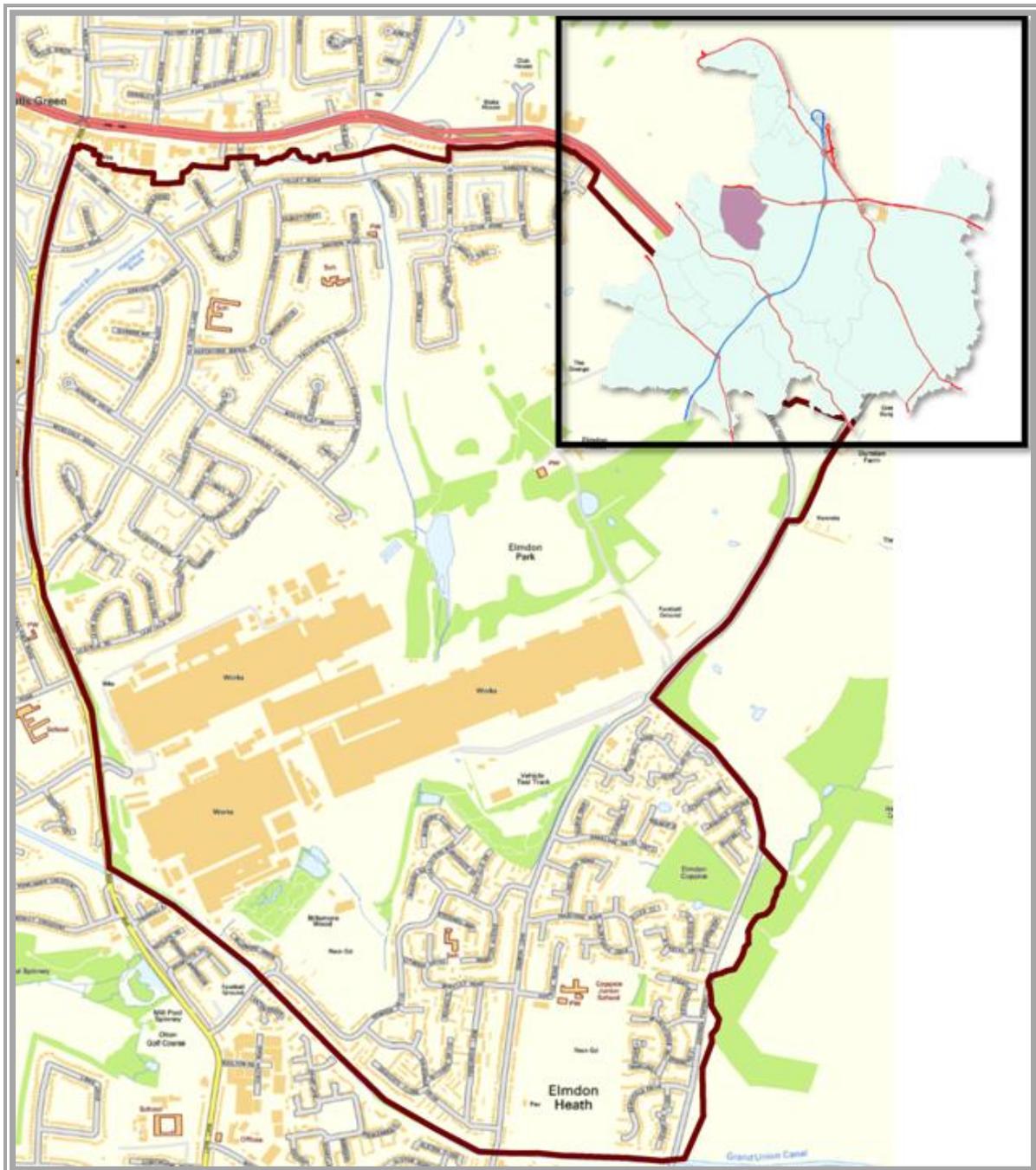


2016 Ward Profile: Elmdon



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WARD PROFILE FORWARD

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

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

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

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

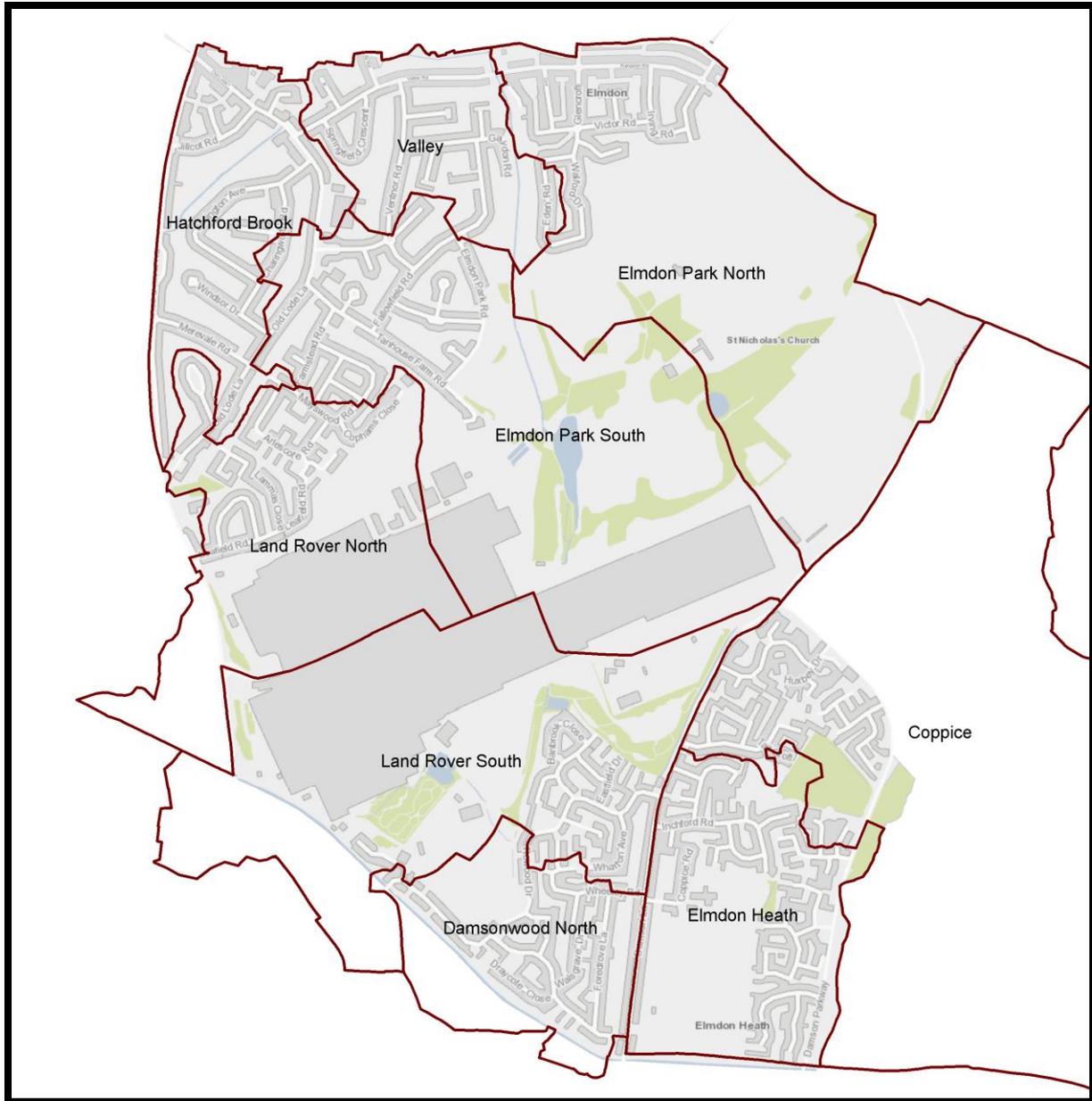
- Crime and anti-social behaviour rates (Crime Stats UK);
- Claimant unemployment (ONS/Nomis) and worklessness (DWP);
- Solihull Place Survey 2014 (SMBC);
- School attainment (Department for Education);
- Children in Poverty (DWP);
- Life expectancy and mortality rates (Public Health England);
- Index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

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

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

Technical advice and support is available from the Solihull Observatory.

ELMDON SUPER OUTPUT AREAS



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SOLIHULL CONTEXT

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

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

ELMDON SUMMARY

The Elmdon ward is located in the urban west of the Borough, south of Coventry Road and bordered by Lode Lane/Hobs Moat Road to the west. Alongside the Land Rover plant other notable features in the area include the "Green Flag" Elmdon Park and Birmingham International Airport and National Exhibition Centre in neighbouring Bickenhill ward. Elmdon, divided by the Land Rover plant, is not a homogenous community, with a significant north/south split between the area known as Elmdon Heath in the south and Elmdon in the north.

Although mostly urban, areas such as Coppice and Elmdon Park North in the east are somewhat more isolated at the edge of the conurbation, with greater distance to key services. The map illustrates the individual localities within Elmdon, based on the Office for National Statistics LSOAs. A number of LSOAs cross ward boundaries, most notably Coppice, which although by area falls mostly in the Bickenhill ward, has its greatest population concentration in Elmdon.

POPULATION AND DEMOGRAPHY

Total Population and Households

	Elmdon	Solihull	England
All usual residents	12,067	206,674	53,012,456
Household residents	12,064	205,087	52,059,931
Communal establishment residents	3	1,587	952,525
% of population in communal establishments	0.0%	0.8%	1.8%
Area (hectares)	498	17,829	13,027,843
Population density	24.2	11.6	4.1
Households with at least one usual resident	5,169	86,056	22,063,368
Average household size	2.3	2.4	2.4
Source: ONS Census 2011			

At the time of the 2011 Census the population of Elmdon was 12,067 (5,836 males, 6,231 females). This equates to 24.2 residents per hectare, compared to the Solihull average of 11.6.

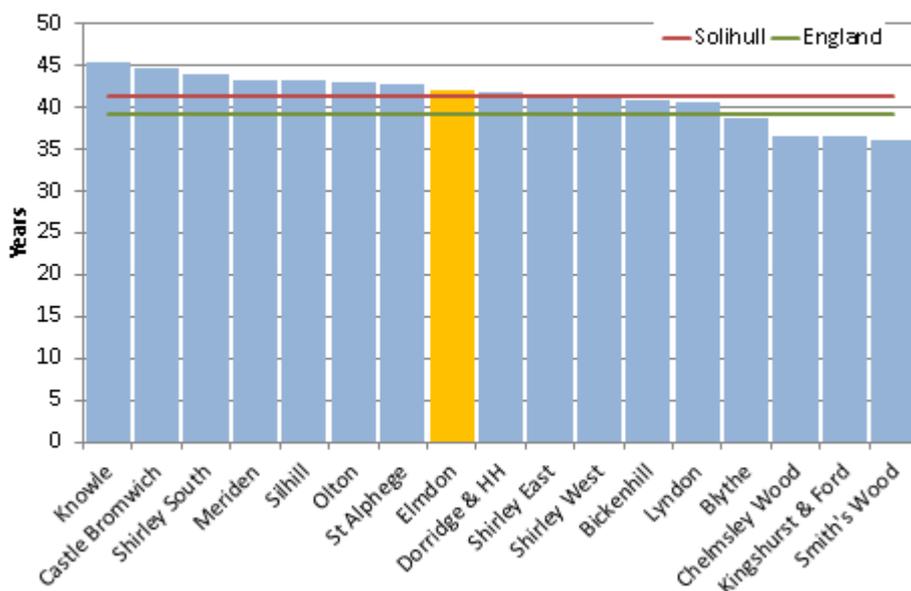
Subsequent modelled estimates by the ONS record the Elmdon population as 12,280 residents in mid-2014 (5,931 males, 6,349 females). However, as the Census provides the most accurate picture this is used as the source for the more detailed population breakdowns that follow.

Age Structure

	Count	% of Population		
	Elmdon	Elmdon	Solihull	England
Pre-School Children (0-4 years)	629	5.2%	5.6%	6.3%
School Age Children (5-15 Years)	1,561	12.9%	13.4%	12.6%
All Children (0-15 years)	2,190	18.1%	19.0%	18.9%
Young Adults (age 16-24 years)	1,142	9.5%	10.6%	11.9%
Mature working Age (25-64 years)	6,242	51.7%	51.3%	52.9%
Working Age Total (16-64)	7,384	61.2%	61.9%	64.8%
Retirement Age (65 year+)	2,493	20.7%	19.2%	16.3%
Older People (Age 85+)	327	2.7%	2.7%	2.2%
Average Age (years)		42.2	41.3	39.3
Source: ONS Census 2011				

In 2011 the average age in Elmdon was 42.2 years, higher than both the Solihull (41.3 years) and England (39.3 years) averages.

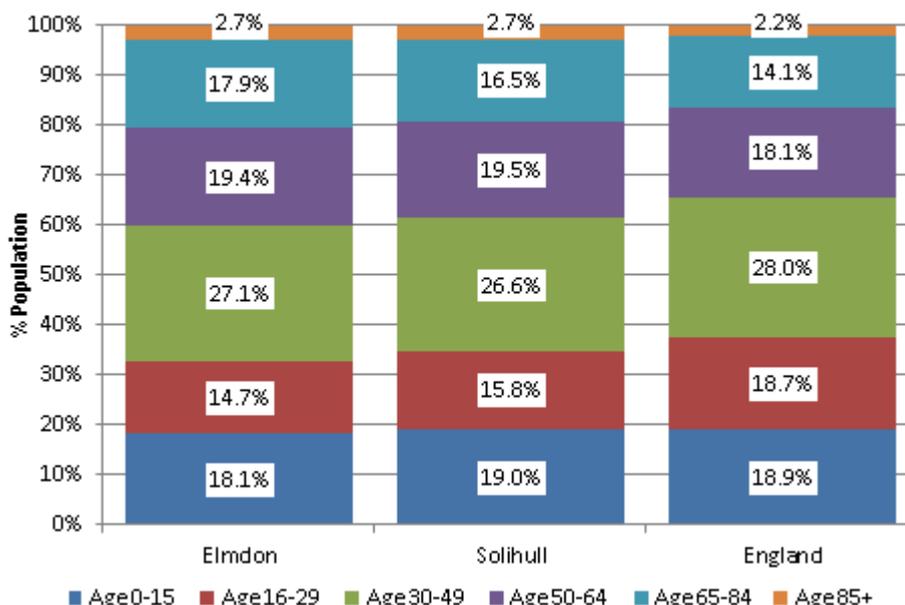
Average Age



Source: ONS Census2011

This above average age in Elmdon is consistent with an age profile in which the ward has proportionally more residents aged 65 and over (20.6%) than the Solihull average (19.2%) and fewer in all age bands under the age of 30 years; 18.1% aged 0-15 years compared to 19% and 14.7% aged 16-29 years compared to 15.8% .

