

SELLY OAK PROFILE (BIRMINGHAM)



DEMOGRAPHICS

Total Population: **107,081** residents
 Working age population: **70,923** residents
 Aged Under 16: **18,840** residents
 Aged 65+: **14,304** residents

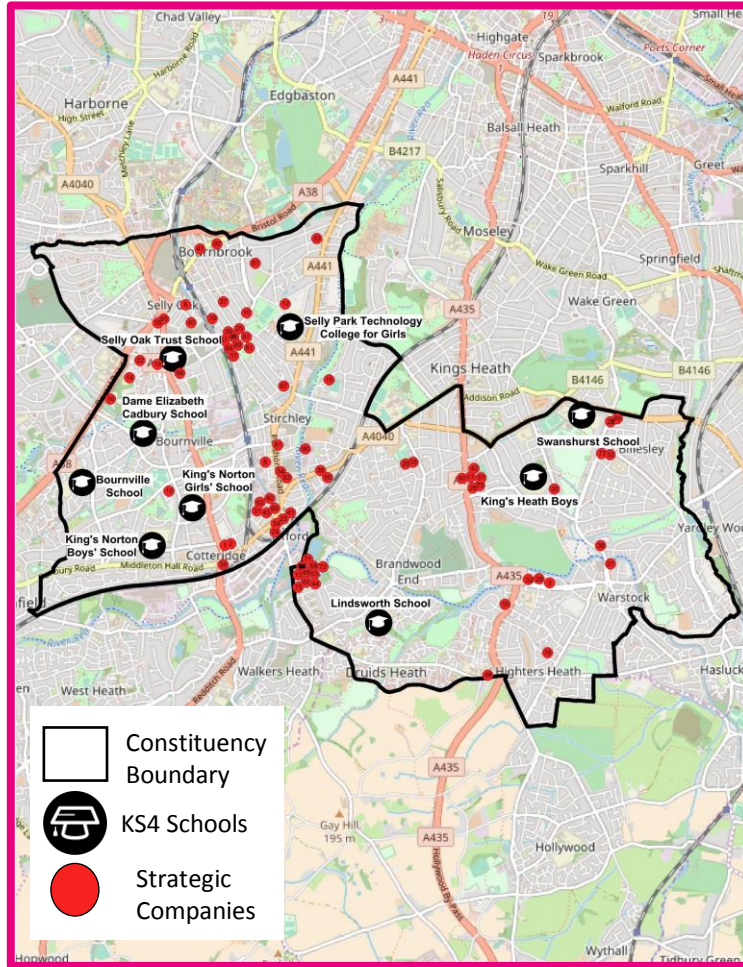
Gender

Male : **50,133 (48.2%)** residents
 Female: **53,934 (51.8%)** residents

Ethnicity

White : **78%**
 Mixed/Multiple Ethnic Groups: **4%**
 Asian/Asian British: **12%**
 Black/Black British: **4%**
 Other: **1%**

19 of the 62 neighbourhoods in Selly Oak in the bottom 20 of most deprived



- ### KEY STAGE 4 DESTINATIONS
- Sustained education destinations (91%)
 - FE Colleges (34%)
 - Apprenticeships (4%)
 - State-funded sixth form (30%)
 - Sustained employment/ destination (2%)



EMPLOYMENT

Jobs: **39,095 (46%)** of residents in employment

Full-time employment
26,657 (68.2%)
 UK Average: 71.8%



Part-time employment
12,438 (31.8%)
 UK Average: 28.2%



Unemployed
5,076 (6.0%)
 UK Average: 7.6%



EDUCATION

Bournville School
 Academy Sponsor-Led

Dame Elizabeth Cadbury School
 Academy Converter

King's Norton Boys' School
 Foundation School

Kings Heath Boys
 Community School

Kings Norton Girls' School
 Academy Converter

Lindsworth School
 Community School

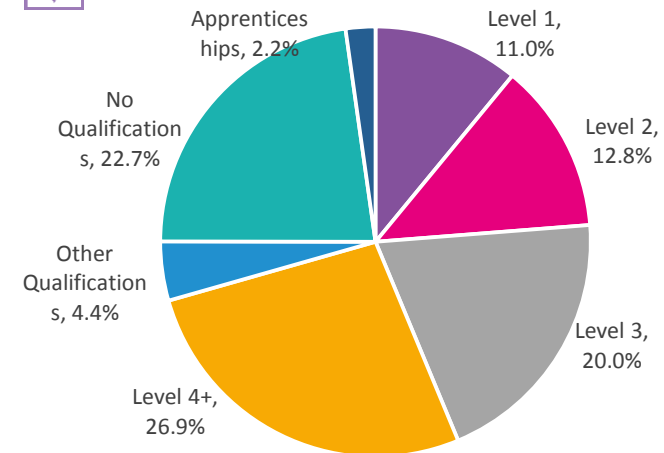
Selly Oak Trust School
 Foundation School

Selly Park Technology College for Girls
 Community School

Swanshurst School
 Community School



RESIDENT QUALIFICATIONS



Data Sources:

Demographics: Census 2011; GOV.UK:
 IMD: English Indices of Multiple Deprivation 2013;
 UKCES Skills Survey 2015 – Skills Lacking in 16 Year Olds;
 GOV.UK: Destinations of Key Stage 4 and Key Stage 5 Pupils 2015;
 Education: DfE 2016, Schools, Pupils and their Characteristics;
 Resident Qualifications: Census 2011;
 Employment: Census 2011

