

Ward Walk Profile: Bentley & Darlaston North January 2020

Version - FINAL



Walsall Council

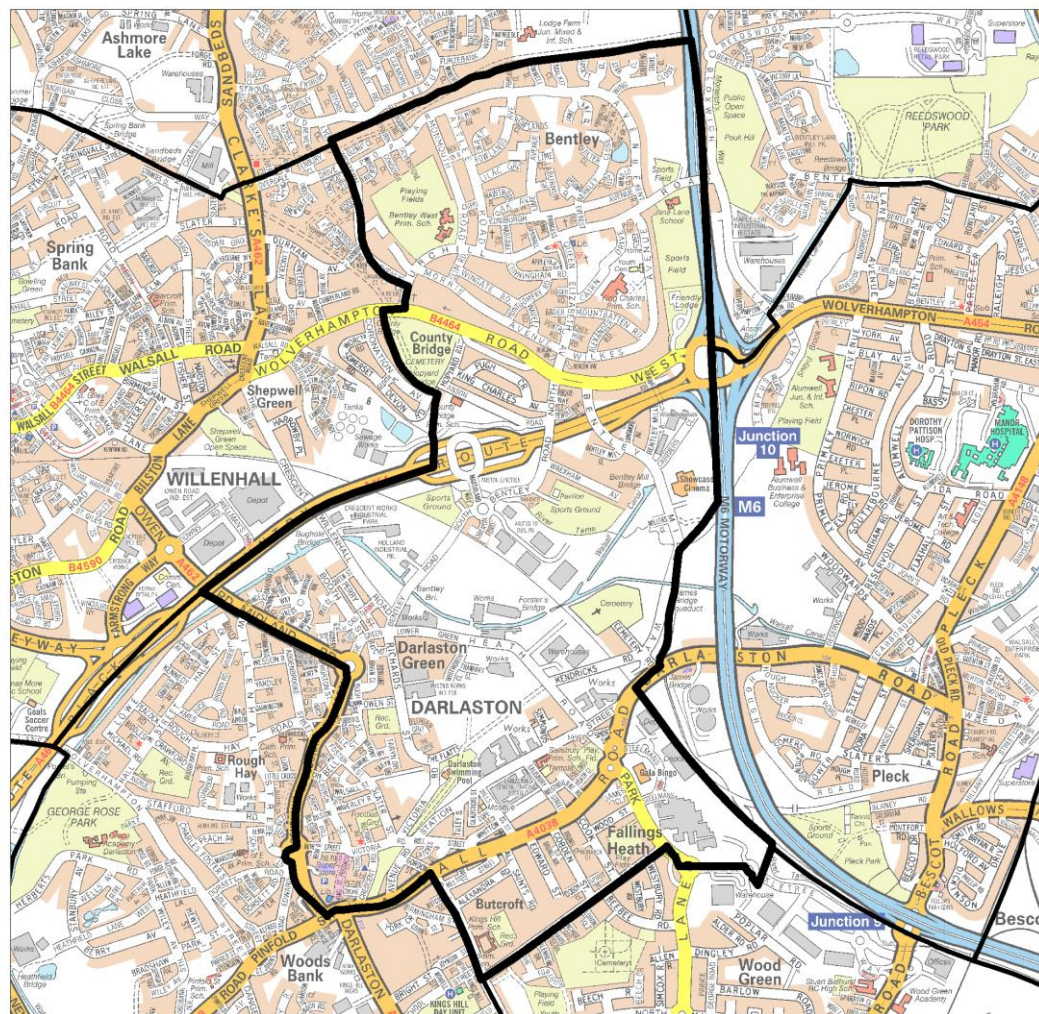
PROUD OF OUR PAST OUR PRESENT AND FOR OUR FUTURE

Name	Party	Elected on:
Cllr Rose Burley	Labour	6 May 2010
Cllr Saiqa Nasreen	Labour	2 May 2019
Cllr Angela Underhill	Labour	3 May 2012

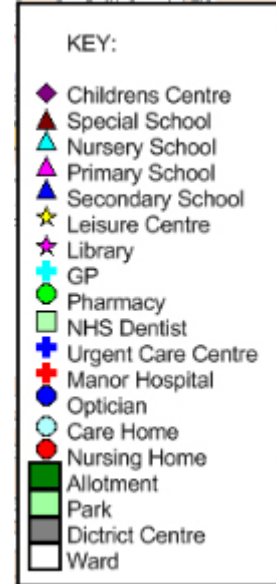
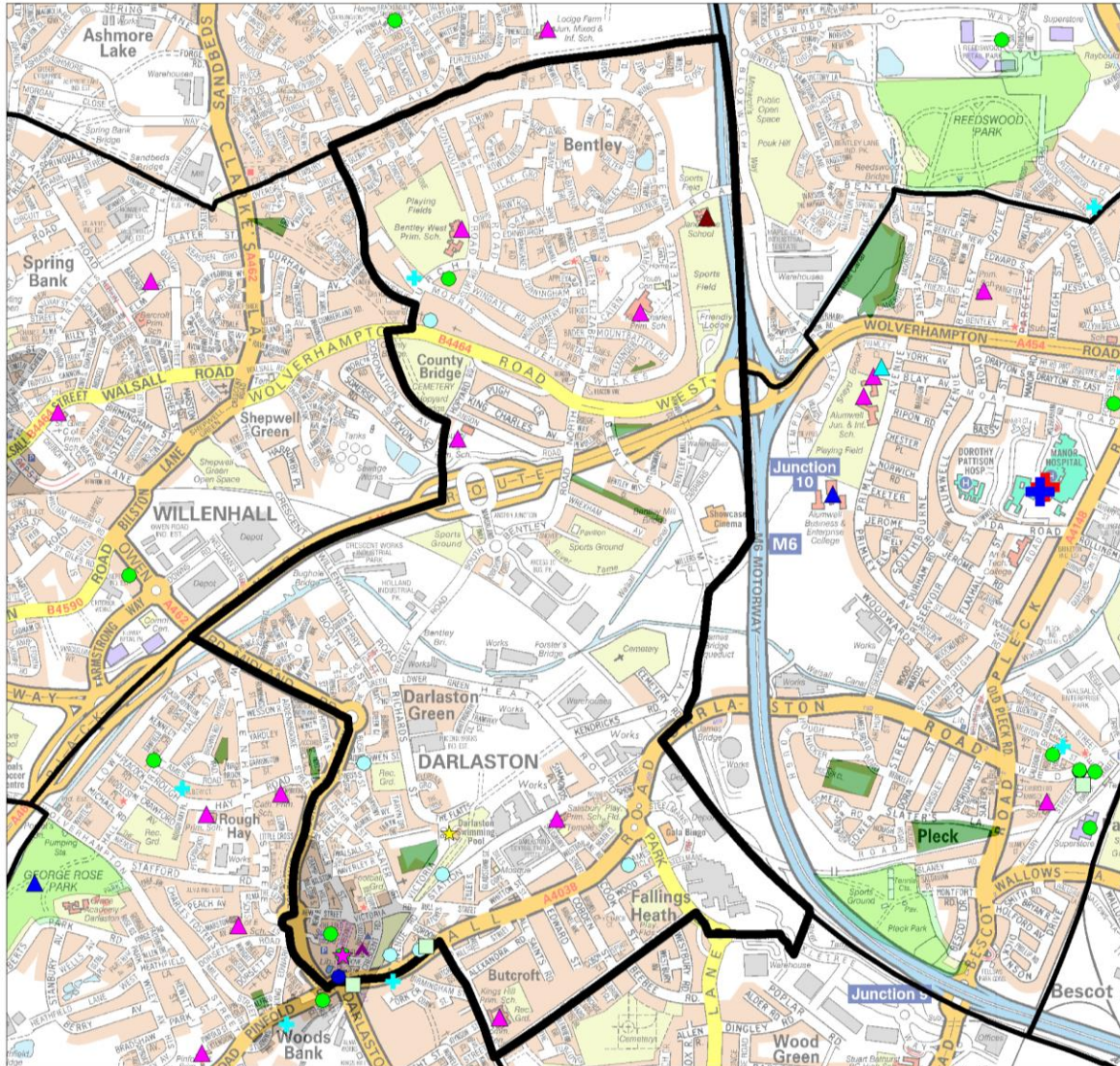




