

Ward Walk Profile: Birchills Leamore January 2020

Version - FINAL



Walsall Council

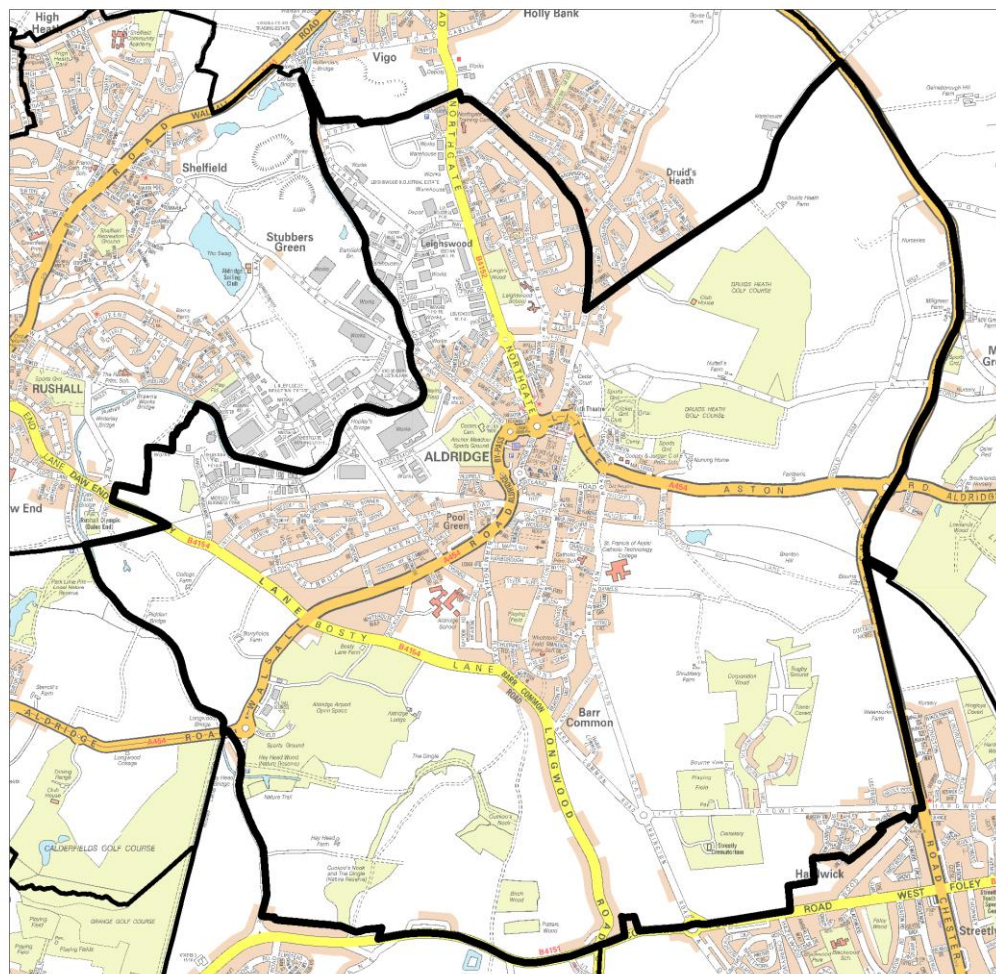
PROUD OF OUR **PAST** OUR **PRESENT** AND FOR OUR **FUTURE**

Name	Party	Elected on:
Cllr Gaz Ali	Conservatives	2 May 2019
Cllr Lee Jeavons	Labour	6 May 2010
Cllr Tina Jukes	Labour	22 December 2011

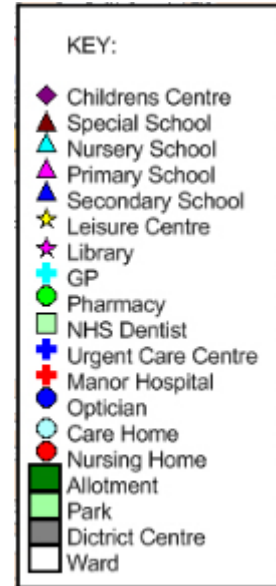
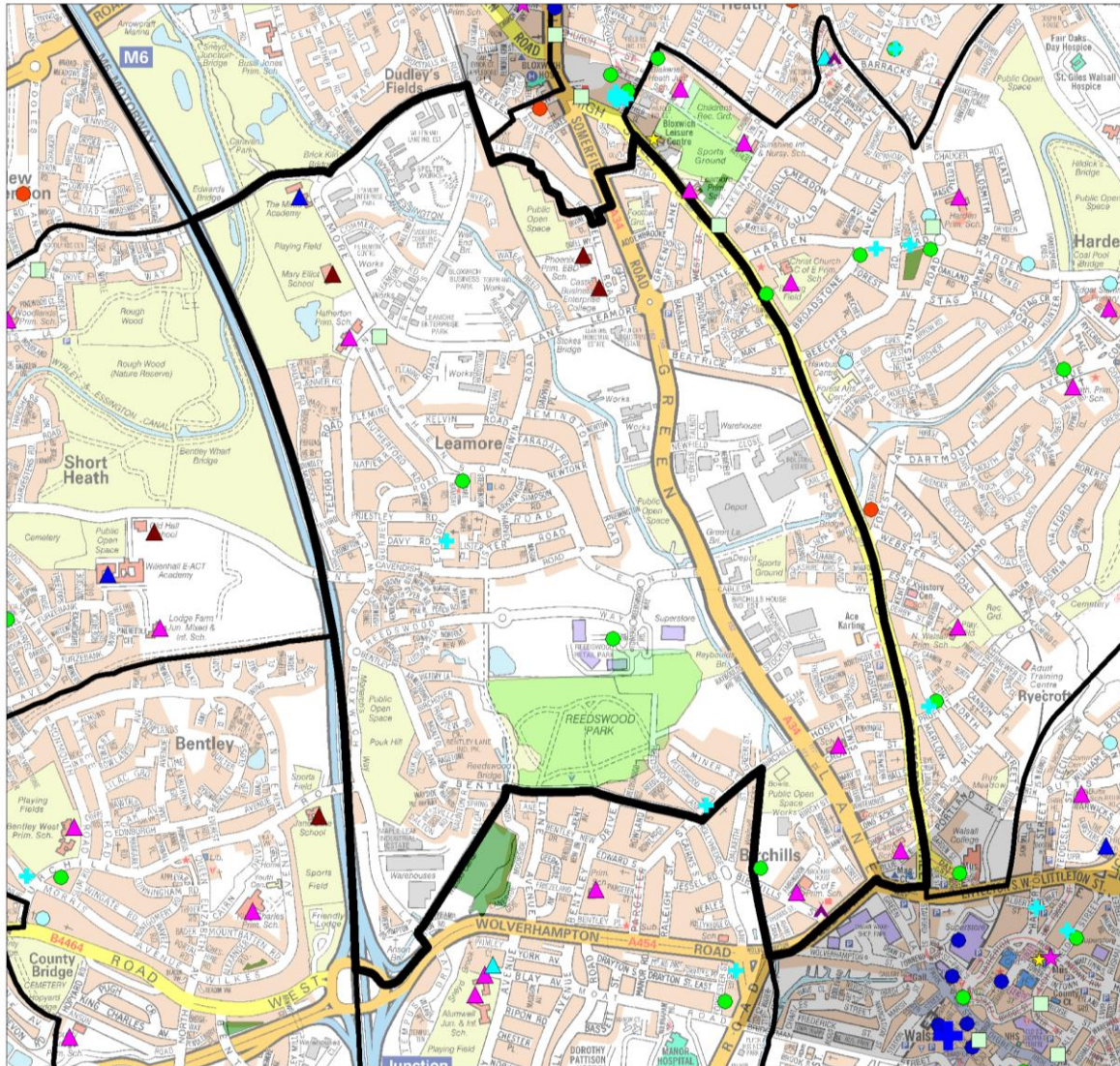




