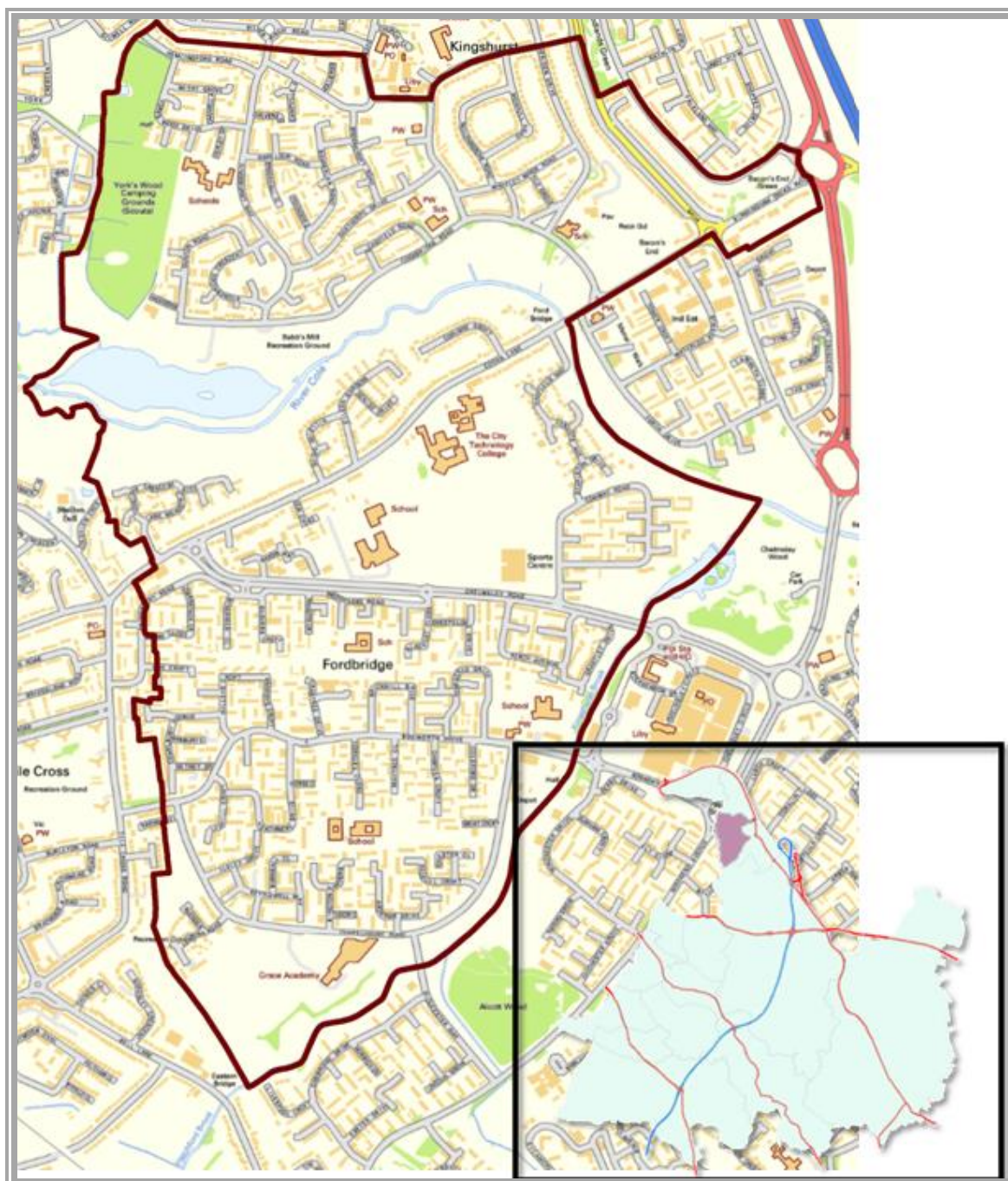


# 2016 Ward Profile: Kingshurst and Fordbridge



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## WARD PROFILE FORWARD

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

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

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

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

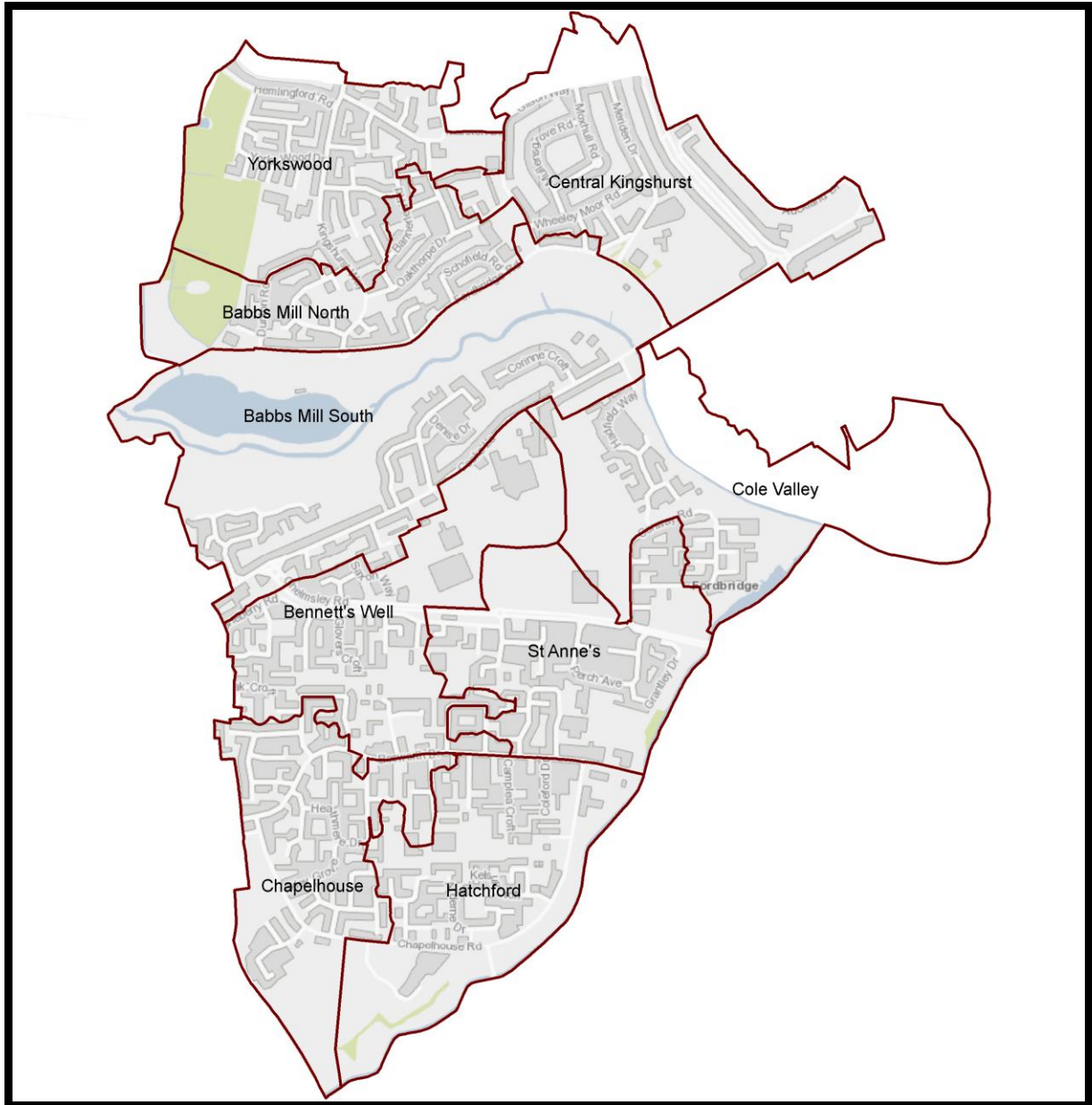
- Crime and anti-social behaviour rates (Crime Stats UK);
- Claimant unemployment (ONS/Nomis) and worklessness (DWP);
- Solihull Place Survey 2014 (SMBC);
- School attainment (Department for Education);
- Children in Poverty (DWP);
- Life expectancy and mortality rates (Public Health England);
- Index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

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

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

Technical advice and support is available from the Solihull Observatory.

### KINGSHURST AND FORDBRIDGE SUPER OUTPUT AREAS



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## SOLIHULL CONTEXT

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

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

## KINGSHURST AND FORDBRIDGE SUMMARY

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. The regeneration of Kingshurst and Fordbridge is guided by the principles of the North Solihull Strategic Framework and subsequent review of the Spatial Strategy for North Solihull.

## POPULATION AND DEMOGRAPHY

### Total Population and Households

	Kingshurst and Ford.	Solihull	England
All usual residents	12,775	206,674	53,012,456
Household residents	12,763	205,087	52,059,931
Communal establishment residents	12	1,587	952,525
% of population in communal establishments	0.1%	0.8%	1.8%
Area (hectares)	285	17,829	13,027,843
Population density	44.8	11.6	4.1
Households with at least one usual resident	5,457	86,056	22,063,368
Average household size	2.3	2.4	2.4
Source: ONS Census 2011			

At the time of the 2011 Census the population of Kingshurst and Fordbridge was 12,775 (6,163 males, 6,612 females). This equates to 44.8 residents per hectare, compared to the Solihull average of 11.6 and is the 3<sup>rd</sup> highest in the borough.

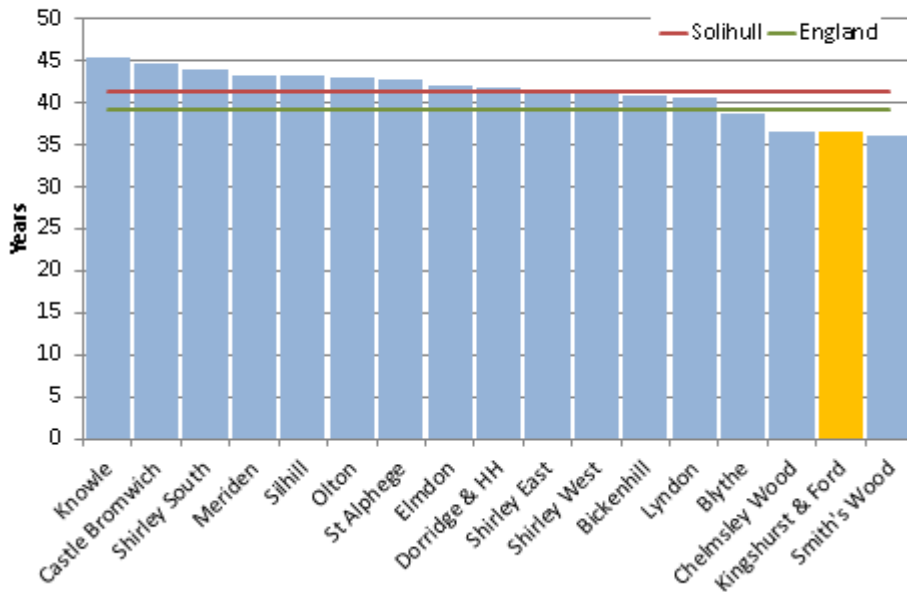
Subsequent modelled estimates by the ONS record the Kingshurst & Fordbridge population as 12,996 residents in mid-2014 (6,179 males, 6,817 females). However, as the Census provides the most accurate picture this is used as the source for the more detailed population breakdowns that follow.

### Age Structure

	Count	% of Population		
	Kingshurst and Ford.	Kingshurst and Ford.	Solihull	England
Pre-School Children (0-4 years)	992	7.8%	5.6%	6.3%
School Age Children (5-15 Years)	1,945	15.2%	13.4%	12.6%
All Children (0-15 years)	2,937	23.0%	19.0%	18.9%
Young Adults (age 16-24 years)	1,738	13.6%	10.6%	11.9%
Mature working Age (25-64 years)	6,205	48.6%	51.3%	52.9%
Working Age Total (16-64)	7,943	62.2%	61.9%	64.8%
Retirement Age (65 year+)	1,895	14.8%	19.2%	16.3%
Older People (Age 85+)	163	1.3%	2.7%	2.2%
Average Age (years)		36.6	41.3	39.3
Source: ONS Census 2011				

In 2011 the average age in Kingshurst and Fordbridge was 36.6 years, below that for Solihull as a whole (41.3 years) and 2<sup>nd</sup> lowest in the borough.

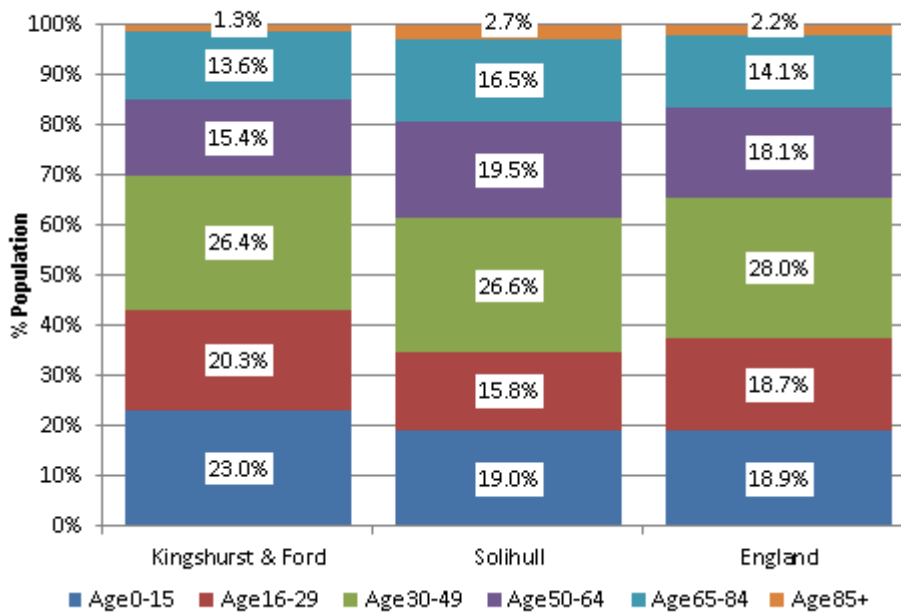
### Average Age



Source: ONS Census 2011

This below average age in Kingshurst and Fordbridge is reflected in a relatively high proportion of residents aged both 0-15 years (23% compared to 19% for Solihull) and 16-29 years (20.3% compared to 15.8%). This is offset by proportionally fewer residents aged 50 and over, most notably Kingshurst and Fordbridge has the 3<sup>rd</sup> smallest population of both those aged 65 and over (14.9%) and of older people aged 85+ (1.3%).

