

Ward Walk Profile: Pheasey Park Farm March 2018

Version 1.0 - FINAL

Cllr A Andrew (Conservatives)

Cllr M Bird (Conservatives)

Cllr C Towe (Conservatives)



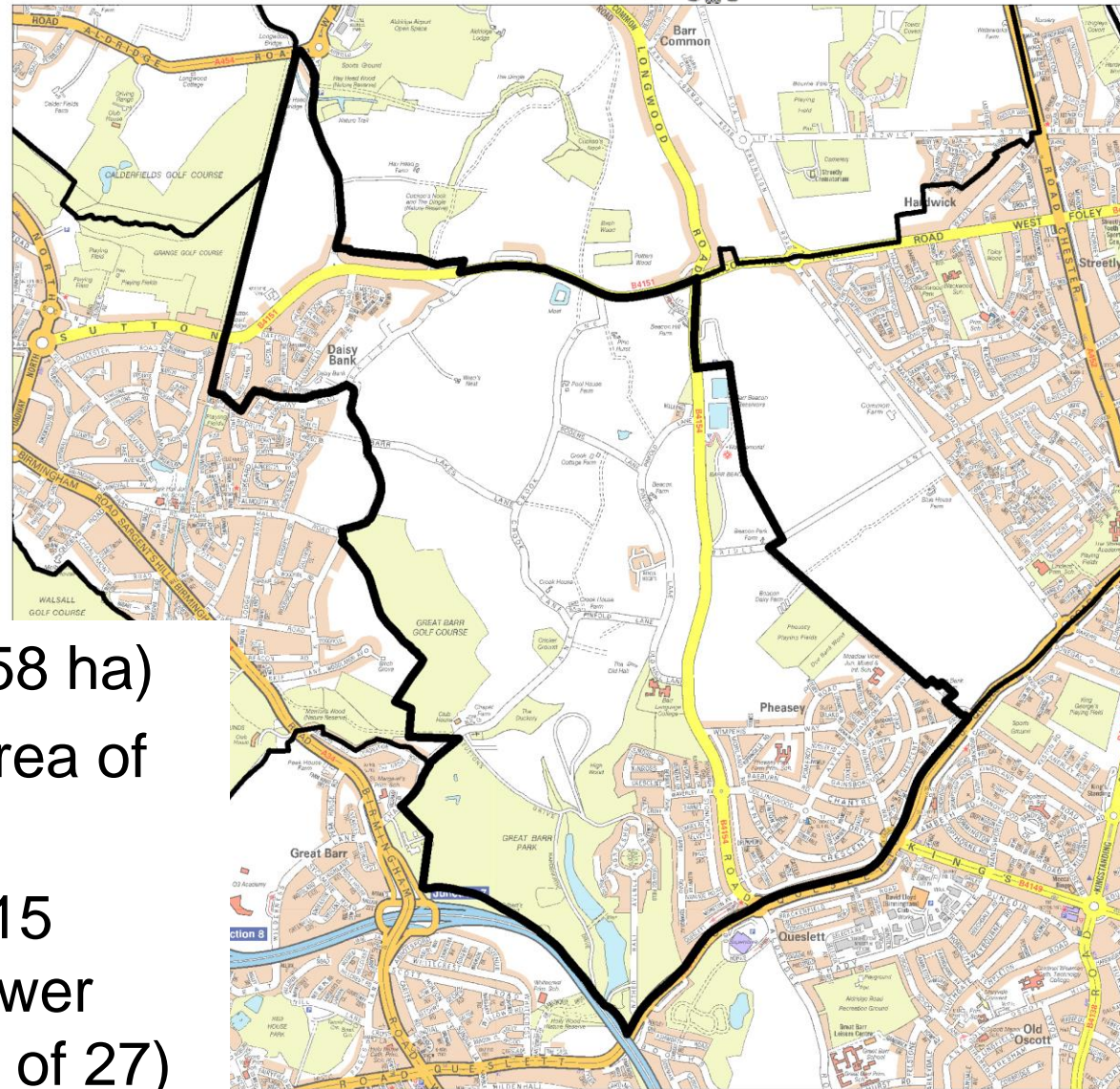
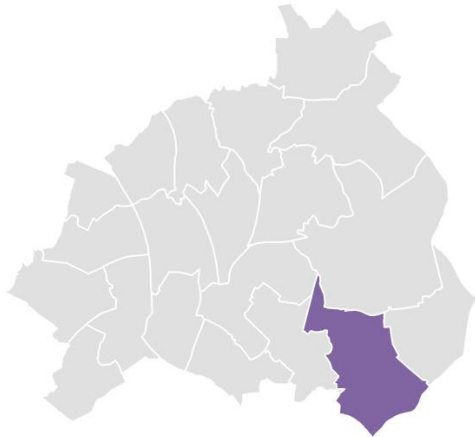
Walsall Council



**Walsall
Partnership**



Geography



- Covers 7.58 sq km (758 ha)
- Makes up 7% of the area of Walsall borough
- Population density of 15 people per hectare (lower than borough average of 27)