BUSINESS – 92 STRATEGIC COMPANIES



No	Company Name	Major Sector
1	A.E. Franklin Limited	Advanced Manufacturing & Engineering
2	L.N.Mitchell Limited	Advanced Manufacturing & Engineering
3	Zeb's Limited	Retail
4	M.A.N. Recycling (2000) Limited	Retail
5	SRG Holdings Limited	Construction (Building Technologies)
6	A.W. Chinn Properties (B'Ham) Limited	Business, Professional and Financial Services
7	J.A. Burke Construction Limited	Construction (Building Technologies)
8	Mainstream Windows Ltd	Business, Professional and Financial Services
9	Inter City Group Holdings Worldwide Limited	Retail
10	Rana Textiles Limited	Retail
11	L.G. Davis (Stationers) Limited	Digital & Creative
12	Parkopedia Limited	Digital & Creative
13	Whites Pharmacy Limited	Retail
14	Equity House Developments Ltd	Construction (Building Technologies)
15	Dunns Produce Limited	Retail
16	Entercode Limited	Construction (Building Technologies)
17	Euro Carpet Warehouse Limited	Retail
18	J And PA Dillon Limited	Business, Professional and Financial Services
19	Keystone Wood Limited	Retail
20	Wine Lord Limited	Retail
21	Armstrong Build Limited	Construction (Building Technologies)
22	L. Daniels Property Maintenance Limited	Public Sector including Education
23	Gentle Properties Limited	Business, Professional and Financial Services
24	The Varsity Partnership LLP	N/A
25	Capricorn Car Parts Limited	Retail
26	A.R.K. Healthcare Limited	Retail
27	Adam Myers Limited	Retail
28	DWH Pharma Limited	Retail
29	Green Enterprises Limited	Retail
30	Medihealth Limited	Retail
31	Medi-Zen Healthcare Services Limited	Retail
32	Penthealth Limited	Retail
33	Sonam (Oxford) Limited	Business, Professional and Financial Services
34	Walkers Pharmacy Limited	Retail
35	Smallbone & Son Service Station Limited	Retail
36	Birmingham Methodist Circuit	N/A
37	Araprint Limited	Digital & Creative
38	Medipharma UK Limited	Life Sciences & Healthcare
39	Birmingham Multi-Care Support Services Ltd	Life Sciences & Healthcare
40	Fircroft College Trust	N/A
41	Woodbrooke	N/A
42	Astroluxe Limited	Retail
43	Airtech Controls Limited	Advanced Manufacturing & Engineering
44	Howard Yarnold (Windows And Doors) Ltd	Advanced Manufacturing & Engineering
45	ST. Mary's Hospice Limited	Life Sciences & Healthcare
46	Five Oaks Green Holdings Limited	Business, Professional and Financial Services

No	Company Name	Major Sector
47	C. J. Furey Construction Ltd.	Construction (Building Technologies)
48	Sisters of Charity of St Paul the Apostle	N/A
49	Formission Ltd	Public Sector including Education
50	Cranlea Human Performance Limited	Retail
51	Cameron-Price Limited	Advanced Manufacturing & Engineering
52	The Thaw Group Limited	Business, Professional and Financial Services
53	Cadbury UK Ltd	Advanced Manufacturing & Engineering
54	Mondelez UK Confectionery Production Limited	Business, Professional & Financial Services
55	SBP Building Products Ltd	Construction (Building Technologies)
56	Stretonette Limited	Retail
57	Paraplan Limited	Retail
58	UK Sofa Wholesale Ltd	Retail
59	Birmingham Jewish Community Care	N/A
60	B&B Electrical Wholesale Limited	Retail
61	Globe Services (Holdings) Limited	Public Sector including Education
62	Creative Manufacturing Limited	Advanced Manufacturing & Engineering
63	Agora Solutions Limited	Digital & Creative
64	CBC Holdings Limited	Logistics & Transport Technologies
65	L.A. Walpole Limited	Digital & Creative
66	South Avenue Fleet Sales Limited	Retail
67	The Lawns Residential Care Home Limited	Life Sciences & Healthcare
68	Durolas (Contractors) Limited	Construction (Building Technologies)
69	Fancy Metal Goods Limited	Retail
70	Impact Repair Centre Limited	Retail
71	Main Line (Instruments) Limited	Digital & Creative
72	MYA (UK) Limited	Construction (Building Technologies)
73	Alexander Daniels Limited	Business, Professional and Financial Services
74	Alp (Europe) Limited	Advanced Manufacturing & Engineering
75	Bromsgrove Healthcare Innovations Limited	Life Sciences & Healthcare
76	F W Staples & Associates Limited	Life Sciences & Healthcare
77	Finnan Developments Limited	Construction (Building Technologies)
78	Greenfields Environmental Limited	Retail
79	Hollybox Limited	Construction (Building Technologies)
80	LS Property Holdings Limited	Business, Professional and Financial Services
81	Mers INS Limited	Business, Professional and Financial Services
82	Middlefield Properties Limited	Construction (Building Technologies)
83	MPH Automotive Centres Ltd	Retail
84	Potenza Technology Limited	Digital & Creative
85	Purple Parsnip Investments Limited	Business, Professional and Financial Services
86	RAB Consultants Limited	Construction (Building Technologies)
87	Raybone Developments Limited	Construction (Building Technologies)
88	Shiffon Designs Limited	Retail
89	The Studio Venue Company Limited	Cultural Economy inc. Sports
90	Utensa Limited	Advanced Manufacturing & Engineering
91	Wimbledon Developments Limited	Business, Professional and Financial Services
92	WTL PLC	Retail