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

Click here to do as Barbara suggests and find out more about our borough.
“Ways of thinking” Framework

AIM
Defines our goal or what we are working towards - iterative with KNOW

KNOW
Understanding people and place; knowing what works to support better & more informed decisions

DECIDE
Decisions on the best course of (in)action based on what we know about the goal, people, place and what works.

RESPOND
Enacting the best response which could manifest in many ways, including the council simply influencing, nudging, coordinating others, or delivering.

REVIEW
Continuous review of our approach, what we KNOW, DECIDE, and RESPOND with based on regular resident and staff feedback and review.

NEED
Need exists, and is an input into our framework or model shown here

DO NOTHING
REGULATE
SIGNPOST
INFLUENCE
CO-ORDINATE
DELIVER / ACT

Walsall Council
Proud of our past, our present and for our future
Aim of DPH Annual Report

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
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 33rd most deprived English authority (out of 326), nudging Walsall just outside the most deprived 10% of districts in the country (30th in 2010 and 45th 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.

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

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

Covers 5.83 sq km (583 ha)
5.6% of borough
Popn. density of 24 / ha.
Use the interactive population dashboard on the insight website to understand current population figures

Source – ONS, MYE 2017

Population

Adjust the sex & age parameters

Click on the table or map to select an area

Walsall INSIGHT

Trends & Intelligence

Population

15,698

Blakenall

- Above average children, young people & working age
- Increases in younger population, 10-14 & 15-19 year olds in particular

13,739

Streetly

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

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

Source – ONS, MYE 2017
Blakenall has high levels of deprivation, with much of the ward within the top 20% most deprived.

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

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
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
Social Segmentation - Experian

Streetly ward is predominantly

‘Prestige Positions’
35%

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

Streetly ward is most likely to respond to the following

Channel Preferences
1. Post
2. Online
3. Email

Source – Experian, Mosaic Public Sector Profiler 2017
Facilities

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

Source – National Child Measurement Programme (NCMP), 2014-17
The prevalence of children in year 6 that are of an unhealthy weight ranks 3rd highest (40.2%) for Blakenall ward and is above the borough average of 36.7% compared to Streetly ward which ranks 20th (24.6%).

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

- 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%)
- 82.6% working age people economically active (Walsall average 74%)
- Largest occupation group – ‘professional’ (19.6%) & ‘administrative & secretarial’ (15.4%)

- 9.3% Streetly residents had no qualifications
- 55 benefit claimants (30 men & 25 women)
## Education & Aspirations

Below average within Early Years

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

Well Below average within KS2

Well Below average exclusions (fixed & permanent)

### Table:

<table>
<thead>
<tr>
<th>Key Stage</th>
<th>Measure</th>
<th>Ward: Blakenall 2017</th>
<th>Walsall 2017</th>
<th>National 2017</th>
<th>Ward Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Early Years</td>
<td>Pupils achieving a 'Good Level of Development'</td>
<td>62%</td>
<td>66%</td>
<td>71%</td>
<td>14/20</td>
</tr>
<tr>
<td>Y1 Phonics</td>
<td>Pupils meeting the expected standard of Phonics decoding</td>
<td>74%</td>
<td>80%</td>
<td>81%</td>
<td>19/20</td>
</tr>
<tr>
<td>Key Stage 1</td>
<td>Pupils achieving the expected standard in Reading</td>
<td>66%</td>
<td>72%</td>
<td>76%</td>
<td>18/20</td>
</tr>
<tr>
<td>Key Stage 1</td>
<td>Pupils achieving the expected standard in Writing</td>
<td>54%</td>
<td>63%</td>
<td>68%</td>
<td>18/20</td>
</tr>
<tr>
<td>Key Stage 1</td>
<td>Pupils achieving the expected standard in Maths</td>
<td>67%</td>
<td>73%</td>
<td>75%</td>
<td>19/20</td>
</tr>
<tr>
<td>Key Stage 2</td>
<td>Pupils reaching the expected standard in Reading, Writing &amp; Maths Combined</td>
<td>35%</td>
<td>53%</td>
<td>62%</td>
<td>20/20</td>
</tr>
<tr>
<td>Key Stage 2</td>
<td>Average progress of pupils in Reading</td>
<td>-2.9</td>
<td>-1.1</td>
<td>0</td>
<td>18/20</td>
</tr>
<tr>
<td>Key Stage 2</td>
<td>Average progress of pupils in writing</td>
<td>-1.0</td>
<td>-0.6</td>
<td>0</td>
<td>16/20</td>
</tr>
<tr>
<td>Key Stage 2</td>
<td>Average progress of pupils in Maths</td>
<td>-2.9</td>
<td>-0.8</td>
<td>0</td>
<td>20/20</td>
</tr>
<tr>
<td>Key Stage 4</td>
<td>Average Attainment 8 score</td>
<td>13.4</td>
<td>43.0</td>
<td>46.1</td>
<td>19/20</td>
</tr>
<tr>
<td>Key Stage 4</td>
<td>Average Progress 8 score</td>
<td>-0.60</td>
<td>-0.24</td>
<td>-0.03</td>
<td>17/20</td>
</tr>
<tr>
<td>Rate of Fixed Period Exclusions</td>
<td>7.16</td>
<td>4.57</td>
<td>4.29</td>
<td>19/20</td>
<td></td>
</tr>
<tr>
<td>Rate of Permanent Exclusions</td>
<td>0.32</td>
<td>0.16</td>
<td>0.08</td>
<td>17/20</td>
<td></td>
</tr>
</tbody>
</table>

