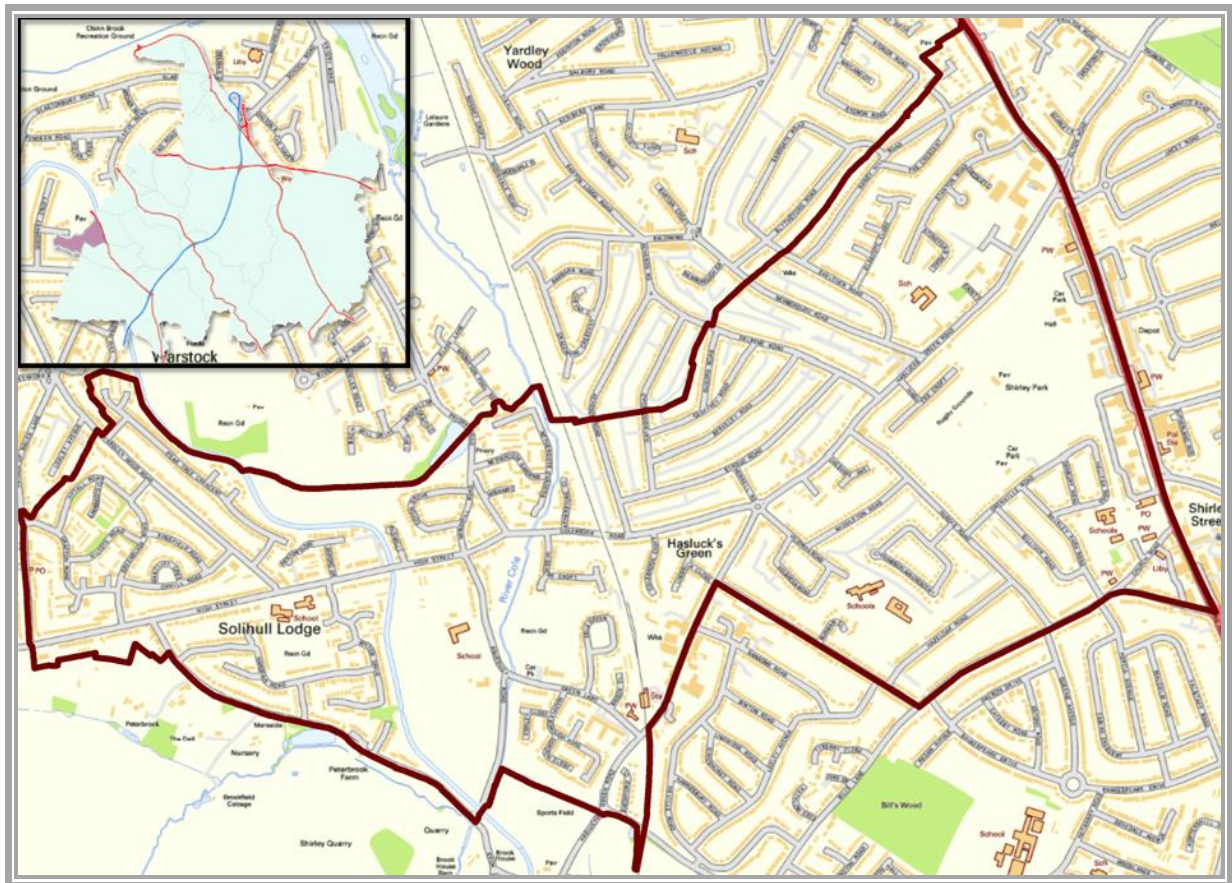


# 2016 Ward Profile:

## Shirley West



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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:

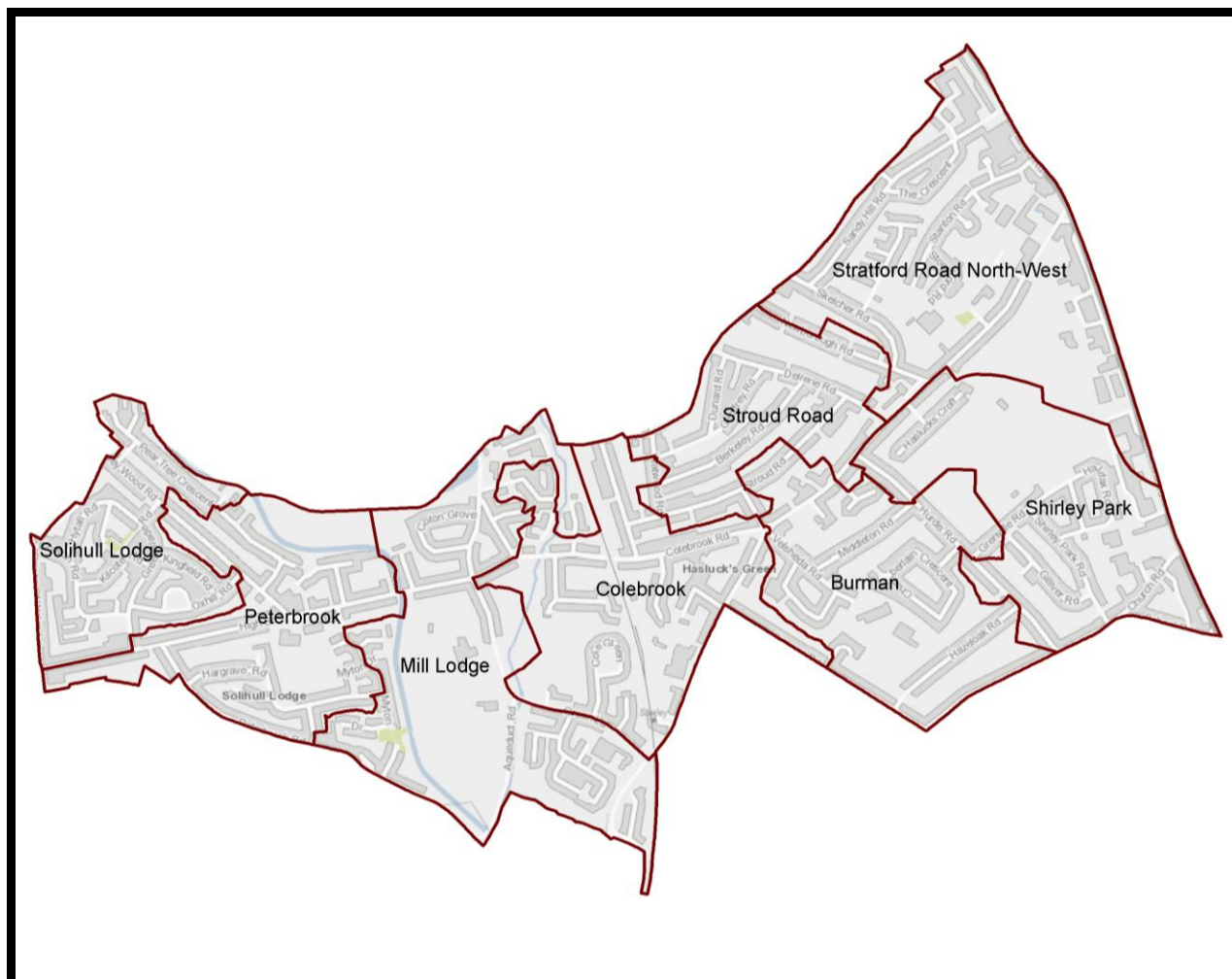
- Crime and anti-social behaviour rates (Crime Stats UK);
- Claimant unemployment (ONS/Nomis) and worklessness (DWP);
- Solihull Place Survey 2014 (SMBC);
- School attainment (Department for Education);
- Children in Poverty (DWP);
- Life expectancy and mortality rates (Public Health England);
- Index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

Shirley West is located in the urban west of Solihull and bordered by the Stratford Road to the east and surrounded by the Yardley Wood area of Birmingham to the north and west and Bromsgrove district to the south. Although Shirley West does not display the same extremes of prosperity and relative disadvantage evident in neighbouring Shirley East, there are neighbourhoods in Solihull Lodge and Shirley Park that are notably more deprived than the majority of suburban south Solihull. In common with the rest of Shirley, the Stratford Road is the ward's dominant feature, functioning as a transport, commercial and social hub, but also presenting some environmental, crime and anti-social behaviour challenges.

## POPULATION AND DEMOGRAPHY

### Total Population and Households

	<b>Shirley West</b>	<b>Solihull</b>	<b>England</b>
All usual residents	11,943	206,674	53,012,456
Household residents	11,880	205,087	52,059,931
Communal establishment residents	63	1,587	952,525
% of population in communal establishments	0.5%	0.8%	1.8%
Area (hectares)	275	17,829	13,027,843
Population density	43.5	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 West was 11,943 (5,733 males, 6,210 females). This equates to 43.5 residents per hectare, compared to the Solihull average of 11.6.

Subsequent modelled estimates by the ONS record the Shirley West population as 11,860 residents in mid-2014 (5,720 males, 6,140 females). However, as the Census provides the most accurate picture this is used as the source for the more detailed population breakdowns that follow.

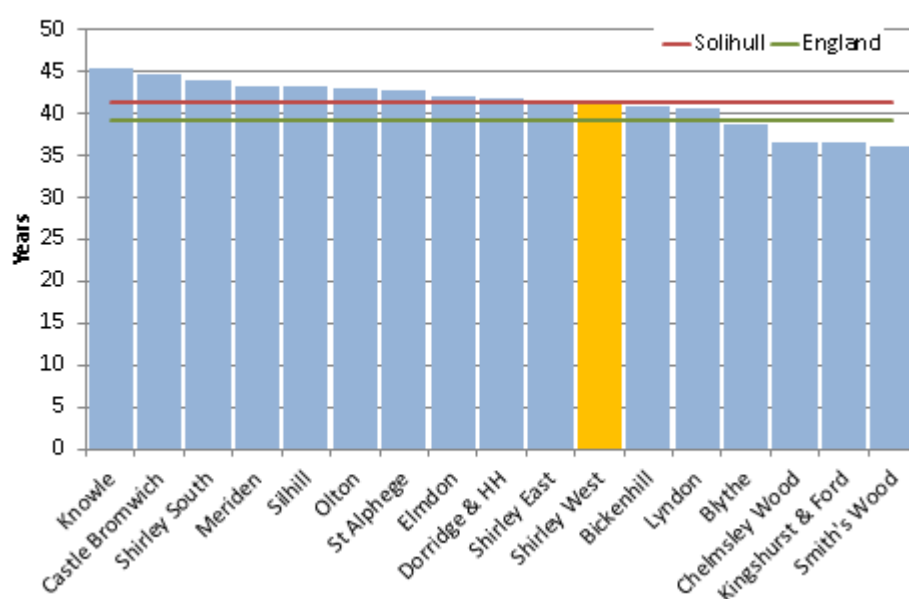
### Age Structure

	<b>Count</b>	<b>% of Population</b>		
	<b>Shirley West</b>	<b>Shirley West</b>	<b>Solihull</b>	<b>England</b>
Pre-School Children (0-4 years)	674	5.6%	5.6%	6.3%
School Age Children (5-15 Years)	1,482	12.4%	13.4%	12.6%
All Children (0-15 years)	2,156	18.1%	19.0%	18.9%
Young Adults (age 16-24 years)	1,271	10.6%	10.6%	11.9%
Mature working Age (25-64 years)	6,220	52.1%	51.3%	52.9%
Working Age Total (16-64)	7,491	62.7%	61.9%	64.8%
Retirement Age (65 year+)	2,296	19.2%	19.2%	16.3%
Older People (Age 85+)	306	2.6%	2.7%	2.2%
Average Age (years)		41.2	41.3	39.3
Source: ONS Census 2011				

In 2011 the average age in Shirley West was 41.2 years, in-line with the Solihull average (41.3 years) but above that for England (39.3 years).

