

STIRCHLEY RESIDENTS'

SURVEY 2024



Stirchley
Neighbourhood
Forum

Foreword

The **Stirchley Residents' Survey** was conducted from August to December 2024 and exists for anyone that wants to understand a little more about how the residents of Stirchley feel about their area. Data was collected via 115 surveys and two focus groups. This report includes five key takeaways, the methodology, and the full survey results.

The **Stirchley Neighbourhood Forum** has existed since 1960 and is designed to represent the residents of Stirchley in South Birmingham. All residents and businesses within the Stirchley Ward have the right to attend and speak at the meeting.

The Forum is not aligned to any political party / group and holds a neutral stance. We may take a stance (positive/negative) on planning applications discussed at Forum meetings or on changes to community/neighbourhood services which affect the Stirchley area (both by Ward, but also neighbouring areas).

Meetings are held every second Monday of the month, excluding August, in the Stirchley Community Church. For any questions, please contact: stirchley.forumb30@gmail.com.

Ian Dudfield
Social Researcher



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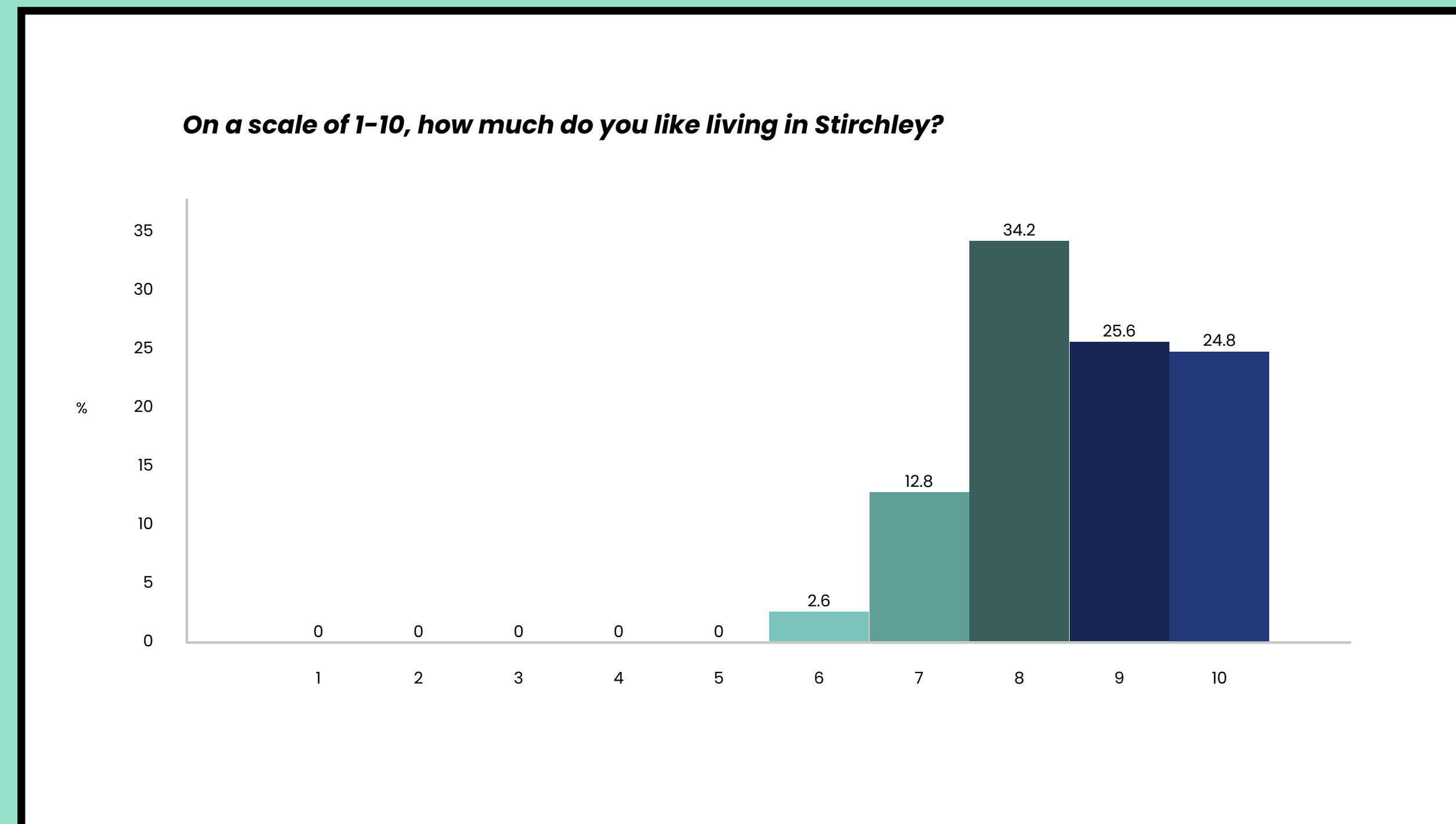
5 KEY TAKEAWAYS



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1. Residents love living here

When residents were asked how much they enjoyed living in Stirchley on a scale from 1-10, the average was a resounding **8.7**. The three answers residents gave most for what they like about the area were **'Sense of community'**, **'Bars and restaurants'**, and **'Green space'**.



2. They are proud of their independent businesses

39% of residents selected '**Independent businesses**' as a reason they like the area, and this came across especially strongly in the focus groups. One resident spoke of how the growth in number of these over the last few years had ***“given it a vibe...there are now these independent shops... and people want to be here”***. They are also concerned about their longevity stating ***“I’m worried about, as rents go up in future, independent businesses struggling to stay afloat”***



3. Residents would like to see a stronger daytime economy (but not if it changes the character of Stirchley)

There is some tension in residents wishing there was more to do in the day in Stirchley, but not wanting the area to change in feel. **57%** of residents agreed or strongly agreed with the statement **'I would like to see more shops in Stirchley'**, but this reduced to **17%** for the statement **'I would like to see some high street chain shops in Stirchley'**. Residents in the focus group were also wary of bigger brands, and one resident contrasted Stirchley with a neighbouring ward which has a much stronger daytime retail economy, by saying ***"We don't want to be another King's Heath, we want to be a Stirchley"***.



