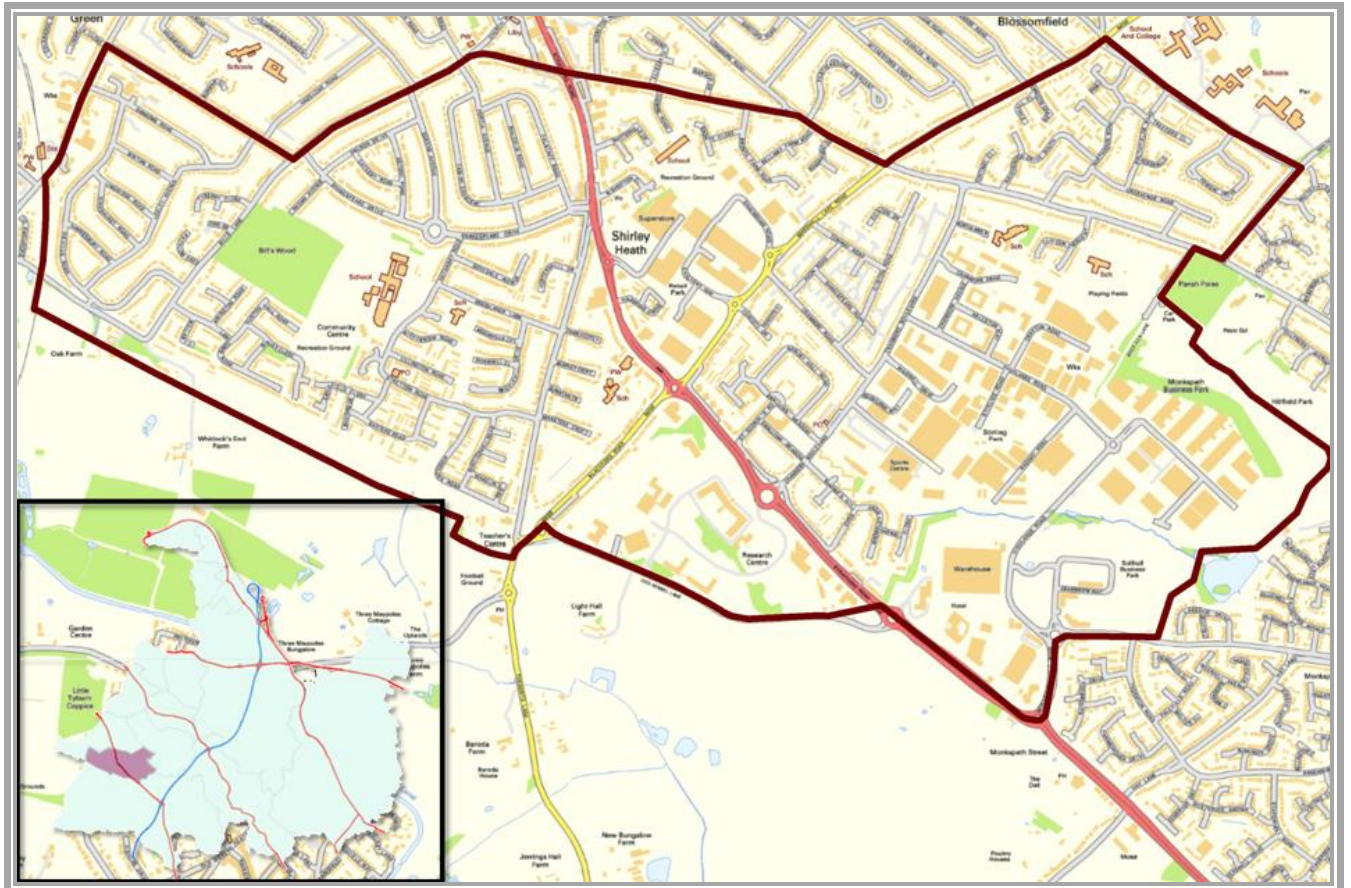


# 2016 Ward Profile: Shirley South



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## WARD PROFILE FORWARD

Ward Profiles provide a snapshot of a ward's socio-economic circumstances and highlight specific issues and concerns at a local level.

This update still includes comprehensive coverage of the Census 2011 data first reported in the 2013 Ward Profile, as, in many instances, the Census remains the most detailed and accurate measure available at a ward level. The Census provides highly detailed information on the following themes:

- Population and demography;
- Households, living arrangements & family structure;
- Ethnicity, religion, origin & language;
- Employment and qualifications;
- Health and care;
- Housing and housing condition.

This update also draws on the latest available version of following data sets:

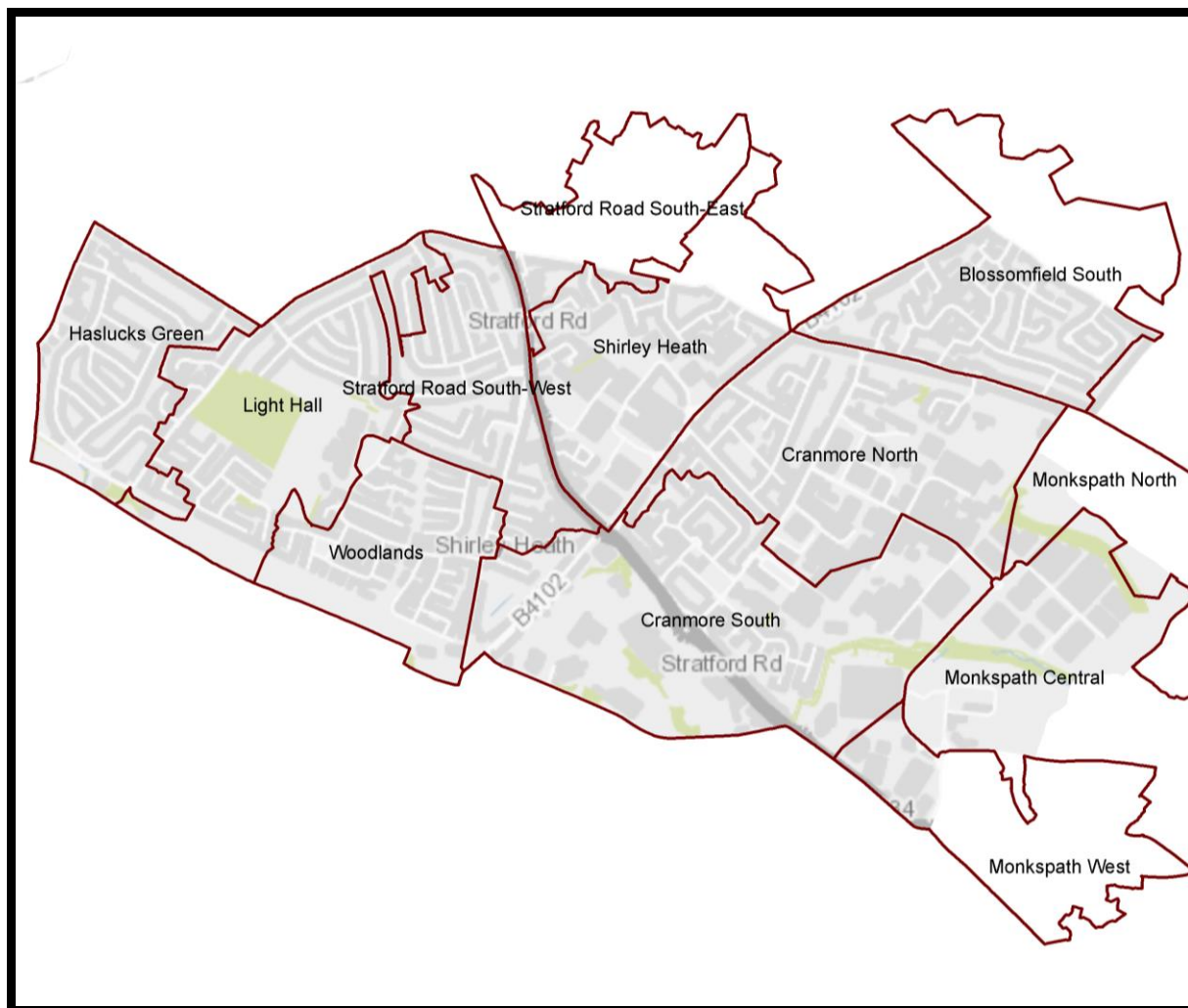
- Crime and anti-social behaviour rates (Crime Stats UK);
- Claimant unemployment (ONS/Nomis) and worklessness (DWP);
- Solihull Place Survey 2014 (SMBC);
- School attainment (Department for Education);
- Children in Poverty (DWP);
- Life expectancy and mortality rates (Public Health England);
- Index of Multiple Deprivation (ONS);
- Solihull Housing Register (SMBC).

Sub-borough data is available at a variety of levels. As well as the borough's 17 electoral wards, the majority of data is based on the standard Census geographies:

- Lower Super Output Areas (LSOAs) local neighbourhoods based on a minimum population of 1,000 and an average of 1,500 (134 in Solihull);
- Middle Layer Super Output Areas (MSOAs) containing an average of 7,200 persons (29 in Solihull).

Technical advice and support is available from the Solihull Observatory.

## SHIRLEY SOUTH SUPER OUTPUT AREAS



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## SOLIHULL CONTEXT

Solihull is a broadly affluent Borough in both the regional and national context, with generally above-average levels of school performance and low crime rates compared with the West Midlands key characteristics. Levels and extent of deprivation are limited with only 22 of the Borough's 134 Lower Super Output Areas (LSOAs) in the most 20% deprived areas in the country.

Solihull as an authority is, however, challenged by a prosperity gap, with performance indicators in the regeneration zone to the north of Birmingham International Airport significantly lagging the rest of the Borough. Geographically, Solihull can be split into the northern area (including the regeneration zone), the urban west (including Solihull town centre), the rural east and the semi-rural south.

## SHIRLEY SOUTH SUMMARY

The Shirley South ward is located in the urban west of the Borough, bisected by the Stratford Road. Shirley is one of Solihull's commercial and economic hubs, characterised by a higher proportion of workplace jobs than resident working age population. Alongside a variety of private and public sector office based businesses, Shirley is Solihull's distribution hub (including John Lewis facilities) and with the Marshall Lake park, a significant retail centre.

Socially and economically there is a broad centre/periphery split, with prosperity levels higher in areas such as Monkspath and Blossomfield on the ward's eastern boundary. The core of Shirley South represented by Shirley Heath, Woodlands and Cranmore has a higher proportion of blue-collar families and a greater provision of socially rented housing. The map illustrates the individual localities within Shirley South, based on the Office for National Statistics LSOAs. A significant proportion of the Monkspath Central, Blossomfield South and Shirley Heath LSOAs lie within the Shirley South ward.

## POPULATION AND DEMOGRAPHY

### Total Population and Households

	<b>Shirley South</b>	<b>Solihull</b>	<b>England</b>
All usual residents	12,079	206,674	53,012,456
Household residents	11,881	205,087	52,059,931
Communal establishment residents	198	1,587	952,525
% of population in communal establishments	1.6%	0.8%	1.8%
Area (hectares)	387	17,829	13,027,843
Population density	31.2	11.6	4.1
Households with at least one usual resident	5,038	86,056	22,063,368
Average household size	2.4	2.4	2.4
Source: ONS Census 2011			

At the time of the 2011 Census the population of Shirley South was 12,079 (5,782 males, 6,297 females). This equates to 31.2 residents per hectare, compared to the Solihull average of 11.6.

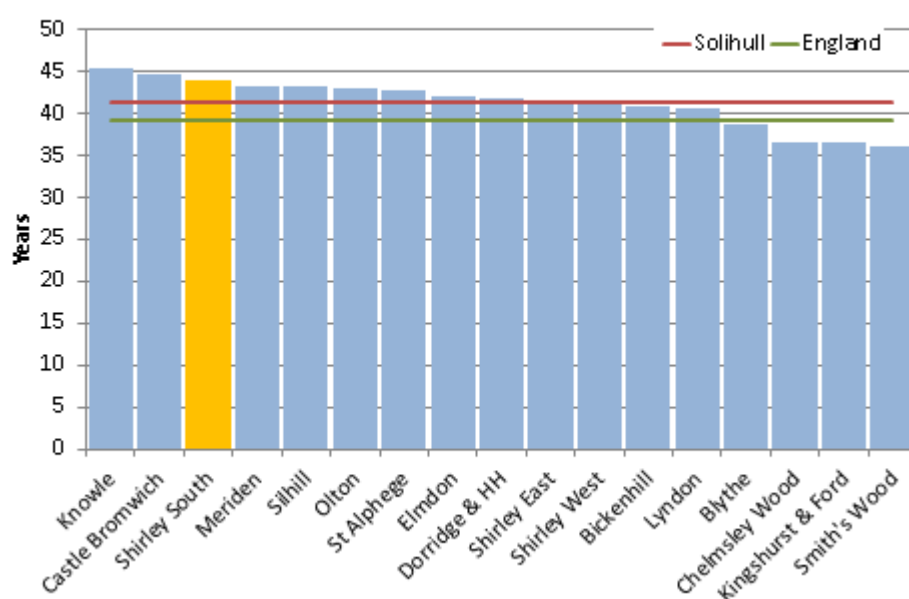
Subsequent modelled estimates by the ONS record the Shirley South population as 12,235 residents in mid-2014 (5,854 males, 6,381 females). However, as the Census provides the most accurate picture this is used as the source for the more detailed population breakdowns that follow.

### Age Structure

	<b>Count</b>	<b>% of Population</b>		
	<b>Shirley South</b>	<b>Shirley South</b>	<b>Solihull</b>	<b>England</b>
Pre-School Children (0-4 years)	543	4.5%	5.6%	6.3%
School Age Children (5-15 Years)	1,384	11.5%	13.4%	12.6%
All Children (0-15 years)	1,927	16.0%	19.0%	18.9%
Young Adults (age 16-24 years)	1,261	10.4%	10.6%	11.9%
Mature working Age (25-64 years)	6,129	50.7%	51.3%	52.9%
Working Age Total (16-64)	7,390	61.2%	61.9%	64.8%
Retirement Age (65 year+)	2,762	22.9%	19.2%	16.3%
Older People (Age 85+)	445	3.7%	2.7%	2.2%
Average Age (years)		43.9	41.3	39.3
Source: ONS Census 2011				

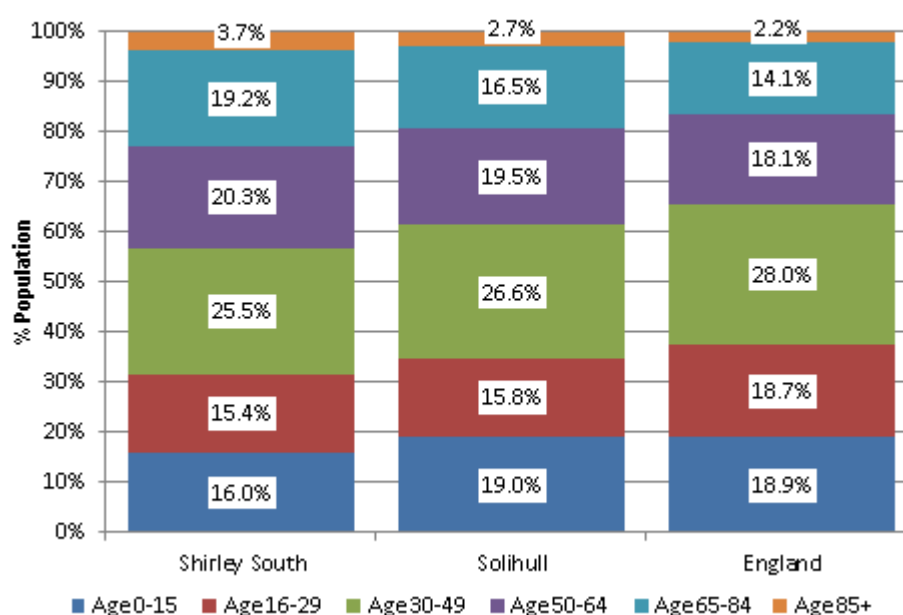
In 2011 the average age in Shirley South was 43.9 years, higher than both the Solihull (41.3 years) and England (39.3 years) averages.

