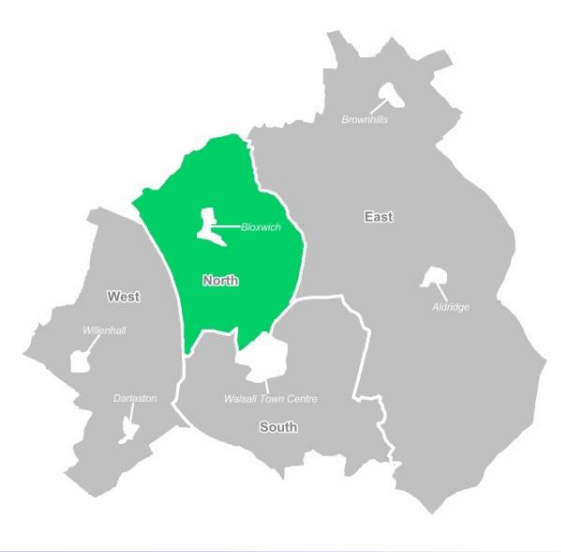


# Locality Overview: NORTH

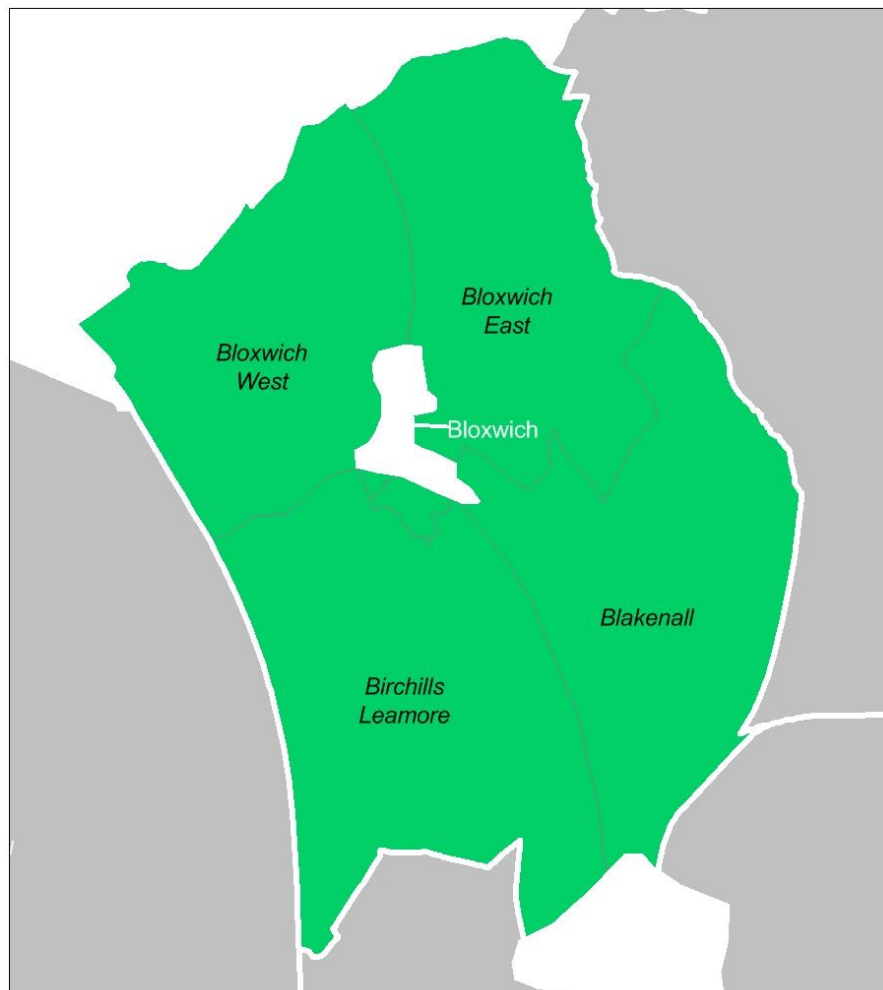




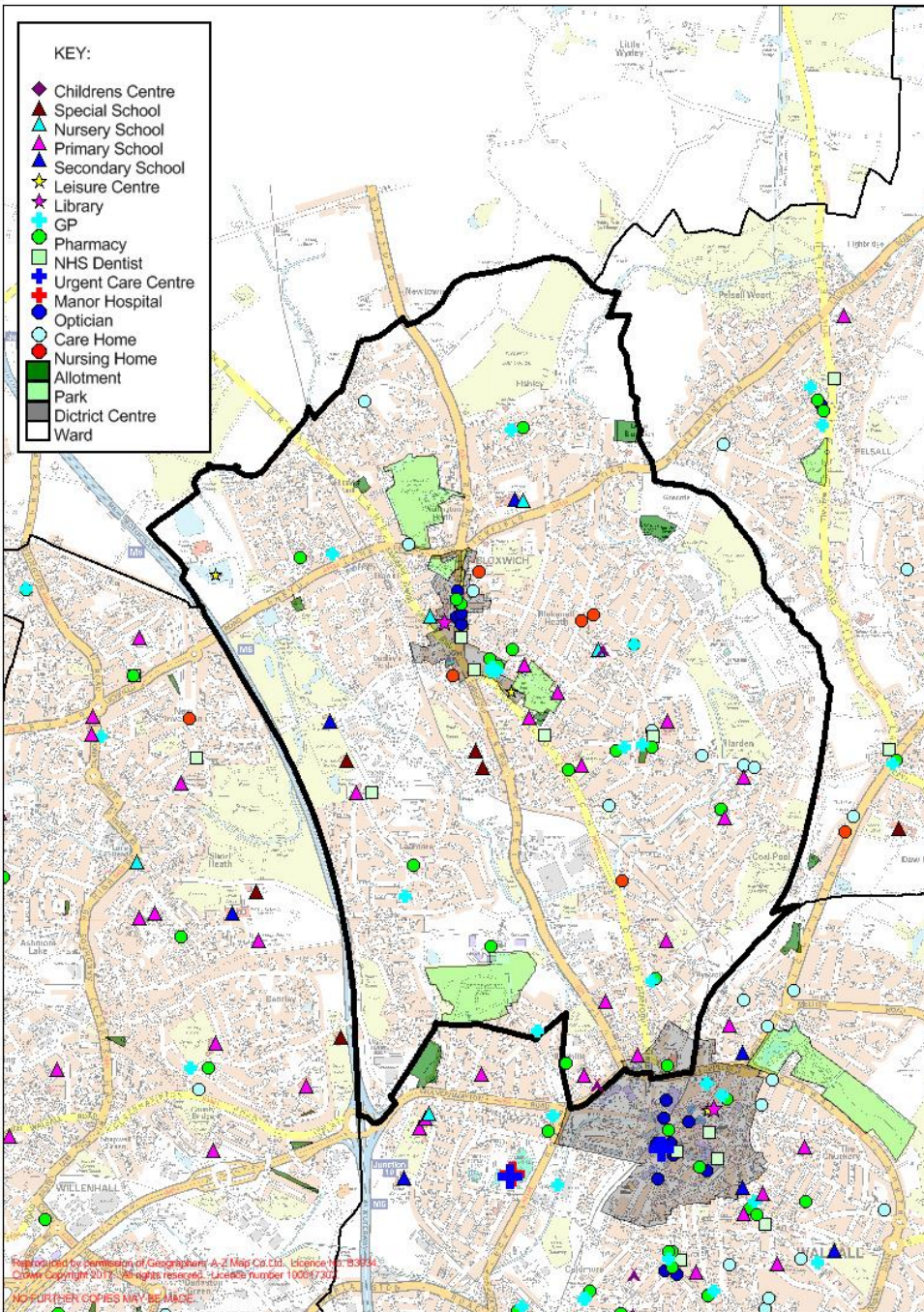
# Locality Profiles

- This presentation provides an overview of the Locality and some key characteristics
- Locality Profiles are being prepared by analysts from across partners containing detailed information about each locality
- Will cover a full range of themes: health, crime, business, children, education, social care etc
- A focus on highlighting issues and areas of multi-agency demand
- Support the development of Locality Plans
- Available from January 2018 – and updated as new data becomes available

# Geography



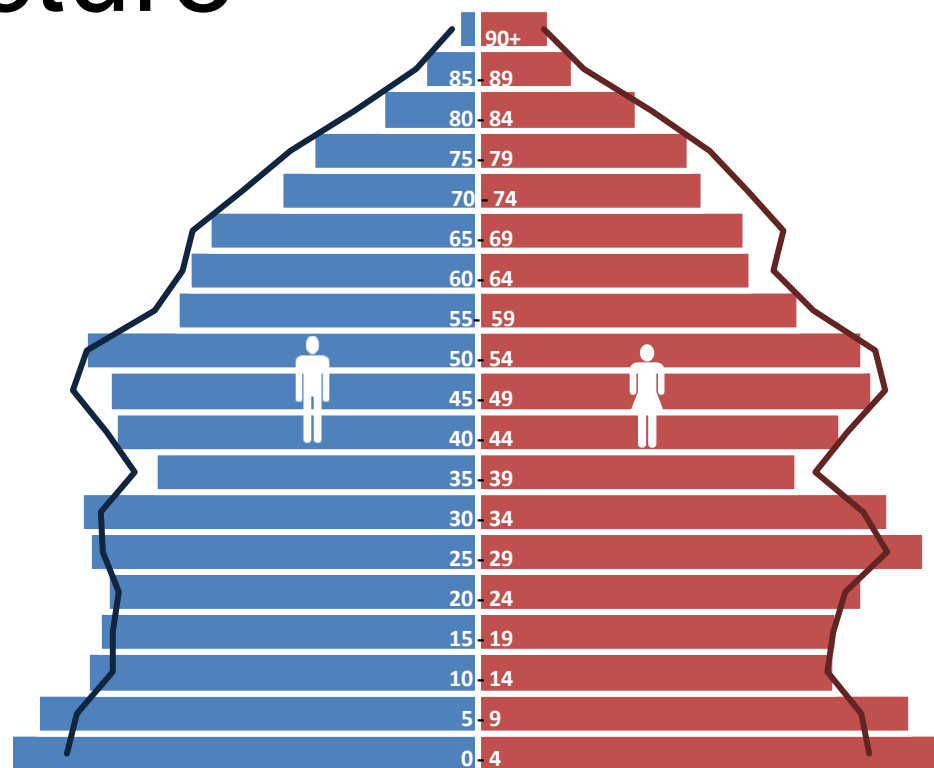
- Comprises 4 wards:
  - Blakenall
  - Birchills Leamore
  - Bloxwich East
  - Bloxwich West
- Covers 16.01 sq km (1,601 ha)
- Makes up 15.4% of the borough's area
- Population density of 35 people per hectare (higher than borough average of 26)



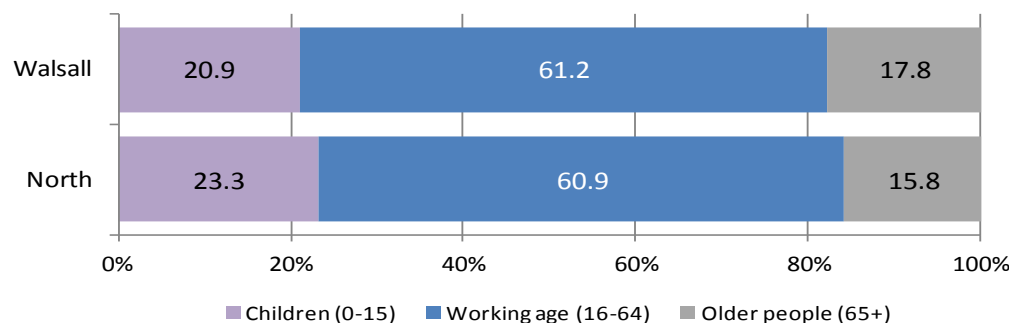


# Population Structure

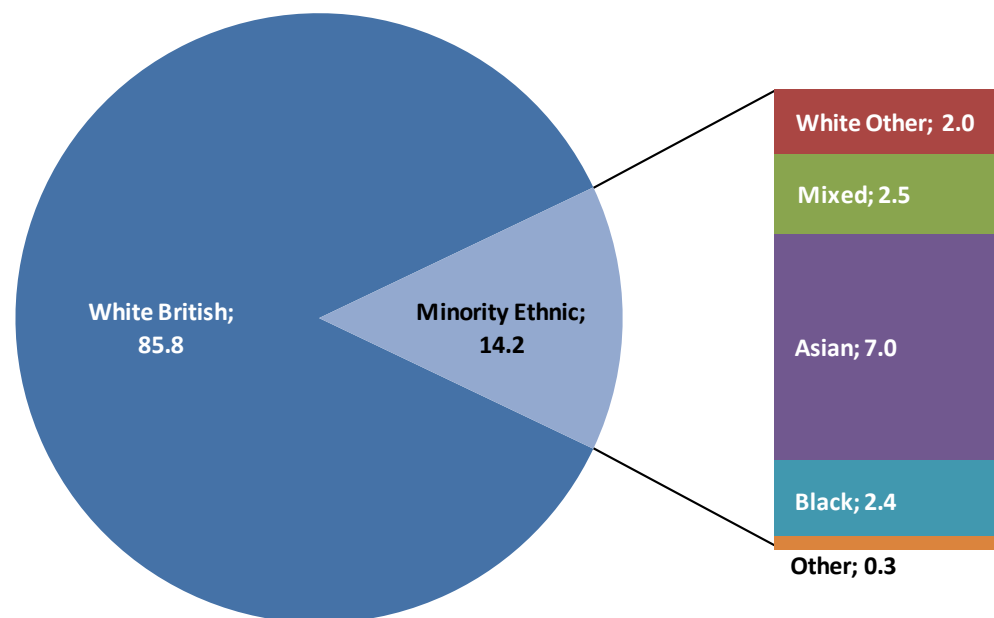
- **Total population: 56,500**
- Younger age profile than borough overall
- High proportion of younger children under 10
- Fewer working age and older people