- Covers 4.18 sq km (418 ha)
- Makes up 4% of the area of Walsall borough
- Population density of 34.1 people per hectare (higher than borough average of 27.3)




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



Source: Ordnance Survey

Population

Sex  Age

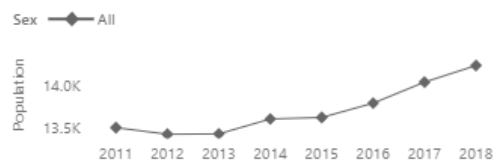
All 0 110

Female

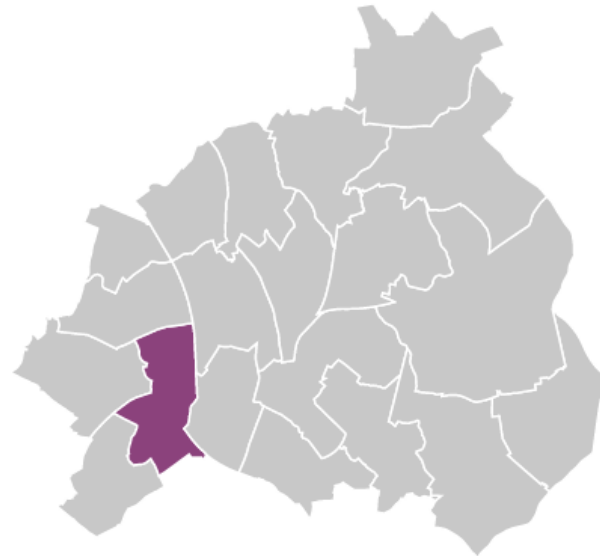
Male

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



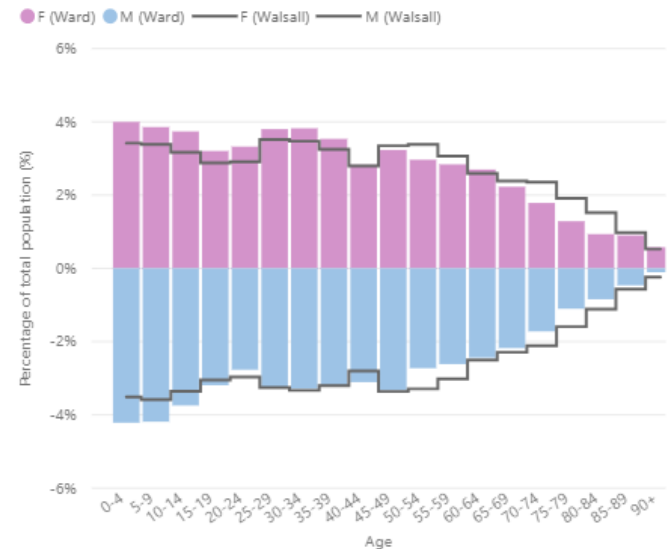
14,300
Estimated Population

Localities

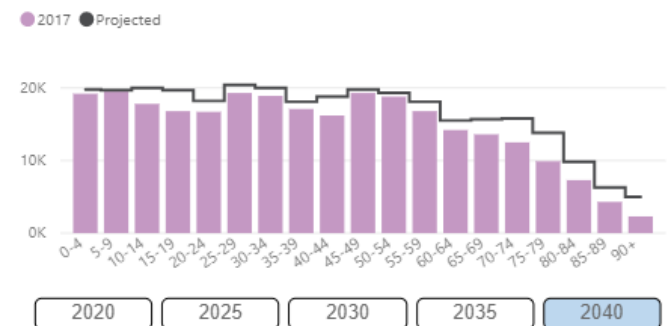
West

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Population Pyramid



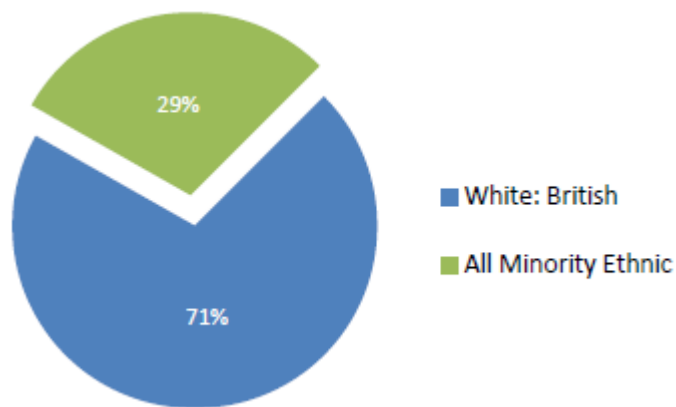
Walsall Borough Projected Population (2016 based)