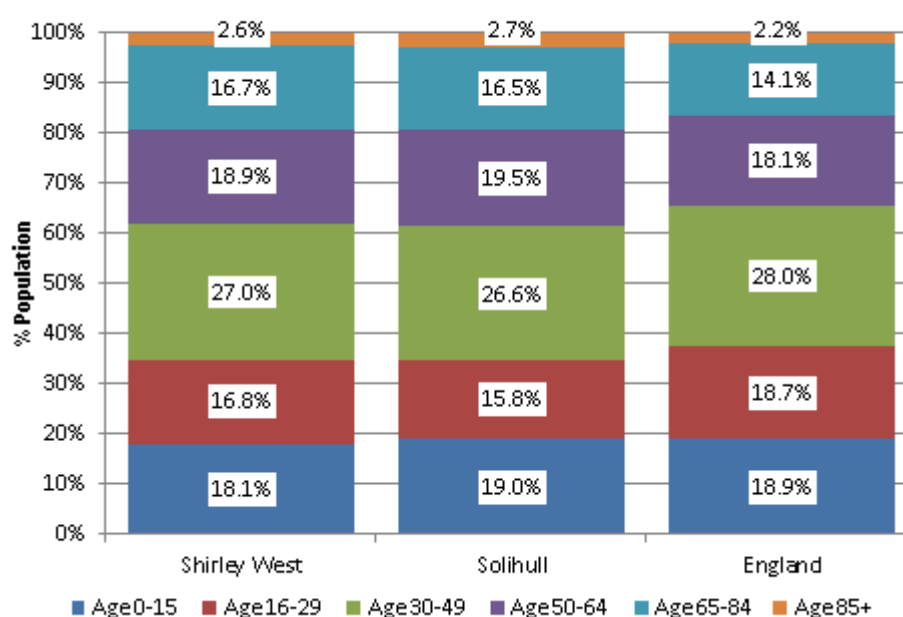


## Average Age



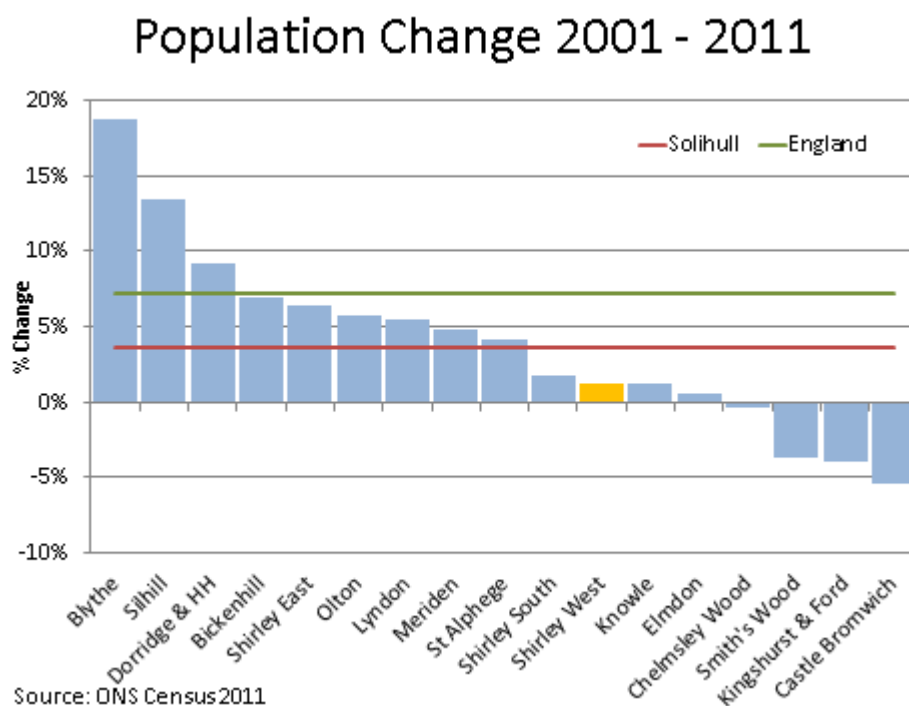
This above average age in Shirley West is consistent with an age profile in which the ward has proportionally more residents aged 65 and over (19.3%) than the England average (16.3%) and fewer in all age bands under the age of 50 years; 18.1% aged 0-15 years compared to 18.9% and 16.8% aged 16-29 years compared to 18.7%. In this respect Shirley West's profile is similar to that of Solihull's as a whole, although it should be noted that the ward has the 4<sup>th</sup> highest proportion of residents aged 16-29 years and the 6<sup>th</sup> highest aged 30-49.

## Population 2011



## Population Change

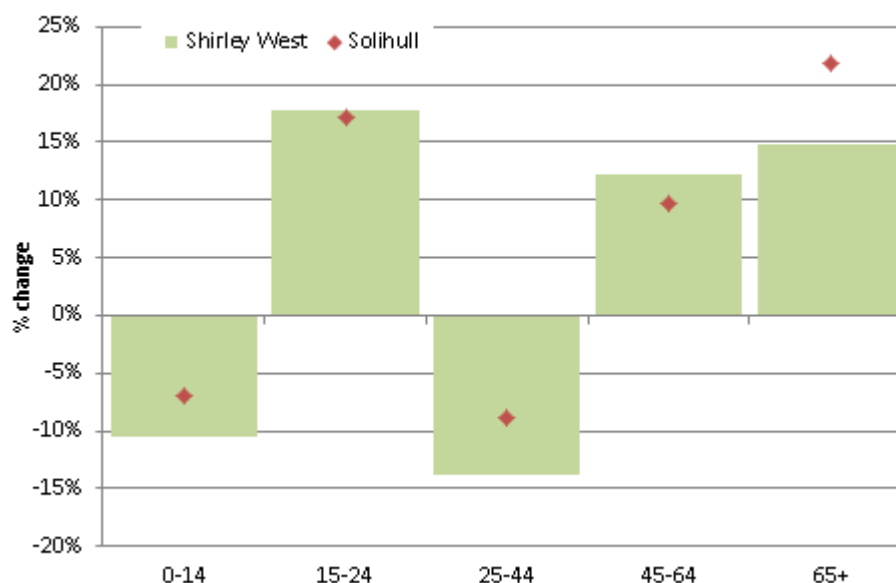
Between 2001 and 2011, the population of Shirley West increased by +1.2% (+141 individuals) much less than the Solihull average of 3.6%.



Population growth in Shirley West 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 +15% (+384 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 +40% (+88 individuals) Shirley West 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

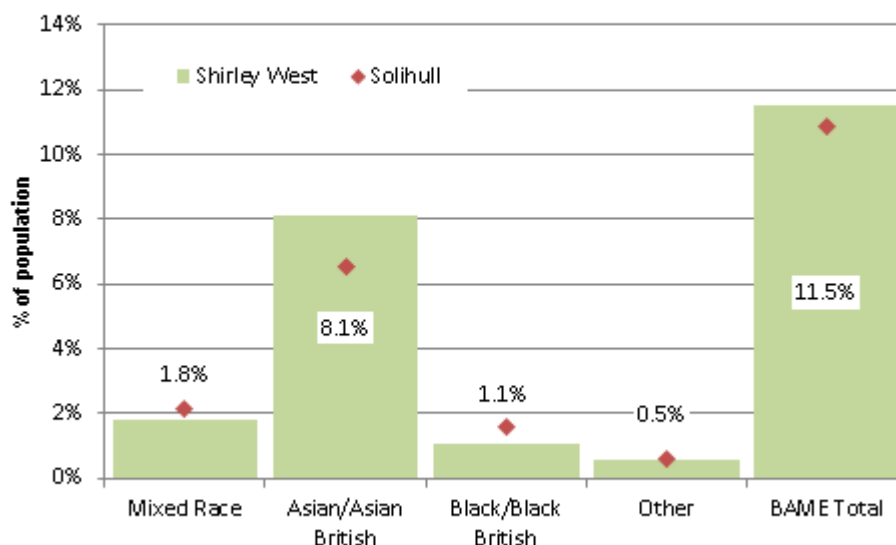
	Count	% of Population		
	Shirley West	Shirley West	Solihull	England
White Population	10,570	88.5%	89.1%	85.4%
Black & Asian Minority Ethnic Population (BAME)	1,373	11.5%	10.9%	14.6%
Born in UK	11,068	92.7%	92.6%	86.2%
Born Outside UK	875	7.3%	7.4%	13.8%
UK Passport	9,849	82.5%	82.1%	75.8%
Non-UK Passport	424	3.6%	4.0%	8.8%
No Passport	1,738	14.6%	14.6%	16.5%
English Main Language (age 3+)	11,156	96.7%	97.1%	92.0%
Speak English Well (age 3+)	303	2.6%	2.5%	6.3%
Cannot Speak English or Speak Well (age 3+)	74	0.6%	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 West has undergone a similar change with the number of BAME residents increasing by +107% (+710 individuals) over this period, compared to a fall of -5% (-569 individuals) in the White population. As a result of this changing demographic the proportion of BAME residents has increased from 5.6% in 2001 to 11.5% in 2011. 70% of the BAME population

in Shirley West are from an Asian or Asian British background, with this group representing 8.1% of the ward's total population compared to the Solihull average of 6.6%.

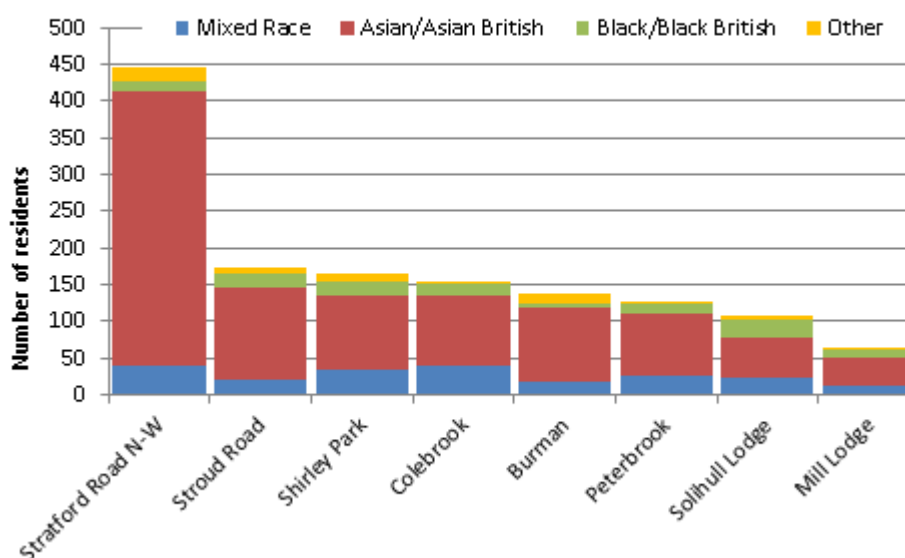
### Black and Asian Minority Ethnic (BAME) Population 2011



Source: ONS Census2011

At a local neighbourhood level the BAME population in Shirley West ranges from 26% in Stratford Road North West (the highest concentration in the borough), to 5% in Mill Lodge.

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



Source: ONS Census2011

At 7.3%, the number of Shirley West residents born outside of the UK is slightly lower than the Solihull average (7.4%), but significantly below that for England (13.8%). A large majority

(75%) of the 875 Shirley West residents born outside of the UK arrived prior to 2001, with a slightly smaller proportion (11%) arriving post 2007 than the Solihull average (13%).

Nearly 97% of the Shirley West population aged 3 years and over have English as their main language, with those that cannot speak English or speak English well representing just 0.6% of the total population.

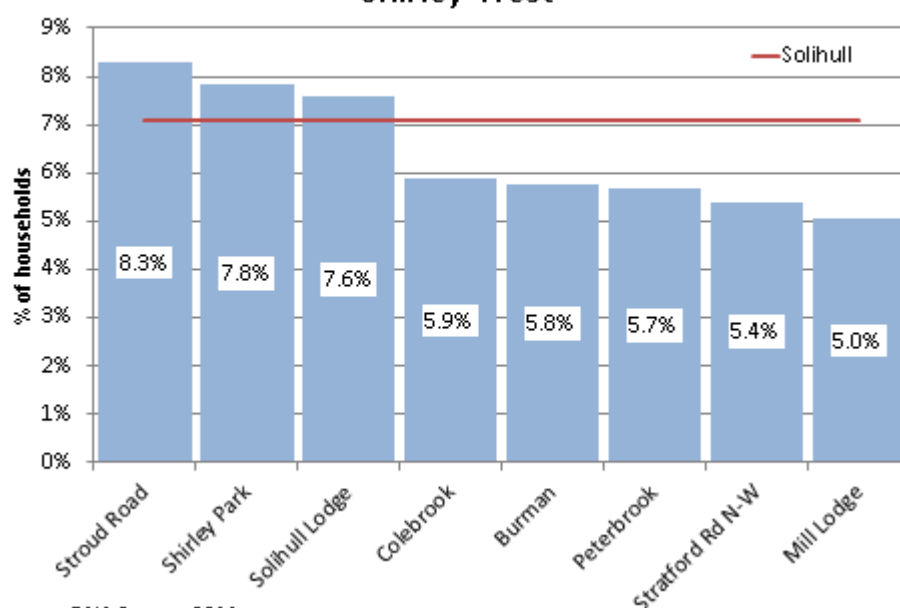
## Household Composition

	Count	% of All Households		
	Shirley West	Shirley West	Solihull	England
One Person	1,531	30.4%	29.2%	30.2%
One Family	3,213	63.8%	65.6%	61.8%
Other Households	294	5.8%	5.2%	8.0%
Total Aged 65+	1,257	25.0%	24.4%	20.7%
Of which Single	739	14.7%	13.9%	12.4%
All with Dependent Children	1,477	29.3%	30.2%	29.1%
Of Which Lone Parent	319	6.3%	7.1%	7.1%
All Households	<b>5,038</b>			
Source: ONS Census 2011				

Nearly 64% of Shirley West's 5,038 households are occupied by one family, which like the borough as a whole is above the England average (62%). However, like Solihull as a whole single person households are becoming more common in Shirley West, increasing by 12% between 2001 and 2011 compared to a fall of -3% in the number occupied by a family. This shift in terms of household composition potentially has significant implications for housing demand.

There are 512 lone parent households in Shirley West of which 319 have dependent children, which represents 6.3% of all households, compared with the Solihull average of 7.1%. Among Shirley West's LSOA neighbourhoods, Stroud Road (8.3%) and to a lesser extent Shirley Park (7.8%) and Solihull Lodge (7.6%) have a higher proportion of lone parent households with dependent children than the Solihull average.

### Lone Parent Households with Dependent Children in Shirley West



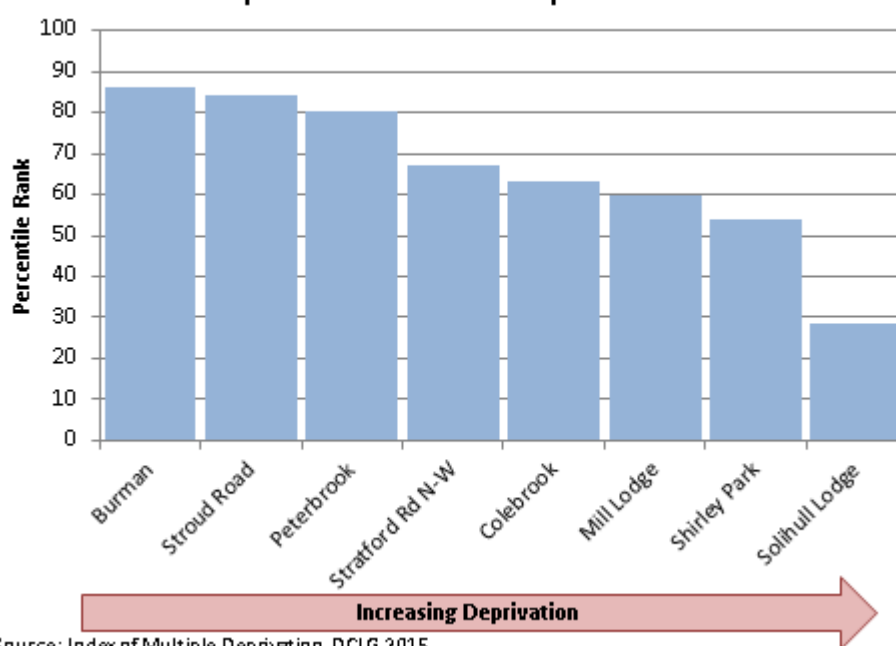
Source: ONS Census 2011

## 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.

Shirley West is subject to relatively low levels of deprivation, although the Solihull Lodge LSOA on the 29<sup>th</sup> percentile is among the more deprived neighbourhoods outside of the North Solihull regeneration area.