Source: ONS, Mid-2015 Population Estimates



# Ethnicity



- 14.2% minority ethnic residents is lower than borough (Walsall av 24.1%)
- Asian: Pakistani is the largest minority group – 4.1% (Walsall av 5.3%)
- A mix of all other minority groups living in the locality in smaller numbers

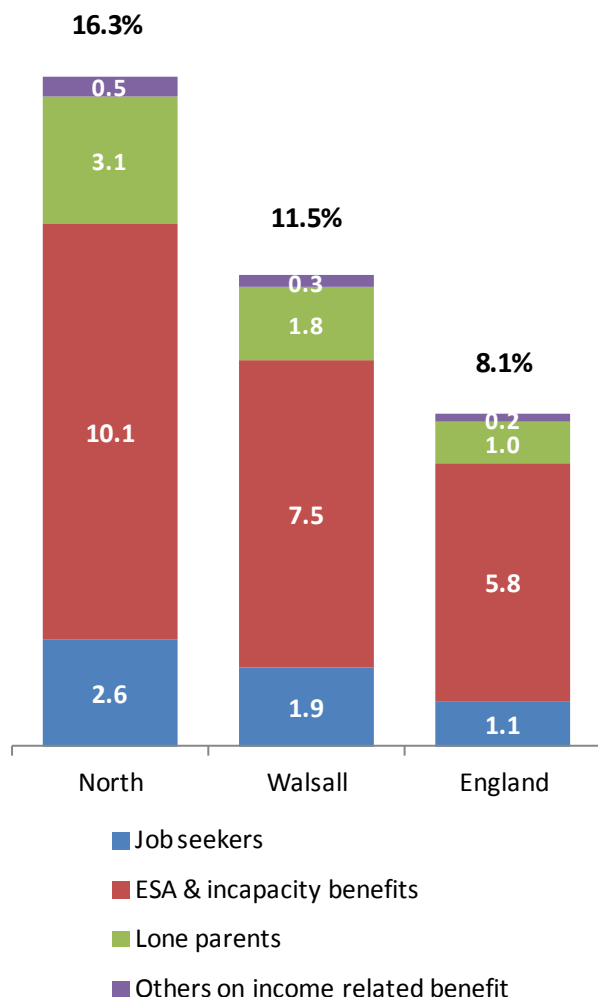


# Households

- 21,900 households (with at least 1 usual resident)
- Very high proportion of socially rented properties (37.8%) and below average owner occupation
- Above average proportion of lone parent families and people living alone



# Unemployment & Benefits



- 5,630 working age adults are dependent on an out-of-work benefit
- Well above borough and national levels
- Numbers of jobseekers has reduced in recent years (but still above average)
- 1 in 10 adults (3,495 residents) claim an ill-health related benefit and are unfit to work

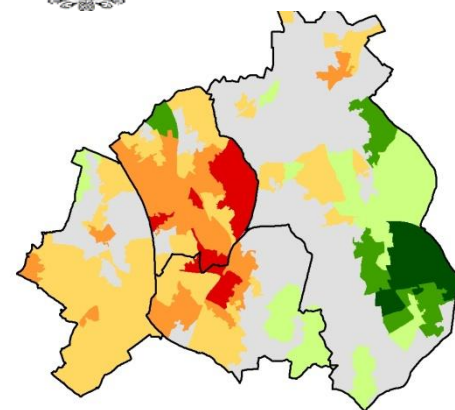
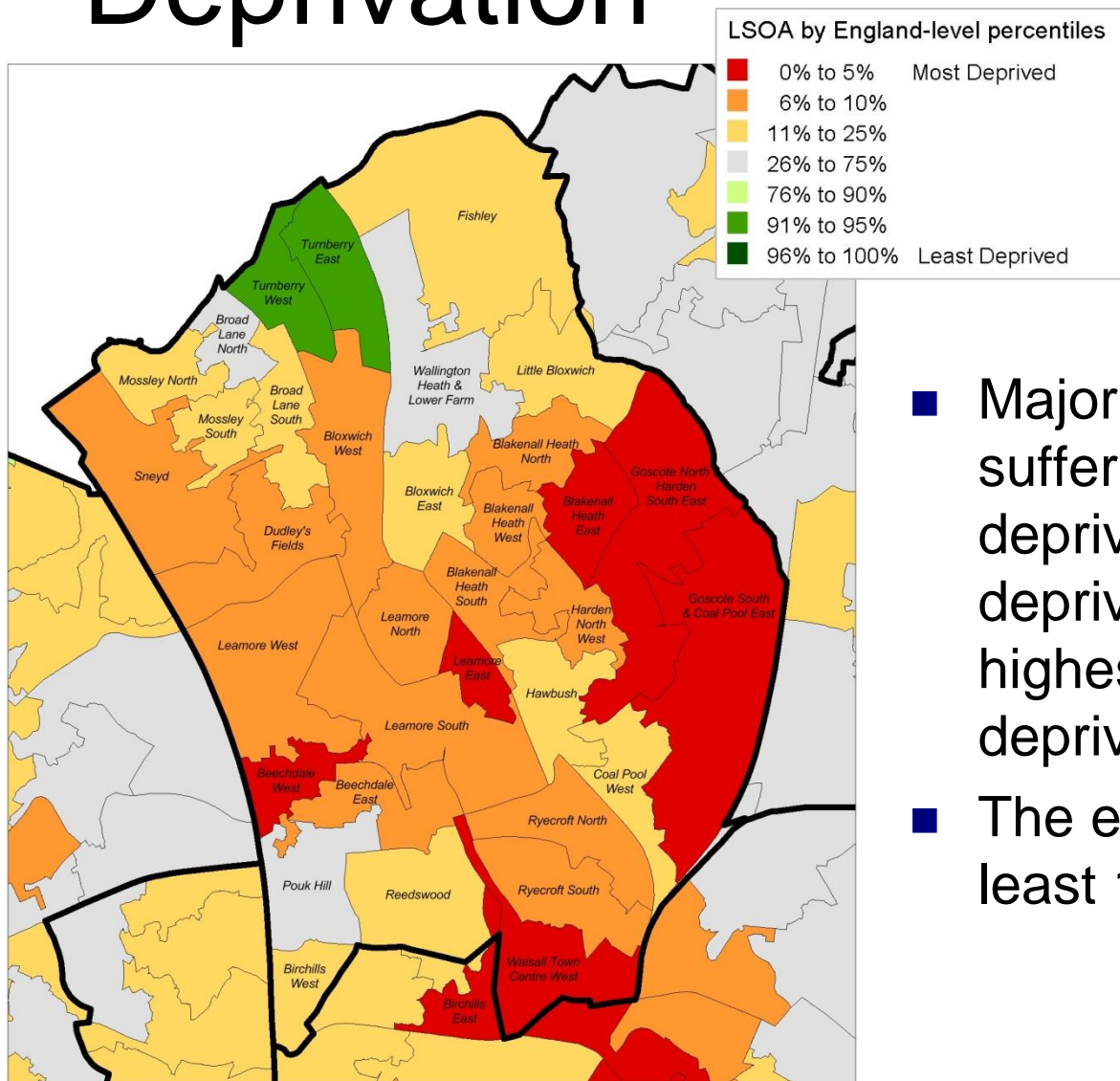




# Skills and Qualifications

- Adult **basic skills** in literacy, numeracy and ICT skills lower than Walsall and national average.
- Adult **qualifications** much lower than Walsall and national average
- Over 1 in 3 working age residents have **no formal qualifications**
- Very low proportion with **degree level qualifications**

# Deprivation



- Majority of neighbourhoods suffer from severe multiple deprivation – among the most deprived in England, and the highest concentration of deprivation in the borough.
- The exception is Turnberry – least 10% deprived in England



# Social Segmentation

## MOSAIC PROFILE SUMMARY FOR POSTCODES WITHIN NORTH LOCALITY

### Families with Needs

- Cohabiting couples & singles with kids
- High unemployment
- Low household income
- Small socially rented terraces and semis
- Moves within local community



### Low Income Workers

- Older households
- Renting low cost semi and terraces
- Social landlords
- Longer length of residence
- Low levels of employment



### Budget Generations

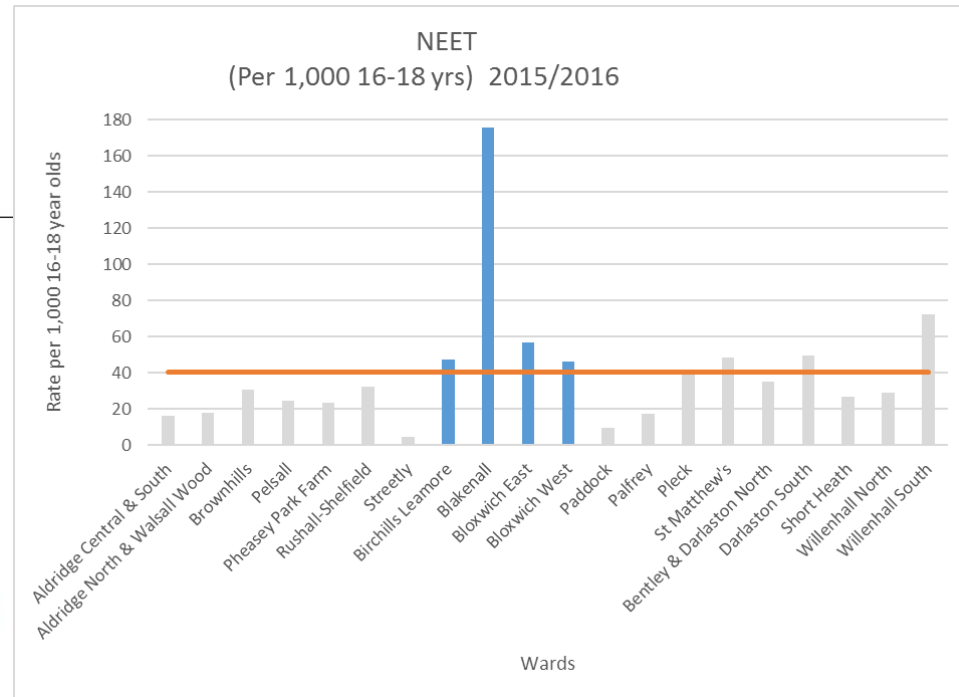
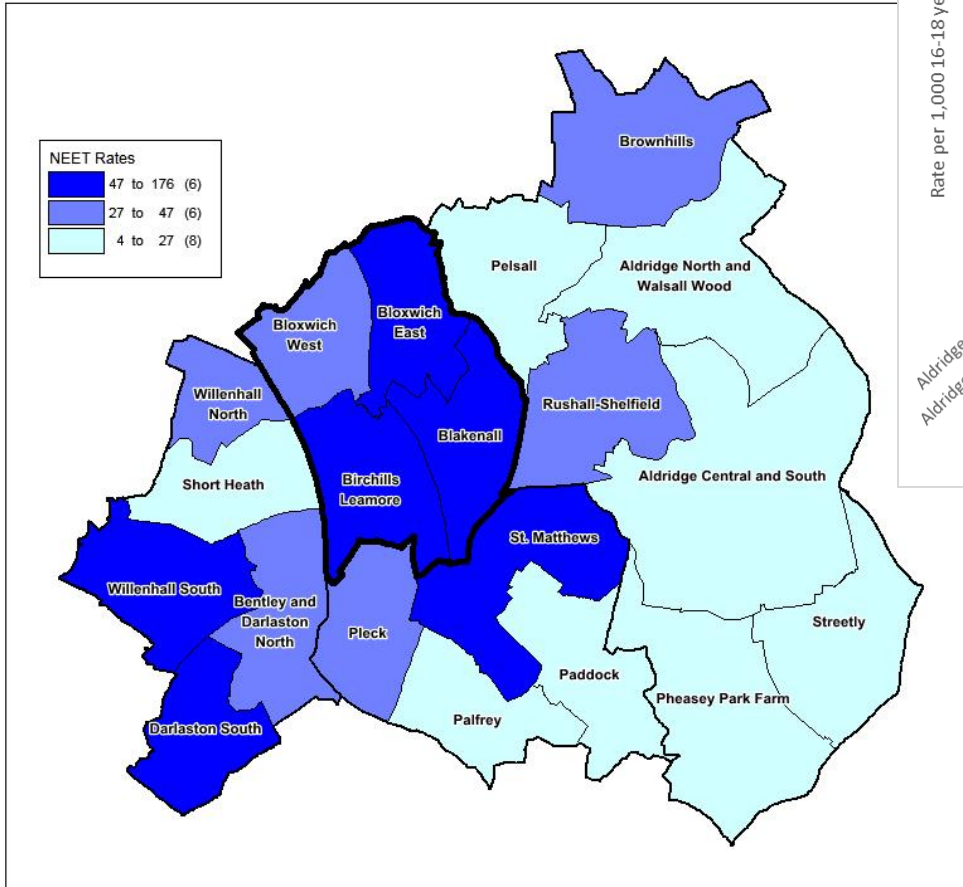
- Extended families
- Supporting adult & younger children
- Ex-council owners and social renters
- Bills can be a struggle
- Price is important
- Likely to have a games console