### 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)
**Education & Aspirations**

<table>
<thead>
<tr>
<th>Key Stage</th>
<th>Measure</th>
<th>Ward: Streetly 2017</th>
<th>Walsall 2017</th>
<th>National 2017</th>
<th>Ward Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Early Years</td>
<td>Pupils achieving a 'Good Level of Development'</td>
<td>76%</td>
<td>66%</td>
<td>71%</td>
<td>3/20</td>
</tr>
<tr>
<td>Y1 Phonics</td>
<td>Pupils meeting the expected standard of Phonics decoding</td>
<td>93%</td>
<td>80%</td>
<td>81%</td>
<td>1/20</td>
</tr>
<tr>
<td>Key Stage 1</td>
<td>Pupils achieving the expected standard in Reading</td>
<td>79%</td>
<td>72%</td>
<td>76%</td>
<td>2/20</td>
</tr>
<tr>
<td>Key Stage 1</td>
<td>Pupils achieving the expected standard in Writing</td>
<td>73%</td>
<td>63%</td>
<td>58%</td>
<td>2/20</td>
</tr>
<tr>
<td>Key Stage 1</td>
<td>Pupils achieving the expected standard in Maths</td>
<td>81%</td>
<td>73%</td>
<td>75%</td>
<td>1/20</td>
</tr>
<tr>
<td>Key Stage 2</td>
<td>Pupils reaching the expected standard in Reading, Writing &amp; Maths Combined</td>
<td>78%</td>
<td>53%</td>
<td>62%</td>
<td>1/20</td>
</tr>
<tr>
<td>Key Stage 2</td>
<td>Average progress of pupils in Reading</td>
<td>1.5</td>
<td>-1.1</td>
<td>0</td>
<td>1/20</td>
</tr>
<tr>
<td>Key Stage 2</td>
<td>Average progress of pupils in Writing</td>
<td>0.7</td>
<td>-0.6</td>
<td>0</td>
<td>1/20</td>
</tr>
<tr>
<td>Key Stage 2</td>
<td>Average progress of pupils in Maths</td>
<td>0.0</td>
<td>-0.8</td>
<td>0</td>
<td>3/20</td>
</tr>
<tr>
<td>Key Stage 4</td>
<td>Average Attainment 8 score</td>
<td>50.9</td>
<td>43.0</td>
<td>46.1</td>
<td>1/20</td>
</tr>
<tr>
<td>Key Stage 4</td>
<td>Average Progress 8 score</td>
<td>-0.16</td>
<td>-0.24</td>
<td>-0.03</td>
<td>6/20</td>
</tr>
</tbody>
</table>

