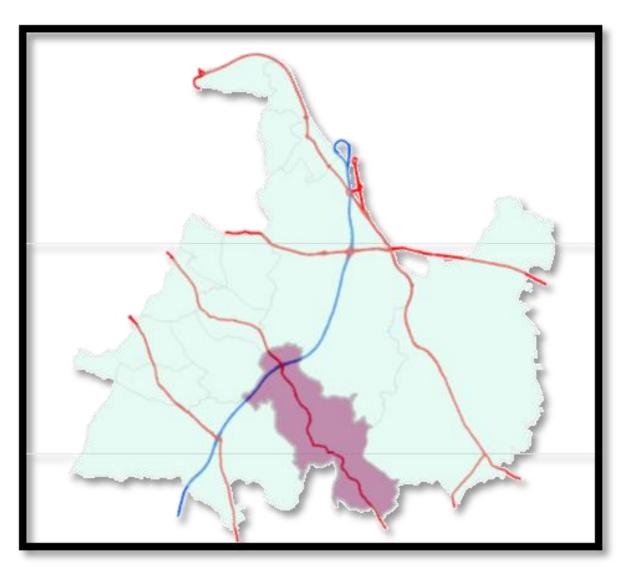


# **Knowle Ward Profile 2024**



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#### **Technical Guide to Ward Profiles**

Ward profiles are part of the Solihull Joint Strategic Needs Assessment (JSNA). The JSNA is how local authorities and Integrated Care Boards assess the current and future health, care and wellbeing needs of the local community. Leading to agreed commissioning priorities that will improve the health and wellbeing outcomes and reduce inequalities.

At a borough level the Story of Solihull provides an overview of the current population, demographics, health and wellbeing of Solihull residents. The Story of Solihull can be viewed via the link below.

#### Story of Solihull - Joint Strategic Needs Assessment

Ward Profiles complement the Story of Solihull, providing a detailed local snapshot of a ward's population, economy, health and housing. It highlights specific issues of local concern and considers what residents think about their local neighbourhood.

This ward Profile includes comprehensive coverage of the 2021 Census which can be accessed via the link below. 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 and family structure.
- Ethnicity, religion, origin and language.
- Employment and qualifications.
- Health and care.
- Housing and housing condition.

#### ONS 2021 Census - Official Census and Labour Market Statistics (NOMIS)

The ward profile also draws on a range of published sources, including the latest data from:

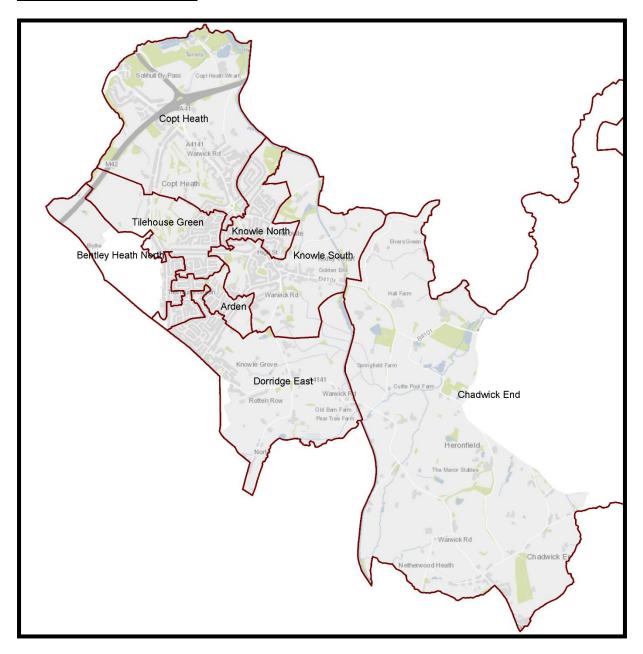
- Solihull Metropolitan Borough Council.
- West Midlands Police.
- Department for Work and Pensions.
- Office for Health Improvement & Disparities.
- Department for Levelling Up, Housing and Communities.

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.

#### **Knowle Super Output Areas**



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# Summary

#### **About Solihull**

Solihull lies at the heart of the West Midlands motorway network, has excellent public transport connections with the Birmingham city conurbation and is linked to many overseas destinations through Birmingham International Airport.

There are 148,000 jobs located in Solihull with strengths in business services, transport and manufacturing. The borough benefits from a range of key economic assets such as Solihull town centre, the NEC complex, Jaguar Land Rover and Birmingham Business Parks.

Solihull is a largely affluent borough, characterised by above average levels of income and limited levels of poverty and deprivation. For instance:

- 73% of Solihull households own their own home compared to 62% for England and 64% for the West Midlands.
- The median annual wage of Solihull residents in full-time employment is 11% higher than the England average and 18% higher than that for the West Midlands.
- 13% of the Solihull working age population claim Universal Credit compared to 15% for England and 17% for the West Midlands.
- 14% of Solihull children aged 0-15 years live in a low income household compared to 20% for England and 27% for the West Midlands.
- The 2019 Index of Multiple Deprivation (IMD) shows that Solihull is the least deprived local authority in the West Midlands. Just 16% of the population live in one of the most deprived 20% of neighbourhoods in England, whereas 40% of people live in the least deprived 20%.

This is not the case for all Solihull communities and below average incomes and poverty are far more common among households in the three North Solihull wards (Smith's Wood; Kingshurst and Fordbridge; Chelmsley Wood). For instance:

- Just 47% of North Solihull households own their own home while 40% are social rented.
- 31% of the North Solihull working age population claim Universal Credit.
- 29% of North Solihull children aged 0-15 years live in a low income household.
- According to the IMD 52% of people in north Solihull live in one of the most deprived 20% of neighbourhoods in England, including 11% who live in the most deprived 5%.

#### About Knowle

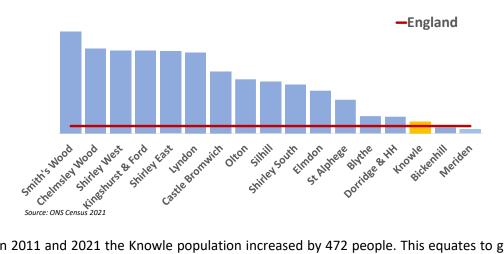
Knowle is located in Solihull's southern Green Belt, bordering Stratford and Warwick to the south and bisected by the M42 motorway in the north. Large swathes of the ward are rural, with scattered communities, although Knowle village, together within the north-eastern fringes of Dorridge represent one of the largest and most attractive residential communities in the southern part of Solihull. Affluence levels are among the highest in the West Midlands. Despite its semi-rural aspect the ward has easy access to key employment sites at Blythe Valley Business Park on the M42 and Solihull town centre to the north. The LSOA map on page 2 illustrates the individual neighbourhoods within Knowle, based on the Office for National Statistics LSOAs. Bentley Heath North and Chadwick End are the only neighbourhoods in Knowle that overlap the ward boundary.

# **Population and Households**

#### **Population Size and Growth**

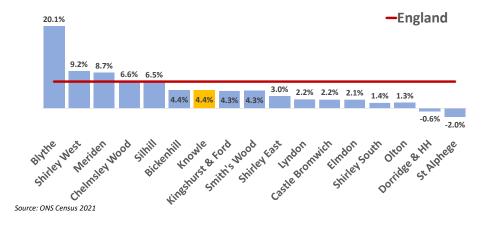
The 2021 Census shows that 11,150 people live in Knowle, representing 696 people per km<sup>2</sup> (Population density Solihull 1,213 and England 434 per km<sup>2</sup>). Knowle has the 3<sup>rd</sup> lowest population density of Solihull's 17 wards.

## Solihull Population Density 2021



Between 2011 and 2021 the Knowle population increased by 472 people. This equates to growth of 4.4% over this 10-year period about the same as the Solihull average (4.6%) but lower than that for England (6.6%). Population growth in Knowle was the 7<sup>th</sup> highest out of Solihull's 17 wards.

#### Solihull Population Growth 2011 - 2021



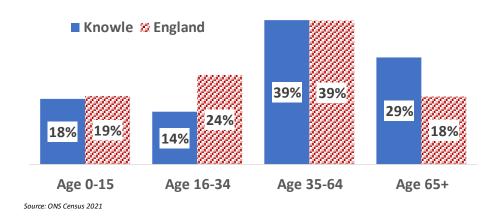
#### **Population Age Groups**

18% of the Knowle population are under 16 years of age (including 5% aged 5 and under), 53% are working age and 29% are aged 65 and over (including 4.6% aged 85+).

The size of the under 16 population in Knowle (18%) is slightly smaller than Solihull (19%) or England (19%), while the number aged 65+ is proportionally larger (29% Knowle, 21% Solihull, 18% England).

|                 | Population by in Knowle Age Group 2021 |        |              |         |  |
|-----------------|--|--------|--------------|---------|--|
|                 | Number in                              |        | % Population |         |  |
| Age Group       | Knowle                                 | Knowle | Solihull     | England |  |
| Age 0-15        | 1,973                                  | 18%    | 19%          | 19%     |  |
| Age 16-24       | 886                                    | 8%     | 9%           | 11%     |  |
| Age 25-34       | 698                                    | 6%     | 12%          | 14%     |  |
| Age 35-49       | 2,012                                  | 18%    | 18%          | 19%     |  |
| Age 50-64       | 2,348                                  | 21%    | 20%          | 19%     |  |
| Age 65+         | 3,233                                  | 29%    | 21%          | 18%     |  |
| Total           | 11,150                                 |        |              |         |  |
| Source: ONS Cen | sus 2021                               |        |              |         |  |

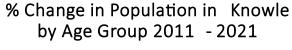
# Age Structure in Knowle

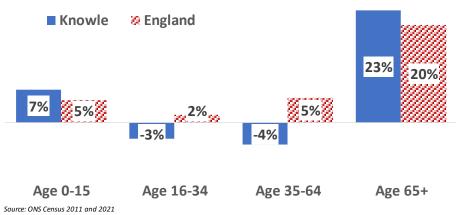


In the 10-years 2011 to 2021 population growth in Knowle has been driven by those aged 65 and over (+23%) and to a lesser extent by those under 25 years (7% age 0-15, 6% age 16-24). This has been offset by population decline for all population groups aged 25 to 64 years.

| Cha              | Change in Population in Knowle Between 2011 and 2021 by Age Group |                         |                              |     |  |
|------------------|---|-------------------------|------------------------------|-----|--|
|                  | Change in number  | % Ch                    | % Change in number of people |     |  |
| Age Group        | in Knowle   | Knowle Solihull England |                              |     |  |
| Age 0-15         | 126   | 7%                      | 7%                           | 5%  |  |
| Age 16-24        | 50  | 6%                      | -9%                          | -5% |  |
| Age 25-34        | -105  | -13%                    | 17%                          | 7%  |  |
| Age 35-49        | -113  | -5%                     | -10%                         | -3% |  |
| Age 50-64        | -92   | -4%                     | 9%                           | 15% |  |
| Age 65+          | 606   | 23%                     | 15%                          | 20% |  |
| Total            | 472   | 4%                      | 5%                           | 7%  |  |
| Source: ONS Cens | us 2011 and 2021  |                         |                              |     |  |

Comparing 10-year population growth in Knowle and England shows similar rates among children and older people aged 65+. The main difference is the fall in the working age population of Knowle contrasting with a slight increase in the number of people of this age throughout England.