### Overall Deprivation in Shirley West Area 2015



Source: Index of Multiple Deprivation, DCLG 2015

## PROSPEROUS COMMUNITIES

### Economic Activity and Employment

	Count	% 16-74 Population		
	Shirley West	Shirley West	Solihull	England
Economically Active	6,287	72.6%	70.8%	69.9%
of which Employed	5,682	65.6%	63.8%	62.1%
of which Unemployed	324	3.7%	4.2%	4.4%
Economically Inactive	2,375	27.4%	29.2%	30.1%
of which Retired	1,384	16.0%	16.2%	13.7%
of which Looking After Home or Family	279	3.2%	3.7%	4.4%
of which Sick or Disabled	262	3.0%	3.3%	4.0%
Source: ONS Census 2011				

At nearly 73% the proportion of 16-74 year olds in Shirley West that are economically active is above the Solihull average (71%), and 2<sup>nd</sup> highest in the borough.

Of the 5,682 16-74 year olds in employment in Shirley West 64% work full-time for an employer, 23% work part-time and 13% are self-employed. Since 2001 the proportion working full-time has shrunk by five percentage points (from 69% to 64%), with part-time employment (+2 percentage points) and self-employment (+3 percentage points) increasing. This slight shift in the structure of employment is consistent with the pattern across Solihull.

29% of Shirley West residents aged 16-74 years in employment work in the public sector, with financial & business services (18%) 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 17% to 9% of Shirley West residents in employment) offset by an increase in the proportion in the public sector (from 20% to 29%). Transport, storage & communications, construction and accommodation & food services have also become slightly more significant over this period, with employment in financial & business services also shrinking slightly. The greater role of the public sector and the decline of manufacturing employment in Shirley West are consistent with the pattern across Solihull.

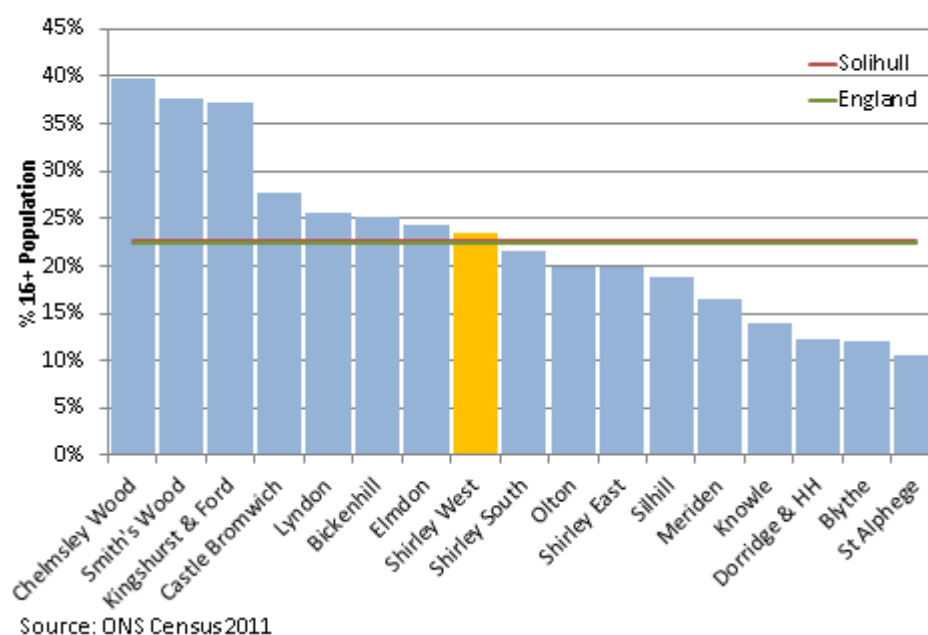
### Adult Skills

	Count	% 16-74 Population		
	Shirley West	Shirley West	Solihull	England
No Qualifications	2,289	23.4%	22.7%	22.5%
Maximum NVQ Level 1	3,679	37.6%	36.3%	35.8%
NVQ Level 4+	2,419	24.7%	28.5%	27.4%
Source: ONS Census 2011				

There are 3,679 adults aged 16 and over in Shirley West who can be classified as having low skills (qualified to a maximum of NVQ level 1) of which 2,289 have no formal

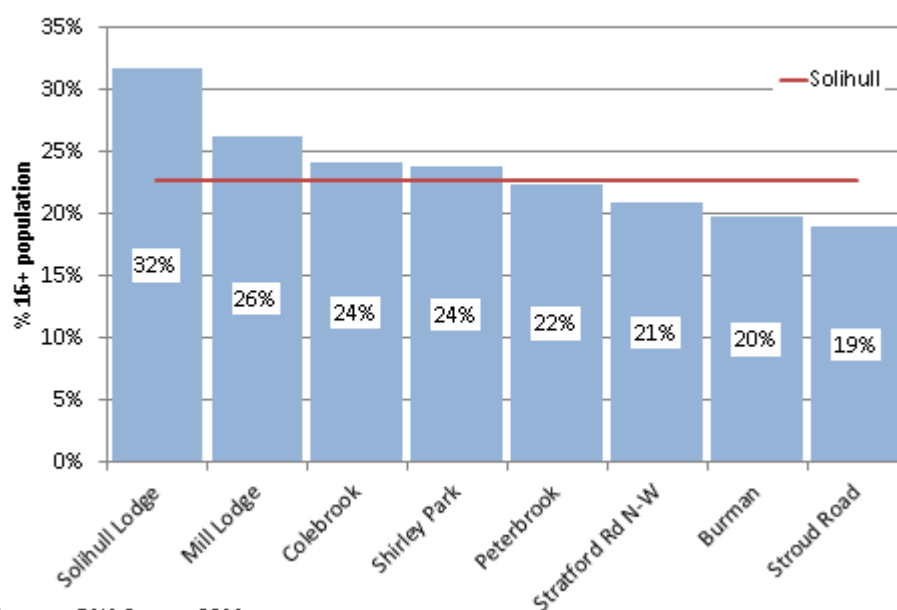
qualifications. This means that just over 23% of the adult population in Shirley West has no formal qualifications, in-line with both Solihull (22.7%) and England (22.5%). However, at the other end of the spectrum, at 24.7%, a much smaller proportion of the Shirley West population is qualified to NVQ level 4 (degree level or equivalent) fewer than in either Solihull (28.5%) or England (27.4%).

## Adults with No Formal Qualifications



At a local neighbourhood level Solihull Lodge stands out in a local context, as nearly one in three adults has no formal qualifications, which is among the highest outside of the North Solihull regeneration area. The relatively large proportion of older people who are resident in this area may be a contributory factor in the higher rate here, as generally older people are more likely to have left school at a younger age with no formal qualifications.

## Adult Population with No Formal Qualifications



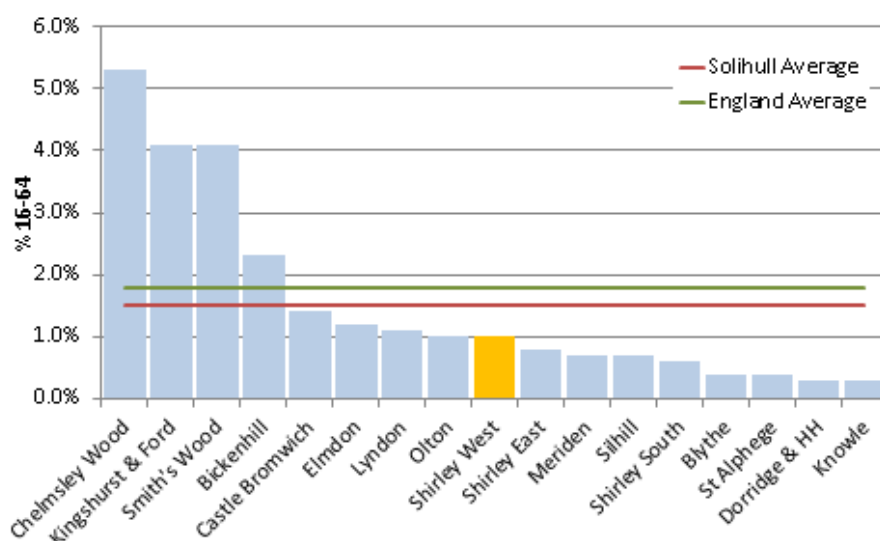
Source: ONS Census 2011

## 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 75 individuals in Shirley West meeting this definition of unemployment equating to 1.0% of the working age population. This is below each of the Solihull (1.5%), England (1.8%) and West Midlands (2.1%) averages.

## Claimant Unemployment October 2015



Source: ONS/Nomis

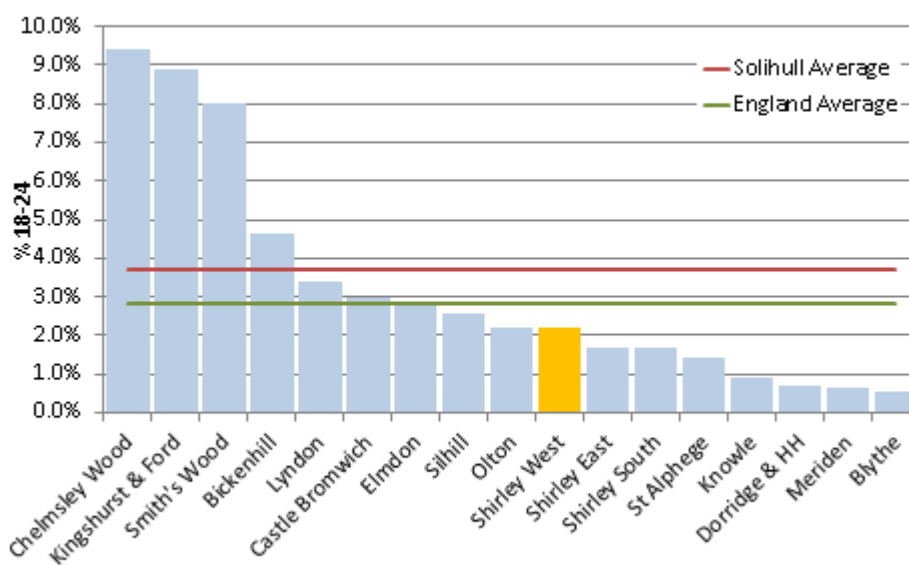


27% of claimants in Shirley West are aged 18-24 years (20 individuals) with the rate among this group 2.2% compared to the averages of 3.7% for Solihull and 2.8% for England. Like England as a whole Claimant Unemployment rates in Shirley West are lower among older age groups: 1.0% among 25-49 year olds and 0.7% 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 West Count	Rate		
		Shirley West	Solihull	England
Aged 18-24	20	2.2%	3.7%	2.8%
Aged 25-49	40	1.0%	1.6%	1.8%
Aged 50+	15	0.7%	0.9%	1.4%
All Ages	75	1.0%	1.5%	1.8%

Source: ONS/Nomis

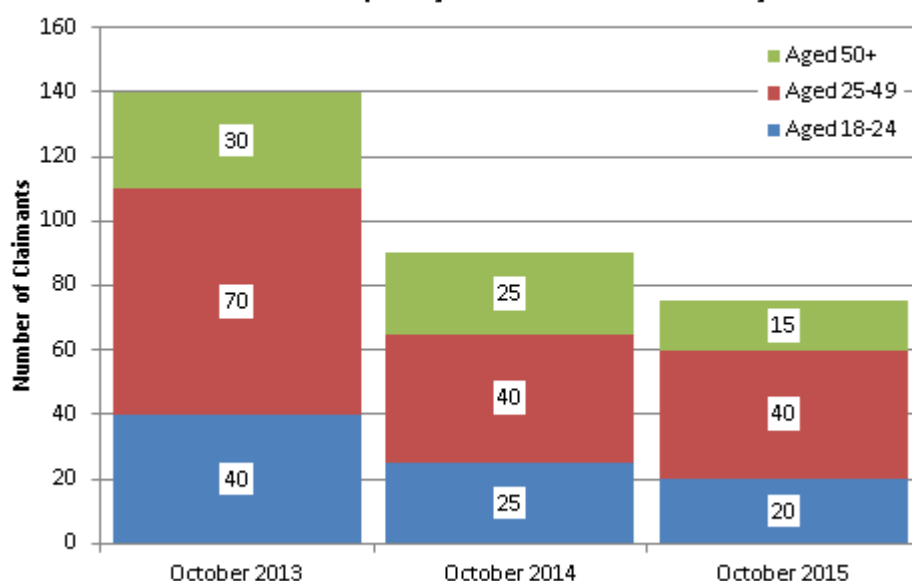
### 18-24 Claimant Unemployment October 2015



Source: ONS/Nomis

Claimant unemployment in Shirley West has fallen by a total of -48% (-70 individuals) in the last two years, with the number of claimants aged 18-24 years falling by -50% (-20 individuals) over this period.