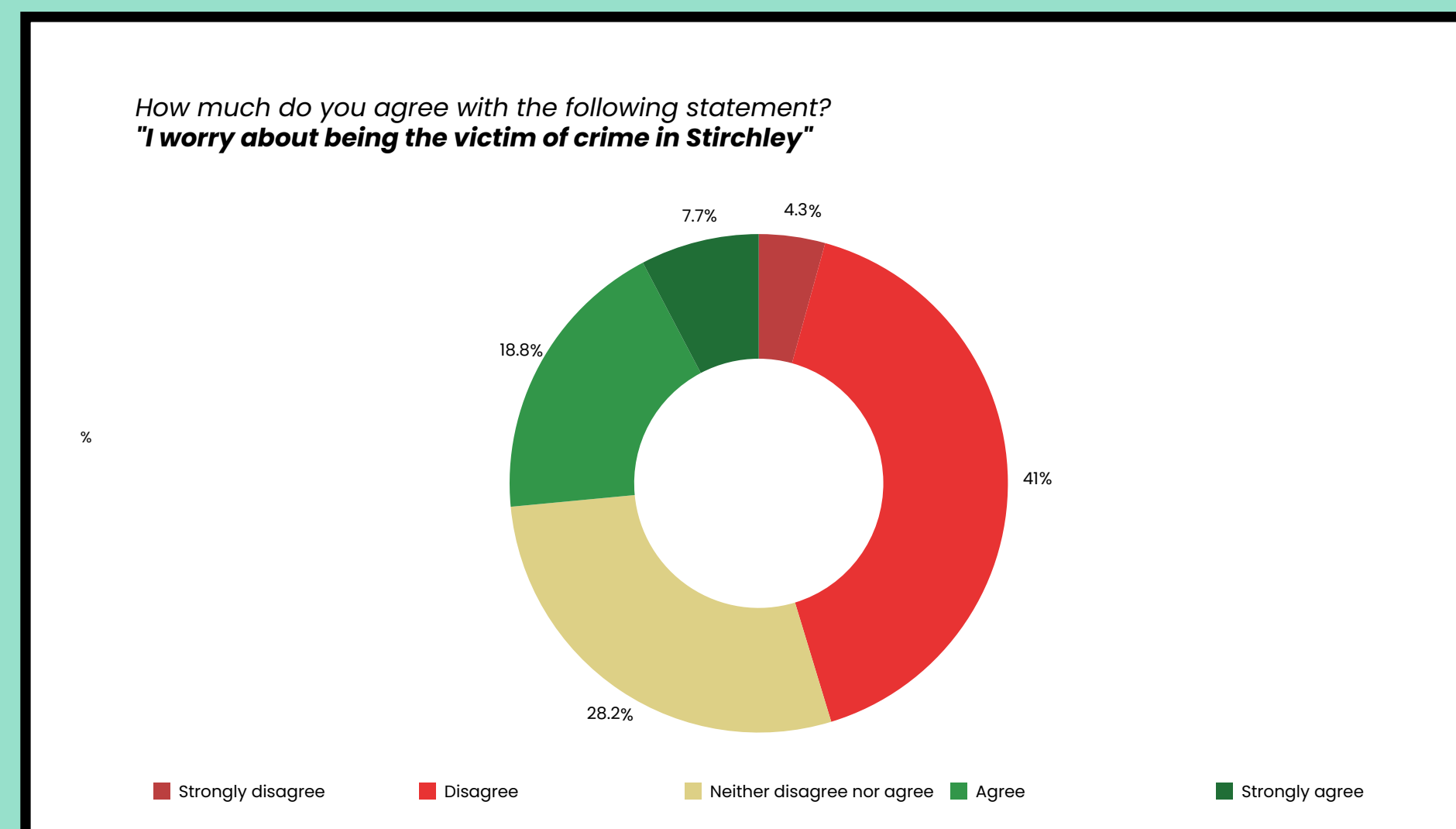
4. There are high levels of burglary and car crime

The most commonly identified crimes that residents have been victims of are **“Burglary” (14%)** and **“Vehicle theft” (10%)**. They also worry most about being victims of these crimes. Although these figures aren't time bound (and therefore statistics for someone who may have been burgled 30 years ago would still show up), they are reflected in official crime statistics. This area has more burglary and vehicle crime than approximately 90% of the rest of the country.*



5. Despite this, residents aren't hugely worried about crime

Only **27%** of residents agreed or strongly agreed with the statement '**I worry about being the victim of crime in Stirchley**'. This may be because of the types of crime. Reports of violent crime are low; '**Mugging**' is the only violent crime which made the top 9 most reported crimes and this was only at **1.7%**.



METHODOLOGY

Geography

The results of this survey are from residents living in the ward of Stirchley, with the exception of those living south of the Worcester and Birmingham canal. Speaking to residents there, there wasn't a clear consensus that they were Stirchley as opposed to Cotteridge residents. This area was outside of the Stirchley ward prior to 2018.

Survey

After some experimentation on Twynning Rd, Ripple Rd and Newlands Rd we settled on our methodology to suit our resources, which was as follows: any door of a residential property that ended in a number '1' in the area was visited. If residents answered and consented then the survey was administered. Occasionally we returned to addresses if we didn't get a response the first time, but mostly our time didn't allow for this. We mainly knocked on doors in the evenings and weekends. In addition, those on the Stirchley Neighbourhood Forum mailing list were notified and given the opportunity to complete the survey via a link. In total we received **115** responses. There are plenty of limitations inherent in this methodology which mean we can only express a moderate level of confidence in the results, though they are likely to capture key trends. A summary of the key takeaways was presented to the Neighbourhood Forum in the December meeting and residents felt them to be broadly aligned with their own experiences of the area. We also collected data on age and home ownership but didn't see any noteworthy patterns in the data worth reporting.

Focus Groups

Two focus groups of five and six residents were held at the Stirchley Baths in September and October. These afforded the opportunity to discuss some of the trends that were appearing in the survey data in more depth.



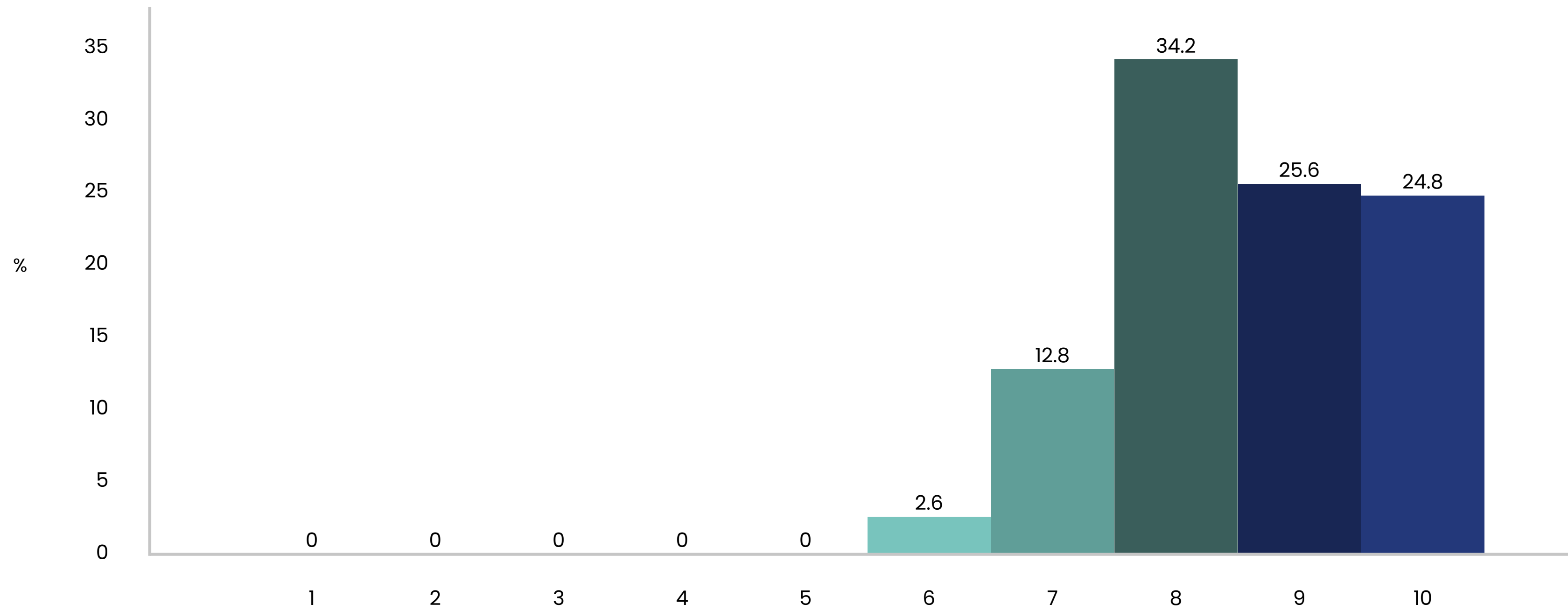
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FULL SURVEY RESULTS

