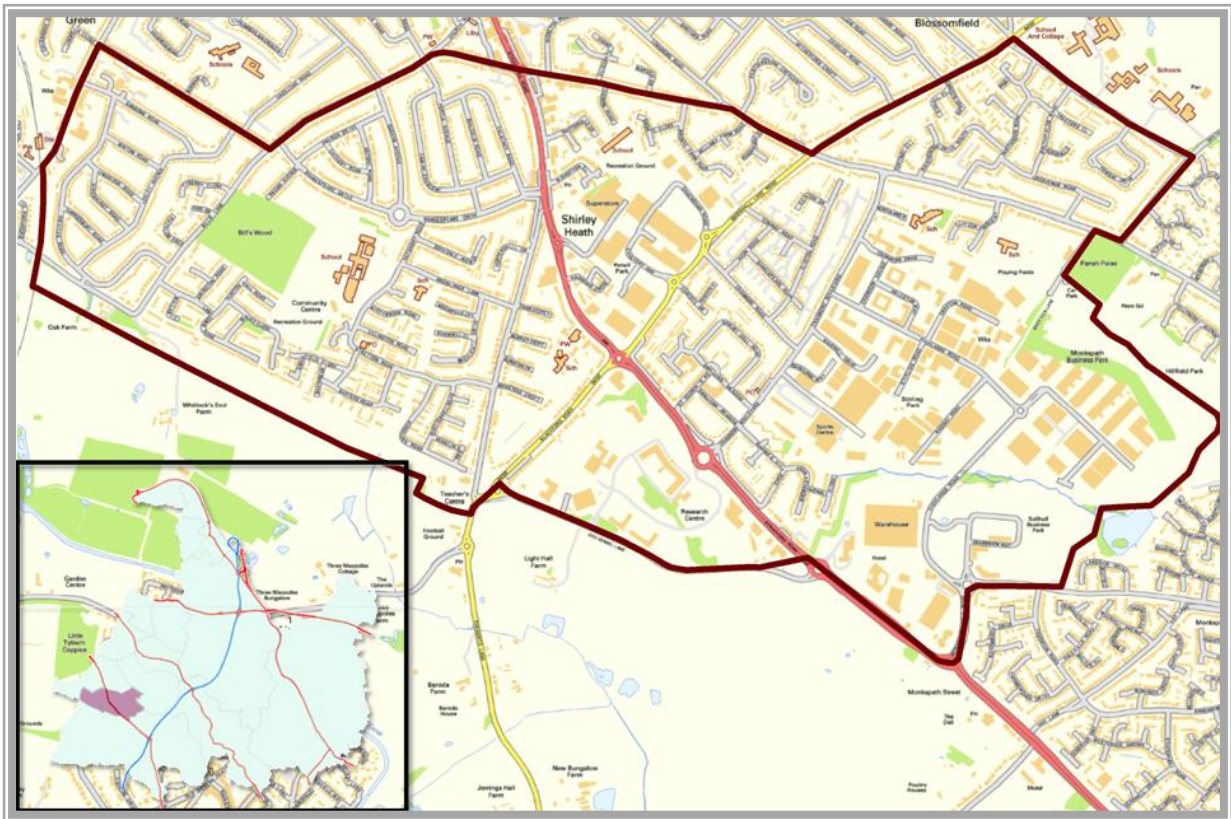


# Shirley South Ward Profile

## 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:

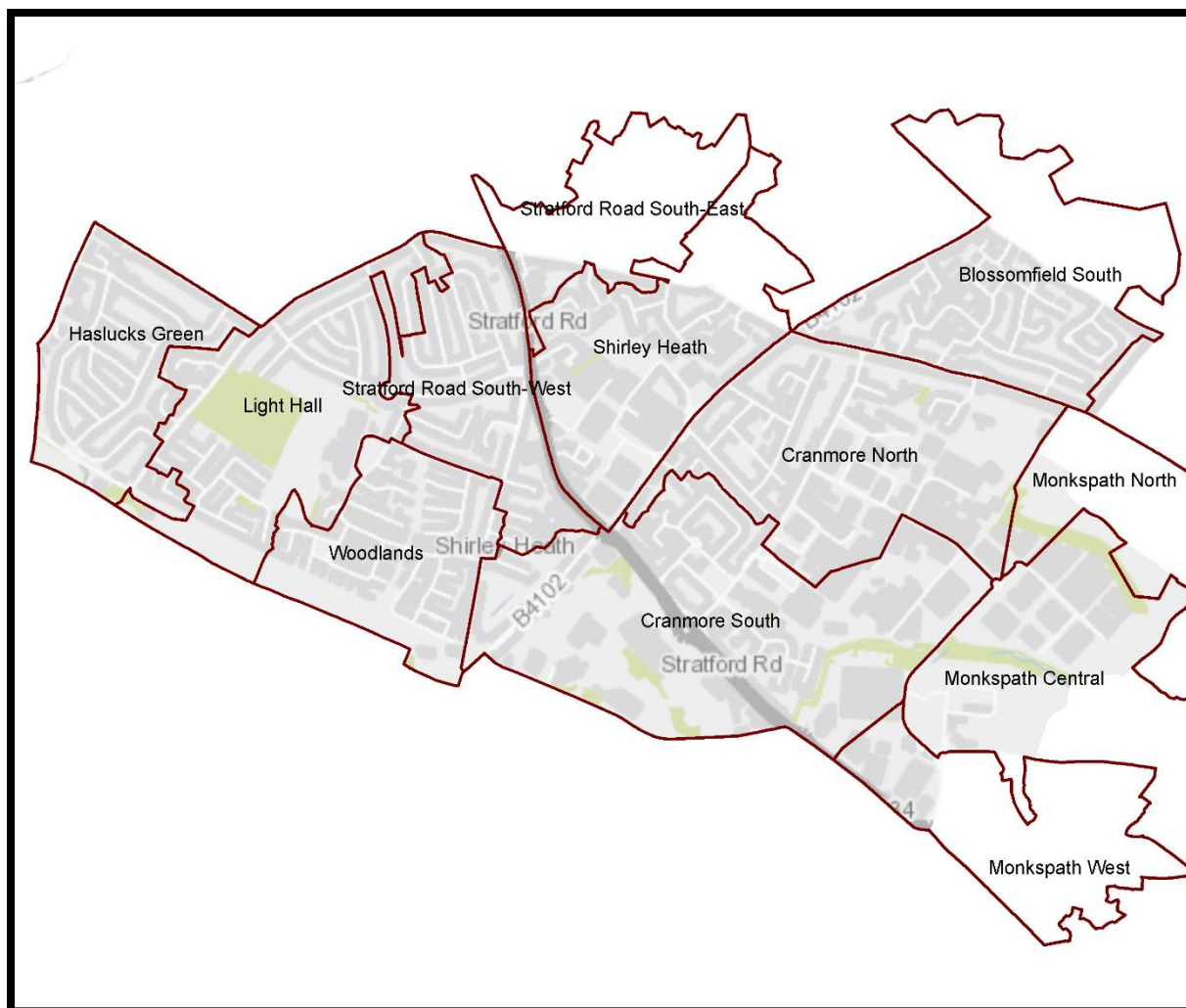
- Solihull Metropolitan Borough Council.
- West Midlands Police.
- Department for Work and Pensions.
- Office for Health Improvement & Disparities.
- Department for Levelling Up, Housing and Communities.

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.

## Shirley South 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 is 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 Shirley South

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

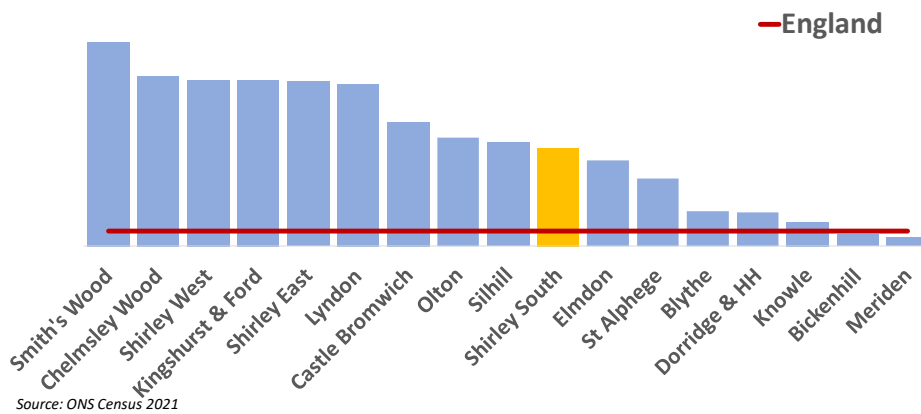
Socially and economically there is a broad centre/periphery split, with prosperity levels higher in areas such as Monkspath and Blossomfield on the ward's eastern boundary. The core of Shirley South represented by Shirley Heath, Woodlands and Cranmore has a higher proportion of blue-collar families and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

## Population and Households

### Population Size and Growth

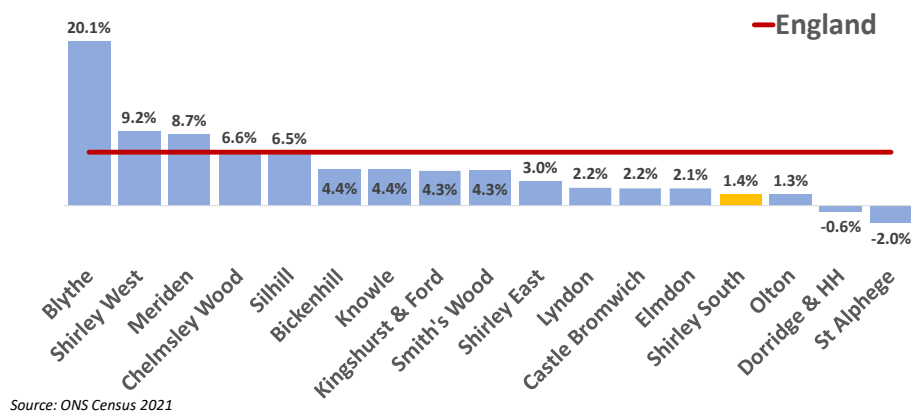
The 2021 Census shows that 12,244 people live in Shirley South, representing 2,807 people per km<sup>2</sup> (Population density Solihull 1,213 and England 434 per km<sup>2</sup>). Shirley South has the 10<sup>th</sup> largest population density of Solihull's 17 wards.

### Solihull Population Density 2021



Between 2011 and 2021 the Shirley south population increased by 165 people. This equates to growth of 1.4% over this 10-year period much lower than the Solihull (4.6%) and England (6.6%) averages. Population growth in Shirley South was the 4<sup>th</sup> lowest out of Solihull's 17 wards.

### Solihull Population Growth 2011 - 2021



### Population Age Groups

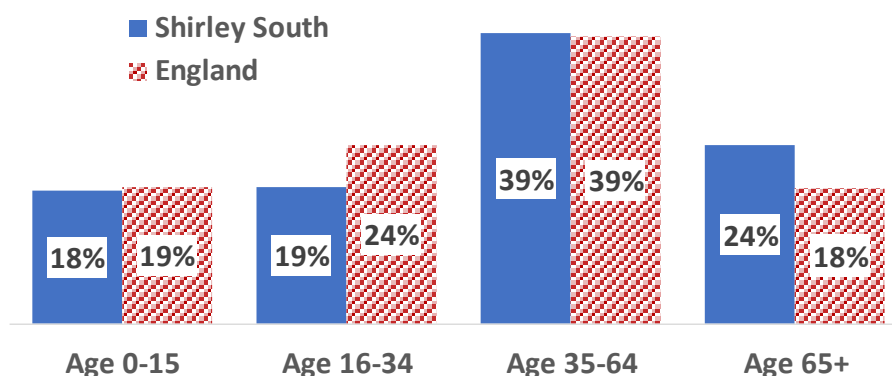
18% of the Shirley South population are under 16 years of age (including 6.5% aged 5 and under), 57% are working age and 24% are aged 65 and over (including 4% aged 85+).

The age profile in Shirley South substantially differs from England in the size of the young adult population (POPULATION AGE 16-34 19% Shirley South vs 24% England) and the number of people age 65+ (24% Shirley South vs 18% England).

Population by in Shirley South Age Group 2021				
Age Group	Number in Shirley South	% Population		
		Shirley South	Solihull	England
Age 0-15	2,205	18%	19%	19%
Age 16-24	1,016	8%	9%	11%
Age 25-34	1,251	10%	12%	14%
Age 35-49	2,354	19%	18%	19%
Age 50-64	2,460	20%	20%	19%
Age 65+	2,958	24%	21%	18%
Total	12,244			

Source: ONS Census 2021

### Age Structure in Shirley South



Source: ONS Census 2021

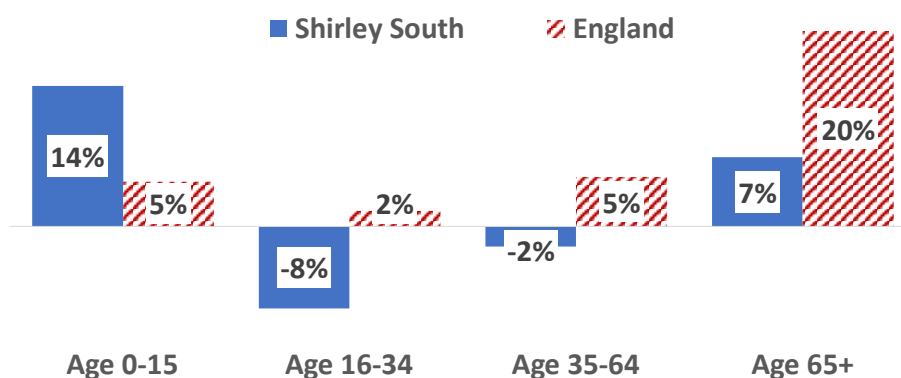
In the 10-years 2011 to 2021 population growth in Shirley South has been largely driven by those aged 0-15 and those 65 and over (+14% growth aged 0-15, +7% aged 65+). This has been partially offset by population decline among young people aged 16-24 (-19%) and by those aged 35-49 (-5%).

