

# Ward Walk Profile: Bloxwich East January 2020

Version - FINAL



**Walsall Council**

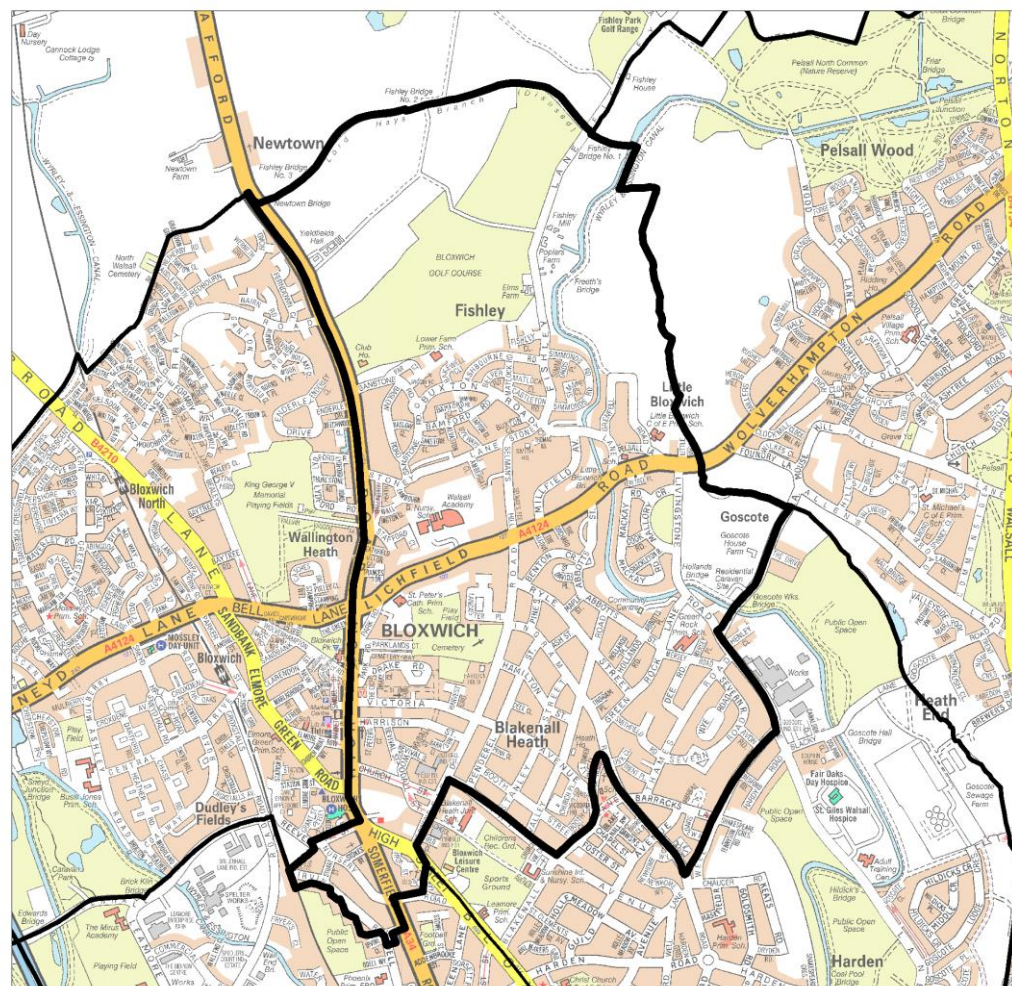
**PROUD** OF OUR **PAST** OUR **PRESENT** AND FOR OUR **FUTURE**

Name	Party	Elected on:
Cllr Julie Fitzpatrick	Labour	27 October 2011
Cllr Corin Statham	Conservatives	2 May 2019
Cllr Mark Statham	Conservatives	3 May 2018



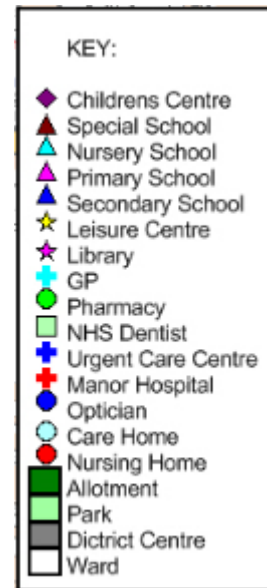
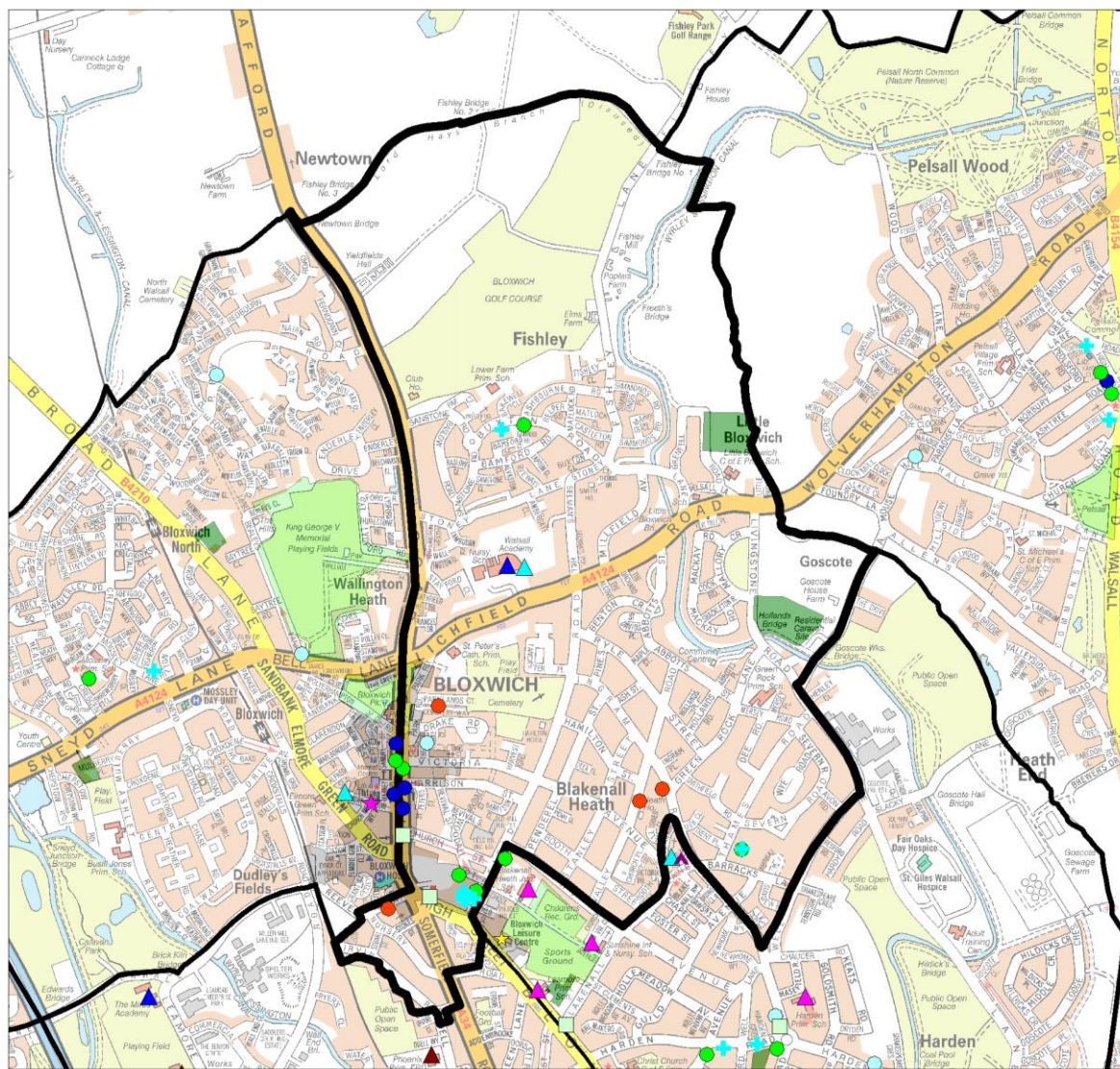


