

# HEALTH INEQUALITIES IN WALSALL

Director of Public Health  
Annual Report 2018



Walsall Council

**PROUD** OF OUR **PAST** OUR **PRESENT** AND FOR OUR **FUTURE**

# Foreword from Director of Public Health **INSIGHT**

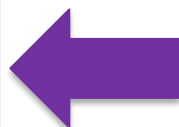
The health inequalities in Walsall are quite unique, with an East / West divide apparent in relation to some factors. However, this emphasises the importance we have to ensure we understand our communities as best we can and be confident we can address their needs. We as an organisation, and our Partners, are committed to ensuring all Walsall residents have the opportunities to maximise their potential.

I hope you enjoy this succinct slide set for Walsall and the health inequalities outlined within it. I encourage you to look further into the issues that Walsall Council and our Partner organisations are challenged with improving. Peruse the ward profiles and make it your business to make a difference to the lives of our residents.



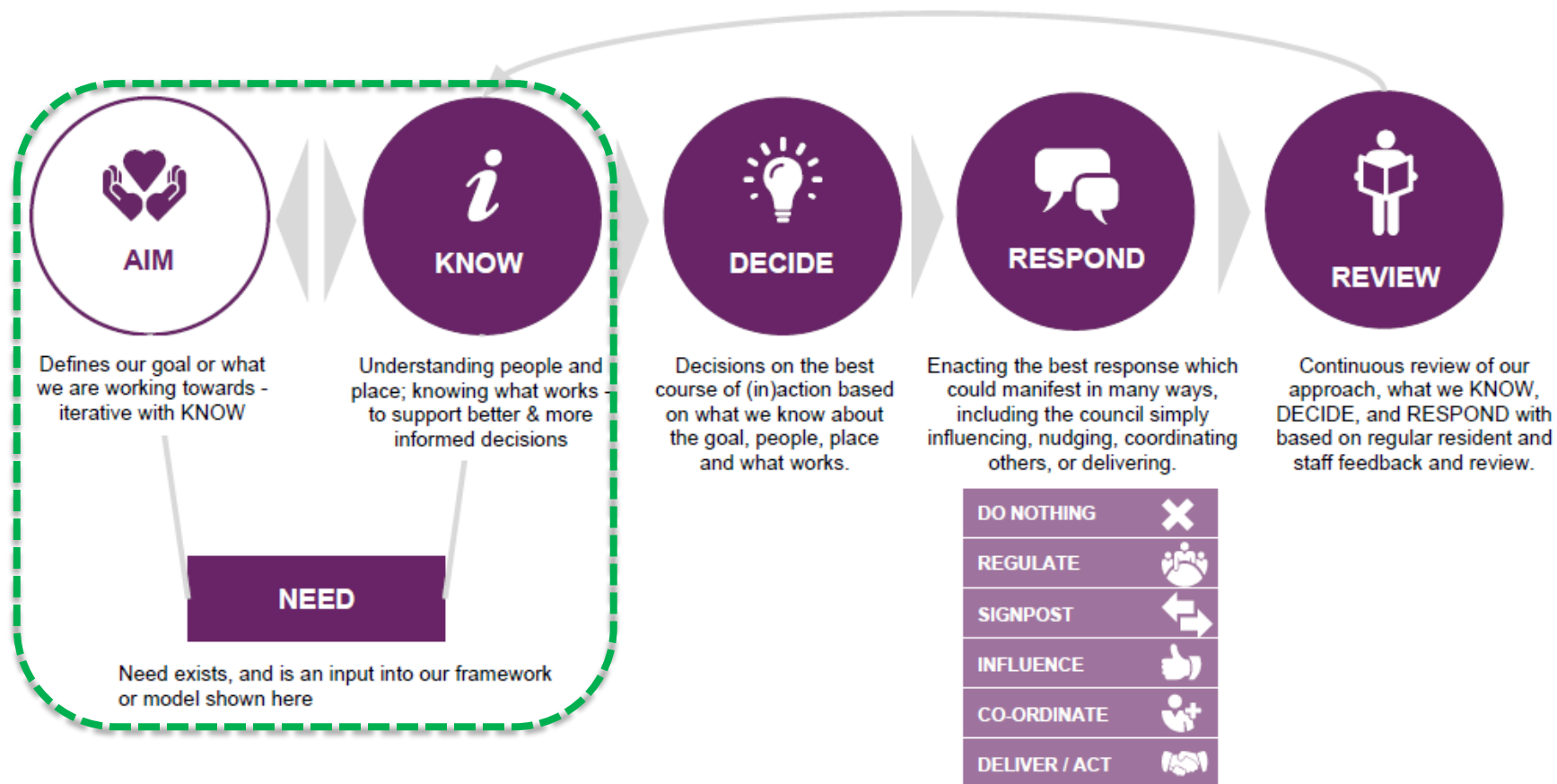
Best Wishes

*Barbara*



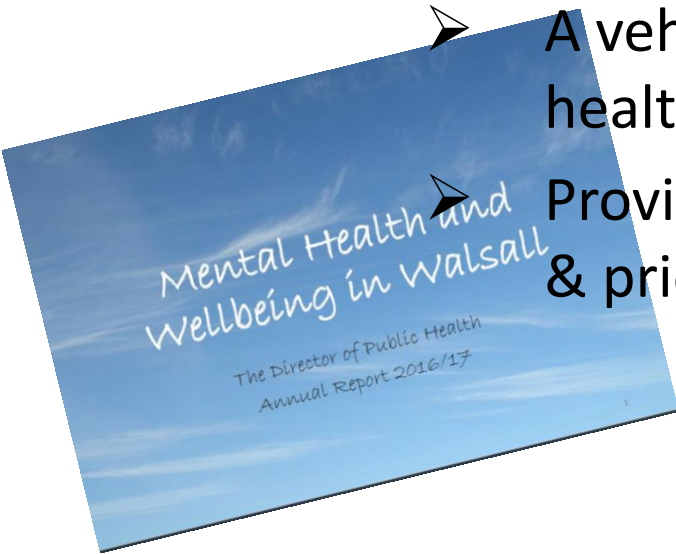
**Click here to do as Barbara suggests and find out more about our borough.**

# “Ways of thinking” Framework



DPH Annual Reports are a statutory requirement, for which they assist with the following:

- A vehicle for informing local people about the health of their community
- Providing insight for decision makers on health gaps & priorities that need addressing



This specific annual report will also:

- Highlight Walsall 'health inequalities'
- Illustrate East / West differences
- Impact of wider determinants of health



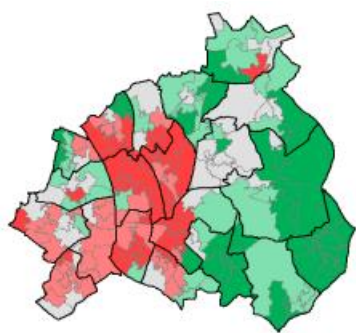


# Introduction to Walsall



Walsall is a metropolitan borough consisting of a mix of urban, suburban and semi-rural communities. Covering 40 sq. miles, it is located to the north-west of Birmingham, and is one of the four local authorities that make up the Black Country sub-region (with Dudley, Sandwell and Wolverhampton). Walsall town centre lies at the heart of the borough surrounded by Aldridge, Bloxwich, Brownhills, Darlaston and Willenhall district centres.

Walsall's overall population of 281,293 (MYE 2017, ONS) is predicted to increase by 5.9% over 10 years, from 274,200 in 2014 to 290,200 in 2024. Like many areas, the predicted growth of Walsall's older population (>65) is higher than this at 12.4%. There has already been an 8.8% increase in births between 2004 and 2014, and the number of Walsall reception pupils in schools has increased 11.34% between 2012 and 2017.



Walsall ranks 33<sup>rd</sup> most deprived English authority (out of 326), nudging Walsall just outside the most deprived 10% of districts in the country (30<sup>th</sup> in 2010 and 45<sup>th</sup> in 2007). There are currently 34 out of 167 Lower Super Output Areas (LSOAs) amongst the most deprived 10% in England (compared to 41 in 2010). There are extremes of deprivation, with central and western areas typically much more deprived than eastern areas, although pockets of deprivation exist even in the more affluent parts of the borough (DCLG, 2015).