Population 2011

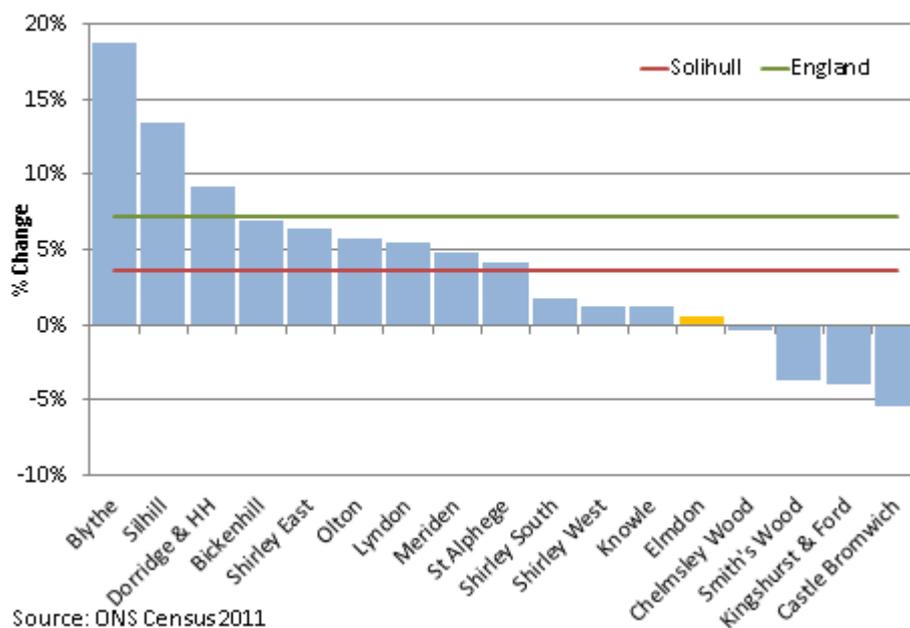


Source: ONS Census2011

Population Change

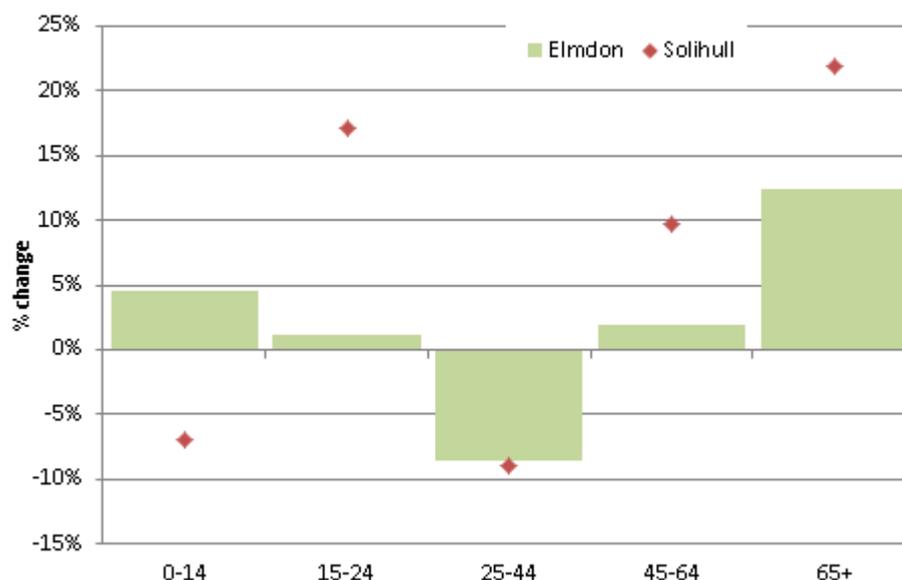
Between 2001 and 2011, the population of Elmdon increased by +0.6% (+71 individuals) much less than the Solihull average of 3.6%.

Population Change 2001 - 2011



Population growth in Elmdon between 2001 and 2011 was driven by the 65+ age group (+12%, +366 individuals), although this was less than the increase across Solihull as a whole for this age group (+22%). Growth in the 65+ age group was offset by falling numbers of residents aged 25-44 years (-9%, -280 individuals) although this was consistent with the trend across the borough. Elmdon was one of just seven Solihull wards in which the number of children aged 0-14 years increased between 2001 and 2011 (+5%, +90 individuals), although the ward recorded one of the smallest increases in the 15-24 age group over this period.

Population Change by Broad Age Band 2001 - 2011



Source: ONS Census 2011

Ethnicity, Origin and Language

	Count	% of Population		
	Elmdon	Elmdon	Solihull	England
White Population	10,613	88.0%	89.1%	85.4%
Black & Asian Minority Ethnic Population (BAME)	1,454	12.0%	10.9%	14.6%
Born in UK	11,069	91.7%	92.6%	86.2%
Born Outside UK	998	8.3%	7.4%	13.8%
UK Passport	10,035	83.2%	82.1%	75.8%
Non-UK Passport	486	4.0%	4.0%	8.8%
No Passport	1,614	13.4%	14.6%	16.5%
English Main Language (age 3+)	11,235	96.1%	97.1%	92.0%
Speak English Well (age 3+)	379	3.2%	2.5%	6.3%
Cannot Speak English or Speak Well (age 3+)	75	0.6%	0.5%	1.7%

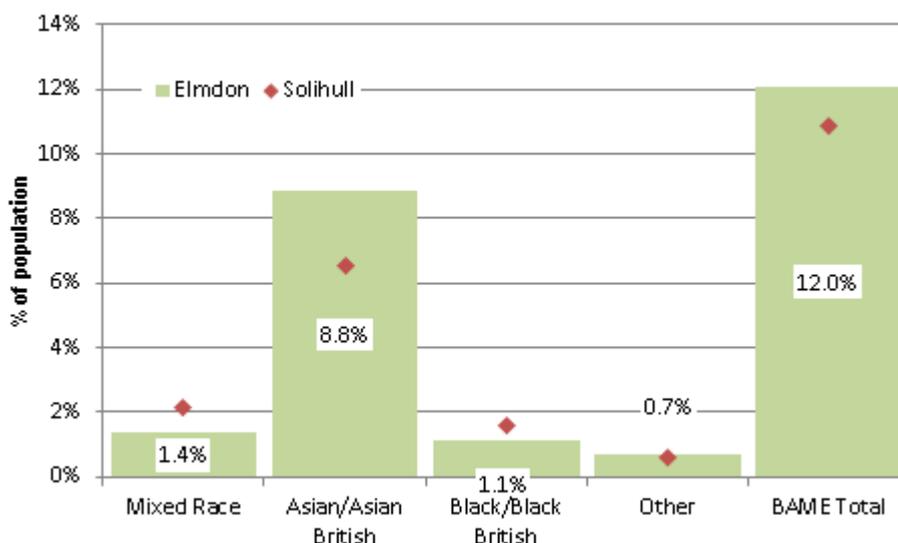
Source: ONS Census 2011

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

Elmdon has undergone a similar change with the number of BAME residents increasing by +116% (+780 individuals) over this period, compared to a fall of -6% (-707 individuals) in the White population. As a result of this changing demographic the proportion of BAME residents has increased from 5.6% in 2001 to 12% in 2011, the 7th highest concentration in the borough. 73% of the BAME population in Elmdon are from an Asian or Asian British

background, with this group representing 8.8% of the ward's total population compared to the Solihull average of 6.6%.

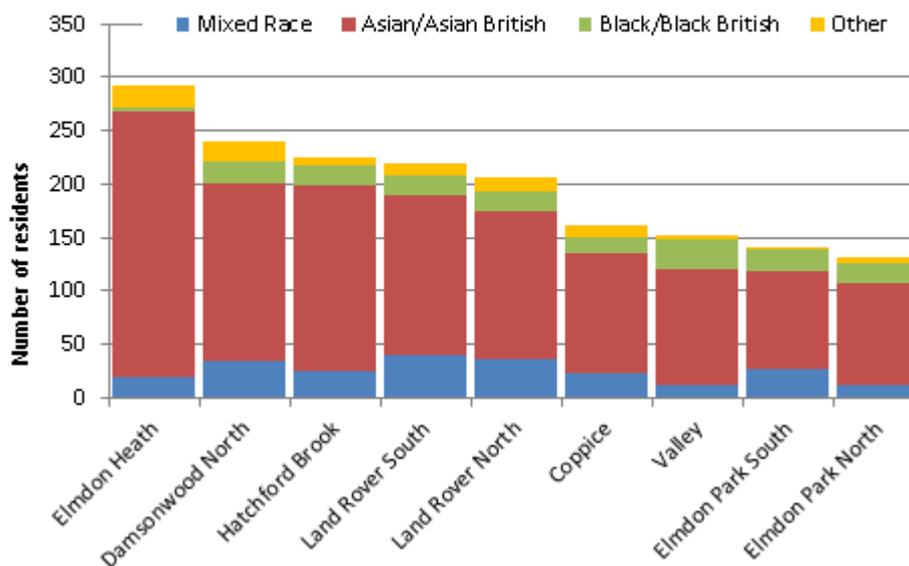
Black and Asian Minority Ethnic (BAME) Population 2011



Source: ONS Census2011

At a local neighbourhood level the BAME population in Elmdon ranges from 20% in Elmdon Heath (which is among the ten highest concentrations in the borough), to 9% in Elmdon Park North.

Black or Asian Minority Ethnic Population (BAME) in Elmdon



Source: ONS Census2011

At 8.3%, the number of Elmdon residents born outside of the UK is slightly higher than the Solihull average (7.4%), but significantly below that for England (13.8%). A large majority

(69%) of the 998 Elmdon residents born outside of the UK arrived prior to 2001, with the same proportion as the borough average arriving post 2007 (13%).

96% of the Elmdon population aged 3 years and over have English as their main language, with those that cannot speak English or speak English well representing just 0.6% of the total population.

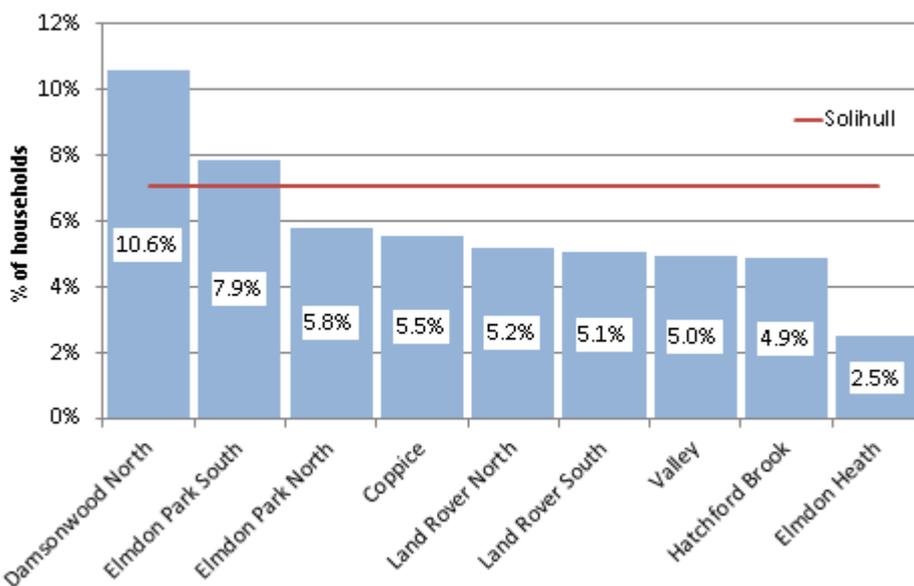
Household Composition

	Count	% of All Households		
	Elmdon	Elmdon	Solihull	England
One Person	1,575	30.5%	29.2%	30.2%
One Family	3,303	63.9%	65.6%	61.8%
Other Households	291	5.6%	5.2%	8.0%
Total Aged 65+	1,387	26.8%	24.4%	20.7%
Of which Single	822	15.9%	13.9%	12.4%
All with Dependent Children	1,461	28.3%	30.2%	29.1%
Of Which Lone Parent	323	6.2%	7.1%	7.1%
All Households	5,169			
Source: ONS Census 2011				

Nearly 64% of Elmdon's 5,169 households are occupied by one family, which like the borough as a whole is above the England average (62%). Single person households are slightly more common in Elmdon than across Solihull, with the ward having the 5th highest proportion of single pensioner households in the borough. With the number of single person households increasing by 12% in Elmdon between 2001 and 2011 compared to a fall of -5% in the number occupied by a family the ward has, like Solihull as a whole, undergone a significant shift in terms of households composition which has potentially significant implications for housing demand.

There are 512 lone parent households in Elmdon of which 323 have dependent children, which represents 6.2% of all households, compared with the Solihull average of 7.1%. Among Elmdon's LSOA neighbourhoods, only Damsonwood North (10.6%) and Elmdon Park South (7.9%) have a higher proportion of lone parent households with dependent children than the Solihull average.

