

Ward Walk Profile: Willenhall North

March 2018

Version 1.0 - FINAL

Cllr O Butler (Conservatives)

Cllr A Hicken (Conservatives)

Cllr I Shires (Liberal Democrats)



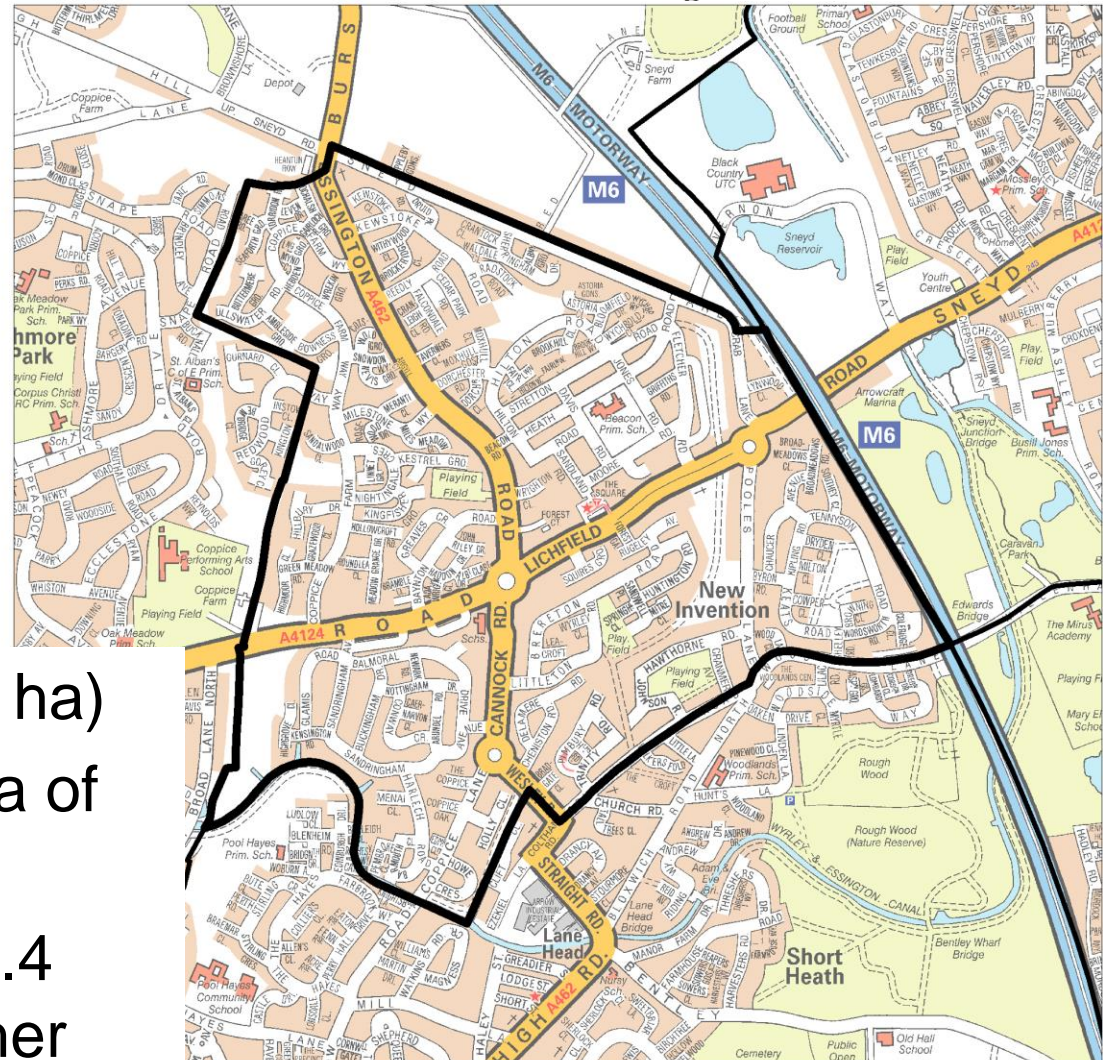
Walsall Council



**Walsall
Partnership**



Geography



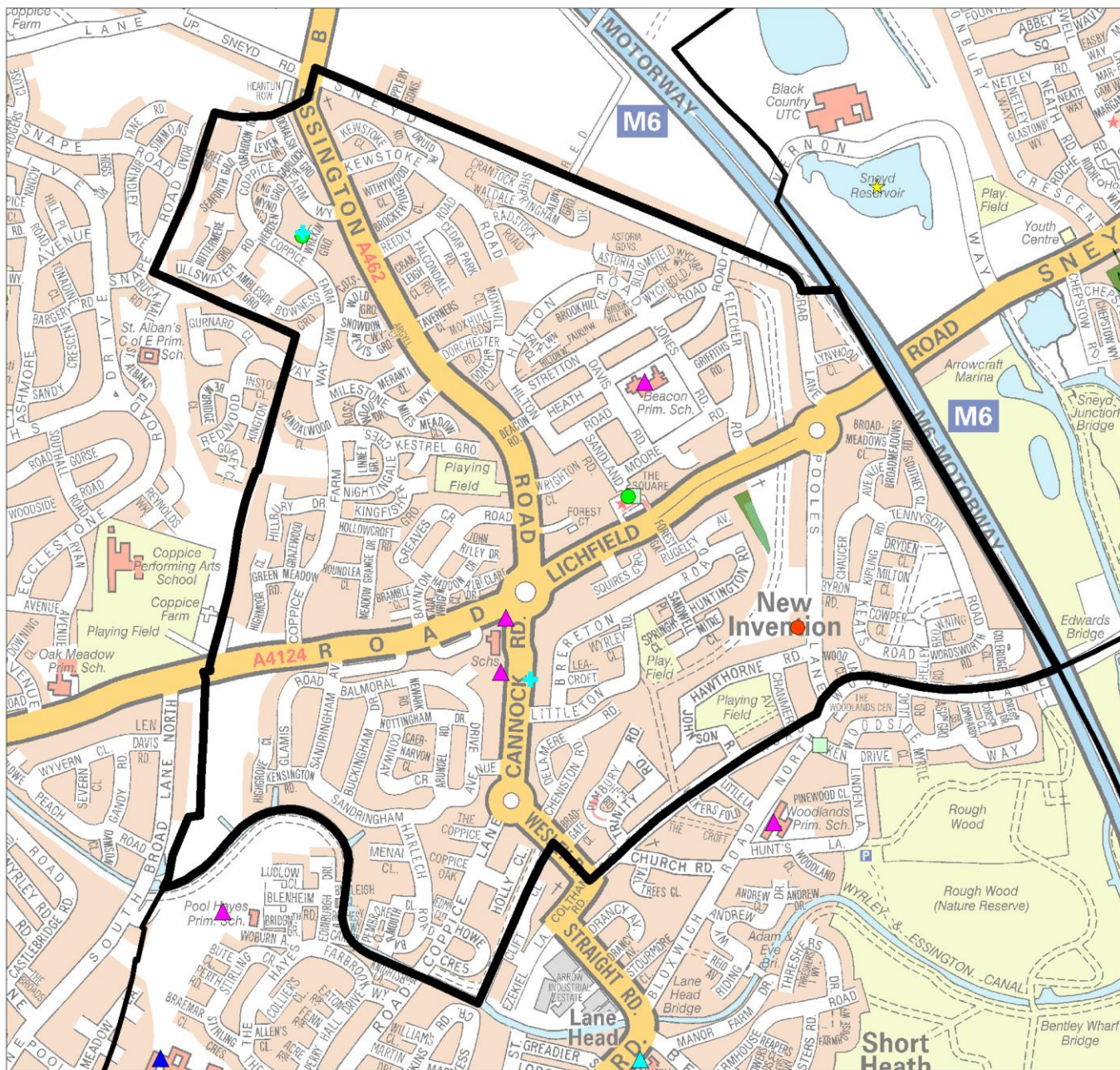
- Covers 2.35 sq km (235 ha)
- Makes up 2% of the area of Walsall borough
- Population density of 54.4 people per hectare (higher than borough average of 27)