**Well above average within Early Years and Y1 Phonics**

**Above average KS4ave. Progress 8 score**

**Well above average for exclusions**

**Well above average in KS1**

**Well above average in KS2**

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)
Recorded Crime

<table>
<thead>
<tr>
<th>Ward</th>
<th>Total Recorded Crime</th>
<th>Serious Acquisitive Crime</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aldridge Central and South</td>
<td>722</td>
<td>162</td>
</tr>
<tr>
<td>Aldridge North and Walsall Wood</td>
<td>616</td>
<td>162</td>
</tr>
<tr>
<td>Bentley and Darlaston North</td>
<td>1,191</td>
<td>361</td>
</tr>
<tr>
<td>Birchills Leamore</td>
<td>1,587</td>
<td>335</td>
</tr>
<tr>
<td>Blakenall</td>
<td>1,290</td>
<td>294</td>
</tr>
<tr>
<td>Bloxwich East</td>
<td>1,093</td>
<td>235</td>
</tr>
<tr>
<td>Bloxwich West</td>
<td>1,079</td>
<td>254</td>
</tr>
<tr>
<td>Brownhills</td>
<td>757</td>
<td>162</td>
</tr>
<tr>
<td>Darlaston South</td>
<td>927</td>
<td>231</td>
</tr>
<tr>
<td>Paddock</td>
<td>557</td>
<td>252</td>
</tr>
<tr>
<td>Palfrey</td>
<td>966</td>
<td>290</td>
</tr>
<tr>
<td>Pelsall</td>
<td>757</td>
<td>179</td>
</tr>
<tr>
<td>Pheasey Park Farm</td>
<td>406</td>
<td>144</td>
</tr>
<tr>
<td>Pleck</td>
<td>1,397</td>
<td>355</td>
</tr>
<tr>
<td>Rushall Shelfield</td>
<td>708</td>
<td>184</td>
</tr>
<tr>
<td>Short Heath</td>
<td>725</td>
<td>228</td>
</tr>
<tr>
<td>St Matthew's</td>
<td>3,248</td>
<td>547</td>
</tr>
<tr>
<td>Streetly</td>
<td>550</td>
<td>179</td>
</tr>
<tr>
<td>Willenhall North</td>
<td>841</td>
<td>204</td>
</tr>
<tr>
<td>Willenhall South</td>
<td>1,992</td>
<td>508</td>
</tr>
</tbody>
</table>

Source – West Midlands Police, 2017
Regeneration

- Predominantly **residential area** with services provided in local centres and close proximity to Bloxwich district centre
- Part of the **New Deal** area – 10 year government initiative which promoted neighbourhood regeneration
- **Walsall College and Business and Sports Hub** £76m investment
- Christ Church CE **Primary School redevelopment**
- Former Goscote Hospital site redevelopment providing **palliative and dementia care services** by NHS Walsall and Housing 21
- £24m **Bloxwich Active Living Centre** redevelopment
- **Goscote Lane Corridor** Strategic Regeneration Framework - guiding regeneration & development, led by Council & WHi
- **Residential development** including Walker Road & Brewer Street. Waterskeep Phase 1 & 2 currently on site – 838 new homes, £86m investment, developed by WHG/Keepmoat
- £900k **environmental improvements** at Swannies Field & the Lea open space
- **The Work Place** (formerly skills centre) – local learning centre led by WHG, providing access to training, volunteering & employment

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

“Ways of thinking” Framework

**AIM**
Defines our goal or what we are working towards - iterative with KNOW

**KNOW**
Understanding people and place; knowing what works - to support better & more informed decisions

**DECIDE**
Decisions on the best course of (in)action based on what we know about the goal, people, place and what works.

**RESPOND**
Enacting the best response which could manifest in many ways, including the council simply influencing, nudging, coordinating others, or delivering.

**REVIEW**
Continuous review of our approach, what we KNOW, DECIDE, and RESPOND with based on regular resident and staff feedback and review.

**NEED**
Need exists, and is an input into our framework or model shown here

**Actions**
- Do Nothing
- Regulate
- Signpost
- Influence
- Co-ordinate
- Deliver / Act
Decisions

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’

