

# Ward Walk Profile: Bloxwich West January 2020

Version - FINAL



**Walsall Council**

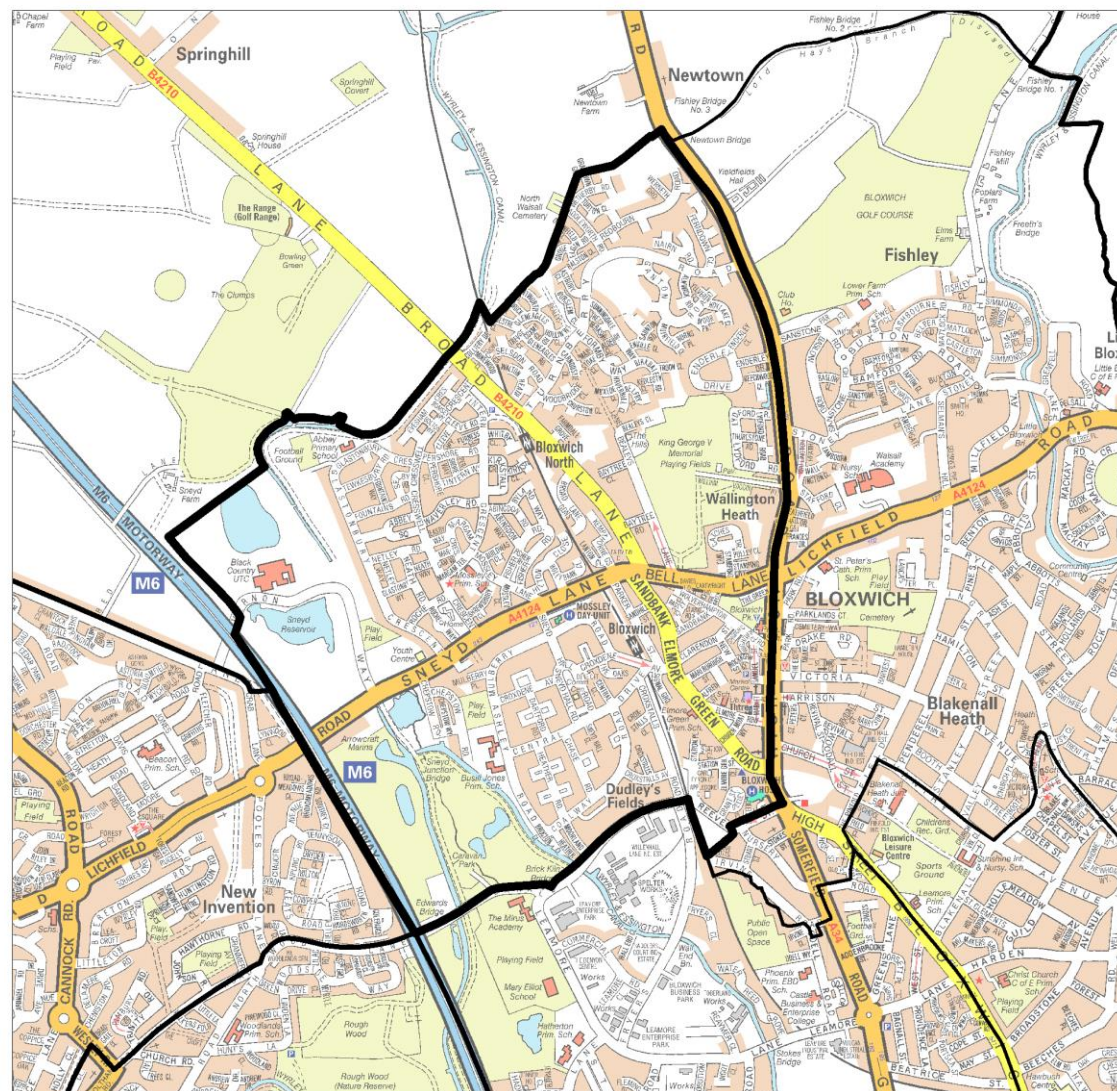
**PROUD** OF OUR **PAST** OUR **PRESENT** AND FOR OUR **FUTURE**

Name	Party	Elected on:
Cllr Bradley Allen	Conservatives	5 May 2016
Cllr Matthew Follows	Conservatives	7 May 2015
Cllr Louise Harrison	Conservatives	10 June 2004



