

Ward Walk Profile: Willenhall South February 2018

Version 3.0 - FINAL

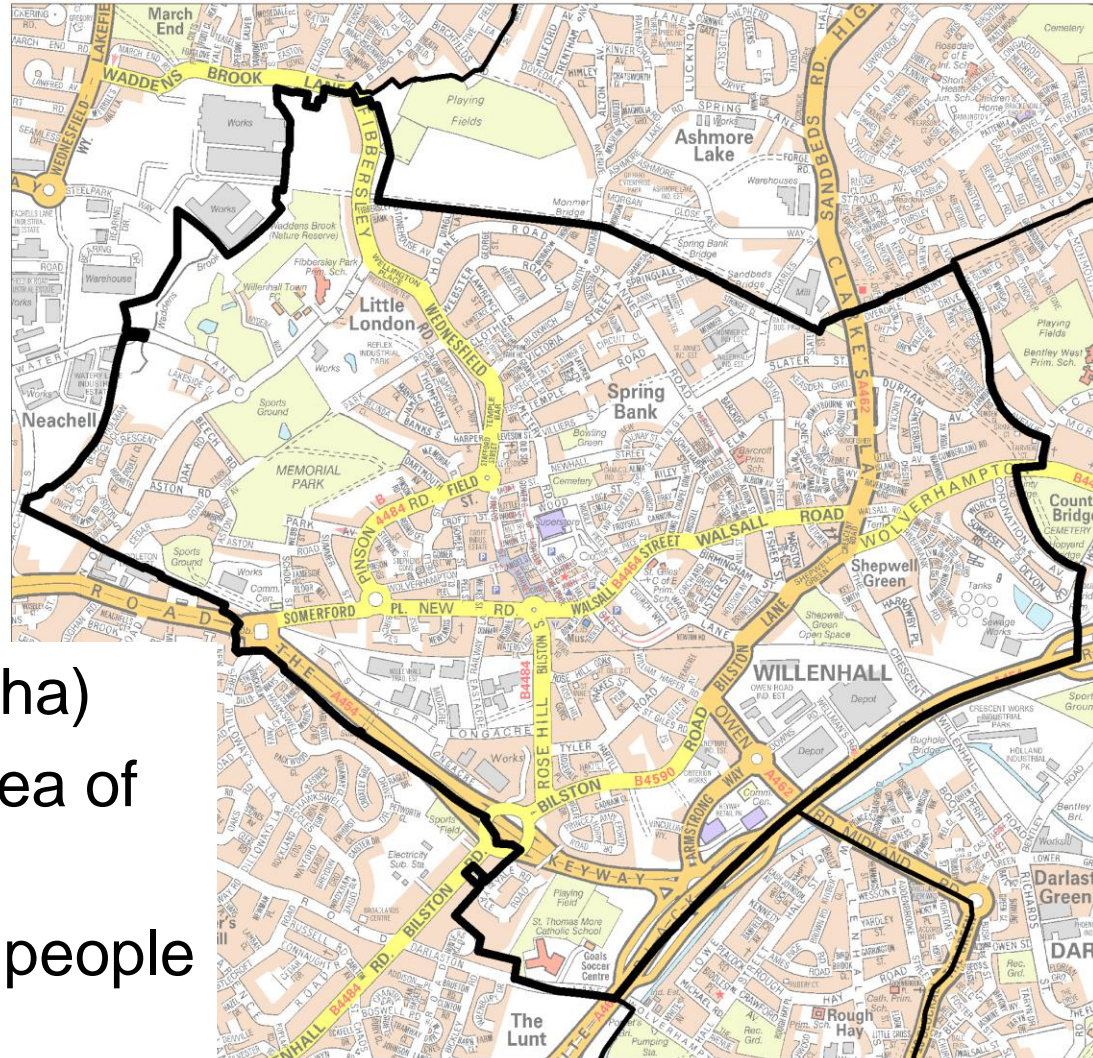
Cllr S Coughlan (Labour)

Cllr D Coughlan (Labour)

Cllr C Creaney (Labour)



