

Ward Walk Profile: Blakenall January 2020

Version - FINAL



Walsall Council

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

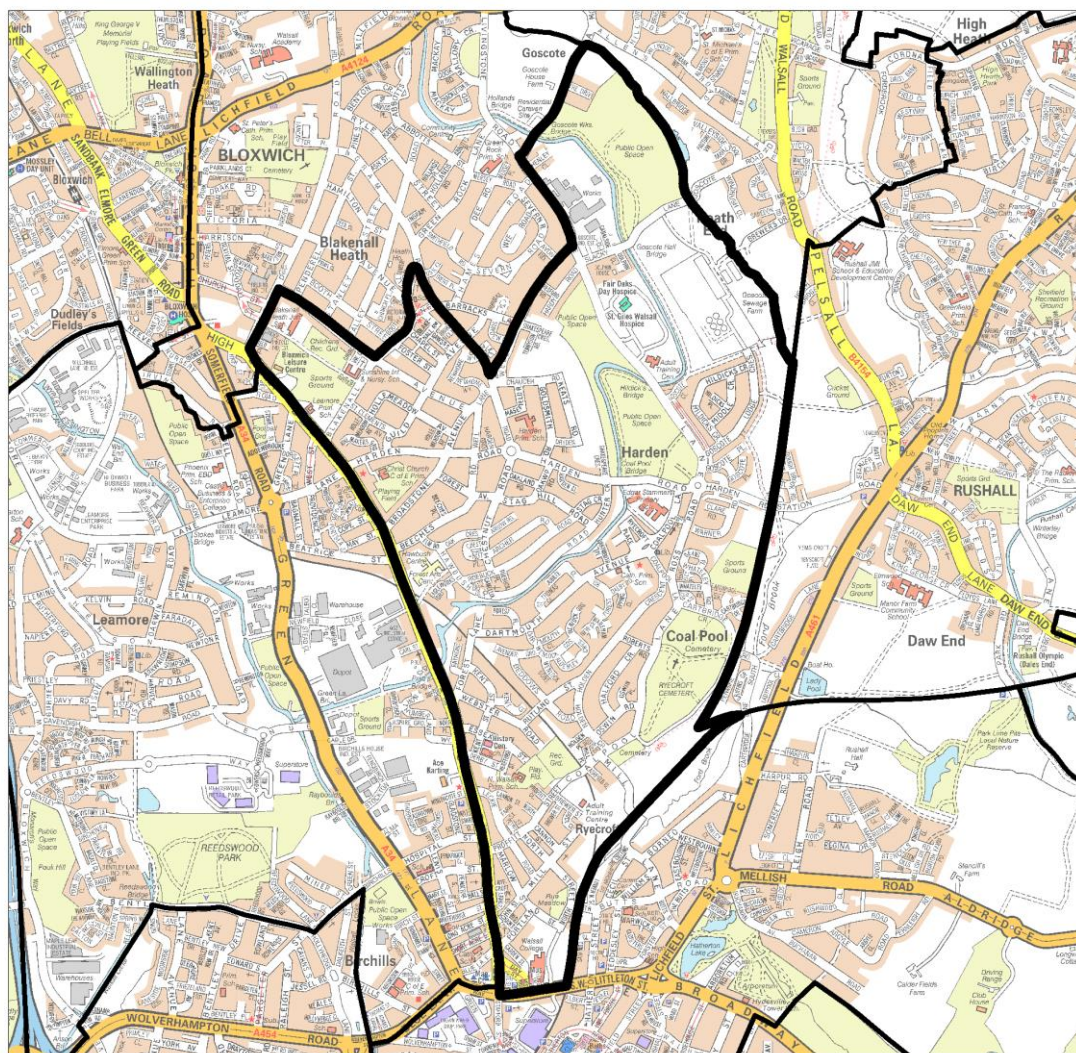
Name	Party	Elected on:
Cllr Ian Robertson	Labour	22 May 2014
Cllr Matthew Ward	Labour	5 May 2016
Cllr Ann Young	Labour	5 May 2011

