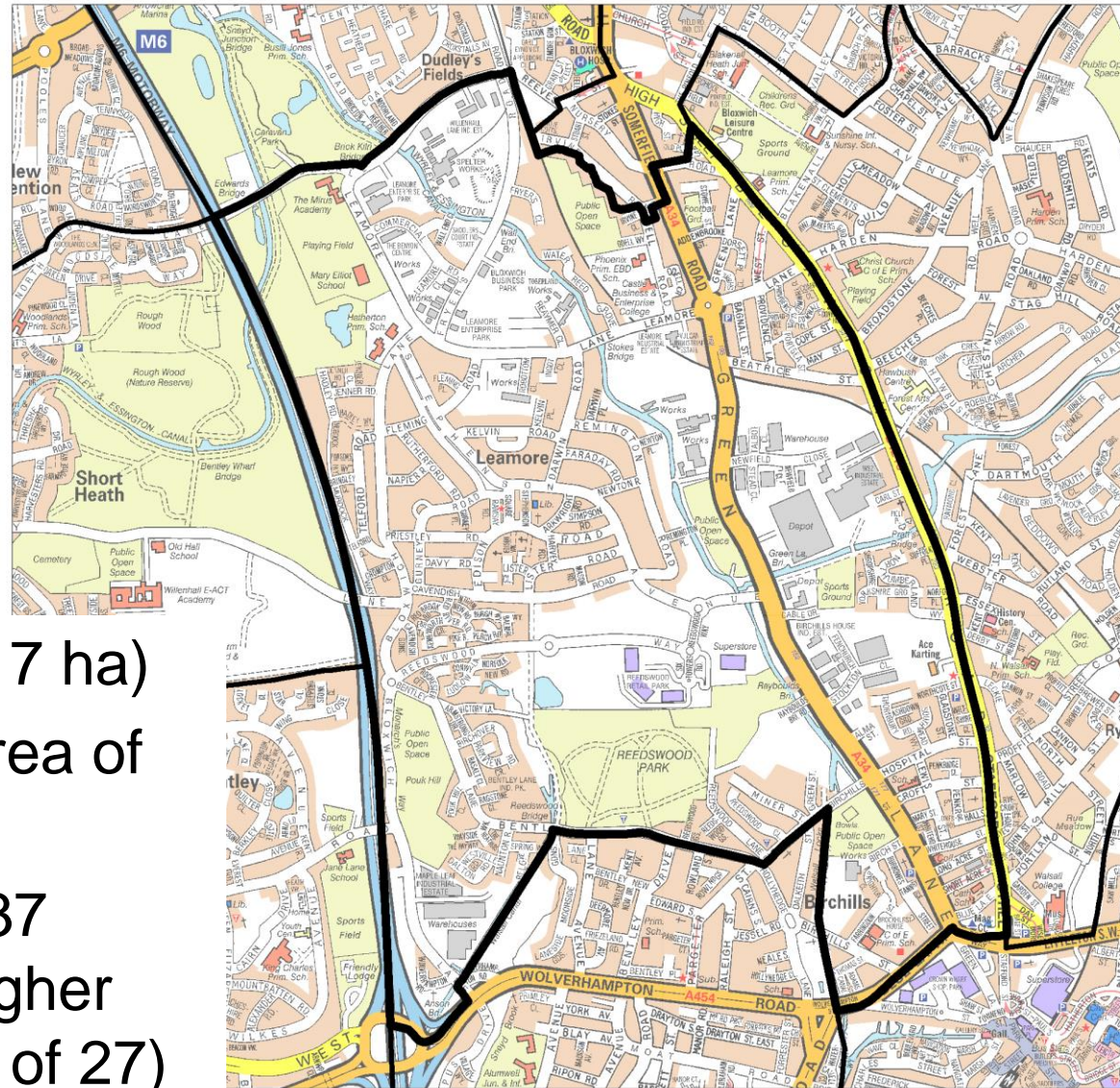


Ward Walk Profile: Birchills Leamore





Geography

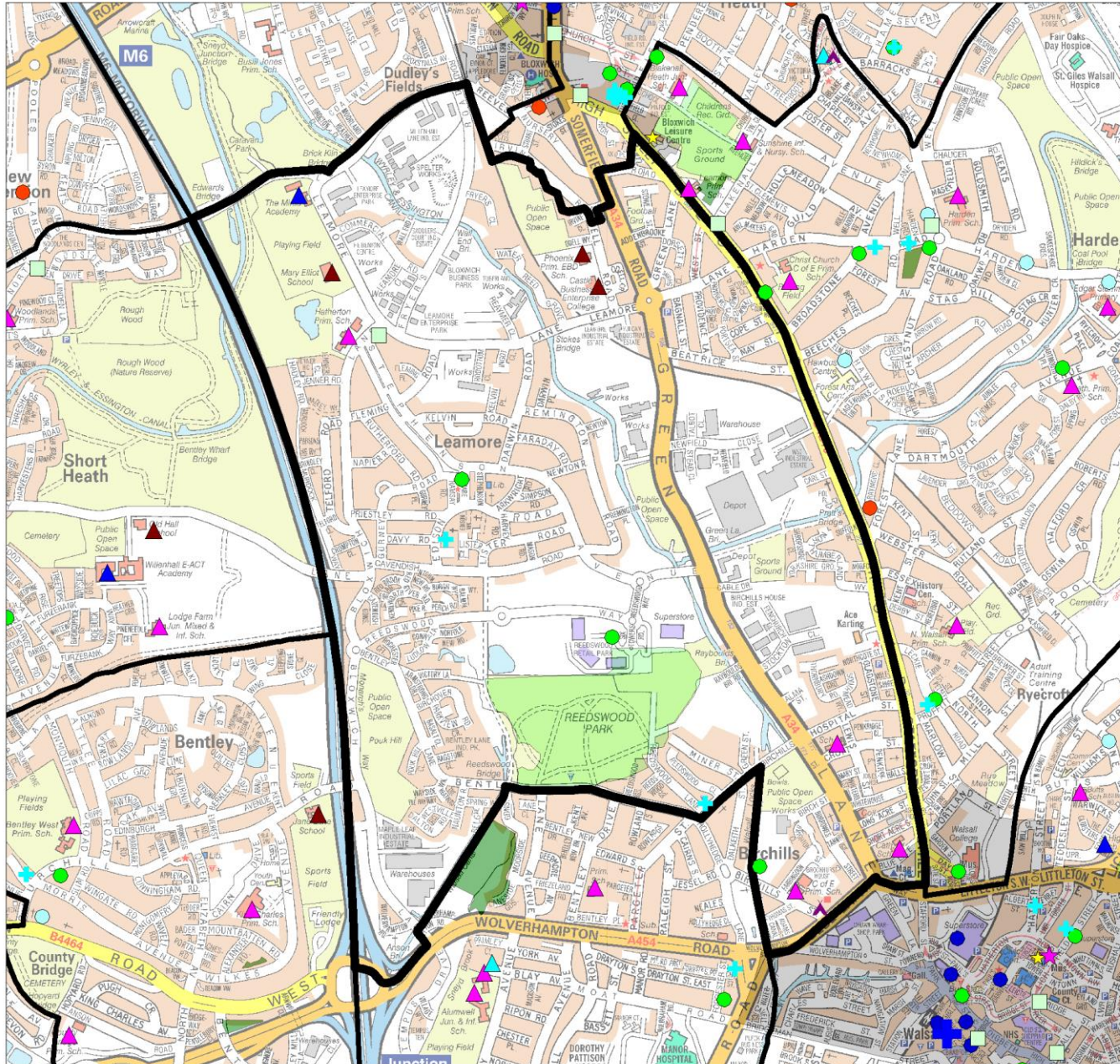


- Covers 4.17 sq km (417 ha)
- Makes up 4% of the area of Walsall borough
- Population density of 37 people per hectare (higher than borough average of 27)

Source: Ordnance Survey; ONS, Mid-2016 Population Estimates



A Map of Facilities in Birchills Leamore Ward