- Covers 3.83 sq km (383 ha)
- Makes up 3.7% of the area of Walsall borough
- Population density of 33.8 people per hectare (higher than borough average of 27.3)



*Source: Ordnance Survey; ONS, Mid-2017 Population Estimates*





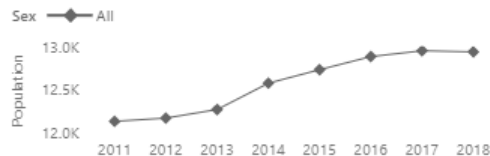
Source: Ordnance Survey

# Population

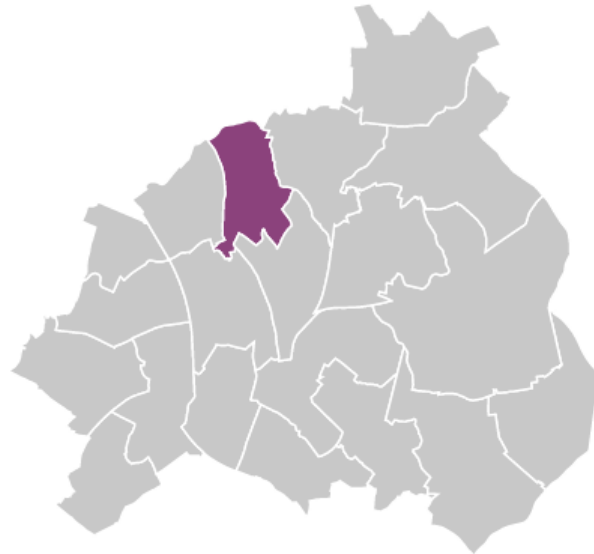
Sex ☐ Age

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%
<b>Bloxwich East</b>	<b>13,000</b>	<b>4.57%</b>
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%
<b>Total</b>	<b>283,400</b>	<b>100.00%</b>

## Population over time



## Walsall Ward Map



13,000

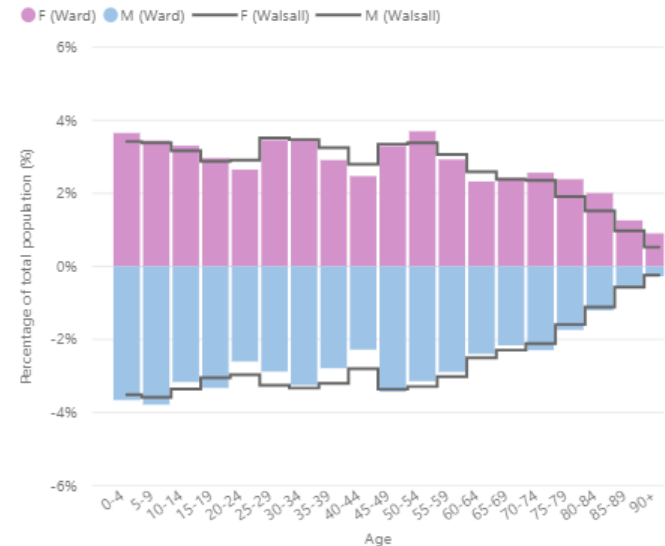
Estimated Population

Localities

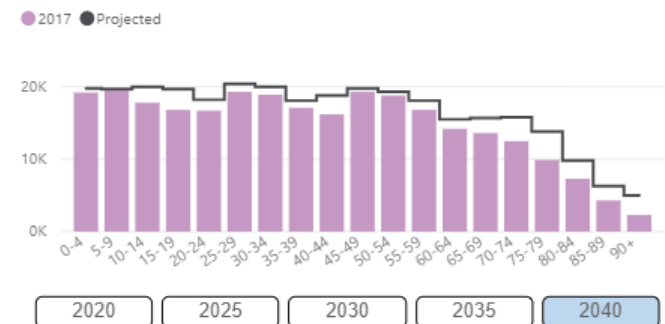
North

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## Population Pyramid

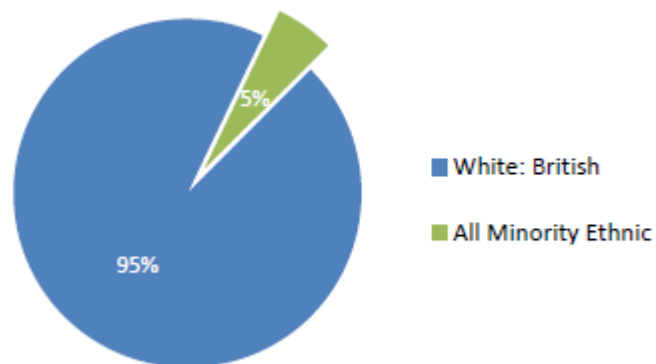


## Walsall Borough Projected Population (2016 based)



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).