Lone Parent Households with Dependent Children in Elmdon



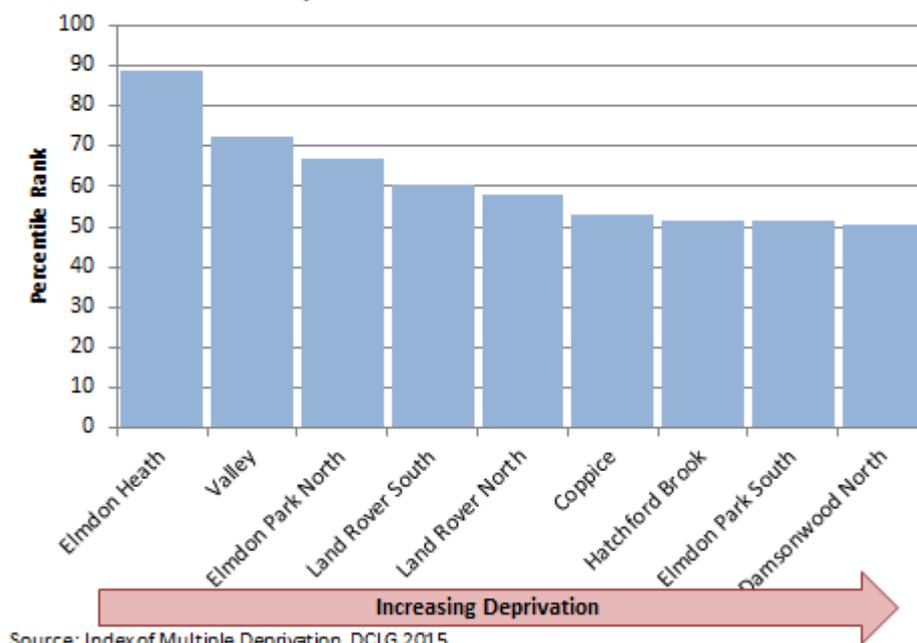
Source: ONS Census 2011

Deprivation

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

Deprivation in Elmdon ranges from Elmdon Heath on the 89th percentile to Damsonwood North on the 51st percentile.

Overall Deprivation in Elmdon Area 2015



Source: Index of Multiple Deprivation, DCLG 2015

PROSPEROUS COMMUNITIES

Economic Activity and Employment

	Count	% 16-74 Population		
	Elmdon	Elmdon	Solihull	England
Economically Active	6,169	71.4%	70.8%	69.9%
of which Employed	5,618	65.0%	63.8%	62.1%
of which Unemployed	311	3.6%	4.2%	4.4%
Economically Inactive	2,477	28.6%	29.2%	30.1%
of which Retired	1,511	17.5%	16.2%	13.7%
of which Looking After Home or Family	294	3.4%	3.7%	4.4%
of which Sick or Disabled	203	2.3%	3.3%	4.0%
Source: ONS Census 2011				

At 71% the proportion of 16-74 year olds in Elmdon that are economically active is in-line with the Solihull average (71%), as is the employment rate.

Of the 5,618 16-74 year olds in employment in Elmdon 64% work full-time for an employer, 23% work part-time and 13% are self-employed. Since 2001 the proportion working full-time has shrunk by seven percentage points (from 71% to 64%), with part-time employment (+5 percentage points) and self-employment (+2 percentage points) increasing. This slight shift in the structure of employment is consistent with the pattern across Solihull.

27% of Elmdon residents aged 16-74 years in employment work in the public sector, with financial & business services (18%) and wholesale & retail trades (15%) the next largest sectors. Between 2001 and 2011 the major shift in terms of employment was a fall in the proportion employed in manufacturing (from 17% to 11% of Elmdon residents in employment) offset by an increase in the proportion in the public sector (from 20% to 27%). Transport, storage & communications and construction have also become slightly more significant over this period. The greater role of the public sector and the decline of manufacturing employment in Elmdon are consistent with the pattern across Solihull.

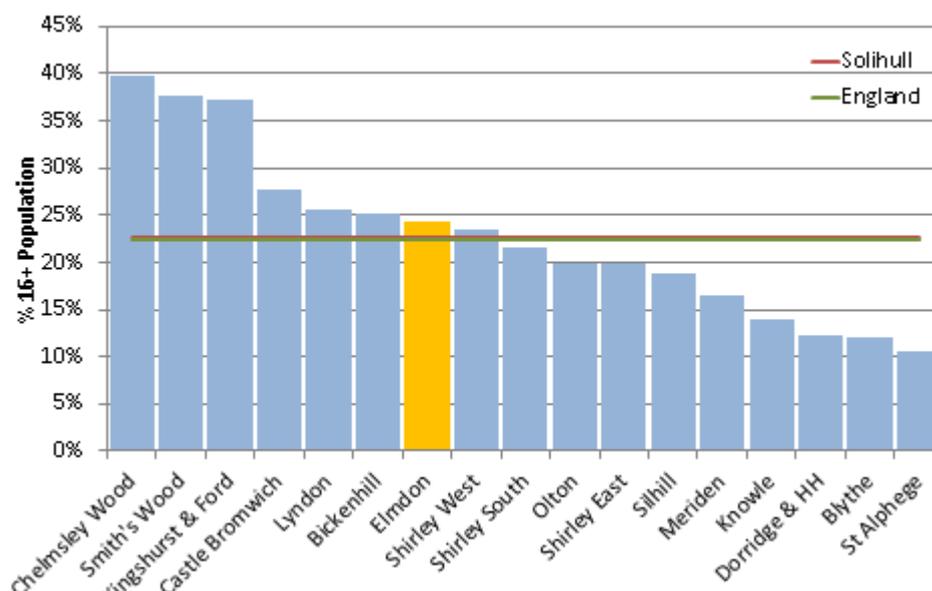
Adult Skills

	Count	% 16-74 Population		
	Elmdon	Elmdon	Solihull	England
No Qualifications	2,399	24.3%	22.7%	22.5%
Maximum NVQ Level 1	3,824	38.7%	36.3%	35.8%
NVQ Level 4+	2,263	22.9%	28.5%	27.4%
Source: ONS Census 2011				

There are 3,824 adults aged 16 and over in Elmdon who can be classified as having low skills (qualified to a maximum of NVQ level 1) of which 2,399 have no formal qualifications. This means that just over 24% of the adult population in Elmdon has no formal qualifications,

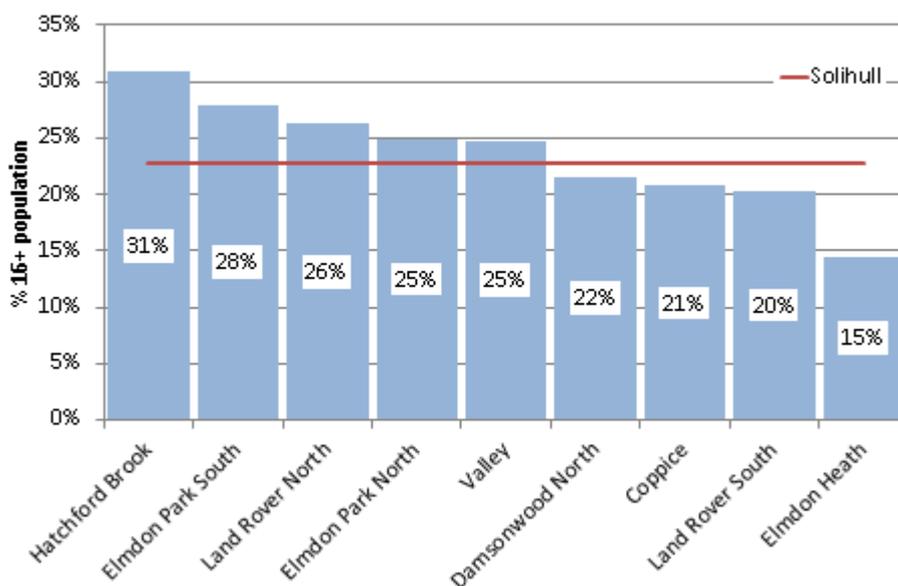
slightly above both the Solihull (22.7%) and England (22.5%) averages and the 4th highest level outside of the North Solihull regeneration wards. At the other end of the spectrum, at 22.9%, a much smaller proportion of the Elmdon population is qualified to NVQ level 4 (degree level or equivalent) and above, than in either Solihull (28.5%) or England (27.4%).

Adults with No Formal Qualifications



At a local neighbourhood level five LSOAs in Elmdon have a higher proportion of adults with no formal qualifications, with Hatchford Brook (31%) among the highest outside of the North Solihull regeneration wards.

Adult Population with No Formal Qualifications

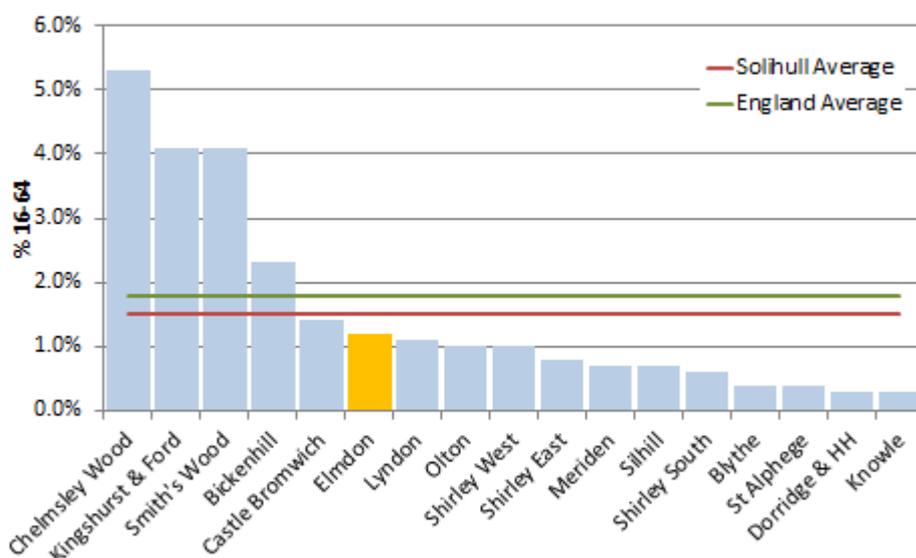


Claimant Unemployment

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

In October 2015 there were 85 individuals in Elmdon meeting this definition of unemployment equating to 1.2% of the working age population. This is below each of the Solihull (1.5%), England (1.8%) and West Midlands (2.1%) averages.

Claimant Unemployment October 2015



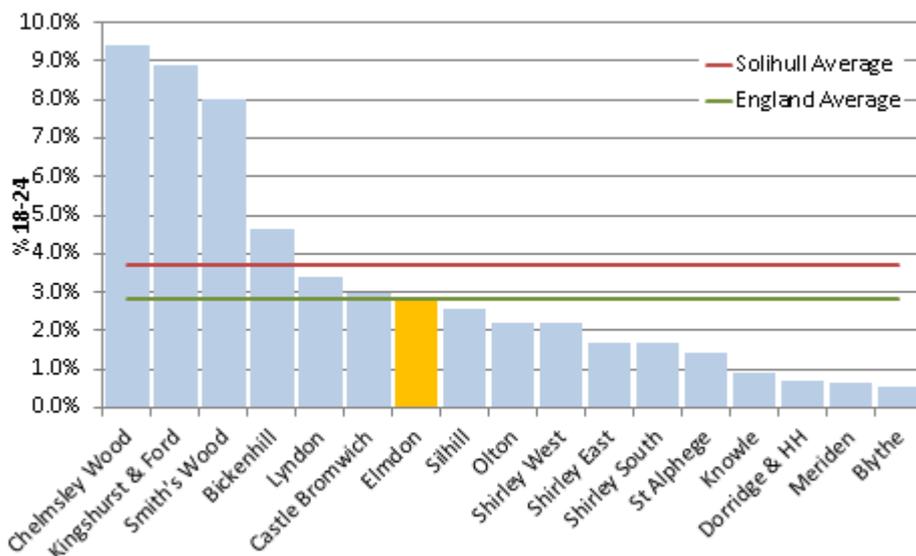
Source: ONS/Nomis

29% of claimants in Elmdon are aged 18-24 years (25 individuals) with the rate among this group 2.8% compared to the averages of 3.7% for Solihull and 2.8% for England. Like England as a whole Claimant Unemployment rates in Elmdon are lower among older age groups: 1.2% among 25-49 year olds and 0.6% for 50-64 year olds. This is as much due to increasing take up of other benefits, particularly sickness benefits such as Employment Support Allowance, among older age groups as increasing employment rates.

Claimant Unemployment - October 2015				
	Elmdon Count	Rate		
		Elmdon	Solihull	England
Aged 18-24	25	2.8%	3.7%	2.8%
Aged 25-49	45	1.2%	1.6%	1.8%
Aged 50+	15	0.6%	0.9%	1.4%
All Ages	85	1.2%	1.5%	1.8%

Source: ONS/Nomis

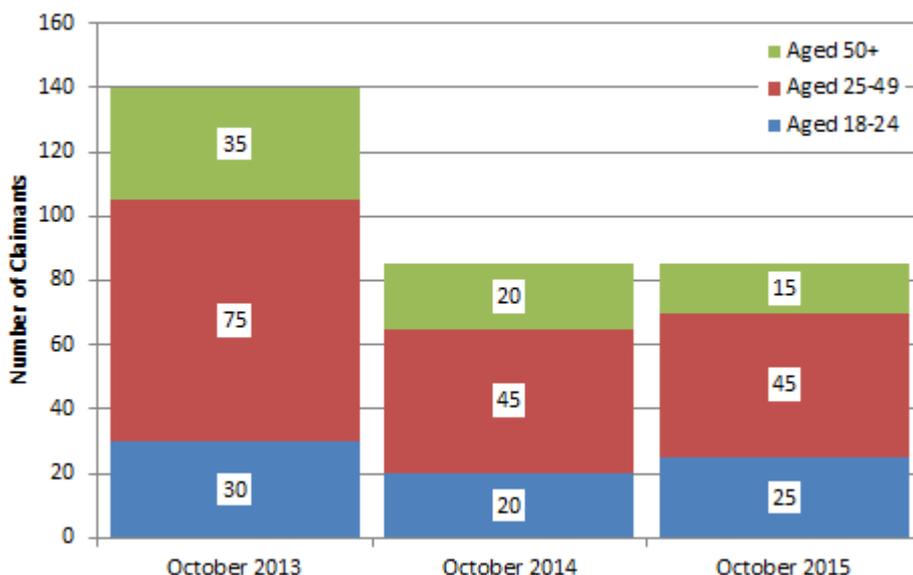
18-24 Claimant Unemployment October 2015



Source: ONS/Nomis

Claimant unemployment in Elmdon has fallen by a total of -39% (-55 individuals) in the last two years, with the number of claimants aged 18-24 years falling by -17% (-5 individuals) over this period.