## Claimant Unemployment in Shirley West



Source: ONS/Nomis

## Worklessness

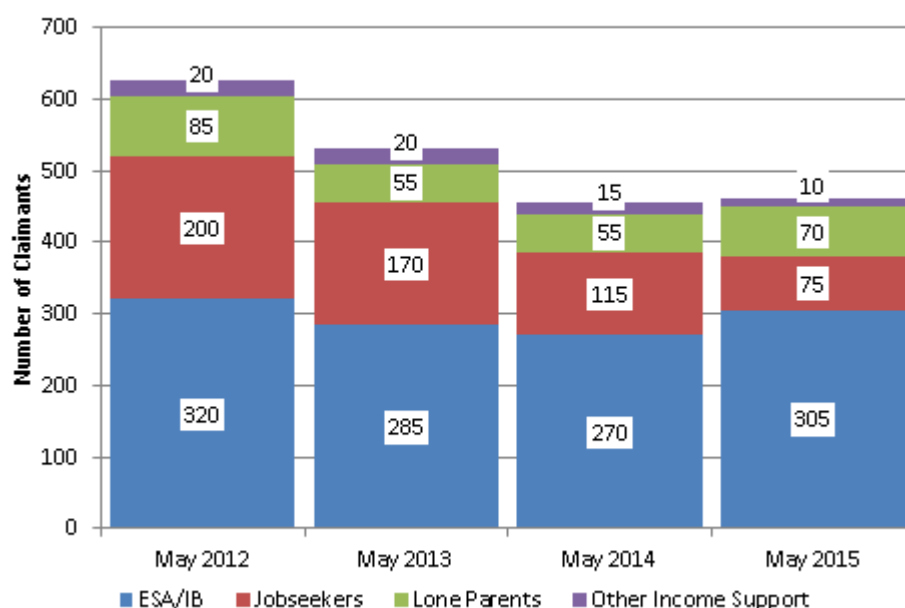
Worklessness is a broader labour market measure than claimant unemployment as it includes individuals who are not working but not required to seek work to be eligible for benefits. This includes significant numbers of those claiming a sickness benefit (Employment and Support Allowance or Incapacity Benefit). 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 460 people in Shirley West 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 66% of the total claimant count, followed by job seekers (16%), lone parents on income support (15%) and others on income related benefits (2%).

In common with the rest of the borough, the number of people claiming an out-of work benefit increased sharply in Shirley West in the aftermath of the 2008/09 recession, but has been trending downwards over the last three years. The number of claimants is now 26% lower than in 2012 (-165 claimants). This reduction has been primarily driven by falling numbers of Jobseekers, although unlike some other parts of the borough, ESA/Incapacity Benefit claimants are also slightly lower.

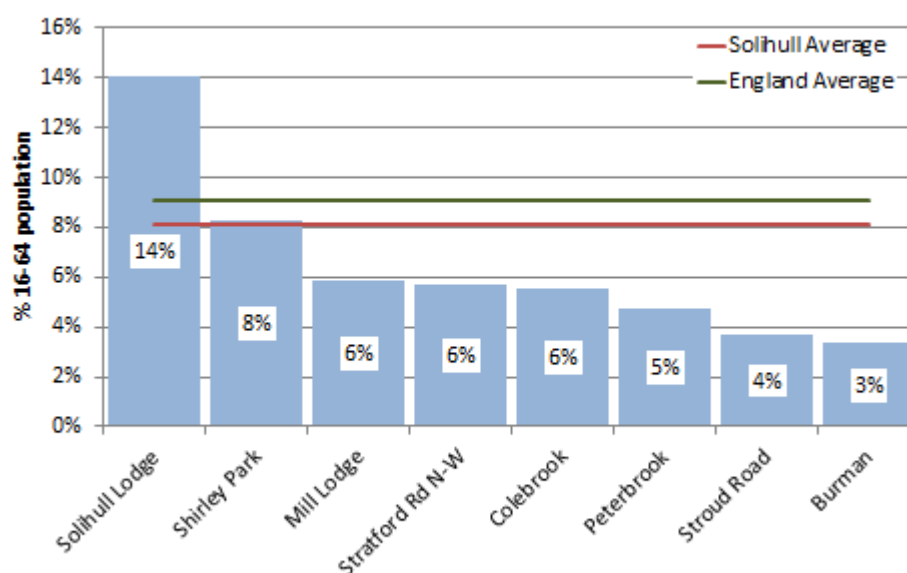
## Worklessness in Shirley West



Source: DWP

With the exception of Solihull Lodge (14%), all LSOA neighbourhoods within Shirley West have a below England average worklessness rate.

## Worklessness Rates in Shirley West May 2015



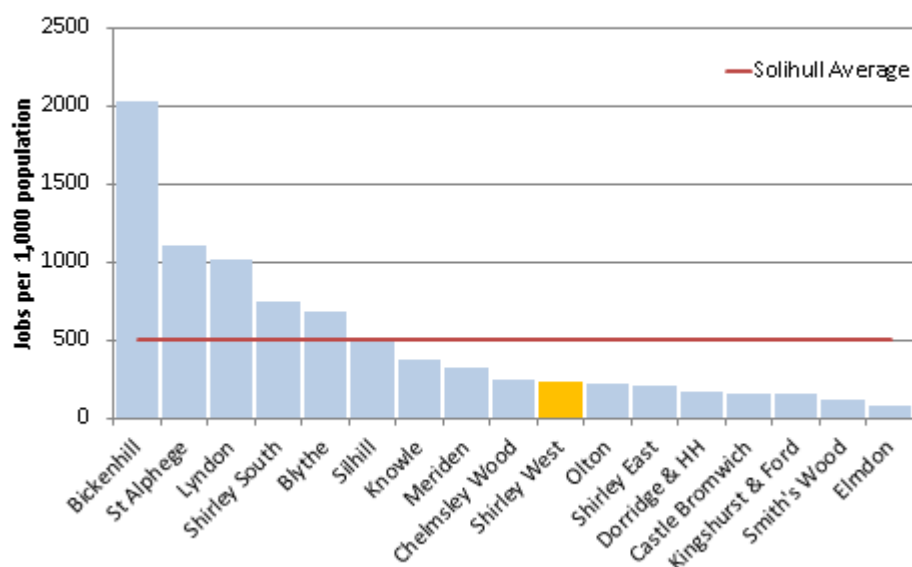
Source: DWP

## Workforce Jobs and Businesses

Shirley West is one of Solihull's smaller employment centres, with the 2,700 jobs located in the ward (3% of borough total) equating to a jobs density of 230 jobs per 1,000 resident, well below the Solihull average of 504 per 1,000 (although it should be noted that the borough

average is skewed by a large concentration of jobs in a few wards such as Bickenhill, St Alphege and Lyndon).

## Jobs Density



Source: Business Survey & Employment Register

24% of all jobs in Shirley West are in professional services, with retail (20%), also prominent in the ward.

	Jobs in Shirley West <sup>^</sup>	% Shirley West Total
Professional, scientific & technical	600	24%
Retail	500	20%
Education	300	12%
Health	300	11%
Accommodation & food services	200	7%
Arts, entertainment, recreation & other services	200	6%
Construction	100	4%
Transport & storage	<100	3%
Manufacturing	<100	3%
Financial & insurance	<100	2%
Wholesale	<100	2%
Business admin & support services	<100	2%
Property	<100	2%
Motor trades	<100	1%
Information & communication	<100	1%
<sup>^</sup> Jobs rounded to nearest 100		
Source: Business Register and Employment Survey		

The number of jobs in Shirley West increased by around 8% (+250) between 2009 and 2014, slightly below the Solihull average (+12%), but above that for England (+5%).

There were an estimated 405 businesses in Shirley West in 2015, equating to 34 per 1,000 residents, below both the Solihull (44 per 1,000) and England (47 per 1,000) averages. The number of businesses in Shirley West increased by around +13% (+45 businesses) between 2010 and 2015, in-line with both the Solihull (+13%) and England (+14%) averages.

Area	Business Base 2015			Change 2010-2015	
	Count	% Solihull Total	Density (per 1,000)	Number	%
Shirley West	405	4%	34	+45	+13%
Solihull			44		+13%
England			47		+14%

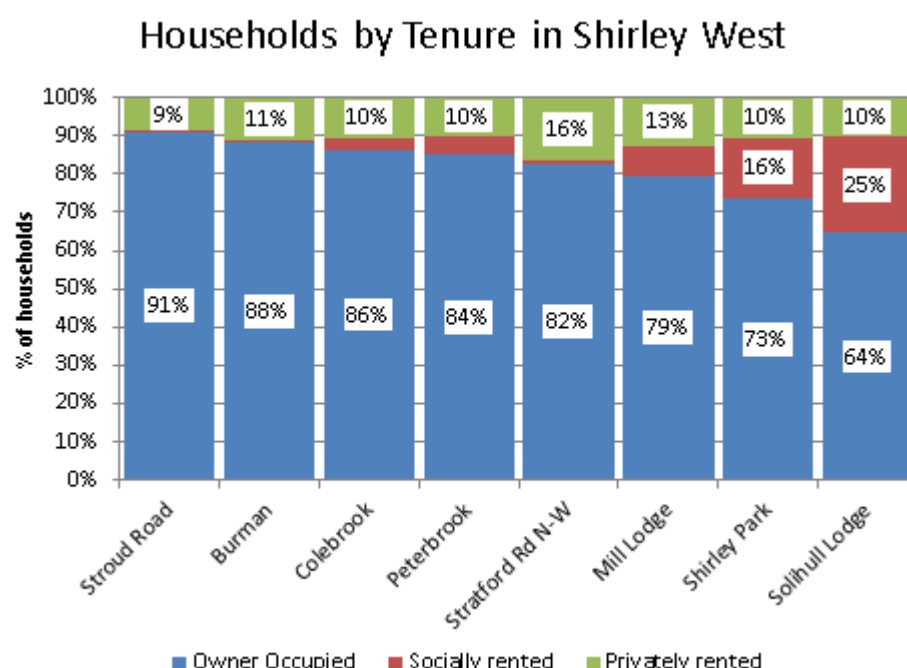
Source: ONS UK Business Counts

## Housing

	Count	% of Households		
	Shirley West	Shirley West	Solihull	England
Owner Occupied	4,080	81.0%	74.5%	64.1%
Socially Rented	352	7.0%	14.9%	17.7%
Privately Rented	569	11.3%	9.9%	16.8%
Whole House or Bungalow	4,360	84.4%	81.6%	77.5%
Flat, Maisonette or Apartment	807	15.6%	18.2%	22.1%
No Central Heating	146	2.9%	1.8%	2.7%
Overcrowding (bedrooms)	126	2.5%	2.7%	4.8%
Overcrowding (all rooms)	192	3.8%	4.5%	8.7%

Source: ONS Census 2011

As with Solihull as a whole, a large majority of households in Shirley West 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 Shirley Park and Solihull Lodge neighbourhoods, with socially rented households representing a quarter of the total in the latter. Stratford Road North-West is also notable because, at 16%, it is among the ten highest concentrations of privately rented households in the borough (out of 134 LSOAs).

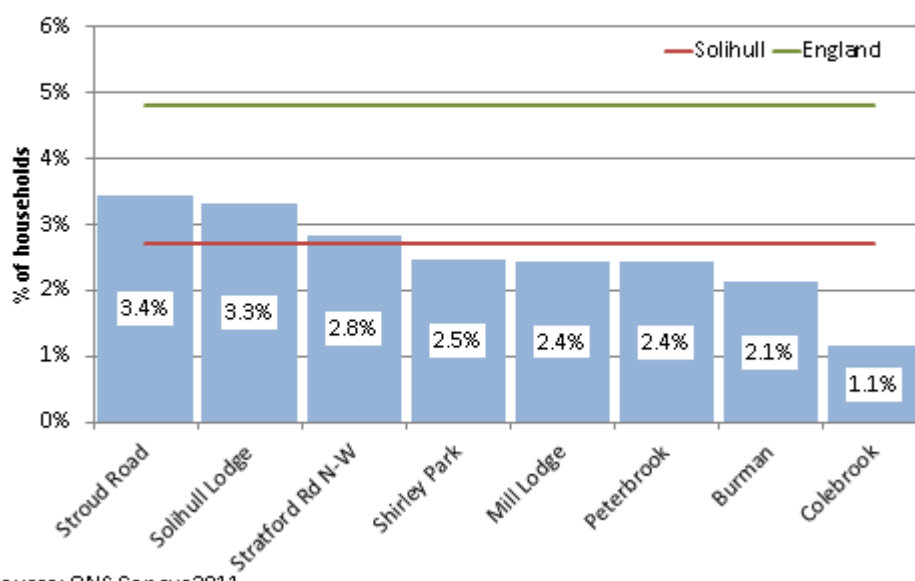


A significant feature in both the ward and the borough has been the substantial increase in the number of privately rented households between 2001 and 2011. There are 248 more private rented households in Shirley West than in 2001, with the share of all households increasing from 7% to 11%, the 5<sup>th</sup> highest concentration in the borough. The number of owner occupied households fell by -100 over this period (from 86% to 81% of total) and the number of socially rented households by -21 (from 8% to 7% of total).

In terms of housing condition 2.9% of households in Shirley West do not have central heating, more than the Solihull (1.8%) average but the same as that for England. However, at a neighbourhood level this rises to over 4% in Colebrook, the 5<sup>th</sup> highest level in the borough (out of 134 LSOAs).

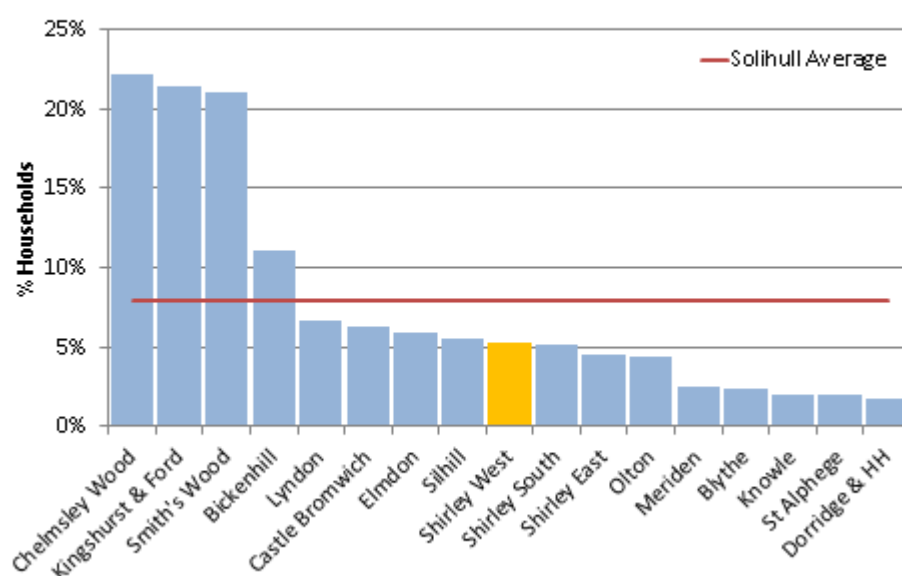
Evidence from the Census suggests that Shirley West has a relatively limited problem in terms of overcrowding. The Census provides an occupancy rating to assess the level of under-occupancy or over-crowding at a local level. For example, within this occupancy rating, a value of -1 implies that there 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 2.5% of households in Shirley West have an occupancy rating of -1 in relation to the number of bedrooms, below both the Solihull (2.7%) and England (4.8%) averages. However the Stroud Road (3.4%) and Solihull Lodge (3.3%) neighbourhoods have a relatively high rate in a local context.