- Covers 4.17 sq km (417 ha)
- Makes up 4% of the area of Walsall borough
- Population density of 38.4 people per hectare (higher than borough average of 27.3)





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



Source: Ordnance Survey

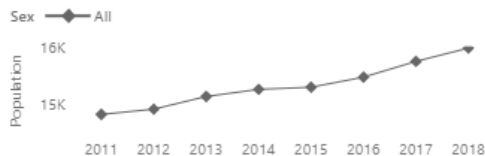
Population

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

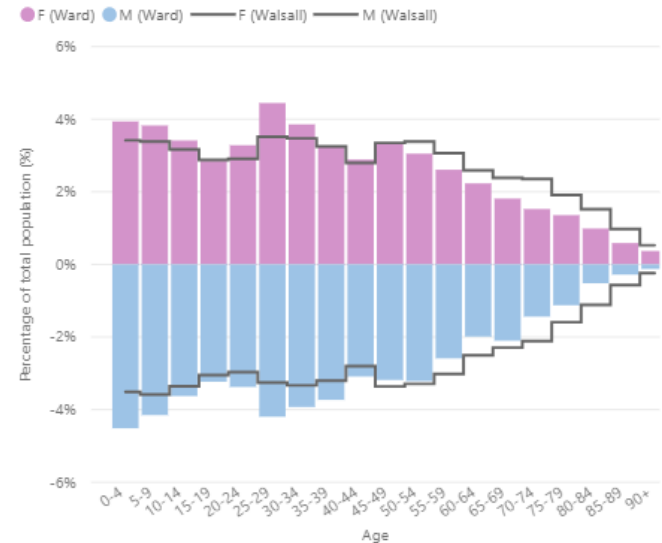


16,000
Estimated Population

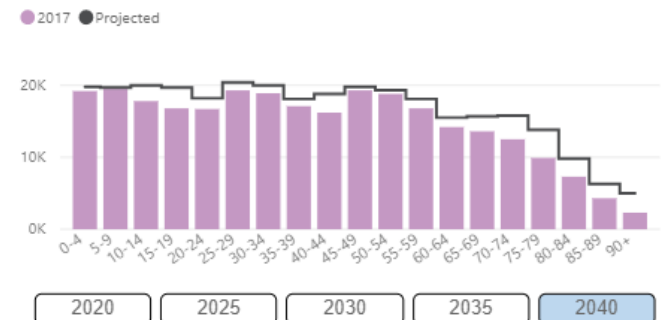
Localities

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Population Pyramid

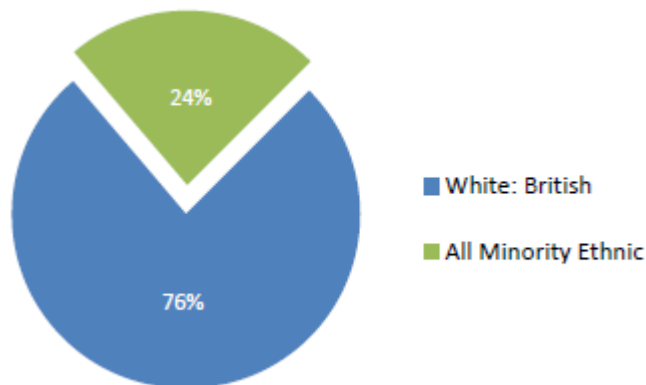


Walsall Borough Projected Population (2016 based)



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).