Claimant Unemployment in Elmdon



Source: ONS/Nomis

Worklessness

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

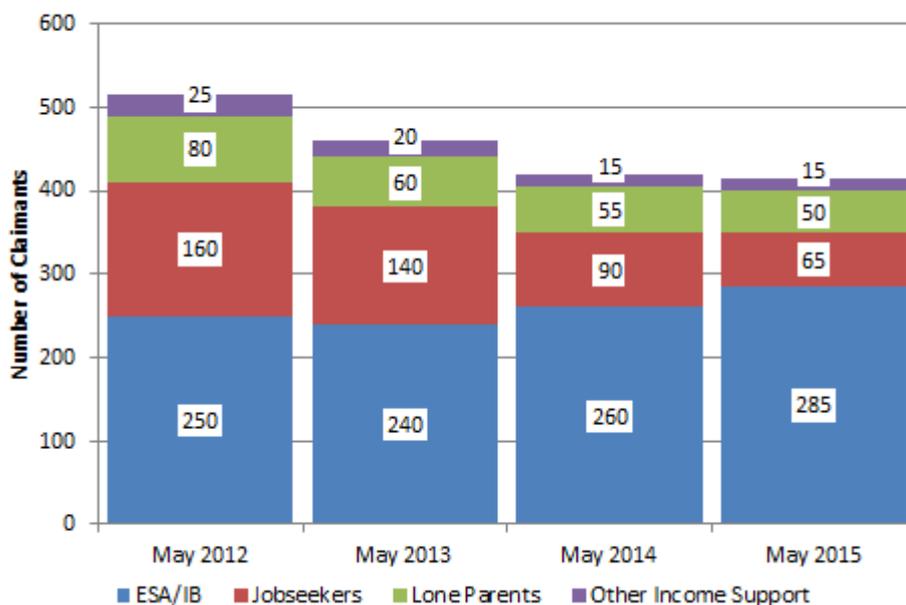
benefits. This includes significant numbers of those claiming a sickness benefit (Employment and Support Allowance or Incapacity Benefit). The total number of people workless comprises those claiming Jobseekers Allowance, Employment and Support Allowance/Incapacity Benefit, as well as Lone Parents and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

In May 2015 there were 415 people in Elmdon claiming one of these out of work benefits, equating to 5.6% of the working age population, compared with the Solihull average of 8.1% and the rates of 9.1% for England and 10.4% for the West Midlands.

Employment Support Allowance (ESA) and Incapacity Benefit claimants constitute 69% of the total claimant count, followed by job seekers 16% and the two smaller categories lone parents on income support (12%) and others on income related benefits (4%).

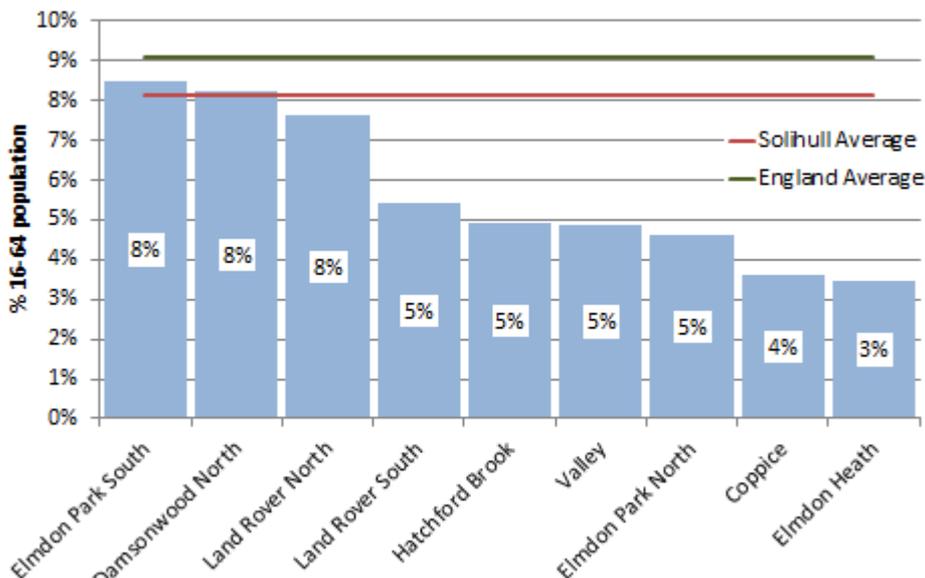
In common with the rest of the borough, the number of people claiming an out-of work benefit increased sharply in Elmdon in the aftermath of the 2008/09 recession, but has been trending downwards over the last three years. The number of claimants is now 19% lower than in 2012 (-100 claimants). This reduction has been primarily driven by falling numbers of Jobseekers, with the numbers claiming ESA/Incapacity Benefit increasing over this period (+14%, +35 individuals).

Worklessness in Elmdon



All LSOA neighbourhoods within Elmdon have a below England average worklessness rate, ranging from around 8% in three areas (Elmdon Park South, Damsonwood North, Land Rover North) to less than 5% in Coppice and Elmdon Heath.

Worklessness Rates in Elmdon May 2015

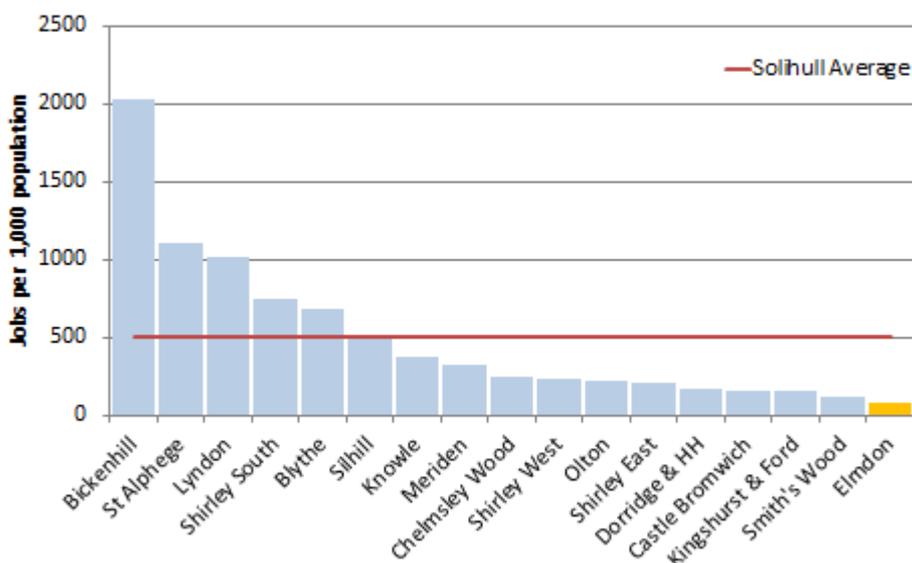


Source: DWP

Workforce Jobs and Businesses

The official data identifies the Jaguar Land Rover plant as falling within Lyndon ward and as a result these jobs are not included in the figures for Elmdon. As a result, despite the immediate proximity of one of the borough’s key strategic assets, Elmdon itself counts as one of Solihull’s smallest employment centres. The 1,000 jobs located in the ward, equate to a jobs density of 82 jobs per 1,000 residents, compared to the Solihull average of 504 per 1,000.

Jobs Density



Source: Business Survey & Employment Register

23% of all jobs in Elmdon are in the business administration and support sector, with education, health and construction also prominent in the ward.

	Jobs in Elmdon [^]	% Elmdon Total
Business admin & support services	200	23%
Education	200	21%
Health	100	12%
Construction	100	10%
Professional, scientific & technical	<100	7%
Retail	<100	6%
Arts, entertainment, recreation & other services	<100	6%
Information & communication	<100	6%
Wholesale	<100	4%
Accommodation & food services	<100	3%
Motor trades	<100	2%
Transport & storage	<100	1%
Manufacturing	<100	0.5%
Property	<100	0.4%
Financial & insurance	<100	0.3%
Public administration	<100	0.1%
[^] Jobs rounded to nearest 100		
Source: Business Register and Employment Survey		

The number of jobs in Elmdon fell by around 11% (-100) between 2009 and 2014, contrasting with increases across Solihull as a whole (+12%) and for England (+5%).

Data on the number of business is available at Middle Super Output Area (MSOA) level, with the Elmdon ward included in two MSOAs - Hatchford Brook & Elmdon Park and Elmdon Heath & Catney (which also falls partially in Bickenhill ward). Collectively there are 520 businesses in these two MSOAs with Elmdon Heath & Catney accounting for 340. Both of these MSOAs have a lower concentration of businesses per head of population than the Solihull average, but have recorded relatively strong growth since 2010 (+24% Hatchford Brook & Elmdon Park, +17% Elmdon Heath & Catney).

Area	Business Base 2015			Change 2010-2015	
	Count	% Solihull Total	Density (per 1,000)	Number	%
Hatchford Brook & Elmdon Park	180	2%	25	+35	+24%
Elmdon Heath & Catney	340	4%	40	+50	+17%
Solihull			44		+13%
England			47		+14%
Source: ONS UK Business Counts					

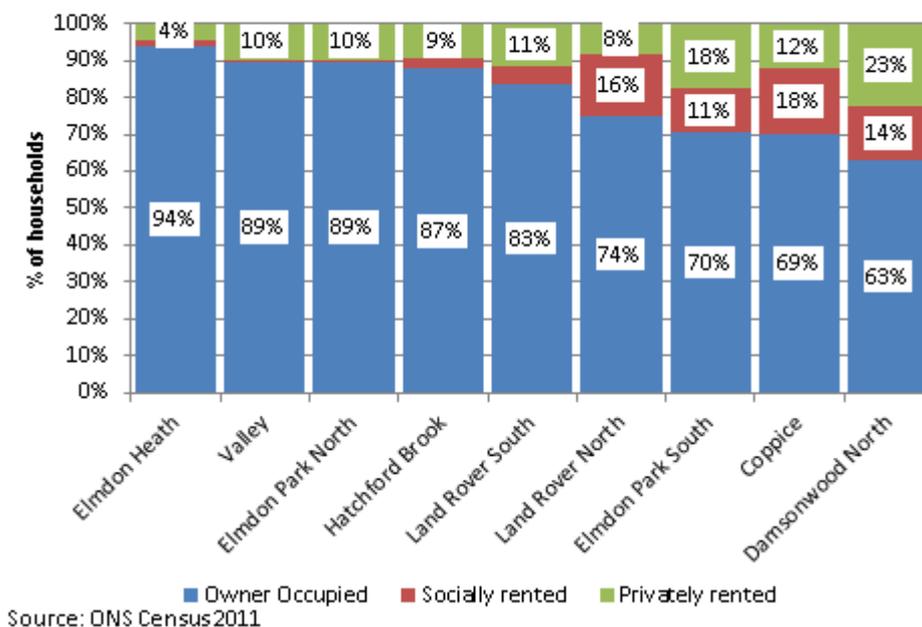
Housing

	Count	% of Households		
	Elmdon	Elmdon	Solihull	England
Owner Occupied	4,094	79.2%	74.5%	64.1%
Socially Rented	431	8.3%	14.9%	17.7%
Privately Rented	607	11.7%	9.9%	16.8%
Whole House or Bungalow	4,652	88.1%	81.6%	77.5%
Flat, Maisonette or Apartment	626	11.9%	18.2%	22.1%
No Central Heating	142	2.7%	1.8%	2.7%
Overcrowding (bedrooms)	122	2.4%	2.7%	4.8%
Overcrowding (all rooms)	189	3.7%	4.5%	8.7%

Source: ONS Census 2011

As with Solihull as a whole, a large majority of households in Elmdon are owner occupied (79% compared with 64% across England as a whole). There are some notable local differences, with a far greater variety of tenure evident in the Land Rover North, Coppice, Elmdon Park South and Damsonwood North neighbourhoods, with the latter two among the highest levels of private rented housing in the borough.

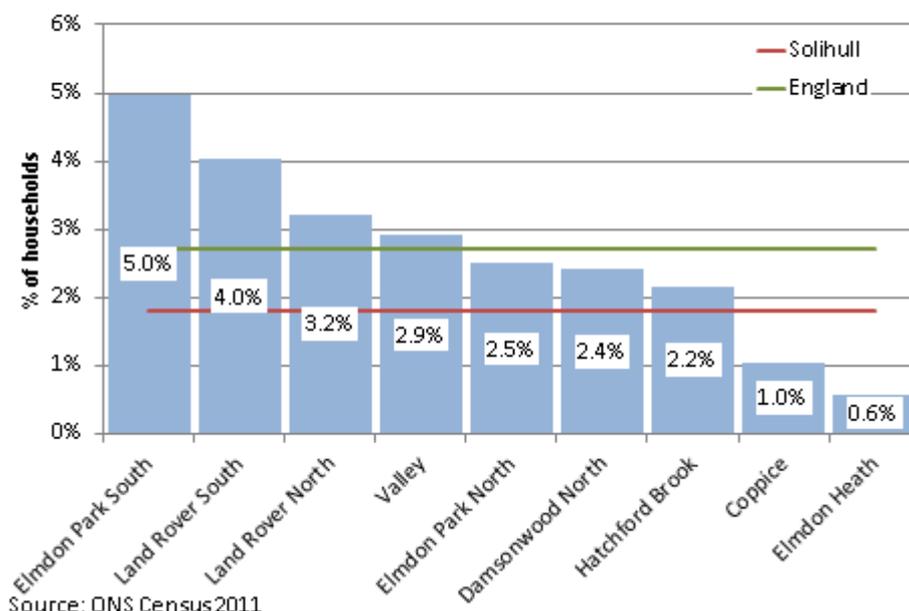
Households by Tenure in Elmdon



A significant feature in both the ward and the borough has been the substantial increase in the number of privately rented households between 2001 and 2011. There are 256 more private rented households in Elmdon than in 2001, with the share of all households increasing from 7% to 12%, the 4th highest concentration in the borough. The number of owner occupied households fell by -179 over this period (from 84% to 79% of total) and the number of socially rented households by -61 (from 10% to 8% of total).

In terms of housing condition just 2.7% of households in Elmdon do not have central heating, more than the Solihull (1.8%) average but the same as that for England. However, at a neighbourhood level this rises to nearly 5% in Elmdon Park South, the 3rd highest level in the borough and 4% in Land Rover South, also among the top ten in the borough (out of 134 LSOAs).