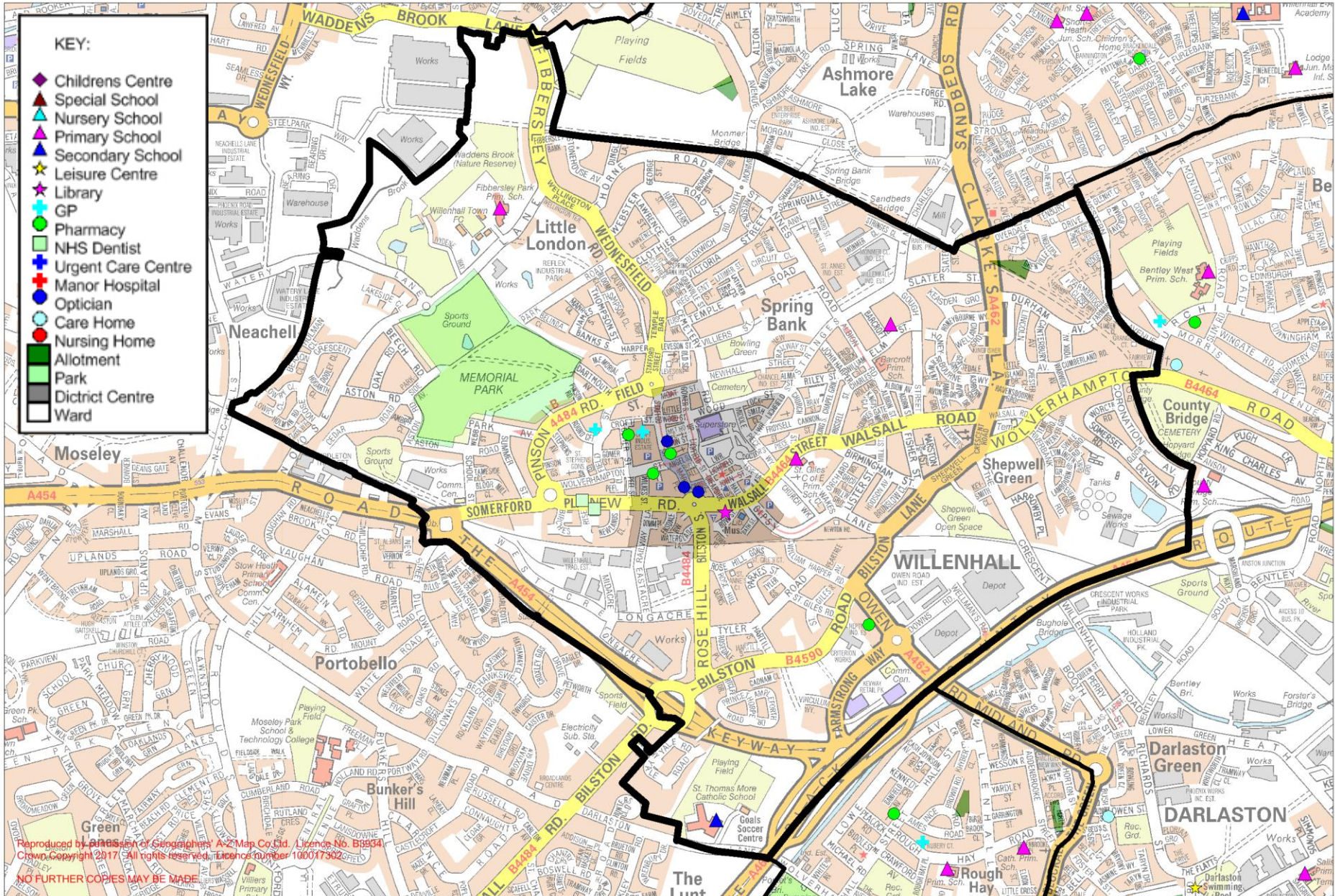
Geography



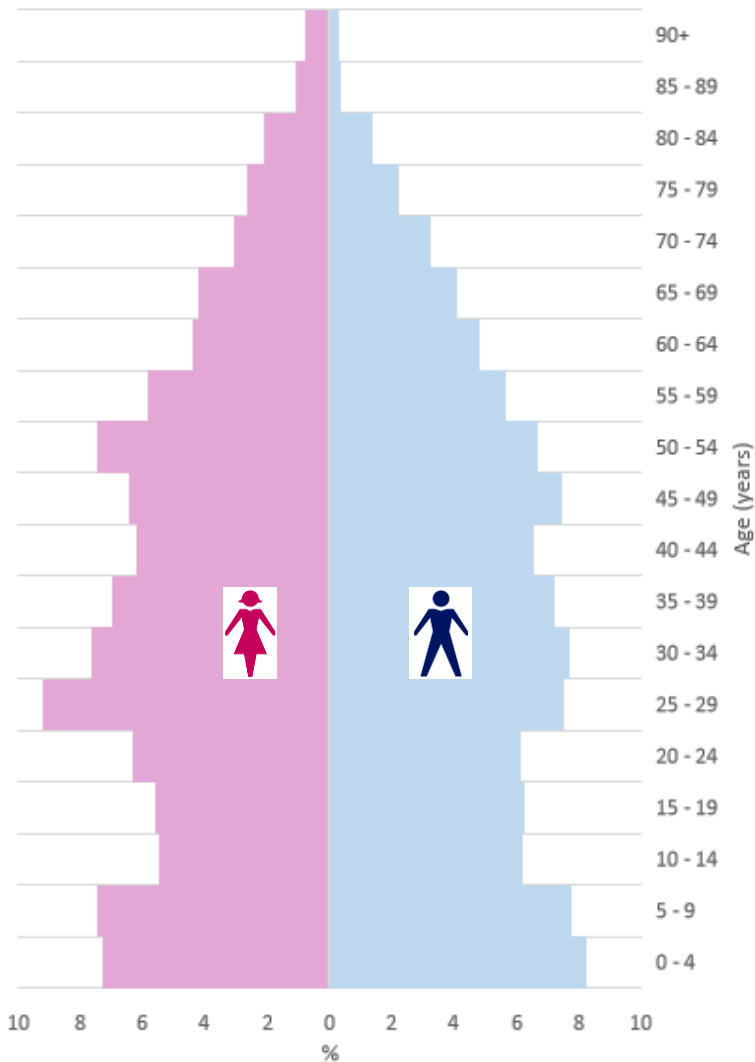
- Covers 4.81 sq km (481 ha)
- Makes up 4.6% of the area of Walsall borough
- Population density of 34 people per hectare (higher than borough average of 27)

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

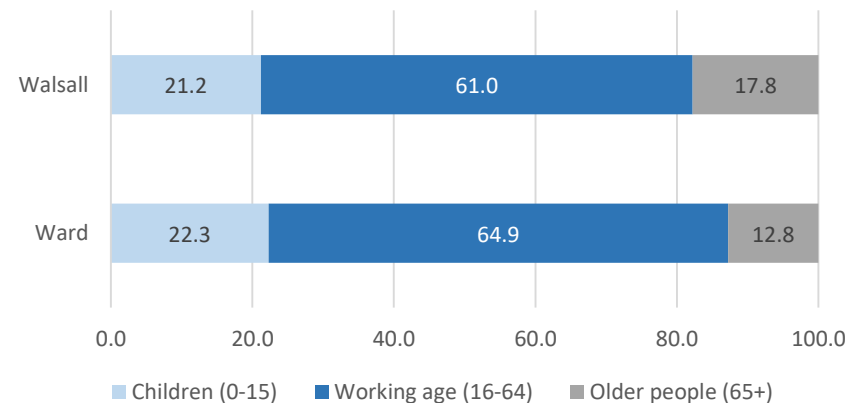
A Map of Facilities in Willenhall South Ward