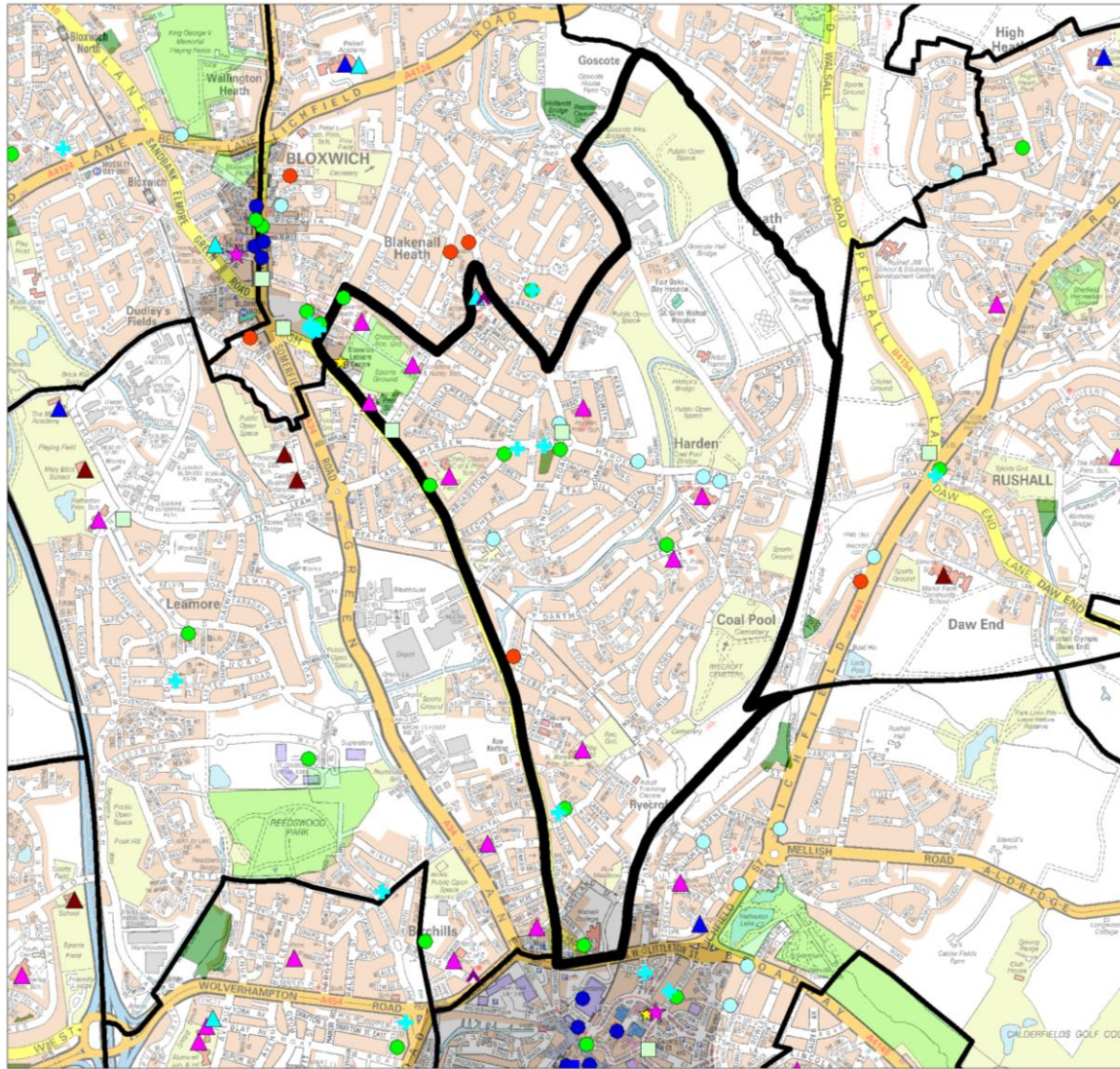























- Covers 4.12 sq km (412 ha)
- Makes up 4% of the area of Walsall borough
- Population density of 39.0 people per hectare (higher than borough average of 27.3)

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



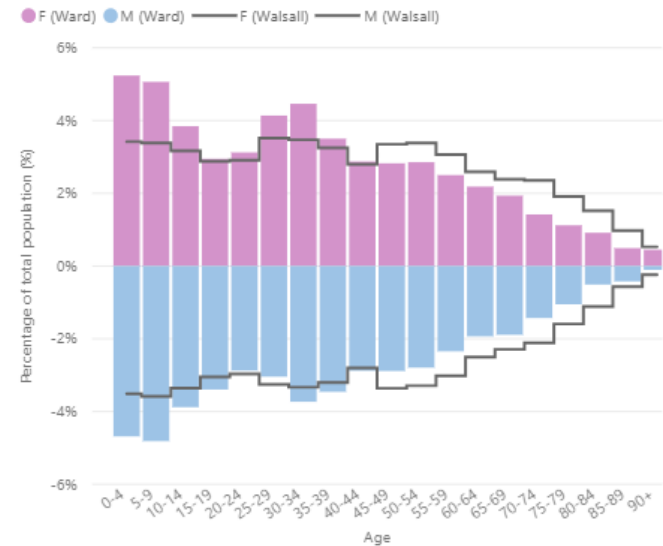
16,100

Estimated Population

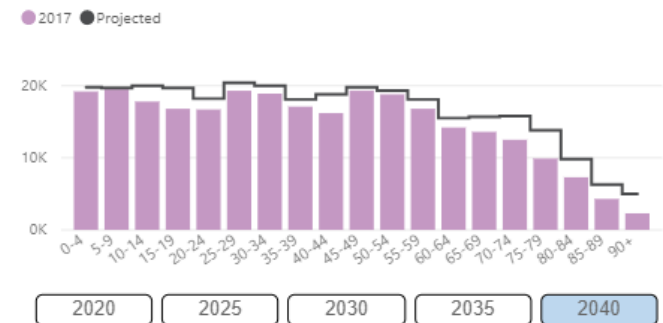
Localities

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Population Pyramid

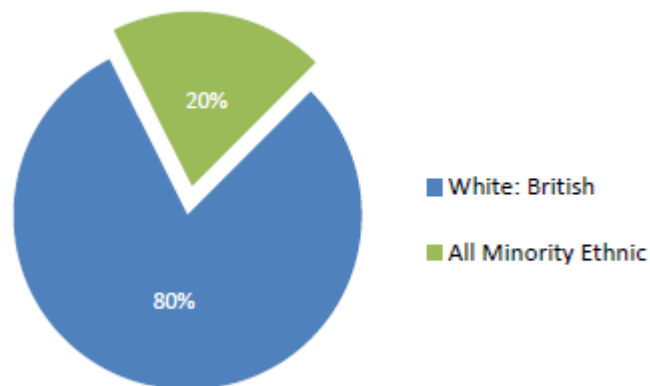


Walsall Borough Projected Population (2016 based)



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).

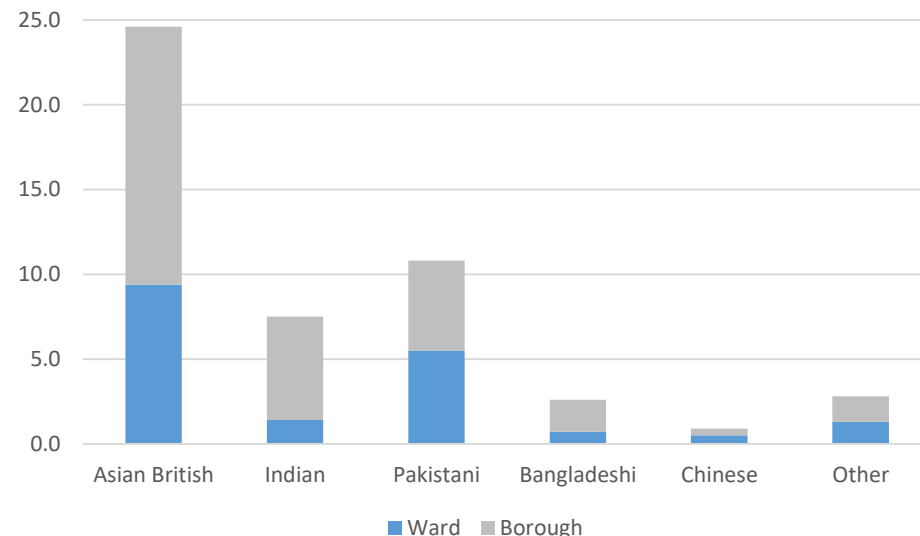
Source: ONS, Mid-2017 Population Estimates



