

# Ward Walk Profile: Pelsall

July 2018

Version 1.0 - FINAL

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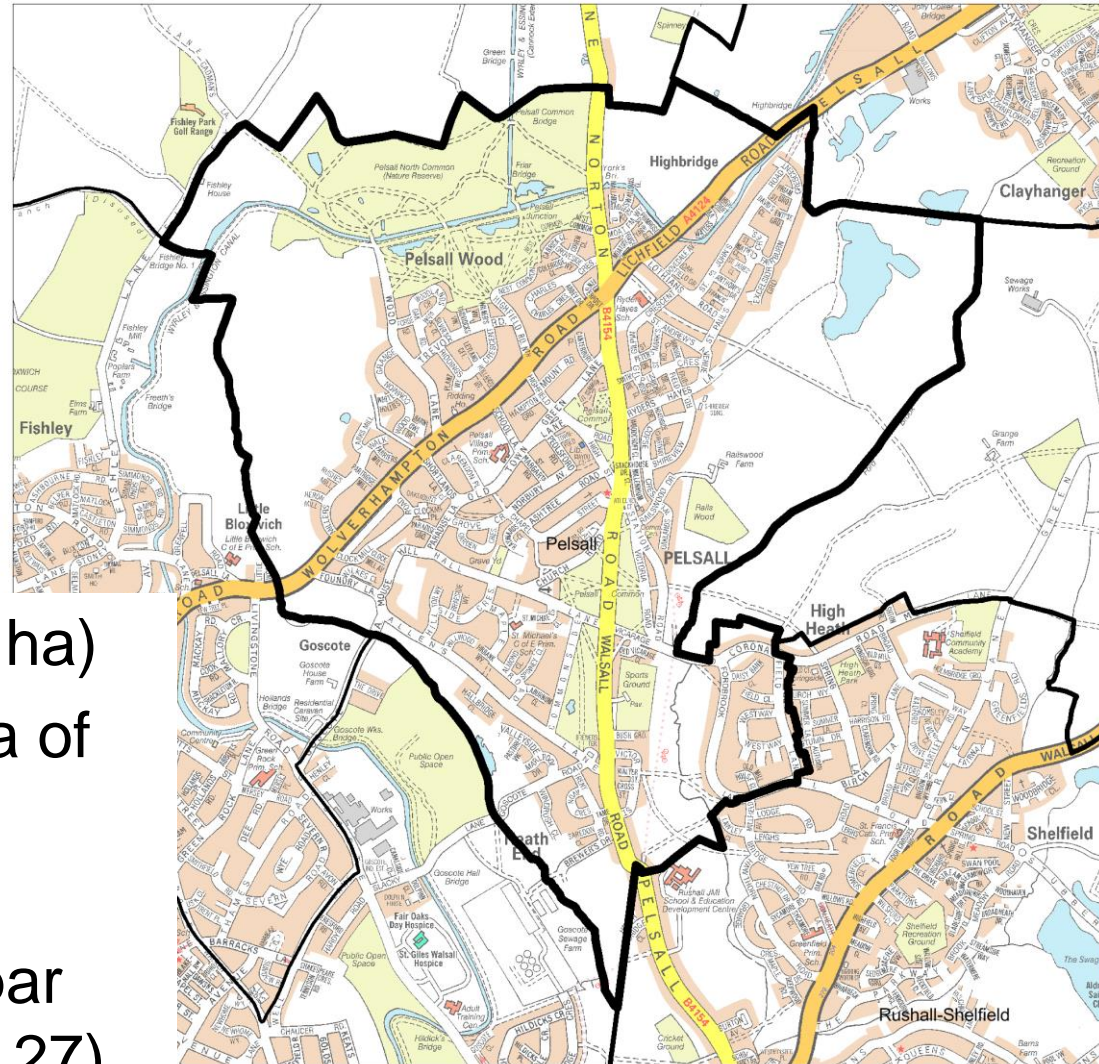
Walsall Council