Population Structure

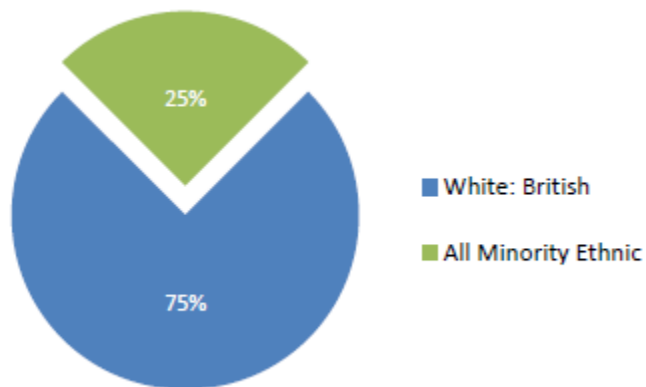


- **Total population: 16,500**
- More children than borough
- Higher number of working age
- Fewer over 65's than borough



Source: ONS, Mid-2016 Population Estimates

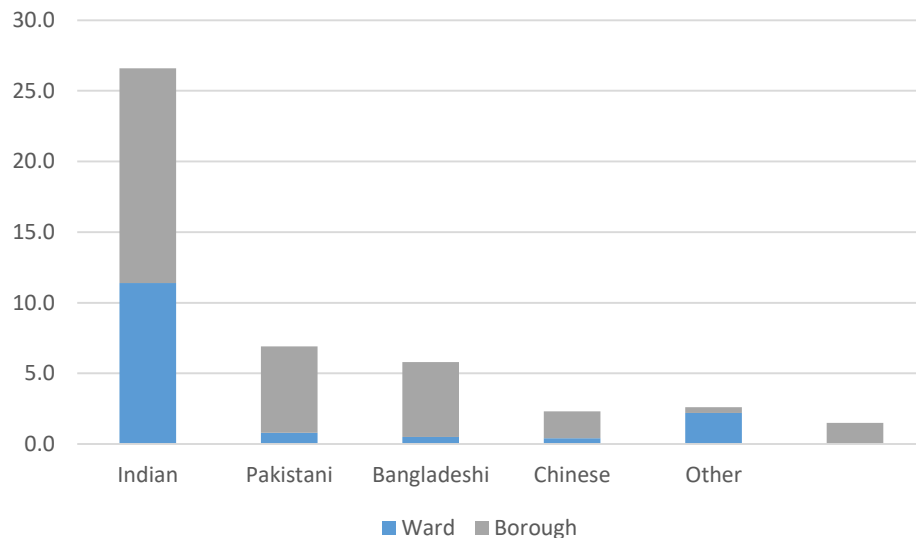
Ethnicity



Total minority ethnic residents*: 3,951
 Percentage of total population: 25.0%
 Change since 2001: 43.6%

Ethnic Group	Total	Ward %	Walsall %	E&W %
White: British	11,832	75.0	76.9	80.5
White: Other	209	1.3	1.9	5.5
Mixed	682	4.3	2.7	2.2
Asian	2,398	15.2	15.2	7.5
Black	416	2.6	2.4	3.3
Other	246	1.6	0.8	1.0

* Non-White British



- 25% minority ethnic residents
- Asian is the largest minority group at 15.2% (a par with Walsall)
- Of the Asian minority group, Indian 11.4% (higher than 6.1% for borough)

Source: ONS, 2011 Census

Housing Composition

- 6,401 households (with at least 1 usual resident)
- Increase of 12.3% since 2001 (Walsall av. 6.0%)
- Average household size: 2.5 (Walsall av. 2.5)

Household Composition	Total	Ward %	Walsall %	E&W %
Family: Couple	2,732	42.7	43.4	43.0
Family : Lone parent	1,033	16.1	12.0	10.6
One person: Below 65	1,254	19.6	15.7	17.8
One person: Over 65	612	9.6	12.8	12.4
Other household types	770	12.0	16.1	16.1

Tenure

Tenure	Total	Ward %	Walsall %	E&W %
Owned outright	1,450	22.7	31.1	30.8
Owned mortgage	2,105	32.9	31.9	33.5
Socially rented	1,665	26.0	24.1	17.6
Privately rented	1,106	17.3	11.7	16.7
Living rent-free	75	1.2	1.3	1.4



- 6.5% of households ‘overcrowded’* (Walsall av. 6.5%)
- 2.3% of households without central heating (Walsall av. 2.8%)
- Higher proportion of socially and privately rented properties
- Below average of owner occupation

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

Source: ONS, Census 2011

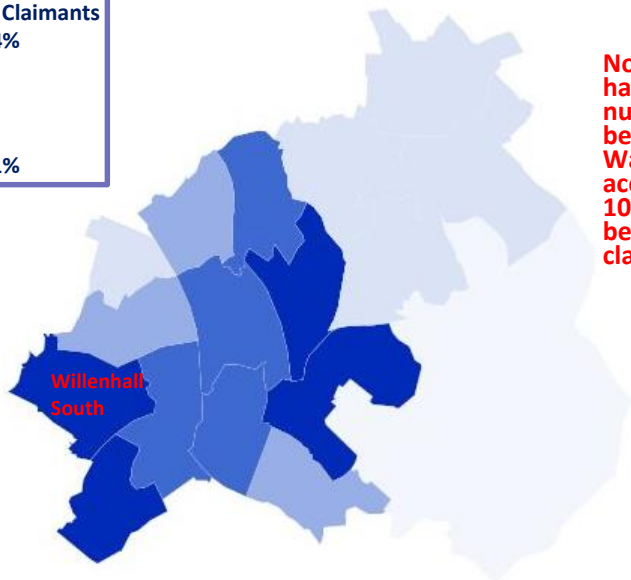
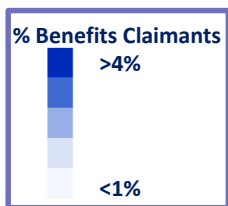
Economic Summary



74.8% of working age people in this ward were **economically active** (2011 Census), this was close to the Walsall value of 74% and below the National Value of 76.8%



The largest **occupation group** in the ward was Elementary occupations (14.8%) followed by Skilled trades (13.1%) In November 2017 there were **505 benefit claimants** in the ward – 310 men and 190 women (see below)



Note: This ward has the highest number of benefit claimants Walsall accounting for 10.5% of Walsall benefit claimants.