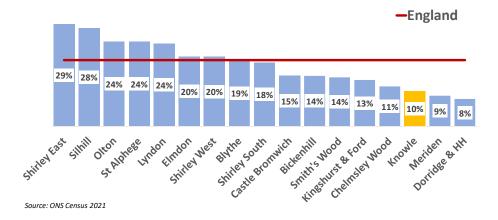
#### **Ethnicity**

90% of the Knowle population are white and 10% from an ethnic minority background. Knowle has a proportionally smaller ethnic minority population than either Solihull (18%) or England (19%).

| Ethnic Group of Knowle Population 2021 |           |              |          |         |
|--|-----------|--------------|----------|---------|
|  | Number in | % Population |          |         |
| Ethnic Group                           | Knowle    | Knowle       | Solihull | England |
| White                                  | 10,025    | 90%          | 82%      | 81%     |
| Asian/Asian British                    | 619       | 6%           | 11%      | 10%     |
| Mixed of Multiple Ethnic Groups        | 306       | 3%           | 3%       | 3%      |
| Black/Black British                    | 77        | 1%           | 2%       | 4%      |
| Other Ethnic Group                     | 116       | 1%           | 2%       | 2%      |
|  |           |              |          |         |
| Ethnic Minority Total                  | 1,118     | 10%          | 18%      | 19%     |
| Total Population                       | 11,143    |              |          |         |
| Source ONS Census 2021                 |           |              |          |         |

Knowle has the 3<sup>rd</sup> smallest ethnic minority population among Solihull's 17 wards.

## Ethnic Minority Population in Solihull 2021

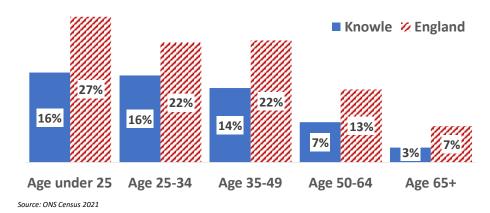


The ethnic minority population in Knowle is proportionally higher among younger than older age groups. For instance, 16% of those under 25 are from an ethnic minority background compared to just 3% of those aged 65+.

|                                    | Ethnic Group of Knowle Population by Age |           |           |           |         |
|------------------------------------|--|-----------|-----------|-----------|---------|
| Ethnic Group                       | Age under 25                             | Age 25-34 | Age 35-49 | Age 50-64 | Age 65+ |
| White                              | 2,389                                    | 586       | 1,735     | 2,172     | 3,143   |
| Asian/Asian British                | 220                                      | 63        | 182       | 96        | 58      |
| Mixed or Multiple<br>Ethnic Groups | 189                                      | 31        | 41        | 35        | 10      |
| Black/Black British                | 24                                       | 4         | 24        | 21        | 4       |
| Other ethnic group                 | 38                                       | 13        | 27        | 21        | 17      |
|                                    |  |           |           |           |         |
| Ethnic Minority<br>Total           | 471                                      | 111       | 274       | 173       | 89      |
| Total Population                   | 2,860                                    | 697       | 2,009     | 2,345     | 3,232   |
| % Ethnic Minority                  | 16%                                      | 16%       | 14%       | 7%        | 3%      |
| Source: ONS Census 2               | 2021                                     |           |           |           |         |

The pattern in Knowle is the same as England, with the ethnic minority population higher among younger age groups in both. A sharp reduction in the ethnic minority population from the age of 50 onwards is evident in both Knowle and England.

# Ethnic Minority Population by Age Knowle 2021



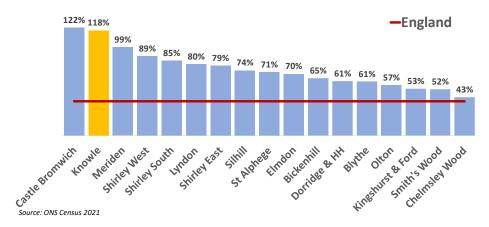
In the 10-years 2011 to 2021 the proportion of Knowle residents from an ethnic minority background increased from 5% to 10% of the population.

Although the Knowle population increased by around 4% the number of ethnic minority residents increased by 118% (606 individuals) in the 10 years to 2021. This was partially offset by a fall of -1% (-141 individuals) in the number of white residents. In absolute terms the increase in Knowle residents was largest among those from an Asian/Asian British background (+337 individuals) followed by those from a mixed or multiple ethnic group (+175).

| Change in Population Ethnicity in Knowle 2011-2021 |           |              |          |         |  |  |
|--|-----------|--------------|----------|---------|--|--|
|  | Change in | % Change     |          |         |  |  |
|  | Number in |              |          |         |  |  |
| Ethnic Group                                       | Knowle    | Knowle       | Solihull | England |  |  |
| White  | -141      | -1%          | -4%      | 1%      |  |  |
| Asian/Asian British                                | 337       | 120%         | 76%      | 31%     |  |  |
| Mixed or Multiple Ethnic Groups                    | 175       | 134%         | 70%      | 40%     |  |  |
| Black/Black British                                | 37        | 93%          | 22%      | 29%     |  |  |
| Other ethnic group                                 | 57        | 97%          | 167%     | 124%    |  |  |
|  |           |              |          |         |  |  |
| Ethnic Minority Total                              | 606       | 118%         | 72%      | 38%     |  |  |
| Total Population                                   | 465       | 465 4% 5% 7% |          |         |  |  |
| Source: ONS Census 2011 and 202.                   | 1         |              |          |         |  |  |

Growth of 118% in the ethnic minority population in Knowle in the 10 years to 2021 is higher than the England average (38%) and the  $2^{nd}$  highest among Solihull's 17 wards.

# Ethnic Minority Population Growth Solihull 2011 - 2021



#### Religion

70% of the Knowle population who answered the Census religious identification question said that they had a religious faith, with 30% saying they had no religion. Knowle has proportionally fewer people with no religion than either Solihull (35%) or England (39%).

Christianity is by far the most common religious faith in Knowle and is proportionally larger than Solihull or England (64% Knowle, 53% Solihull, 49% England). People with a non-Christian faith represent just 6% of the Knowle population (653 individuals) compared to 12% across Solihull and England.

| Religious Faith of Knowle Population 2021 |           |              |          |          |
|---|-----------|--------------|----------|----------|
|   | Number in | % Population |          |          |
| Religious Faith                           | Knowle    | Knowle       | Solihull | England  |
| Christian                                 | 6,812     | 64%          | 53%      | 49%      |
| Muslim                                    | 246       | 2%           | 6%       | 7%       |
| Hindu                                     | 153       | 1%           | 3%       | 2%       |
| Sikh                                      | 173       | 2%           | 2%       | 1%       |
| Buddhist                                  | 24        | 0.2%         | 0.3%     | 0.5%     |
| Jewish                                    | 27        | 0.3%         | 0.1%     | 0.5%     |
| Other religion                            | 30        | 0.3%         | 0.4%     | 0.6%     |
| No religion                               | 3,138     | 30%          | 35%      | 39%      |
| Total                                     | 10,603    |              |          |          |
| Source: ONS Censi                         | us 2021   | L            | I        | <u> </u> |

#### Origin and Language

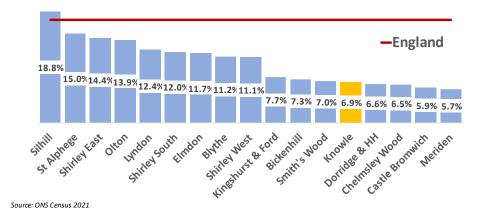
At the time of the 2021 Census, around 92% of the Knowle population lived at the same address that they were resident in the year before. Of the remainder, most migrants lived elsewhere in the UK (96% of Knowle migrants, 7% of Knowle population) with a small number coming from outside UK (4% of Knowle migrants, 0.3% of Knowle population).

| Recent Migration of Knowle Population 2021 |           |              |          |         |
|--|-----------|--------------|----------|---------|
|  | Number in | % Population |          |         |
| Address One Year Ago                       | Knowle    | Knowle       | Solihull | England |
| Same address (non-migrant)                 | 10,222    | 92%          | 92%      | 89%     |
| Temp student residence in UK (non-migrant) | 37        | 0.3%         | 0.2%     | 0.6%    |
| Elsewhere in UK (migrant)                  | 781       | 7.1%         | 7.6%     | 9.6%    |
| Outside the UK (migrant)                   | 36        | 0.3%         | 0.5%     | 0.9%    |
| All Migrants                               | 817       | 7.4%         | 8.1%     | 10.5%   |
| Total Population                           | 11,076    |              |          |         |
| Source: ONS Census 2021                    |           |              |          |         |

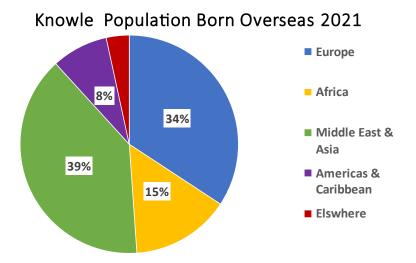
93% of the Knowle population were born in the UK (90% Solihull, 83% England). Just 7% of the Knowle population were born overseas (765 individuals). Proportionally Knowle has the 5<sup>th</sup> smallest overseas population in Solihull.

|                        | Country of Birth of Knowle Population 2021 |                        |       |       |  |  |
|------------------------|--|------------------------|-------|-------|--|--|
|                        | Number in                                  | % Population           |       |       |  |  |
| Country of Birth       | Knowle                                     | Knowle Solihull Englar |       |       |  |  |
| UK                     | 10,382                                     | 93%                    | 90%   | 83%   |  |  |
| Europe                 | 262  | 2%                     | 3%    | 7%    |  |  |
| Africa                 | 112  | 1%                     | 1%    | 3%    |  |  |
| Middle East & Asia     | 301  | 3%                     | 5%    | 6%    |  |  |
| Americas & Caribbean   | 64   | 0.6%                   | 0.7%  | 1.4%  |  |  |
| Antarctica & Oceania   | 23   | 0.2%                   | 0.15% | 0.30% |  |  |
| British Overseas       | 3  | 0.03%                  | 0.03% | 0.04% |  |  |
| Total                  | 11,147                                     |                        |       |       |  |  |
| Source: ONS Census 202 | 1  |                        |       | •     |  |  |

# Population Born Overseas in Solihull 2021



39% of the Knowle population born overseas were born in the middle East or Asia (801 individuals), with 34% born in another European country (262 individuals), 15% (112) in Africa and 8% (64) in the Americas & Caribbean.