### Population 2011

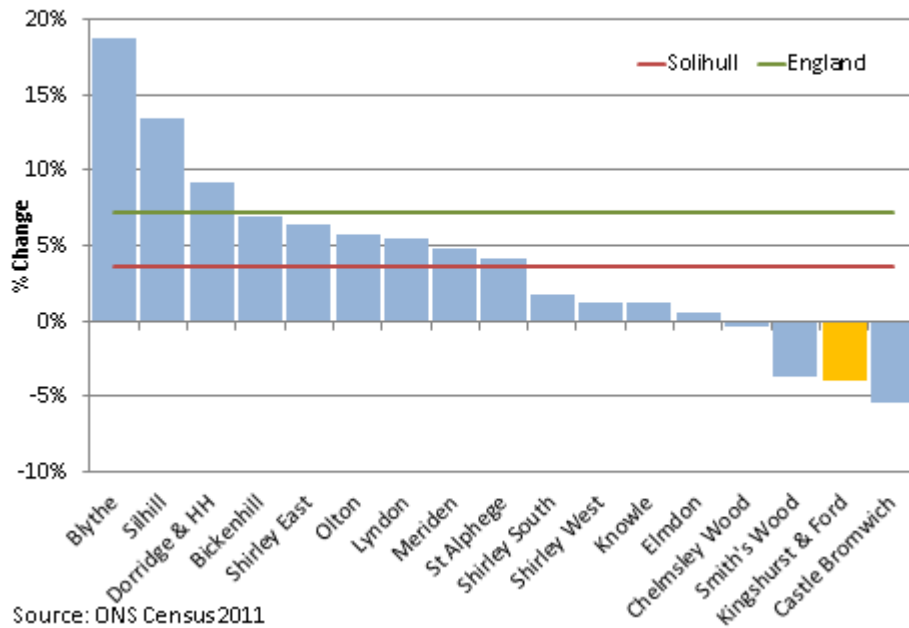


Source: ONS Census 2011

## Population Change

Between 2001 and 2011 Kingshurst and Fordbridge was one of four wards in the borough to record a fall in the total population, with the number of residents falling by -3.9% (-522 individuals). This compares to a 3.6% increase in the population across Solihull as a whole.

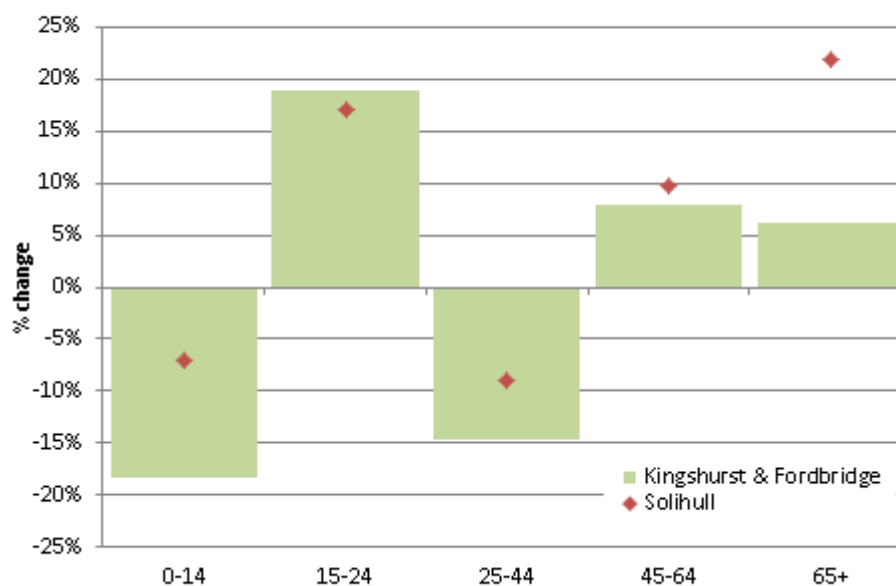
### Population Change 2001 - 2011



Population change in Kingshurst and Fordbridge was similar in pattern to that of Solihull as a whole, with falling numbers aged 0-14 years and 25-44 years, largely offset by increases in the 15-24 and 45+ populations. With the number of children aged 0-14 years in Kingshurst and Fordbridge falling by -18%, (-616 individuals), the 2<sup>nd</sup> largest reduction in the borough, there was a notable increase in the average age of 1.6 years in the ward's population over this period. This is also because there are now an additional 148 residents aged 65 and over living in the ward, with the 85+ population increasing by 51% (+55 individuals).



## Population Change by Broad Age Band 2001 - 2011



Source: ONS Census 2011

## Ethnicity, Origin and Language

	Count	% of Population		
	Kingshurst and Ford.	Kingshurst and Ford.	Solihull	England
White Population	11,613	90.9%	89.1%	85.4%
Black and Asian Minority Ethnic Population (BAME)	1,162	9.1%	10.9%	14.6%
Born in UK	12,044	94.3%	92.6%	86.2%
Born Outside UK	731	5.7%	7.4%	13.8%
UK Passport	8,998	70.4%	82.1%	75.8%
Non-UK Passport	413	3.2%	4.0%	8.8%
No Passport	3,390	26.5%	14.6%	16.5%
English Main Language (age 3+)	11,900	97.8%	97.1%	92.0%
Speak English Well (age 3+)	224	1.8%	2.5%	6.3%
Cannot Speak English or Speak Well (age 3+)	40	0.3%	0.5%	1.7%

Source: ONS Census 2011

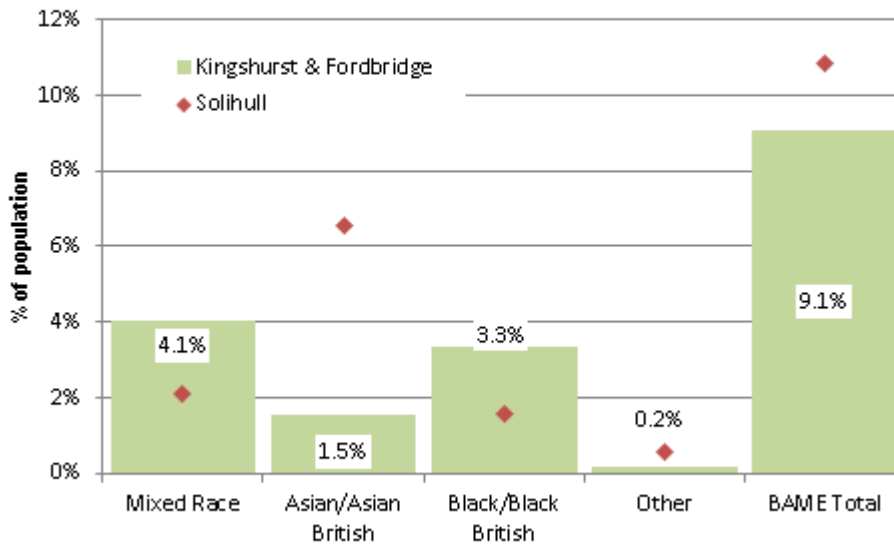
The population of Solihull is becoming increasingly diverse, with the number of residents from a Black or Asian Minority Ethnic (BAME) background increasing by +108% between 2001 and 2011, representing 10.9% of the population compared with 5.4% 10 years earlier.

Kingshurst and Fordbridge is in the midst of a similar, albeit less pronounced change, with the number of BAME residents increasing by +66% (+464 individuals) over this period, offset by a fall of -8% (-987 individuals) in the White population. As a result of this changing

demographic the proportion of BAME residents has increased from 5.2% in 2001 to 9.1% in 2011, although this is at the lower end of the spectrum for the borough as a whole.

The North Solihull regeneration wards contain 33% of Solihull's Black or Black British and 28% of the Mixed Race population, but relatively few of the borough's Asian or Asian British residents (13%). The BAME profile in Kingshurst and Fordbridge is accordingly significantly different from the rest of Solihull, with a relatively large proportion of Black or Black British residents (3.3% of the total population compared to Solihull average of 1.6%) and those from a Mixed Race background (4.1% of the total compared to 2.1%) and relatively few from Asian or Asian British groups (1.5% compared to 6.6%).

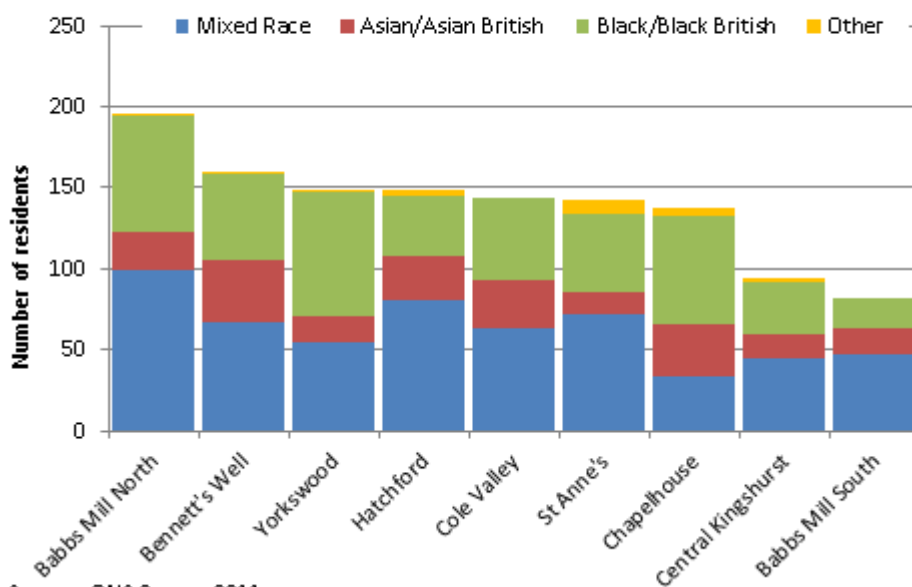
### Black and Asian Minority Ethnic (BAME) Population 2011



Source: ONS Census 2011

At a local neighbourhood level the size of the BAME population in Kingshurst and Fordbridge ranges from 13% in Babbs Mill North to 6% in Babbs Mill South.

## Black or Asian Minority Ethnic Population (BAME) in Kingshurst & Fordbridge



At 5.7%, the number of Kingshurst and Fordbridge residents born outside of the UK is below both the Solihull (7.4%) and England (13.8%) averages. A majority (61%) of the 731 Kingshurst and Fordbridge residents born outside of the UK arrived prior to 2001, although compared with the borough as a whole a larger proportion (16% compared to 13%) have arrived post 2007.

Nearly 98% of the Kingshurst and Fordbridge population aged 3 years and over have English as their main language, with those that cannot speak English or speak English well representing just 0.3% of the total population.

## Household Composition

	Count	% of All Households		
	Kingshurst and Ford.	Kingshurst and Ford.	Solihull	England
One Person	1,807	33.1%	29.2%	30.2%
One Family	3,348	61.4%	65.6%	61.8%
Other Households	302	5.5%	5.2%	8.0%
Total Aged 65+	1,074	19.7%	24.4%	20.7%
Of which Single	682	12.5%	13.9%	12.4%
All with Dependent Children	1,878	34.4%	30.2%	29.1%
Of Which Lone Parent	822	15.1%	7.1%	7.1%
All Households	<b>5,457</b>			

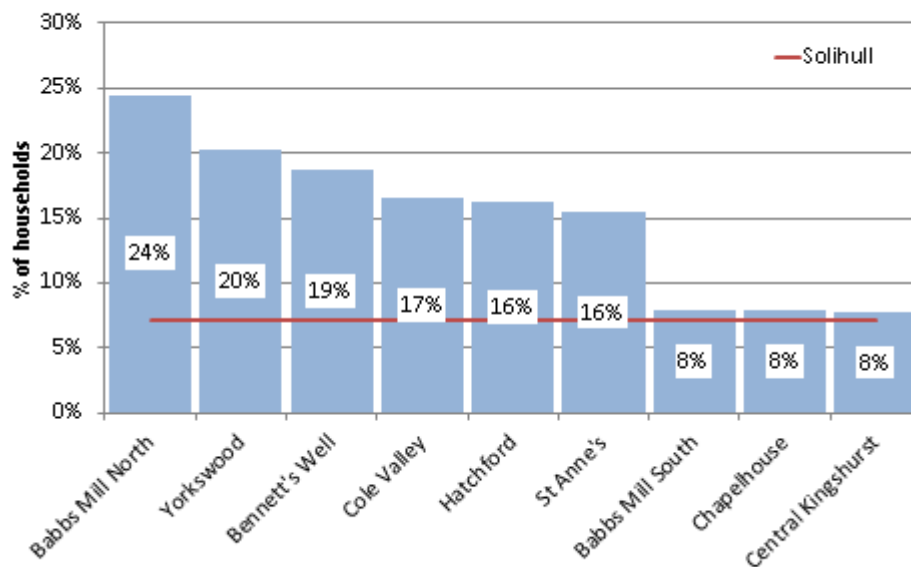
Source: ONS Census 2011

61% of Kingshurst and Fordbridge's 5,457 households are occupied by one family, which is less than the borough average (66%), but in-line with England's (62%). Kingshurst and Fordbridge has the 2<sup>nd</sup> highest proportion of single person households in Solihull. Single

person households occupied by those under the age of 65 are becoming considerably more common in both Kingshurst and Fordbridge and the rest of the borough, with the proportion in the ward increasing from 17% of all households in 2001 to 21% (the 3<sup>rd</sup> highest in the borough).

There are 1,108 lone parent households in Kingshurst and Fordbridge of which 822 have dependent children. At 15.1% of all households this is the 3<sup>rd</sup> highest concentration in the borough and is more than double the Solihull average rate of 7.1%. To put this in context 41% of all lone parent households with dependent children are in the three North Solihull regeneration wards. All LSOA neighbourhoods in Kingshurst and Fordbridge have a higher proportion of lone parent households with dependent children than the Solihull average, with Babbs Mill North at 24% having the highest concentration in the borough and Yorkswood (20%) and Bennett's Well (19%) also in the top five.

### Lone Parent Households with Dependent Children

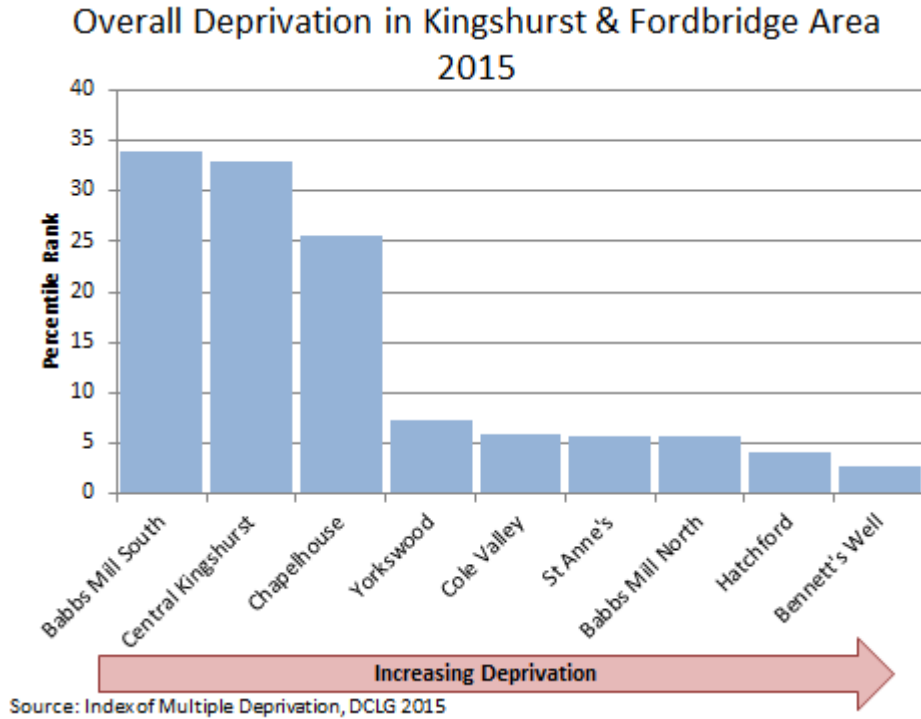


Source: ONS Census2011

### Deprivation

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

Six out of the nine LSOAs in Kingshurst and Fordbridge are in the most deprived 10% of neighbourhoods in England, with Bennett's Well (3<sup>rd</sup> percentile) and Hatchford (4<sup>th</sup> percentile) in the most deprived 5%. By contrast Babbs Mill South (34<sup>th</sup> percentile) and Central Kingshurst (33<sup>rd</sup> percentile) are the least deprived neighbourhoods in the North Solihull regeneration wards.