Change in Population in Shirley South Between 2011 and 2021 by Age Group				
Age Group	Change in number in Shirley South	% Change in number of people		
		Shirley South	Solihull	England
Age 0-15	278	14%	7%	5%
Age 16-24	-245	-19%	-9%	-5%
Age 25-34	37	3%	17%	7%
Age 35-49	-111	-5%	-10%	-3%
Age 50-64	10	0.4%	9%	15%
Age 65+	196	7%	15%	20%
Total	165	1%	5%	7%

Source: ONS Census 2011 and 2021

Comparing 10-year population growth in Shirley South and England shows significant differences in a number of age groups. The size of the under 16 population grew more strongly in Shirley South whereas growth among those aged 65+ was lower. Change among the working age population is fundamentally different with population decline in Shirley South among 16-34 year olds and those aged 35-64 years contrasting with positive growth for both of these groups at a national level.

### Change in Population in Shirley South by Age Group 2011 - 2021



### Ethnicity

82% of the Shirley South population are white and 18% from an ethnic minority background. Shirley South’s ethnic minority population is in-line with the Solihull average (18%) but slightly lower than that for England (19%). 70% of the ethnic minority population in Shirley South are Asian/Asian British, with this group representing 13% of all people in Shirley South.

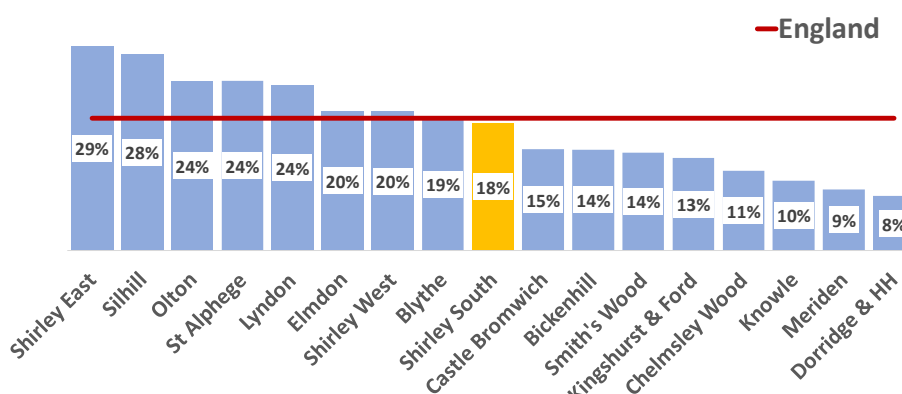
Ethnic Group of Shirley South Population 2021				
Ethnic Group	Number in Shirley South	% Population		
		Shirley South	Solihull	England
White	9,989	82%	82%	81%
Asian/Asian British	1,577	13%	11%	10%
Mixed or Multiple Ethnic Groups	324	3%	3%	3%
Black/Black British	116	1%	2%	4%
Other Ethnic Group	225	2%	2%	2%
<b>Ethnic Minority Total</b>	<b>2,242</b>	<b>18%</b>	<b>18%</b>	<b>19%</b>
<b>Total Population</b>	<b>12,231</b>			

Source ONS Census 2021

Shirley South has the 9<sup>th</sup> largest ethnic minority population and 8<sup>th</sup> largest Asian/Asian British population among Solihull’s 17 wards.



### Ethnic Minority Population in Solihull 2021



Source: ONS Census 2021

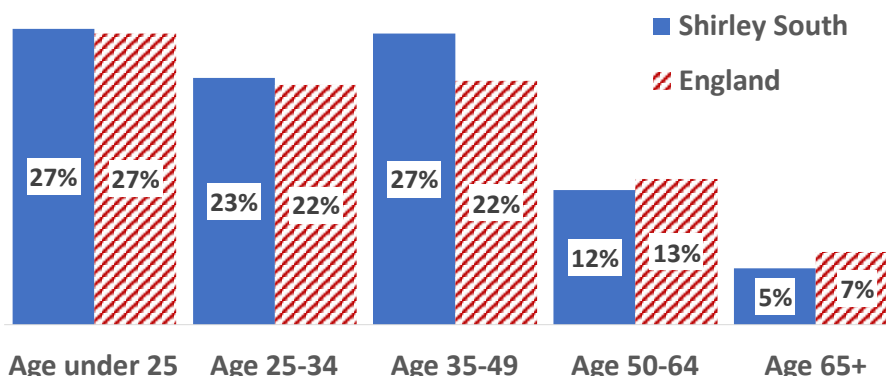
The ethnic minority population in Shirley South is proportionally higher among younger than older age groups. For instance, 27% of those under 25 are from an ethnic minority background compared to just 5% of those aged 65+.

Ethnic Group of Shirley South Population by Age					
Ethnic Group	Age under 25	Age 25-34	Age 35-49	Age 50-64	Age 65+
White	2,349	966	1,722	2,150	2,802
Asian/Asian British	549	209	477	229	113
Mixed or Multiple Ethnic Groups	199	35	53	23	14
Black/Black British	43	5	34	24	10
Other ethnic group	84	34	63	27	17
<b>Ethnic Minority Total</b>	<b>875</b>	<b>283</b>	<b>627</b>	<b>303</b>	<b>154</b>
<b>Total Population</b>	<b>3,224</b>	<b>1,249</b>	<b>2,349</b>	<b>2,453</b>	<b>2,956</b>
<b>% Ethnic Minority</b>	<b>27%</b>	<b>23%</b>	<b>27%</b>	<b>12%</b>	<b>5%</b>

Source: ONS Census 2021

The pattern in Shirley South 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 Shirley South and England.

### Ethnic Minority Population by Age Shirley South 2021



Source: ONS Census 2021

In the 10-years 2011 to 2021 the proportion of Shirley South residents from an ethnic minority background increased from 10% to 18% of the population.

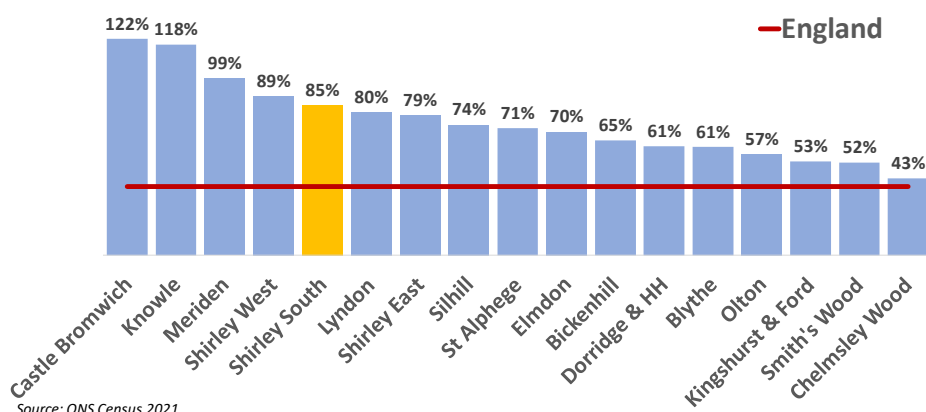
Although the Shirley South population increased by just over 1% the number of ethnic minority residents increased by 85% (1,027 individuals) in the 10 years to 2021. This was largely offset by a fall of -8% (-875 individuals) in the number of white residents. In absolute terms the increase in Shirley South residents was largest among those from an Asian/Asian British background (+715 individuals) followed by the other ethnic group population (+144) and those from mixed or multiple ethnic groups (+130).

Change in Population Ethnicity in Shirley South 2011-2021				
Ethnic Group	Change in Number in Shirley South	% Change		
		Shirley South	Solihull	England
White	-875	-8%	-4%	1%
Asian/Asian British	715	83%	76%	31%
Mixed or Multiple Ethnic Groups	130	67%	70%	40%
Black/Black British	38	49%	22%	29%
Other ethnic group	144	178%	167%	124%
Ethnic Minority Total	1,027	85%	72%	38%
Total Population	152	1%	5%	7%

Source: ONS Census 2011 and 2021

Growth of 85% in the ethnic minority population in Shirley South in the 10 years to 2021 is higher than the England (38%) and Solihull (+72%) averages. Growth in the ethnic minority population in Shirley South is 5<sup>th</sup> highest among Solihull’s 17 wards.

### Ethnic Minority Population Growth Solihull 2011 - 2021



### Religion

69% of the Shirley South population who answered the Census religious identification question said that they had a religious faith, with 31% saying they had no religion. Shirley South has proportionally fewer people with no religion than either Solihull (35%) or England (39%).

Like Solihull and England as a whole, Christianity is the most common religious faith in Shirley South (56%).

Religious Faith of Shirley South Population 2021				
Religious Faith	Number in Shirley South	% Population		
		Shirley South	Solihull	England
Christian	6,440	56%	53%	49%
Muslim	641	6%	6%	7%
Hindu	475	4%	3%	2%
Sikh	380	3%	2%	1%
Buddhist	26	0.2%	0.3%	0.5%
Jewish	4	0.03%	0.1%	0.5%
Other religion	53	0.5%	0.4%	0.6%
No religion	3,582	31%	35%	39%
Total	11,601			

Source: ONS Census 2021

### Origin and Language

At the time of the 2021 Census, around 92% of the Shirley South population lived at the same address that they were resident in a year before. Of the remainder, most migrants lived elsewhere in the UK (93% of Shirley South migrants, 8% of Shirley South population) with a small number coming from outside UK (7% of Shirley South migrants, 0.6% of Shirley South population).

Recent Migration of Shirley South Population 2021				
Address One Year Ago	Number in Shirley South	% Population		
		Shirley South	Solihull	England
Same address (non-migrant)	11,119	92%	92%	89%
Temp student residence in UK (non-migrant)	22	0.2%	0.2%	0.6%
Elsewhere in UK (migrant)	931	7.7%	7.6%	9.6%
Outside the UK (migrant)	69	0.6%	0.5%	0.9%
All Migrants	1000	8.2%	8.1%	10.5%
Total Population	12,141			

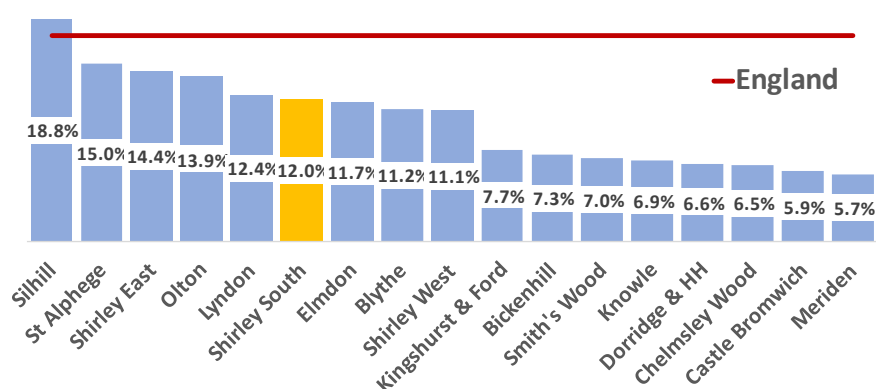
Source: ONS Census 2021

88% of the Shirley South population were born in in the UK (90% Solihull, 83% England). 12% of the Shirley South population were born overseas (1,470 individuals). Proportionally Shirley South has the 6<sup>th</sup> highest overseas born population in Solihull.

Country of Birth of Shirley South Population 2021				
Country of Birth	Number in Shirley South	% Population		
		Shirley South	Solihull	England
UK	10,773	88%	90%	83%
Europe	487	4%	3%	7%
Africa	199	2%	1%	3%
Middle East & Asia	691	6%	5%	6%
Americas & Caribbean	74	0.6%	0.7%	1.4%
Antarctica & Oceania	16	0.1%	0.15%	0.30%
British Overseas	3	0.02%	0.03%	0.04%
Total	12,243			

Source: ONS Census 2021

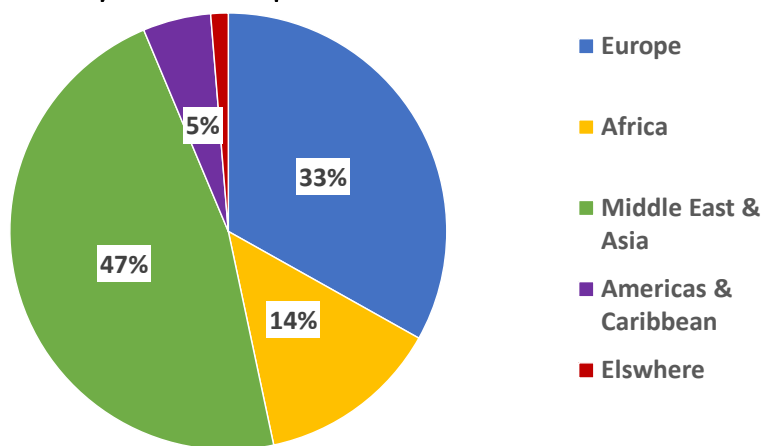
### Population Born Overseas in Solihull 2021



Source: ONS Census 2021

47% of the Shirley South overseas born population were born in the middle East or Asia (691 individuals), with 33% born in another European country (487 individuals), 14% (199) in Africa and 5% (74) in the Americas & Caribbean.

### Shirley South Population Born Overseas 2021



The Census data shows that, compared to the England average, a smaller proportion of the Shirley South overseas born population have arrived in the UK since 2014 (26% vs 34% England). By contrast, more arrived before 1981 (27% vs 14% England).

Year of Arrival in UK Among Shirley South Population 2021				
Year of Arrival	Number in Shirley South	% born overseas		
		Shirley South	Solihull	England
Arrived before 1981	402	27%	27%	14%
Arrived 1981 to 2000	216	15%	16%	17%
Arrived 2001 to 2013	464	32%	30%	36%
Arrived 2014 to 2021	388	26%	26%	34%
Total born overseas	1,470			

Source: ONS Census 2021

95% of the Shirley South population speak English as their first language (96% Solihull, 91% England). Just 0.6% of the Shirley South population cannot speak English well or speak English at all.

