

Ward Walk Profile: Rushall-Shelfield October 2018

Version 1.0 - FINAL

Cllr Lorna Rattigan (Conservatives)

Cllr Vera Waters (Conservatives)

Cllr Richard Worrall (Labour)



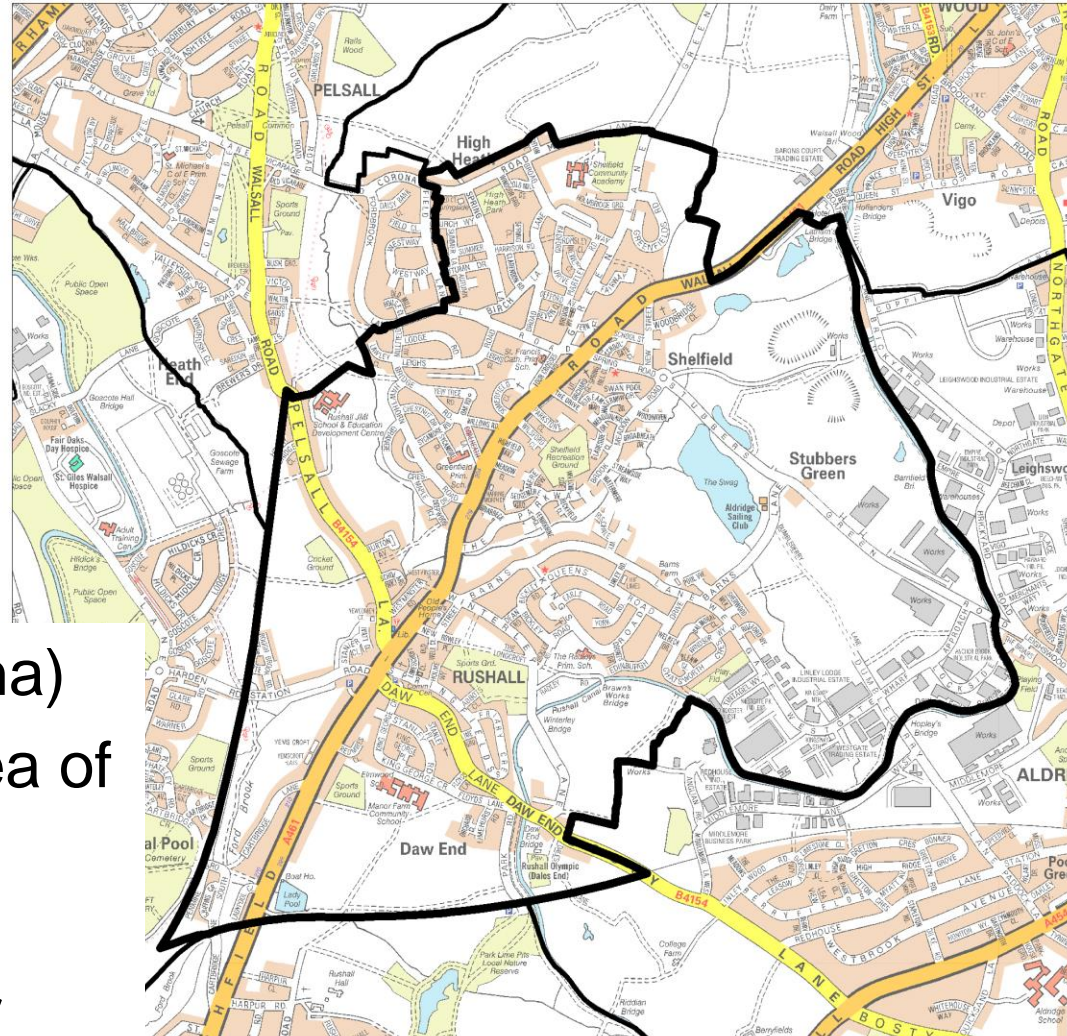
Walsall Council



**Walsall
Partnership**



Geography



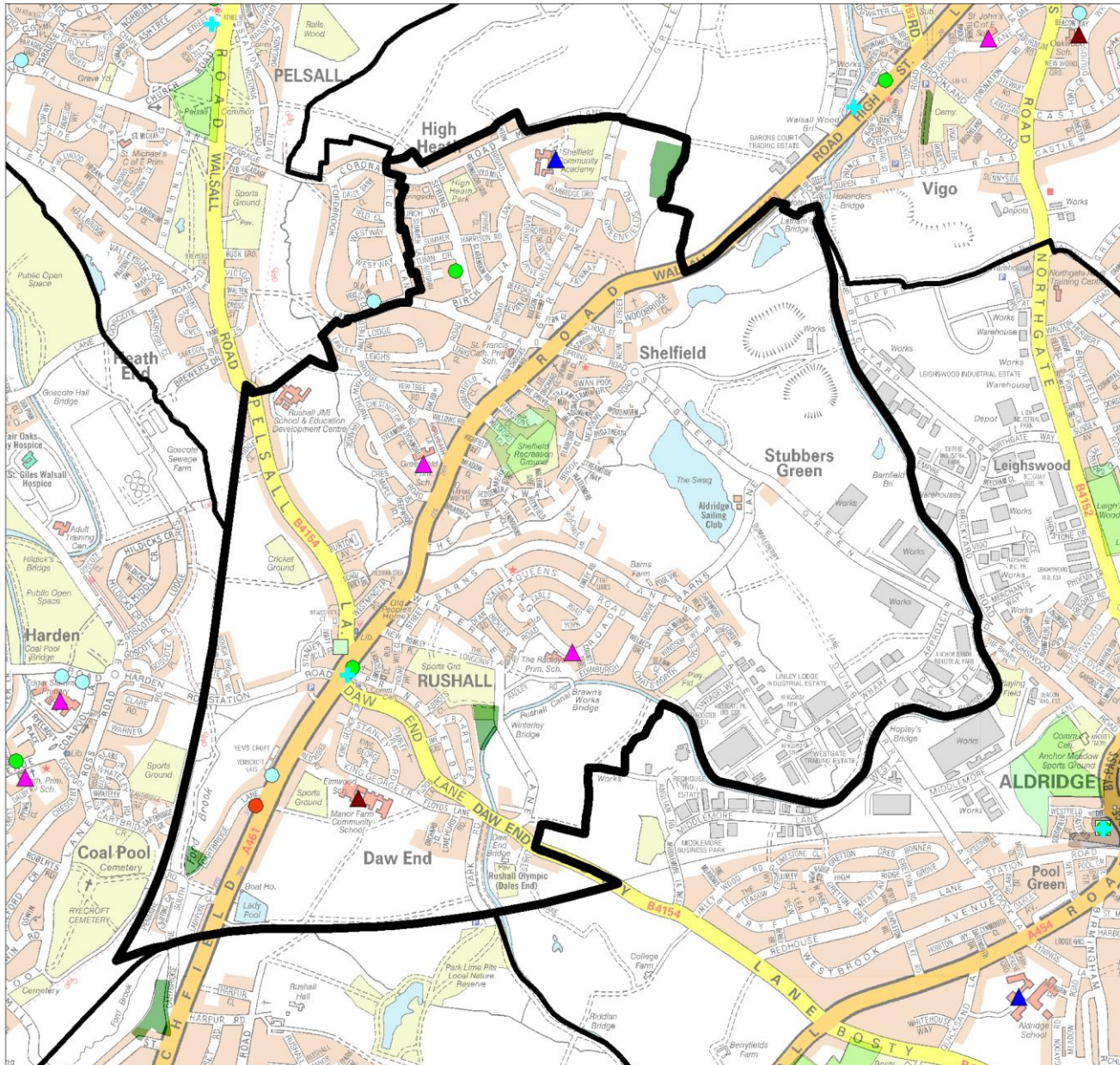
- Covers 5.78 sq km (578 ha)
- Makes up 5.6% of the area of Walsall borough
- Population density of 21 people per hectare (lower than borough average of 27)