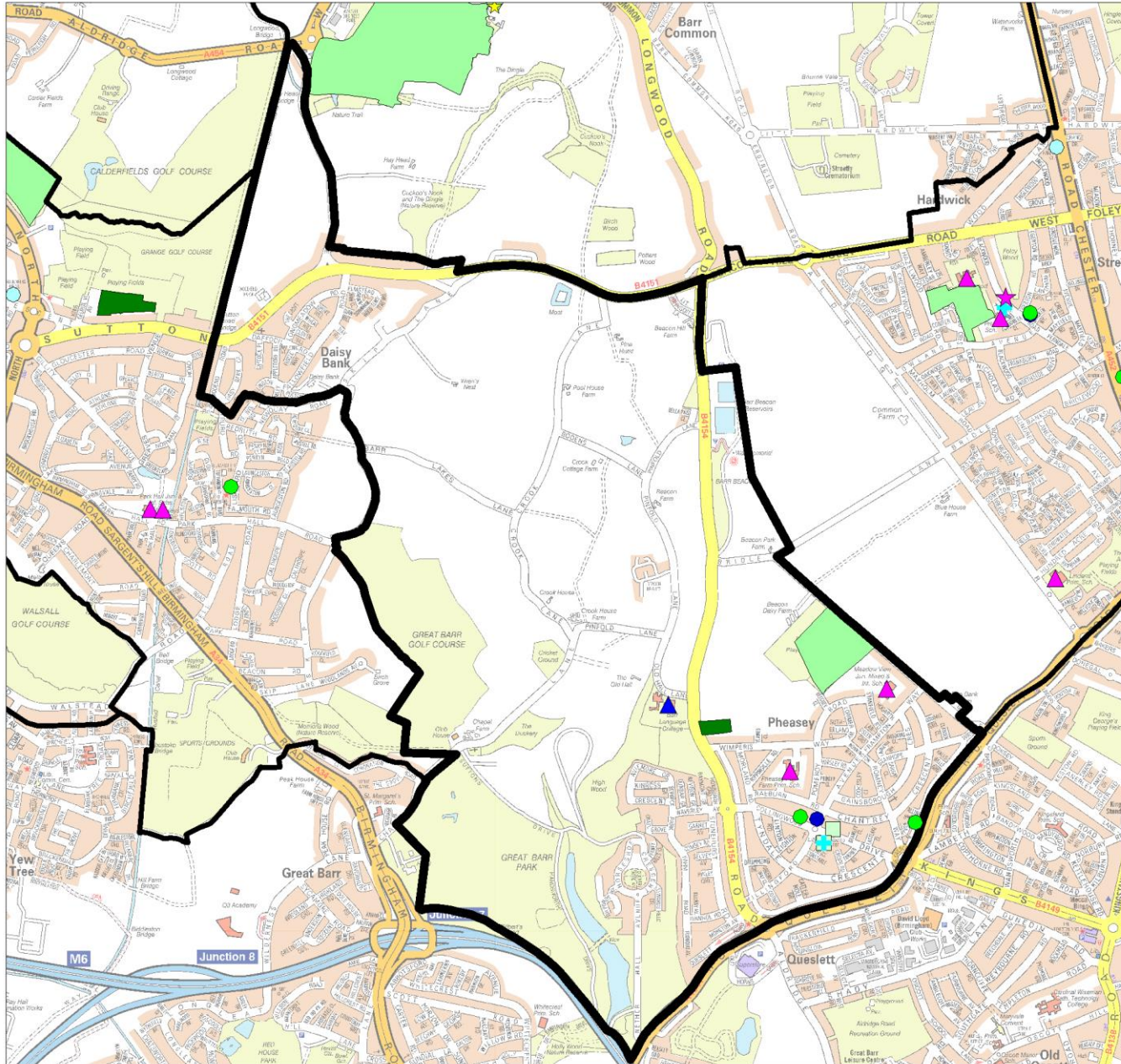
Source: Ordnance Survey; ONS, Mid-2016 Population Estimates



Walsall Partnership



A Map of Facilities in Phasey Park Farm Ward



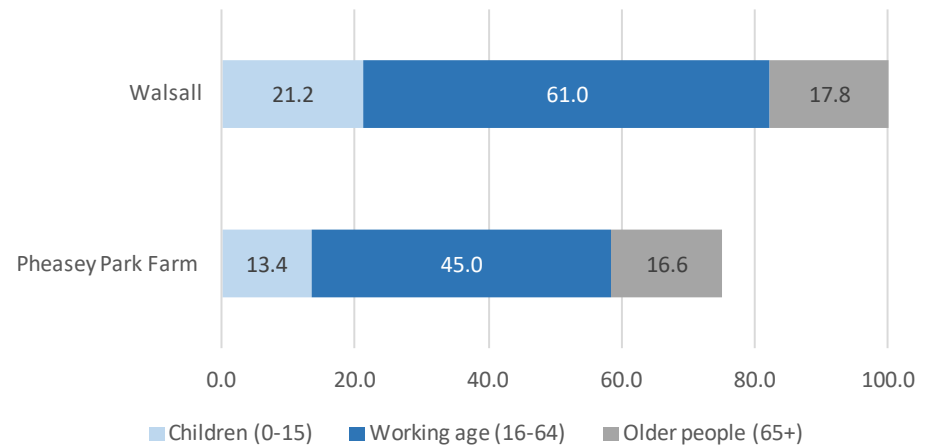
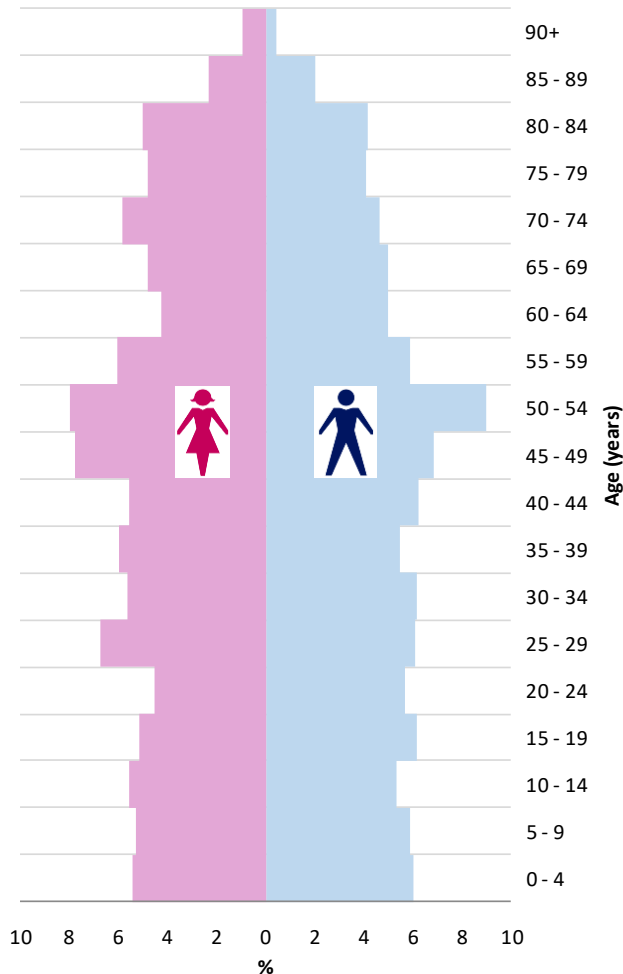
KEY:

- ◆ 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

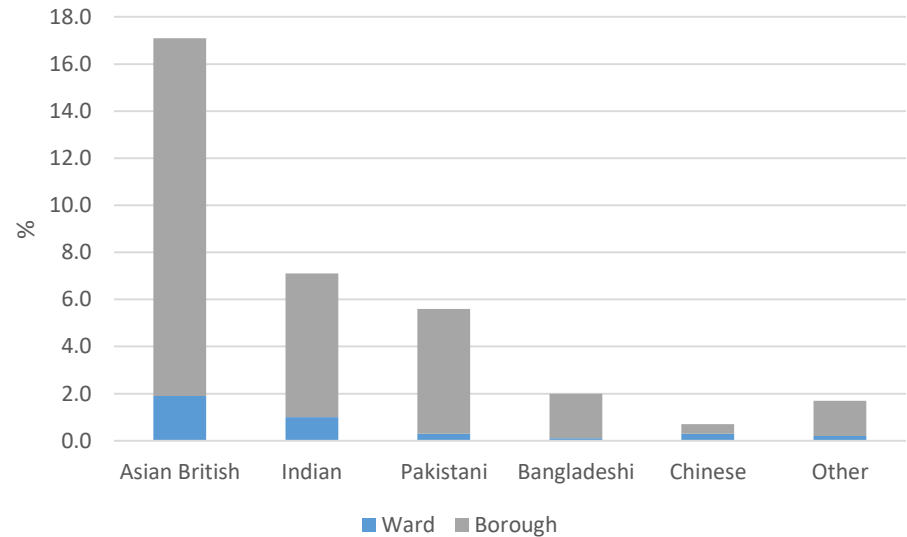
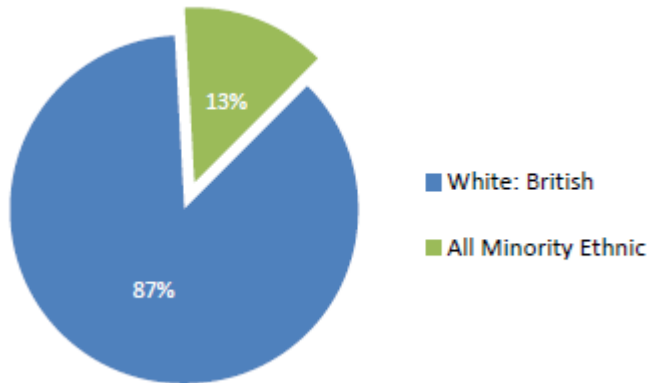
- **Total population: 11,400**
- **Much fewer children than the borough as a whole**
- **Much fewer number of working age**
- **Fairly similar proportion of**



Source: ONS, Mid-2016 Population Estimates



Ethnicity



Total minority ethnic residents*: 1,472
 Percentage of total population: 13.4%
 Change since 2001: 45.0%

Ethnic Group	Total	Ward %	Walsall %	E&W %
White: British	9,538	86.6	76.9	80.5
White: Other	239	2.2	1.9	5.5
Mixed	172	1.6	2.7	2.2
Asian	718	6.5	15.2	7.5
Black	242	2.2	2.4	3.3
Other	101	0.9	0.8	1.0

* Non-White British

- Only 13% minority ethnic residents
- Asian is the largest minority group at 6.5% (much less than Walsall 15.2%)
- Of the Asian minority group, Indian is most prolific at 4.4% (higher than 6.1% for borough)

Source: ONS, 2011 Census



Housing Composition

- 4,539 households (with at least 1 usual resident)
- Increase of 6.4% since 2001 (Proportion of borough total 4.2%)
- Average household size: 2.4 residents per h/hold (Walsall average 2.5)

Household Composition	Total	Ward %	Walsall %	E&W %
Family: Couple	2,062	45.4	43.4	43.0
Family : Lone parent	425	9.4	12.0	10.6
One person: Below 65	466	10.3	15.7	17.8
One person: Over 65	706	15.6	12.8	12.4
Other household types	880	19.4	16.1	16.1

Tenure

Tenure	Total	Ward %	Walsall %	E&W %
Owned outright	2,170	47.8	31.1	30.8
Owned mortgage	1,887	41.6	31.9	33.5
Socially rented	159	3.5	24.1	17.6
Privately rented	289	6.4	11.7	16.7
Living rent-free	34	0.7	1.3	1.4



- 3.1% of households 'overcrowded'* (Walsall av. 6.5%)
- 2.9% of households without central heating (Walsall average 2.8%)
- Low proportion of socially and privately rented properties compared to borough
- Above average (41.6%) 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 F – Senior Security (39%) & group H – Aspiring Homemakers (24%)

F Senior Security

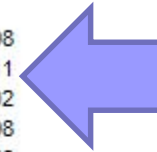


Key Features

- Elderly singles and couples
- Homeowners
- Comfortable homes
- Additional pensions above state
- Don't like new technology
- Low mileage drivers

Channel Preference

Channel Preference	Index
Face to Face	98
Post	111
Landline	102
Email	98
Mobile	58
Online	83



Most effective communication route

H Aspiring Homemakers

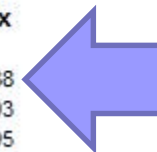


Key Features

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

Channel Preference

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



Least effective communication route



Economic Summary

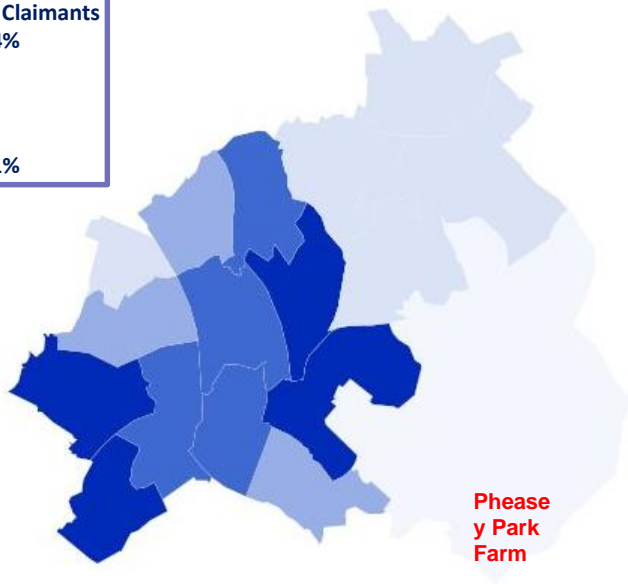
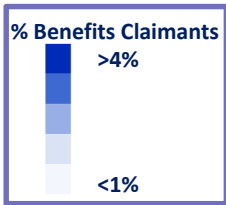