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# Geography

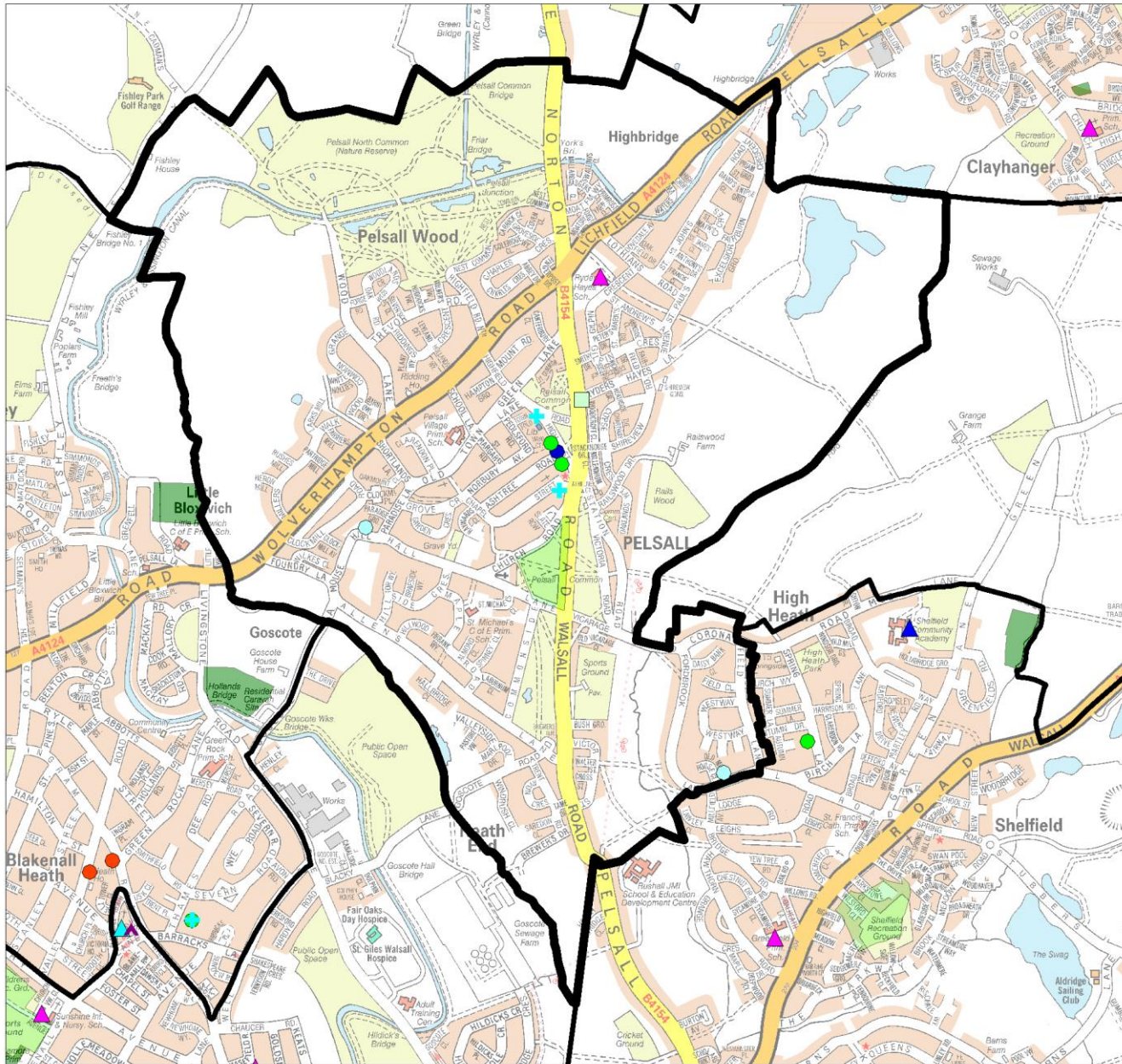


- Covers 4.23 sq km (423 ha)
- Makes up 4% of the area of Walsall borough
- Population density of 27 people per hectare (on par with borough average of 27)

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



A Map of Facilities in Pelsall 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