## Average Age



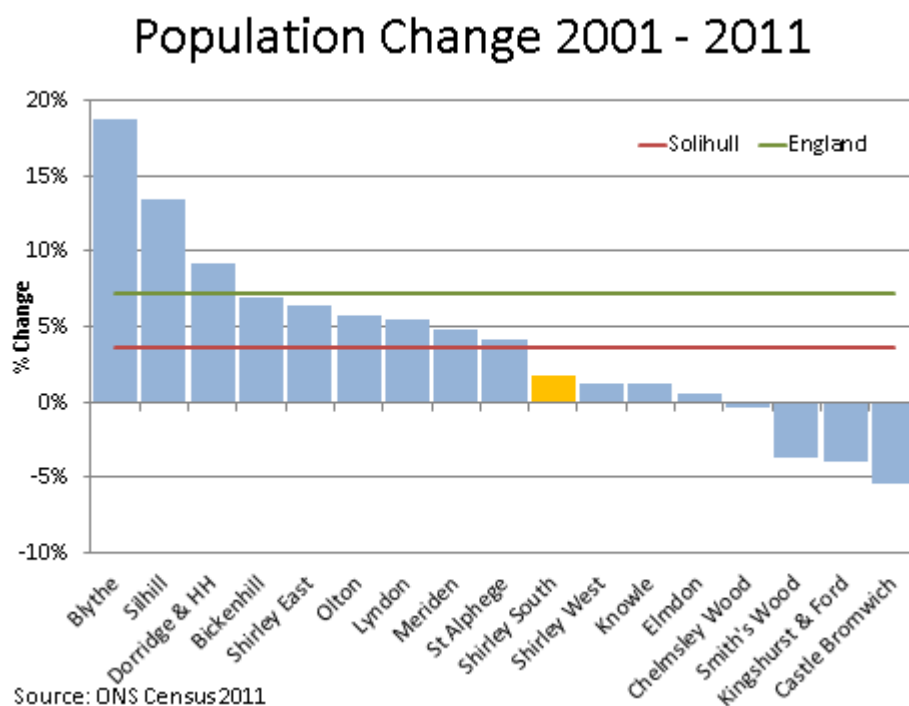
This above average age in Shirley South is consistent with an age profile in which the ward has proportionally the 3<sup>rd</sup> most residents aged 65 and over (22.9%, 2,762 individuals) and the 4<sup>th</sup> most aged 85+ (3.7%, 445 individuals) in the borough. Shirley South has a below average proportion of residents in all age bands under the age of 50 years, including the 2<sup>nd</sup> smallest population of children in Solihull.

## Population 2011



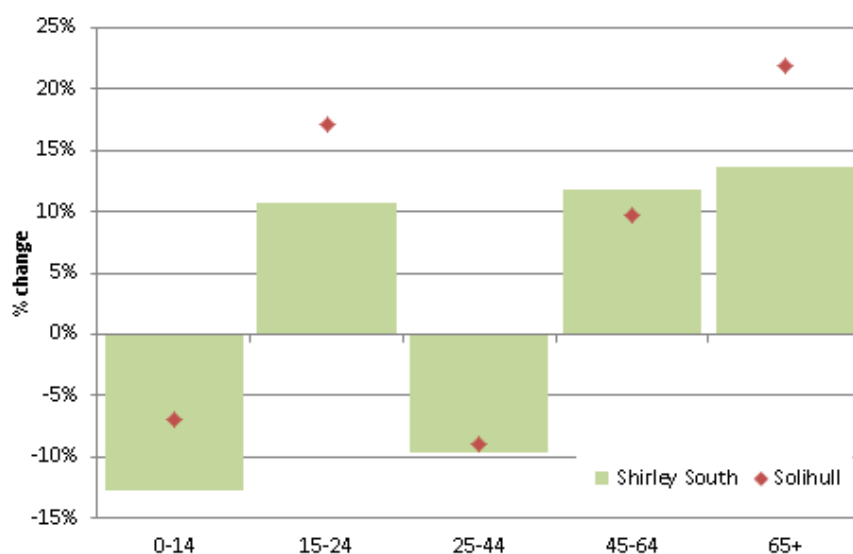
## Population Change

Between 2001 and 2011, the population of Shirley South increased by +1.7% (+207 individuals) much less than the Solihull average of 3.6%.



Population growth in Shirley South between 2001 and 2011 was similar in pattern to that of Solihull as a whole, with increasing numbers of those aged 45 and over and 15-24 years partially offset by falls in numbers of children aged 0-14 years and adults aged 25-44. At +14% (+429 individuals) the increase in the ward's population aged 65+ was notably smaller than that of the borough as a whole (+22%), although with the numbers aged 85 and over increasing by +93% (+215 individuals) Shirley South is subject to many of the same issues related to an ageing population.

### Population Change by Broad Age Band 2001 - 2011



Source: ONS Census 2011

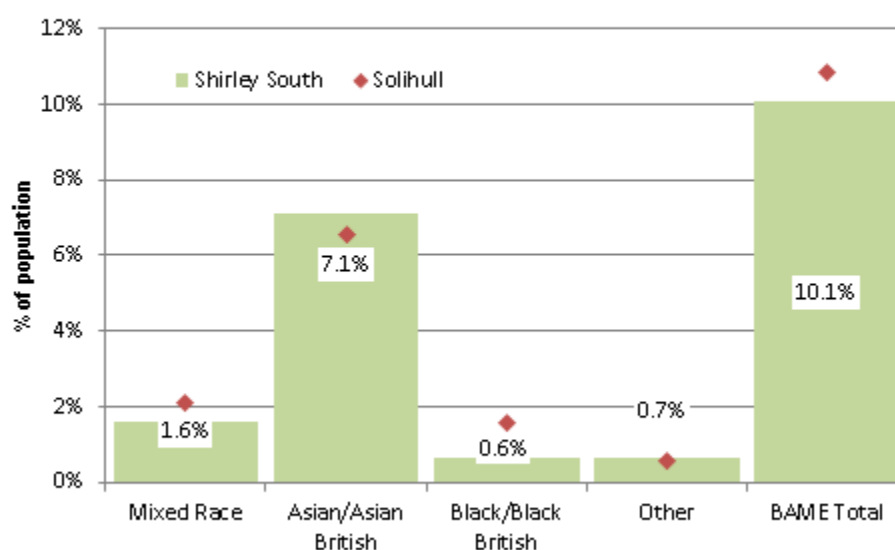
### Ethnicity, Origin and Language

	Count	% of Population		
	Shirley South	Shirley South	Solihull	England
White Population	10,864	89.9%	89.1%	85.4%
Black & Asian Minority Ethnic Population (BAME)	1,215	10.1%	10.9%	14.6%
Born in UK	11,141	92.2%	92.6%	86.2%
Born Outside UK	938	7.8%	7.4%	13.8%
UK Passport	10,076	83.4%	82.1%	75.8%
Non-UK Passport	505	4.2%	4.0%	8.8%
No Passport	1,571	13.0%	14.6%	16.5%
English Main Language (age 3+)	11,401	96.9%	97.1%	92.0%
Speak English Well (age 3+)	308	2.6%	2.5%	6.3%
Cannot Speak English or Speak Well (age 3+)	57	0.5%	0.5%	1.7%
Source: ONS Census 2011				

The population of Solihull is becoming increasingly diverse, with the number of residents from a Black or Asian Minority Ethnic (BAME) background increasing by +108% between 2001 and 2011, representing 10.9% of the population compared with 5.4% 10 years earlier.

Shirley South has undergone a similar change with the number of BAME residents increasing by +105% (+621 individuals) over this period, compared to a fall of -4% (-414 individuals) in the White population. As a result of this changing demographic the proportion of BAME residents has increased from 5.0% in 2001 to 10.1% in 2011. 71% of the BAME population in Shirley South are from an Asian or Asian British background, with this group representing 7.1% of the ward's total population compared to the Solihull average of 6.6%.

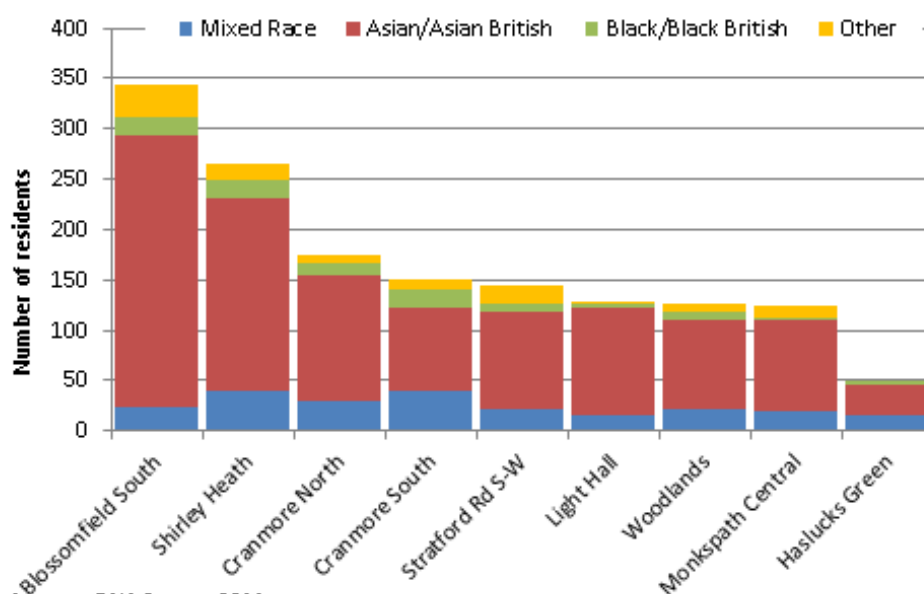
### Black and Asian Minority Ethnic (BAME) Population 2011



Source: ONS Census 2011

At an LSOA neighbourhood level the BAME population in Shirley South ranges from above average levels in Blossomfield South (19%) and Shirley Heath (15%) to just 3% in Haslucks Green.

### Black or Asian Minority Ethnic Population (BAME) in Shirley South



Source: ONS Census 2011

At 7.8%, the number of Shirley South residents born outside of the UK is in-line with the Solihull average (7.4%), but significantly below that for England (13.8%). A large majority (74%) of the 938 Shirley South residents born outside of the UK arrived prior to 2001, with a slightly smaller proportion (10%) arriving post 2007 than the Solihull average (13%).

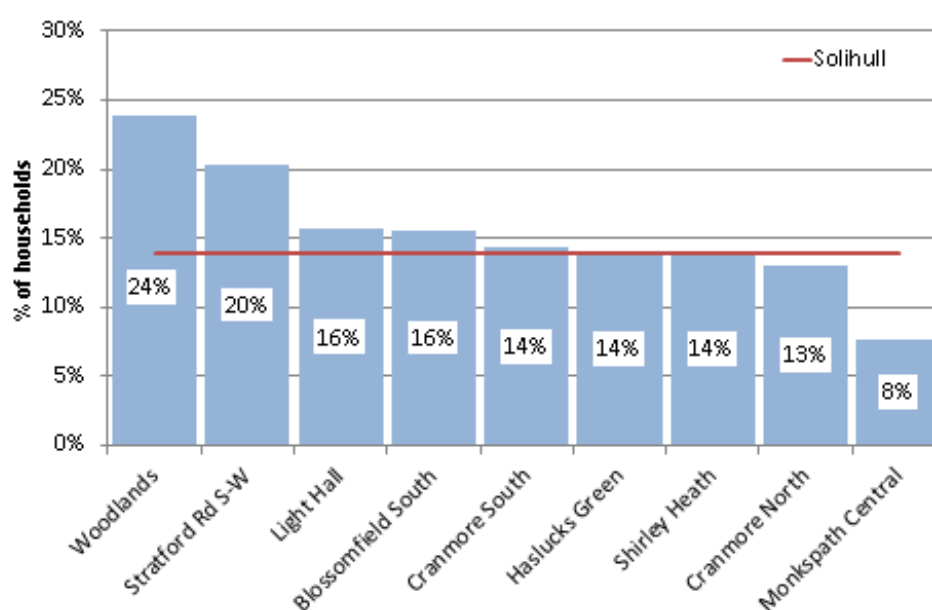
Nearly 97% of the Shirley South population aged 3 years and over have English as their main language, with those that cannot speak English or speak English well representing just 0.5% of the total population.

## Household Composition

	Count	% of All Households		
	Shirley South	Shirley South	Solihull	England
One Person	1,444	28.7%	29.2%	30.2%
One Family	3,297	65.4%	65.6%	61.8%
Other Households	297	5.9%	5.2%	8.0%
Total Aged 65+	1,426	28.3%	24.4%	20.7%
Of which Single	824	16.4%	13.9%	12.4%
All with Dependent Children	1,363	27.1%	30.2%	29.1%
Of Which Lone Parent	257	5.1%	7.1%	7.1%
All Households	<b>5,038</b>			
Source: ONS Census 2011				

Just over 65% of Shirley South's 5,038 households are occupied by one family, which like the borough as a whole is above the England average (62%). Although single person households as a whole are slightly less common in Shirley South than across Solihull, the ward has the 3<sup>rd</sup> highest proportion of single pensioner households in the borough (16% of all households). At a local neighbourhood level the proportion of single pensioner households rises to 24% in the Woodlands LSOA, 8<sup>th</sup> highest concentration in the borough (out of 134 LSOAs) and is also significantly above average in Stratford Road South West (20%).