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

A Map of Facilities in Willenhall North Ward



Walsall Council



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

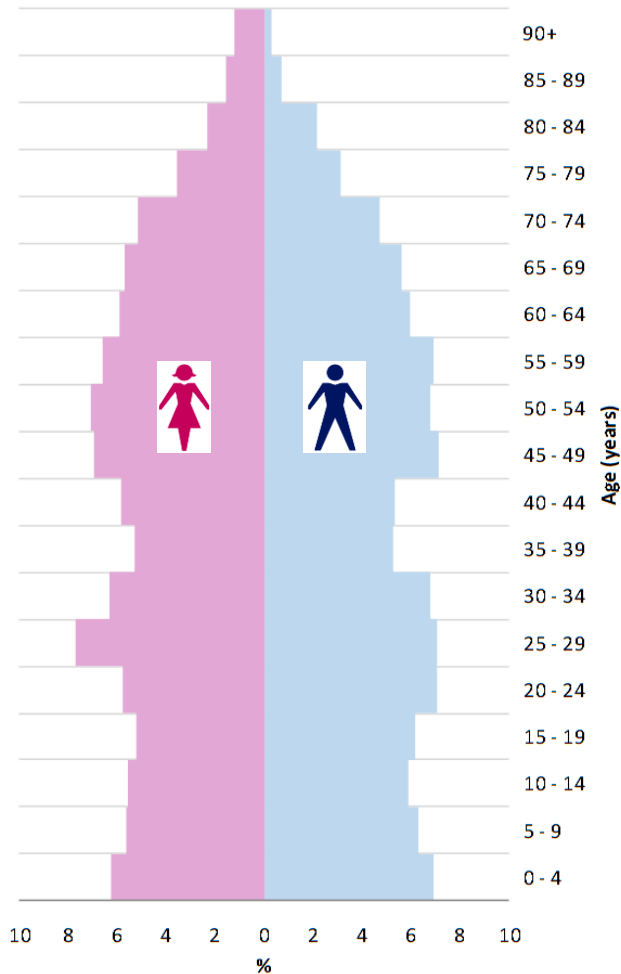
INSIGHT



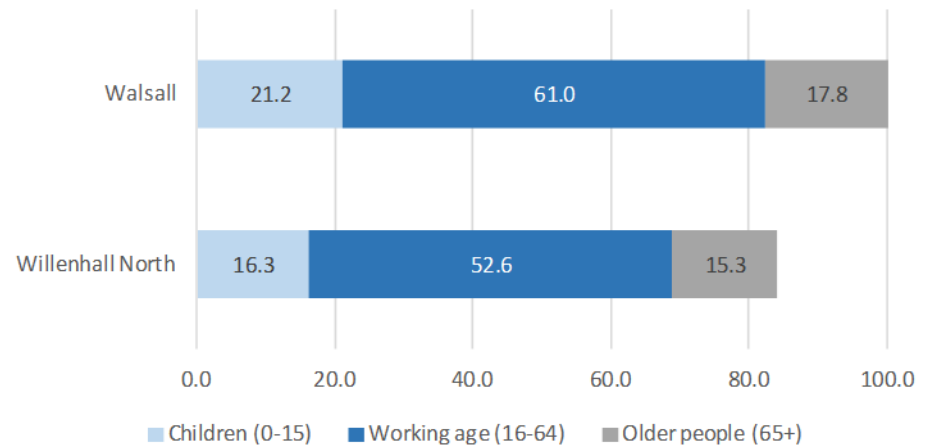
Walsall Partnership



Population Structure



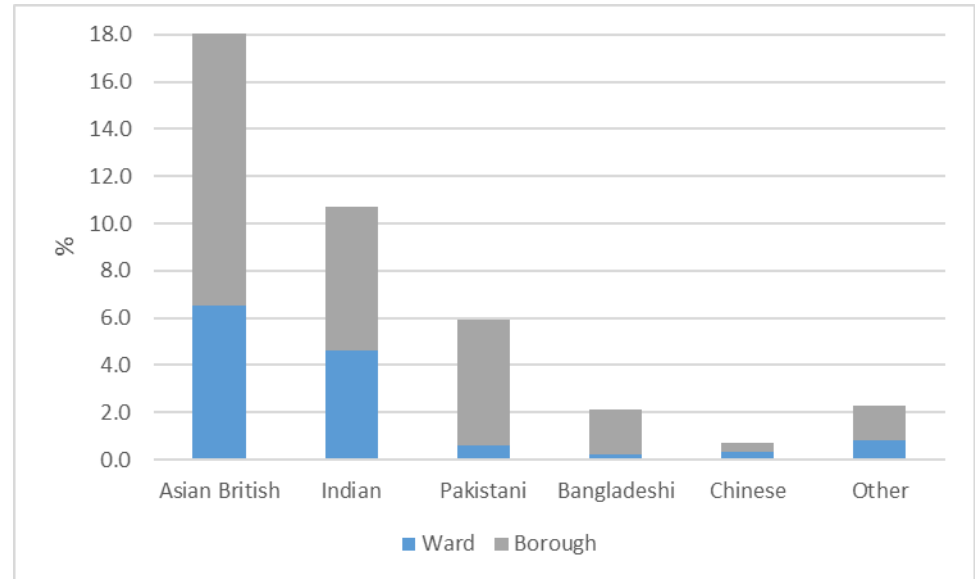
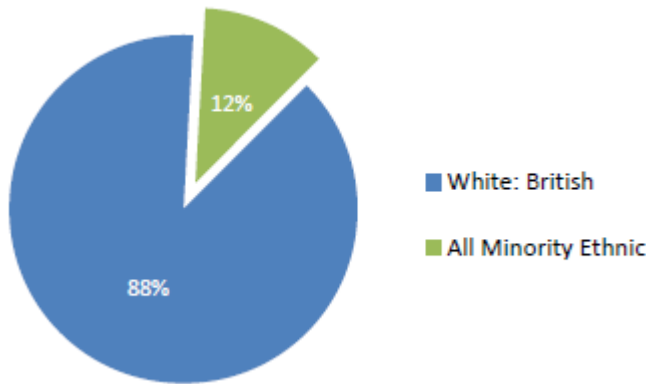
- **Total population: 12,800**
- **Less children than the borough as a whole**
- **Less number of working age**
- **Fewer over 65's than borough**



Source: ONS, Mid-2016 Population Estimates



Ethnicity



Total minority ethnic residents*: 1,469
 Percentage of total population: 11.6%
 Change since 2001: 22.5%

- Only 12% minority ethnic residents
- Asian is the largest minority group at 6.5% (similar to Walsall 15.2%)
- Of the Asian minority group, Indian is most prolific at 4.6% (lower than the borough of 6.1%)

Ethnic Group	Total	Ward %	Walsall %	E&W %
White: British	11,228	88.4	76.9	80.5
White: Other	98	0.8	1.9	5.5
Mixed	265	2.1	2.7	2.2
Asian	820	6.5	15.2	7.5
Black	179	1.4	2.4	3.3
Other	107	0.8	0.8	1.0

* Non-White British

Source: ONS, 2011 Census



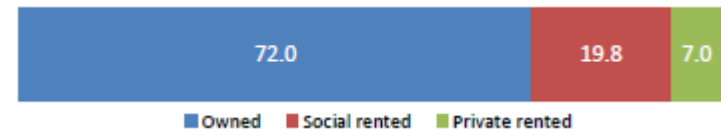
Housing Composition

- 5,080 households (with at least 1 usual resident)
- Increase of 5.1% since 2001 (Proportion of borough total 4.7%)
- Average household size: 2.5 residents per h/hold (on par with Walsall average)

Household Composition	Total	Ward %	Walsall %	E&W %
Family: Couple	2,560	50.4	43.4	43.0