82.6% of working age people in this ward were **economically active** (2011 Census), this was well above the Walsall value of 74% and the National Value of 76.8%



The largest **occupation group** in the ward was Admin & secretarial (15.2%) followed by Skilled trades (14.1%)

In November 2017 there were **70 benefit claimants** in the ward – 40 men and 30 women (see below)



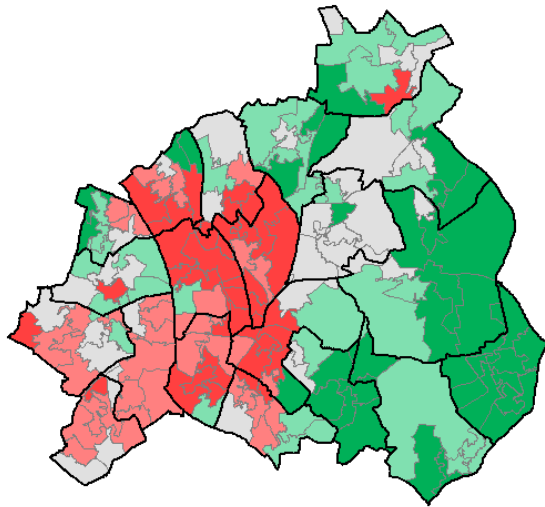
Benefit Claimants Table (Source: ONS Claimant count by sex and age [November 2017]. Note: %'s relate to those aged 16-64.

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%



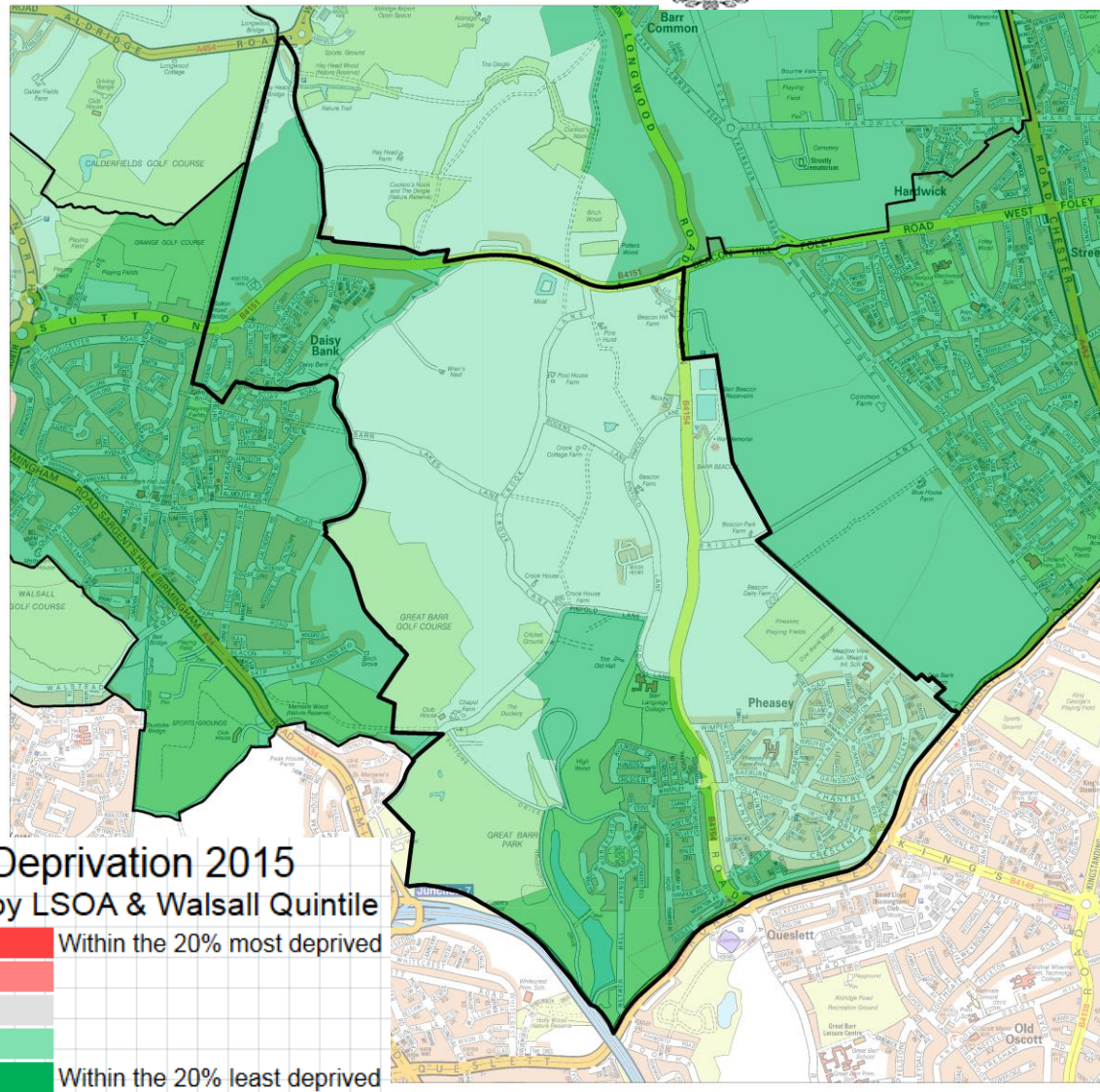
14.3% of ward residents had **no qualifications**, Walsall value was 24.3% and 15% Nationally

Deprivation

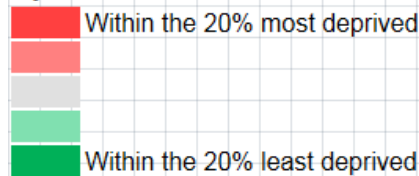


No defined deprivation within the ward overall, LSOAs are within the 20% or 40% least deprived.

