

# 2019

Solihull  
Metropolitan  
Borough Council

Prepared by  
Solihull  
Observatory

## SOLIHULL PEOPLE AND PLACE

### Abstract

**People:** An analysis of demographic and population data for Solihull, including a review of evidence relating to the borough's age profile, population change and ethnicity with particular focus on vulnerable population groups.

**Place:** A review of evidence relating to the living and built environment, housing and infrastructure in Solihull.

---

**CONTENTS***page  
number*


---

<b>PEOPLE AND PLACE SUMMARY</b>	1
<b>POPULATION AND DEMOGRAPHICS</b>	2 -15
Mid 2018 Population Estimates	2
Age Profile	2
Population Change	3
Births	5
Migration	7
Population Projections	8
Ward Populations	9
Ethnicity	11
Country of Birth and Language	14
Religion	15
<b>LIVING STANDARDS</b>	15 – 25
Deprivation	15
Household Incomes	17
Earnings	19
Fuel Poverty	21
Children in Poverty	23
<b>THE LIVING ENVIRONMENT</b>	25 – 28
Satisfaction with Place to Live	25
Urban/Rural Classification	26
Green Spaces	26
Living Environment Deprivation	27
<b>THE BUILT ENVIRONMENT AND INFRASTRUCTURE</b>	28 – 38
Household Projections	28
Housing Provision and the Housing Market	31
Business and Commercial Property	35
Transport and Access	36
<b>CONTACTS AND FURTHER INFORMATION</b>	39

---

## Solihull People and Place - Summary

Solihull is a broadly affluent borough in both the regional and national context, characterised by above-average levels of income and home ownership. Levels and extent of deprivation are limited with only 23 of the borough's 134 Lower Super Output Areas (LSOAs) in the most 20% deprived areas in the country and just six in the bottom 5%.

Lying at the heart of the West Midlands motorway network, with excellent public transport connections with the Birmingham city conurbation and linked to European and global markets by Birmingham International Airport, Solihull has significant geographic and infrastructure advantages. Economically, this supports a strong service sector economy with Solihull town centre and key regional strategic assets (the NEC complex, Land Rover and the Birmingham & Blythe Valley Business Parks) primarily responsible for drawing in around 85,000 workers to the borough on a daily basis.

Solihull as an authority is, however, challenged by a prosperity gap, with performance indicators in the Regeneration area, framed by the wards of Chelmsley Wood, Kingshurst & Fordbridge and Smith's Wood to north of Birmingham International Airport, significantly lagging the rest of the borough. Alongside below average income levels the regeneration area is notable for a relatively higher population density, less green space per head and a substantially greater proportion of socially rented housing (62% of the borough's total). The regeneration area contains the 20 most deprived LSOA neighbourhoods in Solihull, with 23 of the areas 29 LSOAs in the bottom 25% nationally. The impacts of this are felt across a broad range of outcomes including educational attainment, employment, crime and health. Outside of the regeneration area, clusters of relatively less advantaged households also exist in the Hobs Moat Road area (Lyndon and Elmdon wards) and to a lesser extent in Shirley, Castle Bromwich and Olton.

Solihull is in the midst of dynamic and rapid socio-demographic change. The Black and Asian Minority Ethnic (BAME) population has more than doubled since the 2001 Census and now represents nearly 11% of the total population. On this basis the borough is less diverse than England as a whole (and significantly less so than neighbouring Birmingham), but with BAME groups representing a relatively higher proportion of young people in Solihull (over 17% of those aged 15 and under) this representation is set to increase.

The second significant demographic change is Solihull's ageing population. Between 1998 and 2018 the population aged 65 and over increased by 39% and from 16% to 21% of the total population. As a result, there are now 9,200 more residents aged 65 to 84 years and 3,400 more aged 85 years and over than 20 years ago. Population projections based on the 2016 population estimates indicate the relative ageing of the Solihull population will continue and by 2038 those aged 65 and over will account for one in four of the borough population, with those aged 85+ numbering nearly 12,000 (5% of total). The growth in the numbers of those aged 85 and over represents a significant and growing challenge in terms of health and social care.

## Population and Demographics

### Mid 2018 Population Estimates

The Office for National Statistics (ONS) estimates that Solihull's resident population was 214,909 in 2018, increasing by 976 individuals (0.5%) compared with 2017. The population grew by a total of 10,131 (4.9%) in the 10 years 2008-2018.

The full age and gender breakdown for the 2018 population estimate for Solihull is shown in the table below.

	Number			% Total	
	Total	Male	Female	Male	Female
All People	214,909	104,605	110,304		
Age 0 - 4	12,393	6,340	6,053	6.1%	5.5%
Aged 5-9	13,695	7,052	6,643	6.7%	6.0%
Aged 10-14	13,419	6,991	6,428	6.7%	5.8%
Aged 15-19	11,932	6,237	5,695	6.0%	5.2%
Aged 20-24	10,903	5,571	5,332	5.3%	4.8%
Aged 25-29	12,405	6,293	6,112	6.0%	5.5%
Aged 30-34	12,039	5,832	6,207	5.6%	5.6%
Aged 35-39	12,685	5,936	6,749	5.7%	6.1%
Aged 40-44	12,410	5,902	6,508	5.6%	5.9%
Aged 45-49	15,323	7,454	7,869	7.1%	7.1%
Aged 50-54	15,813	7,694	8,119	7.4%	7.4%
Aged 55-59	14,778	7,172	7,606	6.9%	6.9%
Aged 60-64	11,888	5,884	6,004	5.6%	5.4%
Aged 65-69	11,665	5,531	6,134	5.3%	5.6%
Aged 70-74	12,054	5,804	6,250	5.5%	5.7%
Aged 75-79	8,340	3,836	4,504	3.7%	4.1%
Aged 80-84	6,429	2,673	3,756	2.6%	3.4%
Aged 85+	6,738	2,403	4,335	2.3%	3.9%
<b>Broad Age Groups</b>					
Aged 0 to 15	42,004	21,721	20,283	20.8%	18.4%
Aged 16 to 64	127,679	62,637	65,042	59.9%	59.0%
Aged 65+	45,226	20,247	24,979	19.4%	22.6%
<i>Source: ONS Mid-2018 Population Estimates</i>					
<i>Numbers may not add due to rounding</i>					

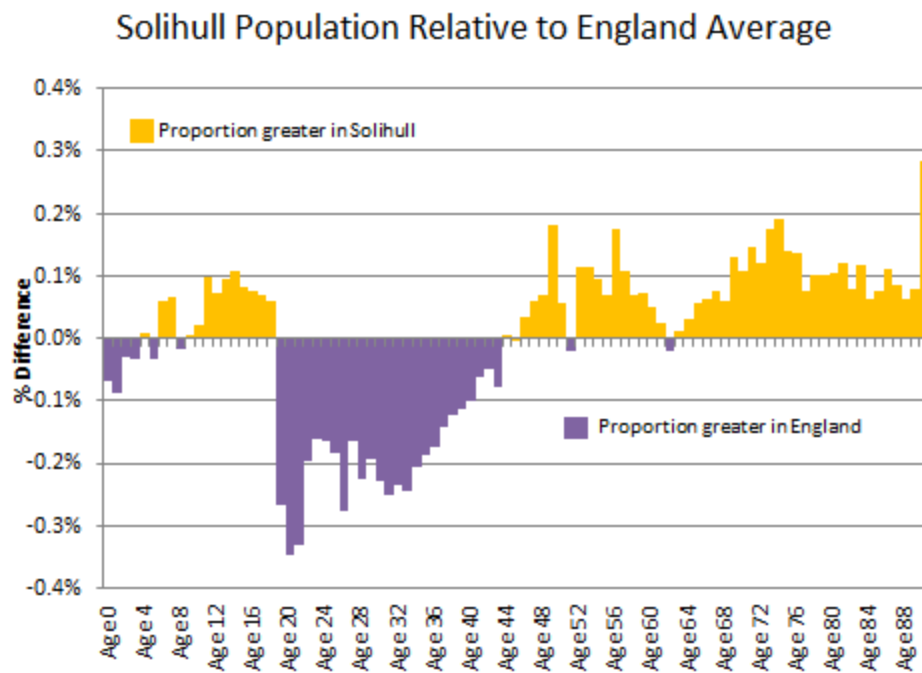
### Age Profile

As the table below shows compared with both England and the West Midlands region Solihull has a relatively high proportion of older people aged 65+ (21%). The proportion of children is in-line with the average, but the working age population is relatively low.

	Solihull Count	% Population		
		Solihull	England	West Midlands
Age 0-15	42,004	19.5%	19.2%	19.7%
Age 16-64	127,679	59.4%	62.6%	61.9%
Age 65+	45,226	21.0%	18.2%	18.5%
All People	214,909			
<i>Source: ONS Mid Year Population Estimates 2018</i>				

The chart below shows the Solihull population relative to the England average by single year.

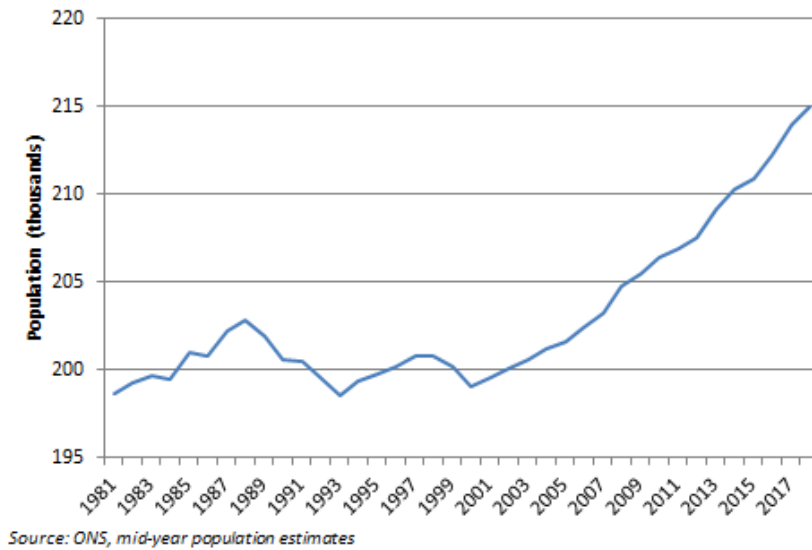
- Solihull has a below England average population among those aged 0-4 years and from the ages 19 through to 43;
- These population deficits are particularly evident among those aged 19-21 years (students) and among those in their early 30s;
- Solihull has an above average population among almost all years from 45 onwards, with notable peaks among those in their mid 50s and early 70s;
- The relatively high number of parents in their mid 40s is the most likely explanation for Solihull's above average proportion of children aged 10 to 17 years.



## Population Change

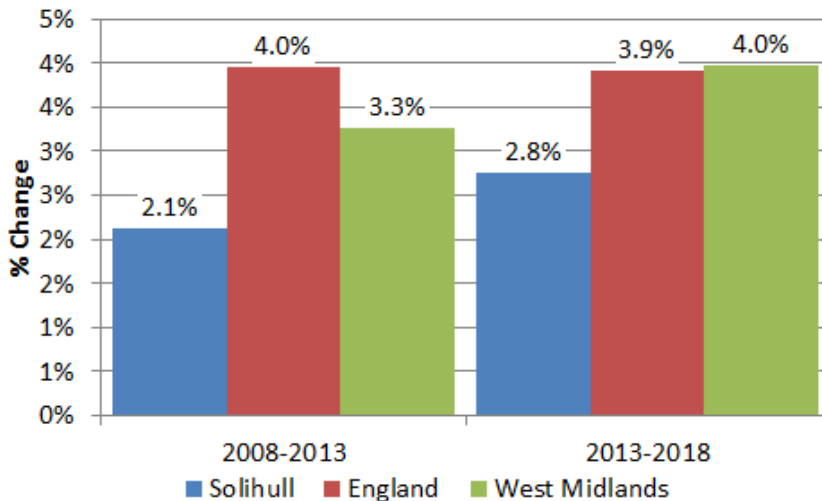
Despite some fluctuations resulting in small spikes in the late 1980s and late 1990s the Solihull population was virtually unchanged between 1981 and 2000. Solihull's population has increased in every year since 2001, although growth has been much lower than the England and West Midlands averages.

### Mid Year Population Estimates Solihull 1981-2016



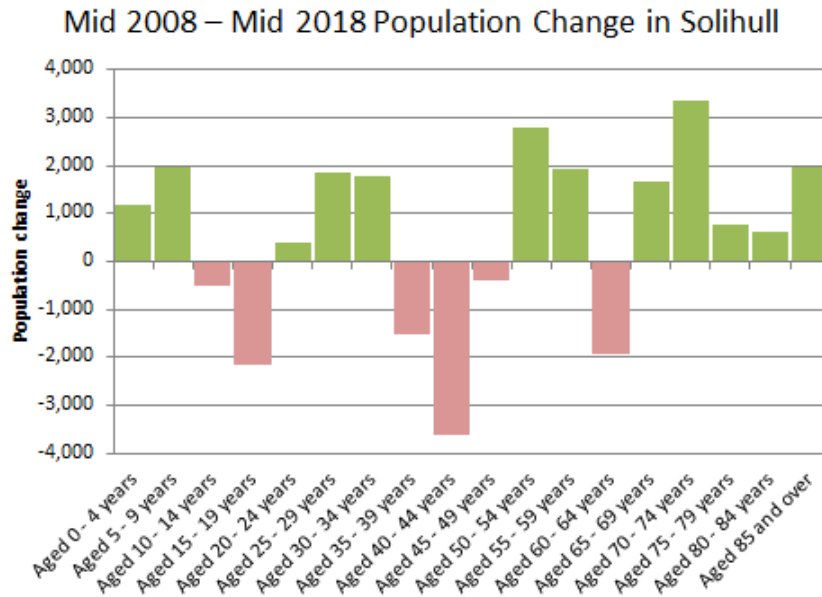
The Solihull population has increased by a total of 4.9% (10,131 people) in the 10 years 2008 to 2018 compared to increases of 8.0% for England and 7.4% for the West Midlands. As the chart below shows population growth in Solihull accelerated slightly in the 2nd part of this period, although growth has remained below the national and regional averages.

### Mid Year Population Estimates Population Change 2008-2018



The chart below shows the population Change in Solihull over the 10 years 2008 to 2018 for five year age groups.

