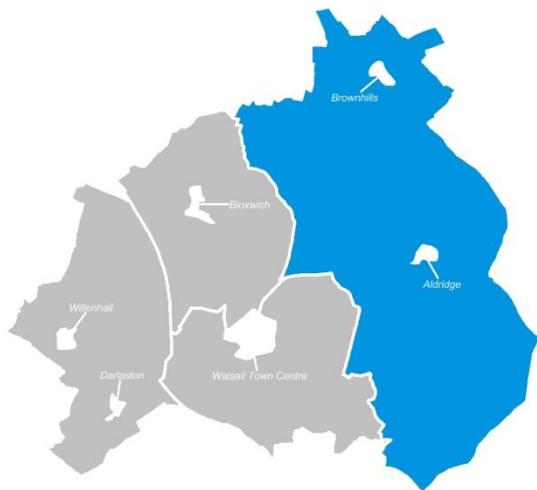
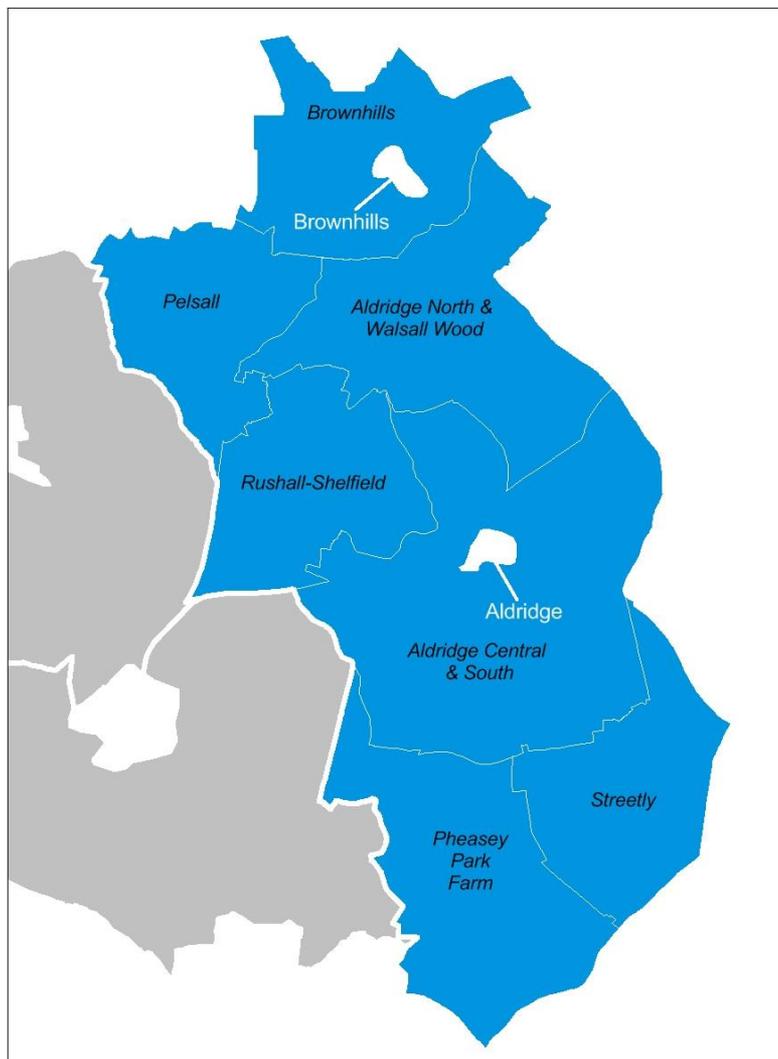


Locality Overview: EAST

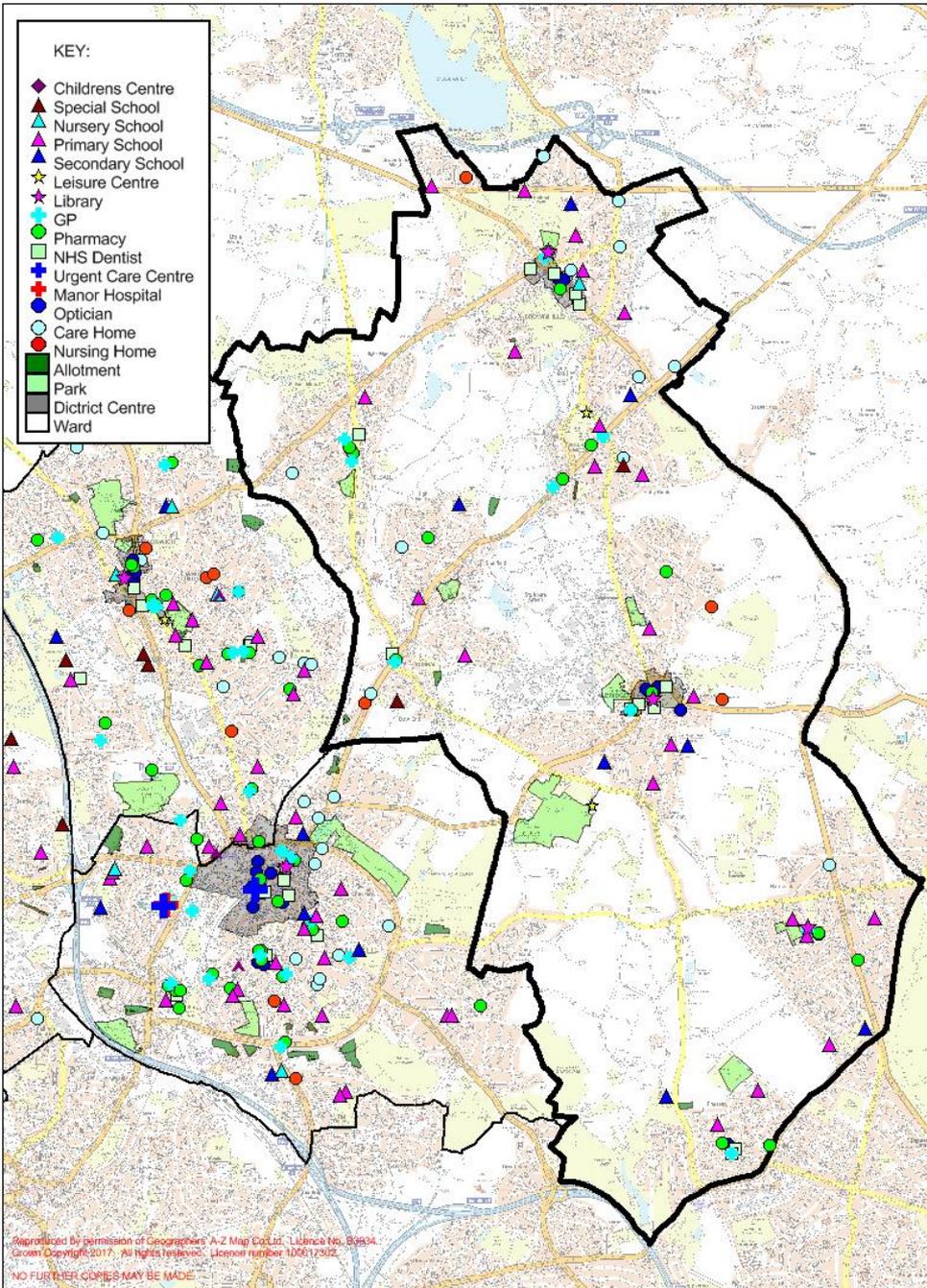




Geography



- Comprises 7 wards:
 - Aldridge Central & South
 - Aldridge North & Walsall Wood
 - Brownhills
 - Pelsall
 - Pheasey Park Farm
 - Rushall-Sheffield
 - Streetly
- Covers 51.5 sq km
- Makes up 49.7% of borough area
- Population density of 17 people per hectare (much lower than borough average of 26)

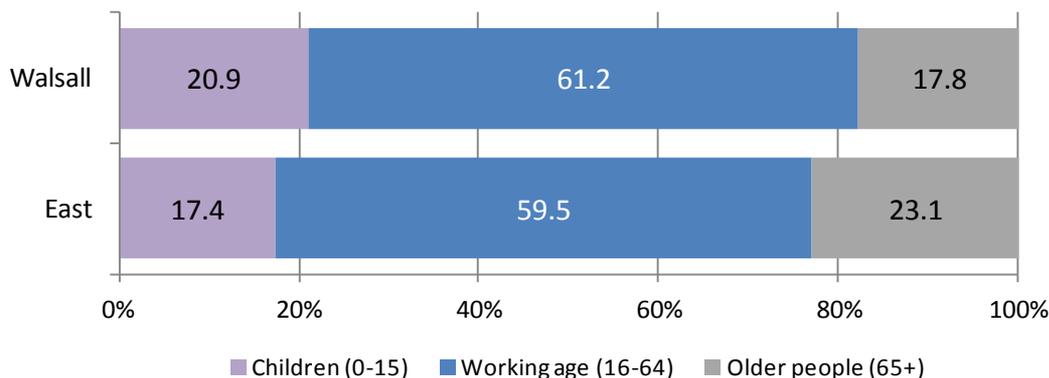
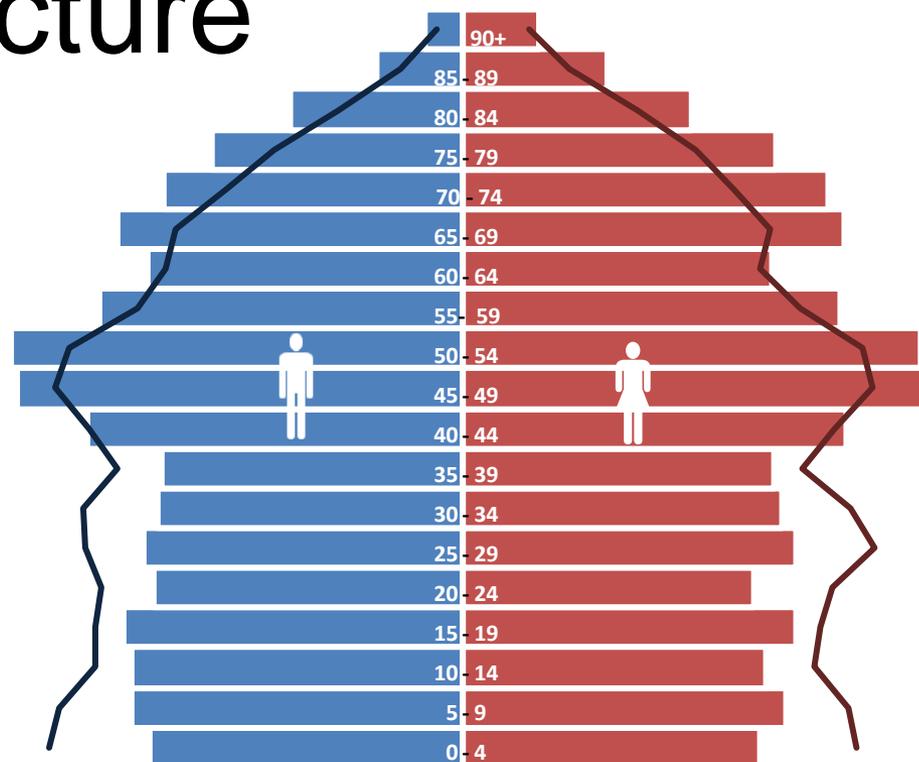


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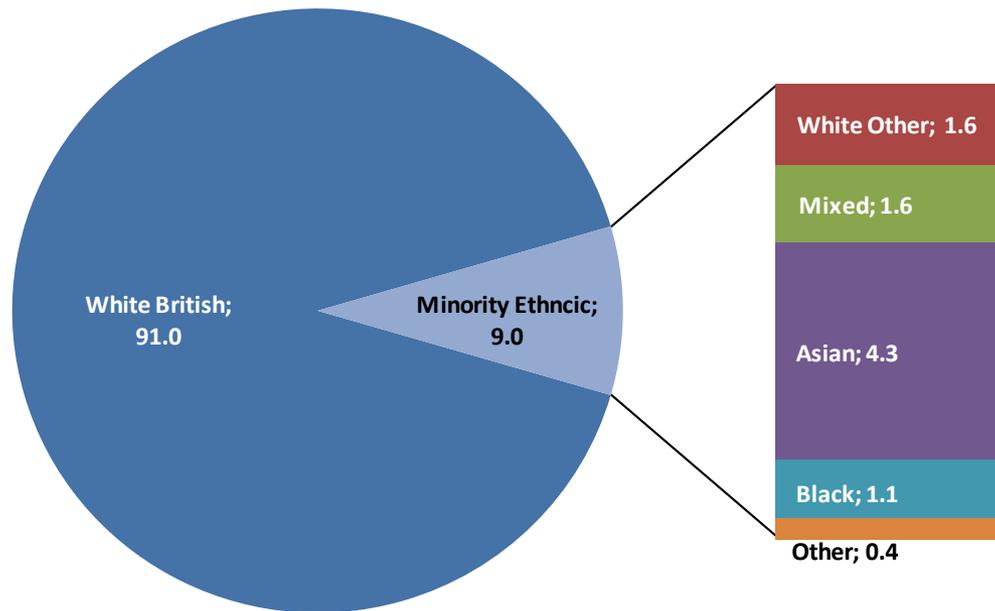
Population Structure

