

Ward Walk Profile: Darlaston South January 2019

Version 1.0 - FINAL

Cllr Chris Bott (Labour)

Cllr Paul Bott (Labour)

Cllr Douglas James (Labour)



Walsall Council

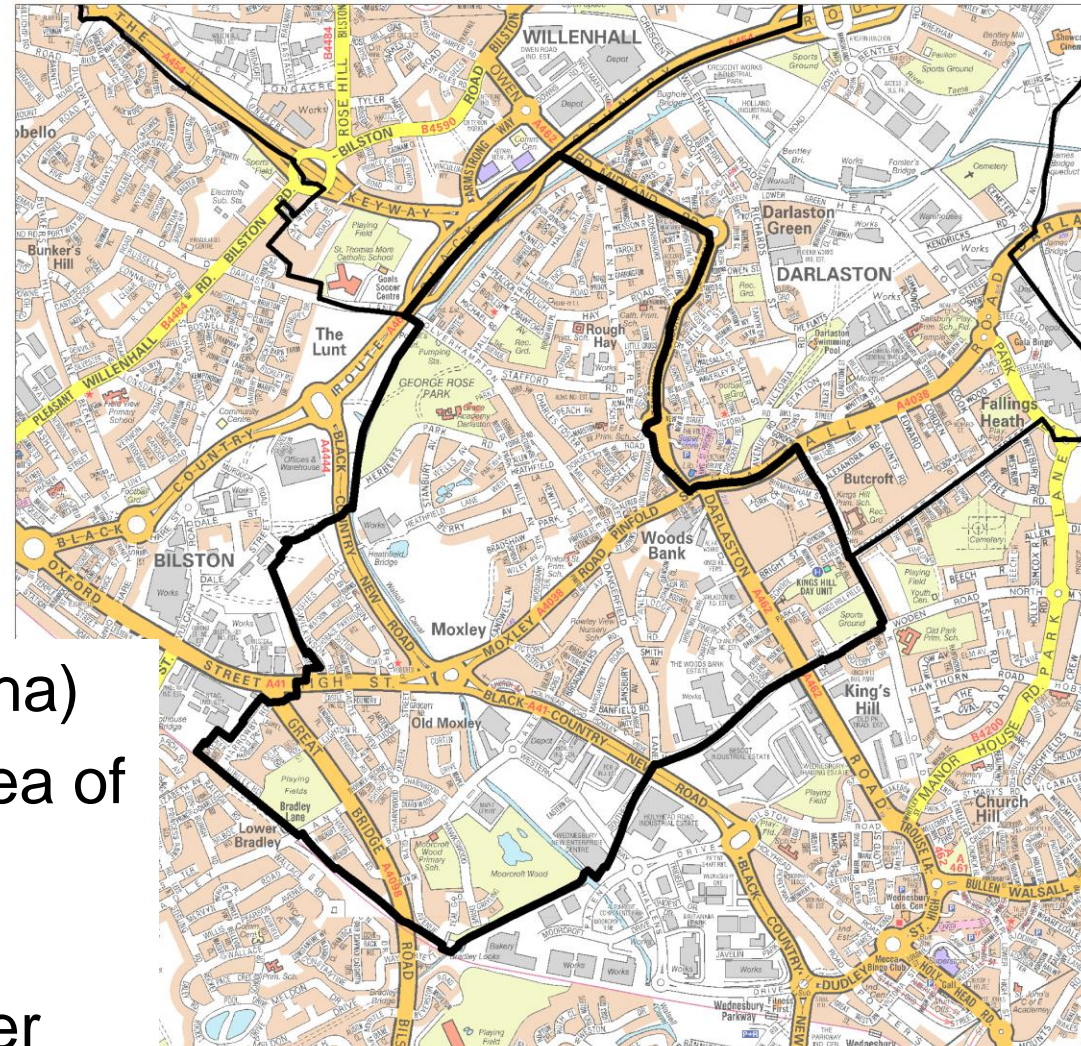


Walsall
Partnership





Geography

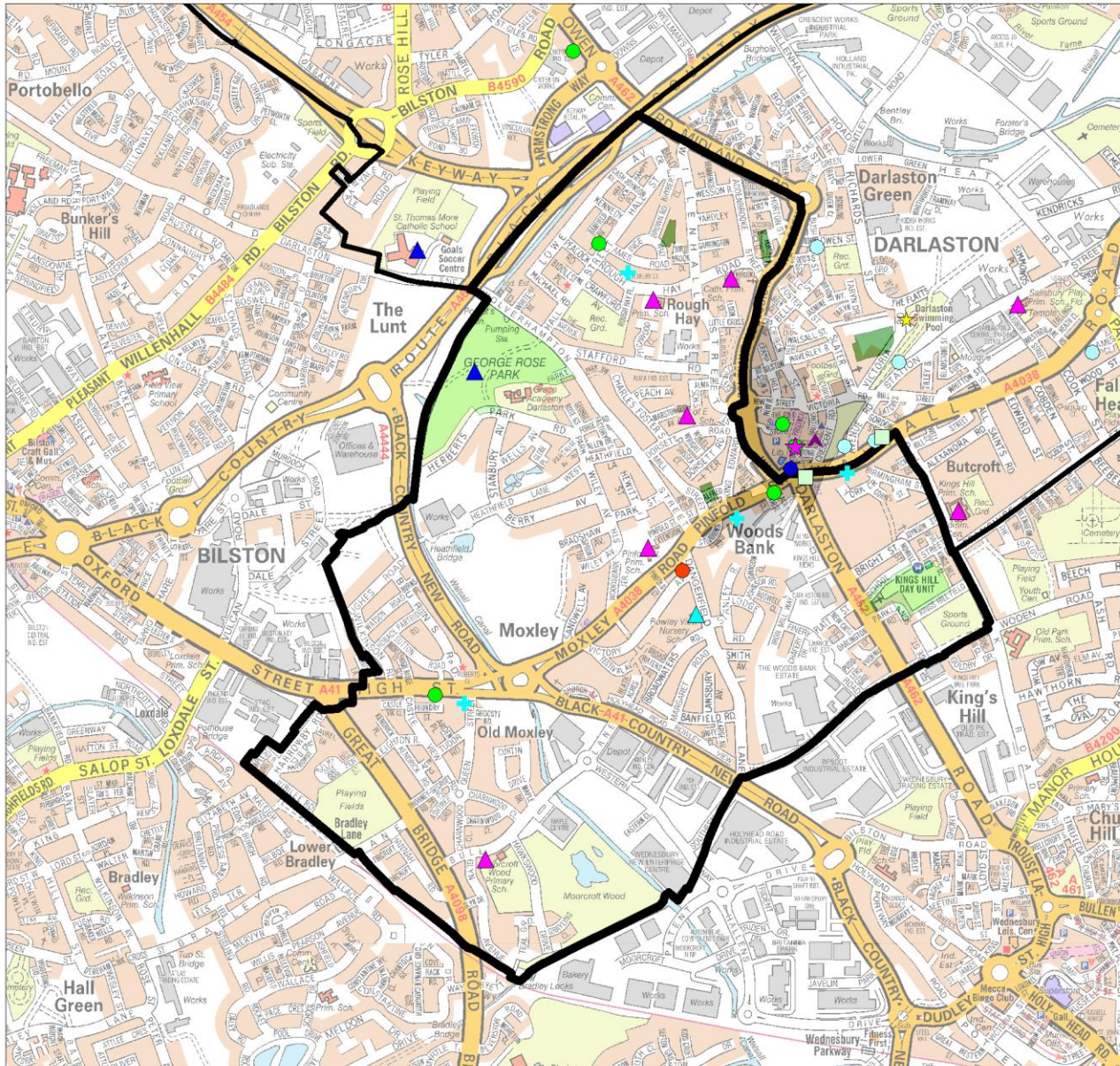


- Covers 3.55 sq km (355 ha)
- Makes up 3.4% of the area of Walsall borough
- Population density of 44 people per hectare (higher than borough average of 27)

