

Ward Walk Profile: Brownhills February 2018

Version 1.0 - FINAL



Cllr S Craddock (Independent)

Cllr K Ferguson (Conservatives)

Cllr S Wade (Labour)



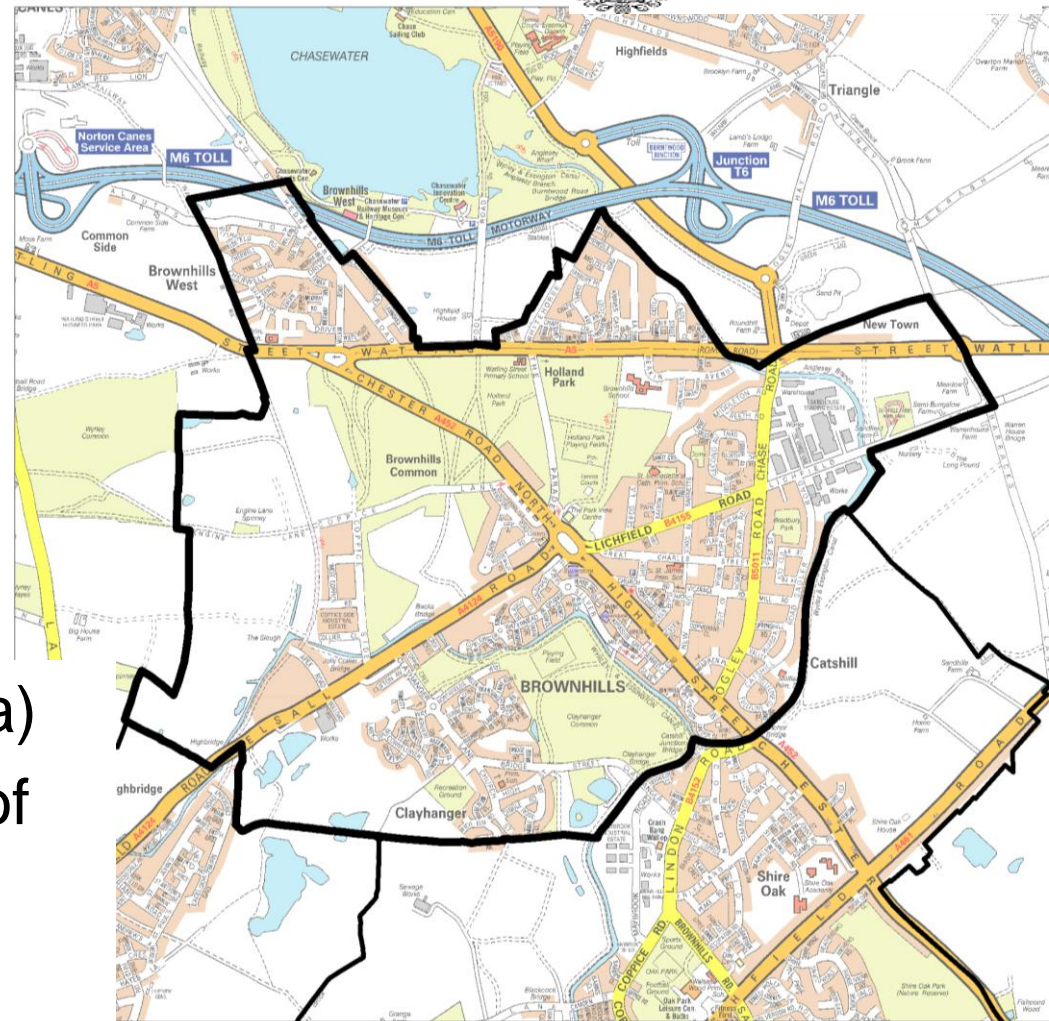
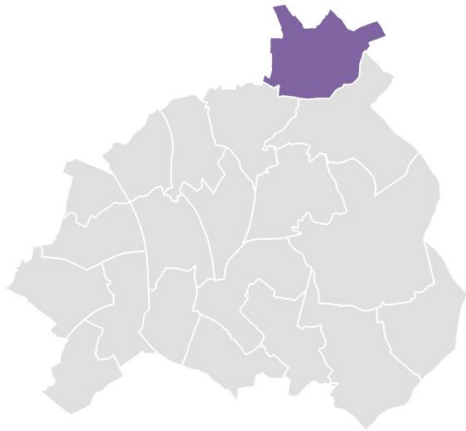
Walsall Council



