

Ward Walk Profile: Aldridge North & Walsall Wood January 2020

Version - FINAL

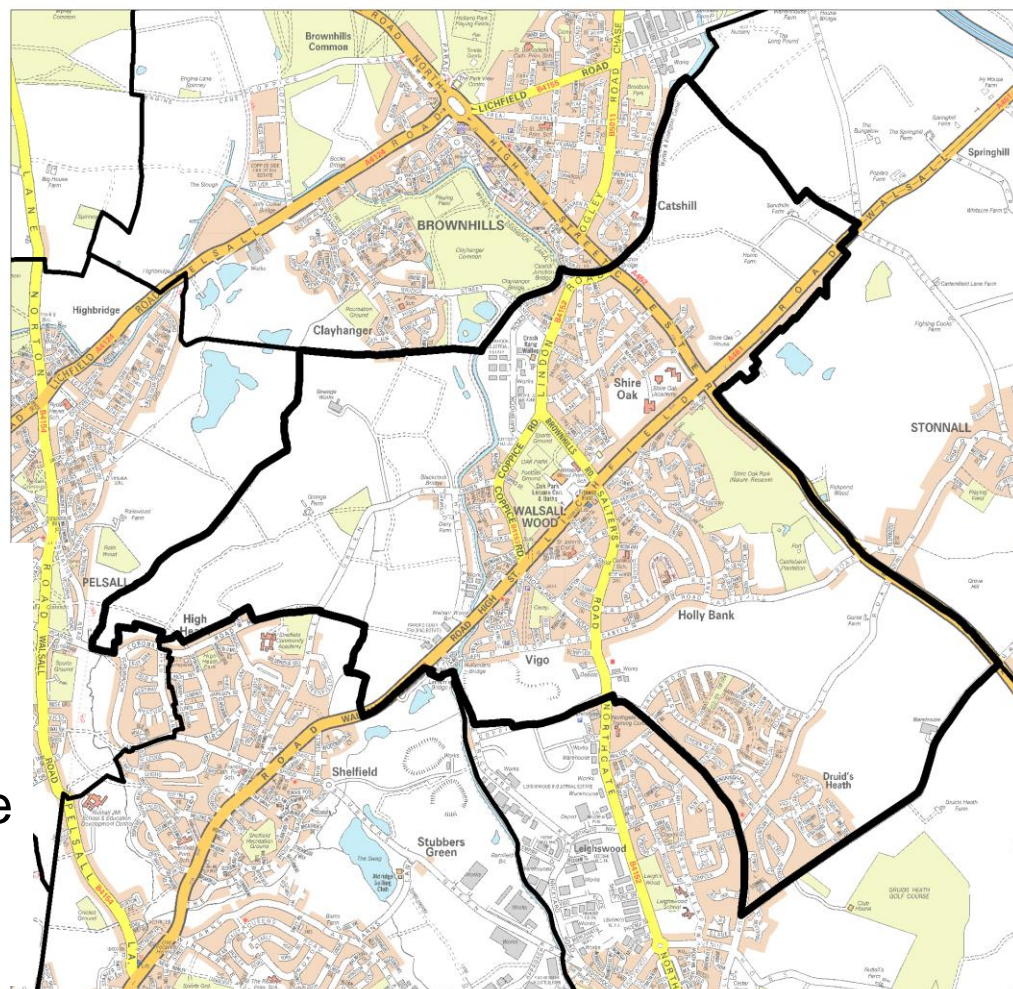


Walsall Council

PROUD OF OUR PAST OUR PRESENT AND FOR OUR FUTURE

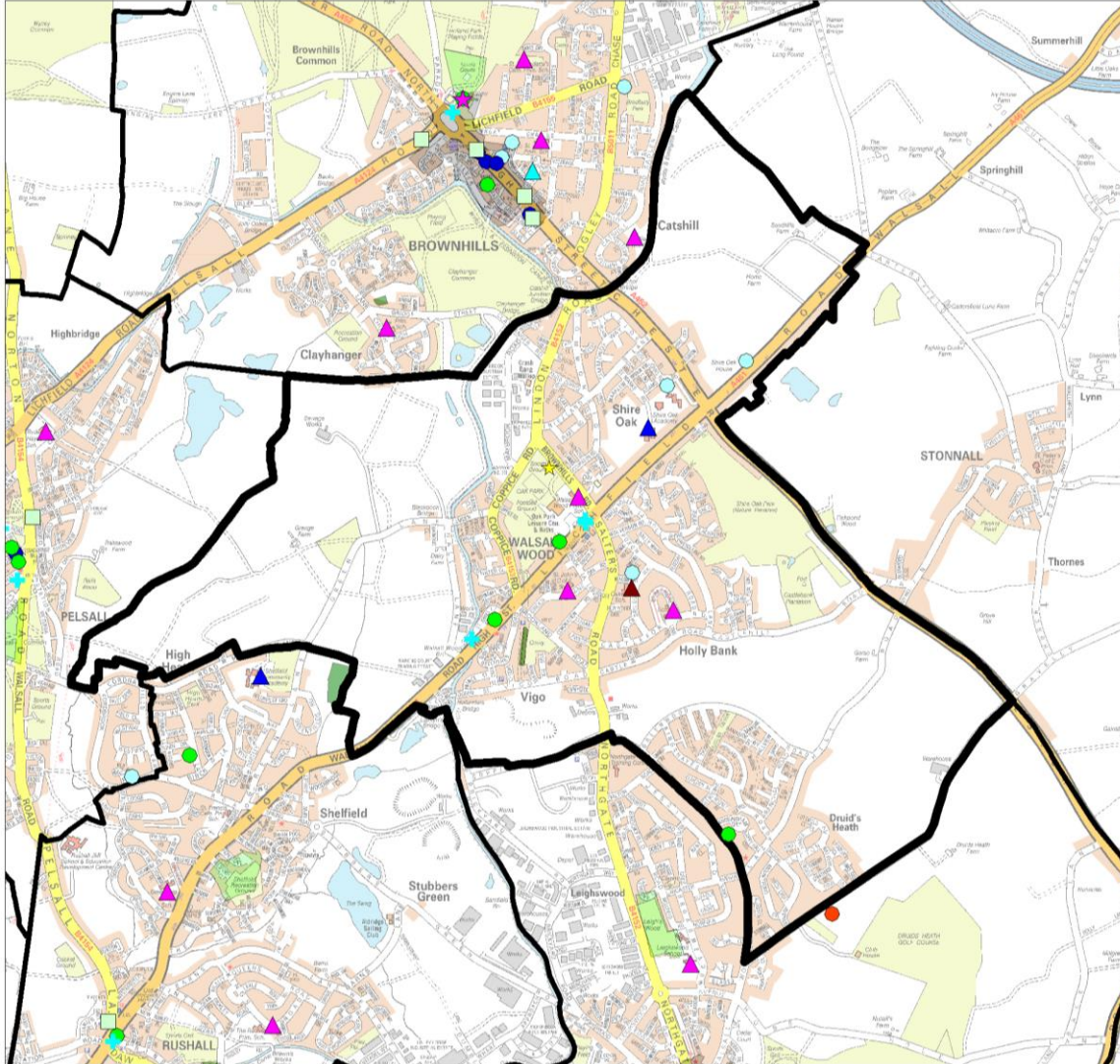
Name	Party	Elected on:
Cllr Gary Clarke	Conservatives	7 May 1998
Cllr Anthony Harris	Conservatives	10 June 2004
Cllr Keith Sears	Conservatives	01 May 1980
