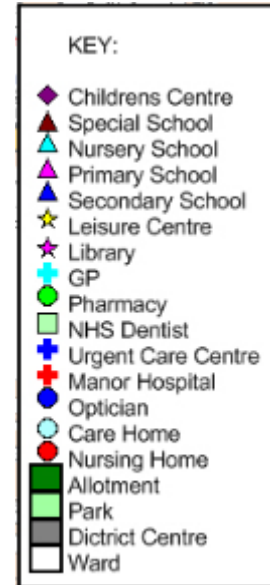
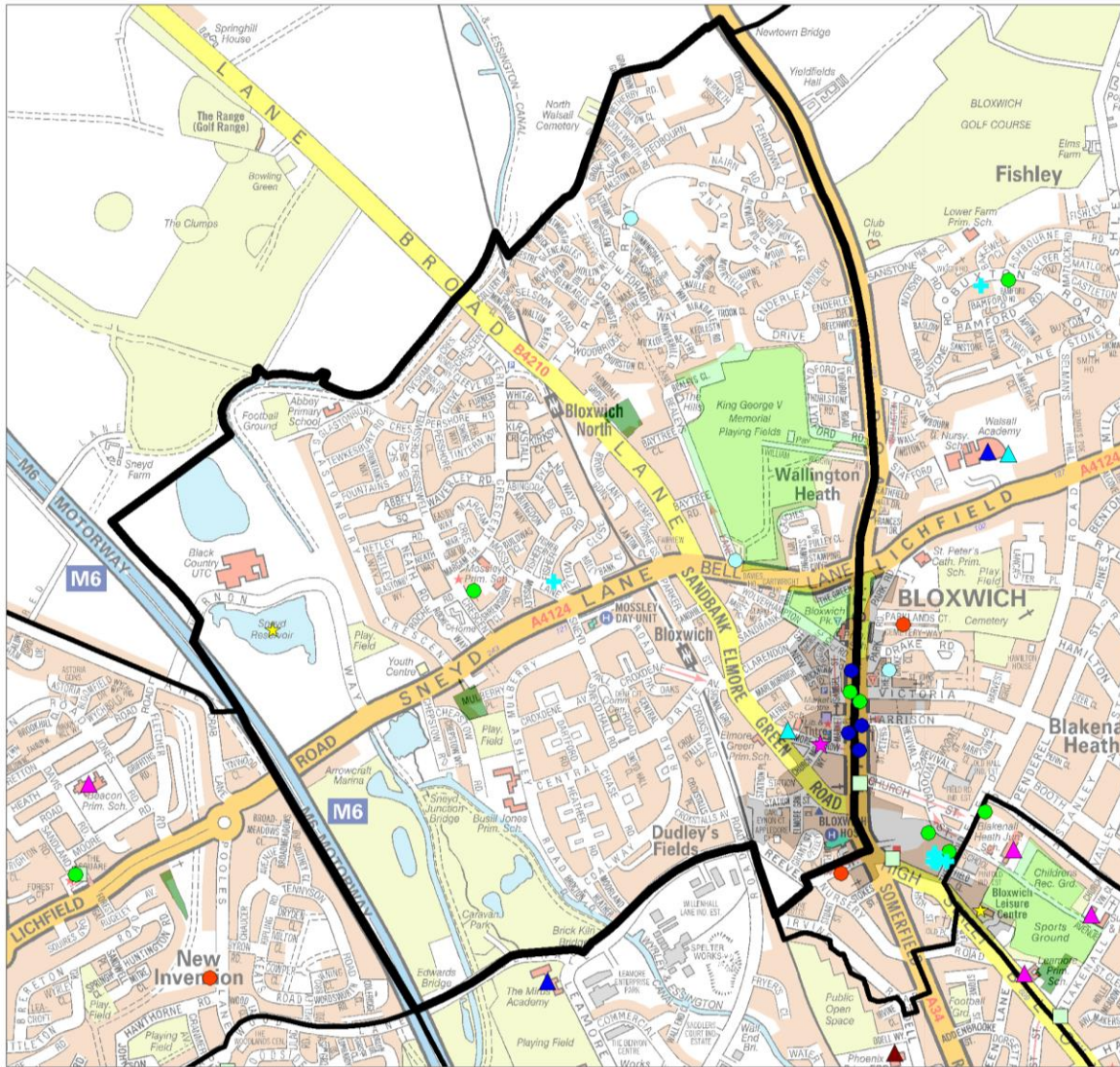


- Covers 3.57 sq km (357 ha)
- Makes up 3.4% of the area of Walsall borough
- Population density of 38.8 people per hectare (higher than borough average of 27.1)




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





Source: Ordnance Survey

# Population

Sex  Age

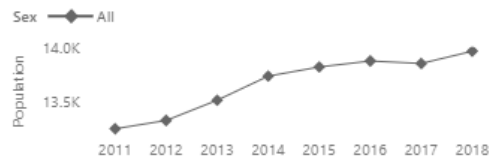
All 0 110

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%
<b>Bloxwich West</b>	<b>14,000</b>	<b>4.93%</b>
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