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

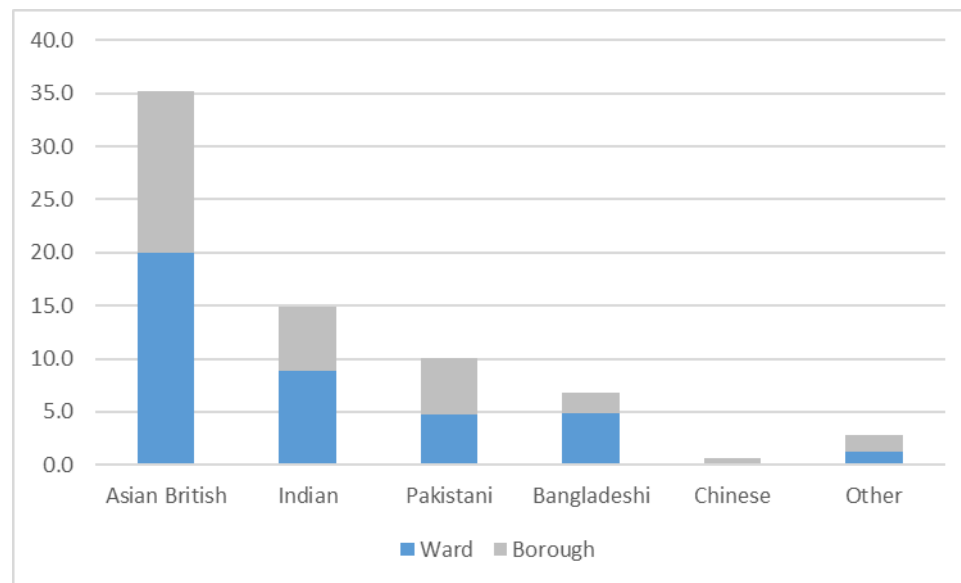
Ethnicity



Total minority ethnic residents*: 3,950
 Percentage of total population: 29.3%
 Change since 2001: 35.3%

Ethnic Group	Total	Ward %	Walsall %	E&W %
White: British	9,529	70.7	76.9	80.5
White: Other	189	1.4	1.9	5.5
Mixed	559	4.1	2.7	2.2
Asian	2,693	20.0	15.2	7.5
Black	439	3.3	2.4	3.3
Other	70	0.5	0.8	1.0

* Non-White British



- 29% minority ethnic residents
- Asian is the largest minority group at 20.0% (higher than the Walsall average of 15.2%)
- Of the Asian minority group, Indian are the most prolific at 8.8%

Source: ONS, 2011 Census

Composition

- 5,137 households (with at least 1 usual resident)
- Increase of 6.4% since 2001 (Proportion of borough total 4.8%)
- Average household size: 2.6 residents per h/hold (similar to Walsall average of 2.5)

Household Composition	Total	Ward %	Walsall %	E&W %
Family: Couple	2,239	43.6	43.4	43.0
Family : Lone parent	794	15.5	12.0	10.6
One person: Below 65	790	15.4	15.7	17.8
One person: Over 65	586	11.4	12.8	12.4
Other household types	728	14.2	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	1,206	23.5	31.1	30.8
Owned mortgage	1,505	29.3	31.9	33.5
Socially rented	1,778	34.6	24.1	17.6
Privately rented	574	11.2	11.7	16.7
Living rent-free	74	1.4	1.3	1.4



- 8.9% of households 'overcrowded'* (Walsall average 6.5%)
- 3.0% of households without central heating (Walsall average 2.8%)
- High proportion of socially rented (34.6%) properties compared to borough (24.1%)
- Below average (31.9%) mortgage owned (29.3%)

Social Segmentation - Groups

The largest groups of households are classified as group M – **Family Basics** (26%) & group N – **Vintage Value** (20%)

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

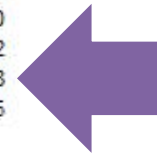
Channel Preference

Face to Face
Post
Landline
Email
Mobile
Online

Index

103
86
110
102
118
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

Face to Face
Post
Landline
Email
Mobile
Online

Index

109
112
115
88
71
83

Least effective
communication
routes



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

- 70.2% of working age people in Bentley & Darlaston North ward were **economically active**. This was lower than the Walsall value of 74.0% and the National Value of 76.8% (2011)*.
- The largest **occupation group** in the ward was Elementary Occupations (16.6%) followed by Process plant & machine operators (13.8%) (2011)*
- Of working age ward residents, 29.9% had **no formal qualifications**. Walsall's value was 24.3%, and 15.0% nationally (2011)*.
- In May 2019, 6.5% of working aged residents (aged 16-64) were **unemployed and seeking work**. This equated to 560 people and was above the Walsall average of 5.0%.

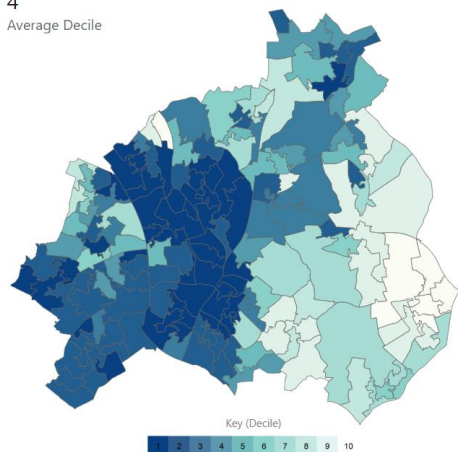
Unemployment Claimants (aged 16-64), May 2019

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-Shelfield	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