Rank		Mosaic Public Sector Types	North Locality	%	Walsall	Walsall %
1	M55	Families with Needs	3,447	14.55	18,774	6.81
2	O62	Low Income Workers	2,999	12.66	11,330	4.11
3	M53	Budget Generations	2,487	10.50	16,057	5.83
4	M54	Childcare Squeeze	1,268	5.35	10,246	3.72
5	O63	Streetwise Singles	1,243	5.25	7,577	2.75
6	K48	Down-to-Earth Owners	1,178	4.97	10,302	3.74
7	I38	Asian Heritage	1,089	4.60	25,049	9.09
8	N60	Dependent Greys	989	4.17	3,745	1.36
9	N57	Seasoned Survivors	959	4.05	7,181	2.61
10	N61	Estate Veterans	940	3.97	8,174	2.97



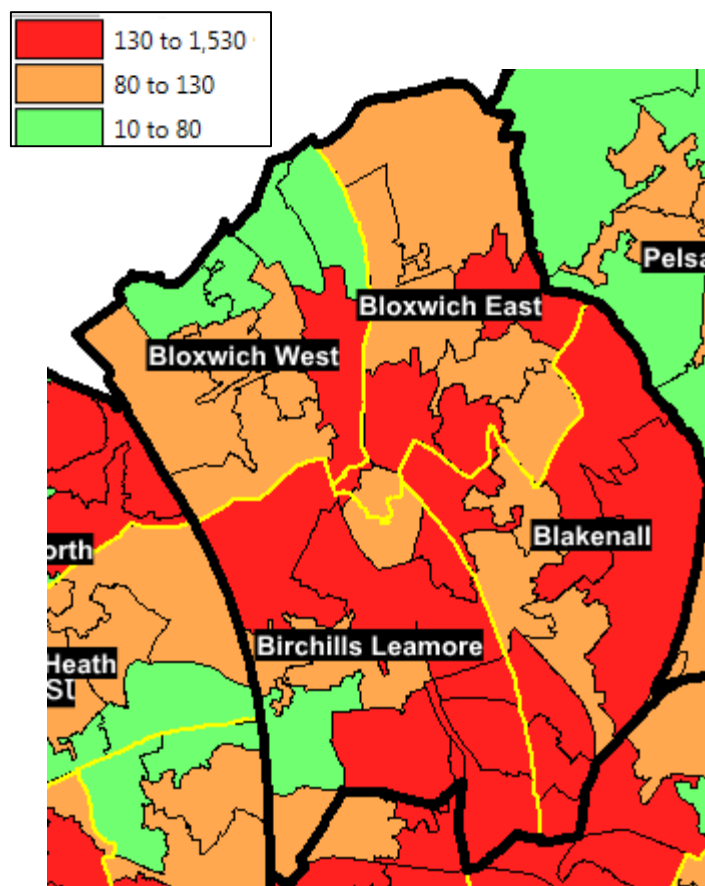
# NEET Rates



Wards	NEET Rate
Birchills Leamore	47.13
Blakenall	175.82
Bloxwich East	56.86
Bloxwich West	46.38
<b>WALSALL</b>	<b>40.19</b>



# Total Recorded Crime



- North had the highest number of crimes recorded of all localities.

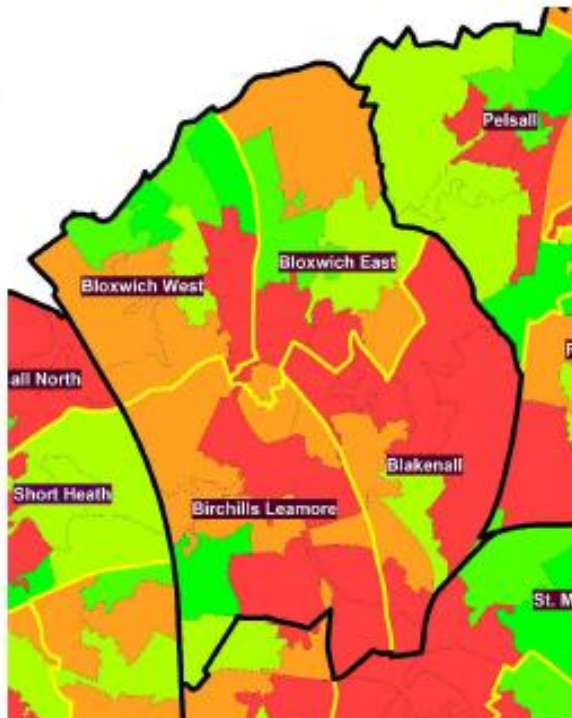
Locality	Total Recorded Crimes in 2017	%
East	4,323	20.36%
<b>North</b>	<b>6,246</b>	<b>29.42%</b>
South	4,985	23.48%
West	5,678	26.74%

- The 5 most frequently recorded crimes in North Locality during 2017 were:

- Violence without injury
- Violence with injury
- Theft from shop
- Theft other
- Theft from motor vehicle

# Total Recorded ASB

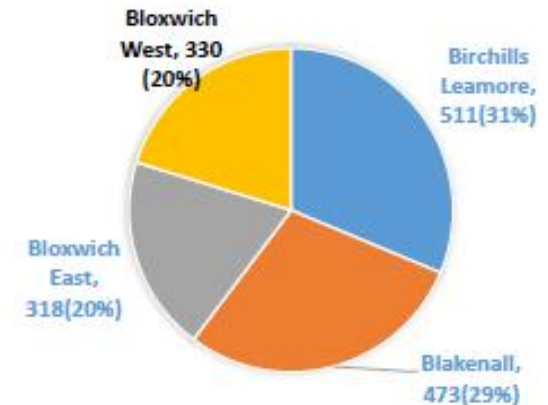
Anti-social Behaviour by LSOA



- North had the highest rate of recorded ASB per 1,000 population (2016 mid-year) of all localities.

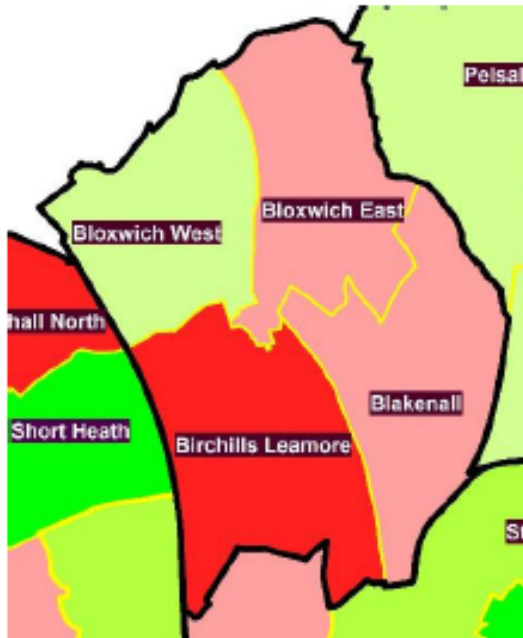
Locality	Recorded ASB 2017	Rate per'000 population (based on 2016 MYE)
East	1399 (23%)	15.7
North	1632 (26%)	28.4
South	1710 (28%)	27.5
West	1471 (24%)	20.9

- The ward had the most frequently recorded ASB in North Locality during 2017 was: **Birchills Leamore - 511**



# Total Referrals to DV Victim Service

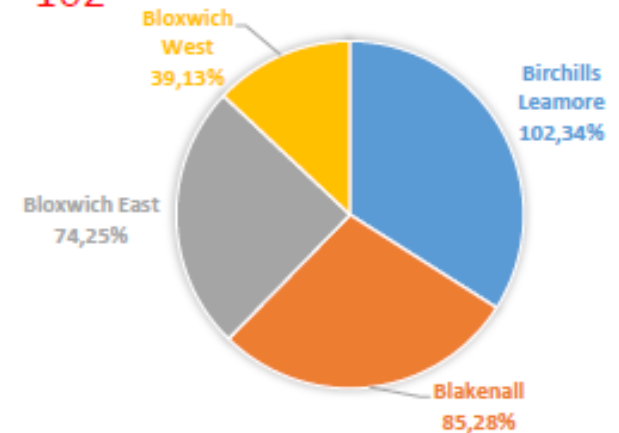
Referrals to IDVA Services 2017



- North had the Lower rate of Referrals to IDVA per 1,000 population (2016 mid-year) of all localities.

Locality	IDVA Referrals 2017	Crude Rate per'000 population (2016 MYE)
East	515 (38%)	5.8
<b>North</b>	<b>300 (22%)</b>	<b>5.2</b>
South	171 (13%)	2.8
West	373 (27%)	5.3

- The ward had the most frequently IDVA referrals in North Locality during 2017 was: **Birchills Leamore - 102**







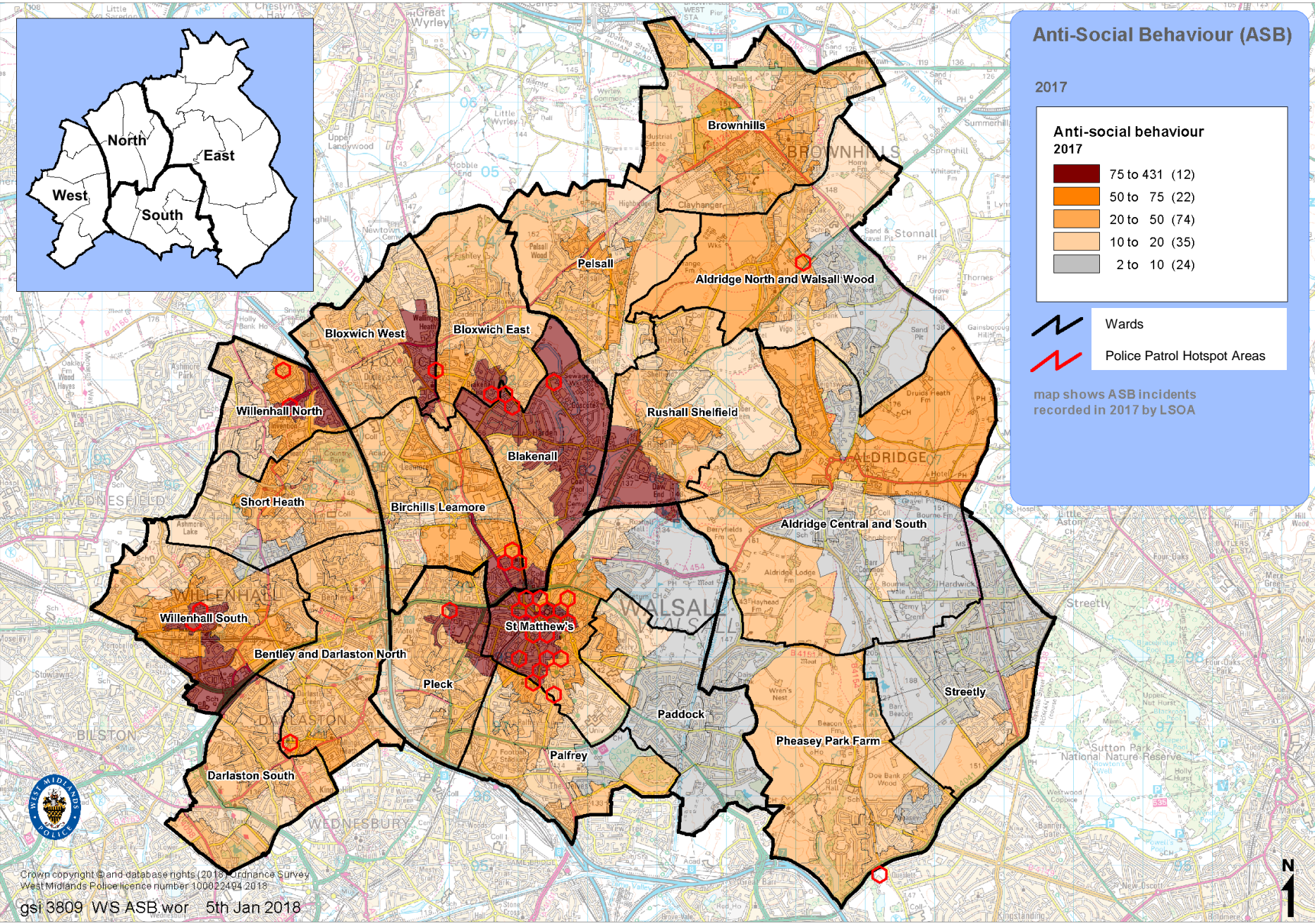
### Anti-Social Behaviour (ASB)