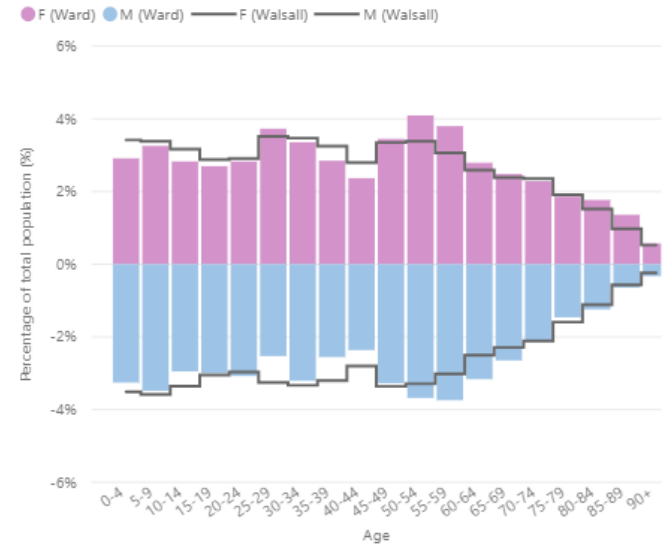
**14,000**  
Estimated Population

## Localities

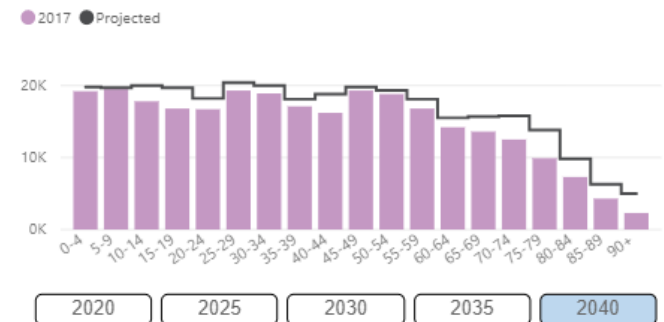
North

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## Population Pyramid



## Walsall Borough Projected Population (2016 based)



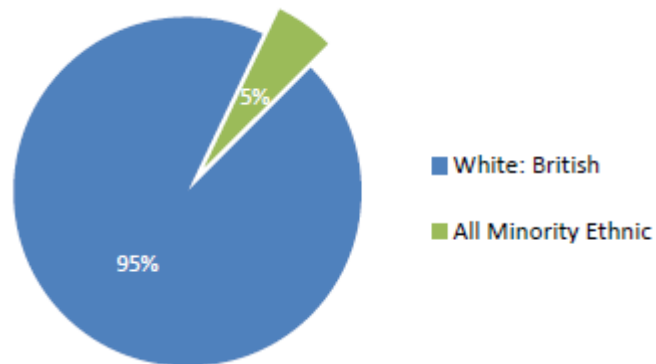
source: ONS 2018 Mid year population estimates & projections ([link](#)). Estimates rounded to nearest hundred therefore Total may differ. Projections apply to Walsall Borough (Ward not currently available).

**Source:** ONS, Mid-2018 Population Estimates



Walsall Council

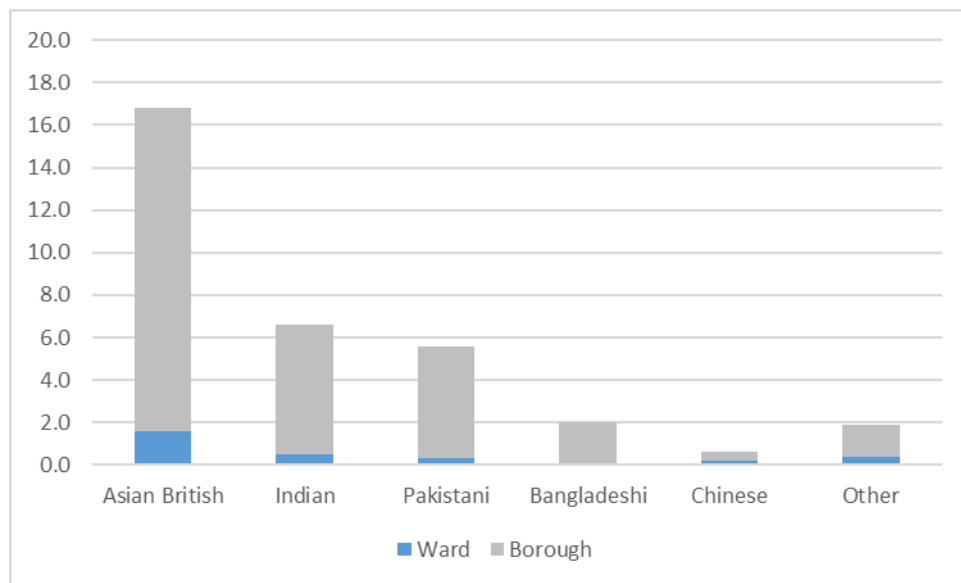
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Total minority ethnic residents*:	709
Percentage of total population:	5.4%
Change since 2001:	29.3%

Ethnic Group	Total	Ward %	Walsall %	E&W %
White: British	12,537	94.6	76.9	80.5
White: Other	138	1.0	1.9	5.5
Mixed	227	1.7	2.7	2.2
Asian	213	1.6	15.2	7.5
Black	117	0.9	2.4	3.3
Other	14	0.1	0.8	1.0

\* Non-White British



- Only 5% minority ethnic residents
- Asian is the largest minority group at 1.6% (much less than Walsall average of 15.2%)
- Of the Asian minority group, Indian is 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	2,376	41.7	43.4	43.0
Family : Lone parent	743	13.0	12.0	10.6
One person: Below 65	975	17.1	15.7	17.8
One person: Over 65	833	14.6	12.8	12.4
Other household types	774	13.6	16.1	16.1

Source: ONS, 2011 Census

## Tenure

Tenure	Total	Ward %	Walsall %	E&W %
Owned outright	1,480	26.0	31.1	30.8
Owned mortgage	1,737	30.5	31.9	33.5
Socially rented	1,873	32.9	24.1	17.6
Privately rented	521	9.1	11.7	16.7
Living rent-free	90	1.6	1.3	1.4



- 6.2% of households 'overcrowded'\* (Walsall average 6.5%)
- 3.3% of households without central heating (Walsall average 2.8%)
- High proportion of socially rented (32.9%) properties compared to borough (24.1%)
- Similar to average (31.9%) mortgage owned (30.5%)



# Social Segmentation - Groups

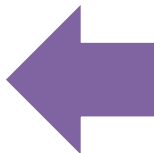
The largest groups of households are classified as group M – **Family Basics** (25%) & group N – **Vintage Value** (19%)

**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

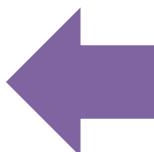


**N** Vintage Value



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



- 74.0% of working age people in Bloxwich West ward were **economically active**. This equalled the Walsall value of 74.0%, compared with the national value of 76.8% (2011)\*.
- The largest **occupation group** in the ward was Skilled Trades (15.9%) followed by Elementary Occupations (13.5%) (2011)\*
- Of working age ward residents, over a quarter (29.6%) had **no formal qualifications**. Walsall's value was 24.3%, and 15.0% nationally (2011)\*.
- In May 2019, 5.4% of working aged residents (aged 16-64) were **unemployed and seeking work**. This equated to 456 people and was slightly above the Walsall average of 5.0%.