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



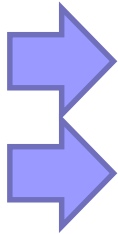
Deprivation 2015 by LSOA & Walsall Quintile



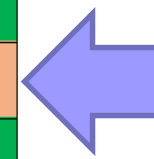


Educational Attainment

Well Above average within Early Years and Y1 phonics

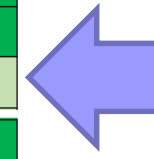
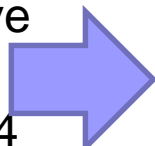


Key Stage	Measure	Ward: Pheasey Park Farm 2017	Walsall 2017	National 2017	Ward Rank
Early Years	Pupils achieving a 'Good Level of Development'	79%	66%	71%	1/20
Y1 Phonics	Pupils meeting the expected standard of Phonic decoding	88%	80%	81%	4/20
Key Stage 1	Pupils achieving the expected standard in Reading	77%	72%	76%	4/20
Key Stage 1	Pupils achieving the expected standard in Writing	64%	63%	68%	12/20
Key Stage 1	Pupils achieving the expected standard in Maths	78%	73%	75%	5/20
Key Stage 2	Pupils reaching the expected standard in Reading, Writing & Maths Combined	65%	53%	62%	5/20
Key Stage 2	Average progress of pupils in Reading	-0.1	-1.1	0	5/20
Key Stage 2	Average progress of pupils in writing	0.2	-0.6	0	3/20
Key Stage 2	Average progress of pupils in Maths	-0.3	-0.8	0	7/20
Key Stage 4	Average Attainment 8 score	49.2	43.0	46.1	2/20
Key Stage 4	Average Progress 8 score	0.18	-0.24	-0.03	2/20
	Rate of Fixed Period Exclusions	2.90	4.57	4.29	10/20
	Rate of Permanent Exclusions	0.09	0.16	0.08	4/20



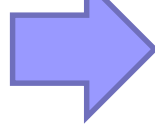
Well Above average within KS1 generally. Below Average Pupils achieving expected standard in Writing

Well Above average within KS4



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

Well Above average exclusions



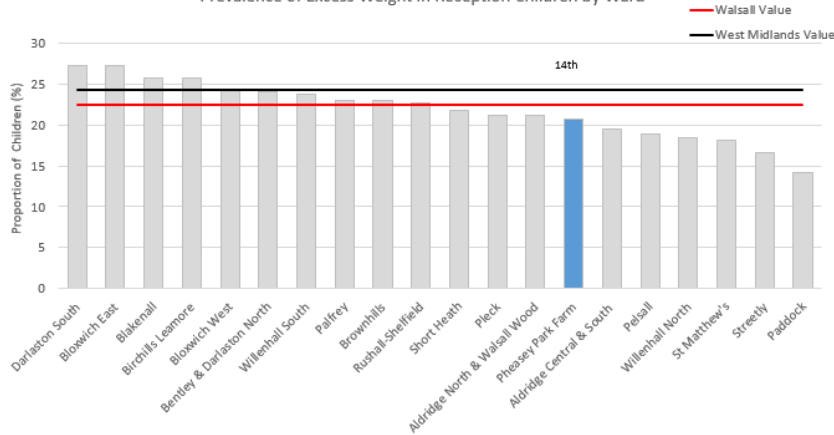
Key

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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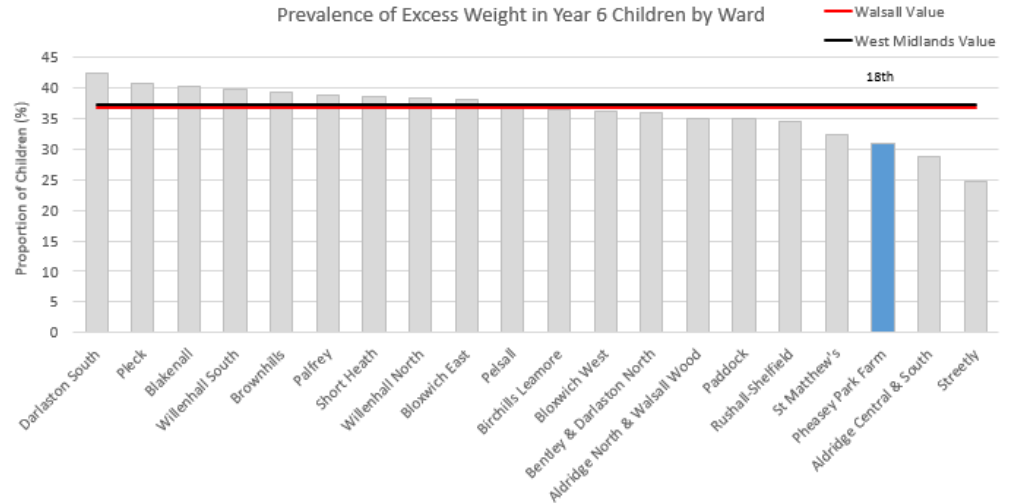