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 map 5th Jan 2018

Source: West Midlands Police, Jan to Dec 2017





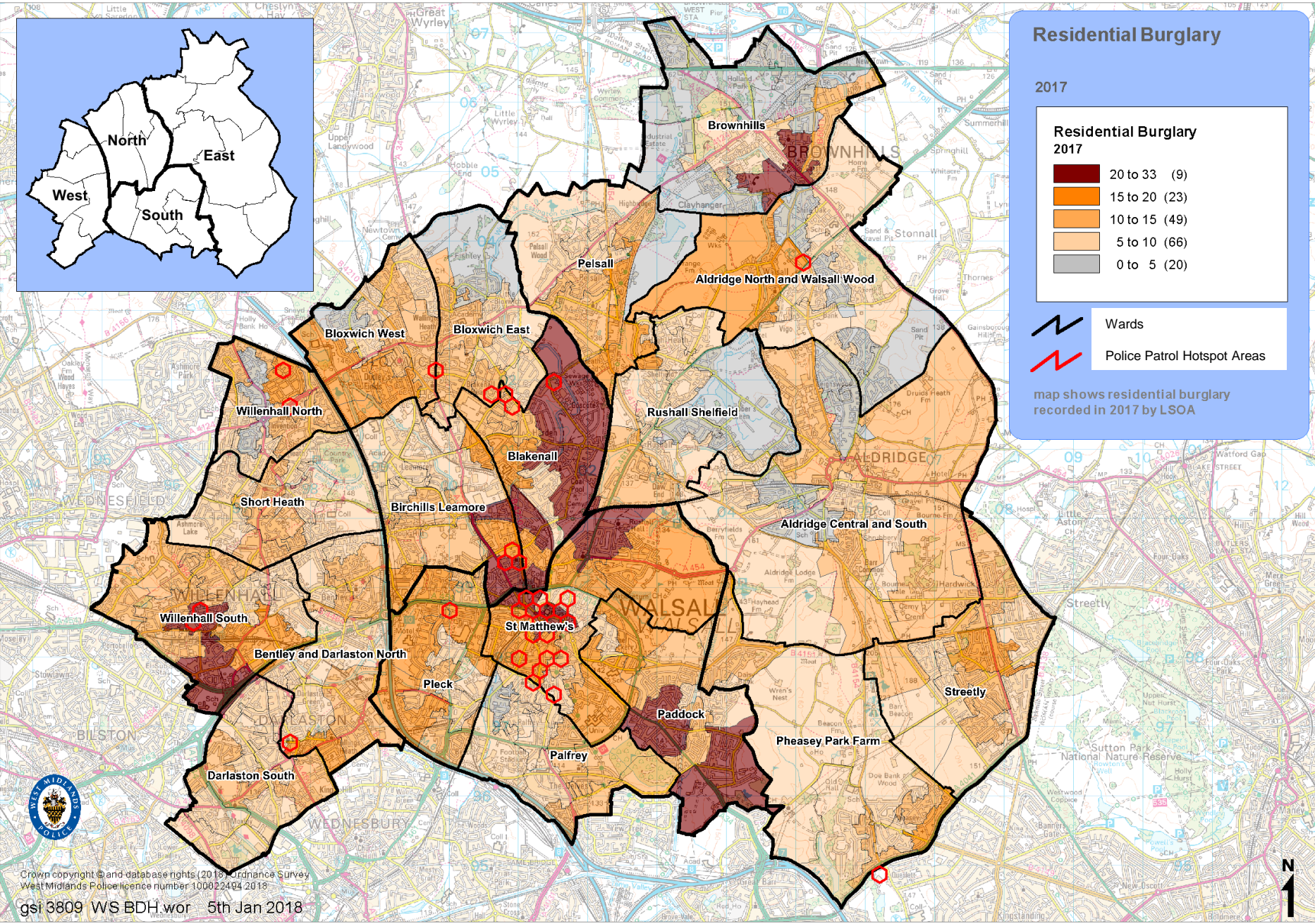
### Residential Burglary

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





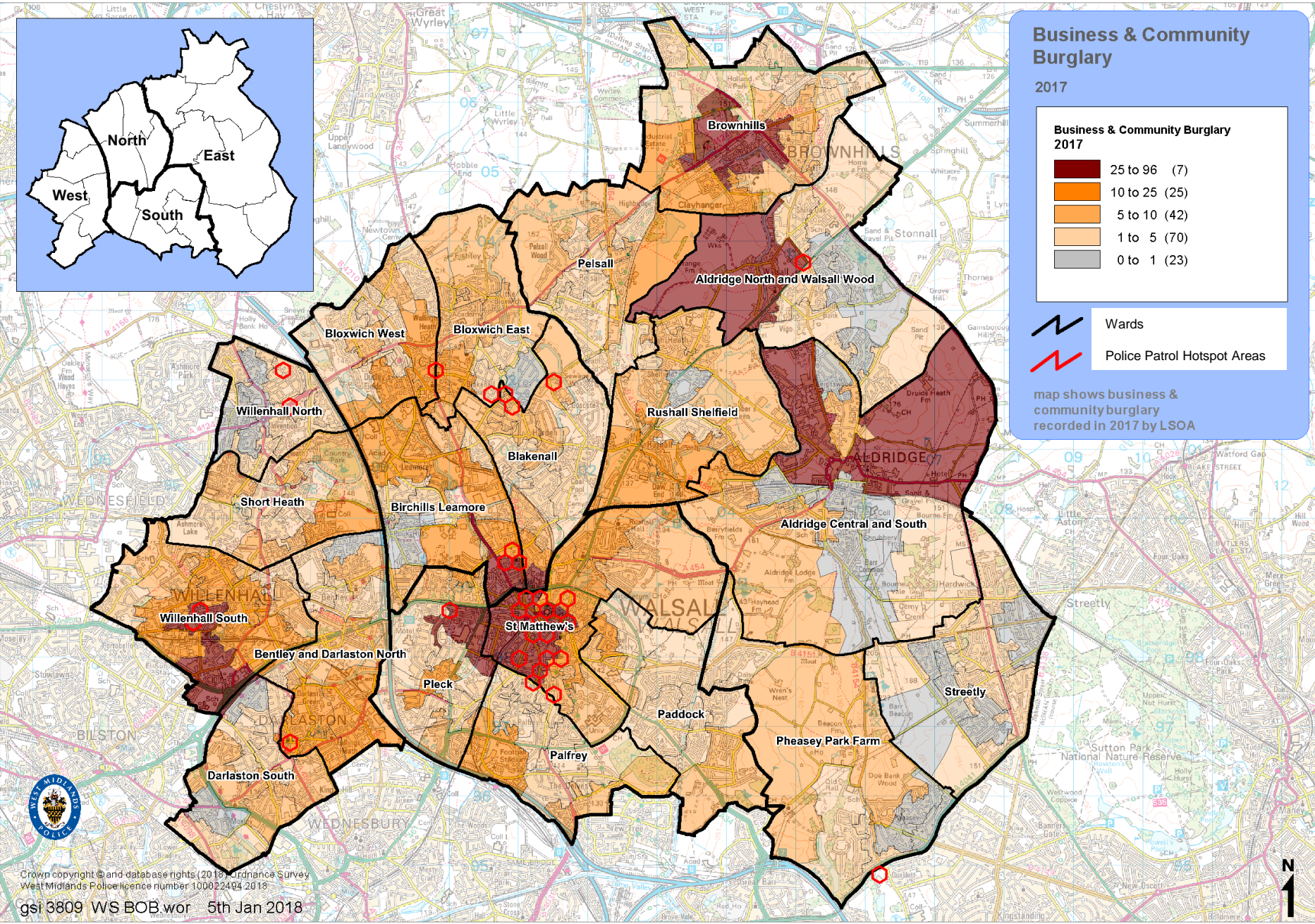
### Business & Community Burglary

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

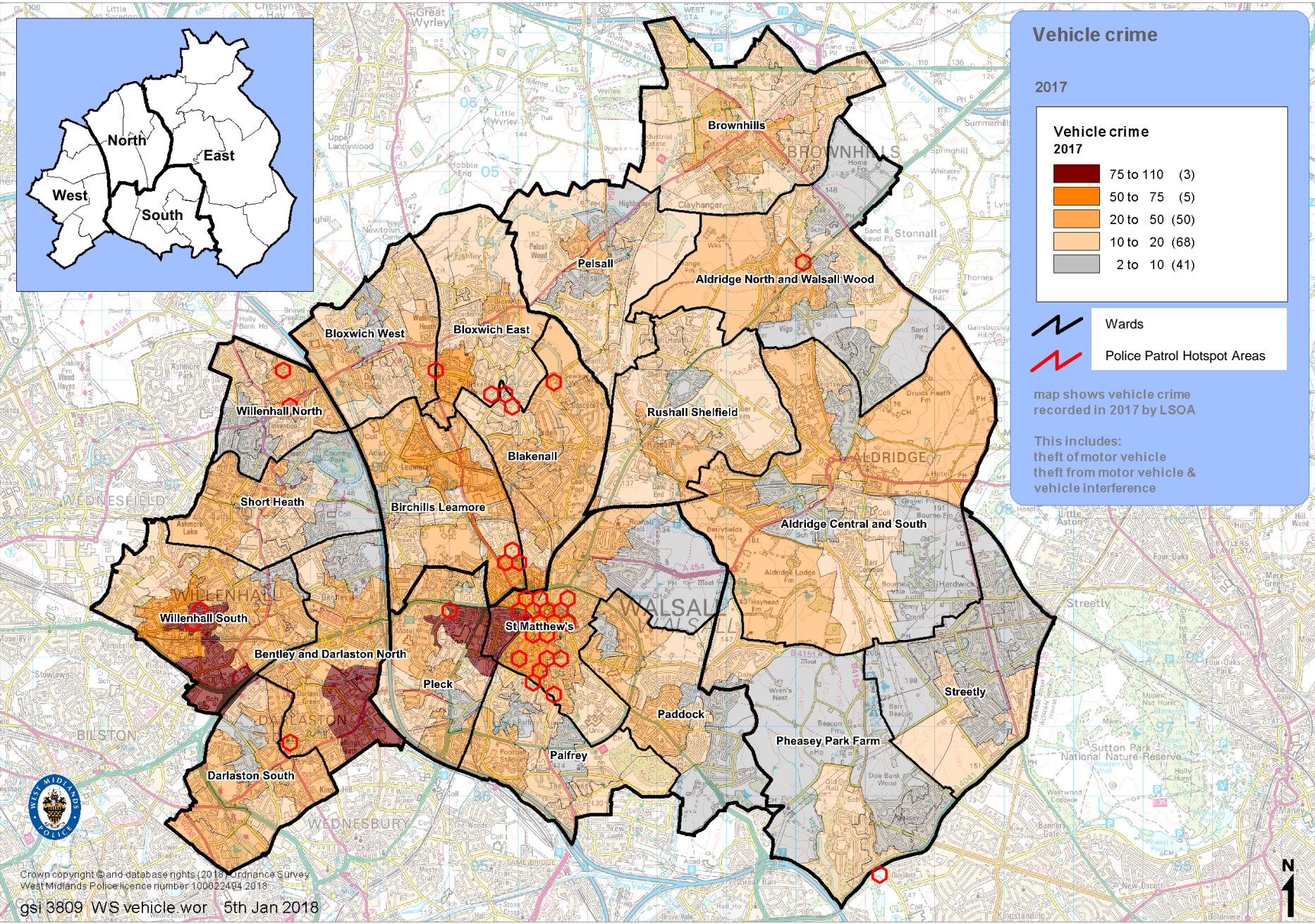
2017

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**