<table>
<thead>
<tr>
<th>Ward Name</th>
<th>Population</th>
<th>Crude Rate</th>
<th>Deprivation</th>
<th>Prev. of excess weight YR</th>
<th>Prev. of excess weight Y6</th>
<th>% Benefit Claimants</th>
<th>Early Years - 'good level of development'</th>
<th>KS1 Reading</th>
<th>KS1 Writing</th>
<th>KS1 Maths</th>
<th>KS2 Combined</th>
<th>KS4 average attainment 8 score</th>
<th>Exclusions - fixed</th>
<th>Total Recorded Crime</th>
<th>TOTAL RANK SCORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blakenall</td>
<td>15,195</td>
<td>545.18</td>
<td>52.9</td>
<td>25.7</td>
<td>40.2</td>
<td>7.4</td>
<td>62</td>
<td>66</td>
<td>54</td>
<td>67</td>
<td>35</td>
<td>33.4</td>
<td>7.16</td>
<td>92.14</td>
<td>41 WORST</td>
</tr>
<tr>
<td>Birchills Leamore</td>
<td>15,423</td>
<td>553.36</td>
<td>48.1</td>
<td>25.7</td>
<td>36.4</td>
<td>7.9</td>
<td>60</td>
<td>63</td>
<td>55</td>
<td>61</td>
<td>36</td>
<td>33.2</td>
<td>8.88</td>
<td>100.49</td>
<td>43</td>
</tr>
<tr>
<td>Pleck</td>
<td>15,710</td>
<td>563.66</td>
<td>44.0</td>
<td>21.1</td>
<td>40.6</td>
<td>7.3</td>
<td>56</td>
<td>68</td>
<td>63</td>
<td>69</td>
<td>47</td>
<td>37.8</td>
<td>3.3</td>
<td>91.28</td>
<td>68</td>
</tr>
<tr>
<td>Willenhall South</td>
<td>16,532</td>
<td>593.19</td>
<td>37.6</td>
<td>23.7</td>
<td>39.7</td>
<td>10.5</td>
<td>68</td>
<td>69</td>
<td>55</td>
<td>70</td>
<td>42</td>
<td>39.1</td>
<td>3.58</td>
<td>121.73</td>
<td>71</td>
</tr>
<tr>
<td>Bloxwich East</td>
<td>12,930</td>
<td>463.91</td>
<td>41.4</td>
<td>27.3</td>
<td>37.9</td>
<td>5.3</td>
<td>63</td>
<td>68</td>
<td>51</td>
<td>71</td>
<td>48</td>
<td>39.4</td>
<td>6.77</td>
<td>85.44</td>
<td>83</td>
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<tr>
<td>Darlaston South</td>
<td>15,708</td>
<td>563.59</td>
<td>39.9</td>
<td>27.3</td>
<td>42.4</td>
<td>8.6</td>
<td>62</td>
<td>74</td>
<td>67</td>
<td>75</td>
<td>49</td>
<td>38.4</td>
<td>3.93</td>
<td>61.61</td>
<td>86</td>
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<tr>
<td>St Matthew’s</td>
<td>16,325</td>
<td>585.72</td>
<td>38.9</td>
<td>18.1</td>
<td>32.3</td>
<td>9</td>
<td>62</td>
<td>65</td>
<td>53</td>
<td>69</td>
<td>58</td>
<td>45.7</td>
<td>3.96</td>
<td>202.63</td>
<td>96</td>
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<tr>
<td>Palfrey</td>
<td>16,933</td>
<td>607.54</td>
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<td>38.7</td>
<td>6.4</td>
<td>50</td>
<td>73</td>
<td>61</td>
<td>75</td>
<td>49</td>
<td>39.3</td>
<td>2.44</td>
<td>58.42</td>
<td>100</td>
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<tr>
<td>Bloxwich West</td>
<td>13,909</td>
<td>499.04</td>
<td>35.0</td>
<td>24.2</td>
<td>36.2</td>
<td>5.3</td>
<td>66</td>
<td>70</td>
<td>61</td>
<td>72</td>
<td>40</td>
<td>43.1</td>
<td>6</td>
<td>78.60</td>
<td>101</td>
</tr>
<tr>
<td>Bentley and Darlaston North</td>
<td>13,863</td>
<td>497.39</td>
<td>38.3</td>
<td>24.1</td>
<td>35.9</td>
<td>5.9</td>
<td>68</td>
<td>75</td>
<td>68</td>
<td>75</td>
<td>54</td>
<td>36</td>
<td>2.75</td>
<td>84.87</td>
<td>126</td>
</tr>
<tr>
<td>Brownhills</td>
<td>13,140</td>
<td>471.45</td>
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<td>22.9</td>
<td>39.2</td>
<td>3.5</td>
<td>68</td>
<td>75</td>
<td>67</td>
<td>74</td>
<td>56</td>
<td>38.2</td>
<td>4.23</td>
<td>57.78</td>
<td>131</td>
</tr>
<tr>
<td>Willenhall North</td>
<td>12,787</td>
<td>458.78</td>
<td>23.8</td>
<td>18.4</td>
<td>38.2</td>
<td>4</td>
<td>72</td>
<td>71</td>
<td>67</td>
<td>76</td>
<td>61</td>
<td>41.5</td>
<td>4.29</td>
<td>65.56</td>
<td>152</td>
</tr>
<tr>
<td>Rushall-Sheffield</td>
<td>11,981</td>
<td>429.87</td>
<td>23.5</td>
<td>22.6</td>
<td>34.5</td>
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<td>72</td>
<td>64</td>
<td>76</td>
<td>56</td>
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<td>57.04</td>
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<td>Short Heath</td>
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<td>406.33</td>
<td>24.5</td>
<td>21.7</td>
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<td>4</td>
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<td>77</td>
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<td>79</td>
<td>53</td>
<td>38.4</td>
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<td>64.34</td>
<td>165</td>
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<tr>
<td>Aldridge North and Walsall Wood</td>
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<td>475.18</td>
<td>17.8</td>
<td>21.1</td>
<td>35.0</td>
<td>2.9</td>
<td>74</td>
<td>78</td>
<td>70</td>
<td>78</td>
<td>69</td>
<td>41.7</td>
<td>2.84</td>
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<tr>
<td>Paddock</td>
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<td>14.1</td>
<td>34.8</td>
<td>1.8</td>
<td>73</td>
<td>71</td>
<td>65</td>
<td>76</td>
<td>66</td>
<td>48.2</td>
<td>1.89</td>
<td>43.20</td>
<td>201</td>
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<tr>
<td>Aldridge Central and South</td>
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<td>489.61</td>
<td>13.9</td>
<td>19.4</td>
<td>28.6</td>
<td>2.1</td>
<td>79</td>
<td>76</td>
<td>65</td>
<td>79</td>
<td>65</td>
<td>44.3</td>
<td>1.8</td>
<td>51.56</td>
<td>203</td>
</tr>
<tr>
<td>Pelsall</td>
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<td>412.21</td>
<td>17.4</td>
<td>18.9</td>
<td>37.3</td>
<td>2.4</td>
<td>70</td>
<td>79</td>
<td>79</td>
<td>79</td>
<td>58</td>
<td>45.4</td>
<td>1.14</td>
<td>50.45</td>
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<tr>
<td>Pheasey Park Farm</td>
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<td>408.95</td>
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<td>20.7</td>
<td>31.0</td>
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<td>78</td>
<td>65</td>
<td>49.2</td>
<td>2.9</td>
<td>34.95</td>
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<td>Streetly</td>
<td>13,782</td>
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<td>5.5</td>
<td>16.7</td>
<td>24.6</td>
<td>1.1</td>
<td>76</td>
<td>79</td>
<td>73</td>
<td>81</td>
<td>78</td>
<td>50.9</td>
<td>2.7</td>
<td>40.33</td>
<td>239 BEST</td>
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</tbody>
</table>

