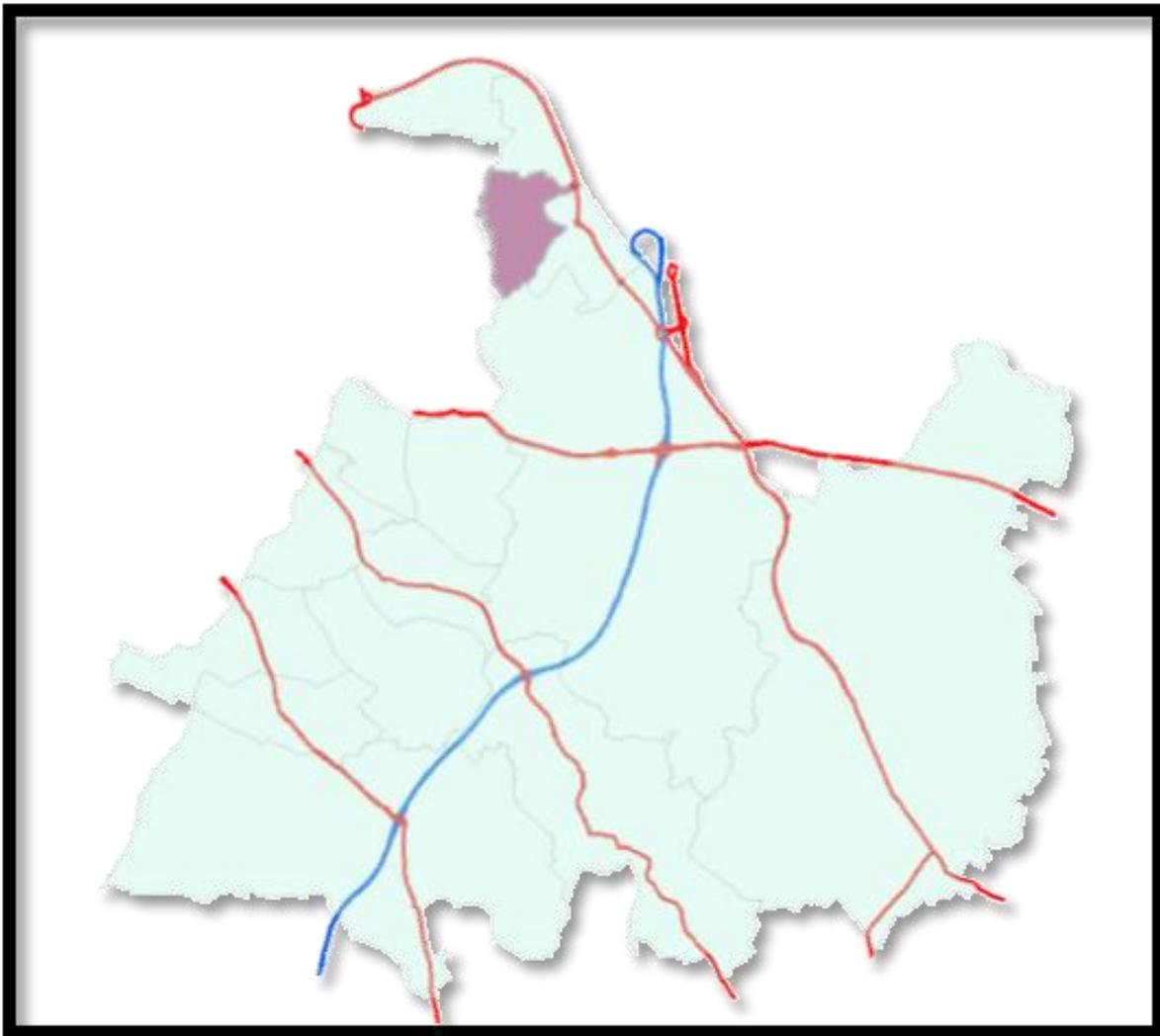


# Kingshurst & Fordbridge Ward Profile 2024



## Contents

	Page(s)
<b>Technical Guide to Ward Profiles</b>	<b>1-2</b>
<b>Summary</b>	<b>2-3</b>
<i>About Solihull</i>	2
<i>About Kingshurst and Fordbridge</i>	3
<b>Population and Households</b>	<b>4-14</b>
<i>Population Size and Growth</i>	4
<i>Population Age Groups</i>	4
<i>Ethnicity</i>	6
<i>Religion</i>	9
<i>Origin and Language</i>	9
<i>Households</i>	12
<b>Deprivation, Benefits and Poverty</b>	<b>15-23</b>
<i>Index of Multiple Deprivation</i>	15
<i>Universal Credit</i>	17
<i>Child Poverty</i>	18
<i>Older People Poverty</i>	20
<i>Fuel Poverty</i>	22
<b>Employment and Skills</b>	<b>23-28</b>
<i>Resident Economic Activity</i>	23
<i>Resident Employment</i>	24
<i>Claimant Count Unemployment</i>	26
<i>Resident Qualifications</i>	27
<b>Health and Care</b>	<b>28-36</b>
<i>General Health, Disability and Unpaid Care</i>	28
<i>Life Expectancy</i>	31
<i>Hospital Admissions</i>	32
<i>Cancer Incidence</i>	34
<i>Causes of Mortality</i>	35
<b>Housing and Transport</b>	<b>36-39</b>
<i>Accommodation Type</i>	36
<i>Tenure</i>	37
<i>Overcrowding</i>	38
<i>Access to Car or Van</i>	38
<b>Community and Safety</b>	<b>39-48</b>
<i>Community Satisfaction and Belonging</i>	39
<i>Civic Participation</i>	41
<i>Community Safety</i>	43
<i>Crime Deprivation</i>	45
<i>Reported Crime and Antisocial Behaviour</i>	46
<i>Local Assets and Services</i>	48

## 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:

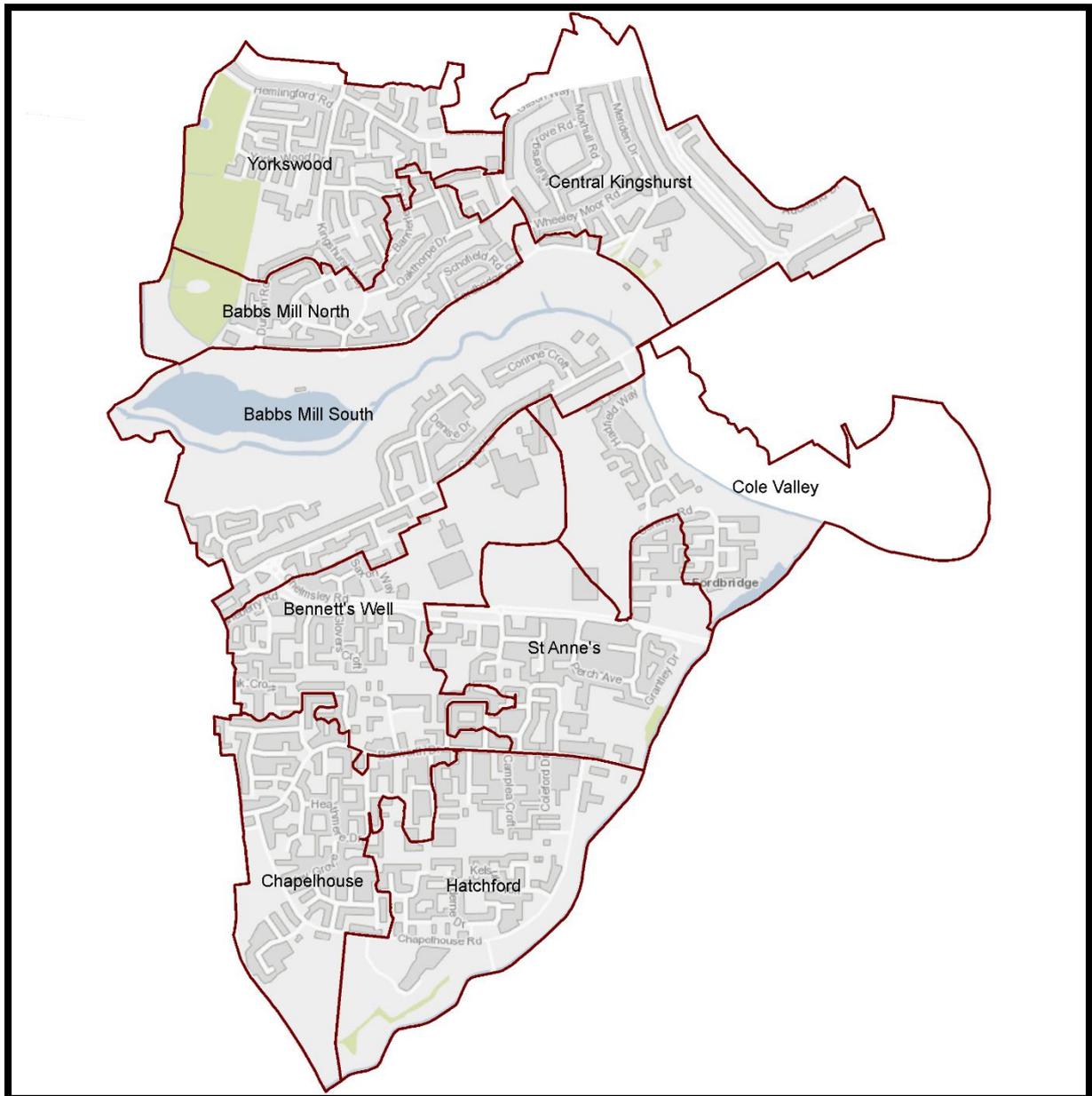
- Solihull Metropolitan Borough Council.
- West Midlands Police.
- Department for Work and Pensions.
- Office for Health Improvement & Disparities.
- Department for Levelling Up, Housing and Communities.

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.

Kingshurst and Fordbridge 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 Kingshurst and Fordbridge

Kingshurst and Fordbridge is one of the Borough's three densely populated northern wards and is a focus for redevelopment and neighbourhood improvement. Its socio-economic indicators reflect this status with all measures less favourable than the Solihull average. Of the nine LSOAs either wholly or partially contained within the ward, six are in the most 10% deprived of neighbourhoods in the country, although there are relatively more advantaged areas in Central Kingshurst and Babbs Mill South, where private housing predominates.

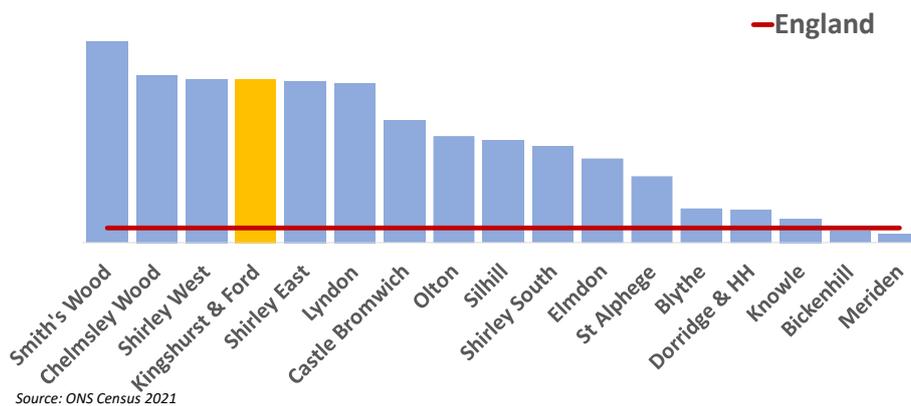
The regeneration of Kingshurst and Fordbridge seeks to bring about long-term sustainable benefits for residents through changes to the tenure mix and types of housing available to local people and through improvements to schools, community facilities, retail, leisure and employment services. At the same time key strengths will be maximised such as the Kingshurst shops on Marston Drive and the landscape features of Babb's Mill Lake, Yorks Wood and the River Cole.

## Population and Households

### Population Size and Growth

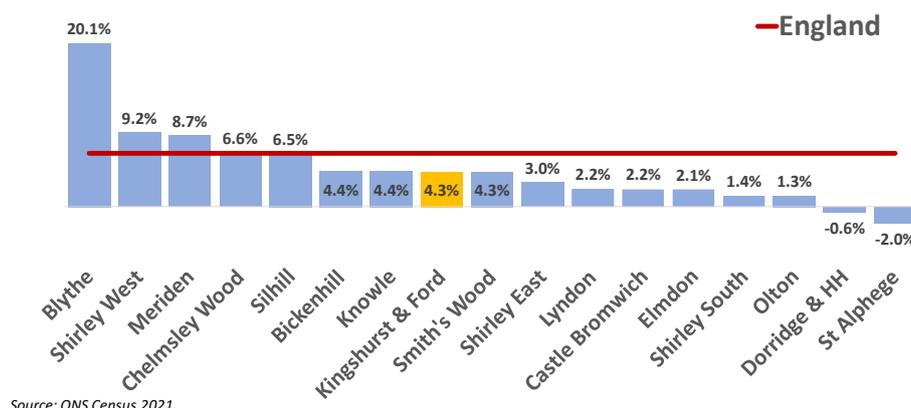
The 2021 Census shows that 13,324 people live in Kingshurst & Fordbridge, representing 4,763 people per km<sup>2</sup> (Population density Solihull 1,213 and England 434 per km<sup>2</sup>). Kingshurst & Fordbridge has the 4<sup>th</sup> largest population density of Solihull's 17 wards.

Solihull Population Density 2021



Between 2011 and 2021 the Kingshurst & Fordbridge population increased by 549 people. This equates to growth of 4.3% over this 10-year period in-line with the Solihull (4.6%) average but lower than that for England (6.6%). Population growth in Kingshurst & Fordbridge was the 8<sup>th</sup> highest out of Solihull's 17 wards.

Solihull Population Growth 2011 - 2021



### Population Age Groups

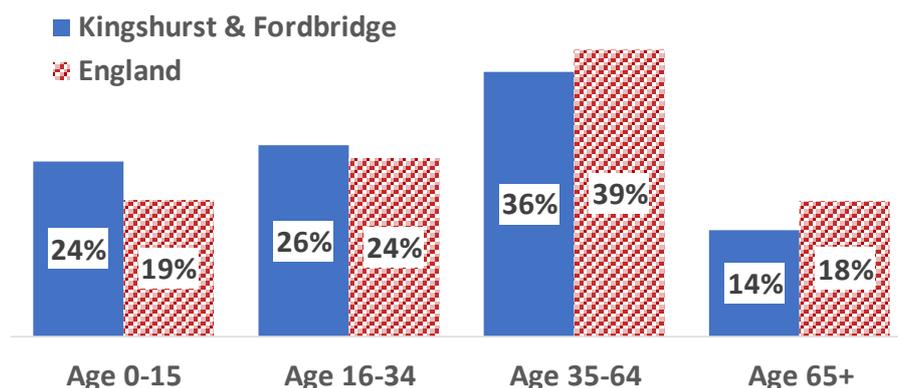
24% of the Kingshurst & Fordbridge population are under 16 years of age (including 8.9% aged 5 and under), 62% are working age and 14% are aged 65 and over (including 1.9% aged 85+).