**Walsall
Partnership**



Geography

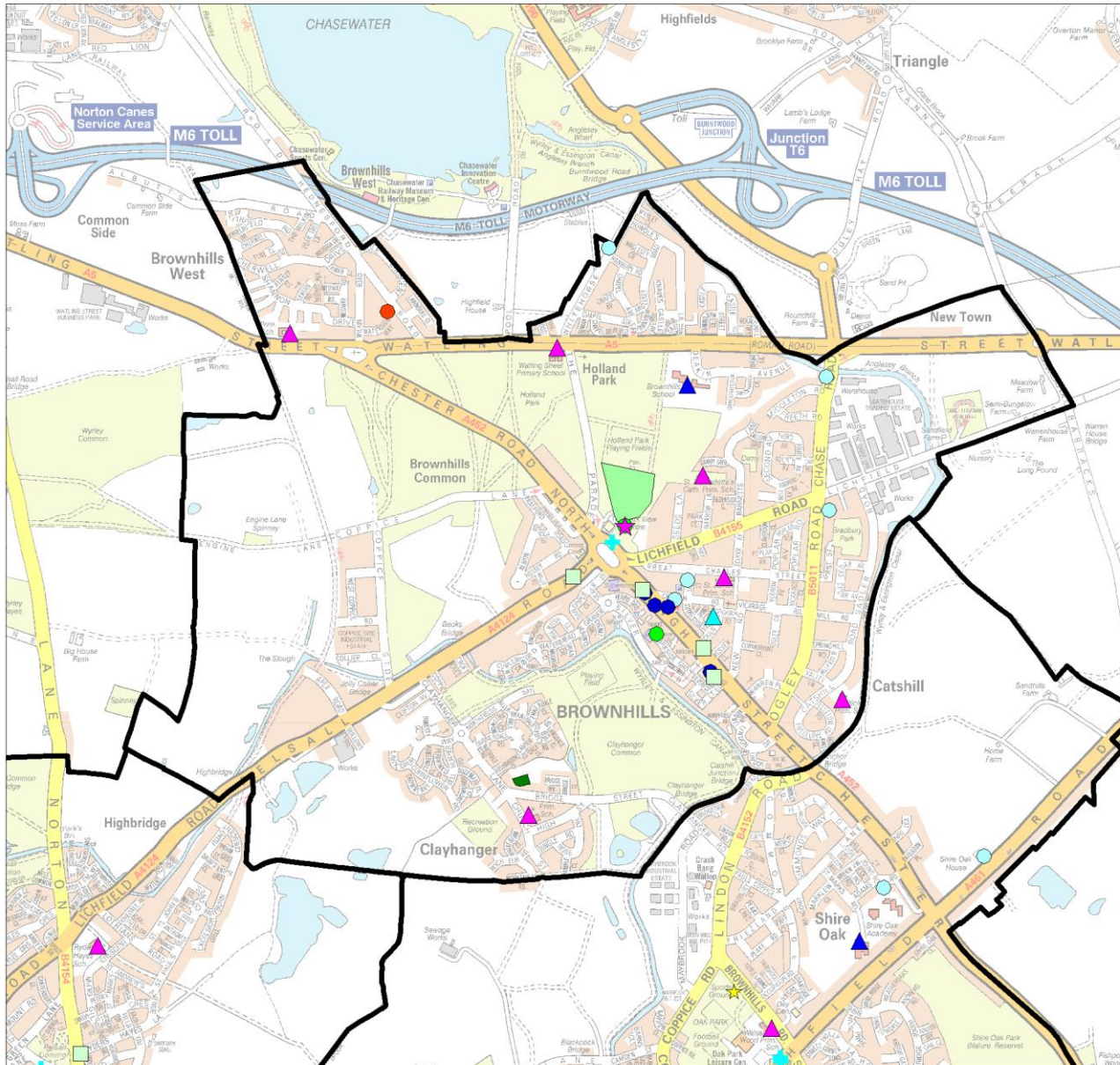


- Covers 7.24 sq km (724 ha)
- Makes up 7% of the area of Walsall borough
- Population density of 18 people per hectare (higher than borough average of 27)

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



A Map of Facilities in Brownhills 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

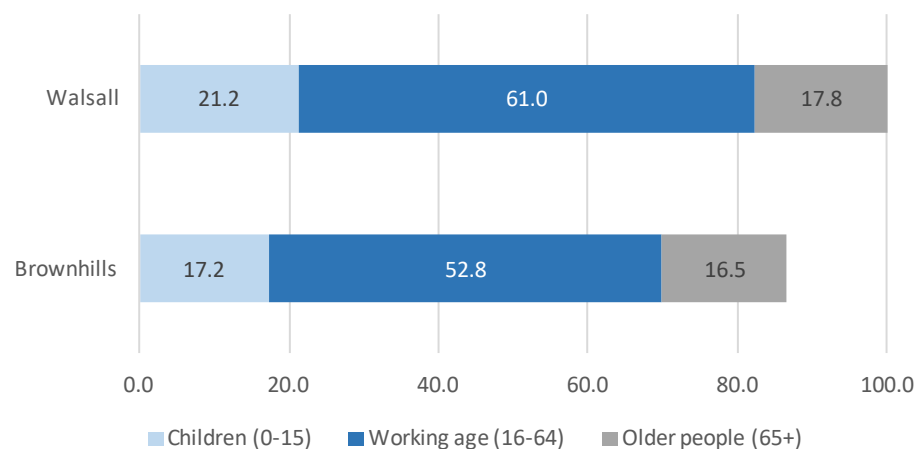
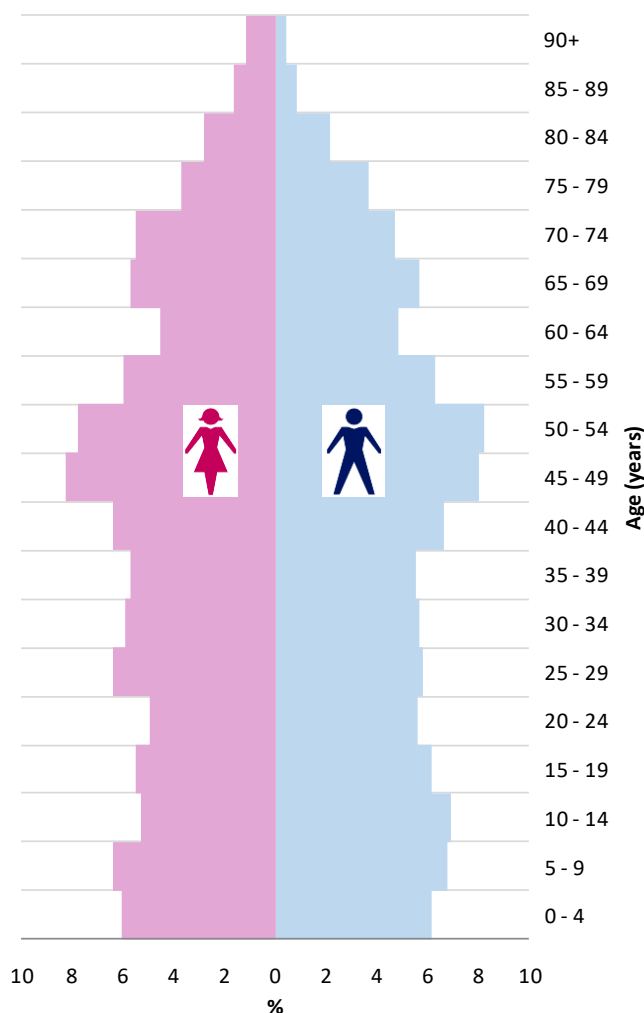
INSIGHT