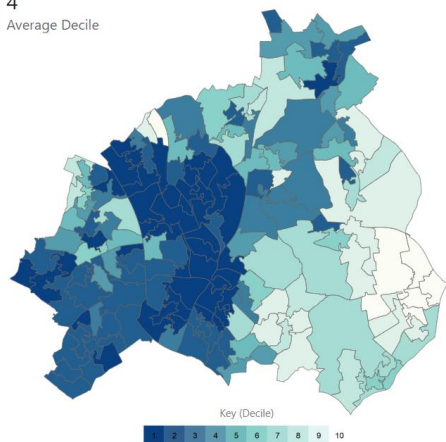
*Unemployment Claimants (aged 16-64), May 2019*

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
Bloxwich East	442	5.9
Palfrey	619	5.8
<b>Bloxwich West</b>	<b>456</b>	<b>5.4</b>
<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



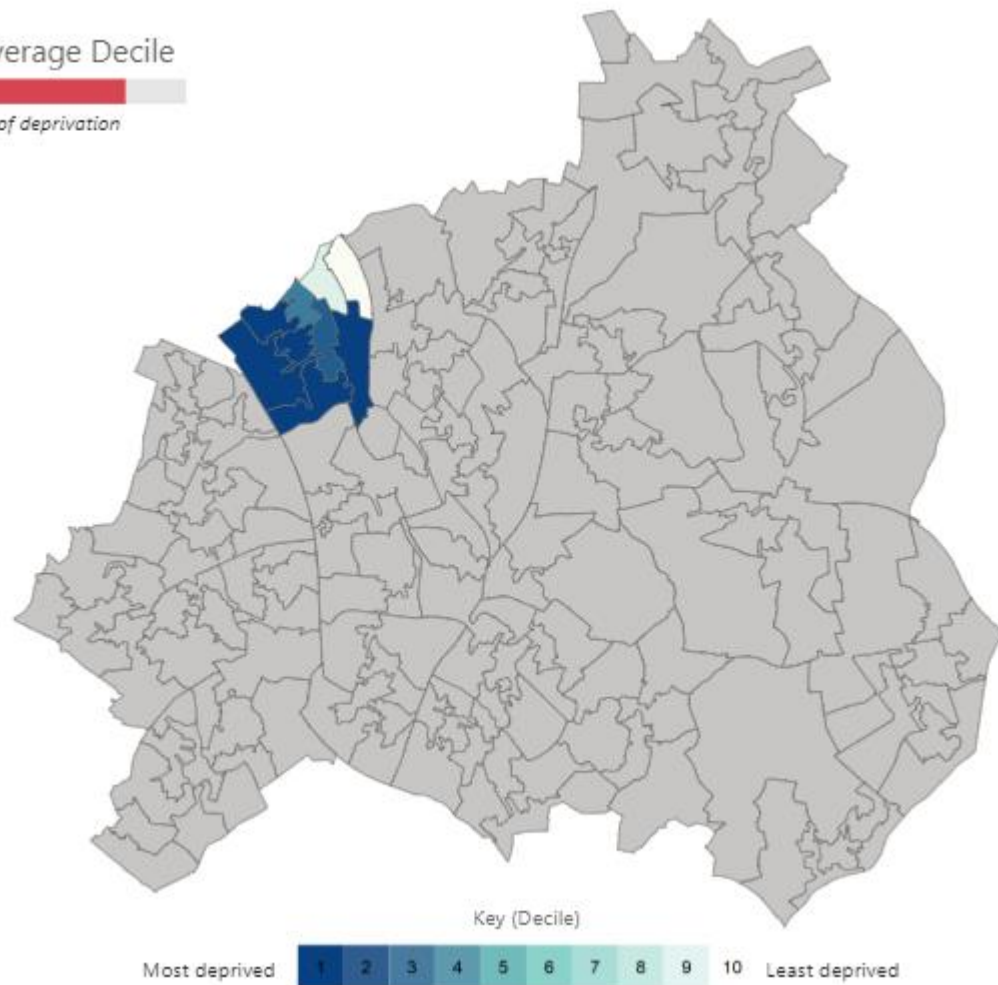
The majority of the ward is within the 10% most deprived overall. In contrast, Turnberry East is within the 10% least deprived & Turnberry West in the 20% least deprived.

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*

3  
Average Decile

Level of deprivation

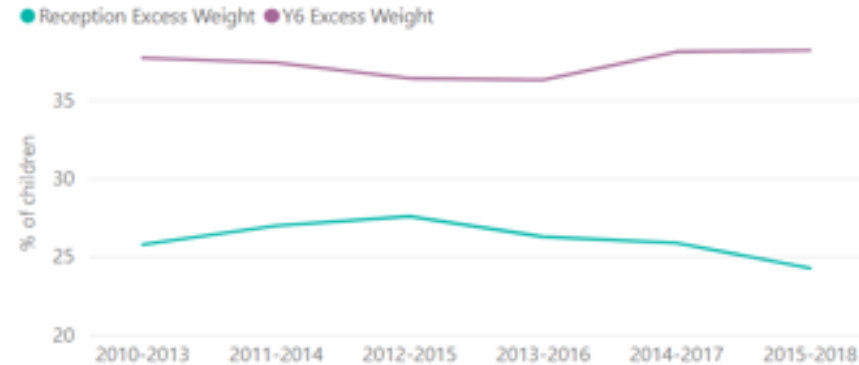


## Childhood Obesity in Bloxwich West

### Key Messages:

- In Bloxwich West, the rate of excess weight in Reception Children has decreased.
- Bloxwich West ranks 12th/20 wards (1st = lowest rate) for excess weight in Reception aged children.
- However, in Year 6 children, the rate of excess weight has increased.
- Bloxwich West ranks 7th/20 wards for excess weight (1st = lowest rate) for excess weight in Y6 children.