The size of the under 16 population in Kingshurst & Fordbridge (24%) is larger than Solihull (19%) or England (19%), while the number aged 65+ is proportionally smaller (14% Kingshurst & Fordbridge, 21% Solihull, 18% England).

Population by in Kingshurst & Fordbridge Age Group 2021				
Age Group	Number in Kingshurst & Fordbridge	% Population		
		Kingshurst & Fordbridge	Solihull	England
Age 0-15	3,173	24%	19%	19%
Age 16-24	1,440	11%	9%	11%
Age 25-34	2,012	15%	12%	14%
Age 35-49	2,354	18%	18%	19%
Age 50-64	2,426	18%	20%	19%
Age 65+	1,919	14%	21%	18%
Total	13,324			

Source: ONS Census 2021

### Age Structure in Kingshurst & Fordbridge



Source: ONS Census 2021

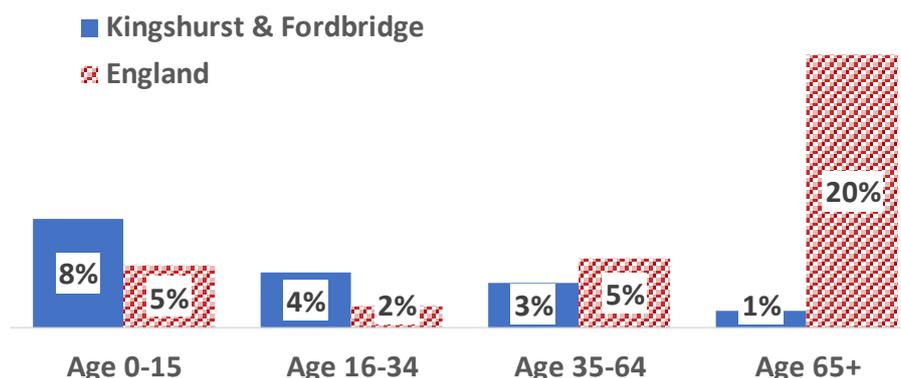
In the 10-years 2011 to 2021 population growth in Kingshurst & Fordbridge has varied by age group with high rates among those aged 50-64 (+23%) and 25-34 years (+27%). This has been partially offset by population decline among young people aged 16-24 (-17%) and by those aged 35-49 (-11%). However the fall in population in certain age groups in Kingshurst & Fordbridge is consistent with the Solihull and England averages.

Change in Population in Kingshurst & Fordbridge Between 2011 and 2021 by Age Group				
Age Group	Change in number in Kingshurst & Fordbridge	% Change in number of people		
		Kingshurst & Fordbridge	Solihull	England
Age 0-15	236	8%	7%	5%
Age 16-24	-298	-17%	-9%	-5%
Age 25-34	433	27%	17%	7%
Age 35-49	-302	-11%	-10%	-3%
Age 50-64	456	23%	9%	15%
Age 65+	24	1%	15%	20%
Total	549	4%	5%	7%

Source: ONS Census 2011 and 2021

Comparing the 10-year population growth rates of Kingshurst & Fordbridge and England shows that the changes have tended to be in same direction, but at least among those under 50 years, more pronounced in Kingshurst & Fordbridge.

### % Change in Population in Kingshurst & Fordbridge by Age Group 2011 - 2021



Source: ONS Census 2011 and 2021

### Ethnicity

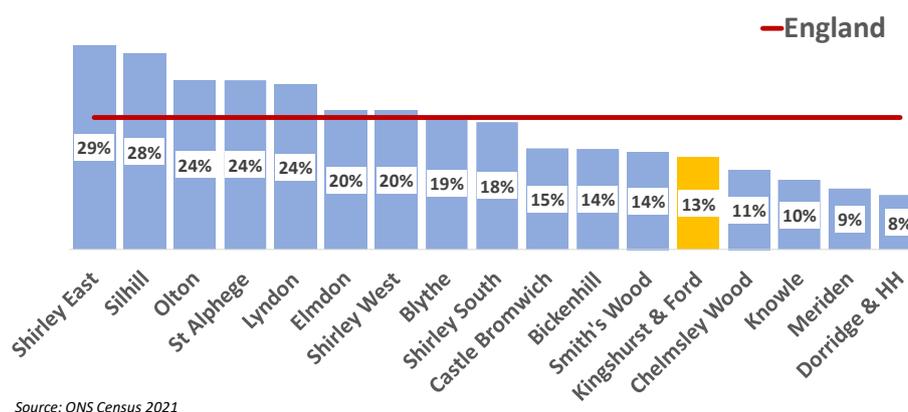
87% of the Kingshurst & Fordbridge population are white and 13% from an ethnic minority background. Kingshurst & Fordbridge has a proportionally smaller ethnic minority population than either Solihull (18%) or England (19%). 44% of the ethnic minority population in Kingshurst & Fordbridge are from a mixed or multiple ethnic group representing 6% of the wards total population.

Ethnic Group of Kingshurst & Fordbridge Population 2021				
Ethnic Group	Number in Kingshurst & Fordbridge	% Population		
		Kingshurst & Fordbridge	Solihull	England
White	11,568	87%	82%	81%
Asian/Asian British	450	3%	11%	10%
Mixed or Multiple Ethnic Groups	787	6%	3%	3%
Black/Black British	474	4%	2%	4%
Other Ethnic Group	62	0.5%	2%	2%
Ethnic Minority Total	1,773	13%	18%	19%
Total Population	13,341			

Source ONS Census 2021

Kingshurst & Fordbridge has the 5<sup>th</sup> Smallest ethnic minority population among Solihull’s 17 wards, but the largest mixed or multiple ethnic group population and the 2<sup>nd</sup> largest Black/Black British population.

### Ethnic Minority Population in Solihull 2021

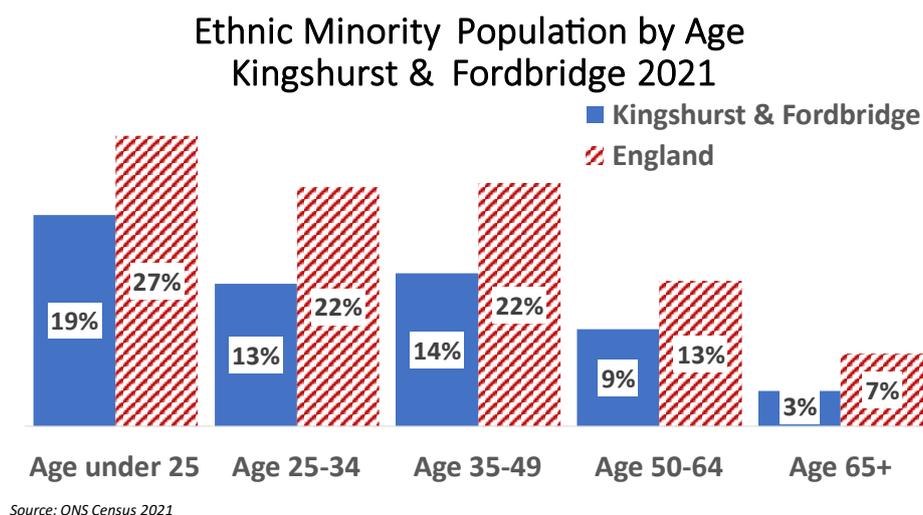


The ethnic minority population in Kingshurst & Fordbridge is proportionally higher among younger than older age groups. For instance, 19% of those under 25 are from an ethnic minority background compared to just 3% of those aged 65+.

Ethnic Group of Kingshurst & Fordbridge Population by Age					
Ethnic Group	Age under 25	Age 25-34	Age 35-49	Age 50-64	Age 65+
White	3,716	1,752	2,026	2,215	1,859
Asian/Asian British	183	74	126	50	17
Mixed or Multiple Ethnic Groups	540	114	82	43	8
Black/Black British	150	66	110	114	34
Other ethnic group	23	10	14	11	4
Ethnic Minority Total	896	264	332	218	63
Total Population	4,612	2,016	2,358	2,433	1,922
% Ethnic Minority	19%	13%	14%	9%	3%

Source: ONS Census 2021

The pattern in Kingshurst & Fordbridge 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 Kingshurst & Fordbridge and England.



In the 10-years 2011 to 2021 the proportion of Kingshurst & Fordbridge residents from an ethnic minority background increased from 9% to 13% of the population.

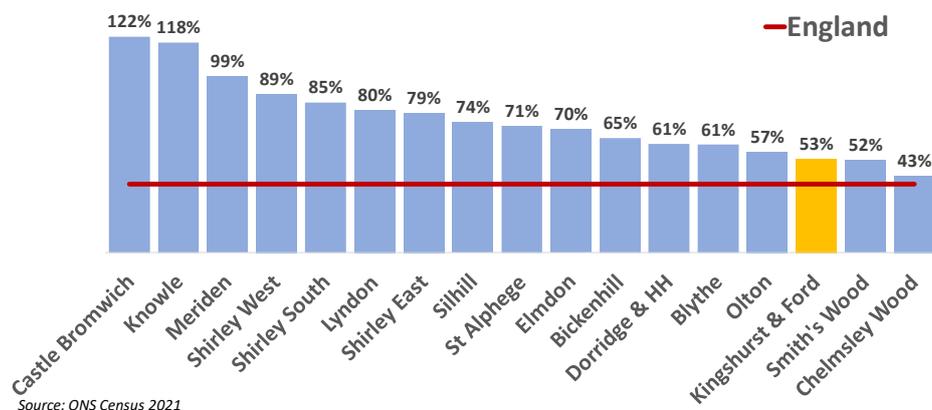
Although the Kingshurst & Fordbridge population increased by around 4% the number of ethnic minority residents increased by 53% (611 individuals) in the 10 years to 2021. In absolute terms the increase in the Kingshurst & Fordbridge ethnic minority population was largest among those from a mixed of multiple ethnic group (+269 individuals) followed by the Asian/Asian British population (+254).

Change in Population Ethnicity in Kingshurst & Fordbridge 2011-2021				
Ethnic Group	Change in Number in Kingshurst & Fordbridge	% Change		
		Kingshurst & Fordbridge	Solihull	England
White	-45	-0.4%	-4%	1%
Asian/Asian British	254	130%	76%	31%
Mixed or Multiple Ethnic Groups	269	52%	70%	40%
Black/Black British	47	11%	22%	29%
Other ethnic group	41	195%	167%	124%
Ethnic Minority Total	611	53%	72%	38%
Total Population	566	4%	5%	7%

Source: ONS Census 2011 and 2021

Growth of 53% in the ethnic minority population in Kingshurst & Fordbridge in the 10 years to 2021 is higher than the England average (38%) but is smaller than that for Solihull (+72%). Growth in the ethnic minority population in Kingshurst & Fordbridge is the 3<sup>rd</sup> lowest among Solihull’s 17 wards.

### Ethnic Minority Population Growth Solihull 2011 - 2021



### Religion

52% of the Kingshurst & Fordbridge population who answered the Census question on religious identification said that they had a religious faith, with 48% saying they had no religion. Kingshurst & Fordbridge has proportionally more people with no religion than Solihull (35%) or England (39%).

Like Solihull and England as a whole, Christianity is the most common religious faith in Kingshurst & Fordbridge (49%).

<b>Religious Faith of Kingshurst &amp; Fordbridge Population 2021</b>				
Religious Faith	Number in Kingshurst & Fordbridge	% Population		
		Kingshurst & Fordbridge	Solihull	England
Christian	6,139	49%	53%	49%
Muslim	239	2%	6%	7%
Hindu	65	1%	3%	2%
Sikh	57	0.5%	2%	1%
Buddhist	33	0.3%	0.3%	0.5%
Jewish	5	0.04%	0.1%	0.5%
Other religion	36	0.3%	0.4%	0.6%
No religion	5,990	48%	35%	39%
Total	12,564			
<i>Source: ONS Census 2021</i>				

### Origin and Language

At the time of the 2021 Census, around 94% of the Kingshurst & Fordbridge population lived at the same address that they were resident in a year before. Of the remainder, most migrants lived elsewhere in the UK (97% of Kingshurst & Fordbridge migrants, 6% of Kingshurst & Fordbridge population) with a small number coming from outside UK (3% of Kingshurst & Fordbridge migrants, 0.2% of Kingshurst & Fordbridge population).

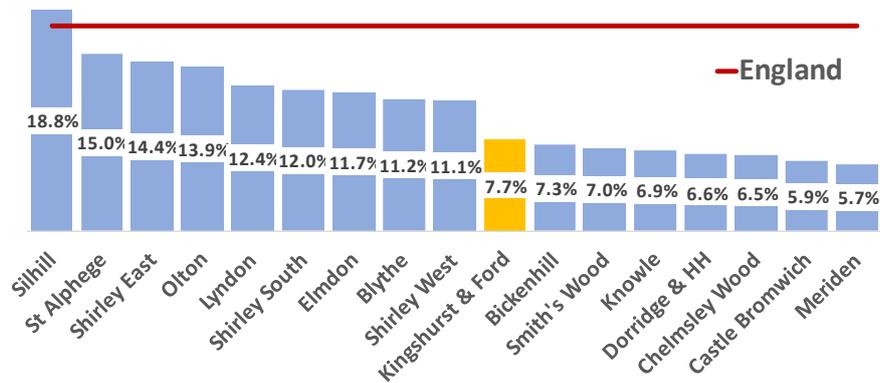
<b>Recent Migration of Kingshurst &amp; Fordbridge Population 2021</b>				
Address One Year Ago	Number in Kingshurst & Fordbridge	% Population		
		Kingshurst & Fordbridge	Solihull	England
Same address (non-migrant)	12,317	94%	92%	89%
Temp student residence in UK (non-migrant)	19	0.1%	0.2%	0.6%
Elsewhere in UK (migrant)	792	6.0%	7.6%	9.6%
Outside the UK (migrant)	21	0.2%	0.5%	0.9%
All Migrants	813	6.2%	8.1%	10.5%
Total Population	13,149			
<i>Source: ONS Census 2021</i>				

92% of the Kingshurst & Fordbridge population were born in in the UK (90% Solihull, 83% England). Just 8% of the Kingshurst & Fordbridge population were born overseas (1,030 individuals). Proportionally Kingshurst & Fordbridge has the 8<sup>th</sup> lowest overseas population in Solihull.

