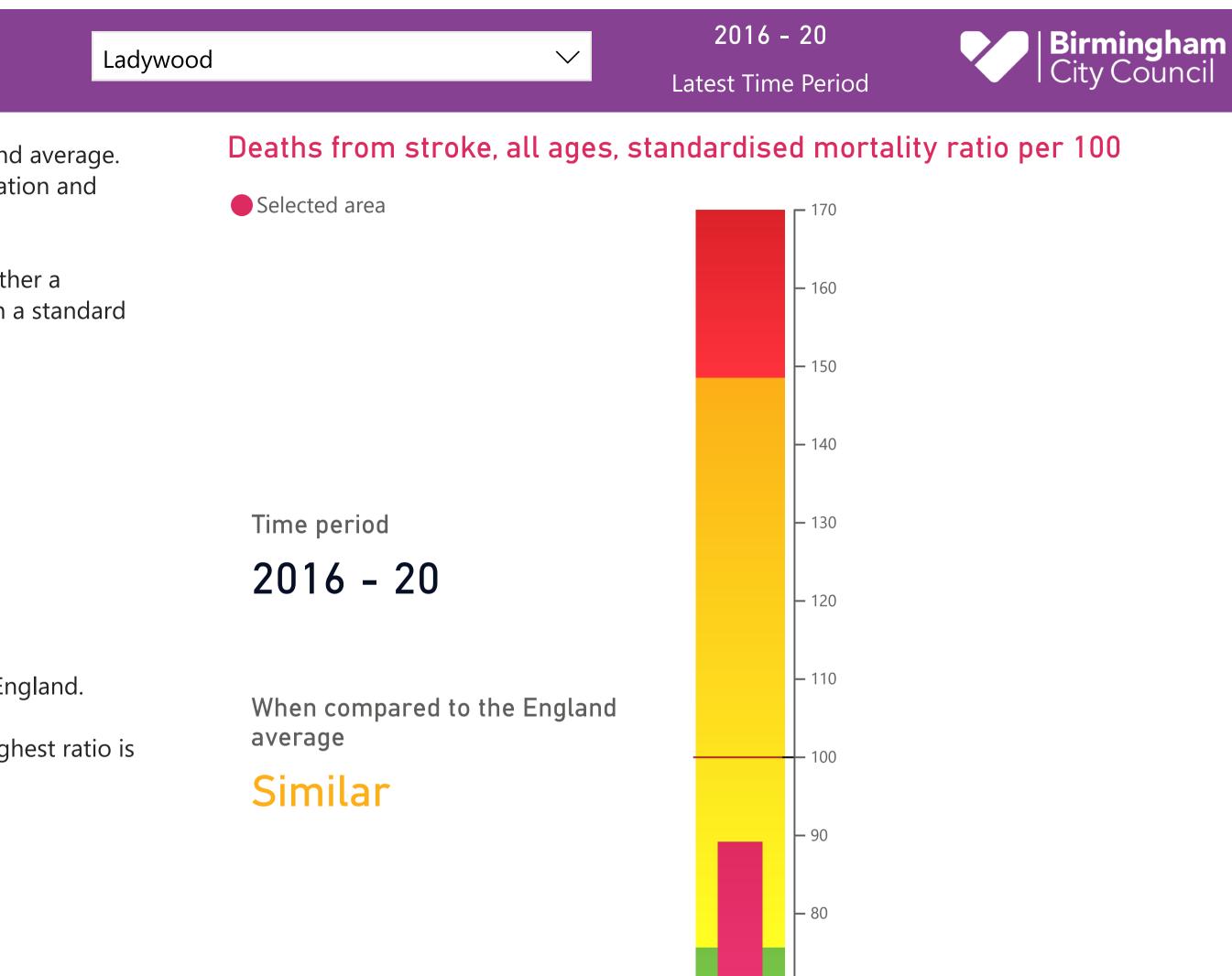
- Less than 100 indicates fewer than expected deaths
- Equals 100 indicates observed deaths equals expected deaths
- More than 100 indicates there were excess deaths

Key findings

In the 2016 - 20 period, Ladywood mortality ratio for deaths from strokes is 89.2. This is similar to England.

In comparison, the lowest mortality ratio for stroke deaths in a Birmingham ward is 49.7 and the highest ratio is 165.3.

Data source Local Health - Small Area Public Health Data - OHID (phe.org.uk)



- 70

- 60

· 50

Overweight and Obesity in Children (Reception)

All primary school children are weighed and measured as part of the National Childhood Measurement Programme (NCMP). The programme allows us to understand the potential future health needs of our population.

Tackling obesity is one of the greatest long-term health challenges currently faced in England, with 1 in 3 children leaving primary school are overweight or living with obesity with 1 in 5 living with obesity.