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





A Map of Facilities in Rushall-Sheffield Ward

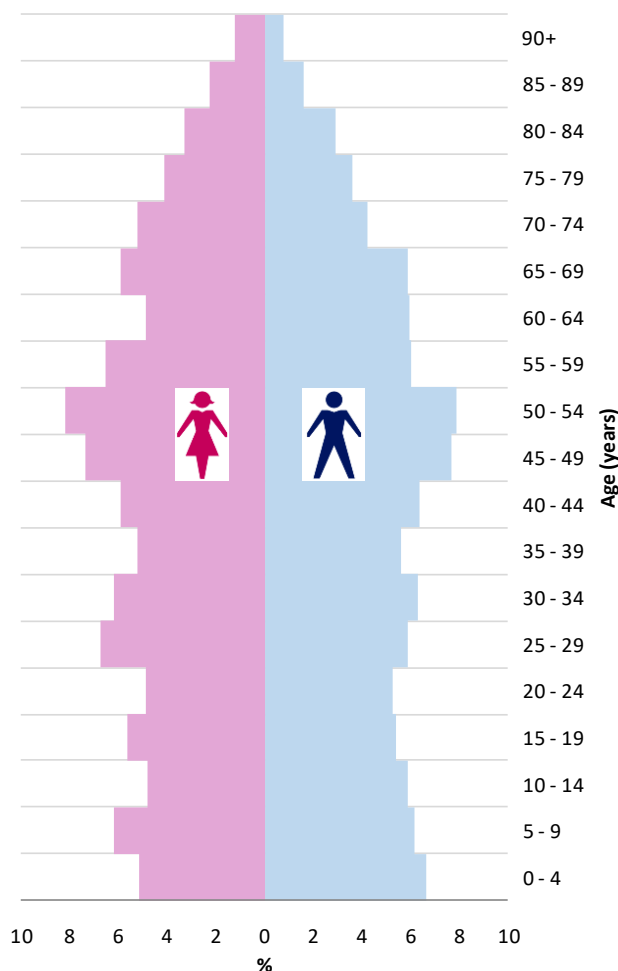


KEY:

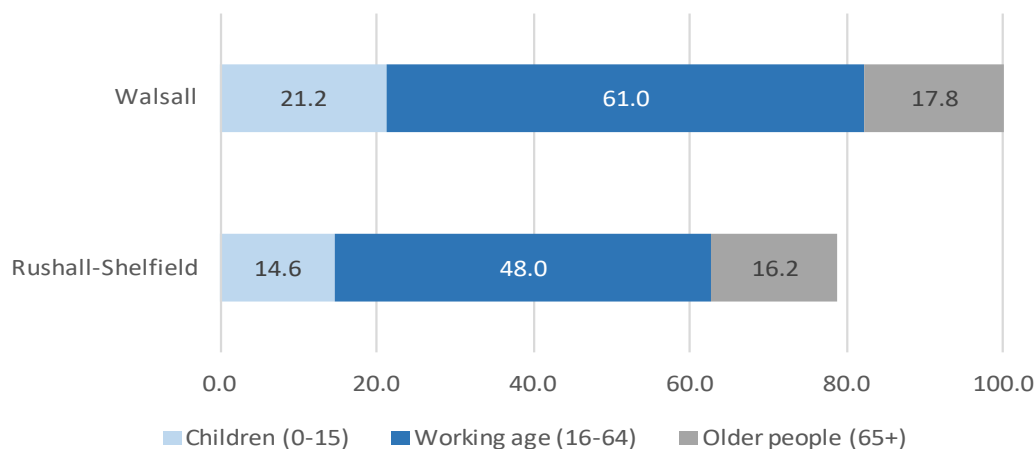
- ◆ Childrens Centre
- ▲ Special School
- ▲ Nursery School
- ▲ Primary School
- ▲ Secondary School
- ★ Leisure Centre
- ★ Library
- GP
- Pharmacy
- NHS Dentist
- Urgent Care Centre
- Manor Hospital
- Optician
- Care Home
- Nursing Home
- Allotment
- Park
- District Centre
- Ward