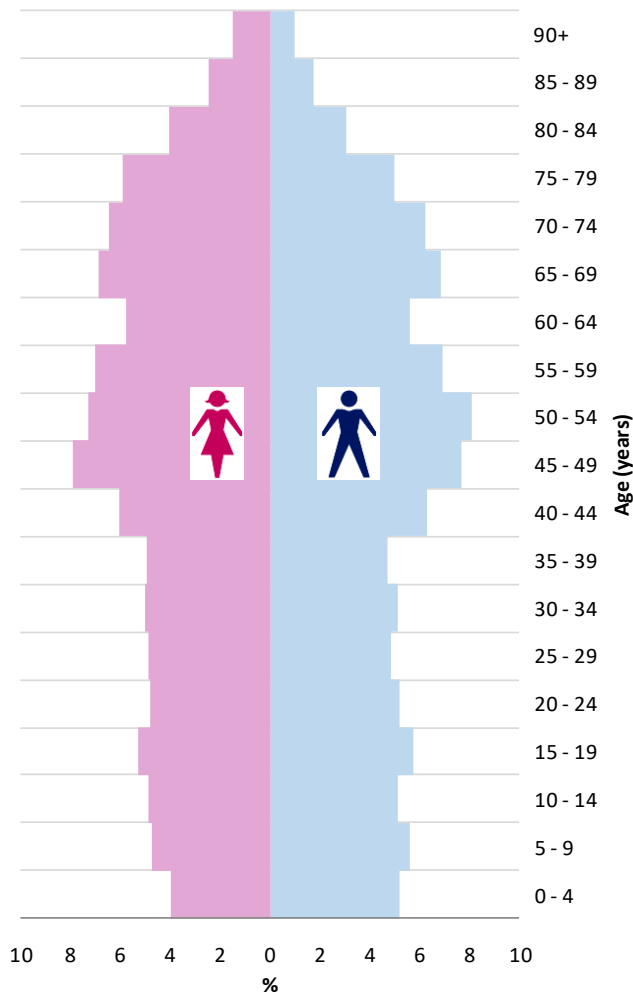
INSIGHT



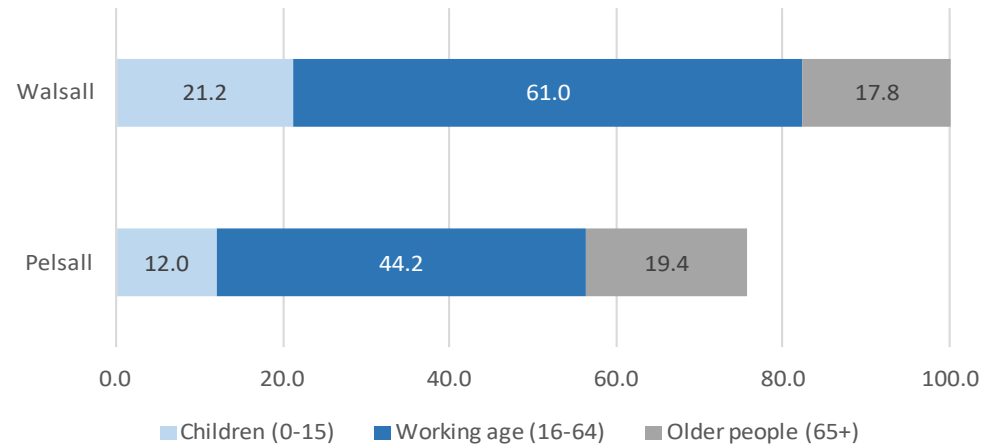
Walsall Partnership



# Population Structure



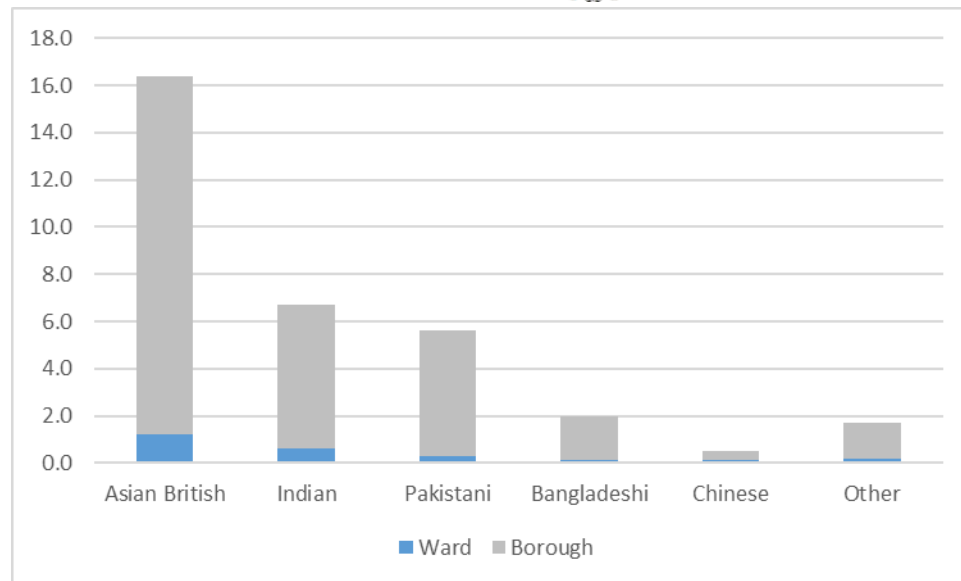
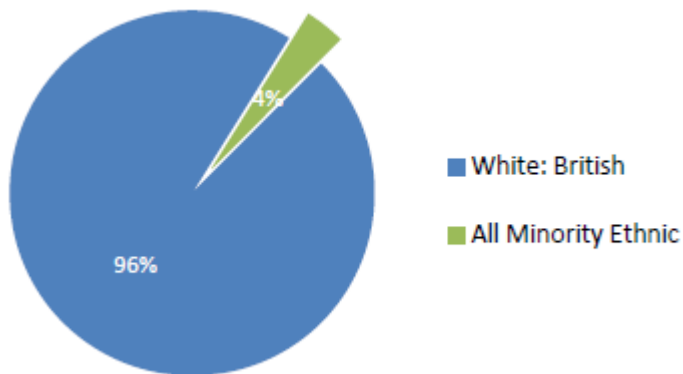
- **Total population: 11,500**
- **Less children than the borough as a whole**
- **Much lower proportion of working age**
- **More over 65's to borough**



Source: ONS, Mid-2016 Population Estimates



# Ethnicity



Total minority ethnic residents\*: 422  
 Percentage of total population: 3.7%  
 Change since 2001: 15.6%

Ethnic Group	Total	Ward %	Walsall %	E&W %
White: British	11,083	96.3	76.9	80.5
White: Other	96	0.8	1.9	5.5
Mixed	118	1.0	2.7	2.2
Asian	140	1.2	15.2	7.5
Black	55	0.5	2.4	3.3
Other	13	0.1	0.8	1.0

\* Non-White British

- Only 4% minority ethnic residents
- Asian is the largest minority group at 1.2% (much less than Walsall average of 15.2%)
- Of the Asian minority group, Indian is the most prolific at 0.6%

Source: ONS, 2011 Census



# Housing Composition

- 4,867 households (with at least 1 usual resident)
- Increase of 3.6% since 2001 (Proportion of borough total 4.5%)
- Average household size: 2.4 residents per h/hold (similar to Walsall average of 2.5)

Household Composition	Total	Ward %	Walsall %	E&W %
Family: Couple	2,286	47.0	43.4	43.0
Family : Lone parent	435	8.9	12.0	10.6
One person: Below 65	565	11.6	15.7	17.8
One person: Over 65	706	14.5	12.8	12.4
Other household types	875	18.0	16.1	16.1

# Tenure

Tenure	Total	Ward %	Walsall %	E&W %
Owned outright	1,954	40.1	31.1	30.8
Owned mortgage	1,752	36.0	31.9	33.5
Socially rented	761	15.6	24.1	17.6
Privately rented	352	7.2	11.7	16.7
Living rent-free	48	1.0	1.3	1.4



- 3.0% of households ‘overcrowded’\* (Walsall average 6.5%)
- 1.8% of households without central heating (Walsall average 2.8%)
- Low proportion of socially rented (15.6%) properties compared to borough (24.1%)
- Above average (31.9%) mortgage owned (36.0%)

\* 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 (21%) & group E – Suburban Stability (18%)

## F Senior Security



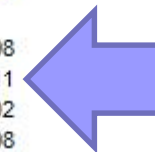
### Key Features

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

### Channel Preference

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

### Index



Most effective communication route

## E Suburban Stability



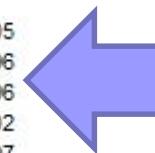
### Key Features

- 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



Least effective communication route

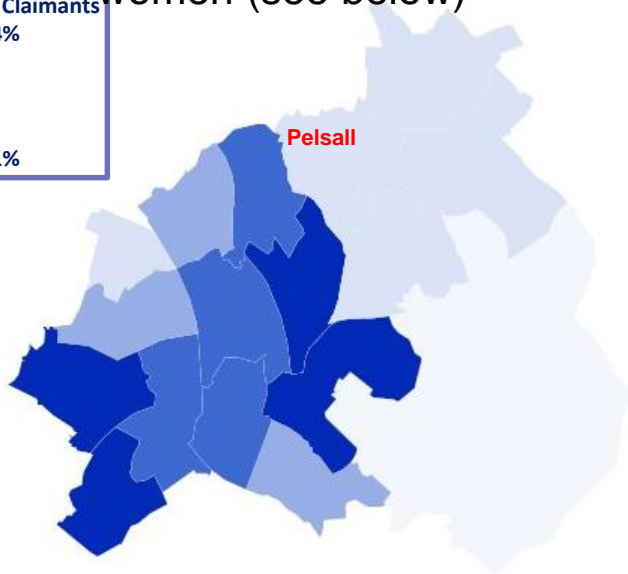
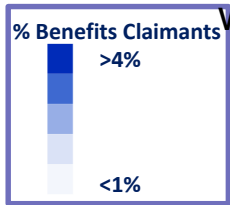