Childhood Obesity

Prevalence of Excess Weight in Reception Children by Ward



Prevalence of Excess Weight in Year 6 Children by Ward

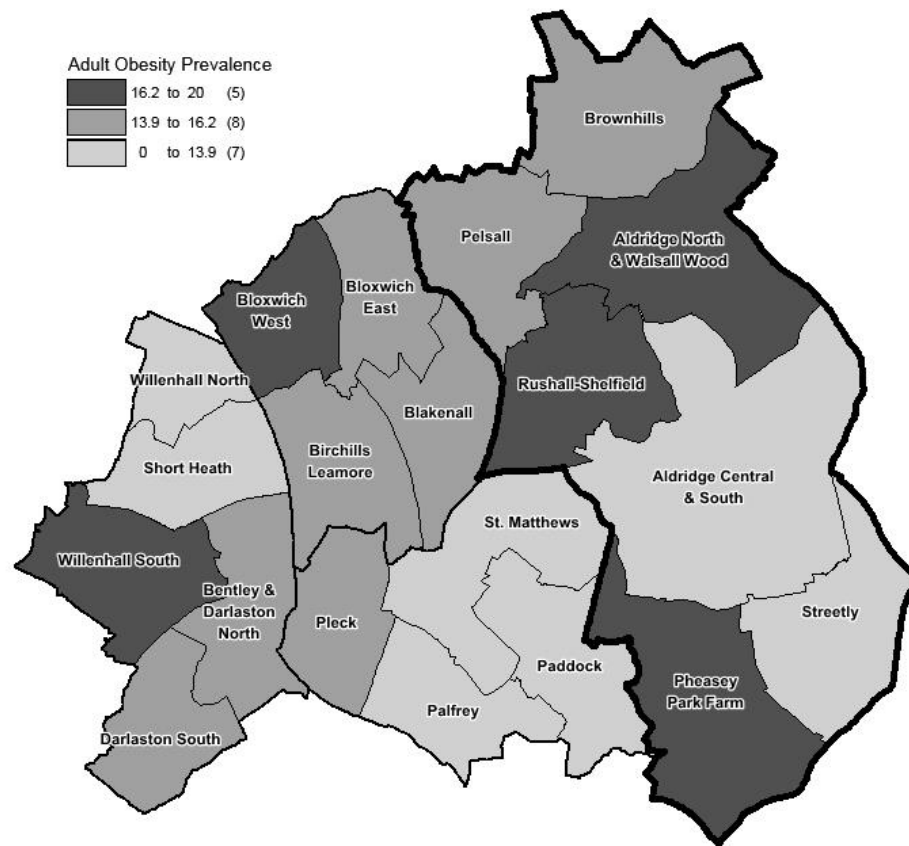


- Proportion of children resident in ward that are overweight or obese in Reception (Aged 5) and in Year 6 (Age 10).
- Pheasey Park Farm ranks 14th in Reception and 18th in Year 6 in terms of the prevalence of excess weight in childhood.



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

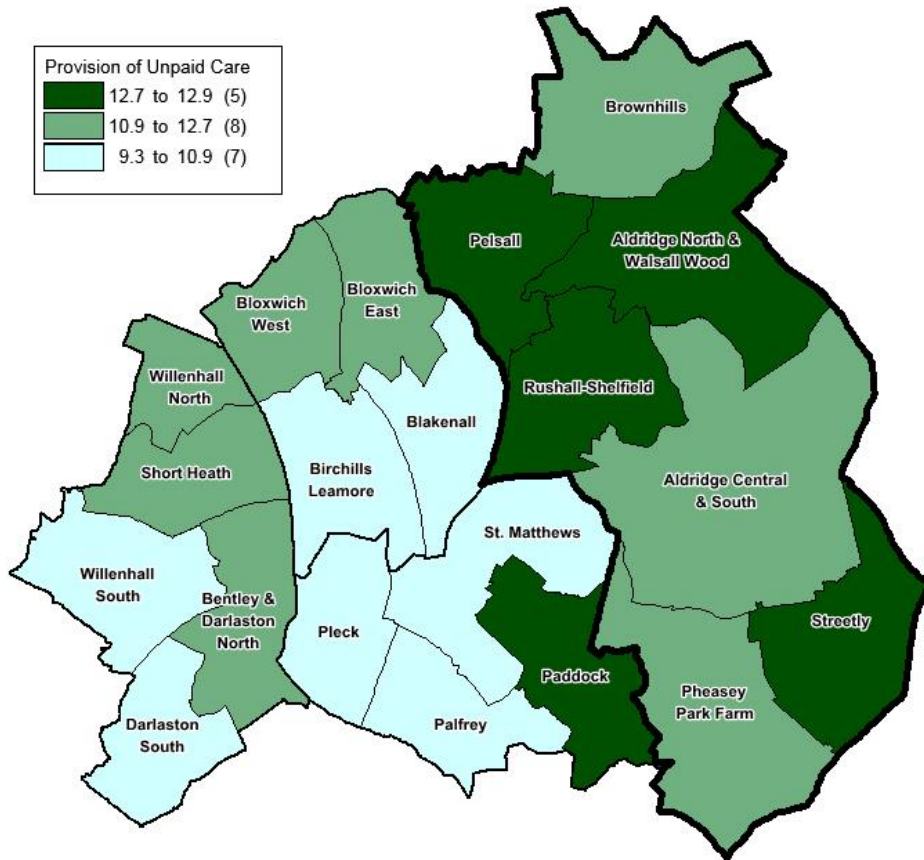
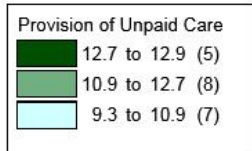


Pheasey Park Farm adult obesity prevalence (16.6%) is higher than the borough average (14.9%)

Note – based on GP practice patient lists



Provision of Unpaid Care



Provision of unpaid care in Pheasey Park Farm ward is similar to the borough average (12.5% and 11.4% respectively).

Ward	#	%
Pelsall	1,553	12.9
Streety	1,482	12.7
Rushall-Shelfield	1,419	12.7
Aldridge North and Walsall Wood	1,404	12.7
Aldridge Central and South		
Streety		
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



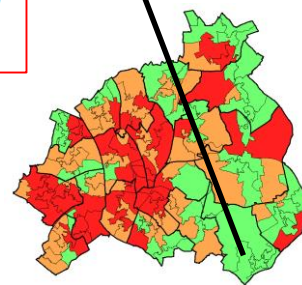
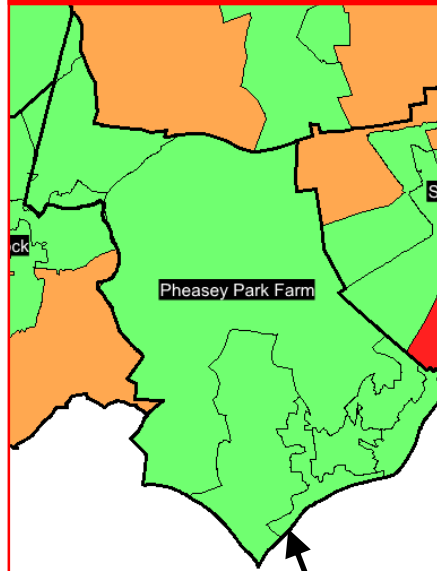
Recorded Crime

Low number of recorded crimes in this Ward during 2017.