## PROSPEROUS COMMUNITIES

### Economic Activity and Employment

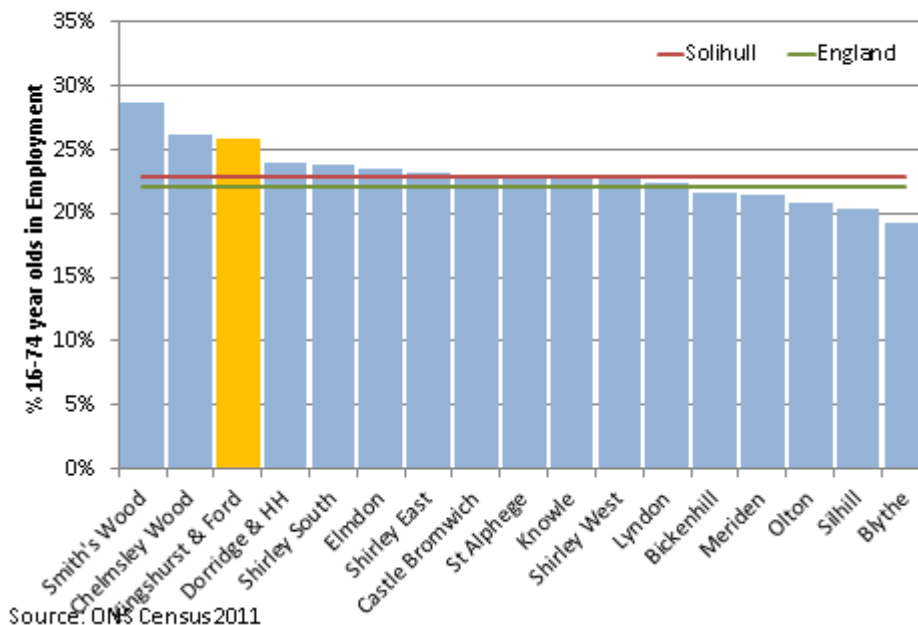
	Count	% 16-74 Population		
	Kingshurst and Ford.	Kingshurst and Ford.	Solihull	England
Economically Active	5,968	66.3%	70.8%	69.9%
of which Employed	4,952	55.0%	63.8%	62.1%
of which Unemployed	789	8.8%	4.2%	4.4%
Economically Inactive	3,029	33.7%	29.2%	30.1%
of which Retired	1,219	13.5%	16.2%	13.7%
of which Looking After Home or Family	506	5.6%	3.7%	4.4%
of which Sick or Disabled	628	7.0%	3.3%	4.0%

Source: ONS Census 2011

At 66% Kingshurst and Fordbridge has the 3<sup>rd</sup> smallest proportion of economically active 16-74 year olds in Solihull, with, at 55%, a much smaller employment rate than either the borough (64%) or England (62%) averages as well.

Of the 4,952 16-74 year olds in employment in Kingshurst and Fordbridge, 65% work full-time for an employer, 26% work part-time and 9% are self-employed. In this respect Kingshurst and Fordbridge has the 3<sup>rd</sup> largest proportion of residents who work part-time in the borough and the 3<sup>rd</sup> lowest level of self-employment (almost half the Solihull average).

## Part-Time Employment



Since 2001 the proportion of Kingshurst and Fordbridge residents working full-time has shrunk by more than five percentage points (from 71% to 65%), with part-time employment (+3.5 percentage points) and self-employment (+2 percentage points) increasing. This shift in the structure of employment from full-time work for an employer to self-employment and, more importantly, into part-time work, is consistent with, but more pronounced than, the pattern across Solihull.

25% of Kingshurst and Fordbridge residents aged 16-74 years in employment work in the public sector, with wholesale and retail trades (18%) and financial and business services (14%) the next largest sectors. Between 2001 and 2011 the major shift in terms of employment was a fall in the proportion employed in manufacturing (from 21% to 13% of Kingshurst and Fordbridge residents in employment) offset by an increase in the proportion in the public sector (from 18% to 25%). Construction, Transport, storage and communications and accommodation and food services have also become slightly more significant over this period. The greater role of the public sector and the decline of manufacturing employment in Kingshurst and Fordbridge are consistent with the pattern across Solihull.

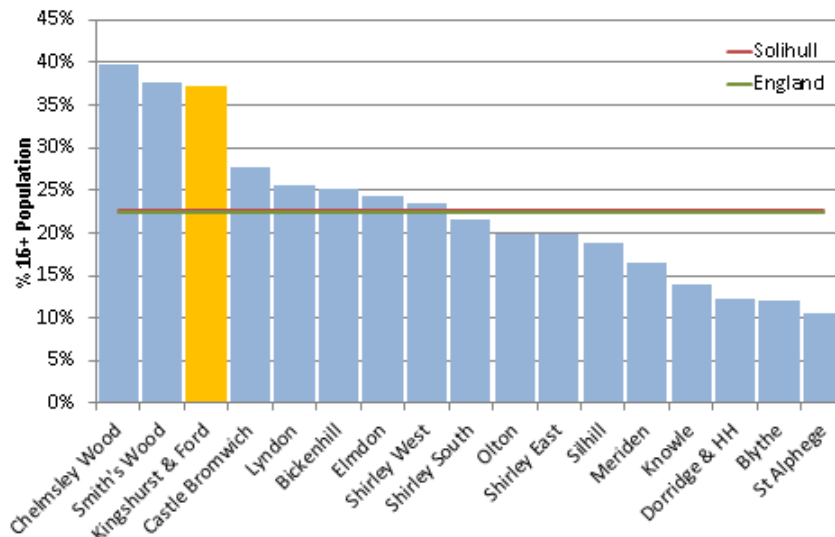
### Adult Skills

	Count	% 16-74 Population		
	Kingshurst and Ford	Kingshurst and Ford	Solihull	England
No Qualifications	3,661	37.2%	22.7%	22.5%
Maximum NVQ Level 1	5,502	55.9%	36.3%	35.8%
NVQ Level 4+	938	9.5%	28.5%	27.4%

Source: ONS Census 2011

There are 5,502 adults aged 16 and over in Kingshurst and Fordbridge who can be classified as having low skills (qualified to a maximum of NVQ level 1) of which 3,661 have no formal qualifications. This means that just over 37% of the adult population in Kingshurst and Fordbridge have no formal qualifications, substantially above both the Solihull and England (both 23%) averages and the 3<sup>rd</sup> highest level in the borough. At the other end of the scale, at less than 10%, a much smaller proportion of the Kingshurst and Fordbridge population is qualified to NVQ level 4 (degree level or equivalent) and above, than in either Solihull (29%) or England (27%).

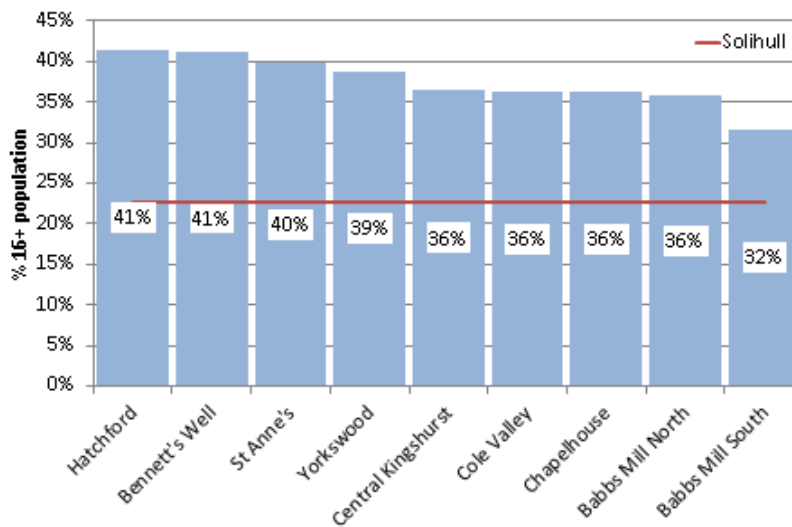
### Adults with No Formal Qualifications



Source: ONS Census 2011

At a local neighbourhood at least one in three adults have no formal qualifications in all Kingshurst and Fordbridge LSOAs, with the rate being over 40% in both Hatchford and Bennett's Well.

### Adult Population with No Formal Qualifications



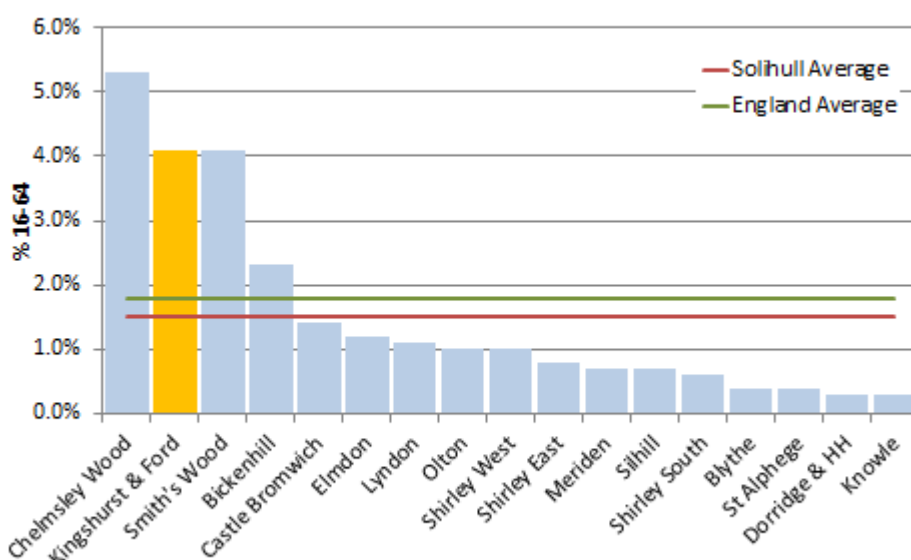
Source: ONS Census 2011

## Claimant Unemployment

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

In October 2015 there were 325 individuals in Kingshurst & Fordbridge meeting this definition of unemployment equating to 4.1% of the working age population. This is substantially above each of the Solihull (1.5%), England (1.8%) and West Midlands (2.1%) averages and the 2<sup>nd</sup> highest rate in the borough.

### Claimant Unemployment October 2015



Source: ONS/Nomis

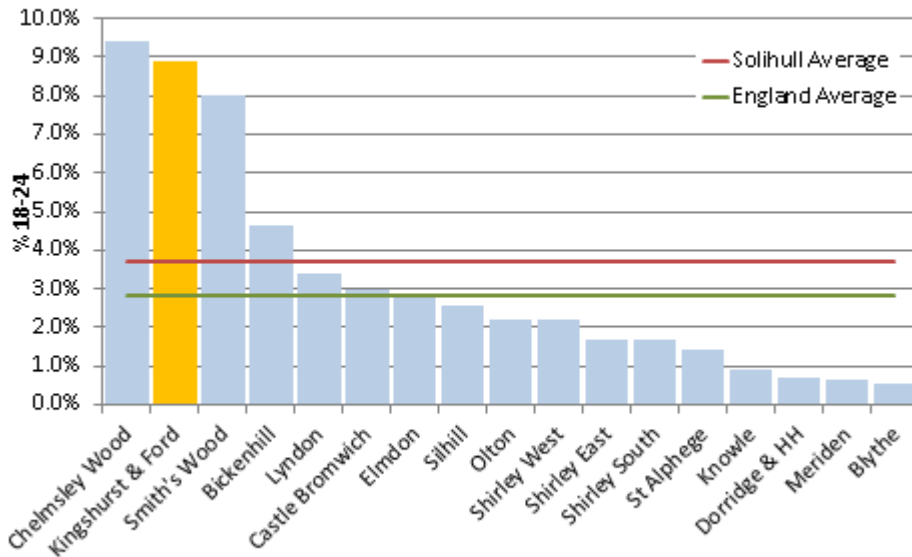
35% of claimants in Kingshurst & Fordbridge are aged 18-24 years (115 individuals) with the rate among this group 8.9% compared to the averages of 3.7% for Solihull and 2.8% for England. Like England as a whole Claimant Unemployment rates in Kingshurst & Fordbridge are lower among older age groups: 3.9% among 25-49 year olds and 2.4% for 50-64 year olds. This is as much due to increasing take up of other benefits, particularly sickness benefits such as Employment Support Allowance, among older age groups as increasing employment rates.

Claimant Unemployment - October 2015				
	Kingshurst & Ford Count	Rate		
		Kingshurst & Ford	Solihull	England
Aged 18-24	115	8.9%	3.7%	2.8%
Aged 25-49	165	3.9%	1.6%	1.8%
Aged 50+	50	2.4%	0.9%	1.4%
All Ages	325	4.1%	1.5%	1.8%

Source: ONS/Nomis



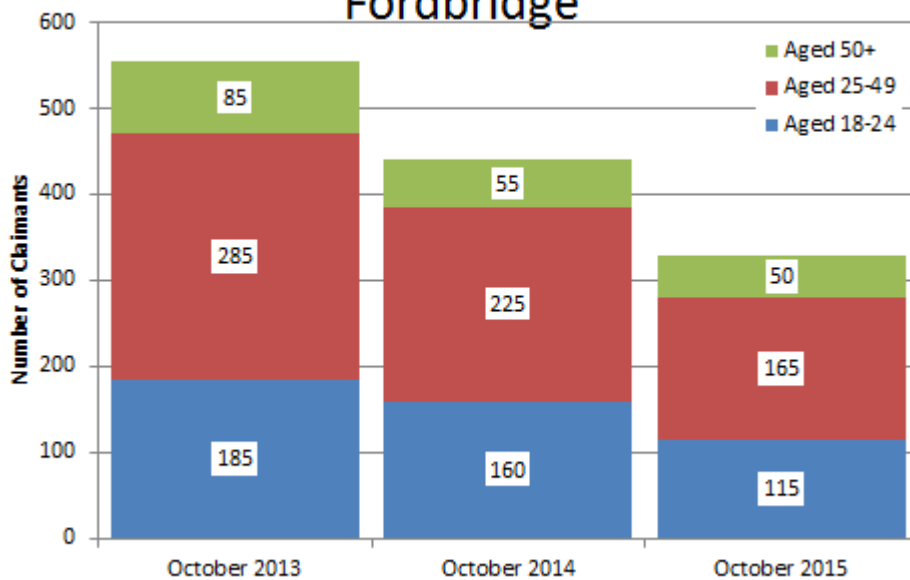
### 18-24 Claimant Unemployment October 2015



Source: ONS/Nomis

Claimant unemployment in Kingshurst & Fordbridge has fallen by a total of -42% (-235 individuals) in the last two years, with the number of claimants aged 18-24 years falling by -38% (-70 individuals) over this period.

