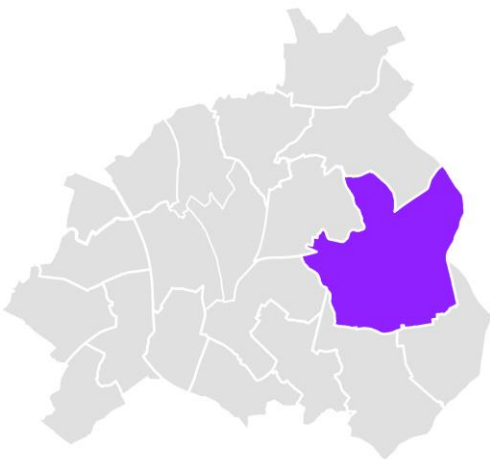


# Ward Walk Profile: Aldridge Central & South March 2019

Version 1.0 - FINAL



*Cllr John Murray (Conservatives)*

*Cllr Timothy Wilson (Conservatives)*

*Cllr John Rochelle (Conservatives)*

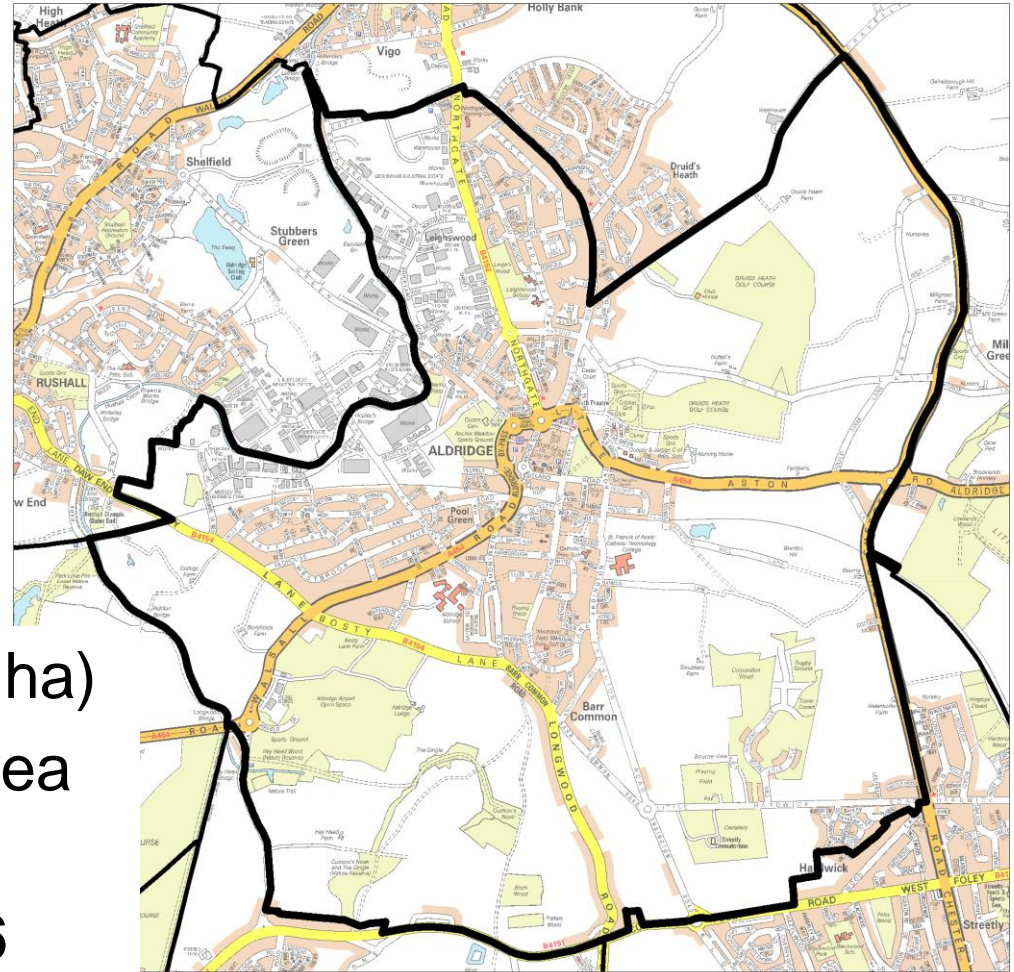
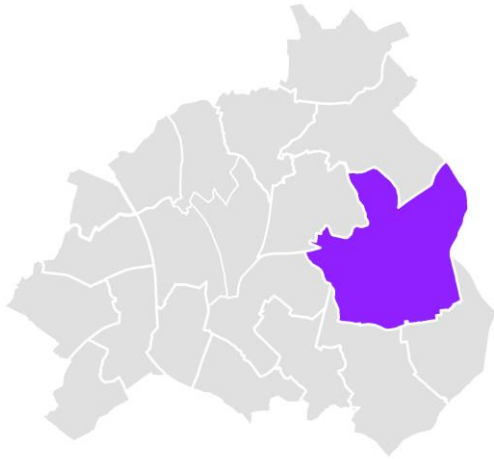