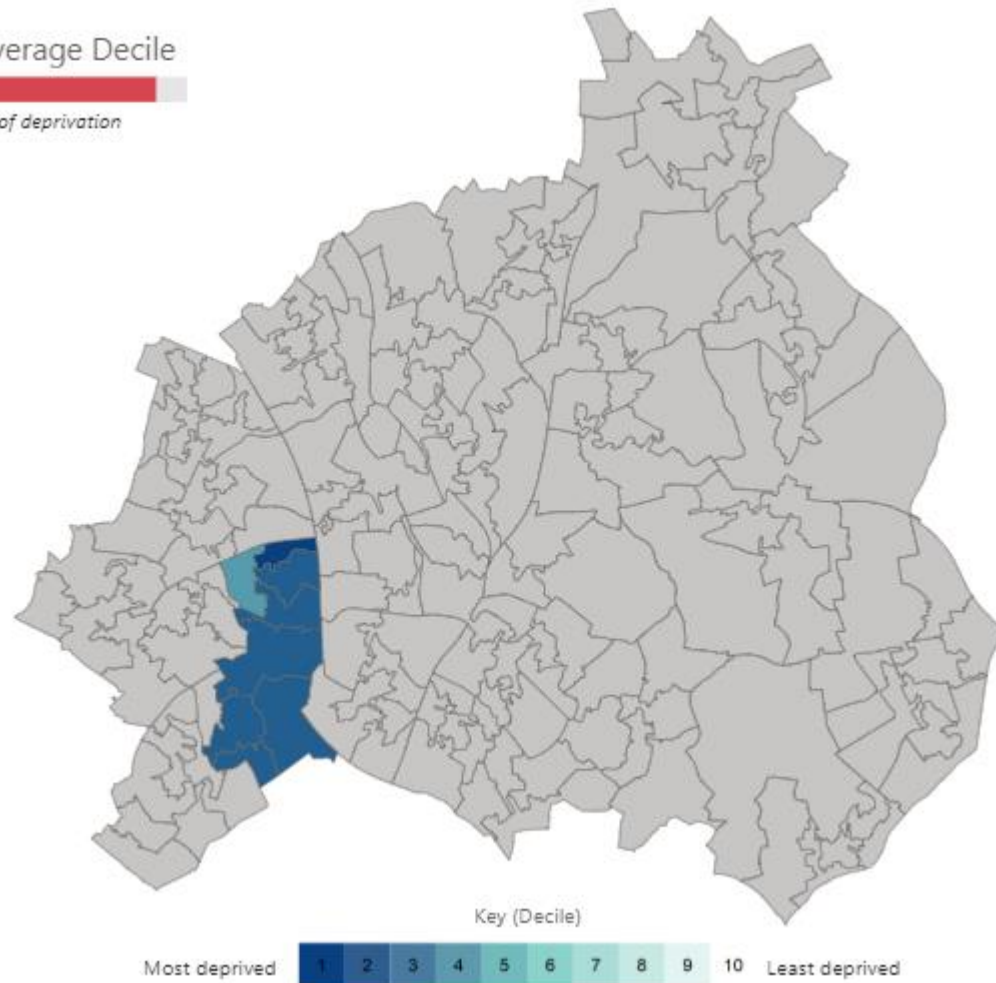


A deprived ward with the majority of LSOAs amongst the 20% most deprived in England.

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

2
Average Decile

Level of deprivation



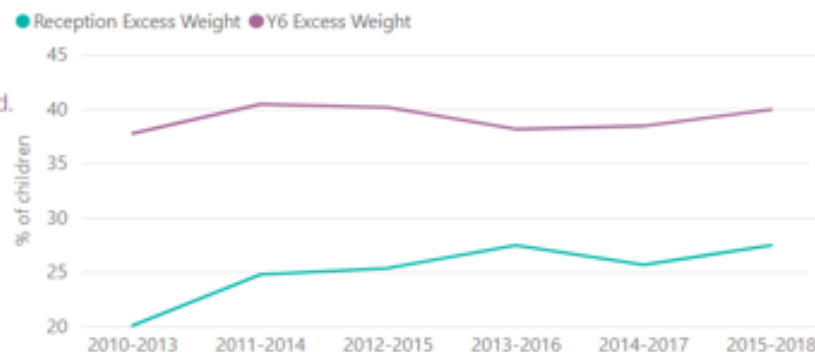
Source: DCLG, Index of Multiple Deprivation, 2019

Childhood Obesity in Bentley and Darlaston North

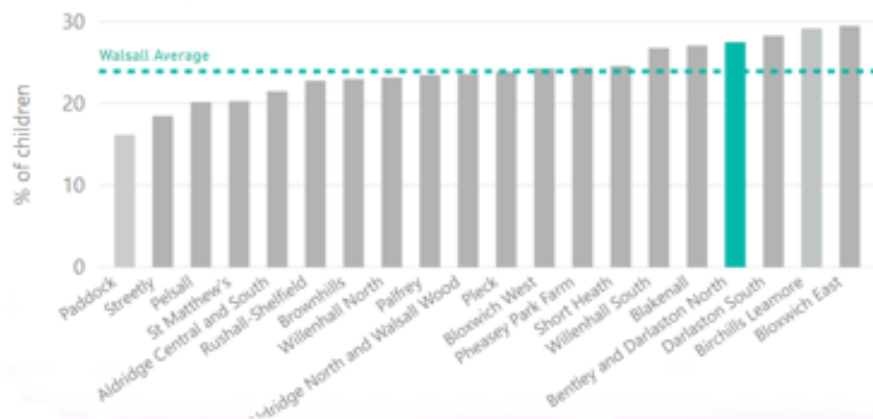
Key Messages:

- In Bentley and Darlaston North, the rate of excess weight in Reception Children has increased.
- Bentley and Darlaston North ranks 17th/20 wards (1st = lowest rate) for excess weight in Reception aged children.
- In Year 6 children, the rate of excess weight has also increased.
- Bentley and Darlaston North ranks 6th/20 wards for excess weight (1st = lowest rate) for excess weight in Y6 children.

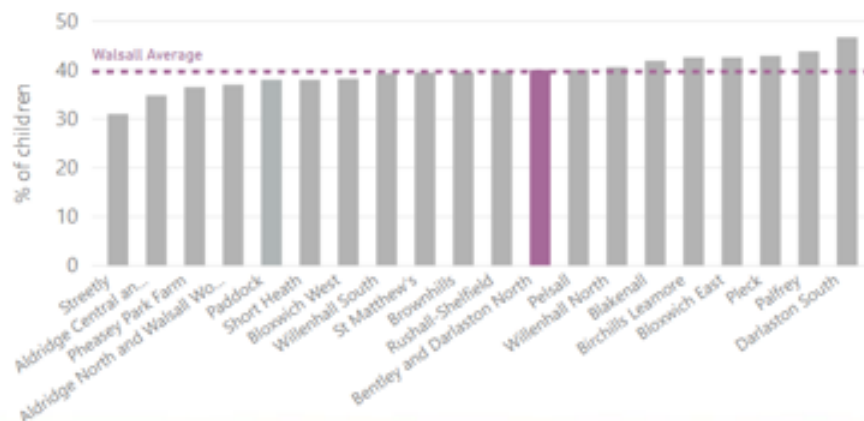
Trend in Childrens Excess Weight in Bentley and Darlaston North