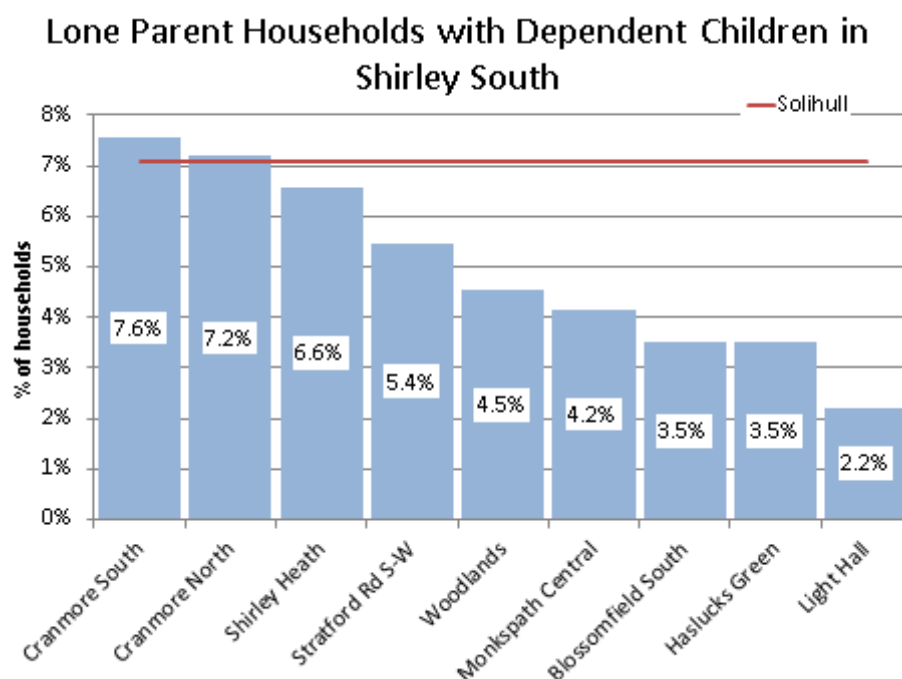
## Single Pensioner Households in Shirley South



Source: ONS Census 2011

With the number of single person households increasing by 8% in Shirley South between 2001 and 2011 compared to no change in the number occupied by a family, the ward has, like Solihull as a whole, undergone a significant shift in terms of household composition which has potentially significant implications for housing demand.

There are 477 lone parent households in Shirley South of which 257 have dependent children, which represents 5.1% of all households, compared with the Solihull average of 7.1%. Among Shirley South's LSOA neighbourhoods, only Cranmore South (7.6%) has a notably higher proportion of lone parent households with dependent children than the Solihull average.

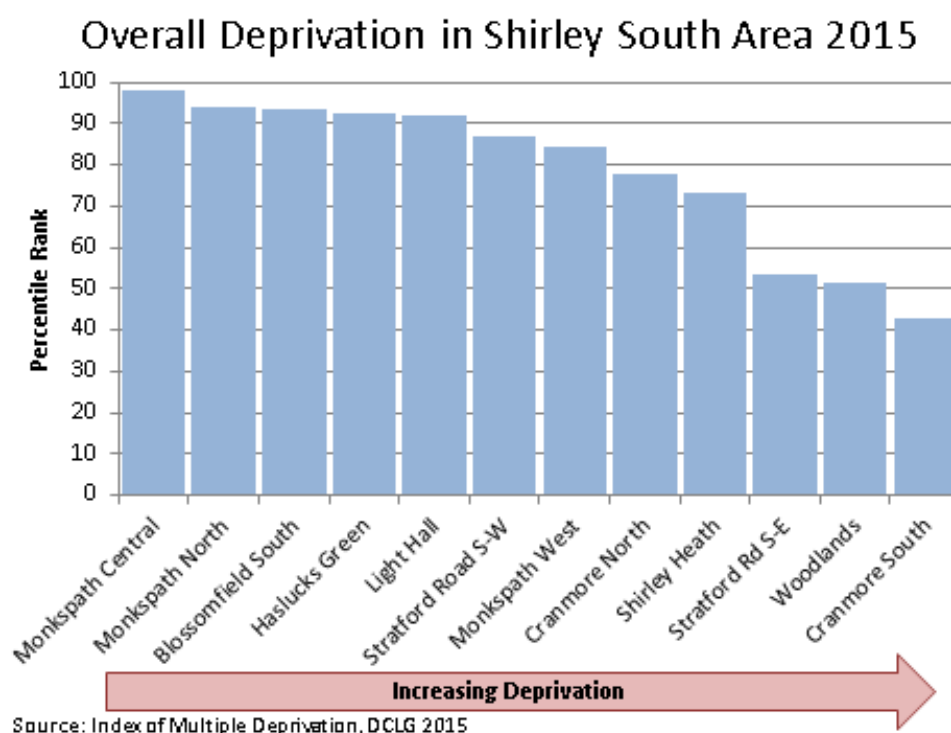


Source: ONS Census 2011

## Deprivation

The Index of Multiple Deprivation (IMD) provides a useful snapshot of the degree to which the local population is exposed to social and economic disadvantage.

Overall, Shirley South is subject to relatively low levels of deprivation, although Cranmore South (43<sup>rd</sup> percentile) is one of the more deprived LSOAs in south Solihull.



## PROSPEROUS COMMUNITIES

### Economic Activity and Employment

	Count	% 16-74 Population		
	Shirley South	Shirley South	Solihull	England
Economically Active	6,263	72.3%	70.8%	69.9%
of which Employed	5,734	66.2%	63.8%	62.1%
of which Unemployed	266	3.1%	4.2%	4.4%
Economically Inactive	2,403	27.7%	29.2%	30.1%
of which Retired	1,455	16.8%	16.2%	13.7%
of which Looking After Home or Family	231	2.7%	3.7%	4.4%
of which Sick or Disabled	230	2.7%	3.3%	4.0%
Source: ONS Census 2011				

At 72% the proportion of 16-74 year olds in Shirley South that are economically active is marginally higher than the Solihull average (71%), as is the employment rate.

Of the 6,263 16-74 year olds in employment in Shirley South 61% work full-time for an employer, 24% work part-time and 15% are self-employed. Since 2001 the proportion working full-time has shrunk by five percentage points (from 66% to 61%), with part-time employment (+3 percentage points) and self-employment (+2 percentage points) increasing. This slight shift in the structure of employment is consistent with the pattern across Solihull.

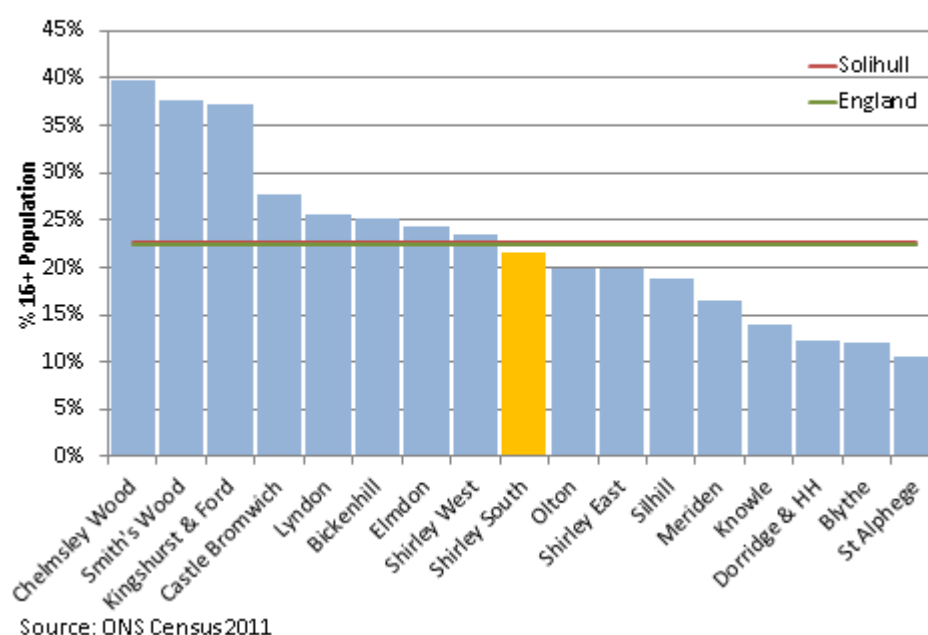
27% of Shirley South residents aged 16-74 years in employment work in the public sector, with financial & business services (19%) and wholesale & retail trades (17%) the next largest sectors. Between 2001 and 2011 the major shift in terms of employment was a fall in the proportion employed in manufacturing (from 15% to 9% of Shirley South residents in employment) offset by an increase in the proportion in the public sector (from 22% to 27%). Transport, storage & communications, construction and accommodation & food services have also become slightly more significant over this period. The greater role of the public sector and the decline of manufacturing employment in Shirley South are consistent with the pattern across Solihull.

## Adult Skills

	Count	% 16-74 Population		
	Shirley South	Shirley South	Solihull	England
No Qualifications	2,198	21.7%	22.7%	22.5%
Maximum NVQ Level 1	3,494	34.4%	36.3%	35.8%
NVQ Level 4+	2,836	27.9%	28.5%	27.4%
Source: ONS Census 2011				

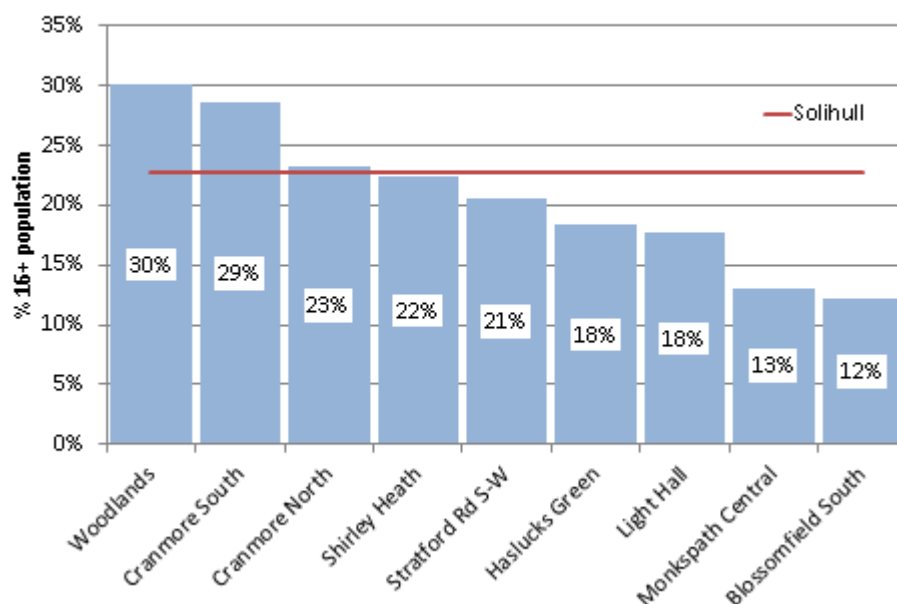
There are 3,494 adults aged 16 and over in Shirley South who can be classified as having low skills (qualified to a maximum of NVQ level 1) of which 2,198 have no formal qualifications. This means that over one in five (22%) of the adult population in Shirley South have no formal qualifications, although this is marginally less than both the Solihull (22.7%) and England (22.5%) averages. At the other end of the spectrum, at 28%, Shirley South has a similar population qualified to NVQ level 4 (degree level or equivalent) and above, to the Solihull and England averages.

## Adults with No Formal Qualifications



At a local neighbourhood level two LSOAs in Shirley South have a higher proportion of adults with no formal qualifications, with Woodlands (30%) and Cranmore South (29%) among the highest outside of the North Solihull regeneration wards.

### Adult Population with No Formal Qualifications

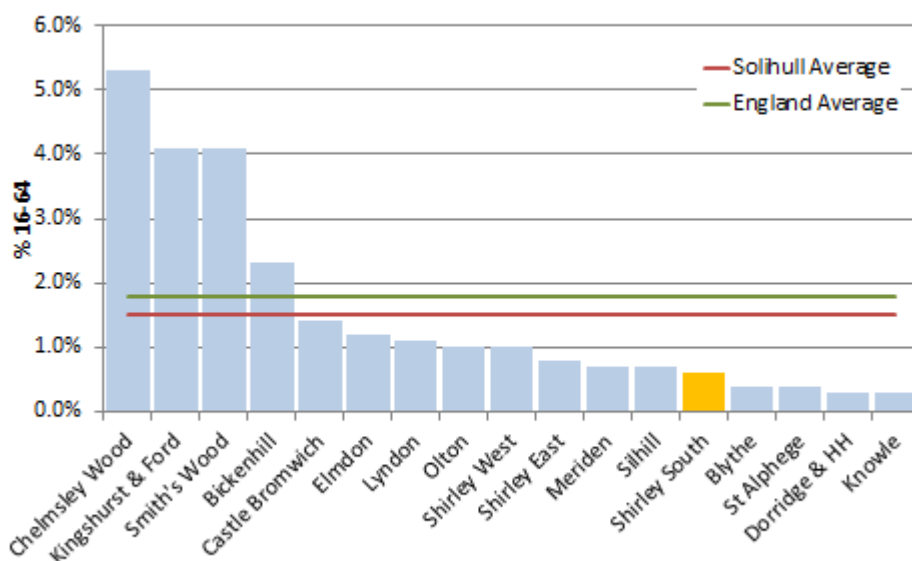


### Claimant Unemployment

Claimant unemployment comprising Jobseekers Allowance (JSA) claimants and, since June 2015, Universal Credit claimants not in employment, measures the number of people not in work and actively seeking employment.

In October 2015 there were 45 individuals in Shirley South meeting this definition of unemployment equating to 0.6% of the working age population. This is substantially below each of the Solihull (1.5%), England (1.8%) and West Midlands (2.1%) averages.

## Claimant Unemployment October 2015

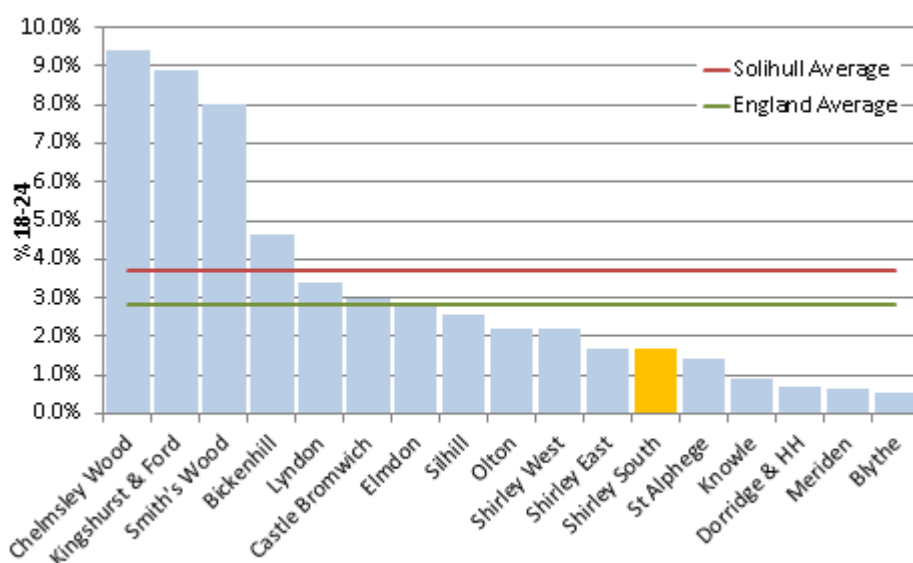


Source: ONS/Nomis

33% of claimants in Shirley South are aged 18-24 years (15 individuals) with the rate among this group 1.7% compared to the averages of 3.7% for Solihull and 2.8% for England. Like England as a whole Claimant Unemployment rates in Shirley South are lower among older age groups: 0.5% among 25-49 year olds and 0.4% for 50-64 year olds. This is as much due to increasing take up of other benefits, particularly sickness benefits such as Employment Support Allowance, among older age groups as increasing employment rates.