Walsall Partnership



Population Structure

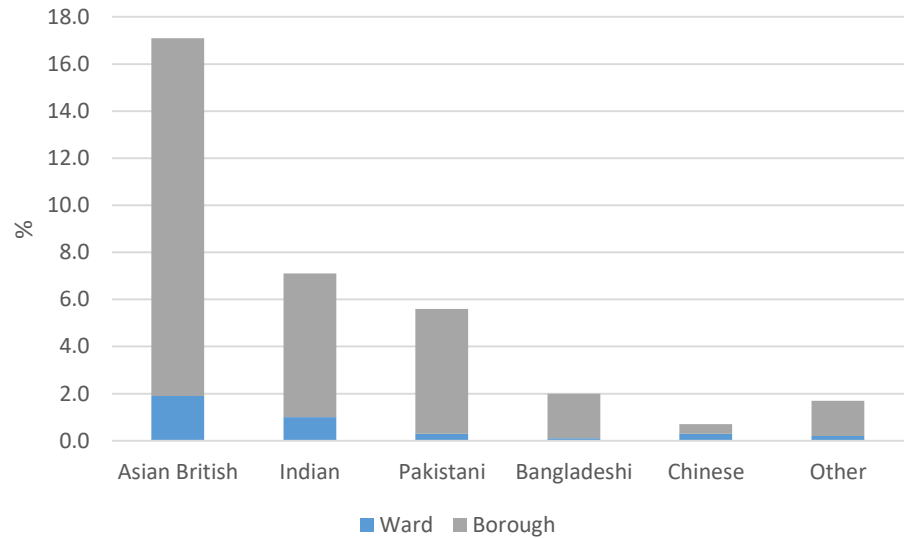
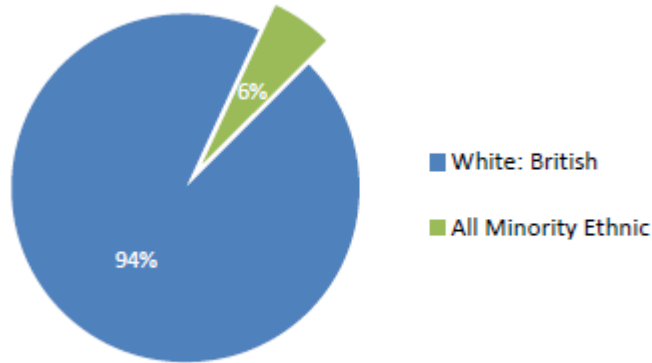
- **Total population: 13,100**
- **Fewer children than the borough as a whole**
- **Less number of working age**
- **Slightly fewer over 65's than borough**



Source: ONS, Mid-2016 Population Estimates



Ethnicity



Total minority ethnic residents*: 715
 Percentage of total population: 5.6%
 Change since 2001: 36.6%

Ethnic Group	Total	Ward %	Walsall %	E&W %
White: British	11,961	94.4	76.9	80.5
White: Other	178	1.4	1.9	5.5
Mixed	156	1.2	2.7	2.2
Asian	236	1.9	15.2	7.5
Black	120	0.9	2.4	3.3
Other	25	0.2	0.8	1.0

* Non-White British

- Only 6% minority ethnic residents
- Asian is the largest minority group at 1.9% (much less than Walsall 15.2%)
- Of the Asian minority group, Indian is most prolific at 1.0% (higher than 6.1% for borough)

Source: ONS, 2011 Census



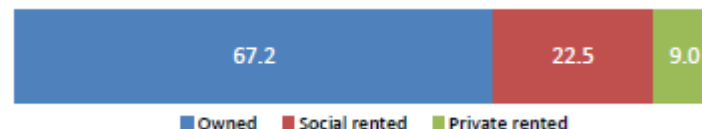
Housing Composition

- 5,173 households (with at least 1 usual resident)
- Increase of 0.4% since 2001 (Proportion of borough total 4.8%)
- Average household size: 2.5 residents per h/hold (Walsall av. 2.5)

Household Composition	Total	Ward %	Walsall %	E&W %
Family: Couple	2,461	47.6	43.4	43.0
Family : Lone parent	576	11.1	12.0	10.6
One person: Below 65	723	14.0	15.7	17.8
One person: Over 65	663	12.8	12.8	12.4
Other household types	750	14.5	16.1	16.1

Tenure

Tenure	Total	Ward %	Walsall %	E&W %
Owned outright	1,569	30.3	31.1	30.8
Owned mortgage	1,907	36.9	31.9	33.5
Socially rented	1,163	22.5	24.1	17.6
Privately rented	468	9.0	11.7	16.7
Living rent-free	66	1.3	1.3	1.4



- 4.8% of households 'overcrowded'* (Walsall av. 6.5%)
- 1.8% of households without central heating (Walsall av. 2.8%)
- Low proportion of socially and privately rented properties compared to borough
- Above average (36.9%) mortgage owned (31.9%)

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

Source: ONS, Census 2011





Social Segmentation

The largest groups of households are classified as group H – Aspiring Homemakers (20%) & group K – Modest Traditions (12%)

H Aspiring Homemakers



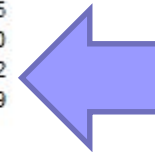
Key Features

- Younger households
- Full-time employment
- Private suburbs
- Affordable housing costs
- Starter salaries
- Buy and sell on eBay

Channel Preference

Face to Face	88
Post	93
Landline	95
Email	110
Mobile	122
Online	109

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Most effective communication route

K Modest Traditions



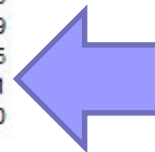
Key Features

- Mature age
- Homeowners
- Affordable housing
- Kids are grown up
- Suburban locations
- Modest income

Channel Preference

Face to Face	123
Post	96
Landline	99
Email	95
Mobile	91
Online	100

Index



Least effective communication route



Economic Summary

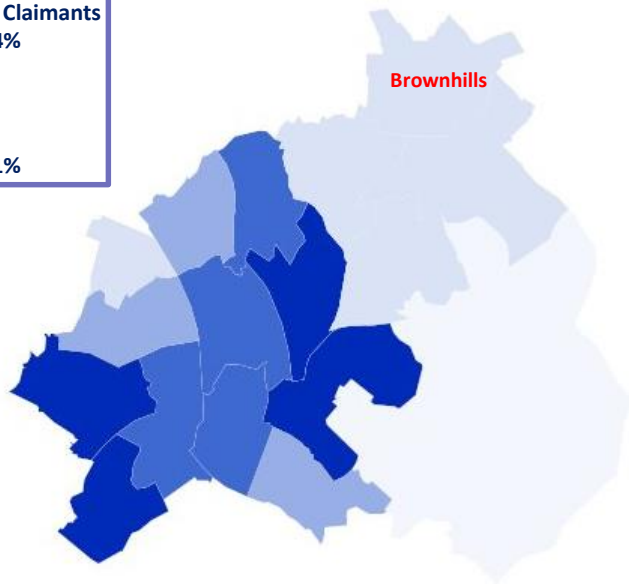
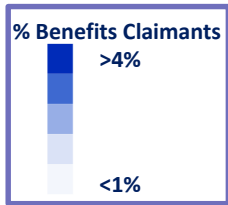