### Overcrowding: Households with Bedroom Occupancy Rating -1 or Less in Shirley West



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 265 households had a Shirley West address representing 5% of all households in the ward.

### Households on Housing Register – September 2015



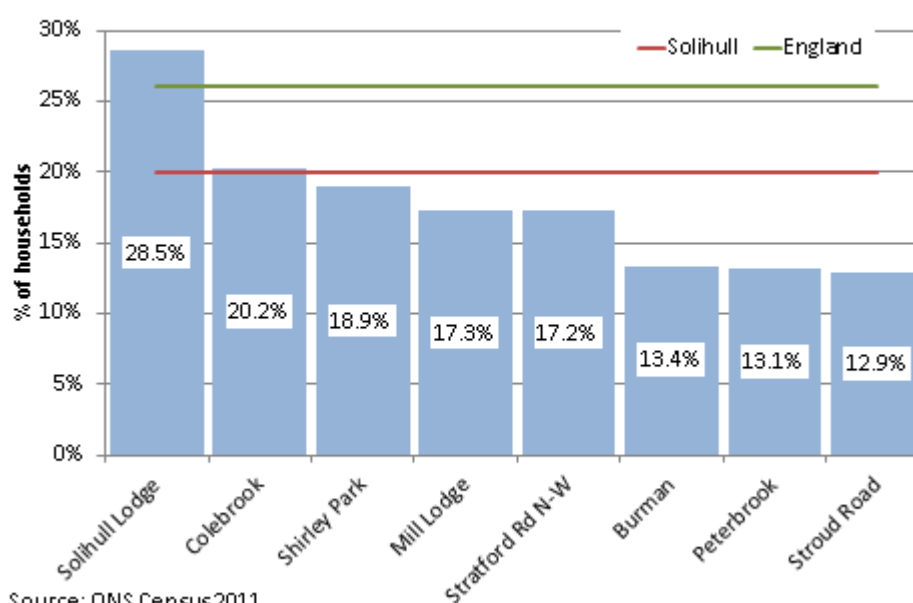


## Transport

	Count	% of households		
	Shirley West	Shirley West	Solihull	England
No Cars or Vans	893	17.7%	19.7%	25.8%
2 or More Cars or Vans	1,986	39.4%	40.8%	32.0%
Average Cars or Vans per Household		1.33	1.34	1.16
Source: ONS Census 2011				

In common with Solihull as a whole, households in Shirley West have a greater level of access to a car or van than the England average. On average households in Shirley West have 1.3 cars or vans per household compared to the England average of 1.16, with just 18% 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 Solihull Lodge neighbourhood where over 28% of households have no car or van.

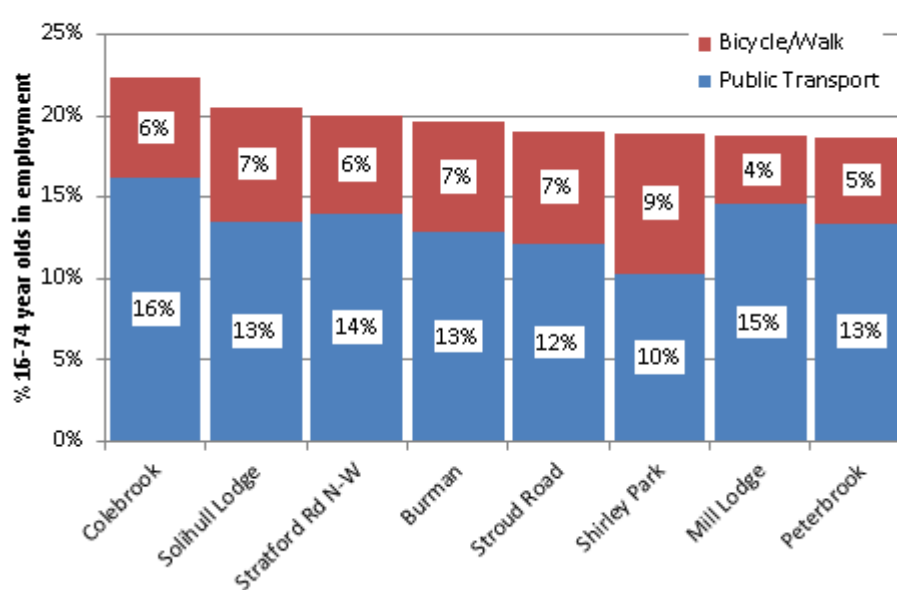
Households with No Access to Car or Van in Shirley West



	Count	% 16-74 in Employment Work Who Travel to Work		
	Shirley West	Shirley West	Solihull	England
Private Vehicle	4,507	79.2%	77.1%	67.0%
Public Transport	794	13.9%	14.5%	17.9%
Bicycle or Foot	372	6.5%	7.9%	14.5%
Source: Census 2011				

Alongside location of employment, high levels of car ownership are a contributory factor in the way in which people travel to work. Over 79% of Shirley West residents who travel to work do so in a private vehicle (e.g. car, van, motorcycle), slightly above the Solihull average (77%) and significantly above that for England (67%). Public transport is less frequently used (14% compared to the England average of 18%), while far fewer Shirley West residents walk to work or cycle (7% compared to 15% for England). At a neighbourhood level there is a relatively narrow range in the proportion who travel to work by public transport, walking or cycling from 22% in Colebrook to 18% in Peterbrook, suggesting that access to car or van ownership is a less significant determinant than elsewhere in the borough.

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



Source: ONS Census 2011

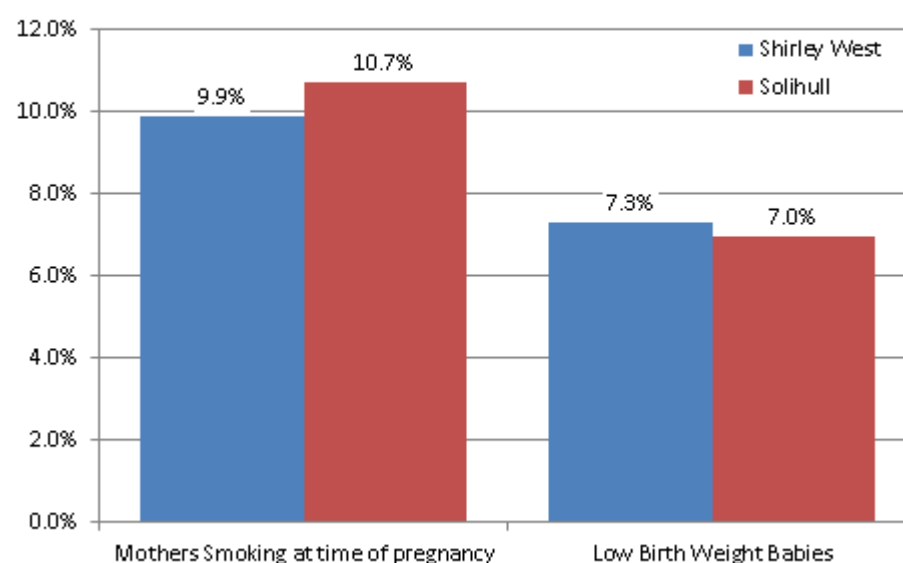
## A BRIGHTER FUTURE FOR CHILDREN AND YOUNG PEOPLE

### 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. Around 10% of mother's in Shirley West smoke at time of delivery in-line with the Solihull average.

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 7% of babies born to mothers living in Shirley West are classified to being low birth weight babies, in-line with the Solihull average.

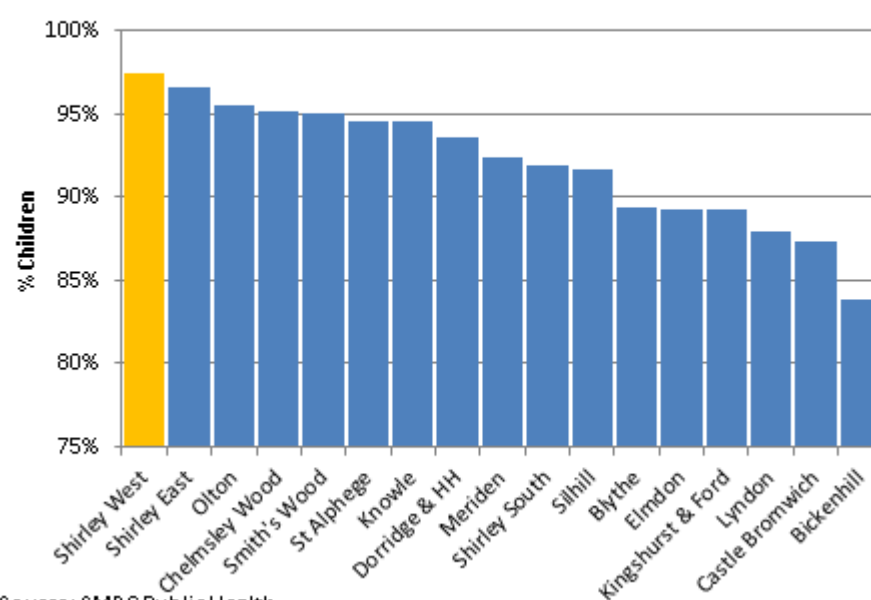
## Maternal and Child Health Indicators



Source: SMBC Public Health

Levels of childhood immunisation in Shirley West are among the highest in Solihull in respect of both MMR first dose at 24 months and MMR 2nd dose at five years, with a large majority of children receiving these immunisations. For instance 97% of children in Shirley West receive the first MMR dose at 24 months, the highest in the borough.

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

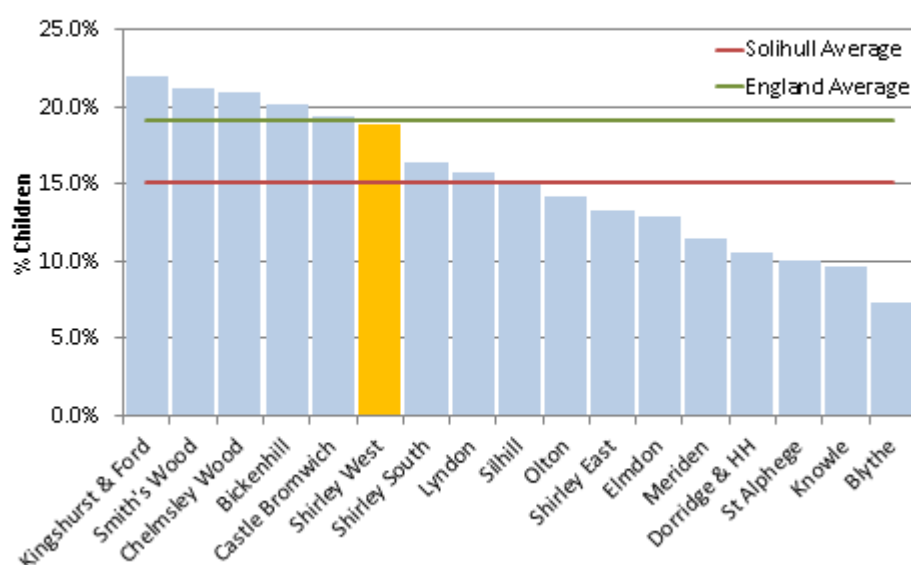


Source: SMBC Public Health

The proportion of children in Shirley West who are classified as having excess weight or as being obese is below the Solihull average in Reception year, but above average among primary year 6 pupils, where levels are in-line with those for England as a whole.

	Excess Weight		Obese	
	Reception	Year 6	Reception	Year 6
Shirley West	17.5%	31.3%	5.9%	18.8%
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

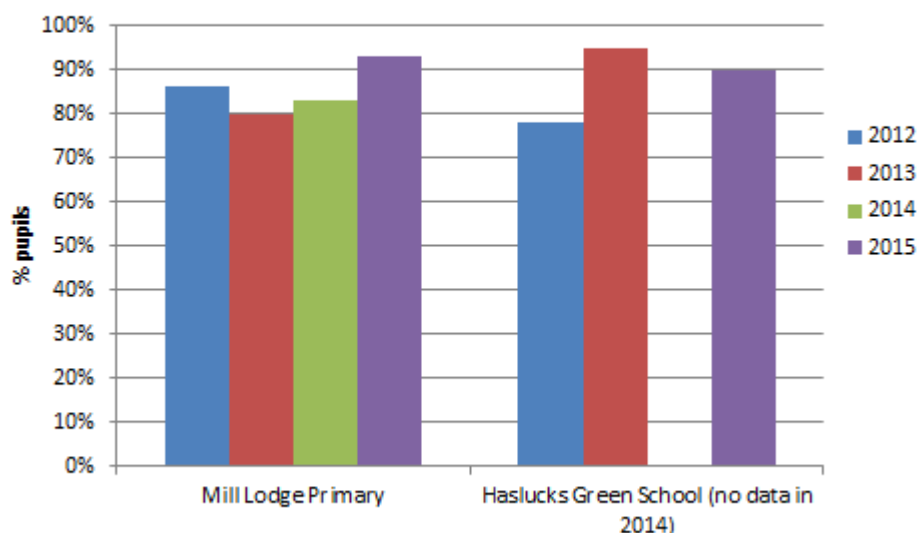
The majority of children in the Shirley West area attend one of the following primary schools: Haslucks Green School, Mill Lodge Primary School or St James Church of England Voluntary Aided Junior School. In 2015, both of these exceeded the England average in terms of average Key Stage 2 points per pupil 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%
Haslucks Green School	90%	30.3	91%	100%	91%
Mill Lodge Primary School	93%	29.7	93%	93%	93%

Source: Department for Education 2015

In both schools the proportion of pupils achieving level 4 and above in reading, writing & maths increased between 2012 and 2015.