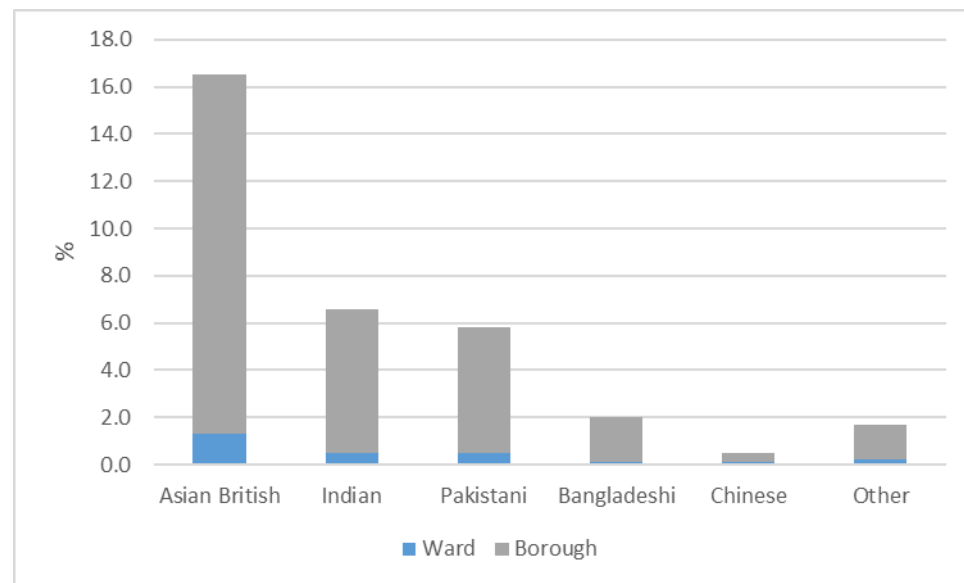
Source: ONS, Mid-2018 Population Estimates



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 & 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

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

Source: ONS, 2011 Census

## Tenure

Tenure	Total	Ward %	Walsall %	E&W %
Owned outright	1,357	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

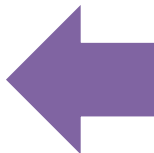
The largest groups of households are classified as group M – **Family Basics** (25%) & group N – **Vintage Value** (19%)

**M** Family Basics



Key Features	Channel Preference	Index
Families with children	Face to Face	103
Aged 25 to 40	Post	86
Limited resources	Landline	110
Some own low cost homes	Email	102
Some rent from social landlords	Mobile	118
Squeezed budgets	Online	95

Most effective communication route

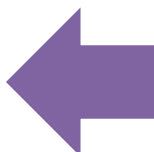


**N** Vintage Value



Key Features	Channel Preference	Index
Elderly	Face to Face	109
Living alone	Post	112
Low income	Landline	115
Small houses and flats	Email	88
Need support	Mobile	71
Low technology use	Online	83

Least effective communication routes



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



- 79.2% of working age people in Bloxwich East ward were **economically active**. This was 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 (17.2%) followed by Administrative & Secretarial (13.7%) (2011)\*.
- Of working age ward residents, 14.7% had **no formal qualifications**. Walsall's value was 24.3%, and 15.0% nationally (2011)\*.
- In May 2019, 5.9% of working aged residents (aged 16-64) were **unemployed and seeking work**. This equated to 442 people and was slightly above the Walsall average of 5.0%.

*Unemployment Claimants (aged 16-64), May 2019*

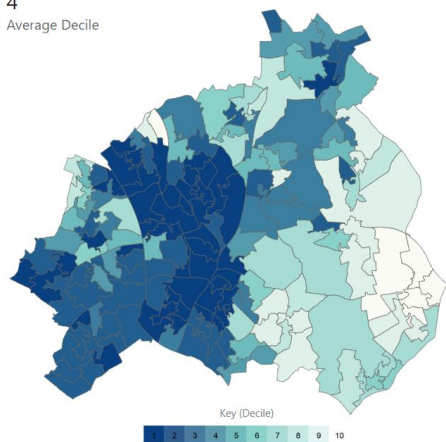
Ward	Claimant Count	Claimant Rate
Darlaston South	739	7.7
Blakenall	689	7.4
Birchills Leamore	706	7.1
Willenhall South	756	6.9
St Matthew's	747	6.8
Pleck	648	6.6
Bentley and Darlaston North	560	6.5
<b>Bloxwich East</b>	<b>442</b>	<b>5.9</b>
Palfrey	619	5.8
Bloxwich West	456	5.4
<b>WALSALL BOROUGH</b>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