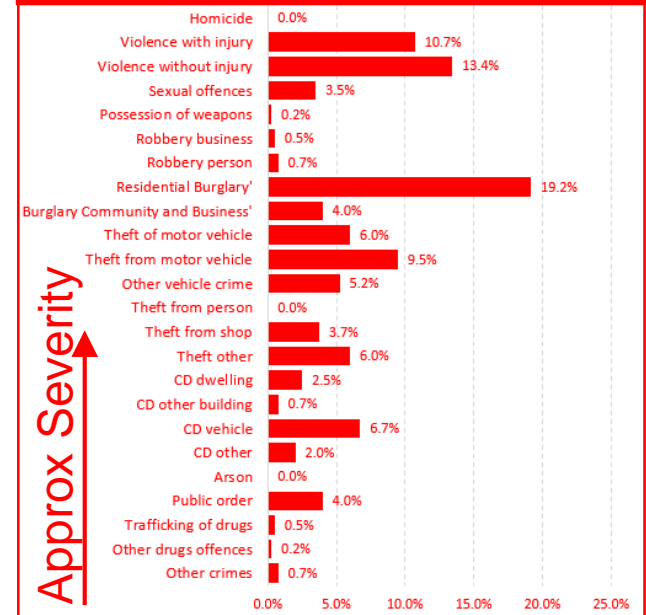
Ward	Total Recorded Crime	Serious Acquisitive crime
Aldridge Central and South	722	162
Aldridge North and Walsall Wood	616	162
Bentley and Darlaston North	1,191	361
Birchills Leamore	1,587	335
Blakenall	1,290	294
Bloxwich East	1,093	235
Bloxwich West	1,079	254
Brownhills	757	162
Darlaston South	927	231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

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



Residential burglary is the single largest problem in this ward (19.2%), violence is also significant (24.1%)



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



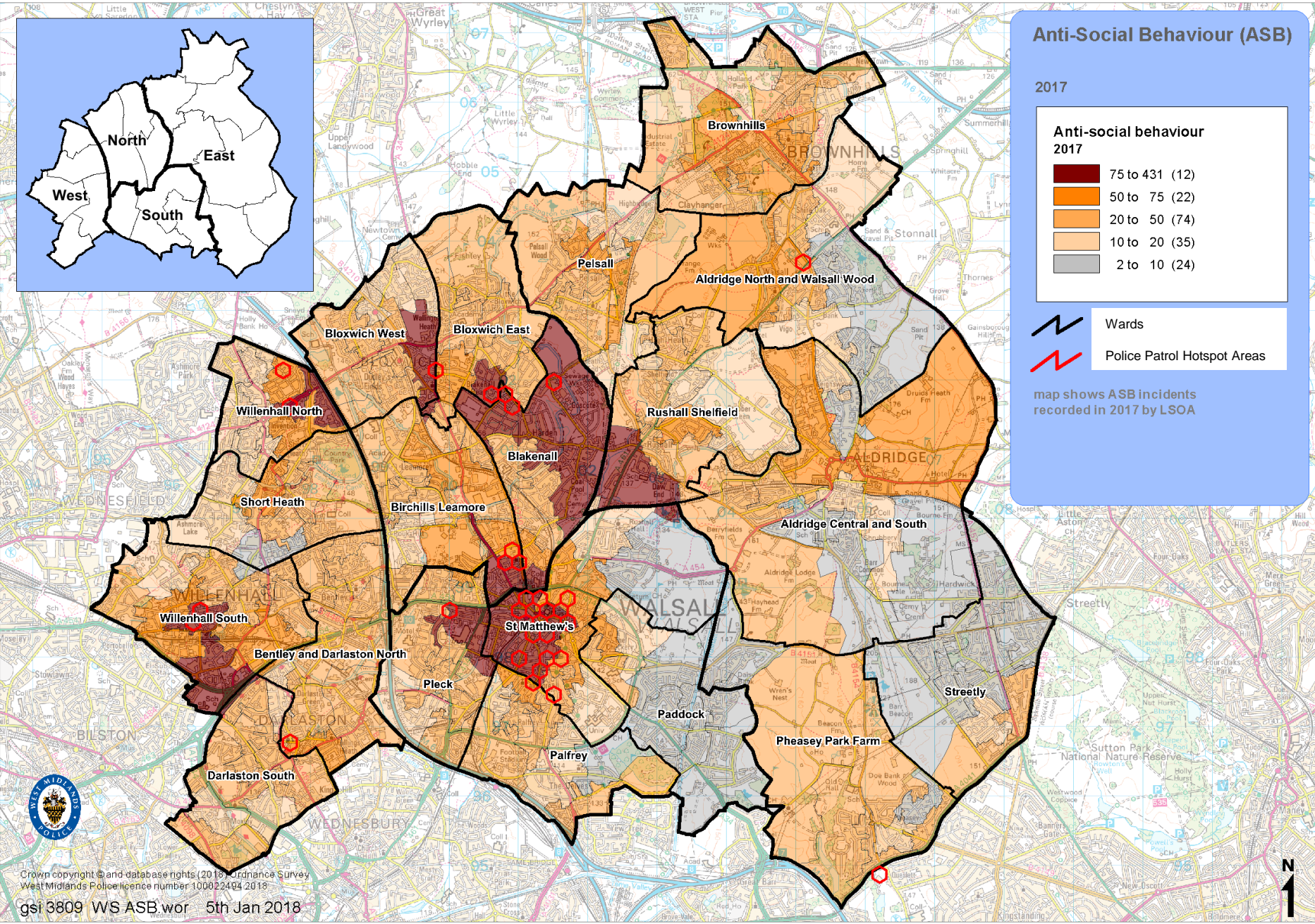
Anti-Social Behaviour (ASB)

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.

- **Collingwood Community Association** – centre runs a variety of activities such as fitness, health & active lifestyle sessions, educational classes, room hire, parent & toddler sessions, craft, autism support, tea dance, lunches.
- **Pheasey Community Hub** – centre offers a variety of activities such as tribute acts, children’s parties, dance & themed nights and room hire
- **Pheasey Book Borrowers** – facilitated by volunteers following closure of library mid 2017 – reading & book clubs, book exchange, children’s clubs.