- Covers 7.8 sq km (783 ha)
- Makes up 7.5% of the area of Walsall borough
- Population density of 16.7 people per hectare (lower than borough average of 27.3)


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




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

Source: Ordnance Survey

Population

Sex  Age

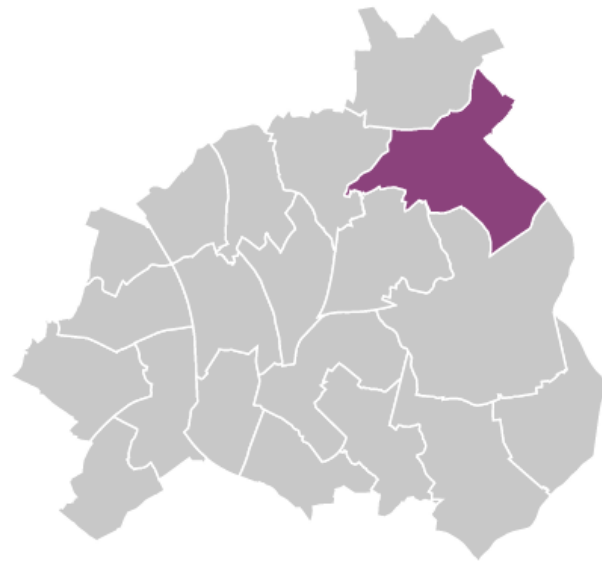


Ward Name	Pop	%
Aldridge Central and South	14,100	4.95%
Aldridge North and Walsall Wood	13,200	4.62%
Bentley and Darlaston North	14,300	5.02%
Birchills Leamore	16,000	5.64%
Blakenall	16,100	5.67%
Bloxwich East	13,000	4.57%
Bloxwich West	14,000	4.93%
Brownhills	13,400	4.71%
Darlaston South	16,300	5.74%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

Population over time



Walsall Ward Map



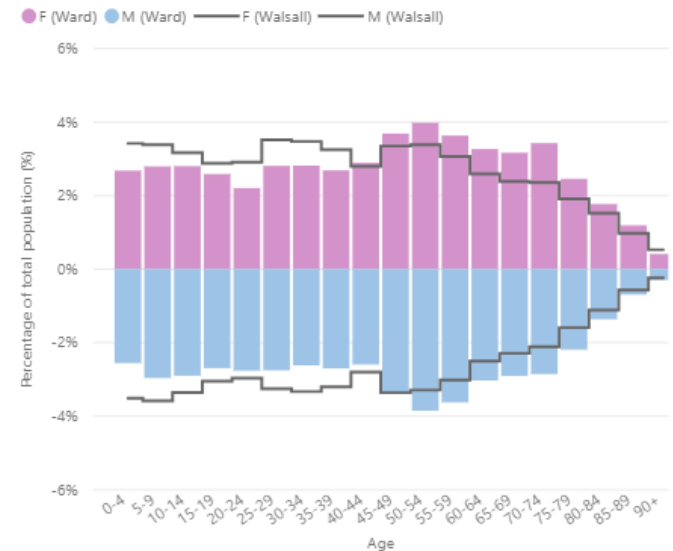
13,200

Estimated Population

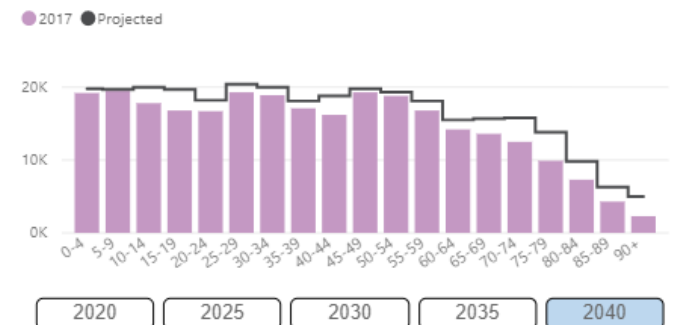
Localities

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Population Pyramid



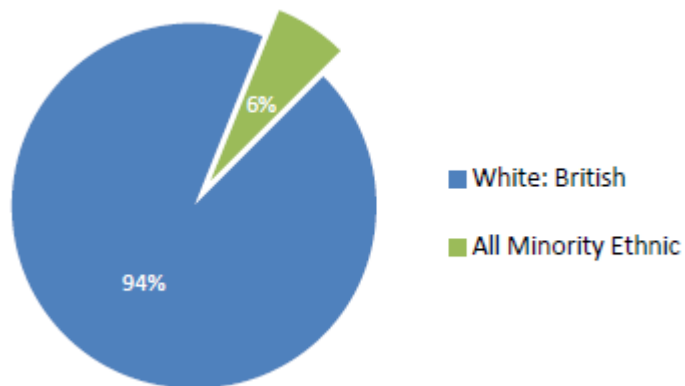
Walsall Borough Projected Population (2016 based)