Population Structure

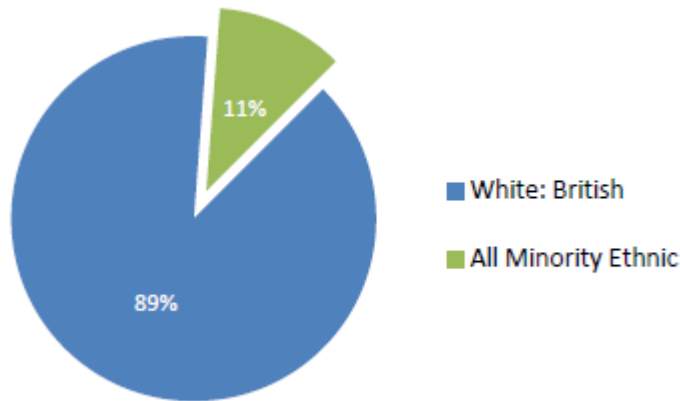


- **Total population: 12,000**
- **Less children than the borough as a whole**
- **Fewer proportion of working age**
- **Similar over 65's to borough**



Source: ONS, Mid-2016 Population Estimates

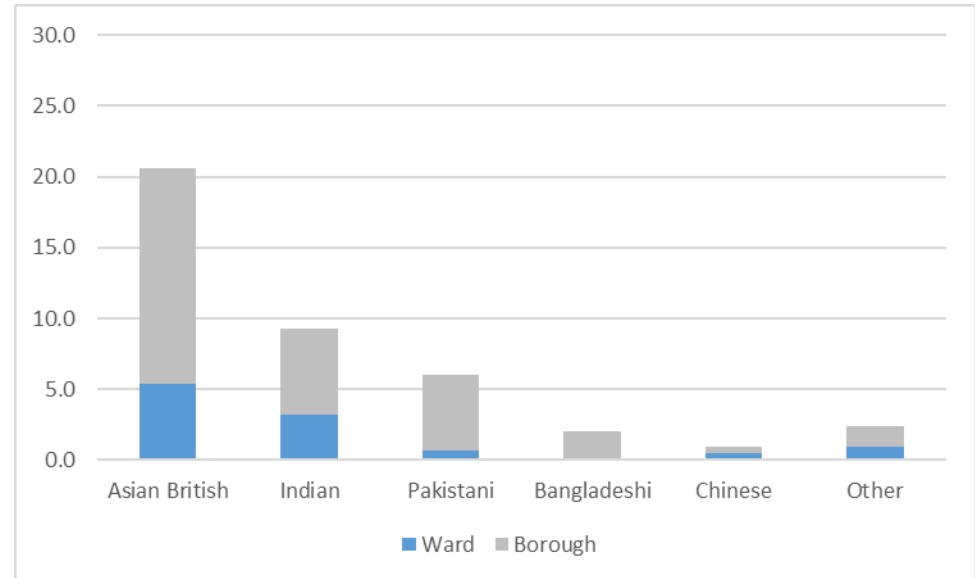
Ethnicity



Total minority ethnic residents*: 1,346
 Percentage of total population: 11.3%
 Change since 2001: 44.7%

Ethnic Group	Total	Ward %	Walsall %	E&W %
White: British	10,525	88.7	76.9	80.5
White: Other	156	1.3	1.9	5.5
Mixed	288	2.4	2.7	2.2
Asian	646	5.4	15.2	7.5
Black	210	1.8	2.4	3.3
Other	46	0.4	0.8	1.0

* Non-White British



- 11% minority ethnic residents
- Asian is the largest minority group at 5.4% (less than the Walsall average of 15.2%)
- Of the Asian minority group, Indian is the most prolific at 3.2% (6.1% borough)

Source: ONS, 2011 Census



Housing Composition

- 4,997 households (with at least 1 usual resident)
- Increase of 3.4% since 2001 (Proportion of borough total 4.6%)
- 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



- 4.2% of households ‘overcrowded’* (Walsall average 6.5%)
- 3.2% of households without central heating (Walsall average 2.8%)
- High proportion of socially rented (20.5%) properties compared to borough (24.1%)
- Above average (31.9%) mortgage owned (37.1%)

* 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 K – Modest Traditions (27%) & group H – Aspiring Homemakers (16%)

K Modest Traditions



Key Features

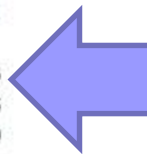
- Mature age
- Homeowners
- Affordable housing
- Kids are grown up
- Suburban locations
- Modest income

Channel Preference

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

Index

123
96
99
95
91
100



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

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

Index

88
93
95
110
122
109



Least effective communication route

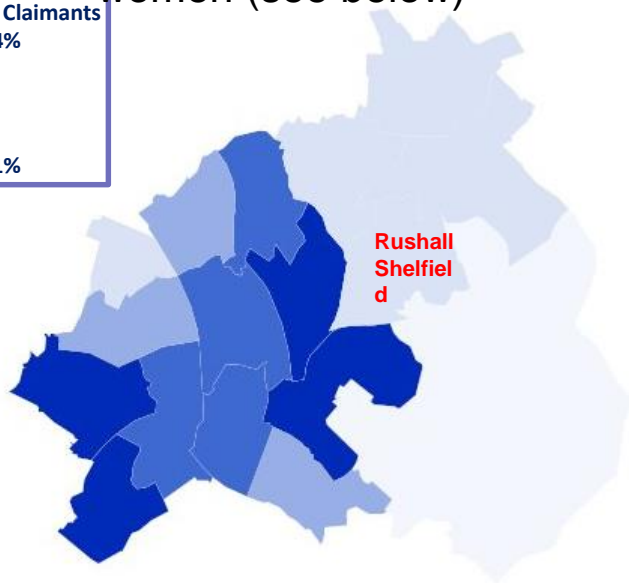
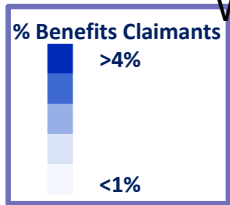