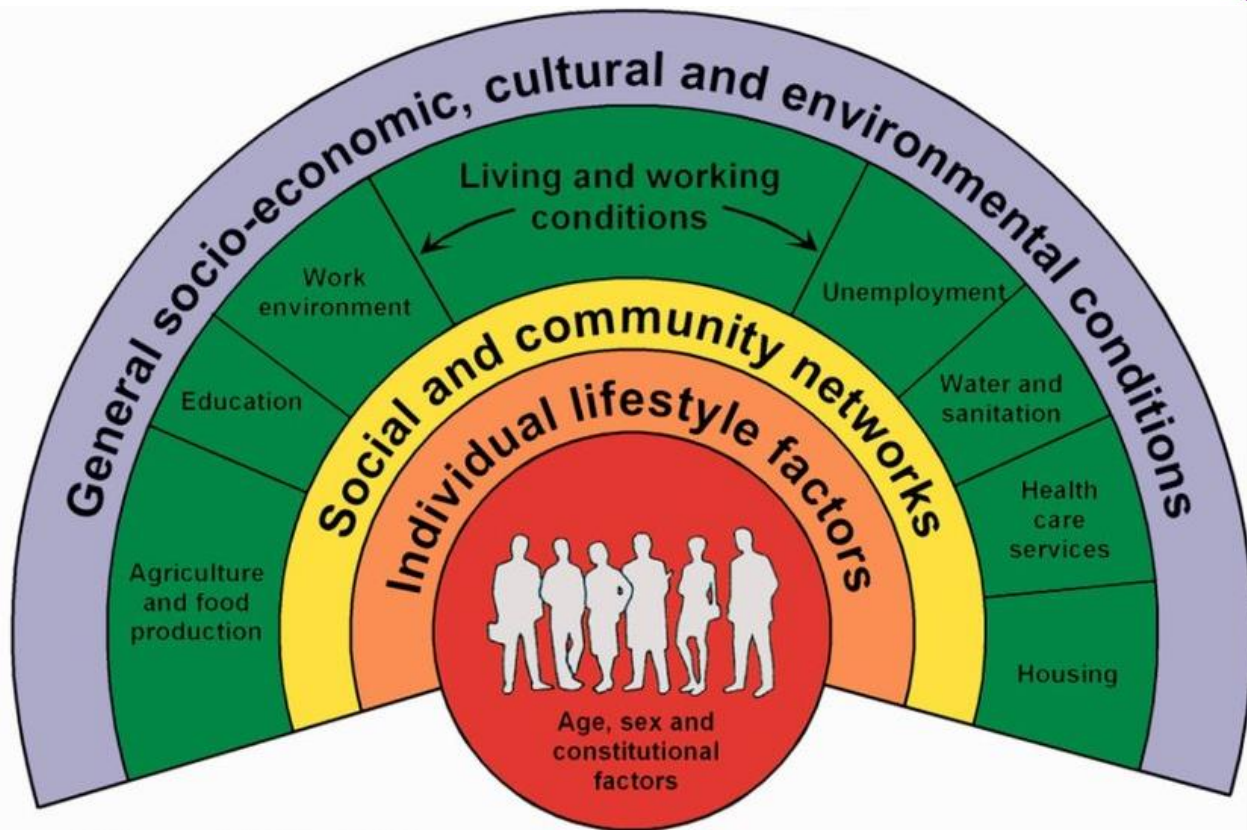
All of the above is available on...





The **wider determinants of health** are the economic and social conditions that influence individual and group differences in health status.

To enjoy an all rounded, integrated, fulfilling life, all factors need to be taken into account.



Source: Dahlgren and Whitehead, 1991

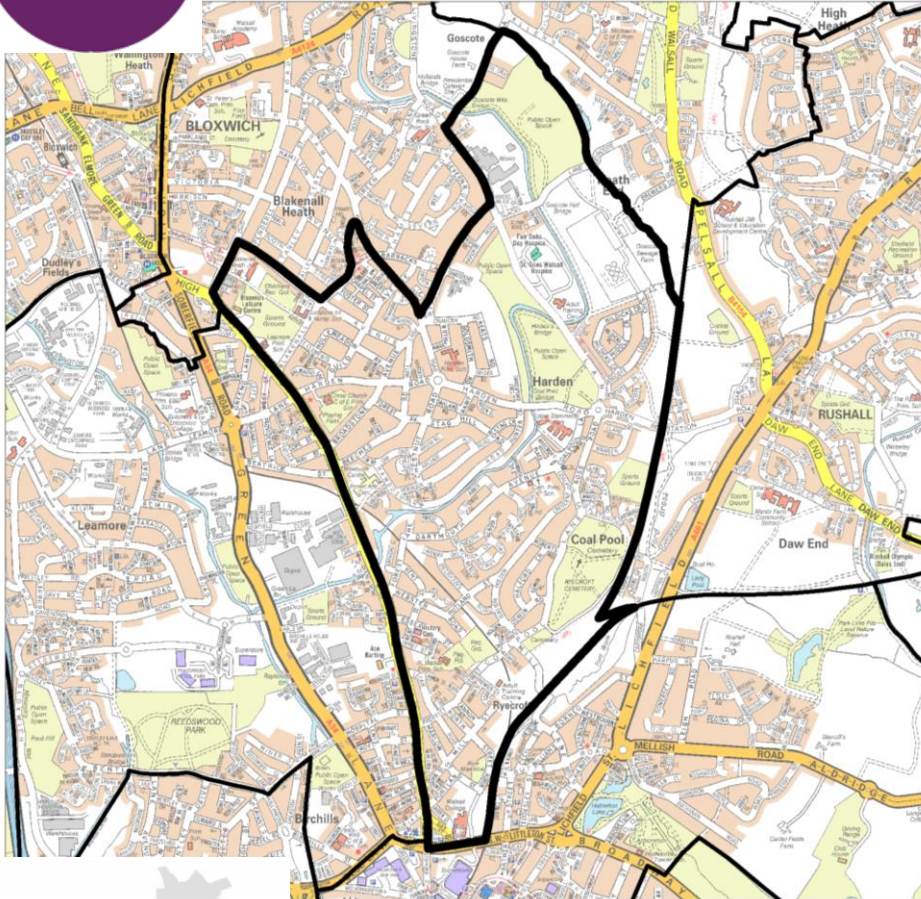
The Ward Profiles offer an overview of the 20 wards in Walsall, taking into account the factors above.





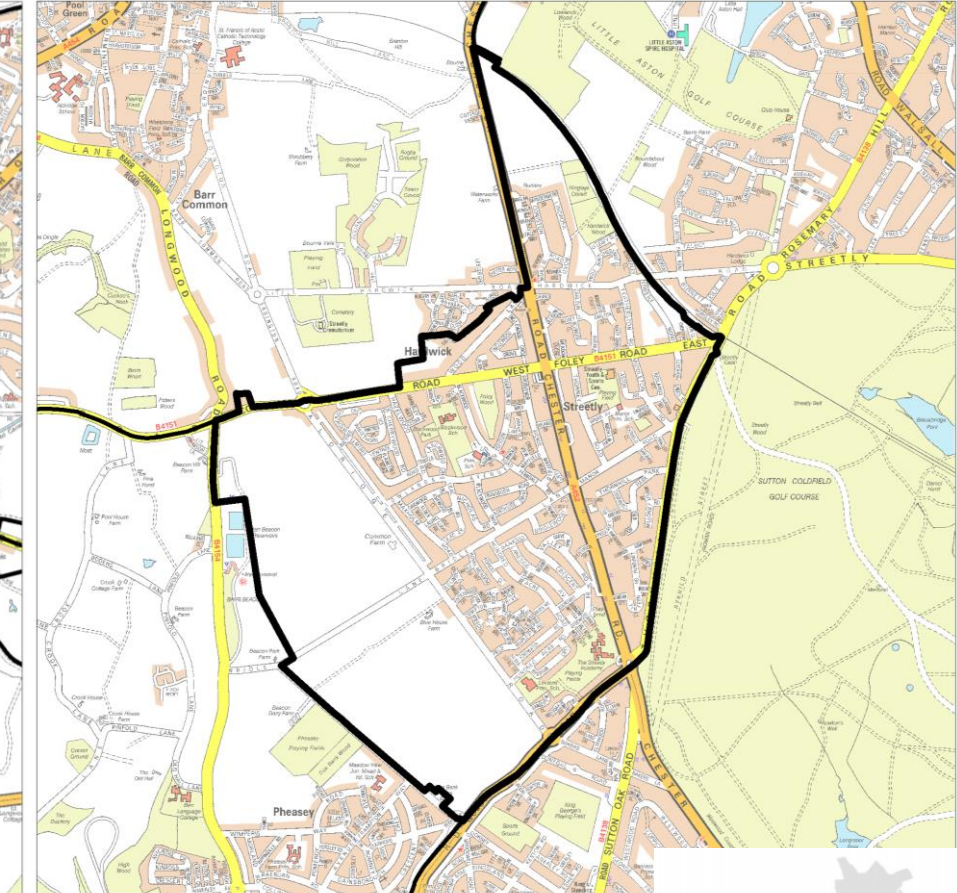
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# Geography of Area



Blakenall

Covers 4.12 sq km (412 ha)  
4% of borough  
Popn. density of 37 / ha.  
(borough ave. = 27)



Streetly

- Covers 5.83 sq km (583 ha)
- 5.6% of borough
- Popn. density of 24 / ha.