### Claimant Unemployment in Kingshurst & Fordbridge



Source: ONS/Nomis

## Worklessness

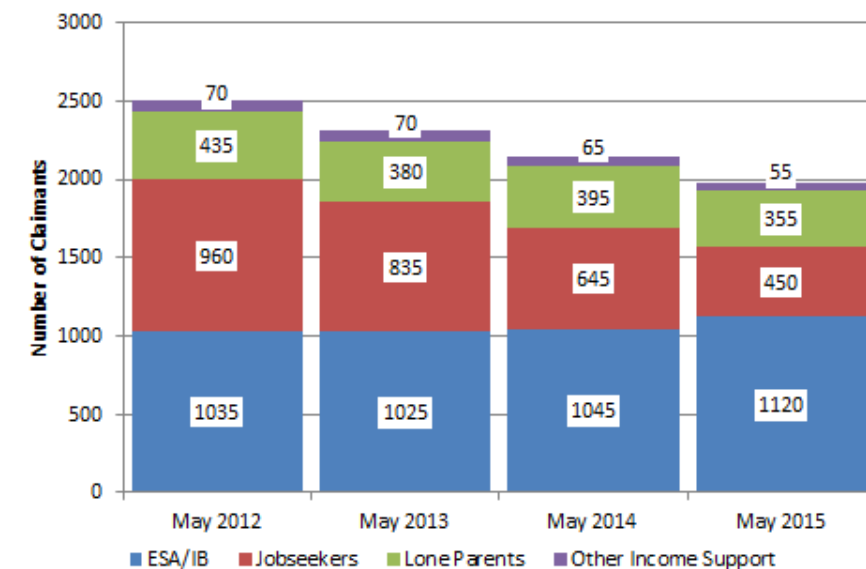
Worklessness is a broader labour market measure than claimant unemployment as it includes individuals who are not working but not required to seek work to be eligible for benefits. This includes significant numbers of those claiming a sickness benefit (Employment and Support Allowance or Incapacity Benefit). The total number of people workless comprises those claiming Jobseekers Allowance, Employment and Support Allowance/Incapacity Benefit, as well as Lone Parents and others on income support.

In May 2015 there were 1,980 people in Kingshurst & Fordbridge claiming one of these out of work benefits, equating to 24.9% of the working age population, compared with the Solihull average of 8.1% and the rates of 9.1% for England and 10.4% for the West Midlands.

Employment Support Allowance (ESA) and Incapacity Benefit claimants constitute 57% of the total claimant count, followed by job seekers 23% and the two smaller categories lone parents on income support (18%) and others on income related benefits (3%).

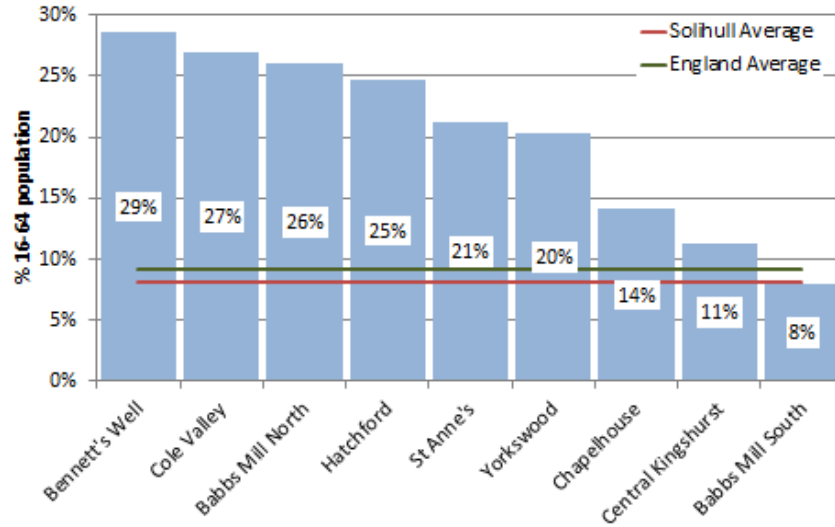
In common with the rest of the borough, the number of people claiming an out-of work benefit increased sharply in Kingshurst & Fordbridge in the aftermath of the 2008/09 recession, but has been trending downwards over the last three years. The number of claimants is now 21% lower than in 2012 (-520 claimants). This reduction has been primarily driven by falling numbers of Jobseekers, with the numbers claiming ESA/Incapacity Benefit increasing over this period (+8%, +85 individuals).

### Worklessness in Kingshurst & Fordbridge



With the exception of Babbs Mill South all LSOAs in Kingshurst & Fordbridge have an above England worklessness rate, with at least 1 in four claiming an out of work benefit in each of Bennett’s Well (29%), Cole Valley (27%), Babbs Mill North (26%) and Hatchford (25%).

### Worklessness Rates in Kingshurst & Fordbridge May 2015

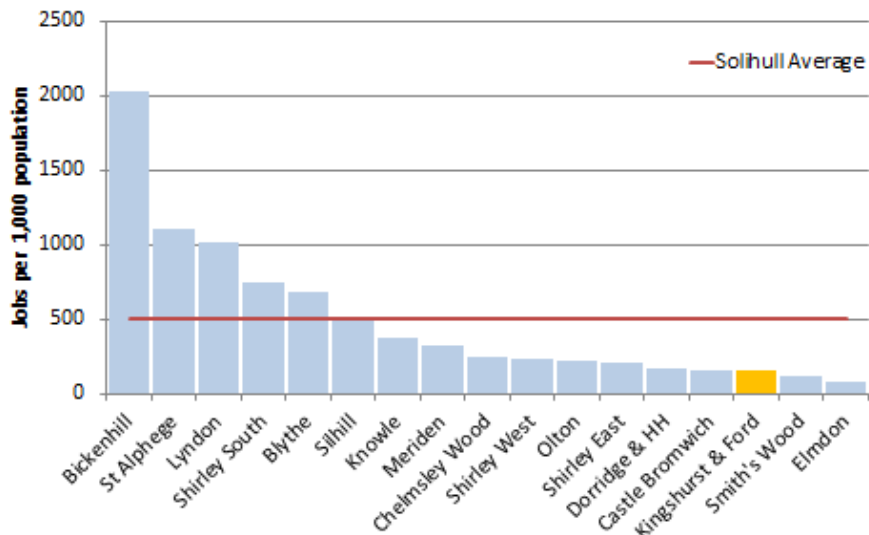


Source: DWP

### Workforce Jobs and Businesses

There were around 2,000 jobs in Kingshurst & Fordbridge at the end of 2014, representing 30% of the total in the North Solihull regeneration area. This equates to a job density of 153 jobs per 1,000 residents, well below the Solihull average of 504 per 1,000 (which is skewed by the concentration of a large number of jobs in a select few wards such as neighbouring Bickenhill).

### Jobs Density



Source: Business Survey & Employment Register

The public sector is the largest source of locally based jobs in Kingshurst & Fordbridge, with 44% of the ward's total in education and 18% in health. However, it should be noted that opportunities in other sectors are available locally in Chelmsley Wood (retail especially) and

neighbouring Bickenhill which, with Birmingham Business Park, the NEC and Airport, has a broadly based employment profile.

	<b>Jobs in Kingshurst &amp; Ford<sup>^</sup></b>	<b>% Kingshurst &amp; Ford Total</b>
Education	900	44%
Health	400	18%
Property	300	13%
Business admin & support services	100	6%
Retail	100	5%
Arts, entertainment, recreation & other services	<100	3%
Construction	<100	2%
Accommodation & food services	<100	2%
Transport & storage	<100	2%
Public administration	<100	2%
Professional, scientific & technical	<100	1%
Wholesale	<100	1%
Motor trades	<100	1%
Manufacturing	<100	0.3%
Information & communication	<100	0.1%
<sup>^</sup> Jobs rounded to nearest 100		
Source: Business Register and Employment Survey		

The number of jobs in Kingshurst & Fordbridge increased by around 16% (+300) between 2009 and 2014, compared with increases of +12% across Solihull as a whole and for England (+5%).

There were an estimated 170 businesses in Kingshurst & Fordbridge in 2015, representing around 14 per 1,000 per resident. This is relatively low in comparison with the rest of the borough, although the data suggests that the business base has grown strongly since 2010 (+40 businesses).

<b>Area</b>	<b>Business Base 2015</b>			<b>Change 2010-2015</b>	
	Count	% Solihull Total	Density (per 1,000)	Number	%
Kingshurst & Fordbridge	170	2%	14	+40	+31%
Solihull			44		+13%
England			47		+14%
Source: ONS UK Business Counts					

## Housing

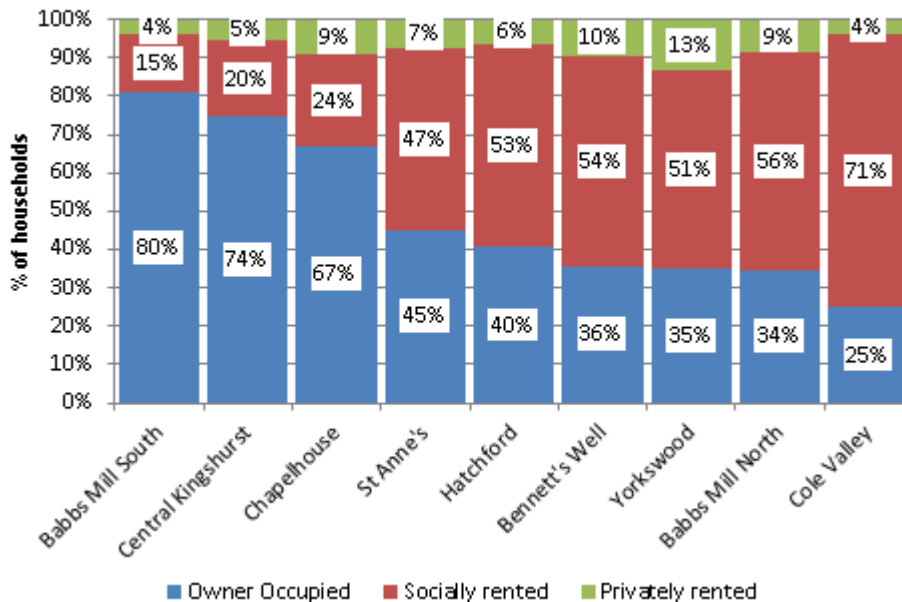
	Count	% of Households		
	Kingshurst and Ford.	Kingshurst and Ford.	Solihull	England
Owner Occupied	2,755	50.5%	74.5%	64.1%
Socially Rented	2,224	40.8%	14.9%	17.7%
Privately Rented	440	8.1%	9.9%	16.8%
Whole House or Bungalow	3,787	68.1%	81.6%	77.5%
Flat, Maisonette or Apartment	1,771	31.9%	18.2%	22.1%
No Central Heating	145	2.7%	1.8%	2.7%
Overcrowding (bedrooms)	289	5.3%	2.7%	4.8%
Overcrowding (all rooms)	428	7.8%	4.5%	8.7%

Source: ONS Census 2011

The pattern of housing tenure in the North Solihull regeneration area is significantly different to that of the rest of borough. 41% of all households in Kingshurst and Fordbridge are socially rented compared to the Solihull average of just 15%, with owner occupation much less common (51% compared to 65%).

At a neighbourhood level, owner occupied households are significantly more common in the Babbs Mill South, Central Kingshurst and Chapelhouse LSOAs. Yorkswood is the only LSOA with proportionally more private rented households than the Solihull average.

Households by Tenure in Kingshurst & Fordbridge



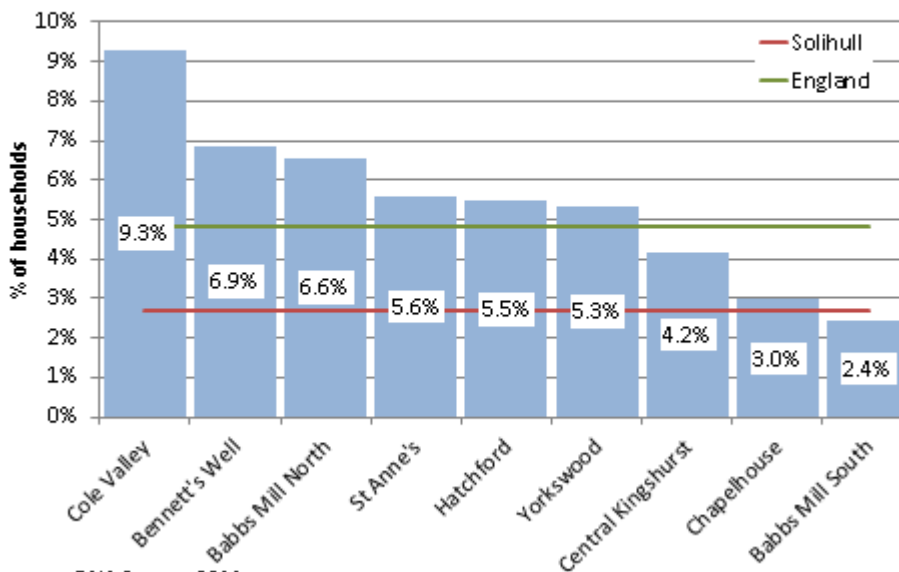
A significant feature in both the ward and the borough has been the substantial increase in the number of privately rented households between 2001 and 2011. There are 248 more private rented households in Kingshurst and Fordbridge than in 2001, with the share of all households increasing from 4% to 8%. This was offset by a small reduction in the number of

socially rented households (-156), with the share of the total shrinking by -3.8 percentage points (from 45% to 41%) over this period.

In terms of housing condition, just 2.7% of households in Kingshurst and Fordbridge do not have central heating, above the Solihull average (1.8%) but in-line with that of England (2.7%). However, evidence from the Census suggests that there is a greater problem in terms of overcrowding. The Census provides an occupancy rating to assess the level of under-occupancy or over-crowding at a local level. For example, within this occupancy rating, a value of -1 implies that there is one room too few and that there is overcrowding in the household. It relates the actual number of rooms to the number of rooms ‘required’ by the members of the household (based on an assessment of the relationship between household members, their ages and gender). On average 5.3% of households in Kingshurst and Fordbridge have an occupancy rating of -1 in relation to the number of bedrooms compared with the Solihull average of 2.7% and the England average of 4.8%.

At a neighbourhood level over 9% of households in Cole Valley have too few bedrooms, the highest rate among Solihull’s 134 LSOAs, with Bennett’s Well and Babbs Mill North also among the top ten.