- There was a substantial fall in the number of 35-49 year olds over this period;
- The effect of this includes falling numbers of children aged 10-19 years;
- Notable population increases are evident among those in their 50s, as well as among the 65-74 year old age group and those aged 85+ (+1,969, +41%).



Source: ONS, mid-year population estimates

Solihull’s working age population fell slightly between 2008 and 2018 (-0.4%), contrasting with increases for England (+4.0%) and the West Midlands (+3.8%). Solihull’s population of children aged 0-15 years increased at a below average rate over this period (+5.8% compared to +9.1% for England).

Growth among the 65+ population was only slightly lower in Solihull than elsewhere in the country (+22.7% compared to +23.4% for England).

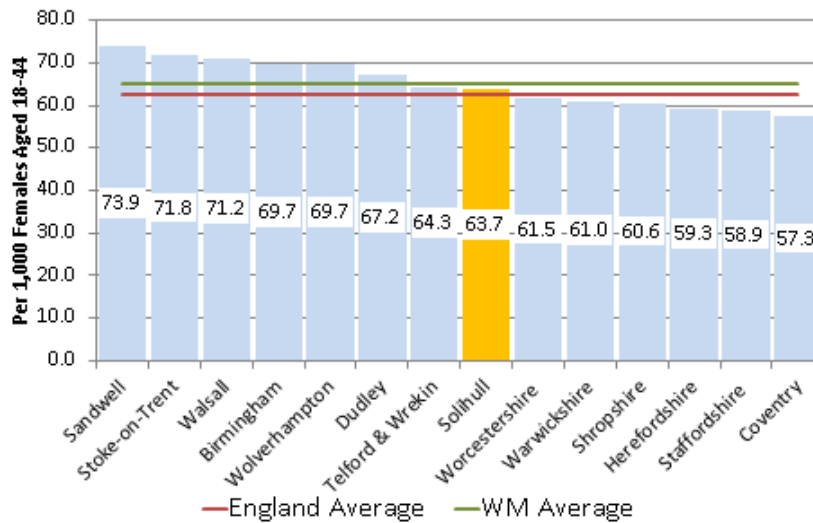
	Population Change 2008-2018			
	Change in Number in Solihull	% Change		
		Solihull	England	West Midlands
All Ages	10,131	4.9%	8.0%	7.4%
Children (0-15)	2,294	5.8%	9.1%	7.3%
Working Age 16-64)	-540	-0.4%	4.0%	3.8%
Older People (65+)	8,377	22.7%	23.4%	21.3%

Source: ONS Mid Year Population Estimates

### Births

In 2016 there were 2,315 live births to mothers resident in Solihull. Solihull’s General Fertility rate is just above the England average, but lower than other neighbouring metropolitan Boroughs.

## General Fertility Rates 2016



Source: ONS

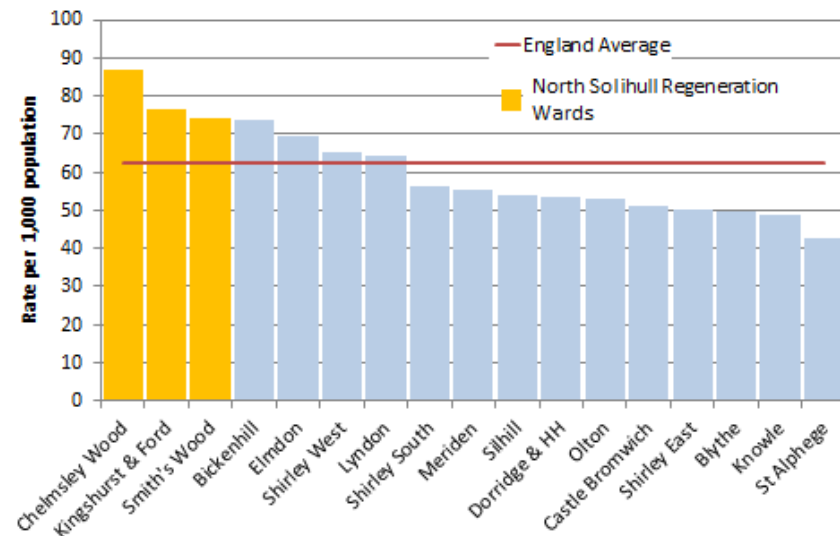
The table below shows the number of births and the fertility rates for Solihull wards in 2015. Around 28% of births were to mothers living in the three North Solihull Regeneration wards (Chelmsley Wood, Kingshurst & Fordbridge, Smith’s Wood). These wards have the highest Crude Birth Rates and General Fertility Rates in the borough. This reflects the relatively young age profile in this area generally, and specifically, the high proportion of women aged 25-34 years (the groups with the highest fertility rates, both locally and nationally).

Birth by Ward 2015			
Ward	Births	Crude Birth Rate	General Fertility Rate
Bickenhill	161	13.0	73.8
Blythe	131	9.7	49.5
Castle Bromwich	92	8.1	51.3
Chelmsley Wood	222	17.8	86.9
Dorridge & Hockley Heath	88	7.9	53.7
Elmdon	152	12.4	69.6
Kingshurst & Fordbridge	203	15.6	76.6
Knowle	73	6.7	48.6
Lyndon	161	11.9	64.3
Meriden	99	8.2	55.3
Olton	110	8.8	52.9
St Alphege	91	6.7	42.7
Shirley East	105	8.8	50.3
Shirley South	115	9.4	56.4
Shirley West	143	12.1	65.1
Silhill	117	9.5	54.0
Smith's Wood	205	16.1	74.2
Averages			
North Solihull	630	16.5	79.1
Rest of Borough	1,638	9.5	56.6
Solihull Total	2,259	10.7	61.9

Source: ONS



### General Fertility Rates Solihull Wards 2015

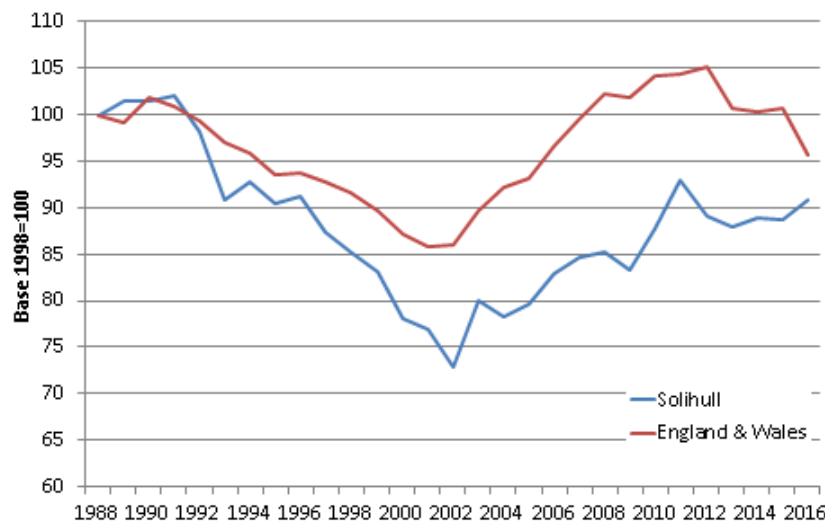


Source: ONS

The number of births in Solihull has been relatively unchanged in the five years 2011-2016.

Over the longer-term the pattern in Solihull has mirrored that across England as a whole. The number of births fell sharply between the early 1990s and 2002 (from 2,596 to 1,854, -29%). Thereafter, the number of births in the borough trended upwards to a peak of 2,367 in 2011.

### Live Births Index 1988-2016



Source: ONS

### Migration

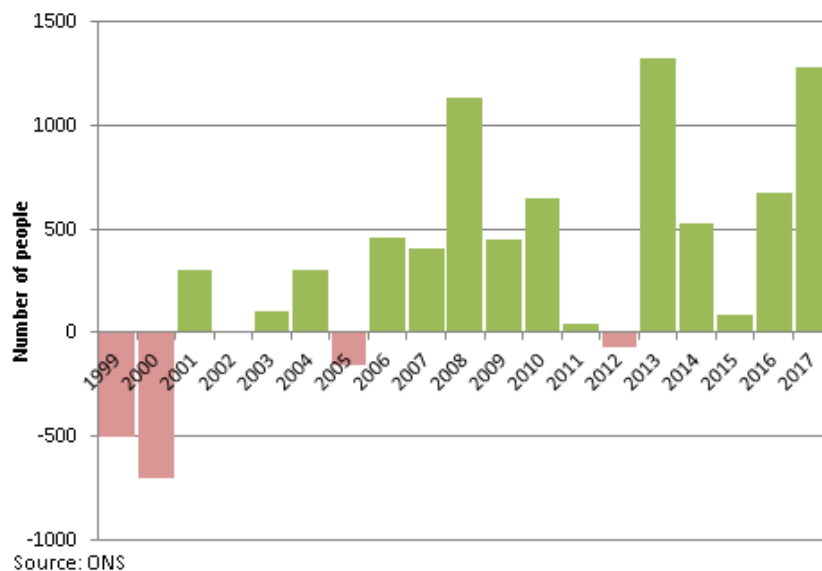
Over the ten year period from mid 2008 to mid 2017 a total of 104,434 people have moved into Solihull (95,344 from elsewhere in UK, 5,090 from abroad), counterbalanced by 93,243 leaving the Borough (89,247 to elsewhere in UK, 3,996 to abroad). The net result is that migration increased the Solihull population by 7,191 people over this period.

Type of Migration	Flow	Ten Year Total	Five Year Totals	
		Mid 2008-2017	Mid 2008-2012	Mid 2013-2018
Migration within UK	In	95,344	44,585	50,759
	Out	89,247	42,382	46,865
	Net	6,097	2,203	3,894
International Migration	In	5,090	2,319	2,771
	Out	3,996	2,371	1,625
	Net	1,094	-52	1,146
Total Migration	Net	7,191	2,151	5,040

*Source: ONS Migration Tools*

Data going back to 1998/99 shows that in most years more people move to Solihull from elsewhere in the UK than leave the borough for other Local Authority areas. This net inflow was particularly apparent from 2006 through to mid 2010 and again from 2013 to mid 2017.

### Solihull Net Migration within the UK



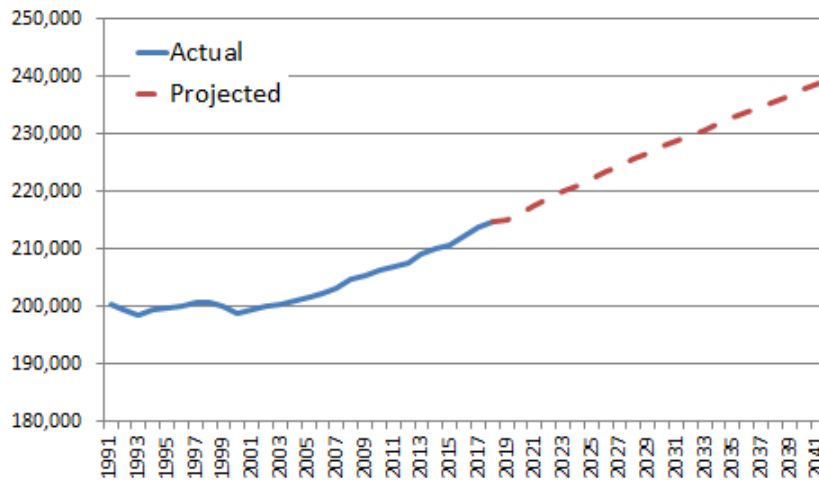
### Population Projections

The 2016 sub-national population projections were published by the ONS in May 2018. They are based on the 2016 mid-year estimates and assumptions about local migration, fertility and mortality trends.

The Solihull population is projected to increase by 11,523 people (5.4%) between 2018 and 2028 and by a further 10,145 (4.5%) between 2028 and 2038. Total growth for the period 2018-2038 is, therefore, projected to be 21,668 (9.9%).

This equates to population growth of 0.5% per annum over the period 2018-2038, in-line with levels recorded in the 10 years 2008-2018.

## Solihull Population Projections



Source: ONS mid-year population estimates and population projections

The table below shows that the working age population in Solihull is projected to increase by less than 3% in the 20 years 2018-2038, a far lower rate of growth than younger or older population groups.

The number of children aged 0-15 years old is projected to increase by 3,033 (7.2%) between 2018 and 2038, although growth is expected to be much higher in the first 10 years of this projection than between 2028 and 2038 (+5.5% compared to +1.6%).

Over the 20 years 2018-2038, growth in Solihull is projected to be largest in both actual and percentage terms among older people aged 65+ (14,114, 31.2%). Within this group the number aged 85+ is projected to increase the most between 2018 and 2038 (+5,174 +77%). By 2038 it is likely that those aged 85+ will account for 5% of the Solihull population, compared to 3% currently.

	Solihull Population Projection by Age Group						
	Population			Change 2018-2028		Change 2028-2038	
	2018	2028	2038	000s	%	000s	%
Children 0-15	42,004	44,330	45,037	2,326	5.5%	707	1.6%
Working age 16-64	127,679	129,243	131,366	1,564	1.2%	2,123	1.6%
Older People 65+	45,226	52,026	59,340	6,800	15.0%	7,314	14.1%
Aged 85+	6,738	8,516	11,912	1,778	26.4%	3,396	39.9%
All Ages	214,909	225,601	235,746	10,692	5.0%	10,145	4.5%

Source: ONS Sub-National Population Projections 2016

### Solihull Ward Populations

The ONS publishes the mid-year population estimates at a variety of sub-borough geographies: wards, Middle Super Output Areas (29 in Solihull) and Lower Super Output Areas (134 in Solihull).

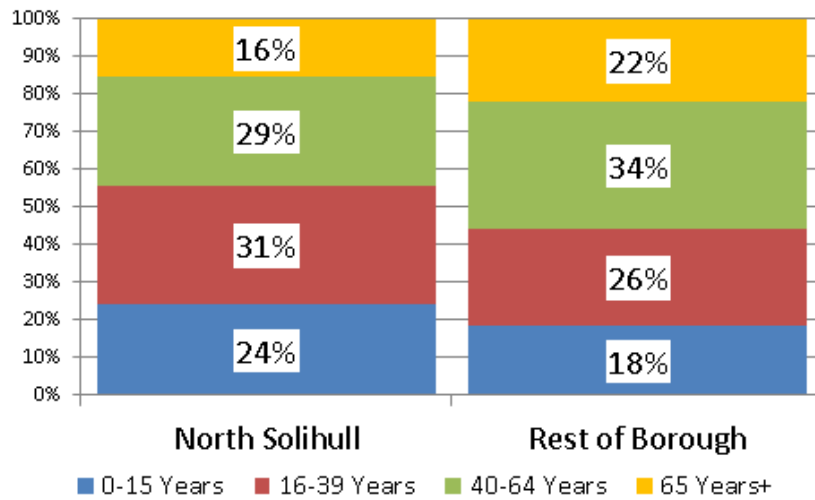
The table below shows the mid-2017 estimates for Solihull’s 17 wards.

