

Ward Walk Profile: Aldridge Central & South January 2020

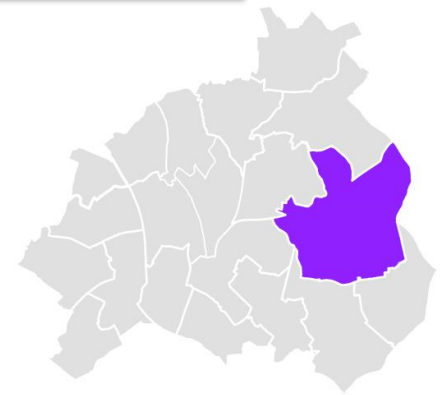
Version - FINAL



Walsall Council

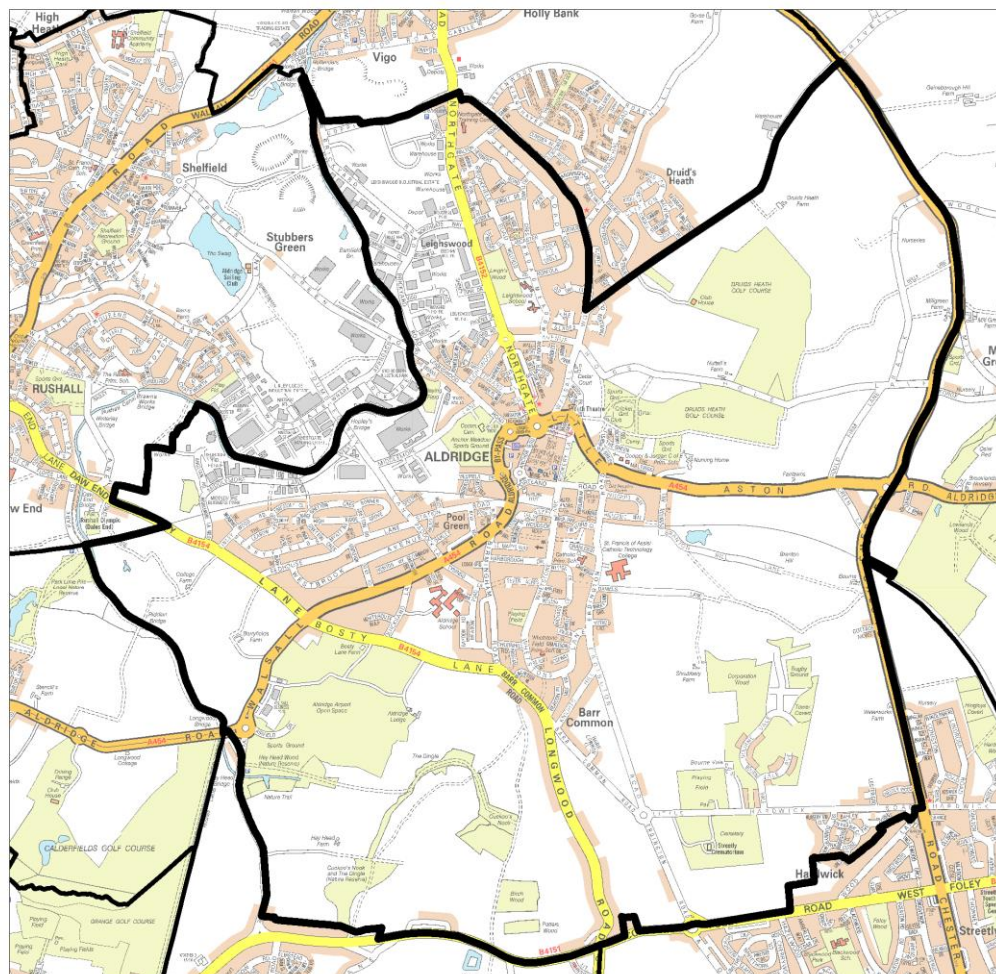
PROUD OF OUR **PAST** OUR **PRESENT** AND FOR OUR **FUTURE**

Name	Party	Elected on:
Cllr Pard Kaur	Conservatives	2 May 2019
Cllr John Murray	Conservatives	5 May 2011
Cllr Timothy Wilson	Conservatives	15 August 2013