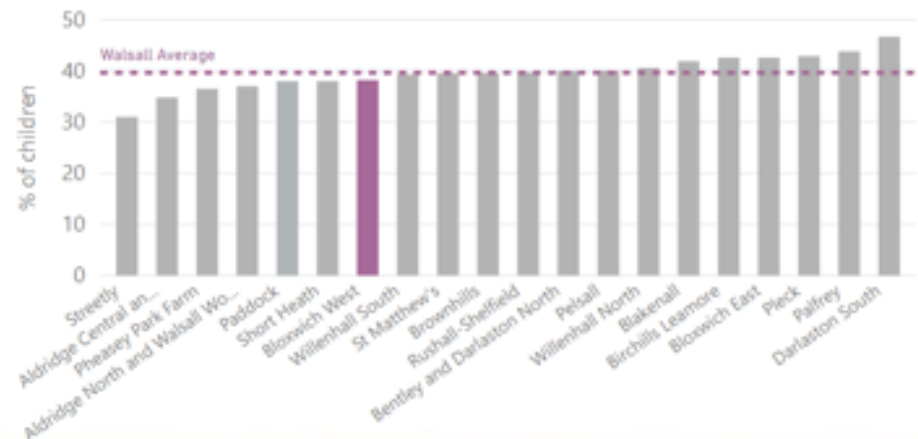
Trend in Childrens Excess Weight in Bloxwich West



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



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

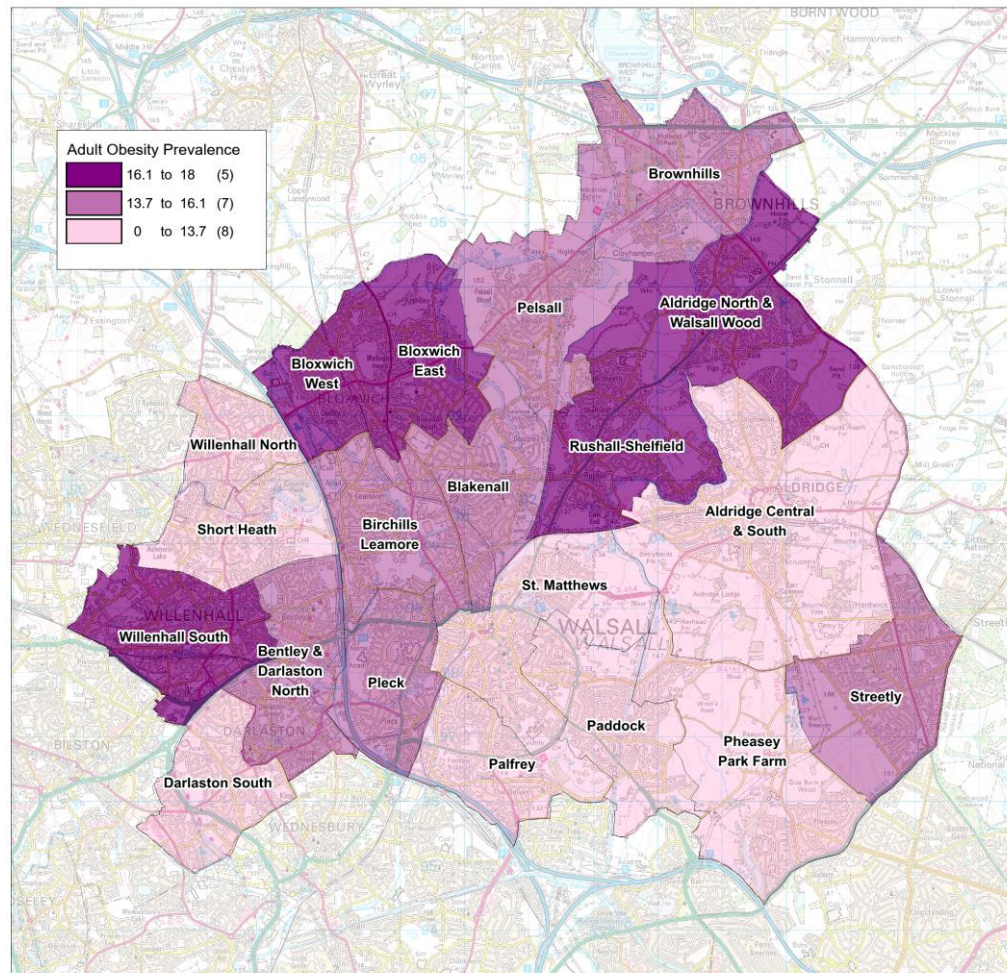


Source: National Child Measurement Programme (NCMP), 2015-18



# Adult Obesity Prevalence

Ward	Prevalence (%)
Willenhall South	18.0
<b>Bloxwich West</b>	<b>17.7</b>
Rushall-Shelfield	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	-
<b>Walsall Average</b>	<b>14.4</b>