Ward	Broad Age Groups				Other Breakdowns	
	All Ages	Aged 0-15	Aged 16-64	Aged 65+	Aged 18-24	Aged 85+
Chelmsley Wood	12,940	3,138	7,745	2,057	1,183	158
Kingshurst & Fordbridge	12,985	3,080	7,916	1,989	1,183	255
Smith's Wood	12,801	3,110	7,713	1,978	1,154	169
Bickenhill	12,708	2,394	7,718	2,596	955	290
Blythe	13,908	2,618	8,860	2,430	908	237
Castle Bromwich	11,333	1,672	6,889	2,772	850	443
Dorridge & Hockley Heath	11,370	2,304	6,503	2,563	647	341
Elmdon	12,460	2,279	7,501	2,680	895	447
Knowle	11,088	2,000	5,970	3,118	598	543
Lyndon	13,713	2,671	8,375	2,667	993	429
Meriden	12,542	2,235	7,315	2,992	850	434
Olton	12,721	2,217	7,606	2,898	899	561
Shirley East	11,865	2,459	6,985	2,421	802	454
Shirley South	12,546	2,260	7,283	3,003	825	536
Shirley West	12,591	2,449	7,655	2,487	884	355
Silhill	12,574	2,294	7,246	3,034	764	617
St Alphege	13,788	2,331	8,329	3,128	1,000	507
North Solihull	38,726	9,328	23,374	6,024	3,520	582
Rest of Borough	175,207	32,183	104,235	38,789	11,870	6,194
Solihull	213,933	41,511	127,609	44,813	15,390	6,776

*Source: ONS Mid-2017 population estimates*

As the chart below shows the age profile of the three North Solihull regeneration wards (Chelmsley Wood, Kingshurst & Fordbridge, Smith's Wood) is significantly younger than the rest of the borough, with proportionally more children aged 0-15 years and younger working age adults aged 16-39 years. Older people aged 65+ account for a far smaller proportion of the North Solihull population than in the rest of the borough.

## Solihull Population by Broad Age Band 2017



Source: ONS Mid Year Population Estimates 2017

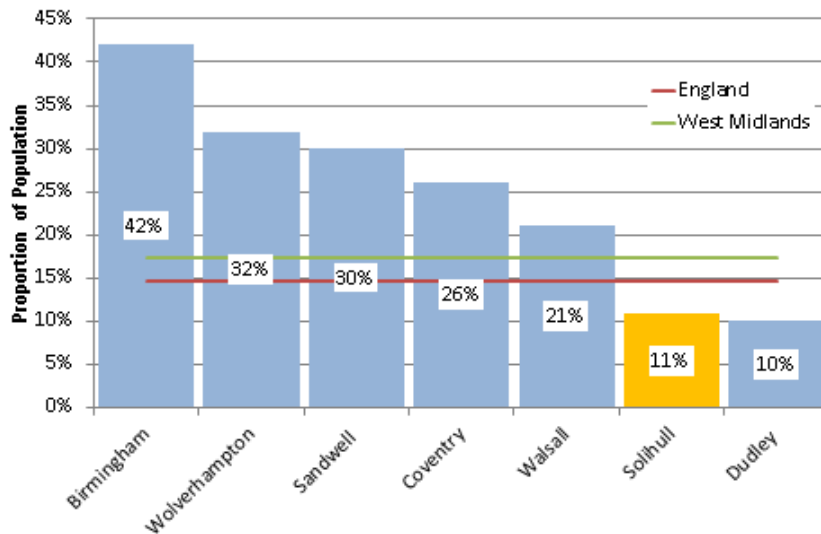
## Ethnicity

The latest data relating to ethnicity, religion and other detailed population characteristics are provided by the 2011 Census.

Solihull is in the midst of a dynamic change in terms of the borough's ethnic composition, although it remains considerably less ethnically diverse than neighbouring Birmingham.

At the time of the 2011 Census, 85.8% (177,248) of Solihull residents described their ethnic group as white British, compared with the England average of 79.8% and the West Midlands average of 79.2%. 22,430 (10.9%) of Solihull residents were from a Black or Asian Minority Ethnic (BAME) group. To place this in context, this is at the lower end of the spectrum for neighbouring Local Authorities in the West Midlands Metropolitan area, where 42% of Birmingham's population is from a BAME group and 26% of Coventry's.

### Black or Asian Minority Ethnic (BAME) Population

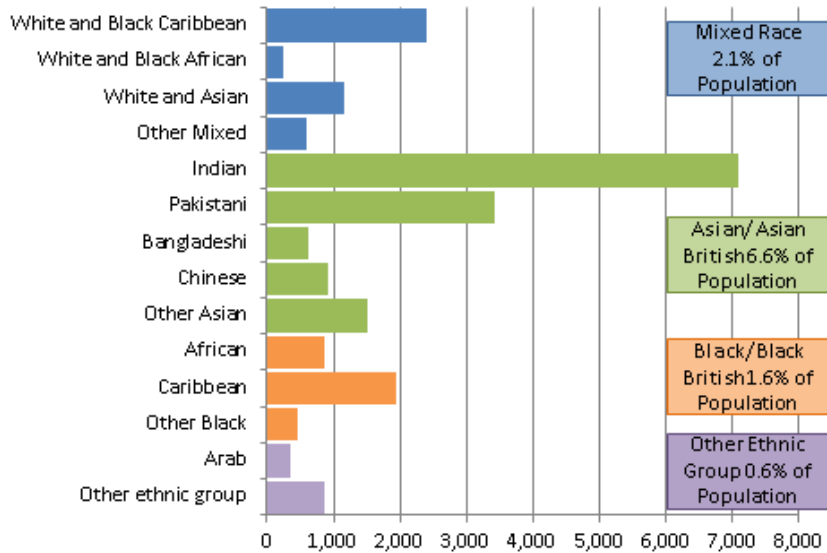


Source: ONS Census 2011

The largest BAME group in Solihull is Asian or Asian British with over 13,500 residents (6.6% of the total population or 60% of all BAME residents), followed by mixed race (4,400), and Black or Black British (3,200).

There are also 70 gypsy or Irish Travellers living in Solihull a new population group introduced for the 2011 Census.

### Solihull's BAME Population

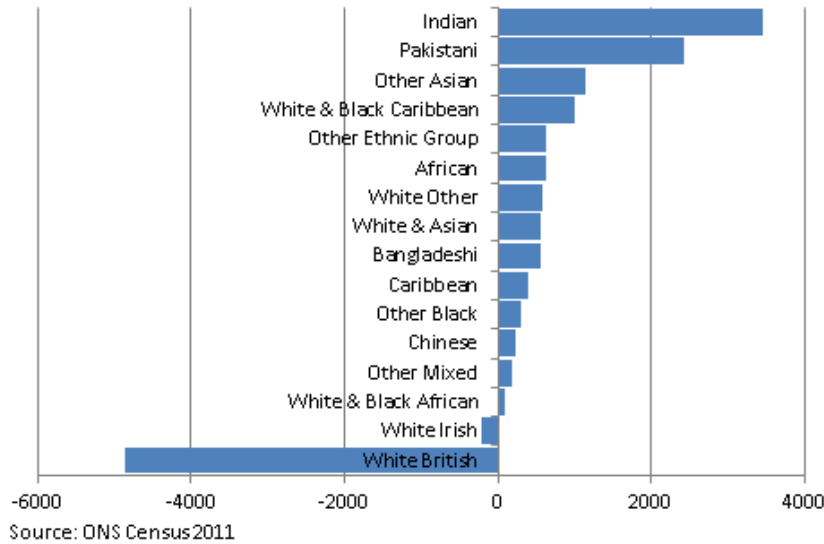


Source: ONS Census 2011

Solihull is becoming increasingly diverse, with the number of people from a Black or Asian Minority Ethnic (BAME) group increasing by 11,638 (108%) between 2001 and 2011 compared to a fall of -4,481 (-2%) in the white population. In context the BAME population across England as a whole increased by 73%.

The number of Asian or Asian British residents increased by 7,816 (136%), Mixed Race by 1,839 (72%) and Black or Black British by 1,344 (71%).

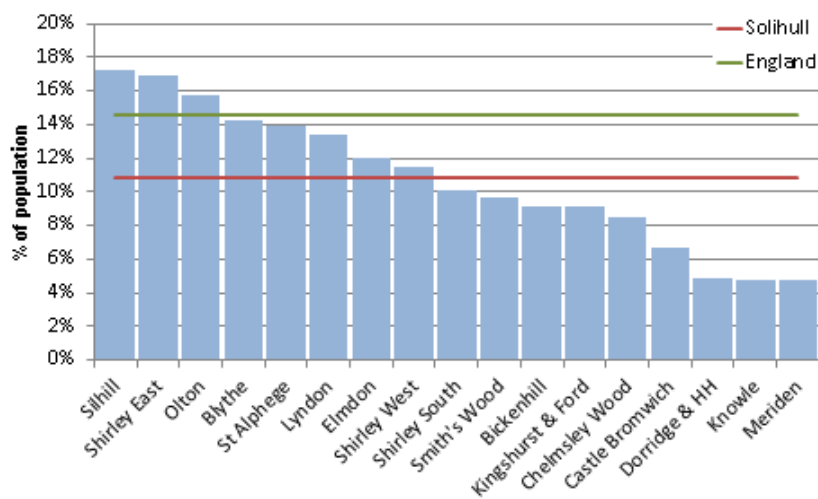
**Change in Number of Residents in Solihull 2001-2011  
by Ethnic Group**



The concentration of BAME residents in Solihull is higher among younger age groups; 17% of the population aged 0-15 years is from a BAME group, 11% of the working age population and just 3% of the retirement age population.

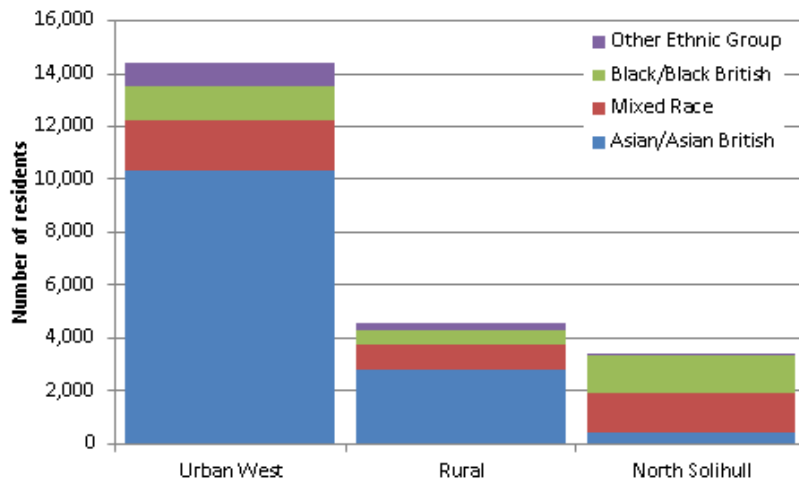
Census 2011 shows that the urban west of the borough has the highest concentration of BAME residents in the borough, although only Silhill (17.2% of total population), Shirley East (16.9%) and Olton (15.7%) have a higher proportion than the England average. The rural wards of Dorridge & Hockley Heath, Knowle and Meriden (all 4.8%) have the smallest BAME populations in the borough.

**Black and Asian Minority Ethnic (BAME)  
Population in Solihull**



Asian and Asian British residents account for 72% of the BAME population in the urban west of the borough and 61% in the wards of semi-rural south and east. However, the composition in three North Solihull regeneration is different, with those from a Mixed Race background accounting for 43% of the areas BAME population and Black or Black British representing a further 42%.

### Black and Asian Minority Ethnic (BAME) Population in Solihull

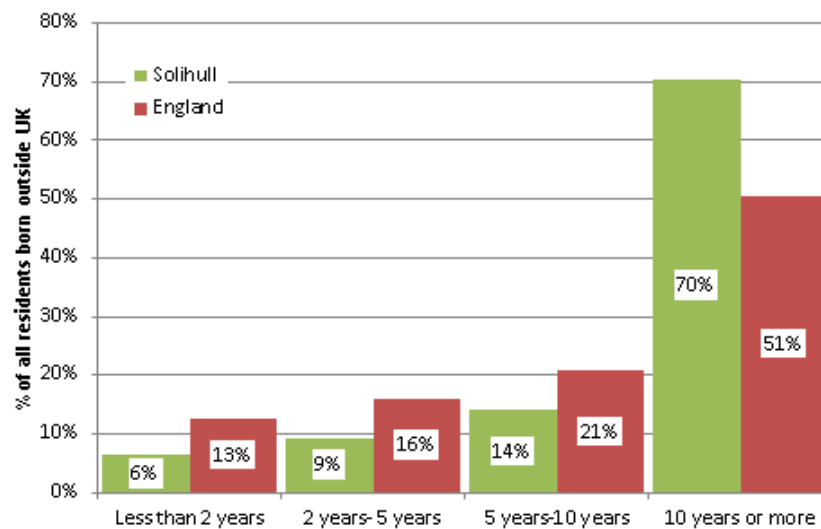


Source: ONS Census 2011

### Country of Birth and Language

15,386 (7.4%) Solihull residents were born outside of the UK, which proportionally is much lower than the England (13.8%) or West Midlands (11.2%) averages. Of those born outside of the UK 70% have been resident in the UK for 10 years or more, this shows that immigration has been a less significant feature of Solihull's demography than many other parts of the country; 49% of those born outside the UK have been resident for less than 10 years across England as a whole.

### Residents Born Outside of the UK



Source: ONS Census 2011



It is notable that a much smaller percentage of Solihull residents born outside the UK were born in EU Accession countries than across England as a whole. In Solihull 9% (1,385) were born in the March 2001 EU Accession countries (compared to 12%) and 7% (1,051) were born in April 2001 to March 2011 EU Accession Countries (compared to 15%).