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%



26.9% of ward residents had **no qualifications**, Walsall value was 24.3% and 15% Nationally (2011 Census)



Morrison's, Lidl, Poundland, Boots, Superdrug + small businesses



Social Segmentation

The largest groups of households are classified as group M – Family Basics (24%) & group L – Transient Renters (22%)

M Family Basics

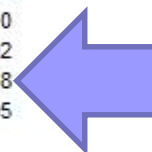


Key Features

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

Channel Preference

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



Most effective communication route

L Transient Renters

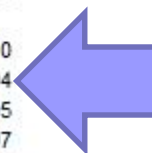


Key Features

- Private renters
- Low length of residence
- Low cost housing
- Singles and sharers
- Older terraces
- Few landline telephones

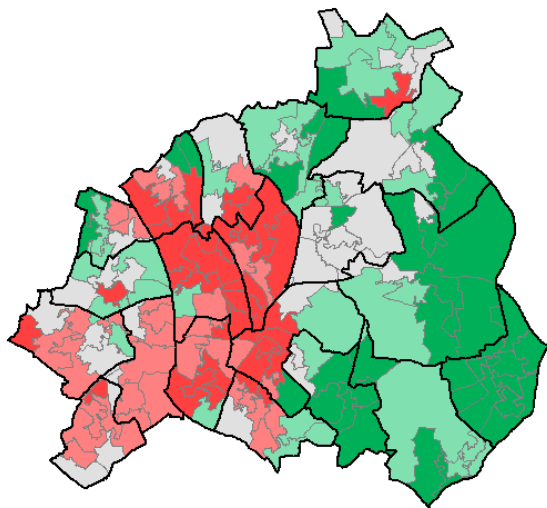
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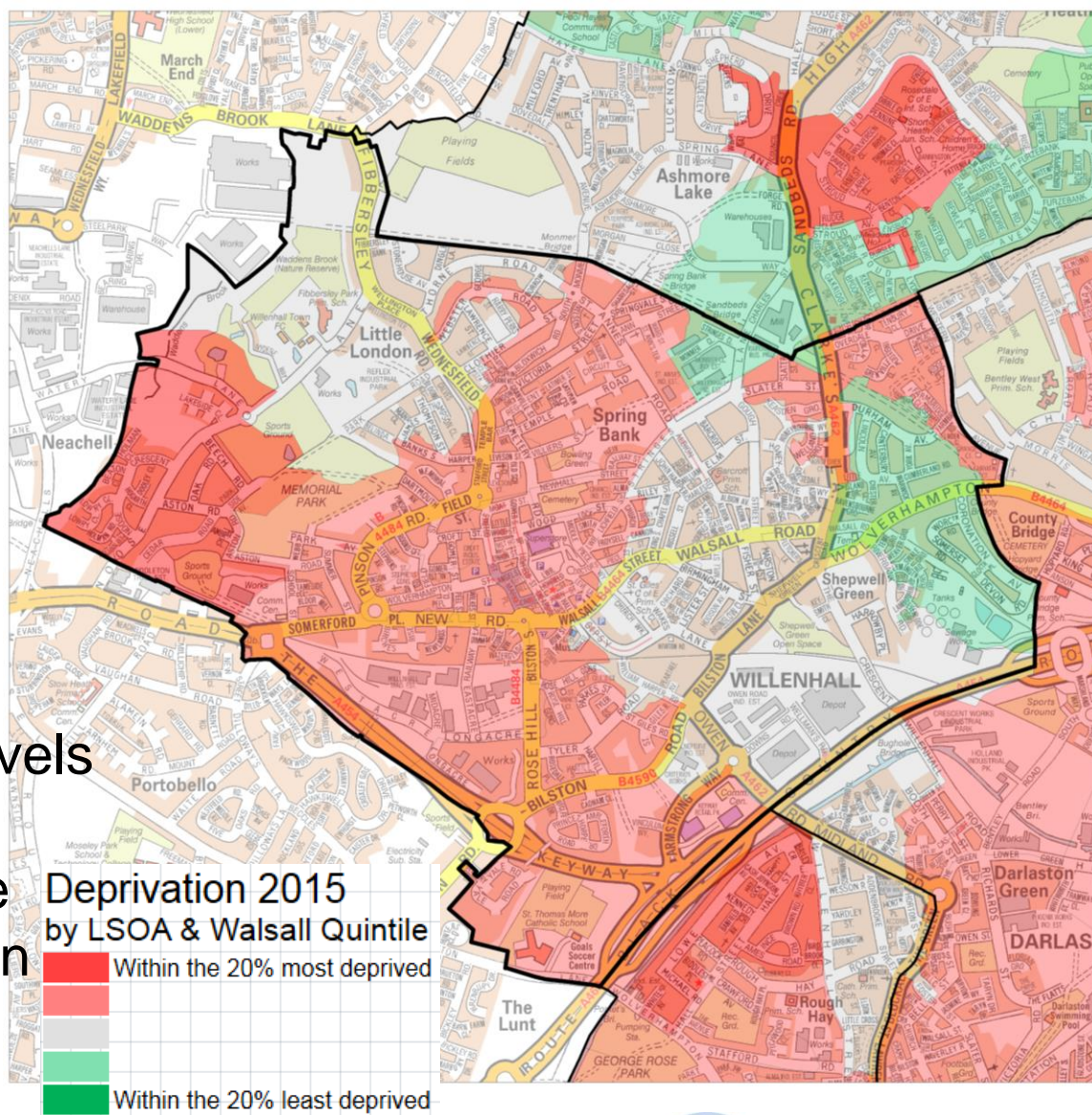


Least effective communication route

Deprivation



A mixture of deprivation levels within the ward with more extreme deprivation on the border with Wolverhampton 'Little London South'.