Obesity prevalence is highest amongst the most deprived groups in society. Children resident in the most deprived parts of the country are more than twice as likely to be living with obesity than those in the least deprived areas.

Obesity is associated with reduced life expectancy and a range of health conditions including type 2 diabetes, cardiovascular disease, liver and respiratory disease and cancer. Obesity can also have an impact on mental health.

Tackling and preventing obesity is a high priority for the Government.

Key findings

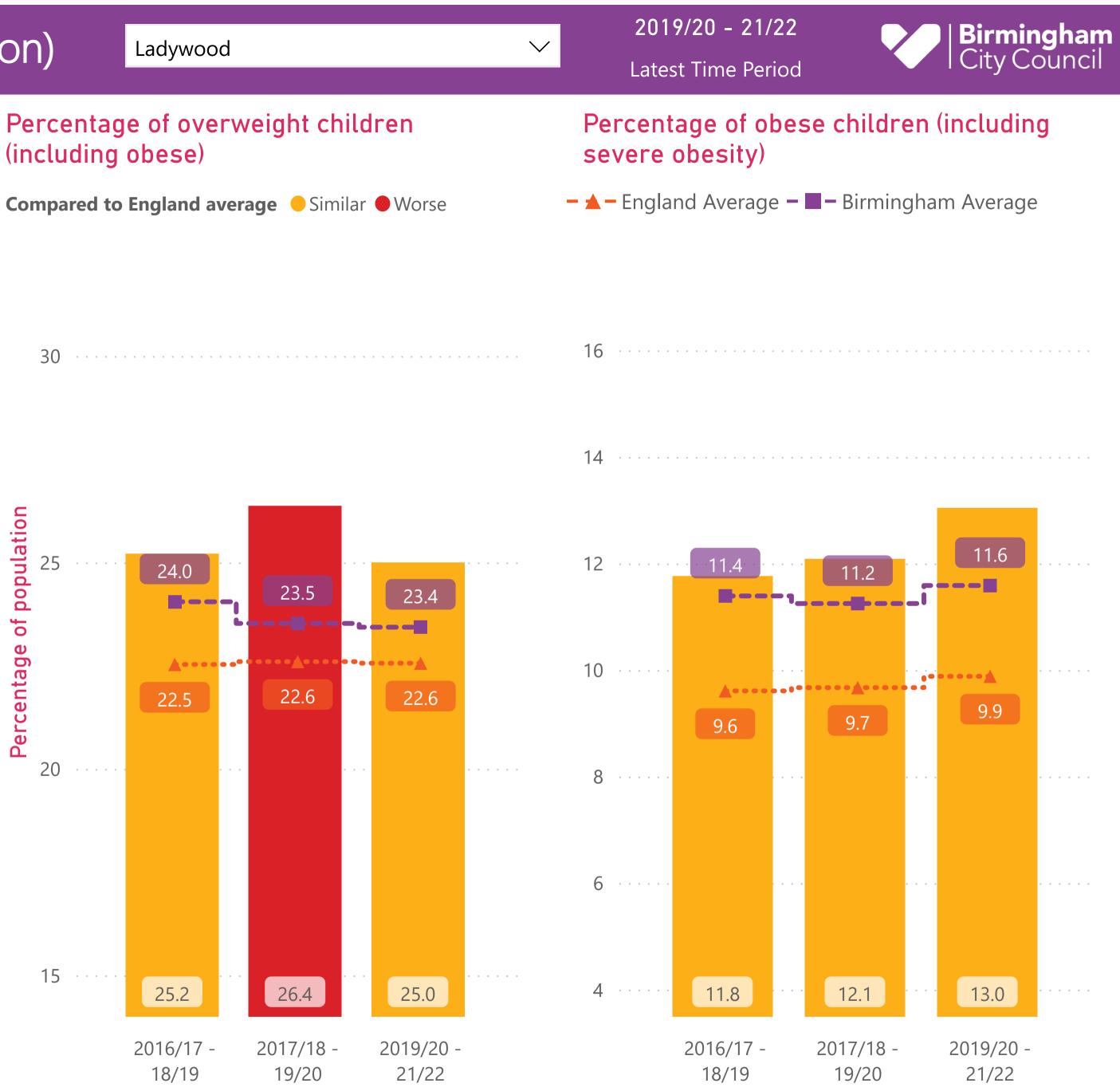
In the 2019/20 - 21/22 period, Ladywood, the proportion of children aged 4-5 years classified as overweight or obese is 25.0% and the proportion classified as obese (including severe obesity) is 13.0%. This is similar when compared to the England average.

In comparison, the proportion of children aged 4-5 years classified as overweight or obese is 23.4% and the proportion classified as obese (including severe obesity) is 11.6% in Birmingham.

population

of

Percentage



Created by the Birmingham City Observatory. Be Curious!