There are 1,150 households (1.3%) in Solihull where no people in the household have English as their main language, proportionally this is much lower than the England (4.4%) or West Midlands (3.7%) averages. A further 2,057 (2.5%) households have at least some people in the household who do not have English as their main language, again much lower than England (5.1%) or the West Midlands (4.8%).

## Religion

In terms of religion, the majority of Solihull residents describe themselves as Christian (65.6%), with no religion the 2<sup>nd</sup> largest group (21.4%). The numbers of Christians has fallen by -13% (-20,421) since 2001, with no religion increasing by +84% (+20,154). This is consistent with the pattern nationally. In terms of other religions there are significantly more Muslims (+3,610, 221%), Sikhs (+1,938, 124%) and Hindus (+1,834, 99%) than in 2001.

	2011		Change	
	Count	Proportion	Count	%
Christian	135,572	65.6%	-20,421	-13%
No religion	44,187	21.4%	20,154	84%
Religion not stated	13,128	6.4%	-278	-2%
Muslim	5,247	2.5%	3,610	221%
Hindu	3,684	1.8%	1,834	99%
Sikh	3,504	1.7%	1,938	124%
Other religion	569	0.3%	270	90%
Buddhist	430	0.2%	86	25%
Jewish	353	0.2%	-36	-9%

*Source: ONS Census 2011*

33% of residents in North Solihull who answered the religion question in the 2011 Census say that they have no religion, a much higher proportion than in the rest of the borough (20% in urban west wards, 21% in rural wards). The urban west of the borough has the highest concentration of residents from a non-Christian religion; 81% of Muslims in the borough live in the urban west wards as well as 78% of Hindus and 69% of Sikhs. Although in the case of the latter the largest concentration is in the semi-rural ward of Blythe (14% of Sikh population of the borough).

## Living Standards

### Deprivation

The 2019 Index of Multiple Deprivation (IMD) is the official measure of deprivation in England. Seven domains of deprivation combine to create the overall IMD index. The IMD contains 39 individual indicators in total, with most of these being at least 2 years old.

The IMD allows each LSOA neighbourhood in England (average population 1,500) to be ranked relative to one another according to their level of deprivation.

Solihull is ranked as the 32<sup>nd</sup> least deprived out of 151 upper tier LAs in England, placing the Borough in the 2<sup>nd</sup> top quintile. Solihull is the least deprived upper tier LA in the West Midlands.

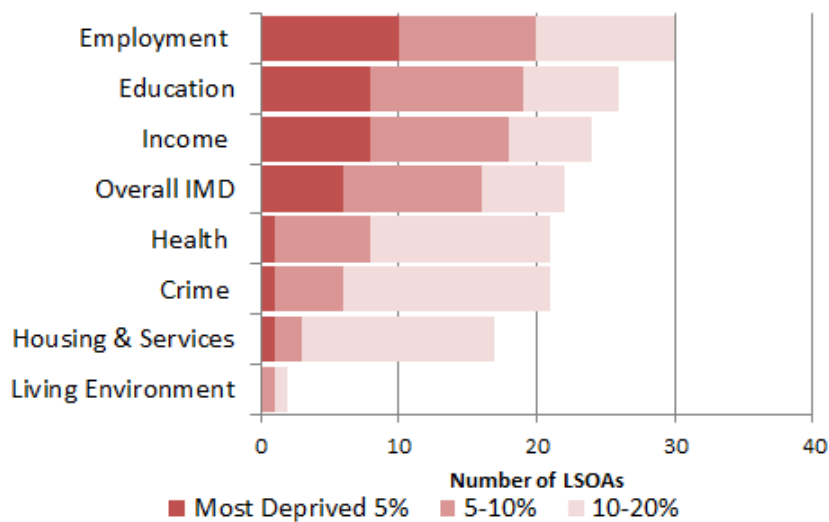
Solihull is in the upper two quintiles of all IMD domains with exception of Access to Housing & Services (3<sup>rd</sup> quintile), reflecting the relative expense of local house prices and private sector rents.

Solihull is one of the least deprived boroughs in England, but is polarised and has a relatively high concentration of deprivation (proportion of LSOAs in the most deprived 10% in England). On this measure Solihull is ranked in the 4<sup>th</sup> quintile nationally.

Solihull Deprivation Rankings 2019 (151 Upper tier LAs in England)				
Domain	Overall Rank		Concentration (LSOAs in Most Deprived 10%)	
	Rank <sup>^</sup>	Quintile	Rank	Quintile
Overall Deprivation	32	2 <sup>nd</sup> Quintile	98	4 <sup>th</sup> Quintile
Income	31	2 <sup>nd</sup> Quintile	104	4 <sup>th</sup> Quintile
Employment	39	2 <sup>nd</sup> Quintile	105	4 <sup>th</sup> Quintile
Education	34	2 <sup>nd</sup> Quintile	109	4 <sup>th</sup> Quintile
Health	50	2 <sup>nd</sup> Quintile	81	3 <sup>rd</sup> Quintile
Crime	48	2 <sup>nd</sup> Quintile	60	2 <sup>nd</sup> Quintile
Access to Housing & Services	85	3 <sup>rd</sup> Quintile	61	3 <sup>rd</sup> Quintile
Living Environment	26	1 <sup>st</sup> Quintile	26	1 <sup>st</sup> Quintile

A large number of Solihull LSOAs are in the most deprived 20% of neighbourhoods in England in the employment (30), education (26) and income (24) domains. By contrast Solihull has very few deprived LSOAs from a Living Environment perspective (2).

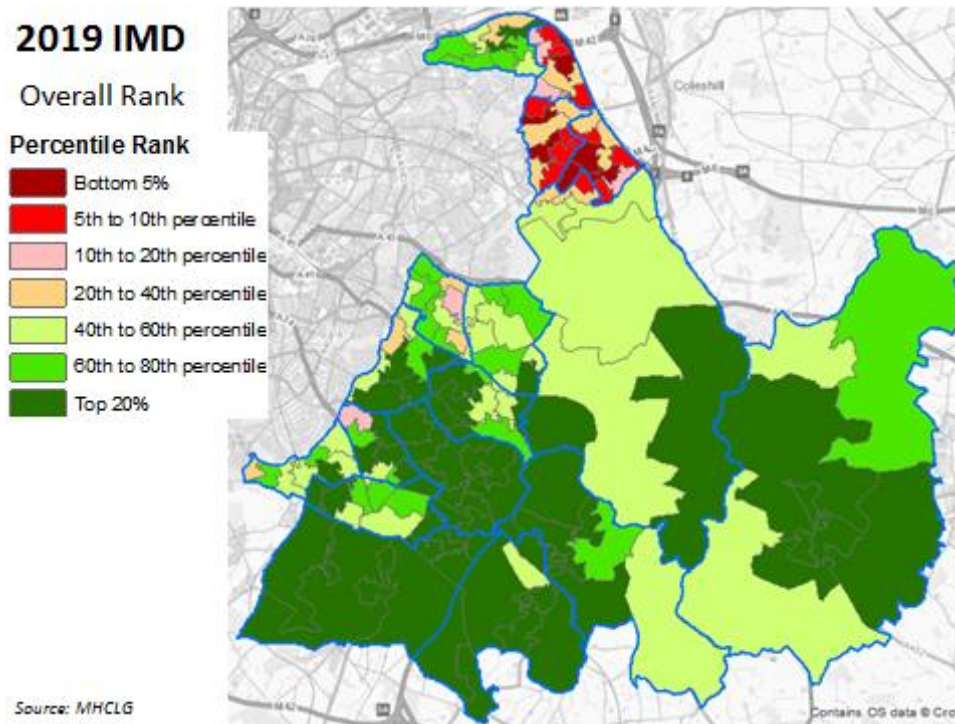
### Deprivation in Solihull by IMD Domain 2019



16 out of 134 LSOAs in Solihull are in the most deprived 10% of neighbourhoods in England of which 6 are in the bottom 5%. All of these are in the North Solihull regeneration area.

Over half of the North Solihull population live in the most deprived 10% of neighbourhoods in England, including one in five living in the most deprived 5% LSOAs. Deprivation in North Solihull is consistent with that found in neighbouring East Birmingham.

Green Hill (Shirley East ward, 14<sup>th</sup> percentile) and Hobs Moat North (Lyndon, 13<sup>th</sup> percentile) are the only LSOAs outside of the regeneration area in the most deprived 20% of neighbourhoods in England.



The IMD can be used to measure whether an area has become more or less deprived over time *relative* to all other parts of England, but not whether the level of deprivation in an area has changed in absolute terms.

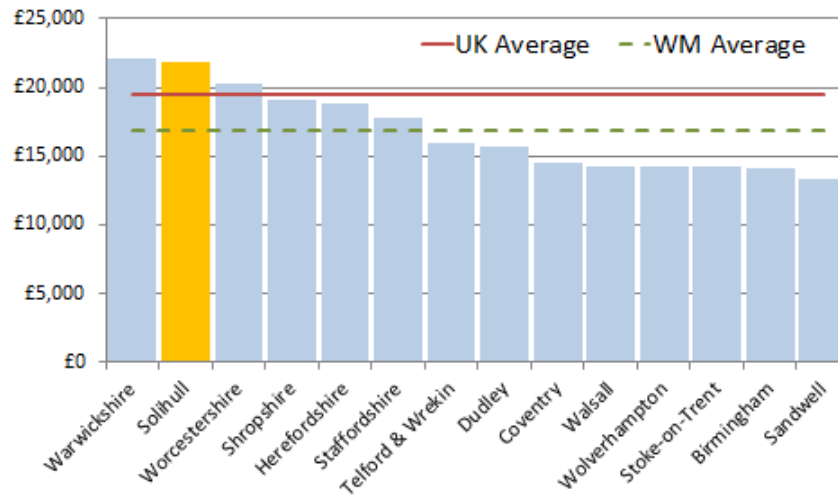
Solihull's overall deprivation rank has been relatively unchanged over time, with the borough in the 2<sup>nd</sup> top quintile nationally from 2007 through to 2019.

## Household Incomes

The ONS measures disposable household incomes (the amount of money that individuals have available for spending or saving after tax) at a borough level. It doesn't take into account items of spending such as housing and fuel costs, but is a useful measure of overall household income.

In 2017 Solihull's Disposable Household Income was 12% higher than the UK average, the 2<sup>nd</sup> highest in the West Midlands and 34<sup>th</sup> highest out of 179 economic areas in the UK.

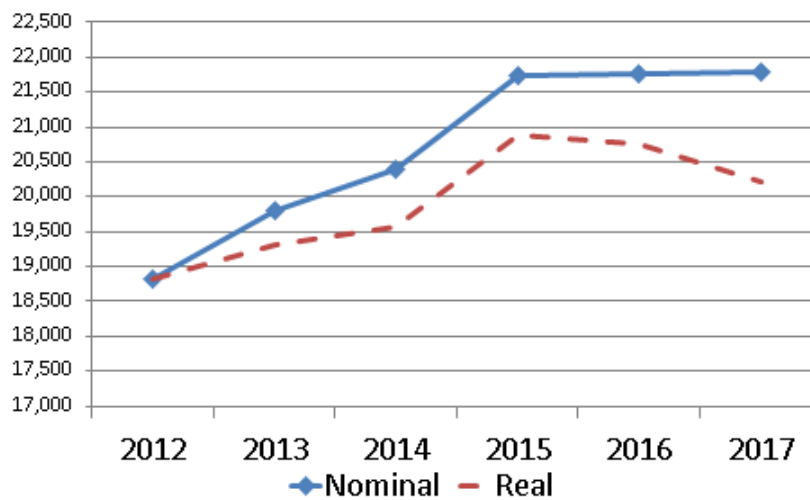
## Gross Disposable Household Income per Head 2017



Source: ONS

In the five years 2012-2017 Disposable Household Income per head increased by 16% in Solihull compared to the UK average of 13%. On this measure, incomes have actually fallen slightly in real terms in each of the last two years.

## Trends in Solihull Gross Disposable Household Income per Head

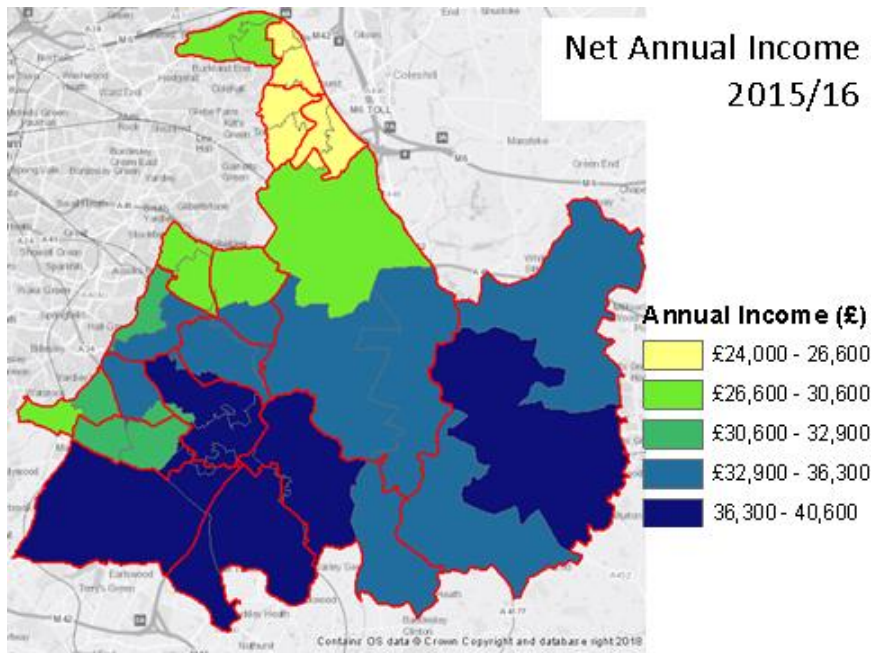


Source: ONS

In 2016 ONS estimates show that average net annual incomes vary across the borough and are on average nearly £7,500 per year lower in North Solihull than the average across the rest of the borough. The differential in average incomes is even wider when housing costs are taken into account, with those in North Solihull being 31% lower than the average across the rest of the borough.