**Walsall Council**



**Walsall  
Partnership**

# Geography

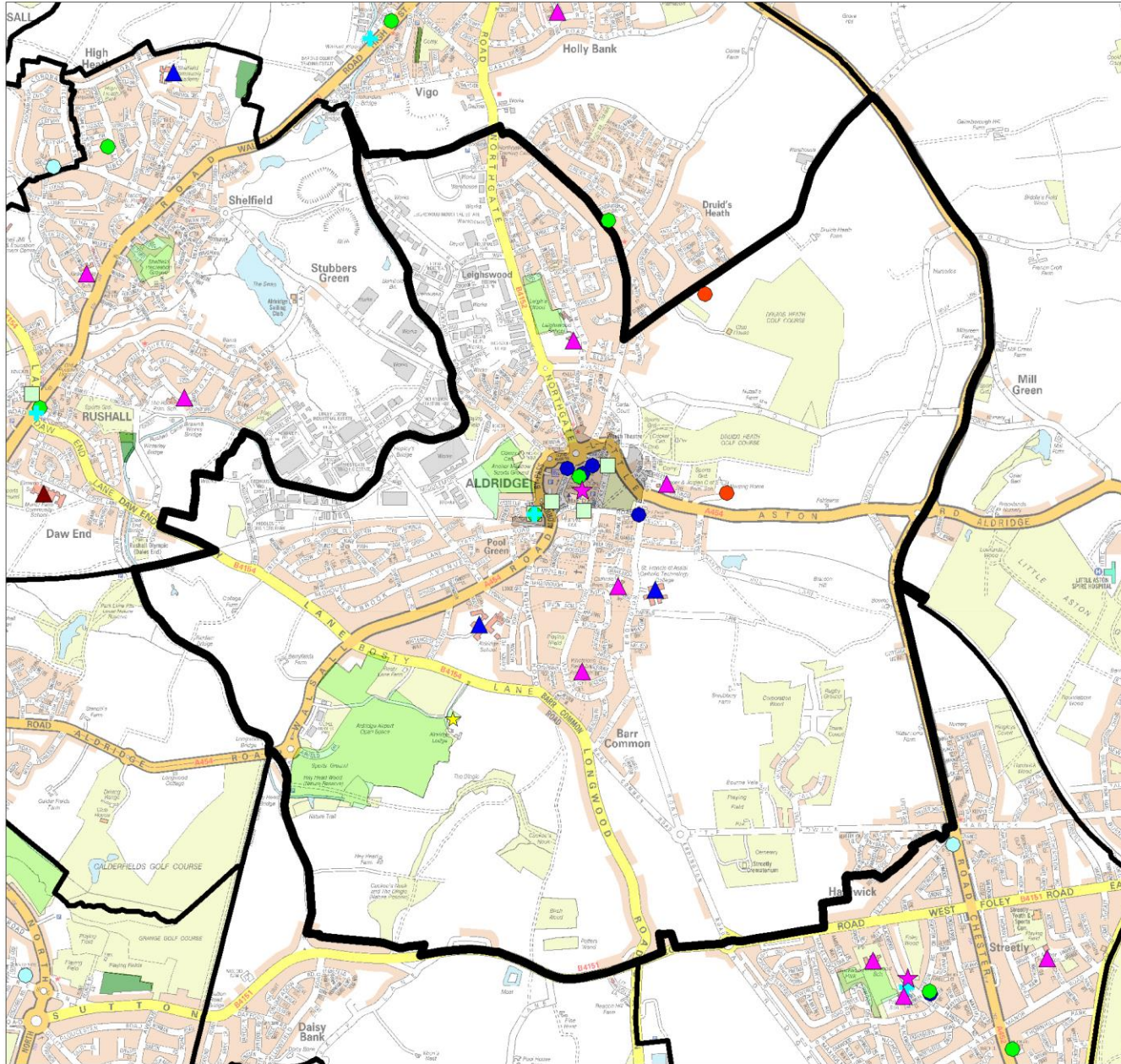


- Covers 13.1 sq km (1310 ha)
- Makes up 12.6% of the area of Walsall borough
- Population density of 10.6 people per hectare (lower than borough average of 27)

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



A Map of Facilities in Aldridge Central & South 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
- Dictirct Centre
- Ward

