

Shard End Ward

Introduction

Shard End Ward is on the eastern edge of the City, about five miles from the City Centre. It includes Kitts Green, Tile Cross, Shard End and Lea Village.

It is largely residential and includes several large City Council housing estates.

The Cole Valley runs through the centre of the Ward and has large areas of open space as well as playing fields. Project Kingfisher is in the Cole Valley. There are shops at Tile Cross and shopping centres at Lea Village, Shard End Crescent and the Castle, on Bradford Road, The Heathway and East Meadway.

In the south of the Ward, there are some industrial sites, including Alcoa on Kitts Green Road.

The Accommodation in the area was mainly built just before or just after the Second World War and does not provide adequate garaging or parking.

The housing includes houses, flats, maisonettes and bungalows and there are 9 high-rise blocks of flats in the Ward, these consist of 3 on Tile Cross Road, 3 on Shirestone Road, 2 on the Heathway and 1 on Packington Avenue.

www.birmingham.gov.uk

Personnel

Birmingham City Council

Birmingham City Council Constituency Director: **Rob James**

Birmingham City Council Ward Support Officer: **Karen Prosser**

A Ward Support Officer (WSO) is a Birmingham City Council employee working in one ward within a Constituency, in the Hodge Hill Constituency there are four wards therefore there are four WSO's.

They are responsible for maintaining the records and monitoring regeneration funds for example the Working Neighbourhoods Fund within a particular ward. They are one of the main contacts supporting the constituency offices and working towards improving the ward and constituency in relation to health, crime, education, employment, housing and environment. They also organise constituency meetings.

All Birmingham City Council personnel are based at

White House

Ward End Park

Washwood Heath Road

Washwood Heath

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Councillors

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Birmingham East and North Primary Care Trust (BEN PCT)

BEN PCT Neighbourhood Health Development Officer (NHDO): **Vacant**

A Neighbourhood Health Development Officer (NHDO) works by constituency, The NHDO covers the Hodge Hill Constituency, which is overlapped by two localities (please refer to localities map on the web site) NHDO's aim to support and drive forward the Public, Patient Involvement (PPI) and reduce Health inequalities within BEN PCT.

NHDO's objectives are to:

- Promote BEN PCT's activities within the Hodge Hill Constituency.
- Responsible for communicating and establishing links between Hodge Hill Constituency organisations, local community and BEN PCT.
- To encourage and support financial bids from local organisations to attract new funds for health activities in the Hodge Hill Constituency. (One of the prime examples of this is the constituency health panels jointly established by the NHDO's

and Birmingham City Council (for further details, please refer to the PPI section on BEN PCT web site and Birmingham City Council web site)

Guide local people on their greatest health needs and priorities in the Hodge Hill Constituency.

Based at:

Waterlinks House,
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Birmingham
B74AA,
Telephone No: (0121) 333 4113
Website: www.benpct.nhs.uk

Locality Director: **Waheed Saleem**

Locality Manger: **Tahir Moghal**

Based at:

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Yardley,
Birmingham.
B25 8LH
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Key Points

Shard End Ward

1. The Prevalence of Smoking is estimated to over 50% in Shard End which is the highest in Hodge Hill Constituency.

(BEN PCT Annual Public Health Report 2006-07, P. 30)

2. Teenage Conception is the second highest in BEN PCT in Shard End ward compared to Stockland Green ward. Although the rates are dropping with the investment of PCT's preventative activities.

(BEN PCT Annual Public Health Report 2006-07, P. 25)

3. After referring to the prenatal mortality rate for BEN PCT, Shard end has the second highest with Washwood Heath coming the highest.

(BEN PCT Annual Public Health Report 2006-07, P.22)

4. The rates of people in Shard End age 85+ reporting themselves with limiting long term illnesses is the same as Birmingham 73.8.

(BPHN Shard End Profile, 2001, P.13)

5. 35% of all the deaths in Shard End ward were due to causes of circulatory system (heart disease and stroke).

(BPHN Shard End Profile, 2001, P.17)

6. The fertility rate of Shard End ward is 70 Births per year per 1000 women aged 15-44, lower than rate of constituency but slightly higher than that of Birmingham.

(BPHN Shard End Profile, 2001, P.15)

7. Approximately one in eleven births to women living in Shard End ward were of low weight-lower than corresponding figure for the constituency and Birmingham.

(BPHN Shard End Profile, 2001, P.15)

8. Shard End had higher number of deaths than would have been expected from Birmingham. Mortality rates across most age groups resulting in total age SMR 9% higher than that of Birmingham.

(BPHN Shard End Profile, 2001, P.17)

9. Shard End has higher female to male ratio compared to men, according to figures there are 11,785 males compared to 13,532 females. Therefore there are 1,747 women than men in the ward.

(BPHN Shard End Profile, 2001, P.3)

10. Taking the highest life expectancy of all the wards in Birmingham as the benchmark, Sutton New Hall life expectancy is 81.2 years; therefore individuals in Shard End are estimated to live 5.8 fewer years.

(BPHN Shard End Profile, 2001, P.18)