Overweight and Obesity in Children (Year 6)

All primary school children are weighed and measured as part of the National Childhood Measurement Programme (NCMP). The programme allows us to understand the potential future health needs of our population.

Proportion of children aged 10-11 years classified as overweight or obese, including severe obesity. For population monitoring purposes children are classified as overweight (including obesity) if their body mass index (BMI) is on or above the 85th centile of the British 1990 growth reference according to age and sex.

obese)

50

45

40

35

30

25

Percentage of population

Key findings

In the 2019/20 - 21/22 period, Ladywood, the proportion of children aged 10-11 years classified as overweight or obese is 46.1% and the proportion classified as obese (including severe obesity) is 29.2%. This is worse when compared to the England average.

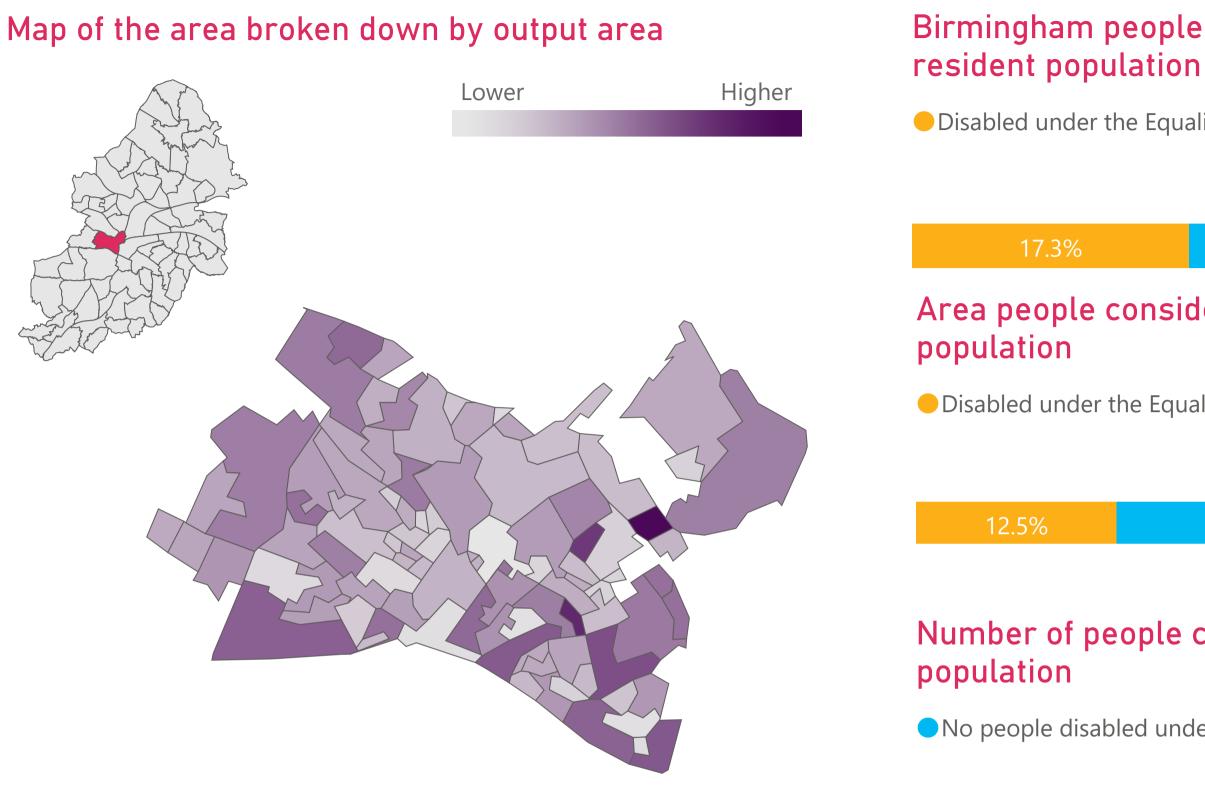
In comparison, the proportion of children aged 10-11 years classified as overweight or obese is 41.0% and the proportion classified as obese (including severe obesity) is 26.5% in Birmingham.

Data source Public health profiles - OHID (phe.org.uk)



Created by the Birmingham City Observatory. Be Curious!