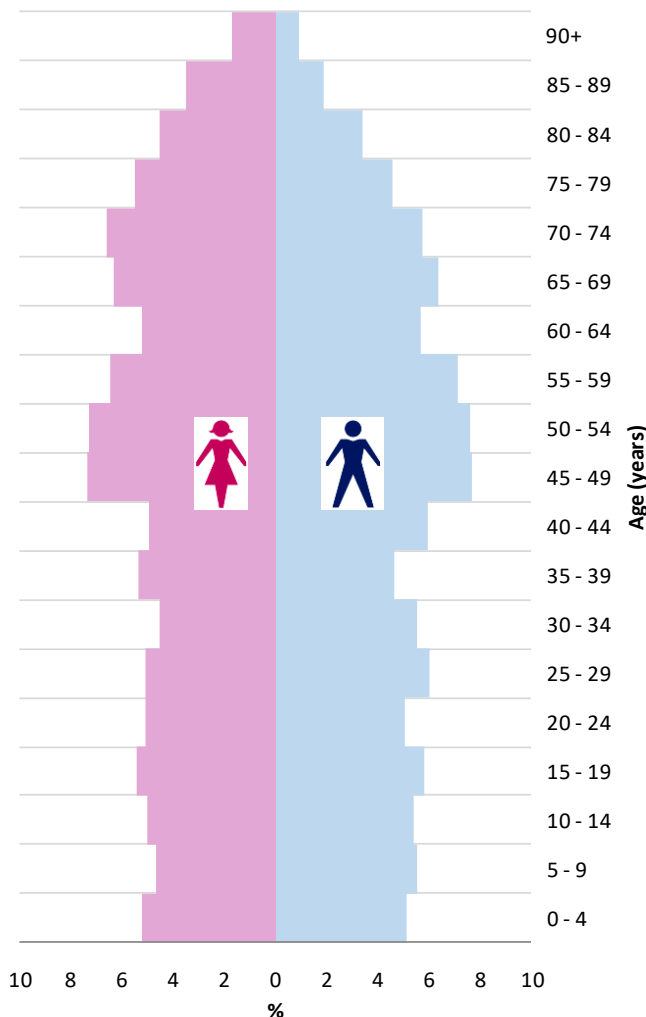
INSIGHT



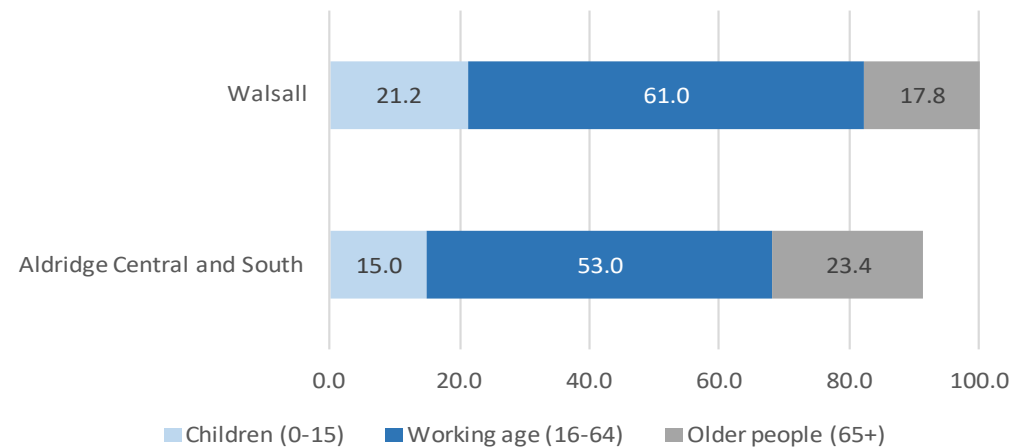
Walsall Partnership



# Population Structure



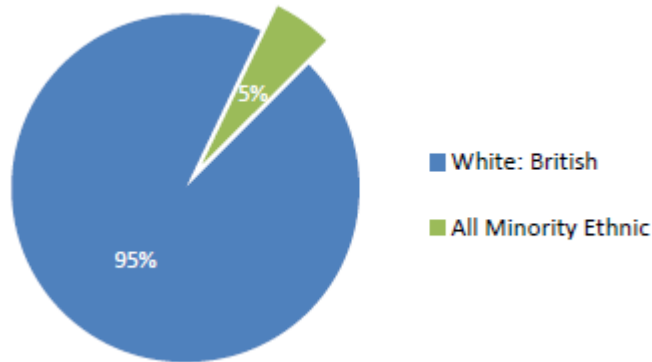
- **Total population: 13,900**
- **Less children than the borough as a whole**
- **Fewer proportion of working age**
- **Greater over 65's to borough**



Source: ONS, Mid-2016 Population Estimates



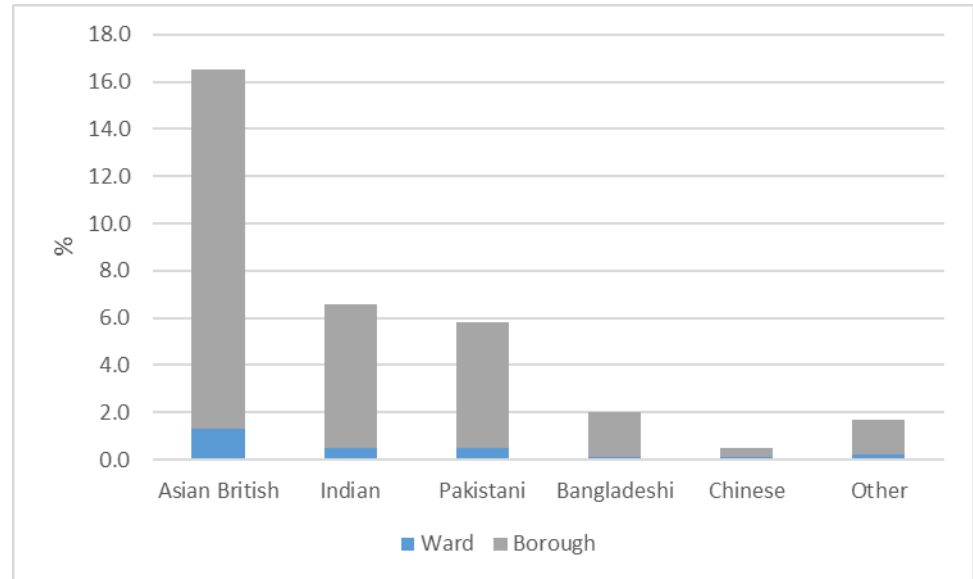
# Ethnicity



Total minority ethnic residents\*: 666  
 Percentage of total population: 5.5%  
 Change since 2001: 28.2%

| Ethnic Group   | Total  | Ward % | Walsall % | E&W % |
|----------------|--------|--------|-----------|-------|
| White: British | 11,489 | 94.5   | 76.9      | 80.5  |
| White: Other   | 129    | 1.1    | 1.9       | 5.5   |
| Mixed          | 247    | 2.0    | 2.7       | 2.2   |
| Asian          | 164    | 1.3    | 15.2      | 7.5   |
| Black          | 110    | 0.9    | 2.4       | 3.3   |
| Other          | 16     | 0.1    | 0.8       | 1.0   |

\* Non-White British



- Only 5% minority ethnic residents
- Asian is the largest minority group at 1.3% (much less than Walsall average of 15.2%)
- Of the Asian minority group, Pakistani are the most prolific at 0.5%

Source: ONS, 2011 Census



# Housing Composition

- 5,032 households (with at least 1 usual resident)
- Decrease of 2.3% since 2001 (Proportion of borough total 4.7%)
- 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        | 2,058 | 40.9   | 43.4      | 43.0  |
| Family : Lone parent  | 646   | 12.8   | 12.0      | 10.6  |
| One person: Below 65  | 769   | 15.3   | 15.7      | 17.8  |
| One person: Over 65   | 788   | 15.7   | 12.8      | 12.4  |
| Other household types | 771   | 15.3   | 16.1      | 16.1  |

# Tenure

| Tenure           | Total | Ward % | Walsall % | E&W % |
|------------------|-------|--------|-----------|-------|
| Owned outright   | 1,357 | 27.0   | 31.1      | 30.8  |
| Owned mortgage   | 1,314 | 26.1   | 31.9      | 33.5  |
| Socially rented  | 1,802 | 35.8   | 24.1      | 17.6  |
| Privately rented | 475   | 9.4    | 11.7      | 16.7  |
| Living rent-free | 84    | 1.7    | 1.3       | 1.4   |



- 6.0% of households ‘overcrowded’\* (Walsall average 6.5%)
- 2.7% of households without central heating (Walsall average 2.8%)
- High proportion of socially rented (35.8%) properties compared to borough (24.1%)
- Below average (31.9%) mortgage owned (26.1%)

\* 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 B – Prestige Positions (24%) & group F – Senior Security (18%)

## B Prestige Positions



### Key Features

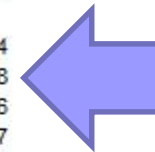
- High value detached homes
- Married couples
- Managerial and senior positions
- Supporting students and older children
- High assets and investments
- Online shopping and banking

### Channel Preference

- Face to Face
- Post
- Landline
- Email
- Mobile
- Online

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- 107



Most effective communication route

## F Senior Security



### Key Features

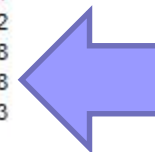
- Elderly singles and couples
- Homeowners
- Comfortable homes
- Additional pensions above state
- Don't like new technology
- Low mileage drivers

### Channel Preference

- Face to Face
- Post
- Landline
- Email
- Mobile
- Online

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Least effective communication route