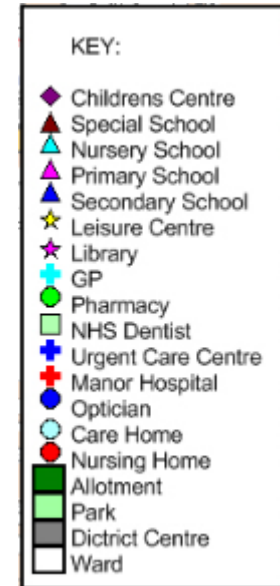
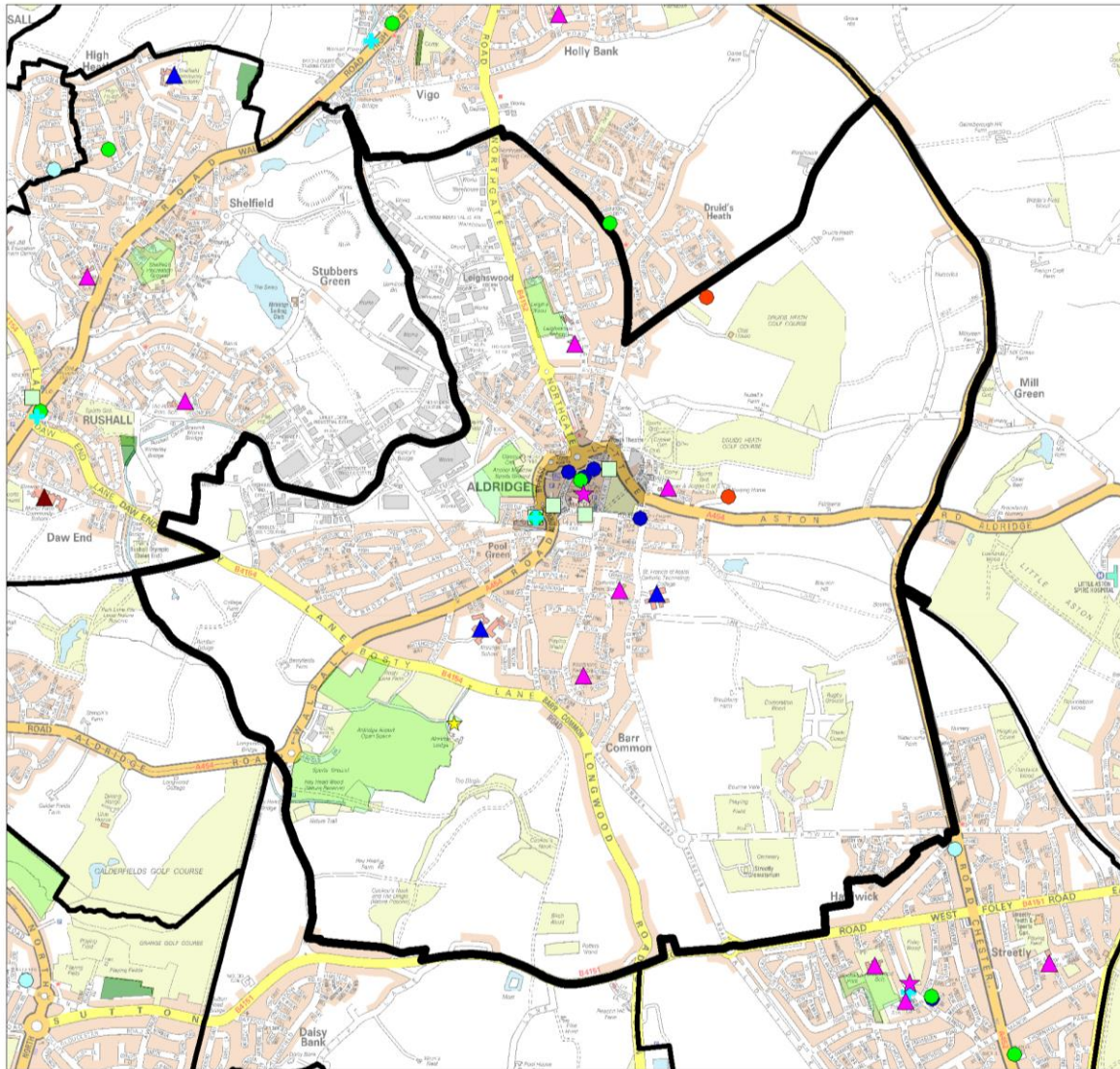




- Covers 13.1 sq km (1310 ha)
- Makes up 12.6% of the area of Walsall borough
- Population density of 10.7 people per hectare (lower than borough average of 27.3)





Source: Ordnance Survey; ONS, Mid-2018 Population Estimates



Source: Ordnance Survey

Population

Sex  Age

0 110 

Ward Name	Pop	%
Palfrey	17,400	6.14%
Willenhall South	17,100	6.01%
St. Matthews	17,000	5.99%
Pleck	16,400	5.76%
Darlaston South	16,300	5.74%
Blakenall	16,100	5.67%
Birchills Leamore	16,000	5.64%
Bentley and Darlaston North	14,300	5.02%
Aldridge Central and South	14,100	4.95%
Bloxwich West	14,000	4.93%
Streety	13,700	4.82%
Brownhills	13,400	4.71%
Paddock	13,300	4.69%
Aldridge North and Walsall Wood	13,200	4.62%
Bloxwich East	13,000	4.57%
Willenhall North	12,700	4.47%
Rushall-Shelfield	12,000	4.21%
Pelsall	11,500	4.03%
Pheasey Park Farm	11,400	4.01%
Short Heath	11,400	4.01%
Total	283,400	100.00%

Population over time



Walsall Ward Map



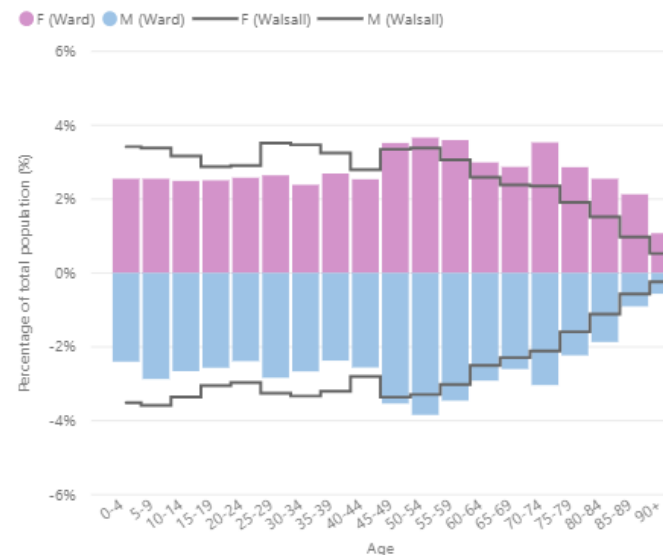
14,100

Estimated Population

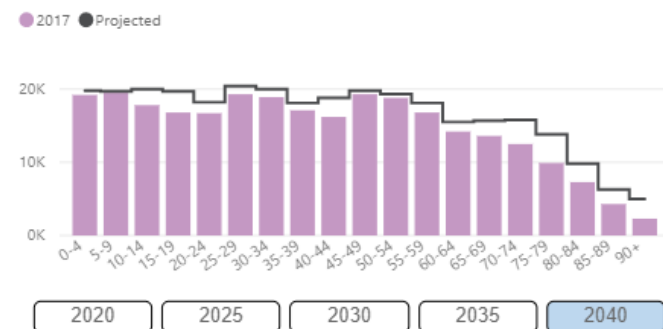
Localities

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Population Pyramid

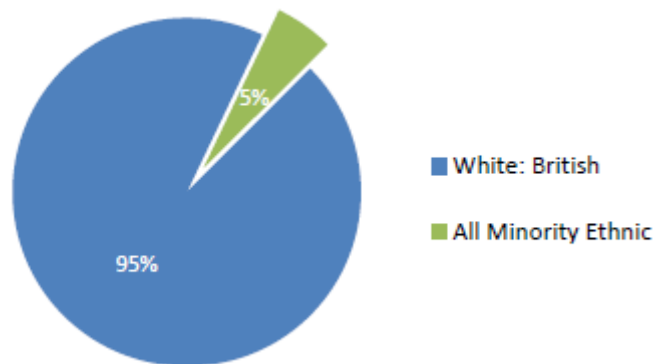


Walsall Borough Projected Population (2016 based)



source: ONS 2018 Mid year population estimates & projections [\[link\]](#). Estimates rounded to nearest hundred therefore Total may differ. Projections apply to Walsall Borough (Ward not currently available).