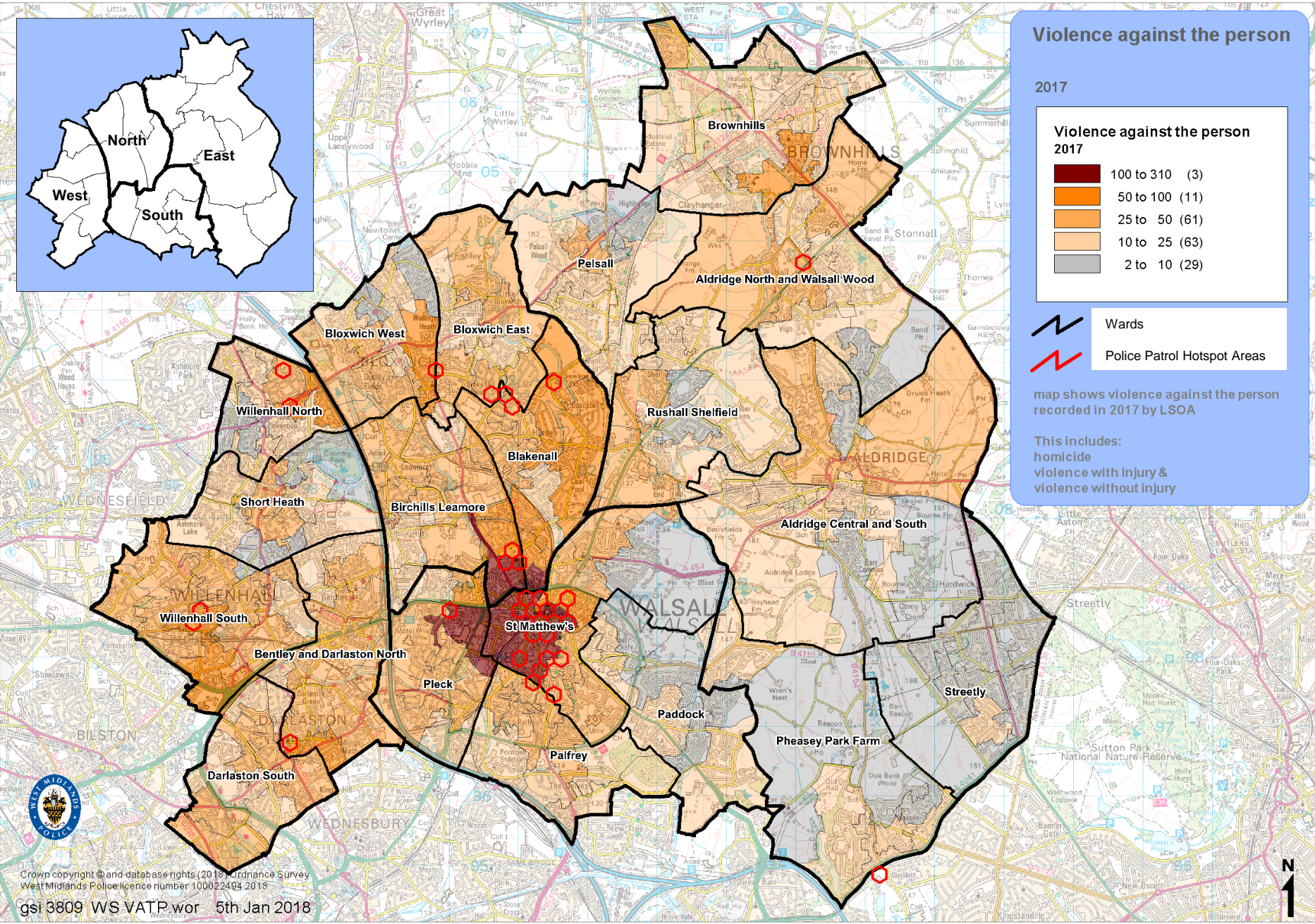
	100 to 310 (3)
	50 to 100 (11)
	25 to 50 (61)
	10 to 25 (63)
	2 to 10 (29)

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





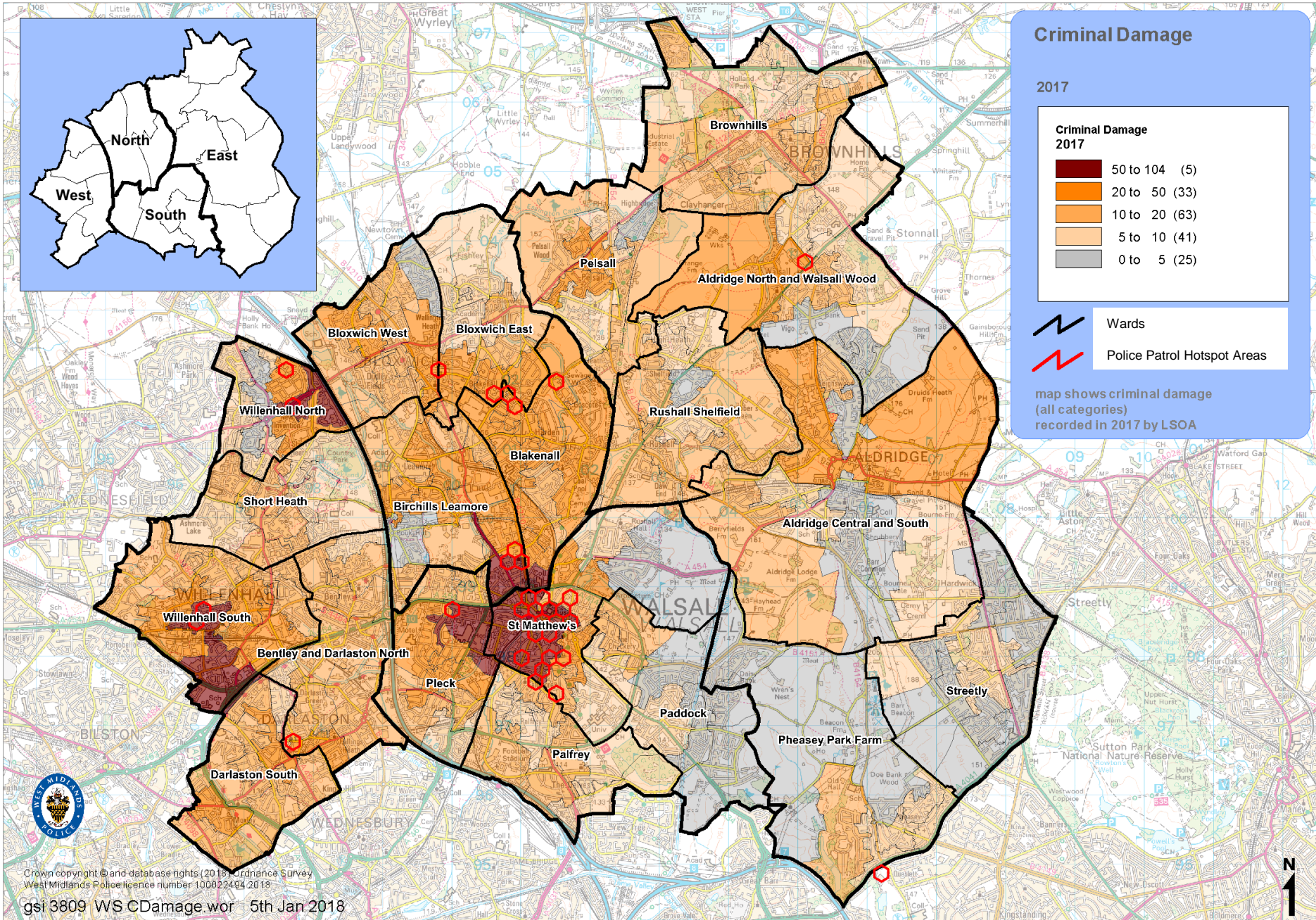
### Criminal Damage

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





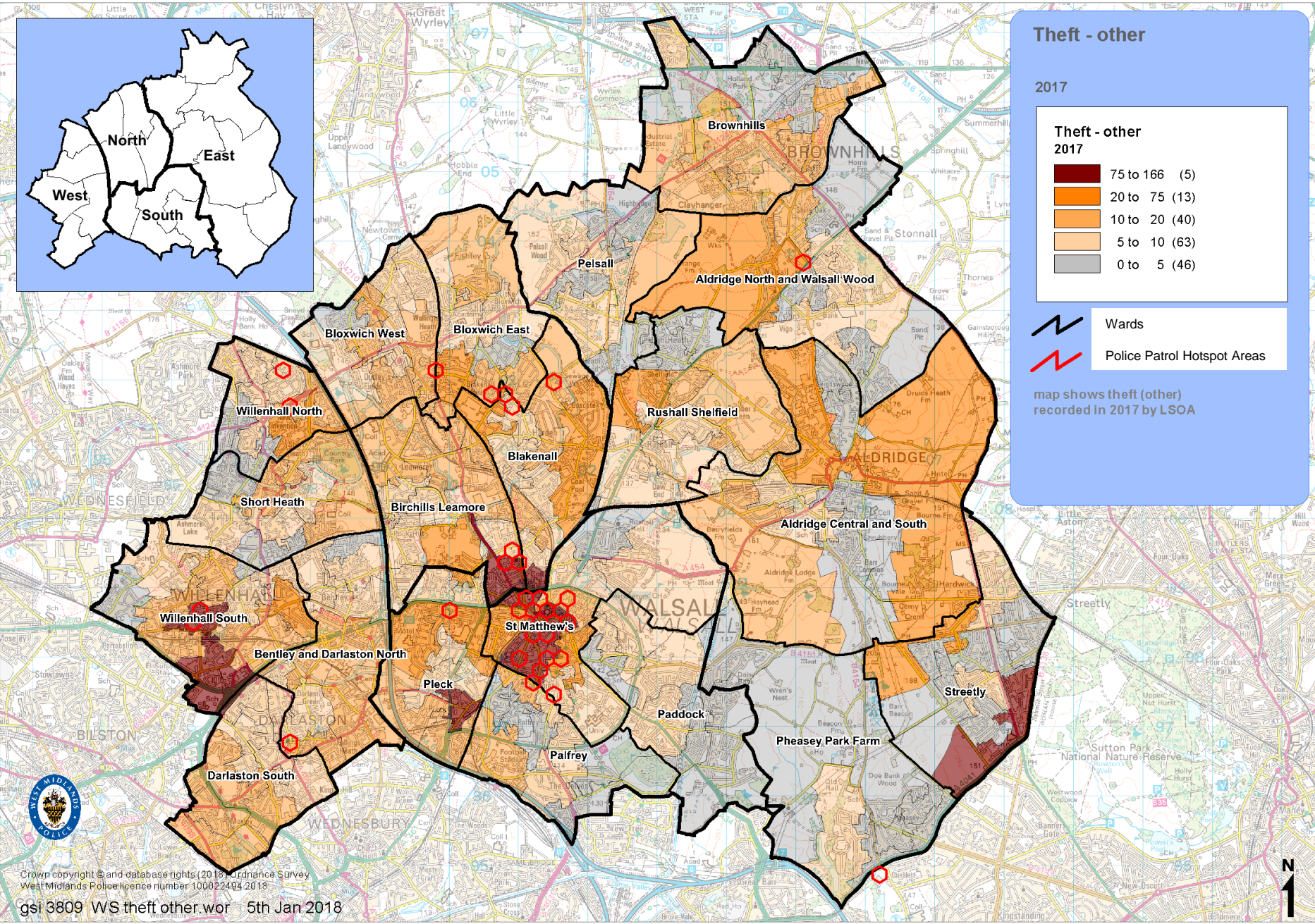
### Theft - other

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





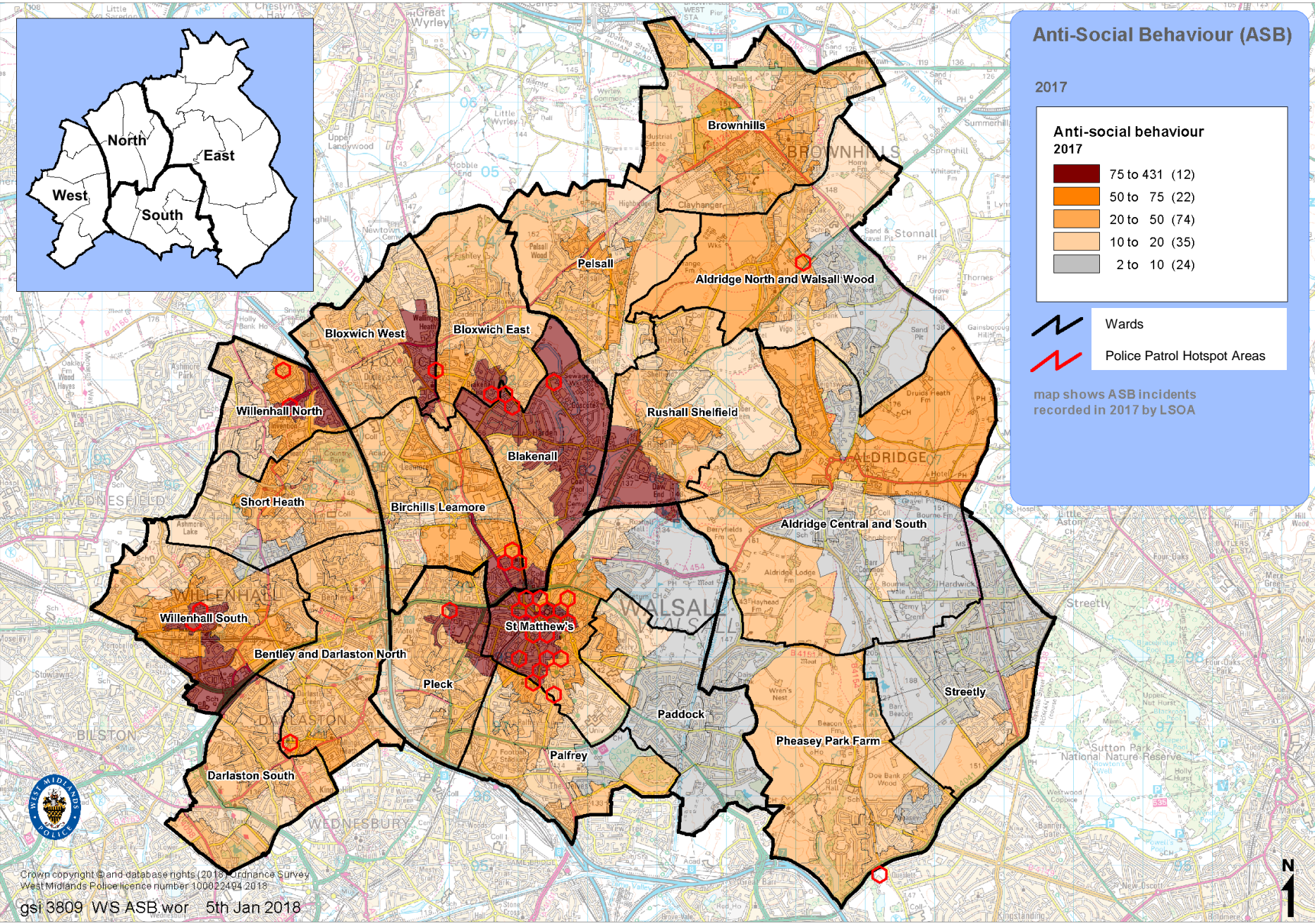
### Anti-Social Behaviour (ASB)