Claimant Unemployment - October 2015				
	Shirley South Count	Rate		
		Shirley South	Solihull	England
Aged 18-24	15	1.7%	3.7%	2.8%
Aged 25-49	20	0.5%	1.6%	1.8%
Aged 50+	10	0.4%	0.9%	1.4%
All Ages	45	0.6%	1.5%	1.8%
Source: ONS/Nomis				

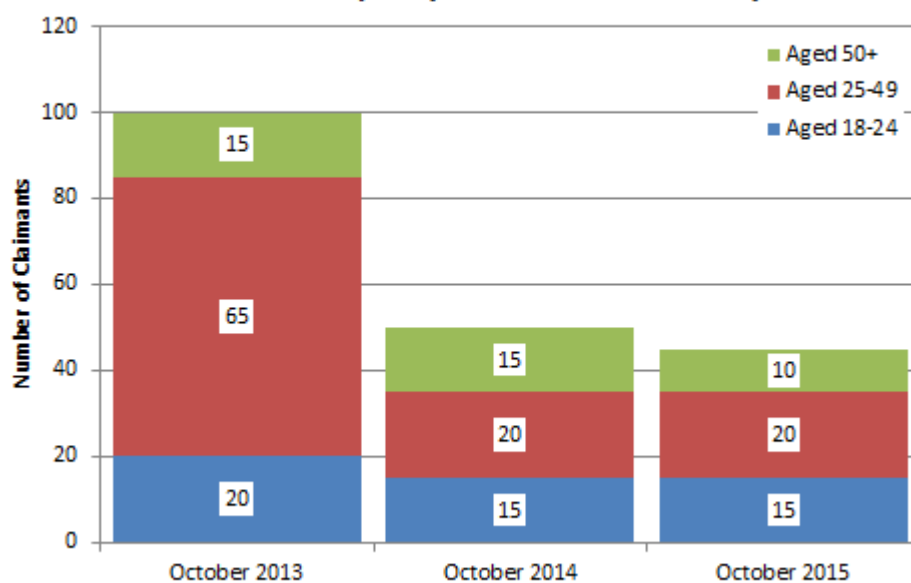
## 18-24 Claimant Unemployment October 2015



Source: ONS/Nomis

Claimant unemployment in Shirley South has fallen by a total of -55% (-55 individuals) in the last two years, with the number of claimants aged 18-24 years falling by -25% (-5 individuals) over this period.

## Claimant Unemployment in Shirley South



Source: ONS/Nomis

## Worklessness

Worklessness is a broader labour market measure than claimant unemployment as it includes individuals who are not working but not required to seek work to be eligible for

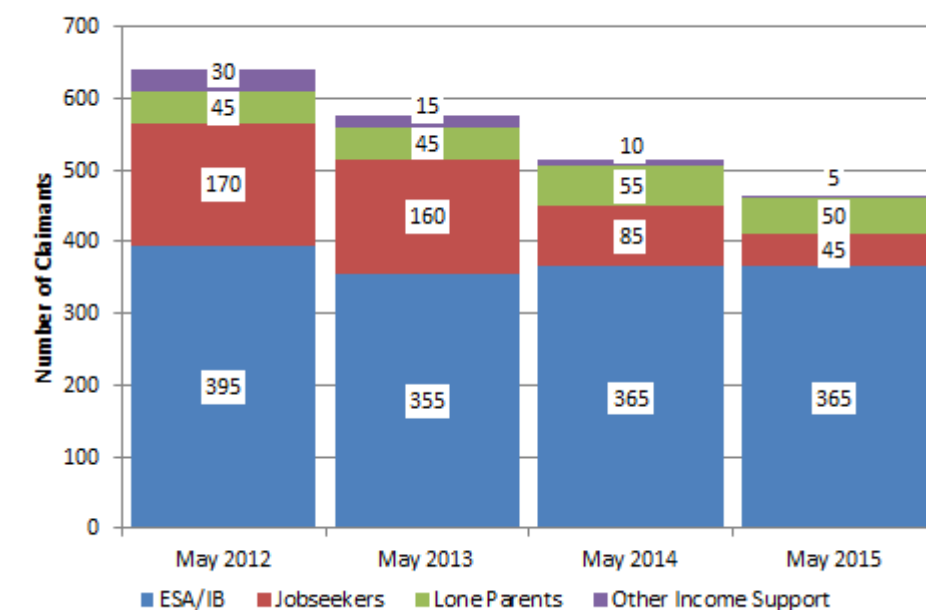
benefits. This includes significant numbers of those claiming a sickness benefit (Employment and Support Allowance or Incapacity Benefit). The total number of people workless comprises those claiming Jobseekers Allowance, Employment and Support Allowance/Incapacity Benefit, as well as Lone Parents and others on income support.

In May 2015 there were 465 people in Shirley South claiming one of these out of work benefits, equating to 6.3% of the working age population, compared with the Solihull average of 8.1% and the rates of 9.1% for England and 10.4% for the West Midlands.

Employment Support Allowance (ESA) and Incapacity Benefit claimants constitute 78% of the total claimant count, followed by lone parents on income support (11%), Jobseekers (10%) and others on income related benefits (1%).

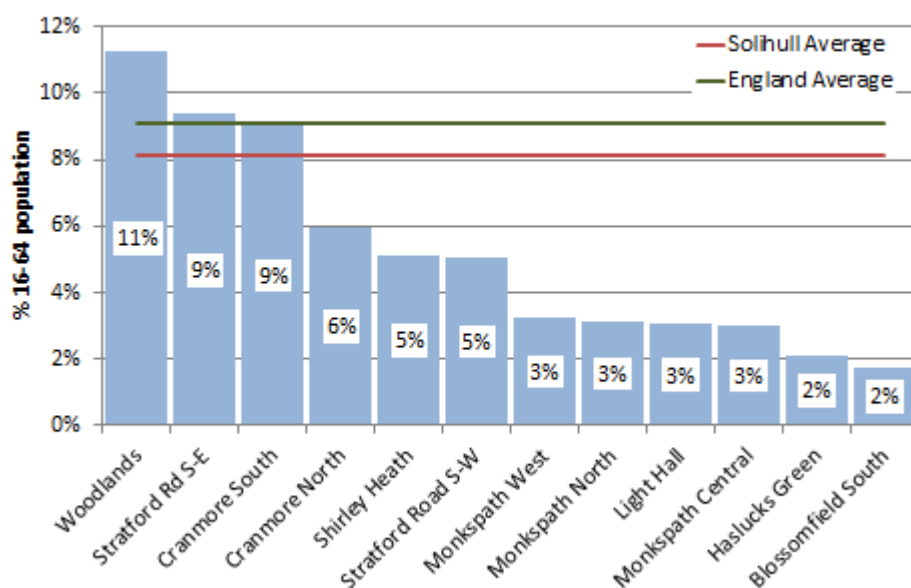
In common with the rest of the borough, the number of people claiming an out-of work benefit increased sharply in Shirley South in the aftermath of the 2008/09 recession, but has been trending downwards over the last three years. The number of claimants is now 27% lower than in 2012 (-175 claimants). This reduction has been primarily driven by falling numbers of Jobseekers, although unlike some other parts of the borough, the number of ESA/Incapacity Benefit claimants is also lower (-14%, -30 individuals).

### Worklessness in Shirley South



With the exception of Woodlands (11%), all LSOA neighbourhoods within Shirley South have a worklessness rate at or below the England average.

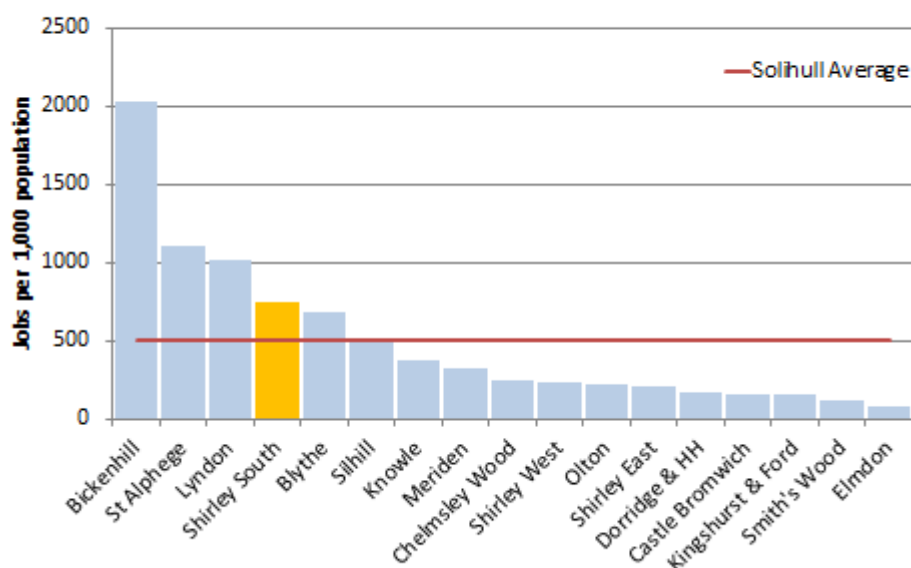
### Worklessness Rates in Shirley South May 2015



## Jobs and Businesses

At the end of 2014 there were around 9,200 jobs located in Shirley South, equating to a jobs density of 750 per 1,000 residents, above the Solihull average of 504 per 1,000 and the 4<sup>th</sup> largest in the borough. This high concentration of jobs reflects the fact that the Stratford Road which runs through the middle of the ward is one of the borough's key commercial hubs, with an extensive retail offer and a range of business estates such as Cranmore.

### Jobs Density



Shirley South has a broadly based local jobs market with no one dominant sector. Nearly a quarter of all jobs in the ward are related to retail or wholesale (including motor trades), with service sector industries (business administration & support, professional services, financial & insurance) and the public sector (health & education) also prominent.

	Jobs in Shirley South <sup>^</sup>	% Shirley South Total
Retail	1,400	16%
Business admin & support services	1,300	15%
Professional, scientific & technical	1,000	10%
Health	900	10%
Financial & insurance	800	9%
Wholesale	800	9%
Education	600	7%
Motor trades	400	5%
Arts, entertainment, recreation & other services	400	5%
Accommodation & food services	400	4%
Construction	300	3%
Information & communication	300	3%
Manufacturing	200	2%
Public administration	100	1%
Property	100	1%
Transport & storage	100	1%
Mining, quarrying & utilities	<100	0.2%
<sup>^</sup> Jobs rounded to nearest 100		
Source: Business Register and Employment Survey		

Shirley South has benefited from one of the largest employment increases in the borough over recent years, with the number of locally based jobs growing by around 38% (+2,500) between 2009 and 2014, substantially above both the Solihull (+12%) and England (+5%) averages.

There were an estimated 660 businesses in Shirley South in 2015, equating to 45 per 1,000 residents, broadly in-line with both the Solihull (44 per 1,000) and England (47 per 1,000) averages. The number of businesses in Shirley South increased by around +15% (+85 businesses) between 2010 and 2015, in-line with the Solihull (+13%) and England (+14%) averages.

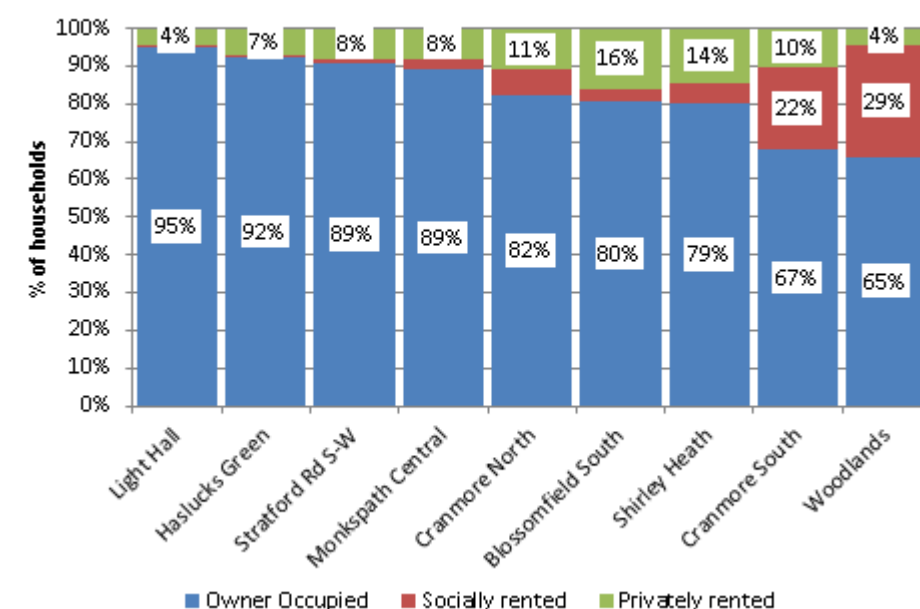
Area	Business Base 2015			Change 2010-2015	
	Count	% Solihull Total	Density (per 1,000)	Number	%
Shirley South	660	7%	45	+85	+15%
Solihull			44		+13%
England			47		+14%
Source: ONS UK Business Counts					

## Housing

	Count	% of Households		
	Shirley South	Shirley South	Solihull	England
Owner Occupied	4,077	80.9%	74.5%	64.1%
Socially Rented	456	9.1%	14.9%	17.7%
Privately Rented	466	9.2%	9.9%	16.8%
Whole House or Bungalow	4,522	87.9%	81.6%	77.5%
Flat, Maisonette or Apartment	621	12.1%	18.2%	22.1%
No Central Heating	92	1.8%	1.8%	2.7%
Overcrowding (bedrooms)	105	2.1%	2.7%	4.8%
Overcrowding (all rooms)	139	2.8%	4.5%	8.7%
Source: ONS Census 2011				

As with Solihull as a whole, a large majority of households in Shirley South are owner occupied (81% compared with 64% across England as a whole). There are some notable local differences, with a far greater variety of tenure evident in the Cranmore South and Woodlands neighbourhoods, where socially rented housing comprises 22% and 29% of all households respectively. Blossomfield South and Shirley Heath are also notable for the relatively high proportion of privately rented households in these LSOAs (16% and 14% respectively).