Total minority ethnic residents*: 2,748
 Percentage of total population: 20.0%
 Change since 2001: 41.7%

Ethnic Group	Total	Ward %	Walsall %	E&W %
White: British	11,025	80.0	76.9	80.5
White: Other	402	2.9	1.9	5.5
Mixed	404	2.9	2.7	2.2
Asian	1,298	9.4	15.2	7.5
Black	563	4.1	2.4	3.3
Other	81	0.6	0.8	1.0

* Non-White British



- 20% minority ethnic residents
- Asian is the largest minority group at 9.4% (less than Walsall 15.2%)
- Of the Asian minority group, Pakistani most prevalent 5.5% (slightly higher than 5.3% for borough)

Source: ONS, 2011 Census

Composition

- 5,131 households (with at least 1 usual resident)
- Reduction of 2.4% since 2001 (Proportion of borough total 4.8%)
- Average household size is 2.7 (Walsall average is 2.5)

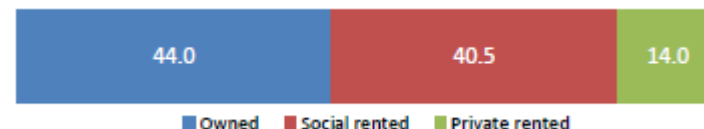
Household Composition	Total	Ward %	Walsall %	E&W %
Family: Couple	2,203	42.9	43.4	43.0
Family : Lone parent	844	16.4	12.0	10.6
One person: Below 65	828	16.1	15.7	17.8
One person: Over 65	553	10.8	12.8	12.4
Other household types	703	13.7	16.1	16.1

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

Source: ONS, 2011 Census

Tenure

Tenure	Total	Ward %	Walsall %	E&W %
Owned outright	963	18.8	31.1	30.8
Owned mortgage	1,292	25.2	31.9	33.5
Socially rented	2,078	40.5	24.1	17.6
Privately rented	717	14.0	11.7	16.7
Living rent-free	81	1.6	1.3	1.4



- 8.5% of households 'overcrowded'* (Walsall av. 6.5%)
- 3.1% of households without central heating (Walsall av. 2.8%)
- Higher proportion of socially and privately rented properties
- Below average of owner occupation

Social Segmentation - Groups

The largest groups of households are classified as group M – **Family Basics** (51%) & group O – **Municipal Tenants** (16%)

M Family Basics



Key Features

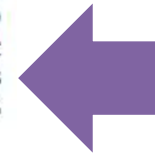
Families with children
Aged 25 to 40
Limited resources
Some own low cost homes
Some rent from social landlords
Squeezed budgets

Channel Preference

Channel Preference	Index
Face to Face	103
Post	86
Landline	110
Email	102
Mobile	118
Online	95

Index

Most effective
communication
route



O Municipal Tenants



Key Features

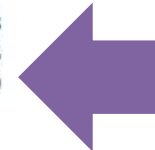
Social renters
Low cost housing
Challenged neighbourhoods
Few employment options
Low income
Mobile phones

Channel Preference

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

Index

Least effective
communication
routes



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

- 67.0% of working age people in Blakenall ward were **economically active**. This was much 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 (19.3%) followed by Skilled Trades (16.1%) (2011)*
- Of working age ward residents, over a third (38.9%) had **no formal qualifications**. Walsall's value was 24.3%, and 15.0% nationally (2011)*.
- In May 2019, 7.4% of working aged residents (aged 16-64) were **unemployed and seeking work**. This was one of the highest rates of all wards, equating to 689 people, and above the Walsall average of 5.0%.

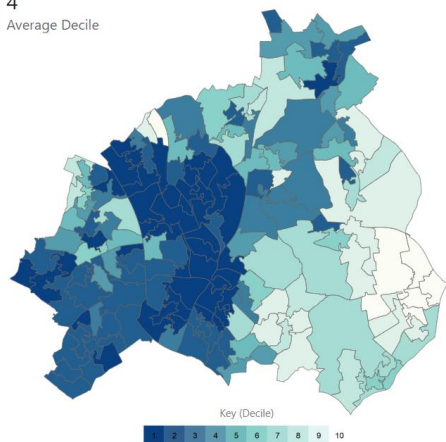
Unemployment Claimants (aged 16-64), May 2019