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



A Map of Facilities in Darlaston South Ward

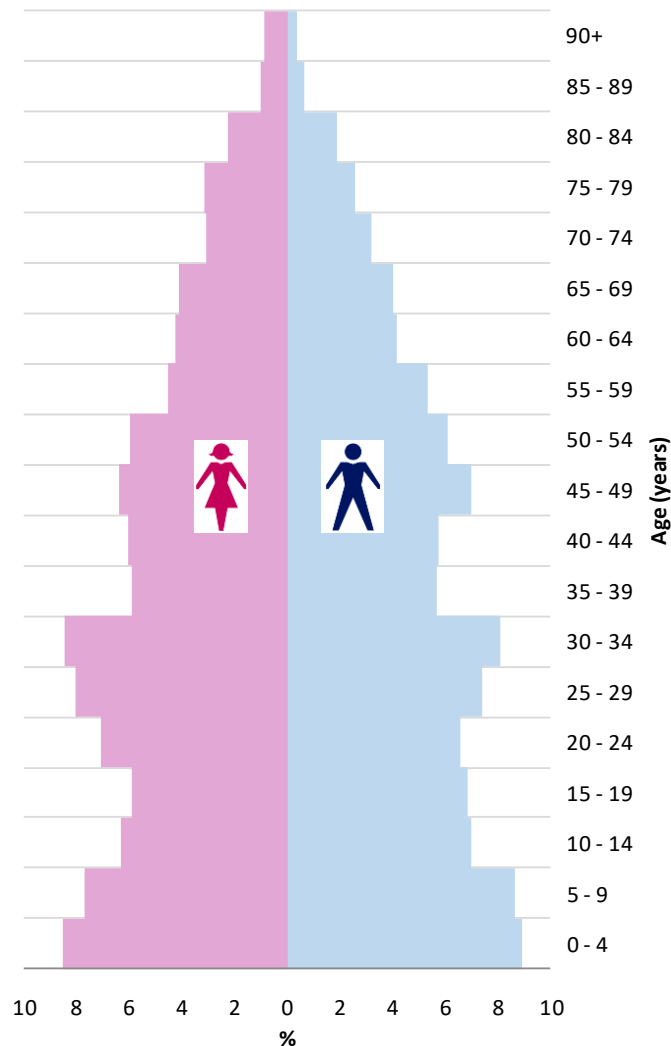


KEY:

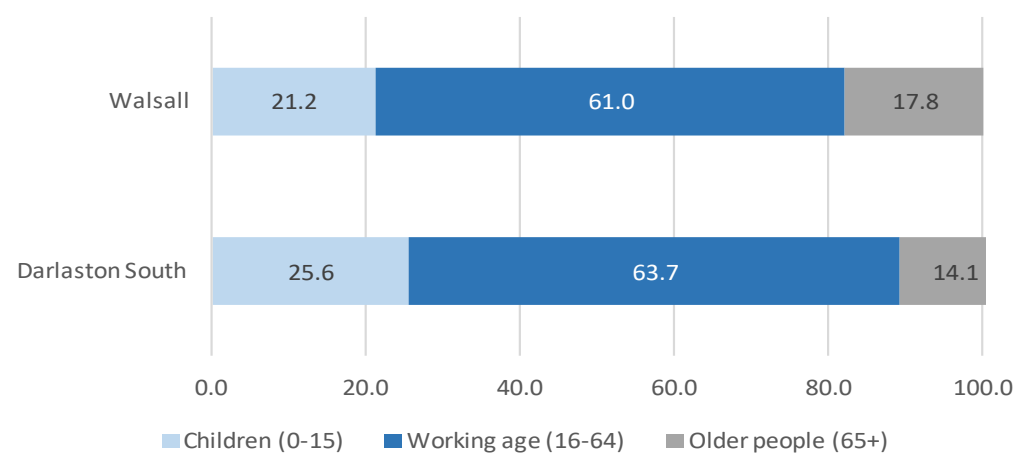
- ◆ Childrens Centre
- ▲ Special School
- ▲ Nursery School
- ▲ Primary School
- ▲ Secondary School
- ★ Leisure Centre
- ★ Library
- GP
- Pharmacy
- NHS Dentist
- Urgent Care Centre
- Manor Hospital
- Optician
- Care Home
- Nursing Home
- Allotment
- Park
- District Centre
- Ward