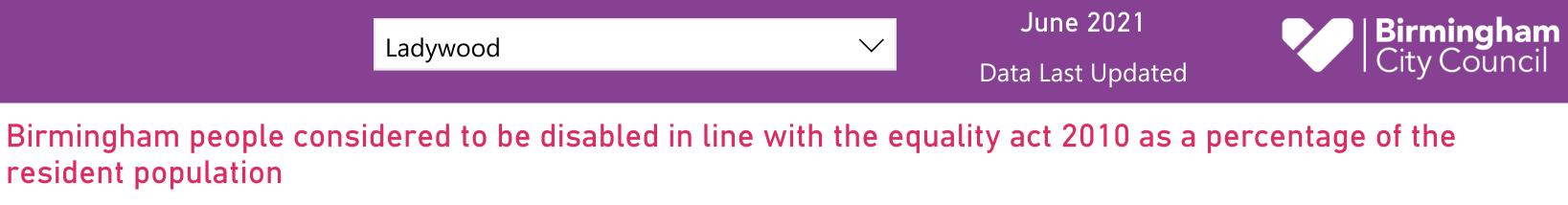
Disability



Definition of disability in Census 2021: People who assessed their day-to-day activities as limited by long-term physical or mental health conditions or illnesses are considered disabled. This definition of a disabled person meets the harmonised standard for measuring disability and is in line with the Equality Act (2010).

Key findings

In Ladywood, 12.5% of the population are considered to be disabled according to the Equality Act 2010, compared to 17.3% in Birmingham.



Disabled under the Equality Act < Not disabled under the Equality Act</p>

82.7%

Area people considered to be disabled in line with the equality act 2010 as a percentage of the area

Disabled under the Equality Act < Not disabled under the Equality Act</p>

87.5%

Number of people considered to be disabled people within the household as a percentage of the total area

● No people disabled under the Equality Act in household ● 1 person disabled under the Equality Act in house... ● 2 or more people disabled und...



Data source

TS038 - Disability - Nomis - Official Census and Labour Market Statistics (nomisweb.co.uk)

Data is updated every **10 years**.