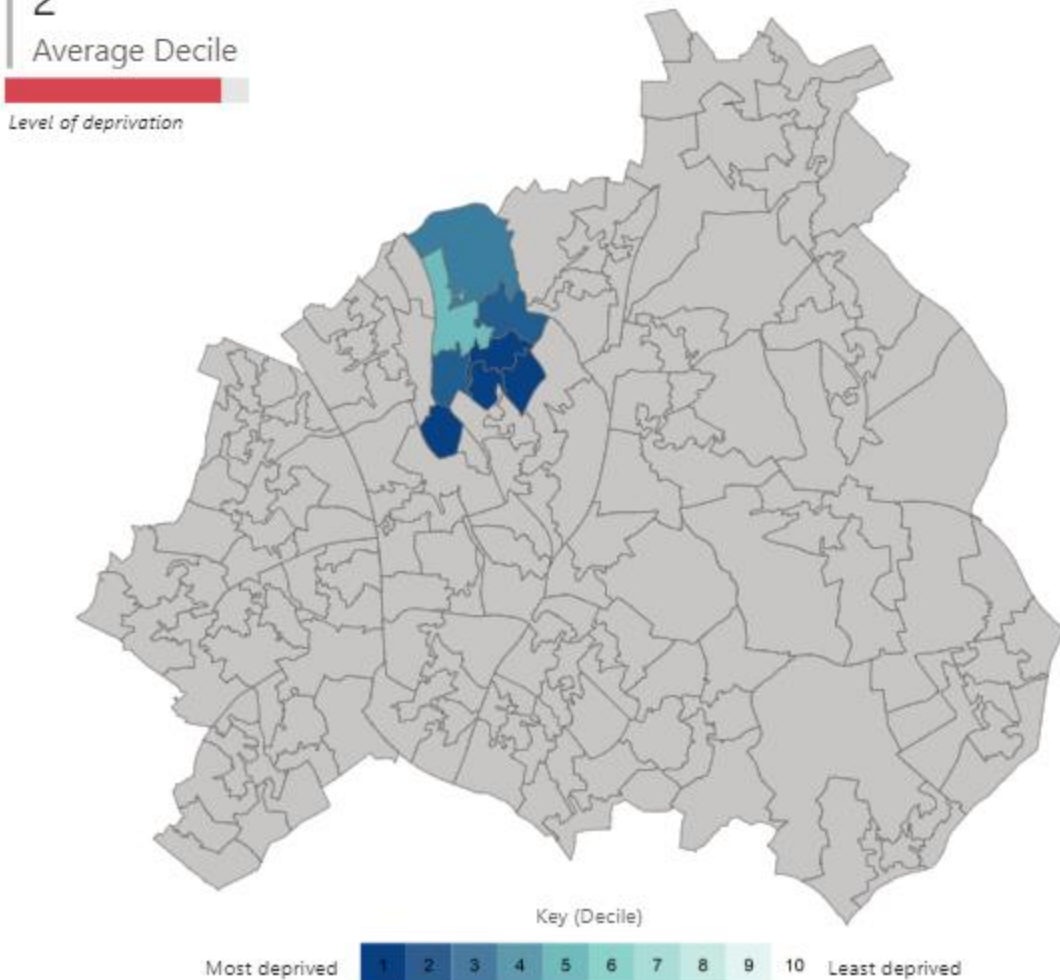


A mixture of deprivation with levels amongst the 10% most deprived towards the south of the ward – Blakenall Health & Leamore North.

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

2  
Average Decile

Level of deprivation



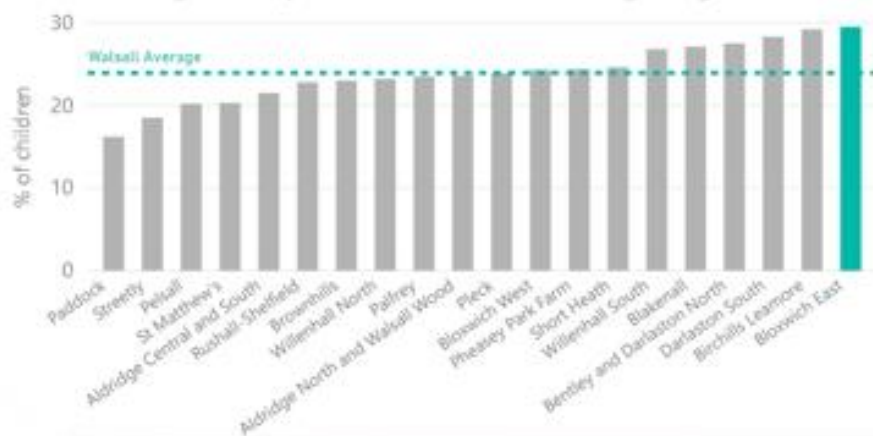
**Source:** DCLG, Index of Multiple Deprivation, 2019

## Childhood Obesity in Bloxwich East

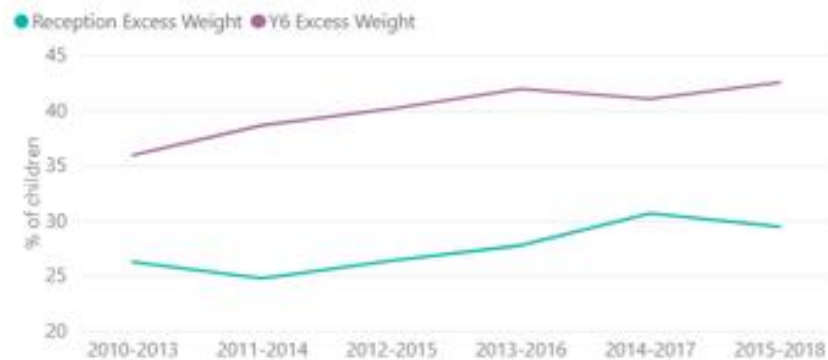
### Key Messages:

- In Bloxwich East, the rate of excess weight in Reception Children has slightly decreased between 2015 – 2018.
- However, Bloxwich East ranks 20th/20 wards (1st = lowest rate) for excess weight in Reception aged children
- In Year 6 children, the rate of excess weight continues to increase.
- Blakenall ranks 17th/20 wards for excess weight (1st = lowest rate) for excess weight in Y6 children.

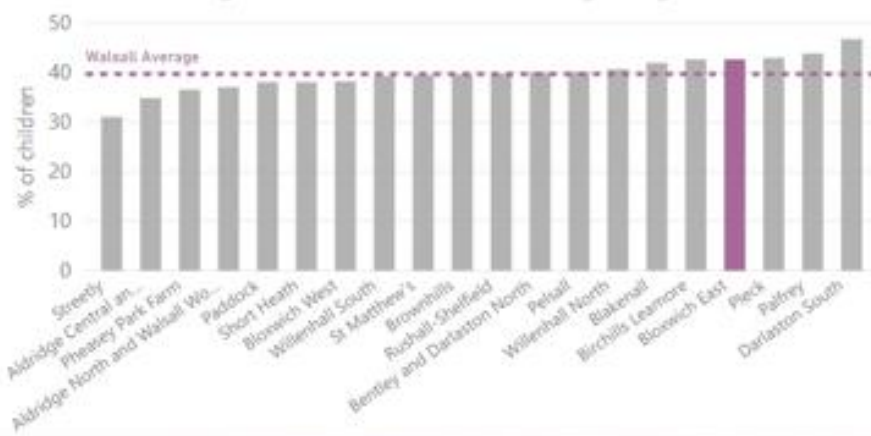
Excess Weight in Reception Year Children – 3 Year rolling average 2015-18