<b>Average Household Incomes 2016</b>		
	Net annual income	Net annual income after housing costs
North Solihull	£27,110	£20,918
Rest of Borough	£34,602	£30,102
<b>Difference Between North Solihull and Rest of Borough</b>		
Per Household (£)	-£7,492	-£9,185
Per Household (%)	-22%	-31%

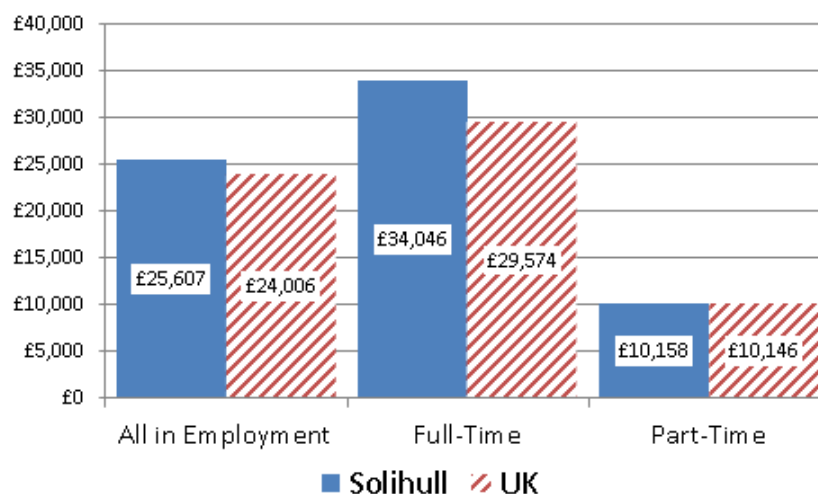
Source: ONS Small area Income Estimates 2016



## Earnings

On average Solihull residents in employment earn 7% more than the UK average and 13% more than that for the West Midlands. Wages for Solihull residents working full-time are significantly above the national average (15%), whereas those for part-time workers are in-line with the UK. Solihull residents have the 2<sup>nd</sup> highest average wage among West Midlands Local Authorities and the highest for those in full time employment.

## Average Annual Resident Wages 2018



Source: ONS Annual Survey of Hours & Earnings

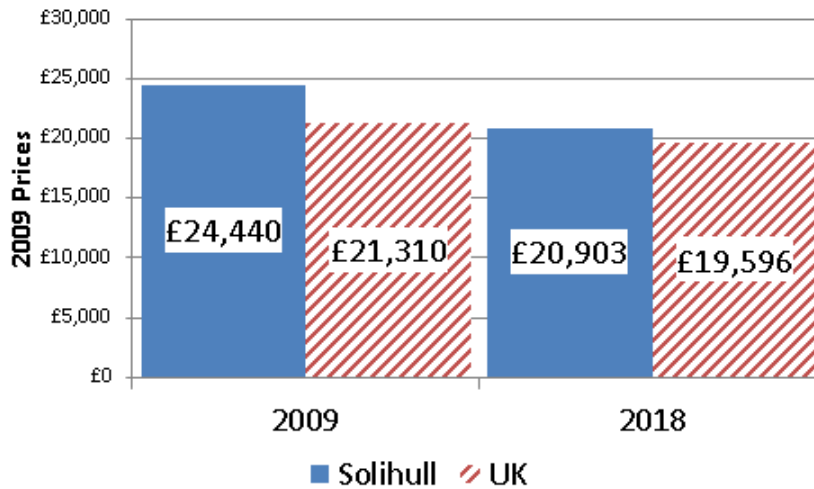
Among all in employment average weekly wages for Solihull residents are above the UK average for all income bands with the exception of those on the 10<sup>th</sup> percentile (the lowest 10% of earners), with this positive differential greatest among those on higher wages.

	Average weekly Wages 2018 - All Residents in Employment			
	Solihull	UK	Differential	
10 percentile	£130.4	£145.2	-£14.8	-10%
20 percentile	£245.4	£241.1	£4.3	2%
25 percentile	£300.2	£290.2	£10.0	3%
30 percentile	£340.4	£325.3	£15.1	5%
40 percentile	£406.1	£389.5	£16.6	4%
Median	£483.6	£460.0	£23.6	5%
60 percentile	£585.5	£541.2	£44.3	8%
70 percentile	£732.5	£641.1	£91.4	14%
75 percentile	£789.6	£699.5	£90.1	13%
80 percentile	£862.6	£771.3	£91.3	12%

Source: ONS Annual Survey of Hours and Earnings

Average wages for Solihull residents increased by 5% in nominal terms (+£1,167) between 2009 and 2018, although this is less than half of the increase across the UK as a whole (+13%, +£2,696). Over this period wages have been falling in real terms across the UK and the average Solihull resident received 15% less pay in 2018 than in 2009, a fall of just over £3,500 per year.

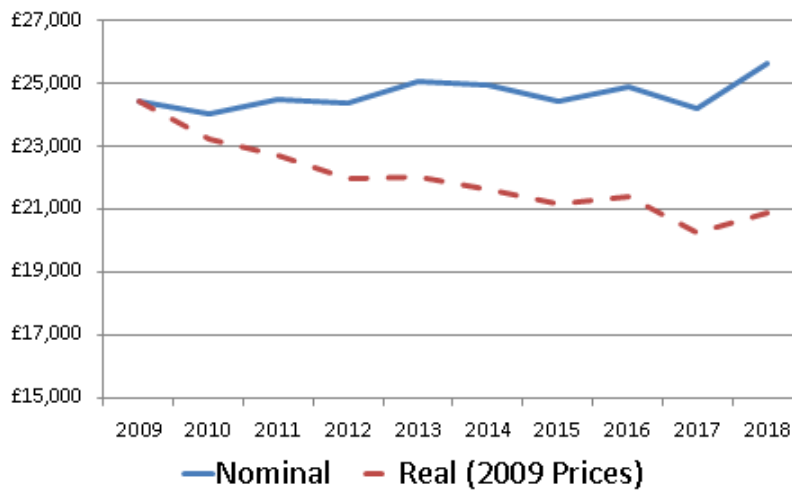
### Comparison of Average Annual Wages Adjusted for Inflation



Source: ONS ASHE, SMBC

More positively, unlike the UK as a whole, average annual wages for Solihull residents increased in real terms in 2018, suggesting a return to positive real growth. Furthermore, productivity, a key driver of wage growth, is growing in the Solihull economy in real terms at twice the rate of the national average.

### Average Annual Wages for Solihull Residents



Source: ONS Annual Survey of Hours & Earnings

### Fuel Poverty

Fuel poverty is measured statistically using the Low Income High Costs definition, under which a household is considered to be in fuel poverty if:

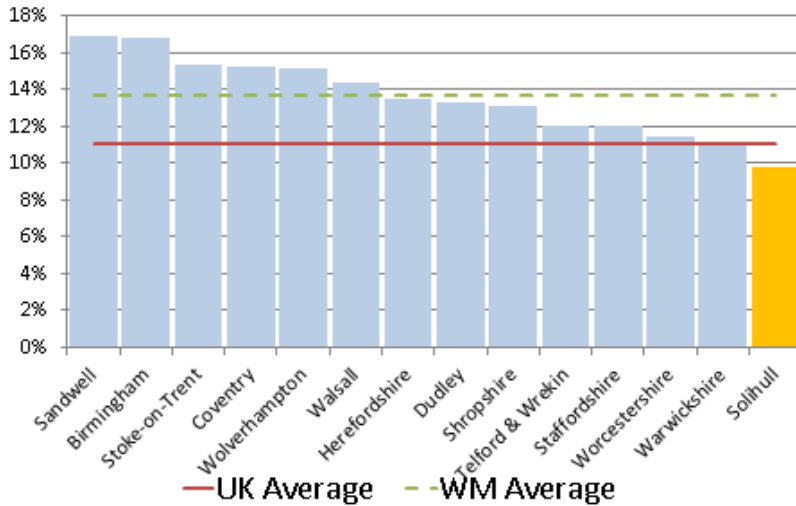
- they have required fuel costs that are above average (the national median spend on fuel);



- were they to spend that amount they would be left with a residual income below the official poverty line.

It is estimated that there were 8,816 fuel poor households in Solihull in 2016, equating to 9.8% of all households in the borough. This is slightly below the England average (11.1%) and well below that for the West Midlands region (13.7%). Solihull had the lowest fuel poverty rate among neighbouring West Midlands upper tier Local Authorities.

### Households in Fuel Poverty 2016



Source: Department for Business, Energy & Industrial Strategy

In contrast to a slight increase across England as a whole, the number and proportion of fuel poor households in Solihull fell between 2015 and 2016 (-445 households, -5%). The number of fuel poor households in Solihull has fallen in every year except 2015 since records began in 2011.

	Fuel Poverty – Low Income High Cost Indicator			
	Solihull Households in Fuel Poverty	% of Households		
		Solihull	England	West Midlands
2011	9,909	11.6%	11.1%	13.8%
2012	9,015	10.7%	10.8%	15.2%
2013	8,733	10.1%	10.4%	13.9%
2014	7,917	9.1%	10.6%	12.1%
2015	9,261	10.6%	11.0%	13.5%
2016	8,816	9.8%	11.1%	13.7%

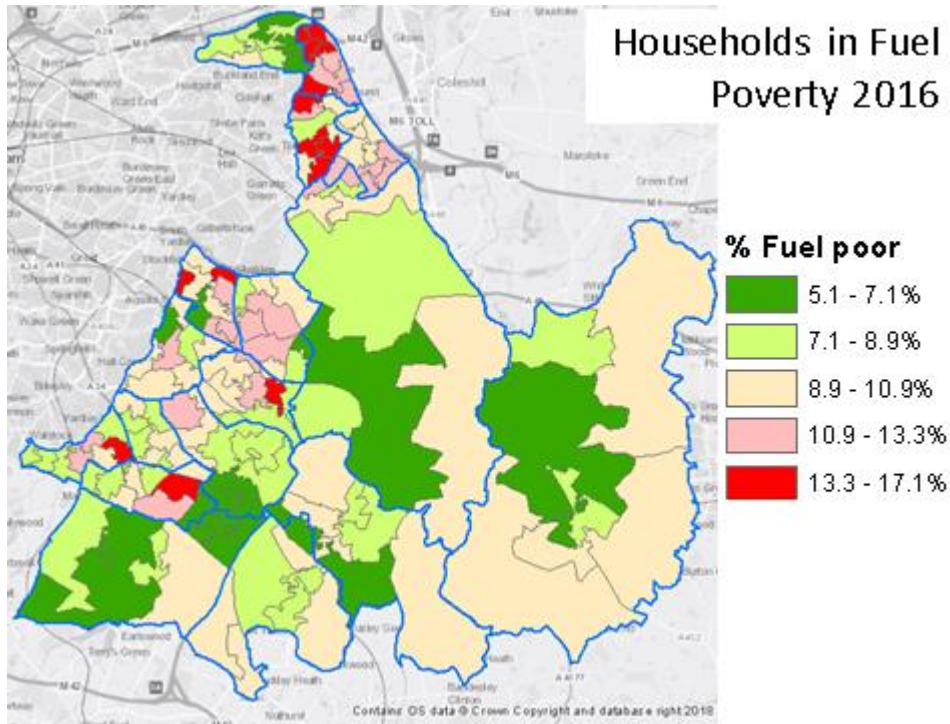
Source: DECC

At a local neighbourhood level the proportion of households in fuel poverty ranges from 4% to 19%. There is a small relationship between deprivation and fuel poverty, as shown by the fact that the proportion of households in fuel poverty is higher in the North Solihull locality (11.8%) than in the rest of the borough (10.1%).

However, as the map overpage shows there are significant clusters in the south of the borough with relatively high rates, particularly in the three Shirley wards, as well as Lyndon,



Elmdon and Silhill. This is likely to reflect factors such as rates of private renting and older less fuel efficient properties.

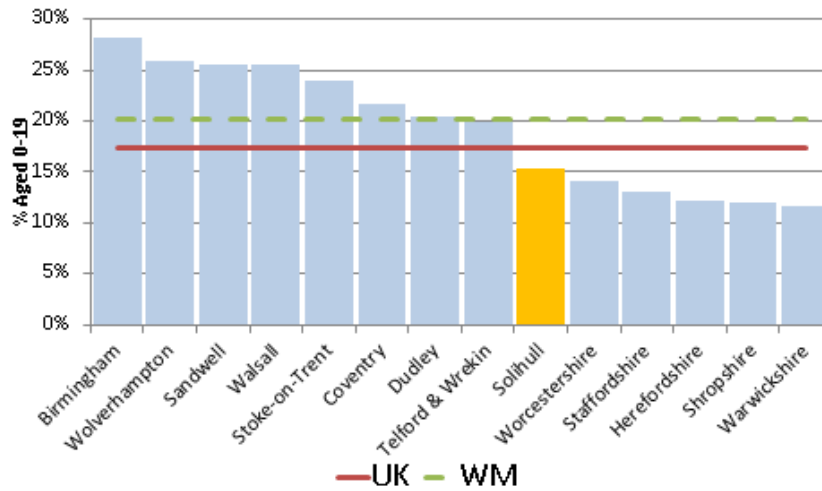


### Children in Poverty

The HM Revenue & Customs (HMRC) Children in Low-Income Families Local Measure is a measure of relative poverty and aims to capture the proportion of children falling below the national poverty line. This is defined as the proportion of children living in families in receipt of out-of-work benefits or those in receipt of tax credits where their reported income is less than 60 per cent of UK median income (i.e. the poverty line).

The HMRC data for August 2016 records 6,740 children of all ages (5,945 aged 0-15) in Solihull living in low income families, representing 15.3% of all children in the borough. This is below both the UK (17.3%) and West Midlands (20.2%) averages, and towards the lower end of the spectrum for neighbouring West Midlands upper tier Local Authorities.

### Children in Low Income Families 2016



Source: HMRC

73% of Solihull children living in low income families in 2016 were in a lone parent family (4,895 children) and 27% (1,845 children) were living in a two parent household.