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

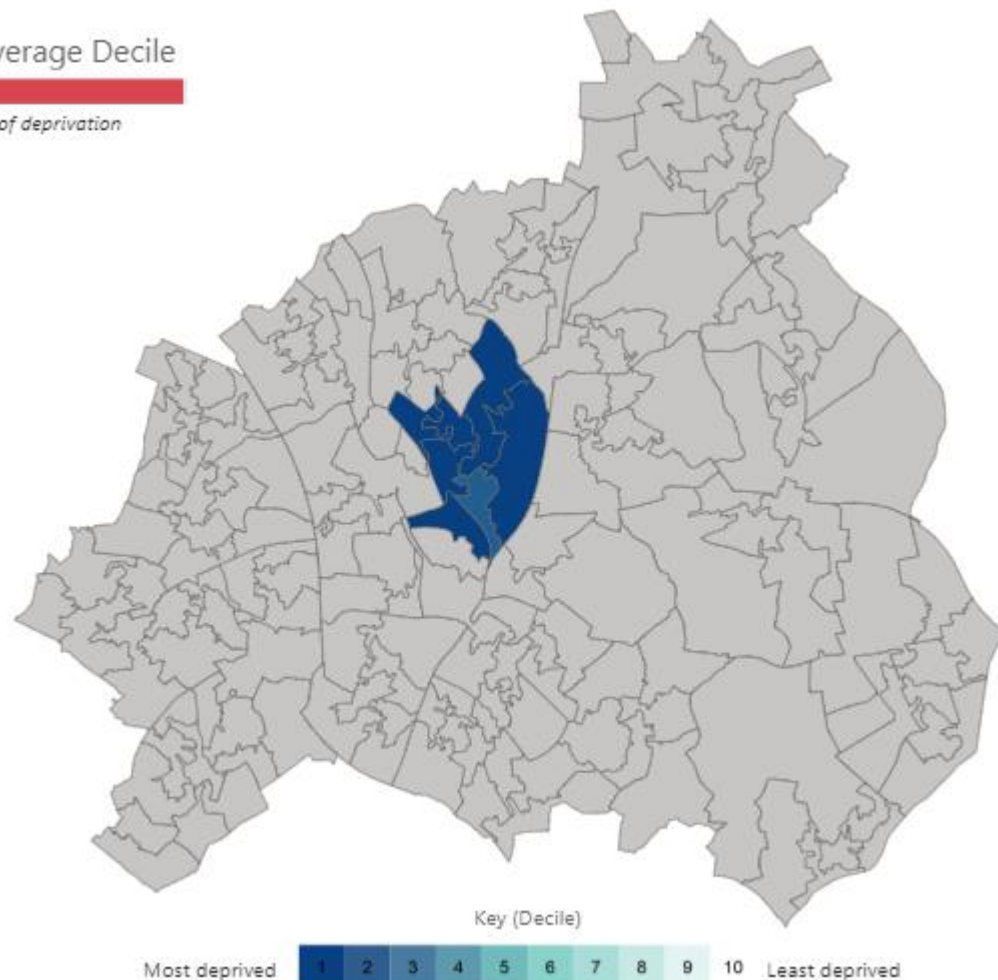
4
Average Decile



Blakenall has high levels of deprivation, with the majority of the ward within the top 10% most deprived.

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

1
Average Decile
Level of deprivation



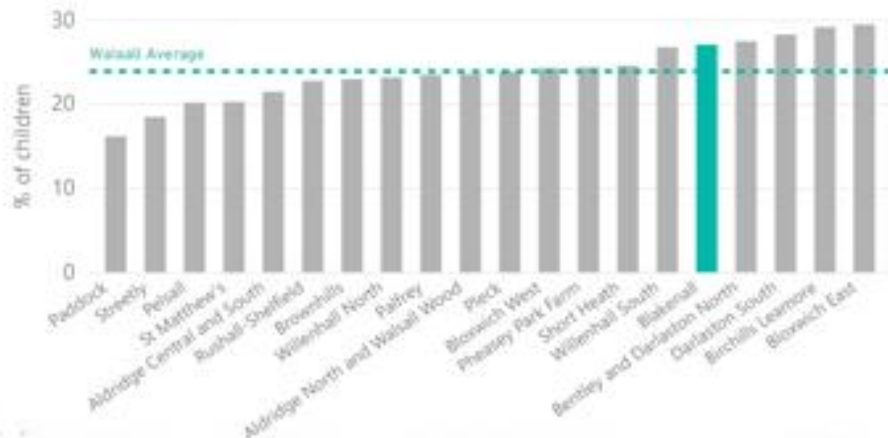
Source: DCLG, Index of Multiple Deprivation, 2019

Childhood Obesity in Blakenall

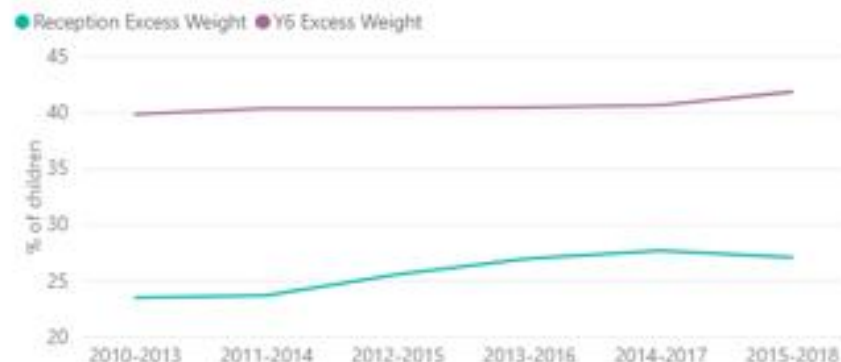
Key Messages:

- In Blakenall the rate of excess weight in Reception Children has slightly decreased between 2015 – 2018.
- Blakenall ranks 16th/20 wards (1st = lowest rate) for excess weight in Reception aged children
- However, in Year 6 children, the rate of excess weight continues to increase.
- Blakenall ranks 15th/20 wards for excess weight (1st = lowest rate) for excess weight in Y6 children.

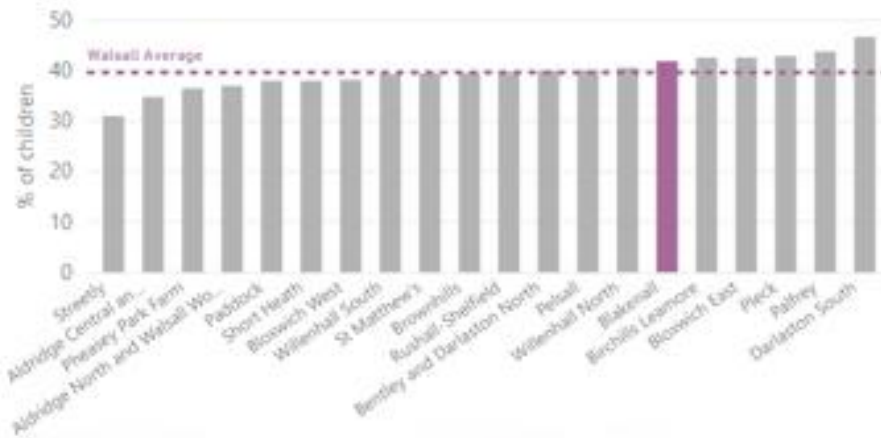
Excess Weight in Reception Year Children - 3 Year rolling average 2015-18