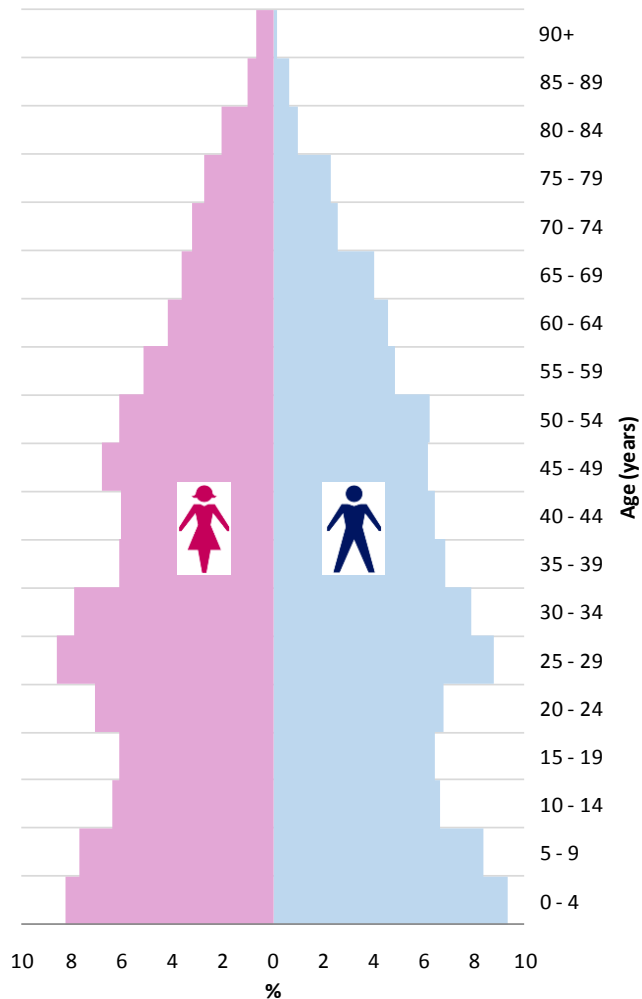


KEY:

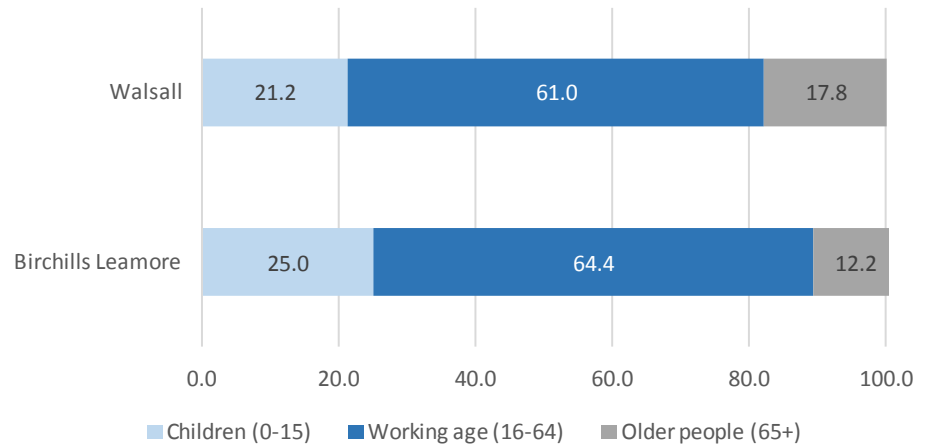
- ◆ Childrens Centre
- ▲ Special School
- ▲ Nursery School
- ▲ Primary School
- ▲ Secondary School
- ★ Leisure Centre
- ★ Library
- GP
- Pharmacy
- NHS Dentist
- Urgent Care Centre
- Manor Hospital
- Optician
- Care Home
- Nursing Home
- Allotment
- Park
- District Centre
- Ward