Economic Summary

78.1% 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%) followed Admin & secretarial (12.8%)

In November 2017 there were **150 benefit claimants** in the ward – 80 men and 75 women (see below)

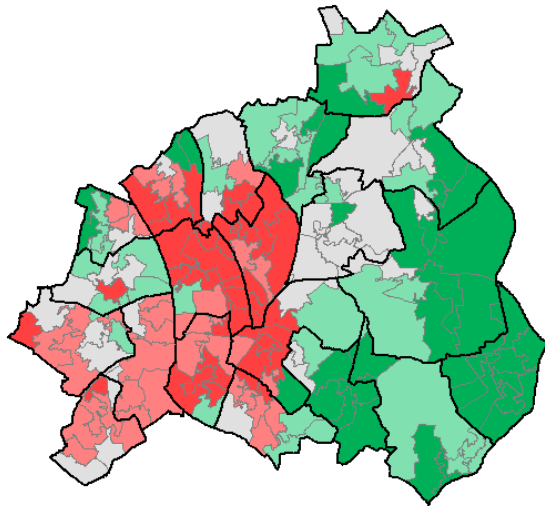


Benefit Claimants Table (Source: ONS Claimant count by sex and age [November 2017]. Note: %'s relate to those aged 16-64.

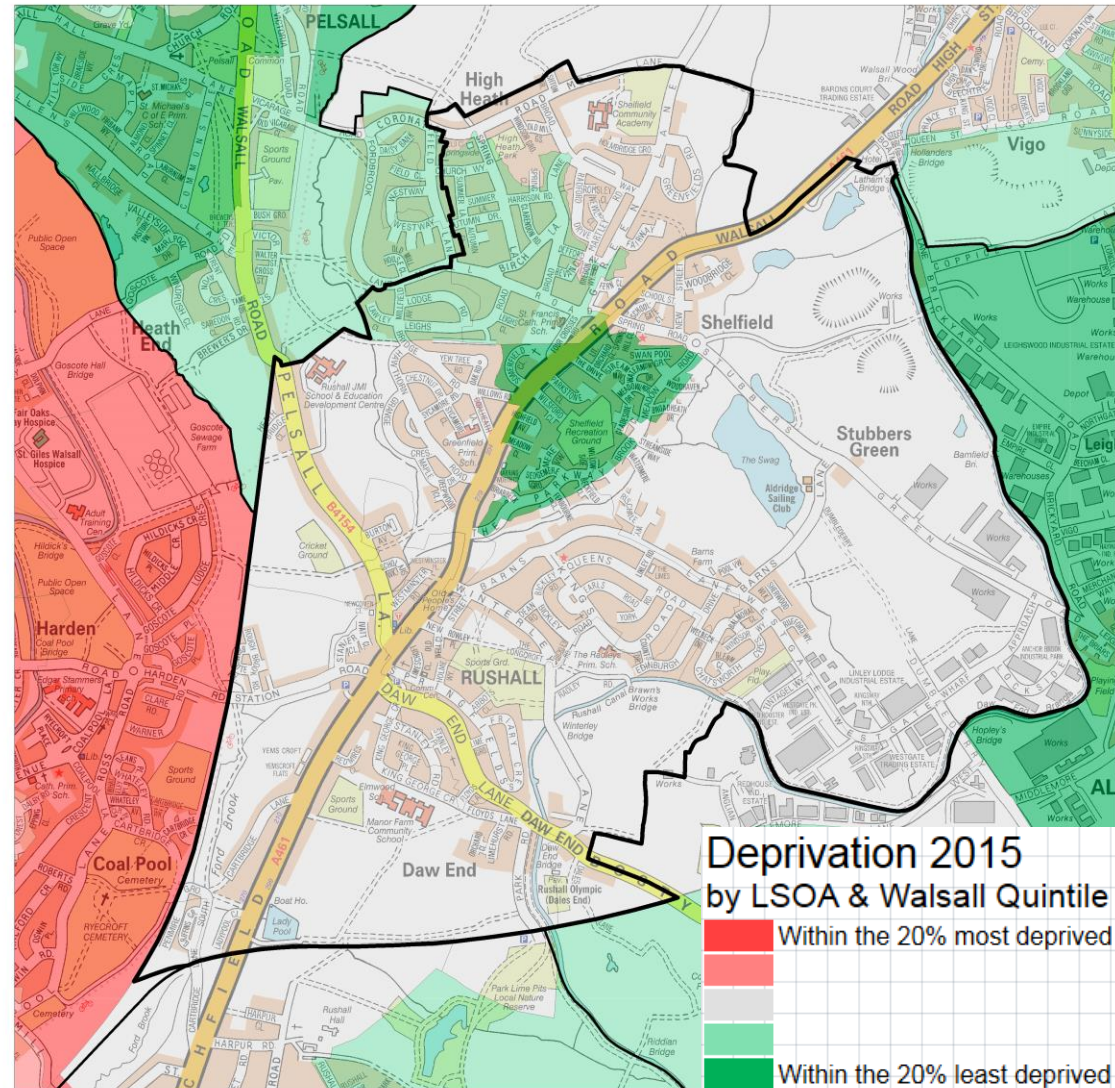
Ward	Claimant Count	% Claiming in Ward	% of ALL Walsall Claimants
Willenhall South	505	4.8%	10.5%
Darlaston South	415	4.4%	8.6%
St Matthew's	430	4.1%	9.0%
Blakenall	355	4.0%	7.4%
Birchills Leamore	380	3.9%	7.9%
Pleck	350	3.7%	7.3%
Bentley and Darlaston North	285	3.4%	5.9%
Bloxwich East	255	3.4%	5.3%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

21.8% of ward residents had **no qualifications**, Walsall value was 24.3% and 15% Nationally

Deprivation



Generally average levels of deprivation, with low levels to the north of the ward.