Trend in Childrens Excess Weight in Blakenall



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

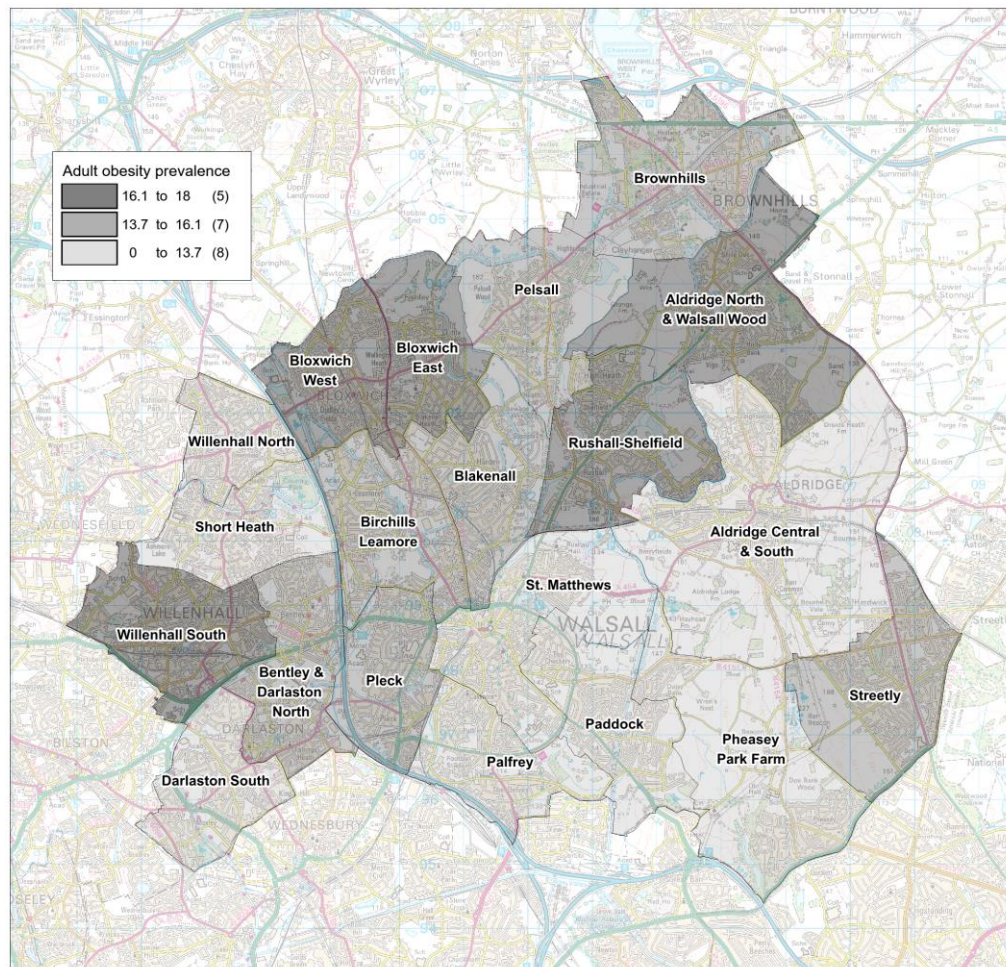


Source: National Child Measurement Programme (NCMP), 2015-18

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>

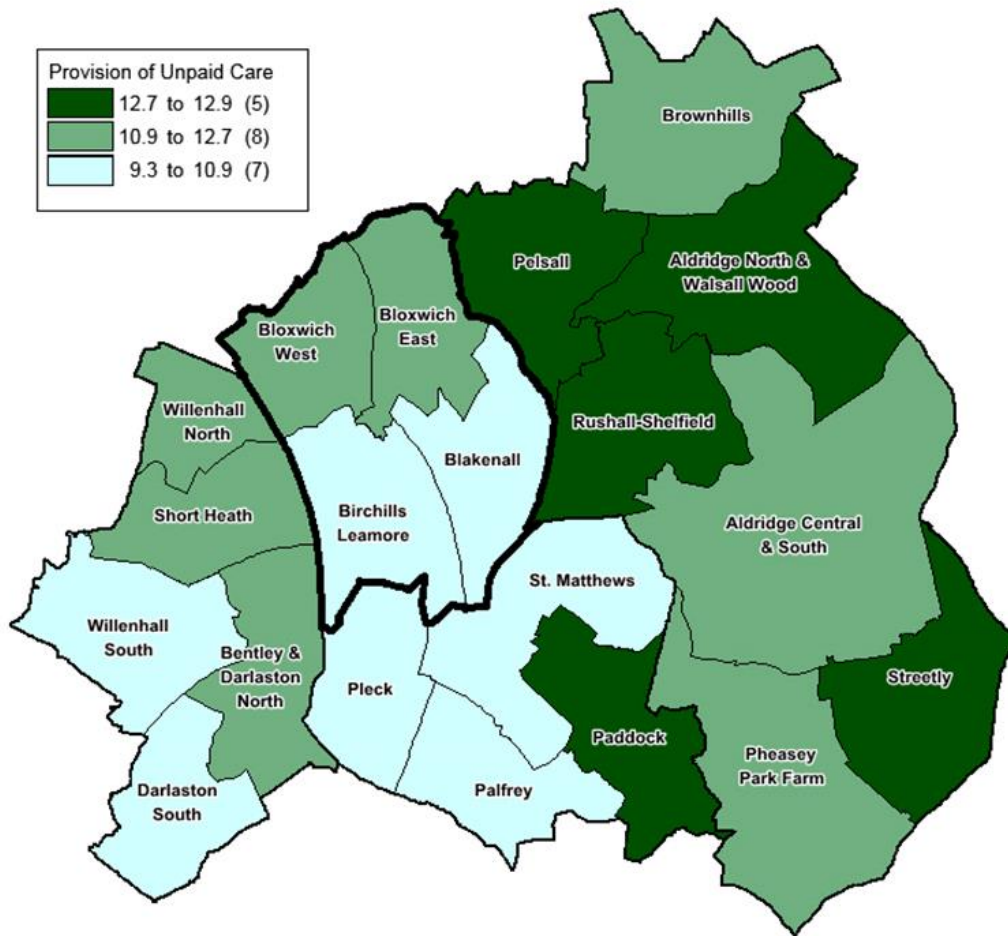
Blakenall ward has **similar** adult obesity prevalence (14.7%) compared to the borough (14.4%).