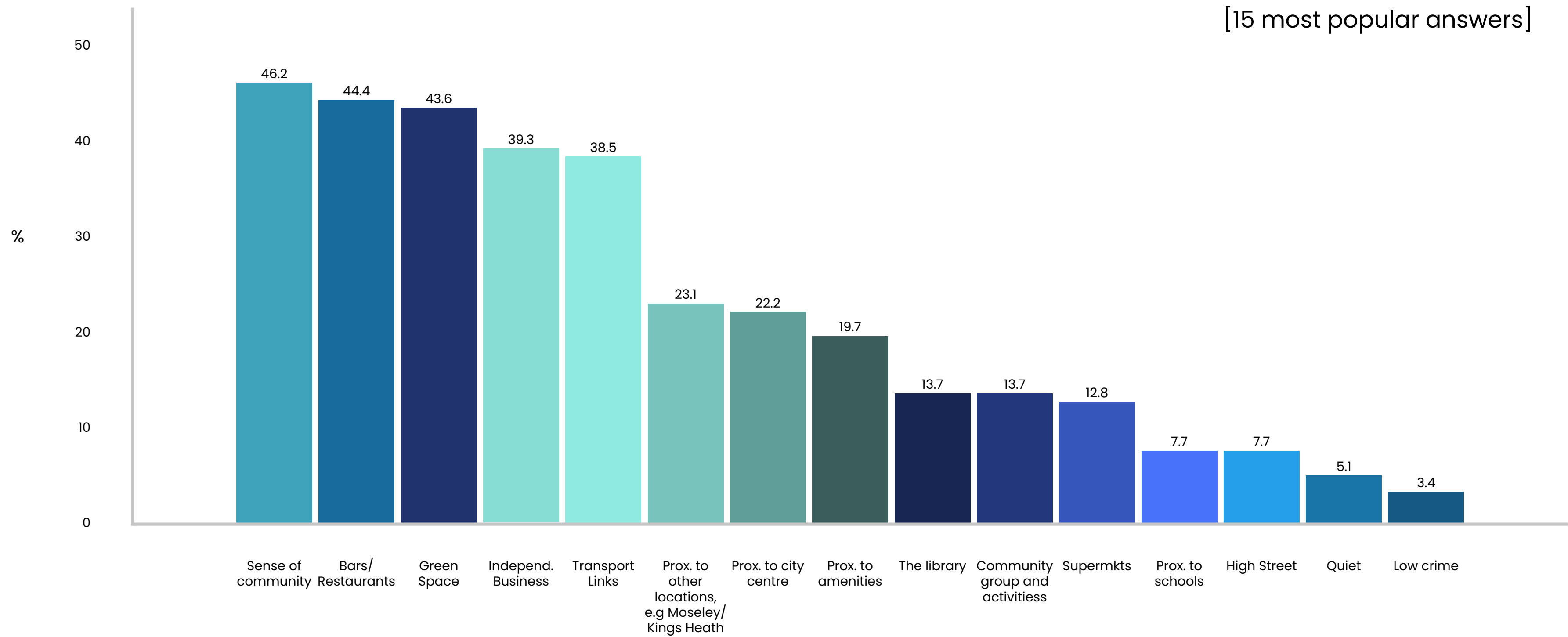


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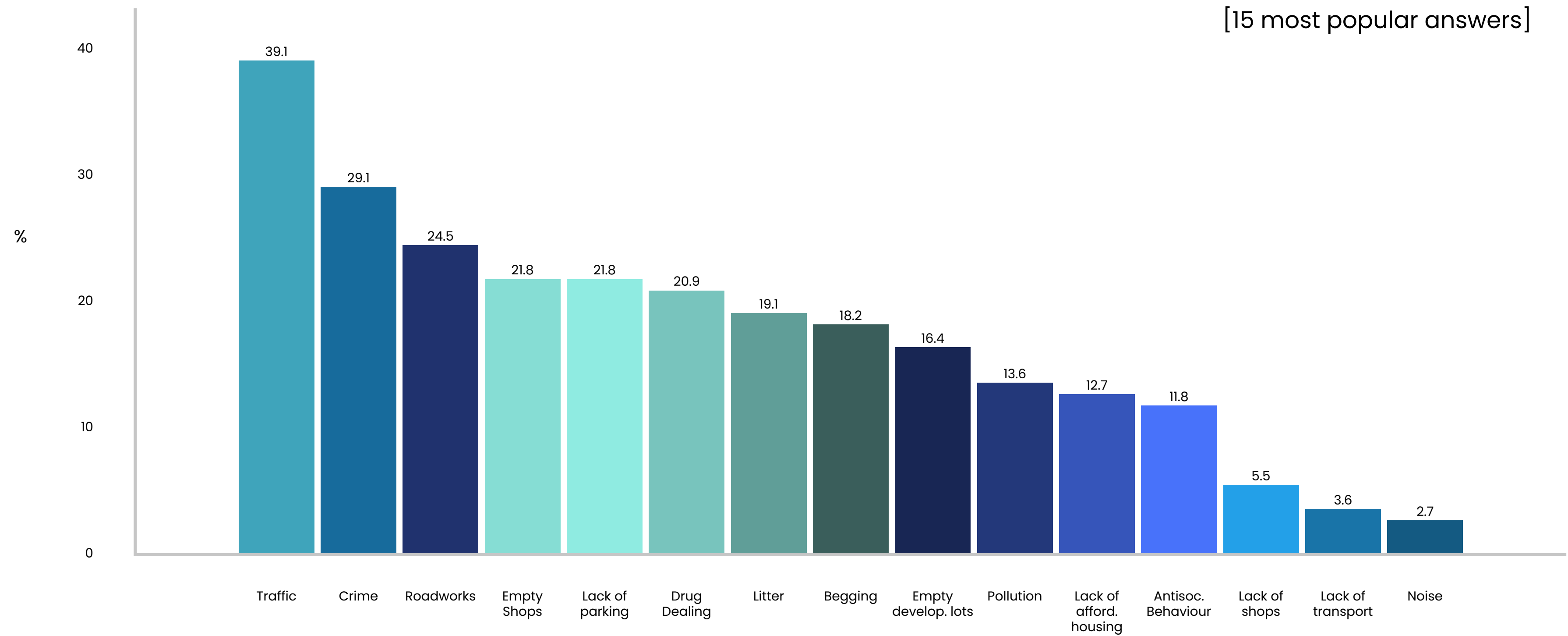
On a scale of 1-10, how much do you like living in Stirchley?