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

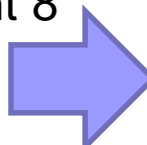
Well Below ave.
within Early
Years



Above
average in Y1
phonics



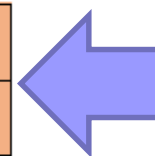
Above ave.
KS4
attainment 8
score



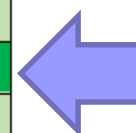
Well
Above
ave. for
exclusions



Key Stage	Measure	Ward: Rushall-Shelfield 2017	Walsall 2017	National 2017	Ward Rank
Early Years	Pupils achieving a 'Good Level of Development'	61%	66%	71%	17/20
Y1 Phonics	Pupils meeting the expected standard of Phonic decoding	84%	80%	81%	6/20
Key Stage 1	Pupils achieving the expected standard in Reading	72%	72%	76%	11/20
Key Stage 1	Pupils achieving the expected standard in Writing	64%	63%	68%	11/20
Key Stage 1	Pupils achieving the expected standard in Maths	76%	73%	75%	9/20
Key Stage 2	Pupils reaching the expected standard in Reading, Writing & Maths Combined	56%	53%	62%	10/20
Key Stage 2	Average progress of pupils in Reading	-0.1	-1.1	0	6/20
Key Stage 2	Average progress of pupils in writing	0.0	-0.6	0	5/20
Key Stage 2	Average progress of pupils in Maths	-0.1	-0.8	0	6/20
Key Stage 4	Average Attainment 8 score	43.8	43.0	46.1	7/20
Key Stage 4	Average Progress 8 score	-0.09	-0.24	-0.03	5/20
	Rate of Fixed Period Exclusions	1.23	4.57	4.29	2/20
	Rate of Permanent Exclusions	0.06	0.16	0.08	3/20



Below average
within KS1
Reading &
Writing



Well Above
average within
KS2 ave.
progress of
pupils in writing

Key

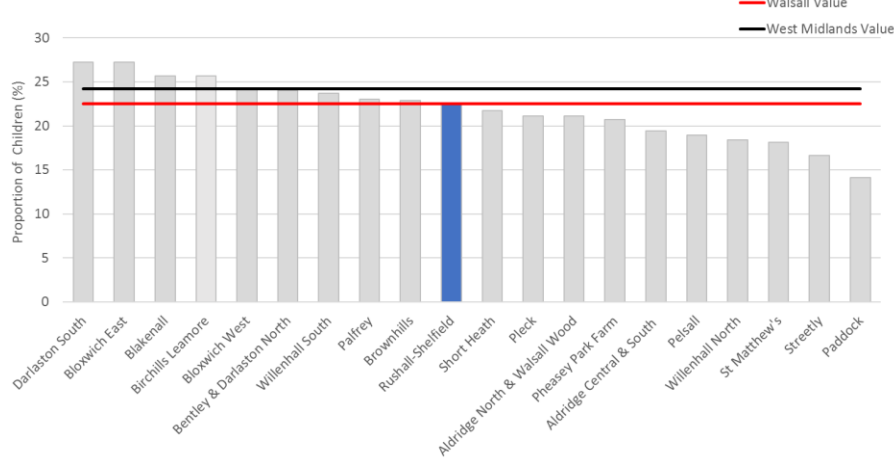
In the top quartile wards in Walsall (performing well above average)	In the second quartile wards in Walsall (above average)	In the third quartile wards in Walsall (below average)	In the bottom quartile wards in Walsall (well below average)
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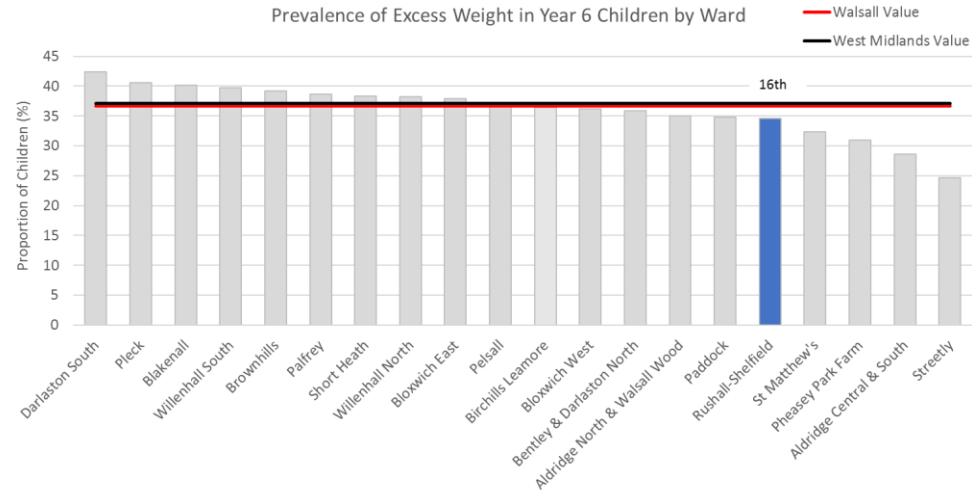


Childhood Obesity

Prevalence of Excess Weight in Reception Children by Ward



Prevalence of Excess Weight in Year 6 Children by Ward



- 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, Rushall Sheffield ranks 10th in Reception and 16th in Year 6 in terms of the prevalence of excess weight in childhood.