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

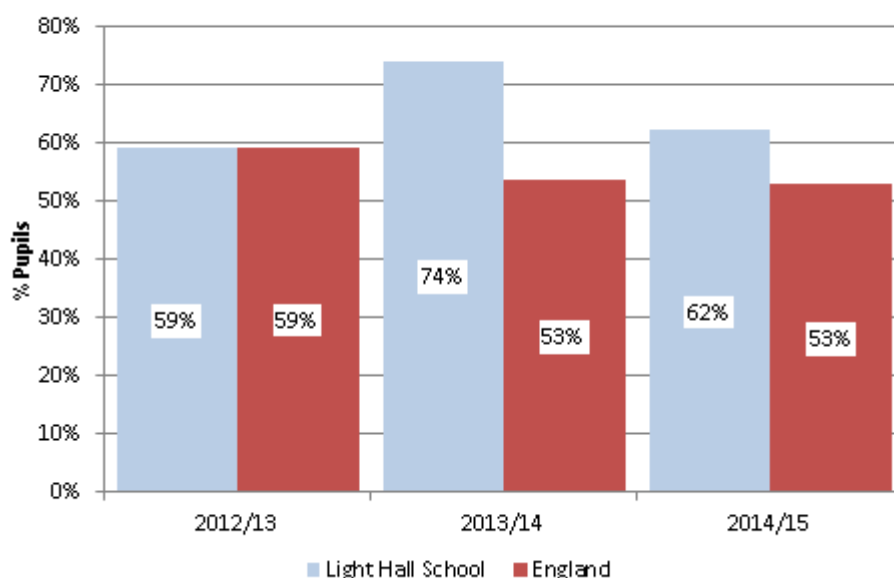


Source: Department for Education

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 West attend Light Hall School Specialist Mathematics and Computing College. At 62% the proportion of pupils achieving 5 A\*-C grade GCSEs including English and Maths at Light Hall is broadly in-line with the Solihull average (60%) and above that for England as a whole (53%). Although it should be noted that results at this school have tended to fluctuate over recent academic years.

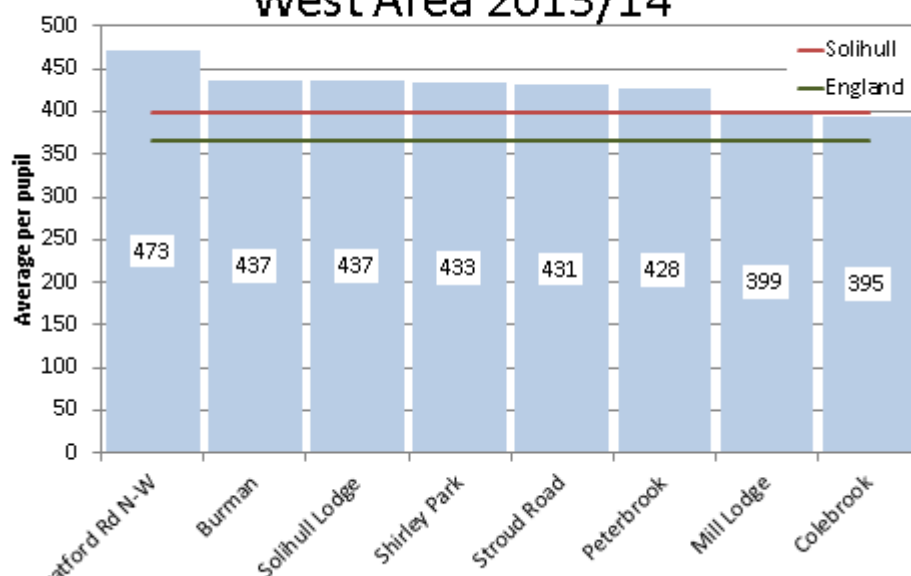
### Pupils Achieving 5+ A\*-C GCSEs inc English & Maths at Light Hall School



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 2013/14 academic year. The average KS4 score per pupil in Shirley West in 2013/14 was 428, well above both the Solihull (399) and England (366) averages. All LSOA neighbourhoods in Shirley West had an average KS4 score per pupil above the England average in 2013/14.

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



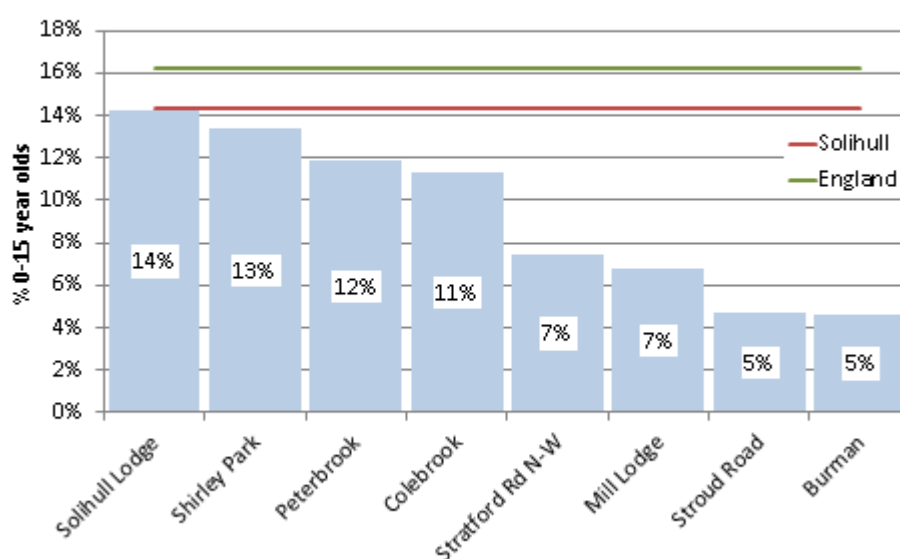
Source: Department for Education

## Children in Poverty

Data from the Department of Work and Pensions identifies 180 children under the age of 16 in Shirley West 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 Solihull Lodge to just 5% in both Stroud Road and Burman.

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



Source: Department of Work and Pensions 2014

The number of children in an out of work benefit household in Shirley West fell by -31% (-80 children) between 2012 and 2014, substantially more than the Solihull average (-11%) and that for England as a whole (-15%).

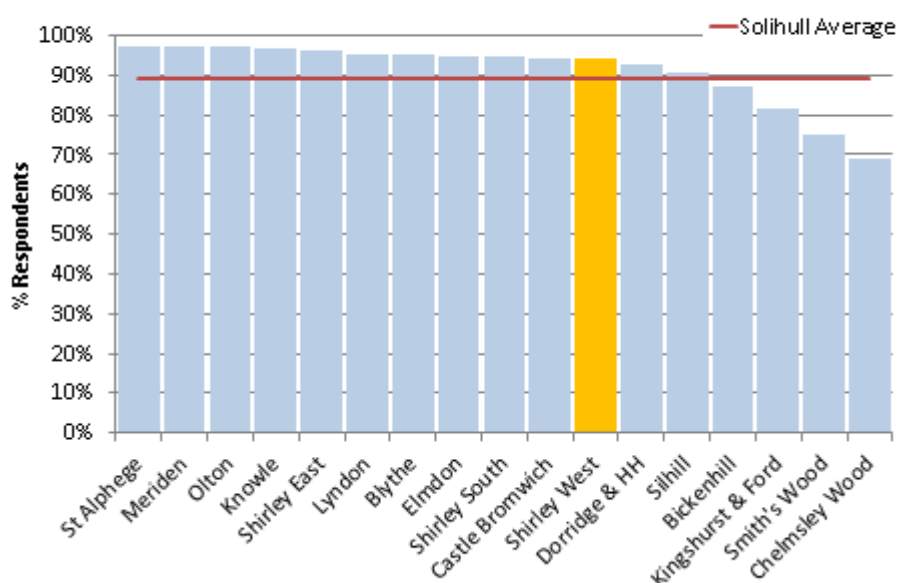
## STRONGER AND SAFER COMMUNITIES

### Community Cohesion, Participation and Satisfaction

94% of Shirley West 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.



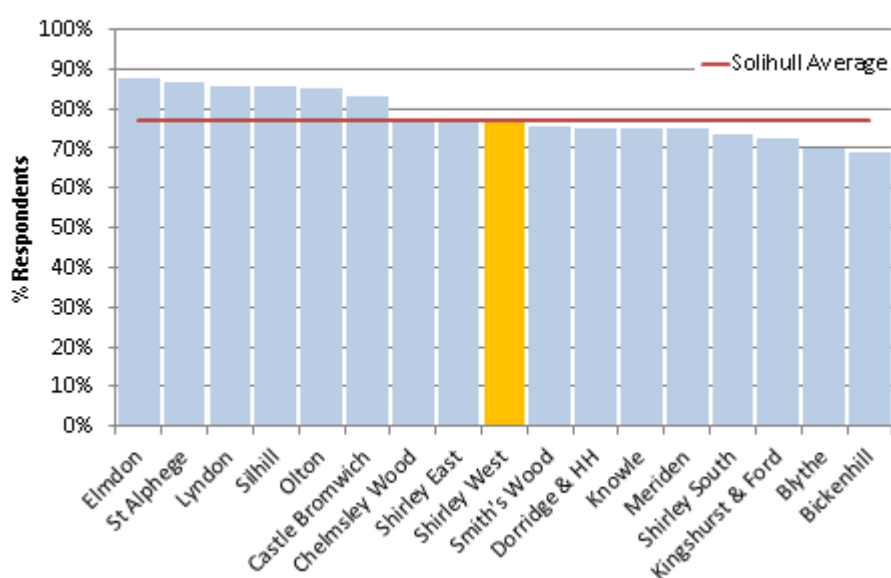
### Satisfied with Local Area as Place to Live 2014



Source: SMBC Place Survey 2014

76% of Shirley West respondents to the 2014 Place Survey think that people from a different background get on well together in their local area with 18% disagreeing with this assertion. This is in-line with the borough average.

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

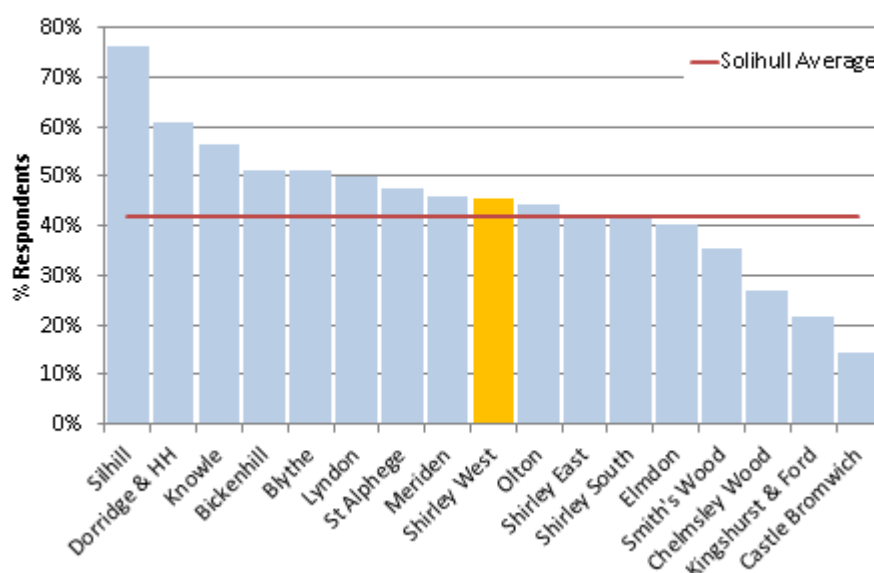


Source: SMBC Place Survey 2014

Community participation is a core element of thriving communities and in this respect the evidence across Solihull as a whole is mixed. 45% of Shirley West respondents to the Place Survey indicated that they had given unpaid help over the last 12 months to any group, club

or organisation (36% at least once a month, 9% less often) slightly higher than the Solihull average of 42%. Alongside this formal volunteering, 70% of Shirley West respondents said that they had helped in their community on an informal basis (e.g. helping a neighbour, litter picking etc.), which is also higher than the Solihull average of 61%.

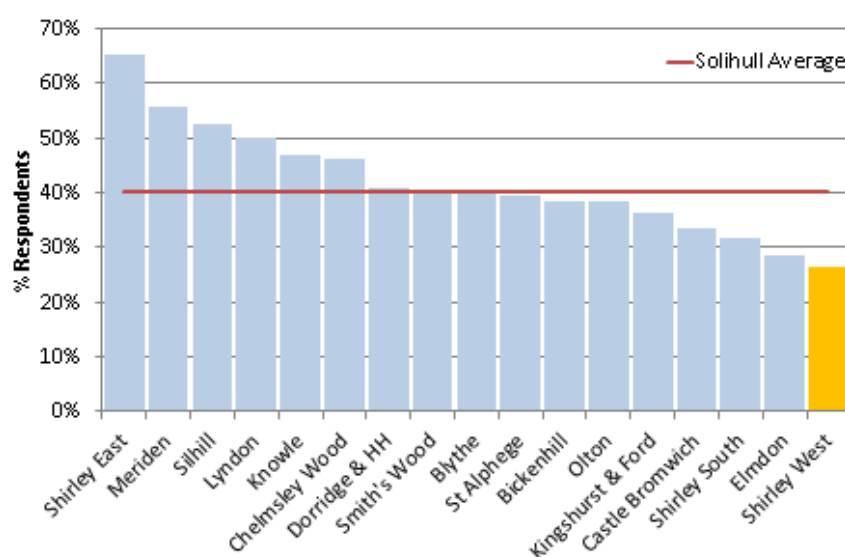
### Take Part in Formal Volunteering 2014



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 26% of respondents from Shirley West agree that they can influence decisions in their local area, compared to 68% who disagree, this least positive response in the borough.