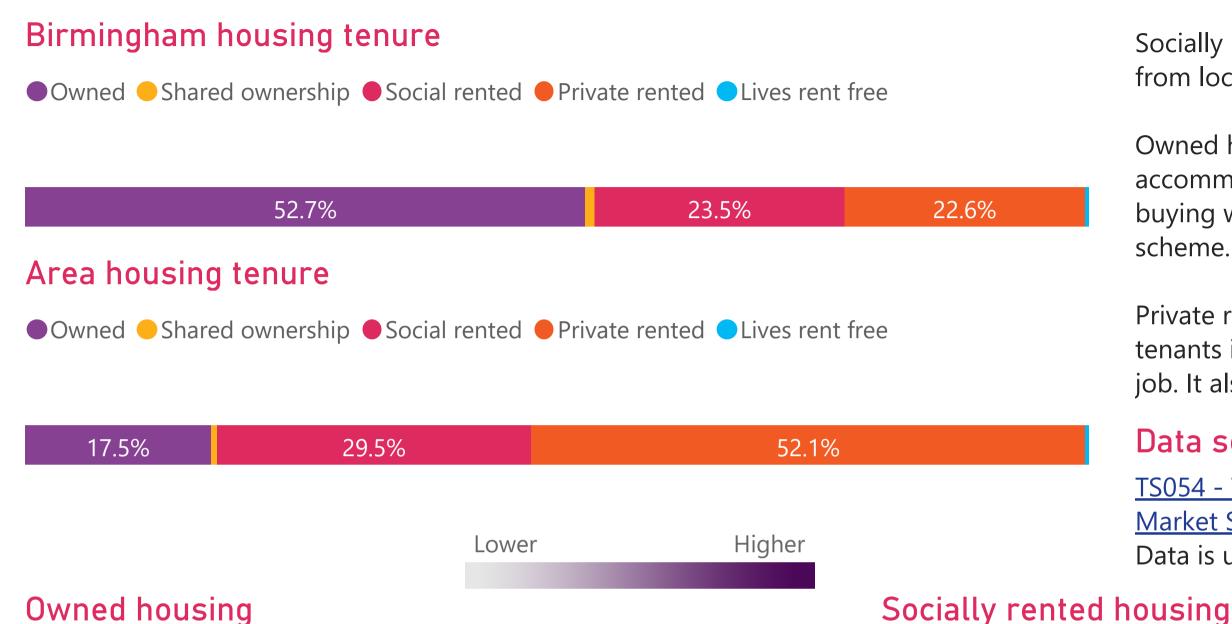
SECTION 7: HOUSING



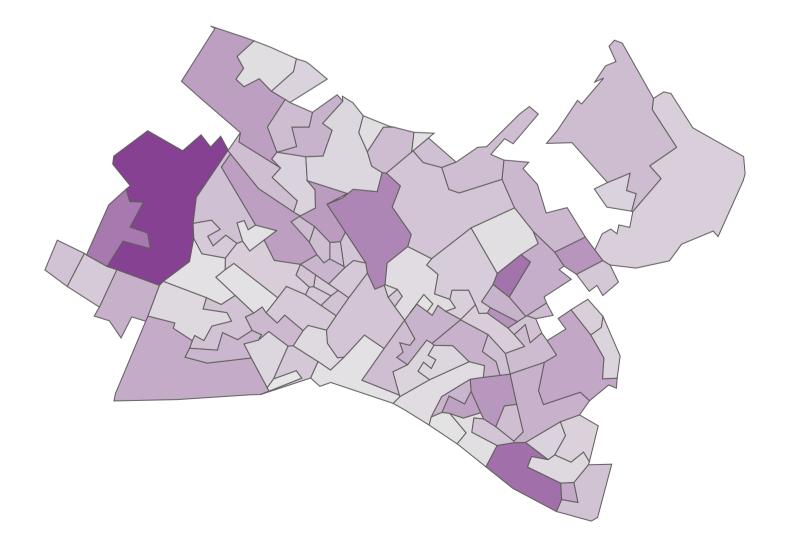


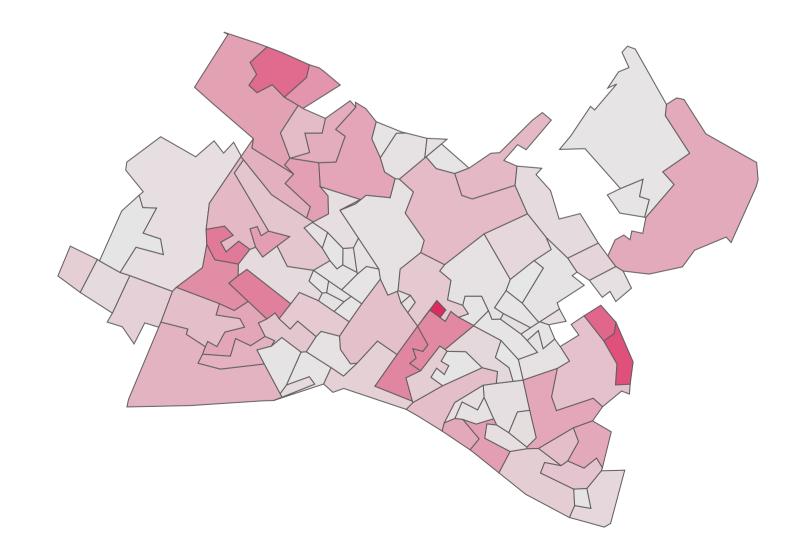


Housing Tenure



Map showing the ward broken down by Output Area





Ladywood

June 2021



Data Last Updated

Socially rented: this category includes households renting from local authorities and other registered providers.

Owned housing: this category includes households in accommodation which they either own outright, are buying with a mortgage or as part of a shared ownership

Private rented housing: this category covers all other tenants including all whose accommodation is tied to their job. It also includes people living rent-free.

Data source

TS054 - Tenure - Nomis - Official Census and Labour Market Statistics (nomisweb.co.uk) Data is updated every 10 years

Key findings

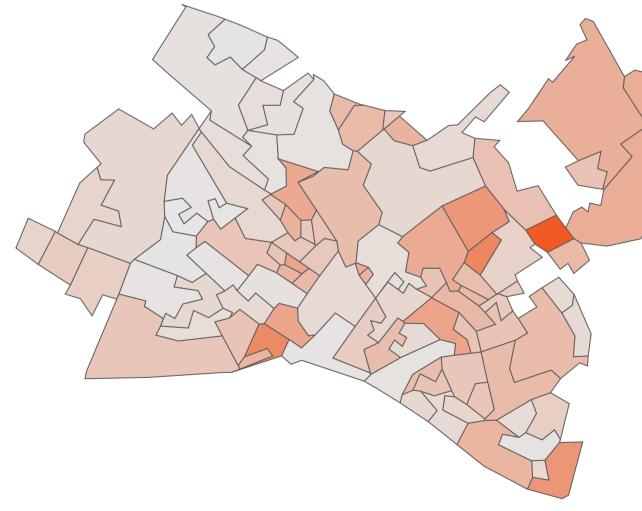
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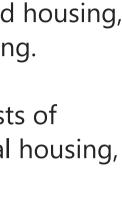
Housing in Ladywood consists of 18.1% owned housing, 29.5% social housing, and 52.4% rented housing.

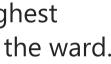
This is compared to Birmingham, which consists of consists of 53.5% owned housing, 23.5% social housing, and 23.0% private rented housing.

The map below shows where the lowest to highest proportions of different tenured housing is in the ward.