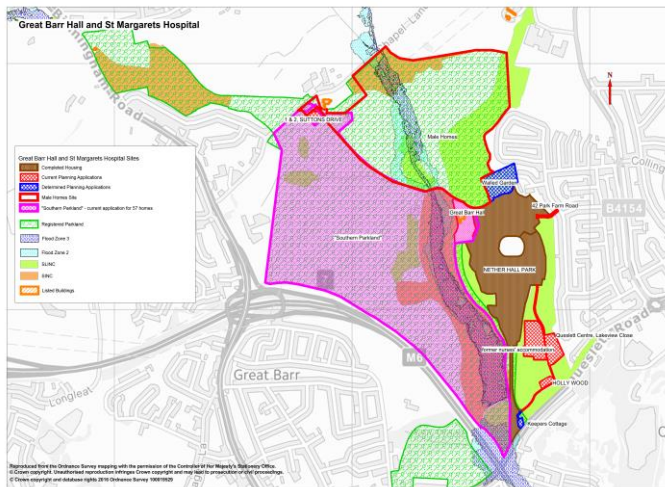
Other Information

- Rich for green space
- Barr Beacon War Memorial – focal point, sits on one of the highest points in the West Midlands. A series of events hosted at the site (music festivals, remembrance)
- Local nature reserve one of the few remaining lowland heaths in area, open to public. Car parking limited.
- Beacon Church, Collingwood Drive – active community coffee mornings

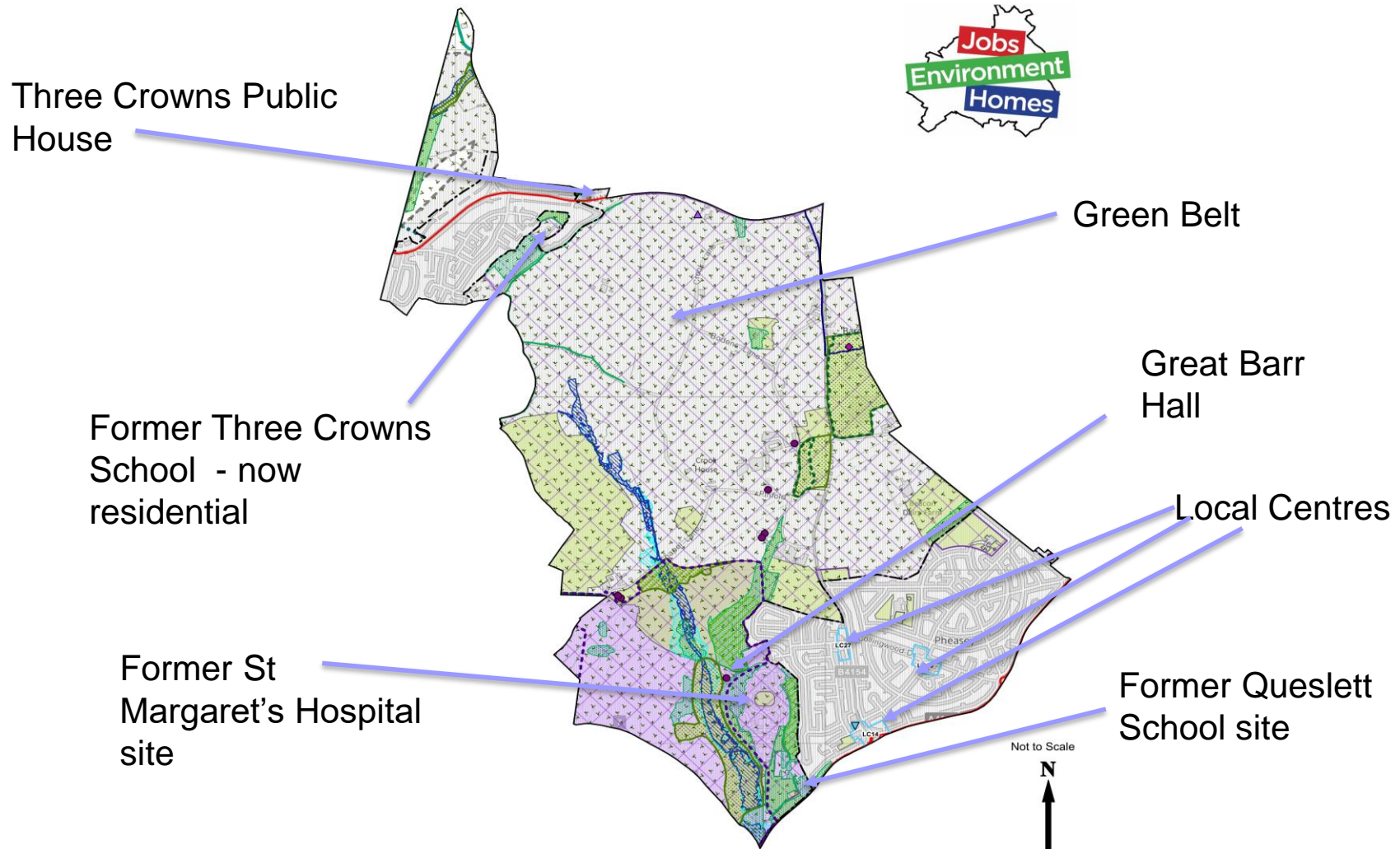
Regeneration



- Residential area with easy access to **open space** and **Green Belt**.
- Number of **local centres** providing a range of services: Queslett, Collingwood Drive and Beacon Road.
- **Residential developments** completed at the former St Margaret's Hospital site (major scheme in the Green Belt) and former Council owned Three Crowns School.
- **Future housing opportunity** at former Queslett School site.
- Home to **Great Barr Hall** – grade II listed property and parkland in Green Belt and Conservation Area (undetermined planning application for a mixed use scheme incorporating conversion of the Hall to a hotel and construction of new homes).
- Unlawful use of the former **Three Crowns Public House** as a car wash – action being taken by the LPA.
- Many start-up and home-based SMEs are based in the ward, of which the majority are sole traders.



Pheasey Park Farm: Policy Map Extract





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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Extended Thanks to Ruby Bacha & Christine Williams

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Notes