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

Source: DCLG, Index of Multiple Deprivation, 2015

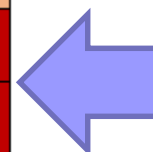
Educational Attainment

Above average within Early Years

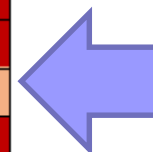


Key Stage	Measure	Ward: Willenhall South 2017	Walsall 2017	National 2017	Ward Rank
Early Years	Pupils achieving a 'Good Level of Development'	68%	66%	71%	10/20
Y1 Phonics	Pupils meeting the expected standard of Phonic decoding	79%	80%	81%	14/20
Key Stage 1	Pupils achieving the expected standard in Reading	69%	72%	76%	15/20
Key Stage 1	Pupils achieving the expected standard in Writing	55%	63%	68%	16/20
Key Stage 1	Pupils achieving the expected standard in Maths	70%	73%	75%	16/20
Key Stage 2	Pupils reaching the expected standard in Reading, Writing & Maths Combined	42%	53%	62%	17/20
Key Stage 2	Average progress of pupils in Reading	-1.8	-1.1	0	16/20
Key Stage 2	Average progress of pupils in writing	-0.8	-0.6	0	15/20
Key Stage 2	Average progress of pupils in Maths	-2.1	-0.8	0	18/20
Key Stage 4	Average Attainment 8 score	39.1	43.0	46.1	13/20
Key Stage 4	Average Progress 8 score	-0.58	-0.24	-0.03	15/20
	Rate of Fixed Period Exclusions	3.58	4.57	4.29	12/20
	Rate of Permanent Exclusions	0.27	0.16	0.08	15/20

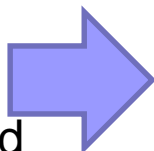
Well Below average within KS1 – Pupils achieving expected standard in Writing, Maths



Below average within KS2 – Average progress of pupils in Maths



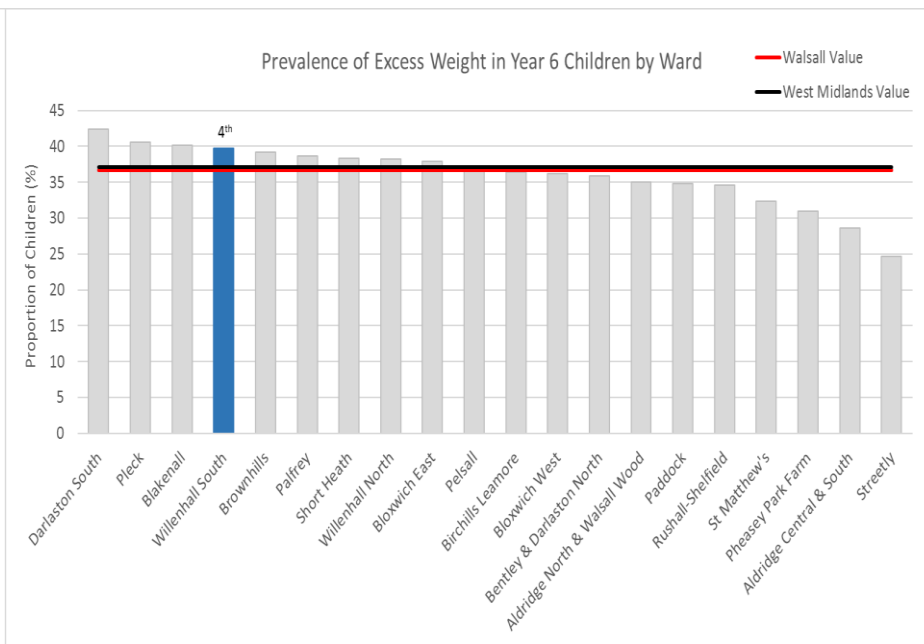
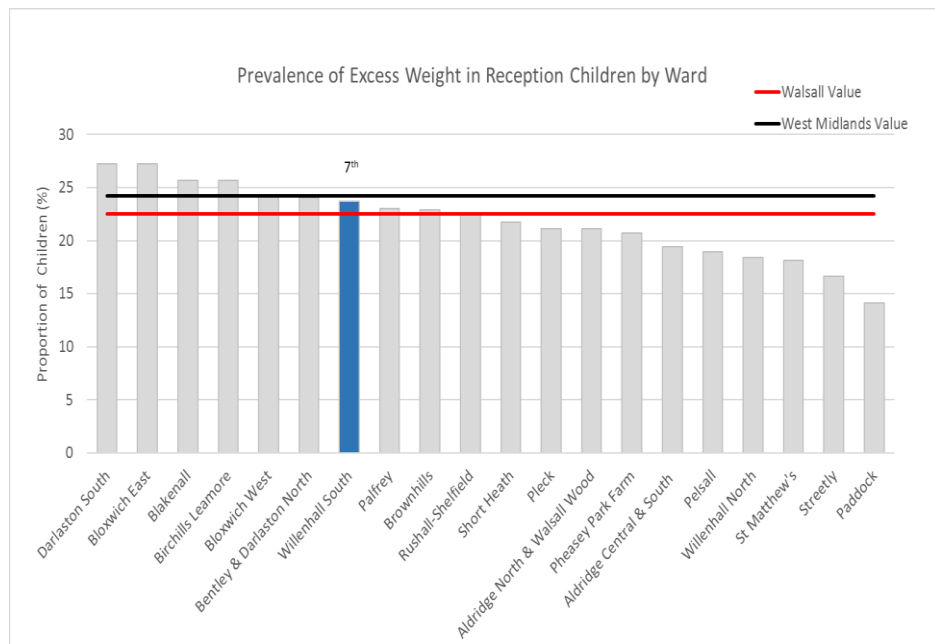
Below average exclusions (fixed period & permanent)



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



- Proportion of children resident in ward that are overweight or obese in Reception (Aged 5) and in Year 6 (Age 10).
- Willenhall South ranks 7th in Reception and 4th in Year 6 in terms of the prevalence of excess weight in childhood.