Proficiency in English of Shirley South Population 2021				
Language Skills	Number in Shirley South	% Population		
		Shirley South	Solihull	England
English 1 <sup>st</sup> language	11,269	95%	96%	91%
Not 1 <sup>st</sup> language but speak English well	338	3%	2%	4%
Cannot speak English well	64	0.5%	0.5%	1.6%
Cannot speak English	14	0.1%	0.1%	0.3%
Total (aged 3+)	11,872			

Source: ONS Census 2021

## Households

There are 5,044 households in Shirley South, with family households comprising 67% (3,386) and single person households 28% (1,417). Compared with the England and Solihull averages Shirley South has fewer single person households and more family households.

Household Composition in Shirley South 2021				
Household Type	Number in Shirley South	% Households		
		Shirley South	Solihull	England
Single person households	1,417	28%	29%	30%
Family households	3,386	67%	66%	63%
Other households	241	5%	5%	7%
All households	5,044			

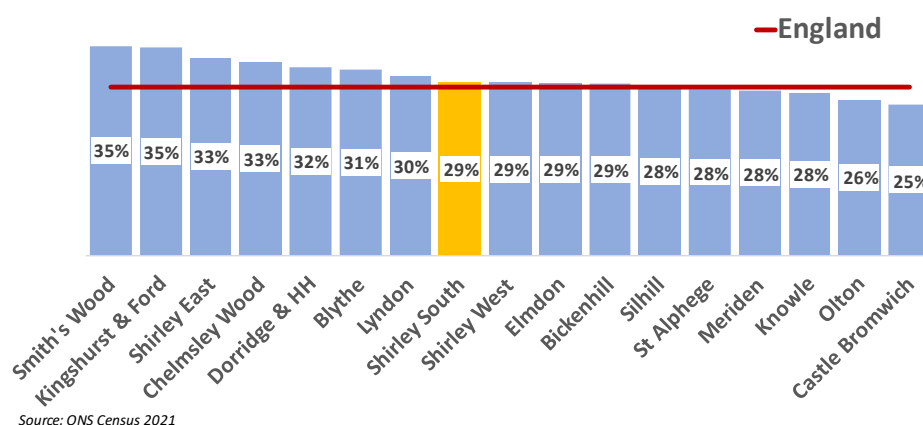
Source: ONS Census 2021

The proportion of Shirley South households with dependent children is similar to the England and Solihull averages (29% Shirley West; 30% Solihull; 28% England).

Households with Children in Shirley South 2021				
Household Type	Number in Shirley South	% Households		
		Shirley South	Solihull	England
Dependent children	1,477	29%	30%	28%
Non-dependent children	641	13%	12%	11%
All Households with Children	2,118	42%	43%	39%
All Households	5,044			

Source: ONS Census 2021

## Households with Dependent Children in Solihull 2021



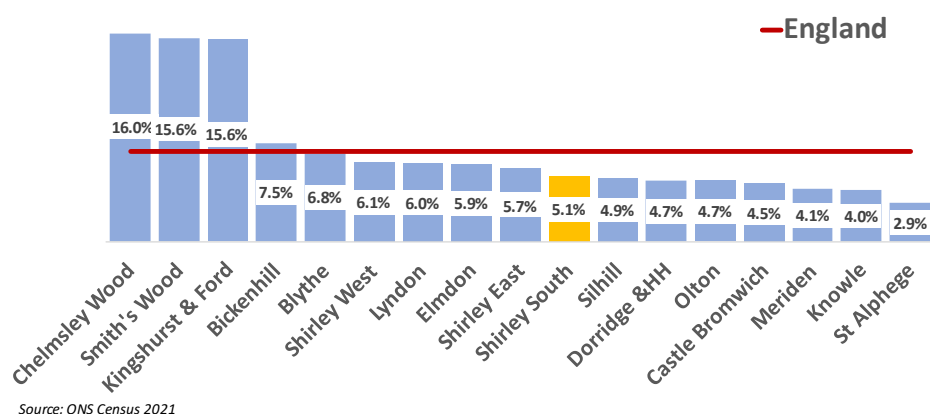
Single parent households represent 10% of all households (485 households) in Shirley South compared to over 11% across Solihull and England.

About 53% of single parent households in Shirley South contain dependent children. The proportion of single parent households with dependent children is considerably lower than both the Solihull and England averages (5.1% of all households in Shirley South, 7.2% Solihull, 6.9% England).

Single Parent Households in Shirley South 2021				
Household Type	Number in Shirley South	% Households		
		Shirley South	Solihull	England
Dependent children	255	5.1%	7.2%	6.9%
Non-dependent children	230	4.6%	4.4%	4.2%
All Single parent households	485	9.6%	11.6%	11.1%
All households	5,044			

Source: ONS Census 2021

### Single Parent Households with Dependent Children in Solihull 2021

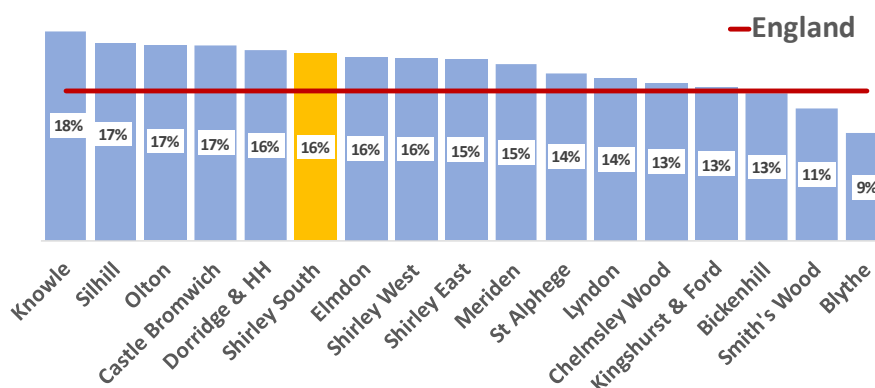


More households in Shirley South are occupied by older people than the benchmarks (28% of all households Shirley South, 26% Solihull, 22% England). Shirley South has a larger proportion of both older couple households and single older people households. Shirley South has 807 single older people households and at 16% of all households in the ward is the 6<sup>th</sup> highest proportion in Solihull.

Older People Households in Shirley South 2021				
Household Type	Number in Shirley South	% Households		
		Shirley South	Solihull	England
Single older people households	807	16%	15%	13%
Couple older people households	625	12%	11%	9%
All older people households	1,432	28%	26%	22%
All households	5,044			

Source: ONS Census 2021

### Single Older People Households in Solihull 2021

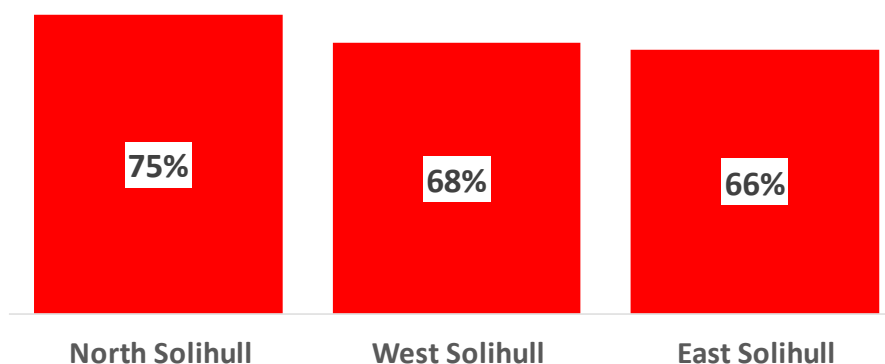


Source: ONS Census 2021

## 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



Source: SMBC, Solihull Place Survey 2022

## 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 Population	North Solihull Population	Rest of Borough Population
Most Deprived 5% of areas in England	5%	16%	0%
Most Deprived 10% of areas in England	11%	41%	0%
Least Deprived 10% of areas in England	28%	0%	39%
Least Deprived 5% of areas in England	23%	0%	31%

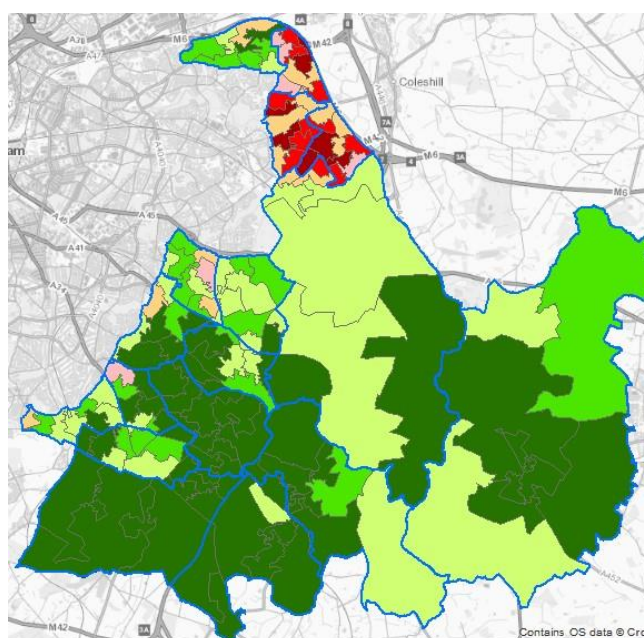
*Source: Ministry of Housing Communities & Local Government English Indices of Deprivation*

## 2019 Index of Multiple Deprivation (IMD)

### Overall Rank

#### Percentile Rank

- Bottom 5%
- 5th to 10th percentile
- 10th to 20th percentile
- 20th to 40th percentile
- 40th to 60th percentile
- 60th to 80th percentile
- Top 20%



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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.

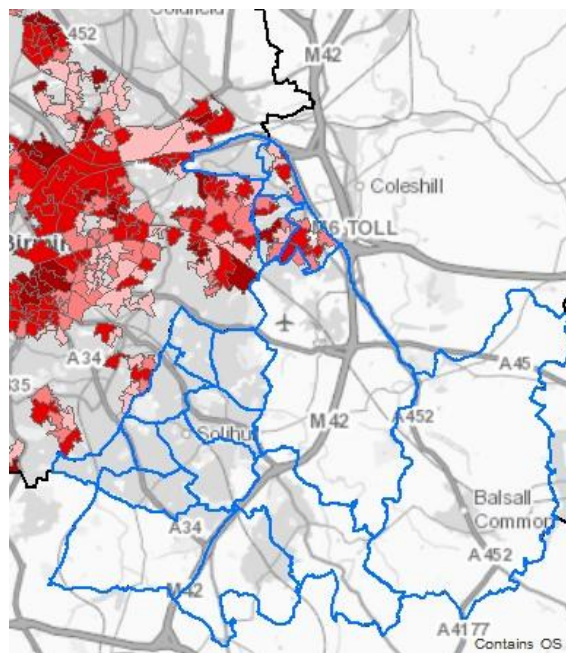
## 2019 Index of Multiple Deprivation (IMD)

### 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



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Shirley South’s twelve LSOAs are, on average, ranked on the 76<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). There are few signs of substantial deprivation in Shirley South and it is one of the 25% 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 twelve Shirley South LSOAs ranges from the most deprived neighbourhood Woodlands on the 41<sup>st</sup> percentile to the least deprived neighbourhood Monkspath Central on the 99<sup>th</sup> percentile. The majority of Shirley South LSOAs are among the least deprived 25% of neighbourhoods in England, albeit with Canmore South (42<sup>nd</sup> percentile) and Woodlands (41<sup>st</sup> percentile) being relatively deprived in context of south Solihull.

<b>IMD Deprivation Rank in Shirley South 2019</b>	
LSOA	Percentile Rank (1=most deprived, 100=least deprived)
Woodlands	40.6
Cranmore South	42.1
Stratford Road South-East	54
Cranmore North	64.6
Shirley Heath	73.1
Stratford Road South-West	78.3
Monkspath West	86.5
Light Hall	89.4
Blossomfield South	93.2
Monkspath North	93.6
Haslucks Green	94.6
Monkspath Central	99
<i>Source: English Indices of Deprivation 2019</i>	

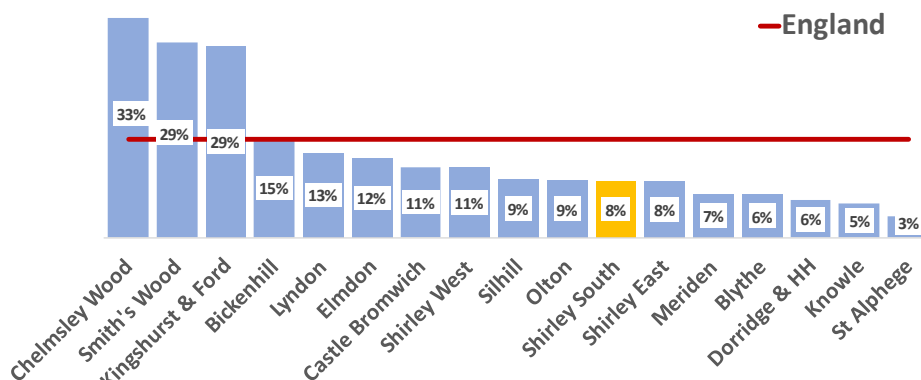
### Universal Credit

As of July 2023 612, Shirley South residents were claiming Universal Credit (UC), equating to 8.5% of the working age population. The rate in Shirley South is lower than that for Solihull (12.7%) or England (14.7%).

40% of the UC in Shirley South are in employment and 60% not in employment, this is broadly in-line with the Solihull and England averages.