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

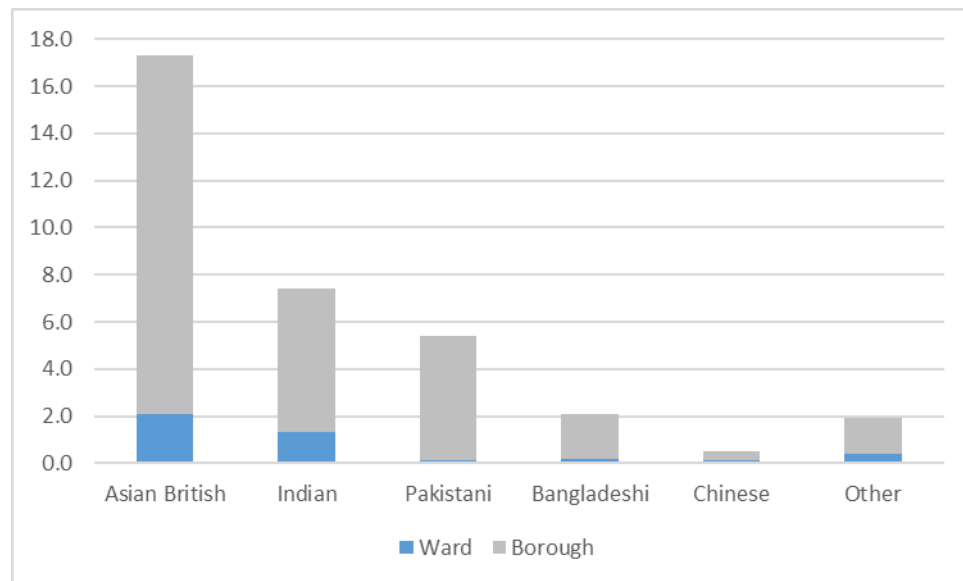
Ethnicity



Total minority ethnic residents*:	845
Percentage of total population:	6.4%
Change since 2001:	31.8%

Ethnic Group	Total	Ward %	Walsall %	E&W %
White: British	12,362	93.6	76.9	80.5
White: Other	195	1.5	1.9	5.5
Mixed	224	1.7	2.7	2.2
Asian	283	2.1	15.2	7.5
Black	105	0.8	2.4	3.3
Other	38	0.3	0.8	1.0

* Non-White British



- Only 6% minority ethnic residents
- Asian is the largest minority group at 2.1% (much less than Walsall average of 15.2%)
- Of the Asian minority group, Indian is the most prolific at 1.3%

Source: ONS, 2011 Census

Composition

- 5,532 households (with at least 1 usual resident)
- Increase of 5.8% since 2001 (Proportion of borough total 5.1%)
- Average household size: 2.4 residents per h/hold (similar to Walsall average of 2.5)

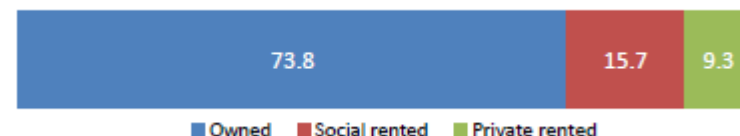
Household Composition	Total	Ward %	Walsall %	E&W %
Family: Couple	2,602	47.0	43.4	43.0
Family : Lone parent	515	9.3	12.0	10.6
One person: Below 65	739	13.4	15.7	17.8
One person: Over 65	754	13.6	12.8	12.4
Other household types	922	16.7	16.1	16.1

* ONS measure – based on (room) occupancy rating of -1 or less

Source: ONS, 2011 Census

Tenure

Tenure	Total	Ward %	Walsall %	E&W %
Owned outright	2,027	36.6	31.1	30.8
Owned mortgage	2,060	37.2	31.9	33.5
Socially rented	870	15.7	24.1	17.6
Privately rented	513	9.3	11.7	16.7
Living rent-free	62	1.1	1.3	1.4



- 4.4% of households 'overcrowded'* (Walsall average 6.5%)
- 1.5% of households without central heating (Walsall average 2.8%)
- Low proportion of socially rented (15.7%) properties compared to borough (24.1%)
- Above average (31.9%) mortgage owned (37.2%)

Social Segmentation - Groups

The largest groups of households are classified as group H – **Aspiring Homemakers** (17%) & group F – **Senior Security** (16%)

H Aspiring Homemakers



Key Features

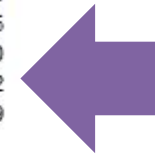
Younger households
Full-time employment
Private suburbs
Affordable housing costs
Starter salaries
Buy and sell on eBay

Channel Preference

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

Index

Most effective
communication
route



F Senior Security



Key Features

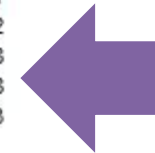
Elderly singles and couples
Homeowners
Comfortable homes
Additional pensions above state
Don't like new technology
Low mileage drivers

Channel Preference

Channel Preference	Index
Face to Face	98
Post	111
Landline	102
Email	98
Mobile	58
Online	83

Index

Least effective
communication
routes



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

- 79.5% of working age people in Aldridge North & Walsall Wood ward were **economically active**. This was much higher than the Walsall value of 74.0% and the national value of 76.8% (2011)*.
- The largest **occupation group** in the ward was Professional (14.2%) followed by Skilled Trades (13.5%) (2011)*.
- Of working age ward residents, 18.5% had **no formal qualifications**. Walsall's value was 24.3%, and 15.0% nationally (2011)*.
- In May 2019, 2.9% of working aged residents (aged 16-64) were **unemployed and seeking work**. This equated to 232 people and was below the Walsall average of 5.0%.