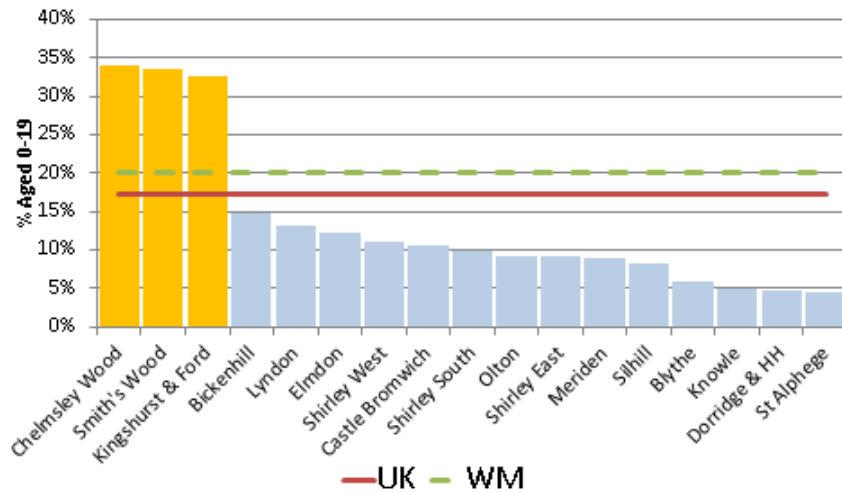
The table below shows the 2016 Child Poverty statistics by age of child, highlighting the fact that rates are much higher among younger children. For instance in Solihull, 17% of 0-4 were recorded as living in poverty in 2016, compared to 12% of 11-15 year olds and 8% of 16-19 year olds.

Children in Low Income Families in 2016 by Age of Child					
Age of Child	Solihull Children	% All Children in Poverty		Child Poverty Rate	
		Solihull	UK	Solihull	UK
0-4	2,155	32%	30%	17%	18%
5-10	2,265	34%	32%	14%	16%
11-15	1,530	23%	24%	12%	16%
16-19	795	12%	13%	8%	10%

Source: HMRC

54% of Solihull children living in poverty live in the three North Solihull regeneration wards (3,645 children) where the child poverty rate is 33% compared to 9% in the rest of the borough (3,090 children).

## Solihull Children in Low Income Families 2016



The number of Solihull children in low income families increased by +6% (+400 children) between 2015 and 2016, although with the rate is in-line with the average over the ten year period 2007-2016. The increase in Solihull in 2016 is consistent with the trend nationally and regionally.

	Solihull Children	% of Children		
		Solihull	England	West Midlands
2007	7,065	15.2%	21.6%	24.0%
2008	7,015	15.2%	20.9%	23.3%
2009	7,475	16.2%	21.3%	24.0%
2010	7,295	15.8%	20.6%	23.3%
2011	7,245	15.8%	20.1%	22.7%
2012	6,870	15.0%	18.6%	21.1%
2013	6,675	14.6%	18.0%	20.7%
2014	7,290	16.2%	19.9%	23.2%
2015	6,340	14.3%	16.6%	19.5%
2016	6,740	15.3%	17.0%	20.2%

Source: HMRC

## The Living Environment

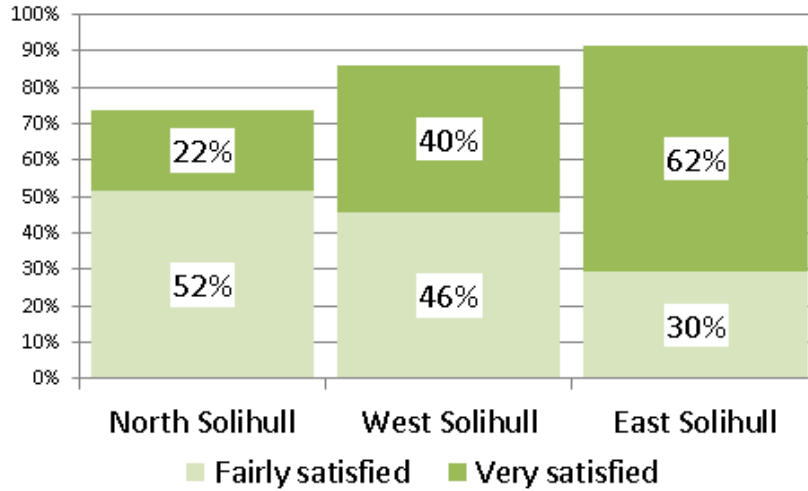
### Satisfaction with Place to Live

The living environment, with a mix of urban and rural communities, key strategic sites and transport infrastructure, and large amounts of Green Space, is one of Solihull's key strengths, as evidenced by high levels of resident satisfaction with the area.

84% of Solihull respondents to the 2018 Place Survey are satisfied with their local area as a place to live (39% very satisfied) compared to 10% who are dissatisfied (2% very dissatisfied). There are no significant differences by age and gender.

Respondents from North Solihull are the least likely to say they are satisfied (74%) and those from East Solihull the most likely (92%).

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



Source: Solihull Place Survey 2018

### Urban/Rural Classification

Over 90% of Solihull residents live in an urban area, with a further 6% in a town or fringe location, compared with 84% and 6% respectively in the West Midlands. Proportionally fewer people in Solihull live in smaller village or hamlet settlements (3.6%) than the regional average (9.8%). In part this reflects the high proportion of Solihull’s rural area which is designated as Green Belt where development is restricted.

Type of Community	Solihull %	West Midlands %
Urban >10K - Less Sparse	90.4%	84.1%
Town and Fringe - Less Sparse	5.9%	5.7%
Urban >10k - Sparse	0.0%	0.2%
Town and Fringe - Sparse	0.0%	0.3%
Village - Less Sparse	2.3%	5.8%
Village - Sparse	0.0%	0.3%
Hamlet & Isolated Dwellings - Less Sparse	1.3%	3.2%
Hamlet & Isolated Dwellings - Sparse	0.0%	0.5%

Source: ONS 2004

### Green Spaces

Solihull has a total of 5.88 hectares of green space per 1,000 head of population (5.18 per 1,000 in North Solihull), with nearly 70% of the borough’s 17,828 hectares designated as Green Belt. Solihull also has 15 Green Flag parks; Elmdon Nature Park, Shirley Park, Malvern & Brueton Park, Knowle Park, Lavender Hall Park, Dorridge Park & Dorridge Wood Local Nature Reserve, Hillfield Park & Local Nature Reserve, Olton Park, Palmers Rough,

Robin Hood Cemetery, Woodlands Cemetery, Tudor Grange Park, Babbs Mill Local Nature Reserve and Meriden Park.

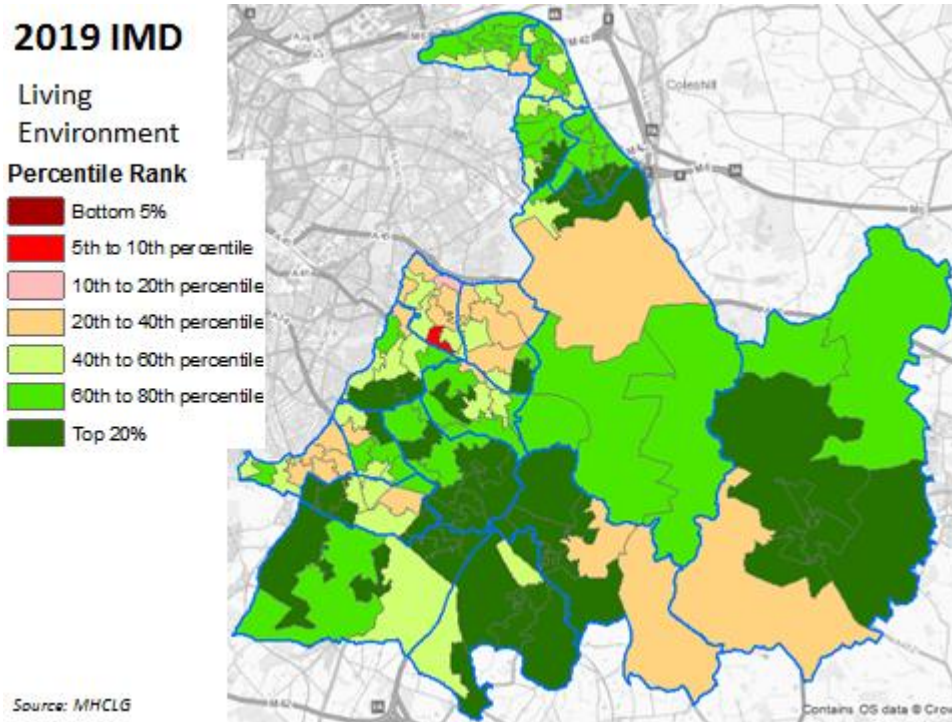
	<b>Green Space (ha)</b>	<b>Green Space per 1,000 Population</b>	<b>Density (number of persons per ha)</b>
Bickenhill	104.12	8.36	3.2
Blythe	154.59	11.89	9.7
Castle Bromwich	45.35	4.04	35.0
Chelmsley Wood	93.59	7.52	46.5
Dorridge & Hockley Heath	61.71	5.54	7.7
Elmdon	118.94	9.86	24.2
Kingshurst & Fordbridge	76.59	6.00	44.8
Knowle	49.33	4.62	6.4
Lyndon	51.03	3.76	41.3
Meriden	57.81	4.95	2.3
Olton	30.64	2.52	31.7
Shirley East	31.43	2.69	44.8
Shirley South	60.46	5.01	31.2
Shirley West	38.73	3.24	43.5
Silhill	19.54	1.66	25.6
Smith's Wood	30.62	2.46	56.1
St Alphege	148.36	10.96	19.5
<b>Area Averages</b>			
North Solihull Regeneration	201	5.33	48.6
Urban West	544	4.95	30.5
Rural	428	7.25	4.4
<i>Source: Census 2011, SMBC Green Spaces Strategy 2006</i>			

## Living Environment Deprivation

The Index of Multiple Deprivation Living Environment domain provides a barometer for measuring the quality of the physical environment in Solihull. This domain is derived from four indicators: social and private housing in poor condition; houses without central heating; air quality; and road traffic accidents causing injury to pedestrians and cyclists and as such captures evidence relating to both indoor and outdoor conditions in Solihull.

Overall Solihull is subject to low levels of living environment deprivation and is ranked in the top quartile nationally. 43% of the Solihull population live in the least deprived 25% of neighbourhoods nationally, including one in five in the least deprived 10%.

There are only two LSOA in Solihull in the most deprived 20% of neighbourhoods in the country – Ulverley West (Lyndon ward) on the 9th percentile and Coventry Road East (Lyndon) on the 13th percentile.



## The Built Environment and Infrastructure

### Household Projections

In December 2018 the Government issued household projections for local authorities in England<sup>1</sup>, covering the period 2016-2041. The table below takes the 2018 projection as the starting point and shows the projected growth over the next five and 10 year periods.

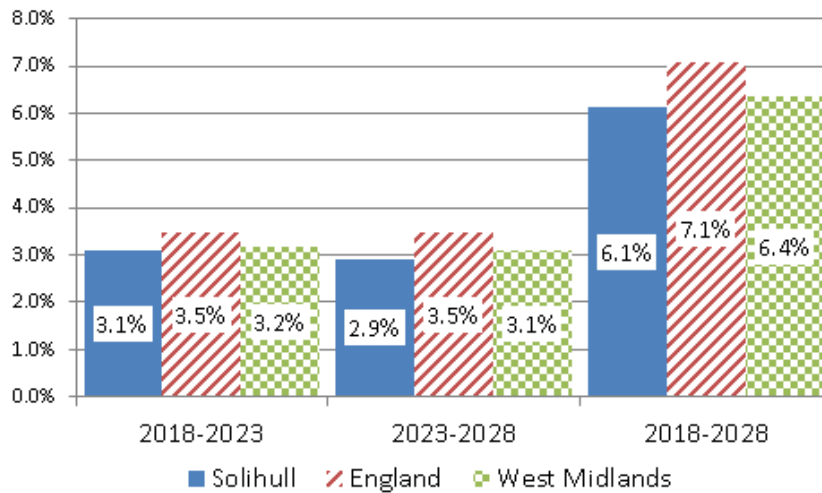
The number of households in Solihull is projected to increase by 2,800 (3%) between 2018 and 2023 and by a further 2,700 (3%) between 2023 and 2028. The number of households in Solihull is therefore expected to increase by 5,500 (6%) over the 10 year period 2018 to 2028, compared to increases of 7% for England and 6% for the West Midlands.

	Households 000s			Change 2018-2023		Change 2018-2028	
	2018 <sup>^</sup>	2023	2028	Number 000s	%	Number 000s	%
Solihull	89.8	92.6	95.3	2.8	3%	5.5	6%
England	23,222.5	24,035.5	24,873.0	813.0	4%	1,650.5	7%
West Midlands	2,398.0	2,473.9	2,551.1	76.0	3%	153.1	6%

<sup>^</sup> The number of households in 2018 is assumed to be that taken from the 2016 based projection  
Source: ONS

<sup>1</sup> The projections are based on trends leading up to 2016 and are consistent with the 2016-based sub-national population projections. The projections show the changes that would occur if these trends were to continue. They take no account of national or local policies that might affect future changes.

### Projected Household Growth 2018-2028



Source: ONS

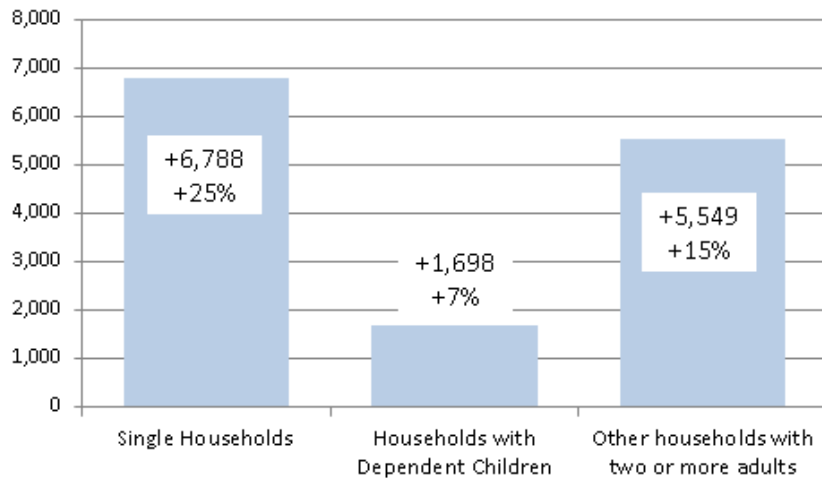
One of the key features of projected household growth is the substantial increase in the number of single person households – by 2041 it is projected that the number of these in Solihull will have increased by 6,788 (+25%). This is consistent with recent trends and the national projections. The result of this is that the average household size in Solihull is expected to decline over the period 2016-2041 (from 2.37 persons per household to 2.3).