Family : Lone parent	542	10.7	12.0	10.6
One person: Below 65	654	12.9	15.7	17.8
One person: Over 65	568	11.2	12.8	12.4
Other household types	756	14.9	16.1	16.1

Tenure

Tenure	Total	Ward %	Walsall %	E&W %
Owned outright	1,679	33.1	31.1	30.8
Owned mortgage	1,977	38.9	31.9	33.5
Socially rented	1,008	19.8	24.1	17.6
Privately rented	358	7.0	11.7	16.7
Living rent-free	58	1.1	1.3	1.4



- 4.4% of households 'overcrowded'* (Walsall average 6.5%)
- 2.7% of households without central heating (Walsall average 2.8%)
- Low proportion of socially and privately rented properties compared to borough
- Above average (38.9%) 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 E – Suburban Stability (15%)

H Aspiring Homemakers



Key Features

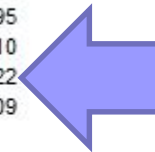
- Younger households
- Full-time employment
- Private suburbs
- Affordable housing costs
- Starter salaries
- Buy and sell on eBay

Channel Preference

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

Index

88
93
95
110
122
109



Most effective communication route

E Suburban Stability



Key Features

- Older families
- Some adult children at home
- Suburban mid-range homes
- 3 bedrooms
- Have lived at same address some years
- Research on Internet

Channel Preference

Face to Face	105
Post	96
Landline	96
Email	102
Mobile	97
Online	104

Index

105
96
96
102
97
104



Least effective communication route



Economic Summary

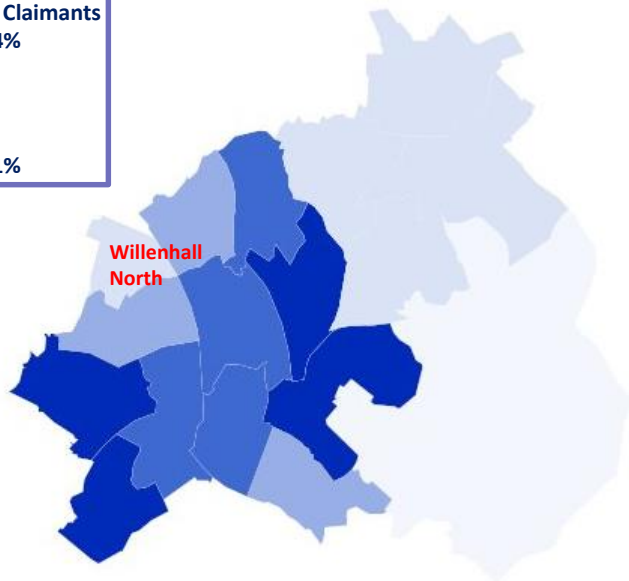
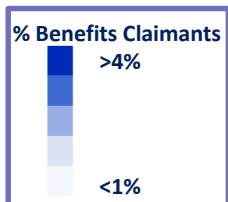