76.6% of working age people in this ward were **economically active** (2011 Census), this was higher than the Walsall value of 74% and close to the National Value of 76.8%



The largest **occupation group** in the ward was Skilled trades (15.3%) followed by Elementary occupations (13.5%)

In November 2017 there were **170 benefit claimants** in the ward – 95 men and 70 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%
Streety	55	0.7%	1.1%

25.3% of ward residents had **no qualifications**, Walsall value was 24.3% and 15% Nationally (2011 Census)

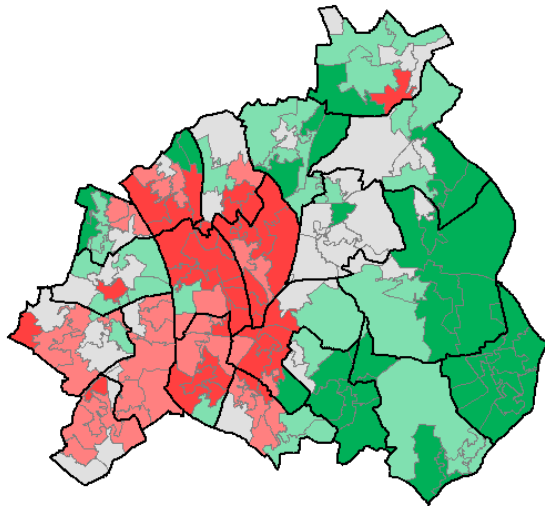
Tesco, Aldi, Poundland, Costa + small businesses

Source: 2011 Census, ONS, NOMIS

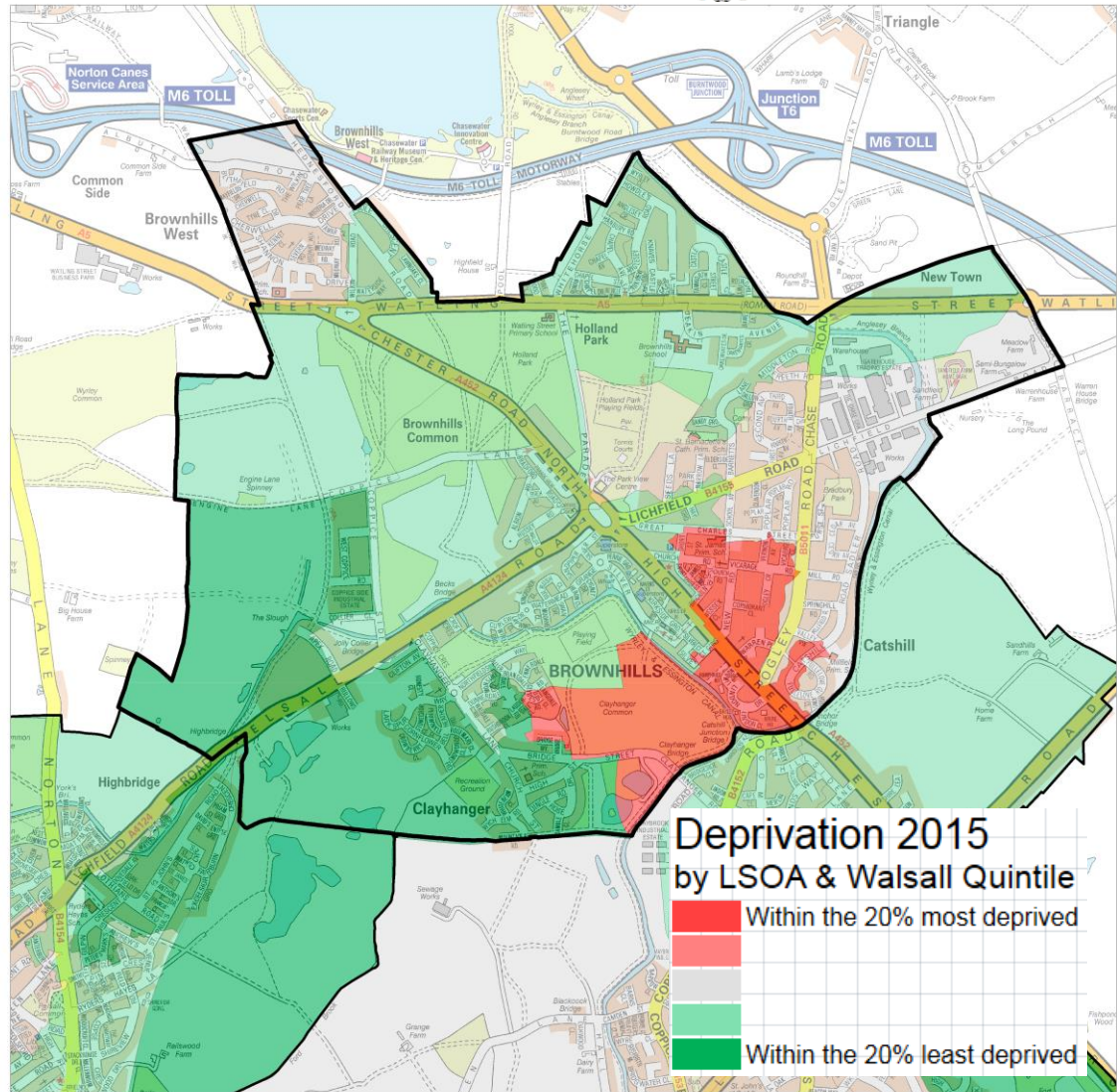




Deprivation



Very little deprivation within the ward overall, with the exception to the south, which is in the top 20% most deprived.