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# Population

Adjust the sex & age parameters

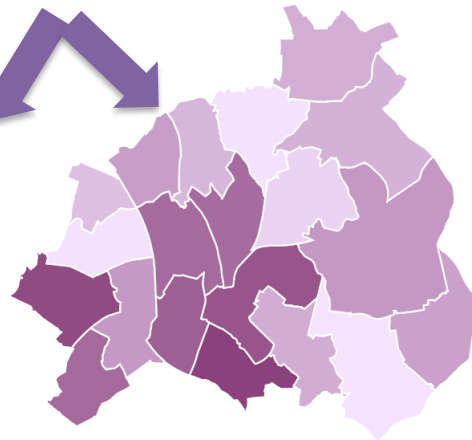
Sex ☐ Age

☒ All ☐ Female ☐ Male

Click on the table or map to select an area

Ward Name	Pop	Per %
Palfrey	17,258	6.1%
Willenhall South	16,927	6.0%
St. Matthews	16,554	5.9%
Pleck	16,168	5.7%
Darlaston South	15,820	5.6%
Birchills Leamore	15,762	5.6%
Blakenall	15,698	5.6%
Aldridge Central and South	14,066	5.0%
Bentley and Darlaston North	14,041	5.0%
Bloxwich West	13,857	4.9%
Streetly	13,739	4.9%
Paddock	13,325	4.7%
Brownhills	13,258	4.7%
Aldridge North and Walsall Wood	13,162	4.7%
Bloxwich East	12,963	4.6%
Willenhall North	12,650	4.5%
Rushall-Shelfield	11,925	4.2%
Short Heath	11,390	4.0%
Pelsall	11,382	4.0%
Pheasey Park Farm	11,348	4.0%
<b>Total</b>	<b>281,293</b>	<b>100.0%</b>

source: ONS 2017 Mid year population estimates & projections ([link](#))



281,293

Estimated population

Localities

West

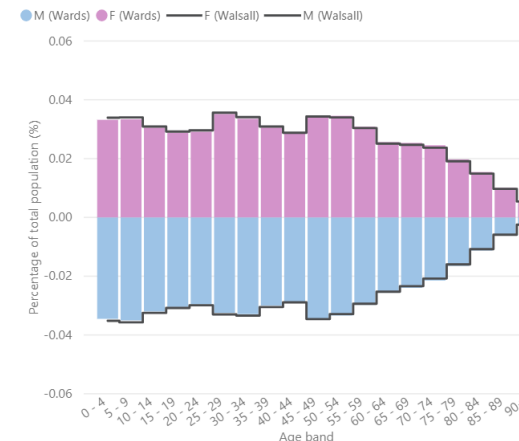
South

North

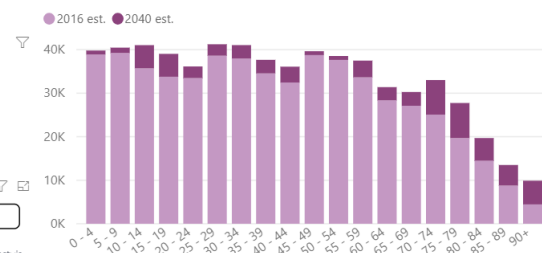
East

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## Population pyramid



## Projected population



source: ONS 2016 ([link](#)) based population projections - borough level change applied to individual wards - assumption that % is applied equally to base population across wards

Microsoft Power BI

**Walsall INSIGHT**   
Trends & Intelligence

Use the interactive population dashboard on the insight website to understand current population figures

Source – ONS, MYE 2017



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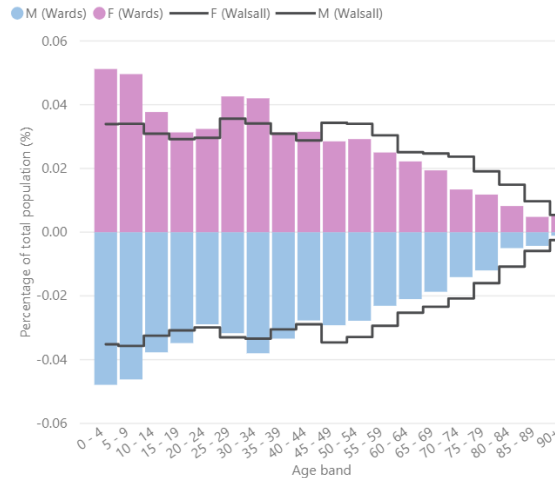
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# Population

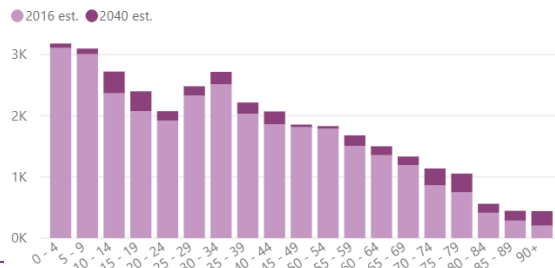
Blakenall

15,698

Population pyramid



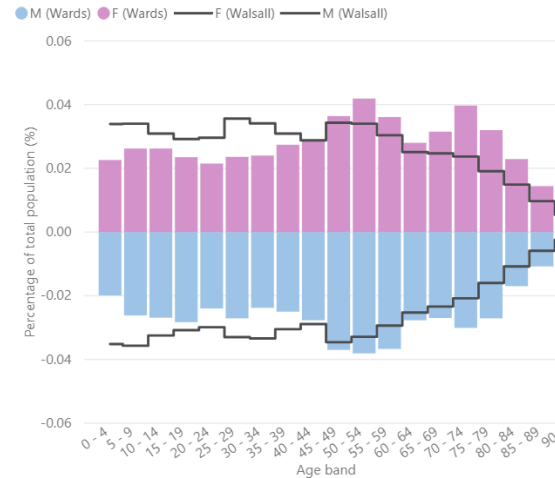
Projected population



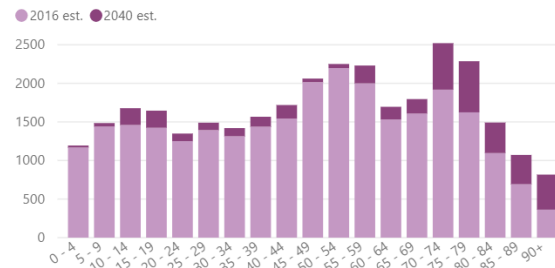
13,739

Streetly

Population pyramid



Projected population



- Above average older & very old age people
- Increases expected amongst older population, 70+ in particular

**Walsall INSIGHT**   
Trends & Intelligence

Use the interactive population dashboard on the insight website to understand current population figures

Source – ONS, MYE 2017



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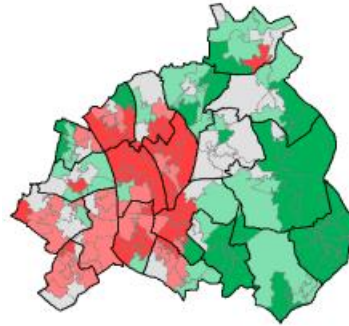
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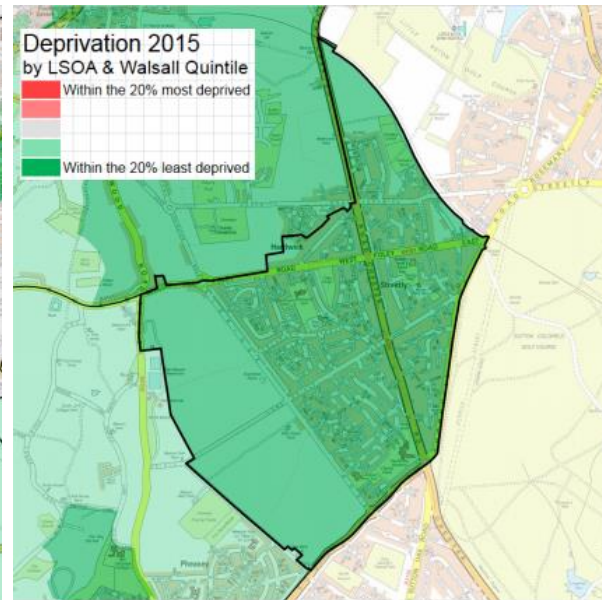
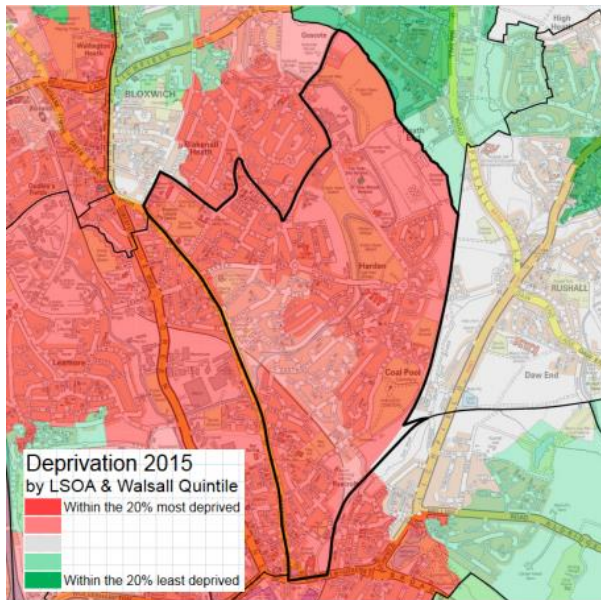
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# Indices of Deprivation