# Economic Summary

78.7% 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 (15.8%) followed by Admin & secretarial (13.9%)

In November 2017 there were **115 benefit claimants** in the ward – 70 men and 45 women (see below)



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

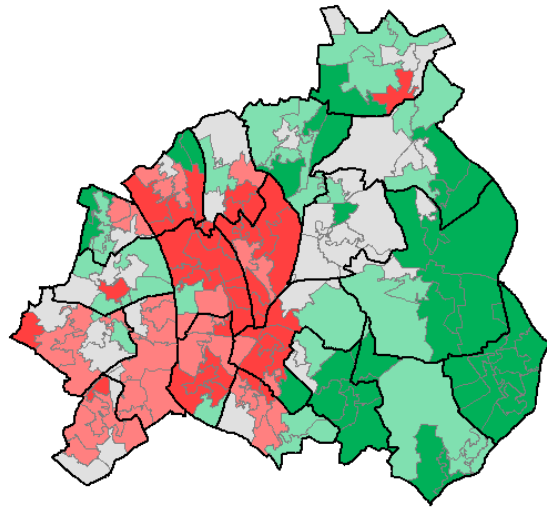
Ward	Claimant Count	% Claiming in Ward	% of ALL Walsall Claimants
Willenhall South	505	4.8%	10.5%
Darlaston South	415	4.4%	8.6%
St Matthew's	430	4.1%	9.0%
Blakenall	355	4.0%	7.4%
Birchills Leamore	380	3.9%	7.9%
Pleck	350	3.7%	7.3%
Bentley and Darlaston North	285	3.4%	5.9%
Bloxwich East	255	3.4%	5.3%
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%
<b>Pelsall</b>	<b>115</b>	<b>1.7%</b>	<b>2.4%</b>
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%

18.5% of ward residents had **no qualifications**, Walsall value was 24.3% and 15% Nationally

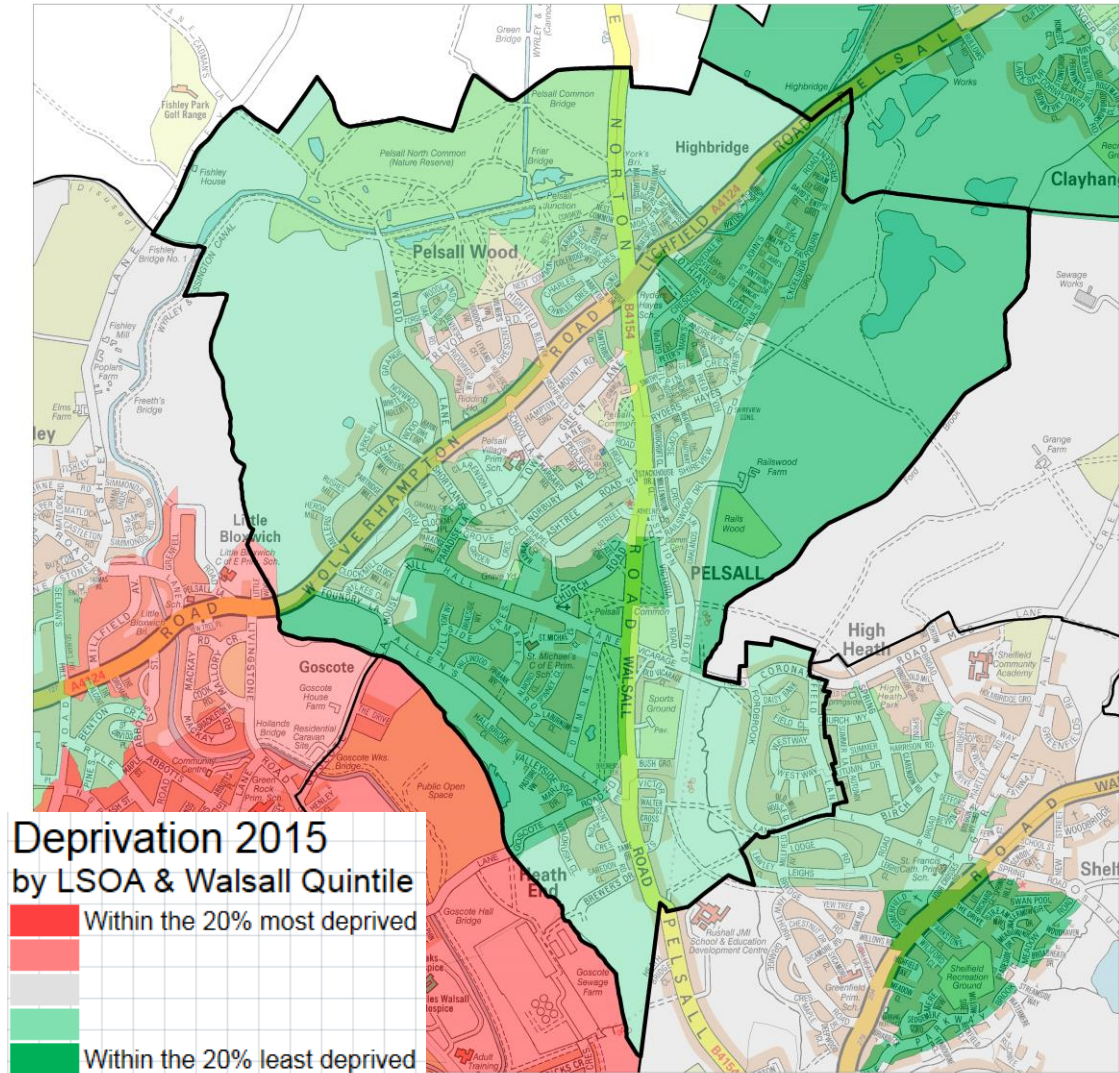




# Deprivation



Very low levels of deprivation within Pelsall with LSOAs in the top 20% or 40% least 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