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

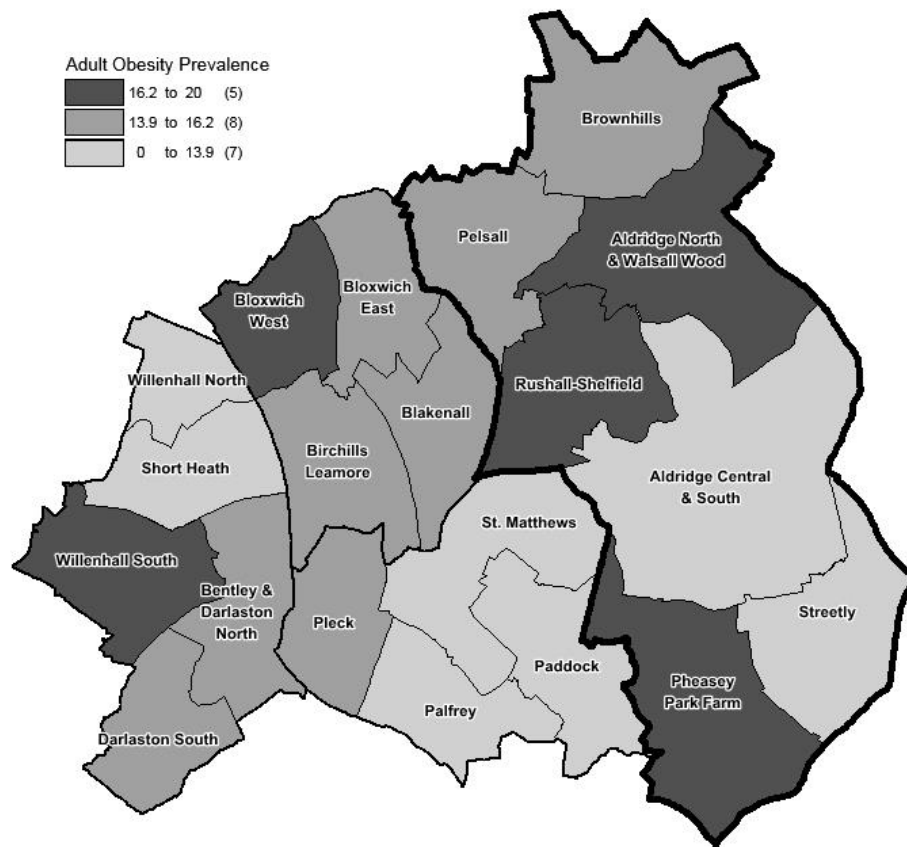


Walsall Partnership



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
WALSALL	14.89



Adult obesity prevalence within Rushall Shelfield is amongst the highest (18.1%) and higher than the borough average (14.9%)

Note – based on GP practice patient lists

Source: Quality and Outcomes Framework, 2015/16

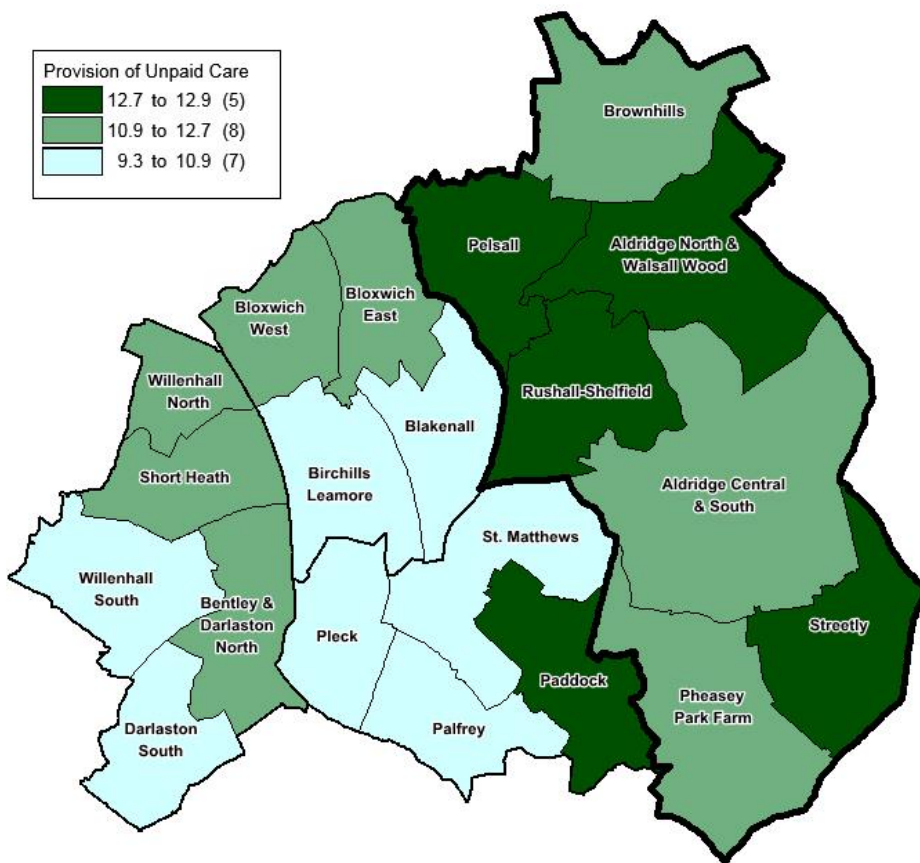


**Walsall
Partnership**



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



Unpaid care provision within this ward is on a par with other wards nearby (12.7%) but slightly higher than the borough average (11.4%)

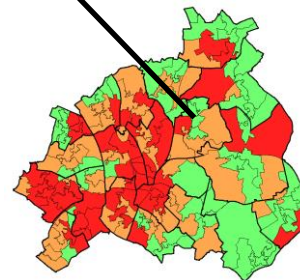
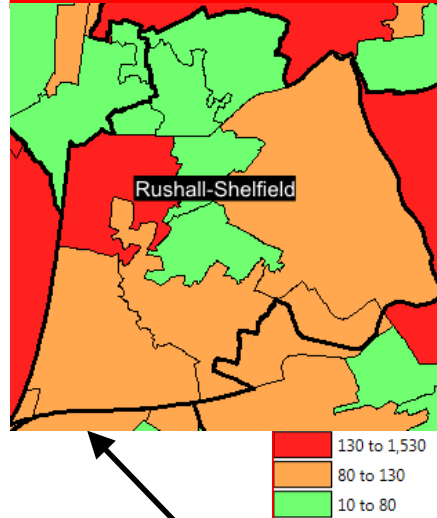