- **Total population: 89,100**
- **Significantly older age profile than borough overall**
- **Very high proportion of older working age and retired age groups**
- **Much fewer children and younger people under 45**



Source: ONS, Mid-2015 Population Estimates

Ethnicity



- 9.0% minority ethnic residents is less than half the borough average (24.1%)
- Asian Indian is the largest minority group at 2.8% (Walsall 6.1%)
- All ethnic groups below Walsall average except White British



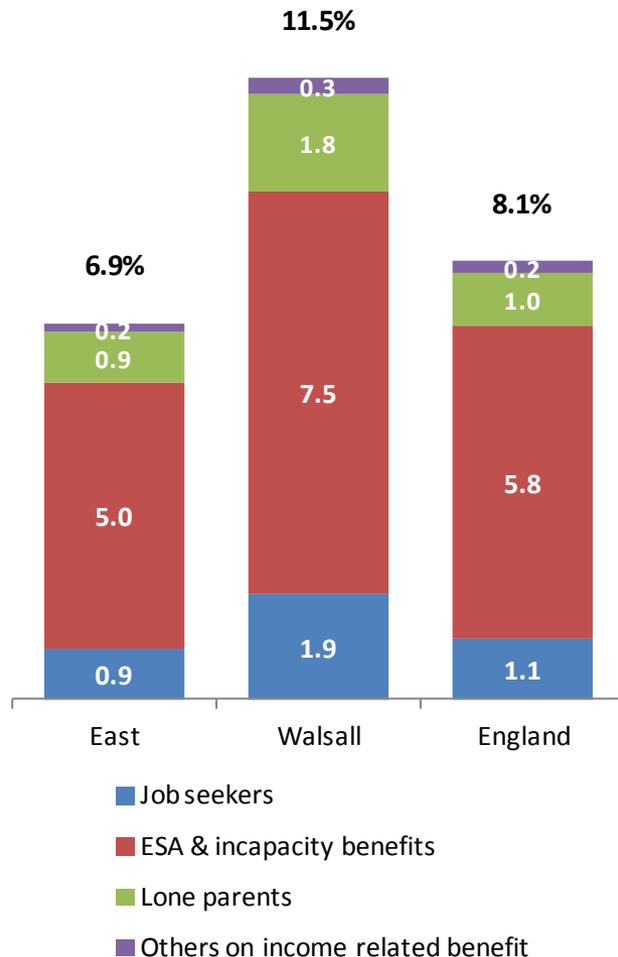
Households

- 36,700 occupied households
- Much lower proportion of socially rented properties to Walsall average (13.2% and 24.1%)
- Much greater proportion of owner occupied properties (77.9% compared with Walsall's 62.9%)
- Above average proportion of people over 65 living alone (14.6% compared with Walsall's 12.8%)

Source: ONS, Census 2011



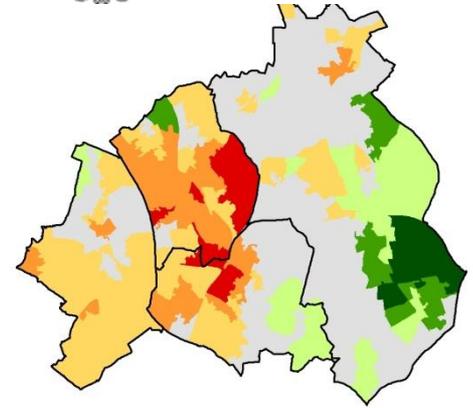
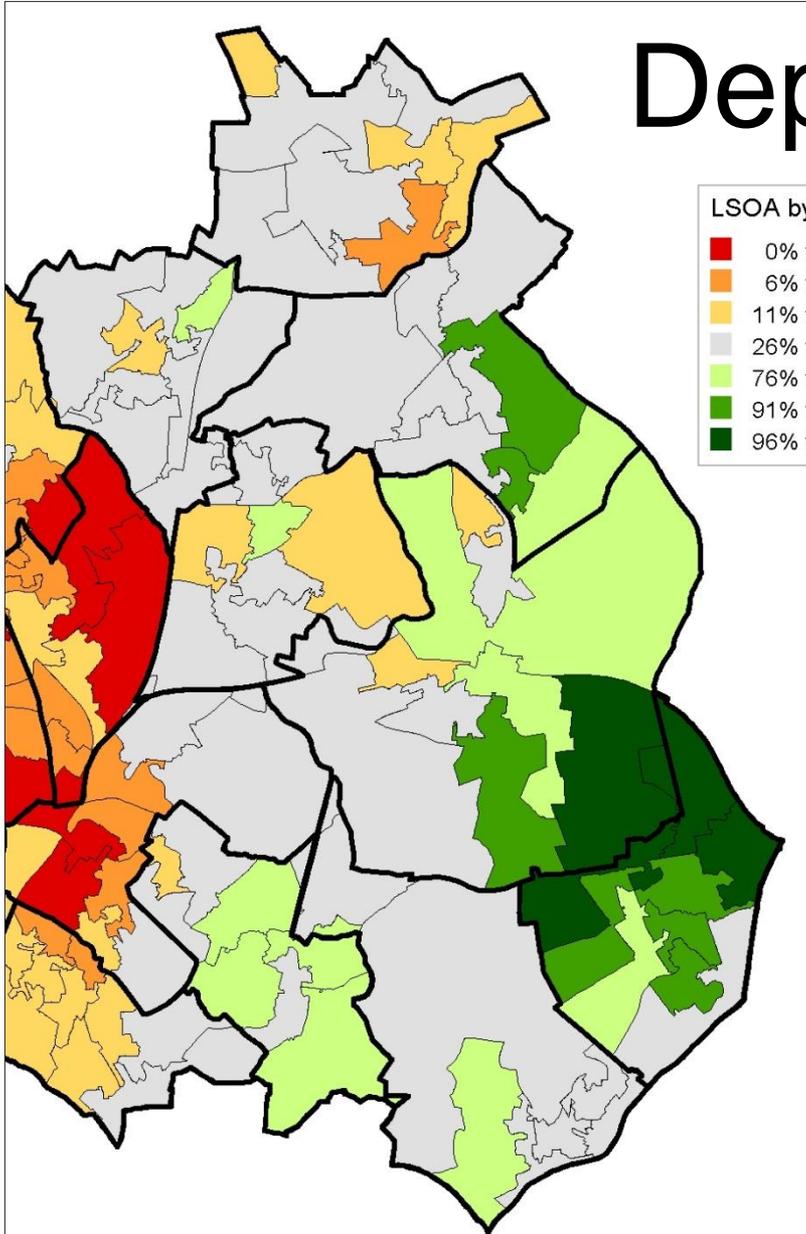
Unemployment & Benefits



- 3,680 working age adults are dependent on an out-of-work benefit
- Below borough and national levels
- Numbers of jobseekers has reduced in recent years
- But 1 in 20 (2,625 residents) still claim an ill-health related benefit and are unfit to work

Deprivation

LSOA by England-level percentiles



- Significantly less deprived than the borough overall
- Neighbourhoods in Streetly and Aldridge among the least deprived in England
- However, some pockets of relative deprivation do exist – in parts of Brownhills, Pelsall, Rushall, Sheffield and Aldridge



Social Segmentation

MOSAIC PROFILE SUMMARY FOR POSTCODES WITHIN EAST LOCALITY

Classic Grandparents

- Elderly couples
- Traditional views
- Not good with new technology
- Most likely to have a basic mobile
- Long length of residence



Affordable Fringe

- Married couples in 30s or 40s
- Have lived there 5 years or more
- Own semis in affordable suburbs
- School age children
- Many in receipt of Tax Credits
- Most likely to have small pets



Offspring Overspill

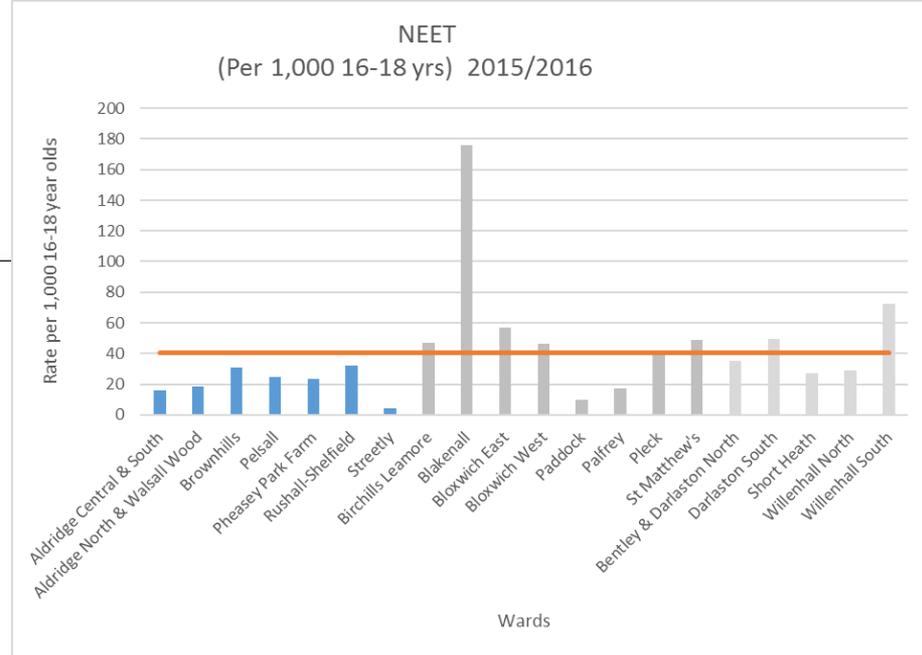
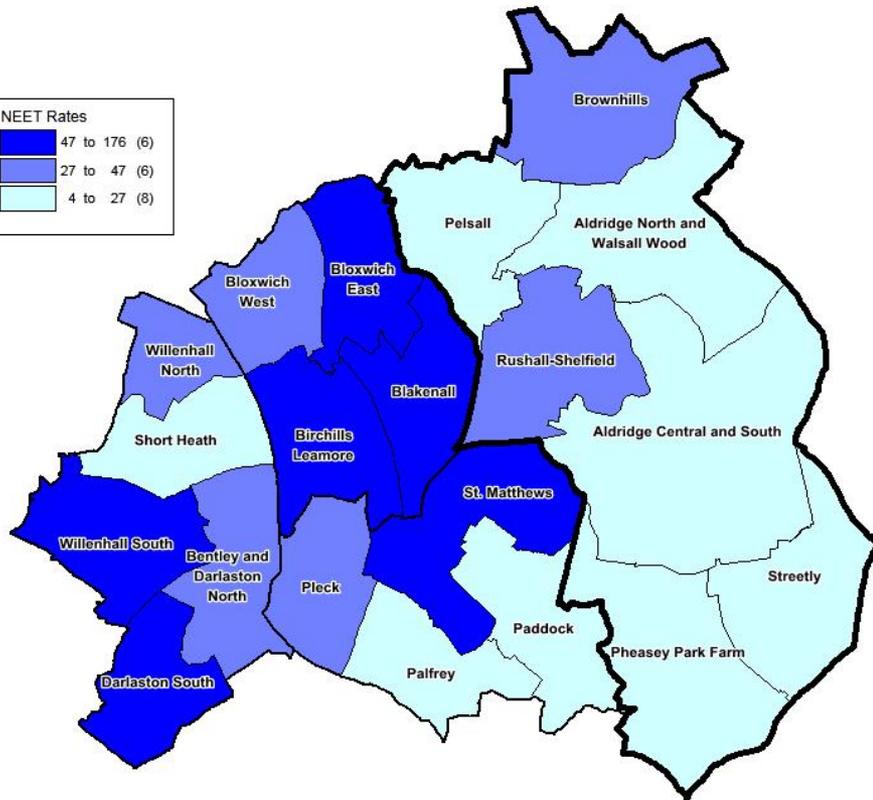
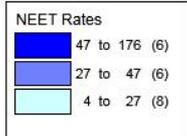
- Pre-retirement
- Families with adult children
- Individual incomes not high
- Better off if children are contributing
- Own 3 bed semis and terraces
- Bills can become a struggle