Population Structure



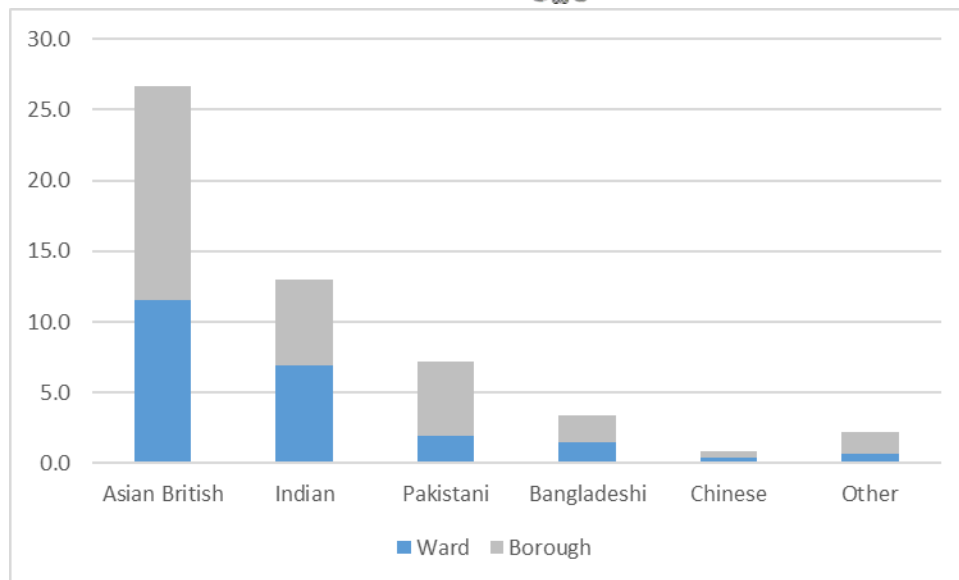
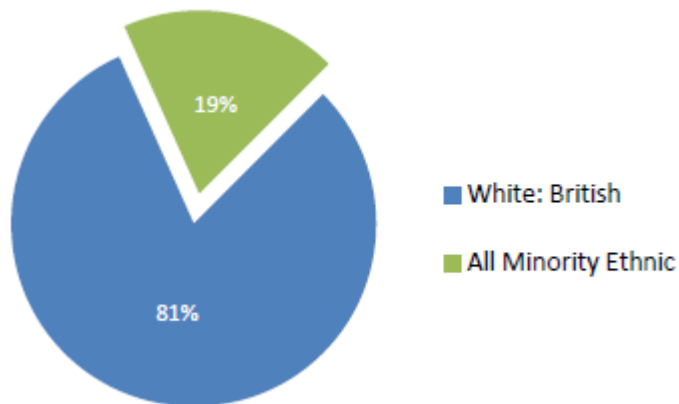
- **Total population: 15,700**
- **Less children than the borough as a whole**
- **Higher proportion of working age**
- **Fewer over 65's to borough**



Source: ONS, Mid-2016 Population Estimates



Ethnicity



Total minority ethnic residents*: 2,749
 Percentage of total population: 19.2%
 Change since 2001: 38.5%

Ethnic Group	Total	Ward %	Walsall %	E&W %
White: British	11,593	80.8	76.9	80.5
White: Other	234	1.6	1.9	5.5
Mixed	405	2.8	2.7	2.2
Asian	1,643	11.5	15.2	7.5
Black	410	2.9	2.4	3.3
Other	57	0.4	0.8	1.0

* Non-White British

- 19% minority ethnic residents
- Asian is the largest minority group at 11.5% (slightly less than Walsall average of 15.2%)
- Of the Asian minority group, Indian is the most prolific at 6.9%

Source: ONS, 2011 Census



Housing Composition

- 5,687 households (with at least 1 usual resident)
- Increase of 4.4% since 2001 (Proportion of borough total 5.3%)
- Average household size: 2.5 residents per h/hold (on par with Walsall average of 2.5)

Household Composition	Total	Ward %	Walsall %	E&W %
Family: Couple	2,414	42.4	43.4	43.0
Family : Lone parent	900	15.8	12.0	10.6
One person: Below 65	904	15.9	15.7	17.8
One person: Over 65	728	12.8	12.8	12.4
Other household types	741	13.0	16.1	16.1

Tenure

Tenure	Total	Ward %	Walsall %	E&W %
Owned outright	1,216	21.4	31.1	30.8
Owned mortgage	1,531	26.9	31.9	33.5
Socially rented	2,223	39.1	24.1	17.6
Privately rented	617	10.8	11.7	16.7
Living rent-free	100	1.8	1.3	1.4



- 7.7% of households ‘overcrowded’* (Walsall average 6.5%)
- 3.5% of households without central heating (Walsall average 2.8%)
- High proportion of socially rented (39.1%) properties compared to borough (24.1%)
- Below average (31.9%) mortgage owned (26.9%)

* 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 M – Family Basics (40%) & group N – Vintage Value (14%)

M Family Basics

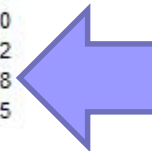


Key Features

- Families with children
- Aged 25 to 40
- Limited resources
- Some own low cost homes
- Some rent from social landlords
- Squeezed budgets

Channel Preference

Channel Preference	Index
Face to Face	103
Post	86
Landline	110
Email	102
Mobile	118
Online	95



Most effective communication route

N Vintage Value

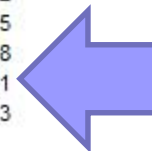


Key Features

- Elderly
- Living alone
- Low income
- Small houses and flats
- Need support
- Low technology use

Channel Preference

Channel Preference	Index
Face to Face	109
Post	112
Landline	115
Email	88
Mobile	71
Online	83