**Deprivation 2015
by LSOA & Walsall Quintile**

- Within the 20% most deprived
- Within the 60% middle
- Within the 20% least deprived

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



**Walsall
Partnership**



Educational Attainment

Above average within Early Years

Well Below average in Y1 phonics

Well Below average within KS4

Above average exclusions (permanent)

Key Stage	Measure	Ward: Brownhills 2017	Walsall 2017	National 2017	Ward Rank
Early Years	Pupils achieving a 'Good Level of Development'	68%	66%	71%	9/20
Y1 Phonics	Pupils meeting the expected standard of Phonic decoding	75%	80%	81%	18/20
Key Stage 1	Pupils achieving the expected standard in Reading	75%	72%	76%	8/20
Key Stage 1	Pupils achieving the expected standard in Writing	67%	63%	68%	5/20
Key Stage 1	Pupils achieving the expected standard in Maths	74%	73%	75%	13/20
Key Stage 2	Pupils reaching the expected standard in Reading, Writing & Maths Combined	56%	53%	62%	9/20
Key Stage 2	Average progress of pupils in Reading	-0.9	-1.1	0	9/20
Key Stage 2	Average progress of pupils in writing	-0.4	-0.6	0	10/20
Key Stage 2	Average progress of pupils in Maths	-1.0	-0.8	0	13/20
Key Stage 4	Average Attainment 8 score	38.2	43.0	46.1	16/20
Key Stage 4	Average Progress 8 score	-0.70	-0.24	-0.03	20/20
	Rate of Fixed Period Exclusions	4.23	4.57	4.29	15/20
	Rate of Permanent Exclusions	0.17	0.16	0.08	10/20

Well Above average within KS1 – Pupils achieving expected standard in Writing

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

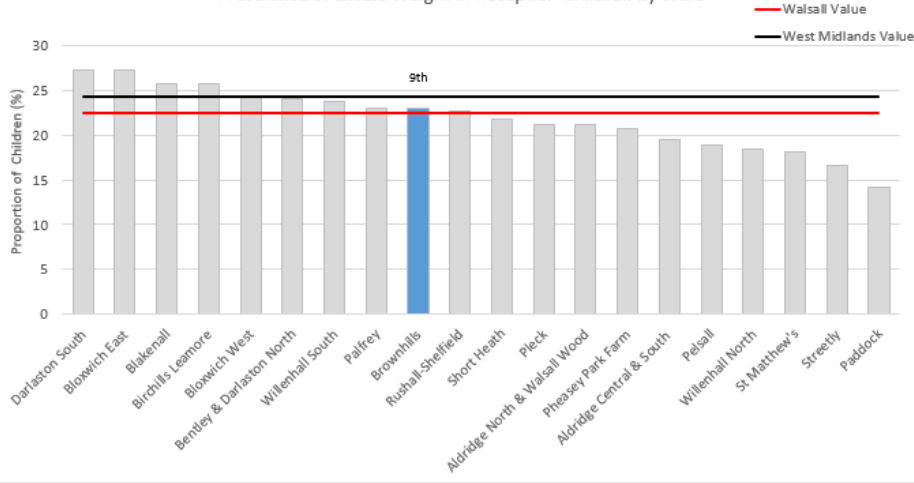
Key

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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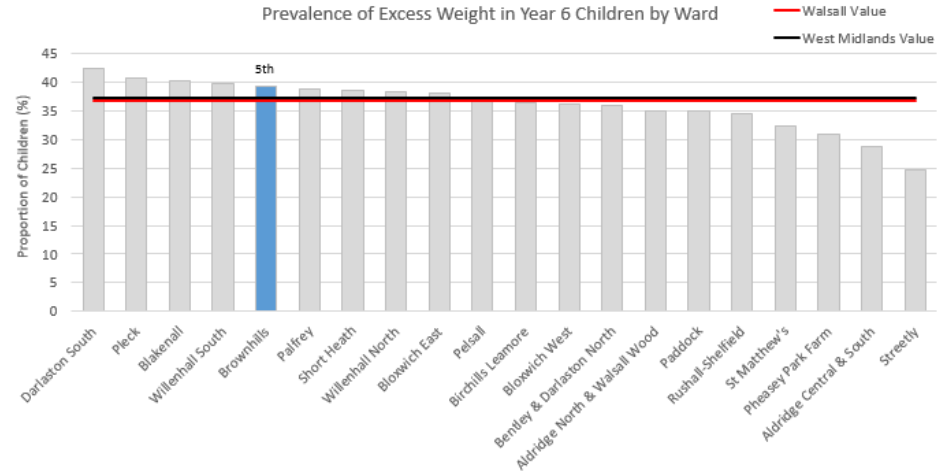


Childhood Obesity

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 9th in Reception and 5th in Year 6 in terms of the prevalence of excess weight in childhood.