Rank	Mosaic Public Sector Types	EAST Locality	%	Walsall	Walsall %
1	F25 Classic Grandparents	3,970	10.31	12,672	4.60
2	H30 Affordable Fringe	3,821	9.93	19,055	6.92
3	K47 Offspring Overspill	2,220	5.77	10,546	3.83
4	F24 Bungalow Haven	1,920	4.99	5,936	2.15
5	E20 Boomerang Boarders	1,800	4.68	5,540	2.01
6	D16 Mid-Career Convention	1,760	4.57	5,337	1.94
7	B05 Empty-Nest Adventure	1,660	4.31	6,764	2.45
8	E19 Fledgling Free	1,634	4.25	5,923	2.15
9	M53 Budget Generations	1,499	3.89	16,057	5.83
10	K48 Down-to-Earth Owners	1,493	3.88	10,302	3.74

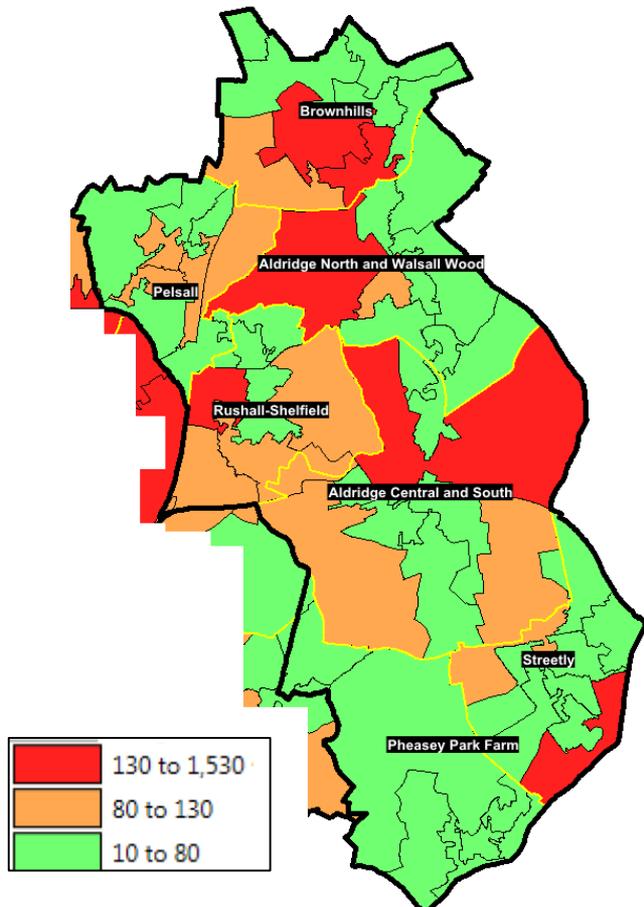


NEET Rates



Wards	NEET Rate
Aldridge Central & South	16.1
Aldridge North & Walsall Wood	18.22
Brownhills	30.77
Pelsall	24.44
Pheasey Park Farm	23.26
Rushall-Shelfield	32.18
Streetly	4.43
WALSALL	40.19

Total Recorded Crime



- East had the lowest proportion of crimes recorded of all localities.

Locality	Total Recorded Crimes in 2017	%
East	4,323	20.36%
North	6,246	29.42%
South	4,985	23.48%
West	5,678	26.74%

- The 5 most frequently recorded crimes in the East are shown below:

- Theft other
- BDH (Burglary Dwelling House)
- Violence without injury
- Violence with injury
- Theft from motor vehicle



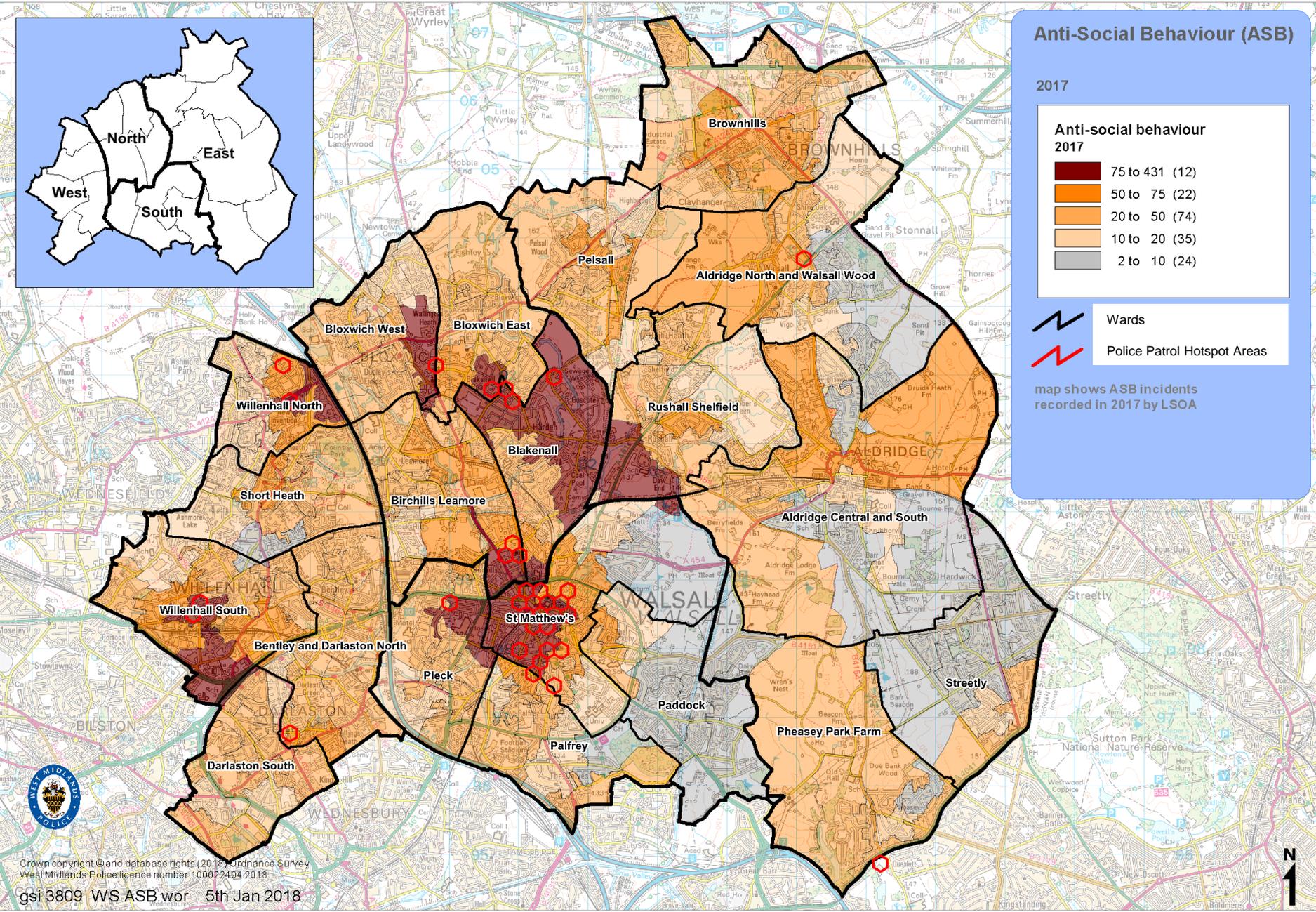
Anti-Social Behaviour (ASB)

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



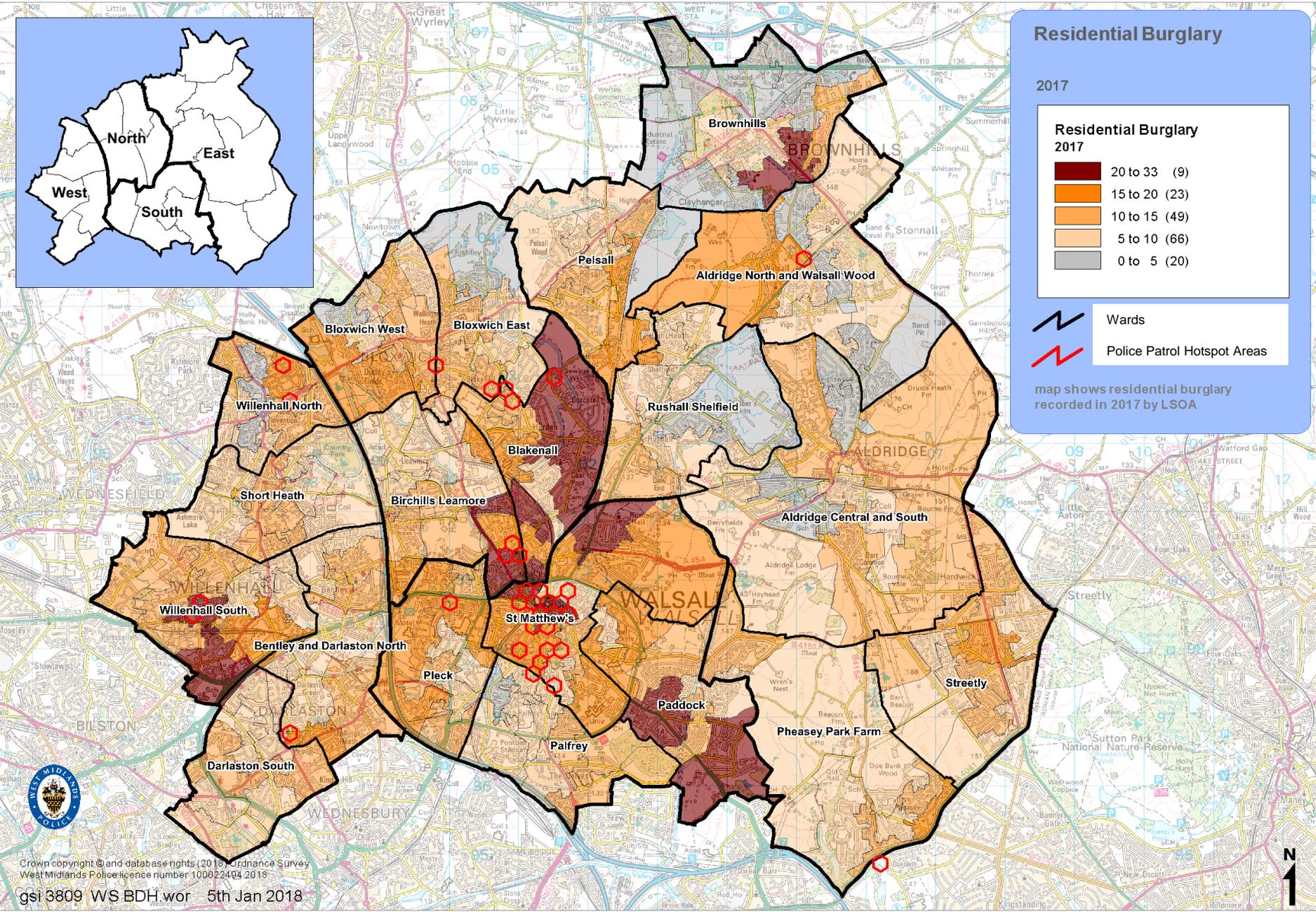
Residential Burglary

2017

Residential Burglary 2017	
	20 to 33 (9)
	15 to 20 (23)
	10 to 15 (49)
	5 to 10 (66)
	0 to 5 (20)