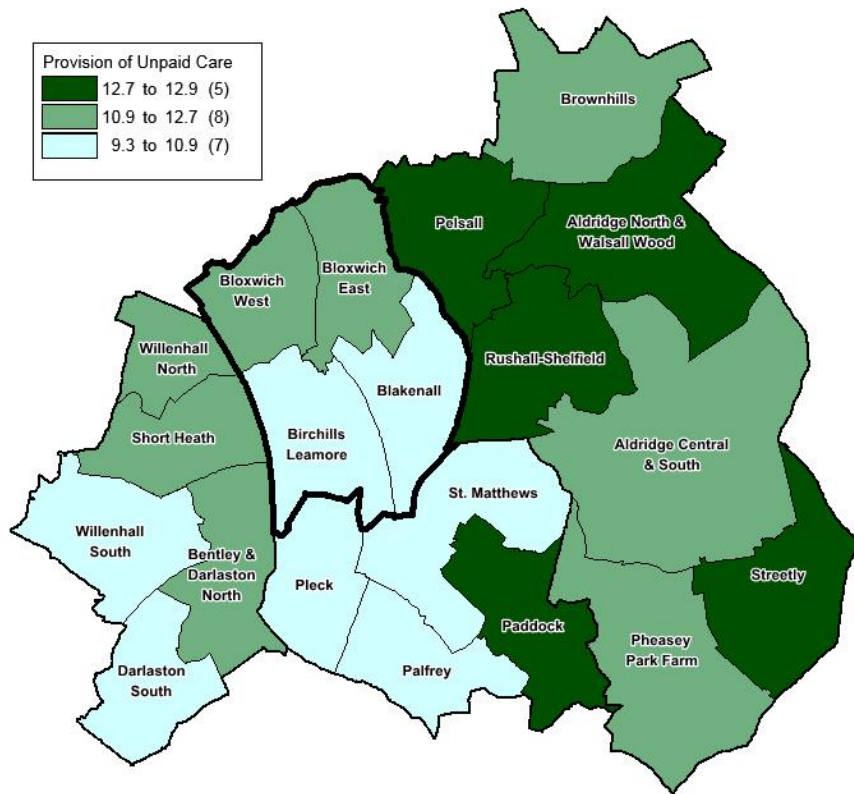


Bloxwich West has an above average proportion of adult obesity prevalence (11.4% compared to 14.4%).

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



# Provision of Unpaid Care



Provision of unpaid care in Bloxwich West is similar to the borough average (11.7% 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: 2011 Census, ONS

# ASC Carers Survey

145  
People surveyed

52  
Responses

35.86  
Response rate (%)

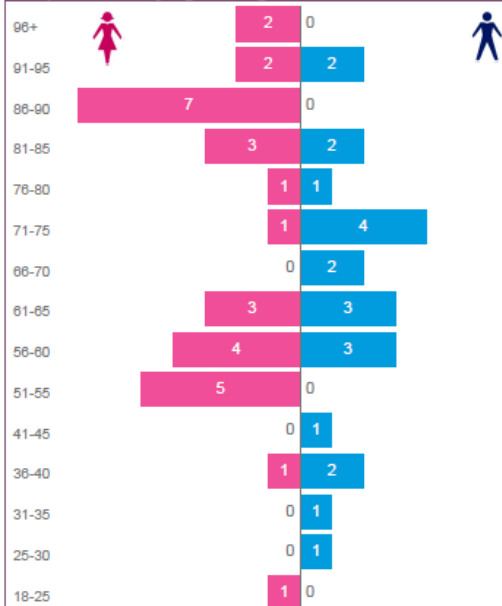
Responses  
were  
received  
from

45  
People residing in their own homes

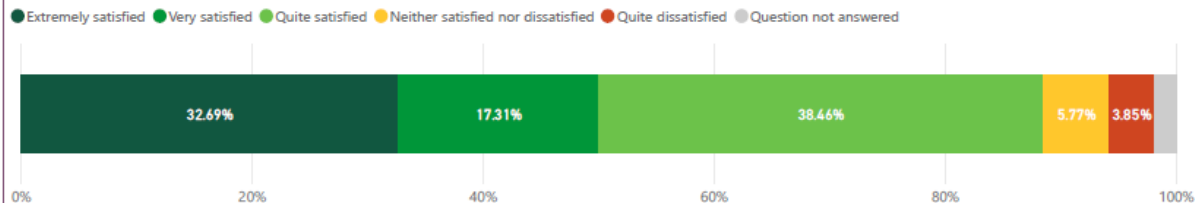
0  
People residing in residential care

7  
People residing in nursing care

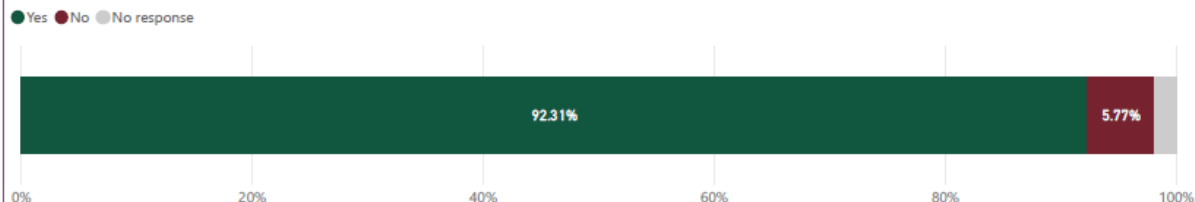
## Respondents by age and gender



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



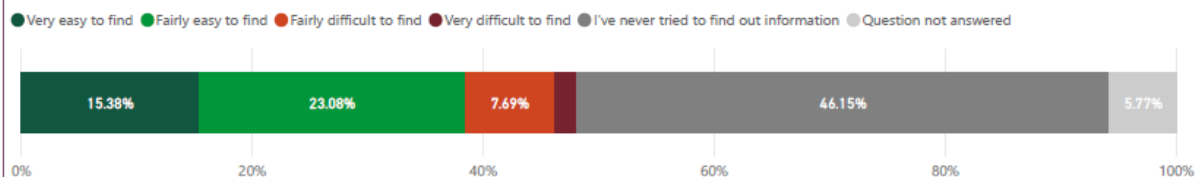
## Do care and support services help you to have a better quality of life?