Country of Birth of Kingshurst & Fordbridge Population 2021				
Country of Birth	Number in Kingshurst & Fordbridge	% Population		
		Kingshurst & Fordbridge	Solihull	England
UK	12,311	92%	90%	83%
Europe	545	4%	3%	7%
Africa	144	1%	1%	3%
Middle East & Asia	233	2%	5%	6%
Americas & Caribbean	91	0.7%	0.7%	1.4%
Antarctica & Oceania	14	0.10%	0.15%	0.30%
British Overseas	3	0.02%	0.03%	0.04%
Total	13,341			

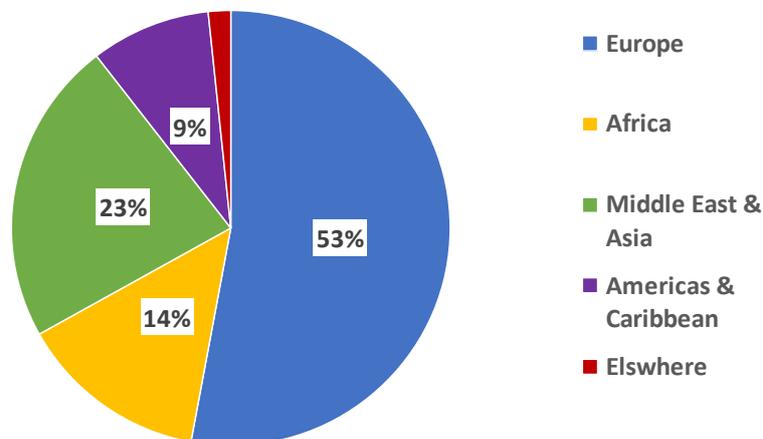
Source: ONS Census 2021

### Population Born Overseas in Solihull 2021



53% of the Kingshurst & Fordbridge population born overseas were born in Europe (545 individuals), with 23% born in the Middle East or Asia (233 individuals), 14% (144) in Africa and 9% (91) in the Americas & Caribbean.

### Kingshurst & Fordbridge Population Born Overseas 2021



The Census data shows that the majority of Kingshurst & Fordbridge overseas population arrived since 2001 (66%) including 27% who have arrived since 2014 (fewer than England where new arrivals represent 34% of the total). However, 21% of Kingshurst & Fordbridge migrants arrived prior to 1981, slightly fewer than across Solihull but higher than the England average (14%).

<b>Year of Arrival in UK Among Kingshurst &amp; Fordbridge Population 2021</b>				
Year of Arrival	Number in Kingshurst & Fordbridge	% born overseas		
		Kingshurst & Fordbridge	Solihull	England
Arrived before 1981	213	21%	27%	14%
Arrived 1981 to 2000	134	13%	16%	17%
Arrived 2001 to 2013	405	39%	30%	36%
Arrived 2014 to 2021	277	27%	26%	34%
Total born overseas	1,029			

*Source: ONS Census 2021*

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

<b>Proficiency in English of Kingshurst &amp; Fordbridge Population 2021</b>				
Language Skills	Number in Kingshurst & Fordbridge	% Population		
		Kingshurst & Fordbridge	Solihull	England
English 1 <sup>st</sup> language	12,293	96%	96%	91%
Not 1 <sup>st</sup> language but speak English well	212	2%	2%	4%
Cannot speak English well	59	0.5%	0.5%	1.6%
Cannot speak English	15	0.1%	0.1%	0.3%
Total (aged 3+)	12,743			

*Source: ONS Census 2021*

### Households

There are 5,515 households in Kingshurst & Fordbridge, with family households comprising 64% (3,534) and single person households 31% (1,698). Household composition in Kingshurst & Fordbridge is similar to the Solihull and England averages.

<b>Household Composition in Kingshurst &amp; Fordbridge 2021</b>				
Household Type	Number in Kingshurst & Fordbridge	% Households		
		Kingshurst & Fordbridge	Solihull	England
Single person households	1,698	31%	29%	30%
Family households	3,534	64%	66%	63%
Other households	283	5%	5%	7%
All households	5,515			

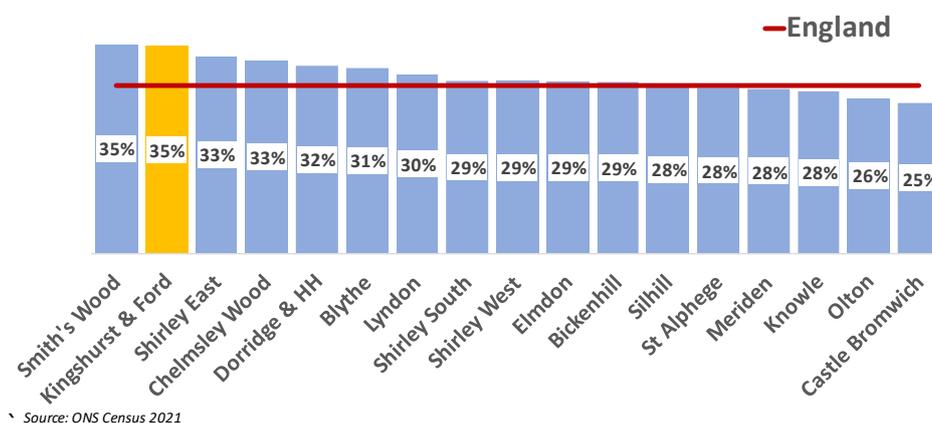
*Source: ONS Census 2021*

35% of Kingshurst & Fordbridge households have dependent children (England 28%). Kingshurst & Fordbridge has the 2<sup>nd</sup> largest proportion of dependent child households in Solihull.

Households with Children in Kingshurst & Fordbridge 2021				
Household Type	Number in Kingshurst & Fordbridge	% Households		
		Kingshurst & Fordbridge	Solihull	England
Dependent children	1,938	35%	30%	28%
Non-dependent children	803	15%	12%	11%
All Households with Children	2,741	50%	43%	39%
All Households	5,515			

Source: ONS Census 2021

### Households with Dependent Children in Solihull 2021

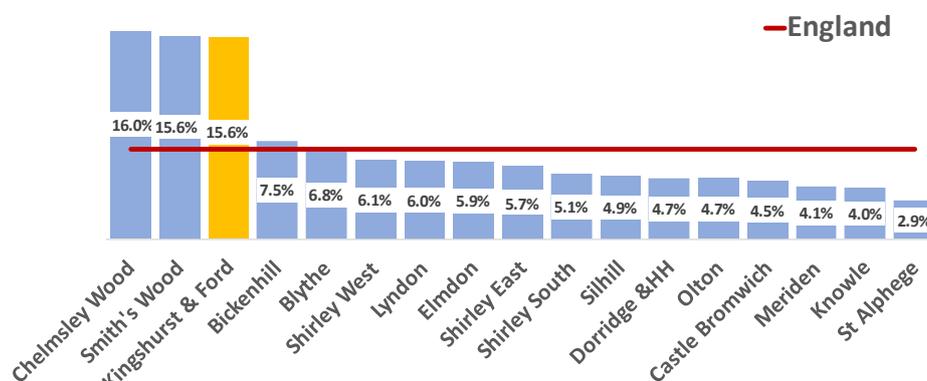


About 69% of single parent households in Kingshurst & Fordbridge contain dependent children. The proportion of single parent households with dependent children is considerably higher than both the Solihull and England averages (15.6% of all households in Kingshurst & Fordbridge, 7.2% Solihull, 6.9% England). Kingshurst & Fordbridge has the 3<sup>rd</sup> highest number of single parent households in Solihull.

Single Parent Households in Kingshurst & Fordbridge 2021				
Household Type	Number in Kingshurst & Fordbridge	% Households		
		Kingshurst & Fordbridge	Solihull	England
Dependent children	858	15.6%	7.2%	6.9%
Non-dependent children	382	6.9%	4.4%	4.2%
All Single parent households	1,240	22.5%	11.6%	11.1%
All households	5,515			

Source: ONS Census 2021

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



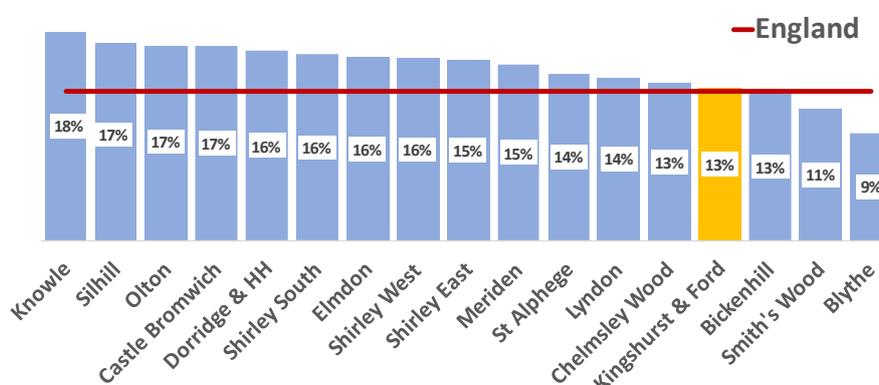
Source: ONS Census 2021

Fewer households in Kingshurst & Fordbridge are occupied by older people than the benchmarks (19% of all households Kingshurst & Fordbridge, 26% Solihull, 22% England). Kingshurst & Fordbridge has a smaller proportion of both older couple households and single older people households. Kingshurst & Fordbridge has 719 single older people households and at 13% of all households in the ward is the 4<sup>th</sup> smallest proportion in Solihull.

Older People Households in Kingshurst & Fordbridge 2021				
Household Type	Number in Kingshurst & Fordbridge	% Households		
		Kingshurst & Fordbridge	Solihull	England
Single older people households	719	13%	15%	13%
Couple older people households	328	6%	11%	9%
All older people households	1,047	19%	26%	22%
All households	5,515			

Source: ONS Census 2021

### Single Older People Households in Solihull 2021

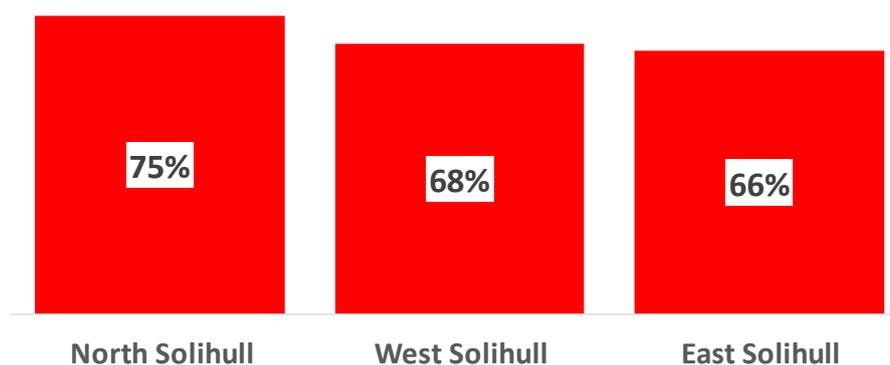


Source: ONS Census 2021

## 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.

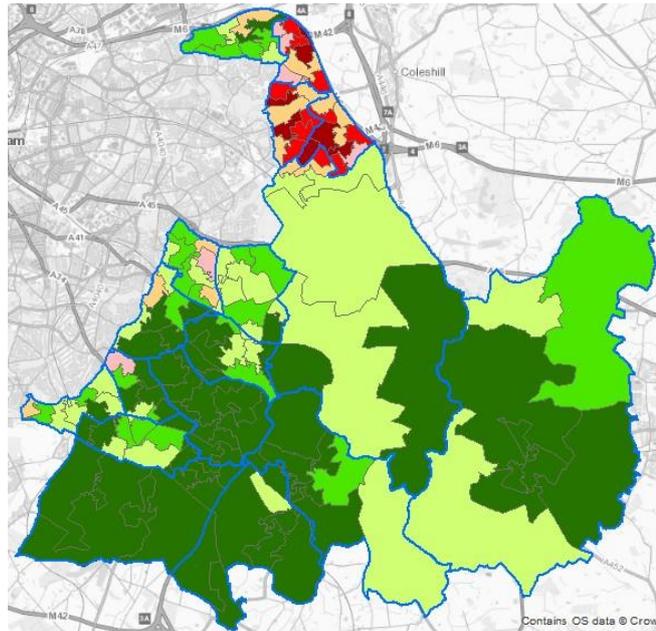
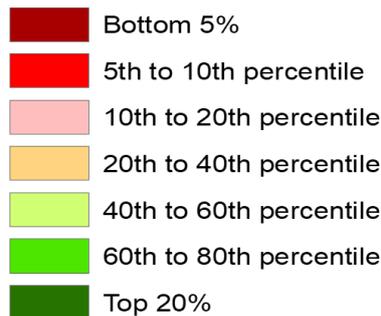
Population Living in Most and Least Deprived Neighbourhoods in 2019			
	% Population		
	Solihull Population	North Solihull Population	Rest of Borough Population
Most Deprived 5% of areas in England	5%	16%	0%
Most Deprived 10% of areas in England	11%	41%	0%
Least Deprived 10% of areas in England	28%	0%	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



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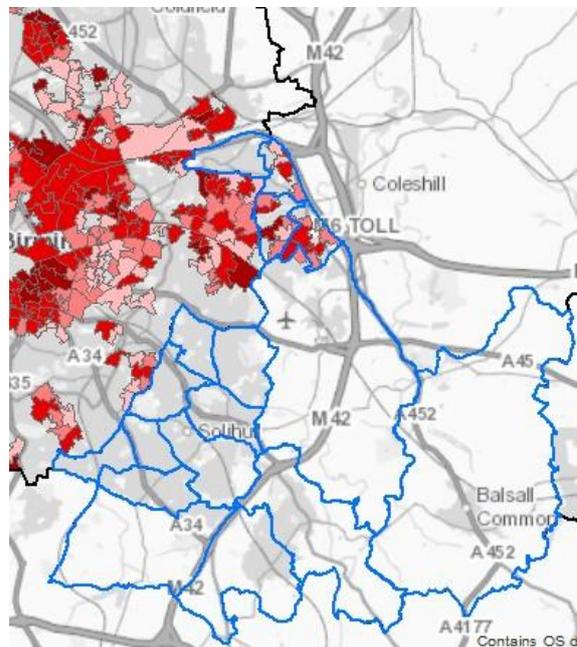
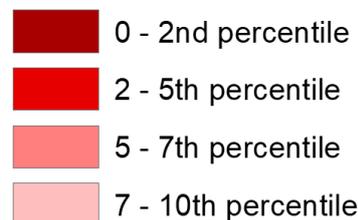
Deprivation is substantially higher in the North Solihull wards of Chelmsley Wood, Kingshurst & Fordbridge and Smith's Wood than elsewhere in the borough. The deprivation evident in North Solihull is part of a wider area of disadvantage that spreads throughout east Birmingham.

## 2019 Index of Multiple Deprivation (IMD)

### Overall Rank

### LSOAs in Solihull & East Birmingham in Most Deprived 10%

#### Percentile Rank



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Kingshurst & Fordbridge's nine LSOAs are, on average, ranked on the 14<sup>th</sup> percentile nationally, with the 17 Solihull wards ranging from the deprived Chelmsley Wood ward (9<sup>th</sup> percentile) to the advantaged St Alphege (94<sup>th</sup> percentile). On this basis Kingshurst & Fordbridge would be considered one of the 15% most deprived areas in England.

<b>IMD Deprivation Rank in Solihull 2019</b>	
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
<i>Source: English Indices of Deprivation 2019</i>	

Deprivation among the nine Kingshurst & Fordbridge LSOAs ranges from the most deprived neighbourhood Bennett's Well on the 2<sup>nd</sup> percentile to the least deprived neighbourhood Central Kingshurst on the 34<sup>th</sup> percentile. Six out of the nine of Kingshurst & Fordbridge LSOAs are among the most deprived 10% of neighbourhoods in England, including two in the most deprived 5%.