Wards
 Police Patrol Hotspot Areas

map shows residential burglary recorded in 2017 by LSOA



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 West Midlands Police licence number 100022494 2018

gsi 3809 WS BDH wor 5th Jan 2018

Source: West Midlands Police, Jan to Dec 2017



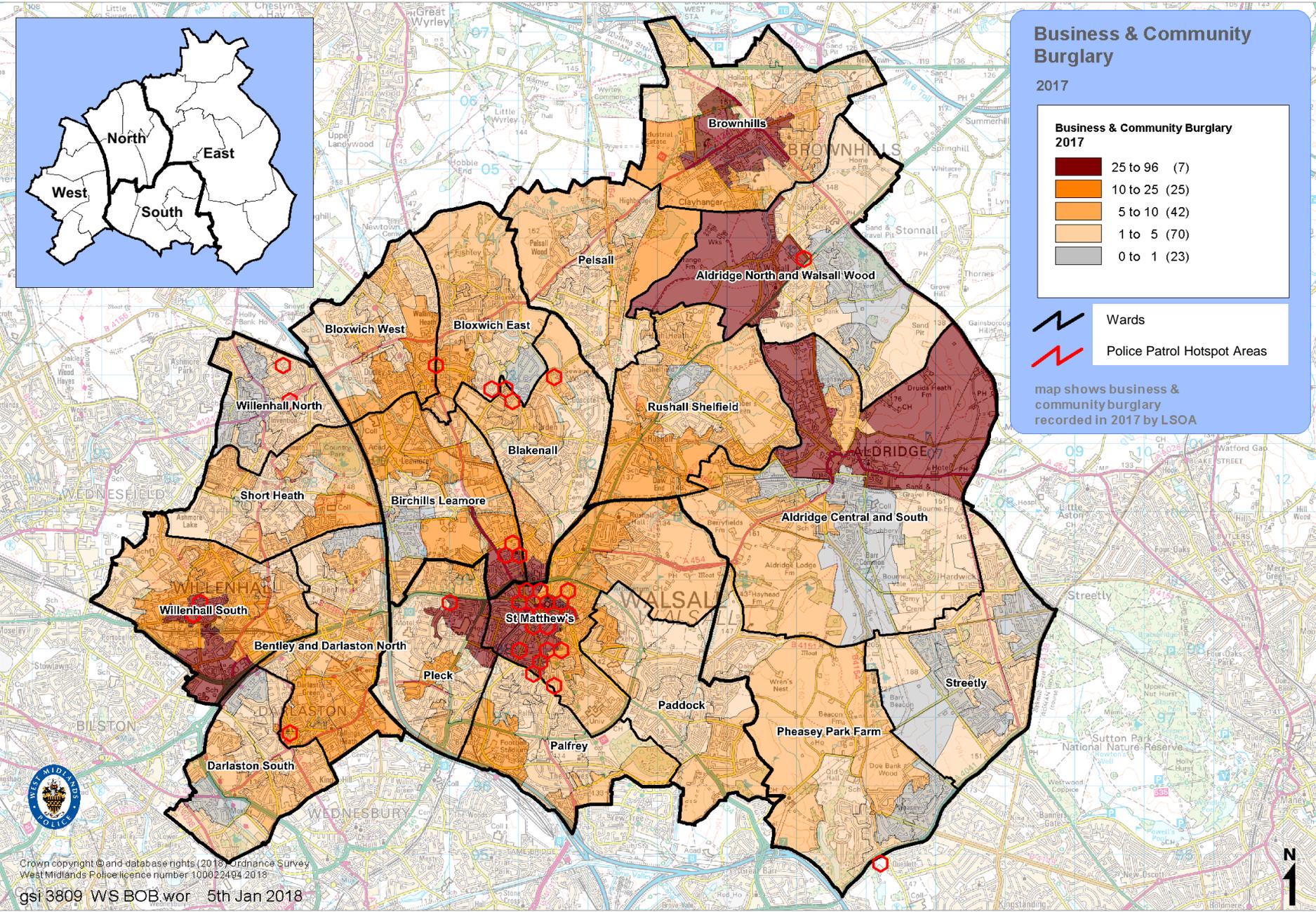
Business & Community Burglary

2017

Business & Community Burglary 2017	
	25 to 96 (7)
	10 to 25 (25)
	5 to 10 (42)
	1 to 5 (70)
	0 to 1 (23)

Wards
 Police Patrol Hotspot Areas

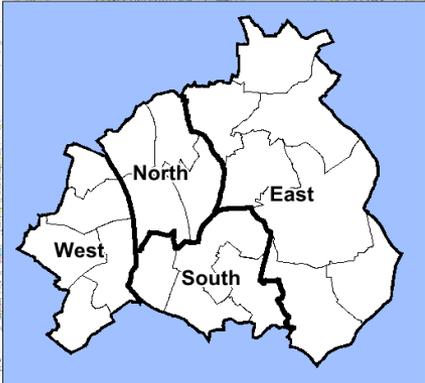
map shows business & community burglary recorded in 2017 by LSOA



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 West Midlands Police licence number 100022494 2018

gsi 3809 WS BOB wor 5th Jan 2018

Source: West Midlands Police, Jan to Dec 2017



Vehicle crime

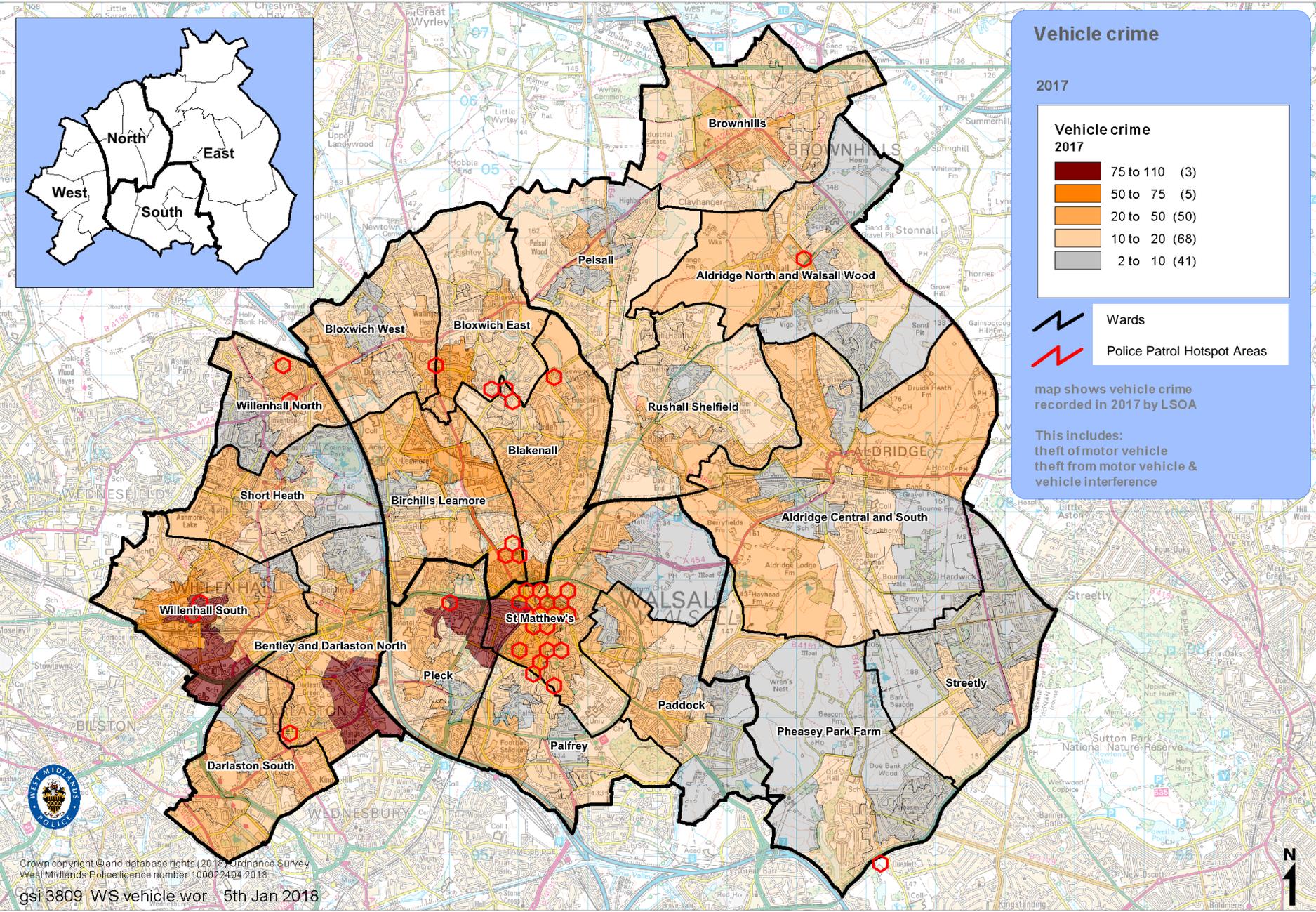
2017

Vehicle crime 2017	
	75 to 110 (3)
	50 to 75 (5)
	20 to 50 (50)
	10 to 20 (68)
	2 to 10 (41)

Wards
 Police Patrol Hotspot Areas

map shows vehicle crime recorded in 2017 by LSOA

This includes:
 theft of motor vehicle
 theft from motor vehicle &
 vehicle interference



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 West Midlands Police licence number 100022494 2018
 gsi 3809 WS vehicle wor 5th Jan 2018

Source: West Midlands Police, Jan to Dec 2017



Violence against the person

2017

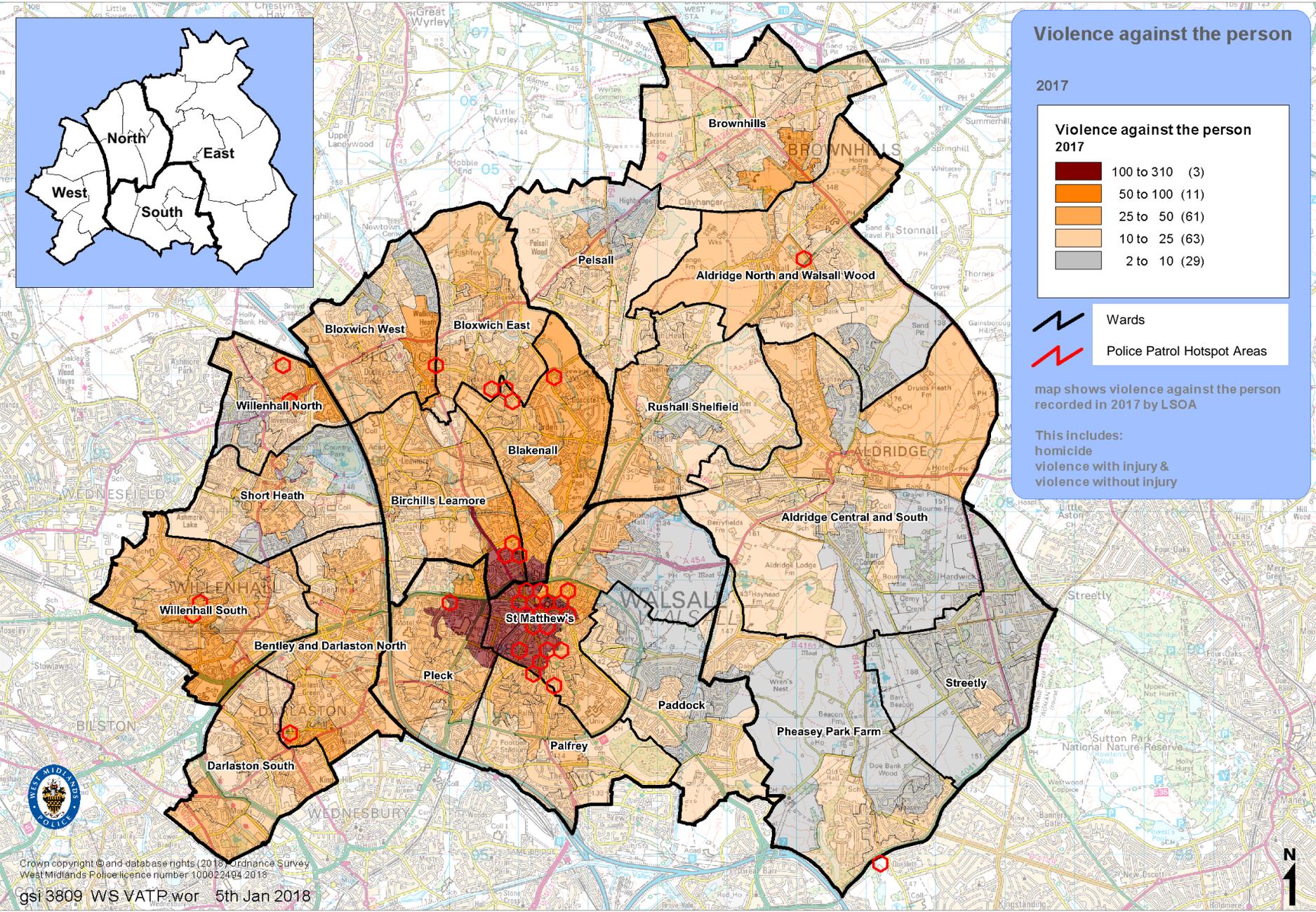
Violence against the person 2017

	100 to 310 (3)
	50 to 100 (11)
	25 to 50 (61)
	10 to 25 (63)
	2 to 10 (29)