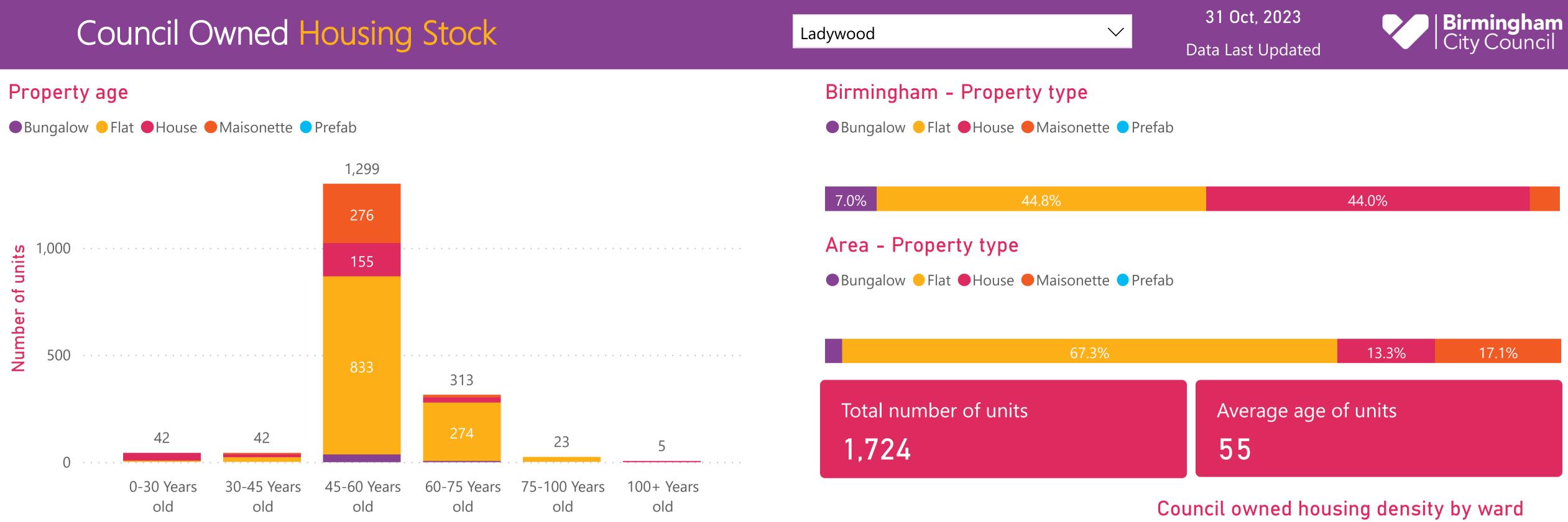
Private rented housing











This shows Birmingham City Council housing stock within each Birmingham ward. Each property is referred to as a unit.

Key findings

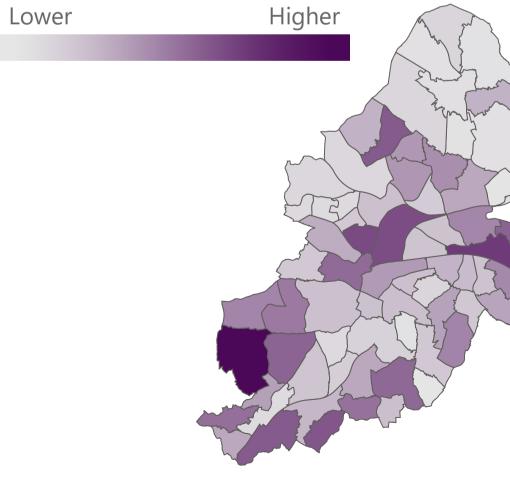
The council housing portfolio consists of 1,724 properties.

The largest property type within Ladywood is a Flat, which accounts for 67.3% of the ward's housing stock. This is compared to Birmingham, where the largest property type is a Flat, with 44.8% of housing stock.