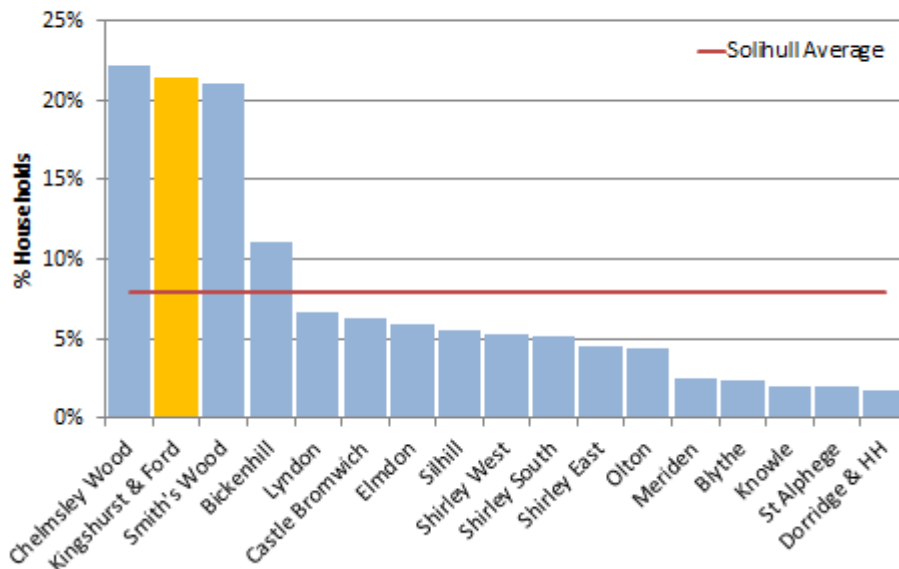
**Overcrowding: Households with Bedroom Occupancy Rating -1 or Less in Kingshurst & Fordbridge**



Source: ONS Census 2011

At the end of September 2015 there were just over 8,300 households on the Solihull Housing Register considered to be in some degree of housing need as defined by the Council’s Allocations Policy and had a local connection. Of these 1,170 households had a Kingshurst & Fordbridge address representing 21% of all households in the ward.

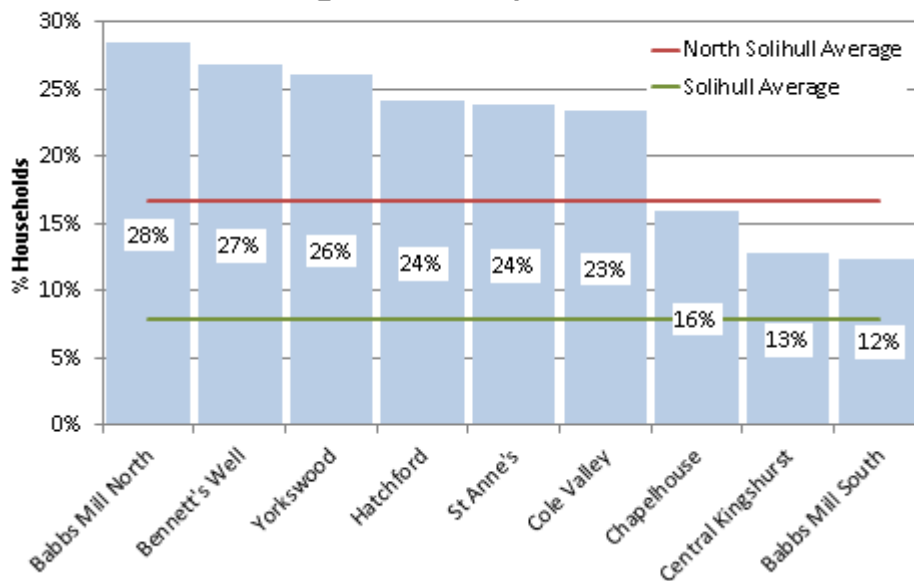
### Households on Housing Register – September 2015



Source: Solihull Community Housing, Solihull Observatory

With the exception of Babbs Mill South and Central Kingshurst all Kingshurst & Fordbridge LSOAs contain more than 100 households on the housing register, with the proportion ranging from over 25% of all households in Babbs Mill North, Bennett’s Well and Yorkwood to 12% in Babbs Mill South.

### Households on Housing Register in Kingshurst & Fordbridge Area- September 2015

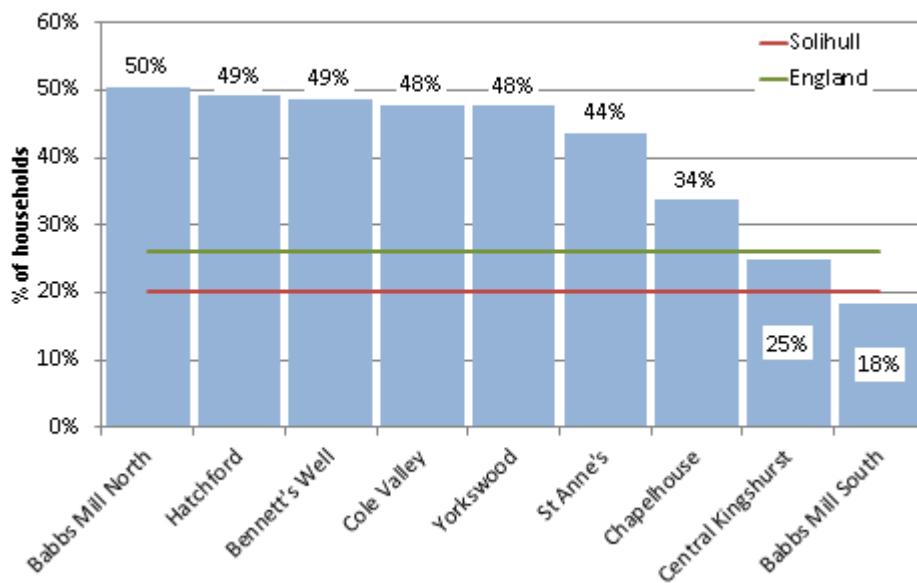


## Transport

	Count	% of households		
	Kingshurst and Ford.	Kingshurst and Ford.	Solihull	England
No Cars or Vans	2,158	39.5%	19.7%	25.8%
2 or More Cars or Vans	983	18.0%	40.8%	32.0%
Average Cars or Vans per Household		0.83	1.34	1.16
Source: ONS Census 2011				

In common with the other North Solihull regeneration wards, car or van ownership is relatively low in Kingshurst and Fordbridge. Nearly 40% of households in the ward have no access to a car or van compared to the Solihull and England averages of 20% and 26% respectively. At a neighbourhood level half of all households in Babbs Mill North have no car or van with the rate of well over 40% in five others. By contrast, the proportion in Babbs Mill South, the most affluent LSOA in the ward, is more closely aligned with the national average.

Households with No Access to Car or Van in Kingshurst & Fordbridge



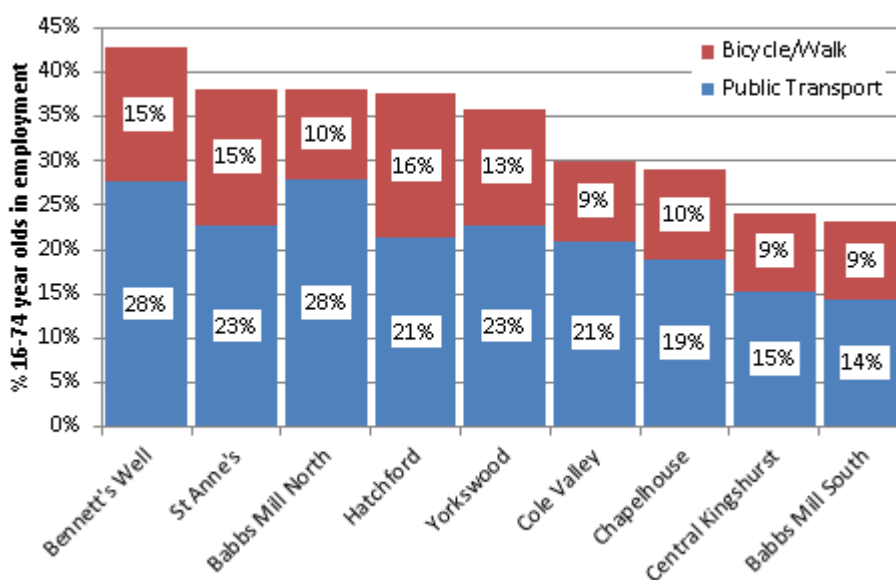
Source: ONS Census2011

	Count	% 16-74 in Employment Work Who Travel to Work		
	Kingshurst and Ford.	Kingshurst and Ford.	Solihull	England
Private Vehicle	3,338	66.5%	77.1%	67.0%
Public Transport	1,065	21.2%	14.5%	17.9%
Bicycle or Foot	593	11.8%	7.9%	14.5%
Source: Census 2011				



The extent of car or van ownership is, alongside location of employment, a contributory factor in the way in which people travel to work. In this context it is not, therefore, surprising, that public transport use is much higher in the North Solihull regeneration wards than elsewhere in the borough, although rates are generally in-line with the England average. Nearly 67% of Kingshurst and Fordbridge residents who travel to work do so in a private vehicle (e.g. car, van, motorcycle), significantly below the Solihull average (77%) but in-line with that for England (67%). Use of public transport is relatively common (21% compared to the England average of 18%), but slightly fewer Kingshurst and Fordbridge residents walk to work or cycle (12% compared to 15% for England). At a neighbourhood level more than one in three of those travelling to work do so by walking or public transport in each of the Bennett’s Well, St Anne’s, Babbs Mill North, Hatchford and Yorkswood LSOAs.

Travel to Work by Public Transport, Walking or Cycling



Source: ONS Census2011

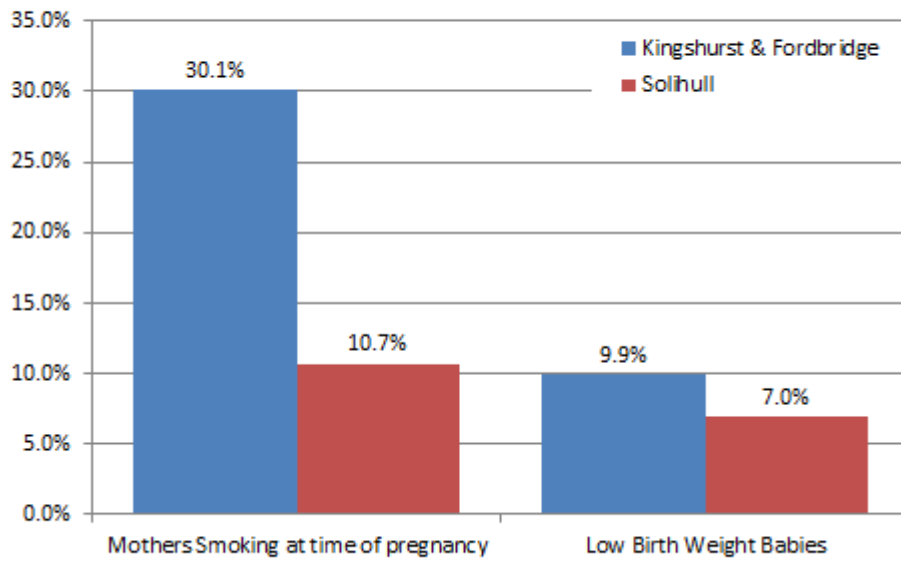
## A BRIGHTER FUTURE FOR CHILDREN AND YOUNG PEOPLE

### Health

Smoking during pregnancy can cause serious pregnancy-related health problems. These include complications during labour and an increased risk of miscarriage, premature birth, low birth-weight and sudden unexpected death in infancy. Around 30% of mother’s in Kingshurst & Fordbridge smoke at time of delivery, which like the rest of the North Solihull regeneration area, is substantially higher than the rest of the borough (Solihull average 11%).

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

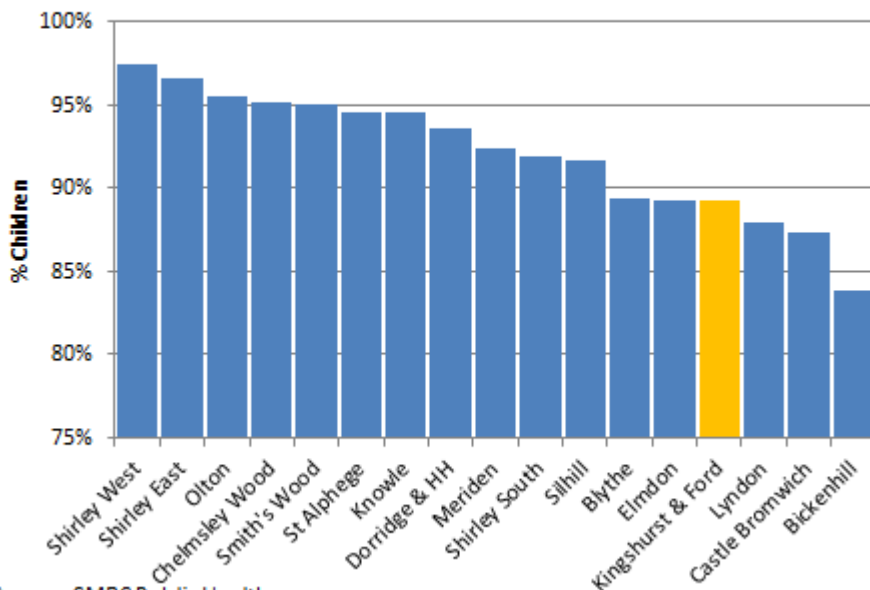
## Maternal and Child Health Indicators



Source: SMBC Public Health

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

## Immunisations: MMR 1<sup>st</sup> Dose at 24 Months



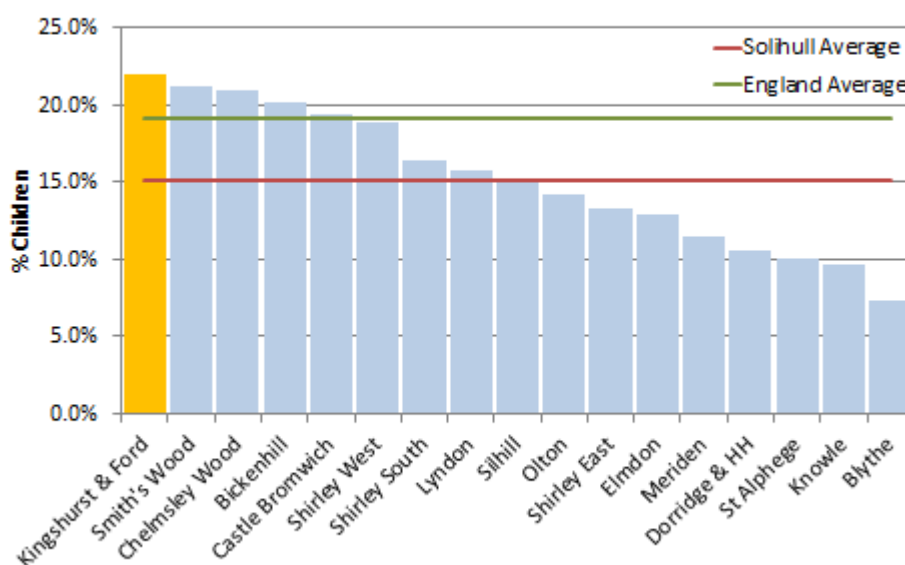
Source: SMBC Public Health

The proportion of children in Kingshurst & Fordbridge who are classified as having excess weight or as being obese are above the Solihull average at both Reception class and in year

6 of primary school. For instance, around 22% of children are classified as obese in year 6 substantially above the Solihull average of 15% and the highest rate in the borough.