Population Structure

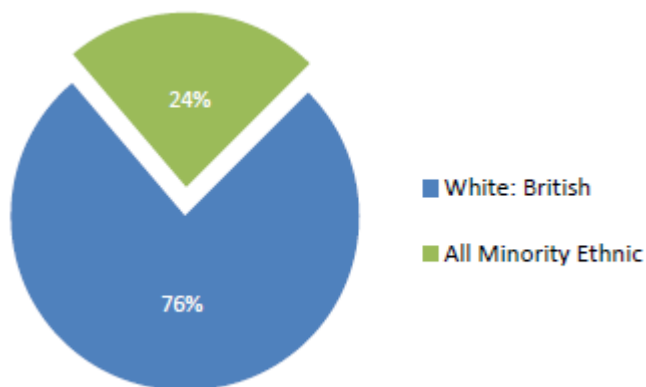


- **Total population: 15,400**
- More children than the borough as a whole
- A greater number of working age
- Fewer over 65's than borough



Source: ONS, Mid-2016 Population Estimates

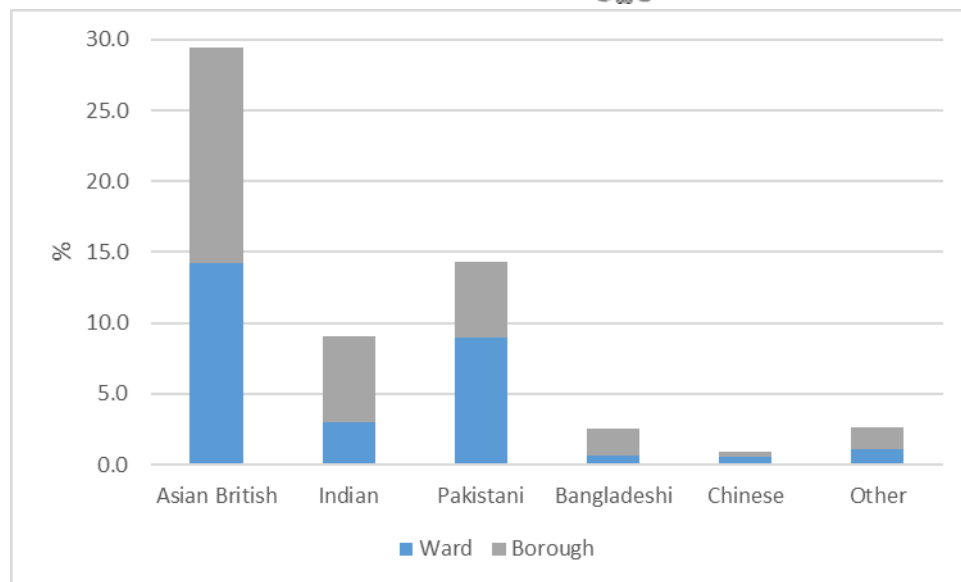
Ethnicity



Total minority ethnic residents*: 3,512
 Percentage of total population: 23.8%
 Change since 2001: 44.5%

Ethnic Group	Total	Ward %	Walsall %	E&W %
White: British	11,263	76.2	76.9	80.5
White: Other	407	2.8	1.9	5.5
Mixed	450	3.0	2.7	2.2
Asian	2,100	14.2	15.2	7.5
Black	479	3.2	2.4	3.3
Other	76	0.5	0.8	1.0

* Non-White British



- Only 24% minority ethnic residents
- Asian is the largest minority group at 14.2% (similar to Walsall 15.2%)
- Of the Asian minority group, Pakistani is most prolific at 9.0% (higher than 5.3% for borough)



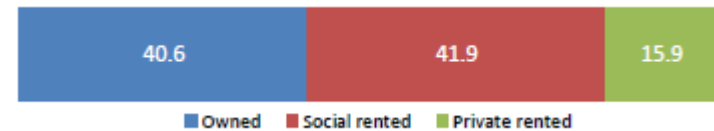
Housing Composition

- 6,007 households (with at least 1 usual resident)
- Increase of 11.3% since 2001 (Proportion of borough total 5.6%)
- Average household size: 2.5 residents per h/hold (on par with Walsall average)

Household Composition	Total	Ward %	Walsall %	E&W %
Family: Couple	2,397	39.9	43.4	43.0
Family : Lone parent	964	16.0	12.0	10.6
One person: Below 65	1,200	20.0	15.7	17.8
One person: Over 65	691	11.5	12.8	12.4
Other household types	755	12.6	16.1	16.1

Tenure

Tenure	Total	Ward %	Walsall %	E&W %
Owned outright	1,040	17.3	31.1	30.8
Owned mortgage	1,402	23.3	31.9	33.5
Socially rented	2,517	41.9	24.1	17.6
Privately rented	957	15.9	11.7	16.7
Living rent-free	91	1.5	1.3	1.4



- 9.1% of households ‘overcrowded’* (Walsall average 6.5%)
- 3.9% of households without central heating (Walsall average 2.8%)
- High proportion of socially and privately rented properties compared to borough
- Below average (23.3%) mortgage owned (31.9%)

* ONS measure – based on (room) occupancy rating of -1 or less



Social Segmentation

The largest groups of households are classified as group M – Family Basics (27%) & group O – Municipal Challenge (25%)

M Family Basics



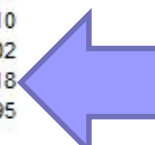
Key Features

- Families with children
- Aged 25 to 40
- Limited resources
- Some own low cost homes
- Some rent from social landlords
- Squeezed budgets

Channel Preference

Face to Face	103
Post	86
Landline	110
Email	102
Mobile	118
Online	95

Index



Most effective communication route

O Municipal Challenge



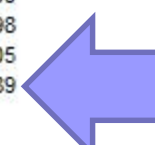
Key Features

- Social renters
- Low cost housing
- Challenged neighbourhoods
- Few employment options
- Low income
- Mobile phones