Source: National Child Measurement Programme (NCMP), 2014-17

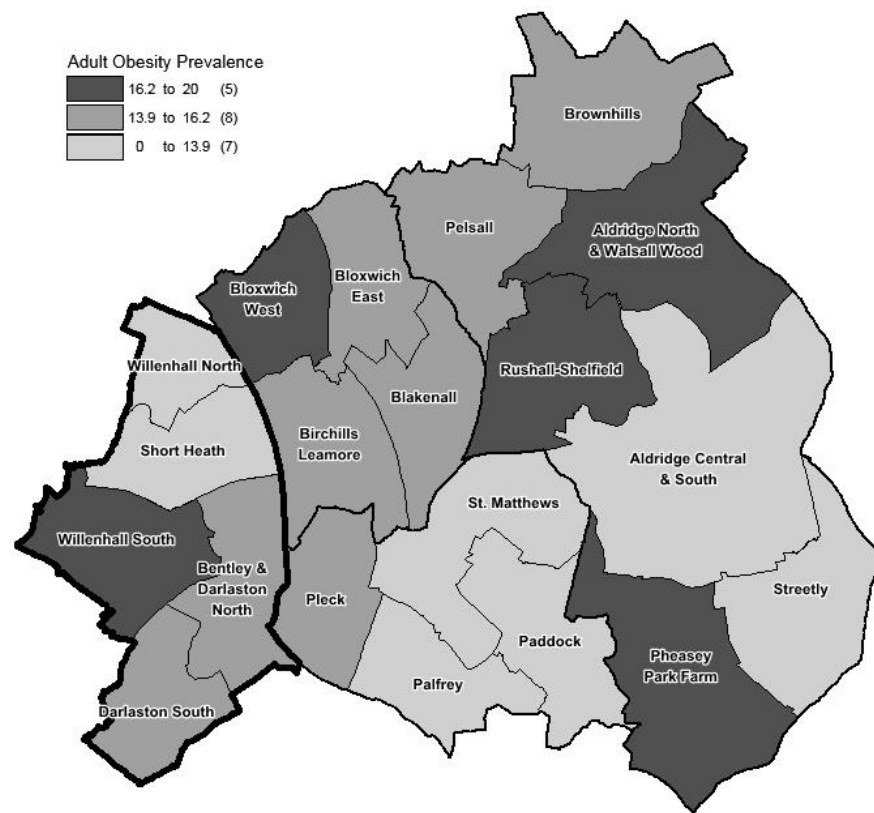


Adult Obesity Prevalence

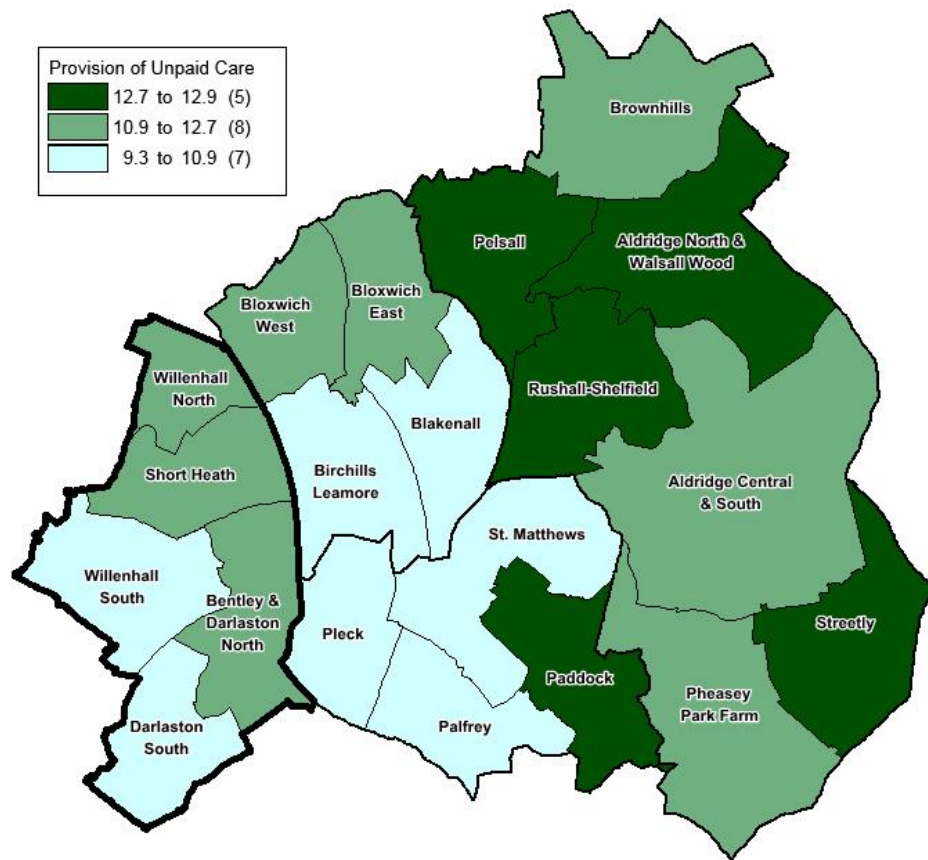
Ward	%
Willenhall South	16.42
Darlaston South	15.94
Bentley and Darlaston North	15.05
Willenhall North	11.52
Short Heath	-
WALSALL	14.89

Willenhall South ward has a higher than borough average (14.9) prevalence rate for adult obesity (16.42%).

Note – based on GP practice patient lists



Provision of Unpaid Care



Willenhall South ward has one of the lowest proportion of residents providing unpaid care – 10.5% (Borough = 11.4%)

Ward	#	%
Short Heath	1,374	12.6
Willenhall North	1,667	11.1
Bentley and Darlaston North	1,781	10.9
Darlaston South	1,493	10.8
Willenhall South	1,731	10.5
WALSALL	30,632	11.4