	Excess Weight		Obese	
	Reception	Year 6	Reception	Year 6
Kingshurst & Fordbridge	27.3%	34.9%	10.8%	22.0%
Solihull	19.3%	28.1%	7.5%	15.1%
England	22.5%	33.5%	9.4%	19.1%

Childrens Weight: % Year Six Pupils Classified as Obese



Source: Public Health England

## Education

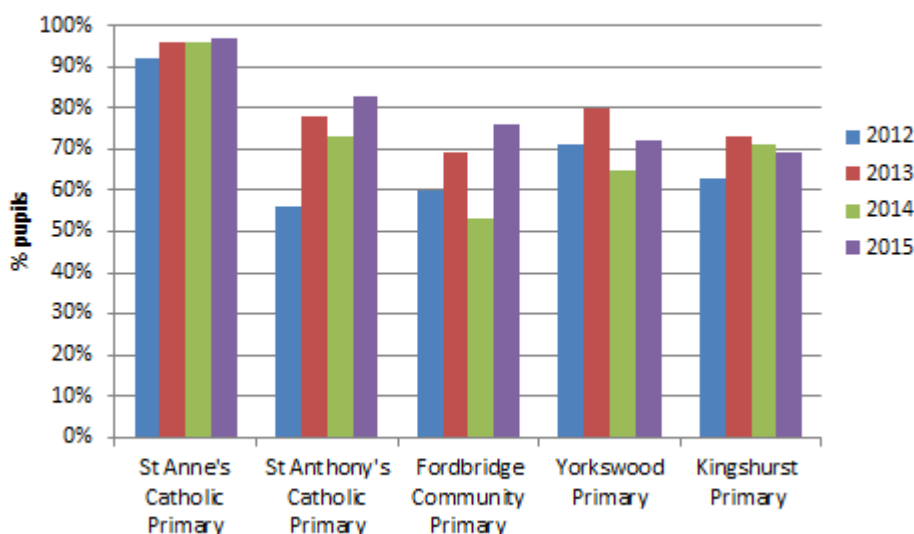
The majority of children in the Kingshurst and Fordbridge area attend one of the following primary schools: St Anne’s Catholic Primary School, St Anthony’s Catholic Primary School, Kingshurst Primary School, Fordbridge Community Primary School or Yorkswood Primary School. The table below shows some of the key performance measures for these schools, highlighting some fairly large differences between the five schools. For instance the proportion of pupils achieving level 4 and above in reading, writing & maths in 2015 ranged from 97% at St Anne’s to 69% at Kingshurst Primary.

	Level 4+ Reading, writing & maths	Average point score per pupil	% pupils making expected progress		
			Reading	Writing	Maths
England	80%	28.8	91%	94%	90%
Solihull	83%	29.6	91%	93%	88%
Fordbridge	76%	28.5	92%	98%	94%
Kingshurst	69%	28	88%	90%	88%
St Anne's	97%	31.2	100%	100%	100%
St Anthony's	83%	29.2	100%	100%	96%
Yorkswood	72%	28	93%	95%	86%

Source: Department for Education 2015

At all of these schools the proportion of pupils achieving level 4 and above in reading, writing & maths increased between 2012 and 2015.

### % Pupil achieving level 4+ in reading, writing and maths at KS2 – Kingshurst & Fordbridge



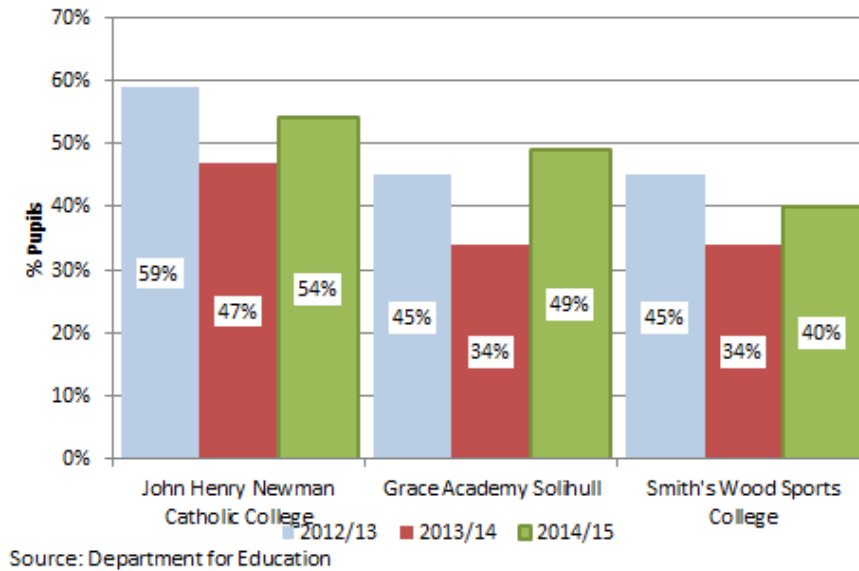
Source: Department for Education

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

The majority of pupils in Kingshurst and Fordbridge attend either John Henry Newman Catholic College (formerly Archbishop Grimshaw Catholic School), Smith's Wood Sports College, or Grace Academy. Substantially fewer pupils achieved at Smith's Wood least 5 A\*-C grade GCSEs including English and Maths than across England as a whole (40%

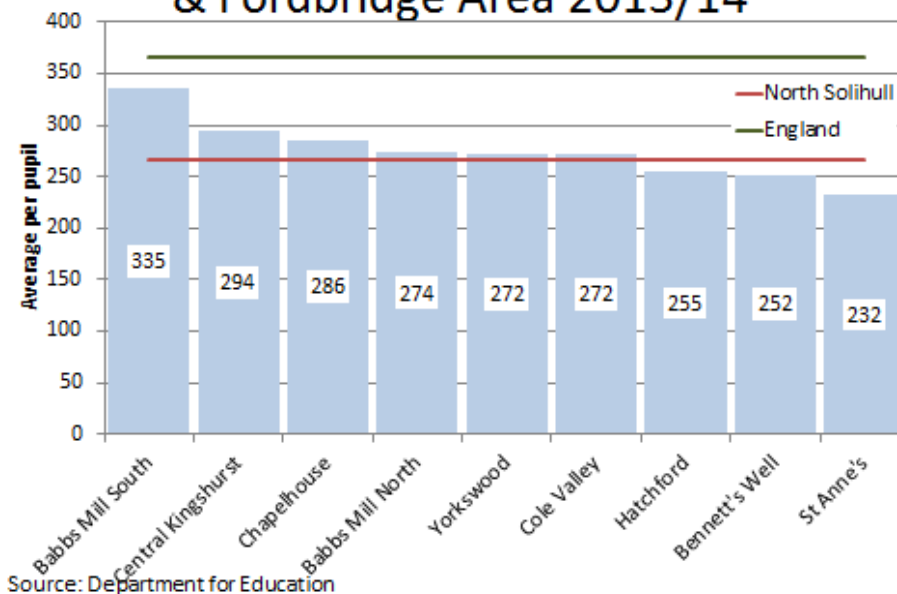
compared to 53%), although like the other two schools in the area the proportion of passes at this level increased between 2013/14 and 2014/15.

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



School attainment at Key Stage 4 (KS4) can also be measured by the average score per resident pupil at LSOA, regardless of school attended, with the latest data from 2013/14 academic year. The average KS4 score per pupil in Kingshurst and Fordbridge in 2013/14 was 275, below both the Solihull (399) and England (366) averages, but above that for North Solihull (266) as a whole. At a neighbourhood all LSOAs in Kingshurst and Fordbridge have an average score below that for England as a whole, although Babbs Mill South has the highest score in North Solihull, with Central Kingshurst also in the top five.

### Average KS4 Score per Pupil in Kingshurst & Fordbridge Area 2013/14

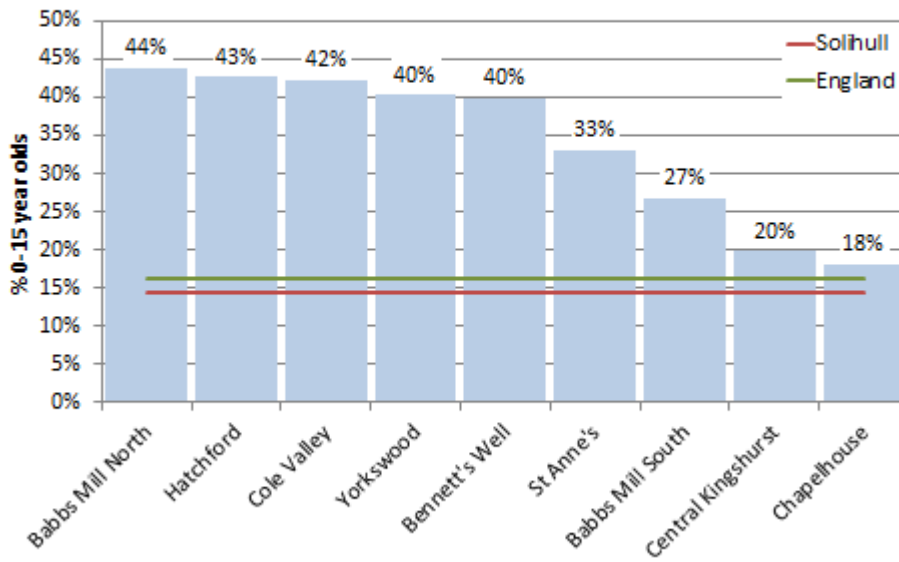


## Children in Poverty

Data from the Department of Work and Pensions identifies 1,160 children under the age of 16 in Kingshurst & Fordbridge who live in an out of work benefit household. This represents 36% of all children in the ward, substantially above both the Solihull (14%) and England (16%) averages and the 3<sup>rd</sup> highest proportion in the borough.

All LSOAs in Kingshurst & Fordbridge have proportionally more children in poverty than the England average, with Chapelhouse and Central Kingshurst the only neighbourhoods where fewer than one in four children live in an out of work benefit household. At 44% Babbs Mill North has the 4<sup>th</sup> highest proportion of any neighbourhood in Solihull, with Hatchford, Cole Valley, and Yorkswood also in the top 10.

Children Aged 0-15 Years Living in Out of Work Benefit Households in Kingshurst & Fordbridge



Source: Department of Work and Pensions 2014

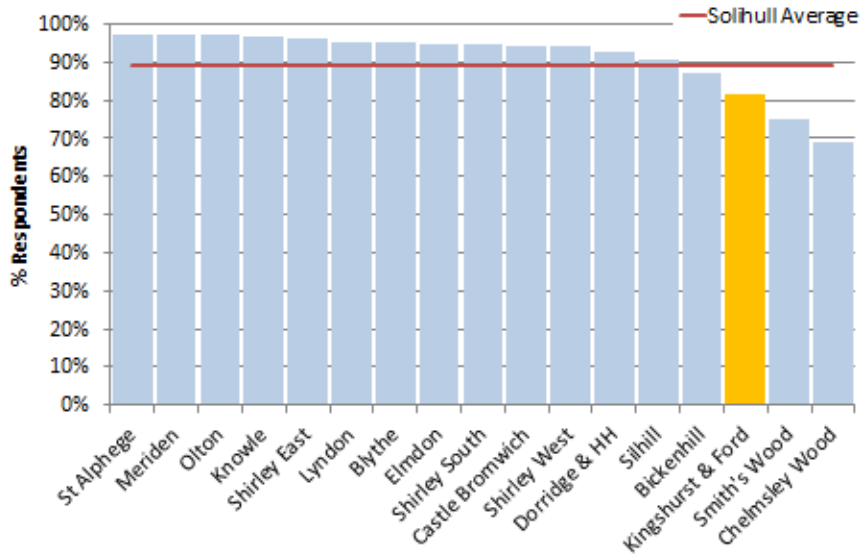
The number of children in an out of work benefit household in Kingshurst & Fordbridge fell by -6% (-70 children) between 2012 and 2014, slightly below both the Solihull (-11%) and England (-15%) averages.

## STRONGER AND SAFER COMMUNITIES

### Community Cohesion, Participation and Satisfaction

82% of Kingshurst & Fordbridge respondents to the 2014 Place Survey indicated that they are satisfied with their local area as a place to live compared to 9% who are dissatisfied, one of the least favourable response in the borough, but broadly consistent with the pattern in the whole of the North Solihull regeneration area.

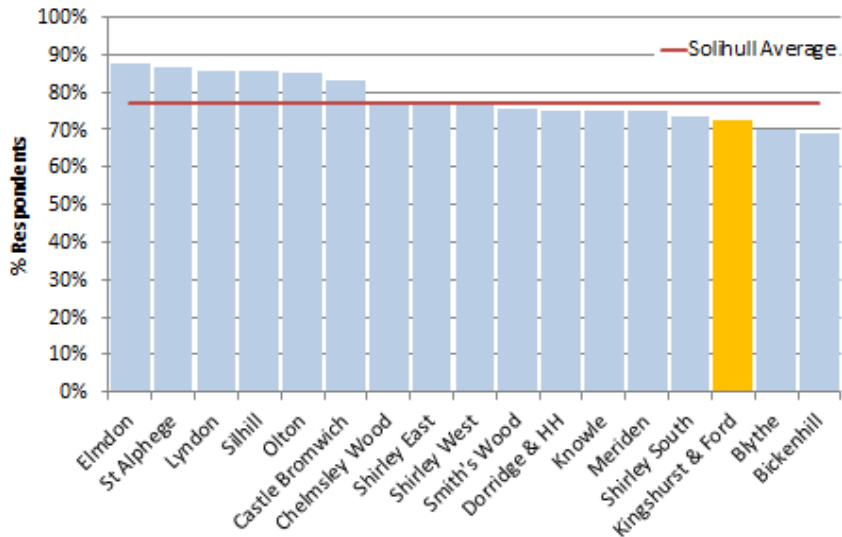
### Satisfied with Local Area as Place to Live 2014



Source: SMBC Place Survey 2014

73% of Kingshurst & Fordbridge respondents to the 2014 Place Survey think that people from a different background get on well together in their local area with just 18% disagreeing with this assertion, slightly below the Solihull average (77% agree, 9% disagree).

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

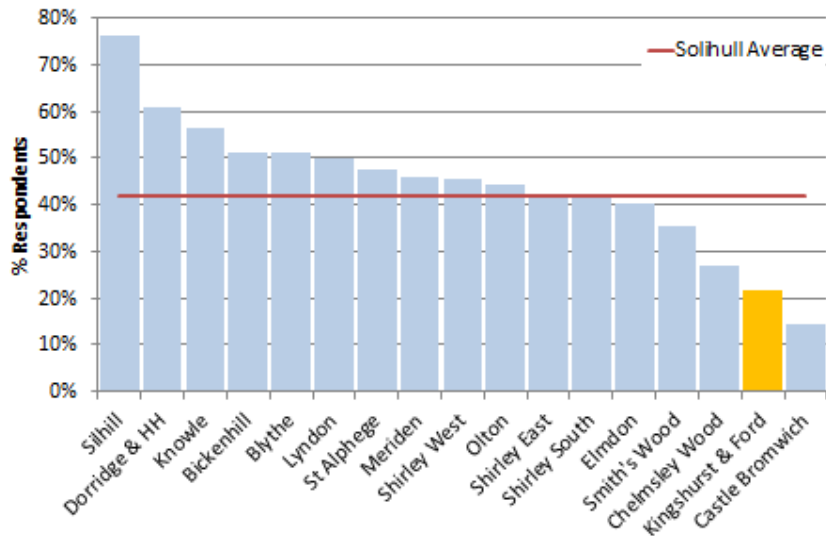


Source: SMBC Place Survey 2014

Community participation is a core element of thriving communities and in this respect the evidence across Solihull as a whole is mixed. Just 22% of Kingshurst & Fordbridge respondents to the Place Survey indicated that they had given unpaid help over the last 12 months to any group, club or organisation (15% at least once a month, 7% less often), which is towards the bottom end of the spectrum for Solihull, but consistent with the pattern across

the North Solihull regeneration area. Alongside this formal volunteering, 51% of Kingshurst & Fordbridge respondents said that they had helped in their community on an informal basis (e.g. helping a neighbour, litter picking etc.), which is again substantially below the Solihull average ( 61%).