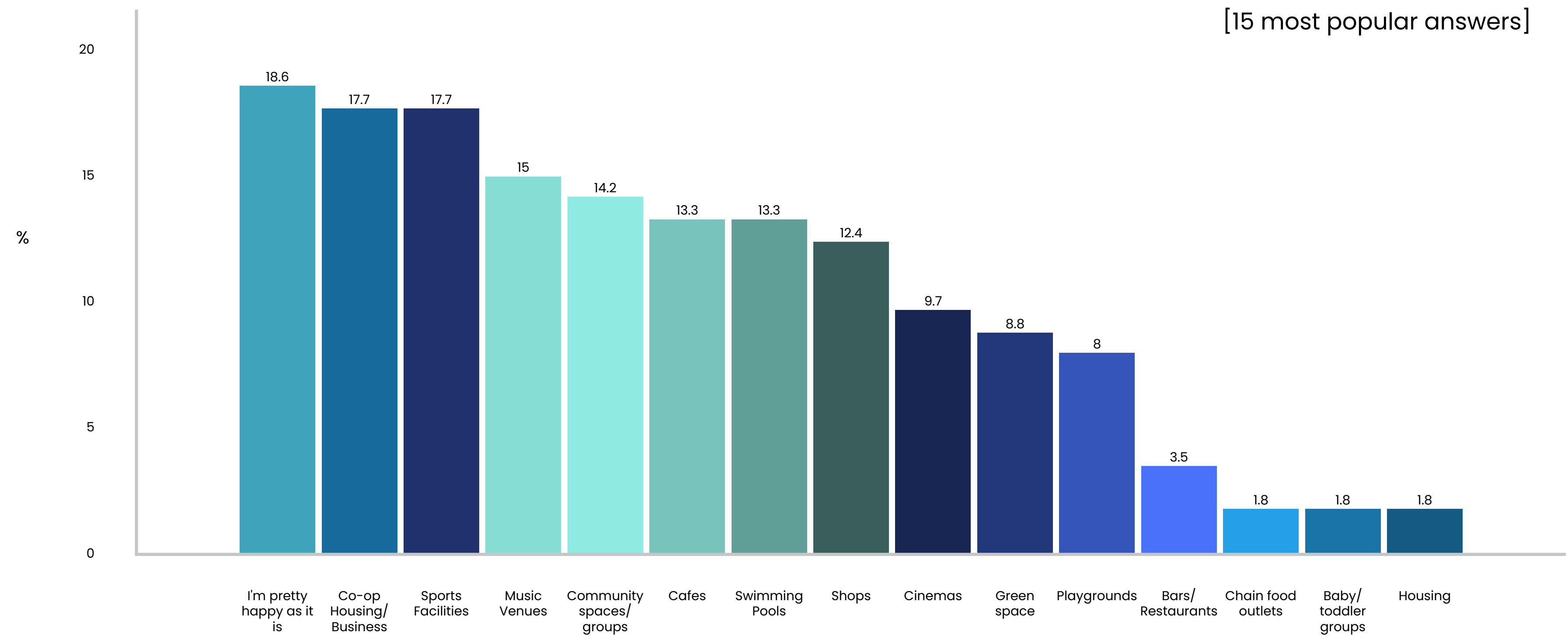
What do you most like about living in Stirchley? Name up to five things



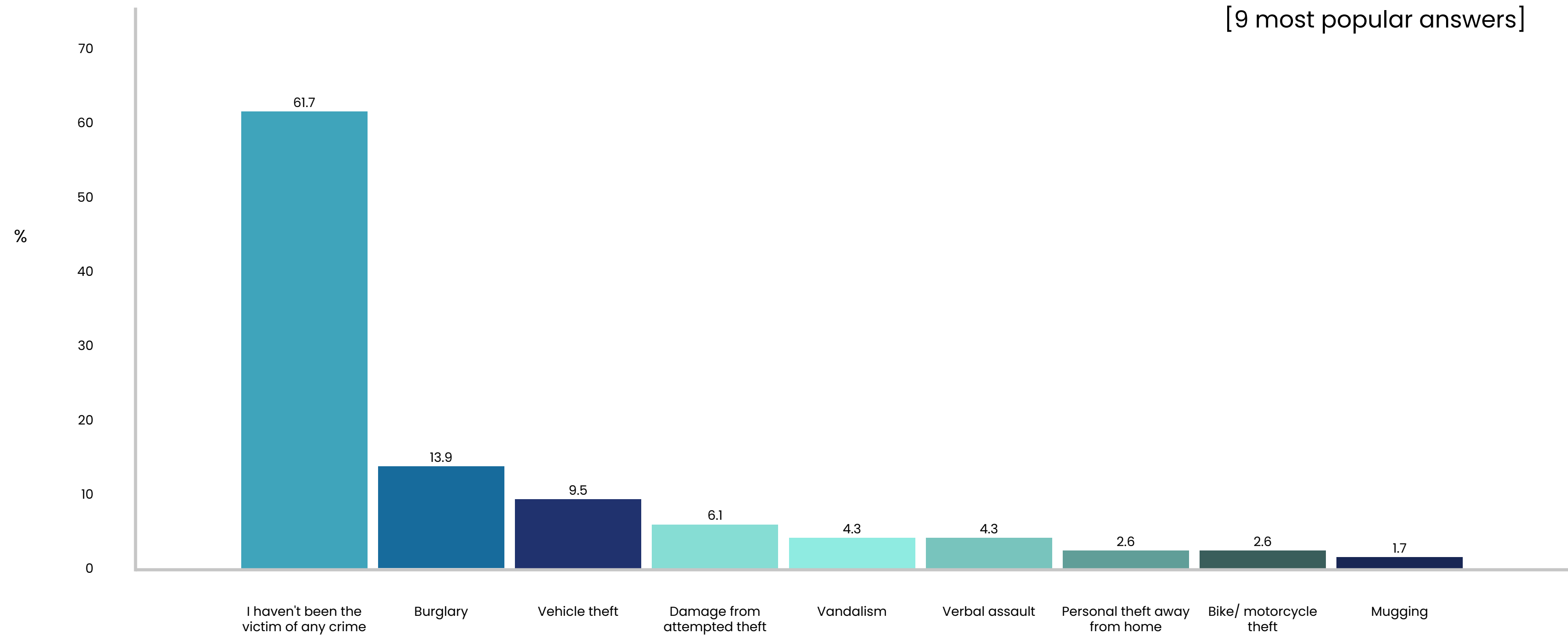
What do you most dislike about living in Stirchley? Name up to five things



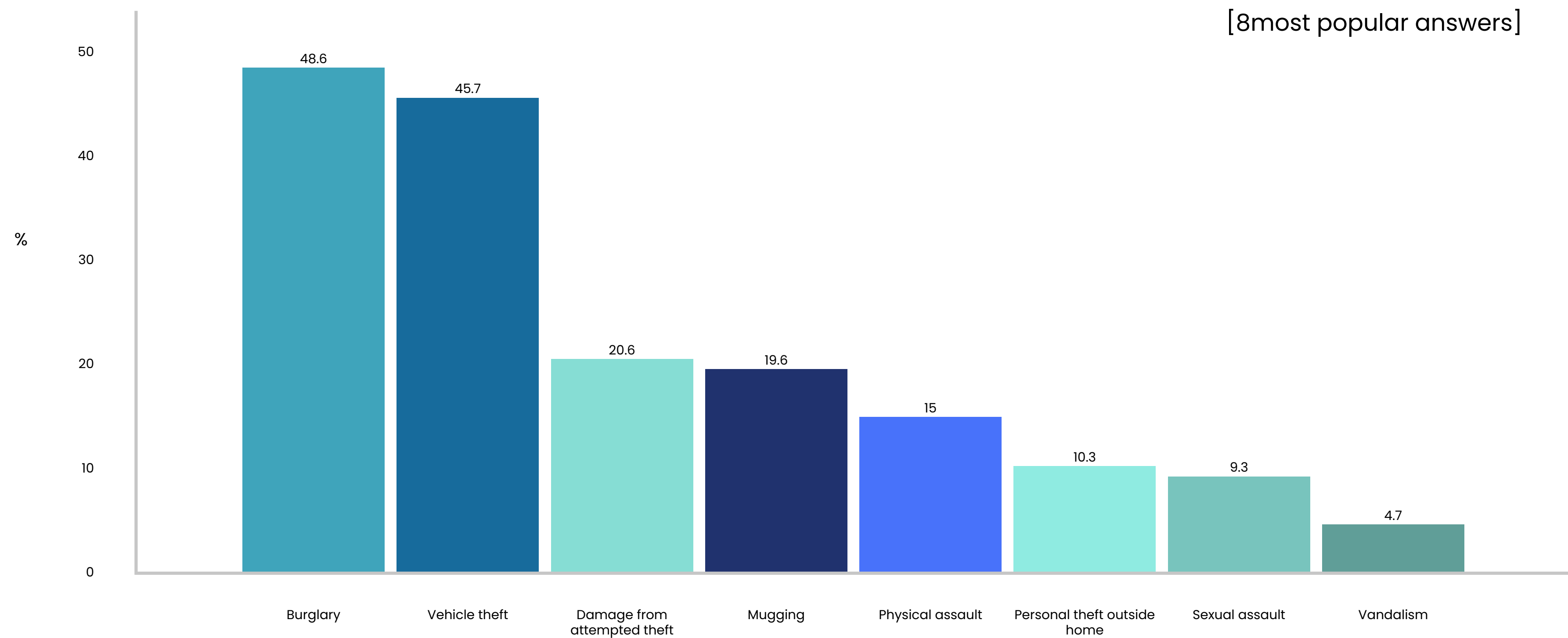
What would you like to see (more of) in Stirchley? Name up to three things