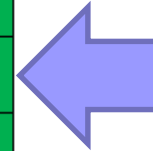
# Educational Attainment

Above average within Early Years & Y1 phonics



Key Stage	Measure	Ward: Pelsall 2017	Walsall 2017	National 2017	Ward Rank
Early Years	Pupils achieving a 'Good Level of Development'	70%	66%	71%	8/20
Y1 Phonics	Pupils meeting the expected standard of Phonic decoding	83%	80%	81%	9/20
Key Stage 1	Pupils achieving the expected standard in Reading	79%	72%	76%	1/20
Key Stage 1	Pupils achieving the expected standard in Writing	79%	63%	68%	1/20
Key Stage 1	Pupils achieving the expected standard in Maths	79%	73%	75%	2/20
Key Stage 2	Pupils reaching the expected standard in Reading, Writing & Maths Combined	58%	53%	62%	8/20
Key Stage 2	Average progress of pupils in Reading	-0.2	-1.1	0	8/20
Key Stage 2	Average progress of pupils in writing	-0.2	-0.6	0	8/20
Key Stage 2	Average progress of pupils in Maths	-0.6	-0.8	0	11/20
Key Stage 4	Average Attainment 8 score	45.4	43.0	46.1	5/20
Key Stage 4	Average Progress 8 score	-0.20	-0.24	-0.03	8/20
	Rate of Fixed Period Exclusions	1.14	4.57	4.29	1/20
	Rate of Permanent Exclusions	0.15	0.16	0.08	8/20

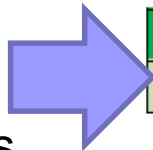
Well Above average within KS1 Reading, Writing & Maths



Below average within KS2 ave. progress in Maths



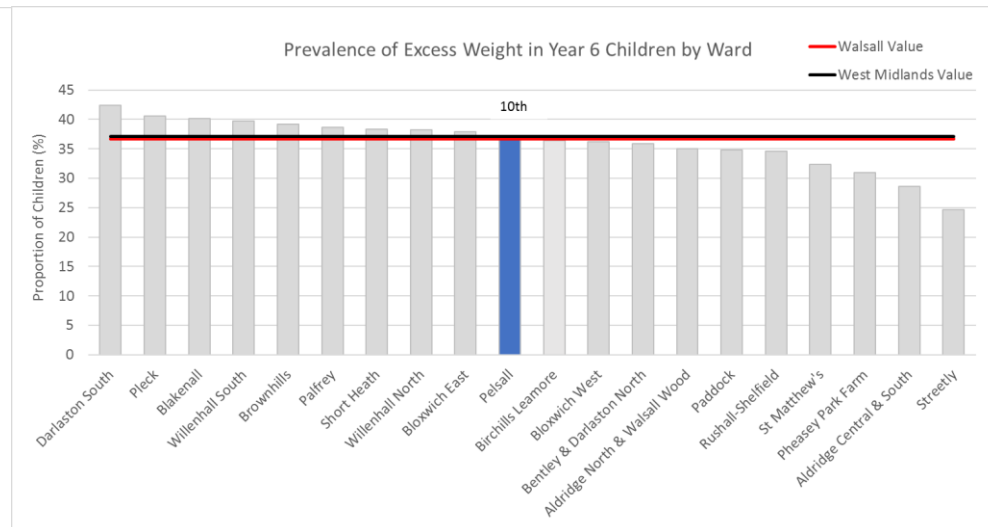
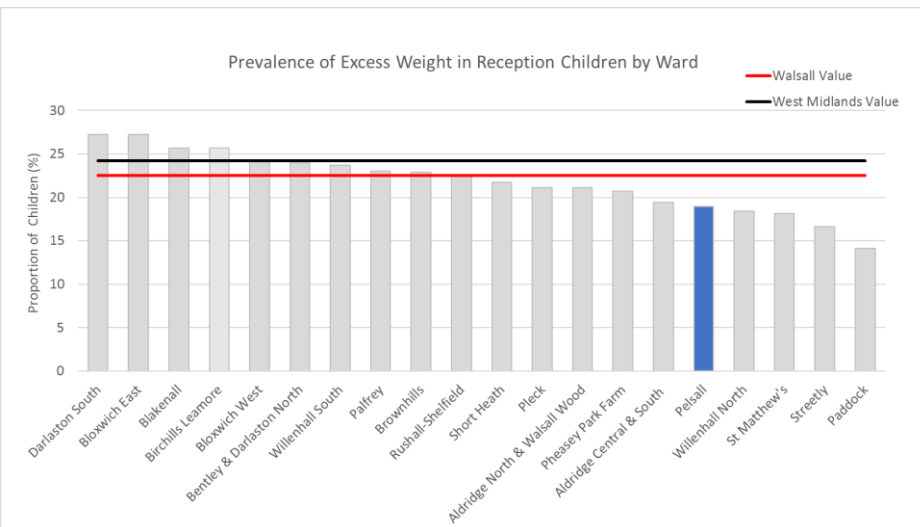
Well below / below average for exclusions