Channel Preference

Face to Face	103
Post	115
Landline	99
Email	98
Mobile	105
Online	89

Index



Least effective communication route



Economic Summary

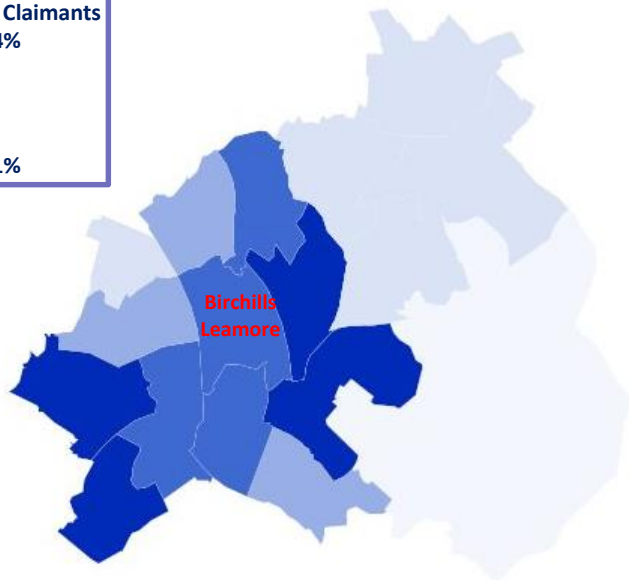
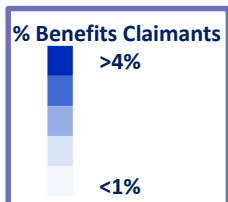


70.0% of working age people in this ward were **economically active** (2011 Census), this was lower than the Walsall value of 74% and National Value of 76.8%



The largest **occupation group** in the ward was Elementary occupations (18.3%) followed by Skilled trades (14.8%)

In November 2017 there were **380 benefit claimants** in the ward – 205 men and 175 women (see below)



Benefit Claimants Table (Source: ONS Claimant count by sex and age [November 2017]. Note: %'s relate to those aged 16-64.

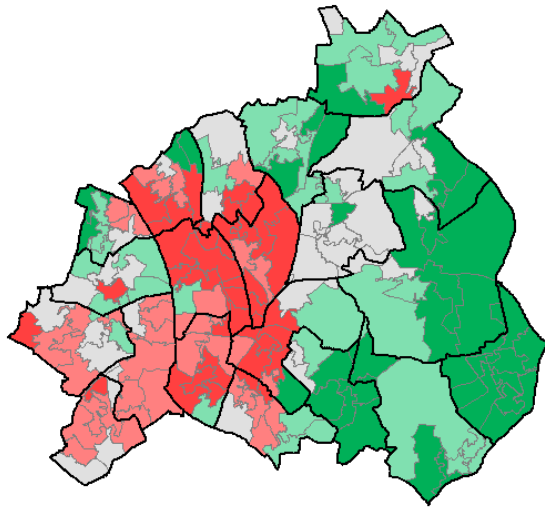
Ward	Claimant Count	% Claiming in Ward	% of ALL Walsall Claimants
Willenhall South	505	4.8%	10.5%
Darlaston South	415	4.4%	8.6%
St Matthew's	430	4.1%	9.0%
Blakenall	355	4.0%	7.4%
Birchills Leamore	380	3.9%	7.9%
Pleck	350	3.7%	7.3%
Bentley and Darlaston North	285	3.4%	5.9%
Bloxwich East	255	3.4%	5.3%
Palfrey	305	3.0%	6.4%
Bloxwich West	255	3.0%	5.3%
Short Heath	190	2.7%	4.0%
Willenhall North	190	2.3%	4.0%
Rushall-Shelfield	150	2.1%	3.1%
Brownhills	170	2.1%	3.5%
Pelsall	115	1.7%	2.4%
Aldridge North and Walsall Wood	140	1.7%	2.9%
Aldridge Central and South	100	1.2%	2.1%
Paddock	85	1.1%	1.8%
Pheasey Park Farm	70	1.1%	1.5%
Streetly	55	0.7%	1.1%



33.7% of ward residents had **no qualifications**, Walsall value was 24.3% and 15% Nationally