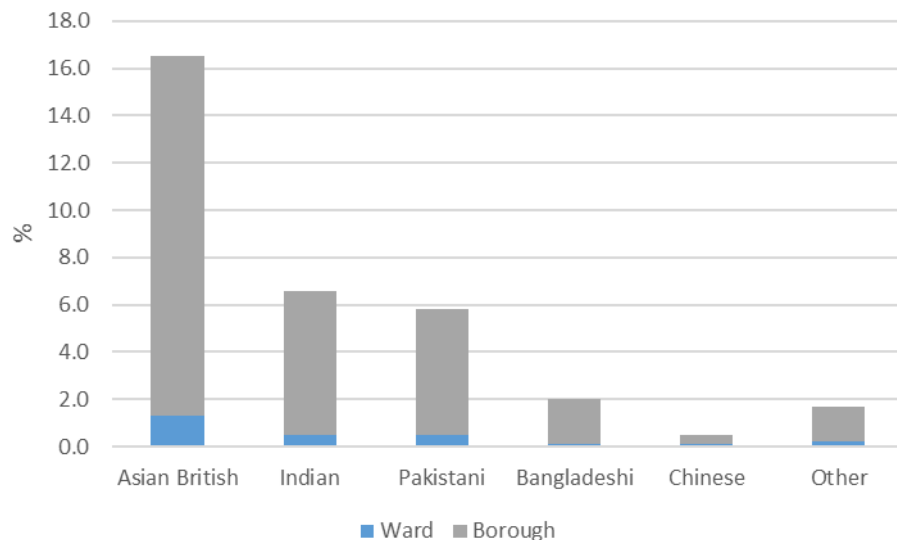
Source: ONS, Mid-2018 Population Estimates



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

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

Source: ONS, 2011 Census

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%)

Social Segmentation - Groups

The largest groups of households are classified as group F – **Senior Security** (19%) & group B – **Prestige Positions** (16%)

F Senior Security



Key Features

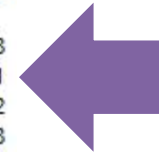
Elderly singles and couples
Homeowners
Comfortable homes
Additional pensions above state
Don't like new technology
Low mileage drivers

Channel Preference

Face to Face
Post
Landline
Email
Mobile
Online

Index

98
111
102
98
58
83



Most effective
communication
route

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

Index

94
108
96
97
94
107



Least effective
communication
routes

Source: Experian - Mosaic Public Sector Profiler 2019; Ordnance Survey LLPG Address file

- 79.2% of working age people in Aldridge Central & South ward were **economically active**. This was much higher than the Walsall value of 74% and the National Value of 76.8% (2011)*.
- The largest **occupation group** in the ward was Professional (17.2%) followed by Administrative & Secretarial (13.7%) (2011)*.
- Of working age ward residents, only 14.7% had **no formal qualifications**. Walsall's value was 24.3%, and 15.0% nationally (2011)*.
- In May 2019, 2.5% of working aged residents (aged 16-64) were **unemployed and seeking work**. This equated to 204 people and was below the Walsall average of 5.0%.

Unemployment Claimants (aged 16-64), May 2019

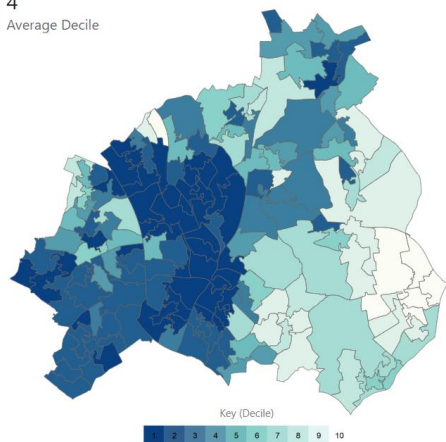
Ward	Claimant Count	Claimant Rate
Darlaston South	739	7.7
Blakenall	689	7.4
Birchills Leamore	706	7.1
Willenhall South	756	6.9
St Matthew's	747	6.8
Pleck	648	6.6
Bentley and Darlaston North	560	6.5
Bloxwich East	442	5.9
Palfrey	619	5.8
Bloxwich West	456	5.4
WALSALL BOROUGH	8,594	5.0
Short Heath	298	4.4
Willenhall North	331	4.3
Brownhills	318	3.9
Rushall-Sheffield	259	3.5
Aldridge North and Walsall Wood	232	2.9
Pelsall	172	2.6
Aldridge Central and South	204	2.5
Paddock	198	2.5
Pheasey Park Farm	126	1.8
Streetly	84	1.1



Sources: 2011 Census, ONS (% based on residents aged 16-64);
Alternative Claimant Count, DWP (May 2019)

