

Ward Walk Profile: Brownhills January 2020

Version - FINAL



Walsall Council

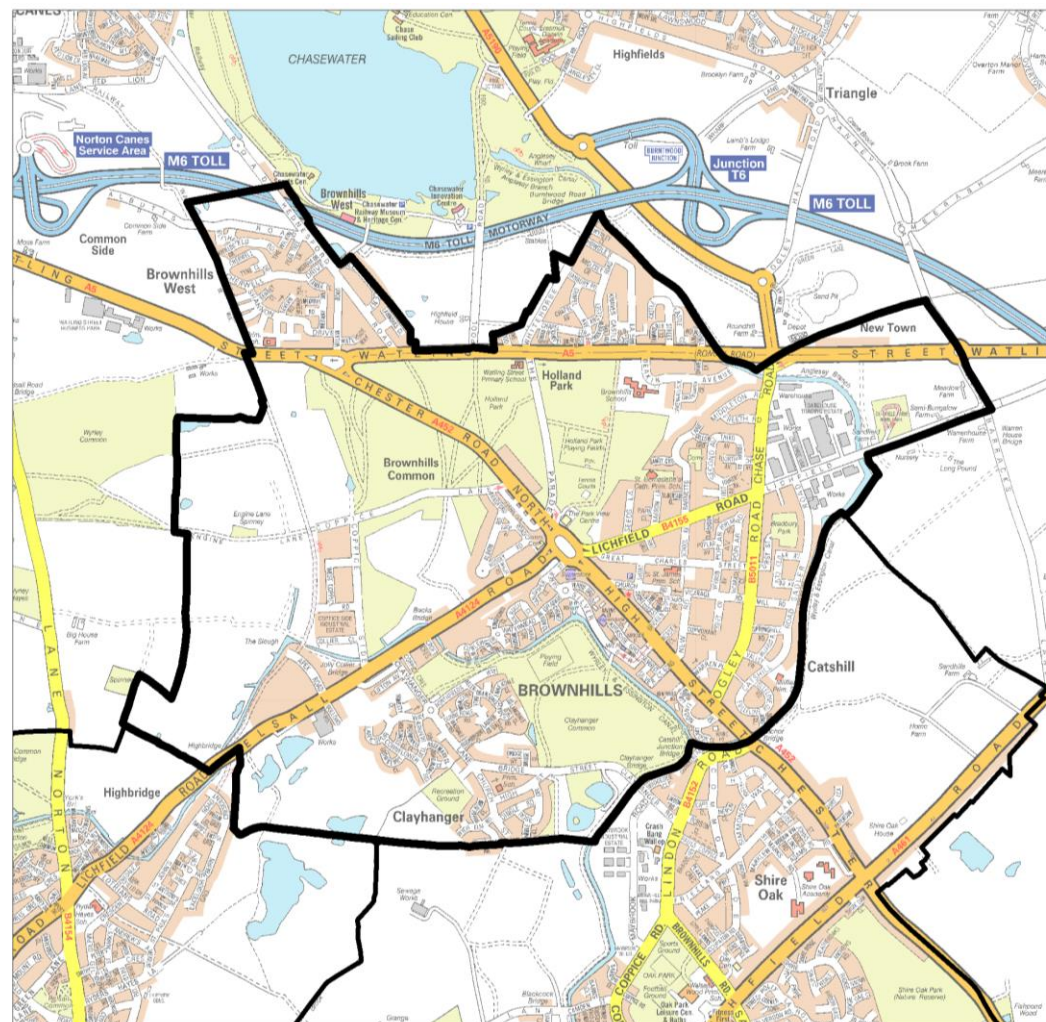
PROUD OF OUR **PAST** OUR **PRESENT** AND FOR OUR **FUTURE**

| Name | Party | Elected on: |
|-----------------------|---------------|-------------|
| Cllr Stephen Craddock | Conservatives | 22 May 2014 |
| Cllr Kenneth Ferguson | Conservatives | 7 May 2015 |
| Cllr Stephen Wade | Labour | 3 May 2012 |