## 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?



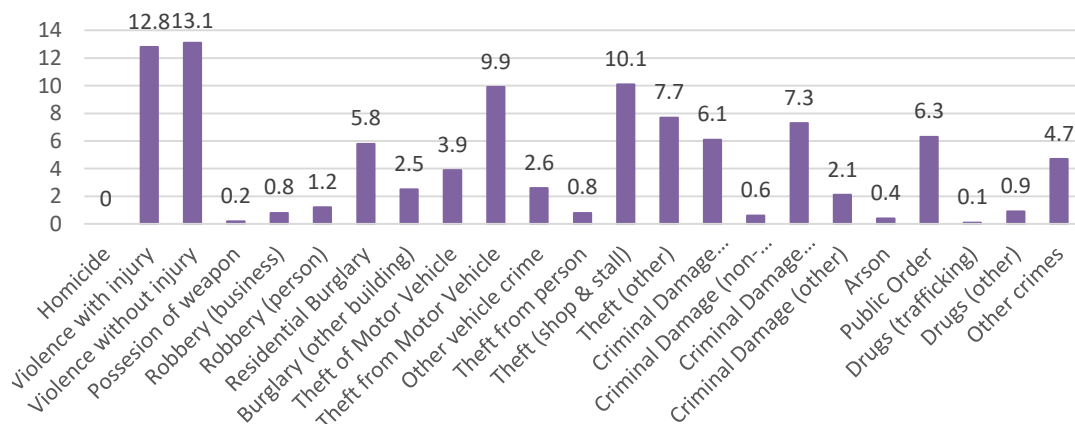
Source: Adult Social Care User Survey (ASCUS), 2018-19

# 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
Bloxwich East	112.14	25.06
<b>Bloxwich West</b>	<b>109.25</b>	<b>23.69</b>
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 & lower rates of serious acquisitive crime rates than the borough average.

Crime by type highlights ‘**violence with injury & violence without injury**’ as the most prolific types in this ward during 2018.

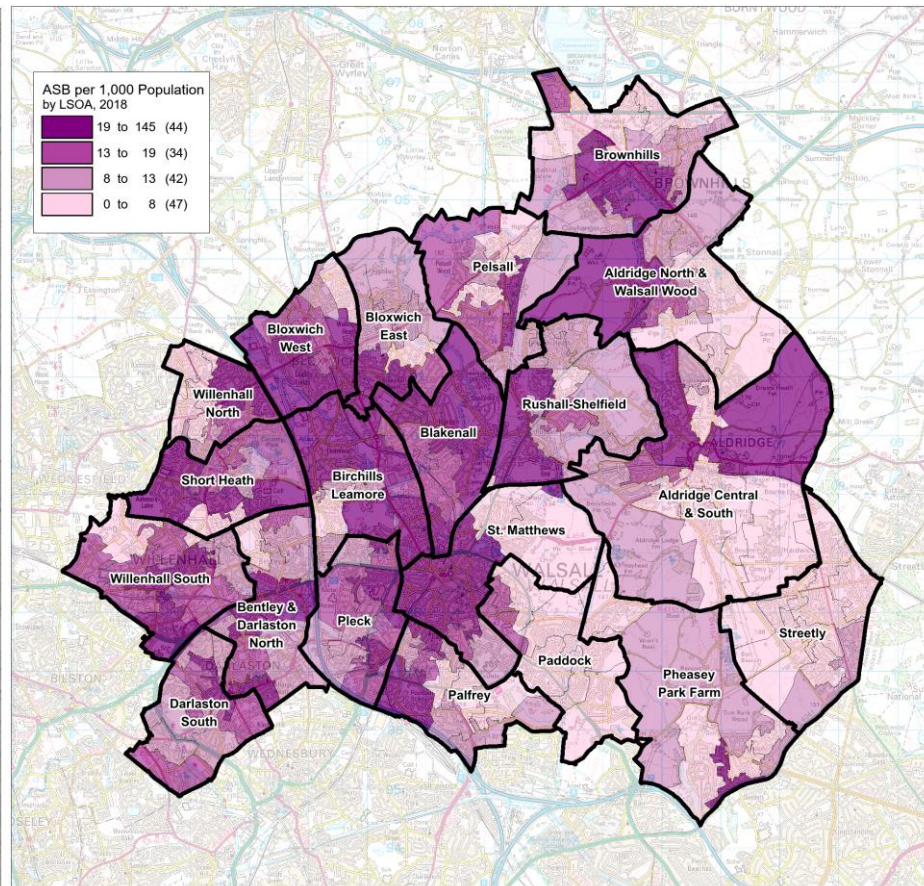
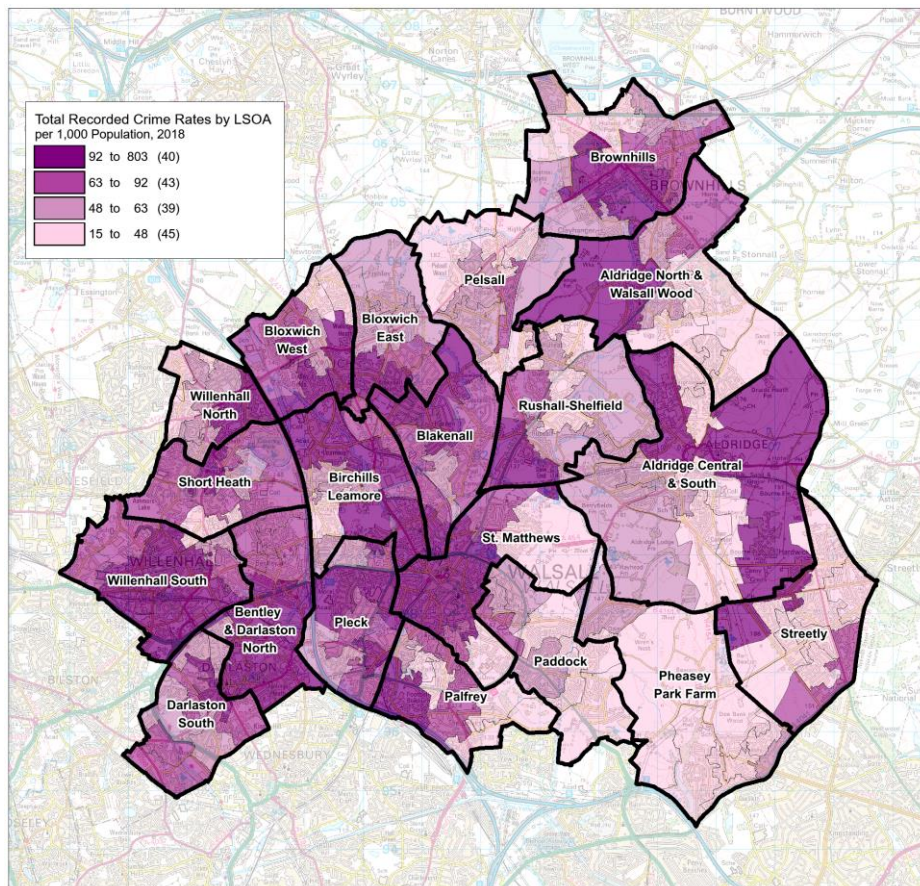