* This is the most recent data available at ward level

4
Average Decile

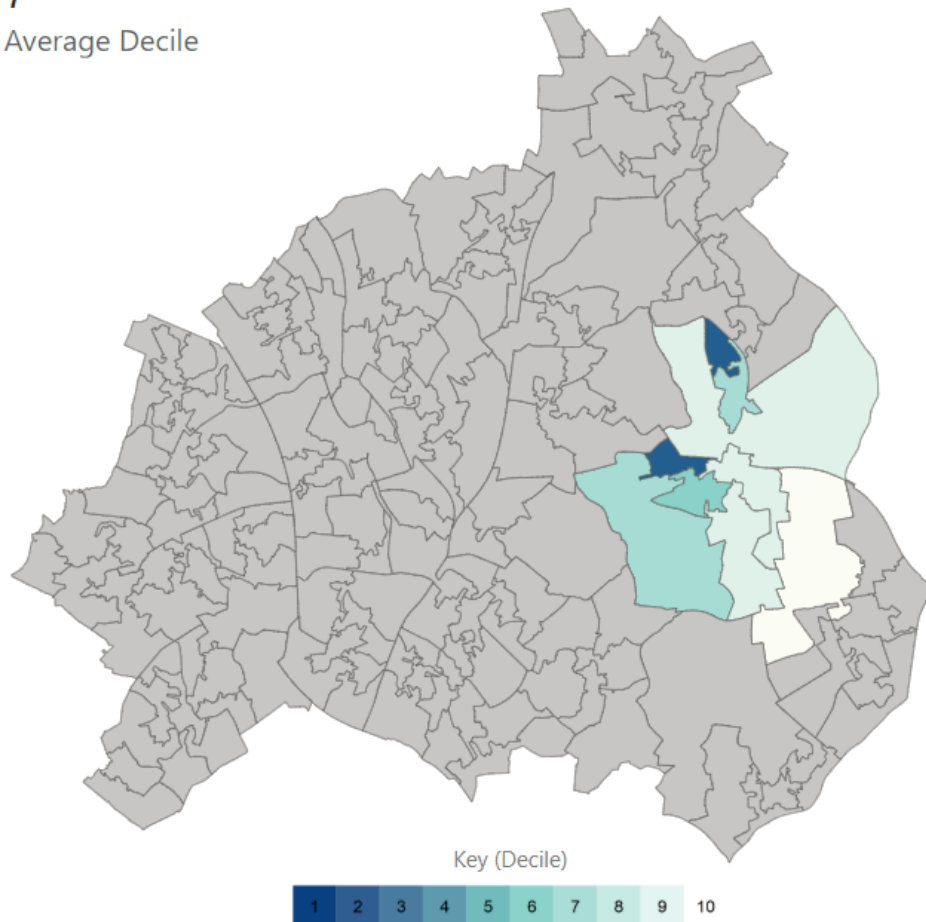


The majority of LSOAs in this ward are amongst the 20% least deprived across England, with the exception of 2 LSOAs – Redhouse and Leighswood North which are amongst the 20% most deprived in England.

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

Source: DCLG, *Index of Multiple Deprivation, 2019*

7
Average Decile

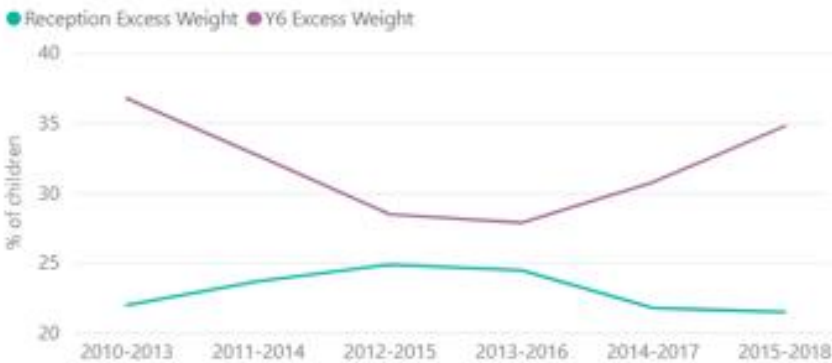


Childhood Obesity in Aldridge Central and South

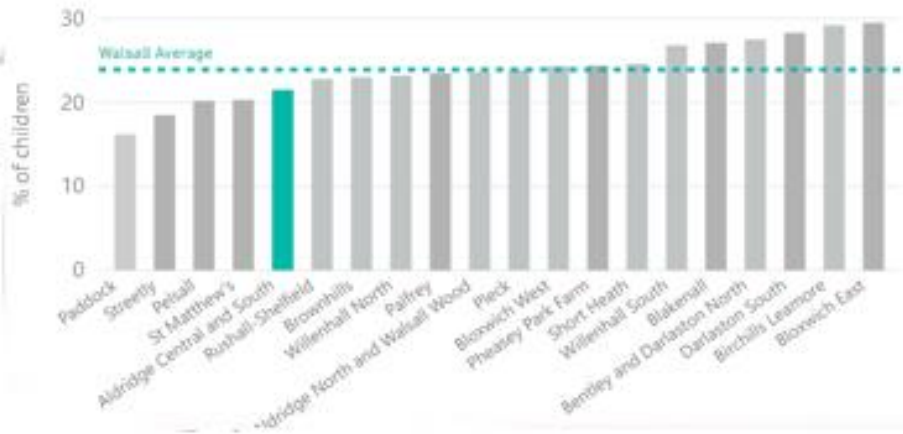
Key Messages:

- In Aldridge Central and South, the rate of excess weight in Reception Children has decreased.
- Aldridge Central and South ranks 5th/20 wards (1st = lowest rate) for excess weight in Reception aged children.
- However, in Year 6 children, the rate of excess weight has increased significantly.
- Nonetheless, Aldridge Central and South ranks 2nd/20 wards for excess weight (1st = lowest rate) for excess weight in Y6 children.