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

Blakenall ward has one of the lowest proportion of residents providing unpaid care – 9.9% and is below the borough average (11.4%)

Source: ONS, 2011 Census

ASC Carers Survey

156

People surveyed

57

Responses

36.54

Response rate (%)

Responses
were
received
from

22

People residing in their own homes

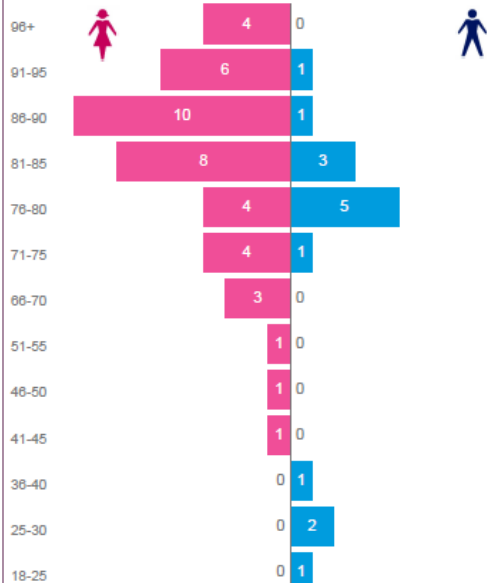
34

People residing in residential care

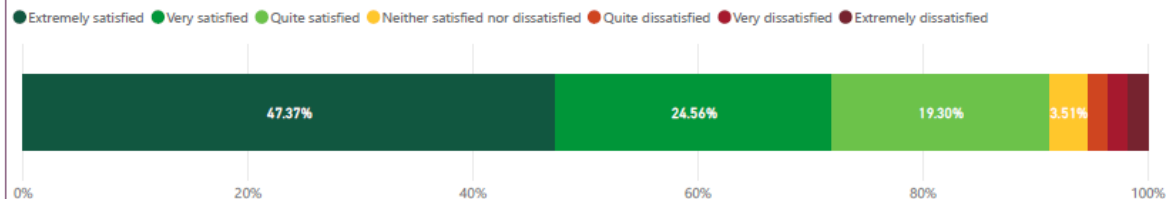
1

People residing in nursing care

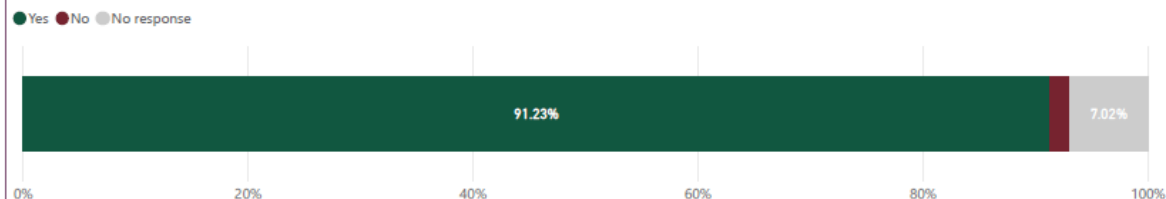
Respondents by age and gender



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



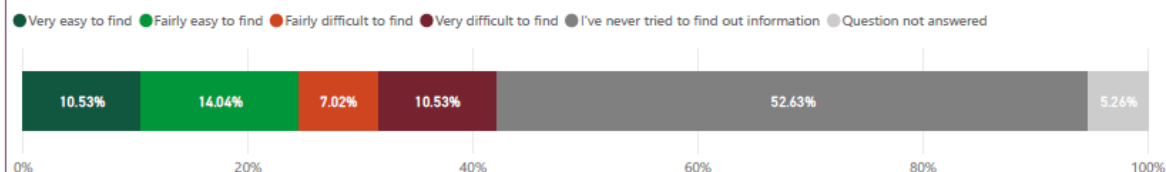
Do care and support services help you to have a better quality of life?



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?



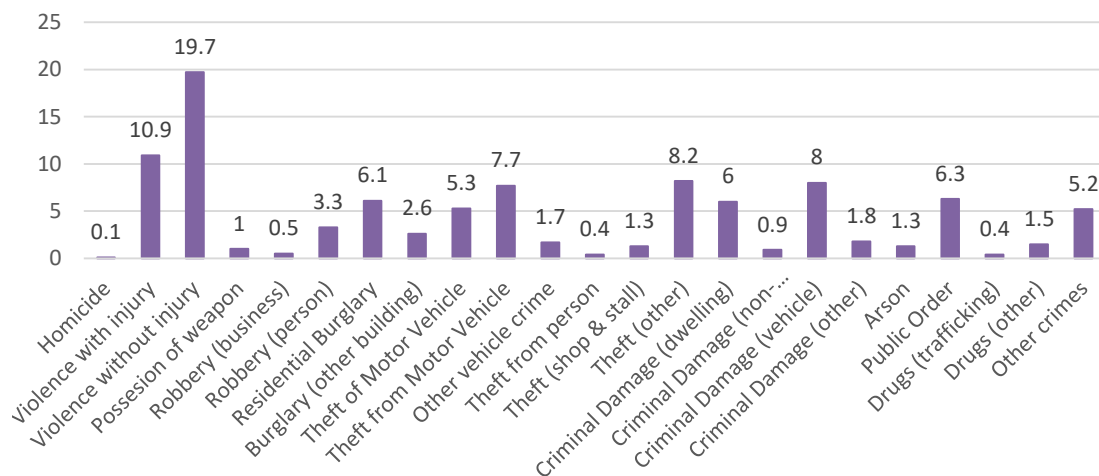
Source: Adult Social Care User Survey (ASCS), 2018-19