78.5% of working age people in this ward were **economically active** (2011 Census), this was above the Walsall value of 74% and the National Value of 76.8%



The largest **occupation group** in the ward was Skilled trades (15.7%) followed Admin & secretarial (12.4%)

In November 2017 there were **190 benefit claimants** in the ward – 105 men and 80 women (see below)



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

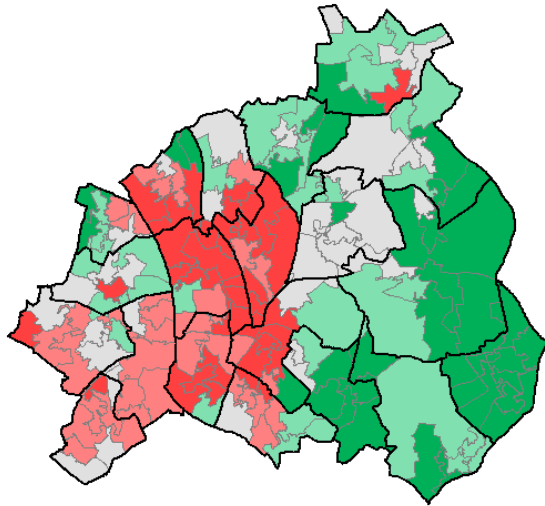
Ward	Claimant Count	% Claiming in Ward	% of ALL Walsall Claimants
Willenhall South	505	4.8%	10.5%
Darlaston South	415	4.4%	8.6%
St Matthew's	430	4.1%	9.0%
Blakenall	355	4.0%	7.4%
Birchills Leamore	380	3.9%	7.9%
Pleck	350	3.7%	7.3%
Bentley and Darlaston North	285	3.4%	5.9%
Bloxwich East	255	3.4%	5.3%
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%



21.7% of ward residents had **no qualifications**, Walsall value was 24.3% and 15% Nationally



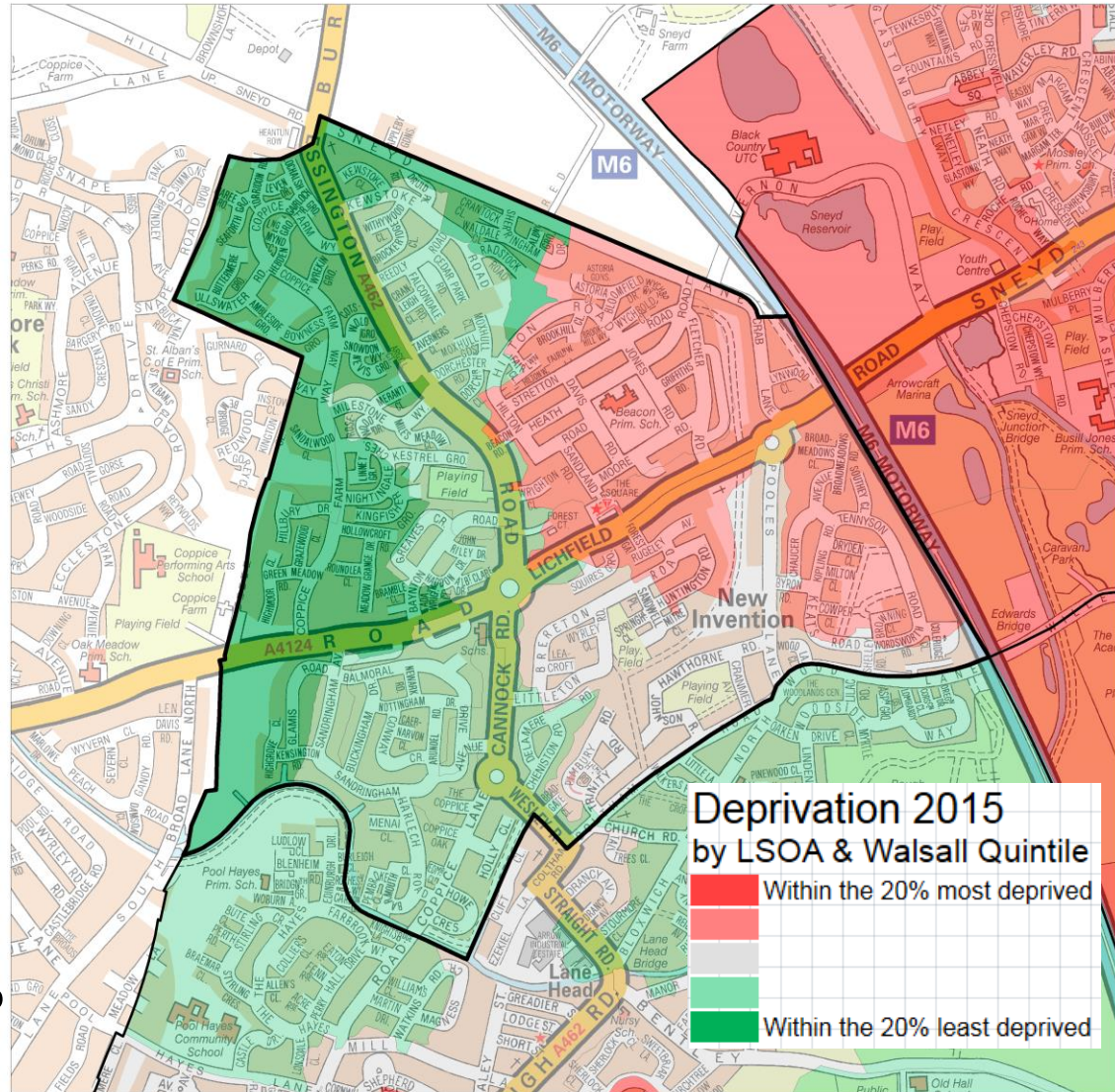
Deprivation



The majority of the ward is within the 40% least deprived, in contrast however, LSOAs to the East are amongst the 40% most deprived in England.