Unemployment Claimants (aged 16-64), May 2019

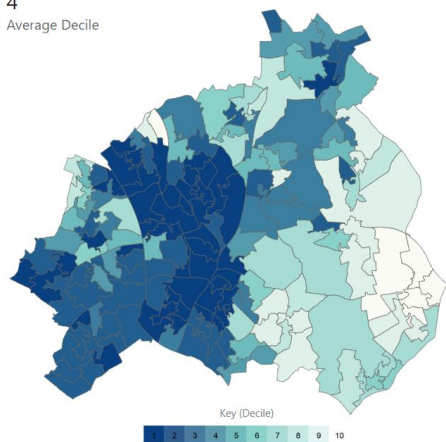
Ward	Claimant Count	Claimant Rate
Darlaston South	739	7.7
Blakenall	689	7.4
Birchills Leamore	706	7.1
Willenhall South	756	6.9
St Matthew's	747	6.8
Pleck	648	6.6
Bentley and Darlaston North	560	6.5
Bloxwich East	442	5.9
Palfrey	619	5.8
Bloxwich West	456	5.4
WALSALL BOROUGH	8,594	5.0
Short Heath	298	4.4
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

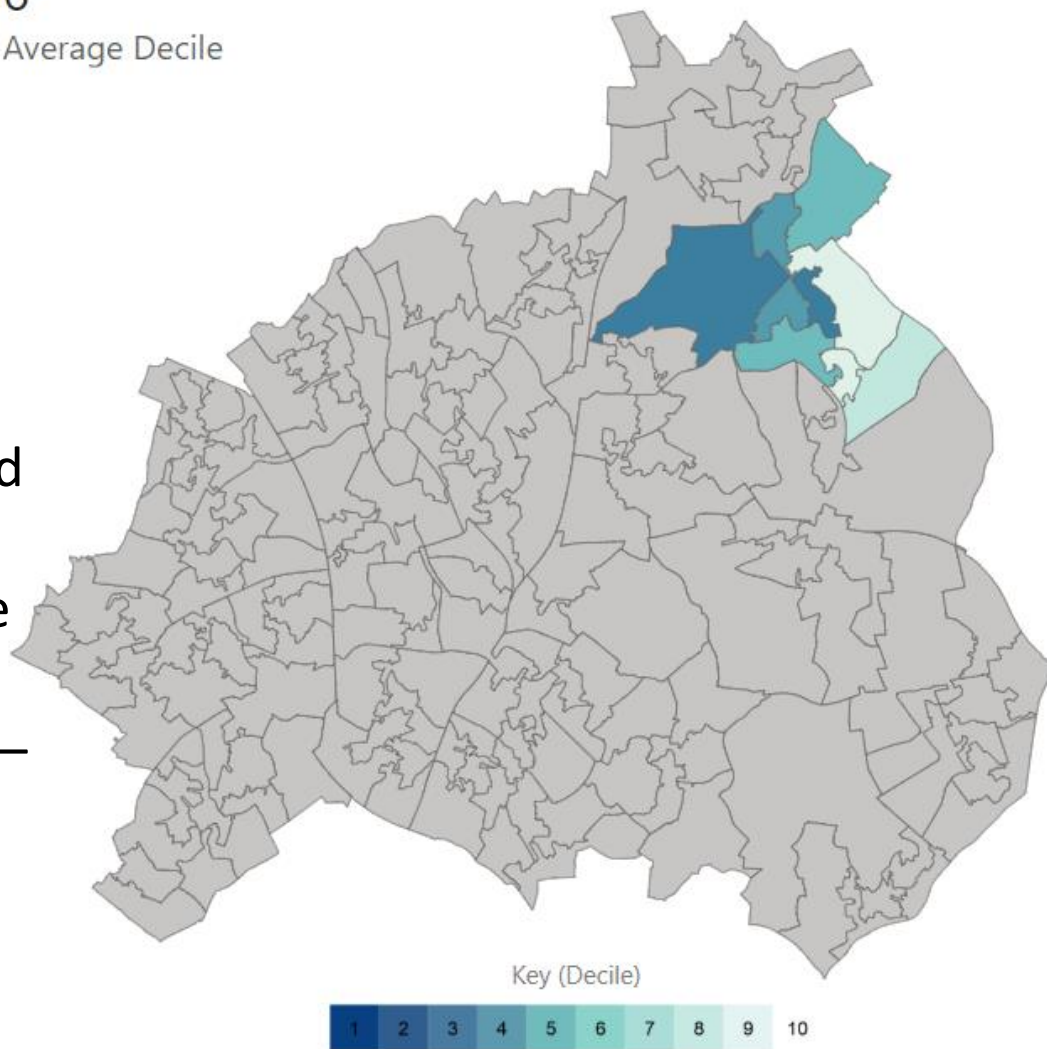


Less deprived overall compared to the Borough. Generally low levels of deprivation within the ward, with two LSOAs in the 20% least deprived in England – Shire Oak South & Coppy Hall.