<b>Universal Credit Claimants in Shirley South July 2023</b>				
Claimants	Claimants in Shirley South	% UC Claimants		
		Shirley South	Solihull	England
UC in employment	244	40%	38%	39%
UC not in employment	368	60%	62%	61%
All UC claimants	612			
<i>Source: DWP/Stat-Xplore</i>				

### Universal Credit Claimant Rate in Solihull July 2023

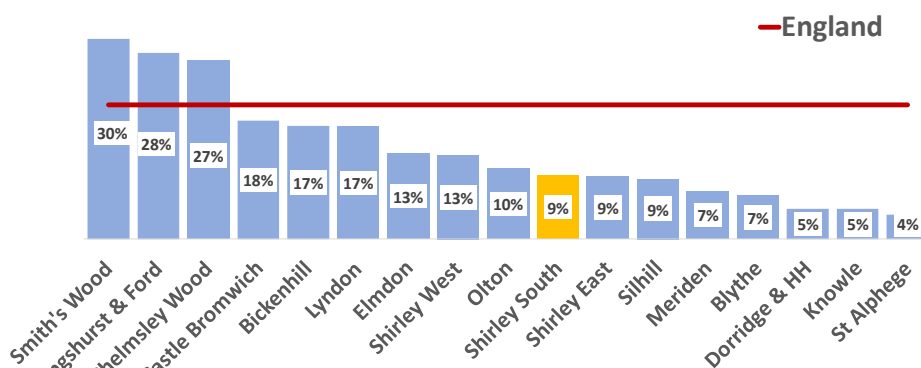


Source: DWP/Stat X-Plore

### Child Poverty

At the end of 2021/22, 221 children aged 0-15 years in Shirley South lived in a low income household. This equates to 9% of the 0-15 population, much lower than both the Solihull (15%) and England averages (20%). The rate in Shirley South is the 8<sup>th</sup> lowest among Solihull's 17 wards which range from 30% in Smith's Wood to 4% in St Alphege.

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



Source: DWP/Stat X-Plore

The number of children living in a low-income household in Shirley South varies between age groups. A relatively large 43% of the total are aged 5-10 years compared to just 37% of the England total.

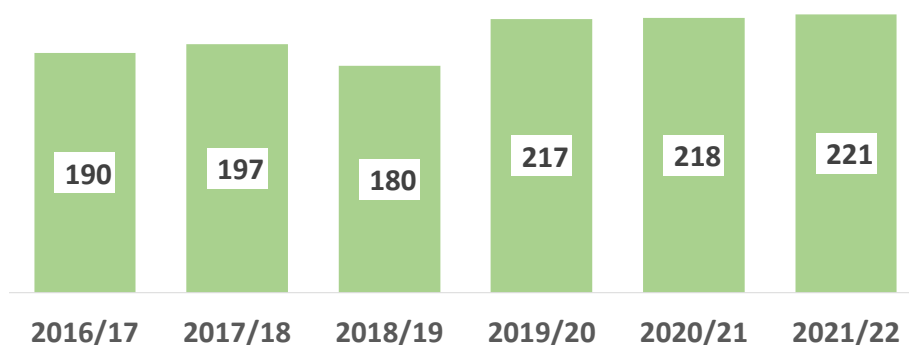
Children Aged 0-15 Years Living in a Low-Income Household in Shirley South 2021/22				
Age Group	Number in Shirley South	% all children 0-15 years in low income household		
		Shirley South	Solihull	England
Aged 0-4 Years	59	27%	30%	28%
Aged 5-10 Years	95	43%	36%	37%
Aged 11-15 Years	67	30%	34%	35%
All Aged 0-15 Years	221			

Source: DWP/Stat-Xplore

The number of Shirley South children living in a low-income household averaged 204 in the six years 2016/17 to 2021/22. There was a substantial rise from 180 at the end of 2018/19 to 217 at the end of 2019/20 coinciding with the onset of the outbreak of covid-19. This rise is consistent with those across Solihull and England.

The number of Shirley South children living in a low income household continued to edge upwards from 2018/19 through to 2021/22.

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



Source: DWP/Stat X-Plore

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.

Shirley South's twelve LSOAs are, on average, ranked on the 71<sup>st</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 Shirley South would be considered one of the least 30% income deprived areas for children in England. In the Solihull context there are just five less deprived wards from a child income perspective.

<b>Income Deprivation Affecting Children Index (IDACI) in Solihull 2019</b>	
Ward	Average IDACI Percentile Rank (1=most deprived, 100=least 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
<i>Source: English Indices of Deprivation 2019</i>	

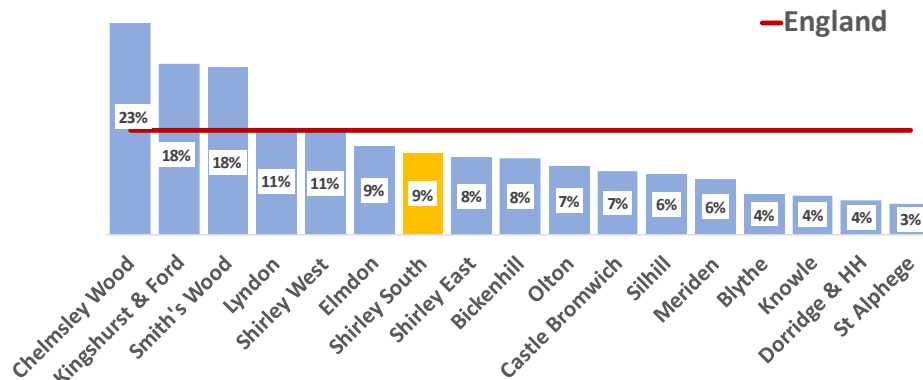
There is little in the way of substantial child income deprivation among the twelve Shirley South LSOA neighbourhoods. Child income deprivation ranges from Cranmore South on the 42<sup>nd</sup> percentile to the least deprived neighbourhood Blossomfield South on the 98<sup>th</sup> percentile. Even the most deprived neighbourhoods in Shirley South (Cranmore South; Stratford Road South-East; Woodlands) are only just inside the 50% most deprived LSOAs in England.

<b>IDACI Rank in Shirley South 2019</b>	
LSOA	IDACI Percentile Rank (1=most deprived, 100=least deprived)
Cranmore South	41.9
Stratford Road South-East	42.5
Woodlands	44.2
Cranmore North	58.7
Shirley Heath	59.7
Monkspath West	64.2
Stratford Road South-West	83.8
Light Hall	92.2
Monkspath North	93.3
Monkspath Central	94.1
Haslucks Green	94.8
Blossomfield South	97.9
<i>Source: English Indices of Deprivation 2019</i>	

Older People Poverty

In February 2023 there were 256 older people in Shirley South claiming a pension credit. This equates to 9% of the pension age population, in line with the Solihull average (9%) and lower than that for England (11%). Shirley South has the 7<sup>th</sup> highest pension credit rate among Solihull’s 17 wards.

Pension Credit Rate in Solihull February 2023



Source: ONS Census 2021

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.

Shirley South’s twelve LSOAs are, on average, ranked on the 65<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. Seven Solihull wards rank as more deprived than Shirley South in terms of income deprivation affecting older people and nine less deprived.

<b>Income Deprivation Affecting Older People (IDAOP) in Solihull 2019</b>	
Wards	Average IDAOP Percentile Rank (1=most deprived, 100=least 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
<i>Source: English Indices of Deprivation 2019</i>	

Older people income deprivation among the twelve Shirley South LSOAs ranges from Woodlands on the 33<sup>rd</sup> percentile to the least deprived neighbourhood Monkspath Central on the 93<sup>rd</sup> percentile.

The three LSOAs in Shirley South among the 40% most deprived older people income areas in England (Woodlands; Stratford Road South-East; Cranmore South) are not substantially disadvantaged in a national context but are in terms of south Solihull neighbourhoods.

<b>IDAOP Rank in Shirley South 2019</b>	
LSOA	IDAOP Percentile Rank (1=most deprived, 100=least deprived)
Woodlands	33.3
Stratford Road South-East	34.8
Cranmore South	39.2
Shirley Heath	54.5
Cranmore North	58.1
Monkspath West	66.8
Stratford Road South-West	73.7
Blossomfield South	83
Haslucks Green	83.27
Light Hall	83.28
Monkspath North	85.2
Monkspath Central	93.3
<i>Source: English Indices of Deprivation 2019</i>	

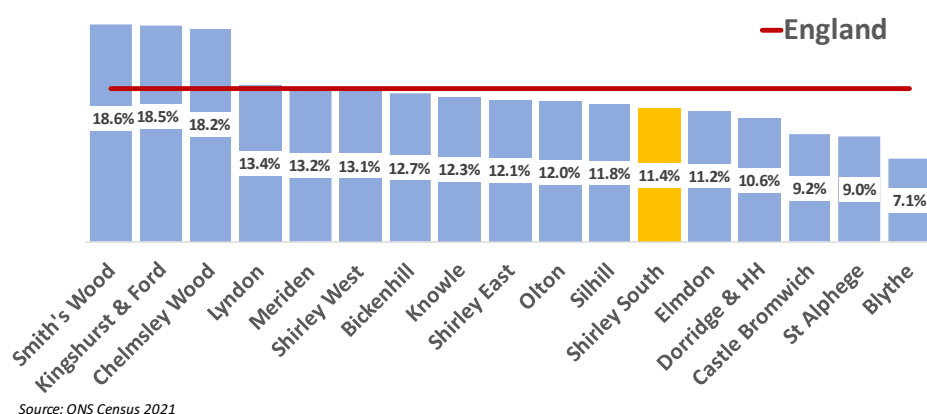


## Fuel Poverty

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.

917 Shirley South households were classified as fuel poor in 2021. This equates to 11.4% of all Shirley South households, slightly lower than the Solihull (12.7%) and England (13.1%) averages. Among the 17 Solihull wards Shirley South has the 6<sup>th</sup> lowest fuel poverty rate.

### Fuel Poverty Rate in Solihull 2021



Of the twelve Shirley South LSOAs the percentage of fuel poor households ranges from just over 17% in Woodlands to 5% in Monkspath Central.

Fuel Poor Households in Shirley South 2021		
	Number	% Households
Woodlands	116	17.2%
Cranmore North	114	16.4%
Stratford Road South-East	104	15.6%
Cranmore South	104	14.3%
Stratford Road South-West	82	12.9%
Shirley Heath	92	12.3%
Blossomfield South	89	10.8%
Light Hall	64	9.9%
Haslucks Green	54	8.4%
Monkspath West	39	5.8%
Monkspath North	33	5.5%
Monkspath Central	26	5%

Source: Department for Business, Energy & Industrial Strategy

## Employment and Skills

### Resident Economic Activity

At the time of the 2021 Census 76% of the Shirley South working age population were in employment (5,369 individuals), 3% were unemployed (236 individuals) and 21% economically inactive (1,480 individuals). This was more positive than the England average, with more people employed and fewer economically inactive.

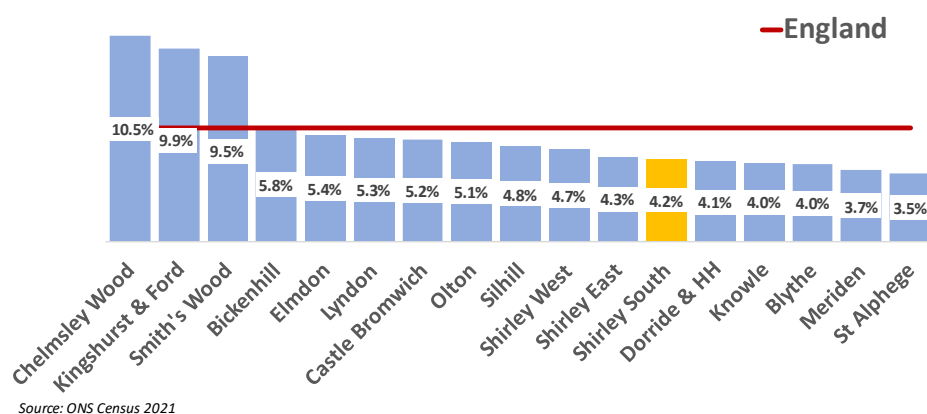
Economic Activity of Working Age Population in Shirley South 2021				
Economic Status	Number in Shirley South	% 16-64 Population		
		Shirley South	Solihull	England
Employed	5,369	76%	73%	71%
Unemployed	236	3%	4%	4%
Inactive	1,480	21%	23%	25%
All Age 16-64	7,085			

*Source: ONS Census 2021*

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, Shirley South's unemployment rate of 4.2% was lower than the England average (5.8%).

### Unemployment Rate in Solihull March 2021



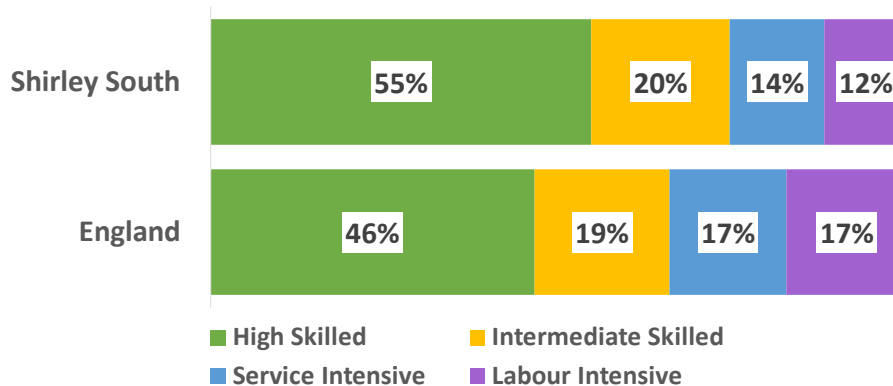
### Resident Employment

Shirley South 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 England average. Similarly, Shirley South residents are less likely than people across England to work in service intensive or labour intensive occupations.