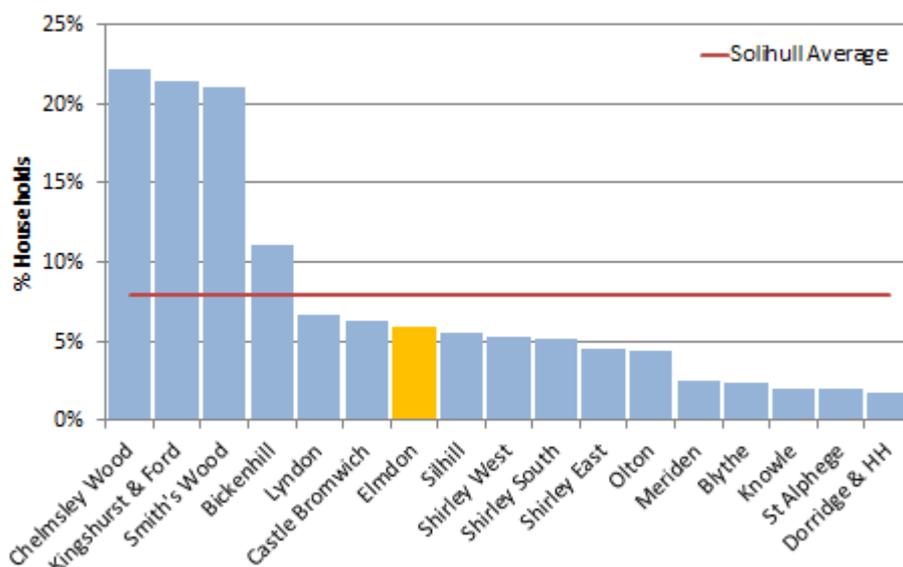
Households with No Central Heating in Elmdon



Evidence from the Census suggests that Elmdon has a relatively limited problem in terms of overcrowding. The Census provides an occupancy rating to assess the level of under-occupancy or over-crowding at a local level. For example, within this occupancy rating, a value of -1 implies that there is one room too few and that there is overcrowding in the household. It relates the actual number of rooms to the number of rooms 'required' by the members of the household (based on an assessment of the relationship between household members, their ages and gender). On average just 2.4% of households in Elmdon have an occupancy rating of -1 in relation to the number of bedrooms, below both the Solihull (2.7%) and England (4.8%) averages.

At the end of September 2015 there were just over 8,300 households on the Solihull Housing Register considered to be in some degree of housing need as defined by the Council's Allocations Policy and had a local connection. Of these 307 households had an Elmdon address representing 6% of all households in the ward.

Households on Housing Register – September 2015



Source: Solihull Community Housing, Solihull Observatory

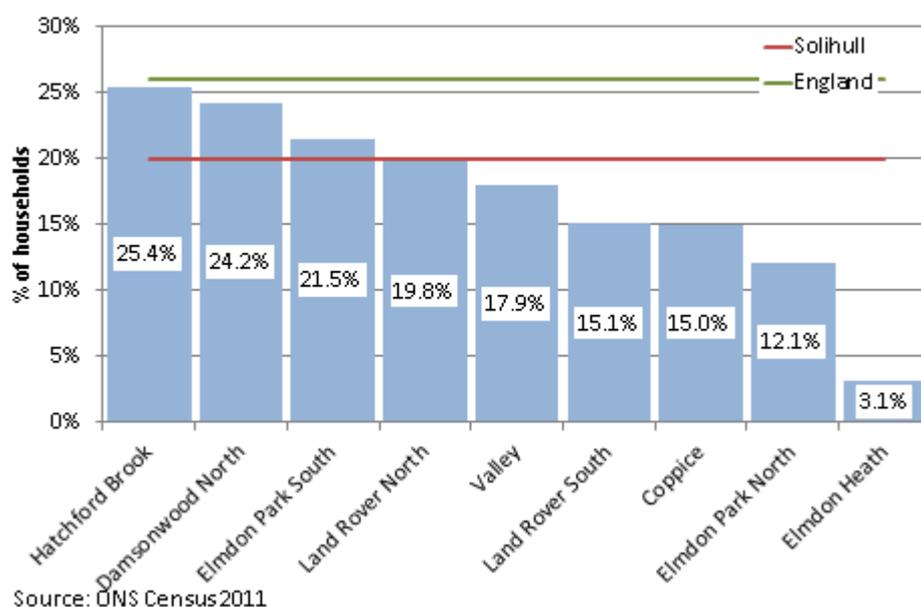
Transport

	Count	% of households		
	Elmdon	Elmdon	Solihull	England
No Cars or Vans	936	18.1%	19.7%	25.8%
2 or More Cars or Vans	1,926	37.3%	40.8%	32.0%
Average Cars or Vans per Household		1.30	1.34	1.16

Source: ONS Census 2011

In common with Solihull as a whole, households in Elmdon have a greater level or access to a car or van than the England average. On average households in Elmdon have 1.3 cars or vans per household compared to the England average of 1.16, with just 18% of households having no car or van compared to the England average of 26%. As with most measures relating to affluence, access levels are lower in the Hatchford Brook and Damsonwood North neighbourhoods where 25% and 24% of households respectively have no car or van.

Households with No Access to Car or Van in Elmdon

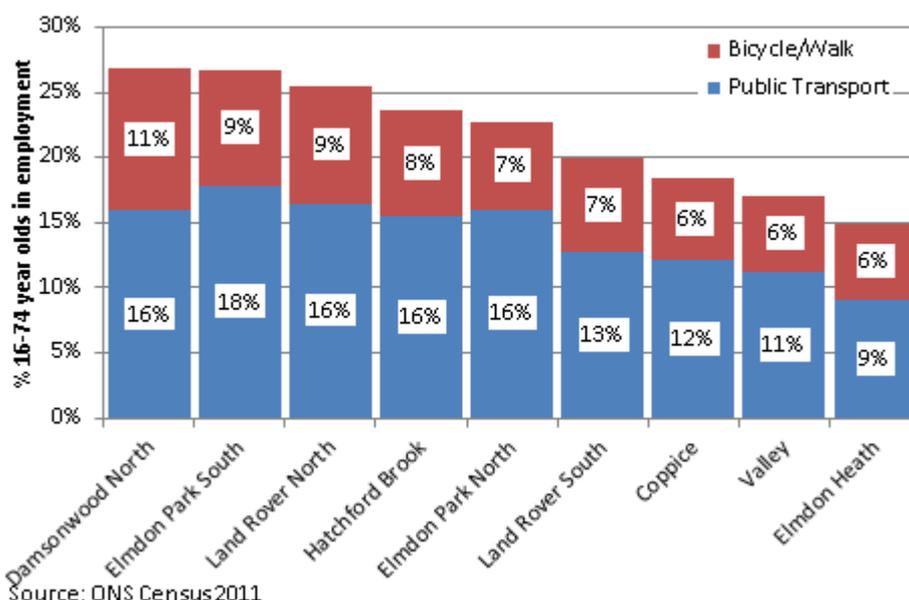


	Count	% 16-74 in Employment Work Who Travel to Work		
	Elmdon	Elmdon	Solihull	England
Private Vehicle	4,268	76.6%	77.1%	67.0%
Public Transport	844	15.2%	14.5%	17.9%
Bicycle or Foot	436	7.8%	7.9%	14.5%

Source: Census 2011

Along with location of employment and availability of public transport, high levels of car ownership are a contributory factor in the way in which people travel to work. Nearly 77% of Elmdon residents who travel to work do so in a private vehicle (e.g. car, van, motorcycle), in-line with the Solihull average (77%) but above that for England (67%). Public transport is less frequently used (15% compared to the England average of 18%), while far fewer Elmdon residents walk to work or cycle (8% compared to 15% for England). At a neighbourhood level the proportion who travel to work by public transport, walking or cycling ranges from a relatively high 27% in Damsonwood North and Elmdon Park South to just 15% in Elmdon Heath.

Travel to Work by Public Transport, Walking or Cycling



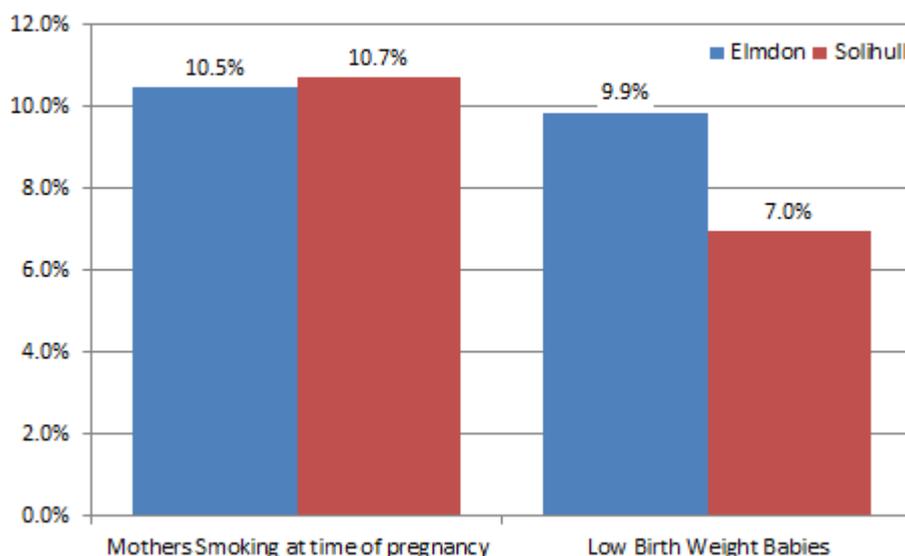
A BRIGHTER FUTURE FOR CHILDREN AND YOUNG PEOPLE

Health

Smoking during pregnancy can cause serious pregnancy-related health problems. These include complications during labour and an increased risk of miscarriage, premature birth, low birth-weight and sudden unexpected death in infancy. Around 10.5% of mother’s in Elmdon smoke at time of delivery in-line with the Solihull average.

Low birth weight births are a useful indicator of maternal and infant health at a small area level. There are multiple reasons for low birth weight births, including premature delivery, young maternal age, poor maternal health, maternal smoking status and multiple gestations (birth). Around 10% of babies born to mothers living in Elmdon are classified to being low birth weight babies, marginally above the Solihull average (7%).

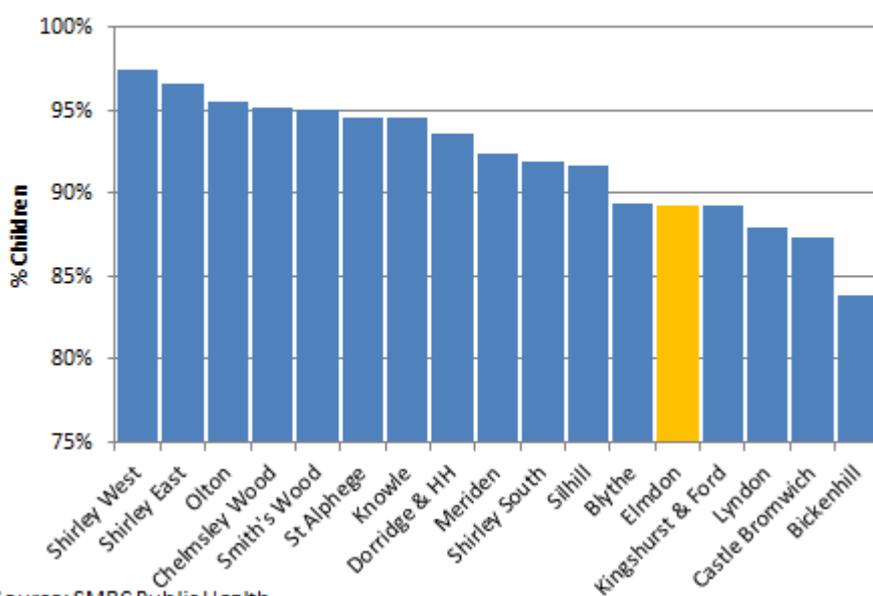
Maternal and Child Health Indicators



Source: SMBC Public Health

Levels of childhood immunisation in Elmdon are among the lowest in Solihull in respect of both MMR first dose at 24 months and MMR 2nd dose at five years, although a large majority of children do receive these immunisations. For instance 89% of children in Elmdon receive the first MMR dose at 24 months compared to at least 95% in the top five wards.

Immunisations: MMR 1st Dose at 24 Months

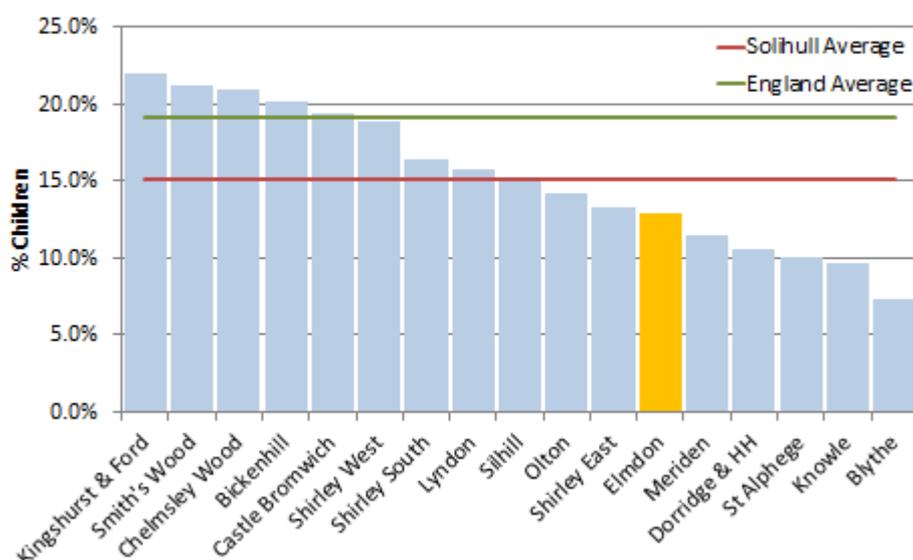


Source: SMBC Public Health

The proportion of children in Elmdon who are classified as having excess weight or as being obese are broadly in-line with the Solihull average, except levels of obesity in year 6 which are lower.