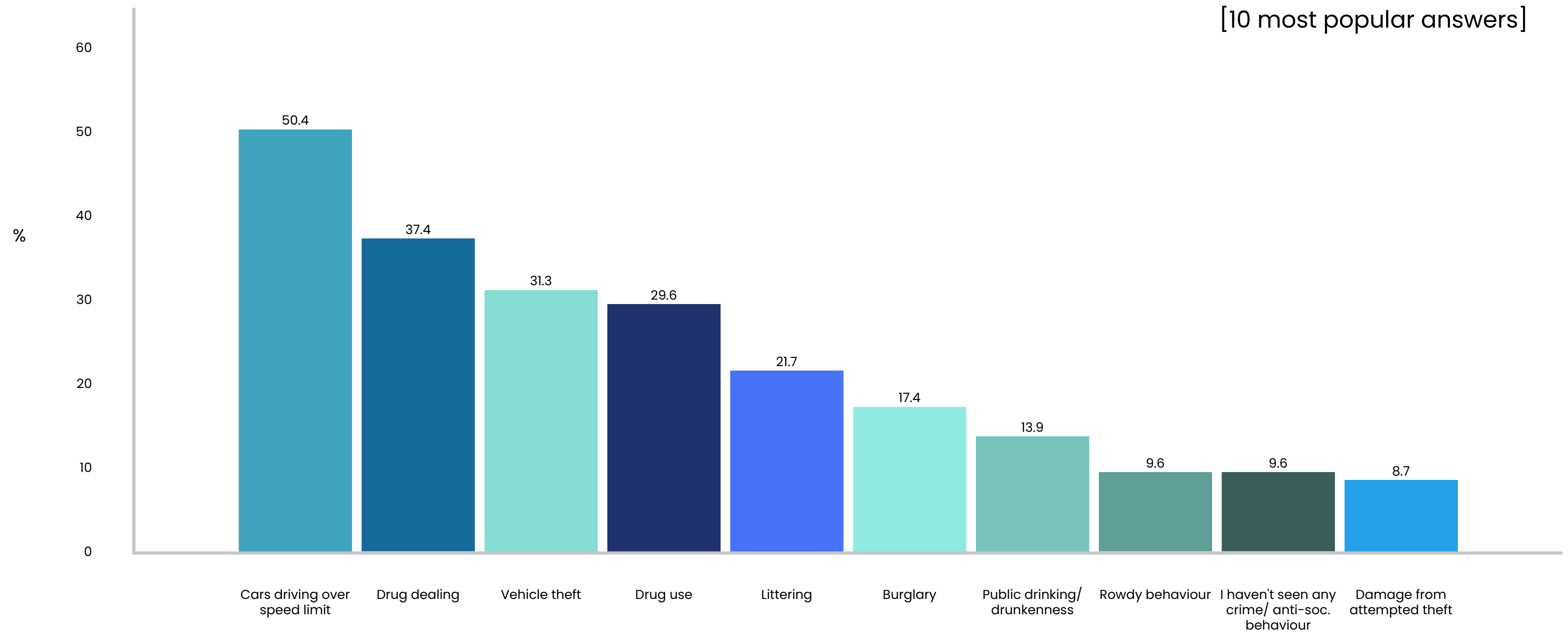
What crimes have you been a victim of in Stirchley? Name up to three things



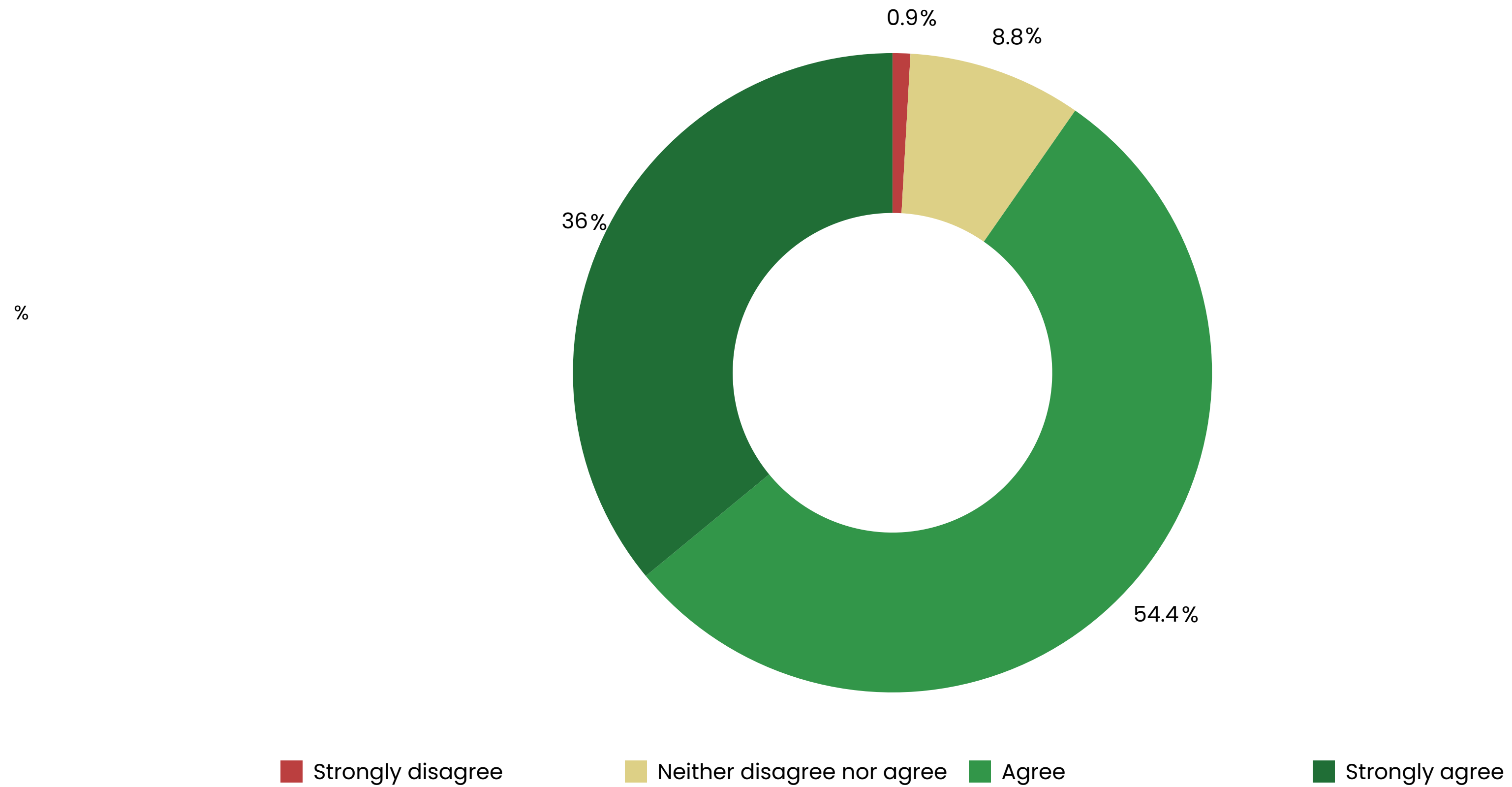
What types of crime are you most worried about being a victim of in Stirchley (Name up to three things)