Recorded Crime

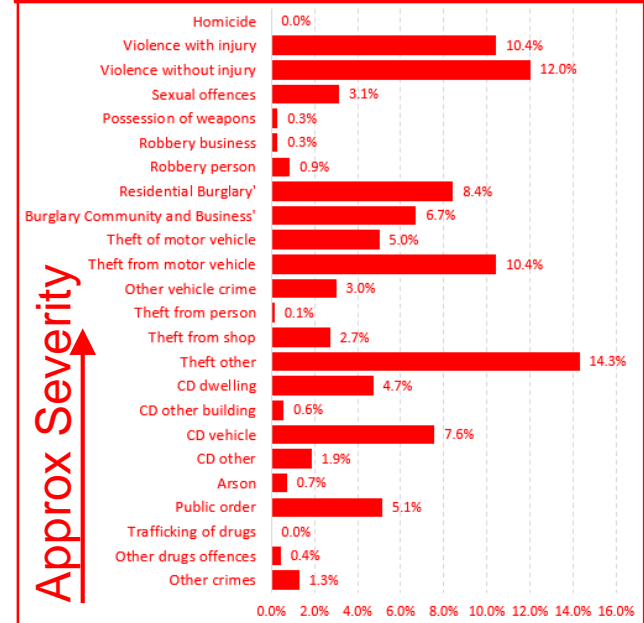
Low number of recorded crimes in this Ward during 2017.

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

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



Theft other is the single largest problem in this ward (14.3%), violence is also significant (22.4%)



*Serious Acquisitive crimes are defined as :

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



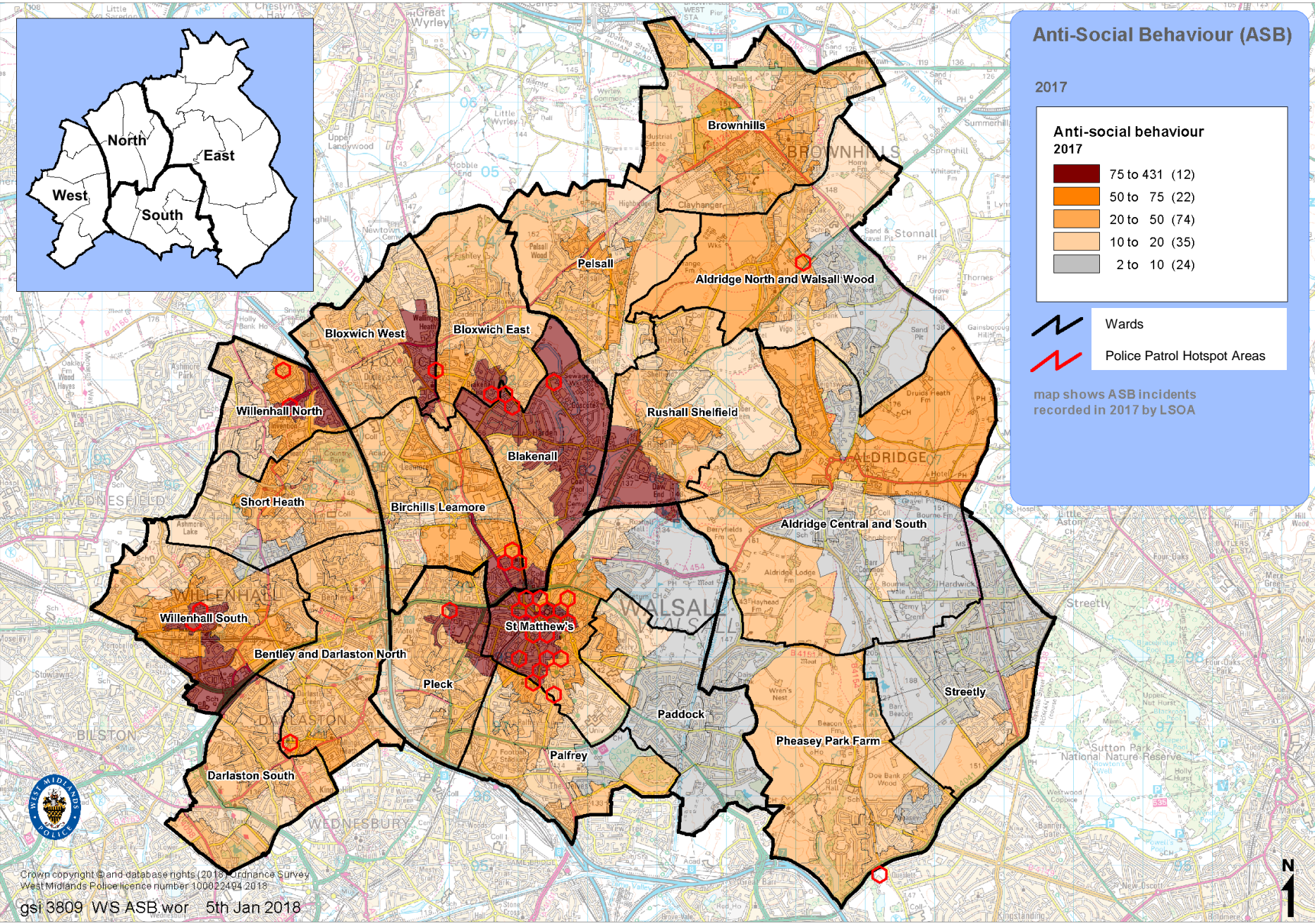
Anti-Social Behaviour (ASB)

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 5th Jan 2018

Source: West Midlands Police, Jan to Dec 2017



Other Information

- **Vehicle crime & perception of crime** - whilst crime levels overall remain low, it is important to be aware that the perception of crime is high, and the feeling of being safe and secure in your own community has reduced over recent years. This can in part be attributed to social media and the speed in which issues – both real and perceived - can be shared.
- **Open space and Central Rushall** – The centre of Rushall is host to several small business, main focusing on catering industry with several take away options, beauty services delivered from two local salons, a high end photography studio specialising in make over and family photo shoots, also incorporating a bookmakers and a plumbing installation business. Although the centre of Rushall features shops and businesses it is very different in terms of its road network, with a heavily congested junction during peak hours and with limited parking it could be considered more of a drive through as part of a commute to other places rather than a destination to park and visit.
- **Former Rushall Library** – currently subject to local consultation regarding its future usage. Closed in June 2017, with local concern raised regarding its decline since this point. Currently features redeployable CCTV to the front of the building for additional security reasons.