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

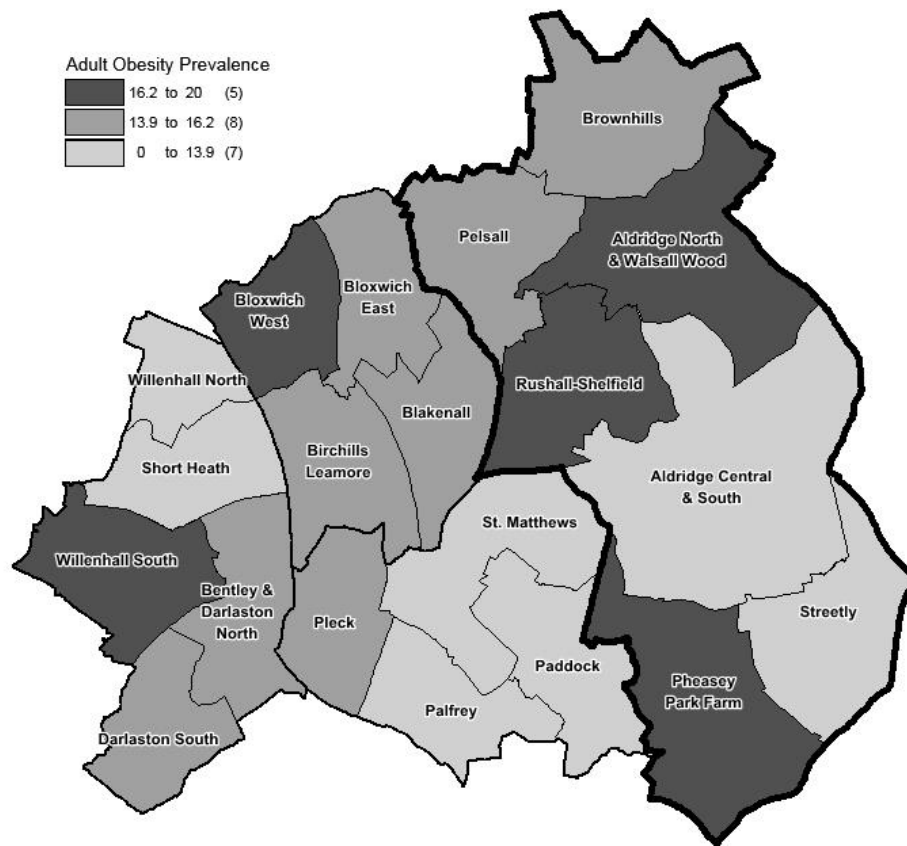


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Adult Obesity Prevalence

Ward	%
Rushall-Sheffield	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

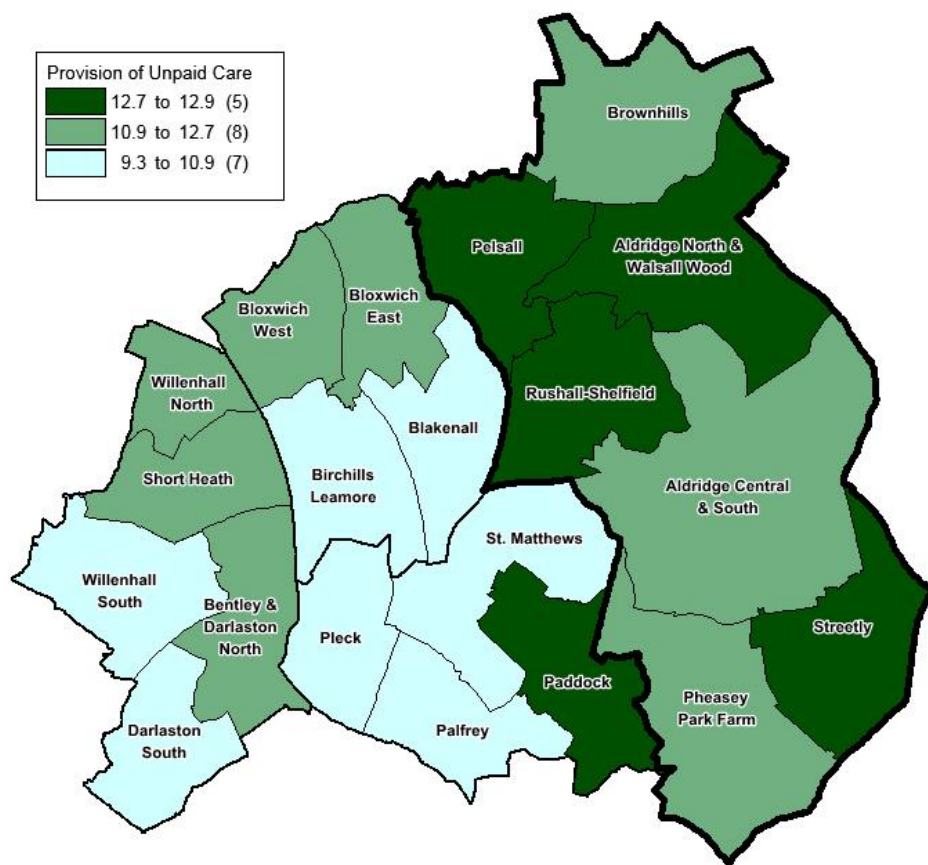
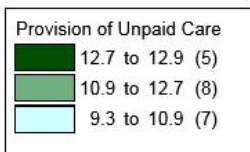


Brownhills adult obesity prevalence (15.9%) is slightly higher than the borough average (14.9%)

Note – based on GP practice patient lists



Provision of Unpaid Care



Provision of unpaid care in Brownhills is similar to the borough average (11.8% and 11.4% respectively).

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
Pheasey Park Farm	1,483	12.5
Brownhills	1,386	11.8
WALSALL	30,632	11.4

Source: 2011 Census, ONS

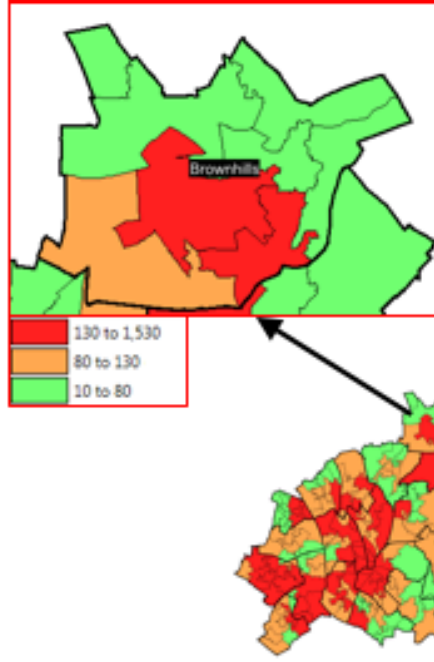


Recorded Crime

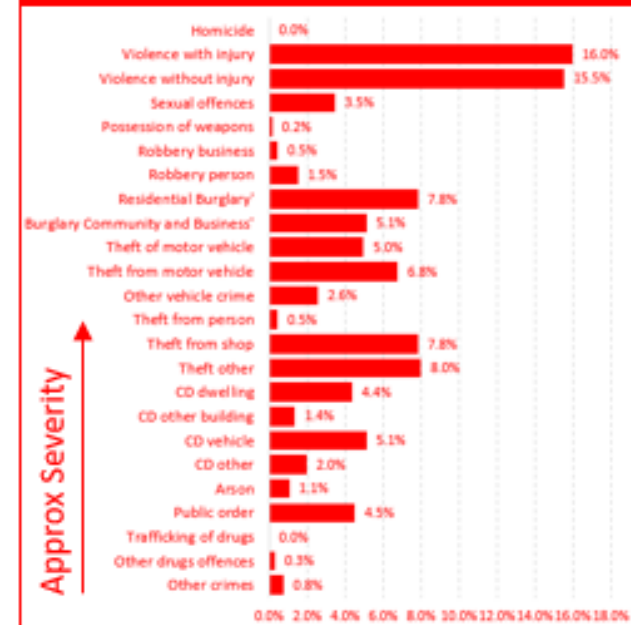
Fairly low number of recorded crimes in this Ward during 2017.