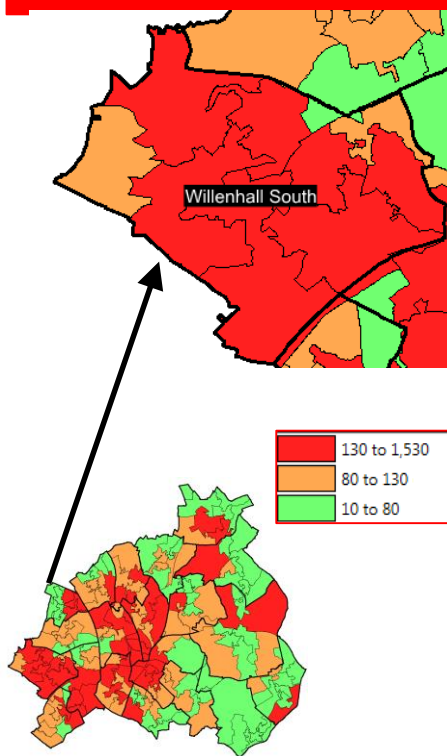
Recorded Crime

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

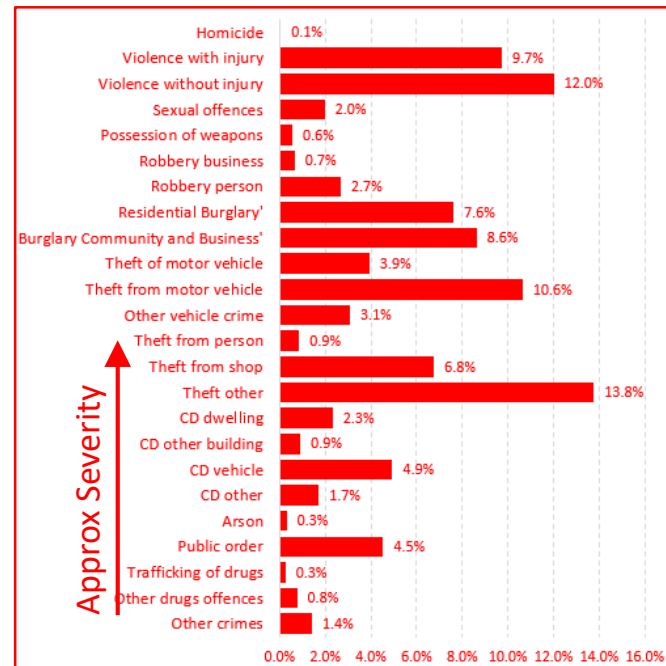
Ward	Total Recorded Crime	Serious Acquisitive crime
Aldridge Central and South	722	162
Aldridge North and Walsall Wood	616	162
Bentley and Darlaston North	1,191	361
Birchills Leamore	1,587	335
Blakenall	1,290	294
Bloxwich East	1,093	235
Bloxwich West	1,079	254
Brownhills	757	162
Darlaston South	927	231
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

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



Violence and theft are the major problems.



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



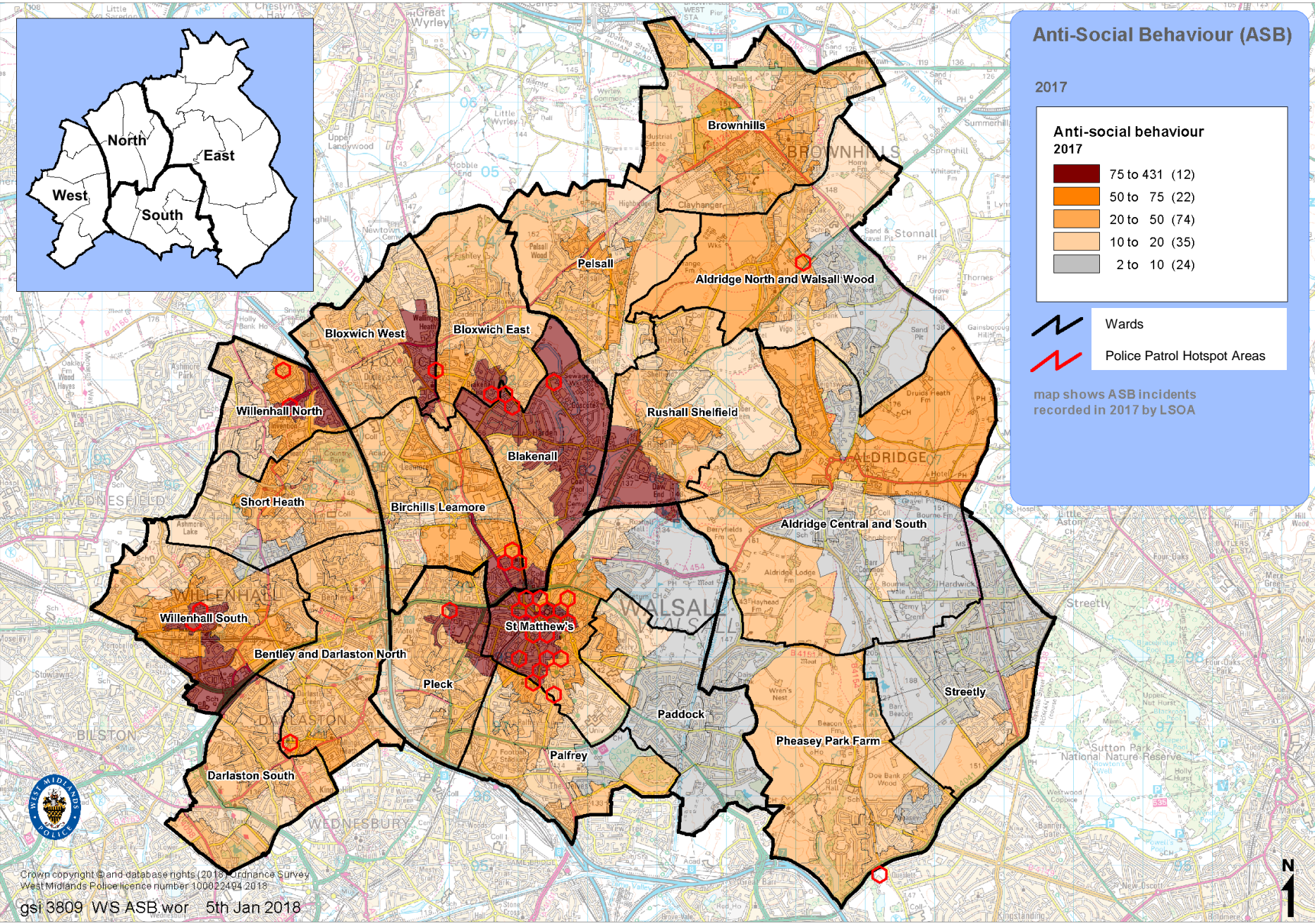
Anti-Social Behaviour (ASB)