Least effective communication route

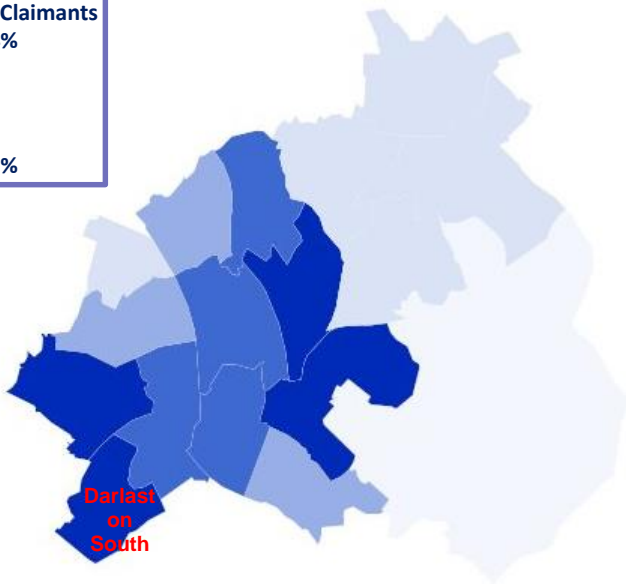
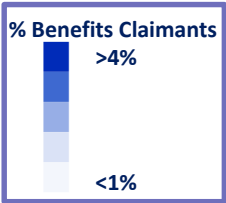


Economic Summary

71.7% of working age people in this ward were **economically active** (2011 Census), this was lower than the Walsall value of 74% and National Value of 76.8%

The largest **occupation group** in the ward was Elementary occupations (17.7%) followed by Skilled trades (15.6%)

In November 2017 there were **415 benefit claimants** in the ward – 245 men and 170 women (see below)



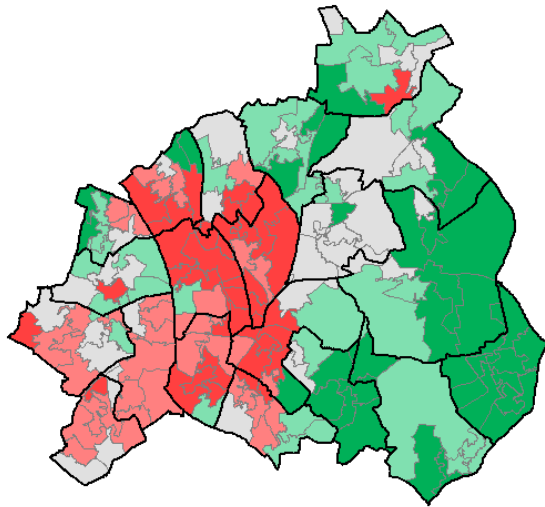
Note: 8.6% of all Walsall's benefit claimants were Darlaston South residents.

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

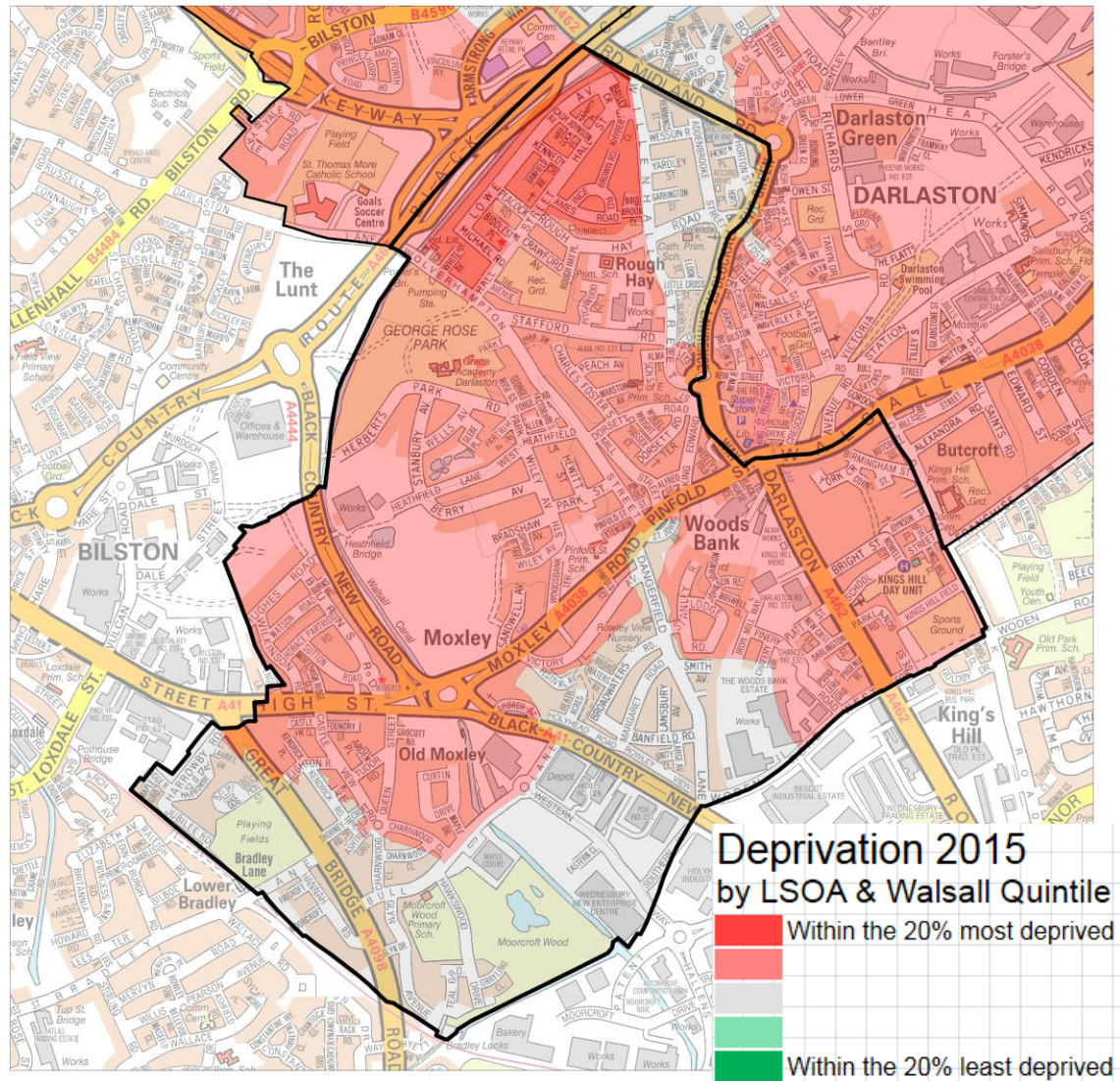
Ward	Claimant Count	% Claiming in Ward	% of ALL Walsall Claimants
Willenhall South	505	4.8%	10.5%
Darlaston South	415	4.4%	8.6%
St Matthew's	430	4.1%	9.0%
Blakenall	355	4.0%	7.4%
Birchills Leamore	380	3.9%	7.9%
Pleck	350	3.7%	7.3%
Bentley and Darlaston North	285	3.4%	5.9%
Bloxwich East	255	3.4%	5.3%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