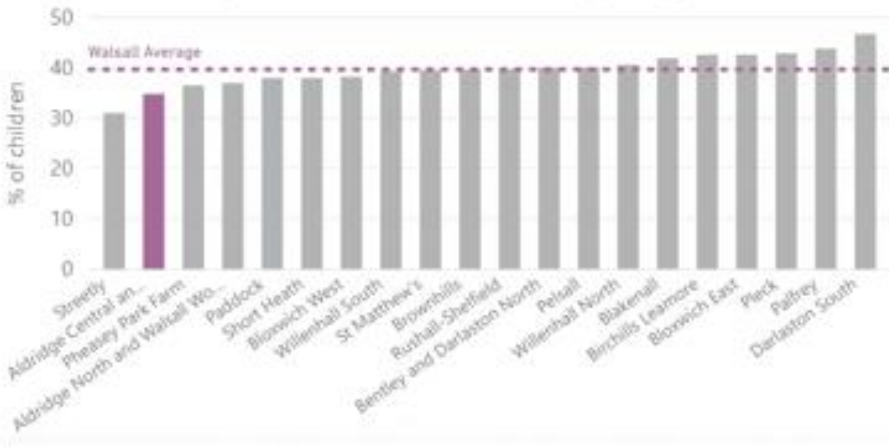
Trend in Childrens Excess Weight in Aldridge Central and South



Excess Weight in Reception Year Children - 3 Year rolling average 2015-18



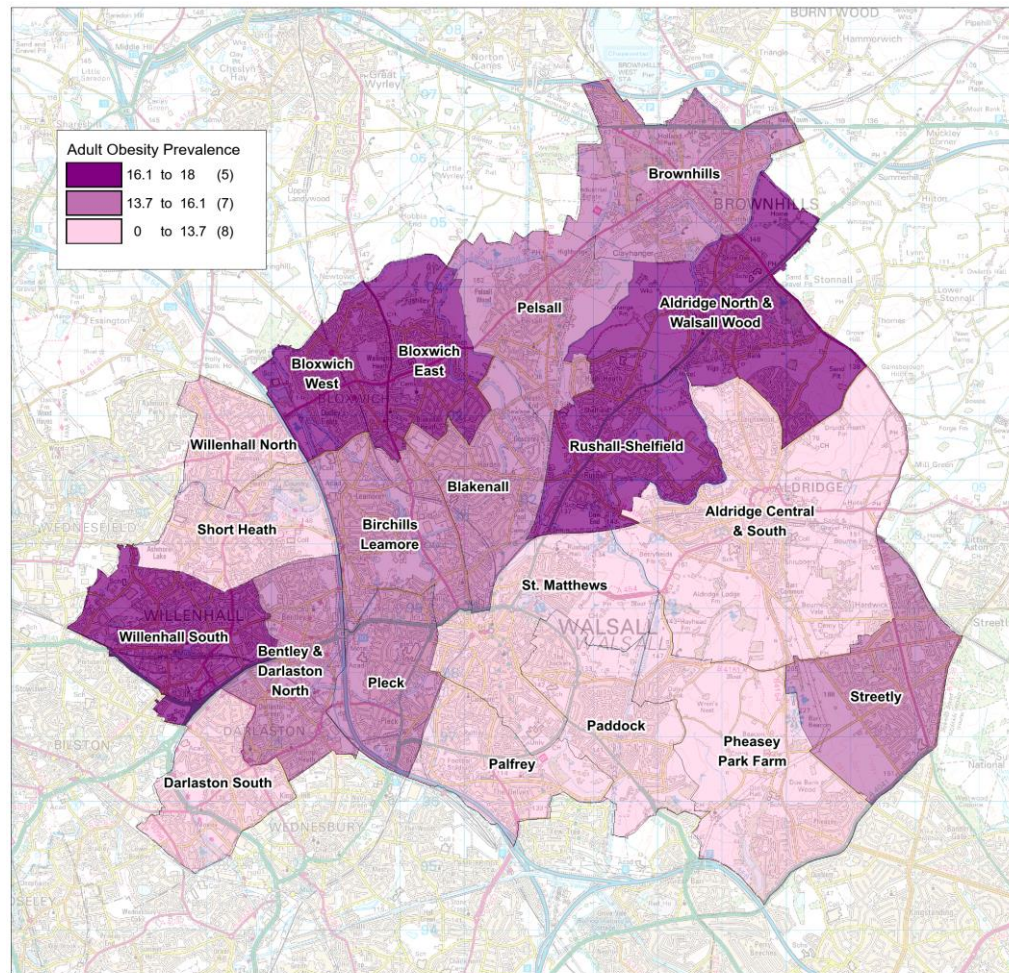
Excess Weight in Year 6 Children - 3 Year rolling average 2015-18



Source: National Child Measurement Programme (NCMP), 2015-18

Adult Obesity Prevalence

Ward	Prevalence (%)
Willenhall South	18.0
Bloxwich West	17.7
Rushall-Shelfield	17.7
Aldridge North and Walsall Wood	17.4
Bloxwich East	16.9
Bentley and Darlaston North	16.1
Birchills Leamore	16.0
Pleck	15.6
Brownhills	15.5
Pelsall	14.8
Blakenall	14.7
Streety	14.5
Willenhall North	13.7
Darlaston South	12.9
Pheasey Park Farm	12.4
Aldridge Central and South	11.4
St. Matthews	10.5
Palfrey	9.8
Paddock	8.0
Short Heath	-
Walsall Average	14.4