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



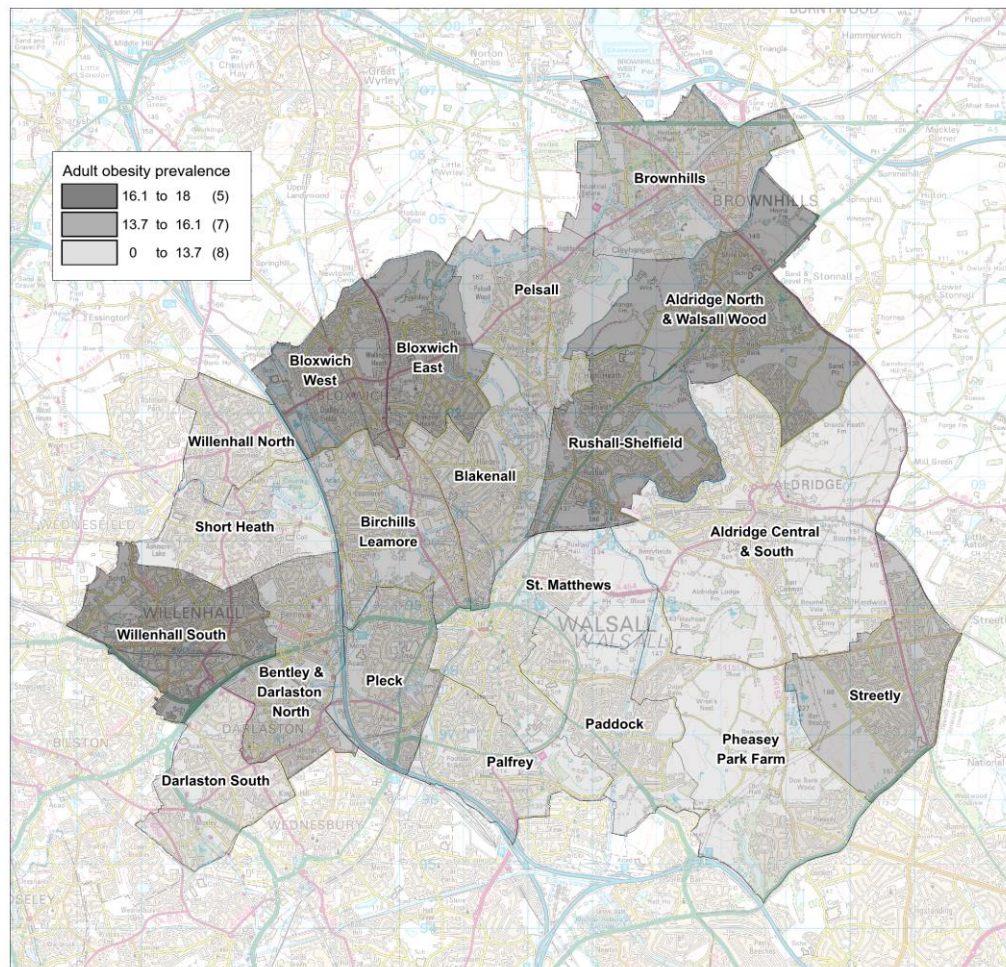
Excess Weight in Year 6 Children - 3 Year rolling average 2015-18



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	-
Walsall Average	14.4

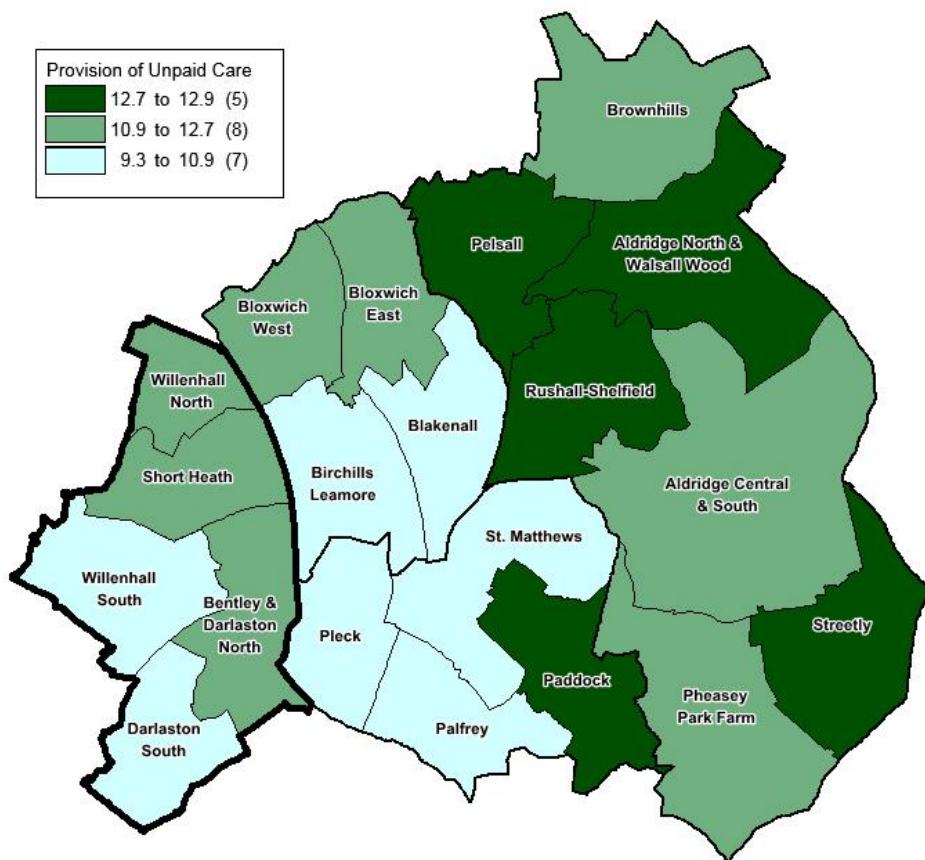


Note – based on GP practice patient lists

Bentley & Darlaston North ward has higher adult obesity prevalence (16.1%) compared to the borough (14.4%)

Source: Quality and Outcomes Framework, 2017/18

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

Slightly less levels of unpaid care within the ward (10.9%) compared to the borough (11.4%).