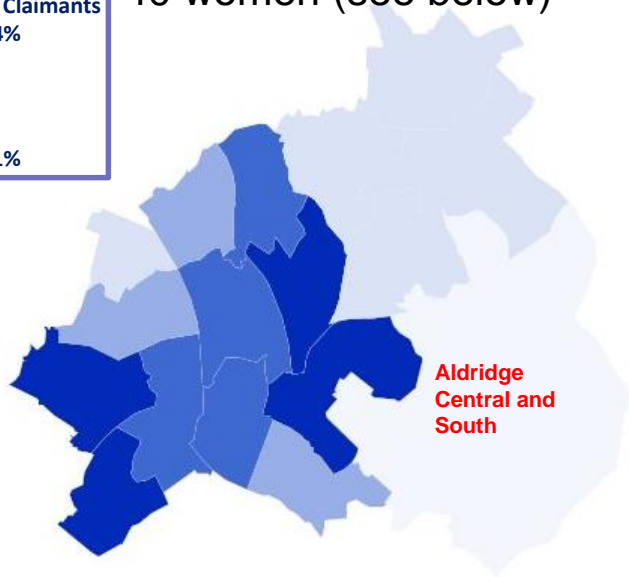
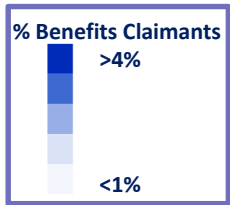


# Economic Summary

79.2% of working age people in this ward were **economically active** (2011 Census), this exceeded the Walsall value of 74% and National Value of 76.8%

The largest **occupation group** in the ward was Professional (17.2%) followed by Admin & Secretarial (13.7%)

In November 2017 there were only **100 benefit claimants** in the ward – 60 men and 40 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%                       |
| <b>Aldridge Central and South</b> | <b>100</b>     | <b>1.2%</b>        | <b>2.1%</b>                |
| Paddock                           | 85             | 1.1%               | 1.8%                       |
| Pheasey Park Farm                 | 70             | 1.1%               | 1.5%                       |
| Streety                           | 55             | 0.7%               | 1.1%                       |

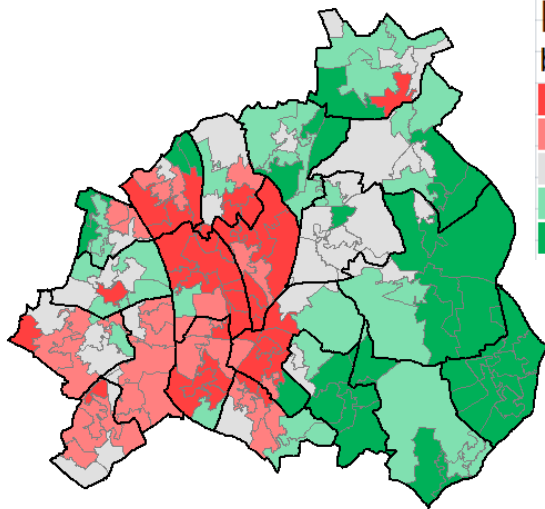
14.7% of ward residents had **no qualifications**, Walsall value was 24.3% and 15% Nationally



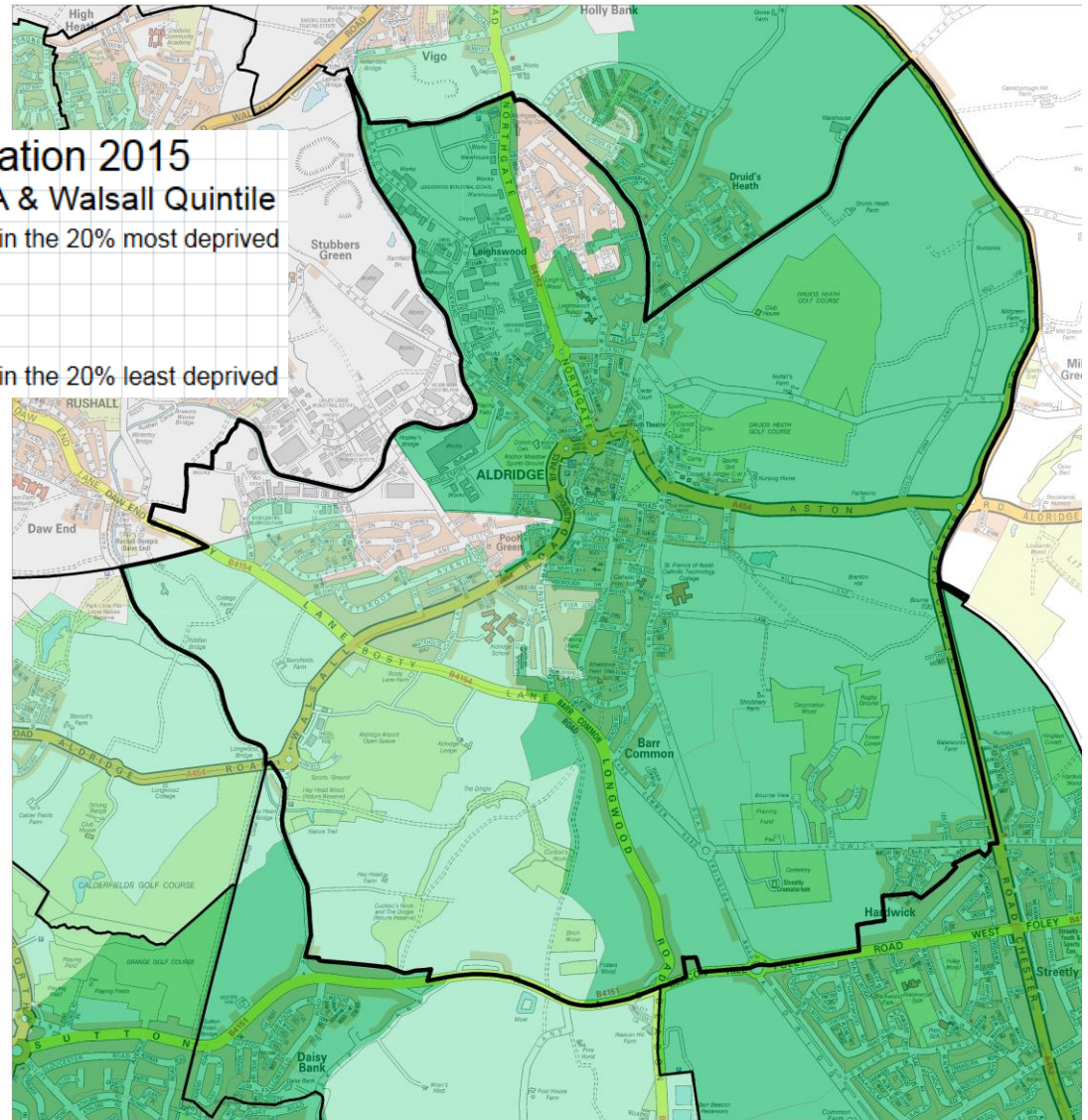
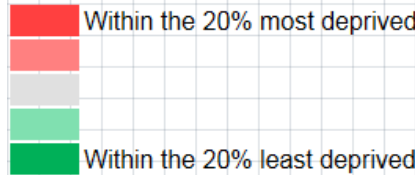