	Excess Weight		Obese	
	Reception	Year 6	Reception	Year 6
Elmdon	20.7%	28.6%	7.3%	12.9%
Solihull	19.3%	28.1%	7.5%	15.1%
England	22.5%	33.5%	9.4%	19.1%

Childrens Weight: % Year Six Pupils Classified as Obese



Source: Public Health England

Education

The majority of children in the Elmdon area attend either Coppice Junior School or Valley Primary. The proportion of pupils achieving at least level 4 in reading, writing & maths is slightly above the England average at Coppice Junior (82%). By contrast, Valley Primary has the lowest level in the borough (53%), with the average key stage 2 score per pupil also below average at this school.

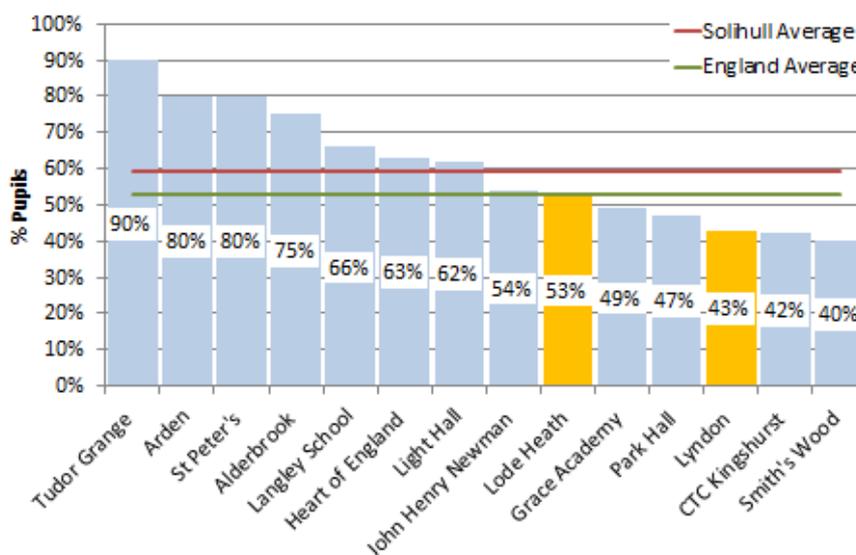
	Level 4+ Reading, writing & maths	Average point score per pupil	% pupils making expected progress		
			Reading	Writing	Maths
England	80%	28.8	91%	94%	90%
Solihull	83%	29.6	91%	93%	88%
Coppice Junior	82%	29.3	94%	89%	86%
Valley Primary	53%	27	89%	62%	70%

Source: Department for Education 2015

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

The majority of pupils in Elmdon attend either Lode Heath School or Lyndon School Humanities College. 53% of pupils achieved at least 5 A*-C grade GCSEs including English and Maths than England as a whole at Lode Heath in 2014/15, in-line with the national average, whereas results at Lyndon (43%) were towards the lower end of the spectrum for Solihull.

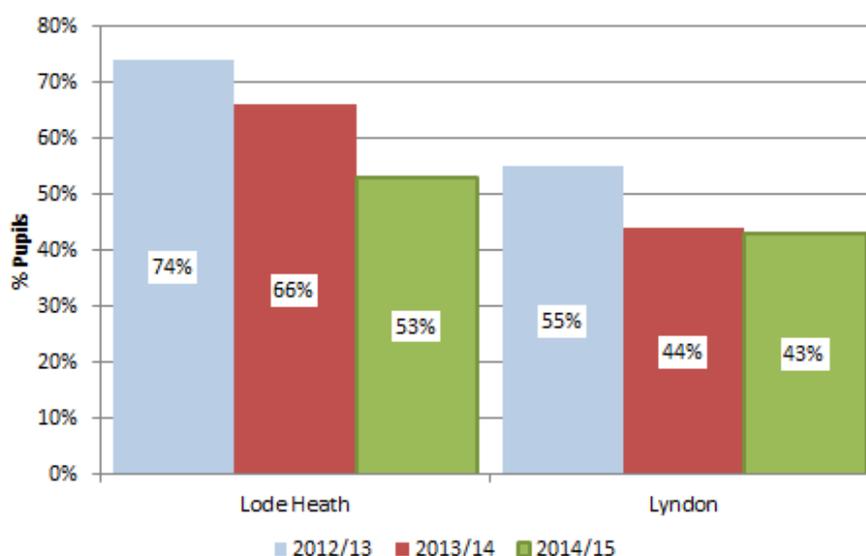
Pupils Achieving 5+ A*-C GCSEs inc English & Maths
Provisional Results 2014/15



Source: Department for Education

The proportion of pupils achieving 5+ A*-C GCSEs including English & Maths has fallen in each of the last two years at both Lode Heath and Lyndon, although this is consistent with the pattern both nationally and across Solihull as a whole.

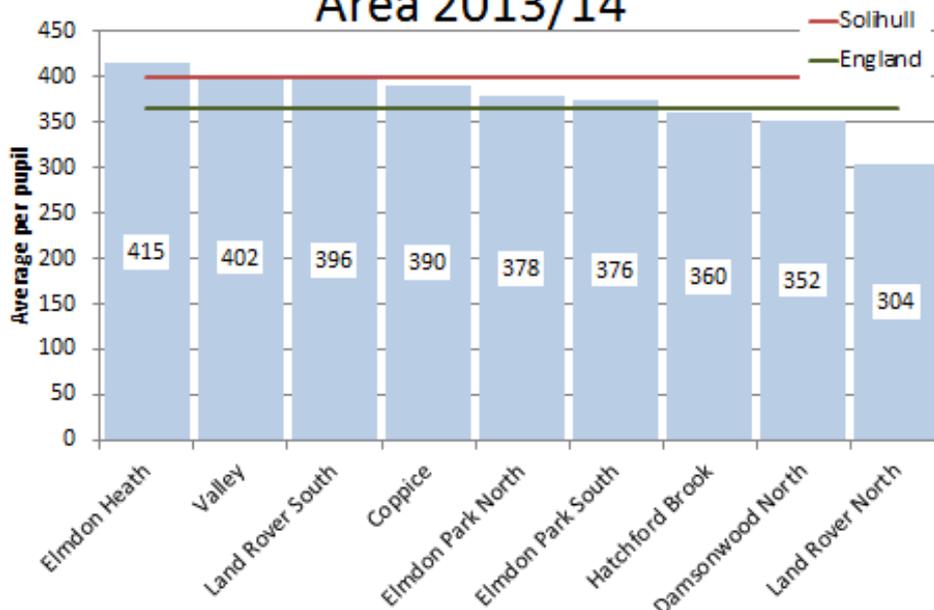
Pupils Achieving 5+ A*-C GCSEs inc English & Maths



Source: Department for Education

School attainment at Key Stage 4 (KS4) can also be measured by the average score per resident pupil at LSOA, regardless of school attended, with the latest data from 2013/14 academic year. The average KS4 score per pupil in Elmdon in 2013/14 was 373, above the England average (366), but below that for Solihull (399). Within Elmdon, Land Rover North is the only LSOA neighbourhood with an average KS4 score per pupil significantly below the England average.

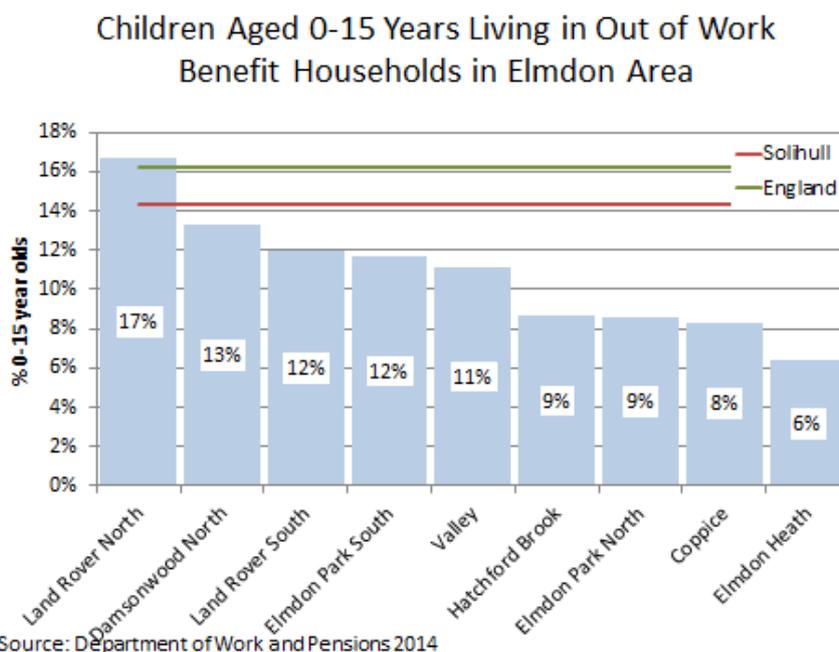
Average KS4 Score per Pupil in Elmdon Area 2013/14



Source: Department for Education

Children in Poverty

Data from the Department of Work and Pensions identifies 200 children under the age of 16 in Elmdon who live in an out of work benefit household. This represents 9% of all children in the ward, below both the Solihull (14%) and England (16%) averages. At a neighbourhood level the proportion of children in an out of work benefit household ranges from around 17% in Land Rover North to just 6% in Elmdon Heath.



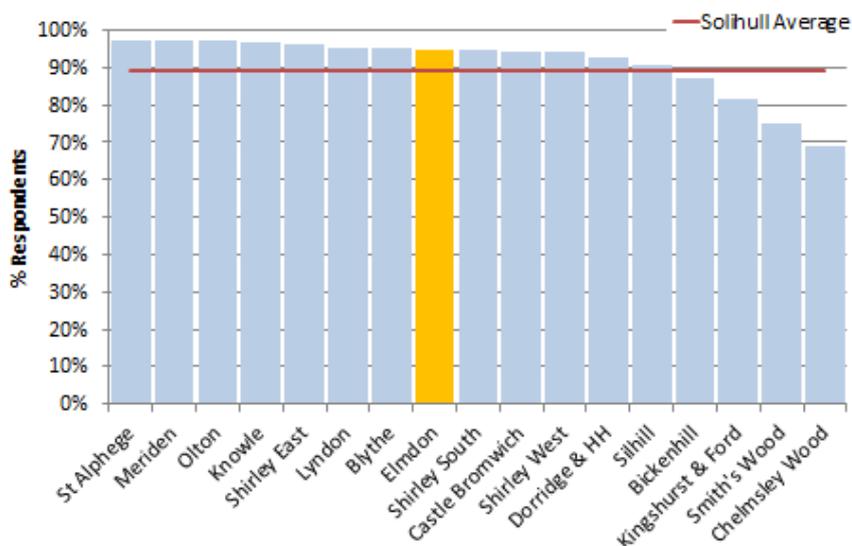
The number of children in an out of work benefit household in Elmdon fell by -17% (-40 children) between 2012 and 2014, slightly above both the Solihull (-11%) and England (-15%) averages.

STRONGER AND SAFER COMMUNITIES

Community Cohesion, Participation and Satisfaction

95% of Elmdon respondents to the 2014 Place Survey indicated that they are satisfied with their local area as a place to live compared to just 2% who are dissatisfied.

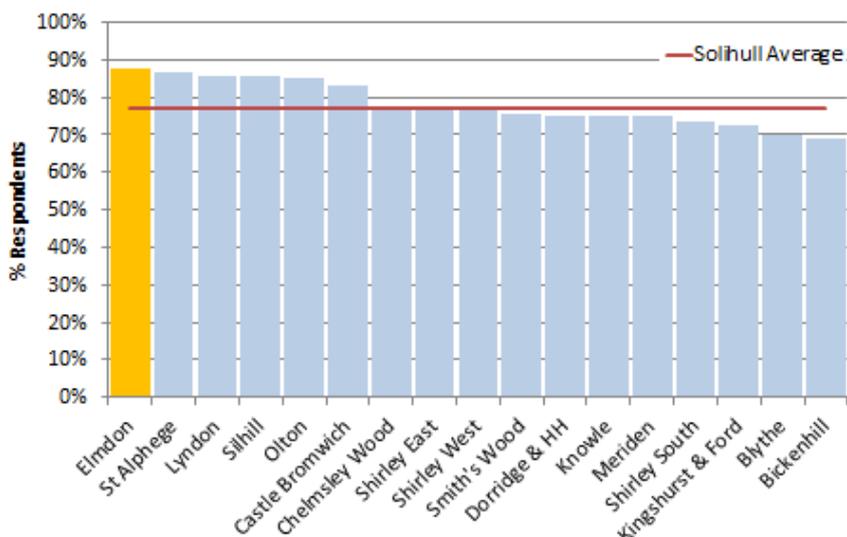
Satisfied with Local Area as Place to Live 2014



Source: SMBC Place Survey 2014

88% of Elmdon respondents to the 2014 Place Survey think that people from a different background get on well together in their local area with just 5% disagreeing with this assertion. This is the most positive response in the borough.

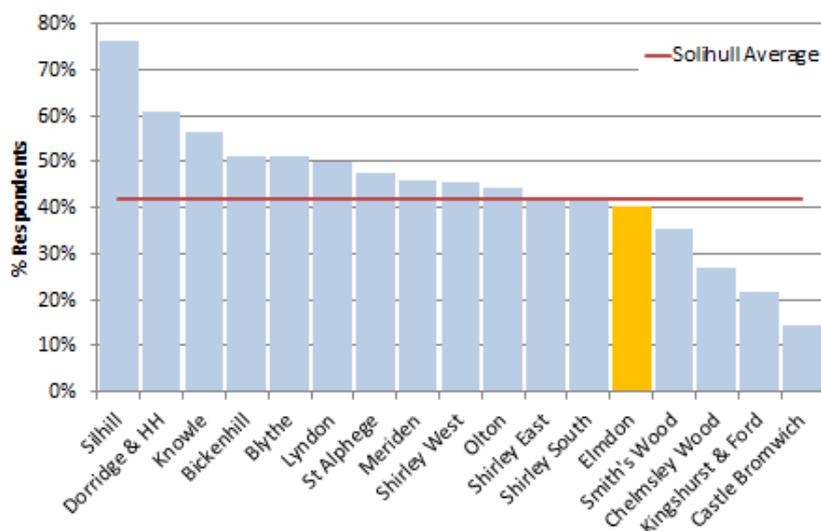
Agree People from Different Backgrounds Get on Well Together in Local Area 2014



Source: SMBC Place Survey 2014

40% of Elmdon respondents to the Place Survey indicated that they had given unpaid help over the last 12 months to any group, club or organisation (32% at least once a month, 9% less often) broadly in-line with the Solihull average of 42%. Alongside this formal volunteering, 70% of Elmdon respondents said that they had helped in their community on an informal basis (e.g. helping a neighbour, litter picking etc.), which is higher than the Solihull average of 61%.