Wards
 Police Patrol Hotspot Areas

map shows violence against the person recorded in 2017 by LSOA

This includes:
 homicide
 violence with injury &
 violence without injury



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 West Midlands Police licence number 100022494 2018

gsi 3809 WS VATP wor 5th Jan 2018

Source: West Midlands Police, Jan to Dec 2017



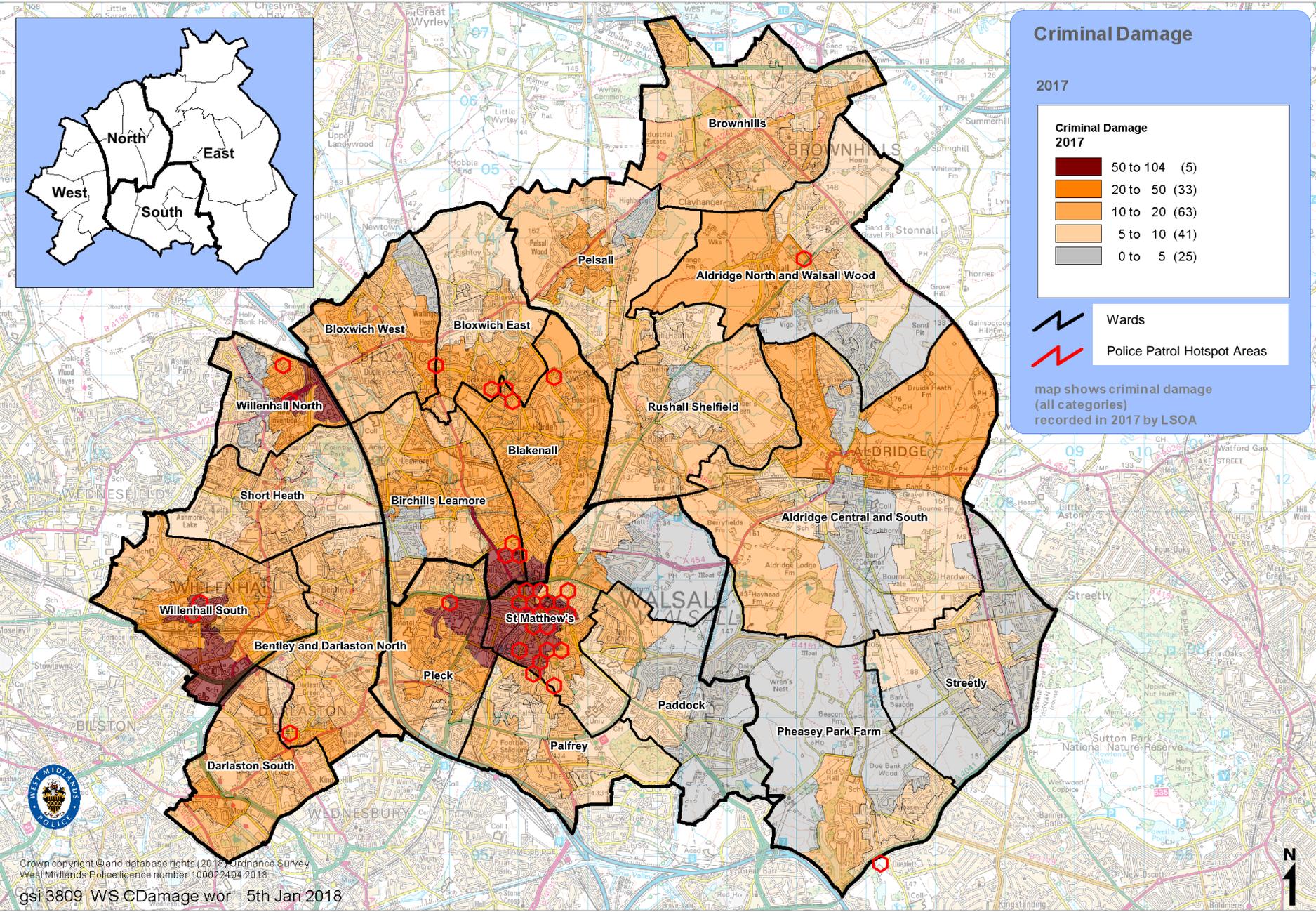
Criminal Damage

2017

Criminal Damage 2017	
	50 to 104 (5)
	20 to 50 (33)
	10 to 20 (63)
	5 to 10 (41)
	0 to 5 (25)

Wards
 Police Patrol Hotspot Areas

map shows criminal damage (all categories) recorded in 2017 by LSOA



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 West Midlands Police licence number 100022494 2018

gsi 3809 WS CDamage wor 5th Jan 2018

Source: West Midlands Police, Jan to Dec 2017



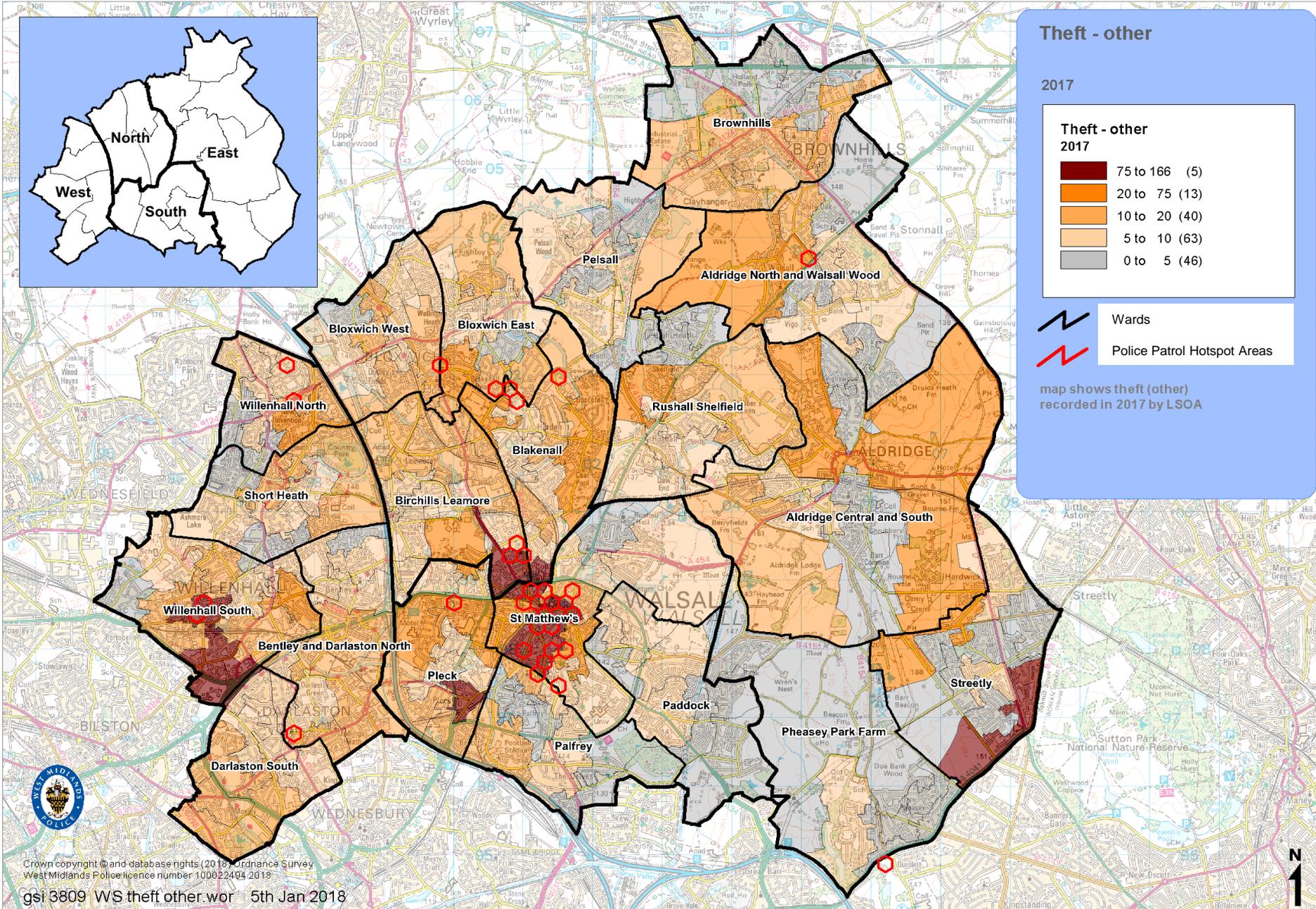
Theft - other

2017

Theft - other 2017	
	75 to 166 (5)
	20 to 75 (13)
	10 to 20 (40)
	5 to 10 (63)
	0 to 5 (46)

Wards
 Police Patrol Hotspot Areas

map shows theft (other) recorded in 2017 by LSOA



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West Midlands Police licence number 100022494 2018

gsi 3809 WS theft other wor 5th Jan 2018

Source: West Midlands Police, Jan to Dec 2017



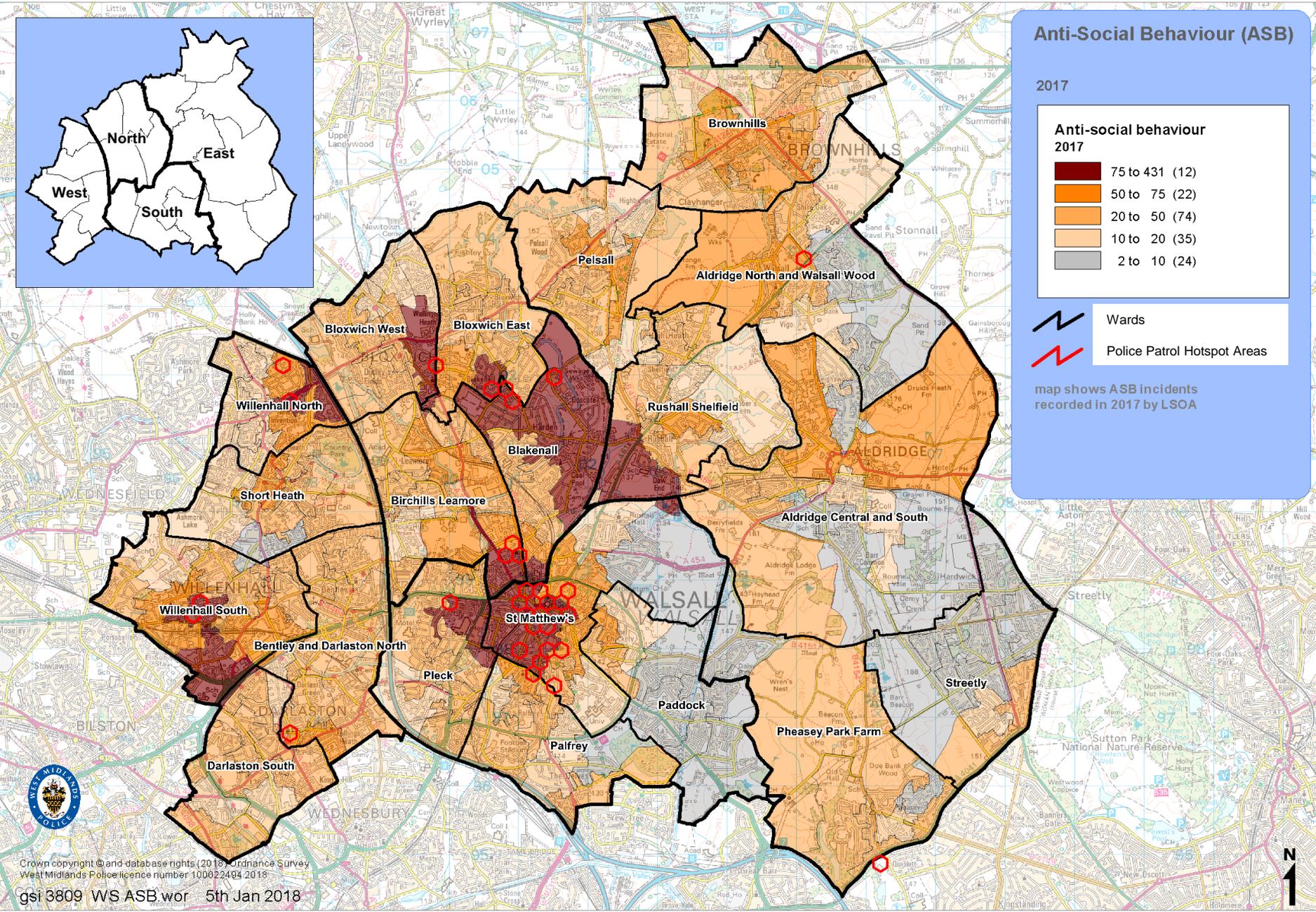
Anti-Social Behaviour (ASB)