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 map 5th Jan 2018

Source: West Midlands Police, Jan to Dec 2017

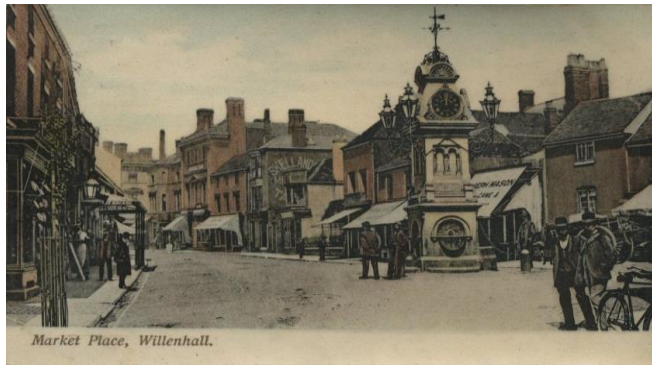
Voluntary & Community Orgs.

- **Friends of Willenhall Memorial Park** - Local Charity comprising of volunteers who manage the local park & organise events supported by WMBC. Cafe & skate park on site.
- **Willenhall CHART** - runs fitness, health & sport sessions, adult education. Room & kitchen hire available.
- **Substance Matters** - Wilkes Street Willenhall; Provides advice, support & guidance to adults who are at risk of substance misuse. They also provide meals on Monday, Wednesday & Friday for clients. Open access provision.
- **Willenhall Aye We** - organises events and activities in Willenhall. Organises community events.
- **Living Water** - cafe in Town Centre. Run by a church group.
- **Wombles of Willenhall** - Voluntary Group - litter picks/Memorial Park Support events.
- **Bridging the Gap** - faith based charity shop 79A Stafford St, Willenhall WV13 1RT
- **Guru Nanak Sikh Gurdwara** – Sikh place of worship, all welcome.
- **Willenhall Heritage Trust** - Lock Keeper Memorial display on the corner of Walsall Street and Bilston Street. The display recognises the work of people who worked for leading industry names including Yale, Chubb and Squire.
- **The Locksmith's House 54 New Road, Willenhall** - a museum showing a workshop building, working forge and machinery. Open to the public at certain times of the year.

Willenhall Town Centre Partnership

- Constituted group attended by local shop owners & businesses
- Aim to improve Willenhall 'footfall'
- Organised a 2017 Christmas event, planning activities for Easter & Summer school holidays

Regeneration



- Established manufacturing heartland famous for **lock making**.
- Home to the historic district centre designated as a conservation area – **£1.5m Townscape Heritage Initiative completed in 2015**.
- **Environmental enhancements**: war memorial, Wood Street cemetery. Lock workers Memorial.
- Lidl development and £30m **Morrisons** development.
- Development of the former Somerfield site (now Poundland), and refurbishment of former leisure centre for banqueting facilities.
- **Residential developments** on the former Josiah Parkes factory (Wood Street), Spring Lane by Taylor Wimpey, Clothier Street by WHG, and Lioncourt Homes (Noose Crescent).
- **Disposal** of former Little London School to Wedge Group to facilitate development (continued support provided).

Source: Regeneration & Development, Walsall Council

INSIGHT 

 **Walsall
Partnership**

Fibbersley Local Nature Reserve

Walsall Local Plan Policies Map Extract: Willenhall South

Submission Version Including Draft Modifications

January 2018

Not to Scale



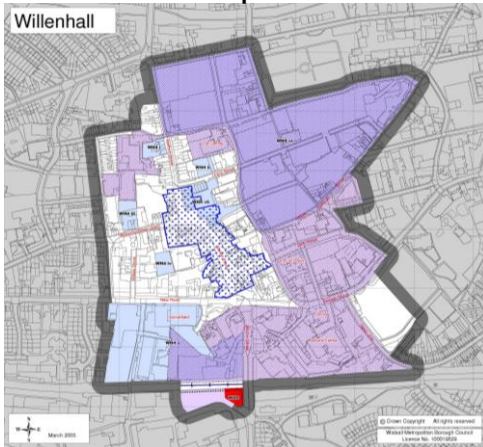
Willenhall Memorial Park

Retained Local Quality Industry: Ashmore Lake

Local Quality Industry to Consider for Release: East Central Willenhall Sites

Retained Local Quality Industry: Assa Ablo

UDP Inset Map



District Centre (see inset)

New Employment Opportunities: Former Willenhall Sewage Works

Existing and Potential High Quality Industry: Longacres and Rose Hill

Location for new Willenhall Rail Station



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Looking Forward

- Proposals for a **new rail station** in Willenhall town centre on Walsall to Wolverhampton line. Highway improvements around station and linkages to town centre benefiting all users.
- Willenhall identified as part of the **Black Country Garden City**. Opportunity for transformational place making & inspirational housing - potential to deliver 800+ homes in Willenhall South. Phase 1 currently being developed focusing on the area north of the district centre – Moat Street, with the Council taking a **proactive intervention role**.
- Proposals for public realm improvements to improve the economic prosperity of the district centre currently being considered, potential for **£700k+ investment**.
- Proximity to M6 J10 improvements will have positive impact on accessibility.
- Continued support to businesses in the area with regard to their development requirements and growth aspirations, specifically **Wedge Group and Assa Abloy**.



Useful Links

- **Walsall Intelligence:** Data and intelligence portal for Walsall Partnership, including links to profiles, needs assessments and additional resources www.walsallintelligence.org.uk
- **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

Key Contributors:

Emma Thomas, Claire Heath & David Hughes (Public Heath), Liz Connolly & Jill Collins (Economic Intelligence), Michael Greenfield (Localities & Partnerships), Kauser Agha (Regeneration & Development), Nick Perks (Children's Services), Andy Brumwell (WM Police)

Extended Thanks to Ruby Bacha & Christine Williams

January 2018

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Notes