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

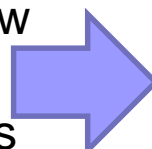
Above average within Early Years



Above average KS1 for Writing & Maths

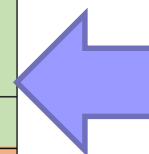


Well Below average exclusions

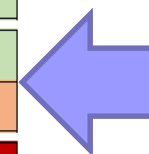


Key Stage	Measure	Ward: Willenhall North 2017	Walsall 2017	National 2017	Ward Rank
Early Years	Pupils achieving a 'Good Level of Development'	72%	66%	71%	7/20
Y1 Phonics	Pupils meeting the expected standard of Phonic decoding	80%	80%	81%	13/20
Key Stage 1	Pupils achieving the expected standard in Reading	71%	72%	76%	12/20
Key Stage 1	Pupils achieving the expected standard in Writing	67%	63%	68%	6/20
Key Stage 1	Pupils achieving the expected standard in Maths	76%	73%	75%	8/20
Key Stage 2	Pupils reaching the expected standard in Reading, Writing & Maths Combined	61%	53%	62%	6/20
Key Stage 2	Average progress of pupils in Reading	-0.2	-1.1	0	7/20
Key Stage 2	Average progress of pupils in writing	-0.7	-0.6	0	13/20
Key Stage 2	Average progress of pupils in Maths	-0.3	-0.8	0	9/20
Key Stage 4	Average Attainment 8 score	41.5	43.0	46.1	10/20
Key Stage 4	Average Progress 8 score	-0.57	-0.24	-0.03	14/20
	Rate of Fixed Period Exclusions	4.29	4.57	4.29	16/20
	Rate of Permanent Exclusions	0.96	0.16	0.08	20/20

Above average within KS2 with the exception of 'Writing'



Below Average Progress 8 score at KS4

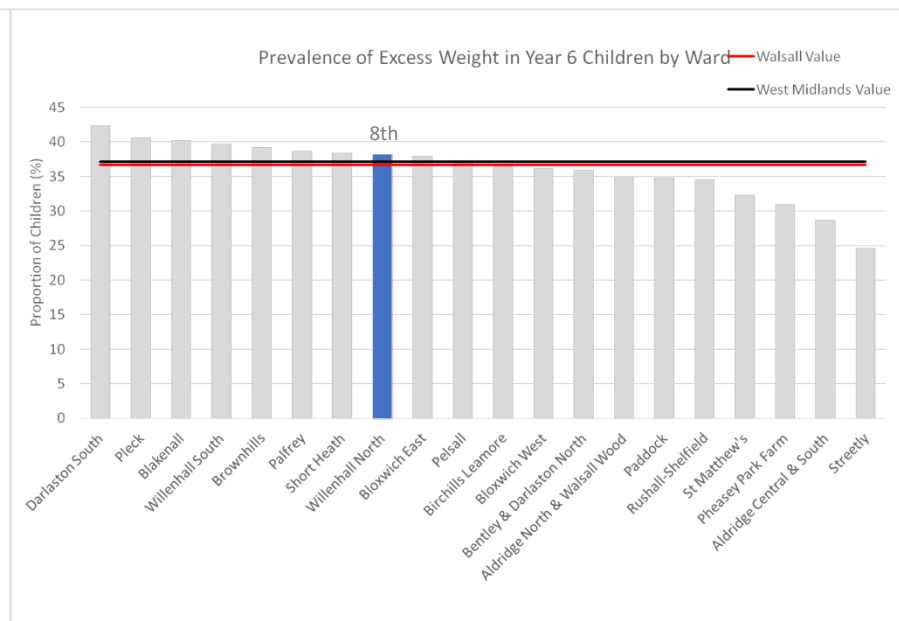
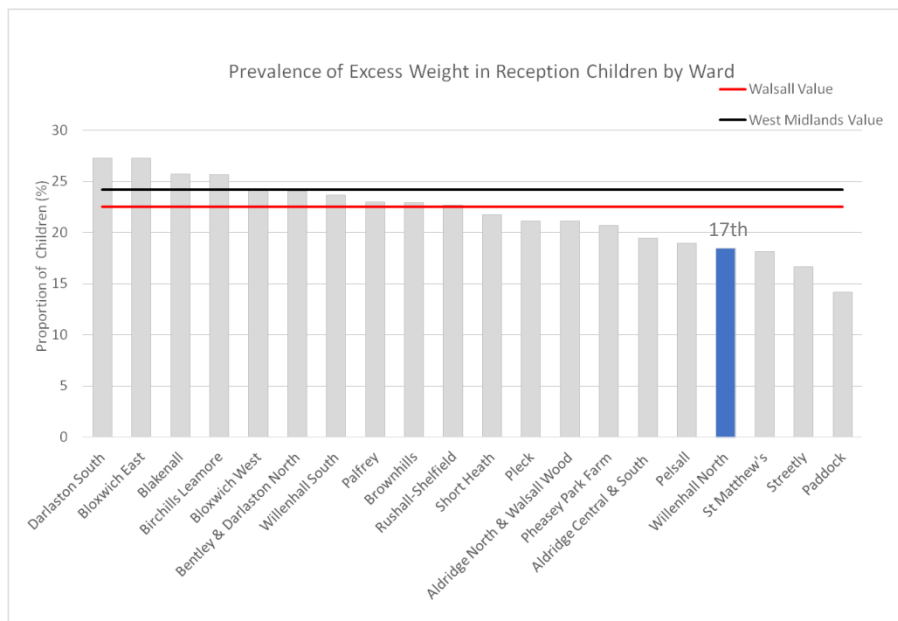