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



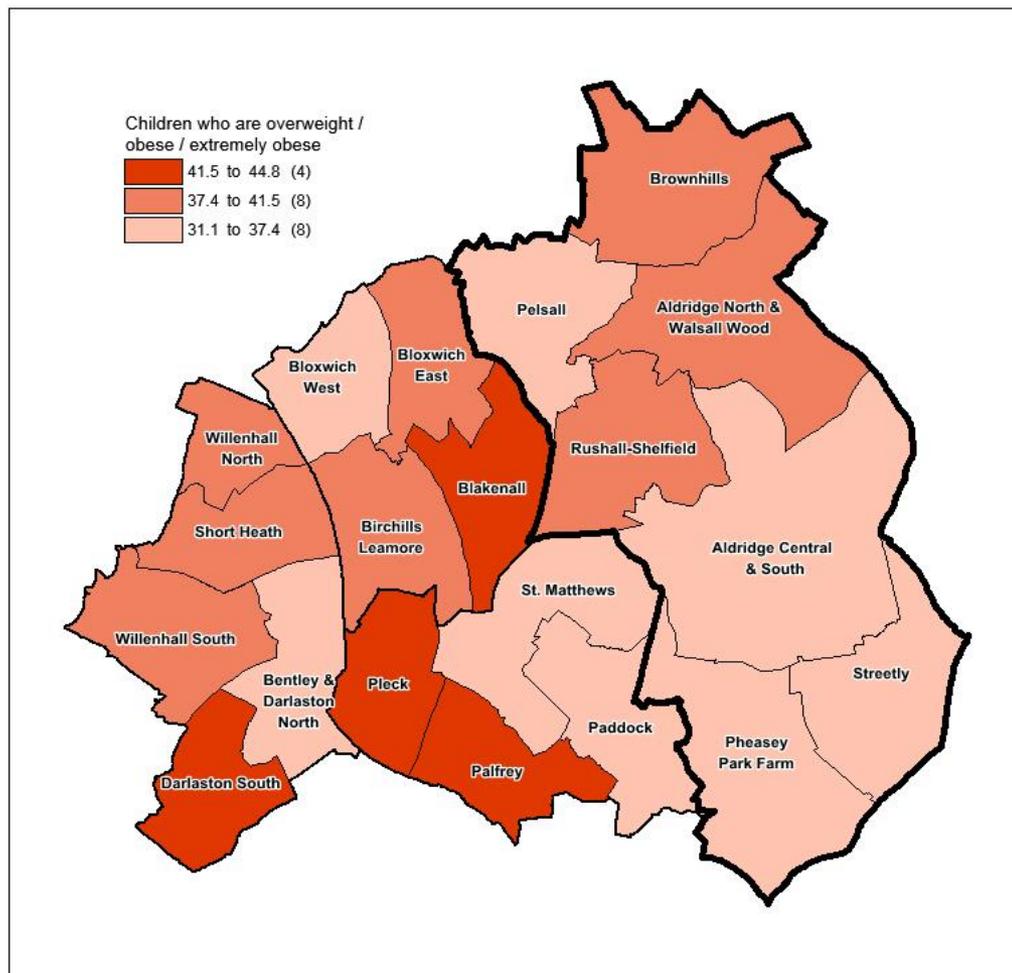
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 West Midlands Police licence number 100022494 2018

gsi 3809 WS ASB 5th Jan 2018

Source: West Midlands Police, Jan to Dec 2017



Childhood Obesity



Ward	Overweight / Obese
Brownhills	41.50
Rushall-Shelfield	40.74
Aldridge North and Walsall Wood	38.06
Pelsall	37.39
Streetly	35.48
Aldridge Central and South	32.52
Pheasey Park Farm	31.11
WALSALL	38.89

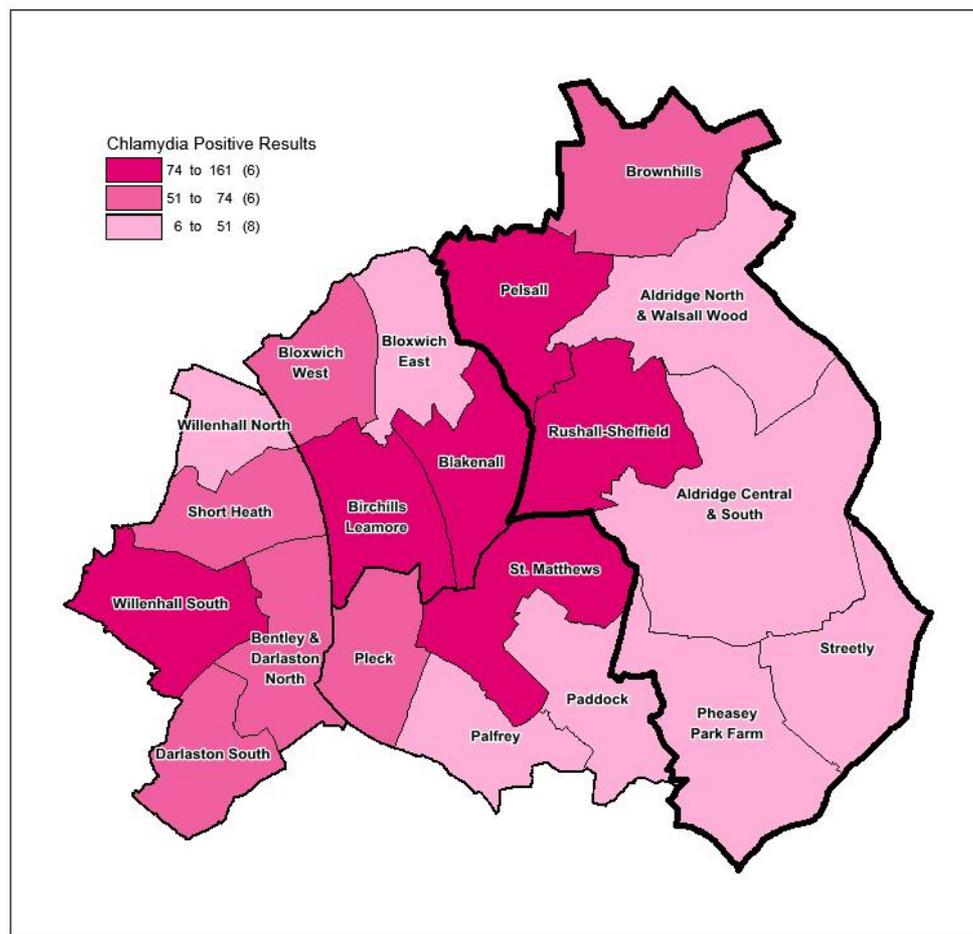
The East locality has the lowest proportion of children overweight / obese compared to other wards across the borough in particular Pheasey Park Farm & Aldridge Central & South.

Chlamydia Positive Screening rates per 10,000 15-24 year olds

Ward	Positive rate
Rushall-Shelfield	100.70
Pelsall	82.78
Brownhills	73.92
Aldridge Central and South	45.72
Pheasey Park Farm	39.09
Aldridge North and Walsall Wood	35.01
Streetly	6.92
WALSALL	64.14

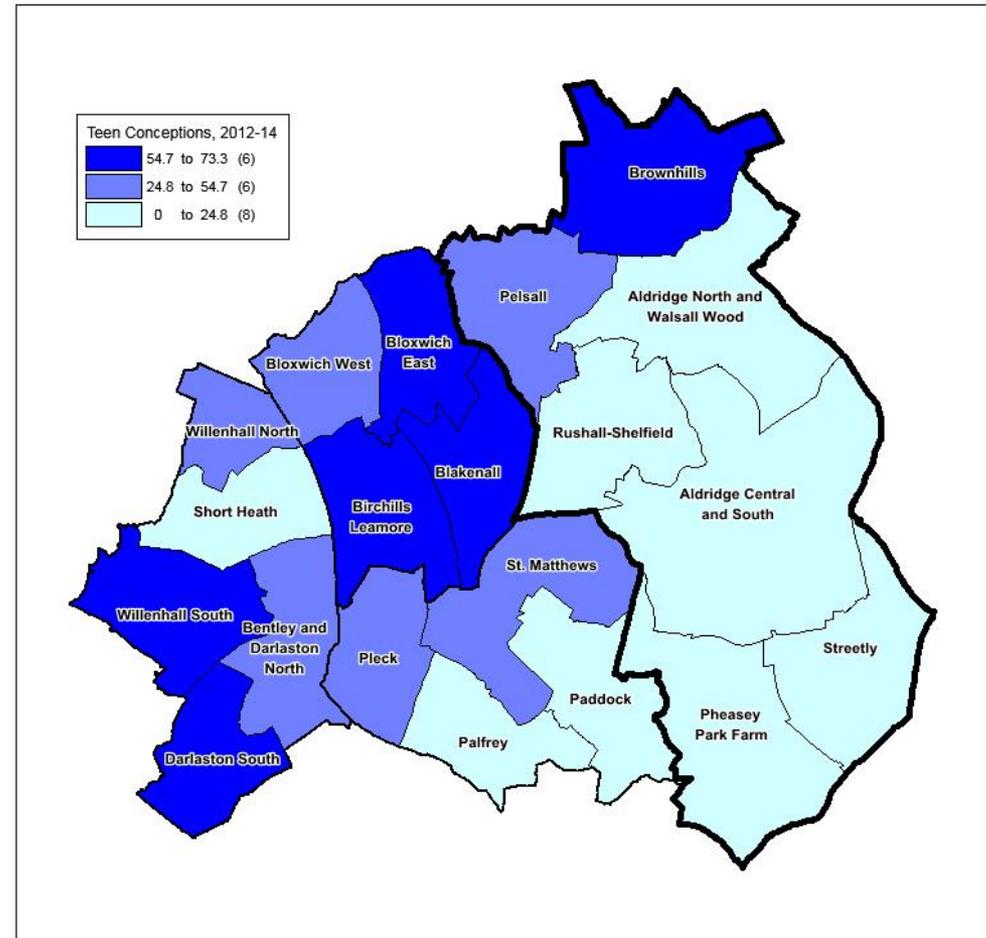
The highest chlamydia positive screening rates of 15-24 year olds within the East locality & which are above the borough average are within the wards of:

- Rushall-Shelfield
- Pelsall
- Brownhills



Teen Conception Rates per 1,000 15-17 year olds

Ward	Rate
Aldridge Central and South	14.6
Aldridge North and Walsall Wood	24.8
Brownhills	62.3
Hatherton Rushall	38.9
Pelsall	40.1
Pheasey Park Farm	22.5
Streetly	8.0
WALSALL	40.3



With the exception of Brownhills, teenage conception rates for this locality are below the borough average of 40.3

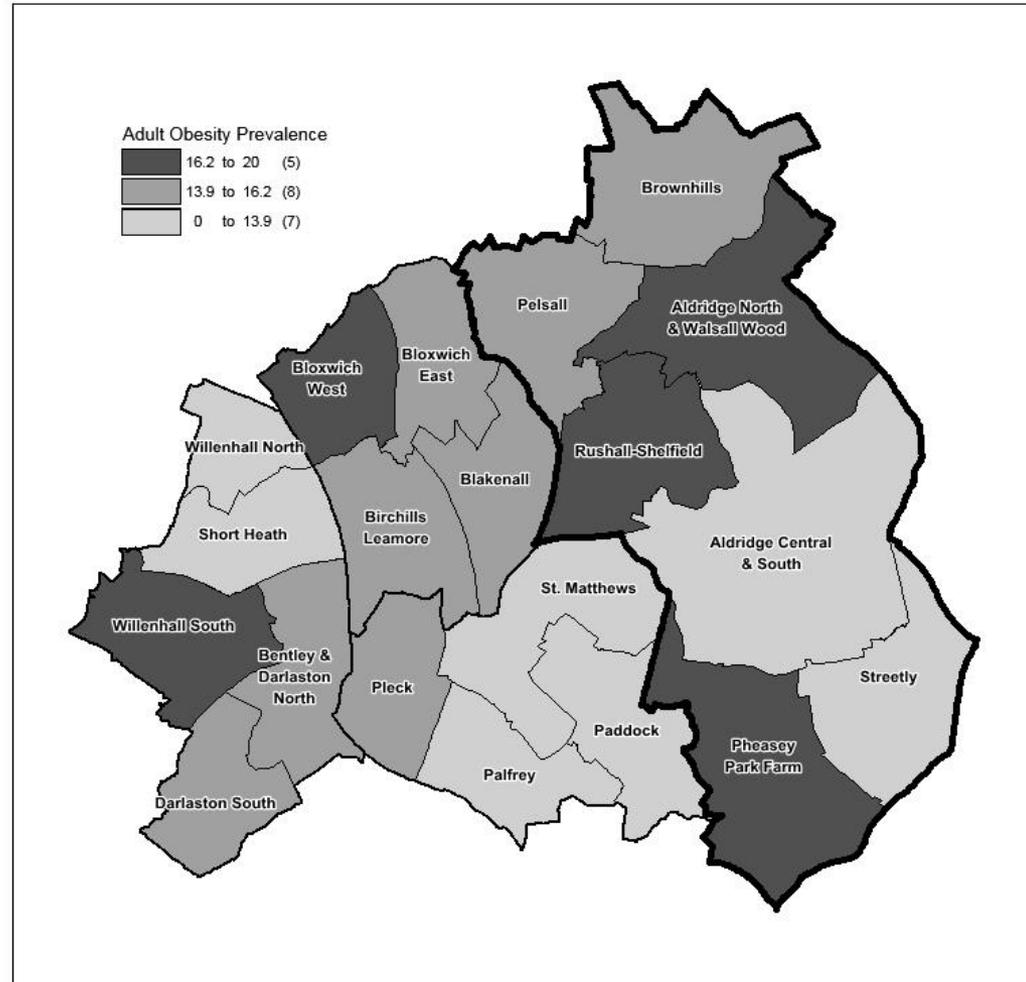
Adult Obesity Prevalence

Ward	%
Rushall-Shelfield	18.14
Aldridge North & Walsall Wood	17.81
Pheasey Park Farm	16.60
Brownhills	15.91
Pelsall	14.48
Streetly	12.80
Aldridge Central and South	11.28
WALSALL	14.89