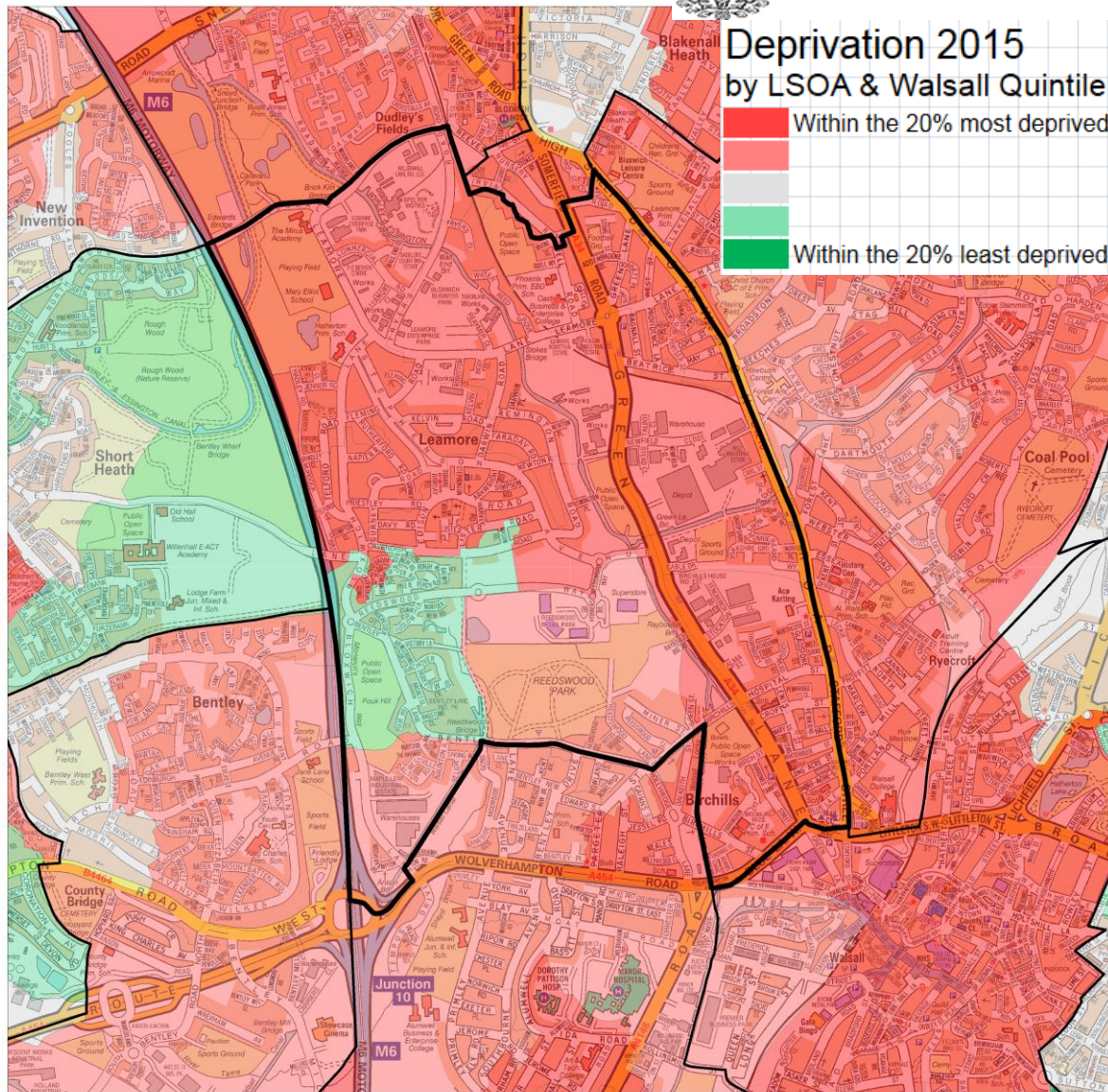


Deprivation



The majority of the ward is within the 20% most deprived, with a small pocket to the west of Reedswood Park within the 40% least deprived.

Note – LSOA (Lower Super Output Area) – part of a geographical hierarchy with an average population of 1,500



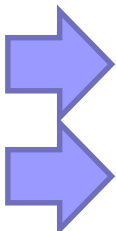
Deprivation 2015
by LSOA & Walsall Quintile

- Within the 20% most deprived
- Within the 20% least deprived
- Within the 20% least deprived



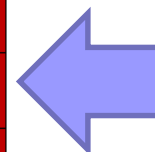
Educational Attainment

Well Below average within Early Years & Y1 phonics

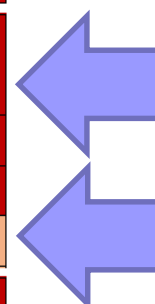


Key Stage	Measure	Ward: Birchills Leamore 2017	Walsall 2017	National 2017	Ward Rank
Early Years	Pupils achieving a 'Good Level of Development'	60%	66%	71%	18/20
Y1 Phonics	Pupils meeting the expected standard of Phonic decoding	73%	80%	81%	20/20
Key Stage 1	Pupils achieving the expected standard in Reading	63%	72%	76%	20/20
Key Stage 1	Pupils achieving the expected standard in Writing	55%	63%	68%	17/20
Key Stage 1	Pupils achieving the expected standard in Maths	61%	73%	75%	20/20
Key Stage 2	Pupils reaching the expected standard in Reading, Writing & Maths Combined	36%	53%	62%	19/20
Key Stage 2	Average progress of pupils in Reading	-3.1	-1.1	0	19/20
Key Stage 2	Average progress of pupils in writing	-1.6	-0.6	0	19/20
Key Stage 2	Average progress of pupils in Maths	-1.9	-0.8	0	15/20
Key Stage 4	Average Attainment 8 score	33.2	43.0	46.1	20/20
Key Stage 4	Average Progress 8 score	-0.60	-0.24	-0.03	16/20
	Rate of Fixed Period Exclusions	8.88	4.57	4.29	20/20
	Rate of Permanent Exclusions	0.48	0.16	0.08	19/20