Key

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

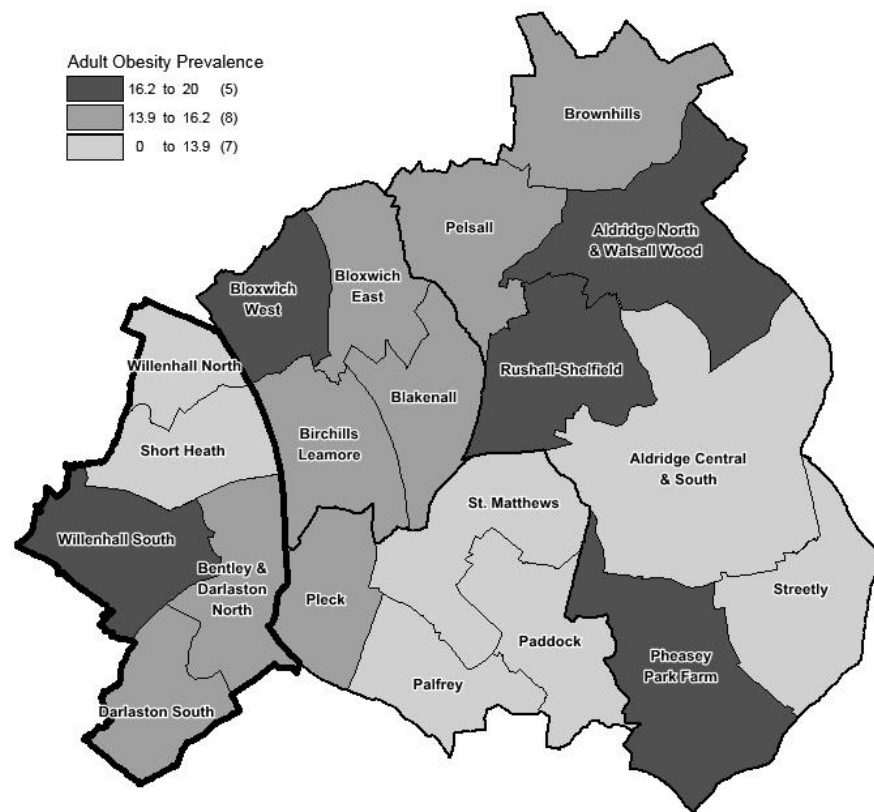


- The above charts show the proportion of children resident in the ward that are overweight or obese in Reception (Aged 5) and in Year 6 (Age 10).
- Of the 20 Walsall wards, Willenhall North ranks 17th in Reception and 8th in Year 6 in terms of the prevalence of excess weight in childhood.



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

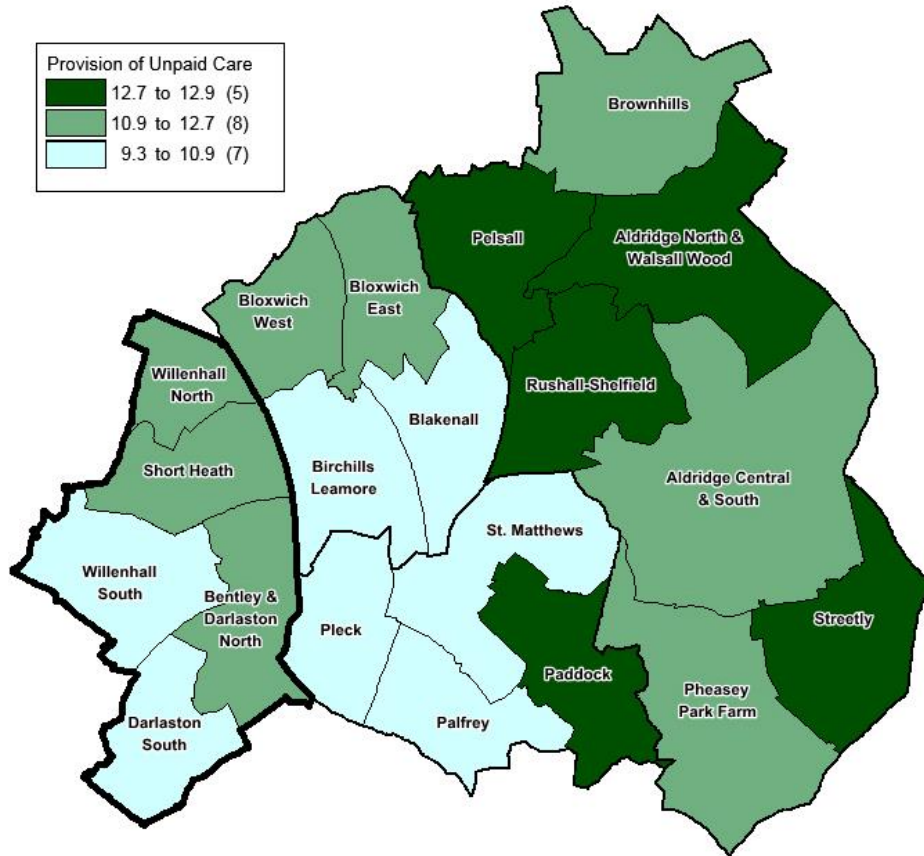


Willenhall North ward has a lower than borough average (11.5) prevalence rate for adult obesity (16.42%).

Note – based on GP practice patient lists



Provision of Unpaid Care



Willenhall North ward has a below average proportion of residents providing unpaid care – 11.1% (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

Source: 2011 Census, ONS

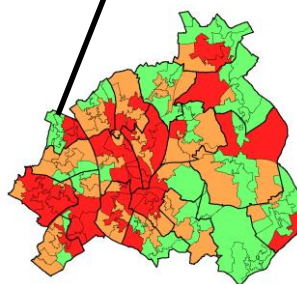
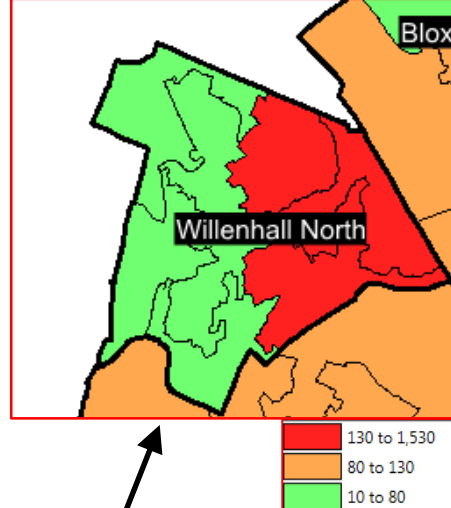
Recorded Crime

Low number of recorded crimes in this Ward during 2017.