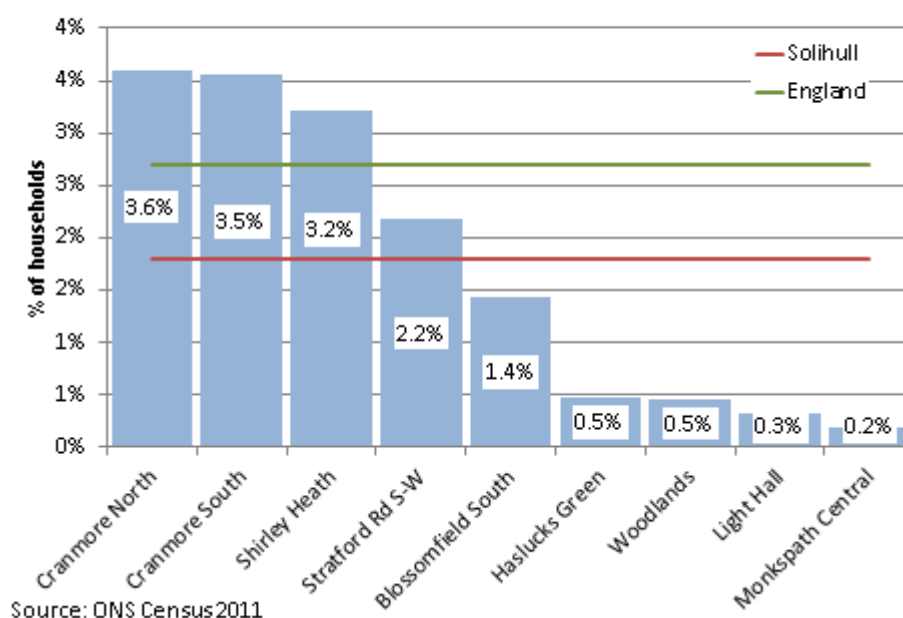
### Households by Tenure in Shirley South



A significant feature in both the ward and the borough has been the substantial increase in the number of privately rented households between 2001 and 2011. There are 242 more private rented households in Shirley South than in 2001, with the share of all households increasing from 5% to 9%. The number of owner occupied households fell by -99 over this period (from 86% to 81% of total) and the number of socially rented households by -26 (from 10% to 9% of total).

In terms of housing condition just 1.8% of households in Shirley South do not have central heating, in-line with the Solihull average, but below that for England (2.7%). However, at a neighbourhood level this rises to over 3% in each of the Cranmore North, Cranmore South and Shirley Heath LSOAs, which are all at the upper end of the spectrum for Solihull.

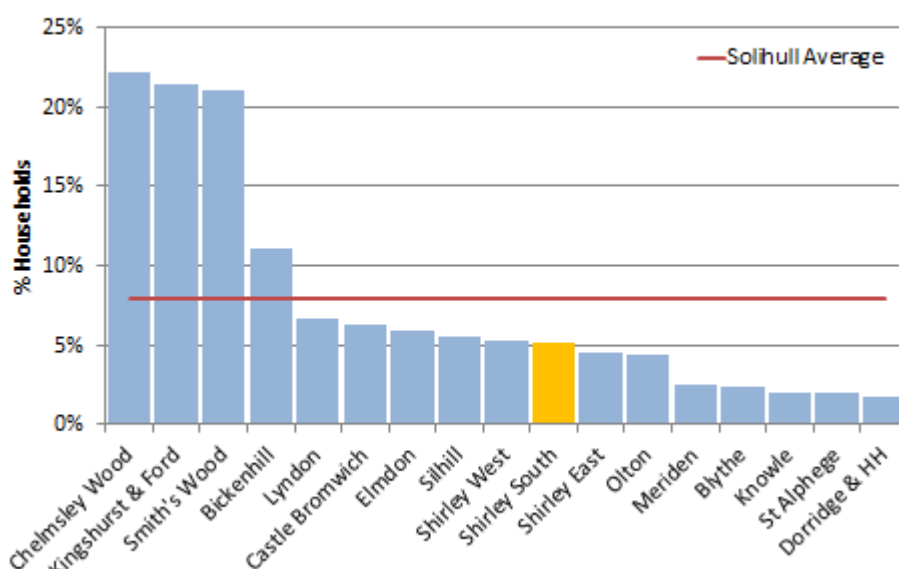
### Households with No Central Heating in Shirley South



Evidence from the Census suggests that Shirley South has a relatively limited problem in terms of overcrowding. The Census provides an occupancy rating to assess the level of under-occupancy or over-crowding at a local level. For example, within this occupancy rating, a value of -1 implies that there is one room too few and that there is overcrowding in the household. It relates the actual number of rooms to the number of rooms 'required' by the members of the household (based on an assessment of the relationship between household members, their ages and gender). On average just 2.1% of households in Shirley South have an occupancy rating of -1 in relation to the number of bedrooms, below both the Solihull (2.7%) and England (4.8%) averages.

At the end of September 2015 there were just over 8,300 households on the Solihull Housing Register considered to be in some degree of housing need as defined by the Council's Allocations Policy and had a local connection. Of these 257 households had a Shirley South address representing 5% of all households in the ward.

## Households on Housing Register – September 2015



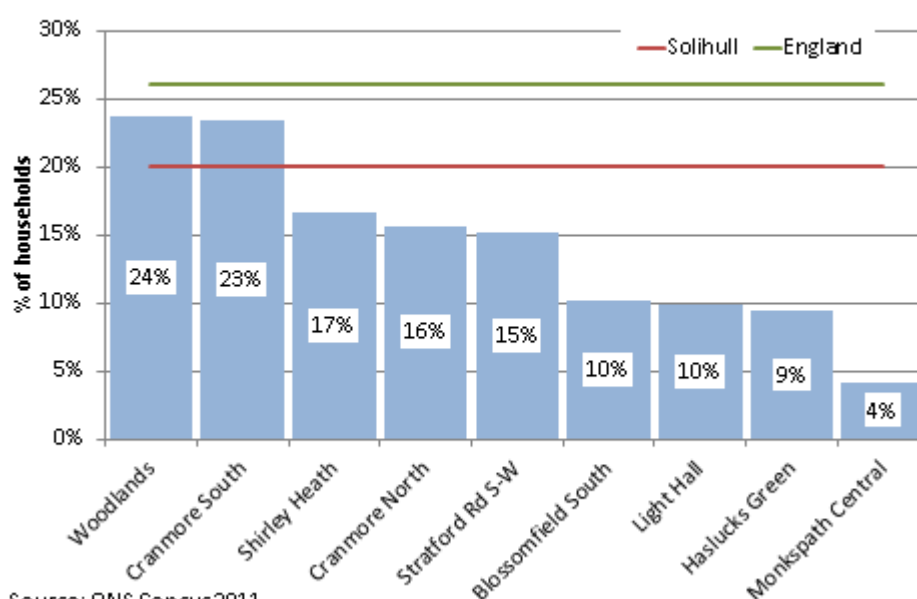
Source: Solihull Community Housing, Solihull Observatory

## Transport

	Count	% of households		
	Shirley South	Shirley South	Solihull	England
No Cars or Vans	788	15.6%	19.7%	25.8%
2 or More Cars or Vans	2,181	43.3%	40.8%	32.0%
Average Cars or Vans per Household		1.42	1.34	1.16
Source: ONS Census 2011				

In common with Solihull as a whole, households in Shirley South have a greater level of access to a car or van than the England average. On average households in Shirley South have 1.4 cars or vans per household compared to the England average of 1.16, with just 16% of households having no car or van compared to the England average of 26%. As with most measures relating to affluence, access levels are lower in the Woodlands and Cranmore South neighbourhoods where 24% and 23% of households respectively have no car or van.

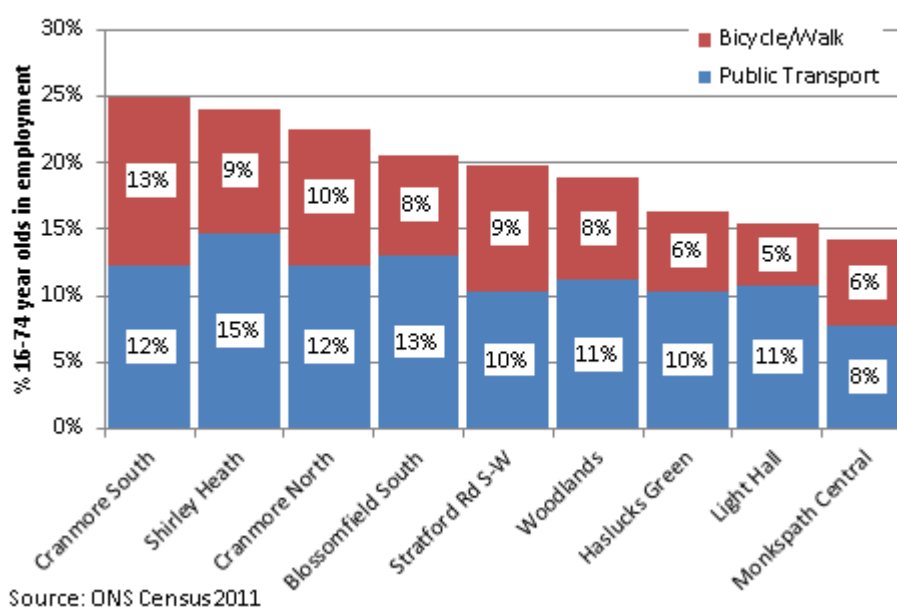
### Households with No Access to Car or Van in Shirley South



	Count	% 16-74 in Employment Work who Travel to Work		
	Shirley South	Shirley South	Solihull	England
Private Vehicle	4,414	78.1%	77.1%	67.0%
Public Transport	701	12.4%	14.5%	17.9%
Bicycle or Foot	511	9.0%	7.9%	14.5%
Source: Census 2011				

Along with location of employment, high levels of car ownership are a contributory factor in the way in which people travel to work. 78% of Shirley South residents who travel to work do so in a private vehicle (e.g. car, van, motorcycle), in-line with the Solihull average (77%) but above that for England (67%). Public transport is less frequently used (12% compared to the England average of 18%), while far fewer Shirley South residents walk to work or cycle (9% compared to 15% for England). At a neighbourhood level the proportion who travel to work by public transport, walking or cycling ranges from a relatively high 25% in Cranmore South to just 14% in Monkspath Central.

### Travel to Work by Public Transport, Walking or Cycling



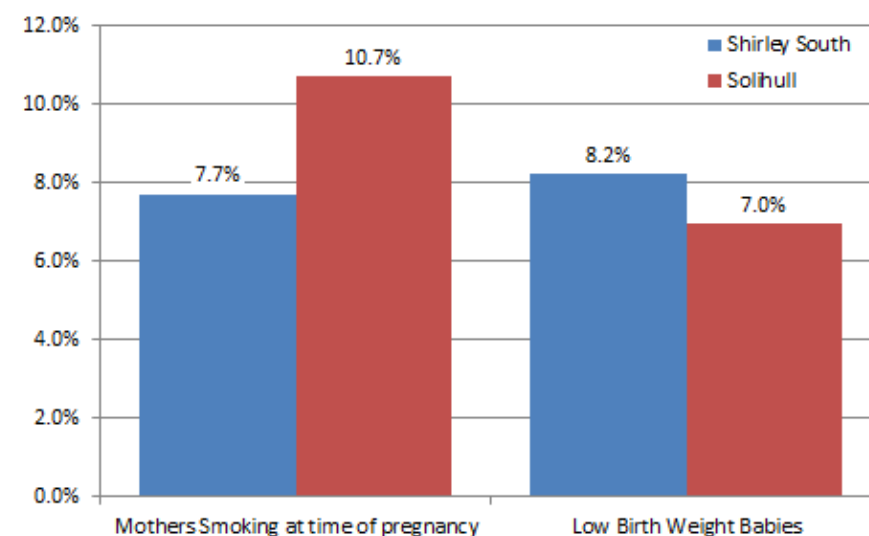
## A BRIGHTER FUTURE FOR CHILDREN AND YOUNG PEOPLE

### Health

Smoking during pregnancy can cause serious pregnancy-related health problems. These include complications during labour and an increased risk of miscarriage, premature birth, low birth-weight and sudden unexpected death in infancy. Nearly 8% of mother's in Shirley South smoke at time of delivery slightly below the Solihull average (11%).

Low birth weight births are a useful indicator of maternal and infant health at a small area level. There are multiple reasons for low birth weight births, including premature delivery, young maternal age, poor maternal health, maternal smoking status and multiple gestations (birth). Around 8% of babies born to mothers living in Shirley South are classified to being low birth weight babies, marginally above the Solihull average (7%).

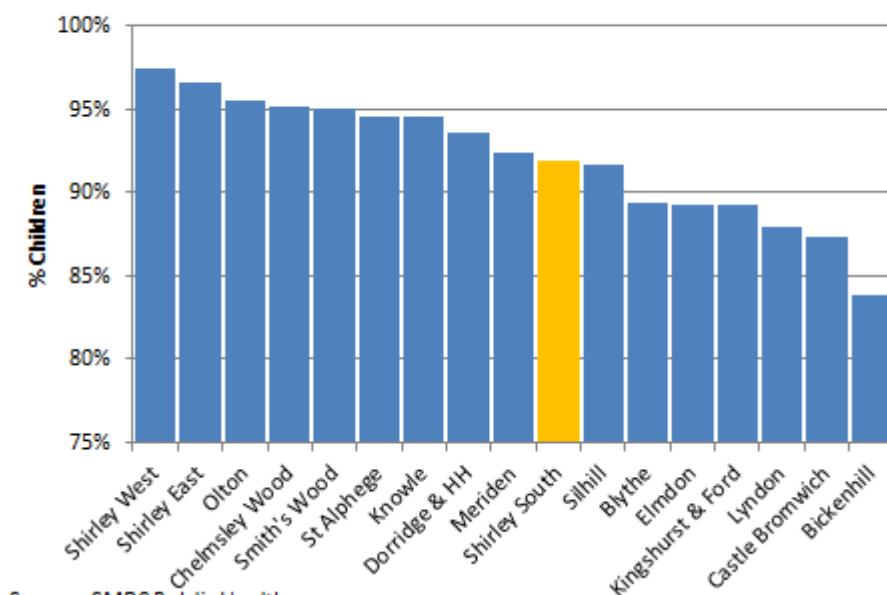
## Maternal and Child Health Indicators



Source: SMBC Public Health

Levels of childhood immunisation in Shirley South are among the consistent with the Solihull with a large majority of children receiving both MMR first dose at 24 months and MMR 2nd dose at five years. For instance 92% of children in Shirley South receive the first MMR dose at 24 months compared to at least 95% in the top five wards.