29.8% of ward residents had **no qualifications**, Walsall value was 24.3% and 15% Nationally

Deprivation



High levels of deprivation with most LSOAs being amongst the 20% 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



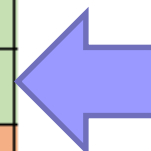
Educational Attainment

Well Below average within Early Years
Below average in Y1 phonics



Key Stage	Measure	Ward: Darlaston South 2017	Walsall 2017	National 2017	Ward Rank
Early Years	Pupils achieving a 'Good Level of Development'	62%	66%	71%	16/20
Y1 Phonics	Pupils meeting the expected standard of Phonic decoding	78%	80%	81%	15/20
Key Stage 1	Pupils achieving the expected standard in Reading	74%	72%	76%	9/20
Key Stage 1	Pupils achieving the expected standard in Writing	67%	63%	68%	8/20
Key Stage 1	Pupils achieving the expected standard in Maths	75%	73%	75%	12/20
Key Stage 2	Pupils reaching the expected standard in Reading, Writing & Maths Combined	49%	53%	62%	14/20
Key Stage 2	Average progress of pupils in Reading	-1.7	-1.1	0	15/20
Key Stage 2	Average progress of pupils in writing	-0.7	-0.6	0	12/20
Key Stage 2	Average progress of pupils in Maths	-0.7	-0.8	0	12/20
Key Stage 4	Average Attainment 8 score	38.4	43.0	46.1	15/20
Key Stage 4	Average Progress 8 score	-0.32	-0.24	-0.03	11/20
	Rate of Fixed Period Exclusions	3.93	4.57	4.29	13/20
	Rate of Permanent Exclusions	0.26	0.16	0.08	14/20

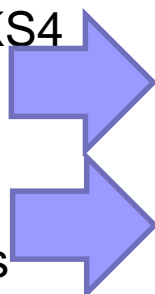
Above average within KS1 Reading & Writing



Below average across KS2



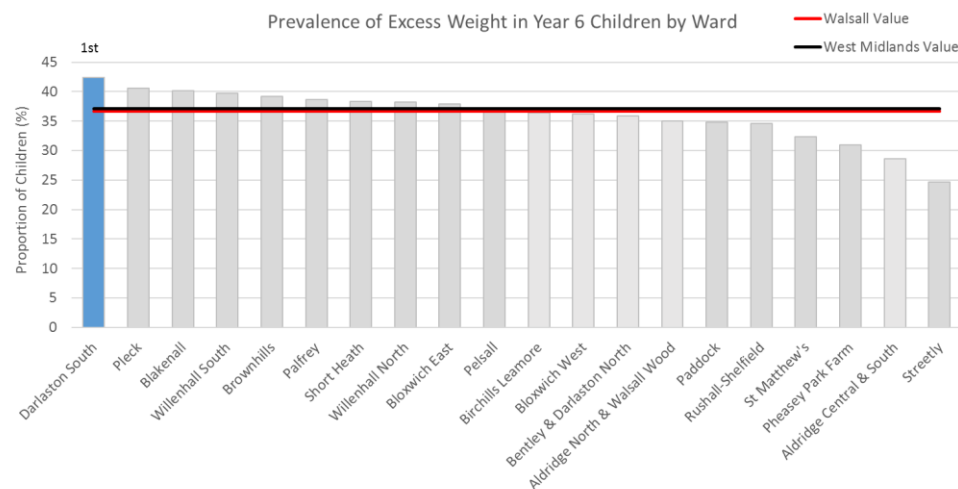
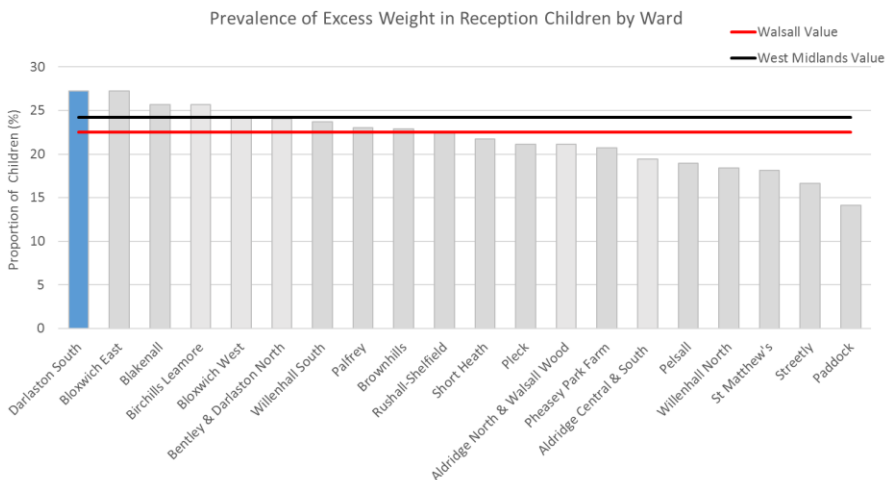
Below average KS4 & Below average for exclusions



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)



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, Darlaston South ranks **1st** in Reception and **1st** in Year 6 in terms of the prevalence of excess weight in childhood.