Voluntary & Community Orgs.

- **Manor Farm Community Association** - prominent local community association located within a former secondary school, offering cradle to grave services for a variety of users across the borough. This site offers the massively popular Silver Scheme funded through Big Lottery.
- **Rushall Development group** - small local group working to deliver sessional local activities such as art clubs, along with a large annual event in May. Also maintain and improve the planters to the front of the former library building.
- **Autumn Close Residents Association & Spring Close Residents Association** – set up and administrated by a group of residents who felt that their area was in need of additional focus and attention to ensure it was a safe, vibrant place to live. These groups are ran by the community for the community and where necessary local partners come together to support growth and development in these areas.



Regeneration



Aldridge Sailing Club- The Swag

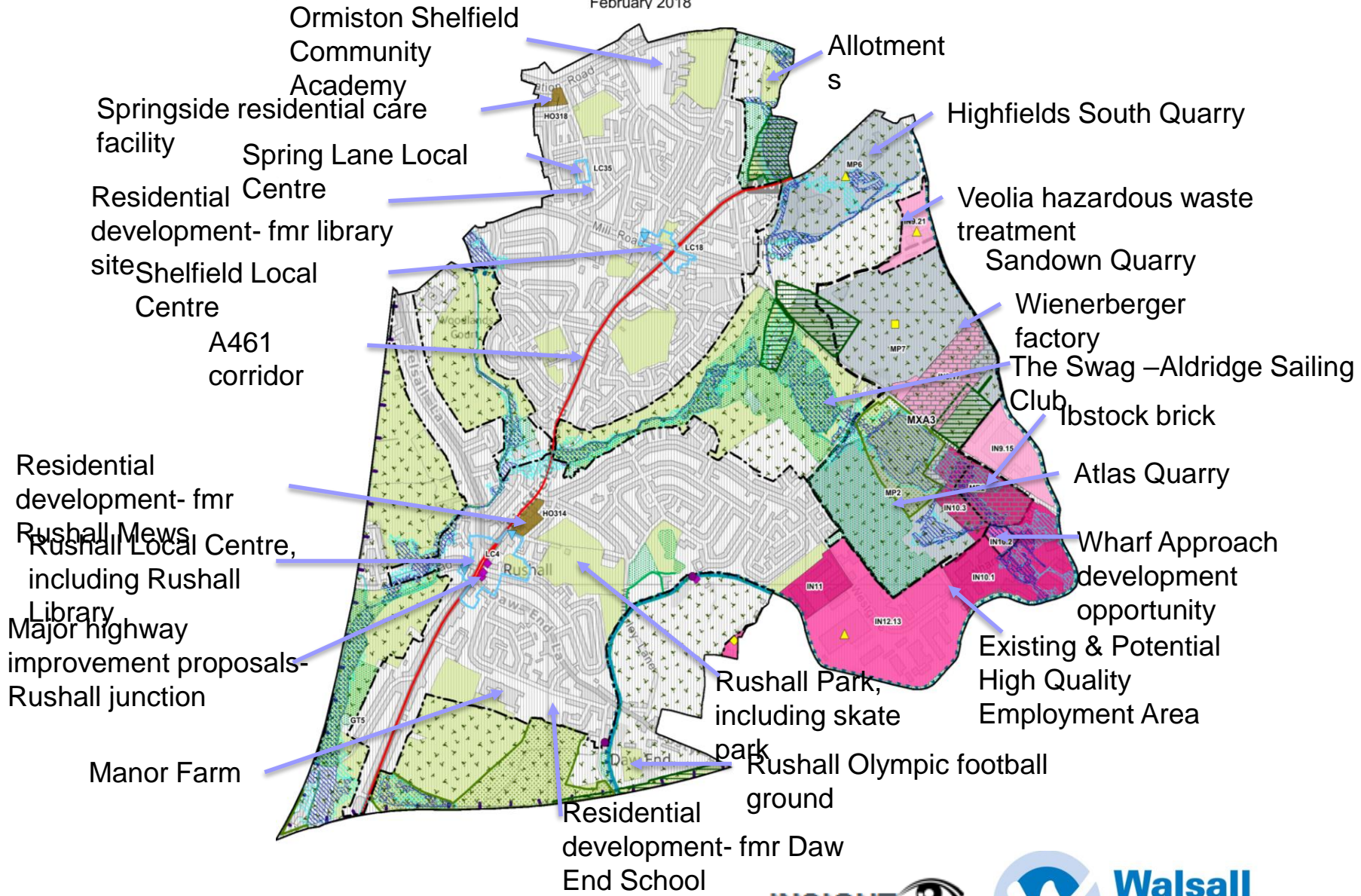
- **Residential areas and local centres** – Rushall, Shelfield and Spring Lane- along the A461 corridor.
- **Green belt** areas to the east and west including **mineral quarries** – Highfields South, Sandown, and Atlas.
- High quality employment area to the south-east, including **strategic companies**- Wienerberger, Ibstock, Veolia, Biffa, Shaylor Group.
- **Open space facilities** including Rushall skate park and Aldridge Sailing Club.
- **Residential developments**- Springside (Inclusion Housing), former Rushall Mews (Cameron Homes), former Daw End School (Seddon/accord).
- Continuing development of major highways improvements for **Rushall junction**.
- Employment development site opportunity - **Wharf Approach**.
- **Natural burial ground**, Winterley Lane - planning application under assessment for consideration at Planning Committee in November 2018.
- **Rushall Olympic** 3G pitch proposals and possible asset disposal.
- **Former Rushall Library** – consultation on future use to commence October 2018.



Former Daw End School- Residential Layout



February 2018



Source: Regeneration & Development, Walsall Council



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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October 2018

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Notes