### Agree Can Influence Decisions in Local Area 2014

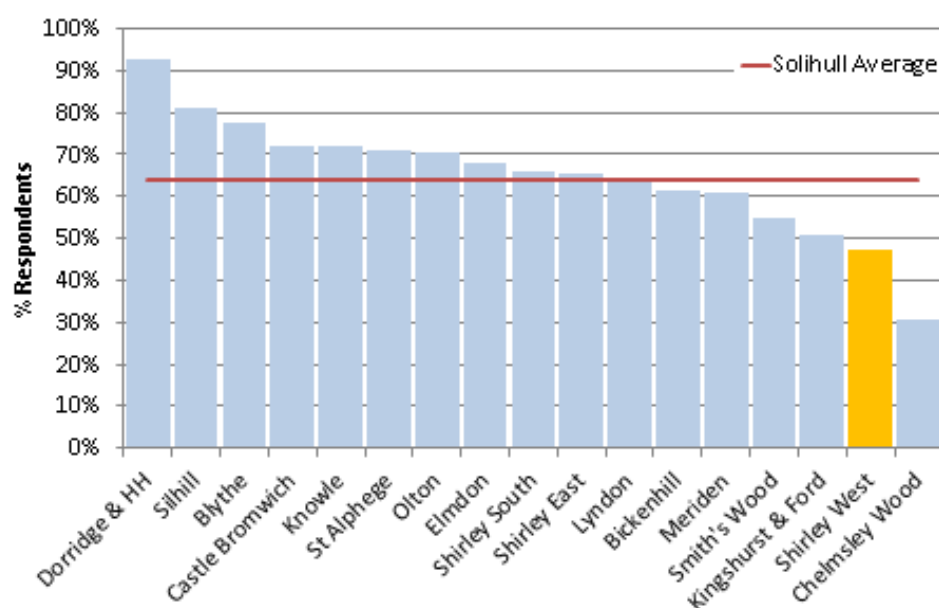


Source: SMBC Place Survey 2014

## Crime

47% of Shirley West respondents to the Place Survey 2014 say that they feel safe in their local area after dark (3% very safe, 44% fairly safe) compared to just 15% who feel unsafe. This is below the Solihull average (64% safe, 18% unsafe) and the least positive response outside of the North Solihull regeneration area, however it should be noted a relatively higher proportion of respondents in the ward gave a neutral response of this issue (38% neither safe nor unsafe).

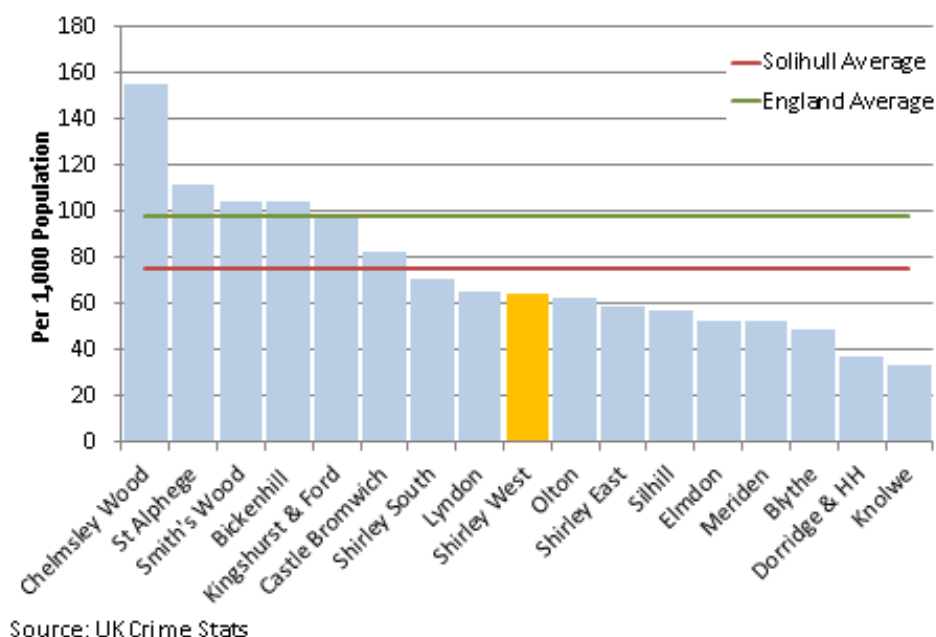
### Feel Safe After Dark in Local Area 2014



Source: SMBC Place Survey 2014

In the year to July 2015 there were a total of 762 reported crimes in Shirley West equating to a rate of 63.8 per 1,000 residents. This is below the Solihull average of 74.9 per 1,000 and in-line with similar wards in the urban west of the borough.

## Overall Crime Rate July 2015

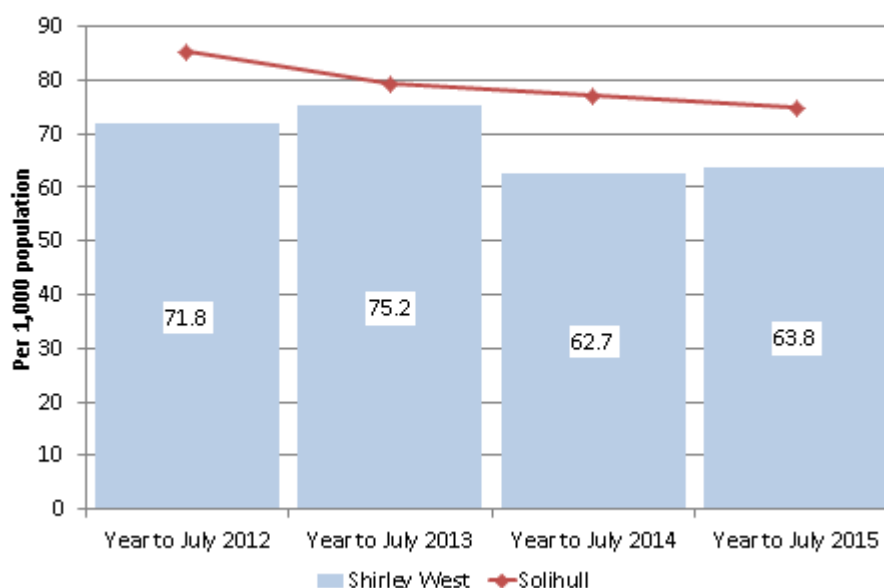


The rate in Shirley West is below the Solihull average for all crime types except vehicle crime, although this is only slightly above average (9.8 compared to 9.1 per 1,000).

	Count year to July 2015	Rate per 1,000 population	
		Shirley West	Solihull
All Crimes	762	63.8	74.9
ASB	206	17.2	21.2
Shoplifting & Other Theft	145	12.1	14.3
Vehicle	117	9.8	9.1
Violent	106	8.9	10.5
Burglary	74	6.2	7.2
Criminal Damage & Arson	68	5.7	7.1
Weapons & Public Order	22	1.8	2.3
Drugs	12	1.0	1.4
Robbery	6	0.5	1.0
Other	6	0.5	0.7
# Data suppressed (less than 5)			
Source: UK Crime Stats			

The total number of reported crimes in Shirley West in the year to July 2015 is -11% 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 West

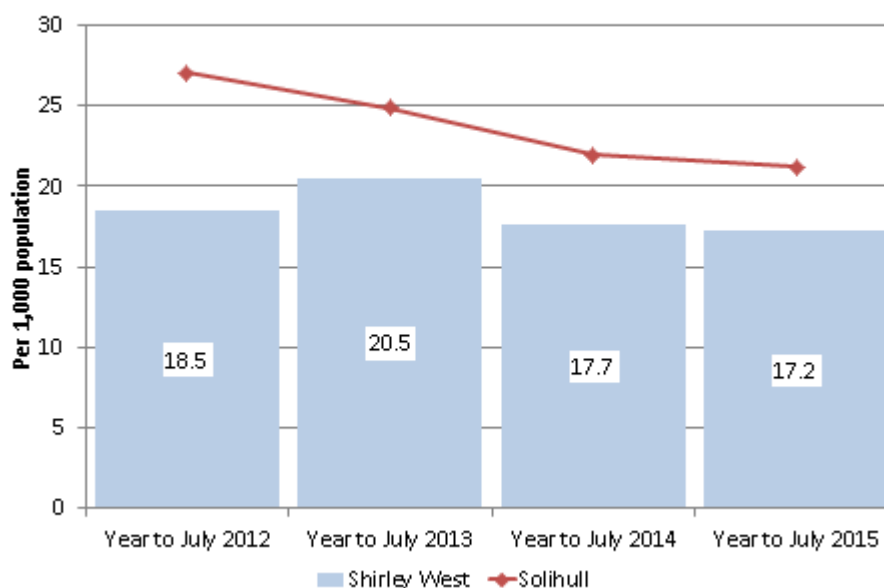


Source: UK Crime Stats

### Anti-Social Behaviour

There were 206 reported incidents of Anti-Social Behaviour (ASB) in Shirley West in the year to July 2015, equating to 17.2 per 1,000 population compared to the Solihull average of 21.2 per 1,000. The number of ASB incidents in Shirley West has fallen by nearly 7% compared with 2012.

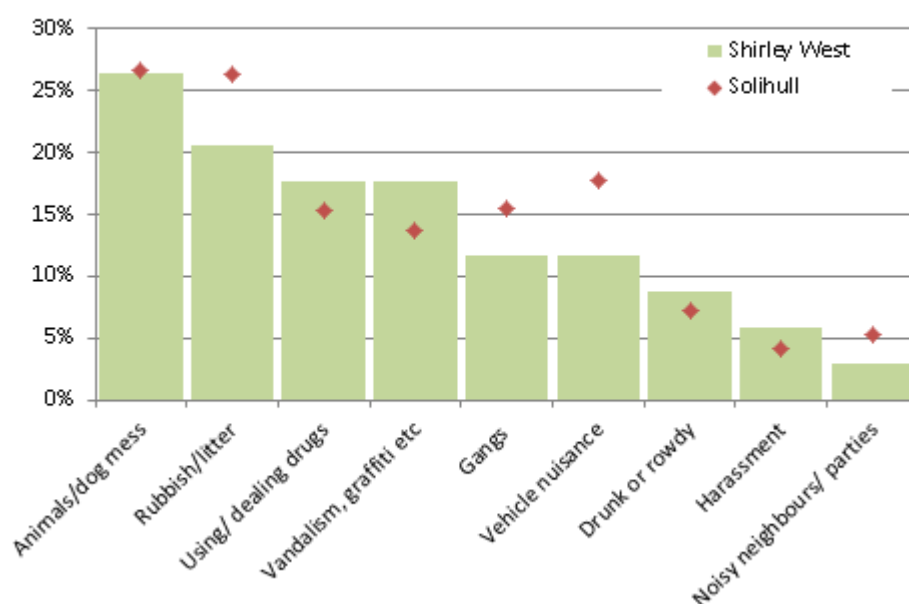
### Change in ASB Rate in Shirley West



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. More than one in five respondents from Shirley West cited uncontrolled animals or dog mess (26%) and rubbish & litter lying around (21%) as a problem in their local area, although it should be noted that people using or dealing drugs (18%) and vandalism, graffiti & other deliberate damage (18%) were cited by more respondents in the ward than across Solihull as a whole.

Problem with ASB in Local Area by Type of ASB



Source: Solihull Place Survey 2014

## HEALTHIER COMMUNITIES

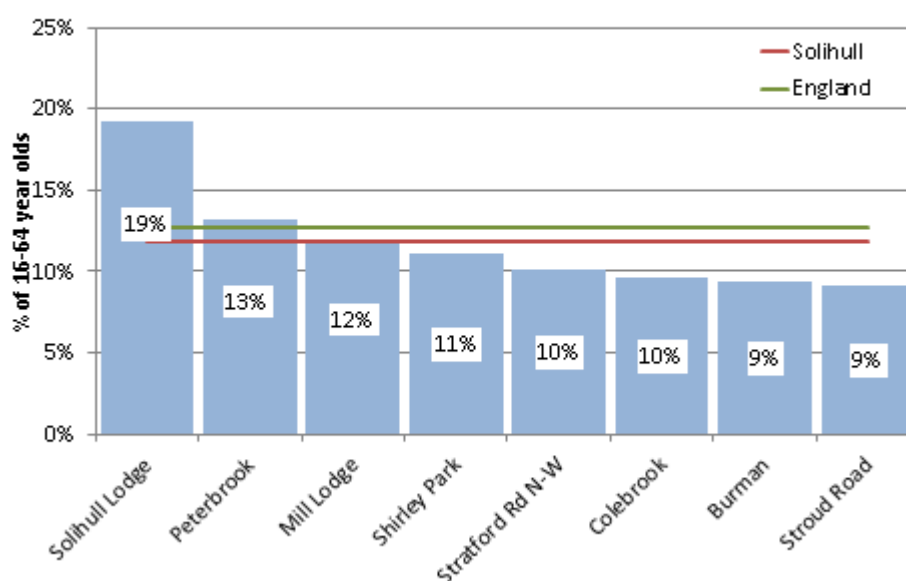
### The Health of the Population and Carers

	Count	% of Population		
	Shirley West	Shirley West	Solihull	England
Day-to-Day Activities Limited a Little or Lot	2,179	18.2%	17.9%	17.6%
Health Bad or Very Bad	613	5.1%	5.2%	5.5%
Provides Unpaid Care	1,360	11.4%	11.7%	10.2%
Source: ONS Census 2011				

The majority (81%) of Shirley West residents indicated in the 2011 Census that their health was either very good or good. There were however 613 residents who feel their health is either bad or very bad, equating to 5.1% of the population in-line with both the Solihull (5.2%) and England (5.5%) averages.

2,179 Shirley West residents feel that they have a health condition or disability that limits their day to day activities to some extent (of these 1,016 feel that their activities are limited a lot). This equates to 18.2% 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 West 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 19% in Solihull Lodge, the most disadvantaged of Shirley West's LSOA neighbourhoods, contrasting sharply with the single digit levels in the more affluent Burman and Stroud Road areas.