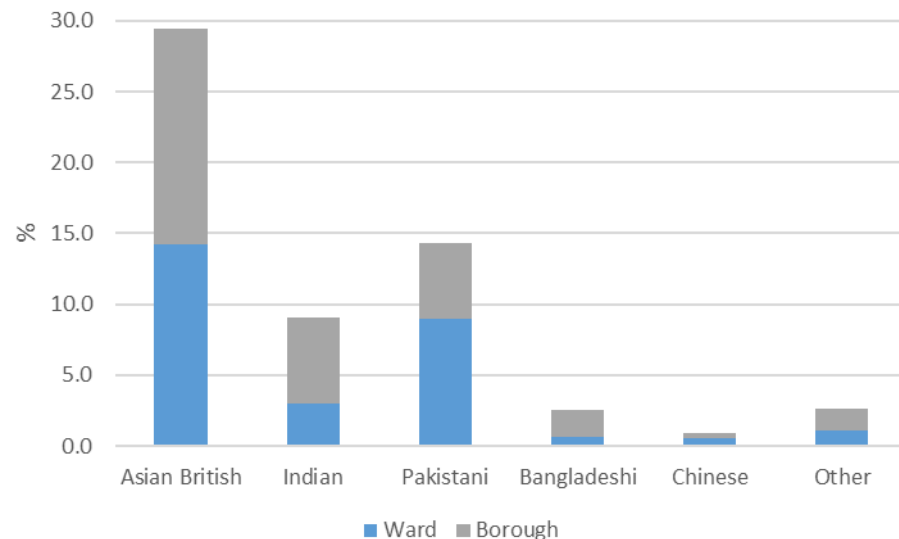
Source: ONS, Mid-2018 Population Estimates



Total minority ethnic residents*: 3,512
 Percentage of total population: 23.8%
 Change since 2001: 44.5%

Ethnic Group	Total	Ward %	Walsall %	E&W %
White: British	11,263	76.2	76.9	80.5
White: Other	407	2.8	1.9	5.5
Mixed	450	3.0	2.7	2.2
Asian	2,100	14.2	15.2	7.5
Black	479	3.2	2.4	3.3
Other	76	0.5	0.8	1.0

* Non-White British



- A quarter minority ethnic residents
- Asian is the largest minority group at 14.2% (similar to Walsall 15.2%)
- Of the Asian minority group, Pakistani is most prolific at 9.0% (higher than 5.3% for borough)

Source: ONS, 2011 Census

Composition

- 6,007 households (with at least 1 usual resident)
- Increase of 11.3% since 2001 (Proportion of borough total 5.6%)
- Average household size: 2.5 residents per h/hold (on par with Walsall average)

Household Composition	Total	Ward %	Walsall %	E&W %
Family: Couple	2,397	39.9	43.4	43.0
Family : Lone parent	964	16.0	12.0	10.6
One person: Below 65	1,200	20.0	15.7	17.8
One person: Over 65	691	11.5	12.8	12.4
Other household types	755	12.6	16.1	16.1

Source: ONS, 2011 Census

Tenure

Tenure	Total	Ward %	Walsall %	E&W %
Owned outright	1,040	17.3	31.1	30.8
Owned mortgage	1,402	23.3	31.9	33.5
Socially rented	2,517	41.9	24.1	17.6
Privately rented	957	15.9	11.7	16.7
Living rent-free	91	1.5	1.3	1.4



- 9.1% of households 'overcrowded'* (Walsall average 6.5%)
- 3.9% of households without central heating (Walsall average 2.8%)
- High proportion of socially and privately rented properties compared to borough
- Below average (23.3%) mortgage owned (31.9%)

Social Segmentation - Groups

The largest groups of households are classified as group O – **Municipal Tenants** (28%) & group M – **Family Basics** (26%)

O Municipal Tenants



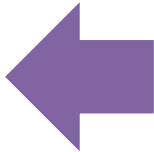
Key Features

Social renters
Low cost housing
Challenged neighbourhoods
Few employment options
Low income
Mobile phones

Channel Preference

Face to Face	103
Post	115
Landline	99
Email	98
Mobile	105
Online	89

Index



Most effective
communication
route

M Family Basics



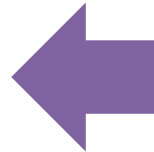
Key Features

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	103
Post	86
Landline	110
Email	102
Mobile	118
Online	95

Index



Least effective
communication
routes

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

- 70.0% of working age people in Birchills Leamore 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 (18.3%) followed by Skilled Trades (14.8%) and Process, Plant & Machine Operatives (14.7%) (2011)*.
- Of working age ward residents, a third (33.7%) had **no formal qualifications**. Walsall's value was 24.3%, and 15.0% nationally (2011)*.
- In May 2019, 7.1% of working aged residents (aged 16-64) were **unemployed and seeking work**. This equated to 706 people and was well above the Walsall average of 5.0%.

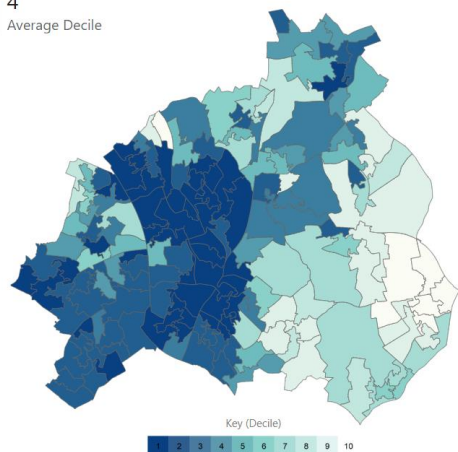
Unemployment Claimants (aged 16-64), May 2019