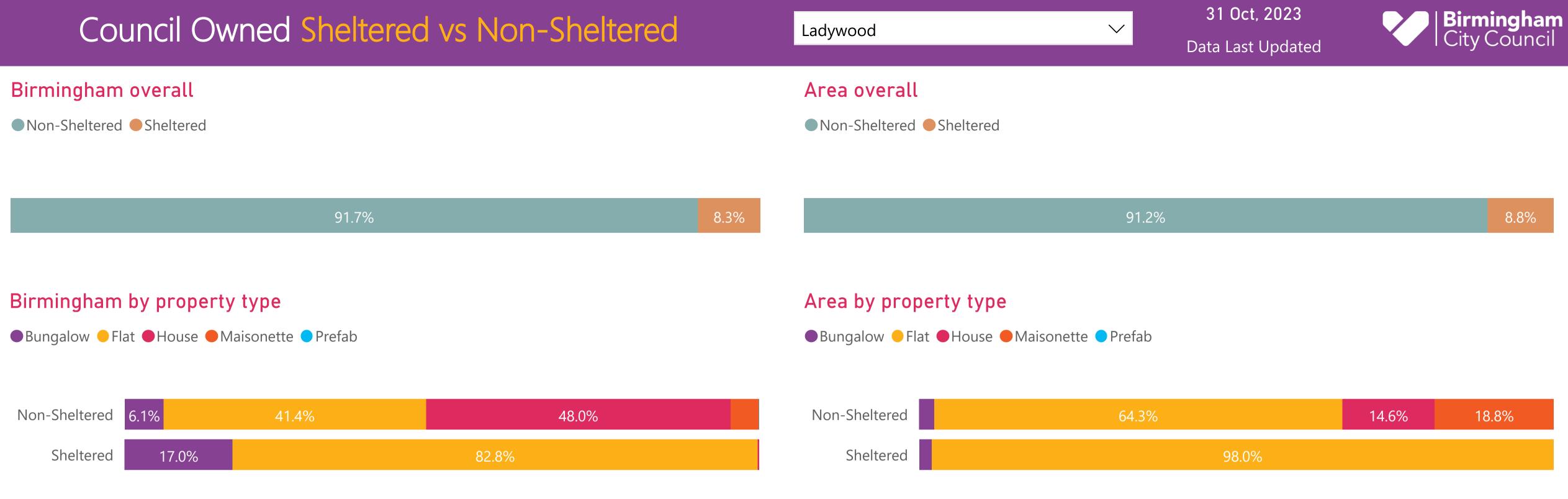
The average age of a property in this ward is 55 years. 2.4% of the housing stock in Ladywood is 0-30 years old. 77.8% of the stock is 30-60 years old. 19.8% of the stock is 60-100+ years old.

Data source

Internal Housing data held within Northgate. Data is updated **every Sunday**







Sheltered housing is designated for occupation mainly by over-55s with lower-level care and support needs. The majority of residents are above the state pension age, but some are of working age. Their needs are at least in part met by extra housing facilities and services available to residents.

Key findings

For Ladywood, there are 1,724 properties. 8.8% of those are sheltered and 91.2% are non-sheltered. This is compared to Birmingham, where 8.3% of properties are sheltered and 91.7% are unsheltered.

Data source

Internal Housing data held within Northgate. Data is updated **every Sunday**





SECTION 8: ENVIRONMENT







Environmental Justice Score

The Birmingham Future Parks Accelerator Project has looked at how other cities around the world responded to the issue of unequal access to green space and developed a measurement tool for Environmental Justice.

The Environmental Justice score measures:

- Access to a green space (2 hectares or larger) within 1,000m
- Flood Risk
- Urban Heat Island effect (significantly warmer than surrounding rural areas)
- Health Inequalities (through Excess Years of Life Lost)
- Indices of Multiple Deprivation

All 69 wards are given a value and a corresponding colour the highest scores receiving a red colour and the lowest scores show as green.

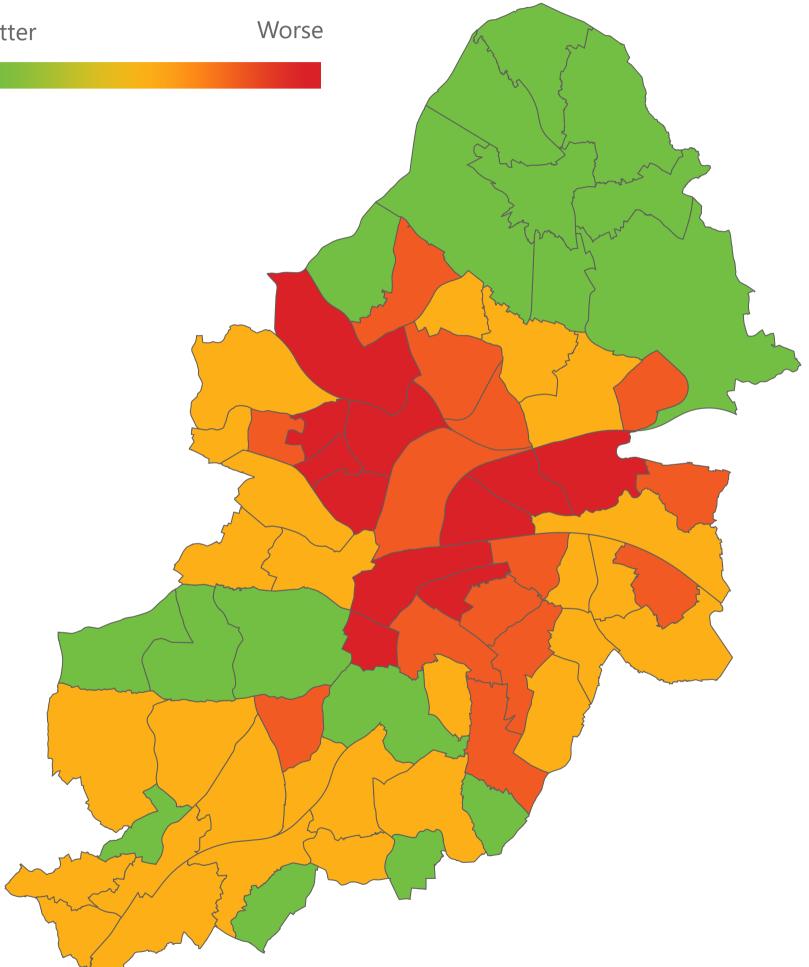
The red wards - priority areas - show those areas of the city where there is least environmental justice for citizens living there. Access to green space is lowest, the areas are urban heat islands, at risk of flooding, have high levels of deprivation and people have worse health and wellbeing.