Source: ONS, 2011 Census

114

People surveyed

31

Responses

27.19

Response rate (%)

Responses
were
received
from

28

People residing in their own homes

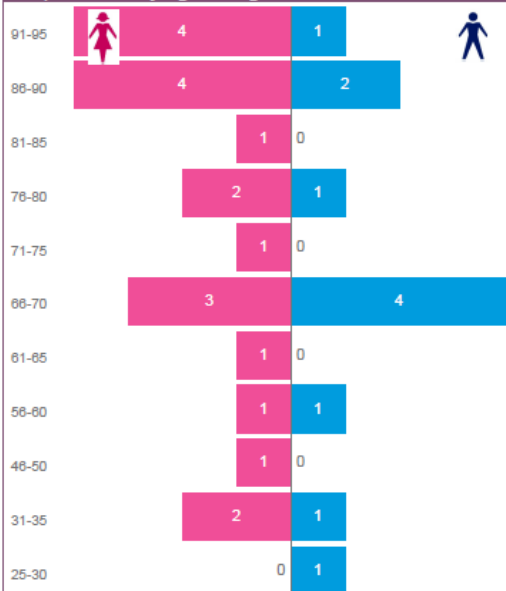
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People residing in residential care

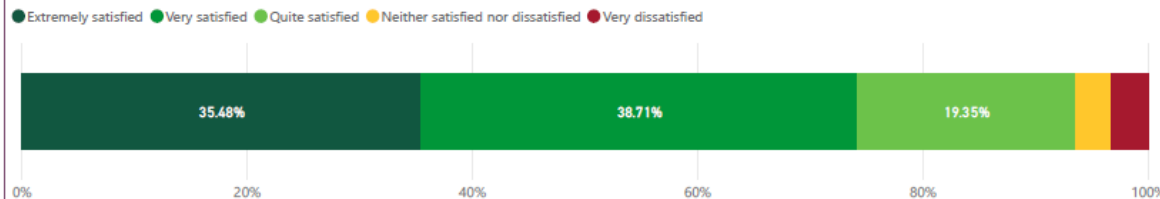
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People residing in nursing care

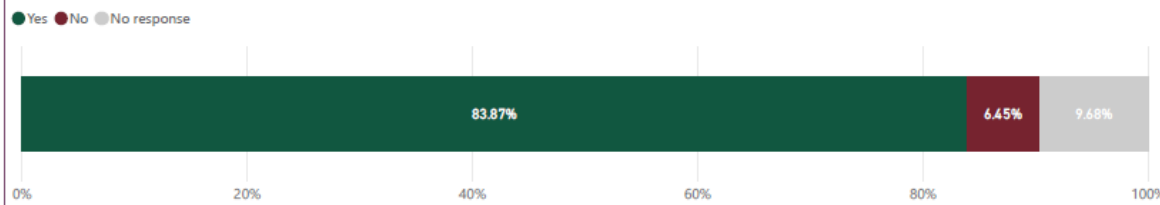
Respondents by age and gender



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



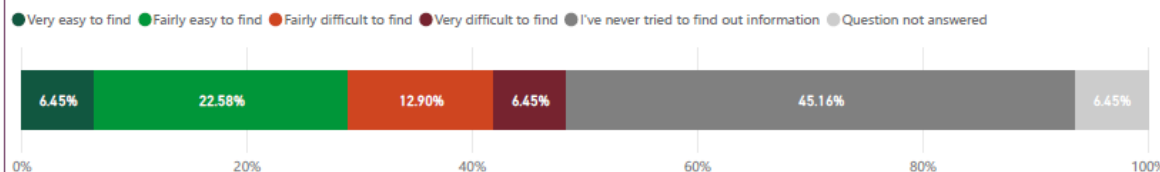
Do care and support services help you to have a better quality of life?



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?



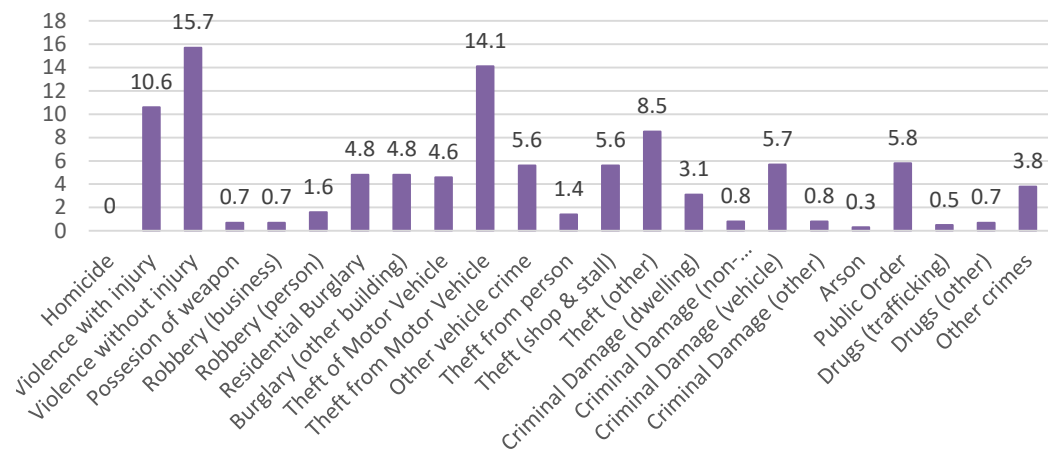
Source: Adult Social Care User Survey (ASCUS), 2018-19

Recorded Crime

Ward	Total Recorded Crime Rate per 1,000 Population	Serious Acquisitive Crime Rate per 1,000 Population
Aldridge Central and South	77.7	19.0
Aldridge North and Walsall Wood	62.8	16.6
Bentley and Darlaston North	146.2	37.6
Birchills Leamore	144.3	28.4
Blakenall	130.4	29.8
Bloxwich East	112.1	25.1
Bloxwich West	109.3	23.7
Brownhills	91.4	16.3
Darlaston South	99.7	21.2
Paddock	58.5	21.4
Palfrey	86.3	19.6
Pelsall	56.7	23.8
Pheasey Park Farm	51.5	19.2
Pleck	146.0	30.9
Rushall-Shelfield	77.1	21.5
St Matthew's	271.9	49.1
Short Heath	83.4	22.7
Streetly	44.6	14.3
Willenhall North	83.8	21.5
Willenhall South	163.1	38.9
WALSALL	107.7	25.4