## Immunisations: MMR 1<sup>st</sup> Dose at 24 Months

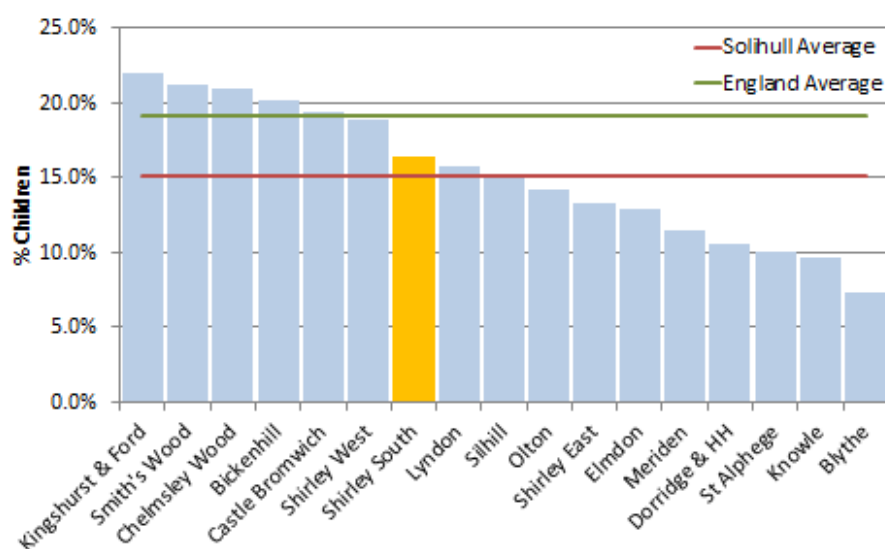


Source: SMBC Public Health

The proportion of children in Shirley South who are classified as having excess weight or as being obese are consistently lower than the England average, but, in the main, slightly higher than that for Solihull. For instance 16% of Shirley South children in year 6 of primary school are classified as obese compared to 15% for Solihull and 19% for England.

	Excess Weight		Obese	
	Reception	Year 6	Reception	Year 6
Shirley South	16.1%	28.3%	8.1%	16.4%
Solihull	19.3%	28.1%	7.5%	15.1%
England	22.5%	33.5%	9.4%	19.1%

### Childrens Weight: % Year Six Pupils Classified as Obese



Source: Public Health England

## Education

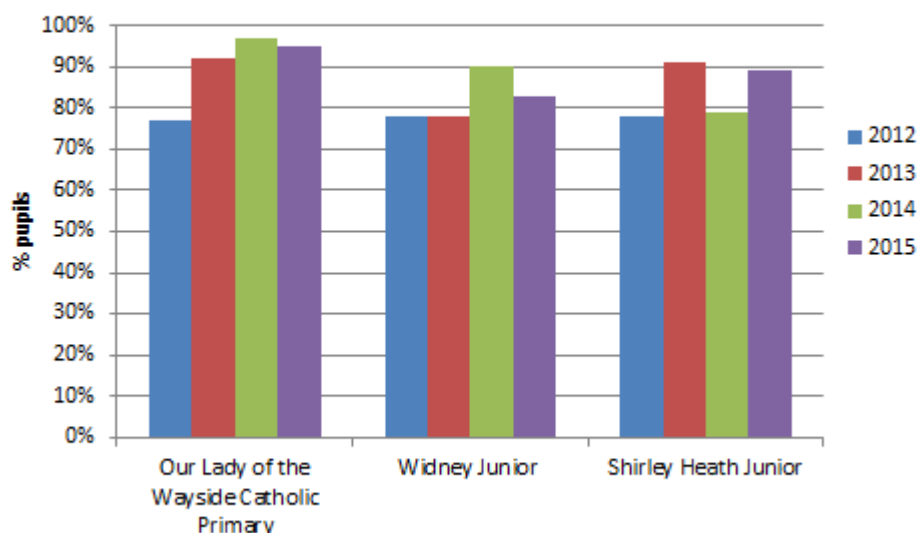
The majority of children in the Shirley South area attend one of the following primary schools: Widney Junior School, Shirley Heath School or Our Lady of the Wayside Catholic Primary School. In 2015, all of these exceeded the England average in terms of average Key Stage 2 points per pupil and the percentage of pupils achieving level 4 or above in reading, writing & maths.

	Level 4+ Reading, writing & maths	Average point score per pupil	% pupils making expected progress		
			Reading	Writing	Maths
England	80%	28.8	91%	94%	90%
Solihull	83%	29.6	91%	93%	88%
Our Lady of the Wayside	95%	31.2	100%	100%	98%
Shirley Heath	89%	30.5	93%	94%	93%
Widney Junior	83%	29.5	87%	95%	86%

Source: Department for Education 2015

The proportion of pupils achieving level 4 and above in reading, writing & maths increased between 2012 and 2015 at all three schools.

### % Pupil achieving level 4+ in reading, writing and maths at KS2 – Shirley South

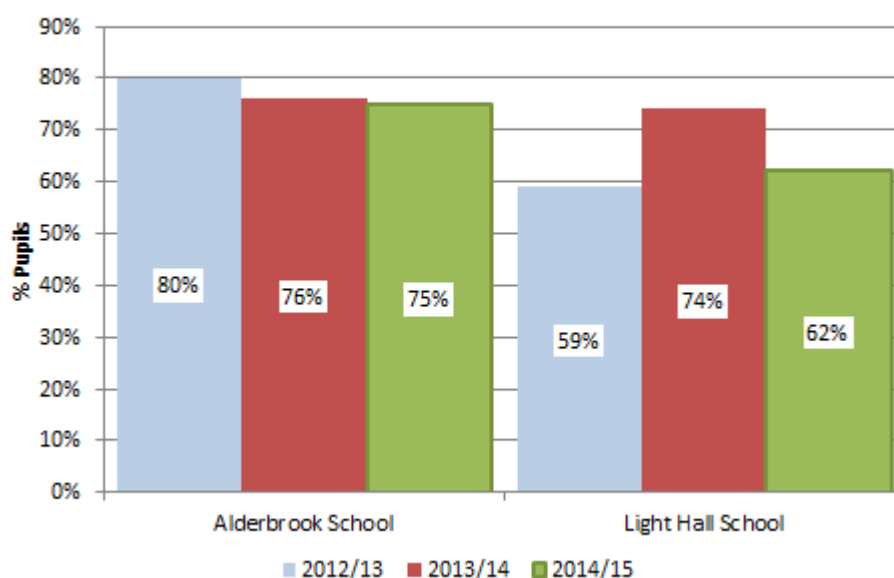


Source: Department for Education

At a Borough level pupil attainment at Key Stage 4 (16 years) in Solihull is good, albeit with a significant spread at individual school level. Provisional results for 2014/15 show that, with 60% of pupils attending a Solihull school achieving at least 5 A\*-C grade GCSEs including English and Maths compared to the England average of 53%, the borough's schools rank joint 34<sup>th</sup> out of 151 Local Authorities (top quartile) in the country.

The majority of pupils in Shirley South attend either Light Hall School Specialist Mathematics and Computing College or Alderbrook Leading Edge School and Arts College. Both schools achieved above average GCSE results in 2015, although the proportion of pupils achieving least 5 A\*-C grade GCSEs including English and Maths fell sharply at Light Hall between 2013/14 and 2014/15.

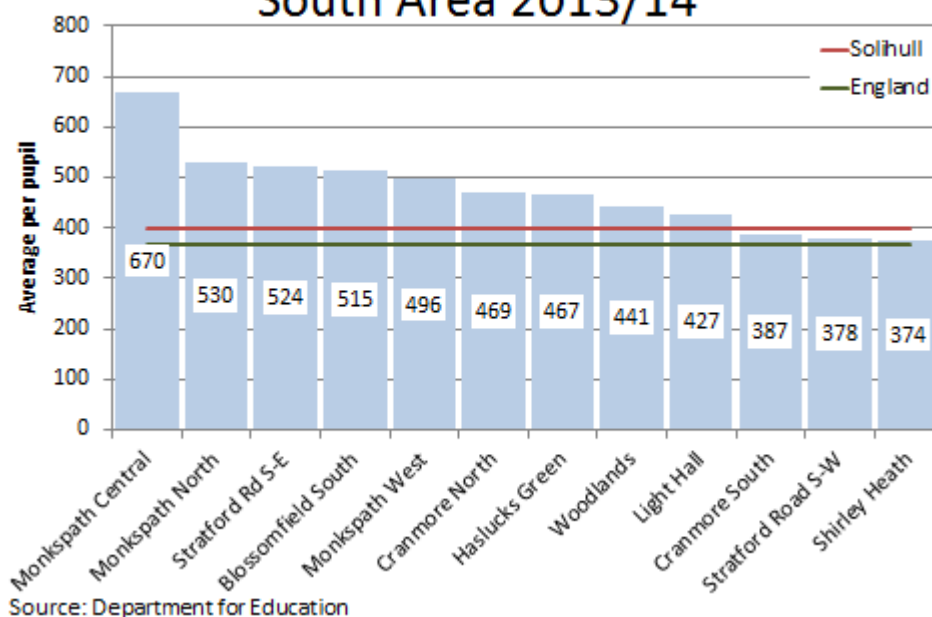
### Pupils Achieving 5+ A\*-C GCSEs inc English & Maths



Source: Department for Education

School attainment at Key Stage 4 (KS4) can also be measured by the average score per resident pupil at LSOA, regardless of school attended, with the latest data from the 2013/14 academic year. The average KS4 score per pupil in the Shirley South area in 2013/14 was 455, substantially above both the Solihull (399) and England (366) averages. All LSOA neighbourhoods in Shirley South had an average KS4 score per pupil at least in-line with the England average in 2013/14, with Monkspath Central recording the highest score in the borough by some margin.

### Average KS4 Score per Pupil in Shirley South Area 2013/14



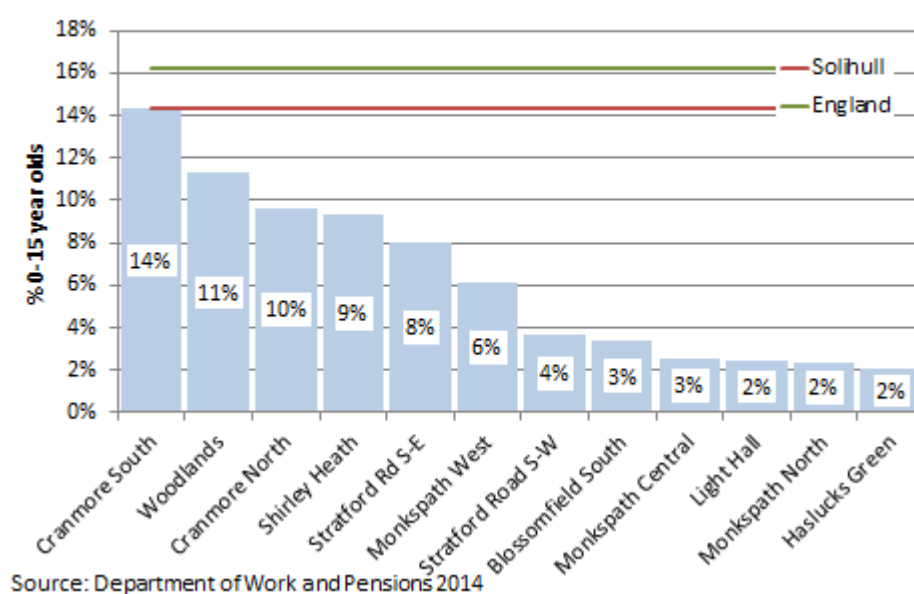
Source: Department for Education

## Children in Poverty

Data from the Department of Work and Pensions identifies 165 children under the age of 16 in Shirley South who live in an out of work benefit household. This represents 8% of all children in the ward, below both the Solihull (14%) and England (16%) averages.

At a neighbourhood all LSOAs have proportionally fewer children living in an out of work benefit household than the England average, ranging from 14% in Cranmore South to just 2% in each of Light Hall, Monkspath North and Haslucks Green.

Children Aged 0-15 Years Living in Out of Work Benefit Households in Shirley South Area



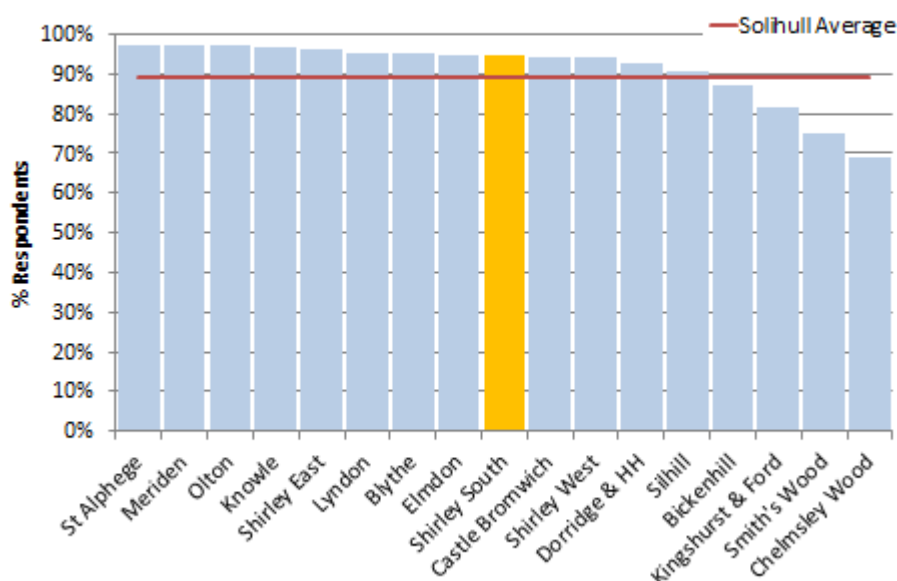
The number of children in an out of work benefit household in Shirley South fell by -8% (-15 children) between 2012 and 2014, marginally below both the Solihull (-11%) and England (-15%) averages.

## STRONGER AND SAFER COMMUNITIES

### Community Cohesion, Participation and Satisfaction

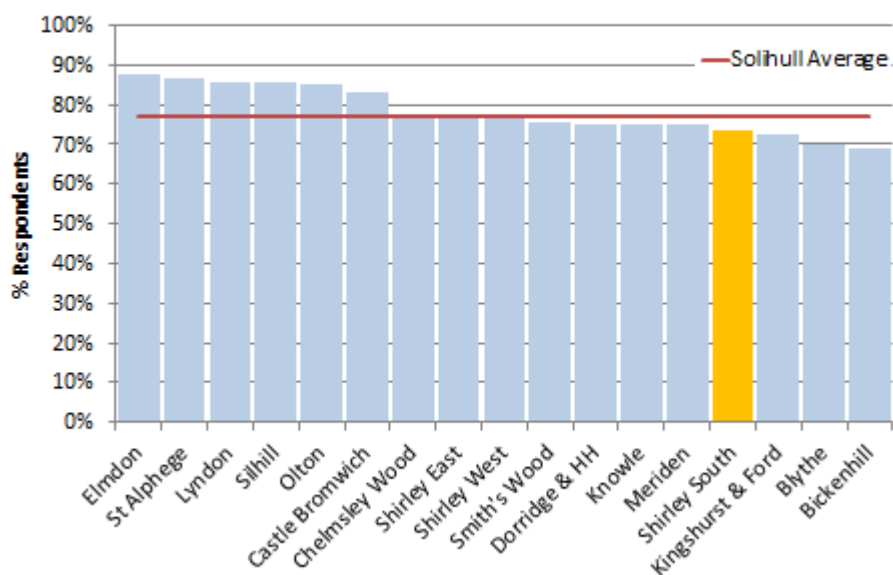
95% of Shirley South respondents to the 2014 Place Survey indicated that they are satisfied with their local area as a place to live compared to just 3% who are dissatisfied.