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



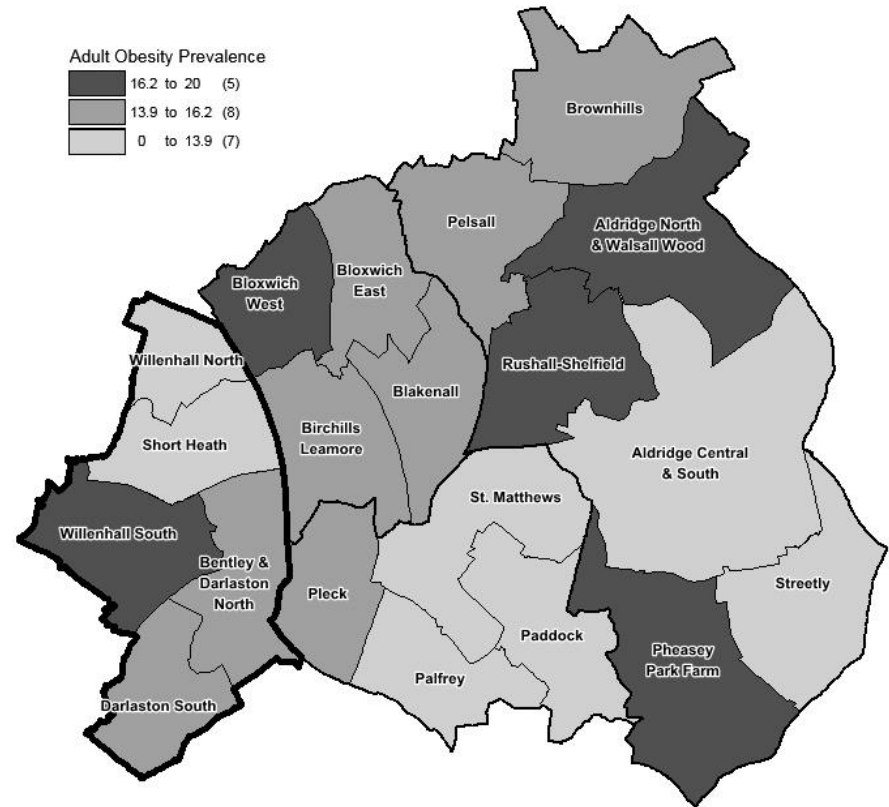


Adult Obesity Prevalence

Ward	%
Willenhall South	16.42
Darlaston South	15.94
Bentley and Darlaston North	15.05
Willenhall North	11.52
Short Heath	-
WALSALL	14.89

Darlaston South adult obesity prevalence (15.9%) is slightly higher than the borough average (14.9%)

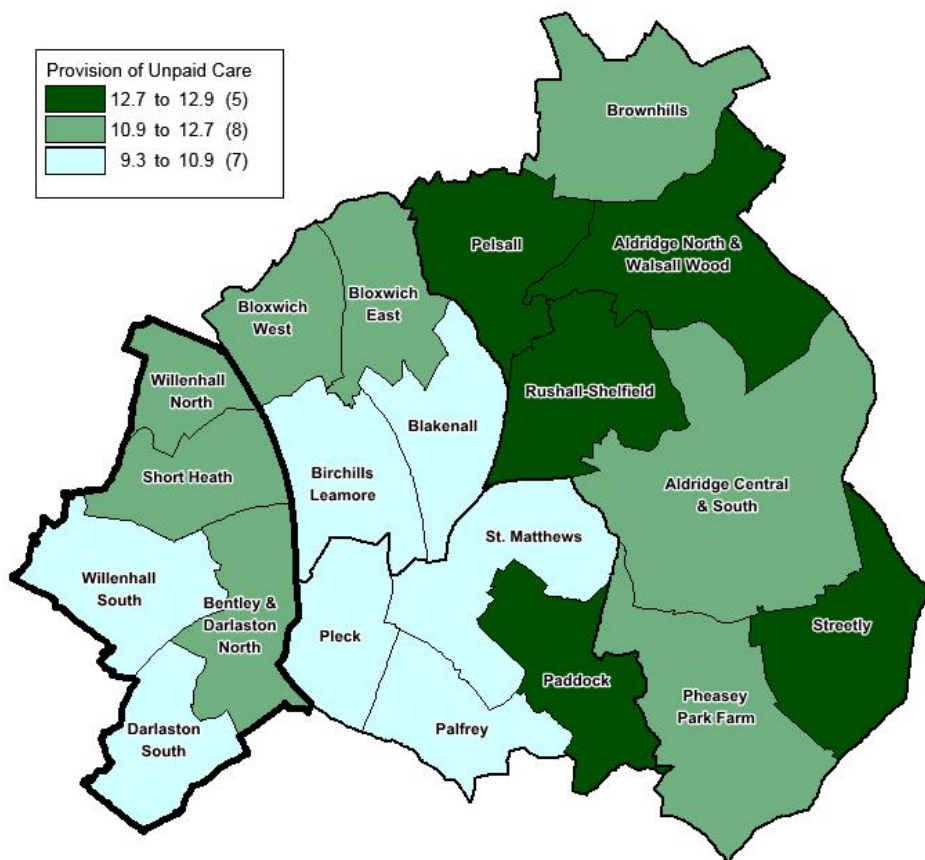
Note – based on GP practice patient lists





Provision of Unpaid Care

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



Provision of unpaid care in Darlaston South is fairly low and slightly lower than the borough average (10.8% and 11.4% respectively).



Recorded Crime

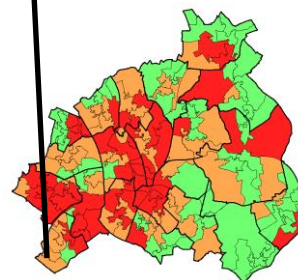
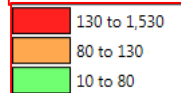
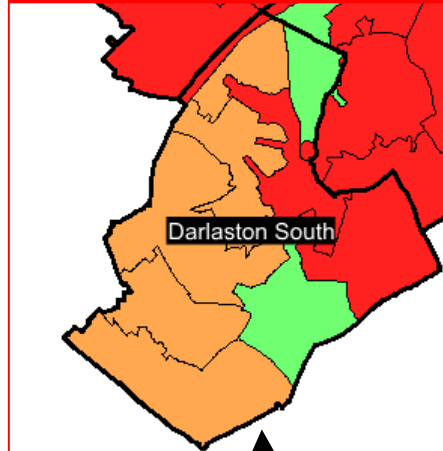
Fairly low number of recorded crimes in this Ward during 2017.