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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gsi 3809 WS ASB 5th Jan 2018

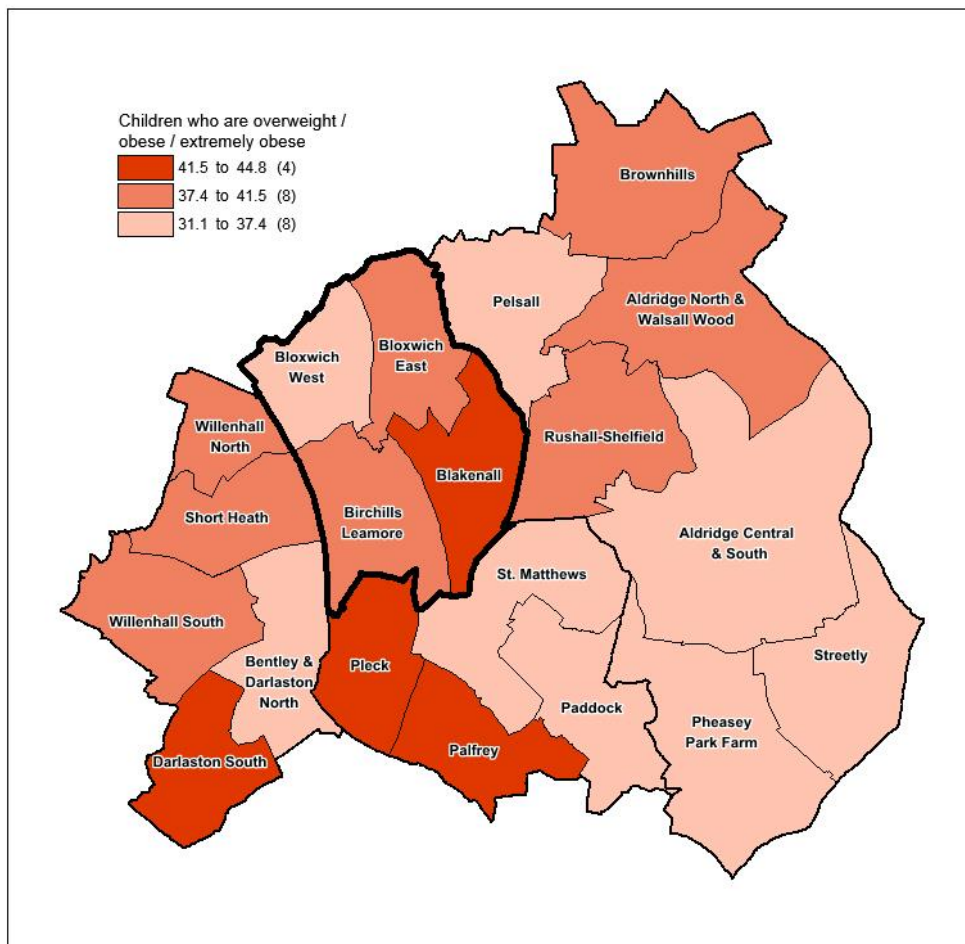
Source: West Midlands Police, Jan to Dec 2017







# Childhood Obesity



Ward	Overweight /Obese
Blakenall	44.34
Birchills Leamore	40.65
Bloxwich East	39.67
Bloxwich West	35.14
WALSALL	38.89

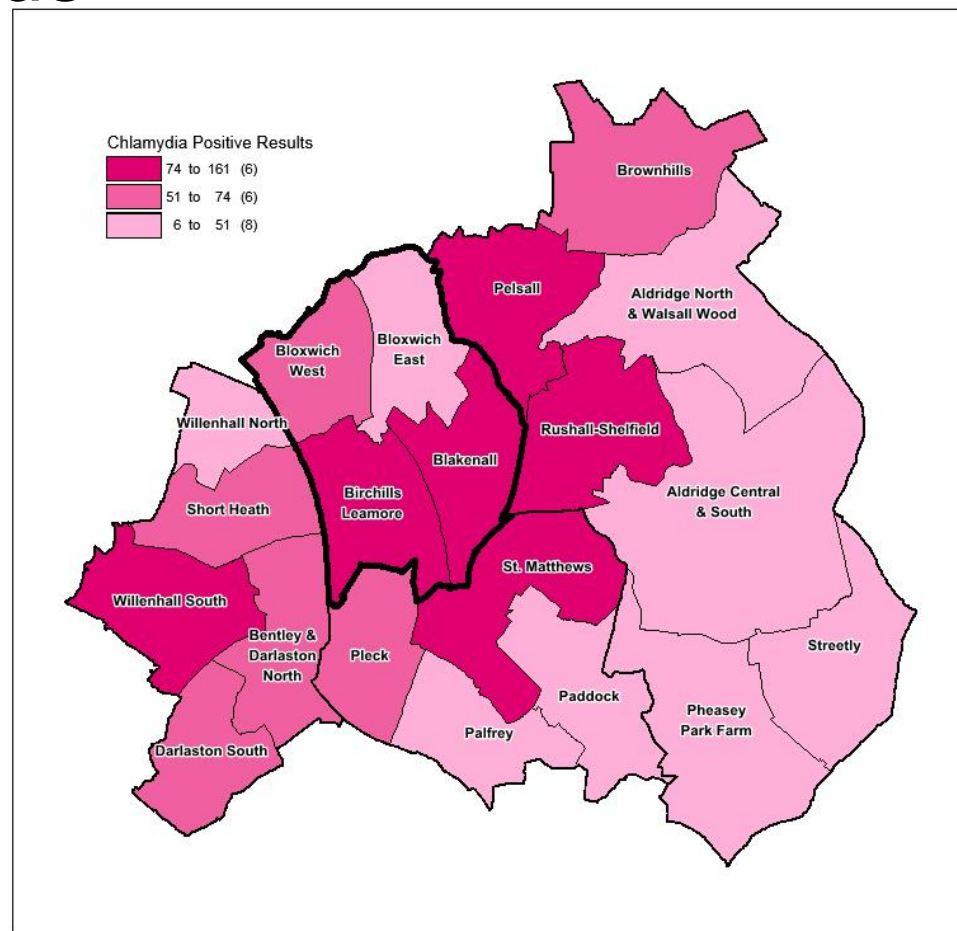
The North locality has a mixture of overweight / obese children – Blakenall (44.34) is above the borough average of 38.89 compared with Bloxwich East (35.14) which is below the borough average.

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

Wards	Positive rate
Blakenall	110.70
Birchills Leamore	76.56
Bloxwich West	65.48
Bloxwich East	37.64
WALSALL	64.14

The highest chlamydia positive screening rate of 15-24 year olds within the North locality are within the wards of:

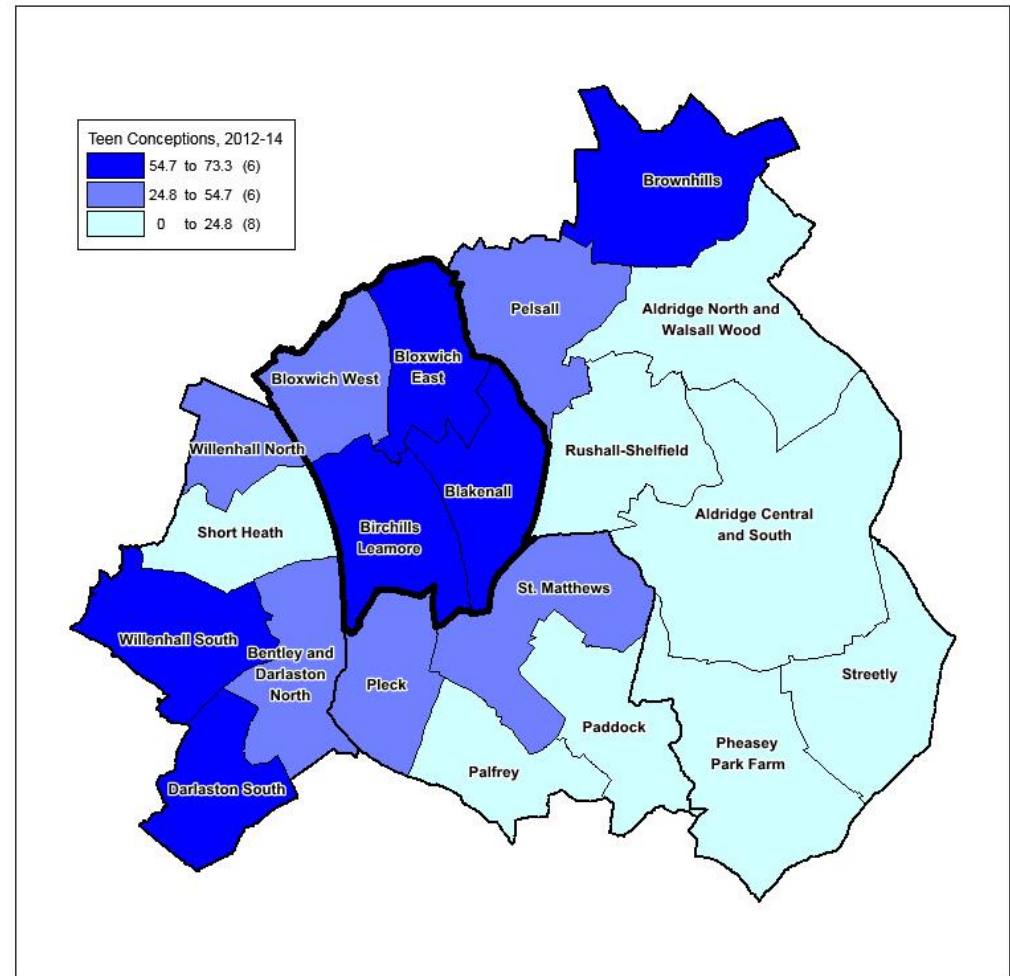
- Blakenall
- Birchills Leamore



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

Ward	Rate
Blakenall	73.3
Bloxwich East	64.0
Birchills Leamore	63.7
Bloxwich West	44.7
WALSALL	40.3

- Teen Conception rates for this locality are amongst the highest in the borough & above the borough average.
- Blakenall, Bloxwich East & Birchills Leamore are the top 3 wards within the borough with the highest rates.