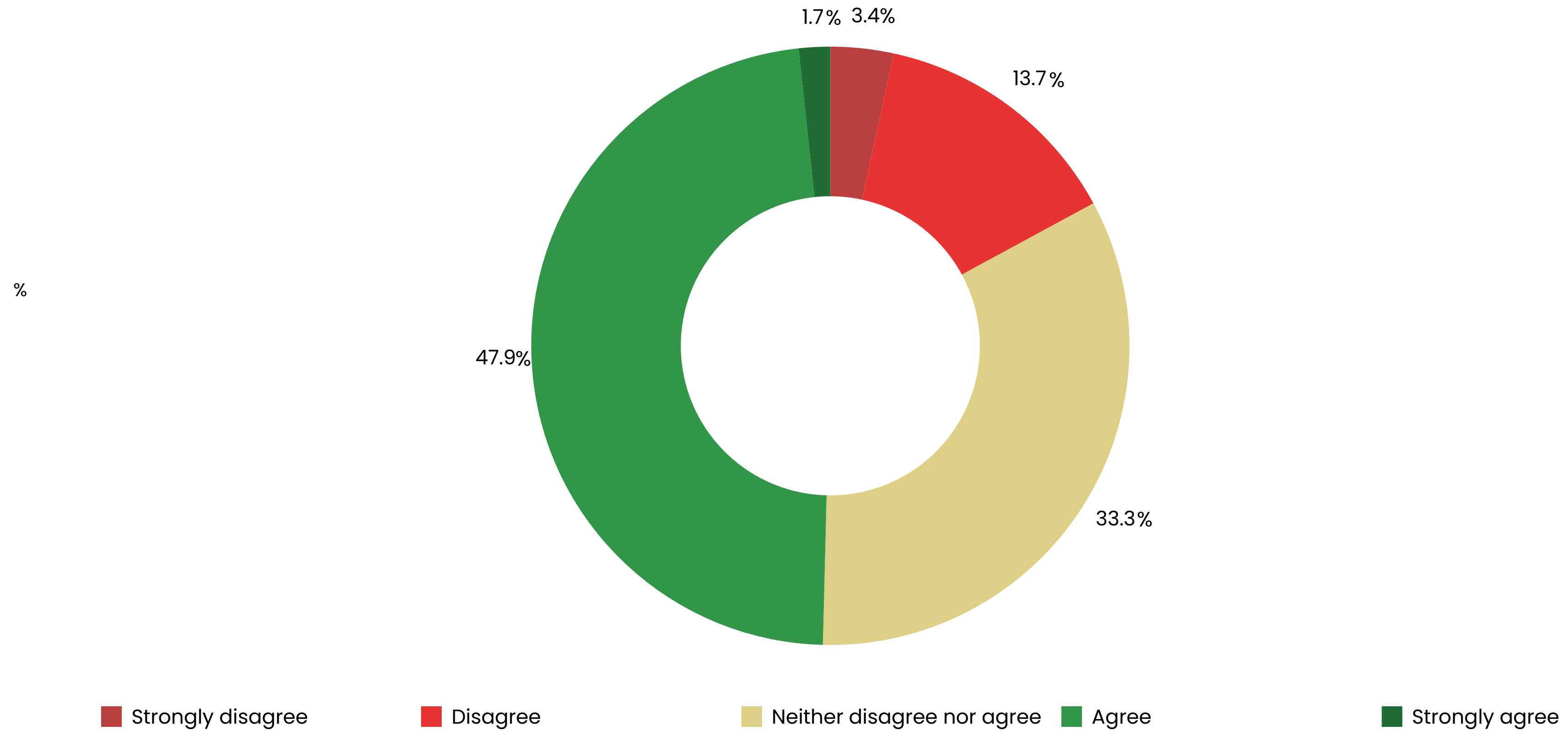
**What types of crime/anti-social behaviour do you see most/are most aware of in Stirchley
(Name up to five things)**



How much do you agree with the following statement?
"Stirchley has a good sense of community"

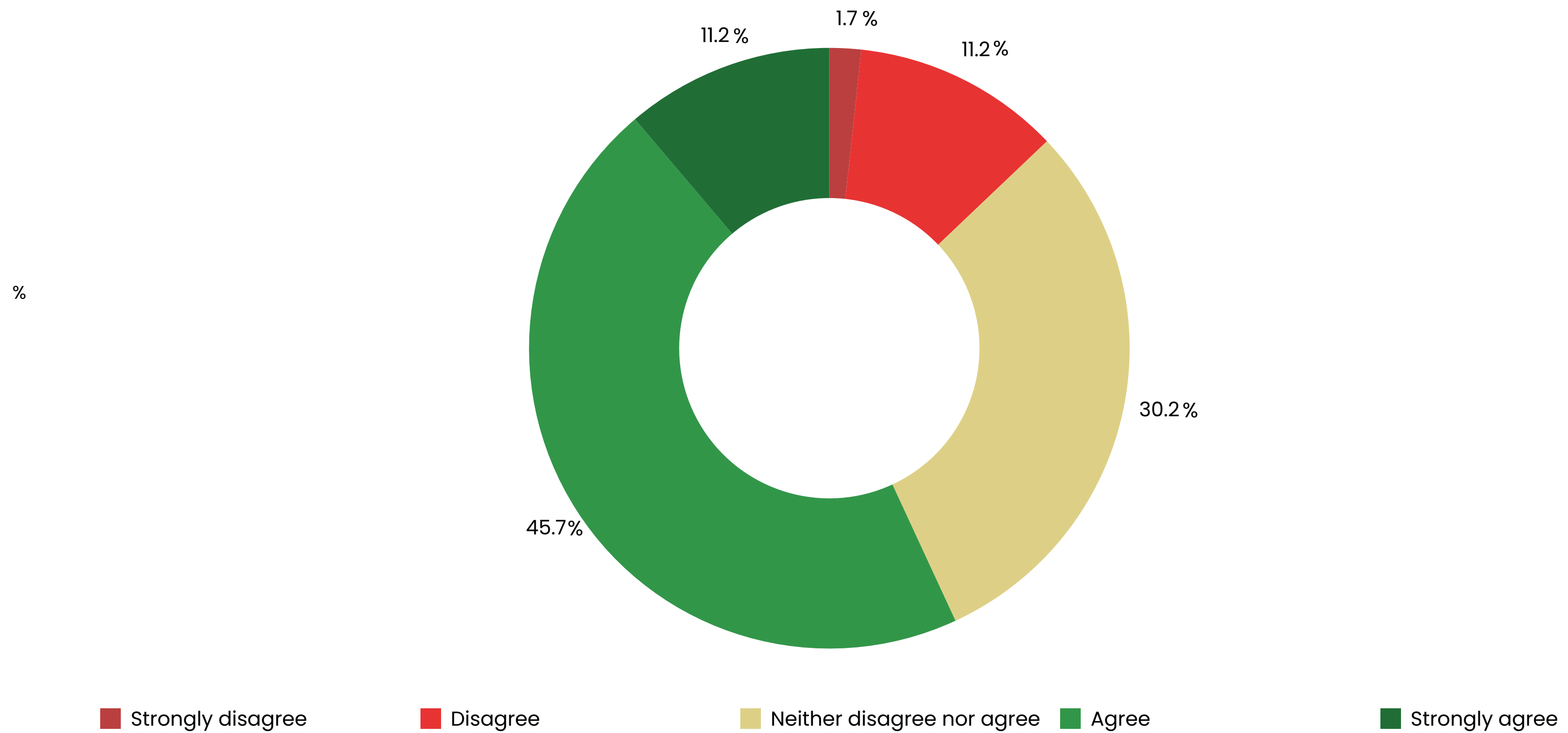


How much do you agree with the following statement?
"Stirchley is clean"