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

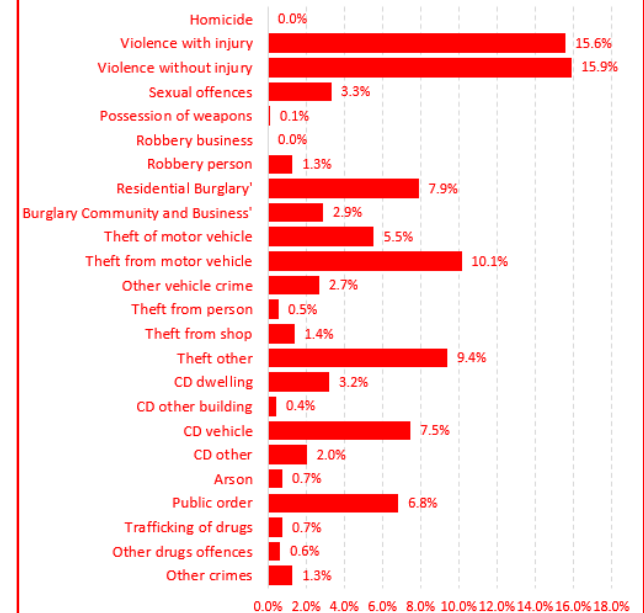
*Serious Acquisitive crimes are defined as :

- 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.



Violent crime is a significant problem in this ward (31.4%)





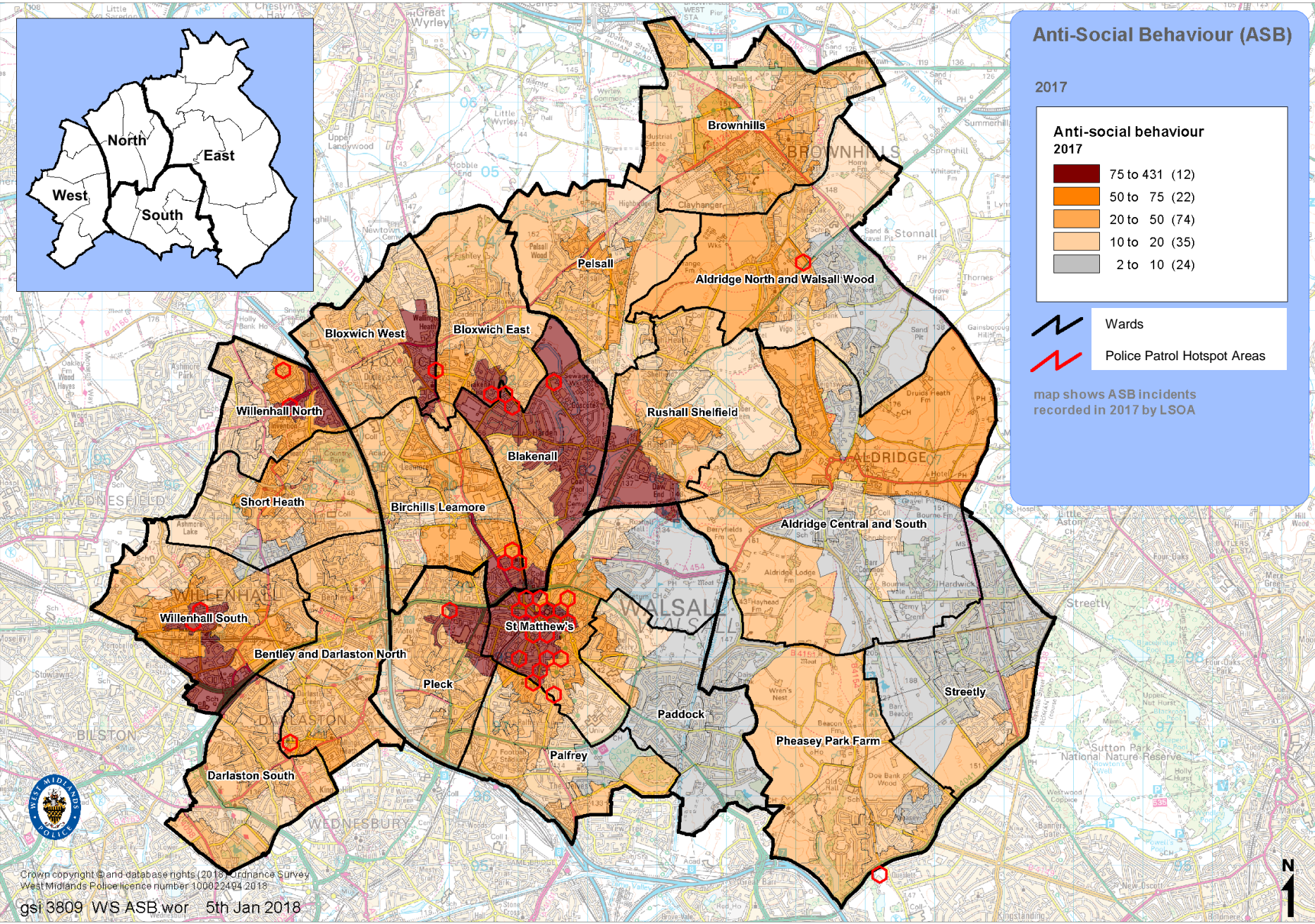
Anti-Social Behaviour (ASB)

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

- **Kings Hill Park** has an outdoor fitness gym to encourage healthy lifestyles in the community. The Community Building is closed to the public.
- **The Moorcroft Environmental Centre** – nature trails include a path around the site, wildlife views of Daubentons Bats, aquatic insects & amphibians. The project is supported by the Friends of Moorcroft Wood & Clean and Green services.
- **Moxley & Rough Hay** – offers a mixture of whg and private housing.
- **Rough Hay Community Centre (Hall Street East)** is WHG owned with residents & local community groups encouraged to use.
- **Housing developments** taking place close to Grace Academy secondary school on Herberts Park Road. Other housing developments taking place alongside established housing projects.
- **106 funding** allocated to a number of local projects within the ward.
- **Ministry of Housing, Communities & Local Government Project** undertaken with schools in the locality to build integrated communities. Developing a shared understanding of cultures & celebrating them.