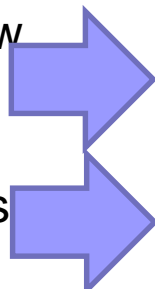
Well Below average within KS1



Well Below average within KS2 – Below Average progress of pupils in Maths



Well Below average KS4 & exclusions



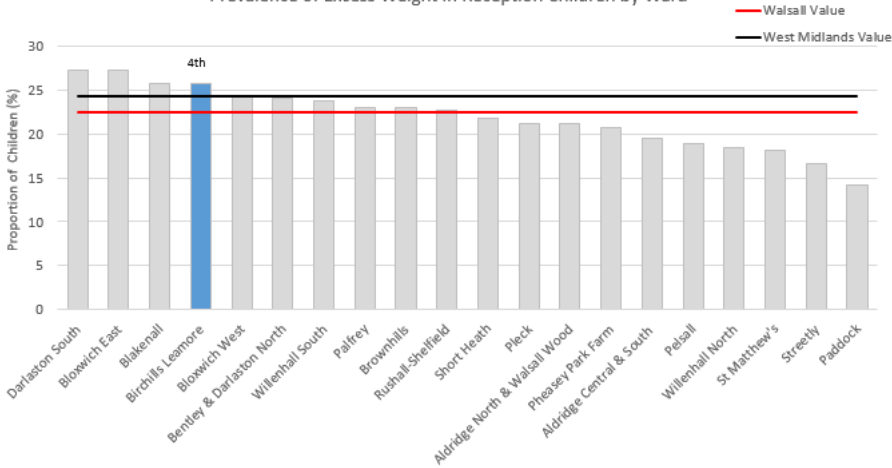
Key

In the top quartile wards in Walsall (performing well above average)	In the second quartile wards in Walsall (above average)	In the third quartile wards in Walsall (below average)	In the bottom quartile wards in Walsall (well below average)
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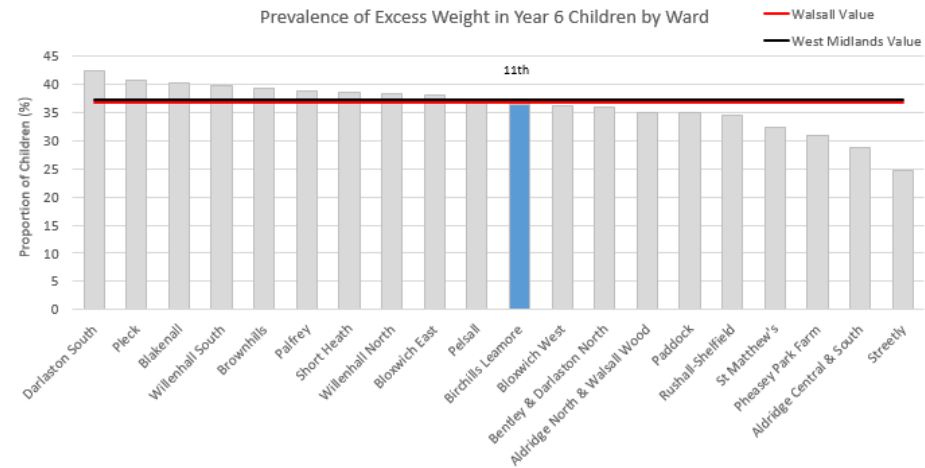


Childhood Obesity

Prevalence of Excess Weight in Reception Children by Ward



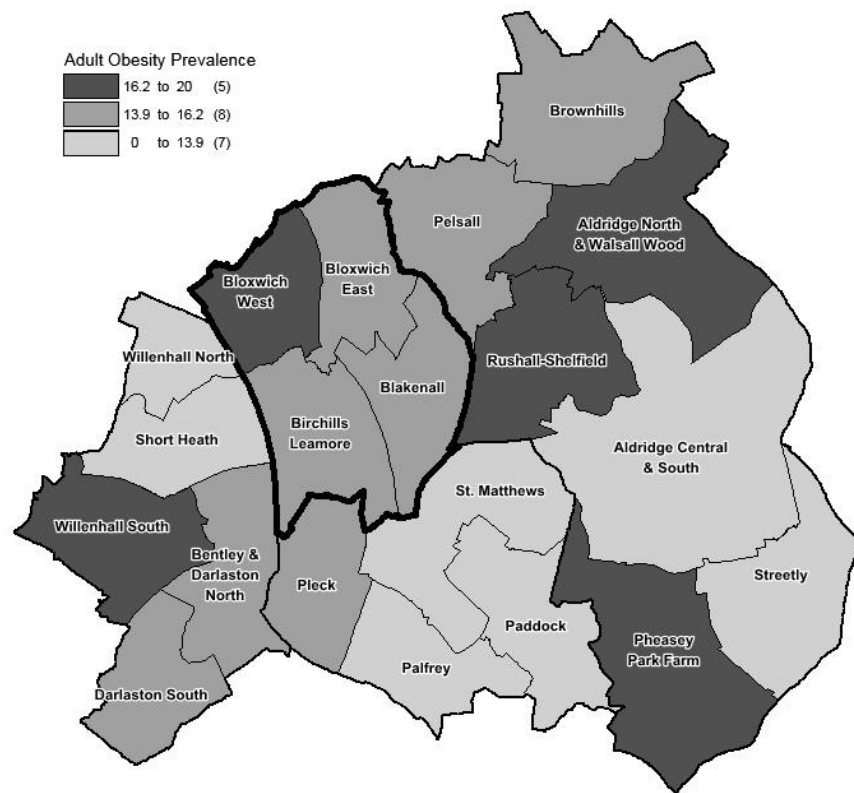
Prevalence of Excess Weight in Year 6 Children by Ward



- Proportion of children resident in ward that are overweight or obese in Reception (Aged 5) and in Year 6 (Age 10).
- Brownhills ranks 4th in Reception and 11th in Year 6 in terms of the prevalence of excess weight in childhood.

Adult Obesity Prevalence

Ward	%
Bloxwich West	19.97
Bloxwich East	16.19
Birchills Leamore	15.09
Blakenall	14.82
WALSALL	14.89

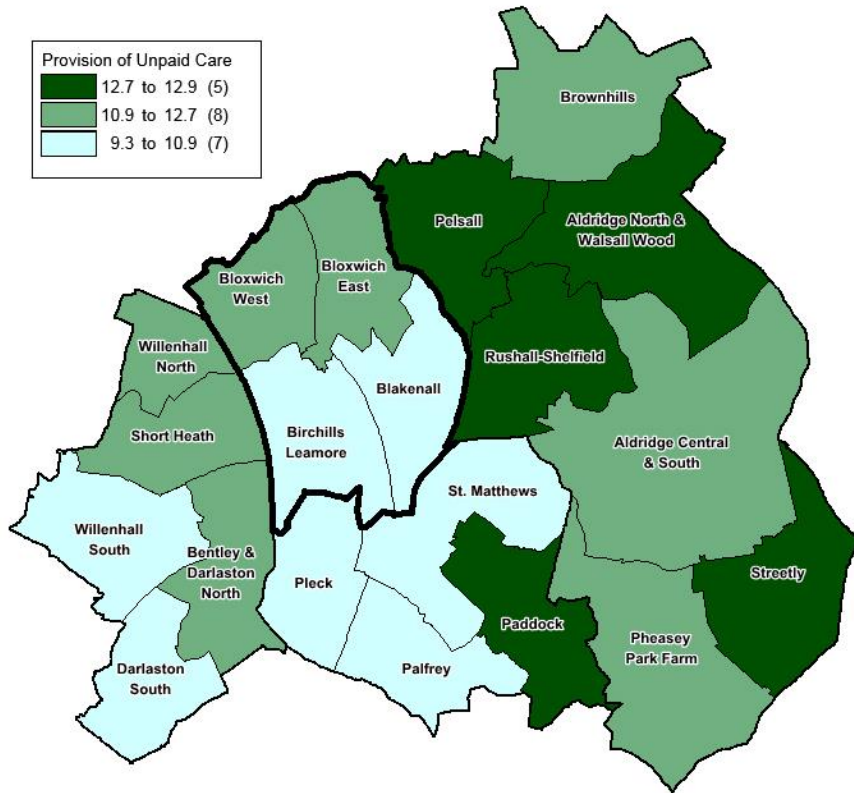
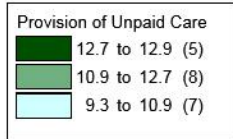


Birchills Leamore adult obesity prevalence (15.1%) is slightly higher than the borough average (14.9%)

Note – based on GP practice patient lists



Provision of Unpaid Care



Provision of unpaid care in Birchills Leamore is lower than the borough average (9.7% and 11.4% respectively).