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

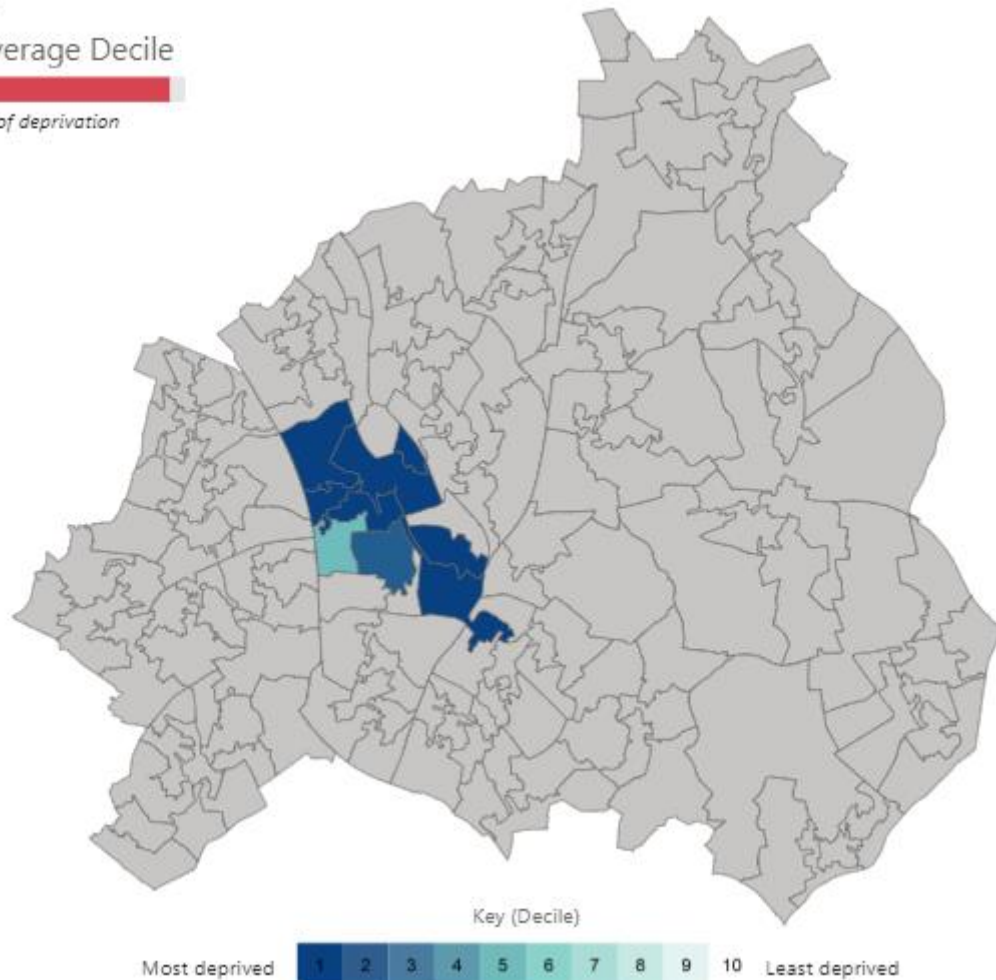


The majority of the ward is within the 10% most deprived, with a small pocket (Pouk Hill) within the 50% least deprived.

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

2
Average Decile

Level of deprivation



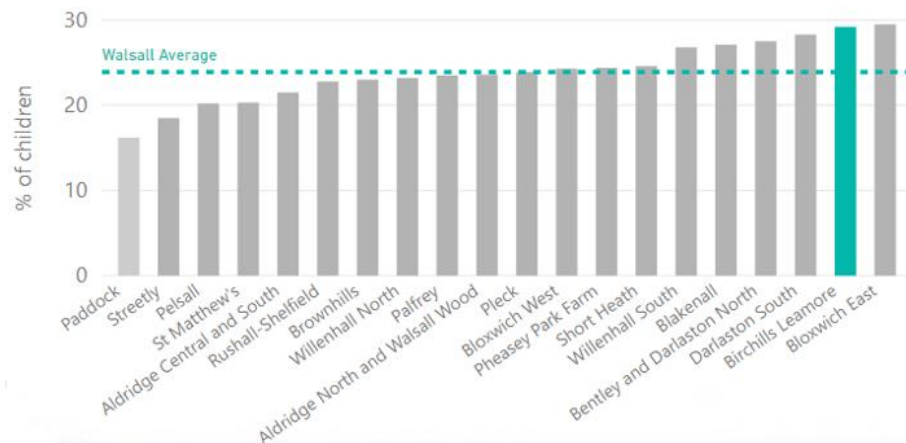
Source: DCLG, Index of Multiple Deprivation, 2019

Childhood Obesity in Birchills-Leamore

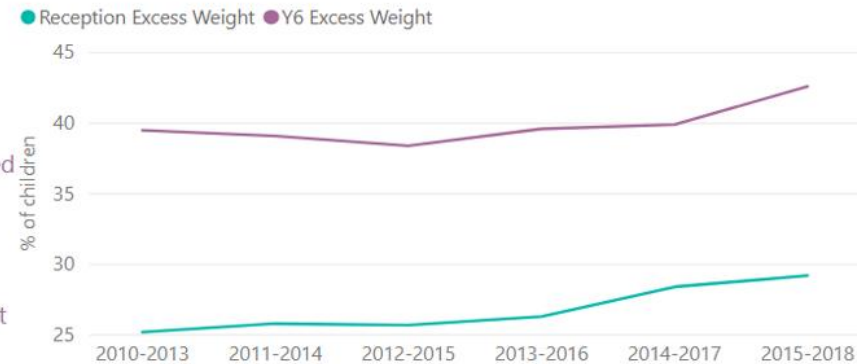
Key Messages:

- In Birchills-Leamore, the rate of excess weight in Reception Children has increased.
- Birchills-Leamore ranks 19th/20 wards (1st = lowest rate) for excess weight in Reception aged children.
- In Year 6 children, the rate of excess weight has also increased.
- Birchills-Leamore ranks 16th/20 wards for excess weight (1st = lowest rate) for excess weight in Y6 children.