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

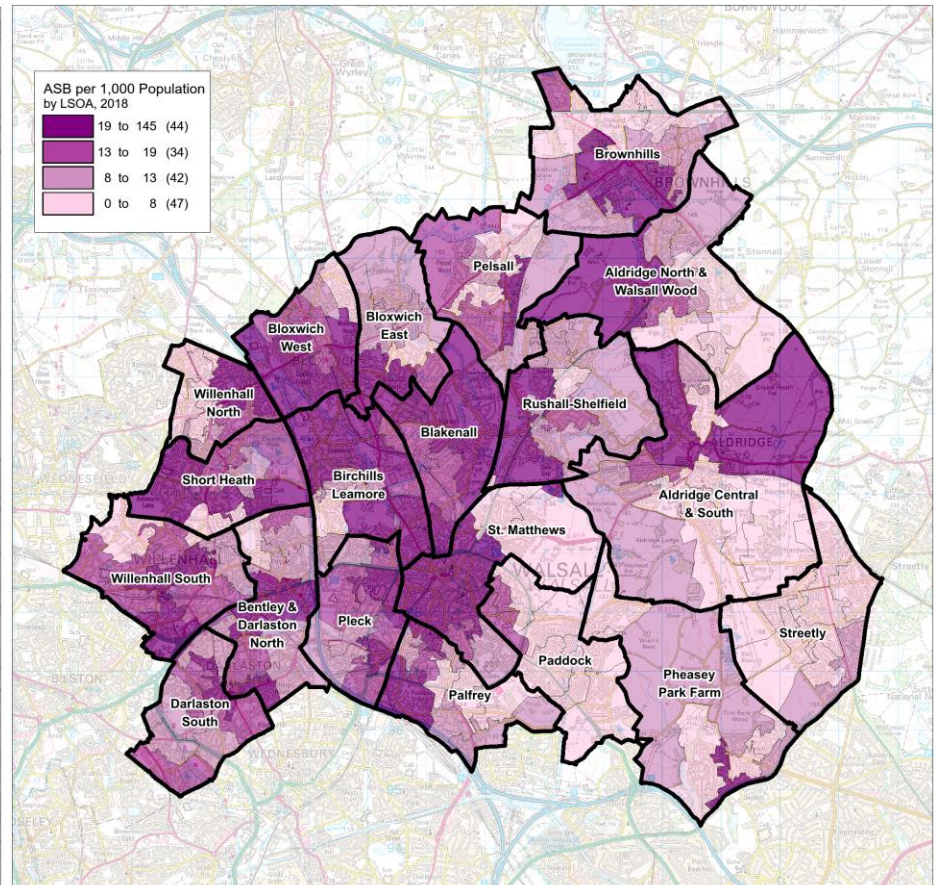
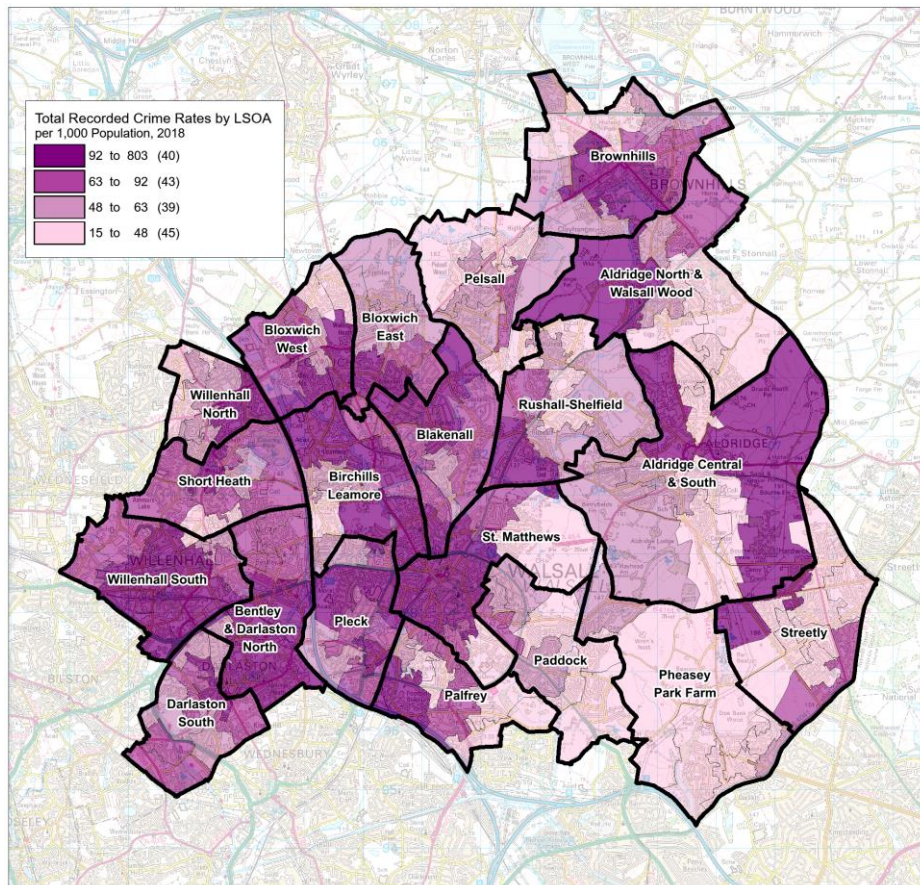
Crime by type highlights 'violence without injury' as the most prolific in this ward during 2018, closely followed by 'theft from motor vehicle'



*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

- **Old Hall People's Partnership** - local charity. A number of projects (some lottery funded). Grants from Walsall Council & hiring facilities available for conferences etc.
- **Example projects include** - People's Partnership Centre; Bentley All Ages Activity Centre; The People's Kitchen; The Hub Charity; Bentley Community Library; Spadework Gardening Service (all based in Bentley).
- **Reflexions Charity Shop**; Pass it on Furniture Project (all based in Darlaston). Public Health's commissioned '**Making Connections Walsall**' helping to connect older people back with their communities.