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



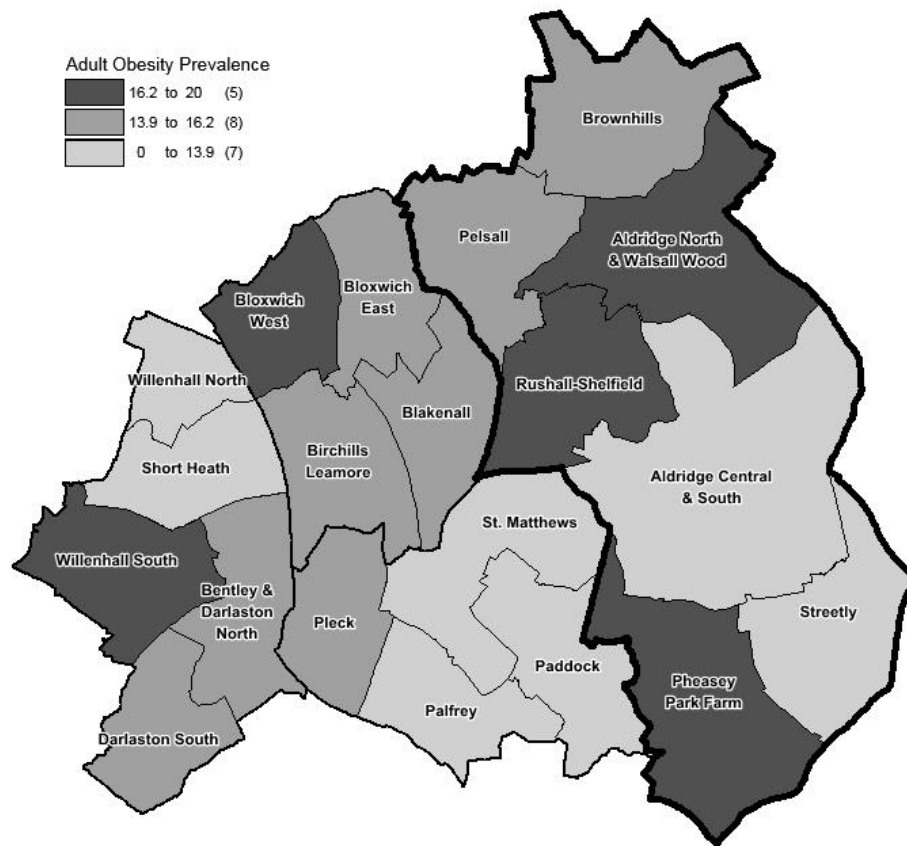
- The above charts show the proportion of children resident in the ward that are overweight or obese in Reception (Aged 5) and in Year 6 (Age 10).
- Of the 20 Walsall wards, Pelsall ranks 16<sup>th</sup> in Reception and 10<sup>th</sup> in Year 6 in terms of the prevalence of excess weight in childhood.

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



# Adult Obesity Prevalence

Ward	%
Rushall-Shelfield	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
<b>WALSALL</b>	<b>14.89</b>



Pelsall has similar adult obesity prevalence to borough average (14.5% and 14.9% respectively)

Note – based on GP practice patient lists

Source: Quality and Outcomes Framework, 2015/16

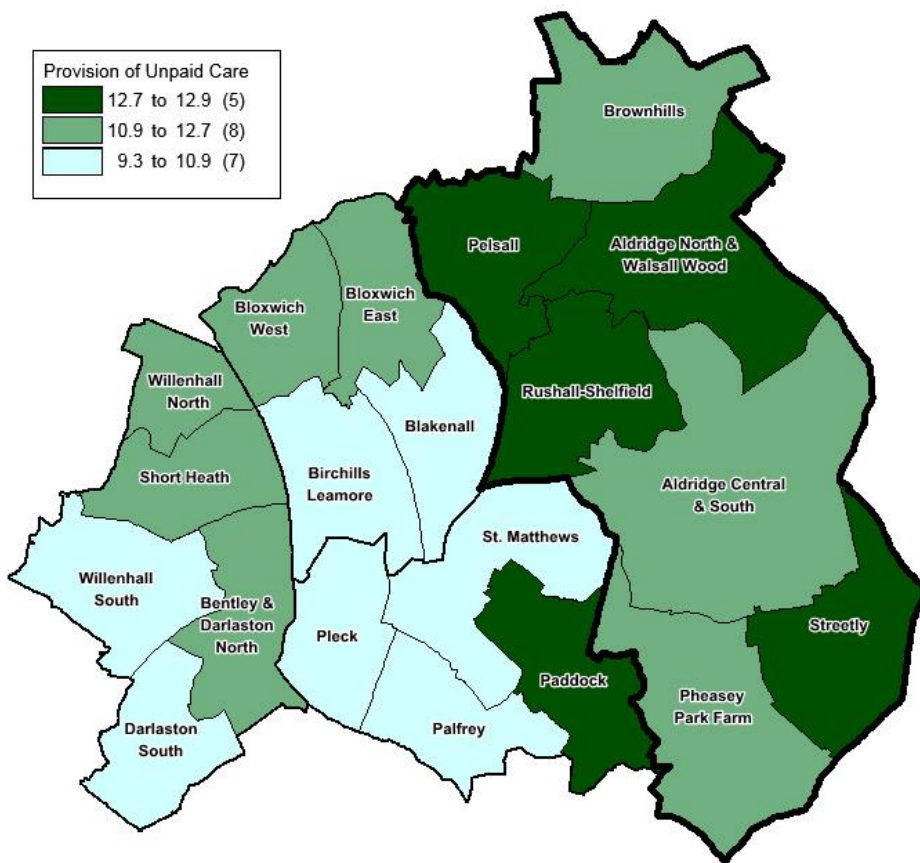


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# Provision of Unpaid Care

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



Pelsall ward has a fairly high proportion of its residents providing unpaid care (12.9%), higher than the borough average of 11.4%



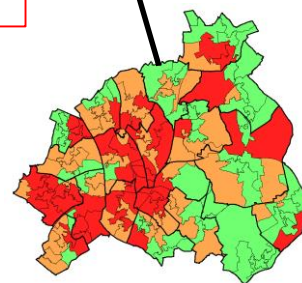
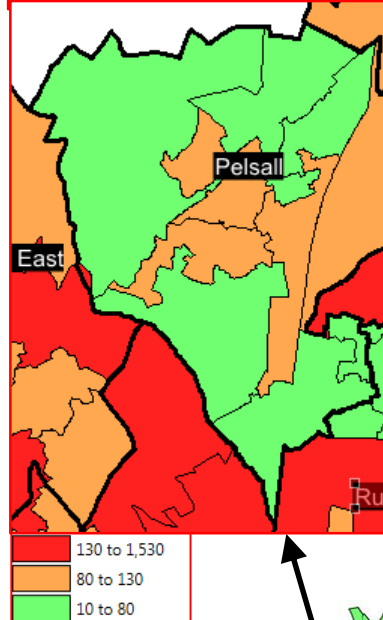
# Recorded Crime

Low number of recorded crimes in this Ward during 2017.