<b>IMD Deprivation Rank in Kingshurst &amp; Fordbridge 2019</b>	
LSOA	Percentile Rank (1=most deprived, 100=least deprived)
Bennett's Well	1.7
Babbs Mill North	4.8
Cole Valley	5.8
Hatchford	6.0
Yorkswood	6.7
St Anne's	7.6
Chapelhouse	28.1
Babbs Mill South	28.8
Central Kingshurst	33.8
<i>Source: English Indices of Deprivation 2019</i>	

### Universal Credit

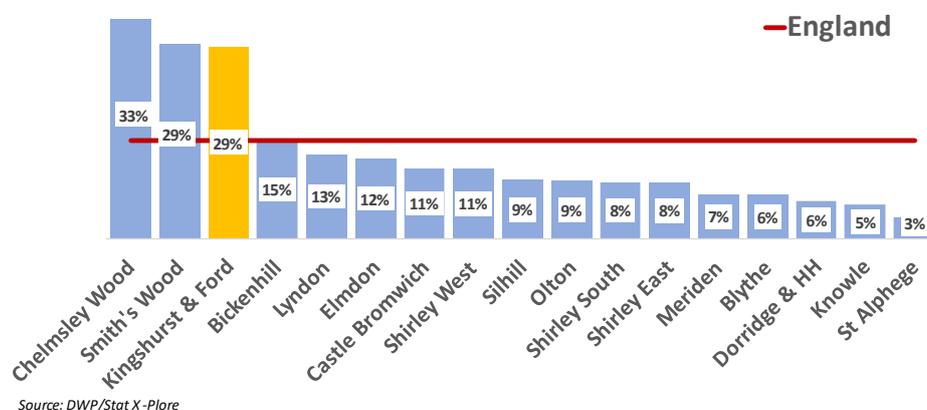
As of July 2023 2,358, Kingshurst & Fordbridge residents were claiming Universal Credit (UC), equating to 28.7% of the working age population. The rate in Kingshurst & Fordbridge is much higher than that for Solihull (12.7%) or England (14.7%). The UC claimant rate in Kingshurst & Fordbridge is the 3<sup>rd</sup> highest in Solihull.

37% of the UC in Kingshurst & Fordbridge are in employment and 63% not in employment, this is broadly in-line with the Solihull and England averages.

Universal Credit Claimants in Kingshurst & Fordbridge July 2023				
Claimants	Claimants in Kingshurst & Fordbridge	% UC Claimants		
		Kingshurst & Fordbridge	Solihull	England
UC in employment	868	37%	38%	39%
UC not in employment	1,493	63%	62%	61%
All UC claimants	2,358			

Source: DWP/Stat-Xplore

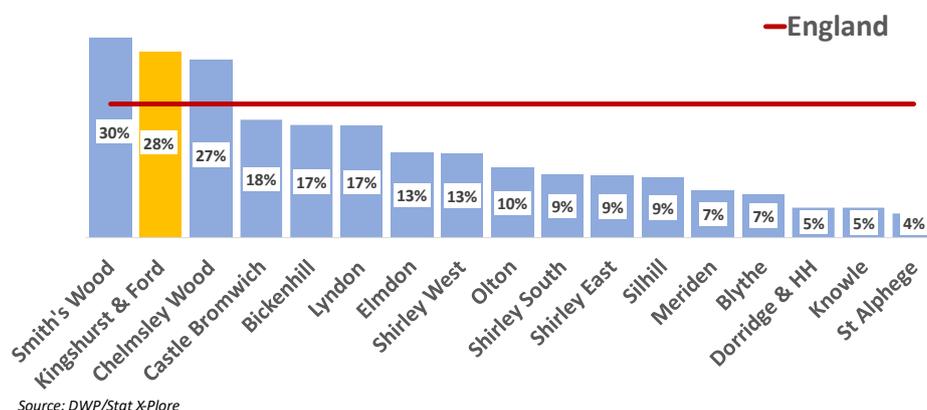
### Universal Credit Claimant Rate in Solihull July 2023



### Child Poverty

At the end of 2021/22 929 children aged 0-15 years in Kingshurst & Fordbridge lived in a low income household. This equates to 28% of the 0-15 population, higher than both the Solihull (15%) and England averages (20%). The rate in Kingshurst & Fordbridge is the 2<sup>nd</sup> highest 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



The number of children living in a low-income household in Kingshurst & Fordbridge varies more between age groups than across England. In particular, a relatively high proportion all Kingshurst & Fordbridge children living in a low-income household are under 5 years of age (35%) and a relatively small proportion are aged 11-15 years (27%).

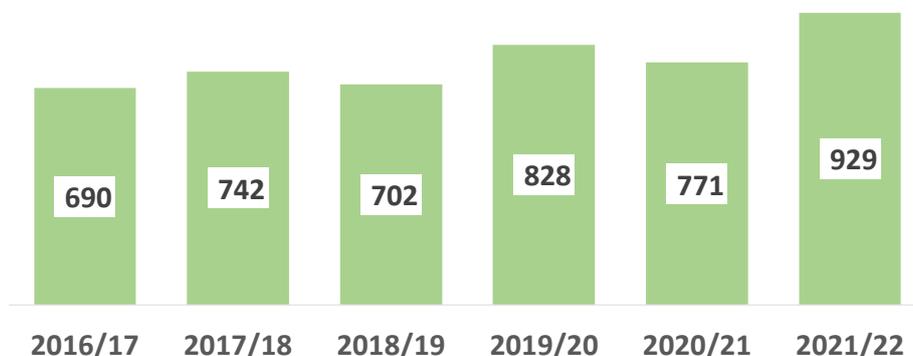
<b>Children Aged 0-15 Years Living in a Low-Income Household in Kingshurst &amp; Fordbridge 2021/22</b>				
Age Group	Number in Kingshurst & Fordbridge	% all children 0-15 years in low income household		
		Kingshurst & Fordbridge	Solihull	England
Aged 0-4 Years	323	35%	30%	28%
Aged 5-10 Years	352	38%	36%	37%
Aged 11-15 Years	254	27%	34%	35%
All Aged 0-15 Years	929			

*Source: DWP/Stat-Xplore*

The number of Kingshurst & Fordbridge children living in a low-income household averaged 777 in the six years 2016/17 to 2021/22. There was a substantial rise from 702 at the end of 2018/19 to 828 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 Kingshurst & Fordbridge children living in a low-income household increased again in 2021/22 and is now higher than at any point over the last six years.

### Number of Children Aged 0 - 15 Years in Kingshurst & Fordbridge in a Low - Income Household



*Source: DWP/Stat Xplore*

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.

Kingshurst & Fordbridge’s nine LSOAs are, on average, ranked on the 12<sup>th</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 Kingshurst & Fordbridge would be considered one of the 15% most income deprived areas in England for children.

<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>	

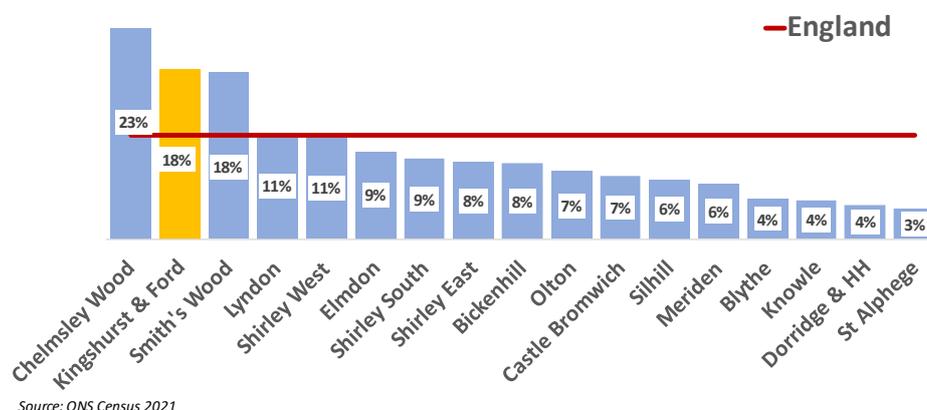
Child income deprivation among the nine Kingshurst & Fordbridge LSOAs ranges from Cole Valley on the 2<sup>nd</sup> percentile to the least deprived neighbourhood Babbs Mill South on the 34<sup>th</sup> percentile. Five of the nine Kingshurst & Fordbridge LSOAs are among the 10% most deprived neighbourhoods in England including four in the most deprived 5%.

<b>IDACI Rank in Kingshurst &amp; Fordbridge 2019</b>	
LSOA	IDACI Percentile Rank (1=most deprived, 100=least deprived)
Cole Valley	1.8
Babbs Mill North	2.0
Bennett's Well	2.1
Yorkswold	3.2
Hatchford	6.5
St Anne's	13.2
Central Kingshurst	24.6
Chapelhouse	30.4
Babbs Mill South	34.0
<i>Source: English Indices of Deprivation 2019</i>	

### Older People Poverty

In February 2023 there were 366 older people in Kingshurst & Fordbridge claiming a pension credit. This equates to 18% of the pension age population much higher than the England average (11%) average and the 2<sup>nd</sup> highest among the 17 Solihull wards.

### Pension Credit Rate in Solihull February 2023



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

Kingshurst & Fordbridge’s nine LSOAs are, on average, ranked on the 26<sup>th</sup> percentile nationally of the IDAOP, with the 17 Solihull wards ranging from Chelmsley Wood (21<sup>st</sup> percentile) to St Alphege (93<sup>rd</sup> percentile). It is notable that even the most relatively deprived Solihull wards rank outside the most deprived quintile in England on this measure.

Income Deprivation Affecting Older People (IDAOP) in Solihull 2019	
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

Source: English Indices of Deprivation 2019

Older people income deprivation among the nine Kingshurst & Fordbridge LSOAs ranges from Yorkswood on the 6<sup>th</sup> percentile to the least deprived neighbourhood Babbs Mill South on the 52<sup>nd</sup> percentile. Five Kingshurst & Fordbridge LSOAs are in the 20% most deprived neighbourhoods in England, including two in the most deprived 10%. The relative income poverty of older people in Kingshurst & Fordbridge is less widespread than the levels of deprivation evident in other IMD domains.

IDAOP Rank in Kingshurst & Fordbridge 2019	
LSOA	IDACI Percentile Rank (1=most deprived, 100=least deprived)
Yorkswood	6.4
Bennett's Well	7.4
Cole Valley	10.2
Babbs Mill North	11.6
Hatchford	15.9
St Anne's	21.3
Chapelhouse	25.0
Central Kingshurst	49.1
Babbs Mill South	52.4

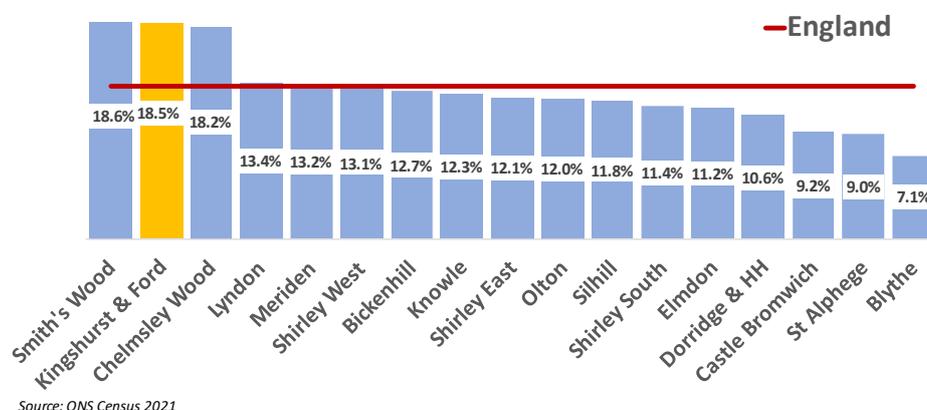
*Source: English Indices of Deprivation 2019*

### 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.

1,131 Kingshurst & Fordbridge households were classified as fuel poor in 2021. This equates to 18.5% of all Kingshurst & Fordbridge households, more than the Solihull (12.7%) and England (13.1%) averages. Among the 17 Solihull wards Kingshurst & Fordbridge has the 2<sup>nd</sup> highest fuel poverty rate.

### Fuel Poverty Rate in Solihull 2021



Of the nine Kingshurst & Fordbridge LSOAs the percentage of fuel poor households ranges from 24.1% in St Anne's to 10.4% in Babbs Mill South.

<b>Fuel Poor Households in Kingshurst &amp; Fordbridge 2021</b>		
	Number	% Households
St Anne's	150	24.1%
Yorkswold	162	22.5%
Bennett's Well	146	22.4%
Hatchford	152	21.1%
Cole Valley	125	19.3%
Babbs Mill North	116	17.5%
Chapelhouse	122	16.2%
Central Kingshurst	91	13.1%
Babbs Mill South	67	10.4%
<i>Source: Department for Business, Energy &amp; Industrial Strategy</i>		

## Employment and Skills

### Resident Economic Activity

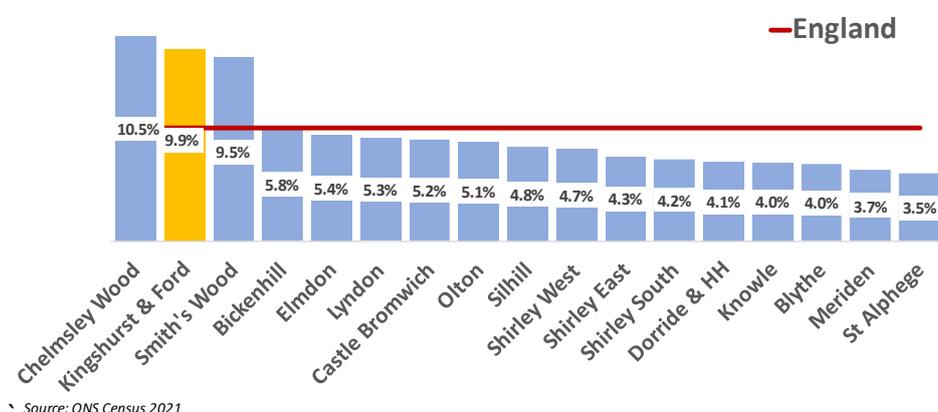
At the time of the 2021 Census 63% of the Kingshurst & Fordbridge working age population were in employment (5,231 individuals), 7% were unemployed (573 individuals) and 30% economically inactive (2,441 individuals). Kingshurst & Fordbridge has the 3<sup>rd</sup> lowest employment rate in Solihull with unemployment and economic inactivity at the upper end of the spectrum.

<b>Economic Activity of Working Age Population in Kingshurst &amp; Fordbridge 2021</b>				
Economic Status	Number in Kingshurst & Fordbridge	% 16-64 Population		
		Kingshurst & Fordbridge	Solihull	England
Employed	5,231	63%	73%	71%
Unemployed	573	7%	4%	4%
Inactive	2,441	30%	23%	25%
All Age 16-64	8,245			
<i>Source: ONS Census 2021</i>				

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, Kingshurst & Fordbridge's unemployment rate of 9.9% was much higher than the England average (5.8%) and the 2<sup>nd</sup> highest in Solihull.