Trend in Childrens Excess Weight in Bloxwich East



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



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

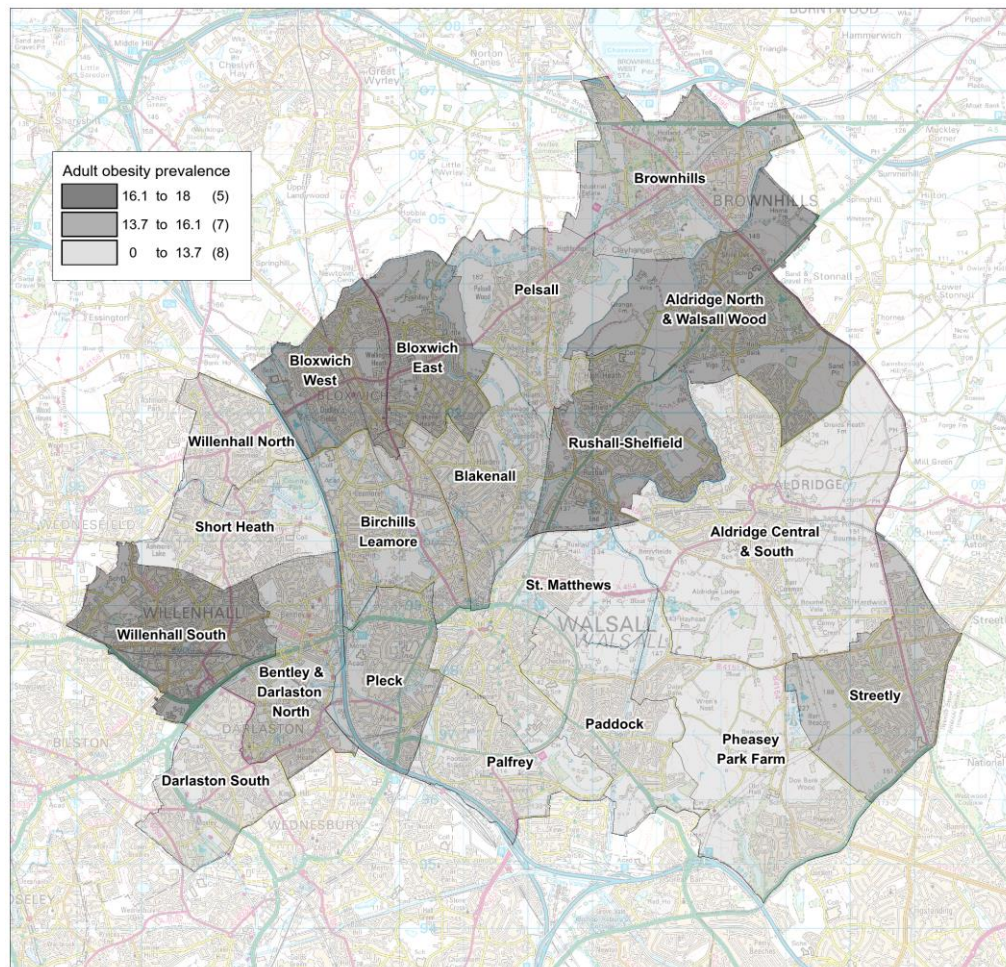




# Adult Obesity Prevalence

Ward	Prevalence (%)
Willenhall South	18.0
Bloxwich West	17.7
Rushall-Sheffield	17.7
Aldridge North and Walsall Wood	17.4
<b>Bloxwich East</b>	<b>16.9</b>
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	-
<b>Walsall Average</b>	<b>14.4</b>

Bloxwich East ward has **higher** adult obesity prevalence (16.9%) compared to the borough (14.4%).

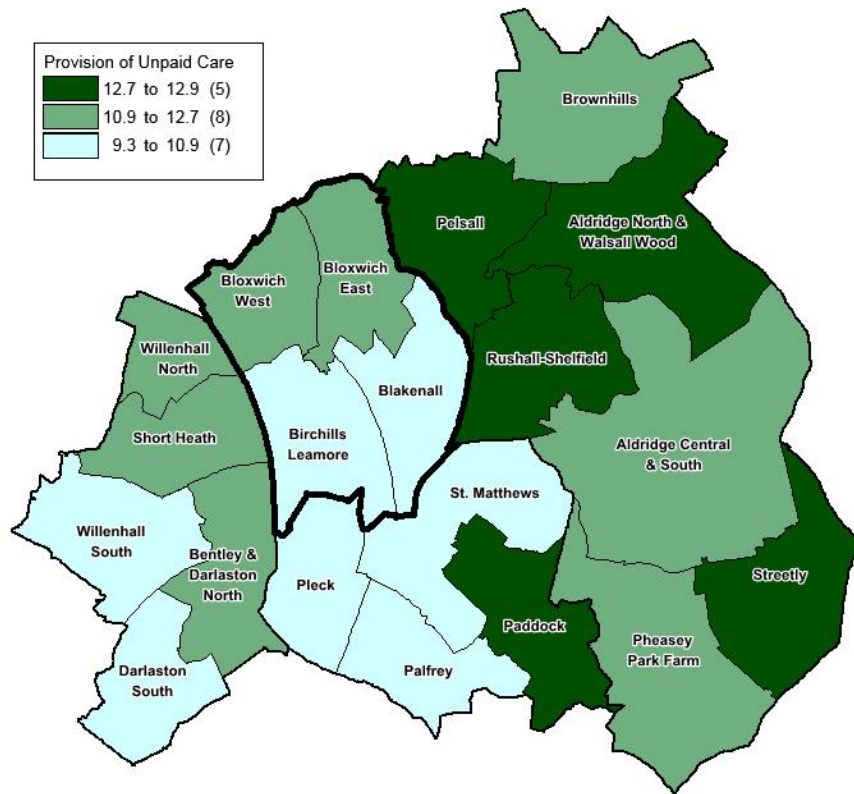


*Note – based on GP practice patient lists, not every ward contains a GP practice*

**Source:** Quality and Outcomes Framework, 2017/18



# Provision of Unpaid Care



Provision of unpaid care in Bloxwich East is similar to the borough average (11.6% and 11.4% respectively).