Ward	#	%
Bloxwich West	1,412	11.7
Bloxwich East	1,505	11.6
Blakenall	1,437	9.9
Birchills Leamore	1,549	9.7
WALSALL	30,632	11.4

Recorded Crime

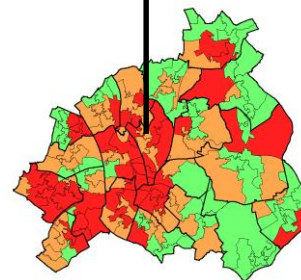
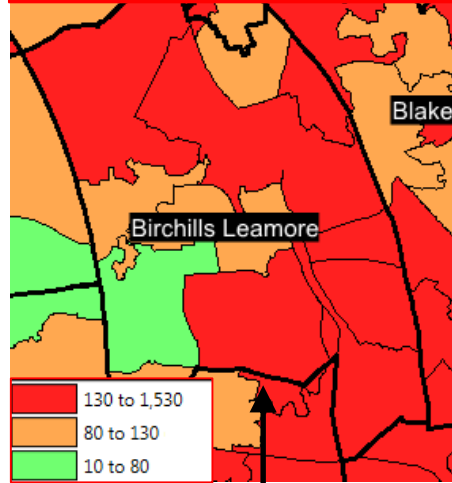
Fairly high number of recorded crimes in this Ward during 2017.

Ward	Total Recorded Crime	Serious Acquisitive crime
Aldridge Central and South	722	162
Aldridge North and Walsall Wood	616	162
Bentley and Darlaston North	1,191	361
Birchills Leamore	1,587	335
Blakenall	1,290	294
Bloxwich East	1,093	235
Bloxwich West	1,079	254
Brownhills	757	162
Darlaston South	927	231
Paddock	557	252
Palfrey	966	290
Pelsall	575	179
Pheasey Park Farm	406	144
Pleck	1,397	355
Rushall Shelfield	708	184
Short Heath	725	228
St Matthew's	3,248	547
Streetly	550	179
Willenhall North	841	204
Willenhall South	1,992	508

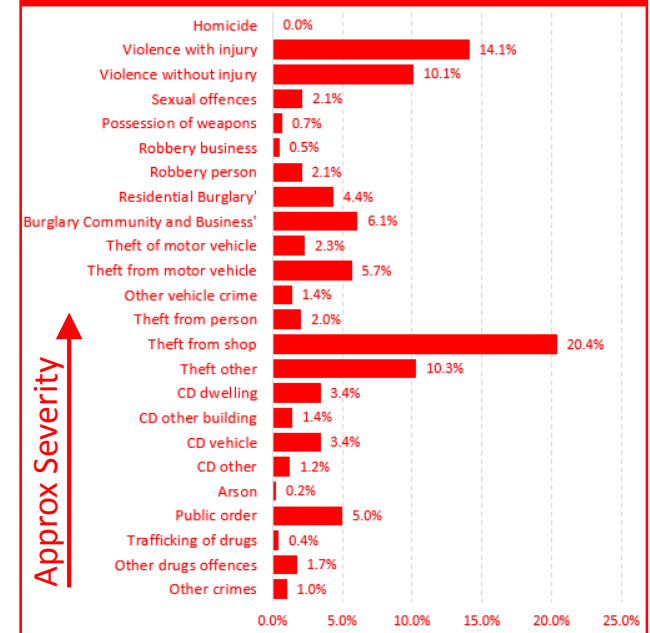
*Serious Acquisitive crimes are defined as :

- Residential burglary
- Robbery (person)
- Robbery (business)
- Theft of motor vehicle
- Theft from motor vehicle

Most LSOA's in the Ward showing high numbers of recorded crimes.



Violence with/without injury makes up almost one quarter of recorded crime in this ward. Theft from shops is also a major issue at 20.4%



Note – LSOA (Lower Super Output Area) – part of a geographical hierarchy with an average population of 1,500