The Census data shows that in addition to the fact that a relatively small proportion of the Knowle population were born overseas, new arrivals from overseas are below average. 48% of the Knowle overseas born population have arrived in the UK since 2001 compared to 69% for England, while 52% of Knowle migrants arrived prior to 2001 compared to the England average of 31%.

| Υ                      | ear of Arrival in Uk | C Among Knowle P | opulation 2021  |         |  |
|------------------------|----------------------|------------------|-----------------|---------|--|
|                        | Number in            |                  | % born overseas |         |  |
| Year of Arrival        | Knowle               | Knowle           | Solihull        | England |  |
| Arrived before 1981    | 251                  | 33%              | 27%             | 14%     |  |
| Arrived 1981 to 2000   | 150                  | 20%              | 16%             | 17%     |  |
| Arrived 2001 to 2013   | 190                  | 25%              | 30%             | 36%     |  |
| Arrived 2014 to 2021   | 174                  | 23%              | 26%             | 34%     |  |
| Total born overseas    | 765                  |                  |                 |         |  |
| Source: ONS Census 202 | 1                    |                  |                 |         |  |

98% of the Knowle population speak English as their first language (96% Solihull, 91% England). Just 0.2% of the Knowle population cannot speak English well or speak English at all.

| Proficiency in English of Knowle Population 2021    |           |                    |          |         |
|---|-----------|--------------------|----------|---------|
|   | Number in | er in % Population |          |         |
| Language Skills                                     | Knowle    | Knowle             | Solihull | England |
| English 1 <sup>st</sup> language                    | 10,647    | 98%                | 96%      | 91%     |
| Not 1 <sup>st</sup> language but speak English well | 187       | 2%                 | 2%       | 4%      |
| Cannot speak English well                           | 22        | 0.2%               | 0.5%     | 1.6%    |
| Cannot speak English                                | 4         | 0.04%              | 0.1%     | 0.3%    |
| Total (aged 3+)                                     | 10,860    |                    |          |         |
| Source: ONS Census 2021                             |           |                    | •        | •       |

#### <u>Households</u>

There are 4,667 households in Knowle, with family households comprising 69% (3,238) and single person households 28% (1,296). Compared with the England and Solihull averages Knowle has more family households and single person households.

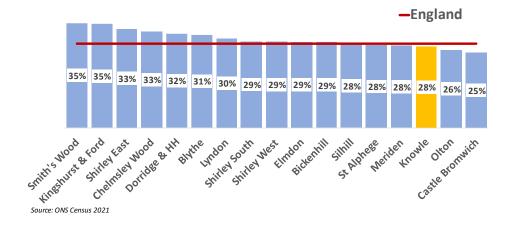
| Household Composition in Knowle 2021 |                        |             |          |         |  |
|--------------------------------------|------------------------|-------------|----------|---------|--|
|                                      | Number in % Households |             |          |         |  |
| Household Type                       | Knowle                 | Knowle      | Solihull | England |  |
| Single person households             | 1,296                  | 28% 29% 30% |          |         |  |
| Family households                    | 3,238                  | 69%         | 66%      | 63%     |  |
| Other households                     | 133                    | 3%          | 5%       | 7%      |  |
| All households                       | 4,667                  |             |          |         |  |
| Source: ONS Census 2021              |                        |             |          |         |  |

Like the England and Solihull averages, in the majority of Knowle households with children the children are dependent (72% Knowle, 71% Solihull, 73% England).

However, households with dependent children are less common as a proportion of all households in Knowle than across the benchmarks (28% Knowle, 28% England, 30% Solihull). Knowle has the 3<sup>rd</sup> smallest proportion of households with children in Solihull.

| Households with Children in Knowle 2021 |           |        |                     |         |
|---|-----------|--------|---------------------|---------|
|   | Number in | % H    | ouseholds with Chil | dren    |
| Household Type                          | Knowle    | Knowle | Solihull            | England |
| Dependent children                      | 1,287     | 28%    | 30%                 | 28%     |
| Non-dependent children                  | 489       | 10%    | 12%                 | 11%     |
| All Households with<br>Children         | 1,776     | 38%    | 43%                 | 39%     |
| All Households                          | 4,667     |        |                     |         |
| Source: ONS Census 2021                 |           |        |                     |         |

# Households with Dependent Children in Solihull 2021

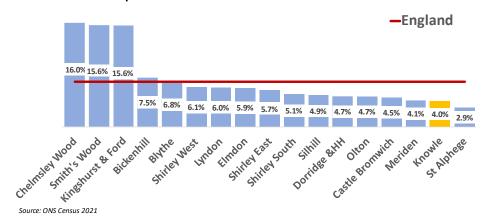


Single parent households represent 8% of all households (414 households) in Knowle compared to over 11% across Solihull and England.

About 57% of single parent households in Knowle contain dependent children. The proportion of single parent households with dependent children is considerably lower than both the Solihull and England averages (4.0% of all households in Knowle, 7.2% Solihull, 6.9% England).

| Single Parent Households in Knowle 2021 |           |        |              |         |
|---|-----------|--------|--------------|---------|
|   | Number in |        | % Households |         |
| Household Type                          | Knowle    | Knowle | Solihull     | England |
| Dependent children                      | 858       | 4.0%   | 7.2%         | 6.9%    |
| Non-dependent children                  | 382       | 3.0%   | 4.4%         | 4.2%    |
| All Single parent households            | 1,240     | 7.0%   | 11.6%        | 11.1%   |
| All households                          | 4,667     |        |              |         |
| Source: ONS Census 2021                 |           |        | •            |         |

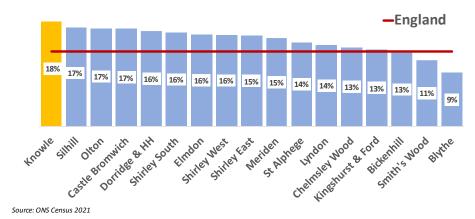
# Single Parent Households with Dependent Children in Solihull 2021



More households in Knowle are occupied by older people than the benchmarks (36% of all households Knowle, 26% Solihull, 22% England). Knowle has a larger proportion of both older couple households and single older people households. Knowle has 834 single older people households and at 18% of all households in the ward is the highest proportion in Solihull.

| Older People Households in Knowle 2021 |           |        |              |         |
|--|-----------|--------|--------------|---------|
|  | Number in |        | % Households |         |
| Household Type                         | Knowle    | Knowle | Solihull     | England |
| Single older people households         | 834       | 18%    | 15%          | 13%     |
| Couple older people households         | 837       | 18%    | 11%          | 9%      |
| All older people households            | 1,671     | 36%    | 26%          | 22%     |
| All households                         | 4,667     |        |              |         |
| Source: ONS Census 2021                |           |        |              | •       |

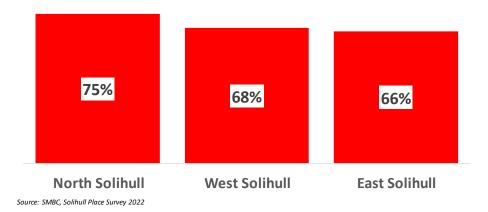
# Single Older People Households in Solihull 2021



# **Deprivation, Benefits and Poverty**

For much of 2022 and 2023 UK households have been subject to high levels of inflation and a squeeze on living standards. This is reflected in local survey results, with 70% of respondents to the 2022 Place Survey saying that they were more worried about their finances than a year previously. This pattern was replicated across all three Solihull localities.

# Respondents to Place Survey who are more worried about finances than one year ago



#### Index of Multiple Deprivation

The Index of Multiple Deprivation (IMD) is the official measure of deprivation in England produced by the Ministry of Housing Communities and Local Government (MHCLG). The IMD combines 39 economic, financial, social, environmental and housing measures into a single deprivation score for individual neighbourhoods called Super Output Areas (LSOAs) in England. There are 32,844 LSOAs in England and 134 in Solihull with an average population of 1,500.

The IMD therefore allows each LSOA neighbourhood to be ranked relative to one another according to their level of deprivation.

The 2019 IMD shows that Solihull is the least deprived upper tier Local Authority in the West Midlands and is ranked in the 2<sup>nd</sup> top quintile nationally.

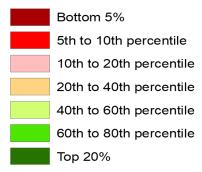
Solihull is relatively polarised between large parts of the borough that rank among the least deprived areas of England and a concentration of neighbourhoods in North Solihull among the most deprived.

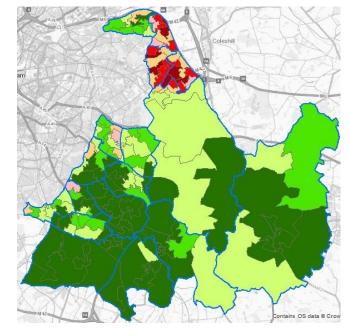
| Population Living in Most and Least Deprived Neighbourhoods in 2019                       |  |     |     |
|---|--|-----|-----|
|   | % Population   |     |     |
|   | Solihull North Solihull Rest of Borough Population Population Population |     |     |
| Most Deprived 5% of areas in England  | 5%   | 16% | 0%  |
| Most Deprived 10% of areas in England 11% 41% 0%  |  | 0%  |     |
| Least Deprived 10% of areas in England  | 28%  | 0%  | 39% |
| Least Deprived 5% of areas in England   | 23%  | 0%  | 31% |
| Source: Ministry of Housing Communities & Local Government English Indices of Deprivation |  |     |     |

# 2019 Index of Multiple Deprivation (IMD)

## **Overall Rank**

#### Percentile Rank





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Deprivation is substantially higher in the North Solihull wards of Chelmsley Wood, Kingshurst & Fordbridge and Smith's Wood than elsewhere in the borough. The deprivation evident in North Solihull is part of a wider area of disadvantage that spreads throughout east Birmingham.

# 2019 Index of Multiple Deprivation (IMD)

Overall Rank LSOAs in Solihull & East Birmingham in Most Deprived 10%

#### **Percentile Rank**

0 - 2nd percentile

2 - 5th percentile

5 - 7th percentile

7 - 10th percentile

A34

A34

A34

A35

A45

Balsall
Common

A 452

A41 77

Contains OS d

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Knowle's eight LSOAs are, on average, ranked on the 86<sup>th</sup> percentile nationally, with the 17 Solihull wards ranging from the deprived Chelmsley Wood (9<sup>th</sup> percentile) to the advantaged St Alphege (94<sup>th</sup> percentile). On this basis Knowle would be considered one of the least deprived areas in England.

| IMD Deprivation Rank in Solihull 2019       |   |  |
|---|---|--|
| Ward  | Average Percentile Rank (1=most deprived, 100=least deprived) |  |
| Chelmsley Wood                              | 9   |  |
| Smith's Wood                                | 11  |  |
| Kingshurst & Fordbridge                     | 14  |  |
| Lyndon                                      | 49  |  |
| Bickenhill                                  | 52  |  |
| Elmdon                                      | 59  |  |
| Shirley West                                | 60  |  |
| Castle Bromwich                             | 64  |  |
| Olton                                       | 72  |  |
| Silhill                                     | 73  |  |
| Shirley East                                | 75  |  |
| Shirley South                               | 76  |  |
| Meriden                                     | 78  |  |
| Knowle                                      | 86  |  |
| Blythe                                      | 91  |  |
| Dorridge & Hockley Heath                    | 91  |  |
| St Alphege 94                               |   |  |
| Source: English Indices of Deprivation 2019 |   |  |

Deprivation among the eight Knowle LSOAs ranges from the most deprived neighbourhood Chadwick End on the 41<sup>st</sup> percentile to the least deprived neighbourhood Bentley Heath North on the 100<sup>th</sup> percentile. All Knowle LSOAs bar one are among the least deprived 50% of neighbourhoods in England.

| IMD Deprivation Rank in Knowle 2019         |                                   |  |
|---|-----------------------------------|--|
| LSOA  | Percentile Rank (1=most deprived, |  |
| LSOA  | 100=least deprived)               |  |
| Chadwick End                                | 41.2                              |  |
| Knowle South                                | 72.4                              |  |
| Copt Heath                                  | 89.4                              |  |
| Dorridge East                               | 93.1                              |  |
| Tilehouse Green                             | 98.7                              |  |
| Arden                                       | 98.7                              |  |
| Knowle North                                | 99.5                              |  |
| Bentley Heath North                         | 99.9                              |  |
| Source: English Indices of Deprivation 2019 |                                   |  |

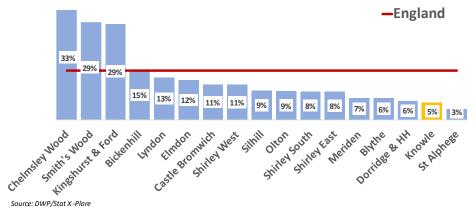
#### **Universal Credit**

As of July 2023 305, Knowle residents were claiming Universal Credit (UC), equating to 5.1% of the working age population. The rate in Knowle is much lower than the England average (14.7%) and the 2<sup>nd</sup> lowest in Solihull.