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

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.
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

1. **AIM**
   - Defines our goal or what we are working towards - iterative with KNOW

2. **KNOW**
   - Understanding people and place; knowing what works - to support better & more informed decisions

3. **DECIDE**
   - Decisions on the best course of (in)action based on what we know about the goal, people, place and what works.

4. **RESPOND**
   - Enacting the best response which could manifest in many ways, including the council simply influencing, nudging, coordinating others, or delivering

5. **REVIEW**
   - Continuous review of our approach, what we KNOW, DECIDE, and RESPOND with based on regular resident and staff feedback and review.

Need exists, and is an input into our framework or model shown here.

- **DO NOTHING**
- **REGULATE**
- **SIGNPOST**
- **INFLUENCE**
- **COORDINATE**
- **DELIVER / ACT**
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.

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

They offer a useful overview of the inequalities which exist across Walsall and which officers are committed to redressing.
“Ways of thinking” Framework

1. **AIM**
   - Defines our goal or what we are working towards - iterative with KNOW

2. **KNOW**
   - Understanding people and place; knowing what works - to support better & more informed decisions

3. **DECIDE**
   - Decisions on the best course of (in)action based on what we know about the goal, people, place and what works.

4. **RESPOND**
   - Enacting the best response which could manifest in many ways, including influencing, nudging, coordinating others, or delivering.

5. **REVIEW**
   - Continuous review of our approach, what we KNOW, DECIDE, and RESPOND with based on regular resident and staff feedback and review.

**NEED**
- Need exists, and is an input into our framework or model shown here

**Actions**
- DO NOTHING
- REGULATE
- SIGNPOST
- INFLUENCE
- CO-ORDINATE
- DELIVER / ACT

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Walsall Council

PROUD OF OUR PAST OUR PRESENT AND FOR OUR FUTURE
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 Transformation Programme, contributing to the Walsall Plan, the JSNA and the Council’s Corporate Plan.

They offer a useful overview of the inequalities which exist within Walsall and officers are committed to redressing.
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
Thank you to the following who have contributed to the production of this report:

Emma Thomas, Public Health Intelligence Manager; Hamira Sultan, Consultant in Public Health; Dr. Claire J. Heath, Senior Public Health Intelligence Officer; David Hughes, Public Health Intelligence Analyst; Lee Harley, Public Health Intelligence Analyst

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

February 2018

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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 PublicHealth@walsall.gov.uk OR intelligence@walsall.gov.uk