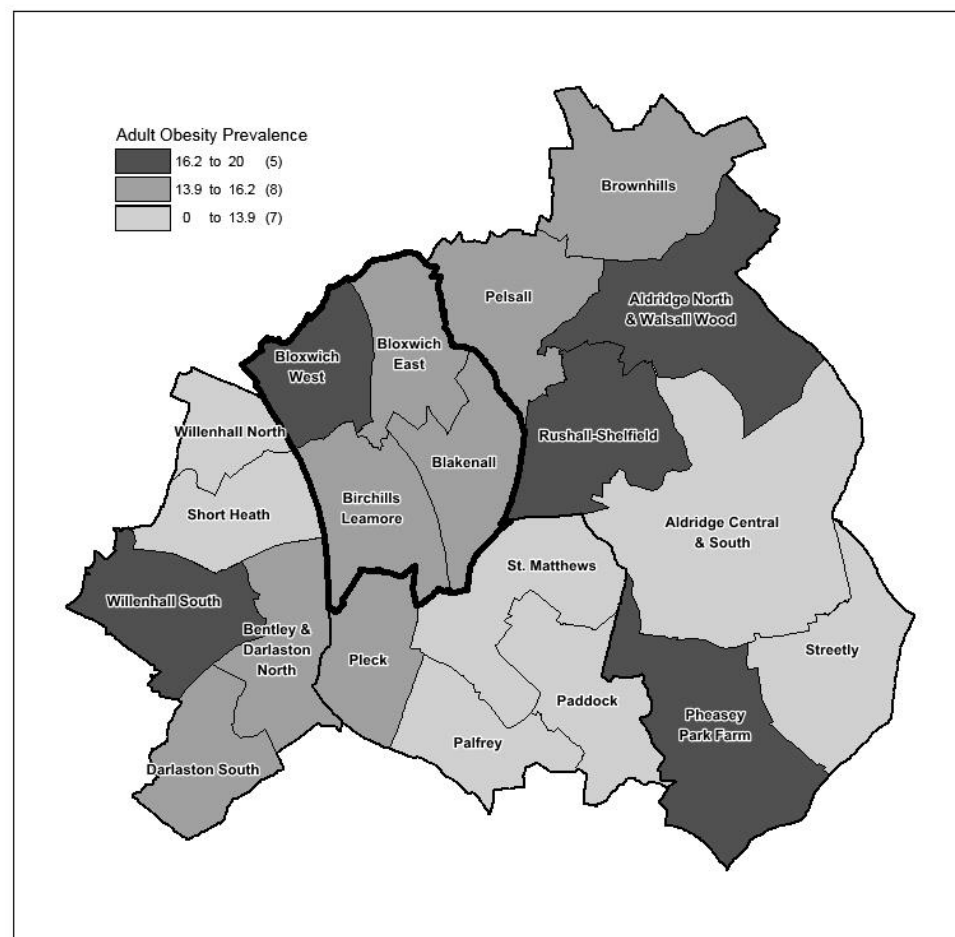


# Adult Obesity Prevalence

Ward	%
Bloxwich West	19.97
Bloxwich East	16.19
Birchills Leamore	15.09
Blakenall	14.82
<b>WALSALL</b>	<b>14.89</b>

Bloxwich West has the highest prevalence rate within the North locality

3 out of 4 wards are above the borough average

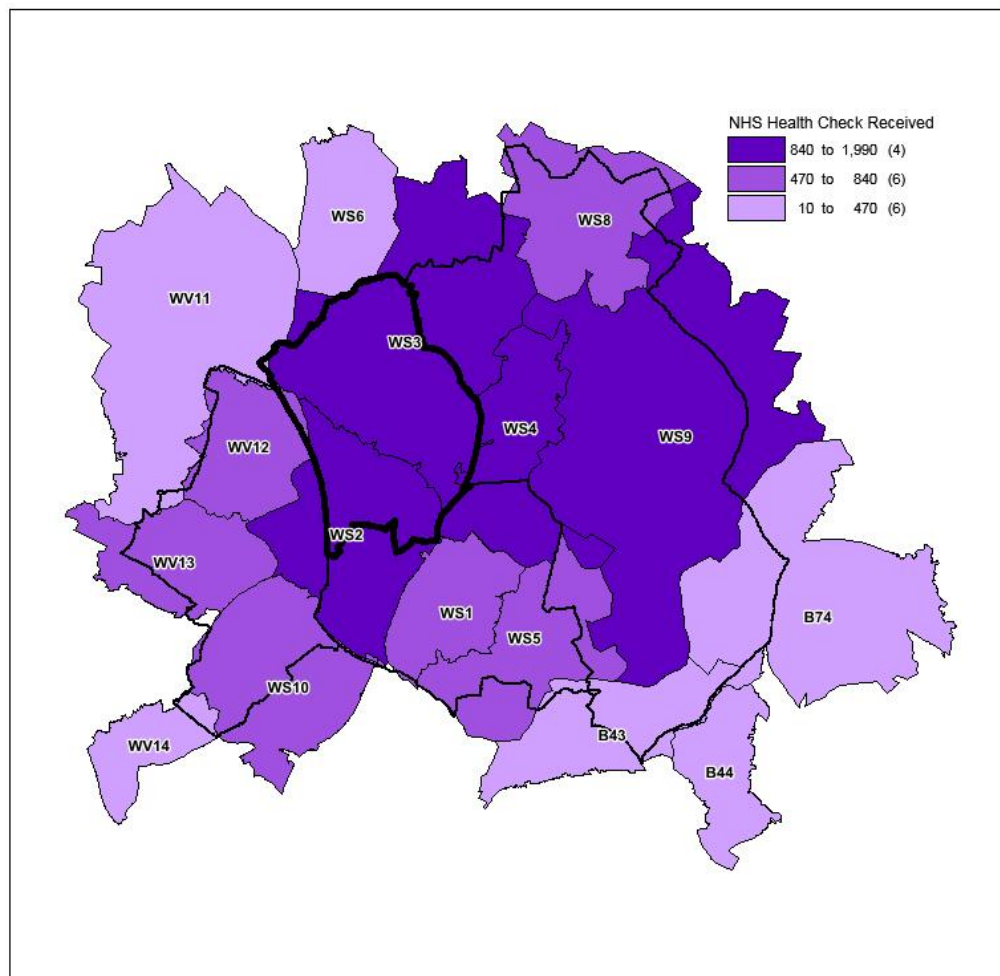


Note – based on GP practice patient lists





# Health Check Received - 40 to 74 Year Olds

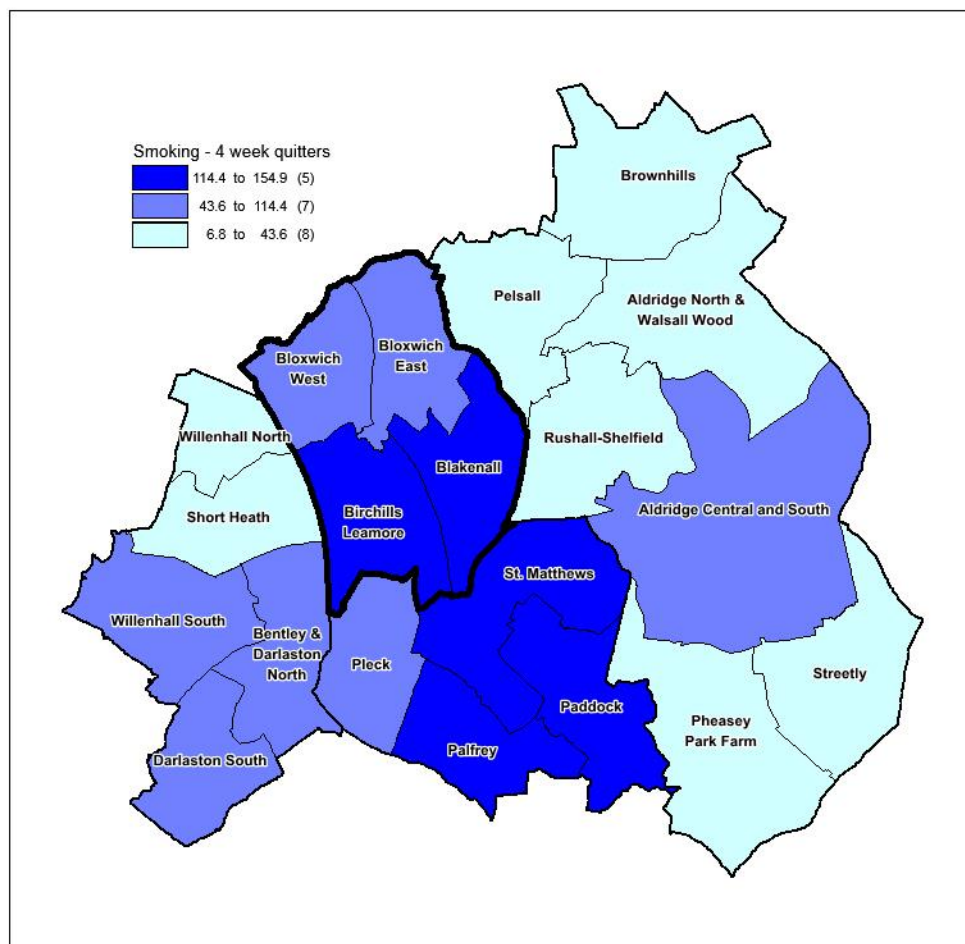


Within the North locality, the number of NHS health checks received is high:  
WS2 = 1,098 (part of)  
WS3 = 1,983 (part of)

*Note – based on GP practice patient lists*



# Successful 4 week Smoking Quitter Rates (16+)



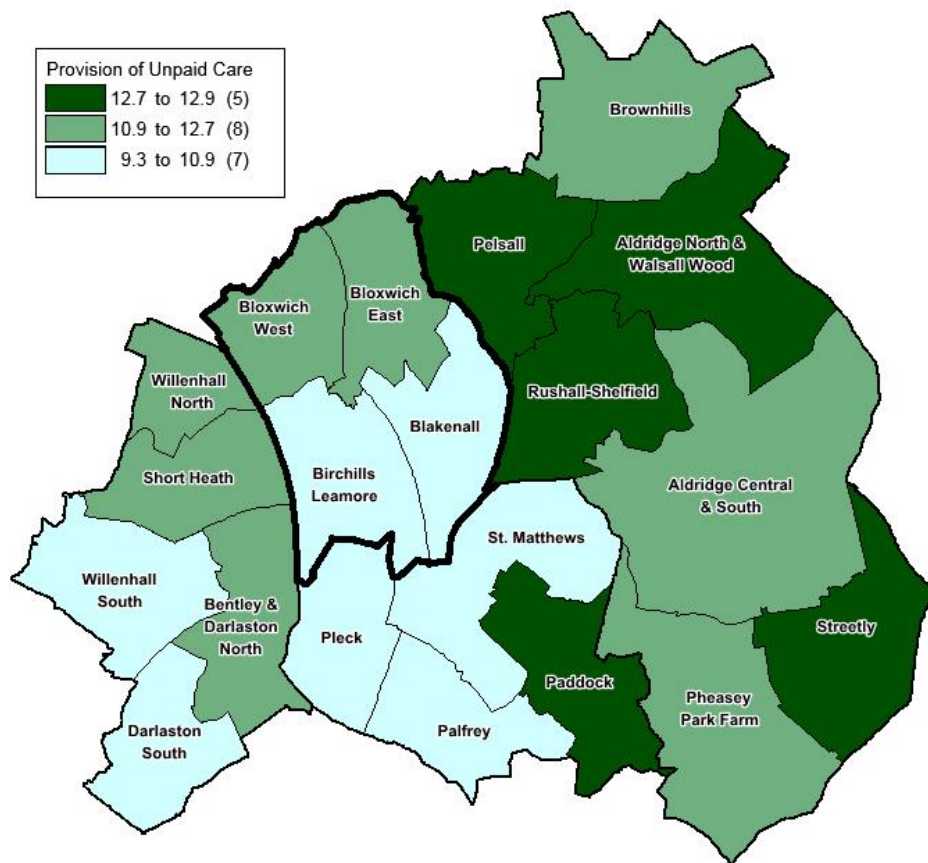
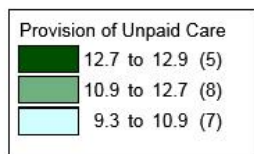
Ward	Crude rate (per 10,000)
Blakenall	133.74
Birchills Leamore	129.27
Bloxwich West	58.22
Bloxwich East	52.64
WALSALL	68.92

The North locality has 2 wards with the highest 4 week quitter rates:

- Blakenall
- Birchills Leamore



# Provision of Unpaid Care

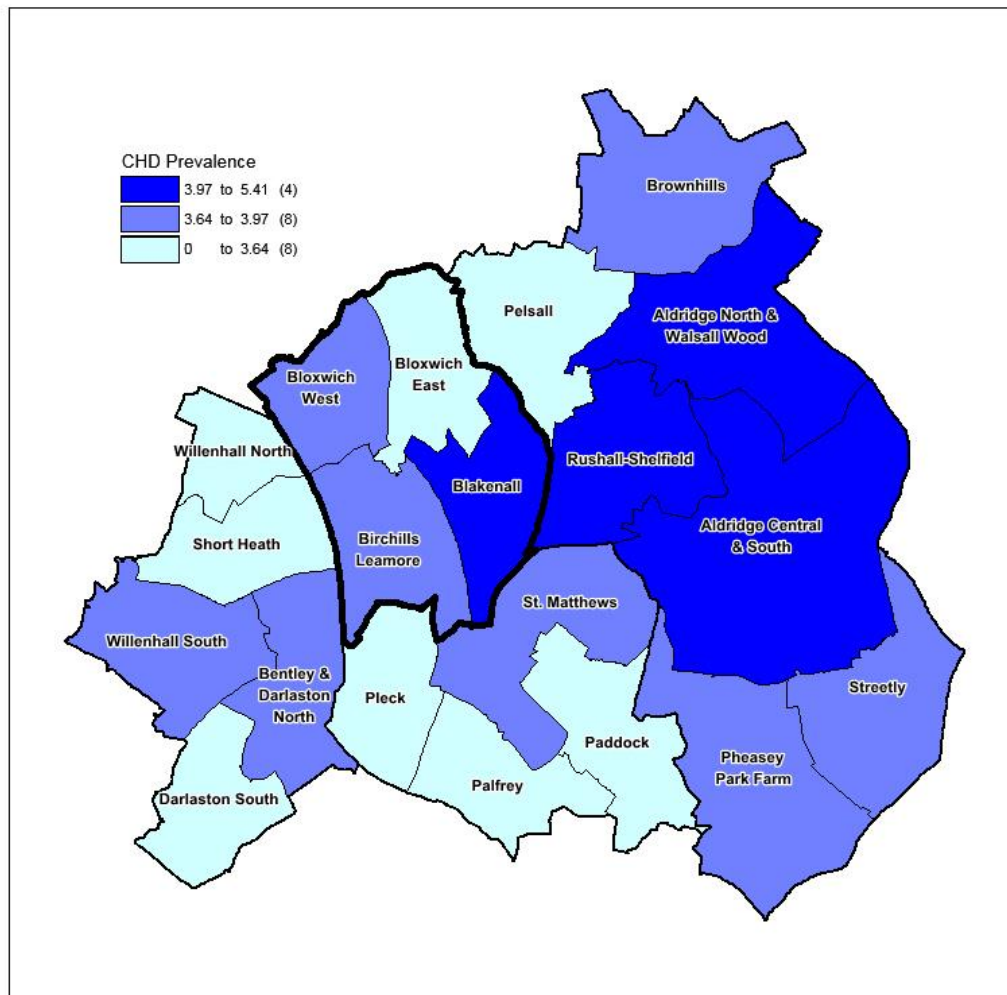


Ward	#	%
Bloxwich West	1,412	11.7
Bloxwich East	1,505	11.6
Blakenall	1,437	9.9
Birchills Leamore	1,549	9.7
WALSALL	30,632	11.4