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*

6
Average Decile

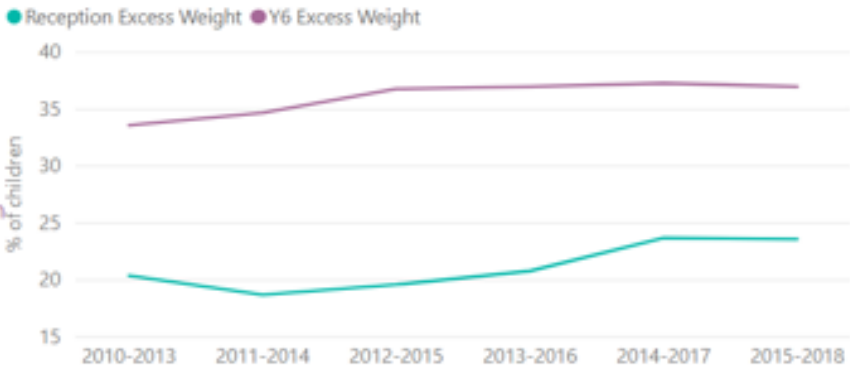


Childhood Obesity in Aldridge North and Walsall Wood

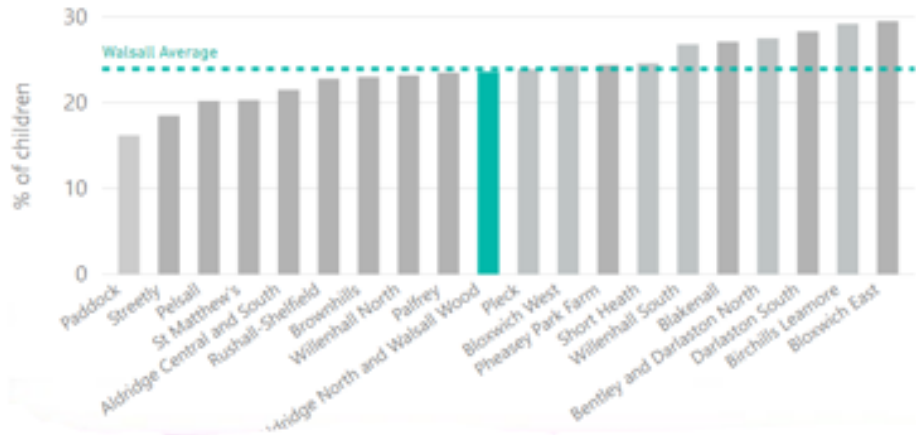
Key Messages:

- In Aldridge North and Walsall Wood, the rate of excess weight in Reception Children has increased very slightly since 2015.
- Aldridge North and Walsall Wood ranks 10th/20 wards (1st = lowest rate) for excess weight in Reception aged children.
- In Year 6 children, the rate of excess weight has decreased very slightly.
- In addition, Aldridge North and Walsall Wood ranks 4th/20 wards for excess weight (1st = lowest rate) for excess weight in Y6 children.

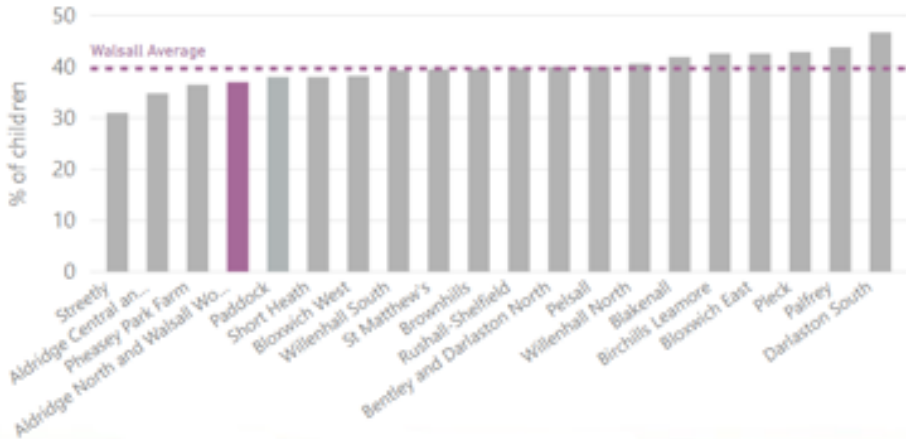
Trend in Childrens Excess Weight in Aldridge North and Walsall Wood



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



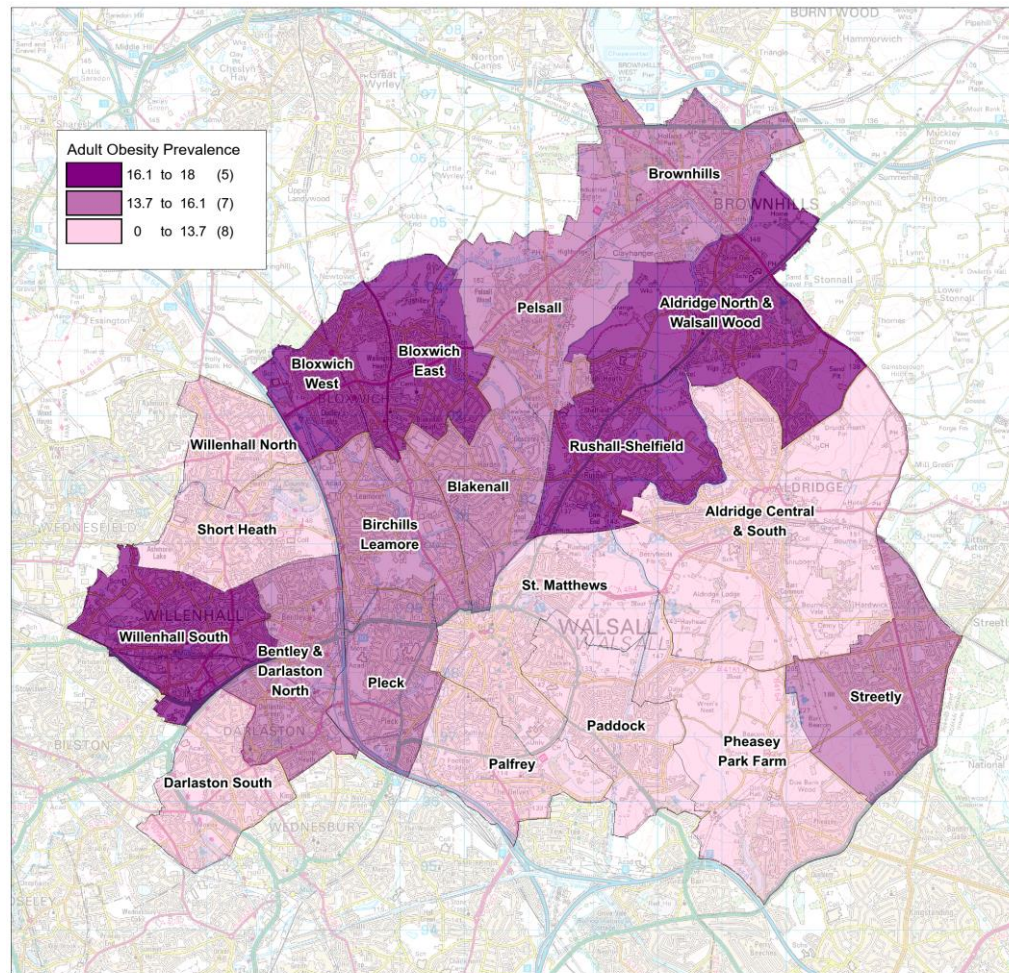
Excess Weight in Year 6 Children - 3 Year rolling average 2015-18