*\*Serious Acquisitive crimes are defined as :*  
 Residential burglary  
 Robbery (person)  
 Robbery (business)  
 Theft of motor vehicle  
 Theft from motor vehicle

Source: West Midlands Police, Jan to Dec 2018



# Recorded Crime & Anti-social behaviour **INSIGHT**



**Source:** West Midlands Police, Jan to Dec 2018



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- **Sneyd Community Association** - offers a plethora of activities for all ages. Facilities include - swimming pool, large astro turf & a lake for canoeing activities. Clubs include - Sneyd Striders, dog training, indoor bowls, dancing, crafts, sewing & a model railway club.
- **St Thomas Church** - hosts the local scout group who also deliver the Duke of Edinburgh scheme, as well as various community activities. They have been working with the Mossley Big Local who have part funded their renovations of a new kitchen, toilets, reception area & disability access (due to be completed in September). A new Revd, Chris Davies joins in September.
- **Mossley Residents** - meet bi-monthly to raise issues with local partners. A long standing group who the Council are encouraging to be more proactive. The group links in with Mossley Big Local.
- **Over 60s** - a thriving group which brings together some of the older population to do various activities & trips.

- **Mossley Youth Club** – remains a void Council building. Mossley Big Local expressed an interest in taking over the running of the building but four years later, a decision has not been made by Asset Management on the forward plan of the building. It is listed as an Asset of Community Value.
- **Mattesley Court** - a Housing & Care 21 residential building who work with partners & communities to deliver various schemes for their residents & the local community. They are keen to link with activities in the area & regularly host events in the centre & grounds.
- **Mossley Big Local** have just renewed their plan which also encompassed changing their Local Trust Organisation from Sneyd CA to One Walsall.
- **King George V Memorial playing fields** is a large green space to the North of the ward which offers a play area, a lido in the summer, football, cricket and rugby. July 2017 saw the site invaded with travellers and in November 17 this location was added to the traveller injunction sites.
- **Silver Fitness Scheme** is a gym designed with equipment especially for those aged 50 plus. It has specialist equipment to help with rehabilitations and disabilities. It operates through Accord Group at Furlong House.



- **Bloxwich District Centre** – with national retailers / occupiers, including Asda, Wilkos, Home Bargains, JD Wetherspoon, and multiple independents.
- Circa £1.3m **district centre improvements works** led by Highways in progress, including paving works following the demolition of the former public conveniences.
- £1m Bloxwich **Townscape Heritage Initiative** (2006)
- **Residential developments**, including the Oaks, Furlong House, Fairview Court, Mattesley Court, Reeves Street, Stamping Way, Astbury View.
- **Mossley and Dudley Fields Medical Centre**- New building opened in 2015.
- **King George V Memorial Park** improvements
- A34 North **Red Route** and **Bloxwich Bus Showcase**
- **Chase Line Rail Electrification** complete and new service operational providing 2 trains per hour at Bloxwich and Bloxwich North stations. Works included closure of Bloxwich Level Crossing and new pedestrian footbridge (under construction) and road realignment works (Leamore Lane/Fryer Rd) led by Network Rail, together with traffic calming measures (e.g. Dudley Fields).
- **Bloxwich North Station Car Park** improvements to increase space provisions, electric charging point and cycle parking.

**Source:** *Regeneration & Development, Walsall Council*

# Regeneration – Policy Map Extract



**Source:** *Regeneration & Development, Walsall Council*



- Consideration of the future of the **former Sneyd Community School site**, including links with Sneyd Community Association and potential outdoor pursuits provider for Sneyd Water Activity Centre.
- **Mossley Youth Club** – Asset of Community Value to be subject to either an Community Asset Transfer or best bids proposal.
- Planned pipeline work to secure a lease holder for the **football ground at Glastonbury Crescent**.
- **Bloxwich High Street Conservation Area** enhancements.
- Continue to support **Bloxwich Business Partnership** and sustainability of the District Centre.



*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*

Contact: [insight@walsall.gov.uk](mailto:insight@walsall.gov.uk)

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