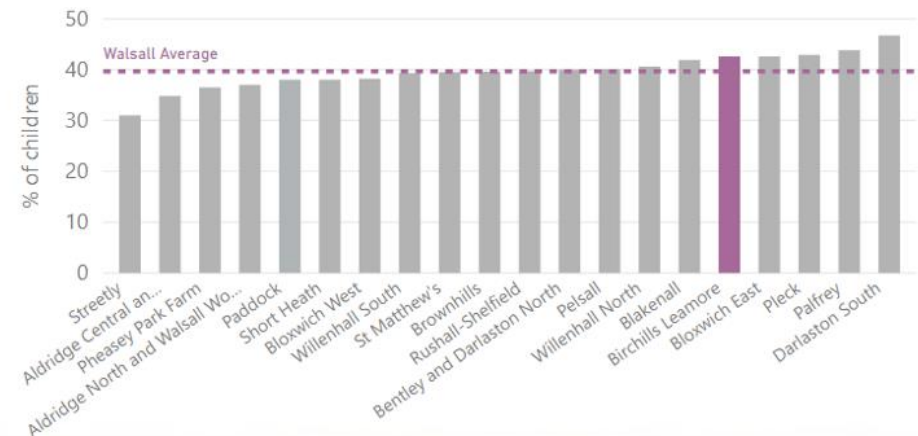
Excess Weight in Reception Year Children - 3 Year rolling average 2015-18



Trend in Childrens Excess Weight in Birchills-Leamore



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

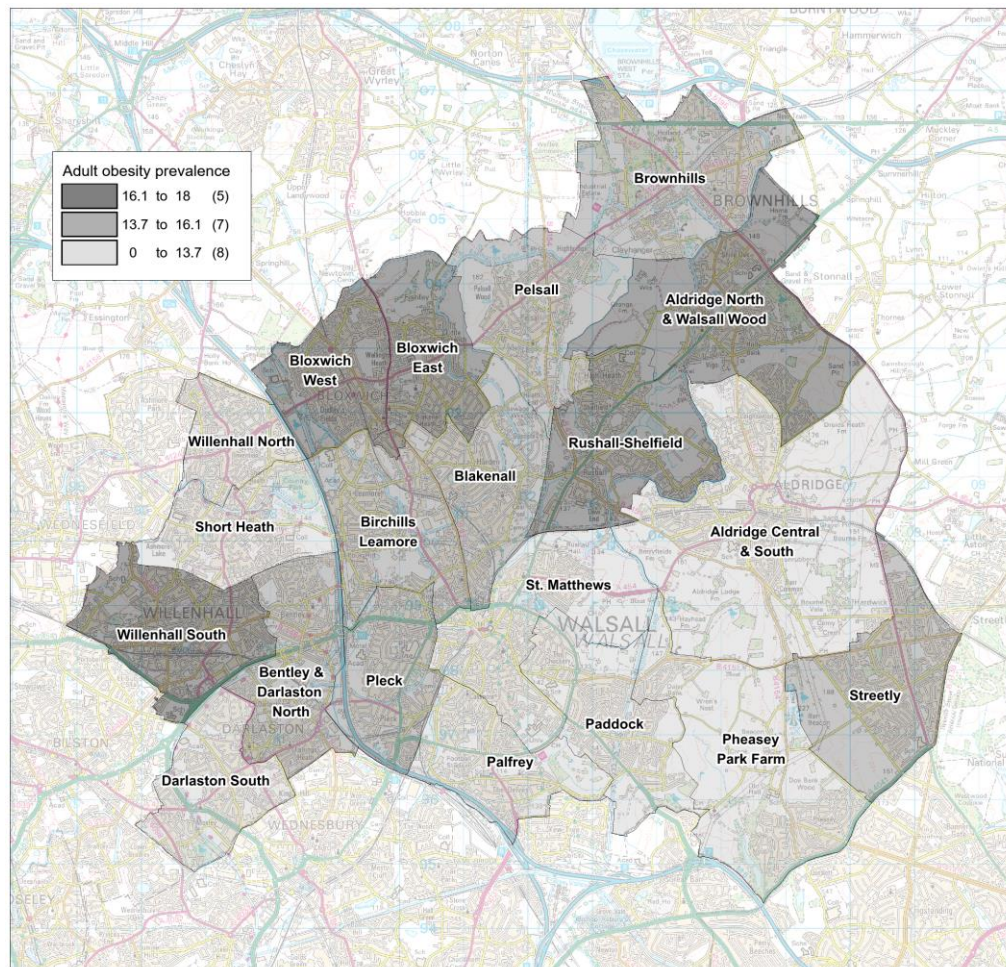


Source: National Child Measurement Programme (NCMP), 2015-18

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>

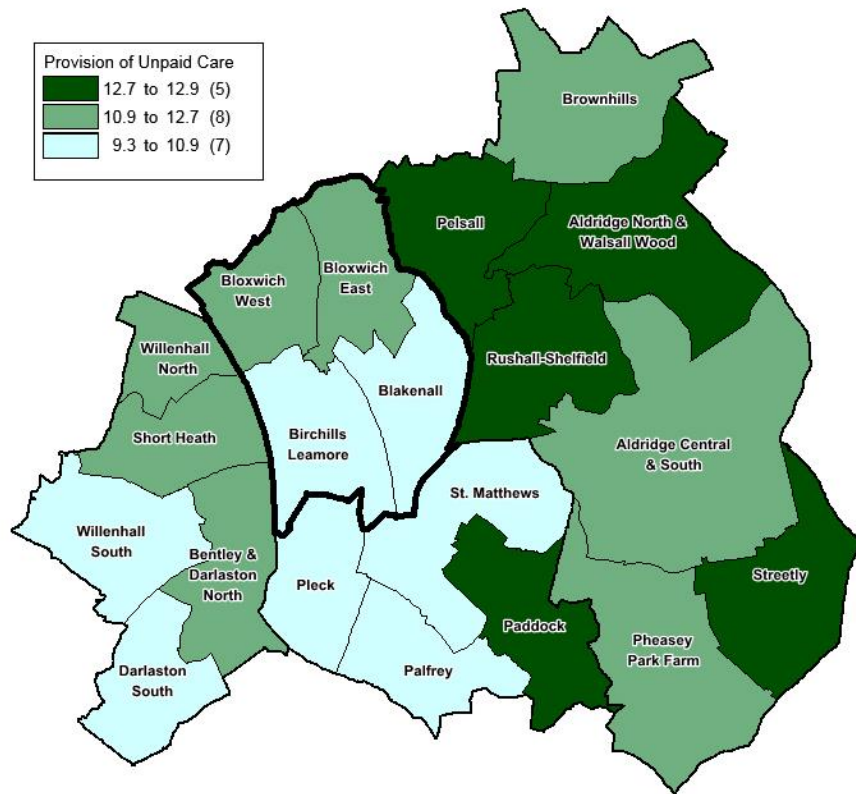
Birchills Leamore ward has higher adult obesity prevalence (16.0%) compared to the borough (14.4%).