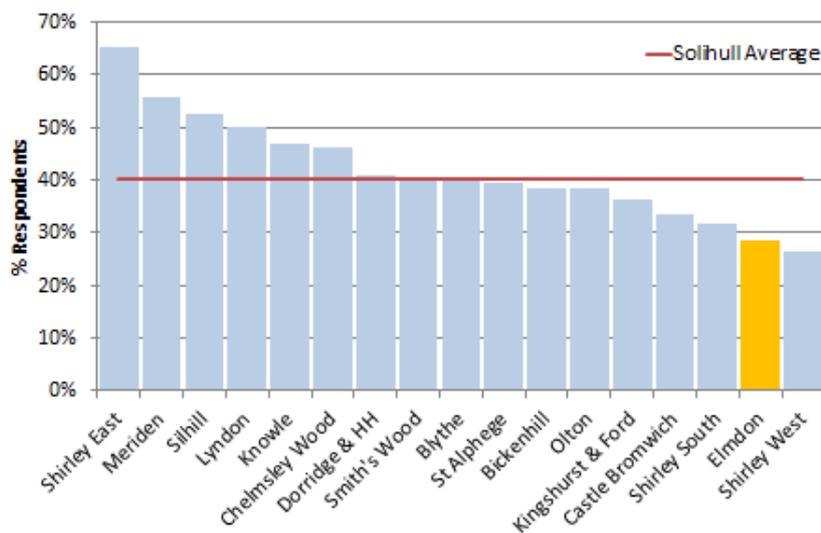
Take Part in Formal Volunteering 2014



Source: SMBC Place Survey 2014

In terms of the local decision making process, the Place Survey results suggest that there are some perceived barriers to participation. Just 29% of respondents from Elmdon agree that they can influence decisions in their local area, compared to 52% who disagree, this response among the least positive in the borough.

Agree Can Influence Decisions in Local Area 2014

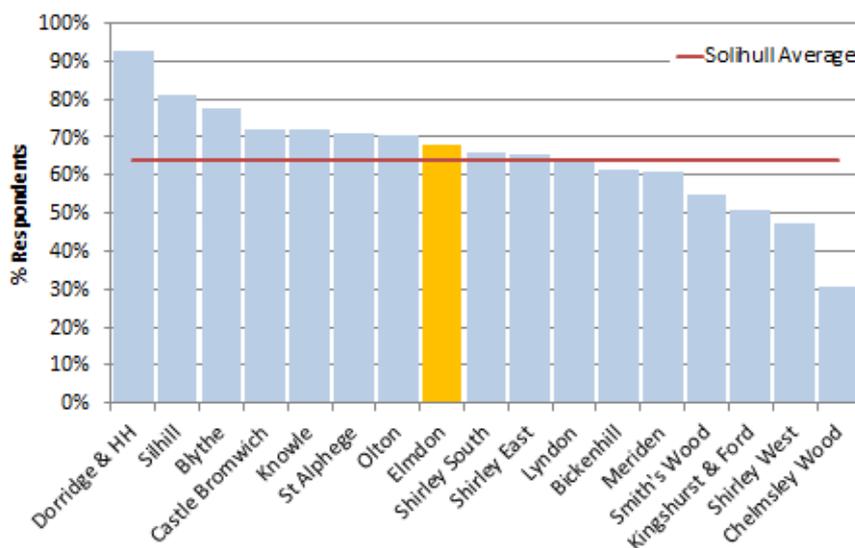


Source: SMBC Place Survey 2014

Crime

68% of Elmdon respondents to the Place Survey 2014 say that they feel safe in their local area after dark (9% very safe, 59% fairly safe) compared to just 21% who feel unsafe. This is broadly in-line with the Solihull average (64% safe, 18% unsafe).

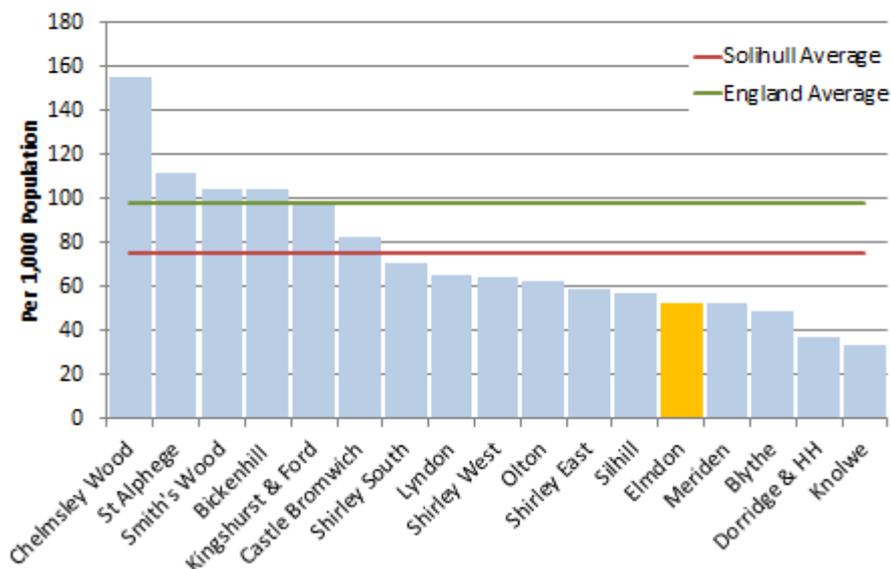
Feel Safe After Dark in Local Area 2014



Source: SMBC Place Survey 2014

In the year to July 2015 there were a total of 635 reported crimes in Elmdon equating to a rate of 52.6 per 1,000 residents. This is below the Solihull average of 74.9 per 1,000 and 5th lowest among the 17 wards in the borough.

Overall Crime Rate July 2015



Source: UK Crime Stats

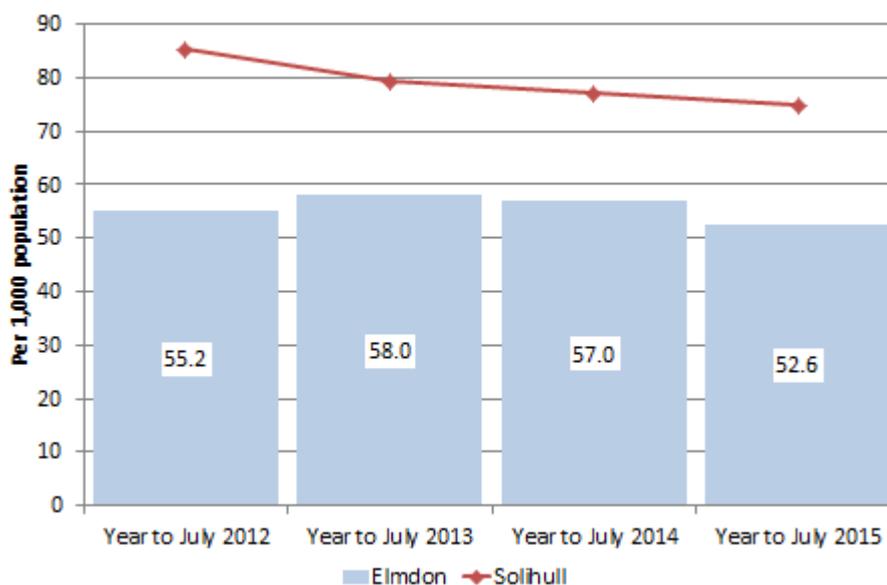
The rate in Elmdon is below the Solihull average for all crime types.

	Count year to July 2015	Rate per 1,000 population	
		Elmdon	Solihull
All Crimes	635	52.6	74.9
ASB	239	19.8	21.2
Violent	86	7.1	10.5
Criminal Damage & Arson	74	6.1	7.1
Burglary	73	6.0	7.2
Vehicle	71	5.9	9.1
Shoplifting & Other Theft	45	3.7	14.3
Weapons & Public Order	21	1.7	2.3
Robbery	10	0.8	1.0
Drugs	9	0.7	1.4
Other	7	0.6	0.7

Data suppressed (less than 5)
Source: UK Crime Stats

The total number of reported crimes in Elmdon in the year to July 2015 is -5% lower than the equivalent 12 month period in 2012. Over this period the total number of reported crimes across Solihull as a whole fell by -12%.

Change in Overall Crime Rate in Elmdon

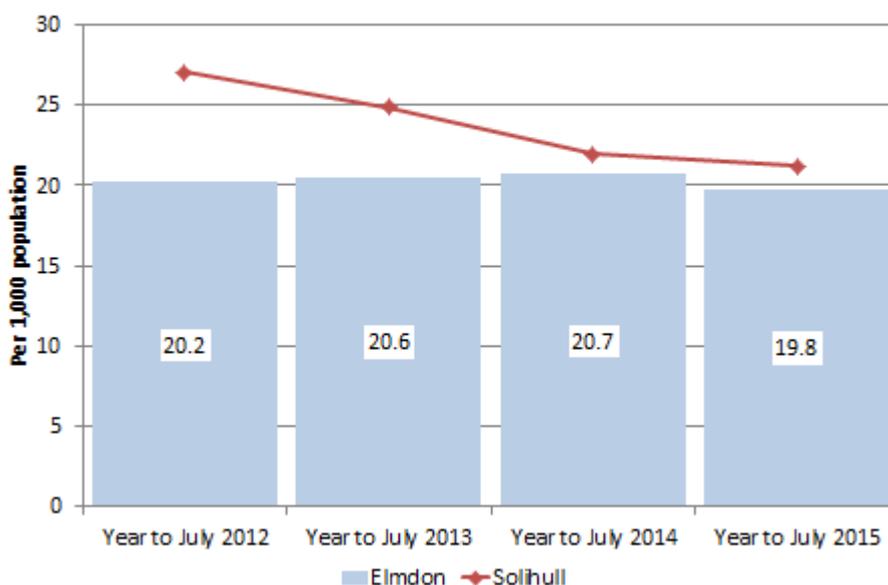


Source: UK Crime Stats

Anti-Social Behaviour

There were 239 reported incidents of Anti-Social Behaviour (ASB) in Elmdon in the year to July 2015. This equated to 19.8 per 1,000 residents compared to the Solihull average of 21.2 per 1,000. The number of ASB incidents fell by nearly around 2% compared with 2012.

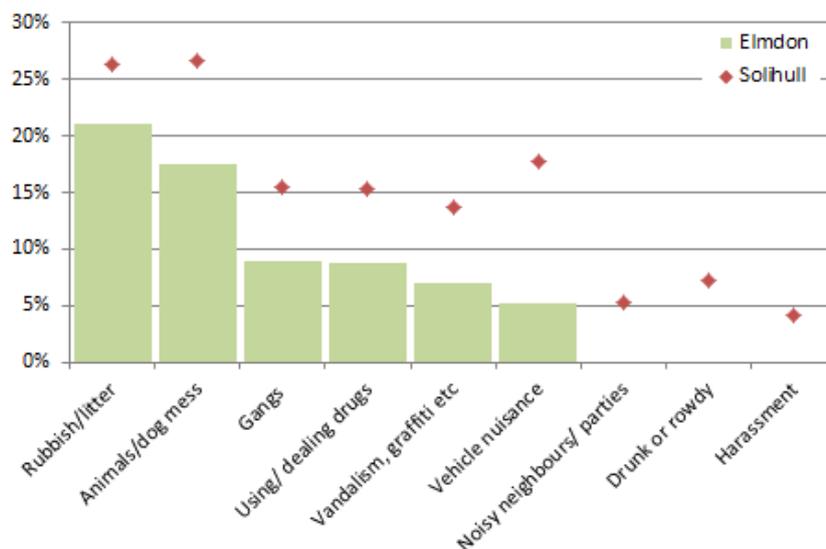
Change in ASB Rate in Elmdon



Source: UK Crime Stats

Respondents to the 2014 Place Survey were asked whether there is a problem with nine types of anti-social behaviour in their local area. In Elmdon 21% of respondents felt that rubbish or litter lying about was a problem, with uncontrolled animals or dog mess (18%) the next most frequently cited cause. Elmdon had a lower response rate than the Solihull average for each of the surveyed types of ASB.

Problem with ASB in Local Area by Type of ASB



Source: Solihull Place Survey 2014

HEALTHIER COMMUNITIES

The Health of the Population and Carers

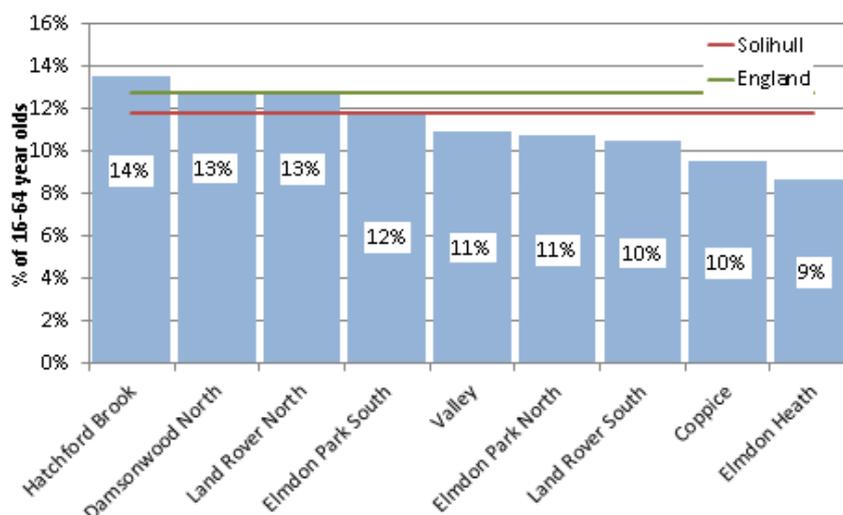
	Count	% of Population		
	Elmdon	Elmdon	Solihull	England
Day-to-Day Activities Limited a Little or Lot	2,270	18.8%	17.9%	17.6%
Health Bad or Very Bad	638	5.3%	5.2%	5.5%
Provides Unpaid Care	1,471	12.2%	11.7%	10.2%

Source: ONS Census 2011

The majority (81%) of Elmdon residents indicated in the 2011 Census that their health was either very good or good. There were however 638 residents who feel their health is either bad or very bad, equating to 5.3% of the population in-line with both the Solihull (5.2%) and England (5.5%) averages.