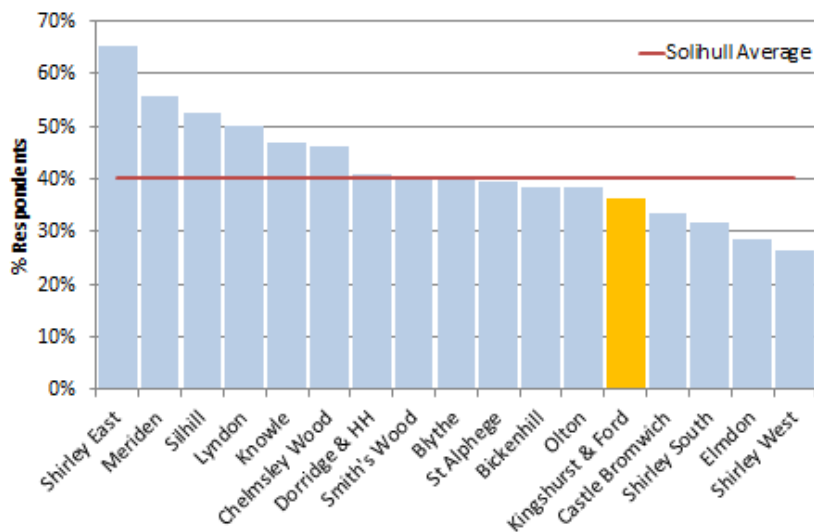
### Take Part in Formal Volunteering 2014



Source: SMBC Place Survey 2014

In terms of the local decision making process, the Place Survey results suggest that there are some perceived barriers to participation. Just 36% of respondents from Kingshurst & Fordbridge agree that they can influence decisions in their local area, compared to 55% who disagree, although is only slightly less favourable than the balance across the rest of the borough.

### Agree Can Influence Decisions in Local Area 2014



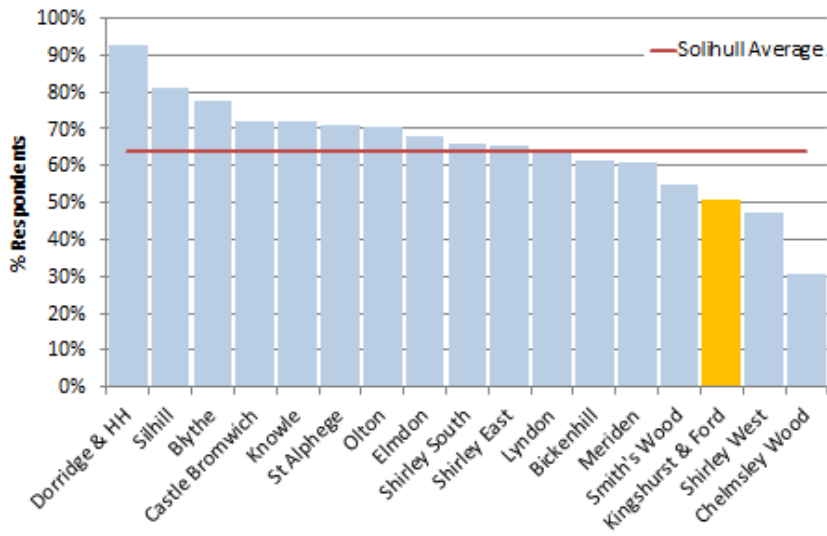
Source: SMBC Place Survey 2014



## Crime

51% of Kingshurst & Fordbridge respondents to the Place Survey 2014 say that they feel safe in their local area after dark (9% very safe, 42% fairly safe) compared to 31% who feel unsafe. This is substantially less favourable than the Solihull average (64% safe, 18% unsafe), but consistent with the rest of the North Solihull regeneration area.

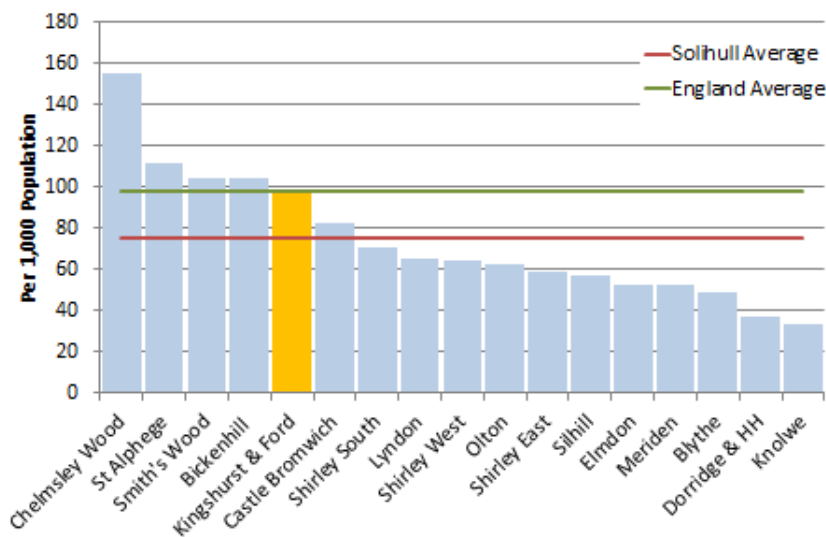
Feel Safe After Dark in Local Area 2014



Source: SMBC Place Survey 2014

In the year to July 2015 there were a total of 1,255 reported crimes in Kingshurst & Fordbridge equating to a rate of 98.2 per 1,000 residents. This is substantially above the Solihull average of 74.9 per 1,000, but lower than the rates recorded in the two other North Solihull regeneration wards.

Overall Crime Rate July 2015



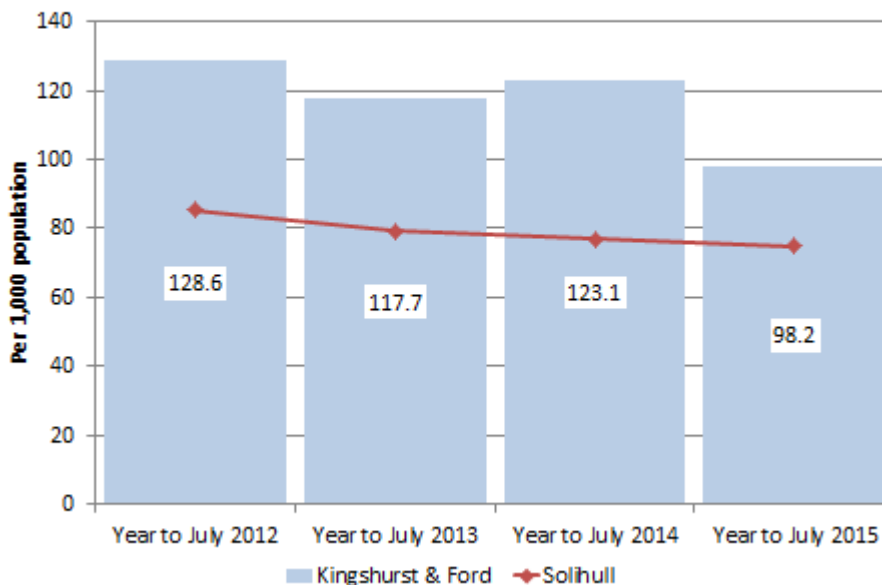
Source: UK Crime Stats

The rate in Kingshurst & Fordbridge is above the Solihull average for all crime types except shoplifting & other theft and vehicle crime.

	Count year to July 2015	Rate per 1,000 population	
		Kingshurst & Ford	Solihull
All Crimes	1,255	98.2	74.9
ASB	388	30.4	21.2
Violent	231	18.1	10.5
Criminal Damage & Arson	156	12.2	7.1
Shoplifting & Other Theft	135	10.6	14.3
Burglary	122	9.5	7.2
Vehicle	115	9.0	9.1
Weapons & Public Order	53	4.1	2.3
Drugs	24	1.9	1.4
Robbery	22	1.7	1.0
Other	9	0.7	0.7
# Data suppressed (less than 5)			
Source: UK Crime Stats			

The total number of reported crimes in Kingshurst & Fordbridge in the year to July 2015 is - 24% lower than the equivalent 12 month period in 2012. Over this period the total number of reported crimes across Solihull as a whole fell by -12%.

Change in Overall Crime Rate in Kingshurst & Fordbridge

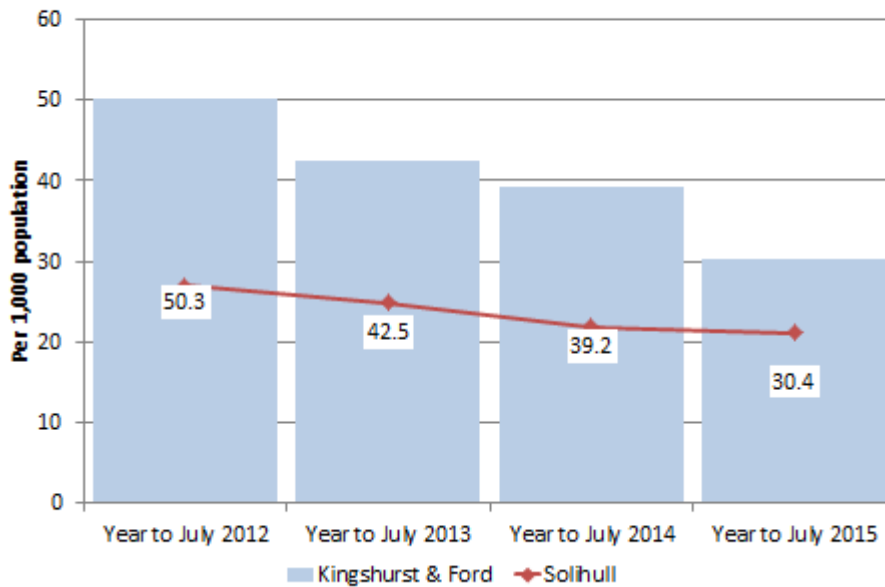


Source: UK Crime Stats

## Anti-Social Behaviour

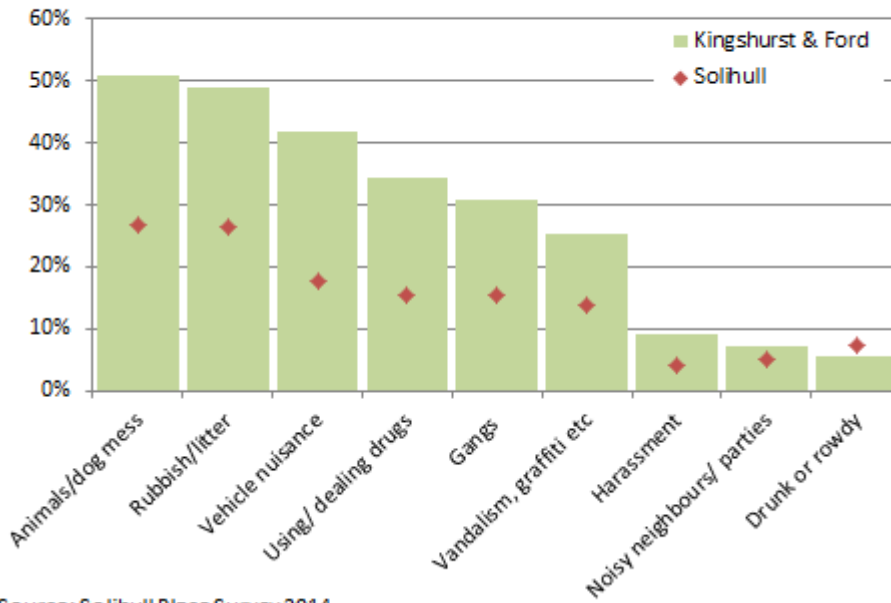
There were 388 reported incidents of Anti-Social Behaviour (ASB) in Kingshurst & Fordbridge in the year to July 2015. This equates to 30.4 per 1,000 residents, well above the Solihull average of 21.2 per 1,000, but lower than the other two wards in the North Solihull regeneration area. The number of ASB incidents has fallen by nearly 40% in Kingshurst & Fordbridge compared with 2012.

### Change in ASB Rate in Kingshurst & Fordbridge



Respondents to the Place Survey were asked which of nine types of anti-social behaviour area a problem in their local area. More than one in three Kingshurst & Fordbridge respondents cited each of the following types of ASB as a problem in their local area: uncontrolled animals or dog mess (51%), rubbish or litter lying around (49%), vehicle nuisance like joyriding or abandoned cars (42%) and people using or dealing drugs (35%). With the exception of people be drunk and rowdy behaviour all types of ASB were cited as a problem by proportionally more respondents in Kingshurst & Fordbridge than across the borough as a whole.

### Problem with ASB in Local Area by Type of ASB



## HEALTHIER COMMUNITIES

### The Health of the Population and Carers

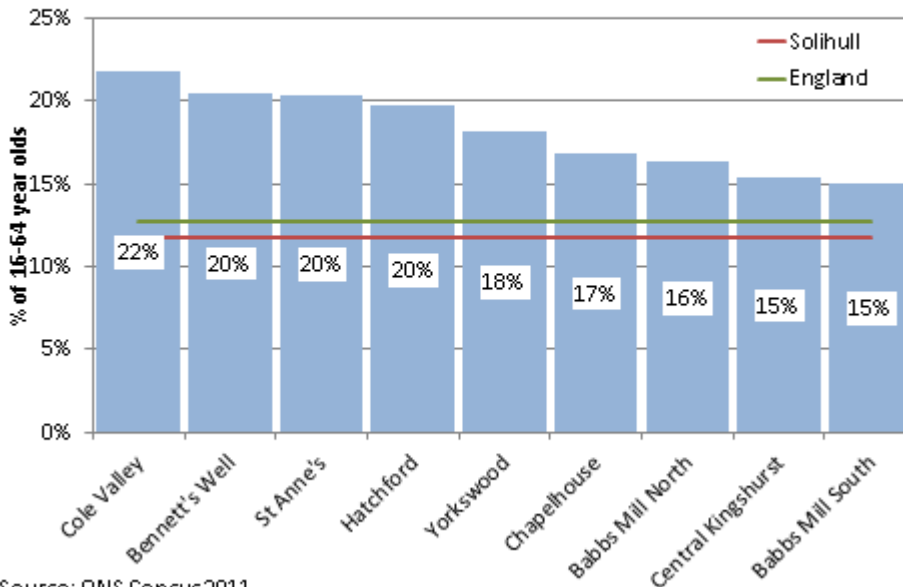
	Count	% of Population		
	Kingshurst and Ford.	Kingshurst and Ford.	Solihull	England
Day-to-Day Activities Limited a Little or Lot	2,740	21.4%	17.9%	17.6%
Health Bad or Very Bad	1,004	7.9%	5.2%	5.5%
Provides Unpaid Care	1,358	10.6%	11.7%	10.2%

Source: ONS Census 2011

The majority (77%) of Kingshurst and Fordbridge residents indicated in the 2011 Census that their health was either very good or good. There were however 1,004 residents who feel their health is either bad or very bad, equating to 7.9% which is above both the Solihull (5.2%) and England (5.5%) averages.