Note – based on GP practice patient lists

Source: Quality and Outcomes Framework, 2017/18

Provision of Unpaid Care



Ward	#	%
Bloxwich West	1,412	11.7
Bloxwich East	1,505	11.6
Blakenall	1,437	9.9
Birchills Leamore	1,549	9.7
WALSALL	30,632	11.4

Provision of unpaid care in Birchills Leamore is lower than the borough average (9.7% and 11.4% respectively).

Source: ONS, 2011 Census

ASC Carers Survey

99
People surveyed

30
Responses

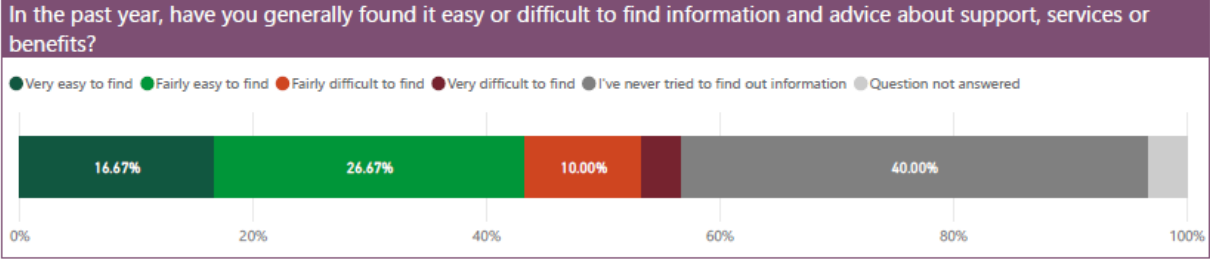
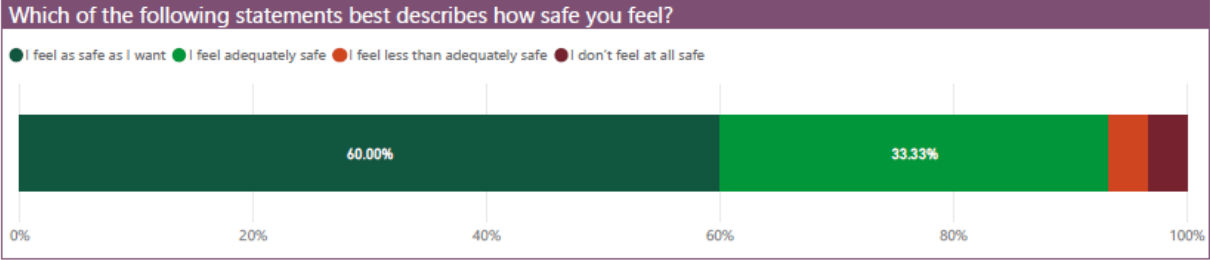
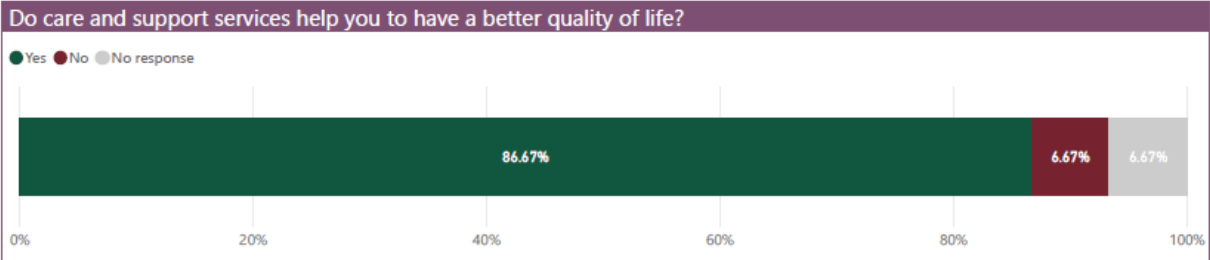
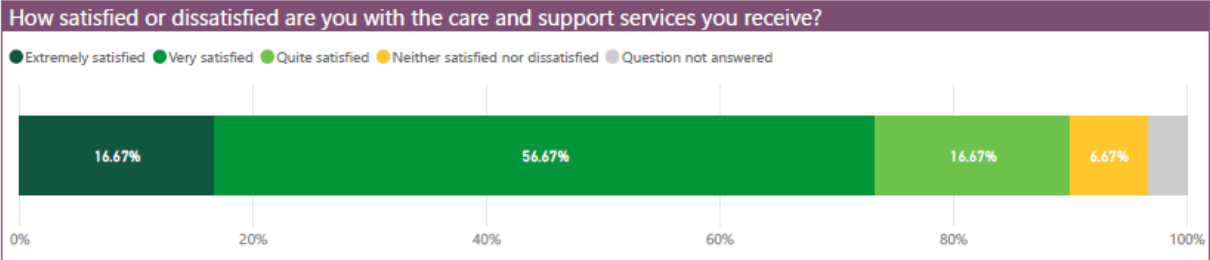
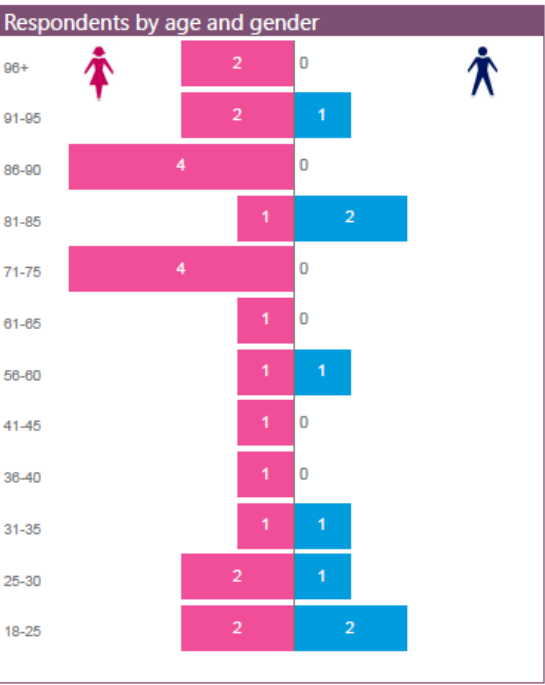
30.30
Response rate (%)