# Deprivation



Deprivation 2015  
by LSOA & Walsall Quintile



The majority of LSOAs in this ward are amongst the 20% least deprived across 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

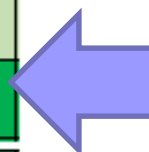


# Educational Attainment

Well Above average within Early Years & Y1 phonics



| Key Stage   | Measure  | Ward: Aldridge Central & South 2017 | Walsall 2017 | National 2017 | Ward Rank |
|-------------|--|-------------------------------------|--------------|---------------|-----------|
| Early Years | Pupils achieving a 'Good Level of Development'                             | 79%                                 | 66%          | 71%           | 2/20      |
| Y1 Phonics  | Pupils meeting the expected standard of Phonic decoding                    | 88%                                 | 80%          | 81%           | 3/20      |
| Key Stage 1 | Pupils achieving the expected standard in Reading                          | 76%                                 | 72%          | 76%           | 6/20      |
| Key Stage 1 | Pupils achieving the expected standard in Writing                          | 65%                                 | 63%          | 68%           | 9/20      |
| Key Stage 1 | Pupils achieving the expected standard in Maths                            | 79%                                 | 73%          | 75%           | 4/20      |
| Key Stage 2 | Pupils reaching the expected standard in Reading, Writing & Maths Combined | 65%                                 | 53%          | 62%           | 4/20      |
| Key Stage 2 | Average progress of pupils in Reading                                      | 0.1                                 | -1.1         | 0             | 4/20      |
| Key Stage 2 | Average progress of pupils in writing                                      | -0.3                                | -0.6         | 0             | 9/20      |
| Key Stage 2 | Average progress of pupils in Maths  | -0.5                                | -0.8         | 0             | 10/20     |
| Key Stage 4 | Average Attainment 8 score   | 44.3                                | 43.0         | 46.1          | 6/20      |
| Key Stage 4 | Average Progress 8 score   | -0.19                               | -0.24        | -0.03         | 7/20      |
|             | Rate of Fixed Period Exclusions  | 1.80                                | 4.57         | 4.29          | 3/20      |
|             | Rate of Permanent Exclusions   | 0.13                                | 0.16         | 0.08          | 7/20      |

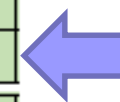
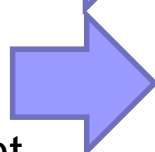


Well Above average within KS1 Maths

Above average KS4



Above average for permanent exclusions



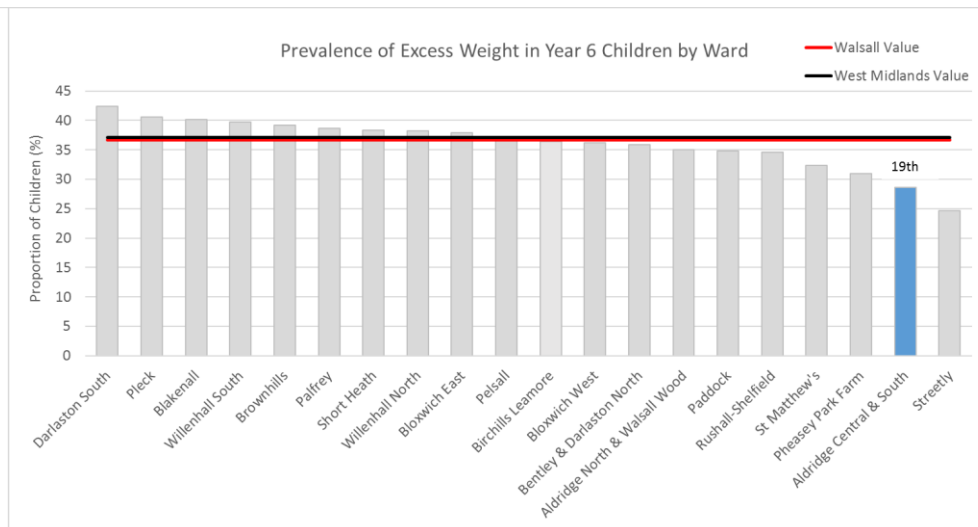
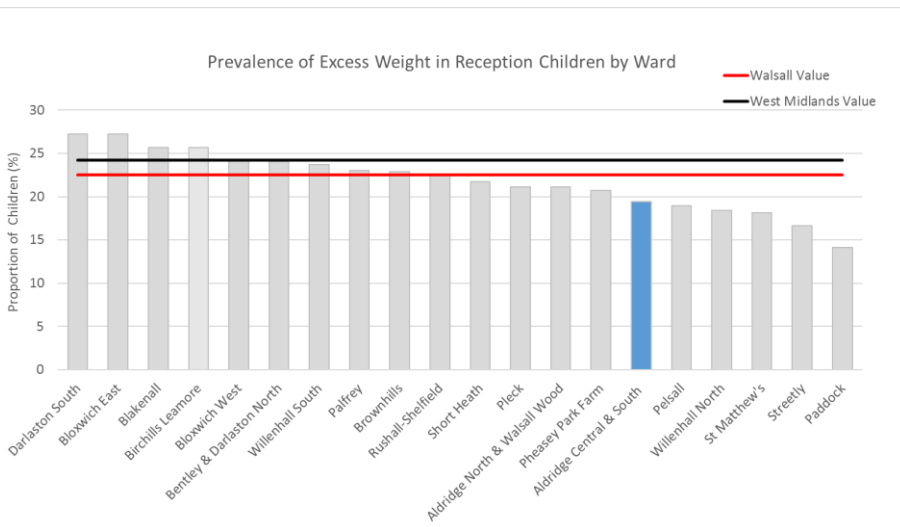
Above average within KS2 – Writing & Maths

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) |
|--|---|--|--|



# 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, Aldridge Central & South ranks **15<sup>th</sup>** in Reception and **19<sup>th</sup>** in Year 6 in terms of the prevalence of excess weight in childhood.