3 wards within the East locality have the highest prevalence of adult obesity:

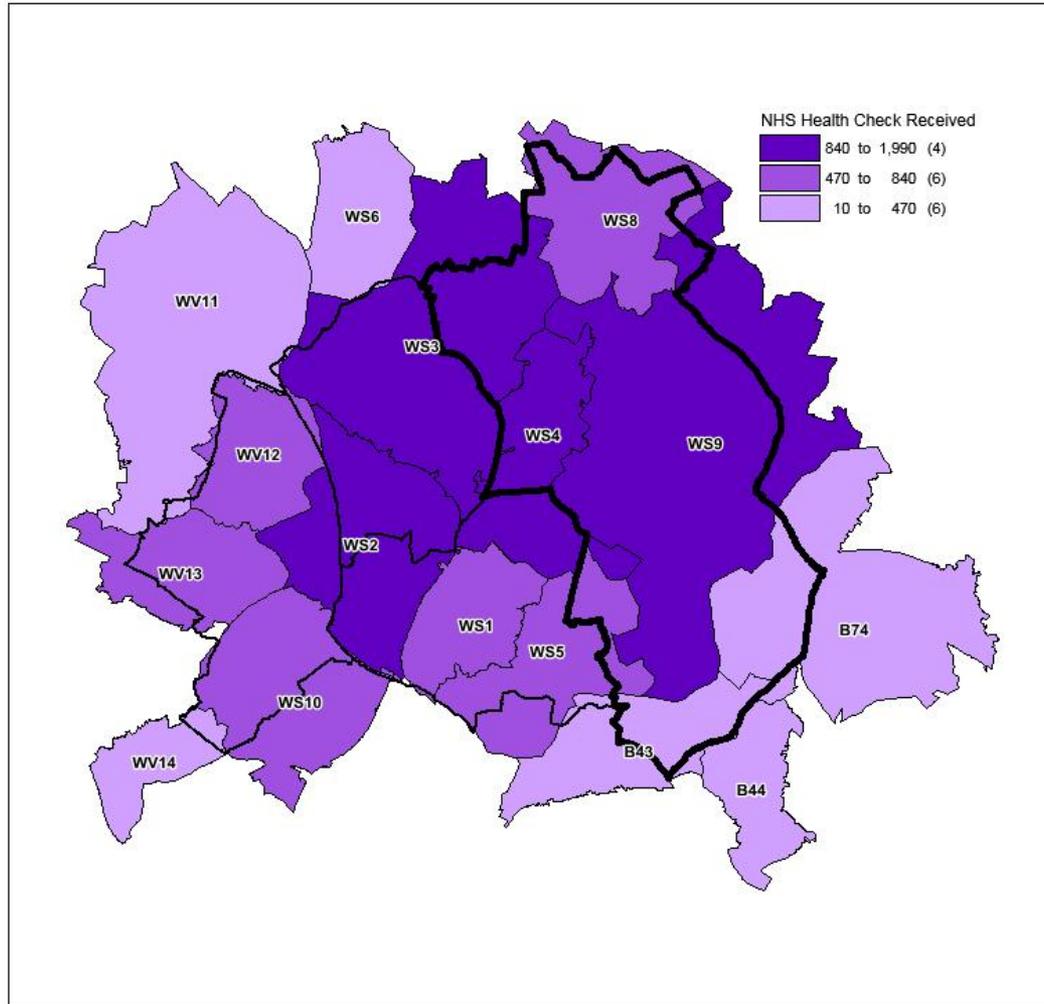
- Rushall-Shelfield
- Aldridge North & Walsall Wood
- Pheasey Park Farm

Note – based on GP practice patient lists





Health Check Received - 40 to 74 Year Olds



Within the East locality, the number of NHS health checks received is high:

WS9 = 1,548

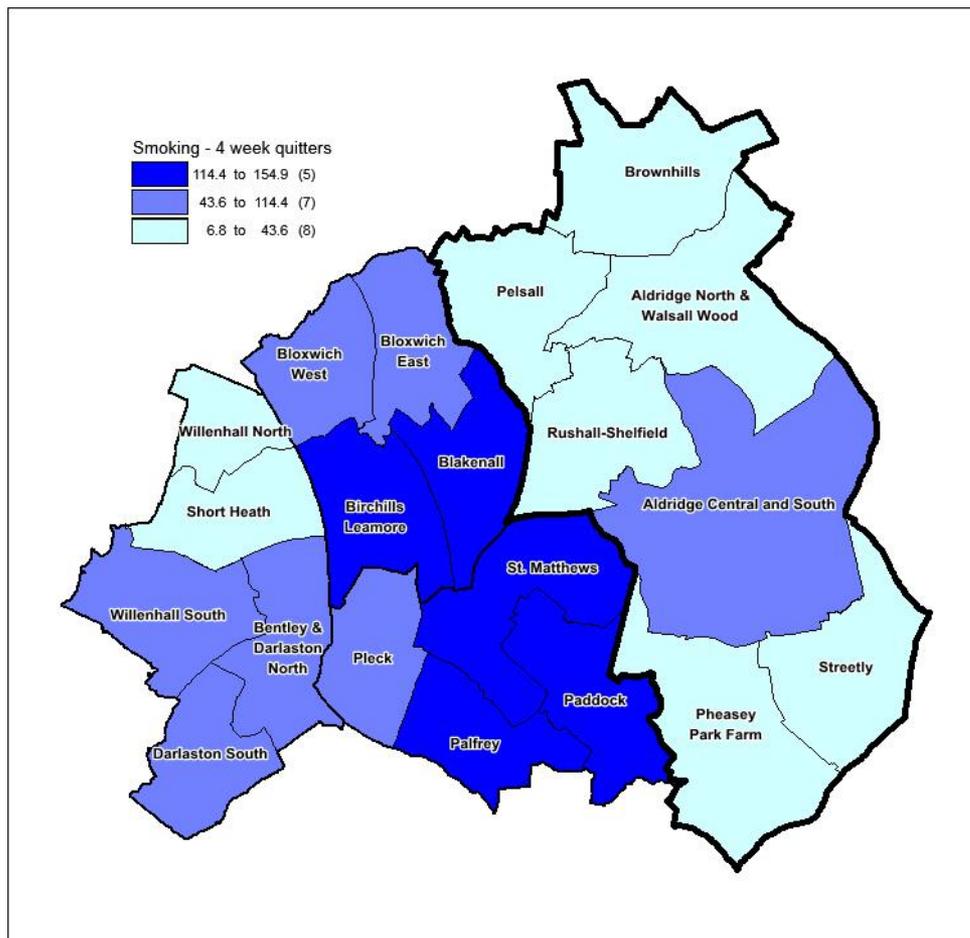
WS3 = 1,983 (part of)

WS4 = 1,123

WS5 = 487



Successful 4 week Smoking Quitter Rates (16+)



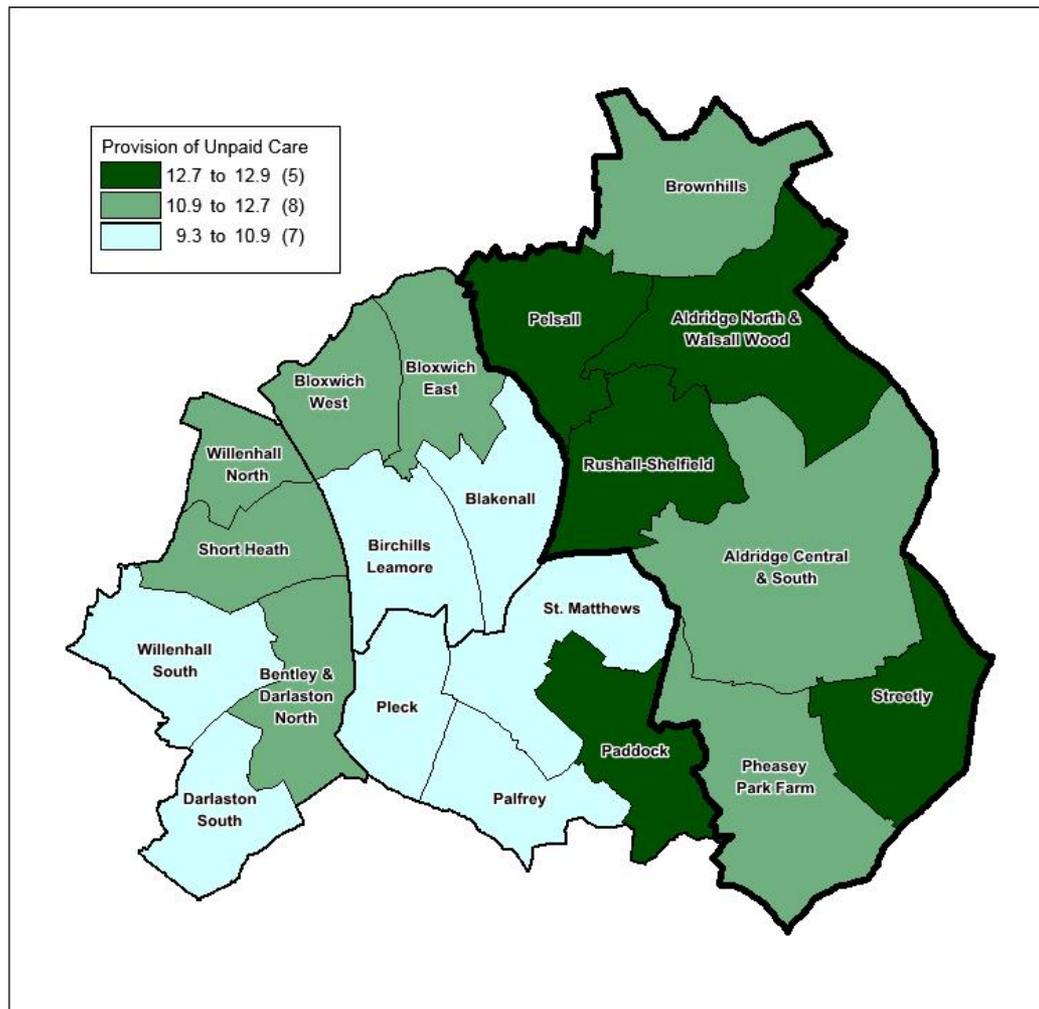
Ward	Crude rate (per 10,000)
Aldridge Central and South	45.75
Aldridge North and Walsall Wood	43.56
Pelsall	34.20
Brownhills	30.46
Rushall-Sheffield	23.42
Pheasey Park Farm	22.41
Streetly	6.88
WALSALL	68.92

The highest rate of 4 week quitters within the East locality are within the ward of Aldridge Central & South

Generally, rates within the East are low.