Blakenall has high levels of deprivation, with much of the ward within the top 20% most deprived



Streetly



All LSOAs in Streetly ward are within the 20% least deprived in England



Blakenall

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

Source – DCLG, Index of Multiple Deprivation, 2015



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# Social Segmentation - Experian



Blakenall ward is predominantly

## 'Family Basics' 48%



### Key Features

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

Blakenall ward is most likely to respond to the following

### Channel Preferences

1. Mobile
2. Landline
3. Face to face

Source – Experian, Mosaic Public Sector Profiler 2017



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# Social Segmentation - Experian

Streetly ward is predominantly

**‘Prestige Positions’**

**35%**



Streetly ward is most likely to respond to the following

## **Channel Preferences**

- 1. Post**
- 2. Online**
- 3. Email**

## **Key Features**

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

Source – Experian, Mosaic Public Sector Profiler 2017



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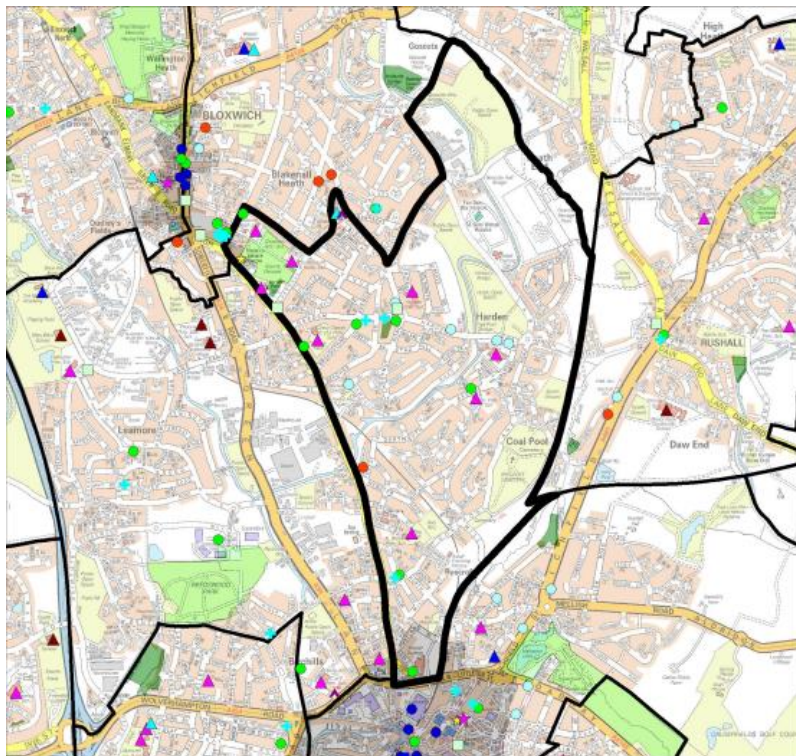


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# Facilities

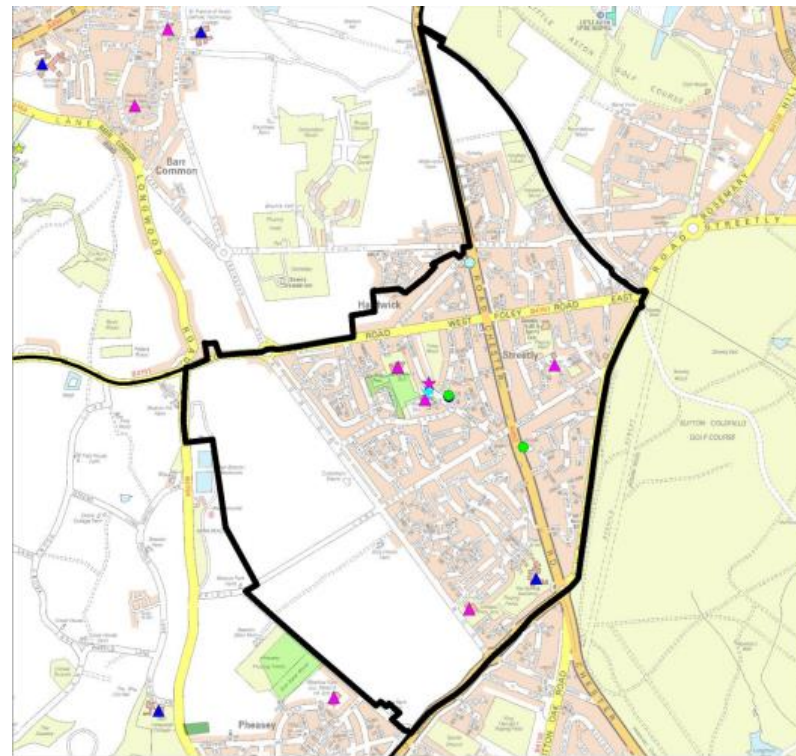
Blakenall

An array of facilities in & around Blakenall, also close to Walsall town centre.



On the border with Birmingham and Sutton Park, facilities are more localised.

Streetly



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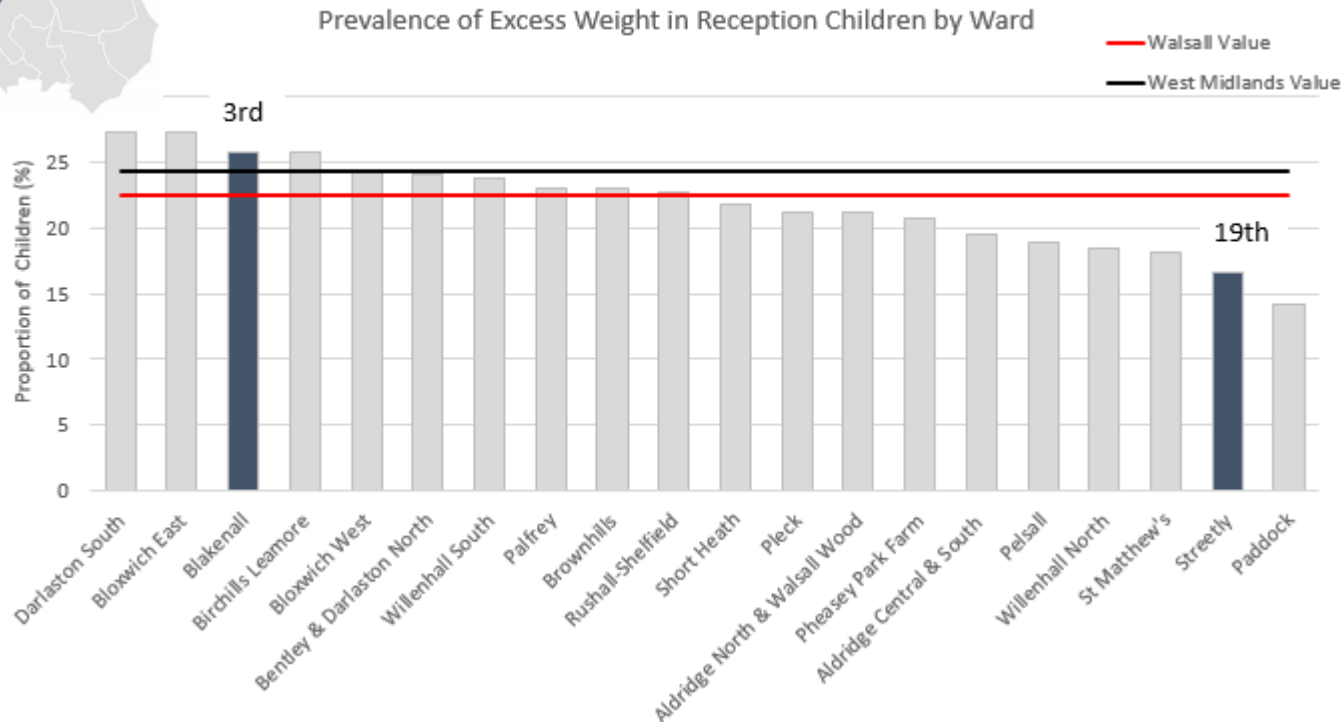


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# Healthy Child Weight – Year Reception

Blakenall

Streetly



The prevalence of children in Reception year that are of an unhealthy weight ranks 3<sup>rd</sup> highest (25.7%) for Blakenall ward and is above the borough average of 22.5% compared to Streetly ward which ranks 19<sup>th</sup> (16.7%).