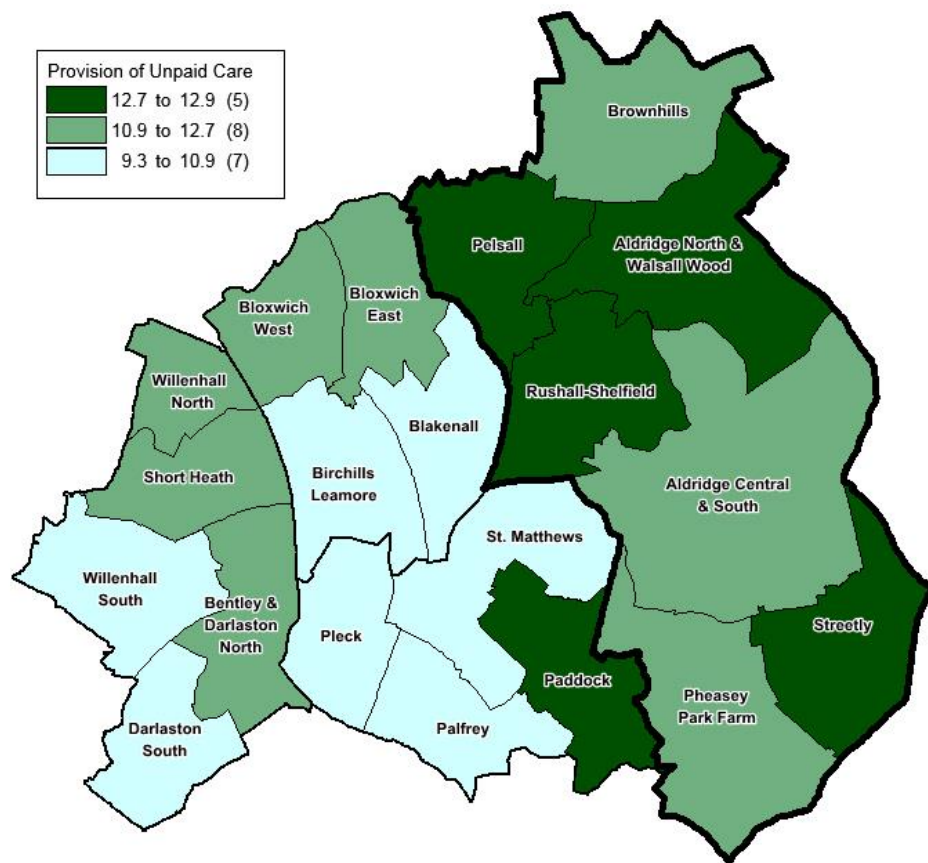


Aldridge Central & South has a below average proportion of adult obesity prevalence (11.4% compared to 14.4%)

Note – based on GP practice patient lists

Source: Quality and Outcomes Framework, 2017/18

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%)

Source: ONS, 2011 Census

ASC Carers Survey

80

People surveyed

30

Responses

37.50

Response rate (%)

Responses
were
received
from

29

People residing in their own homes

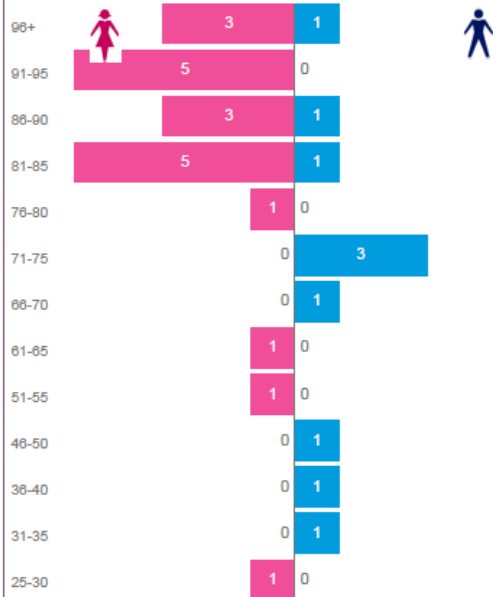
0

People residing in residential care

1

People residing in nursing care

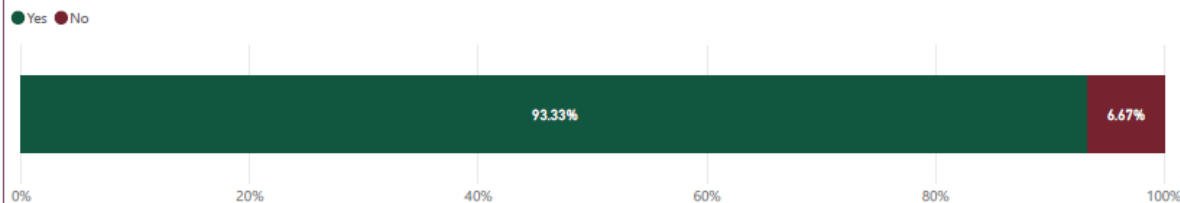
Respondents by age and gender



How satisfied or dissatisfied are you with the care and support services you receive?



Do care and support services help you to have a better quality of life?



Which of the following statements best describes how safe you feel?



In the past year, have you generally found it easy or difficult to find information and advice about support, services or benefits?



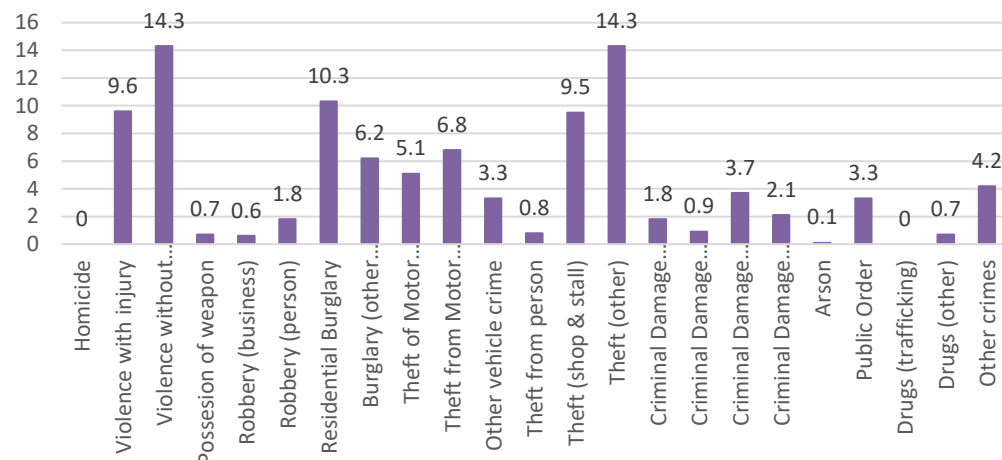
Source: Adult Social Care User Survey (ASCS), 2018-19

Recorded Crime

Ward	Total Recorded Crime Rate per 1,000 Population	Serious Acquisitive Crime Rate per 1,000 Population
Aldridge Central and South	77.68	19.03
Aldridge North and Walsall Wood	62.80	16.64
Bentley and Darlaston North	146.17	37.64
Birchills Leamore	144.27	28.37
Blakenall	130.43	29.79
Bloxwich East	112.14	25.06
Bloxwich West	109.25	23.69
Brownhills	91.42	16.35
Darlaston South	99.67	21.24
Paddock	58.51	21.35
Palfrey	86.29	19.62
Pelsall	56.72	23.81
Pheasey Park Farm	51.48	19.23
Pleck	145.97	30.90
Rushall-Shelfield	77.09	21.53
Short Heath	271.90	49.10
St Matthew's	83.41	22.71
Streetly	44.59	14.35
Willenhall North	83.82	21.54
Willenhall South	163.11	38.93
WALSALL	107.73	25.40

A lower number of total recorded crime rates & serious acquisitive crime rates than the borough average.