## Unemployment Rate in Solihull March 2021



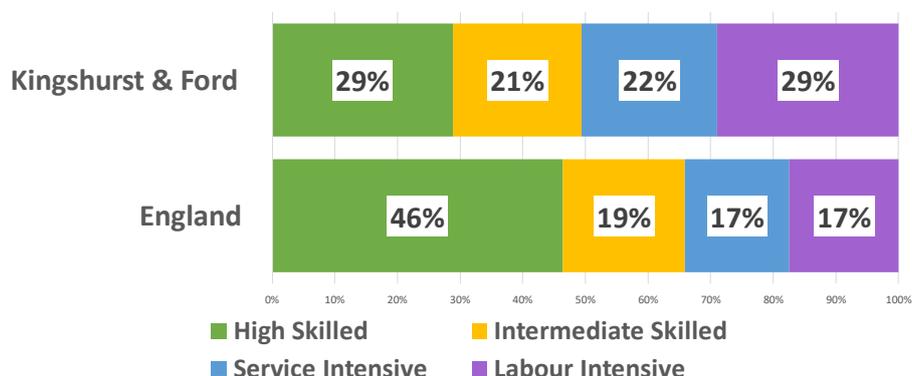
### Resident Employment

Kingshurst & Fordbridge residents are more likely than people across Solihull or England to work in service intensive or labour intensive occupations.

Occupation of Employed Population of Kingshurst & Fordbridge 2021				
Occupation	Number in Kingshurst & Fordbridge	% Population in Employment		
		Kingshurst & Fordbridge	Solihull	England
Managers, directors & senior officials	400	7%	15%	13%
Professional occupations	615	11%	24%	20%
Associate professional & technical occupations	535	10%	13%	13%
Administrative & secretarial occupations	526	10%	11%	9%
Skilled trades occupations	577	11%	8%	10%
Caring, leisure & other service occupations	673	13%	8%	9%
Sales & customer service occupations	492	9%	7%	7%
Process, plant & machine operatives	631	12%	6%	7%
Elementary occupations	922	17%	8%	10%
All in Employment	5,371			

Source: ONS Census 2021

## Occupation of Employed People in Kingshurst & Fordbridge 2021



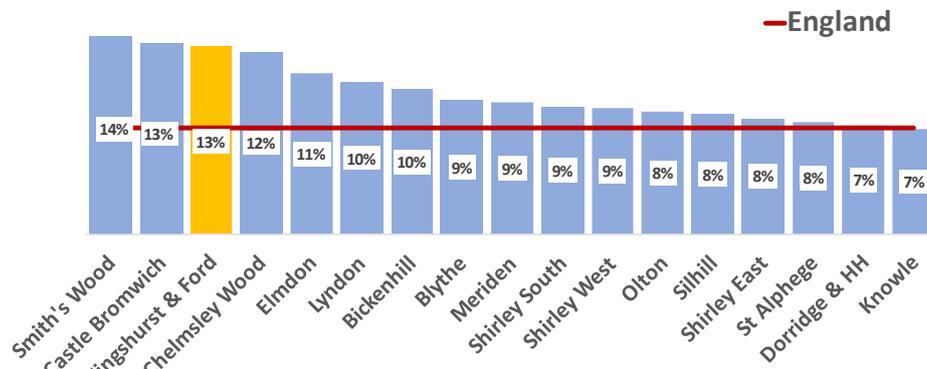
Source: ONS Census 2021

29% of Kingshurst & Fordbridge residents in employment work in the public sector (1,534 individuals across public administration, education and healthcare). This is by far the largest sector in Kingshurst & Fordbridge but is proportionally in-line with the Solihull and England averages. Other significant industries for those in employment in Kingshurst & Fordbridge include wholesale & retail (18%), manufacturing (13%) and business services (10%).

Industry of Employed Population of Kingshurst & Fordbridge 2021				
Industry Sector	Number in Kingshurst & Fordbridge	% Population in Employment		
		Kingshurst & Fordbridge	Solihull	England
Manufacturing	691	13%	10%	7%
Other Production	7	0.1%	0.3%	1.0%
Electricity, gas & water supply	80	1%	2%	1%
Construction	463	9%	9%	9%
Wholesale & retail	950	18%	13%	15%
Transport & storage	374	7%	5%	5%
Accommodation & food services	313	6%	4%	5%
Information & communication	136	3%	5%	5%
Financial services	115	2%	5%	4%
Business Services	537	10%	14%	14%
Public Services	1,534	29%	30%	30%
Other Services	173	3%	4%	5%
All in Employment	5,373			

Source: ONS Census 2021

### Employed in Manufacturing in Solihull March 2021

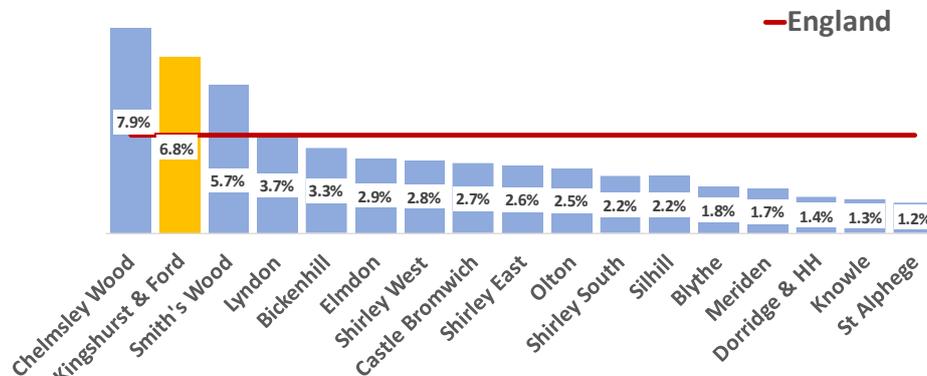


Source: ONS Census 2021

### Claimant Count Unemployment

As at August 2023 560 people in Kingshurst & Fordbridge were in receipt of unemployment benefit. This equates to a claimant unemployment rate of 6.8%, much higher than the Solihull (3.2%) and England (3.8%) averages. Kingshurst & Fordbridge has the 2<sup>nd</sup> highest claimant unemployment rate among the 17 Solihull wards.

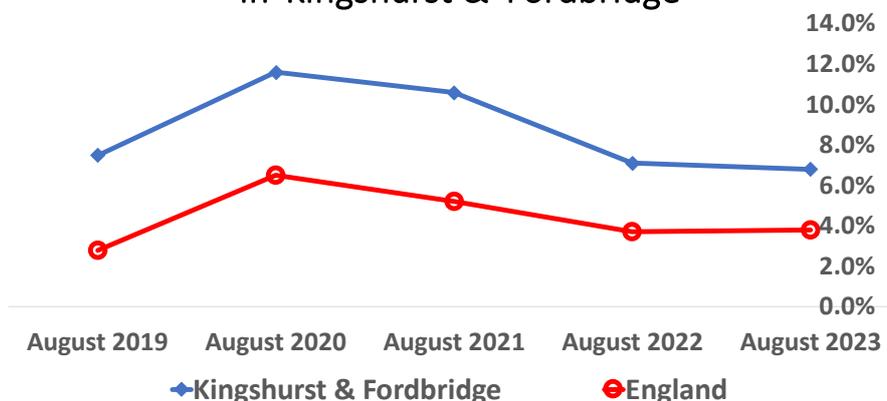
### Claimant Unemployment Rate in Solihull August 2023



Source: ONS/NOMIS

The claimant unemployment has fluctuated over recent years following the onset on the Covid-19 pandemic in early 2020. Claimant unemployment in Kingshurst & Fordbridge has been consistently higher than England but rose from 7.5% in August 2019 to 11.6% a year later. It has subsequently trended downwards and in August 2023 was 0.7 percentage points lower than the corresponding period in 2019.

### Trend in Claimant Unemployment Rate in Kingshurst & Fordbridge



Source: ONS/NOMIS

### Resident Qualifications

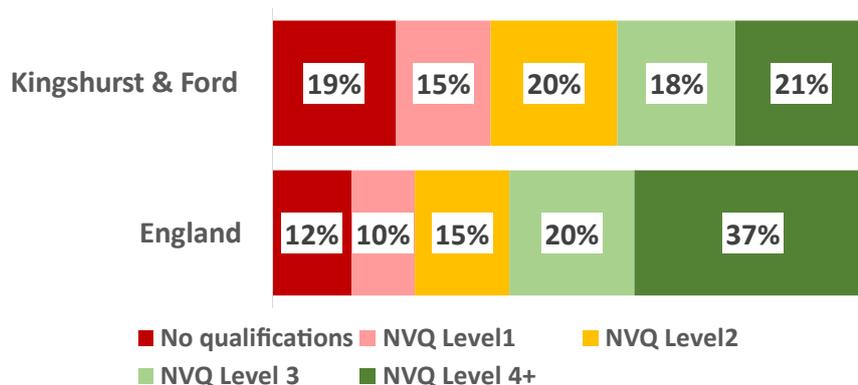
Working age Kingshurst & Fordbridge residents tend to have lower levels of formal qualifications than the benchmarks. For instance, just 21% of Kingshurst & Fordbridge residents (1,704 individuals) had NVQ level 4+ qualifications in March 2021 compared to 40% of the Solihull population and 37% of people in England.

At the other end of the spectrum more Kingshurst & Fordbridge residents aged 16-64 have either no qualifications (19% vs 11% Solihull, 12% England) or NVQ level 1 qualifications (15% vs 10% Solihull, 10% England) than benchmark averages.

Formal Qualifications of Working Age Kingshurst & Fordbridge Population 2021				
Qualifications	Number in Kingshurst & Fordbridge	% 16-64 Population		
		Kingshurst & Fordbridge	Solihull	England
No qualifications	1,597	19%	11%	12%
NVQ Level1	1,216	15%	10%	10%
NVQ Level2	1,639	20%	16%	15%
NVQ Level 3	1,518	18%	19%	20%
NVQ Level 4+	1,704	21%	40%	37%
Other	567	7%	5%	6%
16-64 Population	8,241			

Source: ONS Census 2021

## Formal Qualification Levels of Kingshurst & Fordbridge Population Aged 16 – 64 Years 2021



## Health and Care

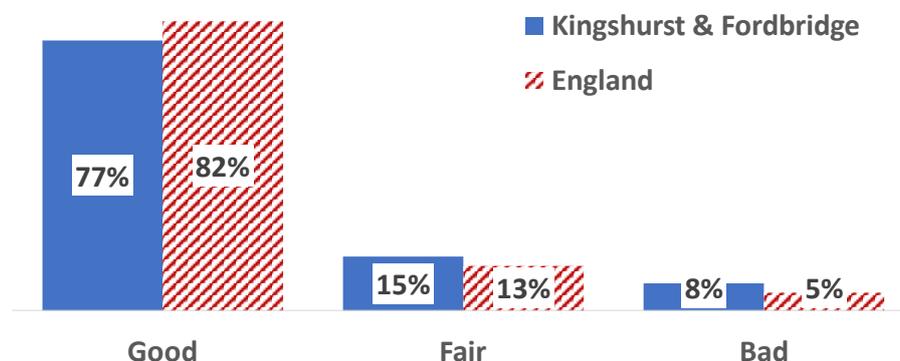
### General Health, Disability and Unpaid Care

A large majority of people in Kingshurst & Fordbridge say that their health is good (43% very good, 33% good) while just 8% say that their health is bad (6% bad, 2% very bad). However, self-reported general health in Kingshurst & Fordbridge is worse than that of the population of England.

General Health of Population in Kingshurst & Fordbridge 2021				
General Health	Number in Kingshurst & Fordbridge	% Population		
		Kingshurst & Fordbridge	Solihull	England
Very good health	5,789	43%	49%	48%
Good health	4,455	33%	33%	34%
Fair health	2,057	15%	12%	13%
Bad health	801	6%	4%	4%
Very bad health	237	2%	1%	1%
Total Population	13,339			

Source: ONS Census 2021

### General Health of Population Kingshurst & Fordbridge 2021



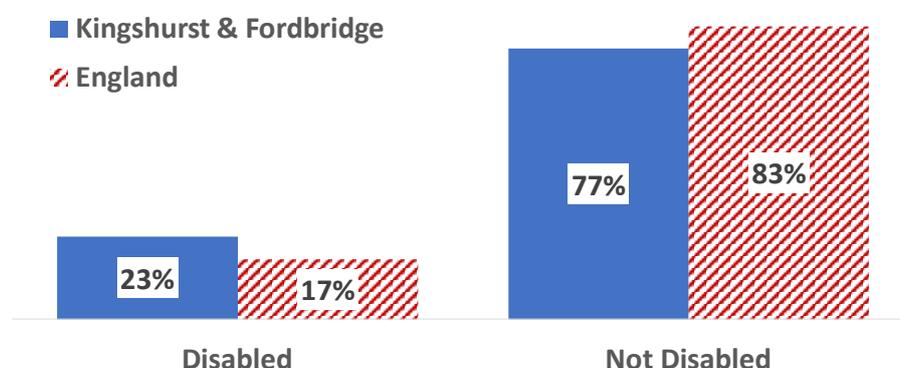
Source: ONS Census 2021

The population of Kingshurst & Fordbridge are more likely to have a long-term physical or mental health condition than the population of England (24% vs 17%) although a large majority are not disabled (71%).

Disability in Kingshurst & Fordbridge Population 2021				
Disability	Number in Kingshurst & Fordbridge	% Population		
		Kingshurst & Fordbridge	Solihull	England
Day-to-day activities limited a lot	1,435	11%	7%	7%
Day-to-day activities limited a little	1,683	13%	10%	10%
Has long term physical or mental health condition but day-to-day activities are not limited	773	6%	7%	7%
No long term physical or mental health conditions	9,451	71%	76%	76%
Total Population	13,342			

Source: ONS Census 2021

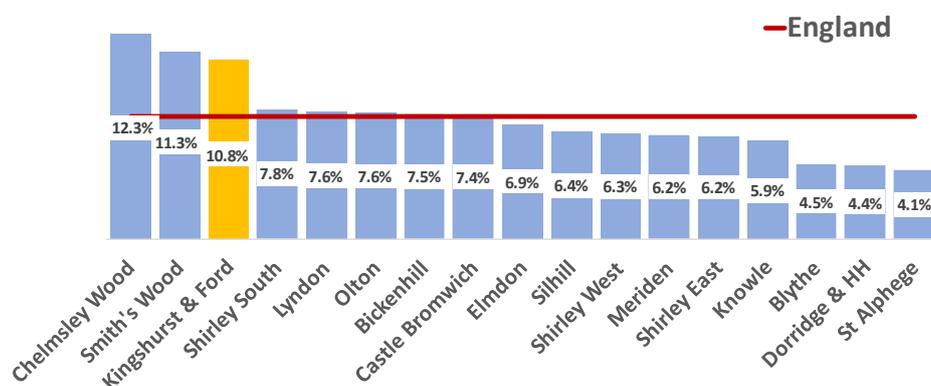
### Disability in Population Kingshurst & Fordbridge 2021



Source: ONS Census 2021

11% of the Kingshurst & Fordbridge population (1,435 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%. This is the 3<sup>rd</sup> highest rate in the borough and reflects the greater probability of disability in North Solihull.