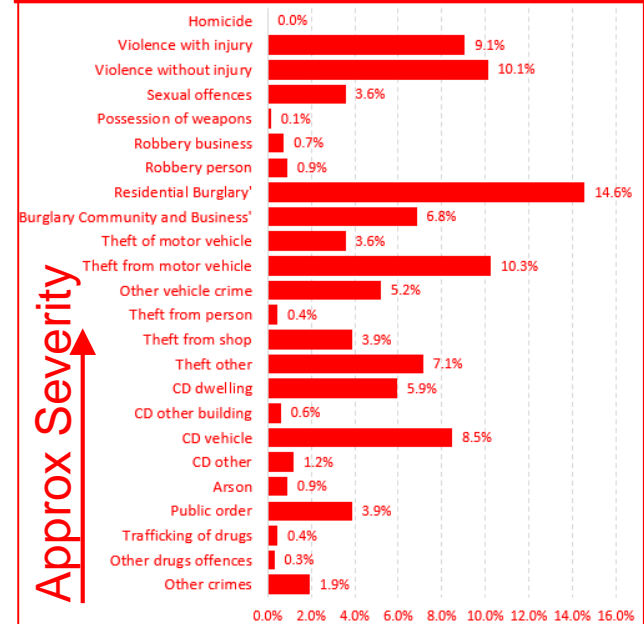
Ward	Total Recorded Crime	Serious Acquisitive crime
Aldridge Central and South	722	162
Aldridge North and Walsall Wood	616	162
Bentley and Darlaston North	1,191	361
Birchills Leamore	1,587	335
Blakenall	1,290	294
Bloxwich East	1,093	235
Bloxwich West	1,079	254
Brownhills	757	162
Darlaston South	927	231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

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



Residential burglary is the single largest problem in this ward (14.6%), violence is also significant (19.2%)



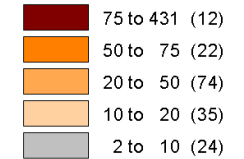
Note – LSOA (Lower Super Output Area) – part of a geographical hierarchy with an average population of 1,500



## Anti-Social Behaviour (ASB)

2017

### Anti-social behaviour 2017

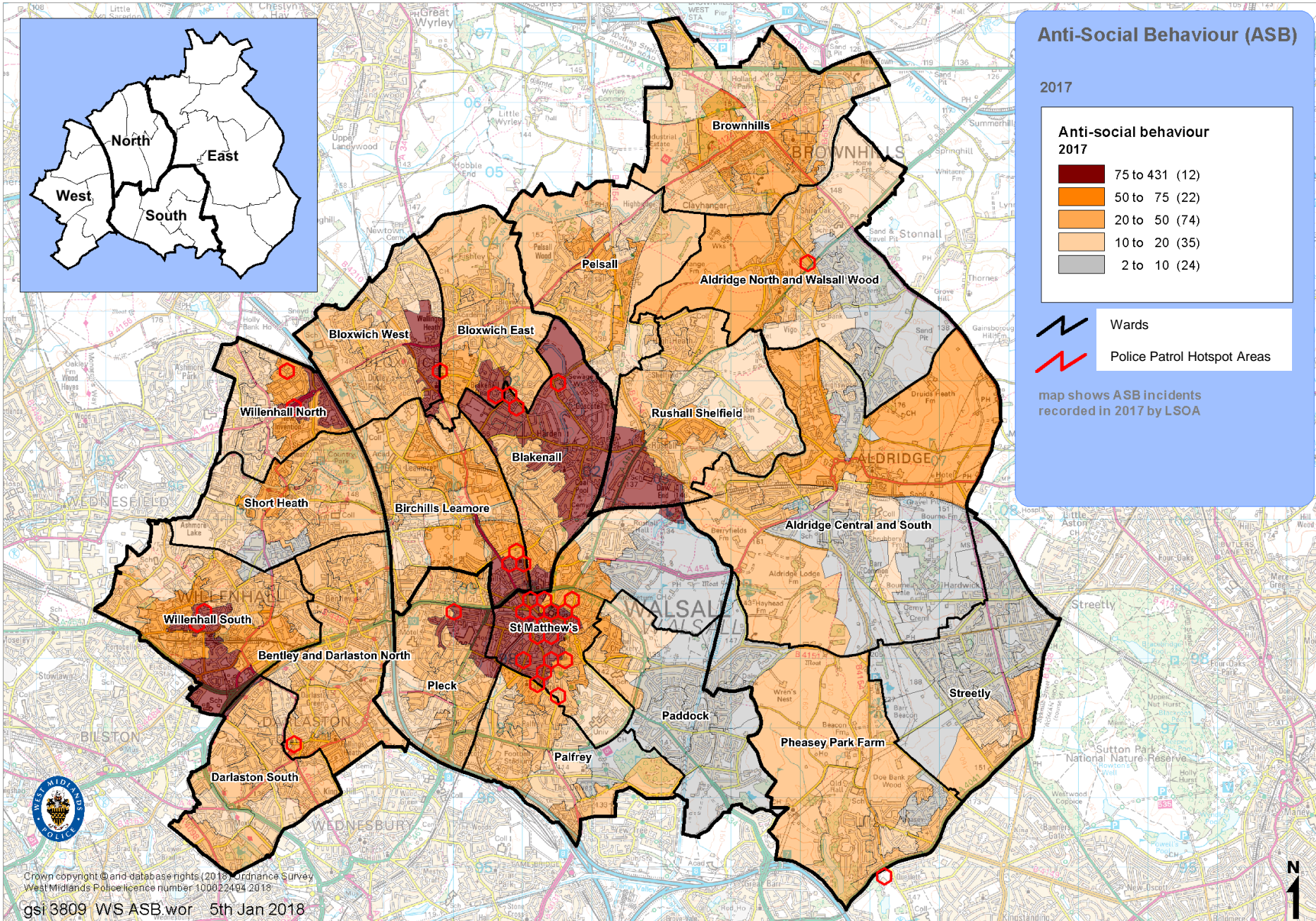


Wards



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.