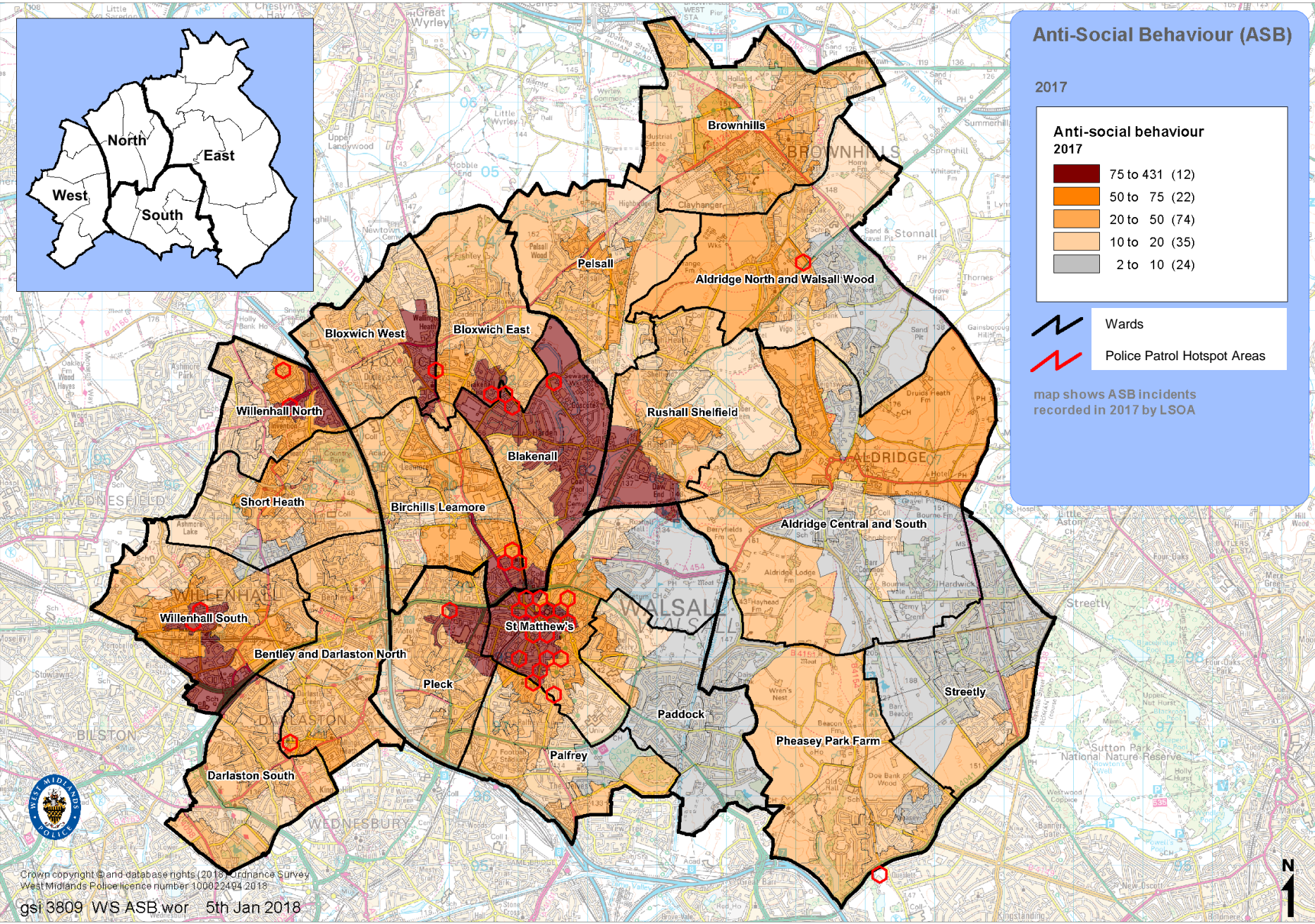
Anti-Social Behaviour (ASB)

2017

Anti-social behaviour 2017	
	75 to 431 (12)
	50 to 75 (22)
	20 to 50 (74)
	10 to 20 (35)
	2 to 10 (24)

Wards
 Police Patrol Hotspot Areas

map shows ASB incidents recorded in 2017 by LSOA



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 West Midlands Police licence number 100022494 2018

gsi 3809 WS ASB 5th Jan 2018

Source: West Midlands Police, Jan to Dec 2017



Voluntary & Community Orgs.

- **Frank F Harrison CA** – within heart of Beechdale estate. Secured £320k from Youth Investment Fund for 10-19 year olds from 2017-2020. Also runs Bikelight motorcross project. Lottery funded until May 2018 for young people on brink of crime / ASB.
- **Beechdale Residents Community Group** – active resident group, fundraise & put on events / trips for Beechdale specific residents.
- **Walsall Link Line** – voluntary group offers 1 to 1 support for dementia sufferers, drop in sessions, hospital appointment assist – ambitions to become a commissioned service.
- **Green Lane Baptist Church** – offers religious & community activities such as Mend It (a series of ongoing events to engage community), sewing & craft, ESOL, ladies keep fit, crèche.
- **St Peters Church** – drop in sessions, youth & religious activities. Looking to use Proffitt Street youth centre (council building) as hub for area.
- **Leamore Residents Group** – active residents group in Leamore.



Regeneration



- Continuing to support **strategic companies** including TXJ Europe, Homeserve plc, South Staffs Water, Metafin, Lidl (distribution), Babcock International Group, Genex UK Ltd, A. F. Blakemore (branch), Chamberlin & Hill (branch).
- Accord Group **LoCal Homes** factory – timber frames home factory (due to relocate to larger premises in Aldridge).
- **Metafin** undertaking operational asset rationalisation.
- **Innovation Way** – Accord Group scheme, 120 units designed and manufactured by LoCal Homes
- **Residential developments** - Keelson Pointe, Carl Street - whg over 55s well-being scheme, and Northumberland Way (fmr Norfolk Place) – Mar City / Taylor Wimpey
- **Key housing providers:** WATMOS, Accord, Beechdale Community Housing (Longhurst Group), whg.
- A34 North **Red Route** (Green Lane)
- **Chase Line Rail Electrification** including closure of Bloxwich Level Crossing and proposed new pedestrian footbridge and road realignment works (Leamore Lane/Fryer Rd) led by Network Rail.
- Disused railway cutting **infill works** completed July 2017 by TfWM





Looking Forward

- **Lidl Distribution** – 10,000sqm temporary expansion at Newfield Close
- **Employment opportunities** at Reedswood Way, Former Deeley's Castings, Willenhall Lane and Fryers Rd
- **Former Caparo/Reedswood** – one of the largest housing opportunities, circa 440 units
- **Green Lane police station** – demolition and redevelopment for office uses in line with the emerging Town Centre AAP.
- **M6 Jct10 improvements**, including works at Bloxwich Lane/W'ton Rd, starting 2019.
- **Motorway Box/M6 Jct 5-11 Studies** led by Midlands Connect and Highways England
- **Beechdale Local Centre** – review of Council assets at Stephenson Square as part of the rationalisation programme
- **Fryers Road** – Resource recovery and renewable energy production facility



Newfield Close



Reedswood Way



Useful Links

- **2011 Census:** Information related to the release of the latest census results, including analysis and reports for Walsall and links to official ONS websites www.walsall.gov.uk/census
- **Nomis:** detailed and up-to-date UK labour market and economic statistics from official sources www.nomisweb.co.uk



These profiles have been compiled by analysts and other colleagues from across Walsall Insight

Contact: insight@walsall.gov.uk or intelligence@walsall.gov.uk



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