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



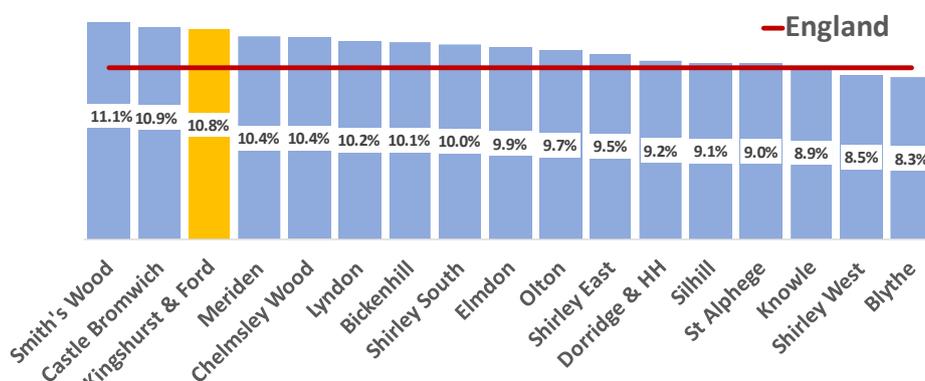
Source: Dept for Business, Energy & Industrial Strategy

Nearly 11% of the Kingshurst & Fordbridge population (1,330 individuals) provide unpaid care to a friend or relative compared to 89% who provide no care (11,019 individuals). This is broadly in-line with the Solihull and England averages.

Provision of Unpaid Care in Kingshurst & Fordbridge Population 2021				
Care Provided	Number in Kingshurst & Fordbridge	% Population		
		Kingshurst & Fordbridge	Solihull	England
Provides no unpaid care	11,019	89%	90%	91%
Provides 9 hours or less care	279	2%	4%	3%
Provides 10 to 19 care	151	1%	1%	1%
Provides 20 to 34 care	170	1%	1%	1%
Provides 35 to 49 hours care	200	2%	1%	1%
Provides 50+ hours care	530	4%	3%	3%
Total Population	12,349			

Source: ONS Census 2021

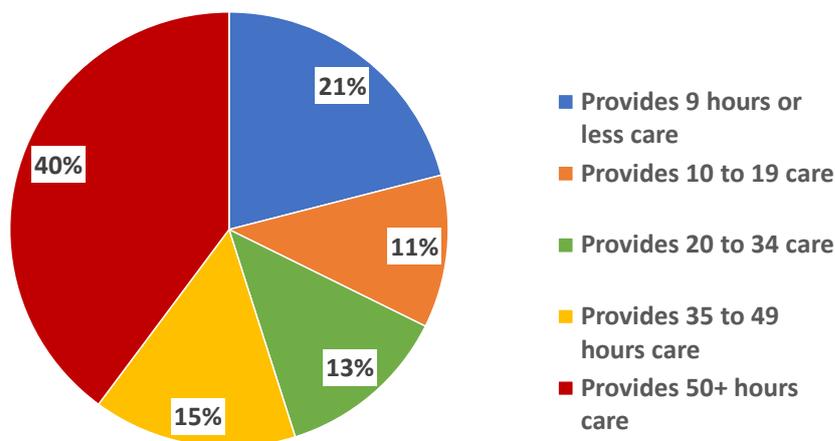
### Provision of Unpaid Care in Solihull 2021



Source: Dept for Business, Energy & Industrial Strategy

21% Kingshurst & Fordbridge of the population who provide unpaid care do so for nine hours or less per week (270 individuals). At the other end of the spectrum 40% (530 individuals) provide 50 hours or more care per week. Kingshurst & Fordbridge carers are more likely to care for 50 hours+ per week than carers across England (40% vs 30%).

### Provision of Unpaid Care in Kingshurst & Fordbridge 2021



### Life Expectancy

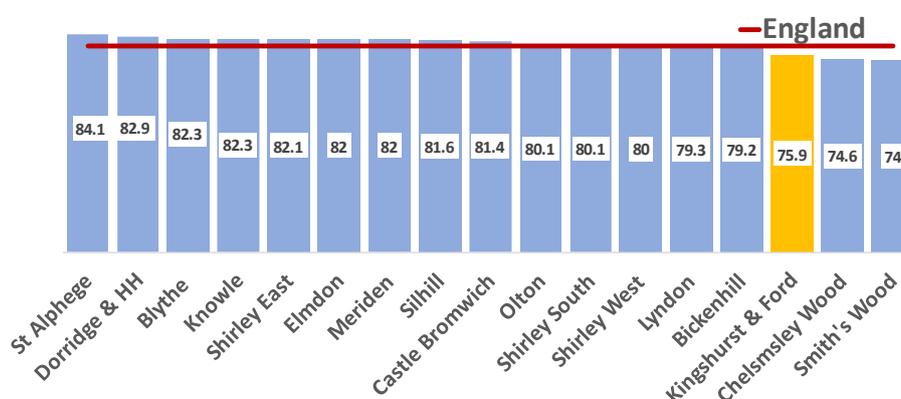
Life expectancy at birth is an estimate of the average number of years a new-born baby would survive if he or she experienced the age-specific mortality rates for that area. As such it is a useful summary measure of all-cause mortality and a proxy for the overall health of an area.

Life expectancy in Kingshurst & Fordbridge is significantly lower than the England average for males, but in-line with the average for females, although the ward is at the bottom end of the spectrum in Solihull for both<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.

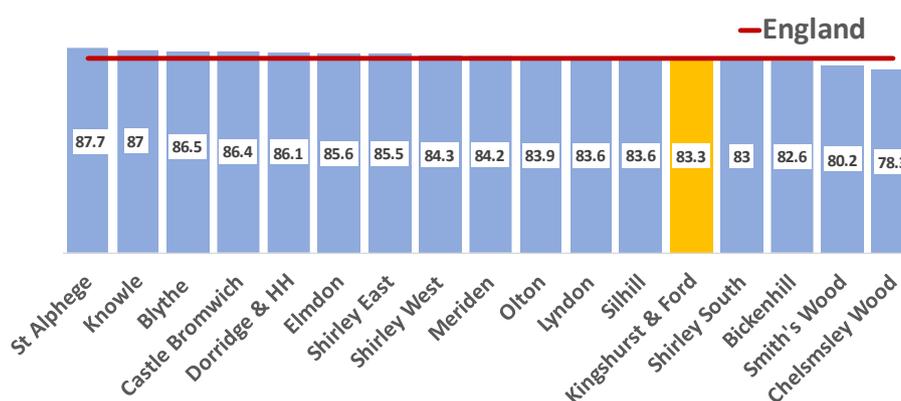
Life Expectancy at Birth (Years) in Kingshurst & Fordbridge 2016 to 2020			
	Kingshurst & Fordbridge	Solihull	England
Male	75.9	80.2	79.5
Female	83.3	84.1	83.2
Source: Local Health, Office for Health Improvement & Disparities			

### Male Life Expectancy in Solihull 2016 to 2020



Source: Local Health, Office for Health Improvement & Disparities

### Female Life Expectancy in Solihull 2016 to 2020



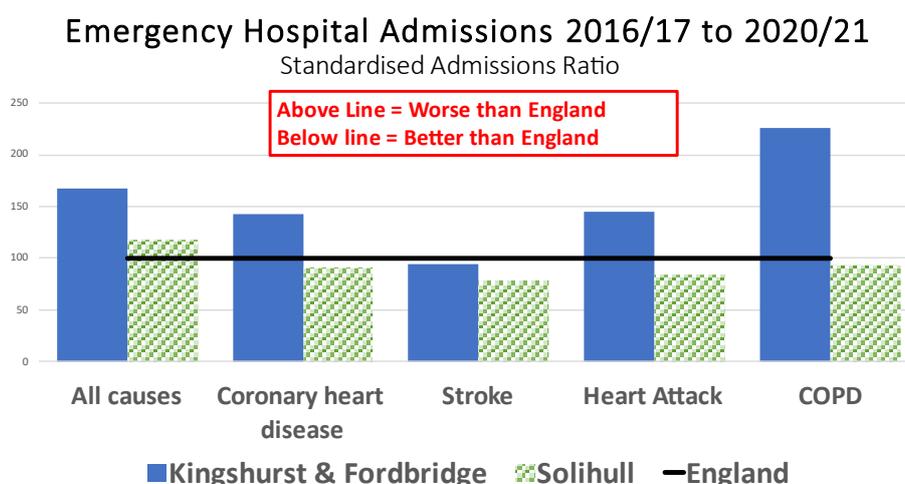
Source: Local Health, Office for Health Improvement & Disparities

### Hospital Admissions

The table below shows that rate of standardised age emergency hospital admissions in Kingshurst & Fordbridge for various health conditions relative to the England average of 100. Like Solihull as a whole emergency admissions for all causes are significantly more common than across England (166.9 vs 100). Furthermore, the rate of admissions in Kingshurst & Fordbridge for coronary heart disease, heart attack and COPD are also significantly higher.

<b>Emergency Admissions to Hospital in Kingshurst &amp; Fordbridge 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>		
	Kingshurst & Fordbridge SAR	Solihull SAR
All causes	166.9	117.5
Coronary heart disease	142.1	90.9
Stroke	93.9	78.3
Heart Attack	145	83.6
Chronic Obstructive Pulmonary Disease (COPD)	225.7	93.6

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



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

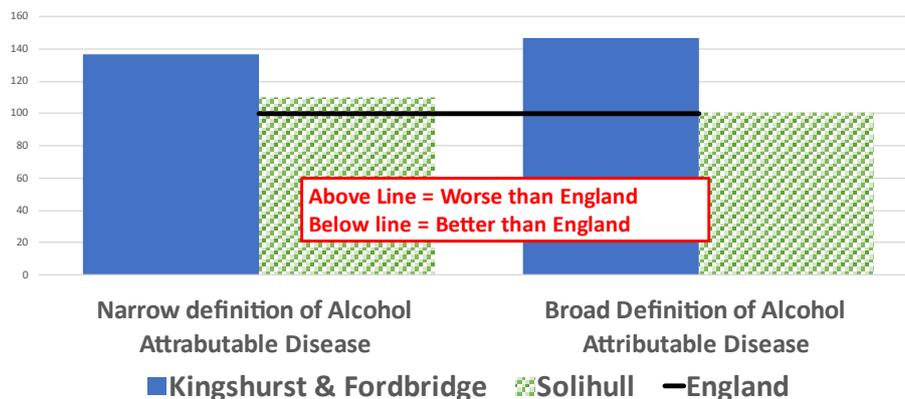
Alcohol consumption is a contributing factor to hospital admissions and deaths from a diverse range of conditions. Alcohol misuse is measured by hospital admissions for diseases attributable to alcohol. Using both a narrow and broad definition of diseases attributable to alcohol the rate in Kingshurst & Fordbridge is significantly higher than the England average.

<b>Admissions due to Alcohol Misuse in Kingshurst &amp; Fordbridge 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>		
	Kingshurst & Fordbridge SAR	Solihull SAR
Alcohol attributable conditions (narrow definition)	136.3	110.1
Alcohol attributable conditions (broad definition)	146.6	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

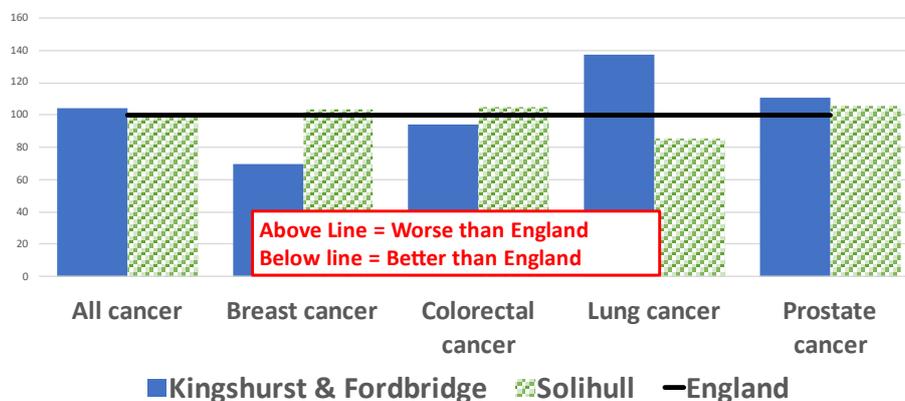
The incidence of cancer (defined by the number of new cases) in Kingshurst & Fordbridge is higher than the England average but the difference is not classified as statistically significant. However, the lung cancer incidence rate is significantly higher but the incidence of breast cancer significantly lower.

Incidence of Cancer in Kingshurst & Fordbridge 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>		
	Kingshurst & Fordbridge SIR	Solihull SIR
All cancer	104.2	98.6
Breast cancer	69.8	103.2
Colorectal cancer	94.3	105.1
Lung cancer	137.3	85.4
Prostate cancer	110.5	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

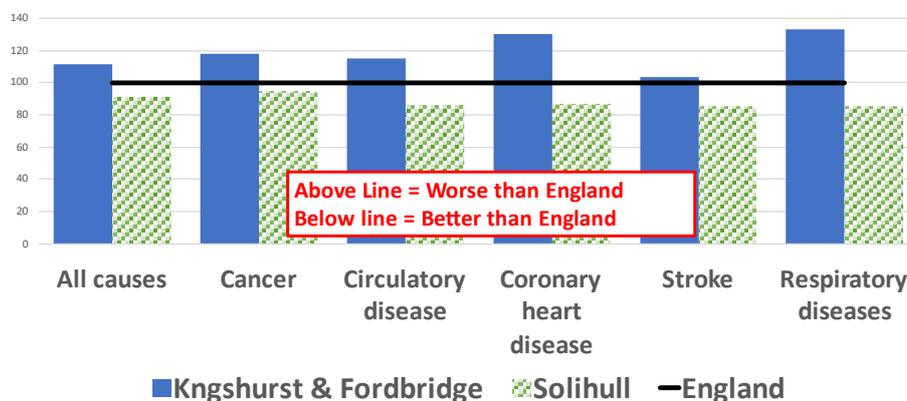
All age mortality in Kingshurst & Fordbridge is significantly higher than the England average, as are deaths from cancer, coronary heart disease and respiratory diseases. Deaths from stroke and circulatory disease are more common than across England, but the difference in the rate cannot be considered statistically significant.