37% of the claimants in Knowle are in employment and 63% not in employment, this is broadly in-line with the Solihull and England averages.

| Universal Credit Claimants in Knowle July 2023 |              |        |                |         |
|--|--------------|--------|----------------|---------|
|  | Claimants in |        | % UC Claimants |         |
| Claimants                                      | Knowle       | Knowle | Solihull       | England |
| UC in employment                               | 112          | 37%    | 38%            | 39%     |
| UC not in employment                           | 191          | 63%    | 62%            | 61%     |
| All UC claimants                               | 305          |        |                |         |
| Source: DWP/Stat-Xplore                        |              |        |                |         |

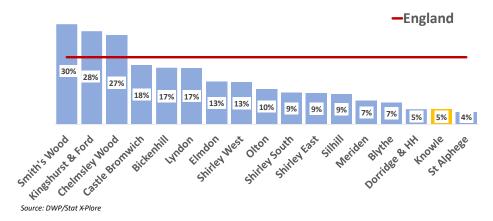
# Universal Credit Claimant Rate in Solihull July 2023



#### **Child Poverty**

At the end of 2021/22 91 children aged 0-15 years in Knowle lived in a low income household. This equates to 5% of the 0-15 population, much lower than the England average (20%) and the  $2^{nd}$  lowest in Solihull.

Children aged 0 – 15 years in a low-income household in Solihull 2021/22

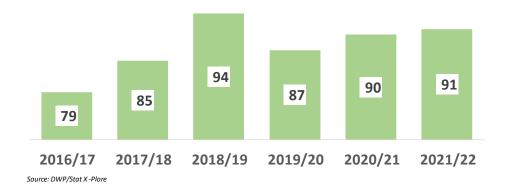


The number of children living in a low-income household in Knowle varies between age groups, with far fewer children aged 0-5 years (15% of total) than older age groups (33% 5-10 years; 52% 11-15 years). The pattern in Knowle contrasts with the Solihull and England averages where the age group split is more equal.

| Children Aged 0-15 Years Living in a Low-Income Household in Knowle 2021/22 |           |                  |                     |                |
|---|-----------|------------------|---------------------|----------------|
|   | Number in | % all children 0 | -15 years in low in | come household |
| Age Group   | Knowle    | Knowle           | Solihull            | England        |
| Aged 0-4 Years  | 14        | 15%              | 30%                 | 28%            |
| Aged 5-10 Years   | 30        | 33%              | 36%                 | 37%            |
| Aged 11-15 Years  | 47        | 52%              | 34%                 | 35%            |
| All Aged 0-15 Years   | 91        |                  |                     |                |
| Source: DWP/Stat-Xplore   |           |                  |                     |                |

The number of Knowle children living in a low-income household averaged 88 in the six years 2016/17 to 2021/22. There was a rise from 85 at the end of 2017/18 to 94 at the end of 2018/19 and has remained fairly constant since then.

# Number of Children Aged 0-15 Years in Knowle in a Low-Income Household



The Income Deprivation Affecting Children Index (IDACI) is a component part of the IMD measuring the relative income deprivation impacting upon children aged 0-15 years.

Knowle's eight LSOAs are, on average, ranked on the 83<sup>rd</sup> percentile nationally of the IDACI, with the 17 Solihull wards ranging from the deprived Smith's Wood (6<sup>th</sup> percentile) to the advantaged St Alphege (89<sup>th</sup> percentile). On this basis Knowle would be considered one of the least income deprived areas in England for children.

| Income Deprivation Affecting Children Index (IDACI) in Solihull 2019 |   |  |
|--|---|--|
| Ward   | Average IDACI Percentile Rank<br>(1=most deprived, 100=least<br>deprived) |  |
| Smith's Wood   | 6   |  |
| Chelmsley Wood   | 8   |  |
| Kingshurst & Fordbridge  | 12  |  |
| Bickenhill   | 49  |  |
| Shirley West   | 56  |  |
| Lyndon   | 56  |  |
| Elmdon   | 60  |  |
| Castle Bromwich  | 67  |  |
| Silhill  | 68  |  |
| Olton  | 71  |  |
| Shirley East   | 71  |  |
| Shirley South  | 71  |  |
| Meriden  | 75  |  |
| Knowle   | 83  |  |
| Blythe   | 84  |  |
| Dorridge & Hockley Heath   | 86  |  |
| St Alphege   | 89  |  |
| Source: English Indices of Deprivation 2019                          |   |  |

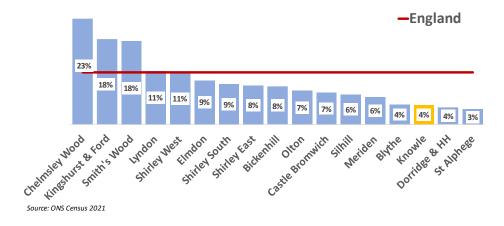
Child income deprivation among the eight Knowle LSOAs ranges from Chadwick End on the 29<sup>th</sup> percentile to the least deprived neighbourhood Bentley Heath North on the 99<sup>th</sup> percentile. Only one LSOA in Knowle is among the 50% most income deprived neighbourhoods in England from a child perspective.

| IDACI Rank in Knowle 2019                   |                               |  |
|---|-------------------------------|--|
| 1504  | IDACI Percentile Rank (1=most |  |
| LSOA  | deprived, 100=least deprived) |  |
| Chadwick End                                | 28.8                          |  |
| Knowle South                                | 58.8                          |  |
| Copt Heath                                  | 86.5                          |  |
| Tilehouse Green                             | 93.0                          |  |
| Knowle North                                | 95.7                          |  |
| Dorridge East                               | 95.9                          |  |
| Arden                                       | 97.8                          |  |
| Bentley Heath North                         | 99.4                          |  |
| Source: English Indices of Deprivation 2019 |                               |  |

#### Older People Poverty

In February 2023 there were 136 older people in Knowle claiming a pension credit. This equates to 4% of the pension age population lower than both the Solihull (9%) and England (11%) averages. Knowle has the 3<sup>rd</sup> lowest pension credit rate among Solihull's 17 wards.

#### Pension Credit Rate in Solihull February 2023



The Income Deprivation Affecting Older People (IDAOP) is a component part of the IMD measuring the relative income deprivation impacting upon older people aged 65 and over.

Knowle's eight LSOAs are, on average, ranked on the 88<sup>th</sup> percentile nationally of the IDAOP, with the 17 Solihull wards ranging from Chelmsley Wood (21<sup>st</sup> percentile) to St Alphege (93<sup>rd</sup> percentile). It is notable that even the most relatively deprived Solihull wards rank outside the most deprived quintile in England on this measure.

| Income Deprivation Affecting Older People (IDAOP) in Solihull 2019 |                               |  |
|--|-------------------------------|--|
|  | Average IDAOP Percentile Rank |  |
|  | (1=most deprived, 100=least   |  |
| Wards  | deprived)                     |  |
| Chelmsley Wood   | 21                            |  |
| Smith's Wood   | 25                            |  |
| Kingshurst & Fordbridge  | 26                            |  |
| Lyndon   | 47                            |  |
| Shirley West   | 53                            |  |
| Bickenhill   | 58                            |  |
| Elmdon   | 59                            |  |
| Shirley South  | 65                            |  |
| Shirley East   | 65                            |  |
| Olton  | 68                            |  |
| Castle Bromwich  | 68                            |  |
| Meriden  | 72                            |  |
| Silhill  | 74                            |  |
| Blythe   | 85                            |  |
| Knowle   | 88                            |  |
| Dorridge & Hockley Heath   | 88                            |  |
| St Alphege   | 93                            |  |
| Source: English Indices of Deprivation 2019                        |                               |  |

Older people income deprivation among the eight Knowle LSOAs ranges from Knowle South on the 56<sup>th</sup> percentile to the least deprived neighbourhood Tilehouse Green on the 99<sup>th</sup> percentile. Income deprivation affecting older people in Knowle is very limited.

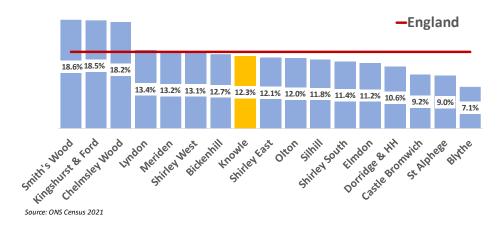
| IDAOP Rank in Knowle 2019                   |                               |  |
|---|-------------------------------|--|
| LSOA  | IDACI Percentile Rank (1=most |  |
| LSOA  | deprived, 100=least deprived) |  |
| Knowle South                                | 56.3                          |  |
| Chadwick End                                | 63.1                          |  |
| Dorridge East                               | 93.5                          |  |
| Bentley Heath North                         | 93.5                          |  |
| Knowle North                                | 95.0                          |  |
| Arden                                       | 97.7                          |  |
| Copt Heath                                  | 98.2                          |  |
| Tilehouse Green                             | 98.8                          |  |
| Source: English Indices of Deprivation 2019 |                               |  |

#### <u>Fuel Poverty</u>

Fuel poverty is measured by the Department for Business, Energy & Industrial Strategy which determines that those households which are below the poverty line and at the same time are energy inefficient and fuel poor.

680 Knowle households were classified as fuel poor in 2021. This equates to 12% of all Knowle households, slightly lower than the Solihull (12.7%) and England (13.1%) averages. Among the 17 Solihull wards Knowle has the 8<sup>th</sup> highest fuel poverty rate.