2,740 Kingshurst and Fordbridge residents feel that they have a health condition or disability that limits their day to day activities to some extent (of these 1,417 feel that their activities are limited a lot). This equates to over 21% of the population, above both the Solihull (18%) and England (18%) averages. The impact of overall socio-economic deprivation on illness and disability is most clearly seen when just the working age population (16-64 year olds) is considered, as the rate in Kingshurst and Fordbridge for this group is 52% higher than the Solihull average compared to just 20% higher among all age groups. This is supported by comparison of individual neighbourhoods in Kingshurst and Fordbridge, where the ward's most deprived LSOAs such as Cole Valley and Bennett's Well have proportionally far more working age adults with a life limiting illness or condition than less deprived neighbourhoods such as Central Kingshurst and Babbs Mill South.

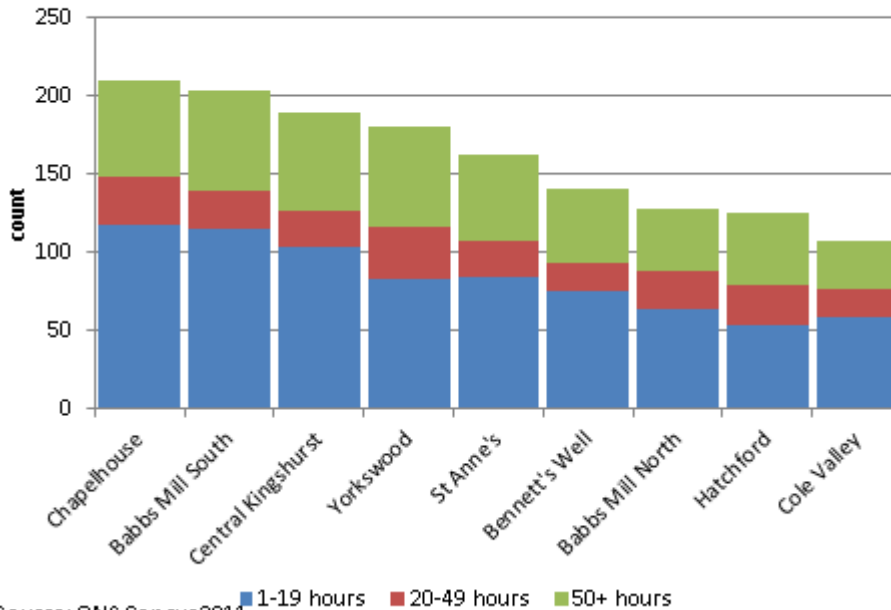
### Day to Day Activities Limited by Health Condition or Disability Among Working Age Population



There are 1,358 people in Kingshurst and Fordbridge who provide unpaid care for a relative, friend or neighbour, equating to 10.6% of the population, below the Solihull average (11.7%) but in-line with that for England (10.2%). 32% of carers in Kingshurst and Fordbridge provide care for 50 hours or more a week, compared with the Solihull average of just 21%. This is consistent with the pattern in the other North Solihull regeneration wards, suggesting that in more deprived parts of the borough individuals with a caring role are more likely to do so on a full-time basis than elsewhere. The number of carers in Kingshurst and Fordbridge increased by 13% (+152 individuals) between 2001 and 2011, compared to increases of 15% for Solihull and 11% for England.

At neighbourhood level more than 12% of the population classify themselves as a carer in each of the Babbs Mill South, Central Kingshurst and Chapelhouse LSOAs.

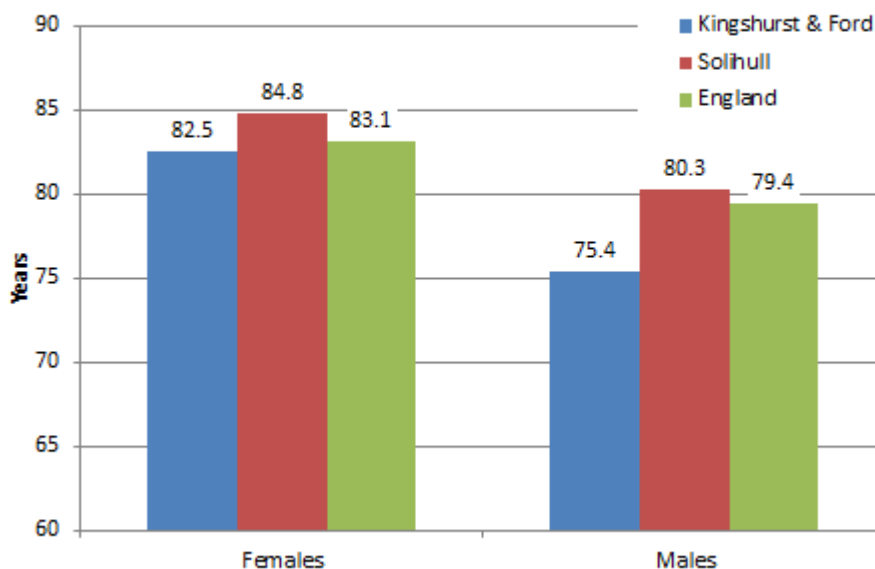
## Carers in Kingshurst & Fordbridge



## Life Expectancy and Mortality

The average life expectancy at birth in Kingshurst and Fordbridge is 82.5 years for females and 75.4 years for males both lower than the England average.

### Life Expectancy at Birth 2011-2013



Source: SMBC

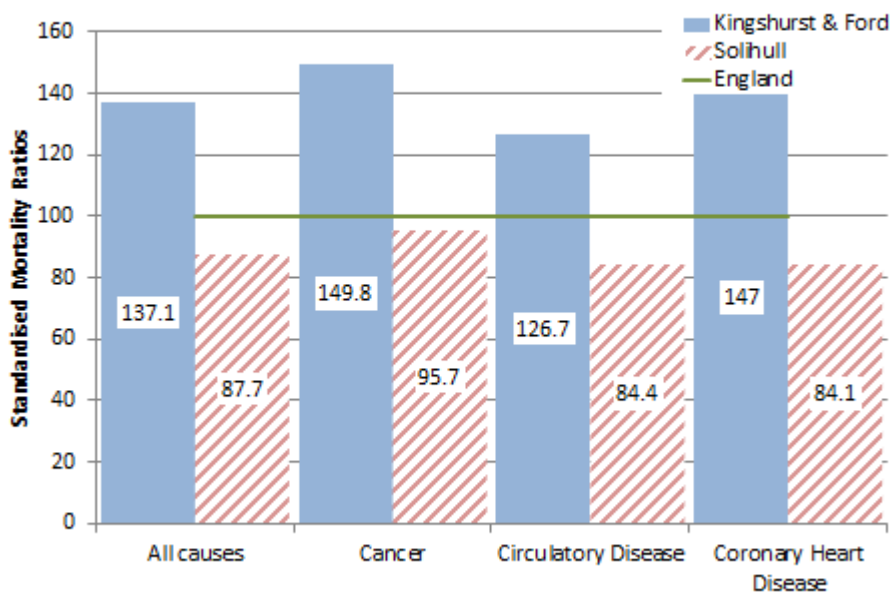
By using standardized mortality rates (SMRs) it is possible to compare the extent both of premature mortality (deaths under the age of 75 years) and the major causes of premature mortality. The level of premature mortality from all causes in Kingshurst and Fordbridge is 56% higher than the Solihull average and 37% higher than that for England as a whole.

Cancer accounts for around 44% of all premature deaths in Kingshurst and Fordbridge, circulatory disease 21% and Coronary Heart Disease (CHD) 14%. Kingshurst and Fordbridge has a higher rate of premature deaths than England for all of these, with the gap widest in respect of early deaths from cancer and CHD.

	<b>Premature Deaths (under Age 75) 2008-2012</b>			
	Kingshurst & Fordbridge Count	<b>Standardised Mortality Ratios</b>		
		Kingshurst & Fordbridge	Solihull	England
All Causes	238	137.1	87.7	100
Cancer	104	149.8	95.7	100
Circulatory Disease	50	126.7	84.4	100
Coronary Heart Disease	33	147	84.1	100

Source: Public Health England – Local Health

### Premature Mortality (Deaths Under Age of 75 Years)



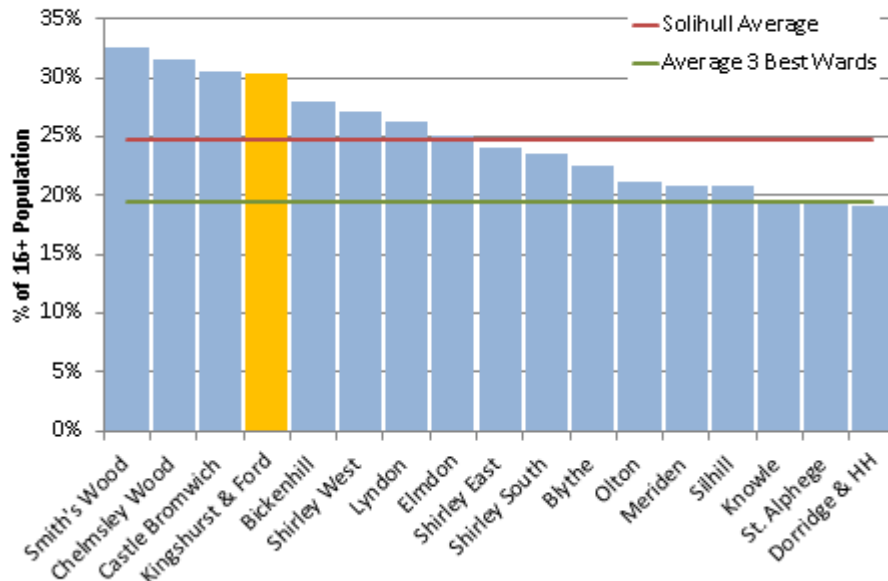
Source: Public Health England – Local Health

## Healthy Lifestyles

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

In Kingshurst and Fordbridge it is estimated that over 30% of adults aged 16 years and over are obese (defined as having a Body Mass Index of 30+), above the Solihull average of 25%, but relatively low in the context of the North Solihull regeneration area.

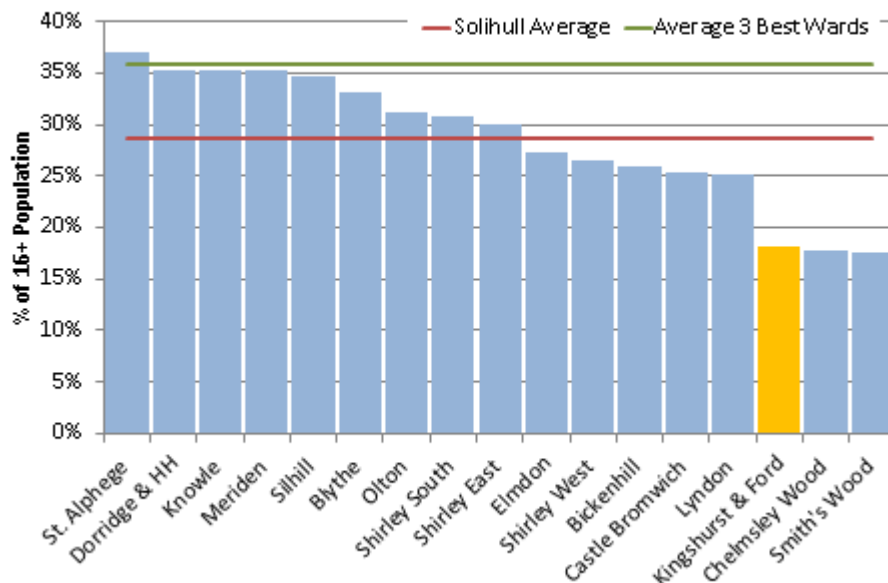
## Obesity in the Adult Population



Source: Association of Public Health Authorities

There is a strong link between obesity and the extent to which adults eat a healthy diet, defined for measurement purposes as consuming five or more portions of fruit and veg per day. In Kingshurst and Fordbridge, it is estimated that just over 18% of adults meet this criteria, compared to nearly 29% across Solihull as a whole. On this measure the healthy eating rate in Kingshurst and Fordbridge is nearly -50% below the average for the best three wards in Solihull.

## Healthy Eating in the Adult Population

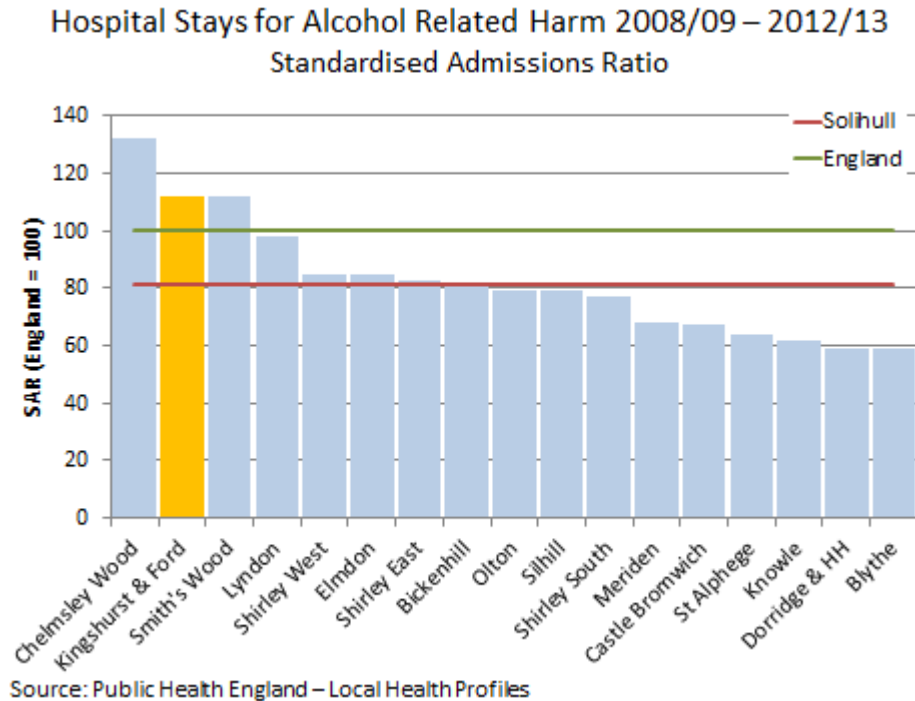


Source: Association of Public Health Authorities



On average it is estimated that over 22% of the adult population of Kingshurst and Fordbridge binge drink (defined as men drinking eight or more units of alcohol on the heaviest drinking day in the previous seven days and women six or more), the 2<sup>nd</sup> highest rate in the borough and 29% above the rate in the best three wards in the borough.

Between 2008/09 and 2012/13 there were over 1,400 stays for alcohol related harm attributable to Kingshurst and Fordbridge residents. This equates to a Standardised Admissions Ratio of 112.1, well above the England average (100) and the 2<sup>nd</sup> highest rate in the borough.



## WARD CONTACTS AND KEY INFORMATION

### Ward Members

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