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

Source: ONS, 2011 Census

# ASC Carers Survey

186  
People surveyed

48  
Responses

25.81  
Response rate (%)

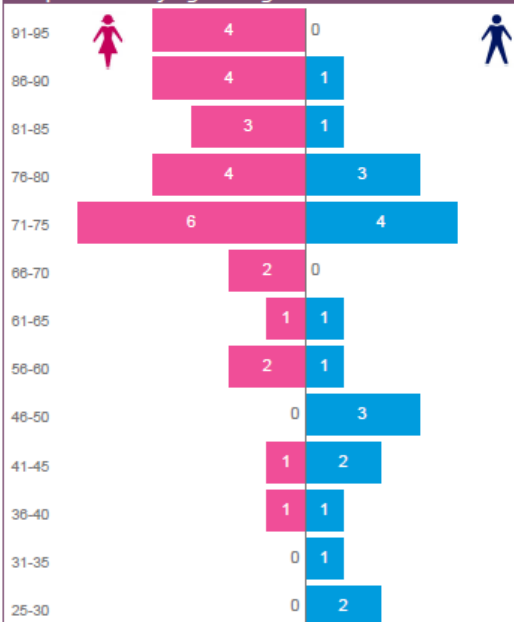
Responses  
were  
received  
from

31  
People residing in their own homes

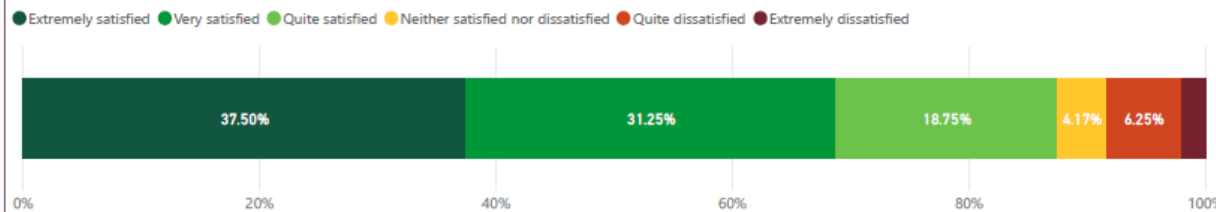
7  
People residing in residential care

10  
People residing in nursing care

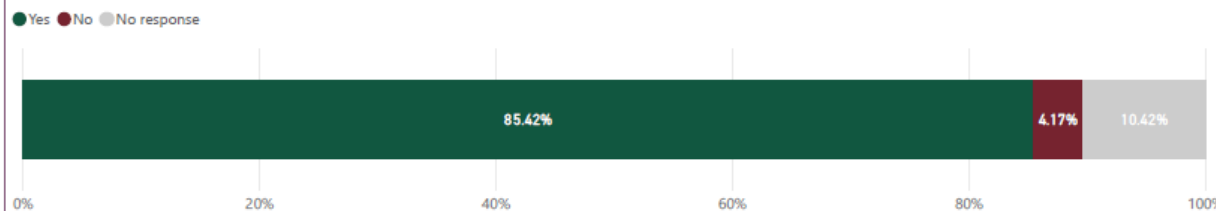
## Respondents by age and gender



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



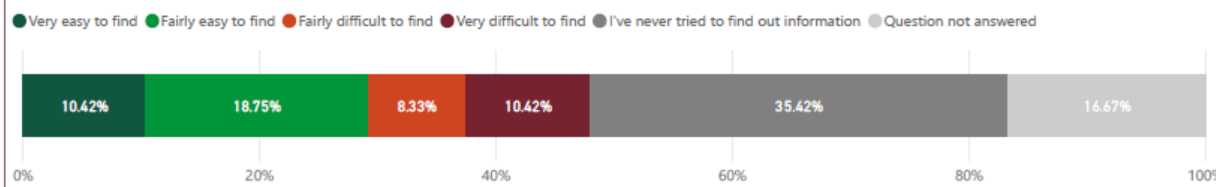
## Do care and support services help you to have a better quality of life?



## 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?



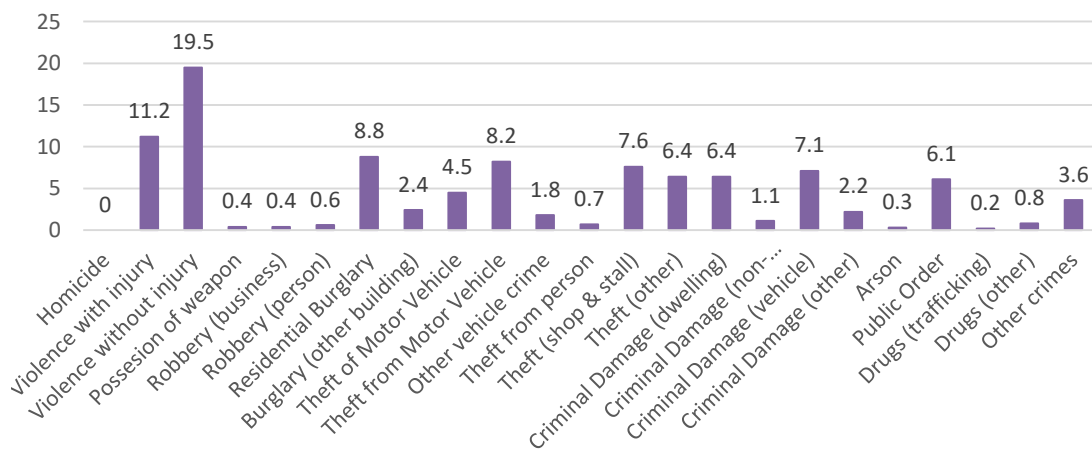
Source: Adult Social Care User Survey (ASCUS), 2018-19