<b>All Age Deaths in Kingshurst &amp; Fordbridge 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>		
	Kingshurst & Fordbridge SMR	Solihull SMR
All causes	111.6	91.6
Cancer	117.8	95.1
Circulatory disease	115.4	86.1
Coronary heart disease	130.3	86.8
Stroke	103.5	85.2
Respiratory diseases	133.2	85.6

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

**All Age Deaths 2016 to 2020**

Standardised Mortality Ratio



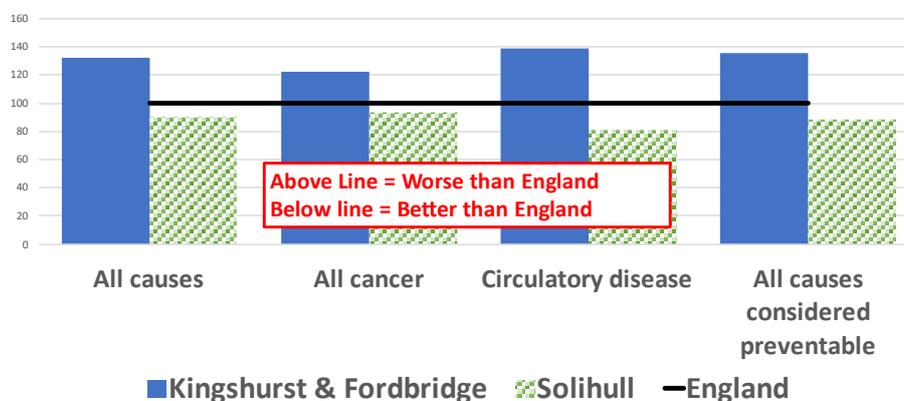
*Source: Local Health, Office for Health Improvement & Disparities*

Premature mortality (deaths under the age of 75 years) is significantly more common in Kingshurst & Fordbridge than across England as are early deaths from circulatory disease and all causes considered preventable.

Premature and Preventable Deaths (under 75 years) in Kingshurst & Fordbridge 2016 to 2020		
<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>		
	Kingshurst & Fordbridge SMR	Solihull SMR
All causes	132.3	89.9
All cancer	122.2	93.5
Circulatory disease	138.6	81.3
All causes considered preventable	135.9	88.6
<i>Source: Local Health, Office for Health Improvement &amp; Disparities</i>		

### All Premature & Preventable Deaths 2016 to 2020

Standardised Mortality Ratio



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

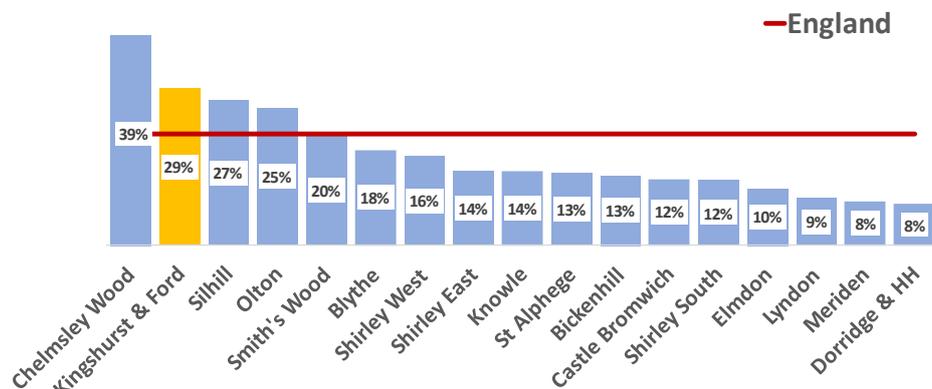
## Housing and Transport

### Accommodation Type

71% of Kingshurst & Fordbridge households live in a house (3,906 households) and 29% in a flat (1,594 households). Among the 17 Solihull wards Kingshurst & Fordbridge has the 2<sup>nd</sup> highest proportion of households living in a flat.

Accommodation Type in Kingshurst & Fordbridge 2021				
Tenure	Number in Kingshurst & Fordbridge	% Households		
		Kingshurst & Fordbridge	Solihull	England
Detached Housing	323	6%	28%	23%
Semi-Detached Housing	1,751	32%	37%	31%
Terraced Housing	1,832	33%	16%	23%
Flats	1,594	29%	17%	21%
Other	17	0.3%	1%	2%
All Households	5,517			
<i>Source: ONS Census 2021</i>				

### Households Living in a Flat in Solihull 2021



Source: ONS Census 2021

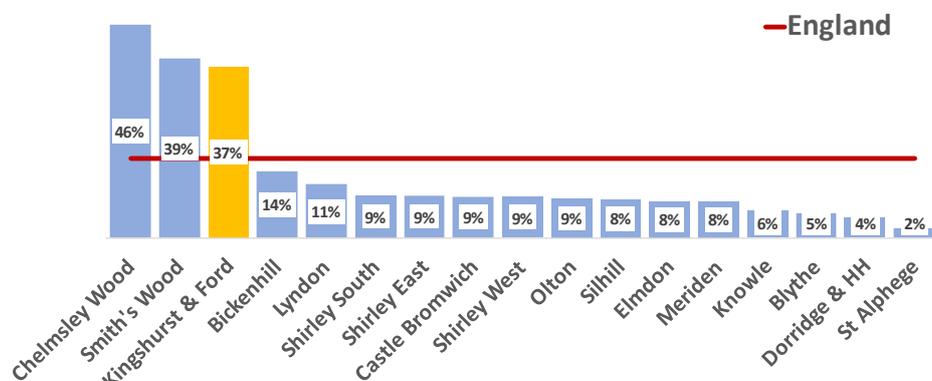
### Tenure

50% of Kingshurst & Ford households own (or part own) their own home either outright or through a mortgage (2,744 households). Renting is far more common in Kingshurst & Ford (2,762 households, 50% of total) than across England (38%) or Solihull (27%). 37% of Kingshurst & Ford households rent socially the 3<sup>rd</sup> highest rate in the borough.

Tenure in Kingshurst & Fordbridge 2021				
Tenure	Number in Kingshurst & Fordbridge	% Households		
		Kingshurst & Fordbridge	Solihull	England
Owned or Shared Ownership	2,744	50%	73%	62%
Social rented	2,021	37%	14%	17%
Private rented or lives rent free	752	14%	13%	21%
All Households	5,517			

Source: ONS Census 2021

### Social Renting 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.

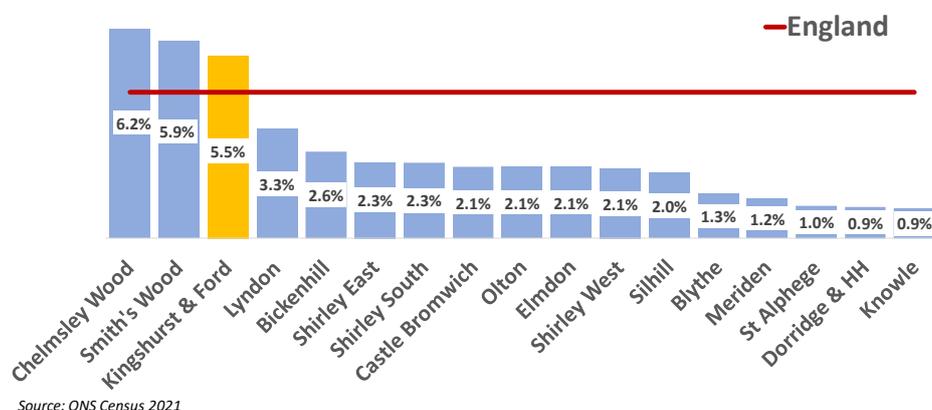
A small majority of households in Kingshurst & Fordbridge have at least one spare bedroom and are considered under-utilised (59%, 3,225 households), although this is less common than across Solihull and England. Although just 5% of Kingshurst & Fordbridge households are overcrowded this is more than the England average (4%) and the 3<sup>rd</sup> highest rate in Solihull.

Overcrowding in Kingshurst & Fordbridge (Bedroom Standard) 2021				
Bedroom Occupation	Number in Kingshurst & Fordbridge	% Households		
		Kingshurst & Fordbridge	Solihull	England
Under utilised	3,255	59%	76%	69%
Ideal Occupation	1,960	36%	22%	27%
Overcrowded	302	5%	3%	4%
All Households	5,517			

Source: ONS Census 2021

### Overcrowded households in Solihull 2021

*(Based on Number of Bedrooms)*



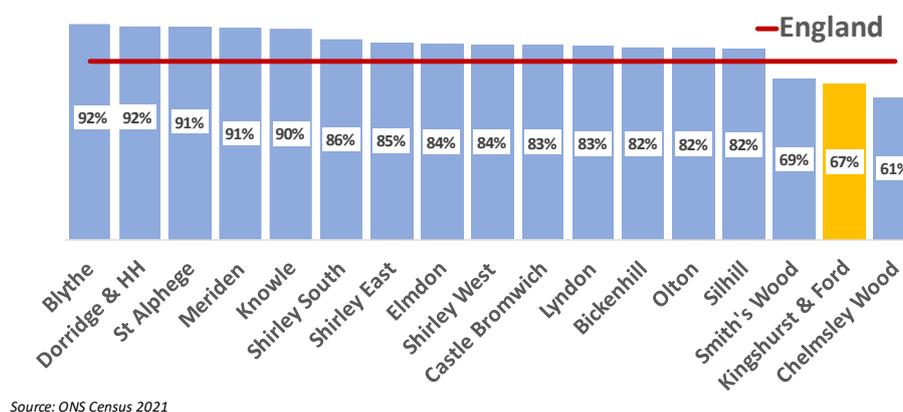
### Access to Car or Van

82% of Solihull households have a car or van (4,280 households) including 43% (2,226 households) that have more than one. Car or van ownership, including multiple ownership is less common in Kingshurst & Fordbridge than the England average (67% of households including 25% 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.

Kingshurst & Fordbridge Households with a car or van 2021				
Car/van access	Number in Kingshurst & Fordbridge	% Households		
		Kingshurst & Fordbridge	Solihull	England
No car or van access	1,824	33%	18%	24%
Car or van access	3,693	67%	82%	76%
<i>Number of cars or vans per household</i>				
1 car or van	2,314	42%	39%	41%
2 cars or vans	1,064	19%	32%	26%
3+ cars or vans	315	6%	11%	9%
All Households	5,517			
<i>Source: ONS Census 2021</i>				

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

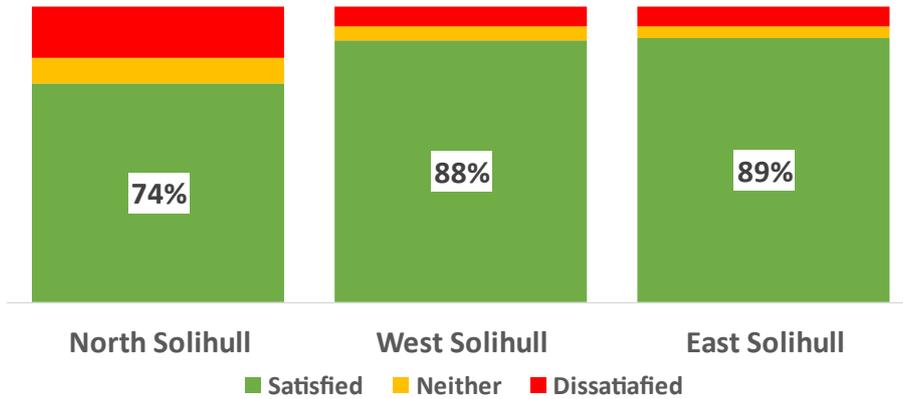


## Community and Safety

### Community Satisfaction and Belonging

The majority of 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.

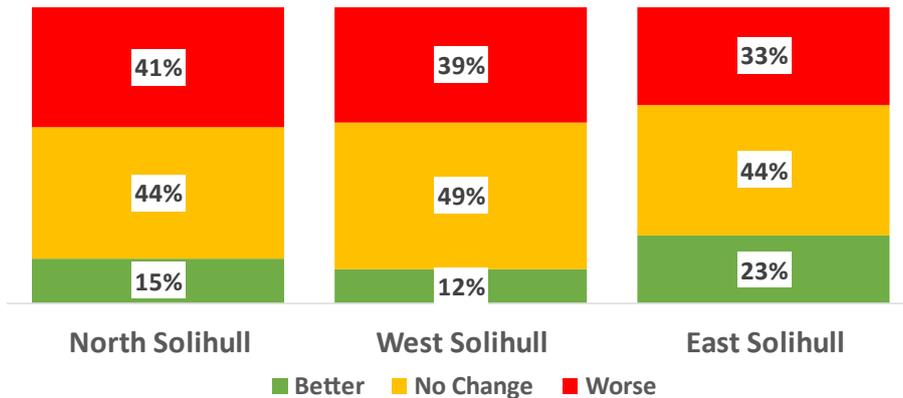
### Satisfaction with local area as place to live



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 North Solihull closely mirroring the Solihull average.

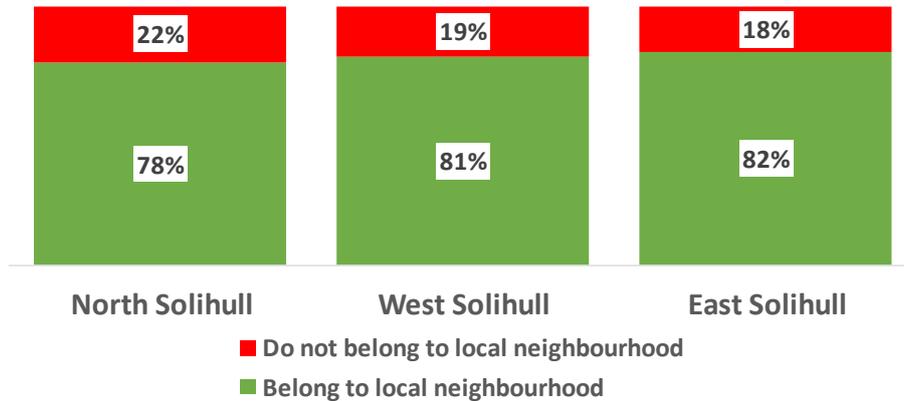
### How has local area changed in last 2 years



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 North Solihull only slightly lower than the borough average.

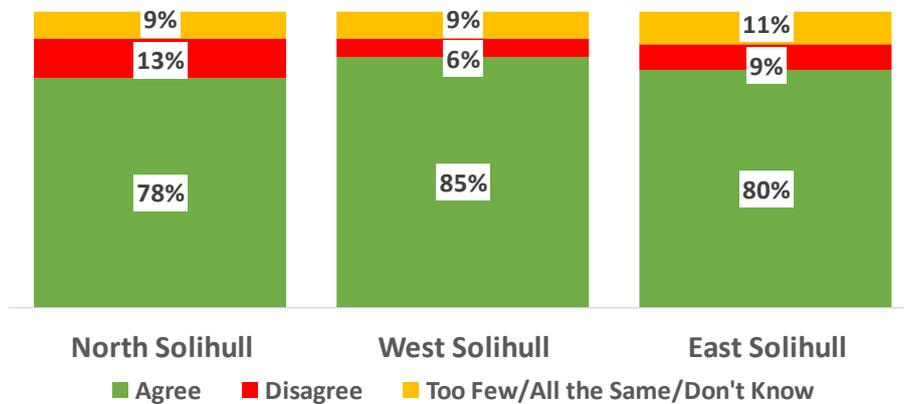
### To what extent does respondent feel they belong to local neighbourhood



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 although slightly fewer North Solihull respondents feel that people from a different background get on well together than other Solihull localities.