# Fuel Poverty Rate in Solihull 2021



Of the eight Knowle LSOAs the percentage of fuel poor households ranges from 9% in Dorridge East to 19% in Chadwick End.

| Fuel Poor Households in Knowle 2021                           |        |              |  |  |  |
|---|--------|--------------|--|--|--|
|   | Number | % Households |  |  |  |
| Dorridge East   | 67     | 9%           |  |  |  |
| Bentley Heath North   | 61     | 9%           |  |  |  |
| Tilehouse Green   | 64     | 10%          |  |  |  |
| Knowle North  | 80     | 10%          |  |  |  |
| Arden   | 53     | 10%          |  |  |  |
| Copt Heath  | 85     | 12%          |  |  |  |
| Knowle South  | 147    | 18%          |  |  |  |
| Chadwick End  | 123    | 19%          |  |  |  |
| Source: Department for Business, Energy & Industrial Strategy |        |              |  |  |  |

# **Employment and Skills**

#### **Resident Economic Activity**

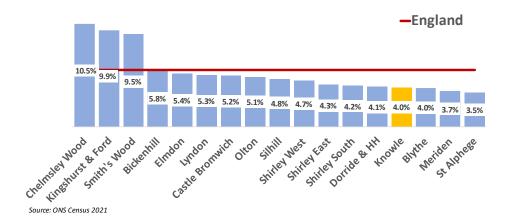
At the time of the 2021 Census 75% of the Knowle working age population were in employment (4,477 individuals), 3% were unemployed (188 individuals) and 21% economically inactive (1,275 individuals). This is more positive than across England with more Knowle residents in employment and fewer unemployed or inactive.

| Economic Activity of Working Age Population in Knowle 2021 |           |                    |          |         |  |
|--|-----------|--------------------|----------|---------|--|
|  | Number in | % 16-64 Population |          |         |  |
| Economic Status  | Knowle    | Knowle             | Solihull | England |  |
| Employed   | 4,477     | 75%                | 73%      | 71%     |  |
| Unemployed   | 188       | 3%                 | 4%       | 4%      |  |
| Inactive   | 1,275     | 21%                | 23%      | 25%     |  |
| All Age 16-64  | 5,940     |                    |          |         |  |
| Source: ONS Census 20                                      | )21       |                    |          |         |  |

An unemployment rate reflects just the part of the population that is economically active (i.e. excludes people who have opted out of the labour market due to retirement or looking after home and are deemed to be inactive).

In March 2021, Knowle's unemployment rate of 4.0% was lower than the England average (5.8%) and the 4<sup>th</sup> lowest in Solihull.

# Unemployment Rate in Solihull March 2021

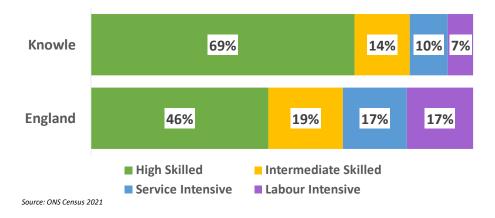


#### Resident Employment

Knowle residents in employment are more likely to work in those occupations that typically demand higher levels of formal qualifications including managerial and professional roles than the Solihull or England averages. Knowle residents are less likely than people across Solihull or England to work in service intensive or labour intensive occupations.

| Occupation of Employed Population of Knowle 2021 |           |                            |          |         |  |
|--|-----------|----------------------------|----------|---------|--|
|  | Number in | % Population in Employment |          |         |  |
| Occupation                                       | Knowle    | Knowle                     | Solihull | England |  |
| Managers, directors & senior officials           | 1,168     | 24%                        | 15%      | 13%     |  |
| Professional occupations                         | 1,469     | 31%                        | 24%      | 20%     |  |
| Associate professional & technical occupations   | 676       | 14%                        | 13%      | 13%     |  |
| Administrative & secretarial occupations         | 450       | 9%                         | 11%      | 9%      |  |
| Skilled trades occupations                       | 243       | 5%                         | 8%       | 10%     |  |
| Caring, leisure & other service occupations      | 268       | 6%                         | 8%       | 9%      |  |
| Sales & customer service occupations             | 212       | 4%                         | 7%       | 7%      |  |
| Process, plant & machine operatives              | 102       | 2%                         | 6%       | 7%      |  |
| Elementary occupations                           | 217       | 5%                         | 8%       | 10%     |  |
| All in Employment                                | 4,805     |                            |          |         |  |
| Source: ONS Census 2021                          |           |                            |          |         |  |

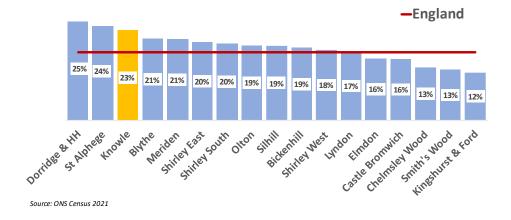
# Occupation of Employed People in Knowle 2021



30% of Knowle residents in employment work in the public sector (1,426 individuals across public administration, education and healthcare). This is by far the largest sector in Knowle, although the size of the sector is in-line with employment across the benchmarks. Other significant industries for those in employment in Knowle include business services (17%), wholesale & retail (113%), wholesale & retail (12%), construction (7%) and manufacturing (7%).

|                                 | Number in | % Population in Employment |          |         |
|---------------------------------|-----------|----------------------------|----------|---------|
| Industry Sector                 | Knowle    | Knowle                     | Solihull | England |
| Manufacturing                   | 347       | 7%                         | 10%      | 7%      |
| Other Production                | 24        | 0.5%                       | 0.3%     | 1.0%    |
| Electricity, gas & water supply | 144       | 3%                         | 2%       | 1%      |
| Construction                    | 357       | 7%                         | 9%       | 9%      |
| Wholesale & retail              | 577       | 12%                        | 13%      | 15%     |
| Transport & storage             | 129       | 3%                         | 5%       | 5%      |
| Accommodation & food services   | 176       | 4%                         | 4%       | 5%      |
| Information & communication     | 303       | 6%                         | 5%       | 5%      |
| Financial services              | 288       | 6%                         | 5%       | 4%      |
| Business Services               | 822       | 17%                        | 14%      | 14%     |
| Public Services                 | 1,426     | 30%                        | 30%      | 30%     |
| Other Services                  | 212       | 4%                         | 4%       | 5%      |
| All in Employment               | 4,805     |                            |          |         |

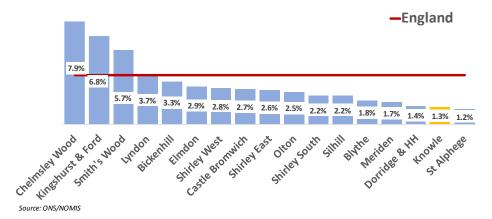
# Employed in Financial & Business Services in Solihull March 2021



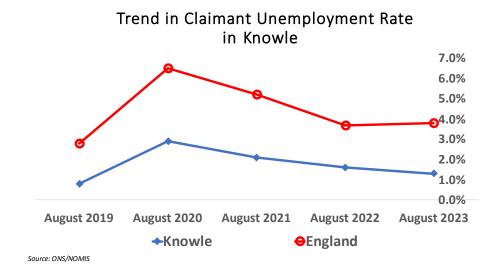
#### **Claimant Count Unemployment**

As at August 2023 80 people in Knowle were in receipt of unemployment benefit. This equates to a claimant unemployment rate of 1.3%, lower than the Solihull (3.2%) and England (3.8%) averages. Among the 17 Solihull wards the claimant unemployment rate in Knowle is the  $2^{nd}$  lowest.

# Claimant Unemployment Rate in Solihull August 2023



The claimant unemployment has fluctuated over recent years following the onset on the Covid-19 pandemic in early 2020. Claimant unemployment in Knowle has been consistently lower than England but rose from 0.8% in August 2019 to 2.9% a year later. It has subsequently trended downwards, although it is still higher than in 2019.



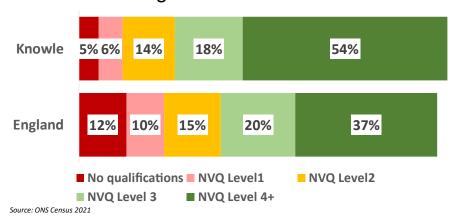
#### **Resident Qualifications**

Working age Knowle residents tend to have higher levels of formal qualifications than the benchmarks. For instance, 54% of Knowle residents (3,184 individuals) had NVQ level 4+ qualifications in March 2021 compared to 40% of the Solihull population and 37% of people in England.

At the other end of the spectrum fewer Knowle residents aged 16-64 have either no qualifications (5% vs 11% Solihull, 12% England) or NVQ level 1 qualifications (6% vs 10% Solihull, 10% England) than benchmark averages.

| Formal Qualifications of Working Age Knowle Population 2021 |           |        |                    |         |  |
|---|-----------|--------|--------------------|---------|--|
|   | Number in |        | % 16-64 Population | 1       |  |
| Qualifications  | Knowle    | Knowle | Solihull           | England |  |
| No qualifications   | 305       | 5%     | 11%                | 12%     |  |
| NVQ Level1  | 371       | 6%     | 10%                | 10%     |  |
| NVQ Level2  | 816       | 14%    | 16%                | 15%     |  |
| NVQ Level 3   | 1,050     | 18%    | 19%                | 20%     |  |
| NVQ Level 4+  | 3,184     | 54%    | 40%                | 37%     |  |
| Other   | 214       | 4%     | 5%                 | 6%      |  |
| 16-64 Population  | 5,940     |        |                    |         |  |
| Source: ONS Census 20.                                      |           |        |                    |         |  |

# Formal Qualification Levels of Knowle Population Aged 16-64 Years 2021

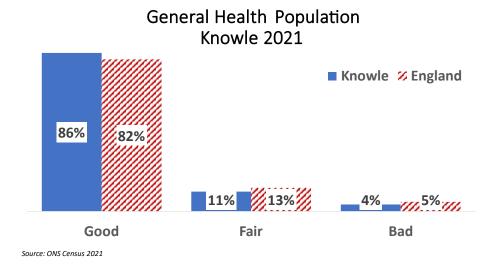


#### **Health and Care**

#### General Health, Disability and Unpaid Care

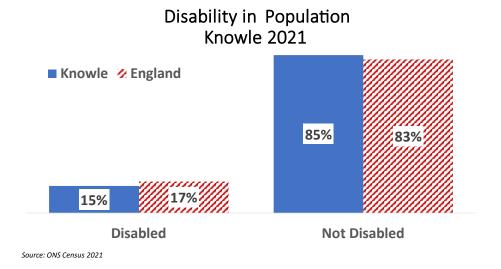
According to the 2021 Census self-reported general health in Knowle is better than that of the population of England. A large majority of people in Knowle say that their health is good (54% very good, 32% good) while just 4% say that their health is bad (3% bad, 1% very bad).

| General Health of Population in Knowle 2021 |           |        |              |         |  |
|---|-----------|--------|--------------|---------|--|
|   | Number in |        | % Population |         |  |
| General Health                              | Knowle    | Knowle | Solihull     | England |  |
| Very good health                            | 6,018     | 54%    | 49%          | 48%     |  |
| Good health                                 | 3,532     | 32%    | 33%          | 34%     |  |
| Fair health                                 | 1,184     | 11%    | 12%          | 13%     |  |
| Bad health                                  | 316       | 3%     | 4%           | 4%      |  |
| Very bad health                             | 97        | 1%     | 1%           | 1%      |  |
| Total Population                            | 11,147    |        |              |         |  |
| Source: ONS Census 2021                     |           |        |              |         |  |



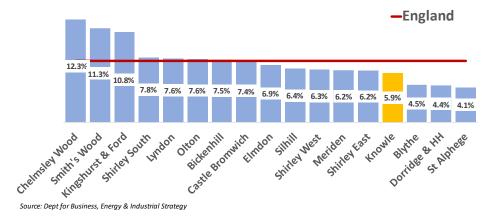
The population of Knowle are slightly less likely to have a long-term physical or mental health condition than the population of England (15% vs 17%) although the vast majority have no long-term problems (78%).

| Disability in Knowle Population 2021  |           |        |              |         |
|---|-----------|--------|--------------|---------|
|   | Number    |        | % Population | ١       |
| Disability  | in Knowle | Knowle | Solihull     | England |
| Day-to-day activities limited a lot   | 655       | 6%     | 7%           | 7%      |
| Day-to-day activities limited a little  | 969       | 9%     | 10%          | 10%     |
| Has long term physical or mental health condition but day-to-day activities are not limited | 825       | 7%     | 7%           | 7%      |
| No long term physical or mental health conditions   | 8,699     | 78%    | 76%          | 76%     |
| Total Population  | 11,148    |        |              |         |
| Source: ONS Census 2021   |           |        |              |         |



6% of the Knowle population (655 individuals) say that their day-to-day activities are limited a lot by a long-term health condition lower than the England average (7%) and 4<sup>th</sup> lowest in Solihull.