Responses were received from

30
People residing in their own homes

0
People residing in residential care

0
People residing in nursing care



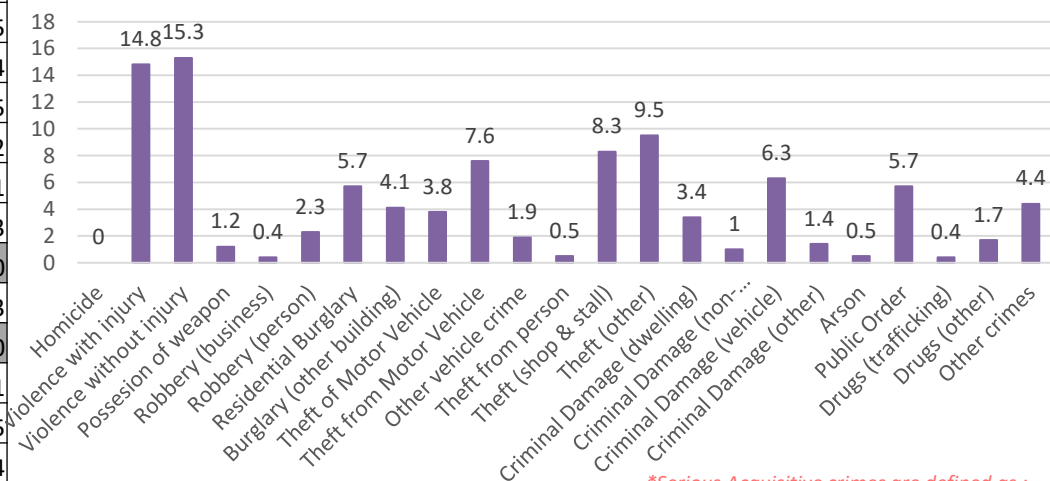
Source: Adult Social Care User Survey (ASCS), 2018-19

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
Streety	44.59	14.35
Willenhall North	83.82	21.54
Willenhall South	163.11	38.93
WALSALL	107.73	25.40

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

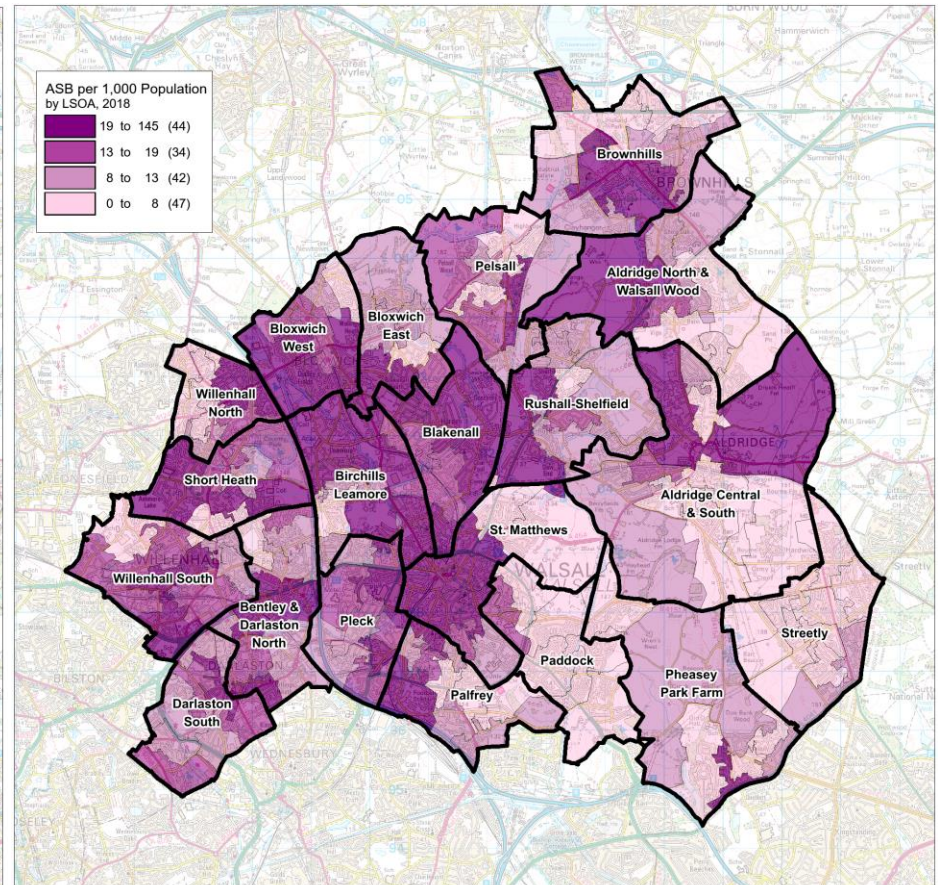
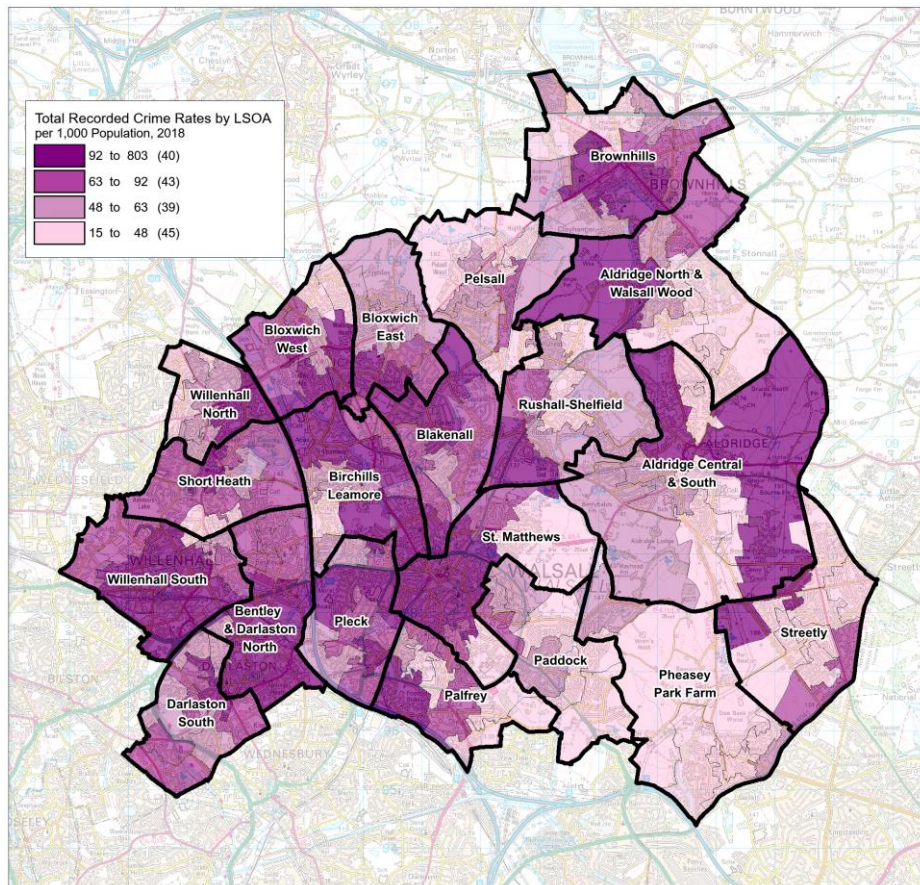
Crime by type highlights 'violence without injury' as the most prolific in this ward during 2018, closely followed by 'violence with injury'