Provision of Unpaid Care

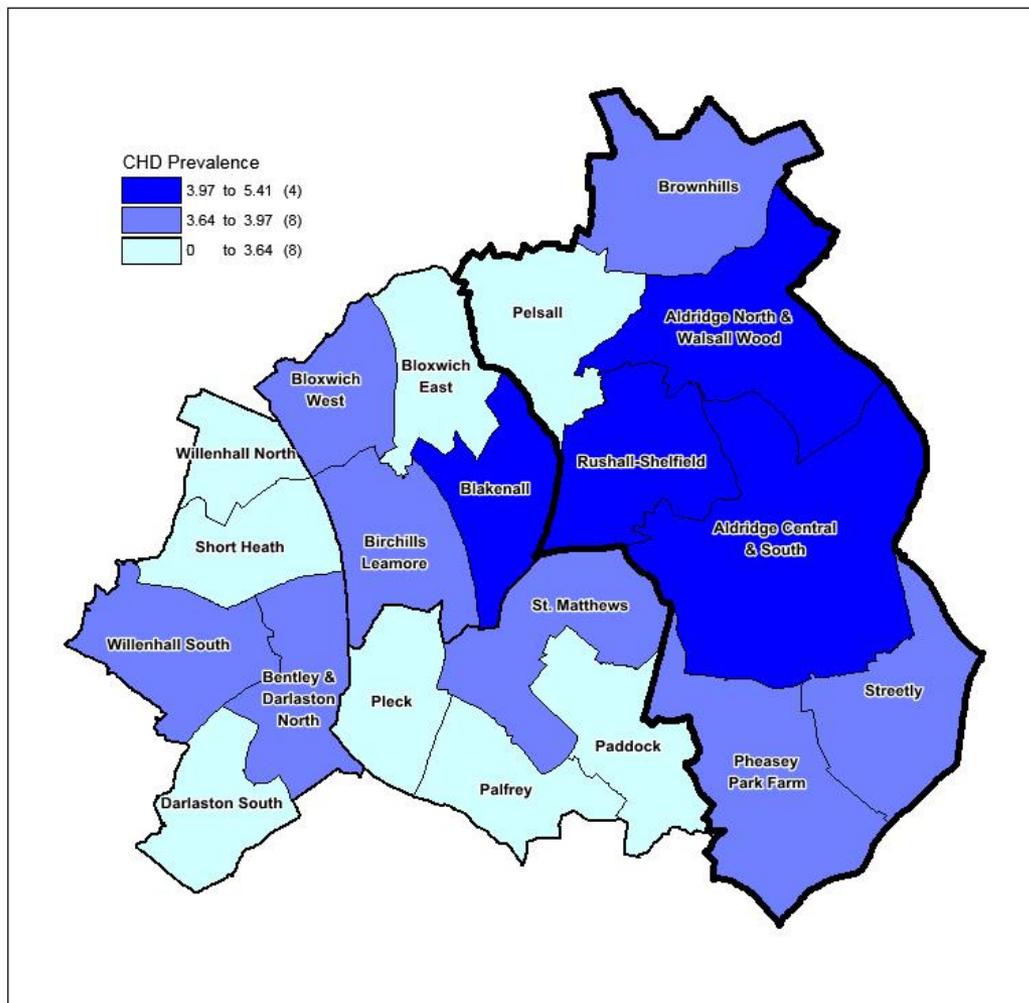


Ward	#	%
Pelsall	1,553	12.9
Streetly	1,482	12.7
Rushall-Shelfield	1,419	12.7
Aldridge North and Walsall Wood	1,404	12.7
Aldridge Central and South	1,661	12.6
Pheseay Park Farm	1,483	12.5
Brownhills	1,386	11.8
WALSALL	30,632	11.4

The highest proportion of Walsall residents providing unpaid care within the East locality are within the wards of:

- Pelsall
- Streetly
- Rushall-Shelfield
- Aldridge North & Walsall Wood

CHD Prevalence



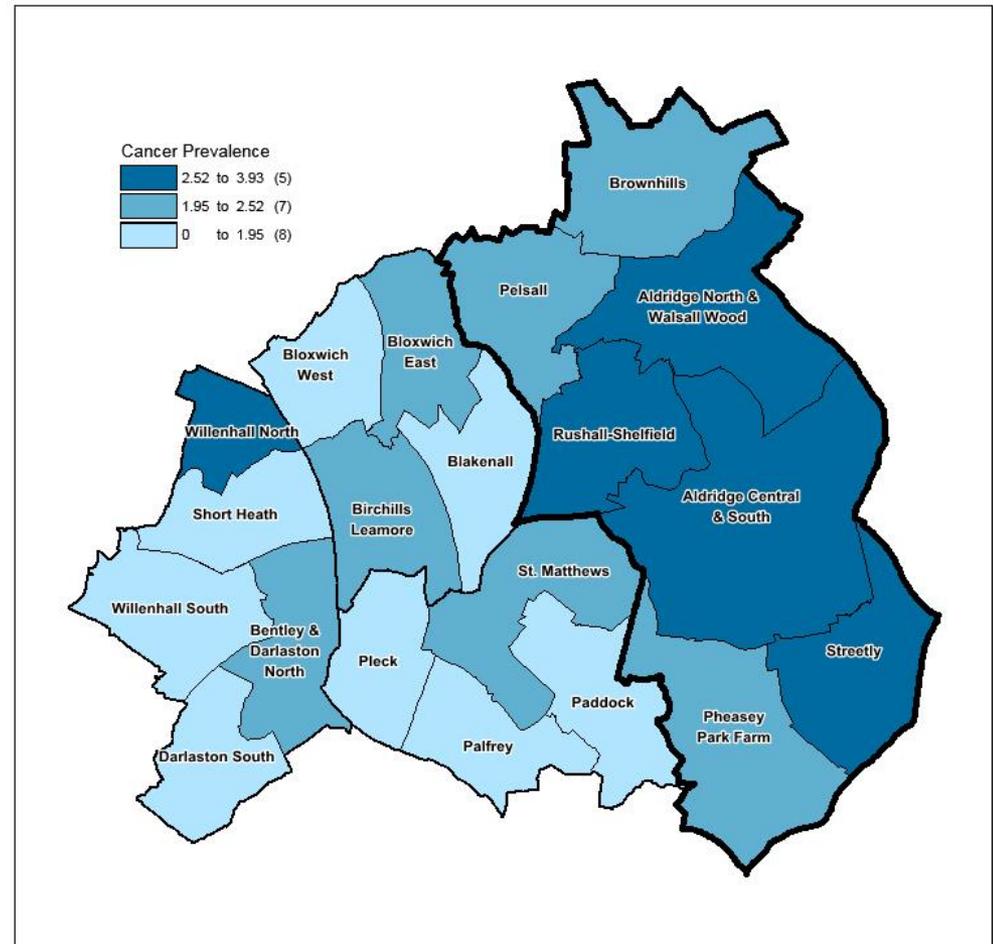
Ward	%
Rushall-Shelfield	5.41
Aldridge Central and South	5.40
Aldridge North and Walsall Wood	4.38
Brownhills	3.87
Streetly	3.70
Pheasey Park Farm	3.69
Pelsall	3.59
WALSALL	3.86

The highest prevalence rate for Coronary Heart Disease within the East locality is within the wards of:

- Rushall-Shelfield
 - Aldridge Central & South
 - Aldridge North & Walsall Wood
- Pelsall ward has the lowest rate.

Cancer Prevalence

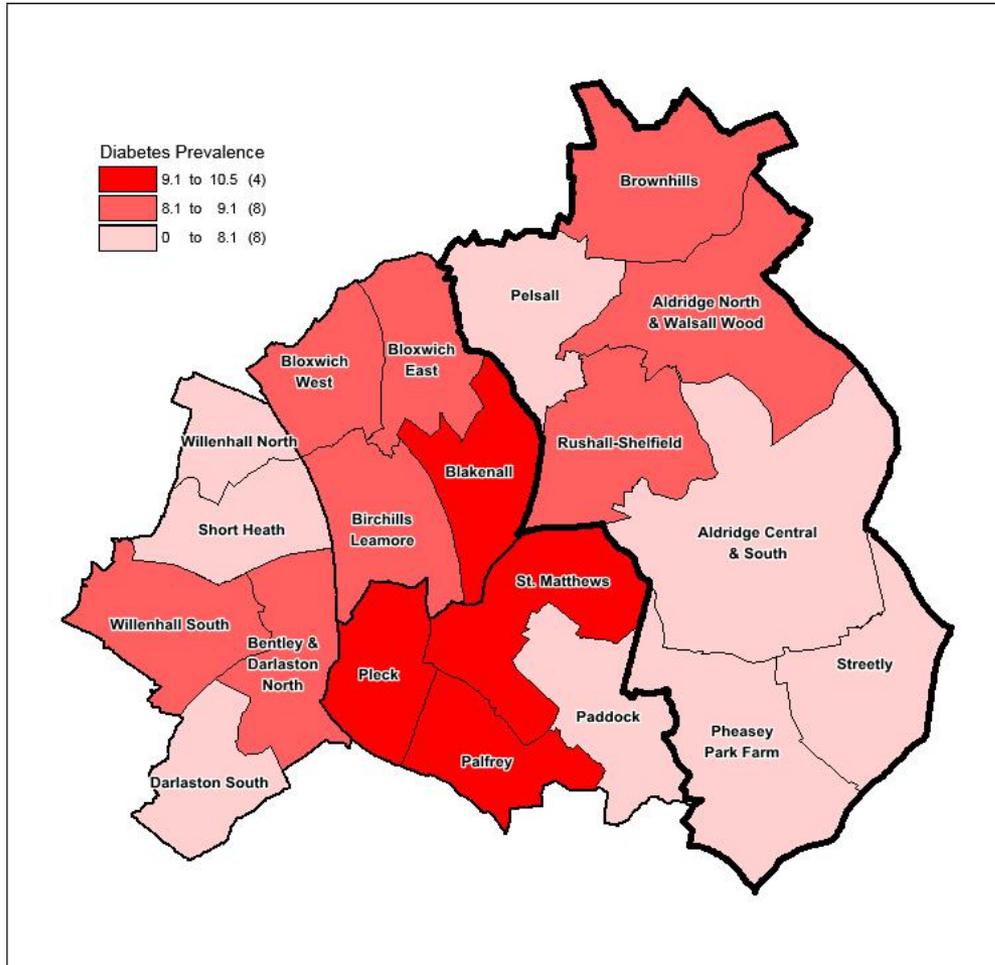
Ward	%
Streetly	3.92
Rushall-Shelfield	3.23
Aldridge Central and South	3.21
Aldridge North and Walsall Wood	2.54
Pheasey Park Farm	2.52
Pelsall	2.37
Brownhills	2.31
WALSALL	2.20



- Cancer prevalence is high in the East locality.
- All 7 wards have above average prevalence
- Streetly, Rushall-Shelfield & the Aldridge Wards having the highest %



Diabetes Prevalence



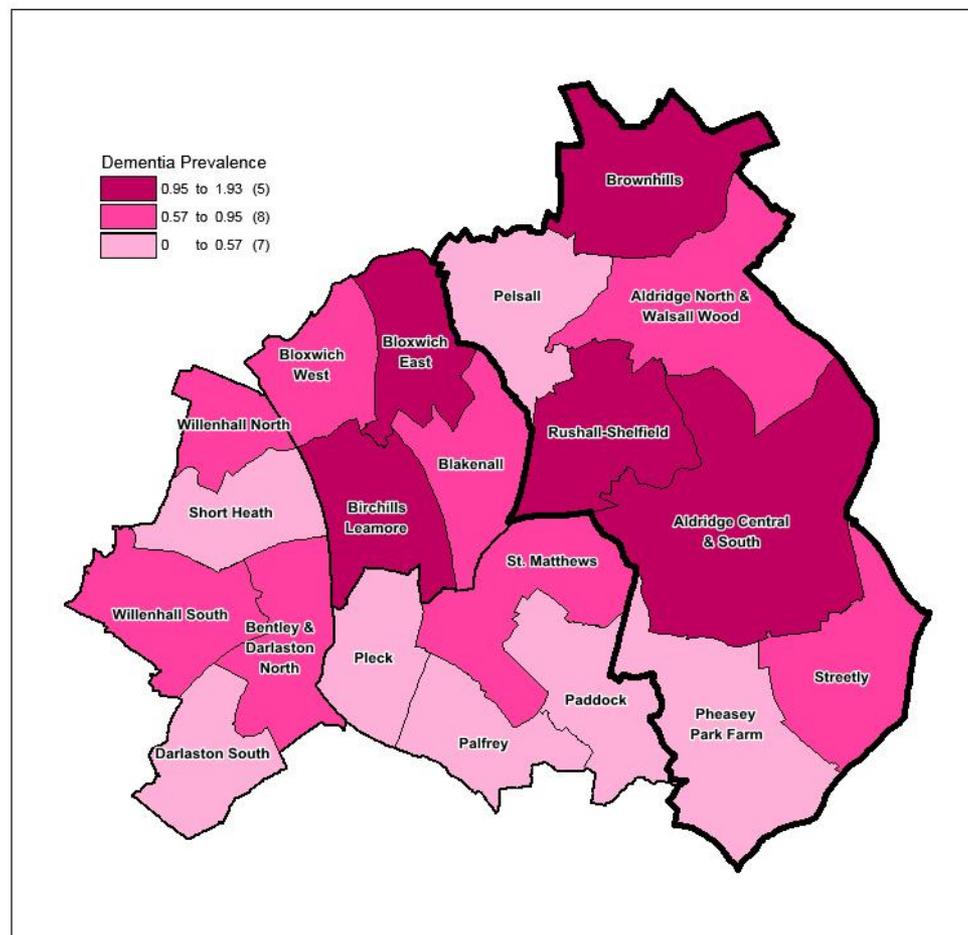
Ward	%
Rushall-Sheffield	9.09
Aldridge North and Walsall Wood	8.80
Brownhills	8.68
Pheasey Park Farm	7.78
Pelsall	7.35
Aldridge Central and South	7.17
Streetly	6.94
WALSALL	8.58

- There are above average levels of diabetes within the East locality.
- 3 out of 7 wards higher than Walsall average

Dementia Prevalence

Ward	%
Rushall-Sheffield	1.28
Brownhills	1.05
Aldridge Central and South	0.96
Streetly	0.95
Aldridge North and Walsall Wood	0.68
Pelsall	0.53
Pheasey Park Farm	0.51
WALSALL	0.80

- There is mixed dementia prevalence within the East locality
- 4 out of 7 wards are above the borough average





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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