### Satisfied with Local Area as Place to Live 2014



74% of Shirley South respondents to the 2014 Place Survey think that people from a different background get on well together in their local area with just 13% disagreeing with this assertion, although this response is towards the lower end of the spectrum.

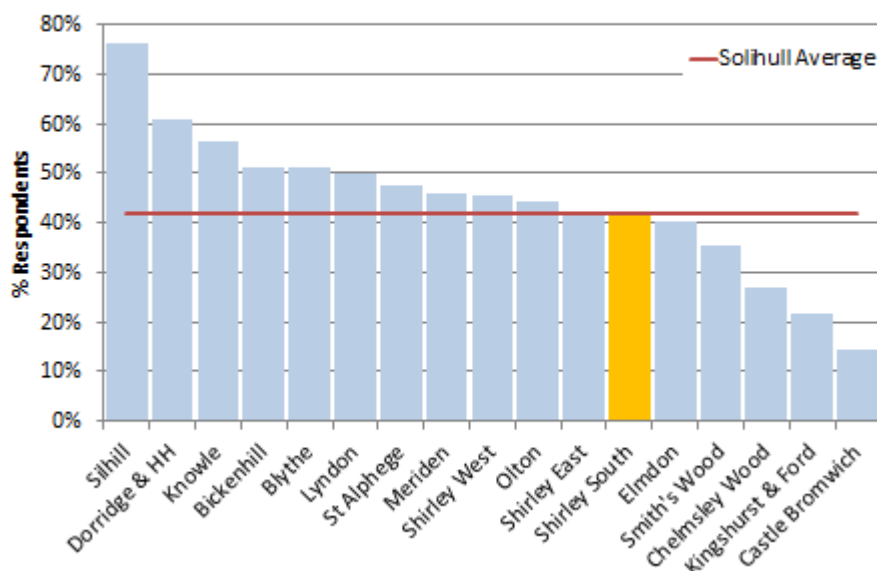
### Agree People from Different Backgrounds Get on Well Together in Local Area 2014



Community participation is a core element of thriving communities and in this respect the evidence across Solihull as a whole is mixed. 42% of Shirley South respondents to the Place Survey indicated that they had given unpaid help over the last 12 months to any group, club or organisation (32% at least once a month, 11% less often), in-line with the Solihull

average. Alongside this formal volunteering, 63% of Shirley South respondents said that they had helped in their community on an informal basis (e.g. helping a neighbour, litter picking etc.), which is marginally higher than the Solihull average of 61%.

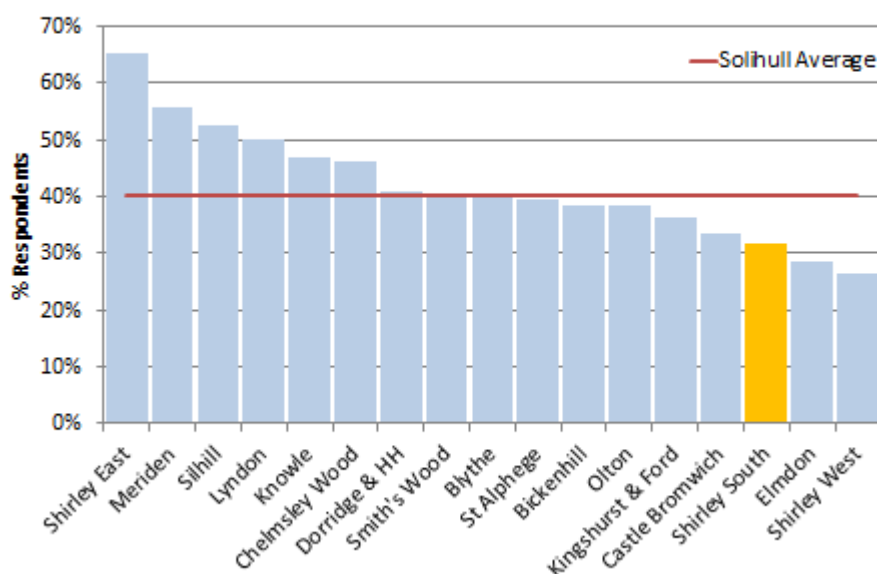
### Take Part in Formal Volunteering 2014



Source: SMBC Place Survey 2014

In terms of the local decision making process, the Place Survey results suggest that there are some perceived barriers to participation across Solihull as a whole. Just 32% of respondents from Shirley South agree that they can influence decisions in their local area, compared to 55% who disagree, with this response among the least positive in the borough.

### Agree Can Influence Decisions in Local Area 2014

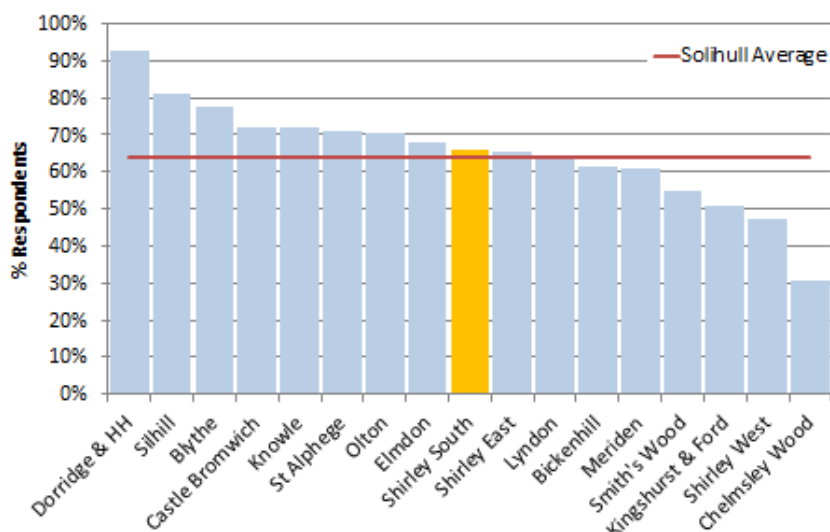


Source: SMBC Place Survey 2014

## Crime

66% of Shirley South respondents to the Place Survey 2014 say that they feel safe in their local area after dark (16% very safe, 50% fairly safe) compared to 21% who feel unsafe. This is in-line with the Solihull average (66% safe, 20% unsafe).

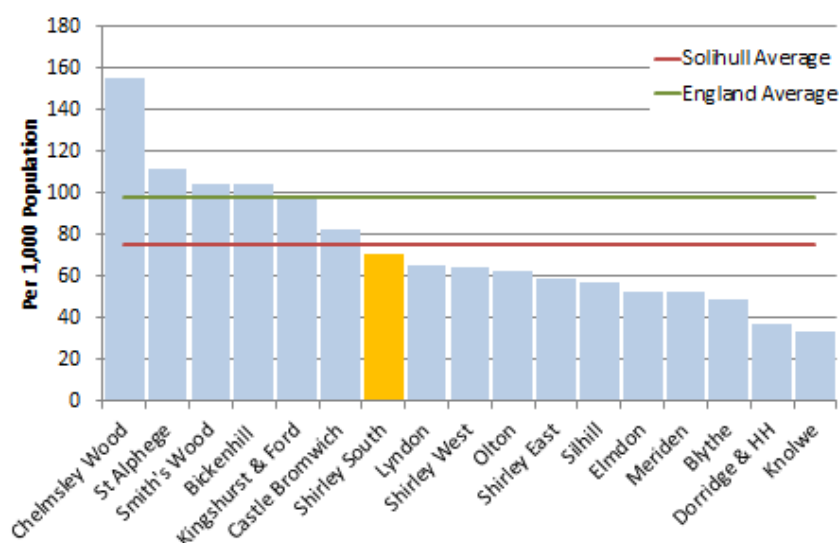
### Feel Safe After Dark in Local Area 2014



Source: SMBC Place Survey 2014

In the year to July 2015 there were a total of 855 reported crimes in Shirley South equating to a rate of 70.8 per 1,000 residents. This is below the Solihull average of 74.9 per 1,000, but towards the upper end of the spectrum for similar wards in the urban west of the borough, in part, reflecting relatively high levels of business related crime around the commercial hub of the Stratford Road.

### Overall Crime Rate July 2015



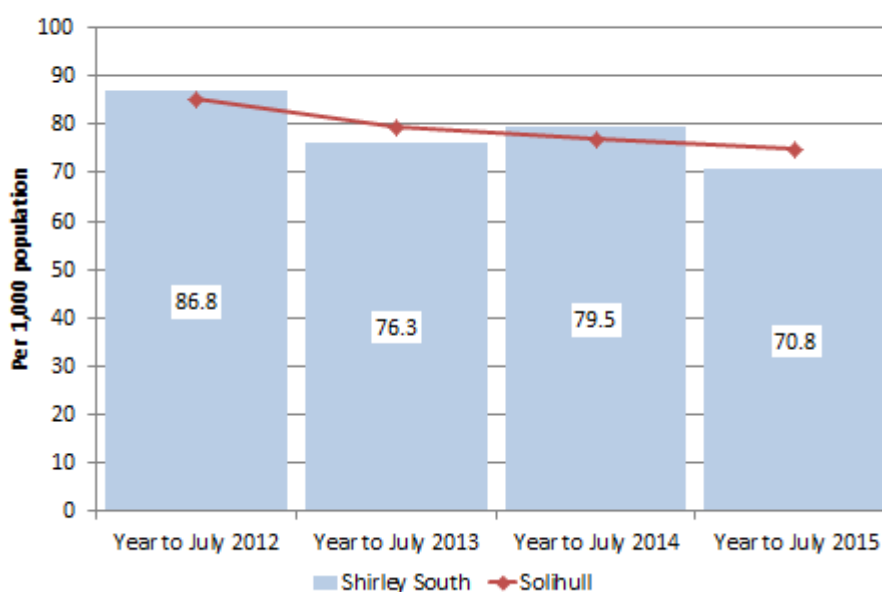
Source: UK Crime Stats

The rate in Shirley South is below the Solihull average for most crime types, although the ward has the 3<sup>rd</sup> highest rate of shoplifting & other theft in the borough due to the concentration of shops along the Stratford Road and the 4<sup>th</sup> highest level of vehicle crime.

	Count year to July 2015	Rate per 1,000 population	
		Shirley South	Solihull
All Crimes	855	70.8	74.9
Shoplifting & Other Theft	322	26.7	14.3
ASB	148	12.3	21.2
Vehicle	122	10.1	9.1
Violent	106	8.8	10.5
Criminal Damage & Arson	64	5.3	7.1
Burglary	48	4.0	7.2
Weapons & Public Order	15	1.2	2.3
Drugs	14	1.2	1.4
Robbery	9	0.7	1.0
Other	7	0.6	0.7
# Data suppressed (less than 5)			
Source: UK Crime Stats			

The total number of reported crimes in Shirley South in the year to July 2015 is -19% lower than the equivalent 12 month period in 2012. Over this period the total number of reported crimes across Solihull as a whole fell by -12%.

### Change in Overall Crime Rate in Shirley South

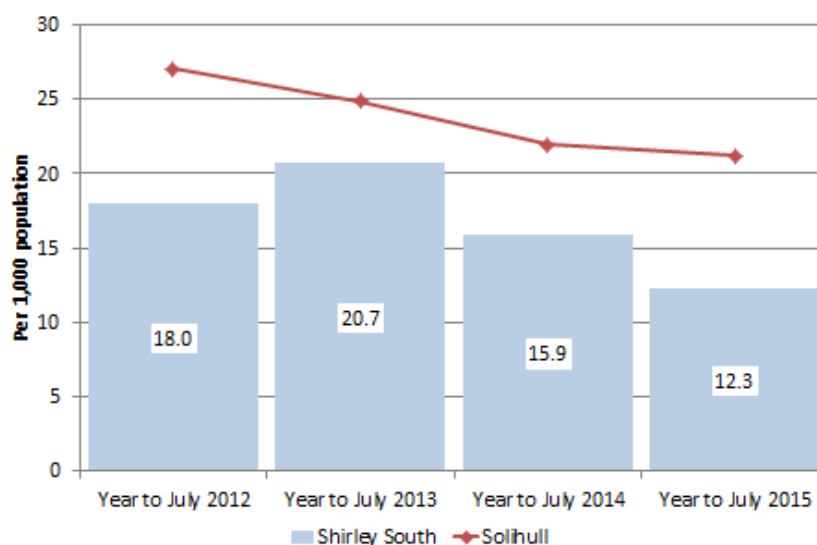


Source: UK Crime Stats

## Anti-Social Behaviour

There were 148 reported incidents of Anti-Social Behaviour (ASB) in Shirley South in the year to July 2015, equating to 12.3 per 1,000 population compared to the Solihull average of 21.2 per 1,000 and the 4<sup>th</sup> lowest rate in the borough. The number of ASB incidents in Shirley South has fallen by nearly 32% compared with 2012.

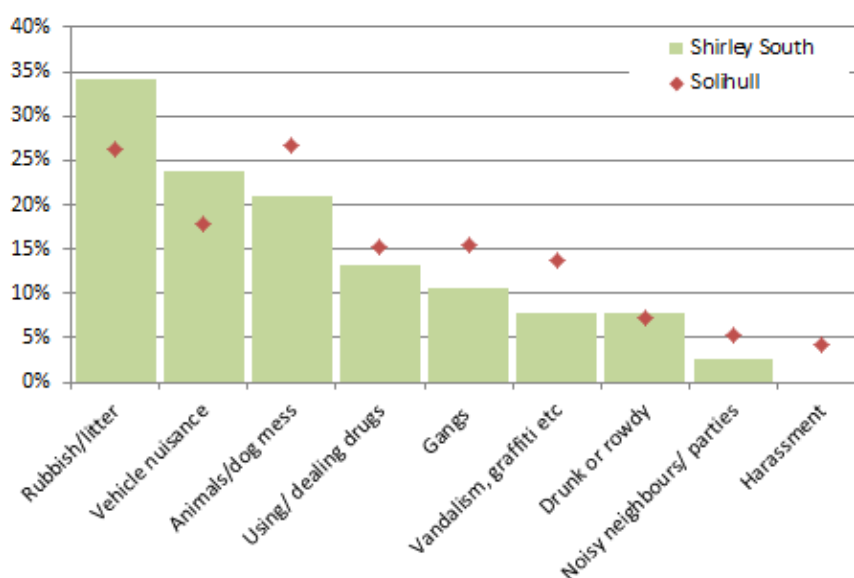
Change in ASB Rate in Shirley South



Source: UK Crime Stats

Respondents to the Place Survey were asked which of nine types of anti-social behaviour are a problem in their local area. Proportionally more Shirley South said rubbish or litter lying around is a problem in their local area than the Solihull average (34% compared to 26%), with vehicle nuisance also more frequently cited (24% compared to 18%), with vehicle nuisance also more frequently cited (24% compared to 18%).