# Recorded Crime

Ward	Total Recorded Crime Rate per 1,000 Population	Serious Acquisitive Crime Rate per 1,000 Population
Aldridge Central and South	77.68	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
<b>Bloxwich East</b>	<b>112.14</b>	<b>25.06</b>
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
<b>WALSALL</b>	<b>107.73</b>	<b>25.40</b>

A higher number of total recorded crime rates than the borough average & a similar rate for serious acquisitive crime rates

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

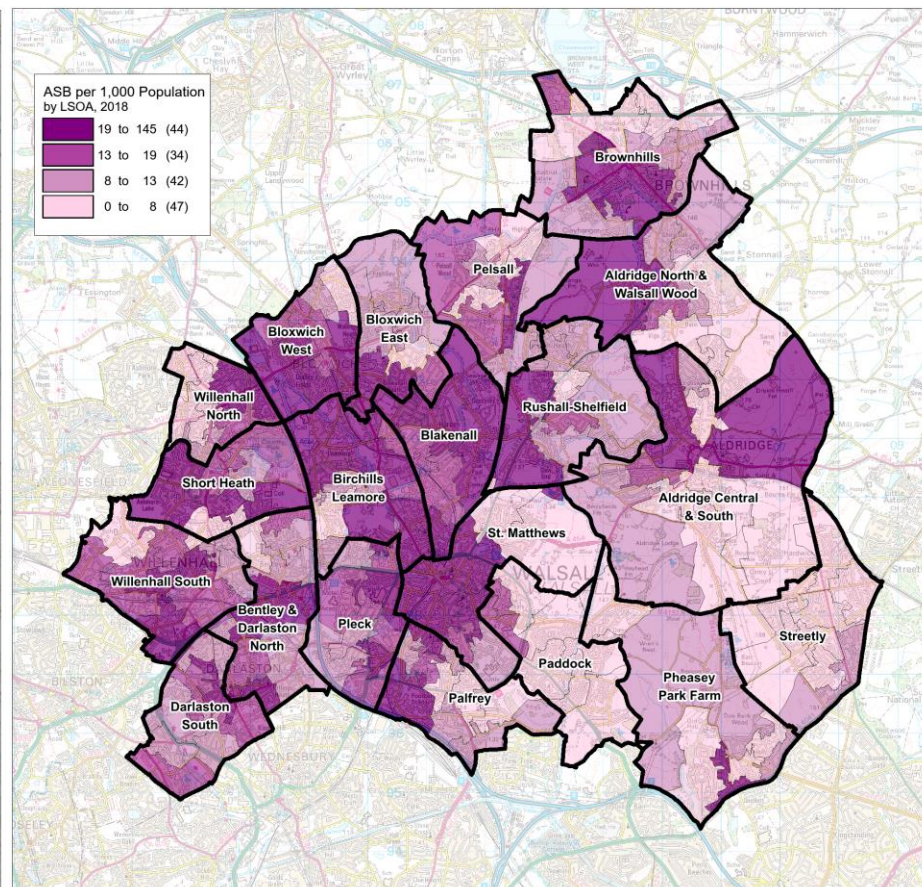
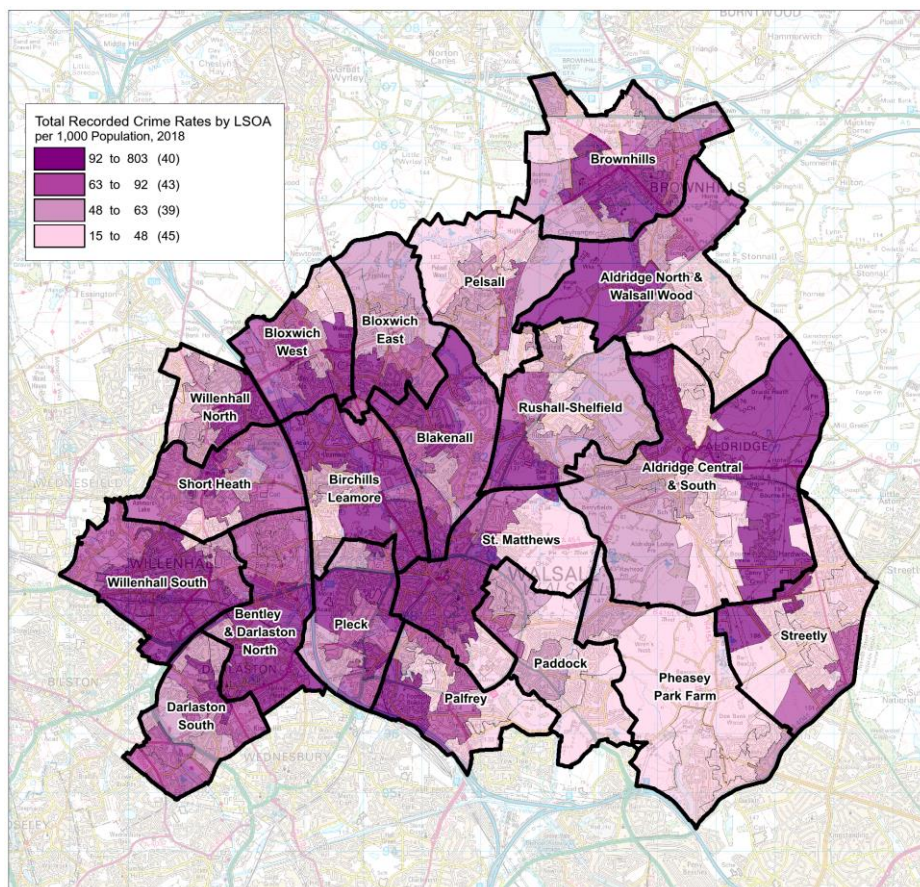


*\*Serious Acquisitive crimes are defined as :  
Residential burglary  
Robbery (person)  
Robbery (business)  
Theft of motor vehicle  
Theft from motor vehicle*

Source: West Midlands Police, Jan to Dec 2018



# Recorded Crime & Anti-Social Behaviour



Source: West Midlands Police, Jan to Dec 2018



- **Stan Ball Centre** – run by Bloxwich Community Partnership & caters mainly for elderly borough residents. Provides subsidised trips, entertainment shows, events, day care provision & has a bistro.
- **Green Rivers Association** – very small group that offers youth provision & social groups.
- **St John's Methodist Church and Centre** - Victoria Road - used extensively by the community and has linked up with Blakenall Children's Centre and the North Locality panels to deliver projects for our more vulnerable families.