*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

- **Frank F Harrison CA** – within heart of Beechdale estate. Secured £320k from Youth Investment Fund for 10-19 year olds from 2017-2020. Also runs Bikelight motorcross project. Lottery funded until May 2018 for young people on brink of crime / ASB.
- **Beechdale Residents Community Group** – active resident group, fundraise & put on events / trips for Beechdale specific residents.
- **Walsall Link Line** – voluntary group offers 1 to 1 support for dementia sufferers, drop in sessions, hospital appointment assist – ambitions to become a commissioned service.
- **Green Lane Baptist Church** – offers religious & community activities such as Mend It (a series of ongoing events to engage community), sewing & craft, ESOL, ladies keep fit, crèche.
- **St Peters Church** – drop in sessions, youth & religious activities. Looking to use Proffitt Street youth centre (council building) as hub for area.
- **Leamore Residents Group** – active residents group in Leamore.

Source: Localities & Partnerships, Walsall Council



- Continuing to support **strategic companies** including TXJ Europe, Homeserve plc, South Staffs Water, Metafin, Lidl (distribution), Babcock International Group, Genex UK Ltd, A. F. Blakemore (branch), Chamberlin & Hill (branch).
- Accord Group **LoCal Homes** factory – timber frames home factory (due to relocate to larger premises in Aldridge).
- **Metafin** undertaking operational asset rationalisation.
- **Innovation Way** – Accord Group scheme, 120 units designed and manufactured by LoCal Homes
- **Residential developments** - Keelson Pointe, Carl Street - whg over 55s well-being scheme, and Northumberland Way (fmr Norfolk Place) – Mar City / Taylor Wimpey
- **Key housing providers:** WATMOS, Accord, Beechdale Community Housing (Longhurst Group), whg.
- A34 North **Red Route** (Green Lane)
- **Chase Line Rail Electrification** including closure of Bloxwich Level Crossing and proposed new pedestrian footbridge and road realignment works (Leamore Lane/Fryer Rd) led by Network Rail.
- Disused railway cutting **infill works** completed July 2017 by TfWM

Source: *Regeneration & Development, Walsall Council*

Regeneration - Policy Map Extract



Source: *Regeneration & Development, Walsall Council*

Looking Forward

- **Reedswood Way Business Park** – 18,500sqm new employment floorspace (phase 1) under construction.
- **Employment opportunities** including proposals for 10,000sqm Lidl distribution expansion at Newfield Close; vehicle storage at Former Deeley's Castings; 26,500sqm industrial units at Willenhall Lane; and resource recovery & renewable energy facility at Fryers Rd.
- **Former Caparo/Reedswood** – one of the borough's largest housing opportunities, circa 440 units.
- **Former Metafin site** – proposals for 72 apartments
- **Former Green Lane police station** – building demolition complete. Redevelopment opportunity in line with the Town Centre AAP.
- **M6 Jct10 improvements**, including works at Bloxwich Lane/W'ton Rd, starting in early 2020.
- **Beechdale Local Centre** – Asset Management to consider the need and scope of review work for Council assets at Stephenson Square as part of the rationalisation programme.



Reedswood Business Park
Illustrative Layout



Green Lane Police Station- Cleared 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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