Key findings

Ladywood has an environmental justice score of 0.34.

Map of Birmingham

Better		Wo



Data source

Birmingham City Council Geospatial team

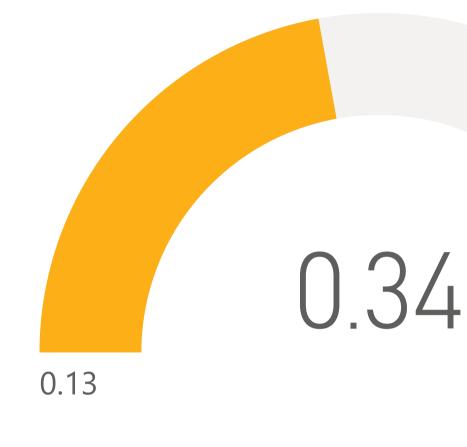


Data Last Updated

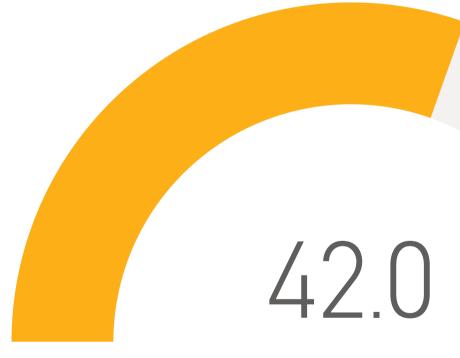
Greenspace index

Lower is better

 \checkmark



Rank Out of all 69 wards







Frequently Asked Questions

Q: What is an Output Area (OA)?

A: Output Areas (OAs) are the lowest level of geographical area for census statistics.

An OA is typically made up of between 40 and 250 households and usually have a resident population between 100 and 625 persons. There are some exceptions where an OA may have more than 625 people, for example where there is a large prison.

Q: Why do you not show an output area map for all pages?

A: Where possible we will always show the data at it's most granular level.

Where no map is available this is either due to the data not being available at any geographic area smaller than the ward or to protect individuals where small numbers may exist which can identify individuals.

Q: How often is the data refreshed?

A: Every day our little robots will look for the latest data and automatically load this into the report. Each page will give an indication as to how often the data is updated at source i.e Census data is every 10 years, unemployment is monthly.

Some sources we must manually download from our supplier and update the report. We have a little note in our diary to do this for you.

Q: Why are some time periods 10 months and some 12 months (or years)?

A: Where possible we try and keep 12 months for data supplied in months and 3 years for data in years. However, we have a very large variety of sources and not everyone is singing from the same hymn sheet.

Q: What is the difference between the online tool and the printed version distributed?

A: The printed version is derived from the exact same tool that you can access online but will only be as current as the time it was printed. The online tool checks for new data every day.

The online tool will also offer a much richer, deeper insight into the data i.e clicking on 'No qualifications' on the 'Highest level of qualification' page will show where within the ward will reconfigure the map and show where those with no qualifications are residing.

Q: Why are some values on cards different colours?

A: Where possible we will highlight a value or particular text to show how that compares to the Birmingham or England average.

Red means it is worse, **Yellow** means similar and **Green** means it is doing better.



Q: On the universal credit pages. Why are some months missing?

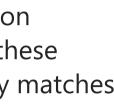
A: We use an external supplier for data (LG Inform+) and on occasion their datasets contain errors. Rather than show these errors we filter them out. This is to ensure the data quality matches our high standards.

Q: Why do the Birmingham figures differ from when I select ALL areas?

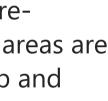
A: The numbers for Birmingham are often taken from a precalculated and supplied figure from our data source. The areas are made up using the Output Area level data, aggregated up and averaged out.

Due to data disclosure protection this can often change the raw value. However, the percentage is still accurate within 99.9998%.











CREATED BY THE BIRMINGHAM CITY OBSERVATORY. BE CURIOUS!

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