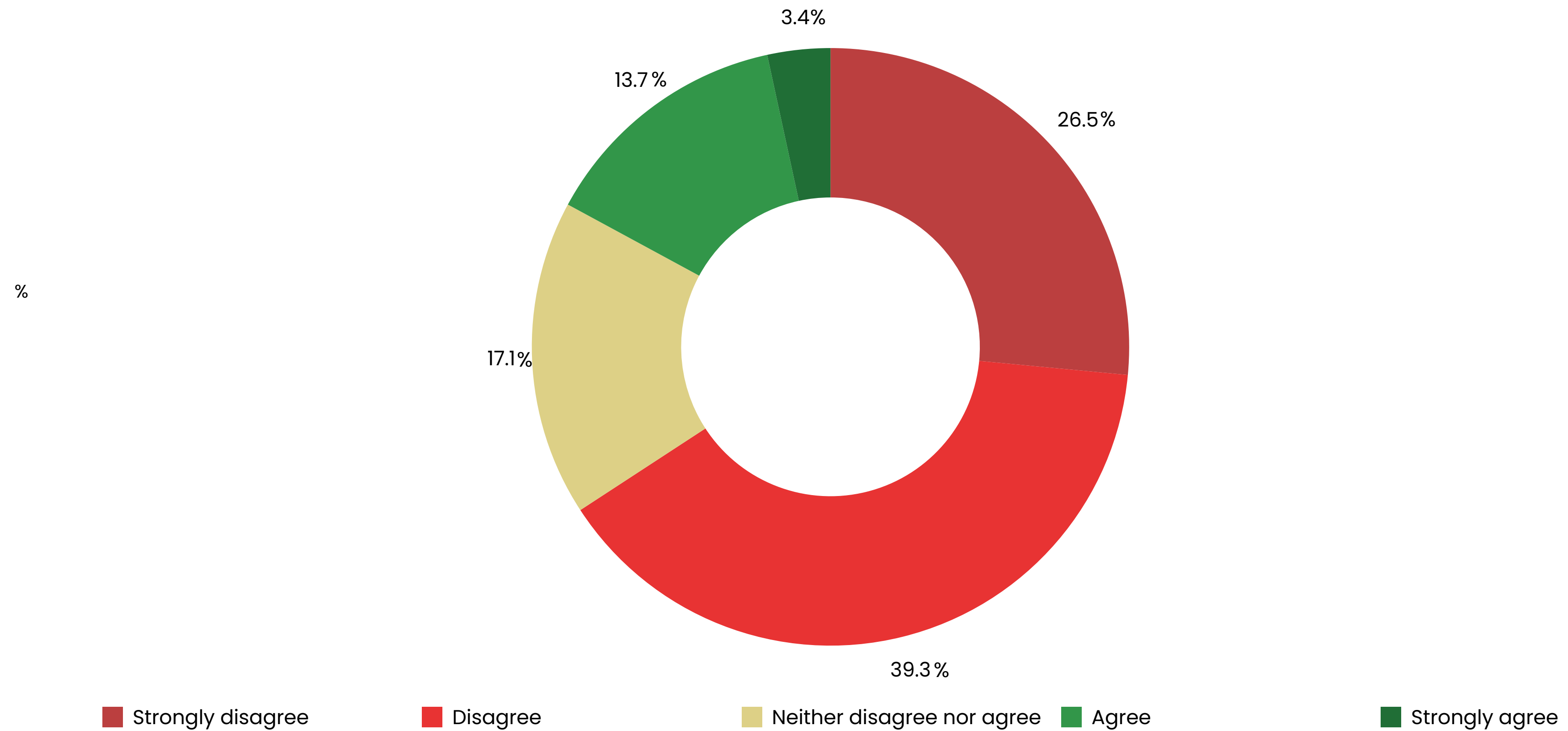


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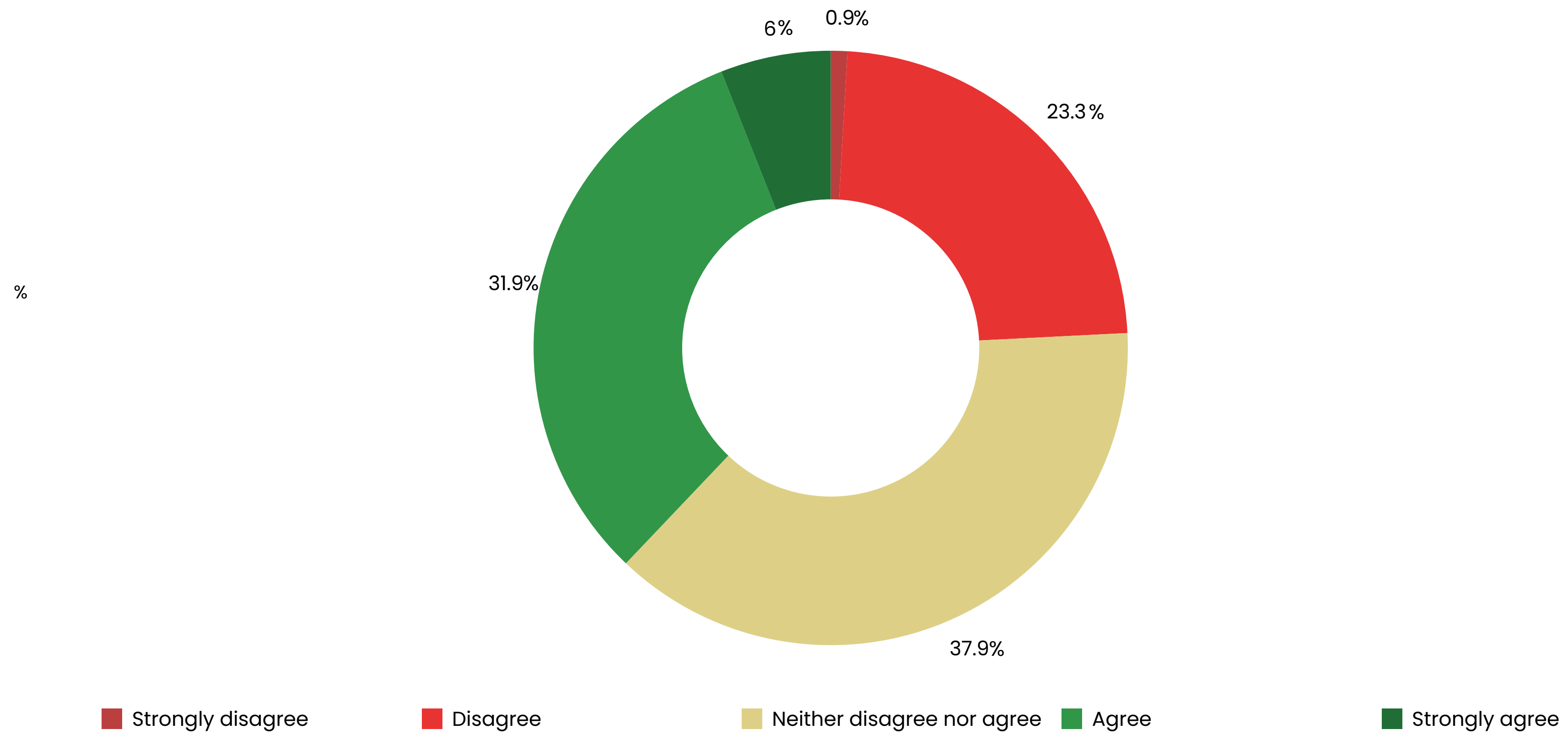
How much do you agree with the following statement?
"I would like to see more shops in Stirchley"