- **Pelsall Community Centre** – independently run & managed. Celebrated 50 years as centre of community in 2015. Currently a large scale refurbishment underway. Hosts weekly groups for all ages, room for hire, organises professional performances & revived the Christmas pantomime due to popular demand.
- **Friends of Pelsall Commons** - local friends group championing the use, maintenance, safeguarding & development of the open space for all to enjoy.
- **Back the Track** - local community group formed to maintain, develop and safeguard the former rail line, with a view to creating a cycle path connecting Walsall Town Centre to Lichfield City Centre.
- **Uniformed groups** - scouts, guides, brownies, cub, beavers and rainbows are all active in the village with multiple packs located at both the Methodist and Church of England churches locally.
- **Preservation of Pelsall Remembrance Parade (POPRS)** - local group formed in response to the reduced support for remembrance services / parade across the borough. Consists of a small committee to raise funding to ensure the sacrosanct act of remembrance can take place at the centre of the village – the war memorial. Safety, new parade organisation & awareness raising has formed part of the group, along with raising the funds to ensure the road closure & traffic management.







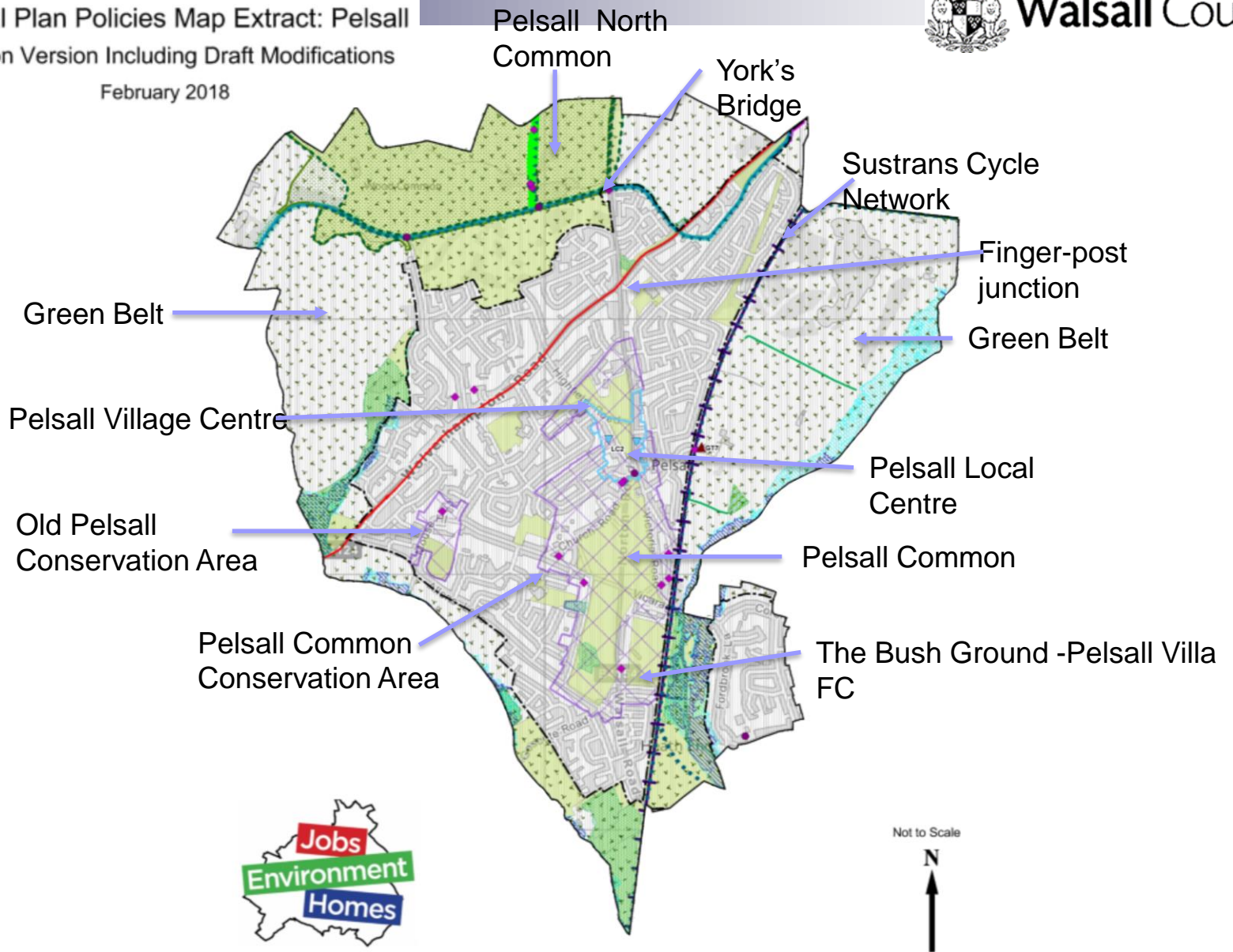
# Regeneration



- **Predominantly residential area surrounded by Green Belt** with Pelsall Common centrally located.
- **Pelsall Local Centre** – with national retailers / occupiers, including Spar and Co-operative Food, and multiple independents. Well-occupied centre with limited vacancies.
- **£4m Pelsall Village Centre** located in the local centre, opened in 2013. Interim & future occupier options are being considered to better utilise vacant spaces and manage temporary uses.
- Pelsall Common and Old Pelsall **Conservation Areas**, including Grade II listed and local listed buildings/structures.
- **Sustrans cycle network** along disused railway.

## Looking Forward...

- **Development opportunity** of the former public conveniences and adjoining 17-18 Norton Road (former office accommodation), sold by the Council at auction in March 2018.
- The future of **the Bush Ground-** Pelsall Villa FC.
- **£1.9m York's Bridge Replacement Scheme**, including Common Land implications.
- Potential transport review of the **finger-post junction**.





# Useful Links

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



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**Extended Thanks to Ruby Bacha, Jo Fellows & Christine Williams**

**July 2018**

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# Notes