Occupation of Employed Population of Shirley South 2021				
Occupation	Number in Shirley South	% Population in Employment		
		Shirley South	Solihull	England
Managers, directors & senior officials	779	14%	15%	13%
Professional occupations	1,497	27%	24%	20%
Associate professional & technical occupations	787	14%	13%	13%
Administrative & secretarial occupations	618	11%	11%	9%
Skilled trades occupations	501	9%	8%	10%
Caring, leisure & other service occupations	404	7%	8%	9%
Sales & customer service occupations	356	6%	7%	7%
Process, plant & machine operatives	258	5%	6%	7%
Elementary occupations	412	7%	8%	10%
All in Employment	5,612			

Source: ONS Census 2021

### Occupation of People in Employment in Shirley South 2021

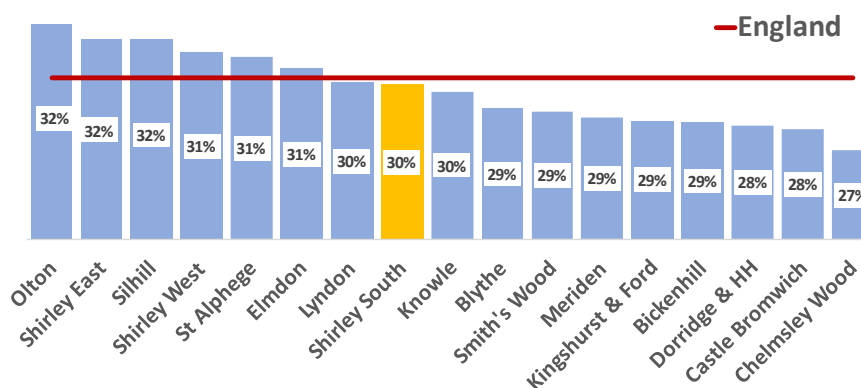


30% of Shirley South residents in employment work in the public sector (1,683 individuals across public administration, education and healthcare). This is by far the largest sector in Shirley South and is in line with the benchmarks. Other significant industries for those in employment in Shirley South include business services (14%), wholesale & retail (14%), manufacturing (9%) and construction (8%).

Industry of Employed Population of Shirley South 2021				
Industry Sector	Number in Shirley South	% Population in Employment		
		Shirley South	Solihull	England
Manufacturing	488	9%	10%	7%
Other Production	7	0.1%	0.3%	1.0%
Electricity, gas & water supply	133	2%	2%	1%
Construction	478	8%	9%	9%
Wholesale & retail	761	14%	13%	15%
Transport & storage	199	4%	5%	5%
Accommodation & food services	233	4%	4%	5%
Information & communication	322	6%	5%	5%
Financial services	317	6%	5%	4%
Business Services	790	14%	14%	14%
Public Services	1,683	30%	30%	30%
Other Services	213	4%	4%	5%
All in Employment	5,624			

Source: ONS Census 2021

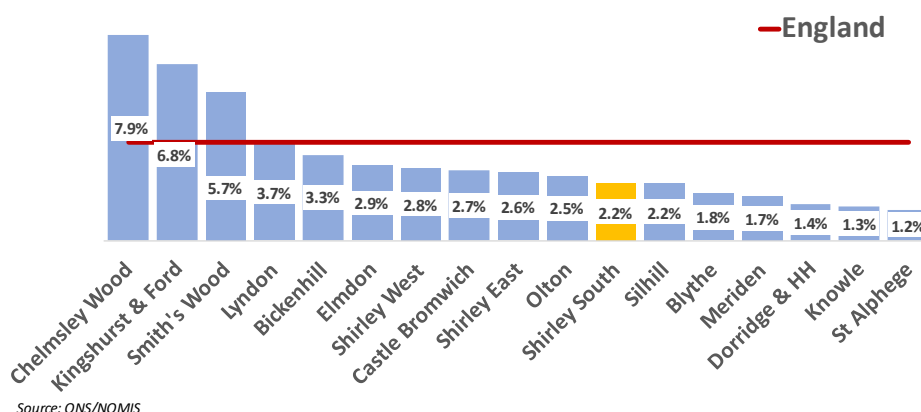
### Employed in Public Services in Solihull March 2021



### Claimant Count Unemployment

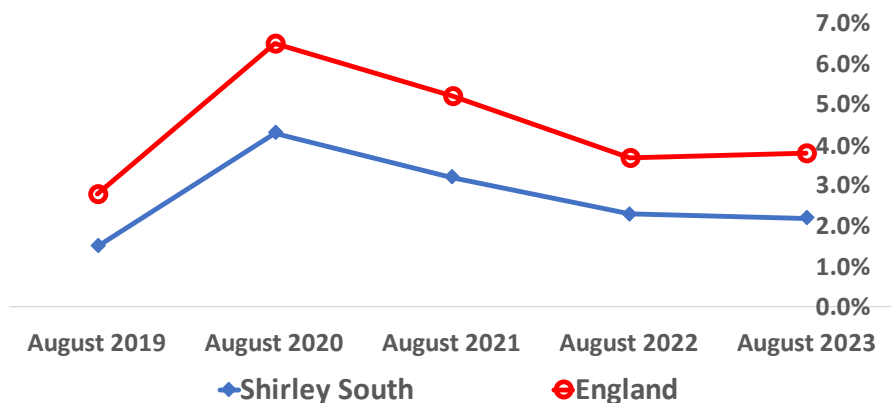
As of August 2023, 160 people in Shirley South were in receipt of unemployment benefit. This equates to a claimant unemployment rate of 2.2%, lower than the Solihull (3.2%) and England (3.8%) averages. Among the 17 Solihull wards the claimant unemployment rate in Shirley South is the 7<sup>th</sup> lowest.

### 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 Shirley South has been consistently lower than England but rose from 1.5% in August 2019 to 4.3% a year later. It has subsequently trended downwards.

### Trend in Claimant Unemployment Rate in Shirley South



### Resident Qualifications

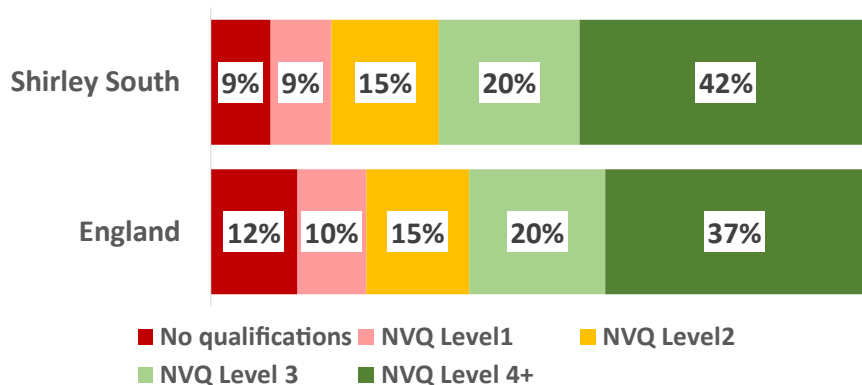
Working age Shirley South residents tend to have higher levels of formal qualifications than the benchmarks. For instance, 42% of Shirley South residents (2,974 individuals) had NVQ level 4+ qualifications in March 2021 compared to 40% of the Solihull population and 37% of people in England.

At the other end of the spectrum fewer Shirley South residents aged 16-64 have either no qualifications (9% vs 11% Solihull, 12% England) or NVQ level 1 qualifications (9% vs 10% Solihull, 10% England) than benchmark averages.

Formal Qualifications of Working Age Shirley South Population 2021				
Qualifications	Number in Shirley South	% 16-64 Population		
		Shirley South	Solihull	England
No qualifications	603	9%	11%	12%
NVQ Level1	621	9%	10%	10%
NVQ Level2	1,095	15%	16%	15%
NVQ Level 3	1,430	20%	19%	20%
NVQ Level 4+	2,974	42%	40%	37%
Other	358	5%	5%	6%
16-64 Population	7,081			

Source: ONS Census 2021

### Formal Qualification Levels 2021 16 - 64 Population in Shirley South



## Health and Care

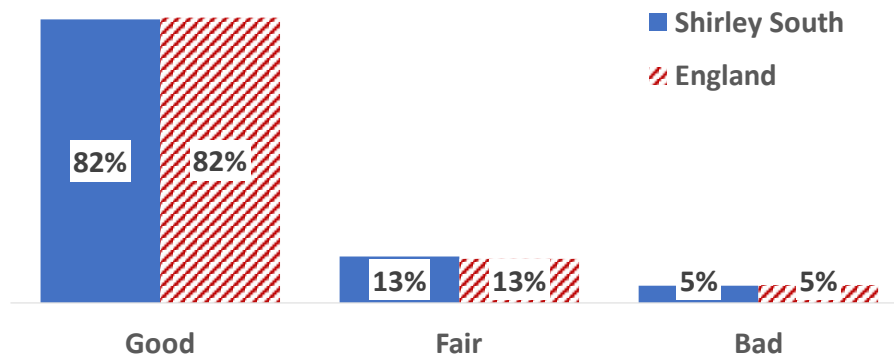
### General Health, Disability and Unpaid Care

According to the 2021 Census self-reported general health in Shirley South is on a par with that of the population of England. A large majority of people in Shirley South say that their health is good (47% very good, 35% good) while just 5% say that their health is bad (4% bad, 1% very bad).

General Health of Population in Shirley South 2021				
General Health	Number in Shirley South	% Population		
		Shirley South	Solihull	England
Very good health	5,708	47%	49%	48%
Good health	4,299	35%	33%	34%
Fair health	1,632	13%	12%	13%
Bad health	453	4%	4%	4%
Very bad health	151	1%	1%	1%
Total Population	12,243			

Source: ONS Census 2021

### General Health of Population Shirley South 2021



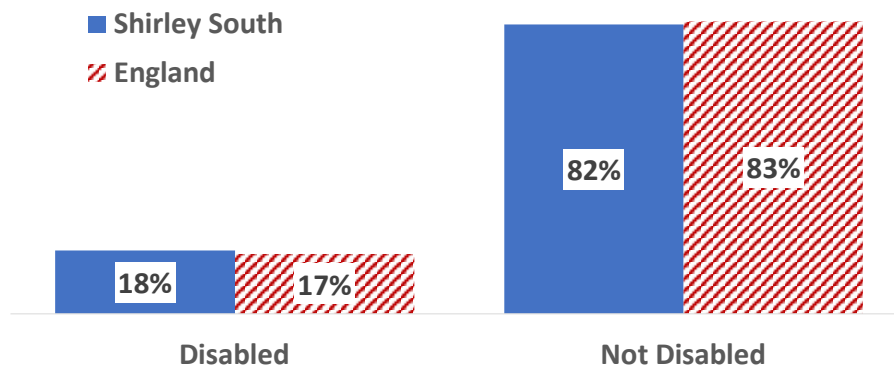
Source: ONS Census 2021

The population of Shirley South are slightly more likely to have a long-term physical or mental health condition than the population of England (18% vs 17%) although the vast majority are not disabled (82%) including 72% who have no long-term problems at all.

Disability in Shirley South Population 2021				
Disability	Number in Shirley South	% Population		
		Shirley South	Solihull	England
Day-to-day activities limited a lot	953	8%	7%	7%
Day-to-day activities limited a little	1,235	10%	10%	10%
Has long term physical or mental health condition but day-to-day activities are not limited	893	7%	7%	7%
No long term physical or mental health conditions	9,160	75%	76%	76%
Total Population	12,241			

Source: ONS Census 2021

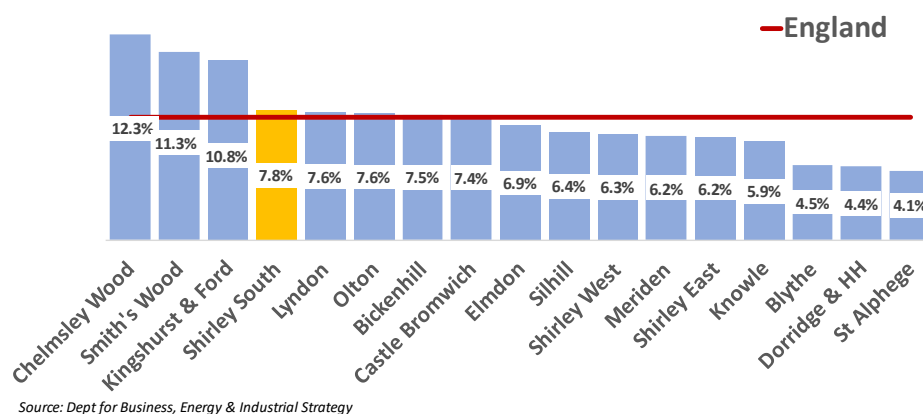
### Disability in Population Shirley South 2021



Source: ONS Census 2021

8% of the Shirley South population (953 individuals) say that their day-to-day activities are limited a lot by a long-term health condition compared to the England average of 7%. Among the 17 Solihull wards Shirley South is towards the upper third although there are significant differences between the high rates evident in the three North Solihull wards and the rest of the borough.

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



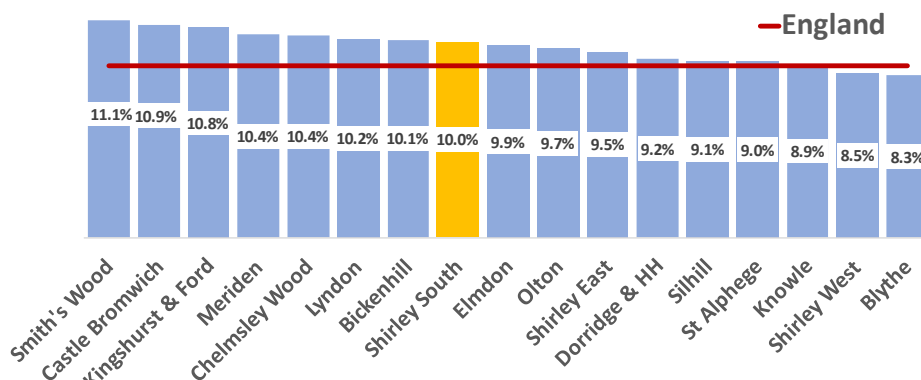
Just over 10% of the Shirley South population (1,162 individuals) provide unpaid care to a friend or relative compared to 90% who provide no care (10,453 individuals). This is broadly in-line with the Solihull and England averages.