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

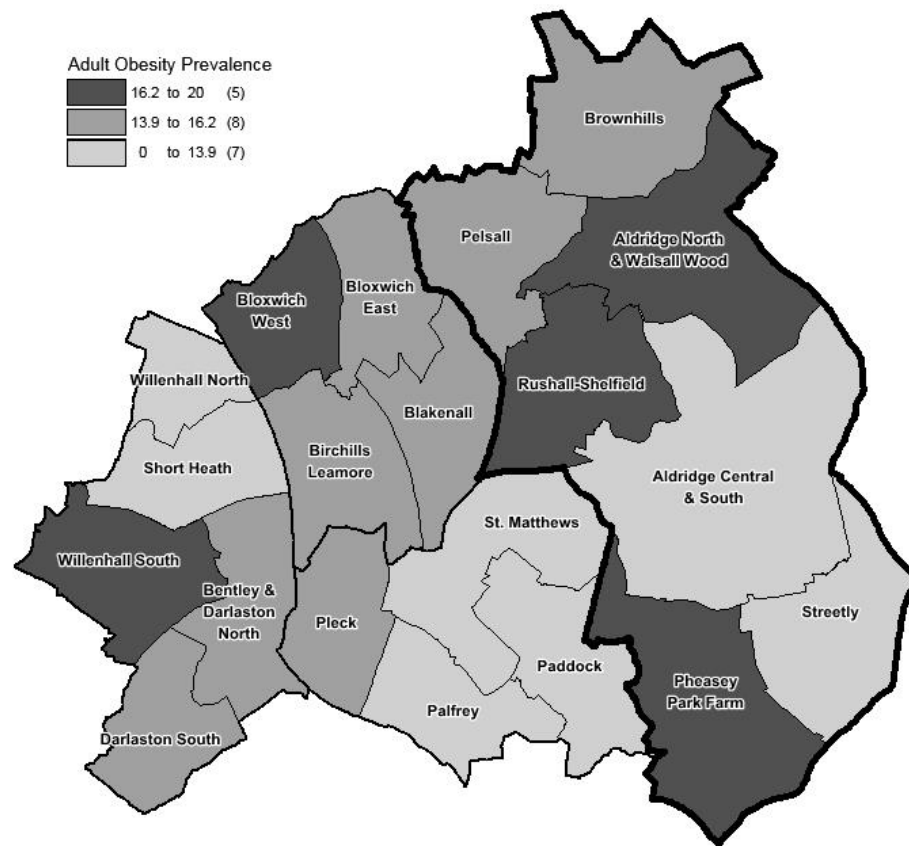


Walsall Partnership



# 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> |



Aldridge Central & South has a below average proportion of adult obesity prevalence (11.3% compared to 14.9%)

Note – based on GP practice patient lists

Source: Quality and Outcomes Framework, 2015/16

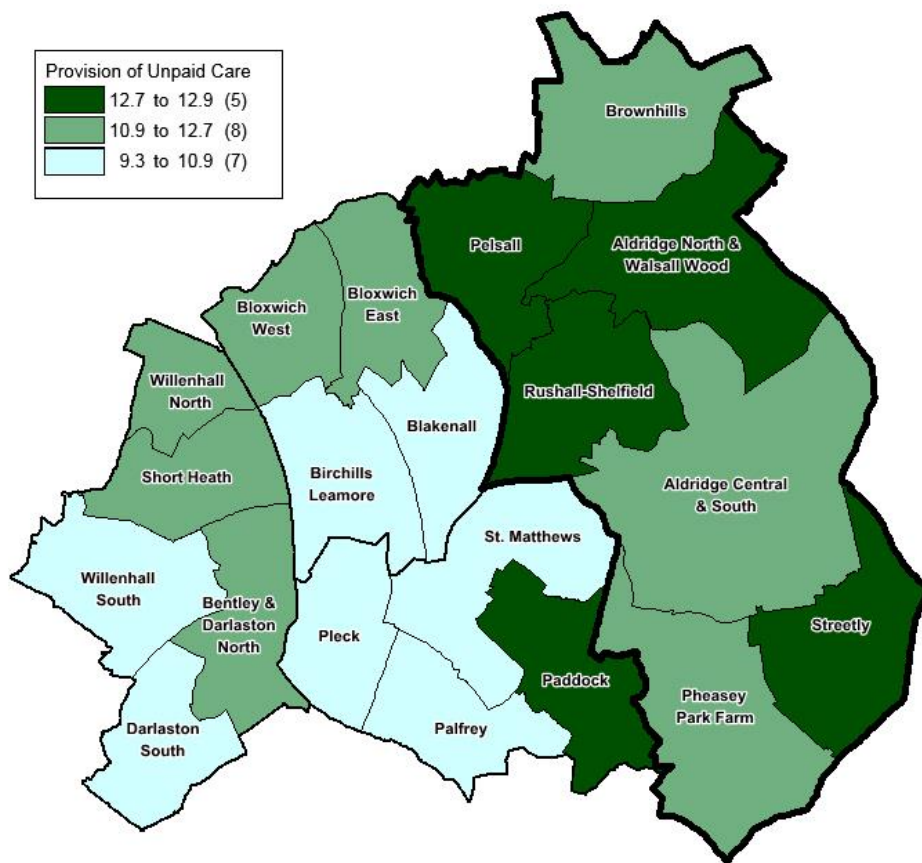


**Walsall Partnership**



# 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 |



Aldridge Central & South has a slightly higher proportion of residents providing unpaid care (12.6%) compared to the borough average (11.4%)