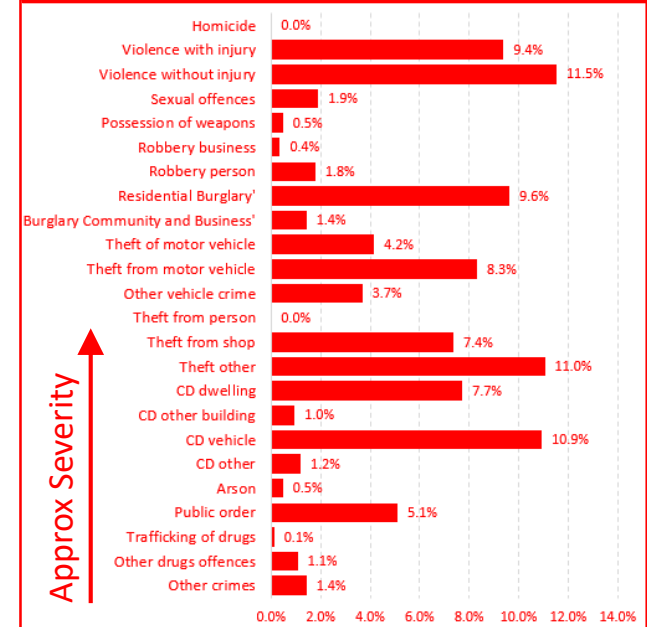
Ward	Total Recorded Crime	Serious Acquisitive crime
Aldridge Central and South	722	162
Aldridge North and Walsall Wood	616	162
Bentley and Darlaston North	1,191	361
Birchills Leamore	1,587	335
Blakenall	1,290	294
Bloxwich East	1,093	235
Bloxwich West	1,079	254
Brownhills	757	162
Darlaston South	927	231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

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



Violence, theft and criminal damage are significant problems here.



Data Source: WM Police Data



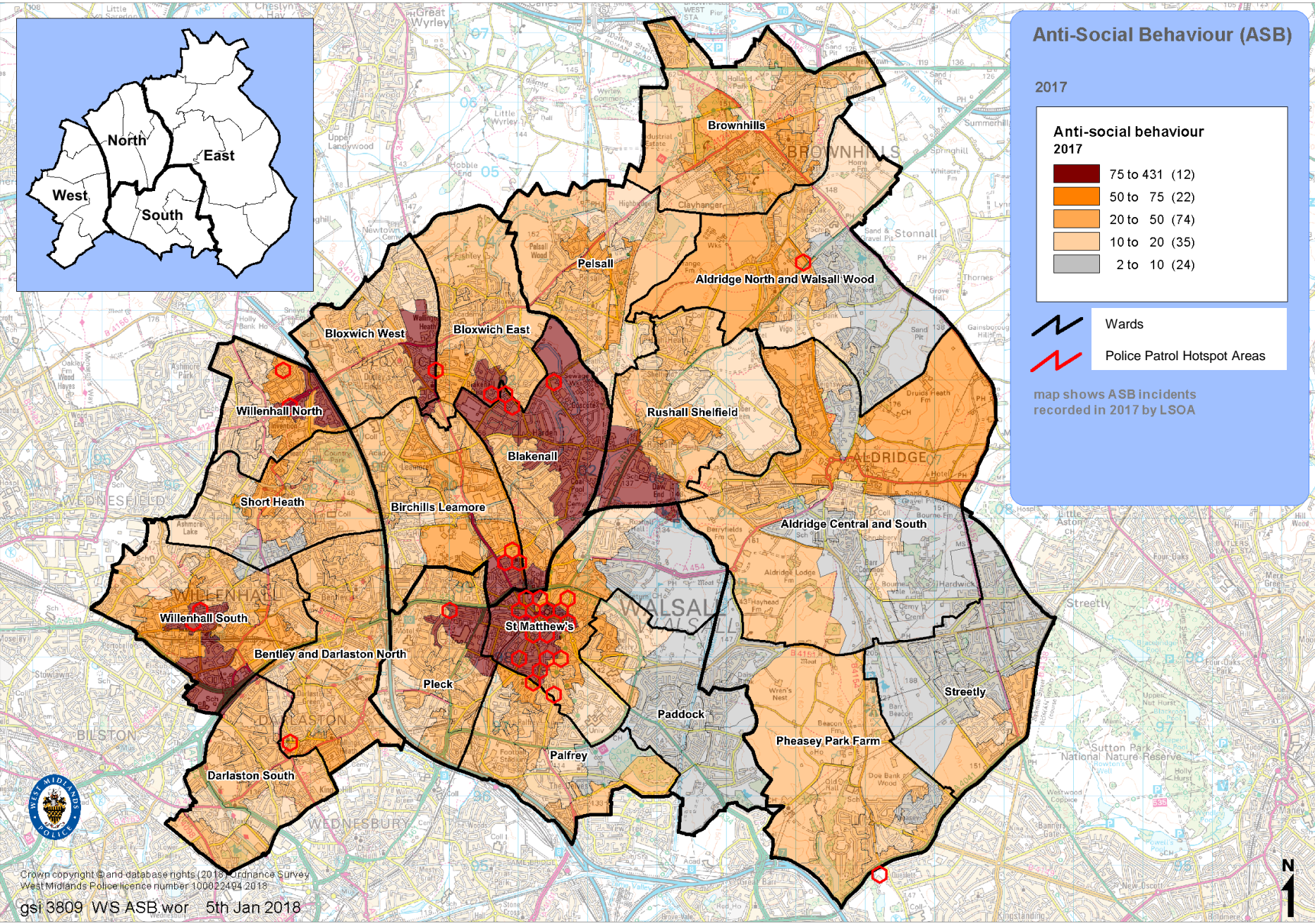
Anti-Social Behaviour (ASB)

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

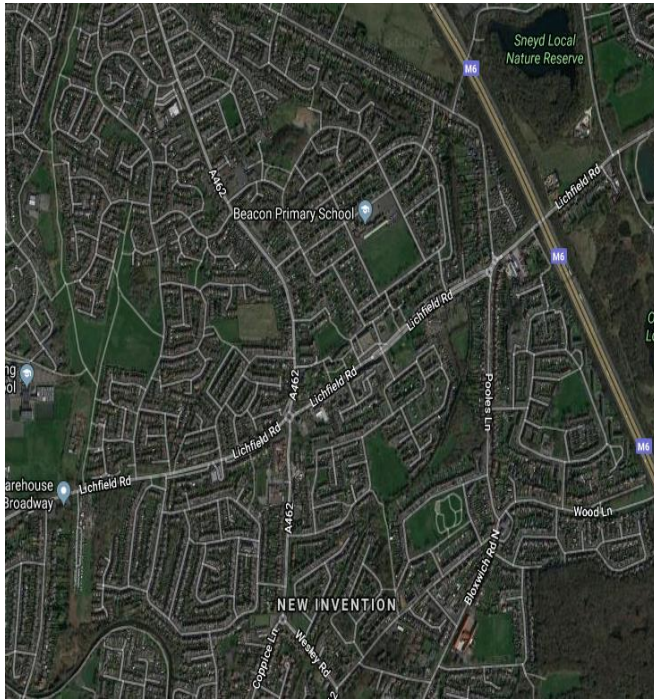


Voluntary & Community Orgs.