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

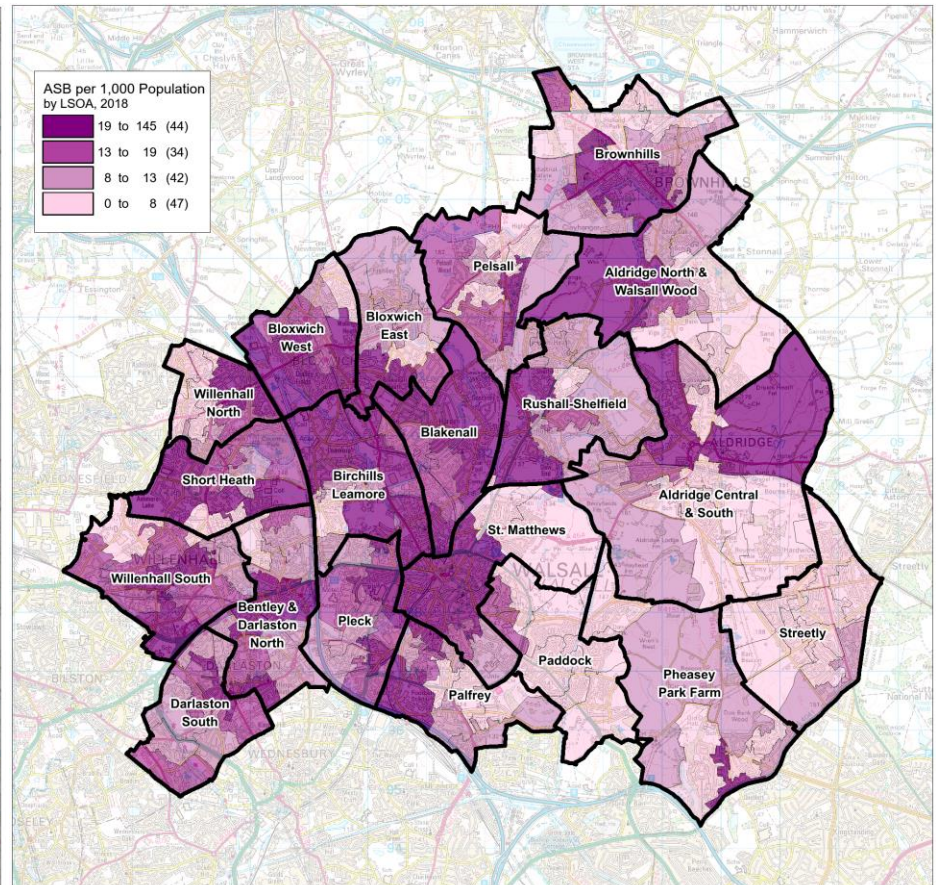
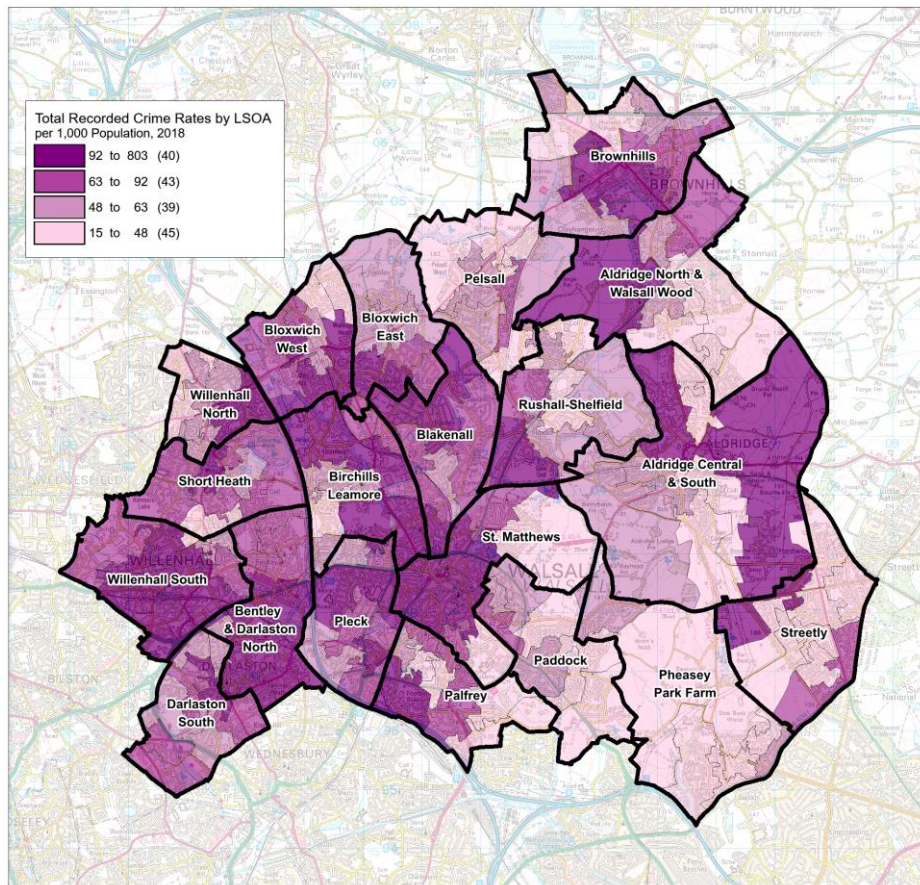
Crime by type highlights '**violence without injury**' as the most prolific type in this ward during 2018.



**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

- **Blakenall Children's Centre** – offering activities & support to parents & families 0-19 years.
- **Blakenall Community Centre** - Run by Bloxwich Community Partnership offering youth activities, Palace Play, cafe, employability, various social classes.
- **Dartmouth Neighbourhood Forum** - provides activities and support to socially isolated older people in the Ryecroft area.
- **Goscote Greenacres** - supports local people with learning disabilities, and those without, to come together on an allotment site to learn new skills, garden and socialise (have Making Connections money). Forest Arts - This centre steers towards music, theatre and cinema activities. Their new A3 arena is a multi-purpose performance space bringing companies in from all over the UK.
- **Ryecroft Neighbourhood Resource Centre** - has evolved to help people set up small business enterprises. This now includes an Italian restaurant, a community gym, and a printing service. The centre also offers training in PAT testing, tablet know how and CCTV installation, as well as employability skills.
- **Bloxwich Active Living Leisure Centre** - opened in 2016 following substantial investment and now provides extensive services including swimming, a dance studio, cafe and sports hall as well as community health programmes.
- **Rivers House** - provides 17 flats of supported housing to homeless, vulnerable 16 and 17 year olds. It is a constant drain on police resources with regards to drug activity, nuisance and potential Child Sexual Exploitation risk.
- **St Giles** - at Goscote Hospital provides 12 beds for end of life care.
- **The Watermill** - at Goscote Hospital provides 40 residential flats and day care facilities for dementia sufferers.