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

Adult Obesity Prevalence

Ward	Prevalence (%)
Willenhall South	18.0
Bloxwich West	17.7
Rushall-Sheffield	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
Streetly	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	-
<i>Walsall Average</i>	<i>14.4</i>

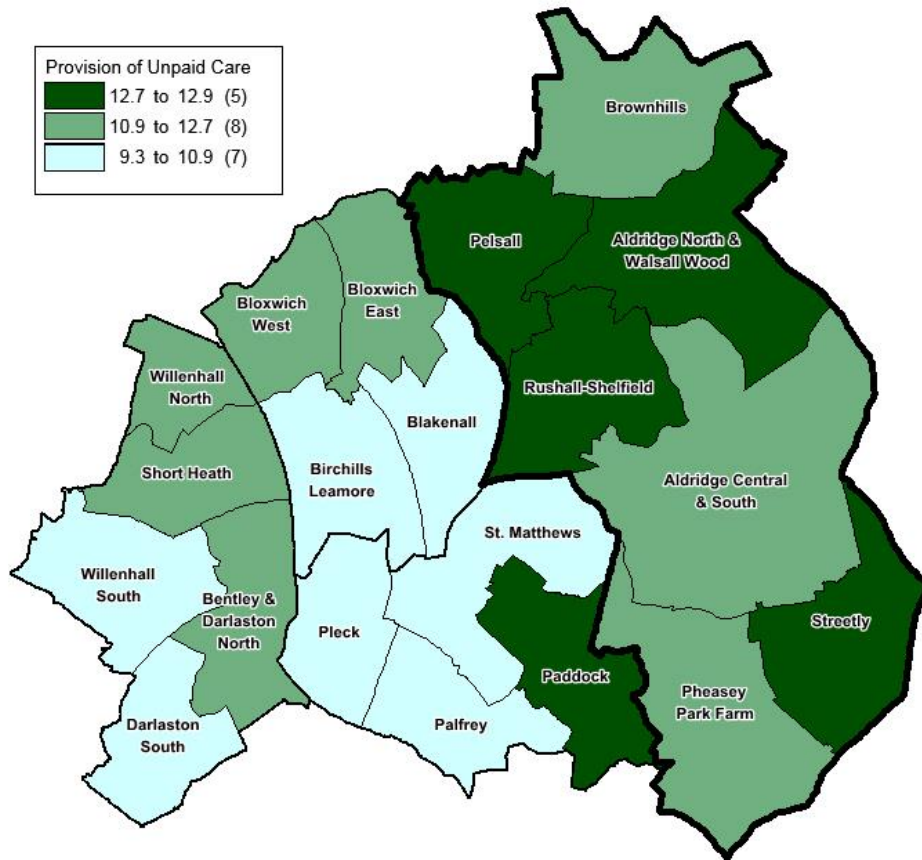


Aldridge North & Walsall Wood has higher levels of adult obesity prevalence than the borough at 17.4%

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

Above average provision of unpaid care within Aldridge North & Walsall Wood (12.7% compared to 11.4%).

Source: ONS, 2011 Census

ASC Carers Survey

91
People surveyed

34
Responses

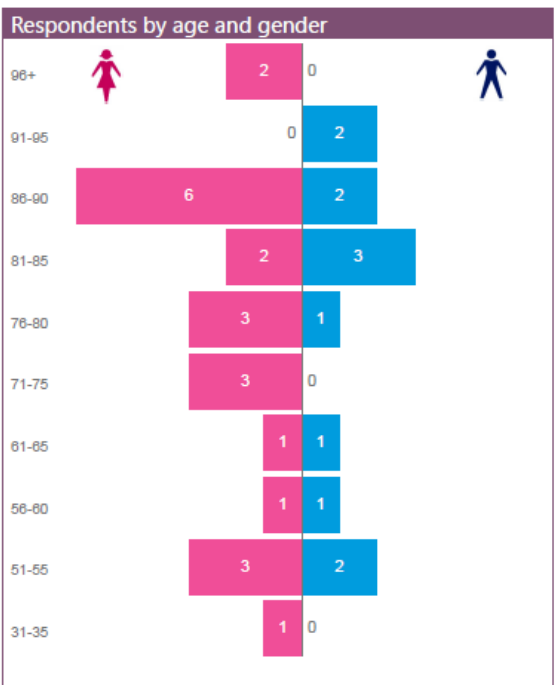
37.36
Response rate (%)