- **The Loft Youth Club** – opened 28th Feb 2018. Opens Thursday evenings. Operating from the Community Hub in New Invention Square (former library) once a week.
- **Youth Shelter** - opposite New Invention Square – Young people have used the site & are actively signposted to it by WM Police / Shop owners & youth teams.
- **1st Short Heath Scout Group** – Coltham Road.
- **Beacon Football Club** – at Beacon School.
- **Martial Arts** – Working Men’s Club.
- Coltham Road Church – range of community based activities to support local groups & individuals such as Award Winning Photography Club, dance sessions, toddler sessions & book clubs.



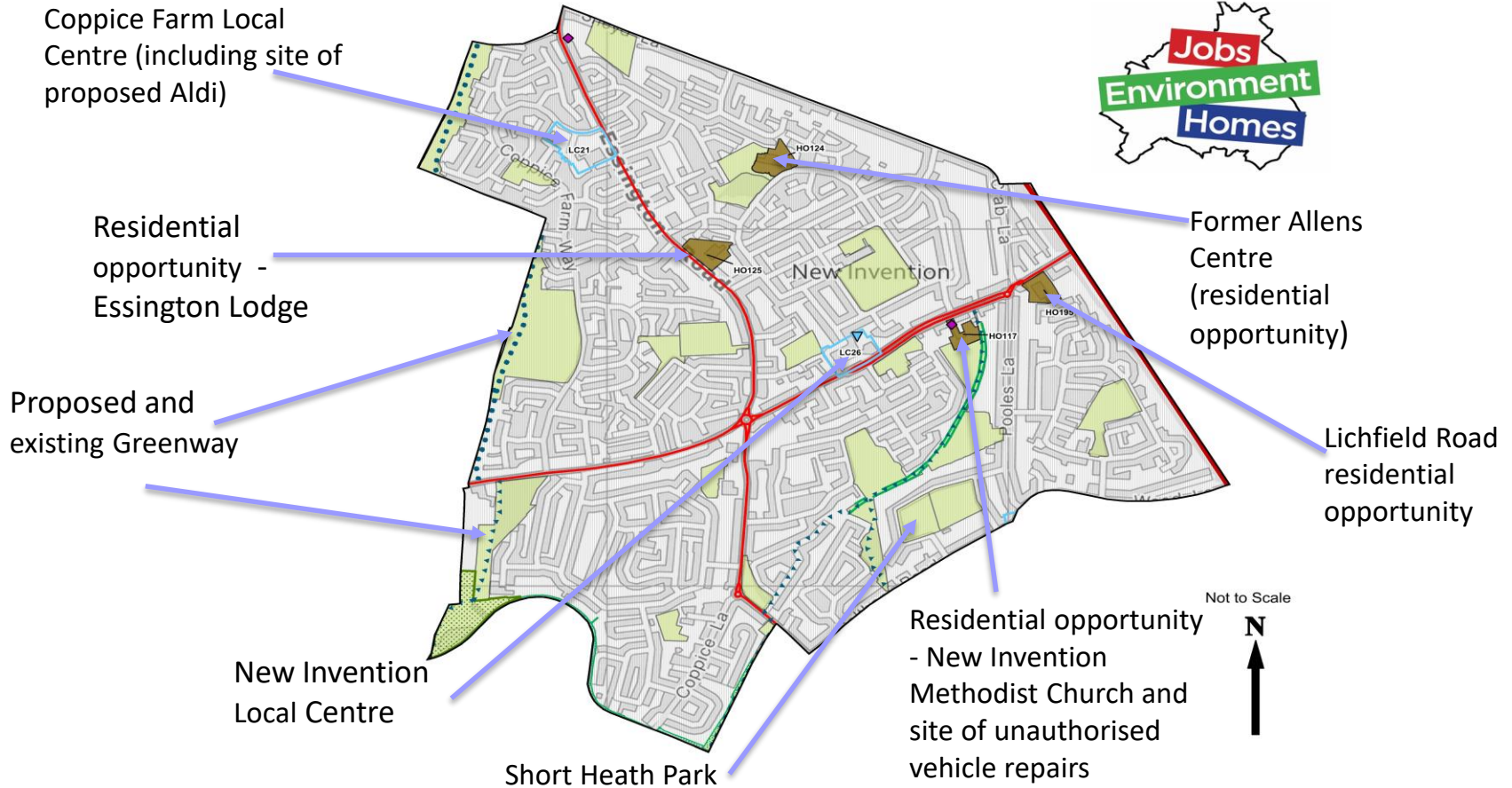
Regeneration



- Primarily residential ward with good access to open space including Short Heath Park.
- Access to two local centres: **Coppice Farm** and **New Invention** – providing day-to-day needs primarily for convenience shopping and community facilities. New Invention is particularly well used but with known anti-social behaviour issues. Former Co-op site in Coppice Farm Centre now purchased by **Aldi** with pre-planning application process currently underway.
- New Invention library closure in June 2017 as part of library closures across the Borough, former library site now occupied by the **New Invention Community Forum** since August 2017.
- Land adjacent to New Invention Methodist Church subject of long-standing enforcement case for unauthorised vehicle repairs.
- **Opportunities for residential development** with sites allocated for housing in the emerging SAD: former Allens Centre, Essington Lodge (currently occupied by Children's Services), New Invention Methodist Church (locally listed building) and Lichfield Road, Willenhall – currently an active petrol station.



Walsall Local Plan Policies Map Extract: Willenhall North
Submission Version Including Draft Modifications
February 2018



Not to Scale





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

March 2018

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Notes