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



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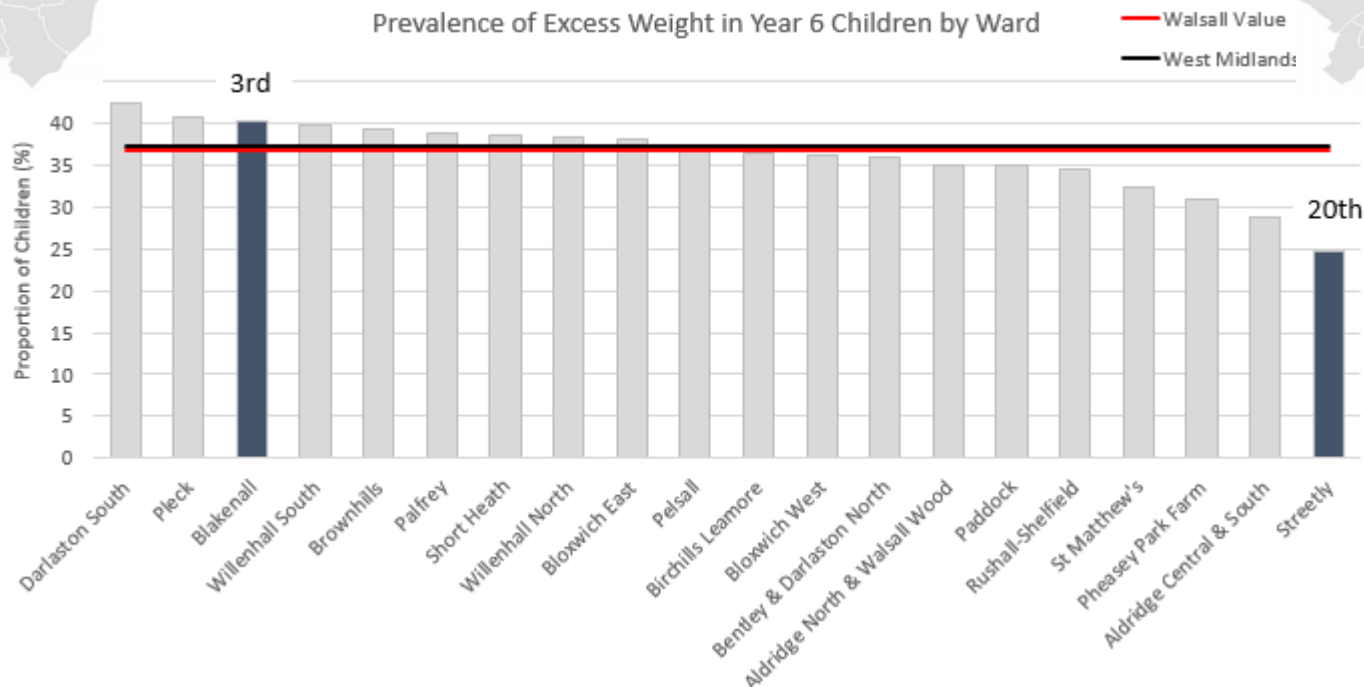


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# Healthy Child Weight – Year 6

Blakenall

Streetly



The prevalence of children in year 6 that are of an unhealthy weight ranks 3<sup>rd</sup> highest (40.2%) for Blakenall ward and is above the borough average of 36.7% compared to Streetly ward which ranks 20<sup>th</sup> (24.6%).

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



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# Economic Summary

Blakenall

**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-Sheffield	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%

Streetly

- 38.9% Blakenall residents had no qualifications
- 355 benefit claimants (195 men & 160 women)
- 67% working age people economically active (Walsall average 74%)
- Largest occupation group – 'elementary occupations' (19.3%) & 'skilled trades' (16.1%)
- 9.3% Streetly residents had no qualifications
- 55 benefit claimants (30 men & 25 women)
- 82.6% working age people economically active (Walsall average 74%)
- Largest occupation group – 'professional' (19.6%) & 'administrative & secretarial' (15.4%)



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# Education & Aspirations

Blakenall

Below average  
within Early Years

Well Below  
average  
exclusions (fixed  
& permanent)

Key Stage	Measure	Ward: Blakenall 2017	Walsall 2017	National 2017	Ward Rank
Early Years	Pupils achieving a 'Good Level of Development'	62%	66%	71%	14/20
Y1 Phonics	Pupils meeting the expected standard of Phonic decoding	74%	80%	81%	19/20
Key Stage 1	Pupils achieving the expected standard in Reading	66%	72%	76%	18/20
Key Stage 1	Pupils achieving the expected standard in Writing	54%	63%	68%	18/20
Key Stage 1	Pupils achieving the expected standard in Maths	67%	73%	75%	19/20
Key Stage 2	Pupils reaching the expected standard in Reading, Writing & Maths Combined	35%	53%	62%	20/20
Key Stage 2	Average progress of pupils in Reading	-2.9	-1.1	0	18/20
Key Stage 2	Average progress of pupils in writing	-1.0	-0.6	0	16/20
Key Stage 2	Average progress of pupils in Maths	-2.9	-0.8	0	20/20
Key Stage 4	Average Attainment 8 score	33.4	43.0	46.1	19/20
Key Stage 4	Average Progress 8 score	-0.60	-0.24	-0.03	17/20
	Rate of Fixed Period Exclusions	7.16	4.57	4.29	19/20
	Rate of Permanent Exclusions	0.32	0.16	0.08	17/20

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)

Well Below  
average  
within KS1 –  
Pupils  
achieving  
expected  
standard in  
Reading,  
Writing &  
Maths

Well Below  
average  
within KS2



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# Education & Aspirations

Well Above  
average within  
Early Years and  
Y1 Phonics



Key Stage	Measure	Ward: Streetly 2017	Walsall 2017	National 2017	Ward Rank
Early Years	Pupils achieving a 'Good Level of Development'	76%	66%	71%	3/20
Y1 Phonics	Pupils meeting the expected standard of Phonic decoding	93%	80%	81%	1/20
Key Stage 1	Pupils achieving the expected standard in Reading	79%	72%	76%	2/20
Key Stage 1	Pupils achieving the expected standard in Writing	73%	63%	68%	2/20
Key Stage 1	Pupils achieving the expected standard in Maths	81%	73%	75%	1/20
Key Stage 2	Pupils reaching the expected standard in Reading, Writing & Maths Combined	78%	53%	62%	1/20
Key Stage 2	Average progress of pupils in Reading	1.5	-1.1	0	1/20
Key Stage 2	Average progress of pupils in writing	0.7	-0.6	0	1/20
Key Stage 2	Average progress of pupils in Maths	0.0	-0.8	0	3/20
Key Stage 4	Average Attainment 8 score	50.9	43.0	46.1	1/20
Key Stage 4	Average Progress 8 score	-0.16	-0.24	-0.03	6/20
	Rate of Fixed Period Exclusions	2.70	4.57	4.29	7/20
	Rate of Permanent Exclusions	0.00	0.16	0.08	1/20