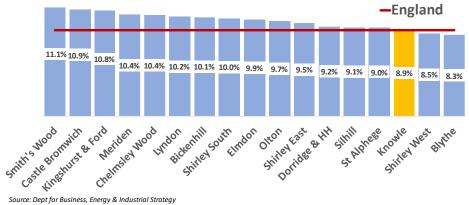
# Life Limited a Lot by Long - Term Health Condition Solihull Population 2021



Just under 9% of the Knowle population (953 individuals) provide unpaid care to a friend or relative compared to 91% who provide no care (9,760 individuals). This is broadly in-line with the England average, but the proportion of people providing unpaid care in Knowle is the 3<sup>rd</sup> lowest in Solihull.

| Provision of Unpaid Care in Knowle Population 2021 |           |              |          |         |  |
|--|-----------|--------------|----------|---------|--|
|  | Number in | % Population |          |         |  |
| Care Provided                                      | Knowle    | Knowle       | Solihull | England |  |
| Provides no unpaid care                            | 9,760     | 91%          | 90%      | 91%     |  |
| Provides 9 hours or less care                      | 426       | 4%           | 4%       | 3%      |  |
| Provides 10 to 19 care                             | 127       | 1%           | 1%       | 1%      |  |
| Provides 20 to 34 care                             | 74        | 1%           | 1%       | 1%      |  |
| Provides 35 to 49 hours care                       | 73        | 1%           | 1%       | 1%      |  |
| Provides 50+ hours care                            | 253       | 2%           | 3%       | 3%      |  |
| Total Population                                   | 10,713    |              |          |         |  |
| Source: ONS Census 2021                            |           |              |          |         |  |

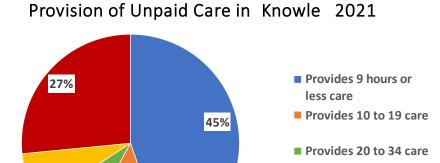
# Provision of Unpaid Care in Solihull 2021



Source: Dept for Business, Energy & Industrial Strategy

45% of the Solihull population who provide unpaid care do so for nine hours or less per week (426 individuals). At the other end of the spectrum 27% (253 individuals) provide 50 hours or more care

per week. Knowle carers are slightly less likely to care for 50 hours+ per week than carers across England (27% vs 30%).



Provides 35 to 49 hours care

Provides 50+ hours

care

Life Expectancy

8%

8%

Life expectancy at birth is an estimate of the average number of years a new-born baby would survive if they experienced the age-specific mortality rates for that area. As such it is a useful summary measure of all-cause mortality and a proxy for the overall health of an area.

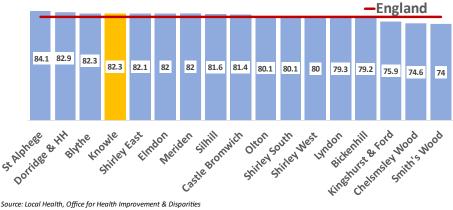
Life expectancy in Knowle is significantly higher than the England average for both males and females and is at the upper end among the 17 Solihull wards<sup>i</sup>.

| Life Expectancy at Birth (Years) in Knowle 2016 to 2020 |                           |                   |             |  |  |
|---|---------------------------|-------------------|-------------|--|--|
| Knowle Solihull England                                 |                           |                   |             |  |  |
| Male  | 82.3                      | 80.2              | 79.5        |  |  |
| Female  | emale <b>87</b> 84.1 83.2 |                   |             |  |  |
| Source: Local Hea                                       | lth, Office for Healt     | h Improvement & D | Disparities |  |  |

13%

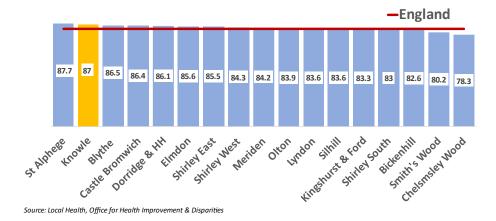
<sup>&</sup>lt;sup>1</sup> Shading used in all OHID health tables denotes statistical significance: green=statistically better than in England; yellow=in-line with England average; red=statistically worse than England.

### Male Life Expectancy in Solihull 2016 to 2020



Source: Local Health, Office for Health Improvement & Disparities

## Female Life Expectancy in Solihull 2016 to 2020



#### **Hospital Admissions**

The table below shows the rate of standardised age emergency hospital admissions in Knowle for various health conditions relative to the England average of 100. Like Solihull as a whole emergency admissions for all causes are significantly more common than across England (100.8 vs 100). However, the rate of admissions for specific causes in Knowle is significantly lower than England for the specific causes of coronary heart disease, stroke, heart attack and COPD.

| Emergency Admissions to Hospital in Knowle 2016/17 to 2020/21   |                  |       |  |  |  |
|---|------------------|-------|--|--|--|
| This is an age standard admissions ratio where England = 100. A SAR over 100 indicates that admissions are more common than England, a SAR below 100 indicates that admissions are less common than England |                  |       |  |  |  |
| Knowle SAR Solihull SAR   |                  |       |  |  |  |
| All causes  | 100.8            | 117.5 |  |  |  |
| Coronary heart disease  | 66.2             | 90.9  |  |  |  |
| Stroke  | 77 78.3          |       |  |  |  |
| Heart Attack  | 63.9             | 83.6  |  |  |  |
| Chronic Obstructive Pulmonary Disease (COPD) 34.6 93.6  |                  |       |  |  |  |
| Source: Local Health, Office for Health Improveme   | nt & Disparities |       |  |  |  |

## Emergency Hospital Admissions 2016/17 to 2020/21

Standardised Admissions Ratio

Above Line = Worse than England
Below line = Better than England

**Heart Attack** 

**COPD** 

Source: Local Health, Office for Health Improvement & Disparities

**Coronary heart** 

disease

All causes

100

Alcohol consumption is a contributing factor to hospital admissions and deaths from a diverse range of conditions. Alcohol misuse is measured by hospital admissions for diseases attributable to alcohol. Using a broad definition of diseases attributable to alcohol the rate in Knowle is significantly lower than the England average and is marginally lower when a narrow definition is considered.

Stroke

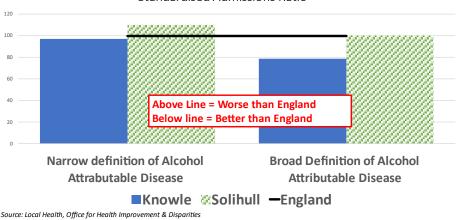
■Knowle 

Solihull —England

| Admissions due to Alcohol Misuse in Knowle 2016/17 to 2020/21   |      |       |  |  |
|---|------|-------|--|--|
| This is an age standard admissions ratio where England = 100. An SAR over 100 indicates that incidence is more common than England, an SAR below 100 indicates that incidence is less common than England |      |       |  |  |
| Knowle SAR Solihull SAR   |      |       |  |  |
| Alcohol attributable conditions (narrow definition)   | 96.9 | 110.1 |  |  |
| Alcohol attributable conditions (broad definition) 78.6 100.3   |      |       |  |  |
| Source: Local Health, Office for Health Improvement & Disparities   |      |       |  |  |

### Admissions for Alcohol 2016/17 to 2020/21

Standardised Admissions Ratio

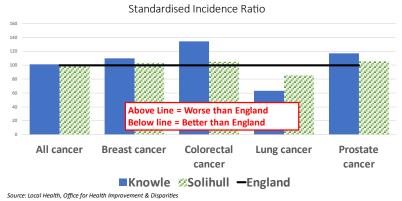


#### **Cancer Incidence**

The incidence of cancer (defined by the number of new cases) in Knowle is slightly higher than the England average but given the confidence limits attached to the data this cannot be described as significantly higher. This is also the case in terms of breast and prostate cancer. The incidence of lung cancer in Knowle is significantly lower than England but higher for colorectal cancer.

| Incidence of Cancer in Knowle 2015 to 2019   |                   |      |  |  |  |
|--|-------------------|------|--|--|--|
| This is an age standard incidence ratio where England = 100. An SIR over 100 indicates that incidence is more common than England, an SIR below 100 indicates that incidence is less common than England |                   |      |  |  |  |
| Knowle SIR Solihull SIR  |                   |      |  |  |  |
| All cancer   | 101.3             | 98.6 |  |  |  |
| Breast cancer  | 109.8 103.2       |      |  |  |  |
| Colorectal cancer  | 134.2 105.1       |      |  |  |  |
| Lung cancer 63.3 85.4  |                   |      |  |  |  |
| Prostate cancer 117.3 105.4  |                   |      |  |  |  |
| Source: Local Health, Office for Health Improveme  | ent & Disparities |      |  |  |  |

#### Incidence of Cancer 2015 to 2019



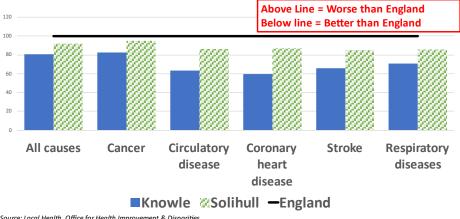
#### Causes of Mortality

All age mortality is significantly lower than the England average as is mortality attributable to the specific causes of cancer, circulatory disease, coronary heart disease, stroke and respiratory disease.

| All Age Deaths in Knowle 2016 to 2020  |            |              |
|--|------------|--------------|
| This is an age standard mortality ratio where England = 100. A SMR over 100 indicates that deaths are more common than England, a SMR below 100 indicates that deaths are less common than England |            |              |
|  | Knowle SMR | Solihull SMR |
| All causes   | 80.9       | 91.6         |
| Cancer   | 82.6       | 95.1         |
| Circulatory disease  | 63.5       | 86.1         |
| Coronary heart disease   | 59.7       | 86.8         |
| Stroke   | 65.7       | 85.2         |
| Respiratory diseases   | 71         | 85.6         |
| Source: Local Health, Office for Health Improvement & Disparities  |            |              |

# All Age Deaths 2016 to 2020

Standardised Mortality Ratio



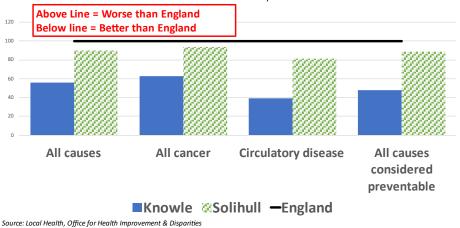
Source: Local Health, Office for Health Improvement & Disparities

Premature mortality (deaths under the age of 75 years) is significantly lower in Knowle than across England as are early deaths from cancer, circulatory disease and all causes considered preventable.