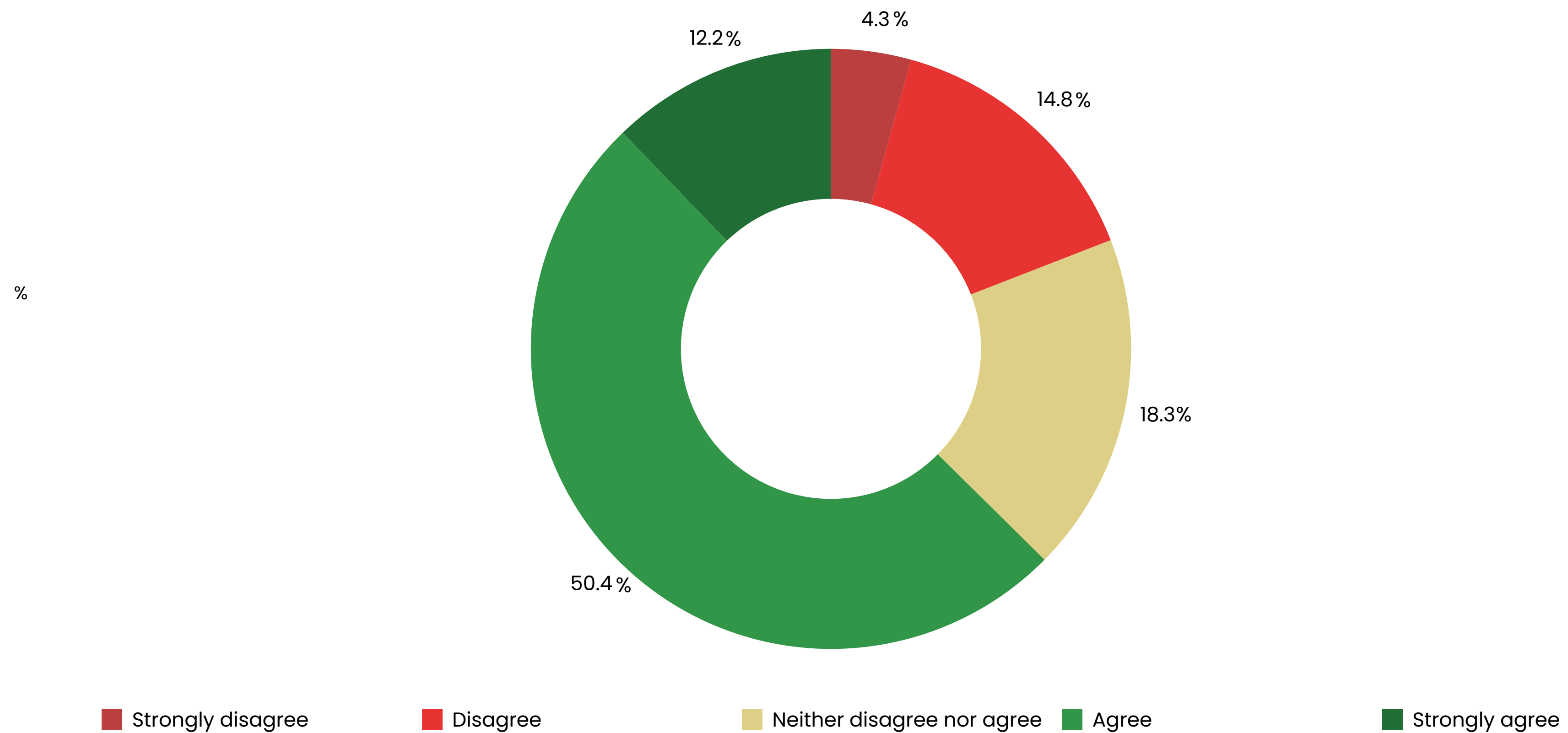
How much do you agree with the following statement?
"I would like to see some high street chain shops in Stirchley"



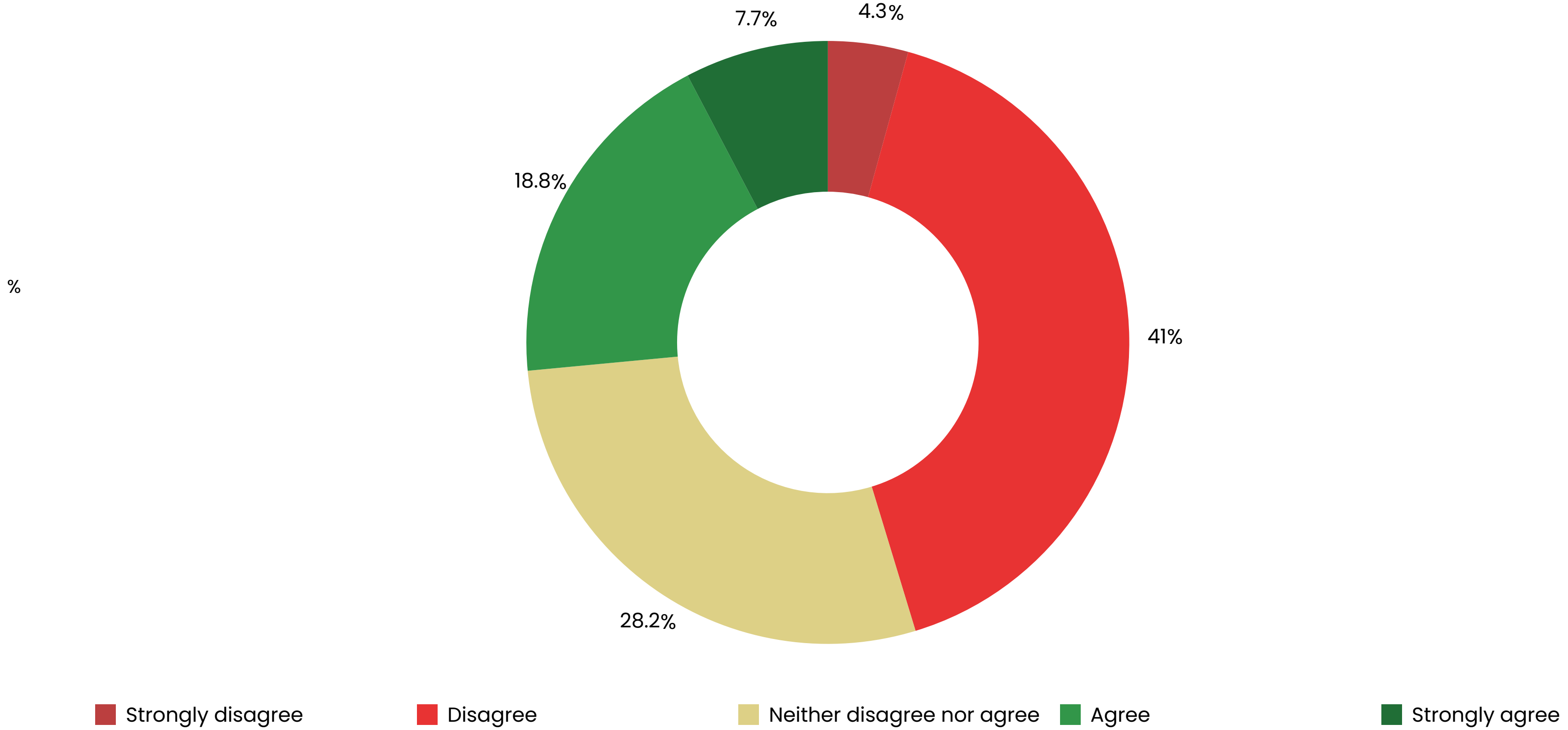
How much do you agree with the following statement?
"There is too much crime in Stirchley"



How much do you agree with the following statement?
"I feel safe being out in Stirchley at night"



How much do you agree with the following statement?
"I worry about being the victim of crime in Stirchley"



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