Source: Localities & Partnerships, Walsall Council





Voluntary & Community Orgs.

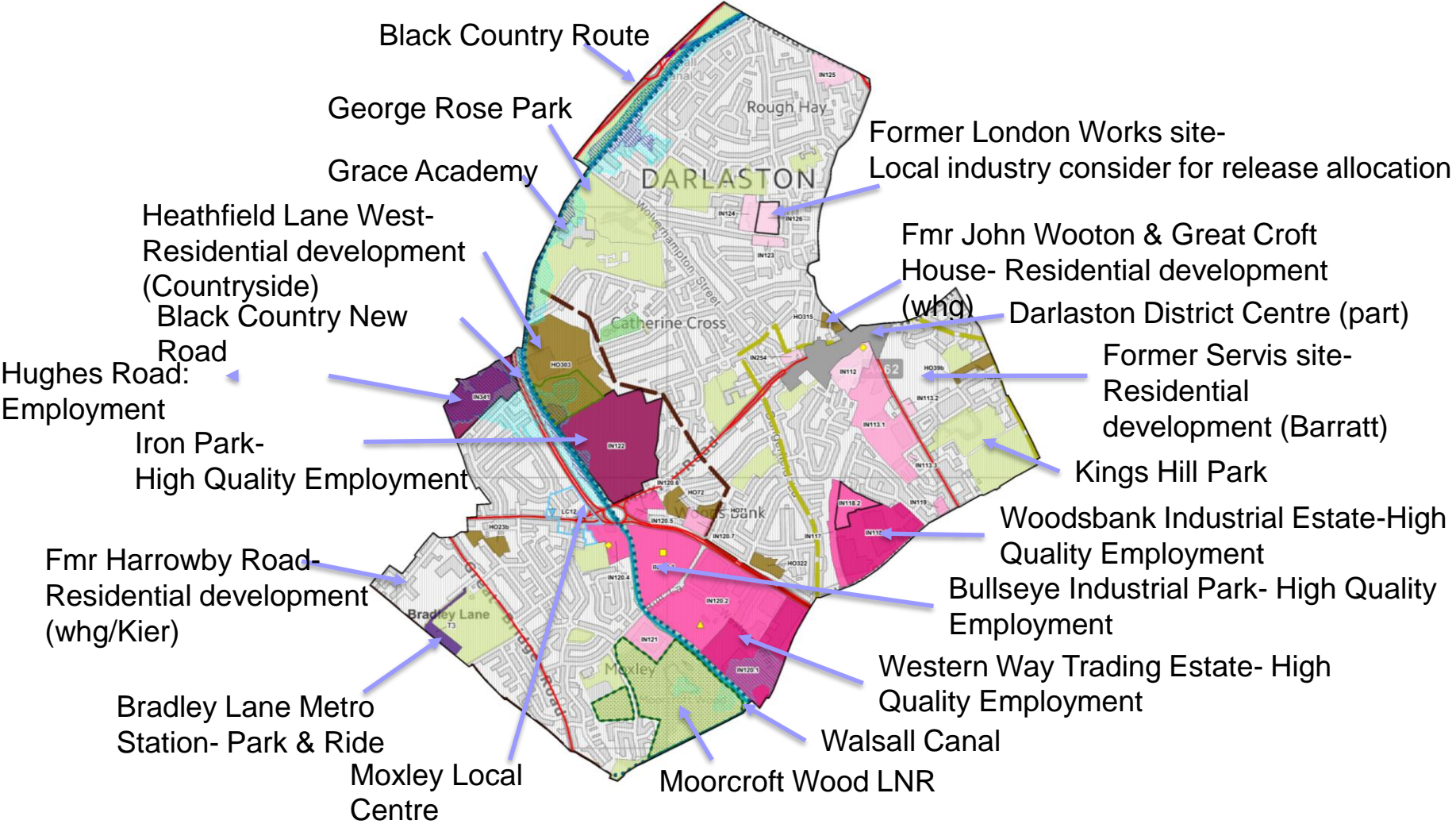
- **Moxley People's Centre** – local community organisation. Cllr Chris Bott is the Centre Manager. The centre runs a number of projects & is supported by grants from Walsall Council & by the hiring of conference facilities etc.



Regeneration



- **Darlaston District Centre** with anchor retailer Asda, and multiple independents.
- **Moxley Local Centre** – Moxley People Centre and recently completed demolition and new build Aldi store.
- **Residential developments**, including former Jebron (Galliford Try) and Servis sites (Barratt), fmr Harrowby Road, Curtin Drive and John Wooton House (whg).
- **High Quality Employment Areas** including Bullseye Industrial Park and supporting **Strategic Companies** including Toolbank, DFS distribution, Kepston, and Alucast.
- **Grace Academy** – new build secondary school completed 2013.
- **Open Space improvements** – George Rose Park, Kings Hills Park, Great Bridge Road playing fields, and Moorcroft Wood Local Nature Reserve.
- **Canal corridor towpath improvements** – part delivered and planned.





Looking Forward

- **Residential opportunities** – Construction of 207 units at Heathfield Lane West (Countryside), and future development sites at Fmr Kings Hill JMI and Festival Avenue.
- **Employment opportunities** – Iron Park 465,000sqft floorspace with planning and funding applications currently under assessment, and future development of Hughes Road.
- **Bradley Lane Metro Park & Ride** – under construction and due to complete Summer 2019. Led by TfWM.
- **Moxley Gyrotory** – Proposed scheme development for future highway improvements.
- **Moorcroft Wood Environment Centre** – Asset Management review of occupancy/lease arrangements.



HLW Proposed House types



Proposed Park & Ride Layout



Moxley Iron Park Illustrative Layout



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

January 2019

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Notes