| Premature and Preventable Deaths (under 75 years) in Knowle 2016 to 2020   |            |              |  |
|--|------------|--------------|--|
| This is an age standard mortality ratio where England = 100. A SMR over 100 indicates that deaths are more common than England, a SMR below 100 indicates that deaths are less common than England |            |              |  |
|  | Knowle SMR | Solihull SMR |  |
| All causes   | 55.8       | 89.9         |  |
| All cancer   | 62.9       | 93.5         |  |
| Circulatory disease  | 38.9       | 81.3         |  |
| All causes considered preventable  | 47.7       | 88.6         |  |
| Source: Local Health, Office for Health Improvement & Disparities  |            |              |  |

## All Premature & Preventable Deaths 2016 to 2020

Standardised Mortality Ratio



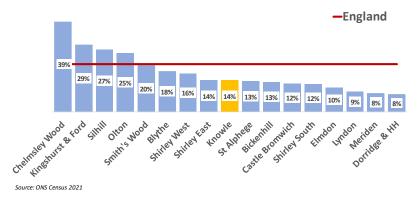
### **Housing and Transport**

### **Accommodation Type**

85% of Knowle households live in a house (3,956 households) and 14% in a flat (638 households). The proportion of Knowle households living in a flat is lower than the England average (14% vs 21%) but is in the middle of Solihull's 17 wards.

| Accommodation Type in Knowle 2021 |           |              |          |         |
|-----------------------------------|-----------|--------------|----------|---------|
|                                   | Number in | % Households |          |         |
| Tenure                            | Knowle    | Knowle       | Solihull | England |
| Detached Housing                  | 2,573     | 55%          | 28%      | 23%     |
| Semi-Detached Housing             | 969       | 21%          | 37%      | 31%     |
| Terraced Housing                  | 414       | 9%           | 16%      | 23%     |
| Flats                             | 638       | 14%          | 17%      | 21%     |
| Other                             | 73        | 2%           | 1%       | 2%      |
| All Households                    | 4,667     |              |          |         |
| Source: ONS Census 2021           | <u> </u>  |              |          |         |

### Households Living in a Flat in Solihull 2021



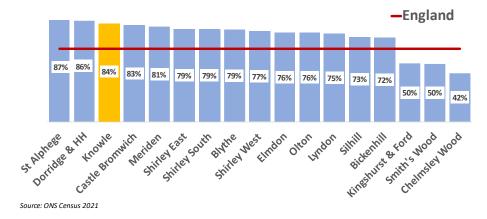
### **Tenure**

84% of Knowle households own (or part own) their own home either outright or through a mortgage (3,907 households). The vast majority of the remainder rent either privately or socially. Social renting in Knowle (270 households, 6% of total) is less common than across England (17%) or Solihull (14%).

| Tenure in Knowle 2021             |           |              |          |         |
|-----------------------------------|-----------|--------------|----------|---------|
|                                   | Number in | % Households |          |         |
| Tenure                            | Knowle    | Knowle       | Solihull | England |
| Owned or Shared Ownership         | 3,907     | 84%          | 73%      | 62%     |
| Social rented                     | 270       | 6%           | 14%      | 17%     |
| Private rented or lives rent free | 491       | 11%          | 13%      | 21%     |
| All Households                    | 4,668     |              |          |         |
| Source: ONS Census 2021           |           |              |          |         |

Homeownership rates in Knowle are the 3<sup>rd</sup> highest in Solihull where the rates are above the national average everywhere except the three North Solihull wards.

## Homeownership (including shared ownership) in Solihull 2021



### Overcrowding

Household overcrowding is assessed by comparing the number of people in a household against the number of bedrooms that they require based on the bedroom standard which determines that adults, children over 16 and children between 10 and 15 of a different sex are entitled to their own bedroom. Overcrowding occurs when the number of bedrooms in the accommodation is less than the number required under this bedroom standard.

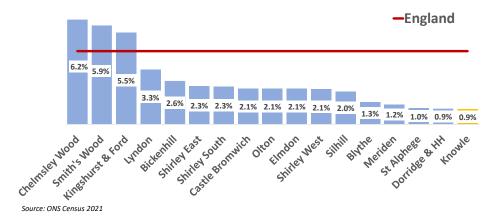
A large majority of households in Knowle have at least one spare bedroom and are considered underutilised (87%, 4,046 households). This is common across Solihull and England. Just 1% of Knowle households are overcrowded compared to the England average of 4%.

With the exception of the three North Solihull wards bedroom overcrowding is less common among the 17 Solihull wards than England.

| Overcrowding in Knowle (Bedroom Standard) 2021 |           |              |          |         |
|--|-----------|--------------|----------|---------|
| Bedroom  | Number in | % Households |          |         |
| Occupation                                     | Knowle    | Knowle       | Solihull | England |
| Under utilised                                 | 4,046     | 87%          | 76%      | 69%     |
| Ideal Occupation                               | 580       | 12%          | 22%      | 27%     |
| Overcrowded                                    | 42        | 1%           | 3%       | 4%      |
| All Households                                 | 4,668     |              |          |         |
| Source: ONS Census 2021                        |           |              |          |         |

### Overcrowded households in Solihull 2021

(Based on Number of Bedrooms)



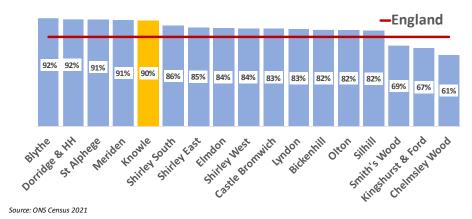
### Access to Car or Van

90% of Knowle households have a car or van (4,220 households) including 54% (2,540 households) that have more than one. Car or van ownership, including multiple ownership is more common in Knowle than the England average.

With the exception of the three North Solihull wards all Solihull wards have higher levels of car or van ownership than the England average.

| Knowle Households with a car or van 2021 |                                      |              |          |         |
|--|--------------------------------------|--------------|----------|---------|
|  | Number in                            | % Households |          |         |
| Car/van access                           | Knowle                               | Knowle       | Solihull | England |
| No car or van access                     | 449                                  | 10%          | 18%      | 24%     |
| Car or van access                        | 4,220                                | 90%          | 82%      | 76%     |
|  | Number of cars or vans per household |              |          |         |
| 1 car or van                             | 1,680                                | 36%          | 39%      | 41%     |
| 2 cars or vans                           | 1,866                                | 40%          | 32%      | 26%     |
| 3+ cars or vans                          | 674                                  | 14%          | 11%      | 9%      |
|  |                                      |              |          |         |
| All Households                           | 4,669                                |              |          |         |
| Source: ONS Census 2021                  |                                      |              |          |         |

## Households with access to a car or van in Solihull 2021

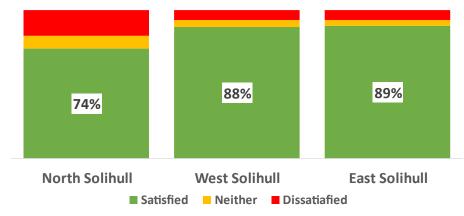


### **Community and Safety**

### **Community Satisfaction and Belonging**

Most Solihull respondents to the 2022 Place Survey say that they are satisfied with their local area as a place to live (84%) with just 10% saying that they are dissatisfied. Levels of satisfaction are high across all three Solihull localities and in East Solihull 89% are satisfied and 7% dissatisfied.

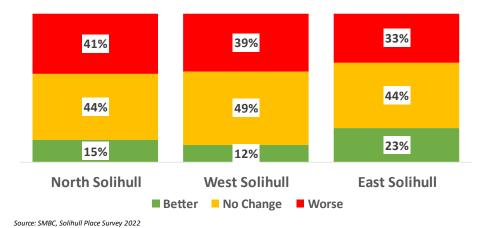
### Satisfaction with local area as place to live



Source: SMBC, Solihull Place Survey 2022

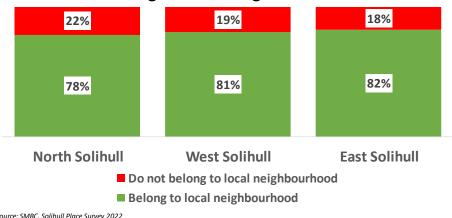
The majority of Solihull respondents to the 2022 Place Survey thought that their local area had remained the same or got worse over the two preceding years (85%), including 38% who thought that their local area got worse over this period. The results do not vary greatly across localities, although results from East Solihull are slightly more positive than the Solihull average (East Solihull 77% no change or worse, 23% better).

### How has local area changed in last 2 years



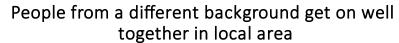
82% of respondents to the 2022 Place Survey feel that they belong to their local neighbourhood while 20% do not. Feelings of community belonging vary little across Solihull with East Solihull broadly inline with the borough average.

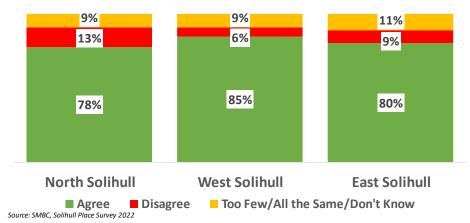
To what extent does respondent feel they belong to local neighbourhood



Source: SMBC, Solihull Place Survey 2022

Despite significant demographic changes and increasing ethnic and religious diversity Solihull remains a cohesive borough. 82% of respondents agree that people from a different background get on well together in their local area, with just 9% disagreeing. Cohesion is high throughout Solihull and the results from East Solihull are in-line with the borough average.

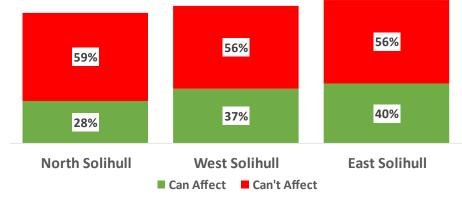




### **Civic Participation**

35% of respondents to the 2022 Solihull Place Survey say that they can influence decisions that affect their local area while 57% don't feel they can influence decisions. More people in East Solihull feel they can influence decisions (40%) than elsewhere in the borough.

# To what extent do feel able to influence decisions that affect your local area

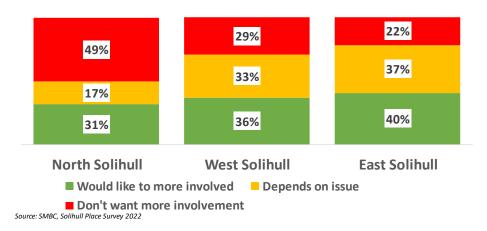


Source: SMBC, Solihull Place Survey 2022

Despite the fact that 57% of respondents to the 2022 Solihull Place Survey say that they can't influence local decisions only 36% say that they would definitely like more involvement with 33% saying that they definitively don't want to be involved. The results for this measure do vary across the borough and in East Solihull 77% say that they are at least open to more involvement (40% definitely yes, 37% depends on the issue), while less than a quarter (22%) do not want to be involved.

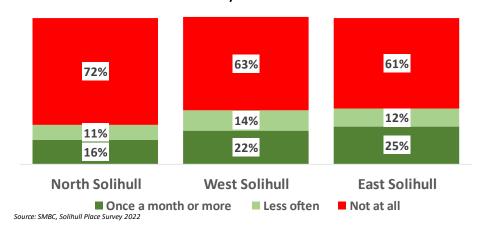
February 29, 2024

## Would like to be more involved in local decisions

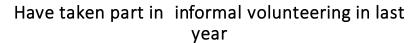


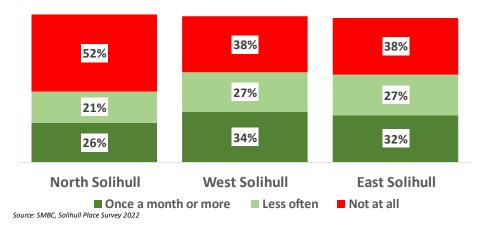
On average 34% of respondents to the 2022 Solihull Place Survey say that they have taken part in formal volunteering (defined as unpaid help to any group, club or organisation such as sports coaching or supporting a faith organisation) over the last year, including 21% who volunteer at least once a month. Participation is higher outside North Solihull with a participation rate of 38% in East Solihull.