2,270 Elmdon residents feel that they have a health condition or disability that limits their day to day activities to some extent (of these 976 feel that their activities are limited a lot). This equates to 18.8% of the population, slightly above both the Solihull (17.9%) and England (17.6%) averages. The impact of deprivation on this measure is most clearly seen among just the working age population (16-64 year olds), rates are highest in Elmdon’s most disadvantaged neighbourhoods.

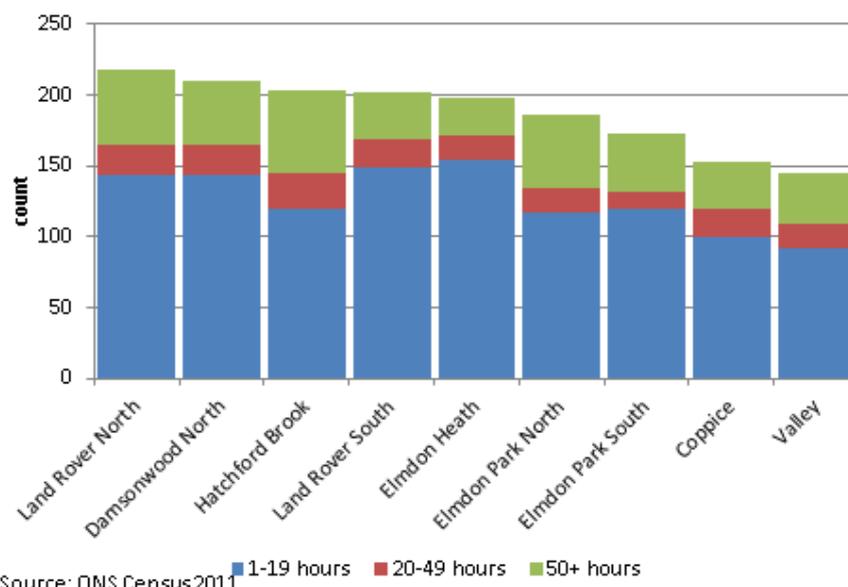
Day to Day Activities Limited by Health Condition or Disability Among Working Age Population



Source: ONS Census2011

There are 1,471 people in Elmdon who provide unpaid care for a relative, friend or neighbour, equating to 12% of the population, in-line with the Solihull average (11.7%) but slightly above that for England (10.2%). 23% of carers in Elmdon provide care for 50 hours or more a week. The number of carers in Elmdon increased by 11% (+121 individuals) between 2001 and 2011, compared to an increase of 15% in Solihull and 11% in England. At a neighbourhood level Land Rover North (15%) has the highest proportion of carers in Elmdon, although Hatchford Brook North and Elmdon Park North are also notable because a high proportion of carers in these LSOAs care for 50 hours or more per week (29% and 28% of all carers respectively).

Carers in Elmdon

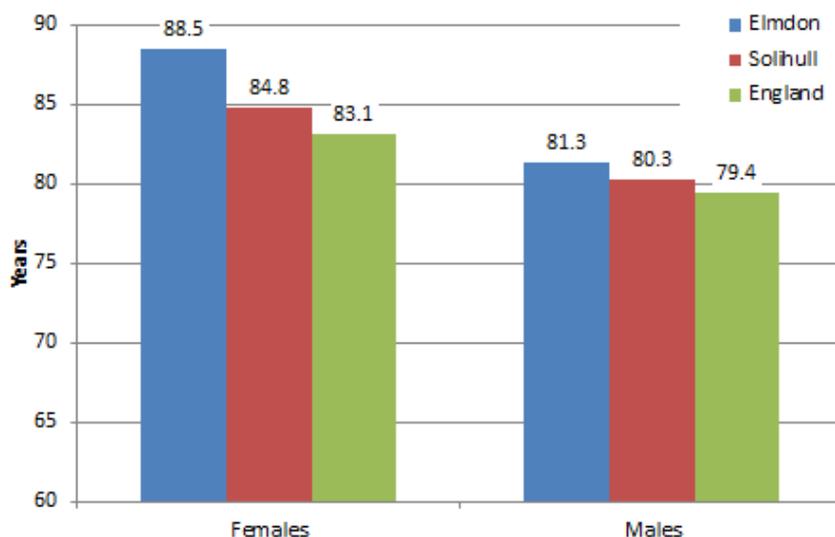


Source: ONS Census2011

Life Expectancy and Mortality

The average life expectancy at birth in Elmdon is 88.5 years for females and 81.3 years for males both higher than the England average.

Life Expectancy at Birth 2011-2013



Source: SMBC

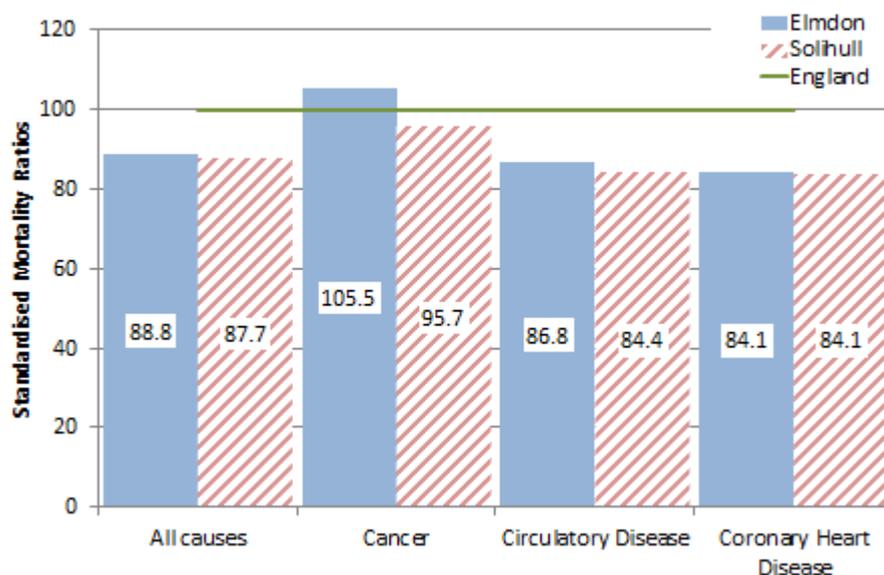
By using standardized mortality rates (SMRs) it is possible to compare the extent both of premature mortality (deaths under the age of 75 years) and the major causes of premature mortality. The level of premature mortality from all causes in Elmdon is 1% higher than the Solihull average, but 11% lower than that for England as a whole.

Cancer accounts for around 49% of all premature deaths in Elmdon, circulatory disease 23% and Coronary Heart Disease (CHD) 13%. Elmdon has a higher rate of premature deaths from cancer than England, but early circulatory and CHD deaths are far less common.

	Premature Deaths (under Age 75) 2008-2012			
	Elmdon Count	Standardised Mortality Ratios		
		Elmdon	Solihull	England
All Causes	173	88.8	87.7	100
Cancer	86	106.5	95.7	100
Circulatory Disease	40	86.8	84.4	100
Coronary Heart Disease	22	84.1	84.1	100

Source: Public Health England – Local Health

Premature Mortality (Deaths Under Age of 75 Years)



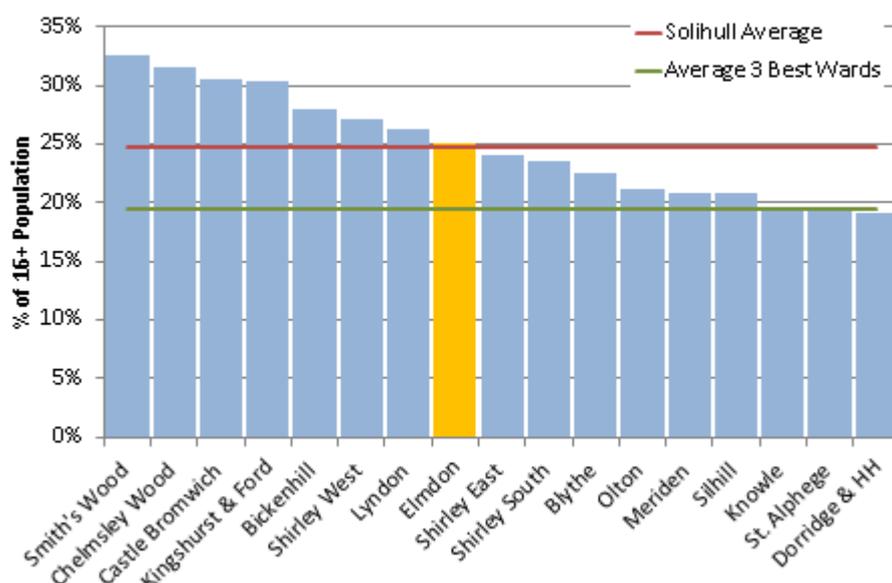
Source: Public Health England – Local Health

Healthy Lifestyles

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

In Elmdon it is estimated that 25% of adults aged 16 years and over are obese (defined as having a Body Mass Index of 30+), in-line with the Solihull average, but nearly 30% below the average for the best three wards in the borough (19%).

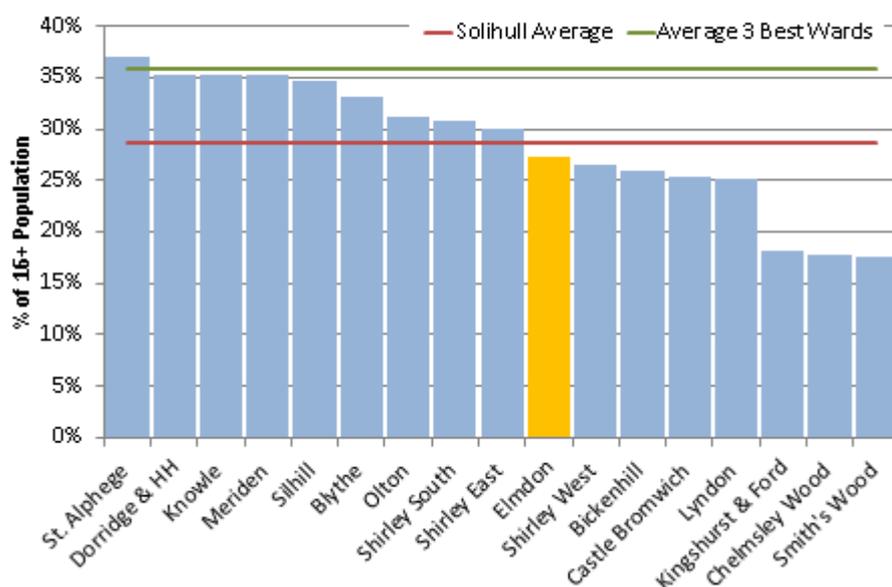
Obesity in the Adult Population



Source: Association of Public Health Authorities

There is a strong link between obesity and the extent to which adults eat a healthy diet, defined for measurement purposes as consuming five or more portions of fruit and veg per day. In Elmdon, it is estimated that 27% of adults meet this criteria, compared to nearly 29% across Solihull as a whole. On this measure the rate in Elmdon is -24% below the average for the best three wards in Solihull.

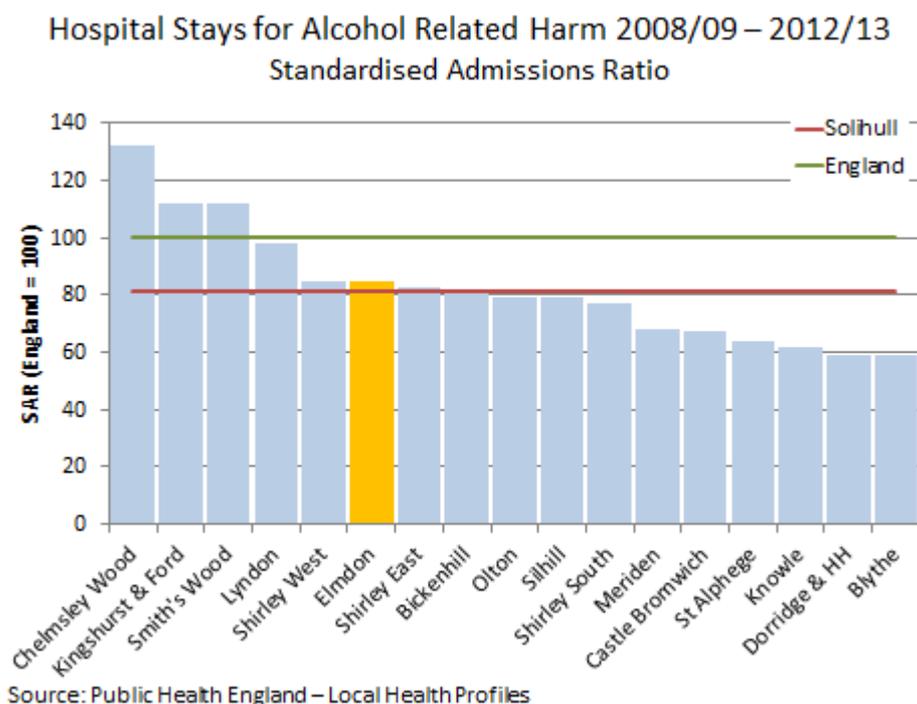
Healthy Eating in the Adult Population



Source: Association of Public Health Authorities

On average it is estimated that just over 18% of the adult population of Elmdon binge drink (defined as men drinking eight or more units of alcohol on the heaviest drinking day in the previous seven days and women six or more), the 4th lowest rate in the borough.

Between 2008/09 and 2012/13 there were over 1,200 stays for alcohol related harm attributable to Elmdon residents. This equates to a Standardised Admissions Ratio of 84.5, above the Solihull average, but well below that for England as a whole (100).



WARD CONTACTS AND KEY INFORMATION

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