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

- Bloxwich West
- Bloxwich East

# CHD Prevalence



Ward	%
Blakenall	4.16
Birchills Leamore	3.68
Bloxwich West	3.64
Bloxwich East	3.64
<b>WALSALL</b>	<b>3.86</b>

The highest prevalence rate for Coronary Heart Disease within the East locality is within the ward of Blakenall

The other 3 wards within the locality are below the average for the borough

*Note – based on GP practice patient lists*

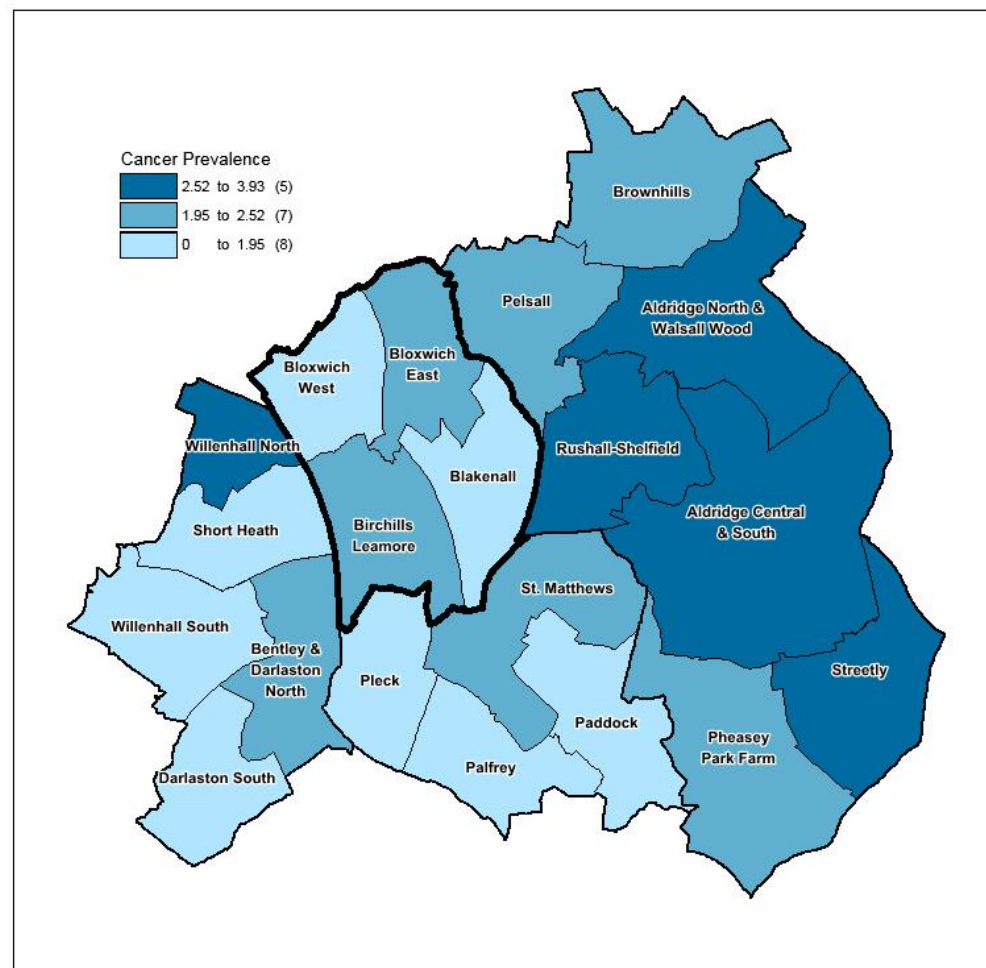


# Cancer Prevalence

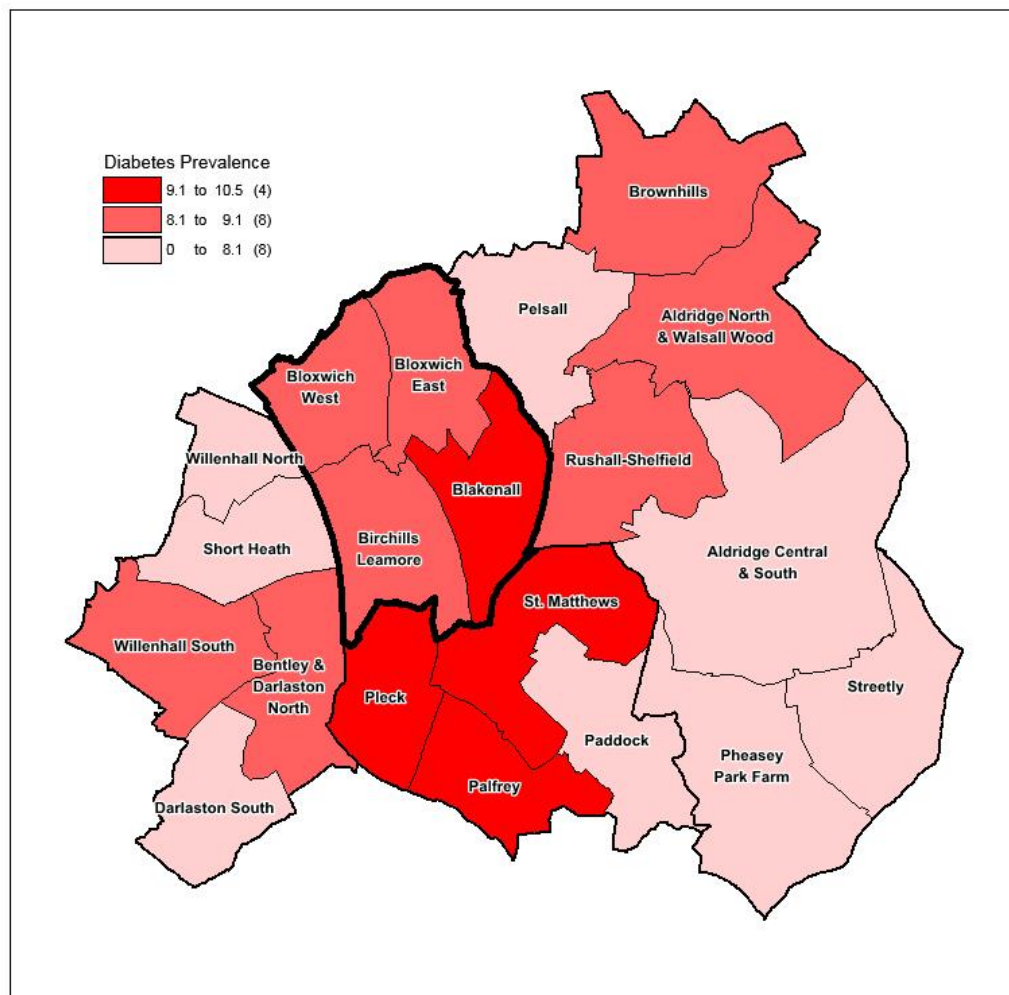
Ward	%
Bloxwich East	2.09
Birchills Leamore	1.95
Blakenall	1.95
Bloxwich West	1.67
<b>WALSALL</b>	<b>2.20</b>

Cancer prevalence within the wards of the North locality is lower than the borough average.

*Note – based on GP practice patient lists*



# Diabetes Prevalence



Ward	%
Blakenall	9.17
Birchills Leamore	8.94
Bloxwich West	8.75
Bloxwich East	8.43
<b>WALSALL</b>	<b>8.58</b>

3 out of 4 wards within the North locality have diabetes prevalence above the borough average.

Blakenall ward is greatest – 9.17%

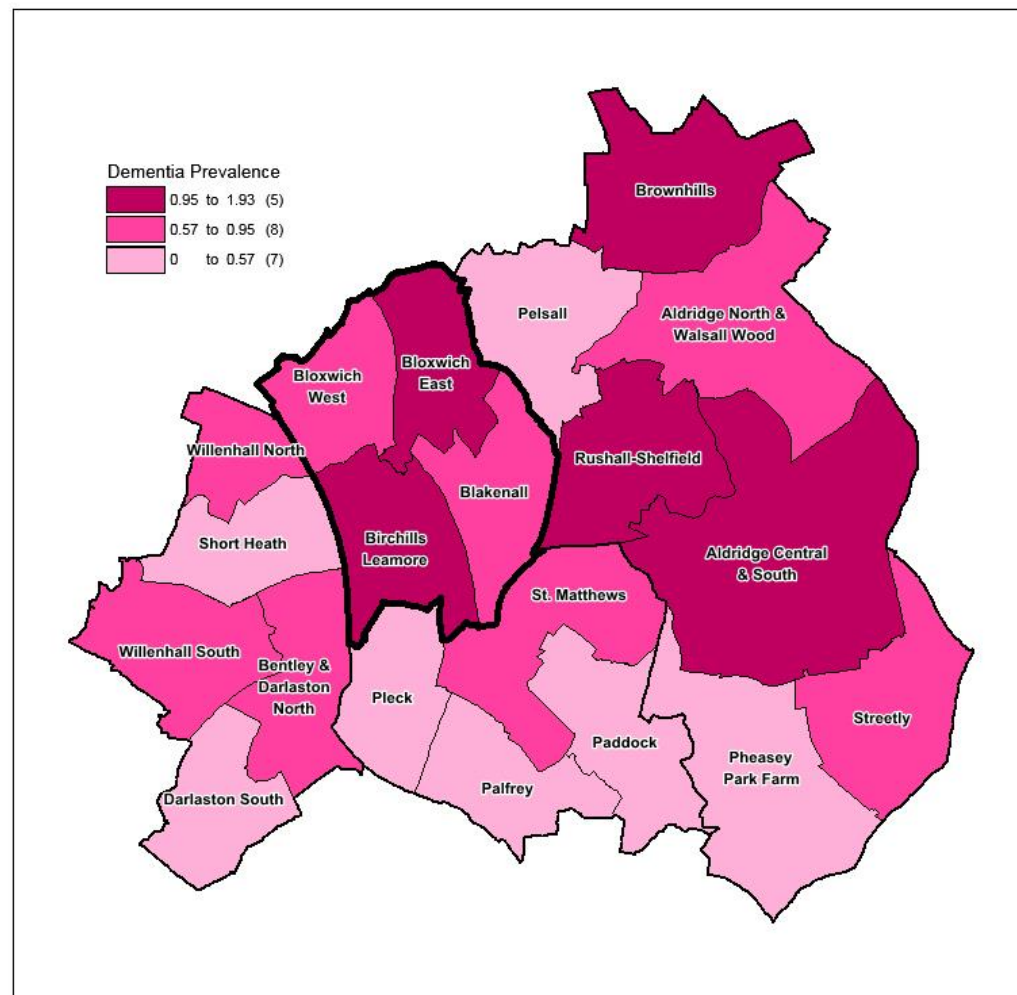
*Note – based on GP practice patient lists*

# Dementia Prevalence

Ward	%
Bloxwich East	1.92
Birchills Leamore	1.05
Blakenall	0.82
Bloxwich West	0.62
<b>WALSALL</b>	<b>0.80</b>

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

*Note – based on GP practice patient lists*





# 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](http://www.walsall.gov.uk/census)
- **Nomis:** detailed and up-to-date UK labour market and economic statistics from official sources [www.nomisweb.co.uk](http://www.nomisweb.co.uk)





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

Contact: [insight@walsall.gov.uk](mailto:insight@walsall.gov.uk) or [intelligence@walsall.gov.uk](mailto:intelligence@walsall.gov.uk)



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