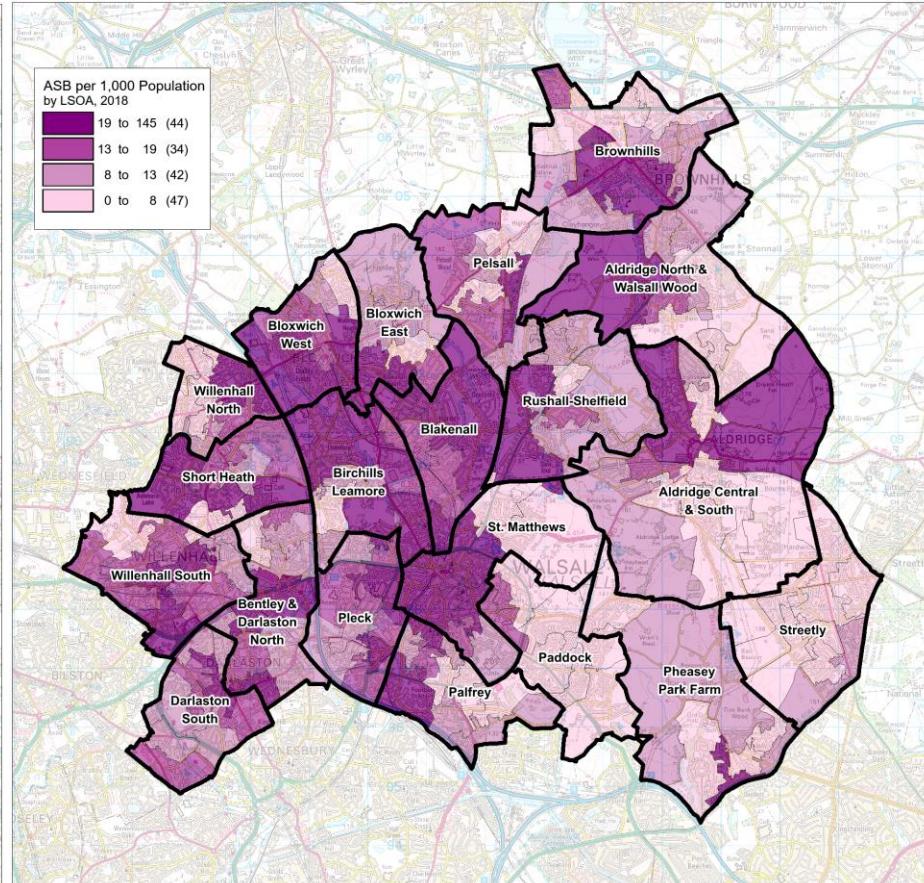
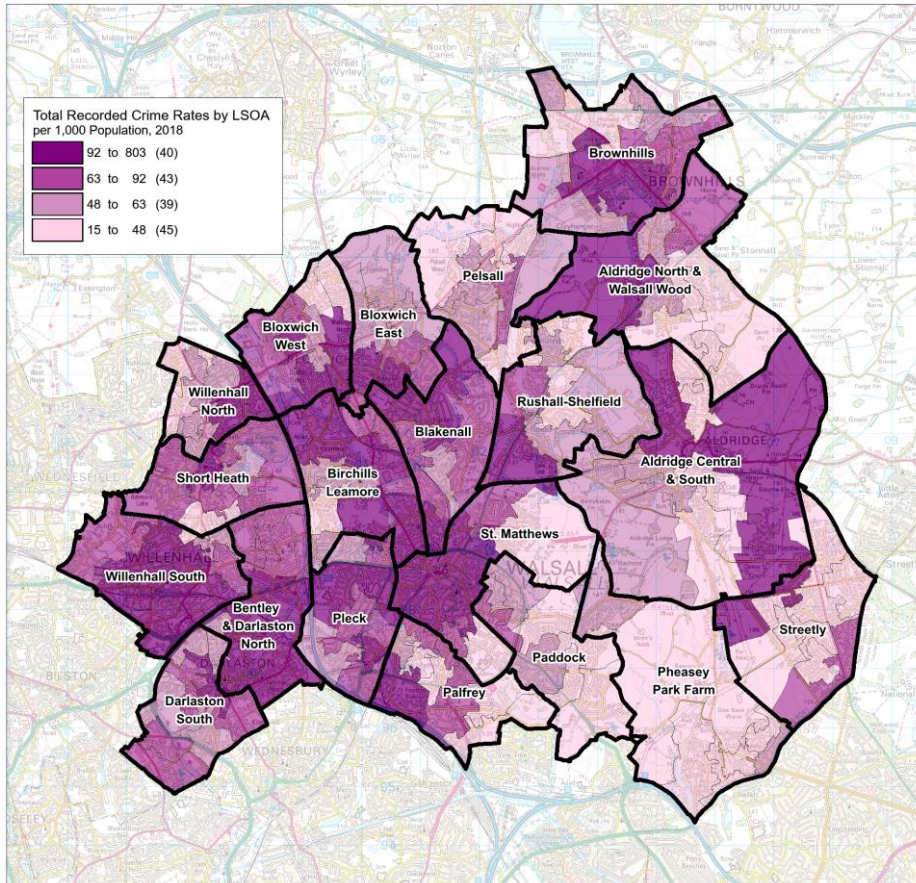
Crime by type highlights 'theft other' and 'violence without injury' as the most prolific type in this ward during 2018.