Provision of Unpaid Care in Shirley South Population 2021				
Care Provided	Number in Shirley South	% Population		
		Shirley South	Solihull	England
Provides no unpaid care	10,453	90%	90%	91%
Provides 9 hours or less care	453	4%	4%	3%
Provides 10 to 19 care	163	1%	1%	1%
Provides 20 to 34 care	106	1%	1%	1%
Provides 35 to 49 hours care	115	1%	1%	1%
Provides 50+ hours care	325	3%	3%	3%
Total Population	11,615			

Source: ONS Census 2021



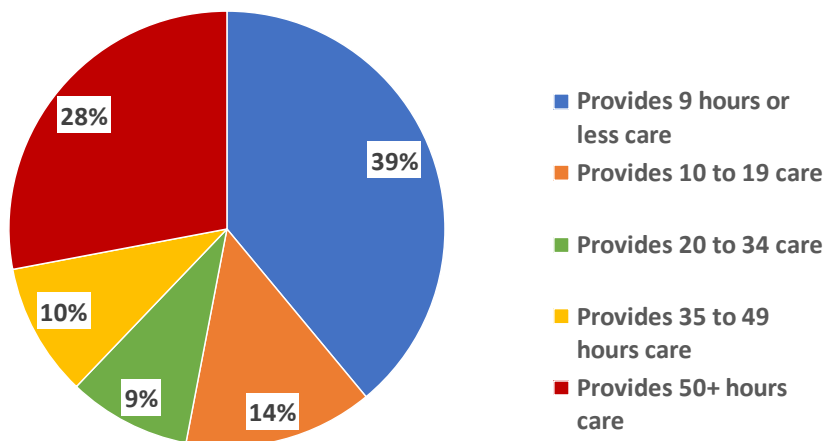
### Provision of Unpaid Care in Solihull 2021



Source: Dept for Business, Energy & Industrial Strategy

39% of the Shirley South population who provide unpaid care do so for nine hours or less per week (453 individuals). At the other end of the spectrum 28% (325 individuals) provide 50 hours or more care per week. Shirley South carers are slightly less likely to care for 50 hours+ per week than carers across England (28% vs 30%).

### Provision of Unpaid Care in Shirley South 2021



### Life Expectancy

Life expectancy at birth is an estimate of the average number of years a new-born baby would survive if he or she 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.

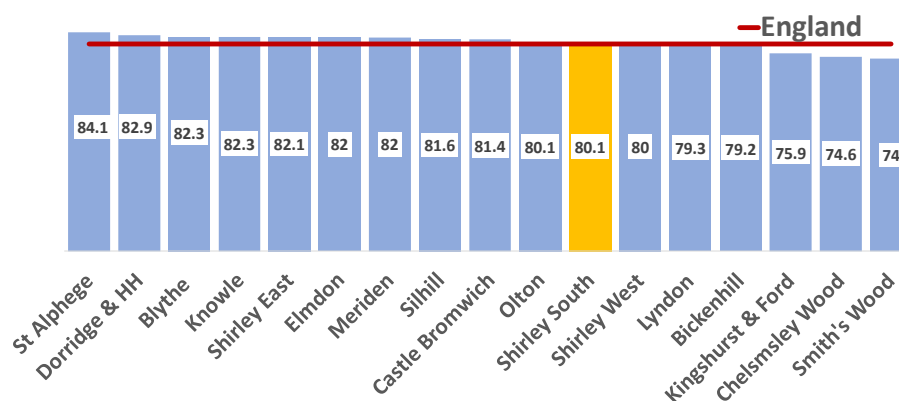
Life expectancy in Shirley South is statistically in-line with the England average for both males and females, although among women the rate is towards the lower end of the range among the 17 Solihull wards<sup>1</sup>.

<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.

Life Expectancy at Birth (Years) in Shirley West 2016 to 2020			
	Shirley South	Solihull	England
Male	80.1	80.2	79.5
Female	83.0	84.1	83.2

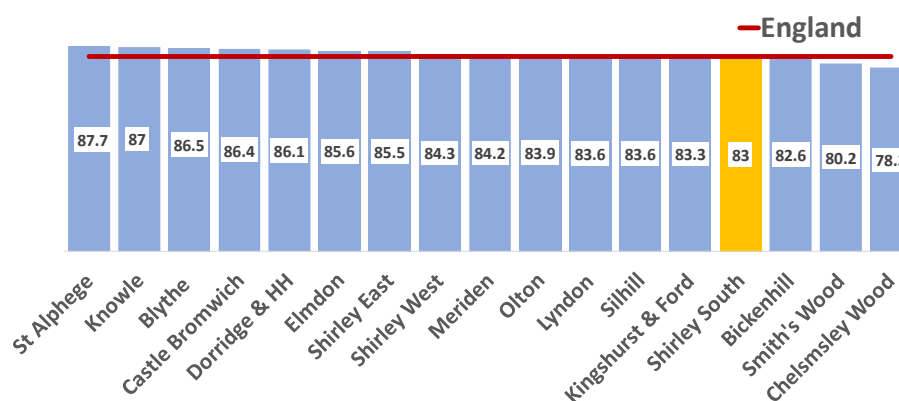
Source: Local Health, Office for Health Improvement & Disparities

### Male Life Expectancy in Solihull 2016 to 2020



Source: Local Health, Office for Health Improvement & Disparities

### Female Life Expectancy in Solihull 2016 to 2020



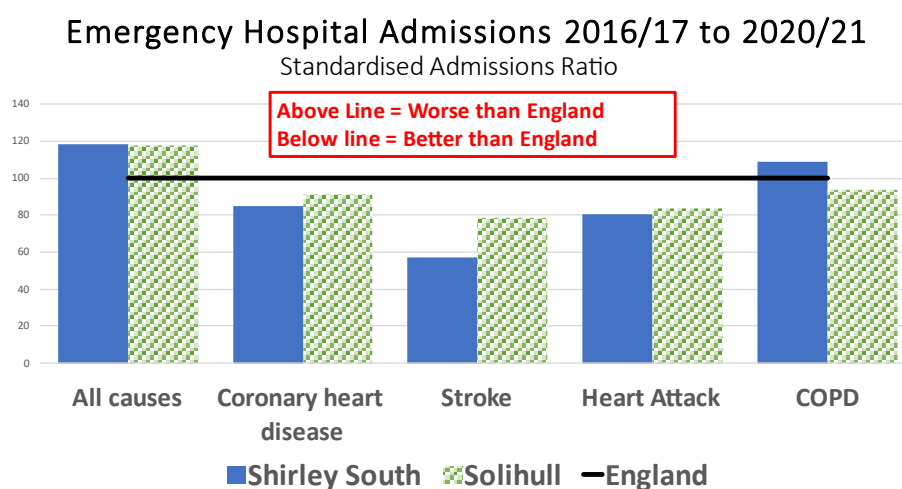
Source: Local Health, Office for Health Improvement & Disparities

### Hospital Admissions

The table below shows that rate of standardised age emergency hospital admissions in Shirley South 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 in Shirley South than across England (118 vs 100). However, the rate of admissions for coronary heart disease, stroke and heart attack is significantly lower in Shirley South.

<b>Emergency Admissions to Hospital in Shirley South 2016/17 to 2020/21</b>		
<i>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</i>		
	Shirley South SAR	Solihull SAR
All causes	118	117.5
Coronary heart disease	84.8	90.9
Stroke	56.9	78.3
Heart Attack	80.8	83.6
Chronic Obstructive Pulmonary Disease (COPD)	108.8	93.6

*Source: Local Health, Office for Health Improvement & Disparities*



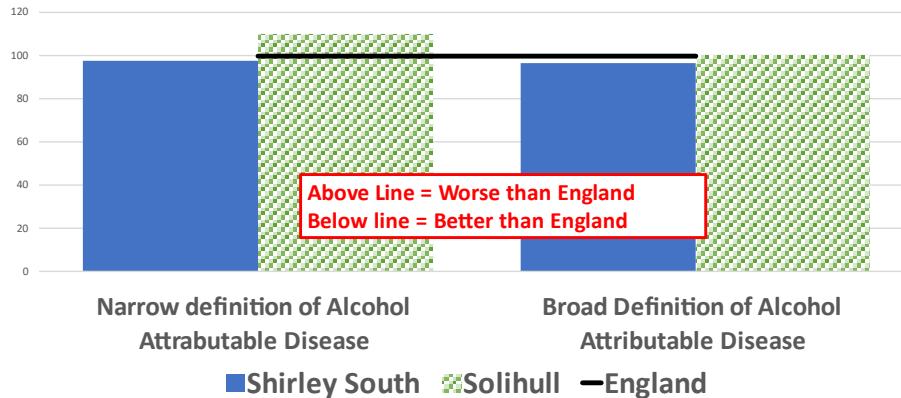
Alcohol consumption is a contributing factor to hospital admissions and deaths from a diverse range of conditions. Alcohol misuse is measured by hospital admissions for diseases attributable to alcohol. Using both the narrow and broad definition of diseases attributable to alcohol the rate in Shirley South is statistically in-line with the England average.

<b>Admissions due to Alcohol Misuse in Shirley South 2016/17 to 2020/21</b>		
<i>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</i>		
	Shirley South SAR	Solihull SAR
Alcohol attributable conditions (narrow definition)	97.6	110.1
Alcohol attributable conditions (broad definition)	96.8	100.3

*Source: Local Health, Office for Health Improvement & Disparities*

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

Standardised Admissions Ratio



Source: Local Health, Office for Health Improvement & Disparities

### Cancer Incidence

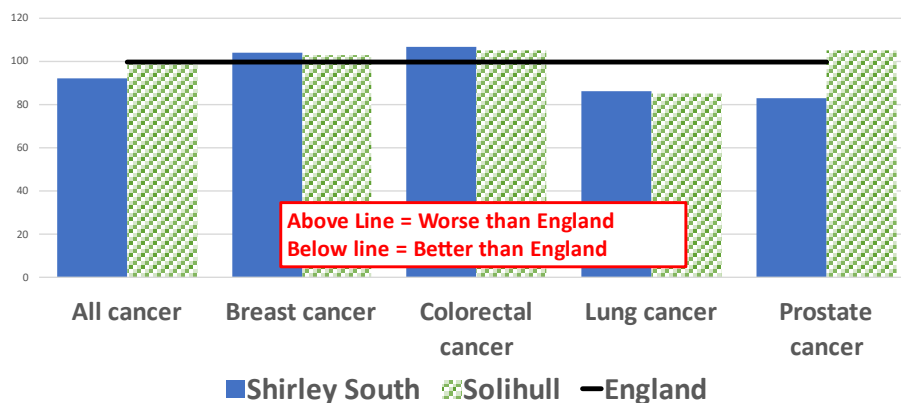
The incidence of cancer (defined by the number of new cases) in Shirley South is in-line with the England average as it is for specific types of cancer (breast cancer; colorectal cancer; lung cancer; prostate cancer).

Incidence of Cancer in Shirley South 2015 to 2019		
<i>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</i>		
	Shirley South SIR	Solihull SIR
All cancer	92.3	98.6
Breast cancer	104.3	103.2
Colorectal cancer	106.7	105.1
Lung cancer	86.1	85.4
Prostate cancer	82.8	105.4

Source: Local Health, Office for Health Improvement & Disparities

### Incidence of Cancer 2015 to 2019

Standardised Incidence Ratio



Source: Local Health, Office for Health Improvement & Disparities

**Causes of Mortality**

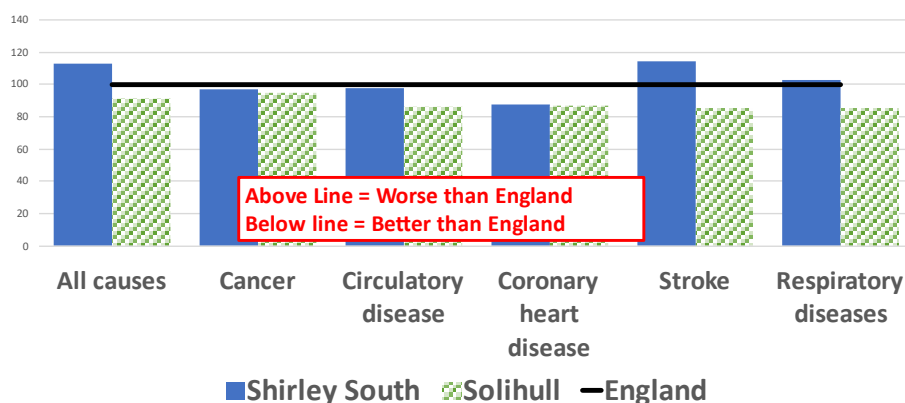
All age mortality from all causes in Shirley South is significantly higher than that for England, although deaths from a range of specific causes are in-line with average.

<b>All Age Deaths in Shirley South 2016 to 2020</b>		
<i>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</i>		
	Shirley South SMR	Solihull SMR
All causes	112.6	91.6
Cancer	97.2	95.1
Circulatory disease	97.6	86.1
Coronary heart disease	87.6	86.8
Stroke	114.5	85.2
Respiratory diseases	103.1	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*

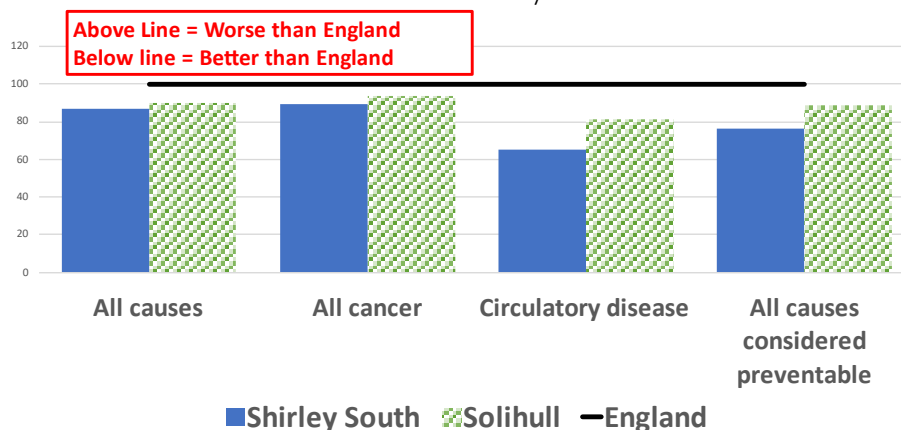
Premature mortality (deaths under the age of 75 years) in Shirley South are in-line with the England average but early deaths from circulatory disease and all causes considered preventable are relatively lower.