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



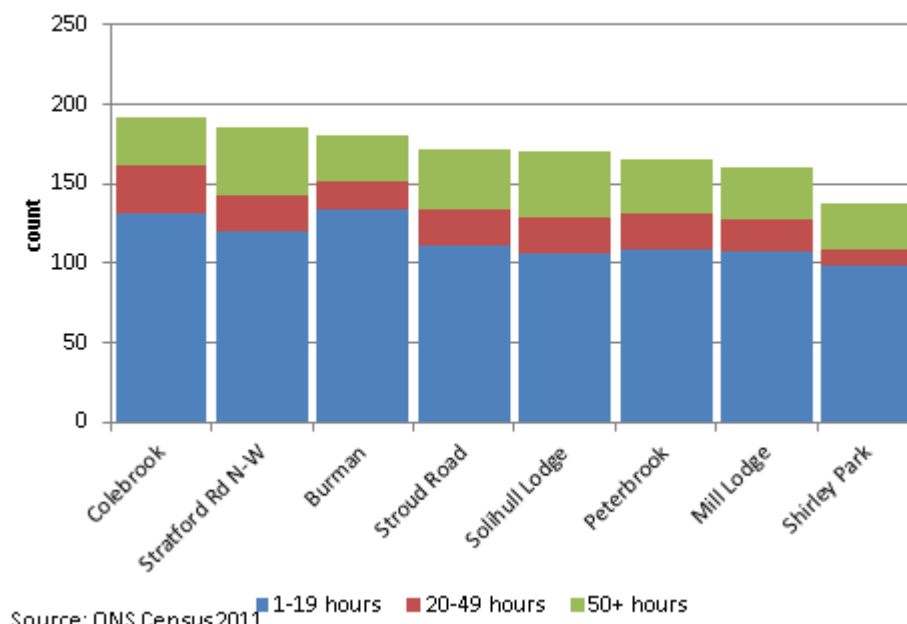
Source: ONS Census 2011

There are 1,360 people in Shirley West who provide unpaid care for a relative, friend or neighbour, equating to 11.4% of the population, in-line with the Solihull average (11.7%) but slightly above that for England (10.2%). 20% of carers in Shirley West provide care for 50 hours or more a week. The number of carers in Shirley West increased by nearly 20% (+224 individuals) between 2001 and 2011, compared to an increase of 15% in Solihull and 11% in England.

At a neighbourhood level Solihull Lodge (13%) has the highest proportion of carers in Shirley West, with this LSOA also notable because a high proportion of its carers care for 50 hours or more per week (24% of all carers). This is consistent with the pattern across Solihull - in more deprived areas those who do provide unpaid are more likely to do so on a full-time basis than elsewhere.



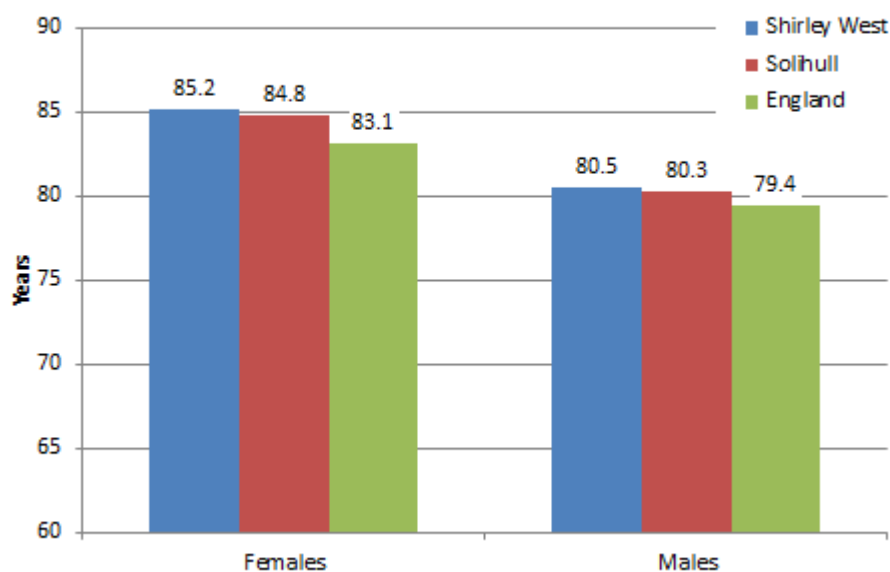
## Carers in Shirley West



## Life Expectancy and Mortality

The average life expectancy at birth in Shirley West is 85.2 years for females and 80.5 years for males both higher than the England average.

### Life Expectancy at Birth 2011-2013



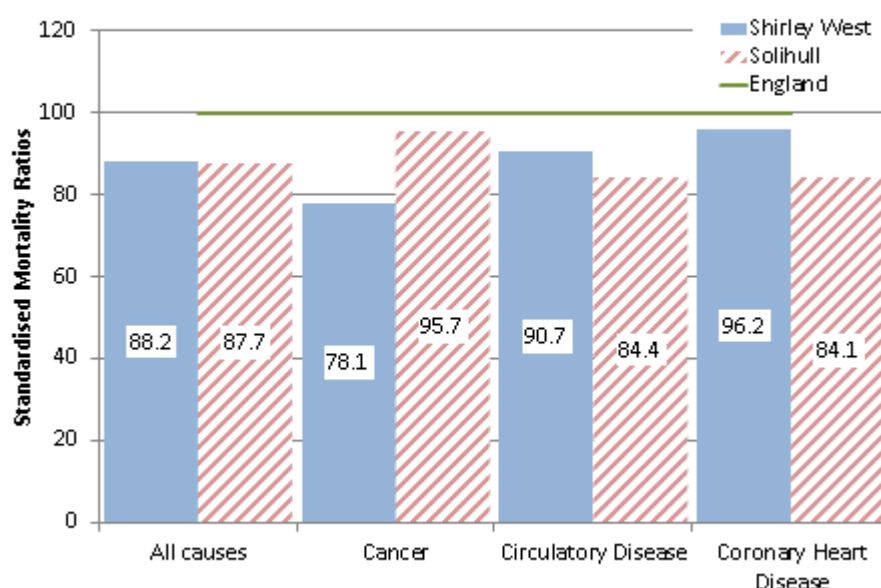
By using standardized mortality rates (SMRs) it is possible to compare the extent both of premature mortality (deaths under the age of 75 years) and the major causes of premature

mortality. The level of premature mortality from all causes in Shirley West is 1% higher than the Solihull average, but 12% lower than that for England as a whole.

Cancer accounts for around 36% of all premature deaths in Shirley West, circulatory disease 24% and Coronary Heart Disease (CHD) 15%. Early deaths from all of these causes are less common in Shirley West than across England as a whole (especially cancer), although the ward rate is above the Solihull average in respect of both circulatory disease and CHD.

<b>Premature Deaths (under Age 75) 2008-2012</b>				
	Shirley West Count	<b>Standardised Mortality Ratios</b>		
		Shirley West	Solihull	England
All Causes	165	88.2	87.7	100
Cancer	60	78.1	95.7	100
Circulatory Disease	40	90.7	84.4	100
Coronary Heart Disease	24	96.2	84.1	100
Source: Public Health England – Local Health				

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



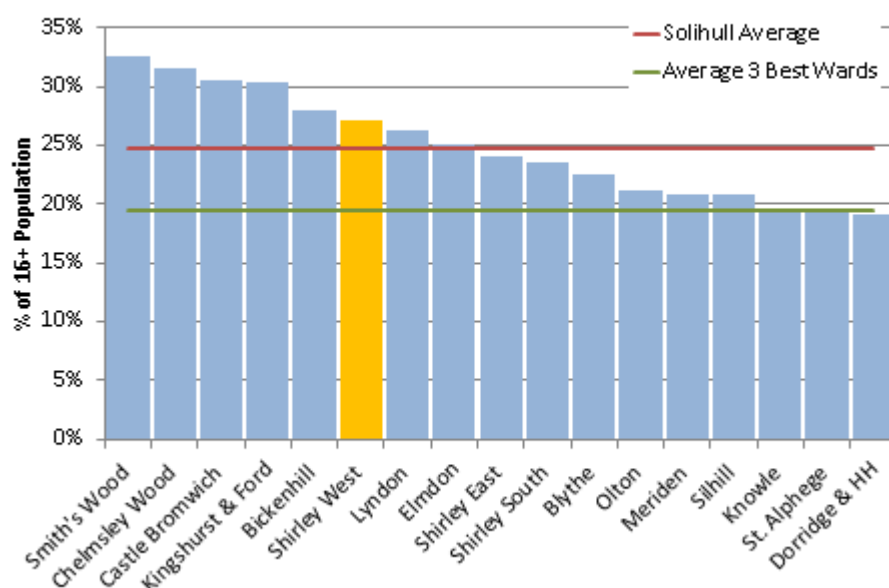
Source: Public Health England – Local Health

## 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 West it is estimated that 27% of adults aged 16 years and over are obese (defined as having a Body Mass Index of 30+), above the Solihull average of 25% and 6<sup>th</sup> highest in the borough. By way of context the average for the best three wards in the borough is 19%.

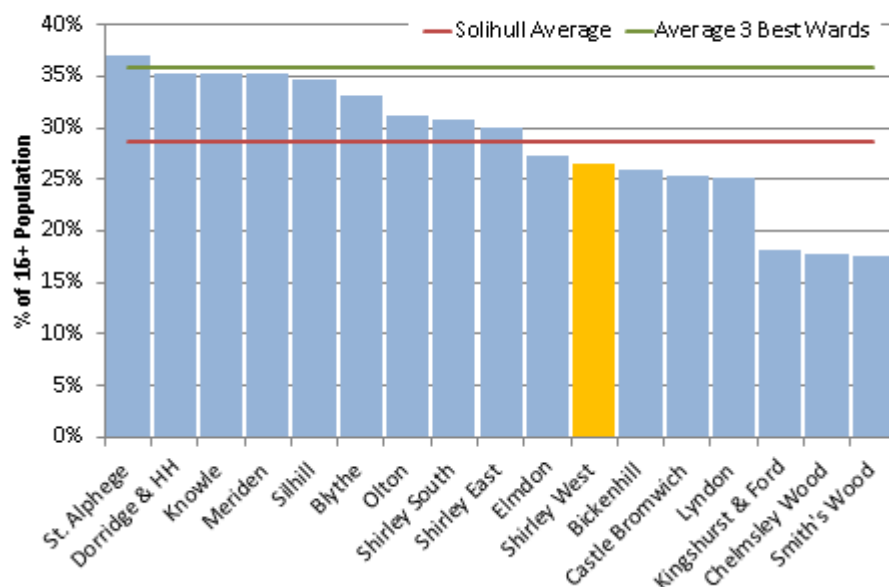
## Obesity in the Adult Population



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 West, it is estimated that just under 27% of adults meet this criteria, compared to nearly 29% across Solihull as a whole. On this measure the rate in Shirley West is -26% below the average for the best three wards in Solihull.

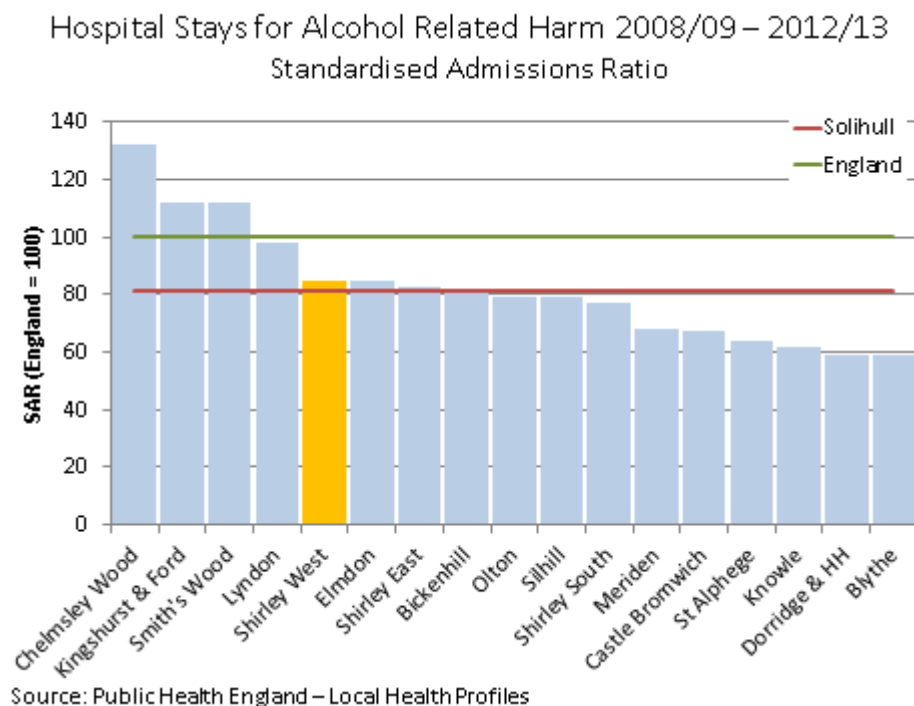
## Healthy Eating in the Adult Population



Source: Association of Public Health Authorities

On average it is estimated that 20% of the adult population of Shirley West 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), 13% above the rate in the best three wards in the borough.

Between 2008/09 and 2012/13 there were over 1,150 stays for alcohol related harm attributable to Shirley West residents. This equates to a Standardised Admissions Ratio of 84.9, well below that for England as a whole (100), but towards the upper end of the spectrum for wards outside the North Solihull regeneration area.



## WARD CONTACTS AND KEY INFORMATION

### Ward Members

Councillor Maggie Allen (Green)

[maggie.allen@solihull.gov.uk](mailto:maggie.allen@solihull.gov.uk)

Councillor Tim Hodgson (Green)

[tim.hodgson@solihull.gov.uk](mailto:tim.hodgson@solihull.gov.uk)

Councillor Brian Holmes (Con)

[brian.holmes@solihull.gov.uk](mailto:brian.holmes@solihull.gov.uk)

### Solihull Observatory – Technical Support and Advice

Gary Baker – Senior Information Analyst

[gbaker@solihull.gov.uk](mailto:gbaker@solihull.gov.uk)

0121 704 8482

James Roberts – Information Analyst

[jamesroberts@solihull.gov.uk](mailto:jamesroberts@solihull.gov.uk)

0121 704 6884