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	381
Birchills Leamore	1,597	335
Blakenall	1,290	294
Blowich East	1,093	235
Blowich 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

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



Violent crime is a significant problem in this ward (31.5%)



*Serious Acquisitive crimes are defined as :

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

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



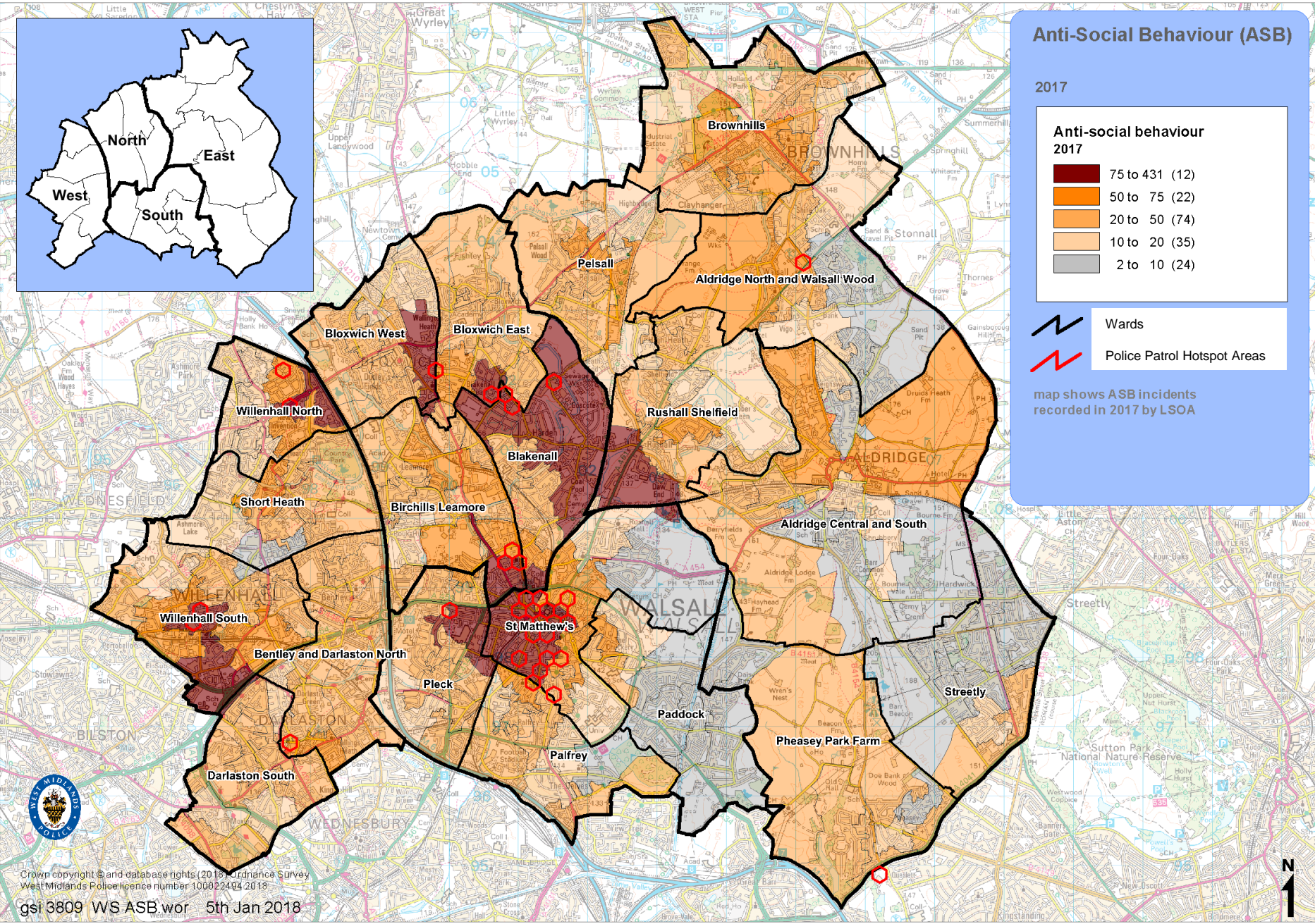
Anti-Social Behaviour (ASB)

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.

- **Brownhills Community Association** – Chester Road North – runs a variety of activities – gym suite, health & active lifestyle sessions, adult education & job clubs, room hire, tea room, canoe club and the newly refurbished ‘The Lamp’ arts venue.
- **Brownhills West Community Group** – Shannon Drive – run by volunteers – activities for the local area such as hot meals, trips, litter picks.
- **Brownhills Local Committee** – small group operating from an office in Parkview Centre – a multi-use building (GP, pharmacy, library, meeting room).
- **The Avenues** – ‘Dreams in Action’ – performance company specialising in the delivery of lively & entertaining creative arts for young people up to 15 years.
- **Clayhanger Village Association** – Church Street – building formerly a Public House & nursery. Has had large capital investment from Walsall Council throughout 2017. The property has potential to offer community activities again.