<b>Premature and Preventable Deaths (under 75 years) in Shirley South 2016 to 2020</b>		
<i>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</i>		
	Shirley South SMR	Solihull SMR
All causes	86.7	89.9
All cancer	89.5	93.5
Circulatory disease	65.4	81.3
All causes considered preventable	76.3	88.6

*Source: Local Health, Office for Health Improvement & Disparities*

## All Premature & Preventable Deaths 2016 to 2020

Standardised Mortality Ratio



Source: Local Health, Office for Health Improvement & Disparities

## Housing and Transport

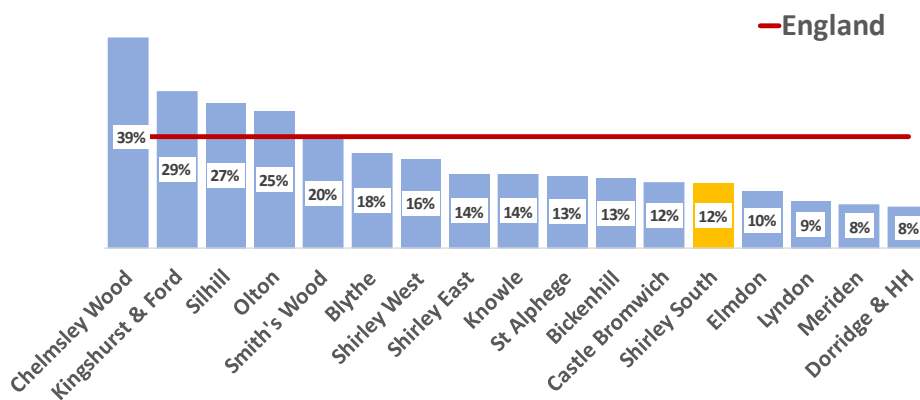
### Accommodation Type

87% of Shirley South households live in a house (4,400 households) and 12% in a flat (602 households). Among the 17 Solihull wards Shirley South has the 5<sup>th</sup> lowest proportion of households living in a flat.

Accommodation Type in Shirley South 2021				
Tenure	Number in Shirley South	% Households		
		Shirley South	Solihull	England
Detached Housing	1,473	29%	28%	23%
Semi-Detached Housing	2,229	44%	37%	31%
Terraced Housing	698	14%	16%	23%
Flats	602	12%	17%	21%
Other	40	1%	1%	2%
All Households	5,042			

Source: ONS Census 2021

### Households Living in a Flat in Solihull 2021



Source: ONS Census 2021

## Tenure

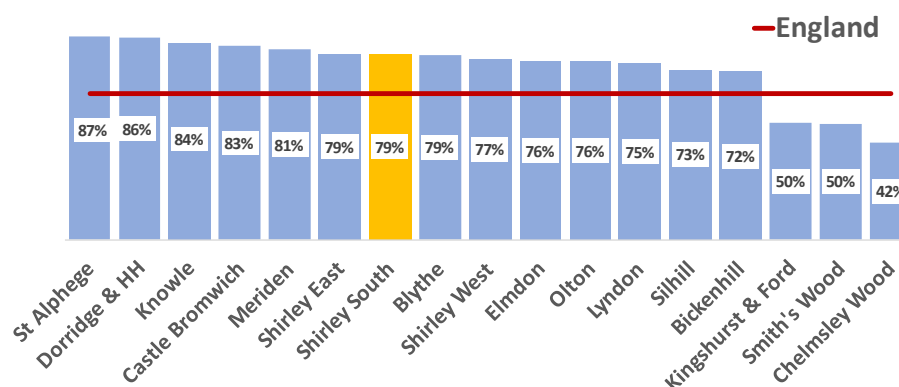
79% of Shirley South households own (or part own) their own home either outright or through a mortgage (3,994 households). The vast majority of the remainder rent either privately or socially. Social renting in Shirley South (461 households, 9% of total) is less common than across England (17%) or Solihull (14%).

Tenure in Shirley South 2021				
Tenure	Number in Shirley South	% Households		
		Shirley South	Solihull	England
Owned or Shared Ownership	3,994	79%	73%	62%
Social rented	461	9%	14%	17%
Private rented or lives rent free	587	12%	13%	21%
All Households	5,042			

Source: ONS Census 2021

Homeownership in Shirley South is far more common than across England (79% vs 62%) but is broadly in-line with the average across Solihull where homeownership rates are above the national average everywhere except the three North Solihull wards.

## Homeownership (including shared ownership) in Solihull 2021



Source: ONS Census 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 Shirley South have at least one spare bedroom and are considered under-utilised (80%, 4,038 households). This is common across Solihull and England. Just 2% of Shirley South households are overcrowded compared to the England average of 4%.

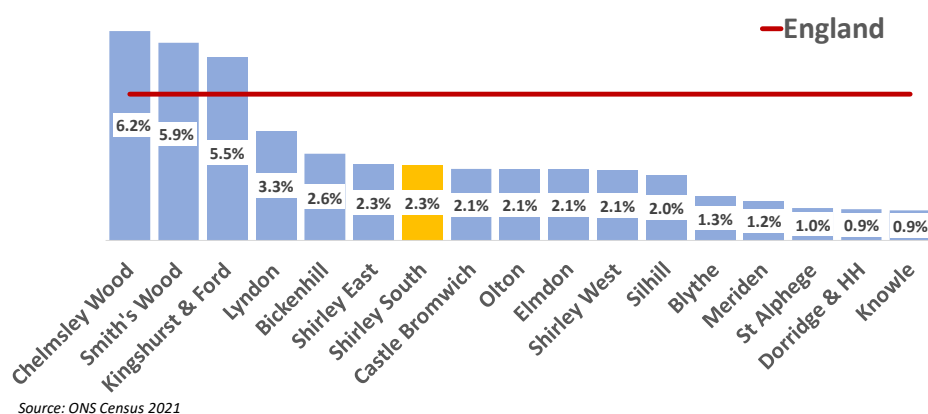
With the exception of the three North Solihull wards bedroom overcrowding is less common among the 17 Solihull wards than England.

Overcrowding in Shirley South (Bedroom Standard) 2021				
Bedroom Occupation	Number in Shirley South	% Households		
		Shirley South	Solihull	England
Under utilised	4,038	80%	76%	69%
Ideal Occupation	890	18%	22%	27%
Overcrowded	114	2%	3%	4%
All Households	5,042			

Source: ONS Census 2021

### Overcrowded households in Solihull 2021

(Based on Number of Bedrooms)



### Access to Car or Van

86% of Shirley South households have a car or van (4,338 households) including 45% (2,306 households) that have more than one. Car or van ownership, including multiple ownership is more common in Shirley South than the England average (76% of households including 35% multiple).

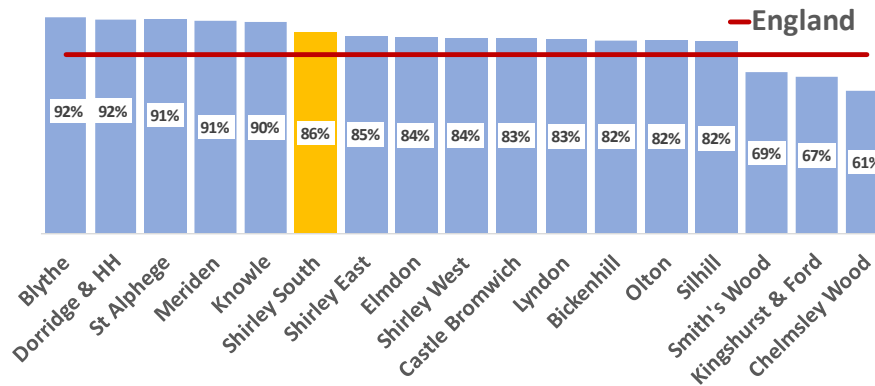
With the exception of the three North Solihull wards all Solihull wards have higher levels of car or van ownership than the England average.

Shirley South Households with a car or van 2021				
Car/van access	Number in Shirley South	% Households		
		Shirley South	Solihull	England
No car or van access	704	14%	18%	24%
Car or van access	4,338	86%	82%	76%
<b>Number of cars or vans per household</b>				
1 car or van	2,032	40%	39%	41%
2 cars or vans	1,731	34%	32%	26%
3+ cars or vans	575	11%	11%	9%
All Households	5,042			

Source: ONS Census 2021



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



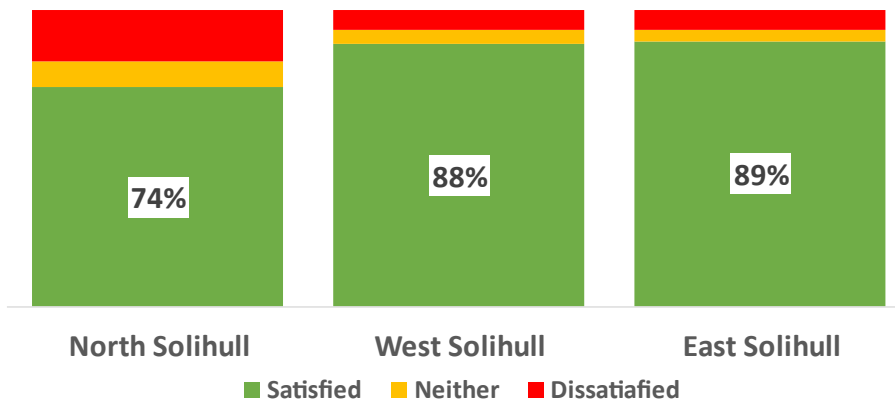
Source: ONS Census 2021

## 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 West Solihull 88% are satisfied and 7% dissatisfied.

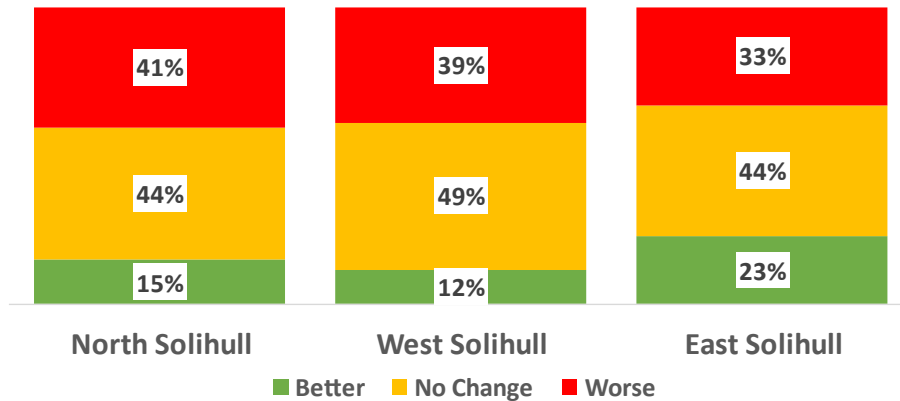
### Satisfaction with local area as place to live



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 with West Solihull closely mirroring the Solihull average.

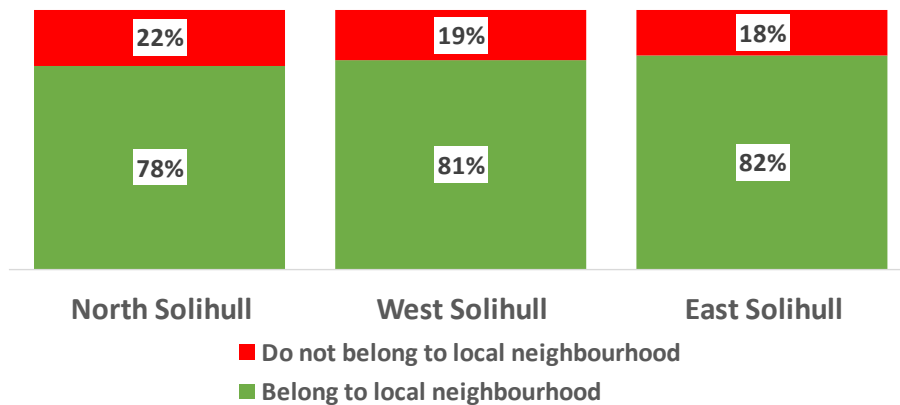
### How has local area changed in last 2 years



Source: SMBC, Solihull Place Survey 2022

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 West Solihull in-line with the borough average.

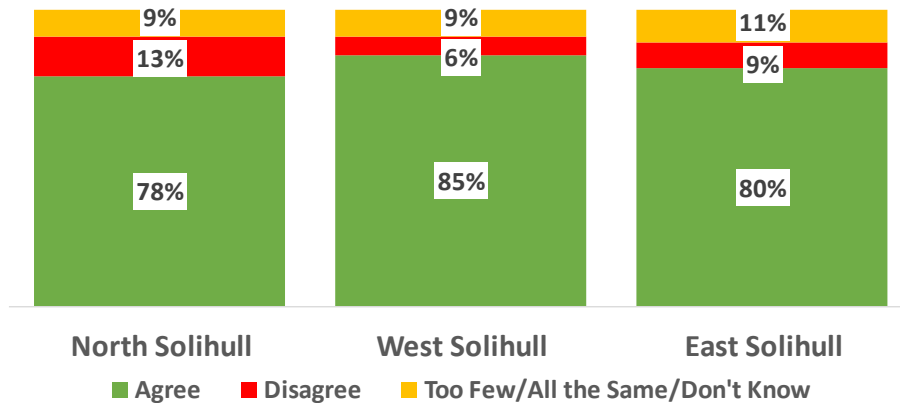
### To what extent does respondent feel they belong to local neighbourhood



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 with West Solihull marginally more positive than the borough average.