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

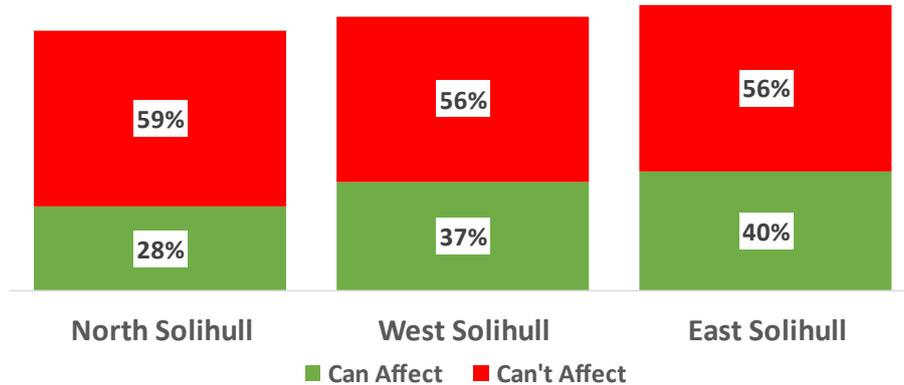


Source: SMBC, Solihull Place Survey 2022

### Civic Participation

35% of respondents to the 2022 Solihull Place Survey say that they can influence decisions that affect their local area while 57% do not feel they can influence decisions. Fewer people in North Solihull feel they can influence decisions than elsewhere in the borough (28%).

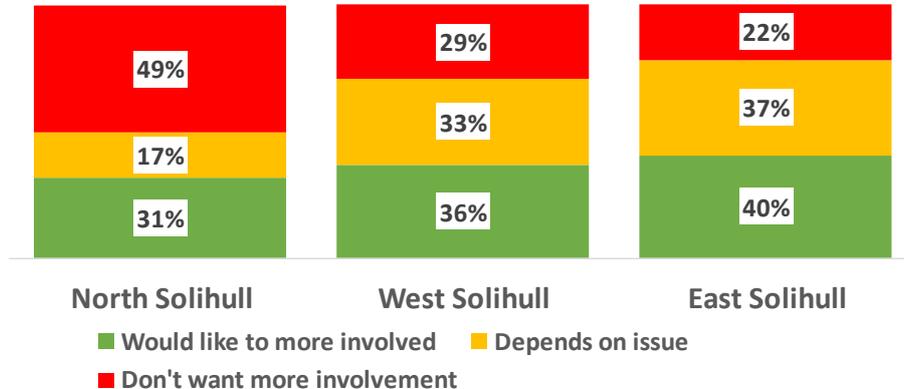
### To what extent do you feel able to influence decisions that affect your local area



Source: SMBC, Solihull Place Survey 2022

Despite the fact that 57% of respondents to the 2022 Solihull Place Survey say that they cannot influence local decisions only 36% say that they would definitely like more involvement with 33% saying that they definitely do not want to be involved. The results for this measure do vary across the borough and in North Solihull 49% say that they do not want more involvement far higher than in other Solihull localities.

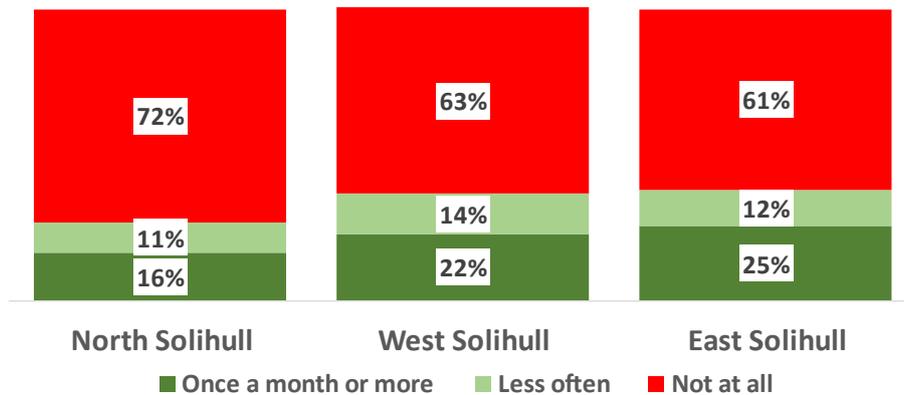
### Would like to be more involved in local decisions



Source: SMBC, Solihull Place Survey 2022

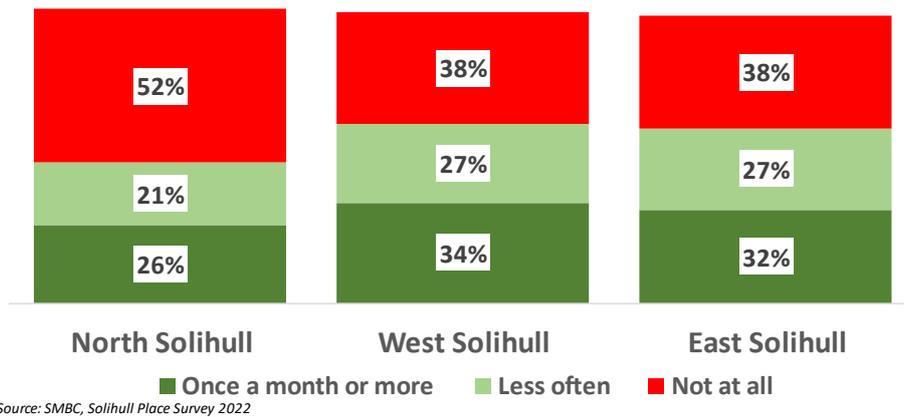
On average 34% of respondents to the 2022 Solihull Place Survey say that they have taken part in formal volunteering (defined as unpaid help to any group, club or organisation such as sports coaching or supporting a faith organisation) over the last year, including 21% who volunteer at least once a month. Participation in North Solihull is low, with a participation rate of just 27%.

### 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 in North Solihull is low, with a participation rate of just 47%.

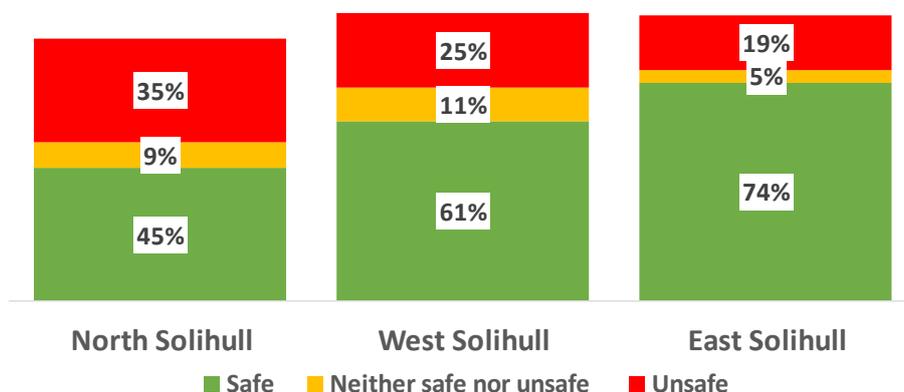
### Have taken part in informal volunteering in last year



### 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 just 45% of North Solihull residents feeling safe after dark compared to an average of 64% across the rest of the borough.

## Feeling safe after dark in local area

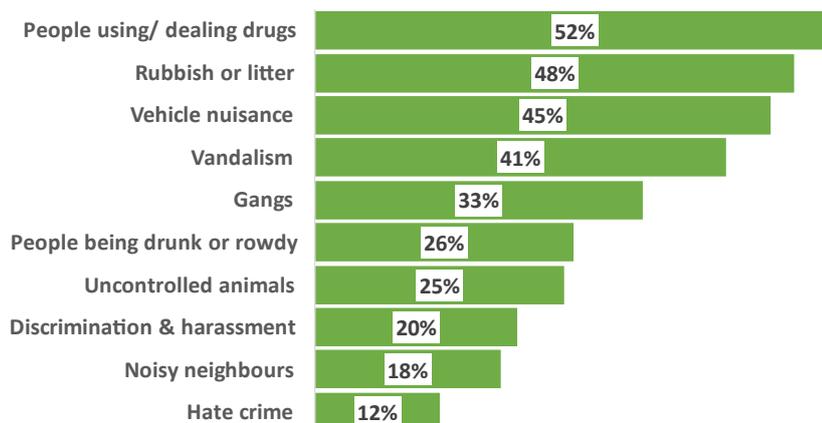


Respondents to the 2022 Solihull Place Survey were asked which of 10 types of antisocial behaviour were a problem in their local area. The most commonly cited problem in North Solihull was people using or dealing drugs (52% of respondents) followed by rubbish & litter (48%), vehicle nuisance (45%) and vandalism (41%). Each type of ASB was considered a problem by more North Solihull respondents than the Solihull average.

Problem with Anti-Social Behaviour in Local Area		
ASB Type	North Solihull	Solihull
Discrimination, harassment or intimidation	20%	14%
Noisy neighbours or loud parties	18%	11%
Vehicle nuisance, like joyriding, abandoned cars etc	45%	32%
Gangs hanging around the streets	33%	22%
Uncontrolled animals or dog mess	25%	15%
People using or dealing drugs	52%	28%
People being drunk or rowdy in public places	26%	15%
Vandalism, graffiti & other deliberate damage to property or vehicles	41%	26%
Rubbish or litter lying around	48%	34%
Hate crime	12%	8%

Source: Solihull Place Survey 2022

### Problem with ASB in North Solihull



Source: SMBC, Solihull Place Survey 2022

### Crime Deprivation

Kingshurst & Fordbridge’s nine LSOAs are, on average, ranked on the 15<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).

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 nine Kingshurst & Fordbridge LSOAs ranges from Bennett’s Well on the 7<sup>th</sup> percentile to the least deprived neighbourhood Chapelhouse on the 25<sup>th</sup> percentile. Five Kingshurst & Fordbridge LSOAs are among the most 15% crime deprived neighbourhoods in England, although none are in the worst 5%.

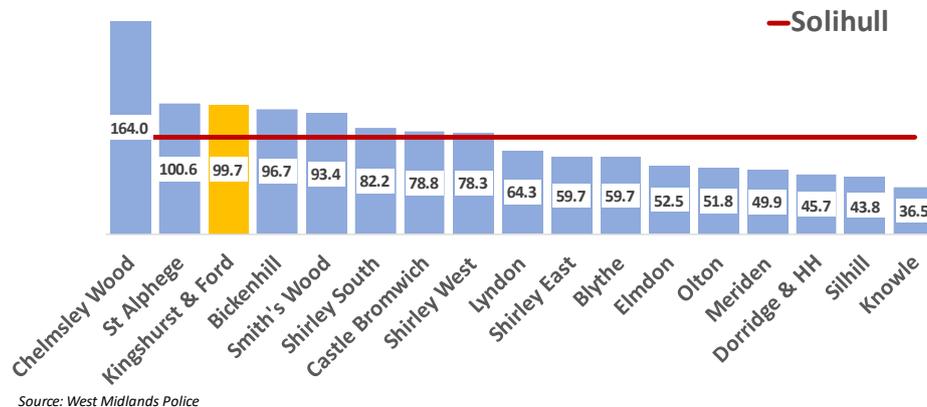
<b>Crime &amp; Disorder Rank in Kingshurst &amp; Fordbridge 2019</b>	
LSOA	Crime & Disorder Percentile Rank (1=most deprived, 100=least deprived)
Bennett's Well	6.7
Babbs Mill South	7.0
Cole Valley	11.9
Hatchford	12.3
Yorkswood	12.4
St Anne's	18.4
Central Kingshurst	18.6
Babbs Mill North	22.1
Chapelhouse	24.5
<i>Source: English Indices of Deprivation 2019</i>	

### 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 1,354 crimes in Kingshurst & Fordbridge, 8.3% of the Solihull total and equating to 99.7 per 1,000 population. This is the 3<sup>rd</sup> highest rate in Solihull.

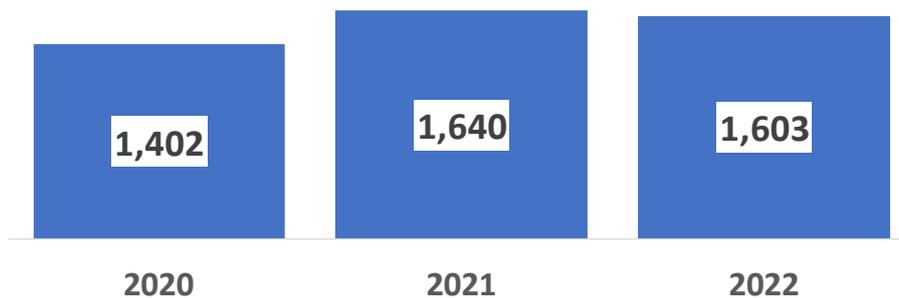
<b>Reported Crimes in 2023</b>			
Ward	Number of Reported Crimes	% Reported Crimes	Crimes per 1,000 Population
Bickenhill	1,242	7.6%	96.7
Blythe	880	5.4%	59.7
Castle Bromwich	889	5.5%	78.8
Chelmsley Wood	2,183	13.4%	164.0
Dorridge & Hockley Heath	524	3.2%	45.7
Elmdon	669	4.1%	52.5
Kingshurst & Fordbridge	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)			
<i>Source: West Midlands Police</i>			

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



The number of reported crimes in Kingshurst & Fordbridge increased between 2020 and 2021 but fell in 2022. As a result, the increase over the whole period 2020-2022 is just 14% (+201 crimes), proportionally a much smaller than the average increase of 41% for Solihull as a whole.

### Annual Reported Number of Crimes in Kingshurst & Fordbridge

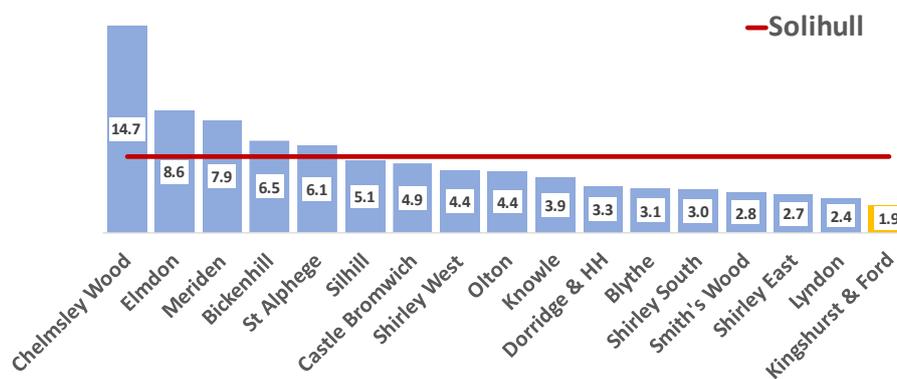


The table below shows the number of recorded antisocial behaviour (ASB) incidents in the year to date (January-November 15<sup>th</sup> 2023). There have been 26 ASB incidents in Kingshurst & Fordbridge, 2.2% of the Solihull total and equating to 1.9 per 1,000 population. This is smallest ASB rate in Solihull.

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](#)