	Households		% Households		Change 2016-2041	
	2016	2041	2016	2041	Number	%
Single	27,206	33,994	31%	33%	6,788	25%
Households with one dependent child	11,529	12,553	13%	12%	1,024	9%
Households with two dependent children	10,383	11,014	12%	11%	631	6%
Households with three or more dependent children	3,705	3,748	4%	4%	43	1%
Other households with two or more adults	35,846	41,395	40%	40%	5,549	15%
Total	88,669	102,704			14,035	16%

Source: ONS



### Projected Household Growth in Solihull 2016-2041 by Household Type



Source: ONS

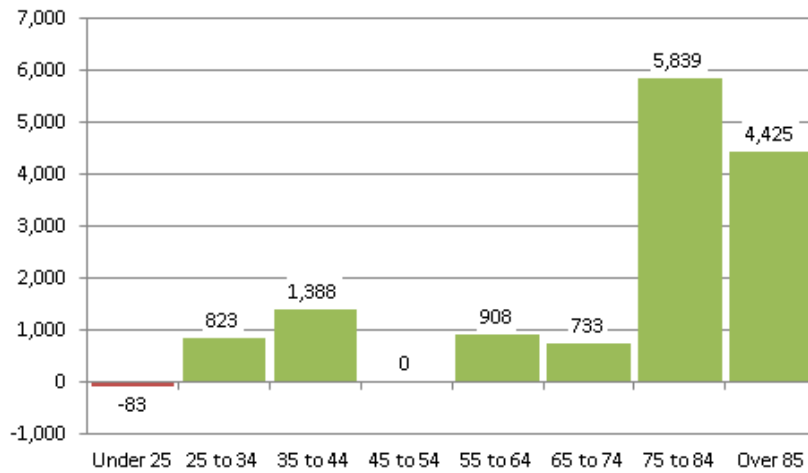
The table below shows projected household growth in Solihull over the period 2016-2041 by age of household representative person (usually the oldest full-time worker in a household). One of the key features is the substantial increase in the number of households where the household representative person is aged 75 or over. By 2041 it is projected that there will be an additional 10,264 households headed by a person aged 75+, with proportion of all households in Solihull occupied by someone aged 75+ increasing from 17% to 25%.

	Households		% Households		Change 2016-2041	
	2016	2041	2016	2041	Number	%
Under 25	2,086	2,003	2%	2%	-83	-4%
25-34	9,347	10,170	11%	10%	823	9%
35-44	13,721	15,109	15%	15%	1,388	10%
45-54	19,127	19,127	22%	19%	0	0%
55-64	15,204	16,112	17%	16%	908	6%
65-74	14,116	14,849	16%	14%	733	5%
75-84	10,064	15,903	11%	15%	5,839	58%
85+	5,004	9,429	6%	9%	4,425	88%
Total	88,669	102,702			14,033	16%

Source: ONS



### Projected household Growth in Solihull 2016-2041 by Age of Household Representative Person



Source: ONS

### Housing Provision and the Housing Market

Solihull provides an attractive residential environment and this creates a high level of demand for housing in the borough. This demand is reflected in higher than average house prices compared to the rest of the West Midlands, significant numbers of households on the Council and Registered Social Landlord (RSL) housing waiting lists and no 'difficult to let' problems.

There were an estimated 80,930 households in Solihull at the 2001 Census, increasing to 86,100 by Census 2011. Single households account for 26% of the total in Solihull, compared with 29% in the West Midlands and 30% in England. According to the ONS the number of households in Solihull is projected to reach 94,700 by 2026 and nearly 103,000 by 2039, with sharp and above average increases in the number of households aged 65 and over (which are projected to represent 39% of the total in 2039). The other significant shift is in the number of single person households, which are projected to increase by 25% between 2014 and 2039 (from 26,000 to 32,400) and will represent nearly 32% of all households by 2039.

There are three housing market areas (HMAs) in Solihull:

**Regeneration HMA:** Chelmsley Wood, Kingshurst & Fordbridge, Smith's Wood;

**Urban HMA:** Castle Bromwich, Lyndon, Elmdon, Olton, Shirley East, Shirley West, Shirley South, Silhill, St Alphege;

**Rural HMA:** Meriden, Knowle, Blythe, Dorridge & Hockley Heath, Bickenhill.

Overall, Solihull has a high level of home ownership (74.5% of all households in 2011) and a smaller amount of affordable housing (14.9%) compared to the West Midlands and England.

	Households	% of All Households		
		Solihull	England	West Midlands
Owner Occupier	64,086	74.5%	64.1%	65.6%
Social Rented	12,834	14.9%	17.7%	19.0%
Private Rented	8,502	9.9%	16.8%	14.0%
Rent Free	634	0.7%	1.3%	1.5%

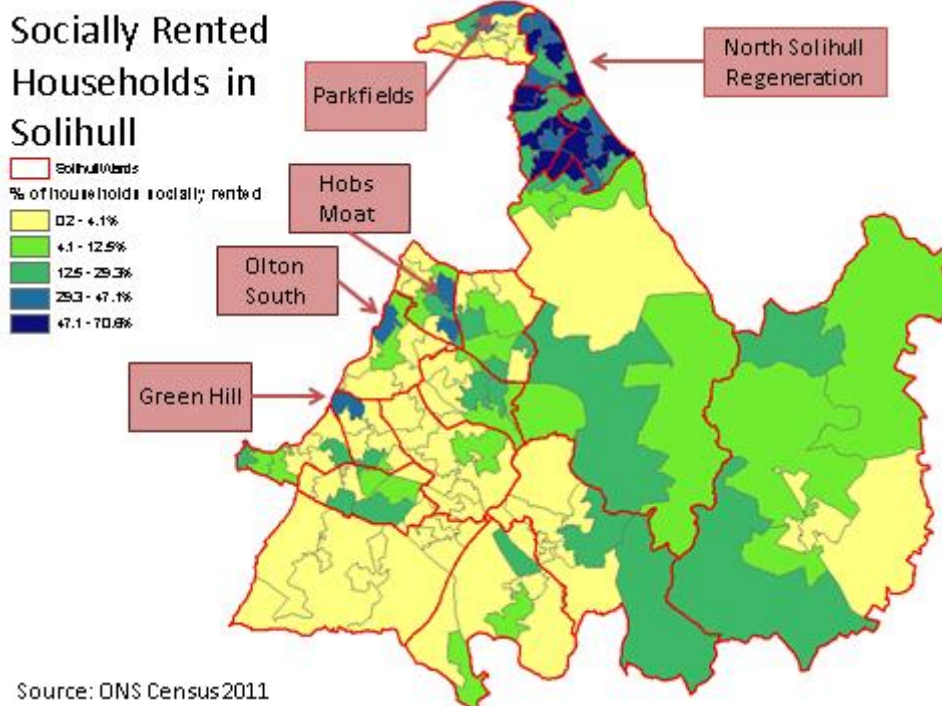
Source: ONS Census 2011

56% of socially rented households live in the three North Solihull regeneration wards, where this type of tenure represents 44% of all households, compared to the average of 8% across the rest of the borough. Private rented households are more common in the urban west (10% of all households) and rural (11%) housing market areas than in North Solihull (7%).

	% of All Households			
	Owner Occupied	Socially Rented	Private Rented	Living Rent Free
North Solihull	47.7%	44.3%	7.3%	0.6%
Urban West	80.5%	8.5%	10.2%	0.7%
Rural	81.0%	7.2%	11.0%	0.8%

Source: ONS Census 2011

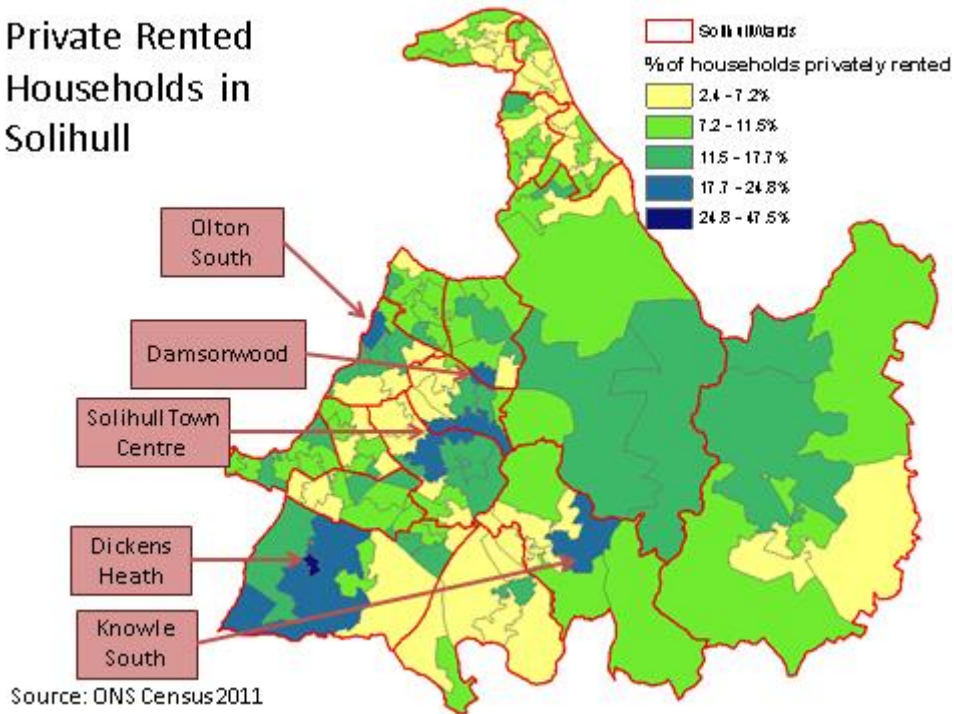
Alongside the North Solihull regeneration area there are relatively high levels of socially rented households in parts of the urban west such as Parkfields (Castle Bromwich), Hobs Moat (Lyndon), Green Hill (Shirley East) and Olton South.



Dickens Heath (Blythe ward) has by far the largest concentration of privately rented households in the borough, although additional pockets also exist around Solihull town

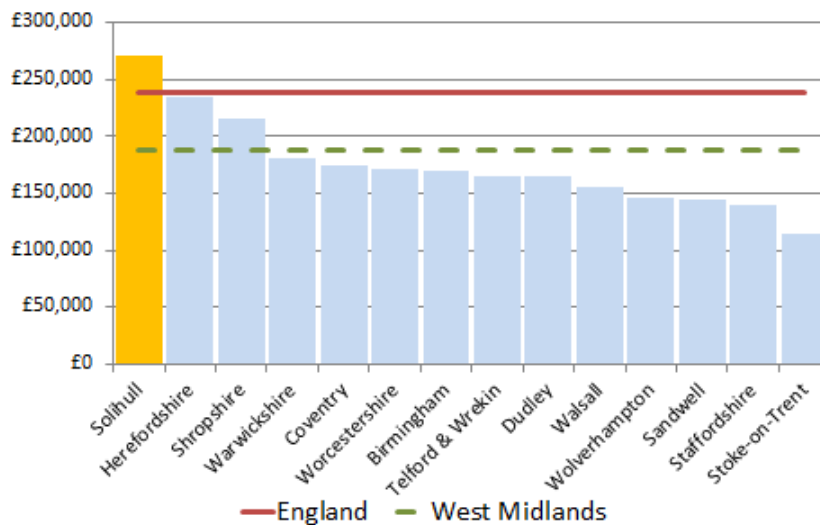
centre, Damsorwood (which includes the Wharf Lane development), Olton South and Knowle South.

### Private Rented Households in Solihull



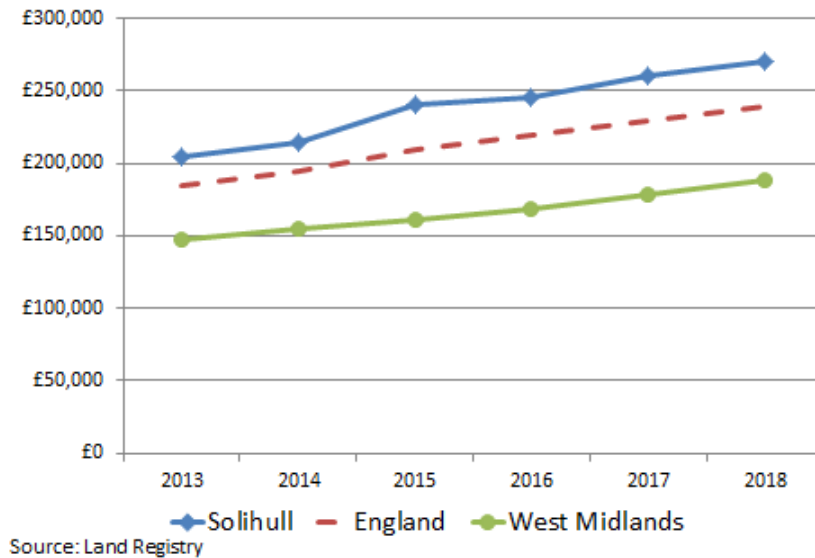
The average house price in Solihull was £270,500 in 2018 compared to £239,000 for England as a whole and behind only Stratford-on-Avon, Warwick and Bromsgrove in the West Midlands. Solihull has the highest average house price among upper tier West Midlands Local Authorities.

### Average House Prices 2018



Between 2013 and 2018 average house prices in Solihull increased by 32% (£65,500) in nominal terms, in excess of the England (+29%) and West Midlands (+27%) averages.

## Average House Prices 2013-2018

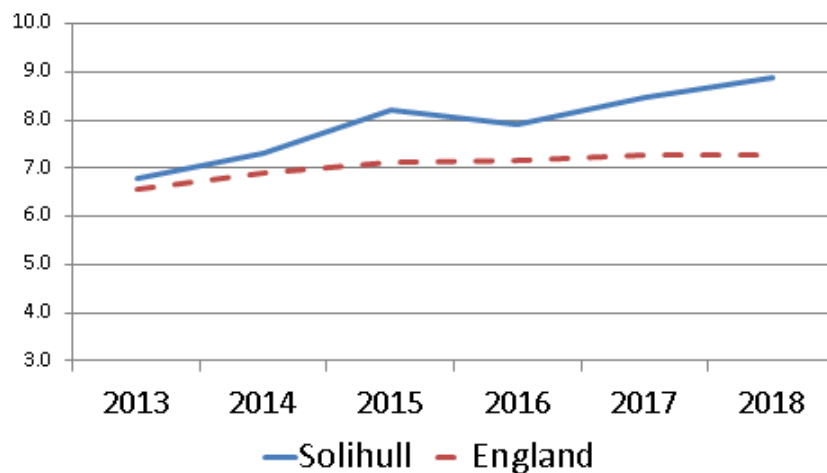


Average house prices in Solihull are nearly 8 times average earnings, broadly in-line with the England average but substantially above that for the region (7.95 compared to 6.8 times average earnings).