Source: Localities & Partnerships, Walsall Council

- A significant number of WHG landlords (the Willenhall office serving this ward)
- Logistical companies operate in the local area
- **Darlaston Town Centre Partnership (DTCP)** - comprising of local businesses being supported by WMBC (Localities Team). They work across Darlaston Town Centre to try to increase 'footfall' into local shops
- **Darlaston Town Hall** - building managed by Darlaston All Active, following successful Tender offered by WMBC
- Number of community activities occur in the building including wrestling, Older People's Community Lunches; Physical fitness sessions; community events
- **Darlaston Victoria Park** - Community Park has a 'Friends Group' who aim to put on a number of community events within the park.
- **Darlaston Swimming Pool** - Community swimming pool managed by WMBC. Used by a number of local schools & local residents.
- **Darlaston Allotments** - Community allotments used by local residents. One Walsall working with them to increase income base.
- **Darlaston Town Football Club** now based in Bentley Leisure Pavilion, moved from Darlaston Slater Street.

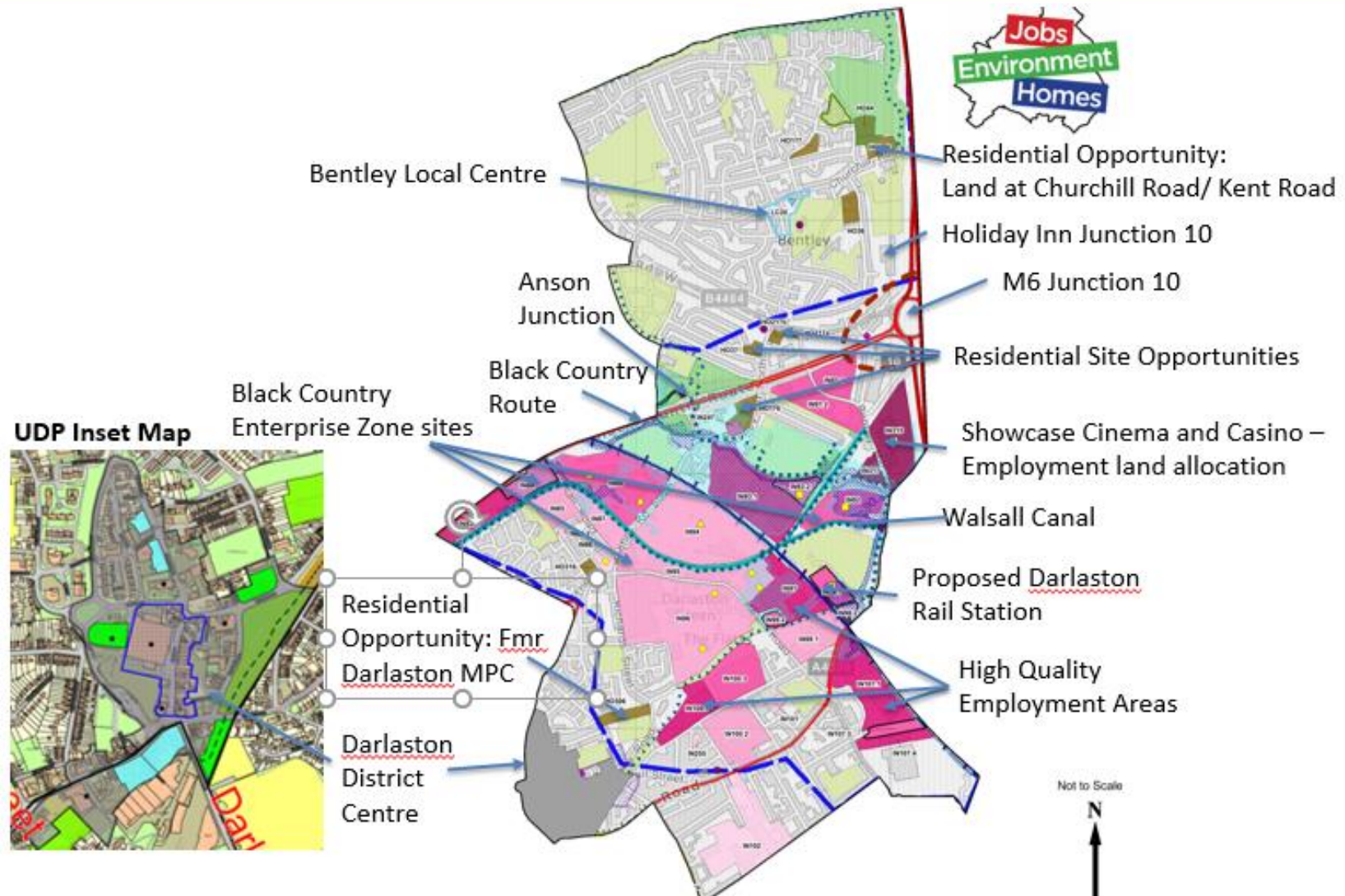
Source: Localities & Partnerships, Walsall Council



- **Darlaston District Centre** with anchor retailer- Asda, and multiple independents.
- Circa £100,000 **district centre improvement works** led by Highways and delivered in 2018/19.
- **Bentley Local Centre** – £600,000 masterplan and public realm improvements delivered in 2008/9.
- **Residential developments**, including Parson's House, Berkeley Close, Wilkes Avenue, and Park Lane/Wood St.
- **Black Country Enterprise Zone** – Darlaston sites – strategic employment development land.
- **Transport** - £26m Darlaston Access Project completed in summer 2016 to help reduce congestion on local highways.
- **High Quality Employment Areas** and supporting **strategic companies** including EMR, Veolia, Nationwide Platforms, George Dyke, KTC Edibles, ZF Lemforder, Lone Star, AF Blakemore.
- **Out of centre retail and leisure** – Ikea, Boundary Mill, Gala Bingo, Showcase Cinema and Grosvenor Casino.
- **Canal corridor towpath improvements** delivered.

Source: *Regeneration & Development, Walsall Council*

Regeneration - Policy Map Extract



Source: Regeneration & Development, Walsall Council

- **Residential opportunities** – Churchill Road, Bentley Road North/King Charles Avenue, and fmr Darlaston MPC.
- **Employment opportunities** – Black Country Enterprise Zone sites, including local highway network implications & on-site access review
- **M6 Jct10 improvements**, including works at Bloxwich Lane/W'ton Rd, starting 2019.
- **Motorway Box/M6 Jct 5-11 Studies** led by Midlands Connect and Highways England.
- **Darlaston rail station** to be delivered by 2021, providing services to Walsall, Wolverhampton and Birmingham.
- **Direct access from Anson Junction- Black Country**
- **Route** to strategic employment site.
- **Air Quality and Noise hotspots** for improvement/mitigation – Black Country Route/M6 Jct10
- **Road safety improvements** St Lawrence Way
- Opportunity at former **Darlaston FC** 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

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