## Have taken part in formal volunteering in last year



On average 57% of respondents to the 2022 Solihull Place Survey say that they have provided informal help in their local community or to a neighbour over the last year, including 32% who have done so at least once a month. Participation is higher outside North Solihull with a participation rate of 59% in East Solihull.

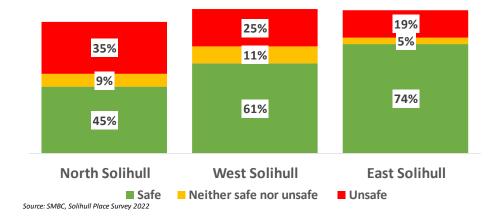




### **Community Safety**

59% of Solihull respondents to the 2022 Place Survey say that they feel safe after dark whereas 27% feel unsafe. There is a significant difference between North Solihull and the rest of the borough on this measure, with 74% of East Solihull residents feeling safe after dark.

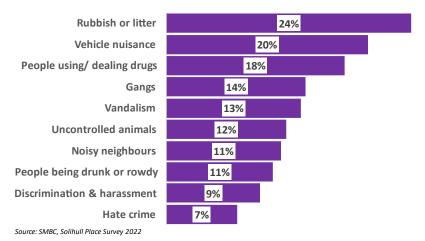
### Feeling safe after dark in local area



Respondents to the 2022 Solihull Place Survey were asked which of 10 types of antisocial behaviour were a problem in their local area. The most commonly cited problem in East Solihull was rubbish & litter lying around (24%), followed by vehicle nuisance (20%) and people using or dealing drugs (18%). Each type of ASB was considered a problem by fewer East Solihull respondents than the Solihull average.

| Problem with Anti-Social Behaviour in Local Area                      |               |          |  |
|---|---------------|----------|--|
| ASB Type  | East Solihull | Solihull |  |
| Discrimination, harassment or intimidation                            | 9%            | 14%      |  |
| Noisy neighbours or loud parties                                      | 11%           | 11%      |  |
| Vehicle nuisance, like joyriding, abandoned cars etc                  | 20%           | 32%      |  |
| Gangs hanging around the streets                                      | 14%           | 22%      |  |
| Uncontrolled animals or dog mess                                      | 12%           | 15%      |  |
| People using or dealing drugs   | 18%           | 28%      |  |
| People being drunk or rowdy in public places                          | 11%           | 15%      |  |
| Vandalism, graffiti & other deliberate damage to property or vehicles | 13%           | 26%      |  |
| Rubbish or litter lying around  | 24%           | 34%      |  |
| Hate crime  | 7%            | 8%       |  |
| Source: Solihull Place Survey 2022                                    |               |          |  |

### Problem with ASB in East Solihull



### **Crime Deprivation**

Knowle's eight LSOAs are, on average, ranked on the 85<sup>th</sup> percentile nationally in terms of crime & disorder deprivation, with the 17 Solihull wards ranging from the crime & disorder deprived Kingshurst & Fordbridge (15<sup>th</sup> percentile) to the advantaged Knowle (85<sup>th</sup> percentile).

|   | Average Crime & Disorder Percentile Rank (1=most deprived, |  |  |
|---|--|--|--|
| Ward  | 100=least deprived)  |  |  |
| Kingshurst & Fordbridge                     | 15   |  |  |
| Chelmsley Wood                              | 16   |  |  |
| Smith's Wood                                | 25   |  |  |
| Castle Bromwich                             | 35   |  |  |
| Shirley West                                | 42   |  |  |
| Lyndon                                      | 44   |  |  |
| Bickenhill                                  | 48   |  |  |
| Olton                                       | 58   |  |  |
| Elmdon                                      | 62   |  |  |
| Silhill                                     | 64   |  |  |
| Shirley East                                | 65   |  |  |
| Meriden                                     | 71   |  |  |
| Blythe                                      | 72   |  |  |
| Dorridge & Hockley Heath                    | 78   |  |  |
| Shirley South                               | 78   |  |  |
| St Alphege                                  | 81   |  |  |
| Knowle                                      | 85   |  |  |
| Source: English Indices of Deprivation 2019 |  |  |  |

Crime & disorder deprivation among the eight Knowle LSOAs ranges from Knowle South on the 68<sup>th</sup> percentile to the least deprived neighbourhood Bentley Heath South on the 98<sup>th</sup> percentile. No neighbourhoods in Knowle can be considered deprived from a crime & disorder perspective.

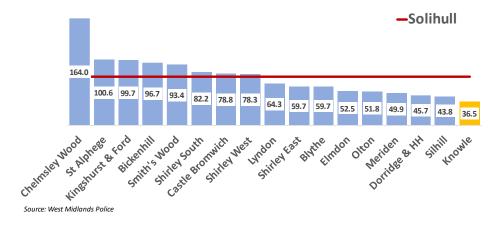
| Crime & Disorder Rank in Knowle 2019        |                                       |  |  |
|---|---------------------------------------|--|--|
| LSOA  | Crime & Disorder Percentile Rank      |  |  |
|   | (1=most deprived, 100=least deprived) |  |  |
| Knowle South                                | 67.6                                  |  |  |
| Copt Heath                                  | 72.9                                  |  |  |
| Chadwick End                                | 78.3                                  |  |  |
| Knowle North                                | 81.8                                  |  |  |
| Dorridge East                               | 88.3                                  |  |  |
| Arden                                       | 95.6                                  |  |  |
| Tilehouse Green                             | 98.0                                  |  |  |
| Bentley Heath North                         | 98.4                                  |  |  |
| Source: English Indices of Deprivation 2019 |                                       |  |  |

### Reported Crime and Antisocial Behaviour

The table below shows the number of recorded crimes in the year to date (January-November 15<sup>th</sup> 2023). There have been 412 crimes in Knowle, 2.5% of the Solihull total and equating to 36.5 per 1,000 population. This is the lowest crime rate of any of the 17 Solihull wards.

| Reported Crimes in 2023          |                         |                    |                  |  |
|----------------------------------|-------------------------|--------------------|------------------|--|
|                                  | Number of               |                    | Crimes per 1,000 |  |
| Ward                             | Reported Crimes         | % Reported Crimes  | Population       |  |
| Bickenhill                       | 1,242                   | 7.6%               | 96.7             |  |
| Blythe                           | 880                     | 5.4%               | 59.7             |  |
| Castle Bromwich                  | 889                     | 5.5%               | 78.8             |  |
| Chelmsley Wood                   | 2,183                   | 13.4%              | 164.0            |  |
| Dorridge & Hockley Heath         | 524                     | 3.2%               | 45.7             |  |
| Elmdon                           | 669                     | 4.1%               | 52.5             |  |
| Kingshurst & Fordbridge          | 1,354                   | 8.3%               | 99.7             |  |
| Knowle                           | 412                     | 2.5%               | 36.5             |  |
| Lyndon                           | 893                     | 5.5%               | 64.3             |  |
| Meriden                          | 636                     | 3.9%               | 49.9             |  |
| Olton                            | 665                     | 4.1%               | 51.8             |  |
| Shirley East                     | 724                     | 4.5%               | 59.7             |  |
| Shirley South                    | 1,030                   | 6.3%               | 82.2             |  |
| Shirley West                     | 1,010                   | 6.2%               | 78.3             |  |
| Silhill                          | 545                     | 3.4%               | 43.8             |  |
| Smith's Wood                     | 1,207                   | 7.4%               | 93.4             |  |
| St Alphege                       | 1,393                   | 8.6%               | 100.6            |  |
| Solihull^                        | 16,256                  |                    | 74.7             |  |
| ^ Solihull total includes 861 cr | imes attributed to Airp | ort/NEC (5% total) |                  |  |
| Source: West Midlands Police     |                         |                    |                  |  |

# Reported Crimes per 1,000 Population in Solihull 2023



The number of reported crimes in Knowle trended upwards from 2020 to 2022, increasing by 41% (+139 crimes over this period). However, this increase matches the 41% increase recorded across Solihull as a whole.

### Annual Reported Number of Crimes in Knowle

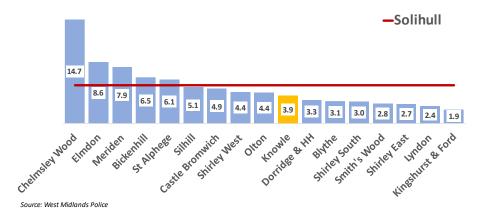


Source: West Midlands Police

The following table shows the number of recorded antisocial behaviour (ASB) incidents in the year to date (January-November  $15^{th}$  2023). There have been 44 ASB incidents in Knowle, 3.7% of the Solihull total and equating to 3.9 per 1,000 population. This is lower than the Solihull average of 5.4 per 1,000 and ranks Knowle  $10^{th}$  of the 17 Solihull wards.

| Reported Antisocial Behaviour Incidents in 2023 |              |       |               |  |
|---|--------------|-------|---------------|--|
|   | Number of    |       | ASB per 1,000 |  |
| Ward  | Reported ASB | % ASB | Population    |  |
| Bickenhill                                      | 83           | 7.1%  | 6.5           |  |
| Blythe  | 46           | 3.9%  | 3.1           |  |
| Castle Bromwich                                 | 55           | 4.7%  | 4.9           |  |
| Chelmsley Wood                                  | 195          | 16.6% | 14.7          |  |
| Dorridge & Hockley Heath                        | 38           | 3.2%  | 3.3           |  |
| Elmdon  | 110          | 9.4%  | 8.6           |  |
| Kingshurst & Fordbridge                         | 26           | 2.2%  | 1.9           |  |
| Knowle  | 44           | 3.7%  | 3.9           |  |
| Lyndon  | 34           | 2.9%  | 2.4           |  |
| Meriden   | 101          | 8.6%  | 7.9           |  |
| Olton   | 56           | 4.8%  | 4.4           |  |
| Shirley East                                    | 33           | 2.8%  | 2.7           |  |
| Shirley South                                   | 38           | 3.2%  | 3.0           |  |
| Shirley West                                    | 57           | 4.9%  | 4.4           |  |
| Silhill   | 64           | 5.5%  | 5.1           |  |
| Smith's Wood                                    | 36           | 3.1%  | 2.8           |  |
| St Alphege                                      | 85           | 7.2%  | 6.1           |  |
| Solihull  | 1,174        |       | 5.4           |  |
| Source: West Midlands Police                    |              |       |               |  |

## Reported ASB per 1,000 Population in Solihull 2023



### **Local Assets and Services**

My Solihull maps provide access to information about the local community including places to go and things to do. Users can search on groups appropriate for a specific budget or age group or to look for specialists in disability or mental health support. Information on defined areas of interest such as sports and physical activity clubs and facilities can also be found. My Solihull Maps can be accessed via the link below.

My Solihull Map