Responses were received from

29
People residing in their own homes

4
People residing in residential care

1
People residing in nursing care



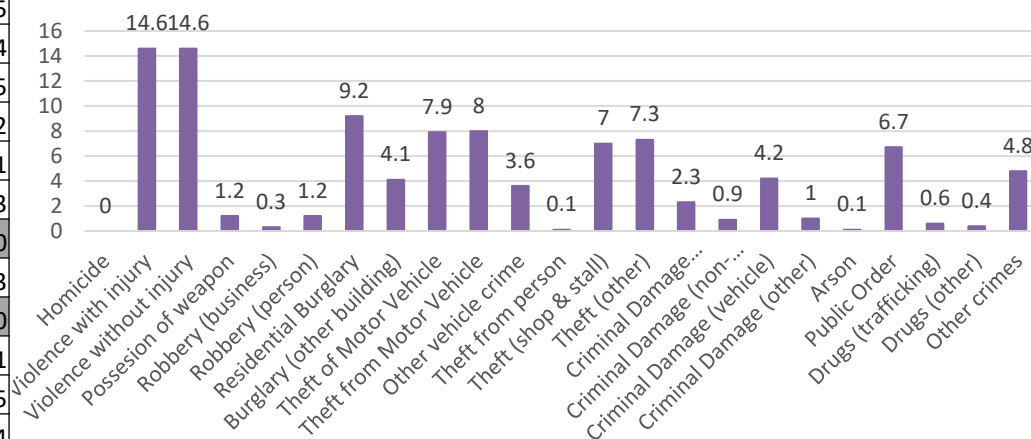
Source: Adult Social Care User Survey (ASCS), 2018-19

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.

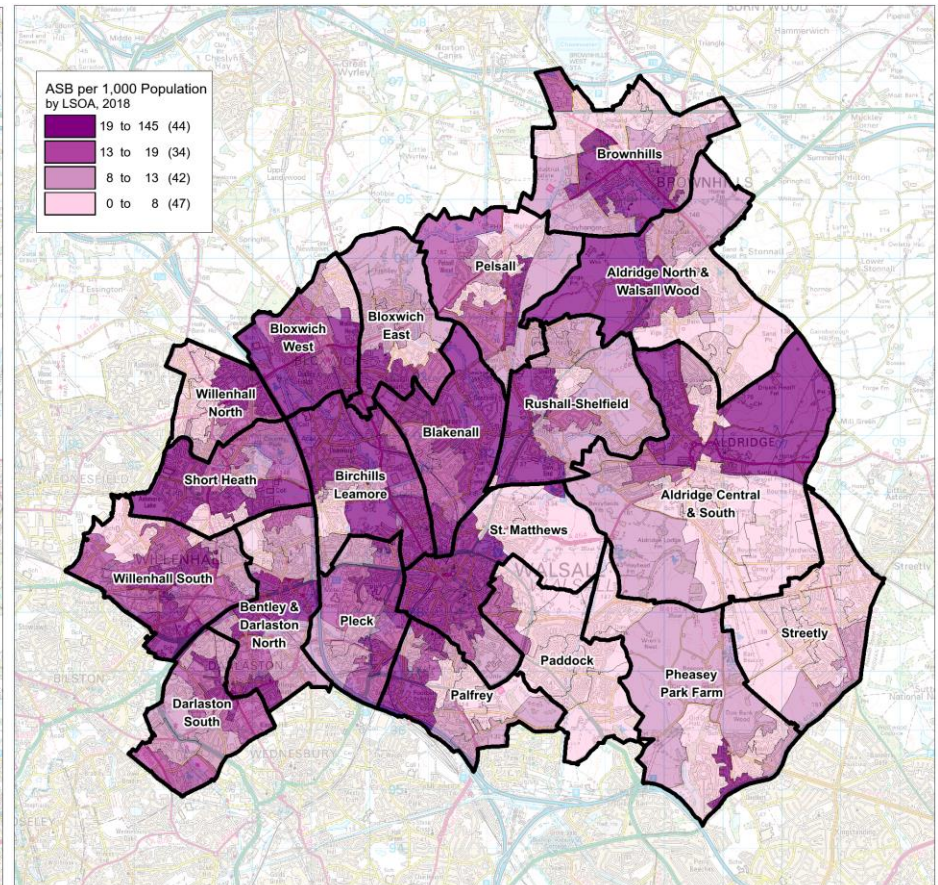
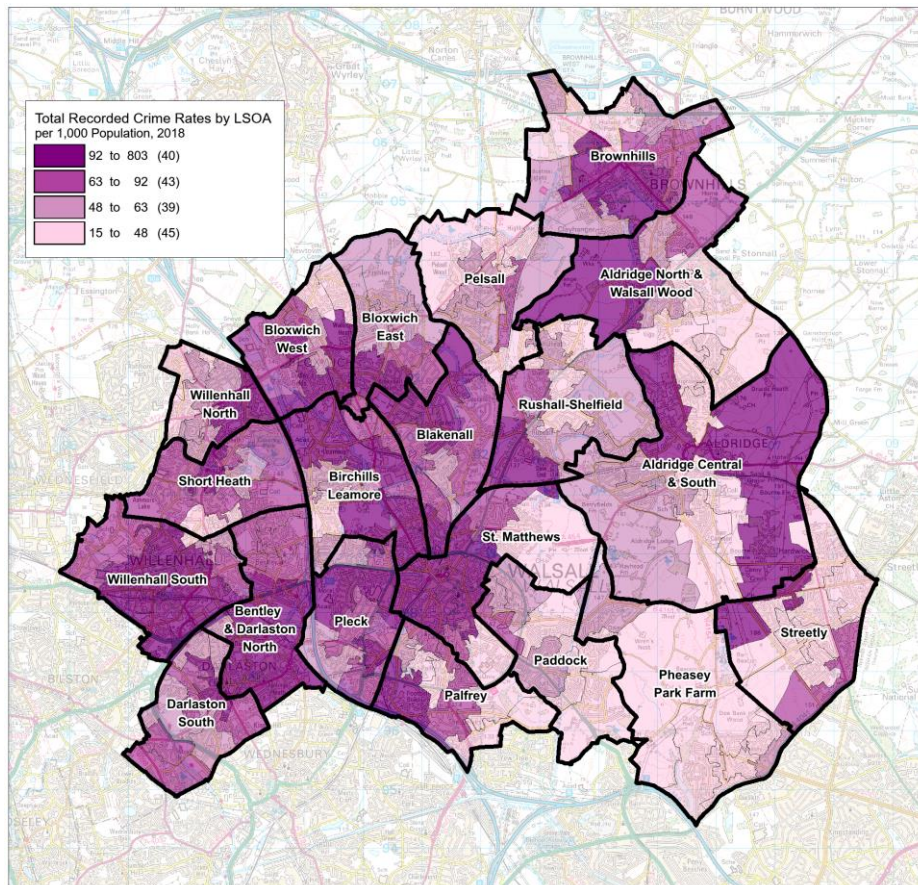
Crime by type highlights 'violence with & without injury' as the most prolific types in this ward during 2018