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

Source: West Midlands Police, Jan to Dec 2018

Recorded Crime & Anti-social behaviour



Source: West Midlands Police, Jan to Dec 2018

- **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

Source: *Localities & Partnerships, Walsall Council*

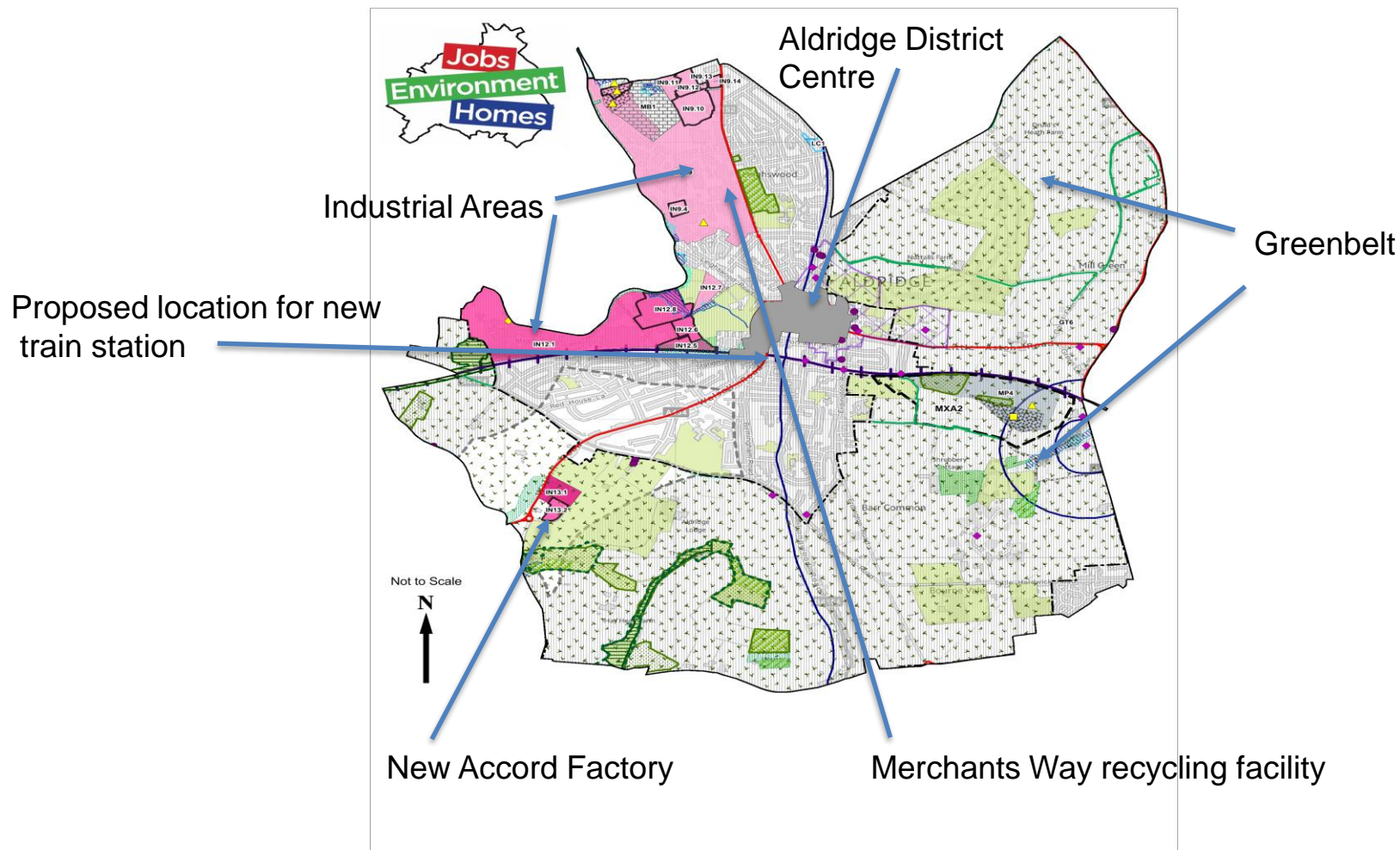


- Affluent residential area with access to a vast amount of greenbelt. The **Croft** is a well used space with local aspirations for extended village green status.
- Vibrant and attractive **town centre** that provides retail and other services to meet the needs of the surrounding community in a well 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's** LoCal Homes factory is located in Aldridge – the Council provided support to the developer to access grant funding to enable the development.

Source: *Regeneration & Development, Walsall Council*

Regeneration - Policy Map Extract

Walsall Local Plan Policies Map Extract: Aldridge Central and South
Submission Version Including Draft Modifications
February 2018



Source: Regeneration & Development, Walsall Council

- Plans for a **new rail station** in Aldridge Town Centre to provide direct access to Walsall and Birmingham – proposals currently being developed.
- 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.
- **£400k+ investment** for highways/public realm works to improve the economic prosperity of the district centre are on site, due to be completed September 2019.
- **Aldridge Manor House** is surplus to requirements – presenting a development opportunity for the Council; currently in discussions with a named developer to bring the site forward for development (retention of the Grade II listed manor house is key).
- Continued support to businesses/landowners with regard to their development requirements and growth aspirations, e.g. St Francis Group and their wishes to develop the former **Mckechie Brass site**.



Source: Regeneration & Development, Walsall Council

- **Walsall Insight:** Data and intelligence portal for Walsall, including links to population dashboards, area 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

Contact: insight@walsall.gov.uk

Key Contributors:

Emma Thomas, Claire Heath, David Hughes & Lee Harley (Public Heath), Liz Connolly (Economic Intelligence), Kauser Agha & Caroline Harper (Regeneration & Development), John Morris (Localities & Partnerships), Sairah Ahmed (WM Police)

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