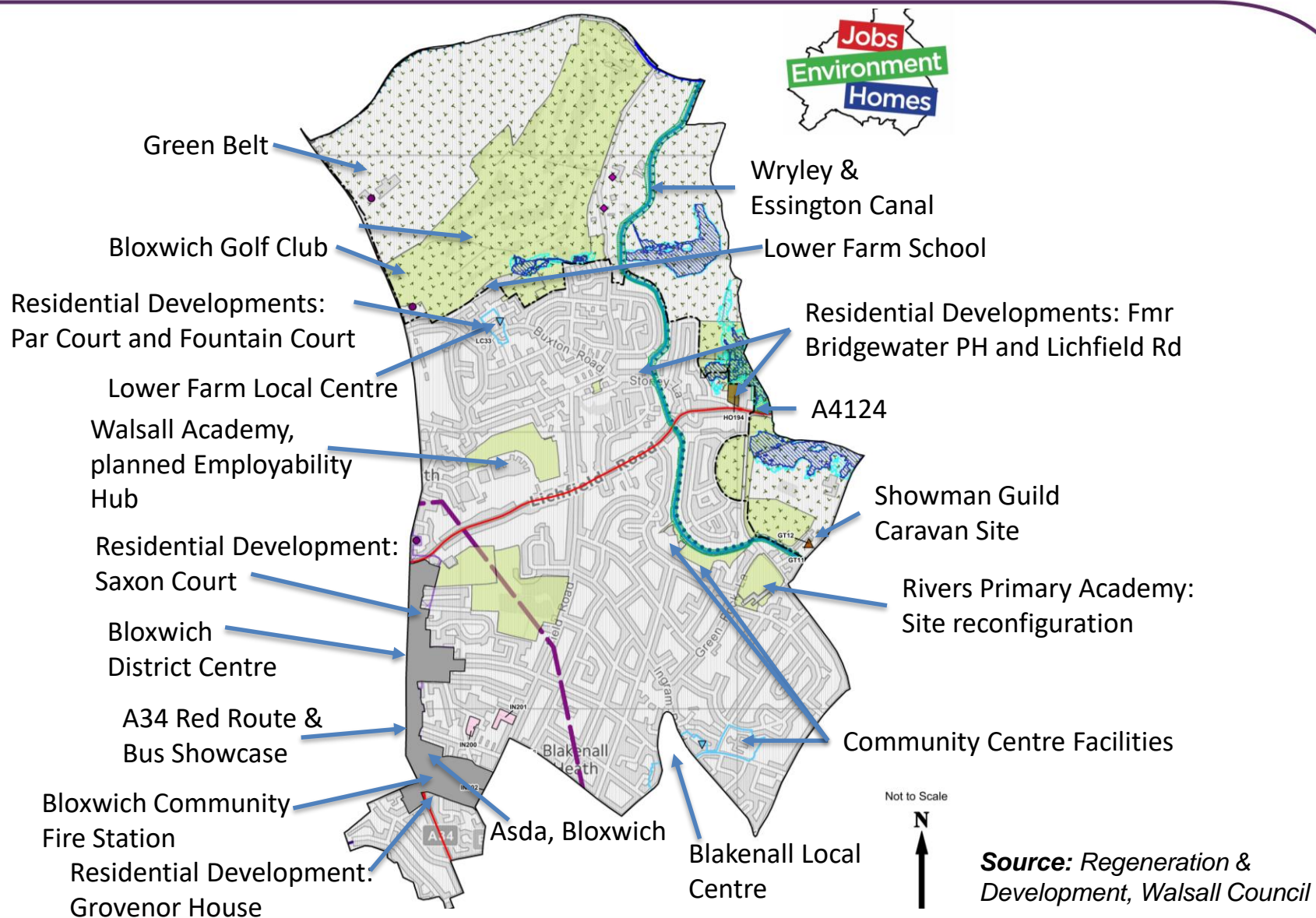
*Source: Localities & Partnerships, Walsall Council*



- **Bloxwich District Centre** – with national retailers / occupiers, including Asda, Wilkos, Home Bargains, JD Wetherspoon, and multiple independents
- £1m Bloxwich **Townscape Heritage Initiative** (2006)
- Bloxwich **Gardens** and **Fountain Restoration**.
- Part of the former **New Deal** area – 10year government initiative which promoted neighbourhood regeneration.
- Circa £1.3m **district centre improvements works** led by Highways in progress.
- **Community facilities** include Stan Ball Centre, Green Rivers, and Blakenall Village Centre
- **Canalside House** – providing mental health and early intervention services by Dudley & Walsall Mental Health Partnership NHS Trust.
- **Residential developments**, including Care UK intensive support accommodation, Bromford supported living units, and whg affordable schemes at Grovenor House, Barracks Lane and Well Place. Plus Par Court and Fountain Court
- **Employability Hub, Walsall Academy** campus provides vocational training facility for Sixth Form students from 2018/19.
- A34 North **Red Route** and **Bloxwich Bus Showcase**
- Start-up and home-based SMEs are based in the ward, of which the majority are sole traders.

*Source: Regeneration & Development, Walsall Council*

# Local Plan Policies Map Extract



- **Rivers Academy** – planning consent secured for site redevelopment / reconfiguration for continued primary education and decant / construction phase underway
- Proposed **petrol station** at Asda, Bloxwich at pre-application stages
- Bloxwich Community **Fire Station** – monitor WM Fire Service asset requirements / review
- Future enhancements of **Bloxwich High Street Conservation Area**
- **Lower Farm school** – at early stages of academy transfer process
- Continue to support **Bloxwich Business Partnership** and sustainability of the District Centre



Rivers Academy Illustrative Drawing



*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](http://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](http://www.walsall.gov.uk/census)
- **Nomis:** detailed and up-to-date UK labour market and economic statistics from official sources [www.nomisweb.co.uk](http://www.nomisweb.co.uk)

*These profiles have been compiled by analysts and other colleagues from across Walsall Insight*

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