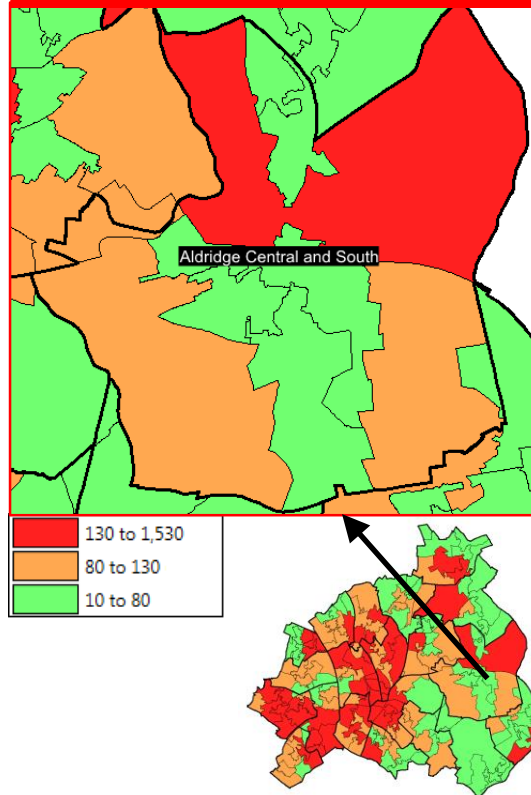


# Recorded Crime

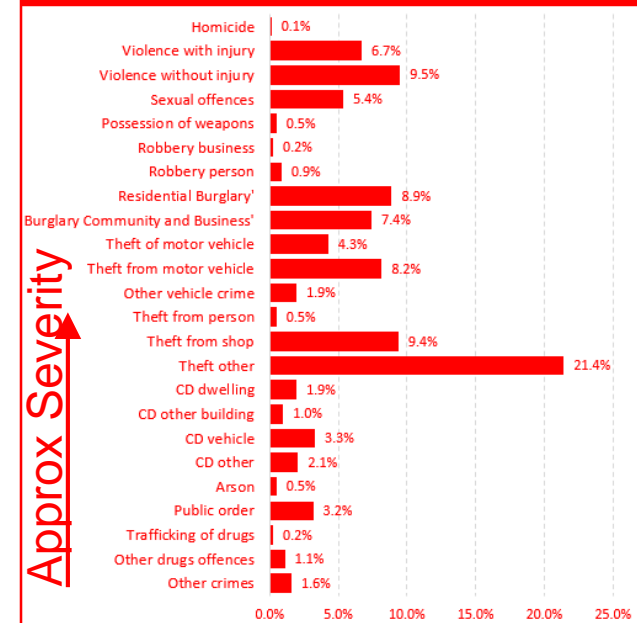
Comparatively low number of recorded crimes in this Ward (722) during 2017.

| 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                       |

However, there were some pockets of high crime within the ward at LSOA level.



Over one fifth of crimes in this ward were 'theft other'. The percentage of violent crime was low, however there was 1 homicide within the year in this ward.



\*Serious Acquisitive crimes are defined as :  
Residential burglary  
Robbery (person)  
Robbery (business)  
Theft of motor vehicle  
Theft from motor vehicle



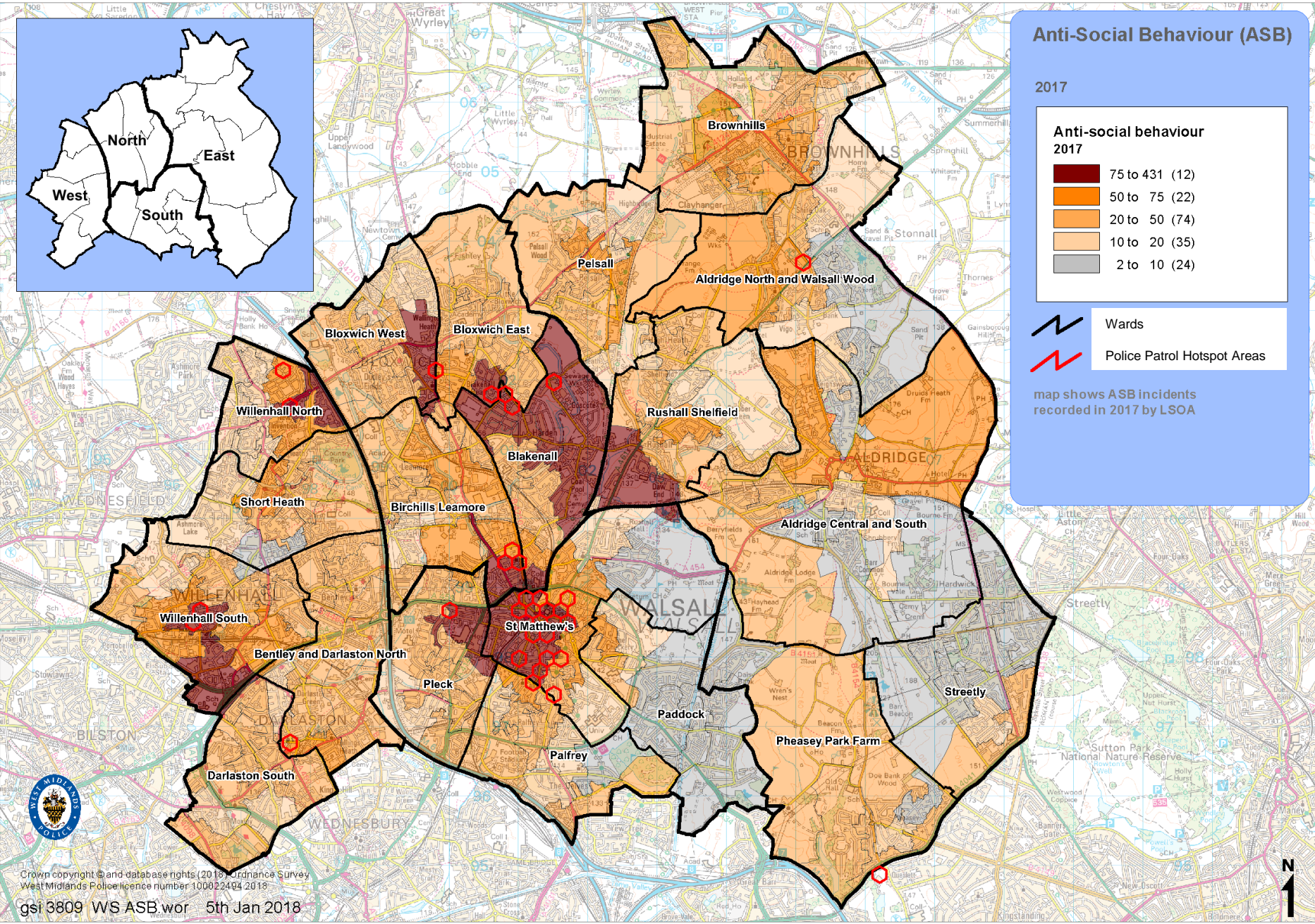
### Anti-Social Behaviour (ASB)

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.