The ratio of lower quartile house prices to lower quartile earnings is even less favourable in Solihull, with lower quartile prices nearly 9 times lower quartile earnings, substantially above both the England (7.29 times earnings) and West Midlands (6.88 times earnings) averages.

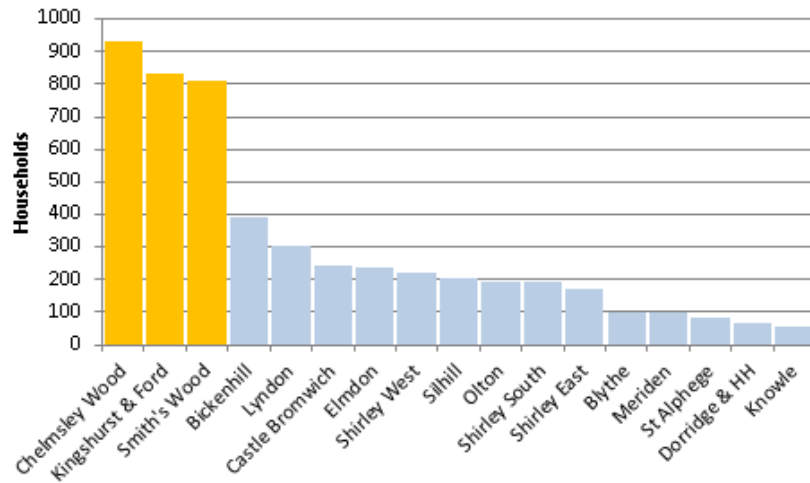
The lower quartile price ratio in Solihull has been rising steadily over the last few years so that, as a proportion of earnings, lower quartile houses in Solihull are nearly a third less affordable than they were five years ago. As a result the gap in the lower quartile ratio between Solihull and England is widening.

## House Price Affordability – Lower Quartile Price to Lower Quartile Incomes Ratio



A number of factors, including reducing levels of Council housing, relatively high and rising house prices and a relatively high proportion of smaller properties make it increasingly difficult to meet local housing needs. In 2018 there were over 5,100 Solihull households on the Housing Register with a housing need (classified as being within bands A-E)<sup>2</sup>. Around half of these households with a Solihull address live in the North Solihull regeneration wards.

### Housing Register – Households in Housing Need (Bands A-E) 2018



Source: SMBC Housing Register

### Business and Commercial Property

Solihull is home to around 8,225 business enterprises<sup>3</sup>, with 125,000 jobs in the borough<sup>4</sup>. In 2017, Solihull’s economic output (GVA) per head was 31% higher than the UK average, with the borough ranked 13<sup>th</sup> out of 179 local economic areas in the country. The strength of the Solihull economy is also reflected by an above average job density; in 2018 there were 582 jobs per 1,000 residents, compared to the Great Britain average of 477. Although it is significant to note that the North Solihull Regeneration wards are considerably less economically developed containing just 6% of all jobs in the borough and a much lower jobs density of 187 per 1,000 residents (compared to 673 per 1,000 across the rest of the borough).

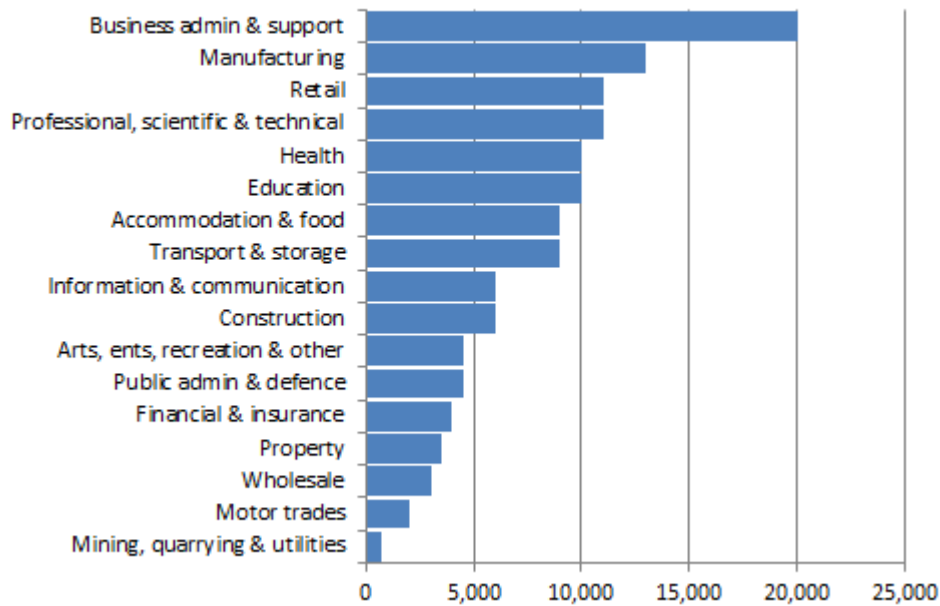
The strength of the local economy is supported by Solihull’s success in attracting businesses operating in high value-added, knowledge-intensive sectors – particularly business and financial services, ICT, construction and automotive manufacturing.

<sup>2</sup> Includes only those with an active status with a local address (excludes entries on Housing Register that give a care of address in Solihull)

<sup>3</sup> VAT and/or PAYE based enterprises, ONS/Nomis: UK Business Counts 2018

<sup>4</sup> Total employment (employees, sole traders, proprietors, partners & directors), Business and Employment Register, 2018

## Total Employment by Sector in Solihull 2018



Source: ONS Business Register & Employment Survey

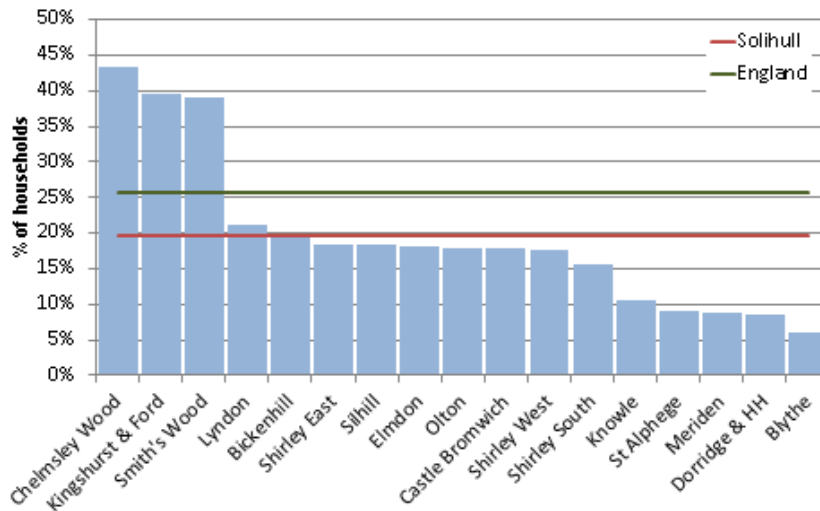
Economic development in Solihull is concentrated in a number of strategic sites, some of which are key drivers of the regional economy. In terms of business space Solihull town centre, Birmingham Business Park and Blythe Valley Business Park dominate from an office perspective, with key industrial sites at the Elmdon, Monkspath and Cranmore trading estates. Retail is concentrated in Solihull town centre (including Touchwood shopping centre), with satellite locations such as Chelmsley Wood town centre (anchored by a new ASDA superstore) and Stratford Road in Shirley (including the Parkgate development).

### Transport and Access

There were 115,662 cars or vans in Solihull in 2011, an average of 1.43 for every household in the borough, compared to the England average of 1.26 and the West Midlands average of 1.28. The number of cars and vans has increased by 11% since 2001, less than the increases of 14% and 15% for England and the West Midlands.

19.7% (16,992) of households in Solihull have no car or van below the England and West Midlands averages (25.8% and 24.7%). Nearly 41% of households in Solihull have two or more cars or vans significantly more than the England average (32%) and 38% (+3,968) more than in 2001. The sub-borough car and van accessibility shows that at a ward level there are significant differences in levels of car ownership (e.g. 43% of households in Chelmsley Wood don't own a vehicle but just 6% in Blythe), with the pattern generally consistent with variations in deprivation.

### Households with No Access to a Car or Van



Source: ONS Census 2011

In 2011, 73% of the 16-74 year old population who travel to work in Solihull do so by private vehicle (car, van or motorbike). However, at 14%, travel to work by public transport in Solihull is higher than the West Midlands but below the average for England as a whole (where the figure is inflated by London and other major provincial cities). Only 8% of Solihull residents either walk or cycle to work.

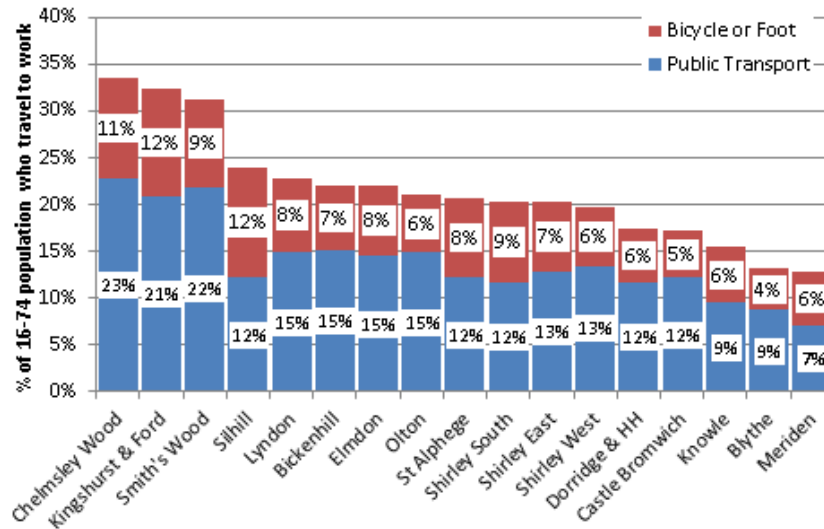
A far higher proportion of those who travel to work do so either by public transport or by walking or cycling in the North Solihull regeneration wards than elsewhere in the borough which is consistent with the lower levels of private vehicle ownership in this area.

	Solihull	North Solihull	Urban West	Rural	West Midlands	England
Car, Van or Motorbike	73%	65%	73%	75%	72%	63%
Public Transport	14%	22%	13%	10%	10%	17%
Cycle or Walk	8%	11%	8%	6%	12%	14%

Source: Census 2011

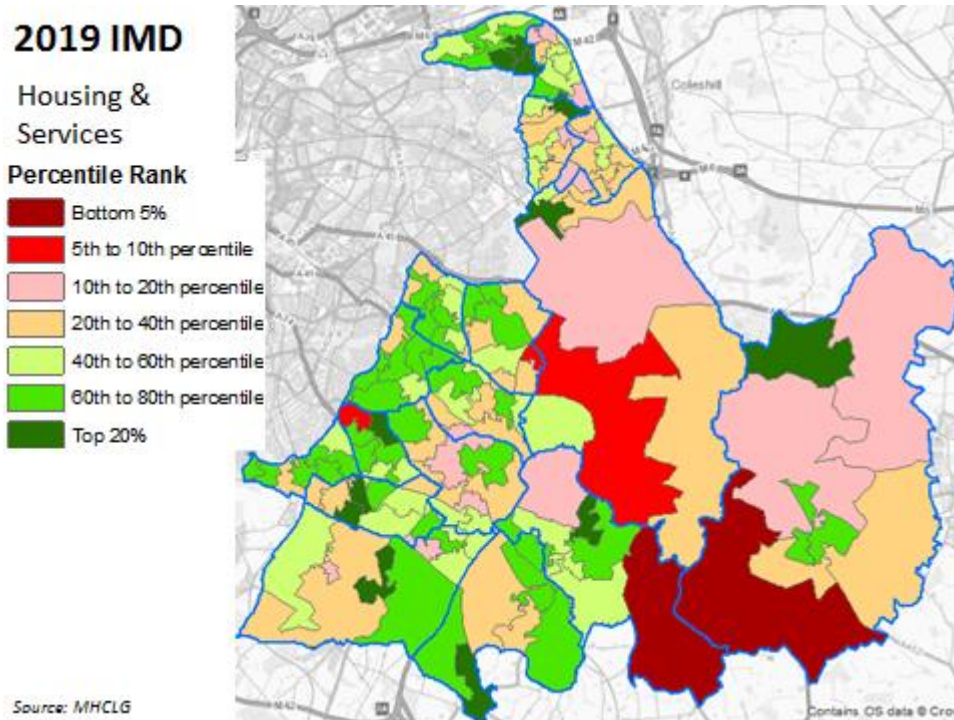


### Travel to Work by Public Transport, walking or cycling



The Barriers to Access to Housing & Services domain of the IMD captures the distance to key local amenities and services (GP, school, food store, post office) as well as access to the housing market through measures of overcrowding, homelessness and affordability.

This is the only domain of the IMD in which significant relative deprivation is evident in south Solihull, particularly in the rural east of the borough where distance to local amenities and services is greatest. Three Solihull LSOA are in the most deprived 10%, Green Hill (10<sup>th</sup> percentile), Coppice (5<sup>th</sup> percentile) and Chadwick End (2<sup>nd</sup> percentile).





## Contacts and Further Information

Gary Baker: Solihull Observatory, email [gbaker@solihull.gov.uk](mailto:gbaker@solihull.gov.uk), tel: 0121 704 8482

James Roberts: Solihull Observatory, email [jamesroberts@solihull.gov.uk](mailto:jamesroberts@solihull.gov.uk), tel: 0121 704 6884

Further information and analysis is available on the Solihull [Information & Intelligence](#) web pages, including [Local Area Profiles](#) of Solihull's three main localities and 17 wards.