Problem with ASB in Local Area by Type of ASB



Source: Solihull Place Survey 2014

## HEALTHIER COMMUNITIES

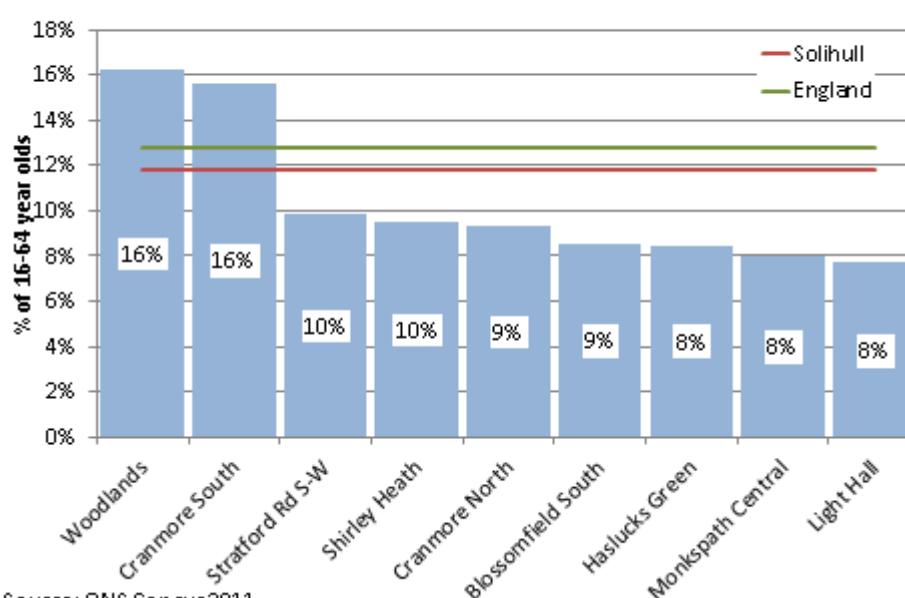
### The Health of the Population and Carers

	Count	% of Population		
	Shirley South	Shirley South	Solihull	England
Day-to-Day Activities Limited a Little or Lot	2,310	19.1%	17.9%	17.6%
Health Bad or Very Bad	635	5.3%	5.2%	5.5%
Provides Unpaid Care	1,508	12.5%	11.7%	10.2%
Source: ONS Census 2011				

The majority (80%) of Shirley South residents indicated in the 2011 Census that their health was either very good or good. There were however 635 residents who feel their health is either bad or very bad, equating to 5.3% of the population in-line with both the Solihull (5.2%) and England (5.5%) averages.

2,310 Shirley South residents feel that they have a health condition or disability that limits their day to day activities to some extent (of these 1,098 feel that their activities are limited a lot). This equates to 19.1% of the population, slightly above both the Solihull (17.9%) and England (17.6%) averages. The impact of deprivation on this measure is most clearly seen among just the working age population (16-64 year olds), where the Shirley South average of 11% masks significant local neighbourhood variations. The proportion of 16-64 year olds who feel that their day to day activities are limited rises to 16% in both Woodlands and Cranmore South, the most disadvantaged of Shirley South's LSOA neighbourhoods, but is in single figures in more affluent areas such as Monkspath Central.

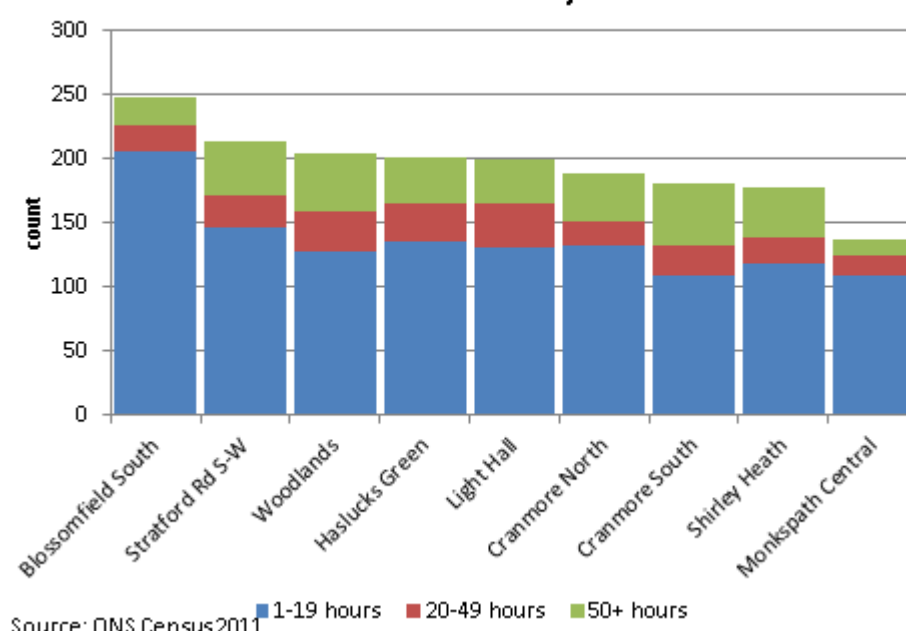
**Day to Day Activities Limited by Health Condition or Disability Among Working Age Population**



There are 1,508 people in Shirley South who provide unpaid care for a relative, friend or neighbour, equating to 12.5% of the population, slightly higher than the Solihull (11.7%) and England (10.2%) averages. 19% of carers in Shirley South provide care for 50 hours or more a week, compared with the Solihull average of 21%. The number of carers in Shirley South increased by 16% (+213 individuals) between 2001 and 2011, compared to an increase of 15% in Solihull and 11% in England.

At a neighbourhood level the carers' population ranges from 15% in Woodlands to 10% in Shirley Heath. Cranmore South is also notable because a high proportion (27%) of carers in this LSOA care for 50 hours or more per week, which is consistent with the pattern across Solihull – carers in more disadvantaged areas are proportionally more likely to do so on a full-time basis than elsewhere in the borough.

## Carers in Shirley South



## Life Expectancy and Mortality

At 82 years the average female life expectancy at birth in Shirley South is below the England and Solihull averages, but at 80.1 years it is marginally higher for males than across England as a whole.

## Life Expectancy at Birth 2011-2013



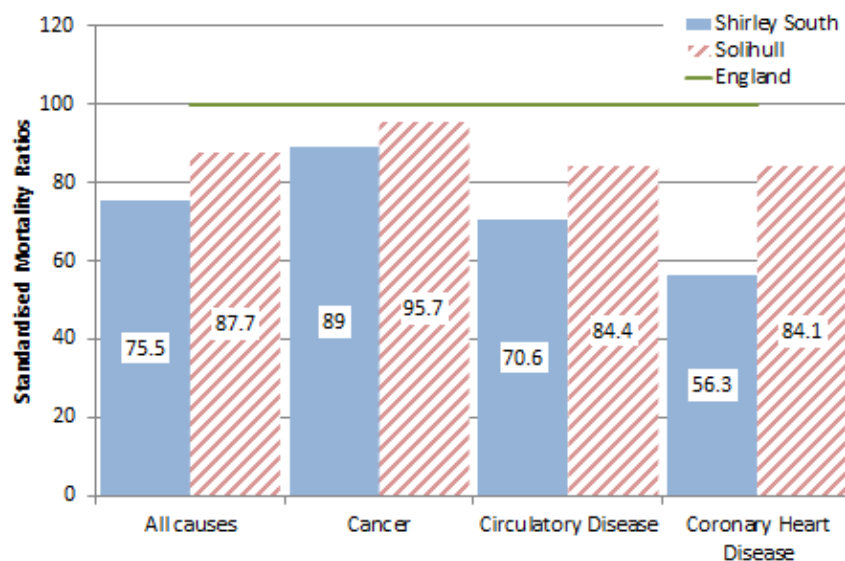
Source: SMBC

By using standardized mortality rates (SMRs) it is possible to compare the extent both of premature mortality (deaths under the age of 75 years) and the major causes of premature mortality. The level of premature mortality from all causes in Shirley South is 14% lower than the Solihull average and 25% below that for England as a whole.

Cancer accounts for around 49% of all premature deaths in Shirley South, circulatory disease 22% and Coronary Heart Disease (CHD) 10%. Shirley South has an average rate of premature deaths from all of these causes, with notably early deaths from CHD 44% less common than England.

Premature Deaths (under Age 75) 2008-2012				
	Shirley South Count	Standardised Mortality Ratios		
		Shirley South	Solihull	England
All Causes	149	75.5	87.7	100
Cancer	73	89	95.7	100
Circulatory Disease	33	70.6	84.4	100
Coronary Heart Disease	15	56.3	84.1	100
Source: Public Health England – Local Health				

### Premature Mortality (Deaths Under Age of 75 Years)



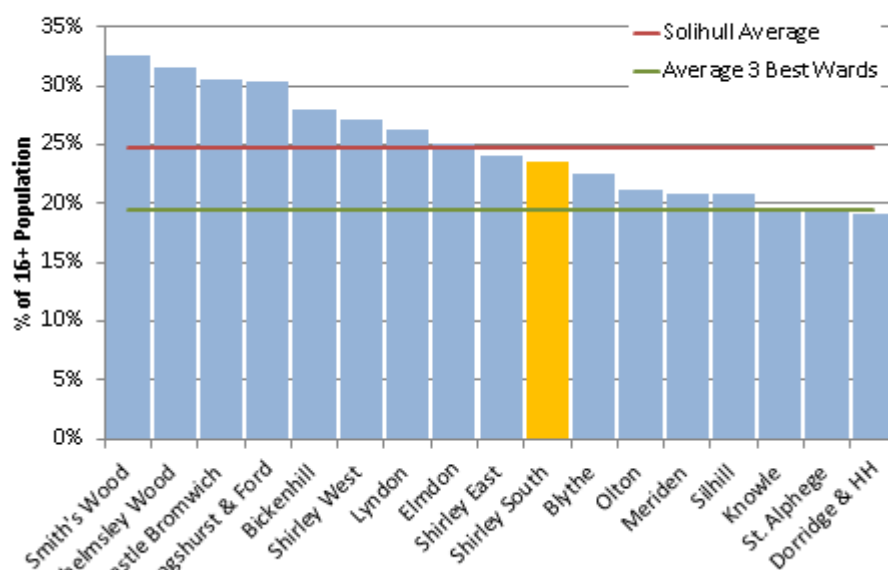
Source: Public Health England – Local Health

### Healthy Lifestyles

Data from the NHS Association of Public Health Observatories provides some insight into lifestyle factors which contribute to the health of the adult population and some of the local variations in life expectancy and mortality in Solihull.

In Shirley South it is estimated that just under 24% of adults aged 16 years and over are obese (defined as having a Body Mass Index of 30+), slightly below the Solihull average, but 22% higher than the average for the best three wards in the borough.

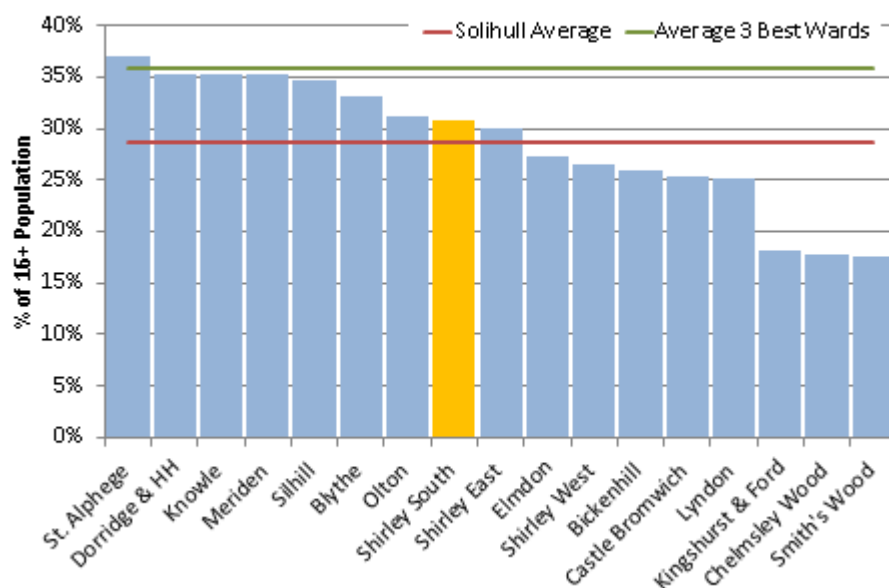
### Obesity in the Adult Population



Source: Association of Public Health Authorities

There is a strong link between obesity and the extent to which adults eat a healthy diet, defined for measurement purposes as consuming five or more portions of fruit and veg per day. In Shirley South, it is estimated that nearly 31% of adults meet this criteria, compared to 29% across Solihull as a whole. On this measure the rate in Shirley South is -14% below the average for the best three wards in Solihull.

## Healthy Eating in the Adult Population

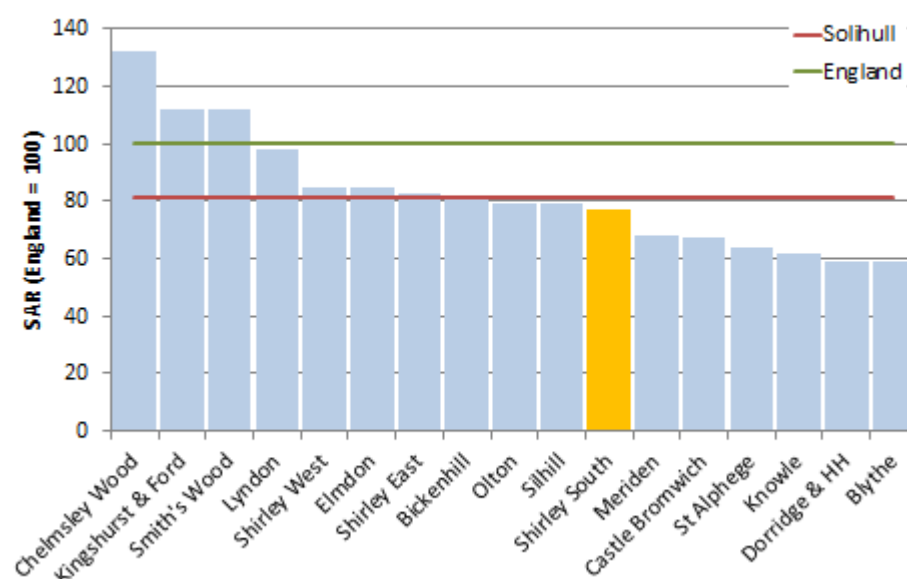


Source: Association of Public Health Authorities

On average it is estimated that over 23% of the adult population of Shirley South binge drink (defined as men drinking eight or more units of alcohol on the heaviest drinking day in the previous seven days and women six or more), the 3<sup>rd</sup> lowest rate in the borough.

Between 2008/09 and 2012/13 there were over 1,100 stays for alcohol related harm attributable to Shirley South residents. This equates to a Standardised Admissions Ratio of 76.9, in-line with the Solihull average, but well below that for England as a whole (100).

### Hospital Stays for Alcohol Related Harm 2008/09 – 2012/13 Standardised Admissions Ratio



Source: Public Health England – Local Health Profiles

## WARD CONTACTS AND KEY INFORMATION

### Ward Members

Councillor Max McLoughlin (Green)

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Councillor Andy Hodgson (Green)

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