Well  
above  
average  
in KS1



Well  
above  
average  
in KS2



Above average  
KS4ave. Progress 8  
score



Well above  
average for  
exclusions



Key

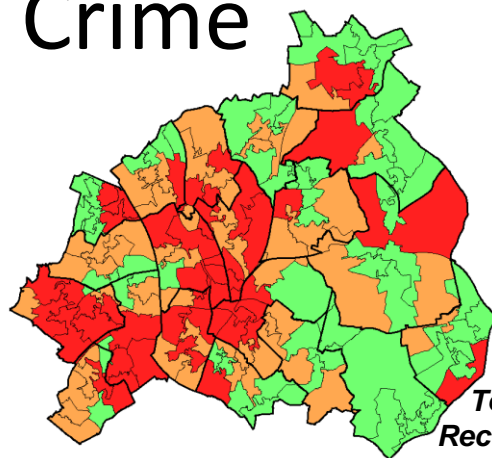
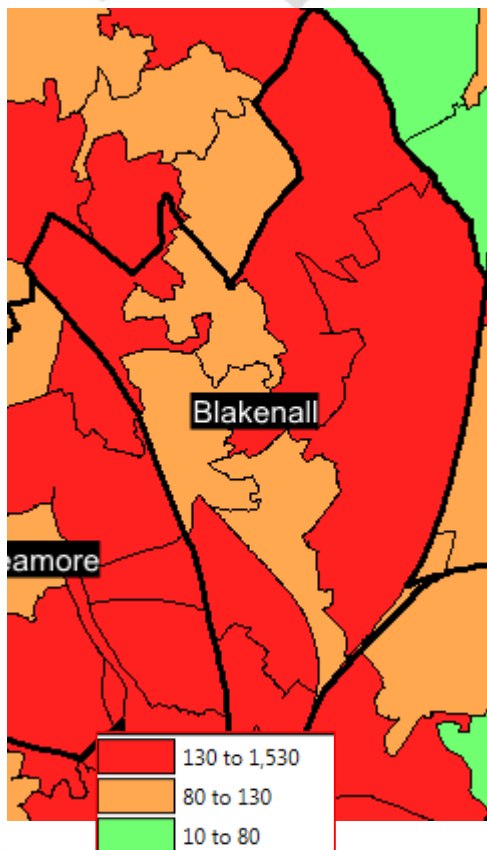
In the top quartile wards in Walsall (performing well above average)	In the second quartile wards in Walsall (above average)	In the third quartile wards in Walsall (below average)	In the bottom quartile wards in Walsall (well below average)
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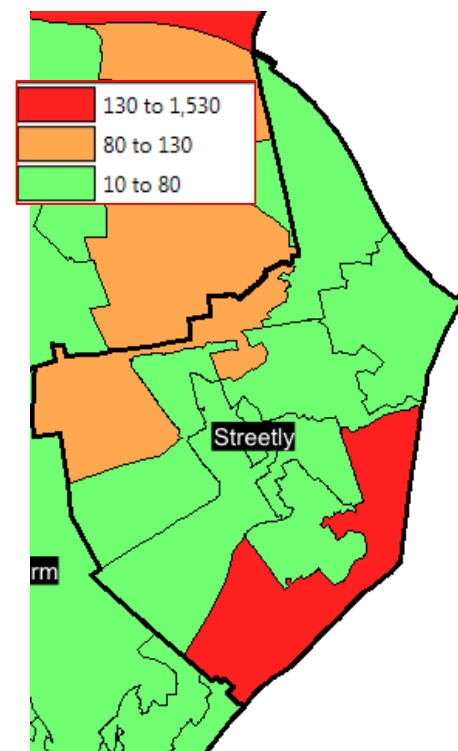
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# Recorded Crime

Blakenall



Streetly



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

Source – West Midlands Police, 2017

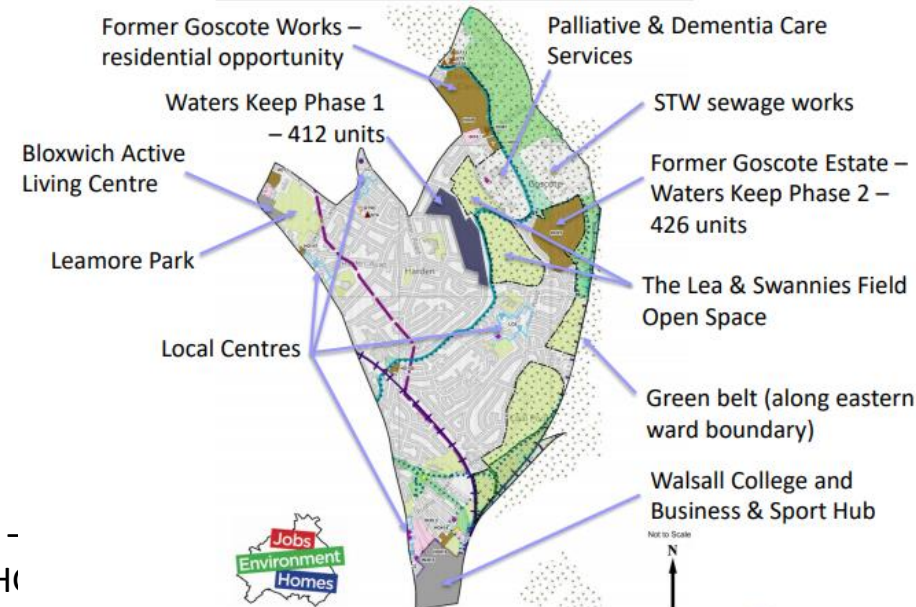


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Walsall Local Plan Policies Map Extract: Streetly  
Submission Version Including Draft Modifications  
February 2018



Source – Regeneration & Development, Walsall Council, 2017



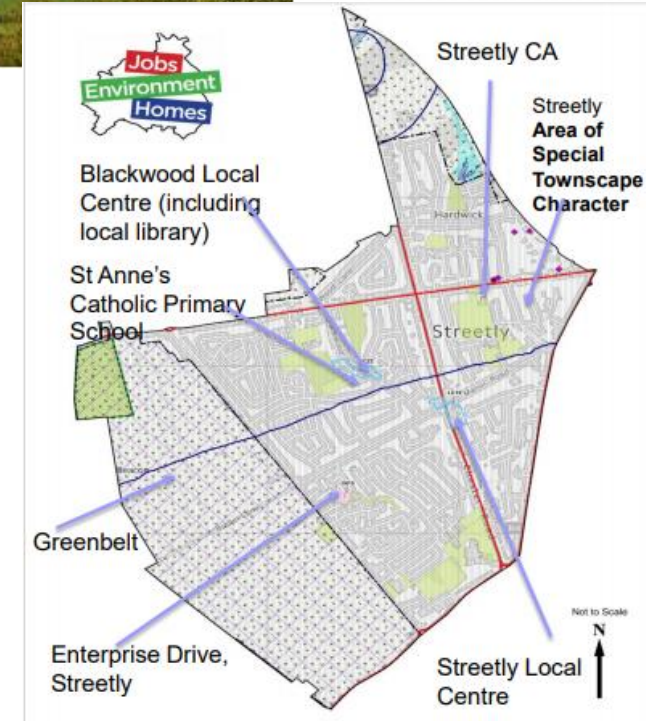
# Regeneration



- Well established **residential area** with access to **greenbelt**
- Healthy **local centres** providing a range of good services with good levels of occupancy – Blackwood & Streetly
- Many residents likely to **commute for work** – e.g. Walsall, Birmingham & Sutton Coldfield
- Streetly **community association** well established and active in the area
- **Streetly library** continues to be operated in conjunction with the friends group
- Area of **Special Townscape Character** (Thornhill Road/Middleton Road/Foley Road East) – used by Development Management as guidance
- Future **housing opportunity** at Enterprise Drive subject to industry vacating site
- **Future proposals** include the library Garden and car parking provision for St Anne's school on the site of the former youth club