- **Aldridge Network Group** meets regularly. There are a selection of active groups including:
  - Aldridge Volunteer Gardeners
  - Aldridge Rotary
  - Aldridge Sailing Club
  - Aldridge Neighbourhood Watch
  - Aldridge Methodist Church
  - Aldridge Shed
  - Royal British Legion
  - THOMAS Project
  - Aldridge Youth Theatre
  - Aldridge Community Centre
  - Aldridge Lions
  - Aldridge Young Firefighters
  - Great War Project
  - Poppy Road Project

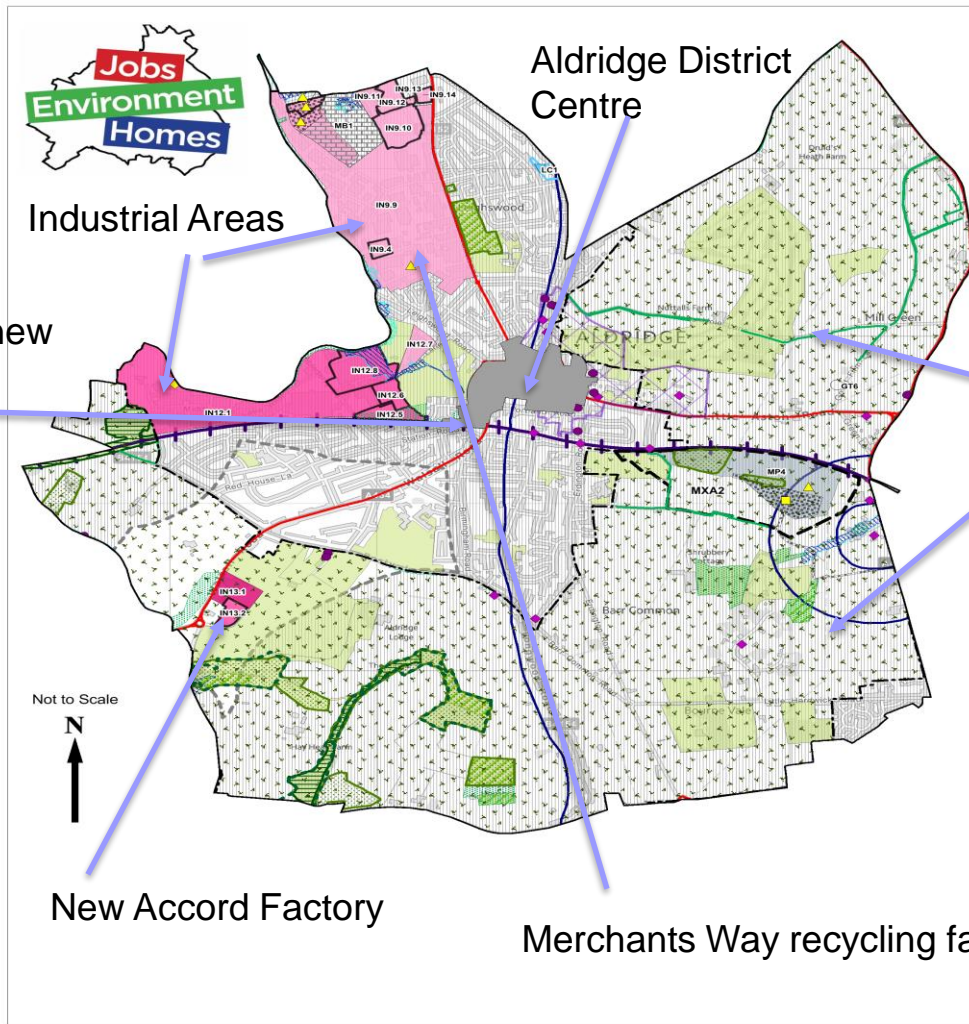




# Regeneration



- Affluent residential area with access to a vast amount of greenbelt. The **Croft** is a well used space with local aspirations for extended village green status.
- Vibrant and attractive **town centre** that provides retail and other services to meet the needs of the surrounding community in a well maintained environment.
- The local community plays an active role in Aldridge and the Council has a good relationship with groups having delivered a number of programmes and initiatives in the area including **public realm/environmental enhancements** to improve the viability and vibrancy of the centre.
- Home to a number of **key Walsall businesses** including RDM Kwikform, S Jones, Theo's Foods, and Geddes Packaging.
- **Accord Housing** has recently opened their new LoCal Homes factory in Aldridge – the Council provided support to the developer to access grant funding to enable the development.
- The **Manor House** is surplus to requirements - presenting a development opportunity for the Council; options are currently being considered.



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# Looking Forward

- Proposals for a **new rail station** in Aldridge Town centre to provide direct access to Walsall and Birmingham.
- Potential for highway and other **improvements** around station and linkages to town centre benefiting all users. A new station may increase demand for new homes in Aldridge.
- Proposals (**£500k+ investment**) for highways/public realm improvements to improve the economic prosperity of the district centre in 2019/2020.
- Aldridge Town Centre has been submitted as part of Walsall's bid to the West Midlands Combined Authority's **Town Centres Programme**. If successful this will provide capacity and resource to identify measures needed to ensure that a comprehensive and inclusive approach to regeneration is taken - protecting the economic role the centre continues to play and ensuring that the local community benefit from the proposed growth.
- Continued support to businesses/landowners in the area with regard to their development requirements and growth aspirations, specifically St Francis Group and their aspirations to develop the former **Mckechnie Brass site**.





# 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*



Contact: [insight@walsall.gov.uk](mailto:insight@walsall.gov.uk) or [intelligence@walsall.gov.uk](mailto:intelligence@walsall.gov.uk)

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

**January 2019**

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# Notes