Source: Localities & Partnerships, Walsall Council

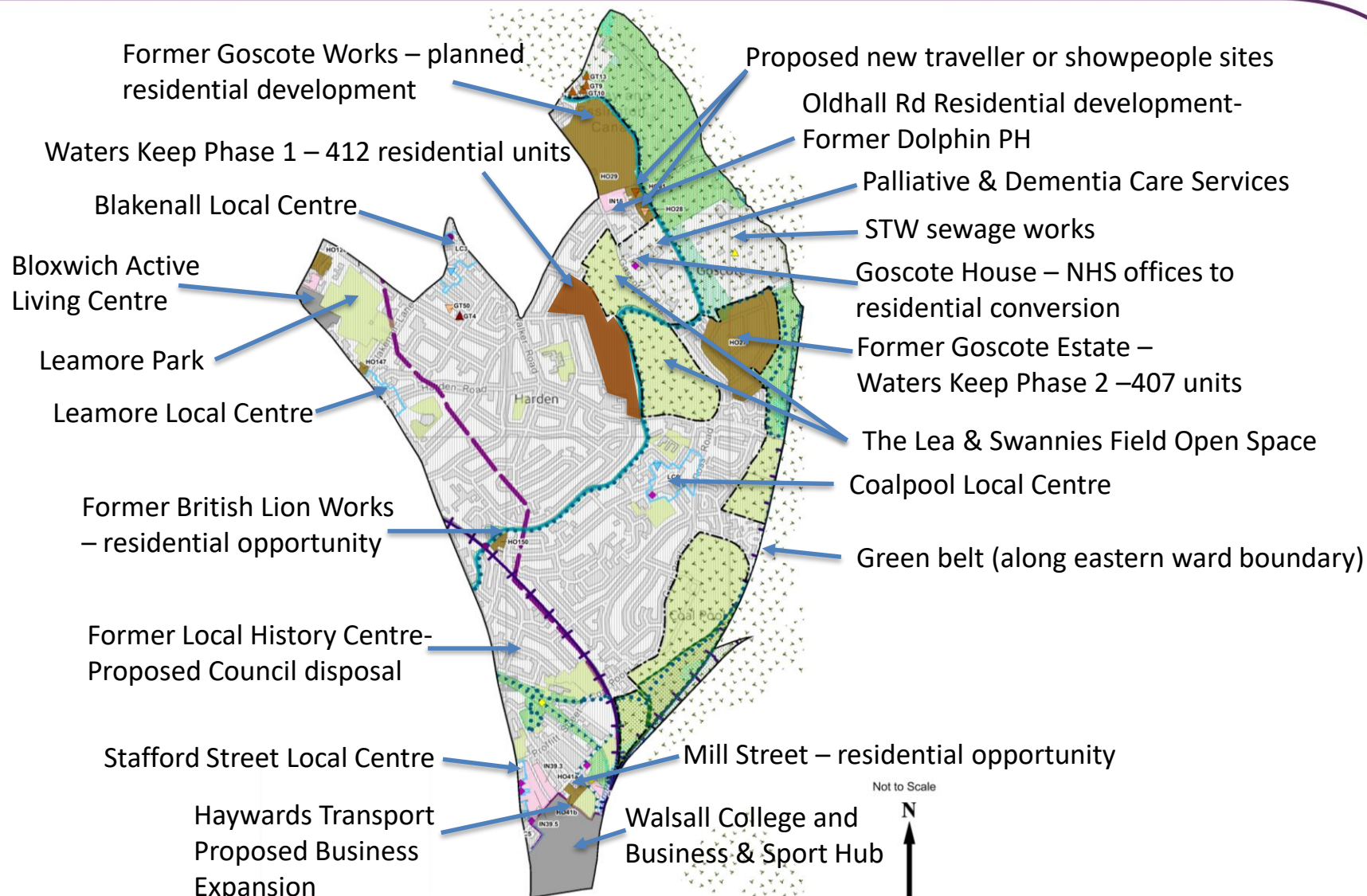
Regeneration



- Predominantly **residential area** with services provided in local centres and close proximity to Bloxwich district centre.
- Part of the former **New Deal** area – 10year 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 and development, led by the Council & whg
- **Residential development** including Walker Road and Brewer Street. Waterskeep Phase 1 and 2 currently on site – 819 new homes, £86m investment, developed by whg/Keepmoat.
- £900k **open space improvements** at Swannies Field & the Lea
- Residential development of **former Dolphin PH** and proposed residential conversion of **Goscote House.**
- **The Work Place** (formerly Skills Centre) – local learning centre led by whg, providing access to training, volunteering and employment

Source: Regeneration & Development, Walsall Council

Regeneration - Policy Map Extract



Source: Regeneration & Development, Walsall Council

Regeneration - Looking Forward

- **Former Goscote Works-** residential redevelopment of former industrial site. Comprehensive remediation works underway, to be followed by delivery of up to 263 new homes led by Homes England, starting in 2020.
- **Residential opportunities-** Field Road EDC/Support Centre, British Lion Works, Mill Street, Stafford Street.
- Business expansion of **Haywards Transport** including proposed demolition of Wisemore House subject to planning determination.
- **Day Street Car Park** – development opportunity in Walsall Town Centre AAP
- Proposed future disposal of the former **Local History Centre site** at Essex Street following the relocation of services to the town centre Lichfield Street hub.
- **Children's Services locality working** – opportunity at Blakenall Children Centre and Blakenall Row.
- **Showpeople and traveller sites-** safeguarded and proposals for new sites in the Site Allocation Document

Source: Regeneration & Development, Walsall Council



Former Goscote Works Outline Layout



Former Local History Centre

- **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

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