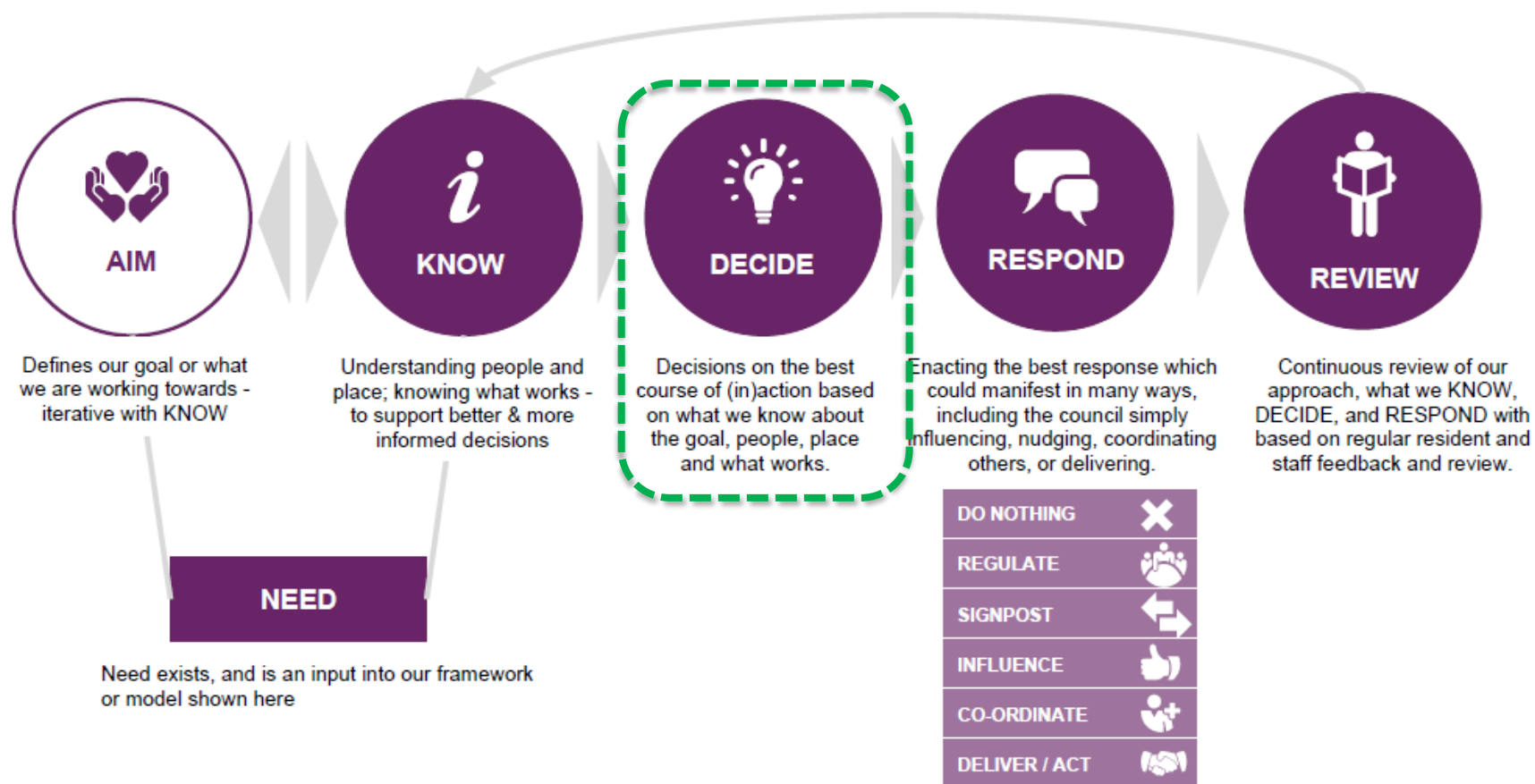


Walsall Local Plan Policies Map Extract: Streetly  
Submission Version Including Draft Modifications  
February 2018



Source – Regeneration & Development, Walsall Council, 2017

# “Ways of thinking” Framework





DECIDE

# Decisions

INSIGHT

Ranking the topics used within the ward profiles, (including population rate, deprivation, YR & Y6 excess weight, benefit claimants, educational attainment & total recorded crime) – resulted in the development of the **‘Ward Inequalities Matrix’**

Ward Name	Population	Crude Rate	Deprivation	Prev. of excess weight YR	Prev. of excess weight Y6	% Benefit Claimants	Early Years - 'good level of development'	KS1 Reading	KS1 Writing	KS1 Maths	KS2 Combined	KS4 average attainment 8 score	Exclusions - fixed	Total Recorded Crime	TOTAL RANK SCORE
Blakenall	15,195	545.18	52.9	25.7	40.2	7.4	62	66	54	67	35	33.4	7.16	92.14	41 <b>WORST</b>
Birchills Leamore	15,423	553.36	48.1	25.7	36.4	7.9	60	63	55	61	36	33.2	8.88	100.49	43
Pleck	15,710	563.66	44.0	21.1	40.6	7.3	56	68	63	69	47	37.8	3.3	91.28	68
Willenhall South	16,533	593.19	37.4	23.7	39.7	10.5	68	69	55	70	42	39.1	3.58	121.73	71
Bloxwich East	12,930	463.91	41.4	27.3	37.9	5.3	63	68	51	71	48	39.4	6.77	85.44	83
Darlaston South	15,708	563.59	39.9	27.3	42.4	8.6	62	74	67	75	49	38.4	3.93	61.61	86
St Matthew's	16,325	585.72	38.9	18.1	32.3	9	62	65	53	69	58	45.7	3.96	202.63	96
Palfrey	16,933	607.54	37.6	23.0	38.7	6.4	50	73	61	75	49	39.3	2.44	58.42	100
Bloxwich West	13,909	499.04	35.0	24.2	36.2	5.3	66	70	61	72	40	43.1	6	78.60	101
Bentley and Darlaston North	13,863	497.39	38.3	24.1	35.9	5.9	68	75	68	75	54	36	2.75	84.87	126
Brownhills	13,140	471.45	26.7	22.9	39.2	3.5	68	75	67	74	56	38.2	4.23	57.78	131
Willenhall North	12,787	458.78	23.8	18.4	38.2	4	72	71	67	76	61	41.5	4.29	65.56	152
Rushall-Shelfield	11,981	429.87	23.5	22.6	34.5	3.1	61	72	64	76	56	43.8	1.23	57.04	164
Short Heath	11,325	406.33	24.5	21.7	38.4	4	75	77	67	79	53	38.4	2.1	64.34	165
Aldridge North and Walsall Wood	13,244	475.18	17.8	21.1	35.0	2.9	74	78	70	78	69	41.7	2.84	46.23	196
Paddock	13,143	471.56	13.8	14.1	34.8	1.8	73	71	65	76	66	48.2	1.89	43.20	201
Aldridge Central and South	13,897	498.61	13.9	19.4	28.6	2.1	79	76	65	79	65	44.3	1.8	51.56	203
Pelsall	11,489	412.21	17.4	18.9	37.3	2.4	70	79	79	79	58	45.4	1.14	50.45	210
Pheasey Park Farm	11,398	408.95	11.6	20.7	31.0	1.5	79	77	64	78	65	49.2	2.9	34.95	214
Streetly	13,782	494.48	5.5	16.7	24.6	1.1	76	79	73	81	78	50.9	2.7	40.33	239 <b>BEST</b>

**Blakenall** and **Streetly** wards are the two extremes – differences in particular are evident in deprivation, childhood obesity, educational attainment & total crime.



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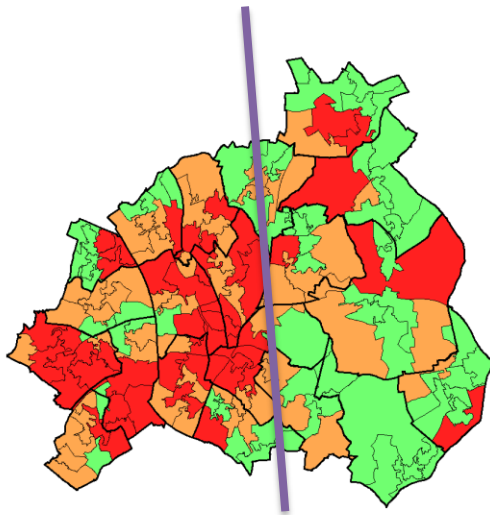


DECIDE

# Decisions

INSIGHT 

The **Ward Inequalities Matrix** highlights the vast differences which exist across Walsall – the **East / West divide**



This in turn emphasises the importance of understanding the specific structure and needs of a population within an area and that their differences need to be specifically addressed & communicated accordingly. The ward profiles assist in achieving this.



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DECIDE

# Decisions

INSIGHT 

The health inequalities highlighted are all reflected within key organisational documents including:

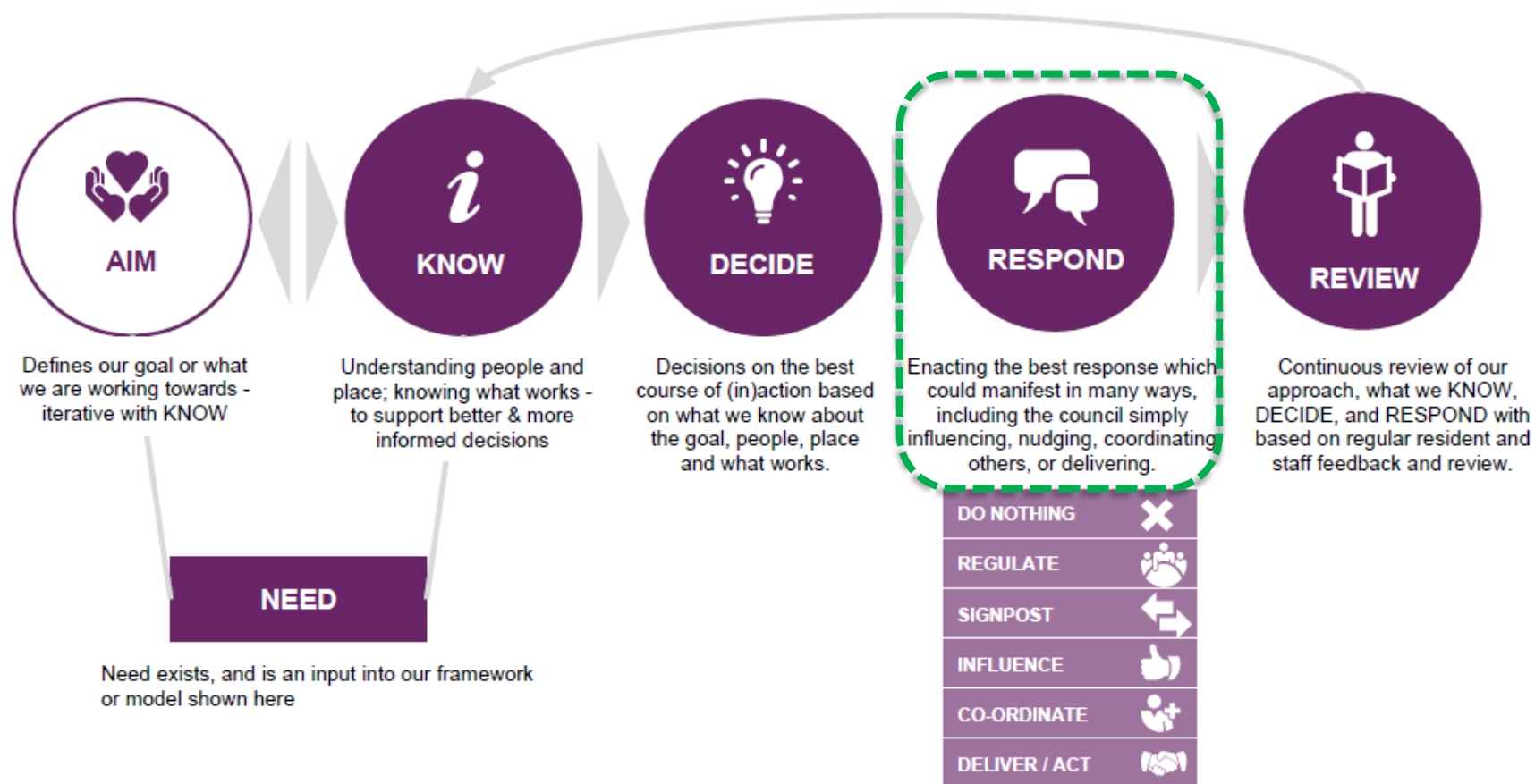
- Walsall town centre master plan

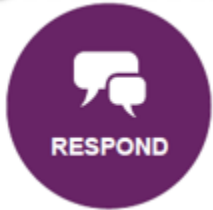


- **Walsall's Corporate Plan**  
(Walsall Council priorities)
- **Walsall Plan** (Partner priorities)



# “Ways of thinking” Framework





# Respond



The **ward profiles** available on the website illustrate the inequalities which exist across the borough of Walsall. By understanding the characteristics, we can better determine what the needs of residents may be and the services they require.

REGULATE	
SIGNPOST	
INFLUENCE	
CO-ORDINATE	
DELIVER / ACT	

They continue to be utilised across the organisation, and by Partners, to assist in the day to day work of colleagues.



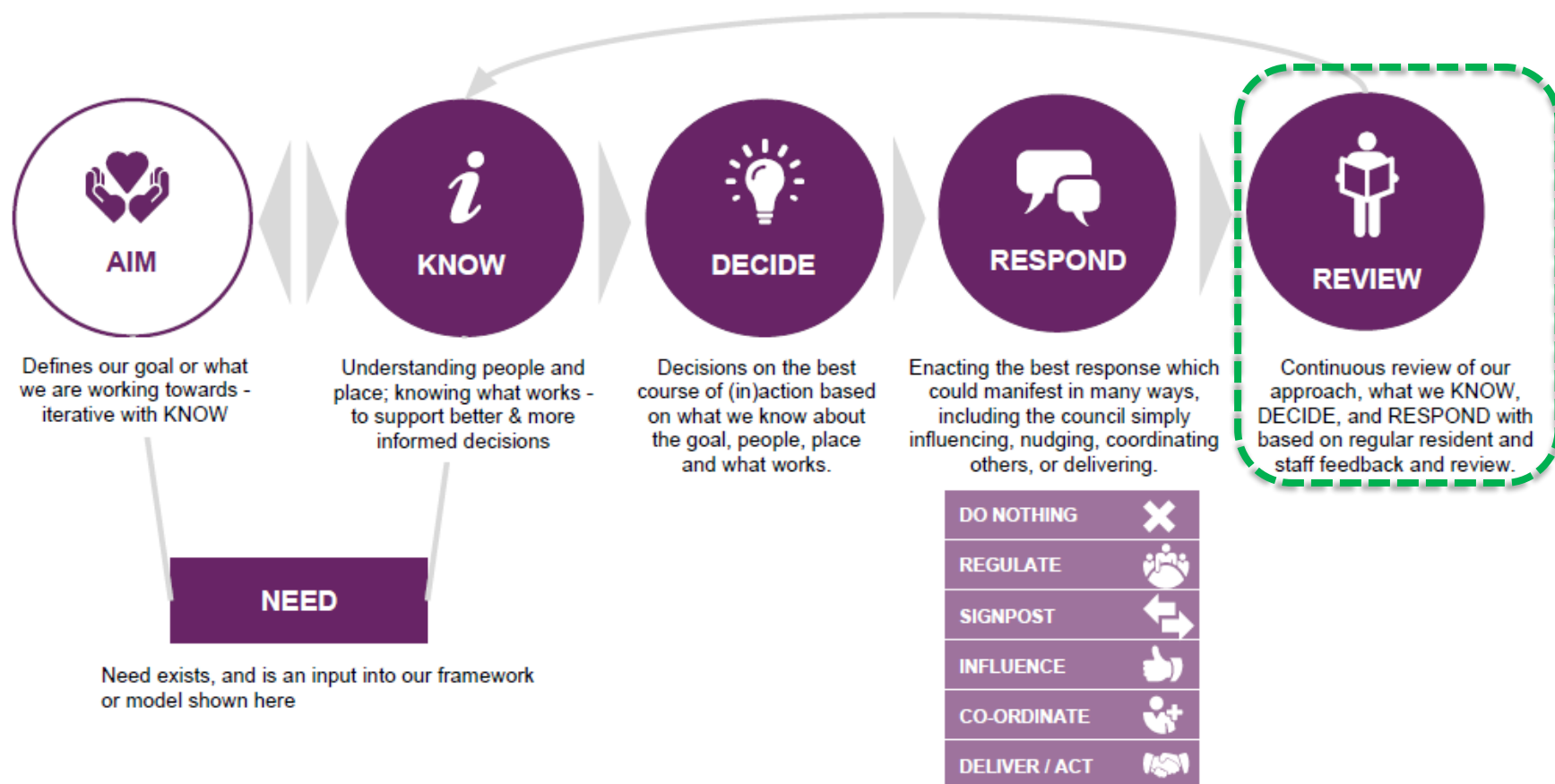
Blakenall



Streetly

They offer a useful overview of the inequalities which exist across Walsall and which officers are committed to redressing

# “Ways of thinking” Framework






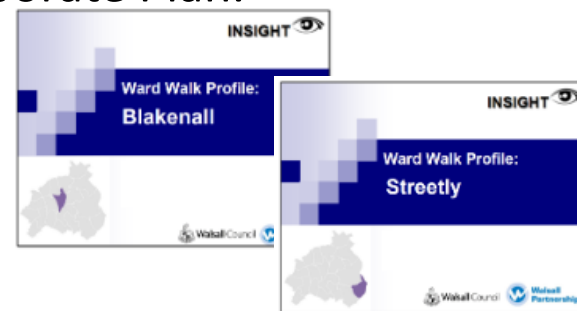


# Review

The **ward profiles** available on the website will be refreshed on an annual basis with additional insight added where possible to ensure the data is as current as possible and they are fit for purpose.



They will continue to have a clear input as part of the **INSIGHT**  Transformation Programme, contributing to the Walsall Plan, the JSNA and the Council's Corporate Plan.



Blakenall

Streetly

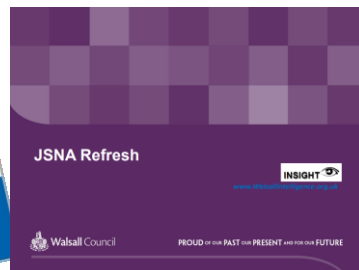
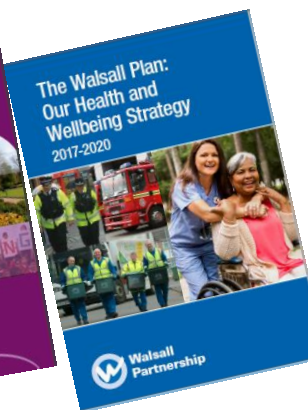
They offer a useful overview of the inequalities which exist within Walsall and officers are committed to redressing.



# Review - Recommendations

## Recommendations:

- Showcase the Ward Profiles and emphasise their usefulness
- Utilise the profiles to signpost colleagues / customers to
- Review and update the Ward Profiles annually
- Encourage officers to use them for decision making
- Utilise feedback to further enhance their value



Blakenall



Streetly

# Acknowledgements

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*These profiles have been compiled by analysts and other colleagues from across Walsall Insight*

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## Feedback

If you have any comments or feedback on the contents of this report then please either contact Walsall Public Health, Civic Centre, Walsall, WS1 1TP or email your views to

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