Other Information

- Job centre in High Street
- Brownhills Library (shared building with GP) – reading & book clubs, Lego club, ICT, local committee & room hire
- Job / training organisation – NOVA Training
- Green space rich
- ‘Back the Track’ – volunteers group keeping former rail line clear for leisure purposes
- Public realm space – adjacent to Subway store – legal discussions with Walsall Council & local business owner over right of way



Regeneration



- **Brownhills district centre** with anchor retailers – Tesco, Wilkos, B&M – and multiple independents.
- Brownhills Strategic Regeneration Framework area – **residential regeneration** led by whg - High Street, Wessex Close, Deakin Avenue, Short Street, Lindon Drive, Silver Court Gardens, Silver Waters Phase 1 and 2
- Knaves Court 60-apartment **extra care accommodation** by Housing 21.
- **Retained Local Quality industrial areas** – Lichfield Rd/Toll Point and Coppice Side/Apex Rd – continuing to support key occupiers including Castings plc, One Stop Stores, GJF Fabrications Ltd and Walsall Council Depot.
- Link to **M6 Toll** – managed by Highways England with improved signage works proposed.
- **A5** – managed by Highways England with the Council part of the A5 Partnership. Highways England led improvement strategy e.g. route safety.



Walsall Council



M6 Toll

Holland Park

Retained Local Quality Industry: Lichfield Rd/Toll Point

Brownhills Common

Green Belt

Ravenscourt redevelopment opportunity

Retained Local Quality Industry: Coppice Side/Apex Rd

A5 Highway

District Centre Inset



Clayhanger Pools

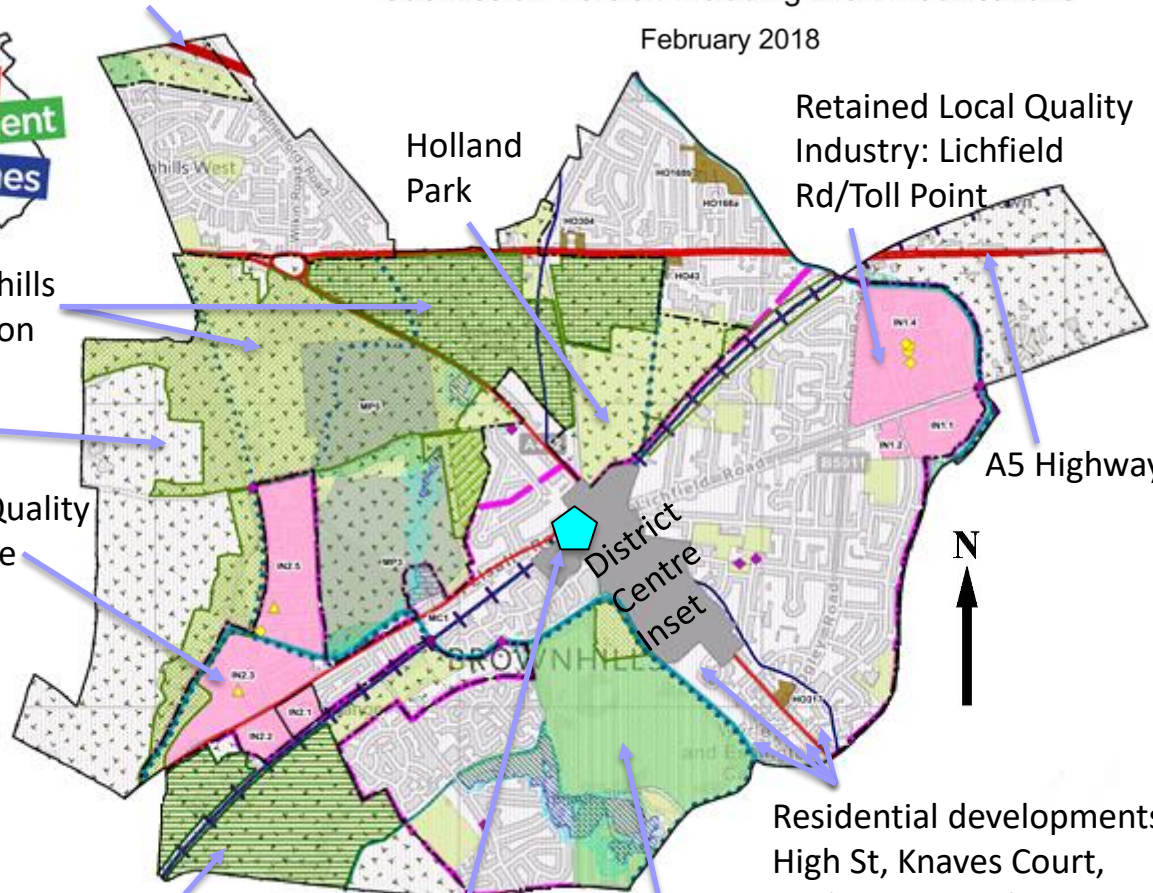
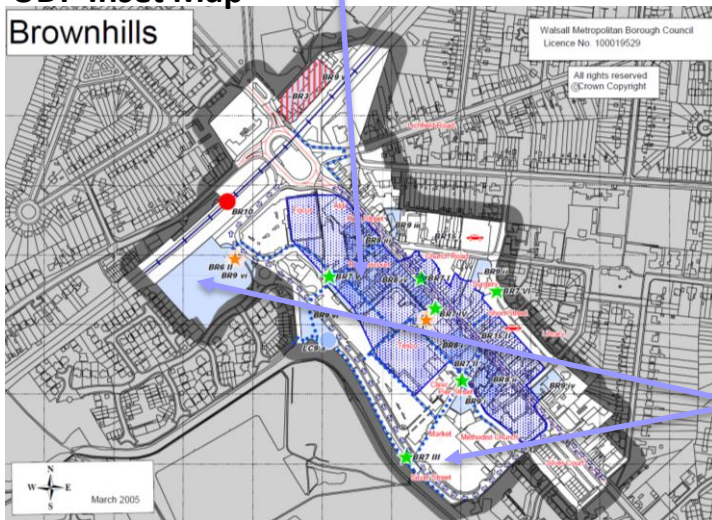
Residential developments: High St, Knaves Court, Lindon Drive, Silvercourt Gardens

Potential rail station location

Clayhanger Common

Residential development: Silver Waters

UDP Inset Map Brownhills





Looking Forward

- **Ravenscourt Precinct redevelopment** – key regeneration site within the district centre High Street.
- Kirkside Grove/High St/Pier St and fmr Warreners Arms **development sites**.
- Vacant industrial land (Bullows Rd) and environmental uplift of employment areas
- Black Country **Green Belt Review**
- Lichfield – Stourbridge **rail freight and passenger service** including new station at Brownhills





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



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Notes