*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

- There are a range of groups within Aldridge North & Walsall Wood including (not exhaustive to): 1st Walsall Wood Scouts, Fitness First, Shire Oak Residents Group, Walsall Wood Boys / Girls Brigade
- A network meeting for all groups / organisations meets on a quarterly basis.

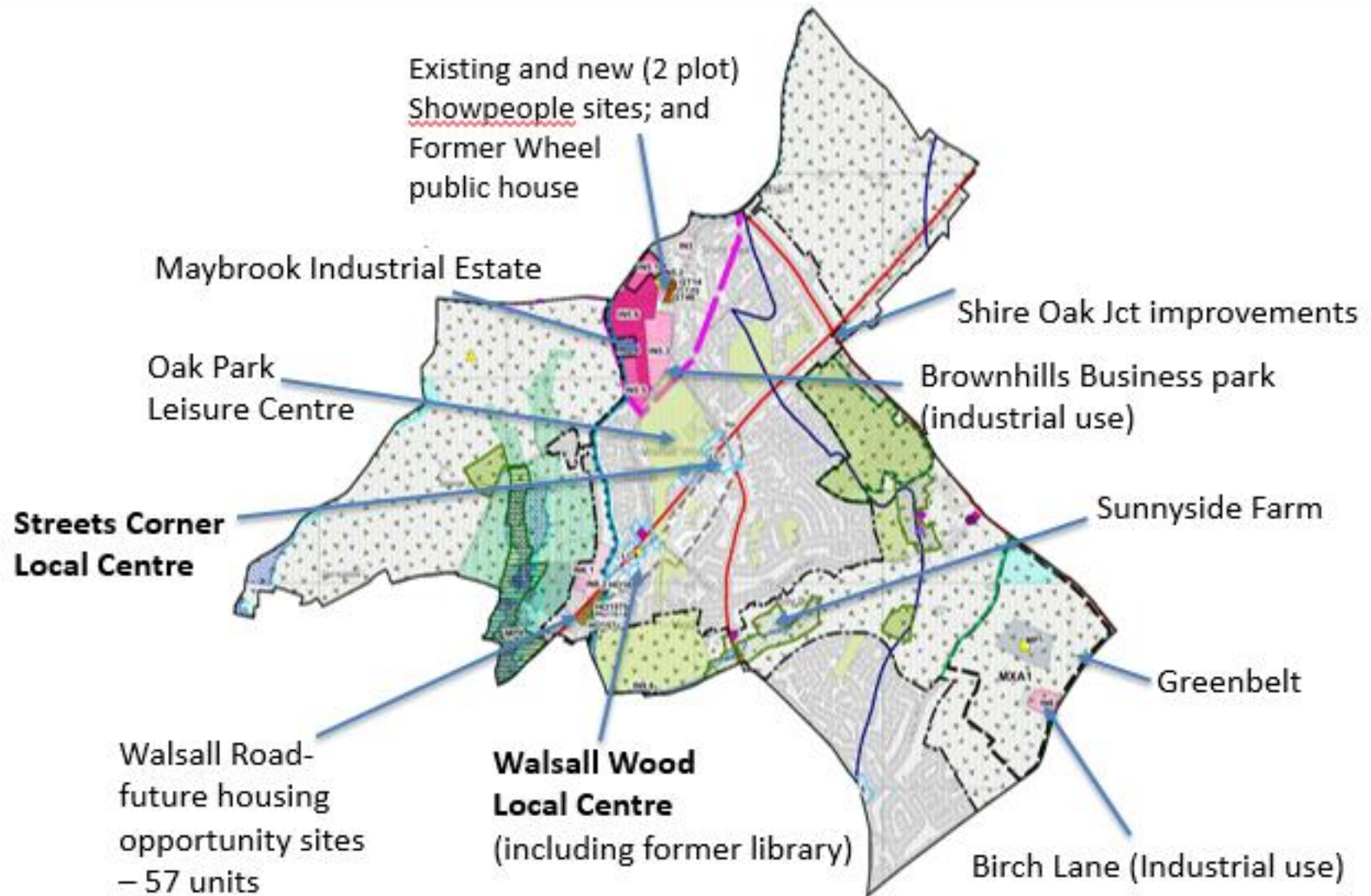
Source: *Localities & Partnerships, Walsall Council*



- Well established **residential area** with access to **Greenbelt** and good quality **industrial areas** (e.g. Maybrook industrial Estate).
- **Local centres** providing a range of good services: Walsall Wood and Streets Corner.
- Recent **transport improvements** at Shire Oak Junction and Streets Corner - increased capacity to meet need.
- **Key businesses** located in the area include European Steelcraft Limited and XPO Logistics.
- **Former Wheel Public House** – appeal supports Council's site allocation for Showpeople.
- Council investment in **Oak Park Leisure Centre** – construction of over-flow car park underway (Aug 2019).
- **Housing proposals/opportunities** include former Walsall Wood Library (sale agreed and legals progressing), Sunnyside Farm – housing in greenbelt (previously developed land), and allocated housing sites at Walsall Road.
- **Further disposal opportunity** once the out of hours response centre (Streets Corner) is relocated.

Source: Regeneration & Development, Walsall Council

Regeneration - Policy Map Extract



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

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