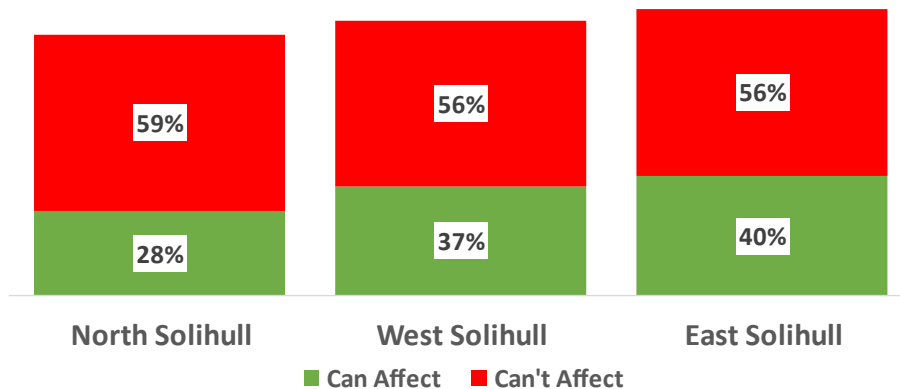
### People from a different background get on well together in local area



### Civic Participation

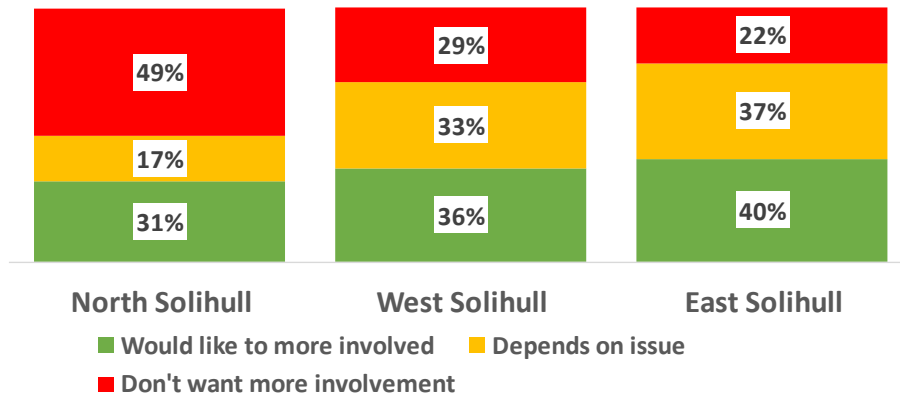
35% of respondents to the 2022 Solihull Place Survey say that they can influence decisions that affect their local area while 57% don't feel they can influence decisions. Fewer people in North Solihull feel they can influence decisions than elsewhere in the borough, with West Solihull about average.

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



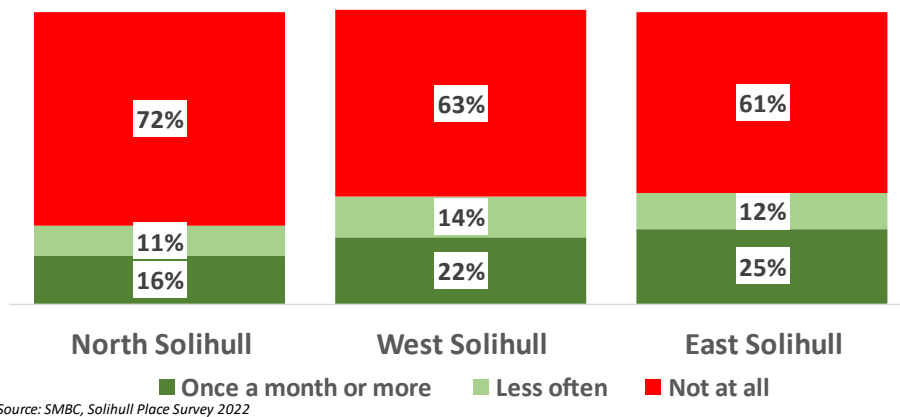
Despite the fact that 57% of respondents to the 2022 Solihull Place Survey say that they can't influence local decisions only 36% say that they would definitely like more involvement with 33% saying that they definitively don't want to be involved. The results for this measure do vary across the borough and in West Solihull 69% say that they are at least open to more involvement (36% definitely yes, 33% depends on the issue), while less than a third (29%) do not want to be involved.

### Would like to be more involved in local decisions



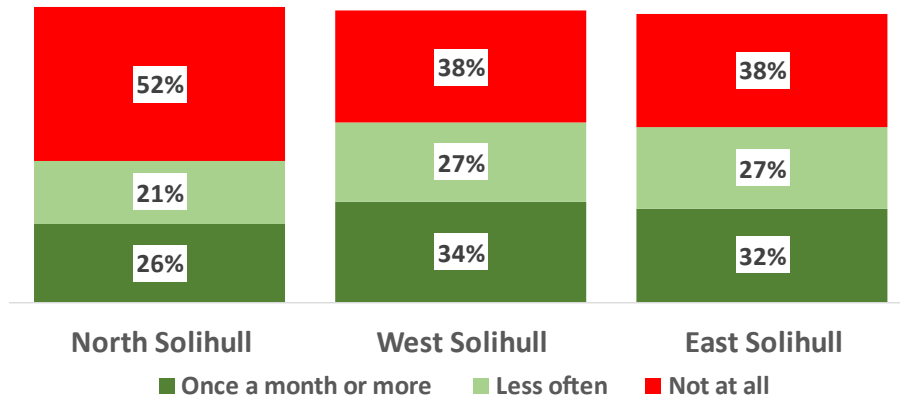
On average 34% of respondents to the 2022 Solihull Place Survey say that they have taken part in formal volunteering (defined as unpaid help to any group, club or organisation such as sports coaching or supporting a faith organisation) over the last year, including 21% who volunteer at least once a month. Participation is higher outside North Solihull with a participation rate of 36% in West 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 61% in West Solihull.

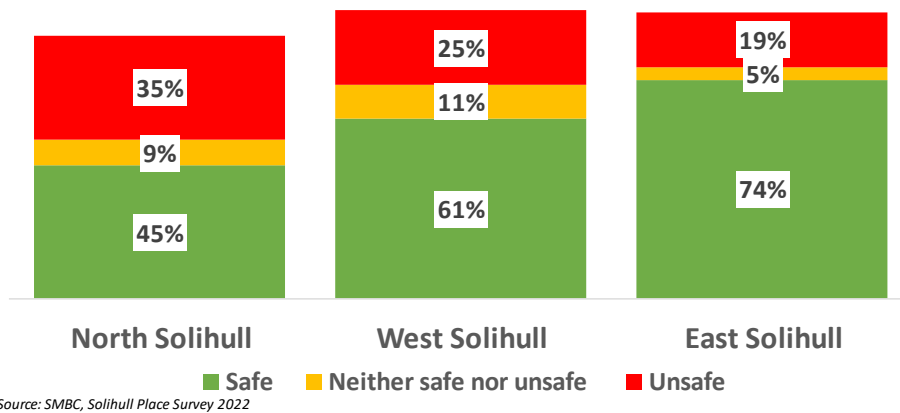
### Have taken part in informal volunteering in last year



### 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 61% of West Solihull residents feeling safe after dark.

### Feeling safe after dark in local area

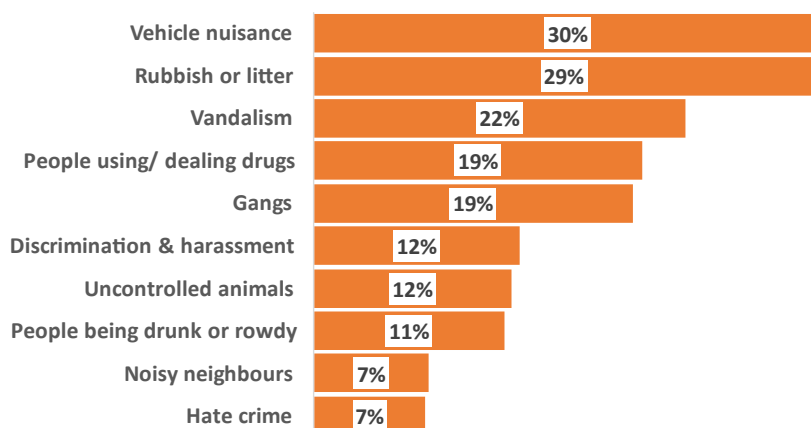


Respondents to the 2022 Solihull Place Survey were asked which of 10 types of antisocial behaviour were a problem in their local area. The most commonly cited problem in West Solihull was vehicle nuisance (30% of respondents) followed by rubbish & litter (29%) and vandalism (22%). Each type of ASB was considered a problem by fewer West Solihull respondents than the Solihull average.

Problem with Anti-Social Behaviour in Local Area		
ASB Type	West Solihull	Solihull
Discrimination, harassment or intimidation	12%	14%
Noisy neighbours or loud parties	7%	11%
Vehicle nuisance, like joyriding, abandoned cars etc	30%	32%
Gangs hanging around the streets	19%	22%
Uncontrolled animals or dog mess	12%	15%
People using or dealing drugs	19%	28%
People being drunk or rowdy in public places	11%	15%
Vandalism, graffiti & other deliberate damage to property or vehicles	22%	26%
Rubbish or litter lying around	29%	34%
Hate crime	7%	8%

*Source: Solihull Place Survey 2022*

### Problem with ASB in West Solihull



*Source: SMBC, Solihull Place Survey 2022*

### Crime Deprivation

Shirley South’s twelve LSOAs are, on average, ranked on the 78<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). On this basis Shirley South would be considered one of the least deprived wards in terms of crime and disorder both in England and in Solihull which has fourteen more deprived wards and two less deprived wards.

Ward	Average Crime & Disorder Percentile Rank (1=most deprived, 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 twelve Shirley South LSOAs ranges from Shirley Heath on the 51<sup>st</sup> percentile to the least deprived neighbourhood Cranmore North on the 95<sup>th</sup> percentile. There are few signs of substantial crime deprivation in Shirley South.

Crime & Disorder Rank in Shirley South 2019	
LSOA	Crime & Disorder Percentile Rank (1=most deprived, 100=least deprived)
Shirley Heath	51.1
Woodlands	64
Light Hall	66
Cranmore South	70.4
Stratford Road South-West	70.5
Haslucks Green	79.2
Stratford Road South-East	82.6
Blossomfield South	85.3
Monkspath West	91.9
Monkspath North	92.3
Monkspath Central	94.7
Cranmore North	95

*Source: English Indices of Deprivation 2019*

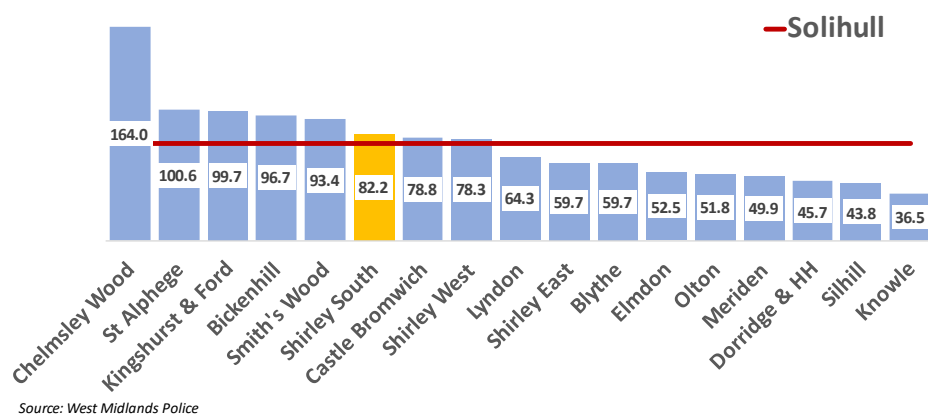
### Reported Crime and Antisocial Behaviour

The table below shows the number of recorded crimes in the year to date (January-November 15<sup>th</sup> 2023). There have been 1,030 crimes in Shirley South, 6.3% of the Solihull total and equating to 82.2

per 1,000 population. This is higher than the Solihull average of 74.7 per 1,000 and the 6<sup>th</sup> highest of the 17 Solihull wards.

Reported Crimes in 2023			
Ward	Number of Reported Crimes	% Reported Crimes	Crimes per 1,000 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 <sup>^</sup>	16,256		74.7
<sup>^</sup> Solihull total includes 861 crimes attributed to Airport/NEC (5% total)			
Source: West Midlands Police			

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



The number of reported crimes in Shirley South trended upwards from 2020 to 2022, increasing by 53% (+423 crimes over this period). This is higher than the 41% increase recorded across Solihull as a whole.



## Annual Reported Number of Crimes in Shirley South



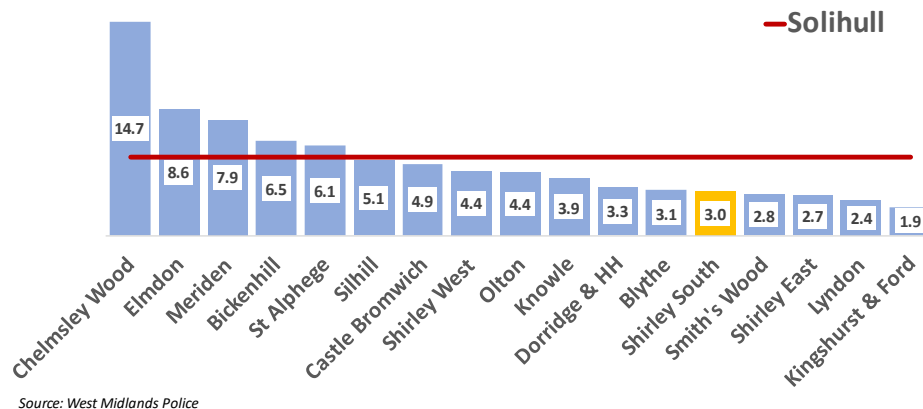
Source: West Midlands Police

The table below shows the number of recorded antisocial behaviour (ASB) incidents in the year to date (January-November 15<sup>th</sup> 2023). There have been 38 ASB incidents in Shirley South, 3.2% of the Solihull total and equating to 3 per 1,000 population. This is lower than the Solihull average of 5.4 per 1,000 and ranks Shirley South 5<sup>th</sup> lowest of the 17 Solihull wards.

Reported Antisocial Behaviour Incidents in 2023			
Ward	Number of Reported ASB	% ASB	ASB per 1,000 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](#)