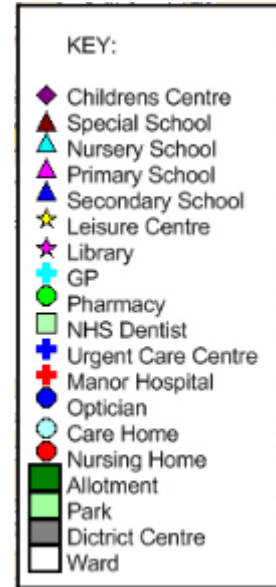
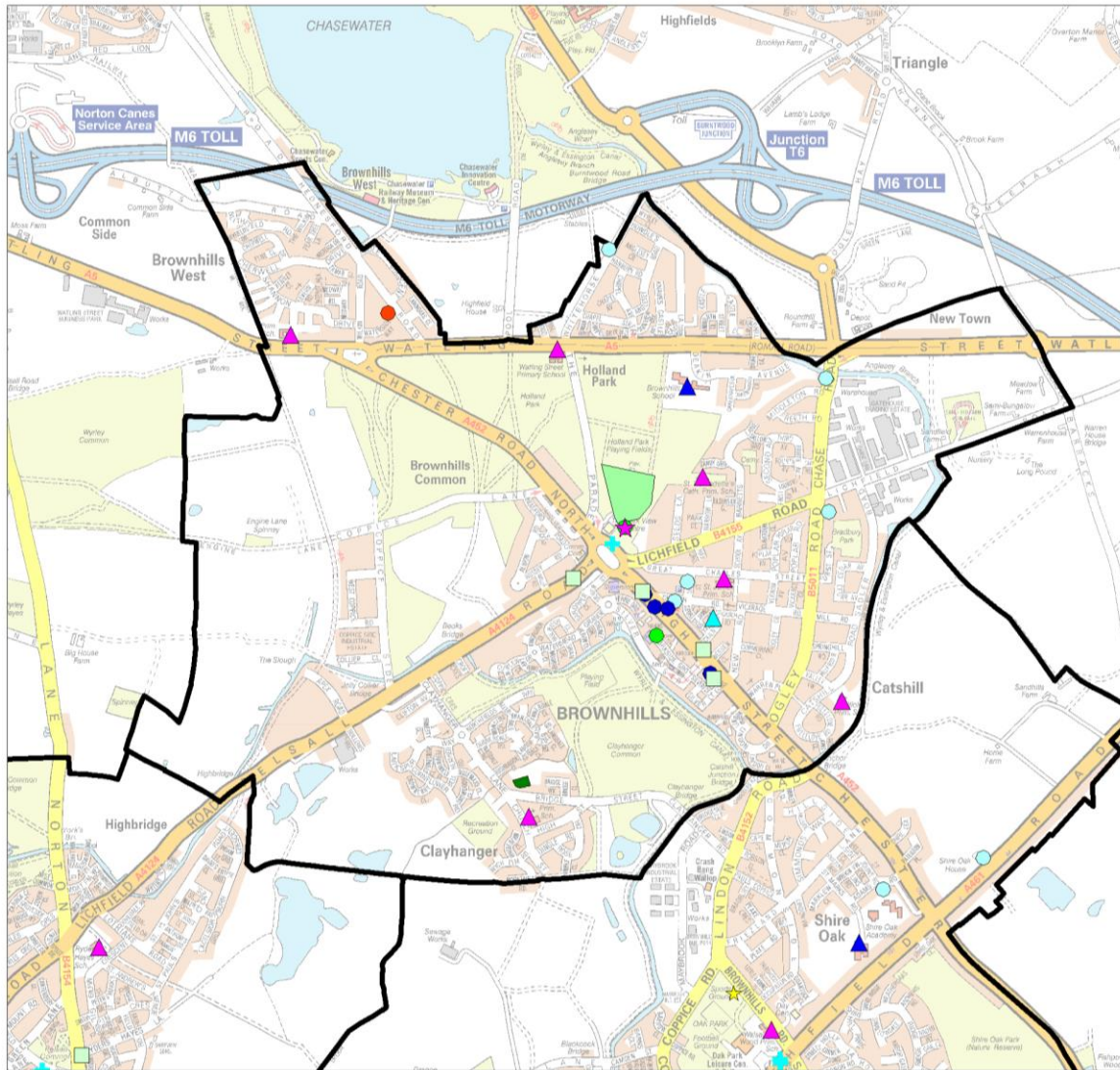




- Covers 7.24 sq km (724 ha)
- Makes up 7% of the area of Walsall borough
- Population density of 18.4 people per hectare (lower than borough average of 27.3)





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



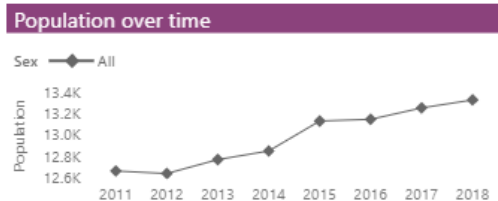
Source: Ordnance Survey

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% |



Walsall Ward Map



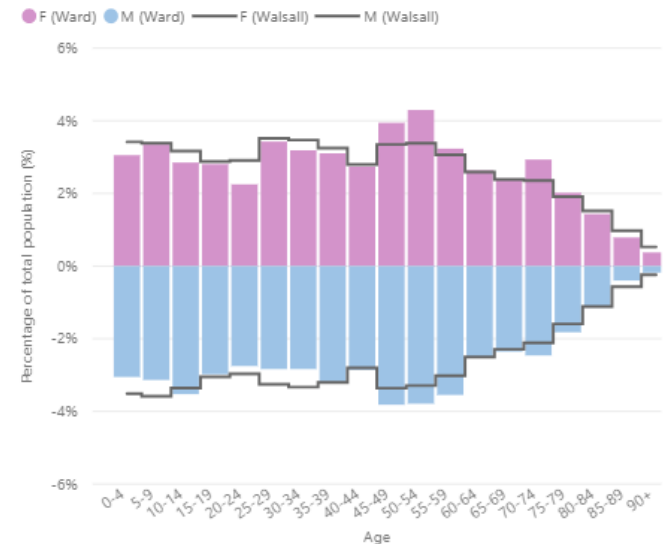
13,400

Estimated Population

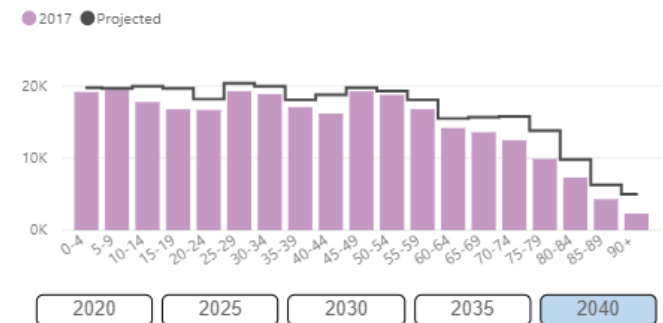
Localities

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Population Pyramid



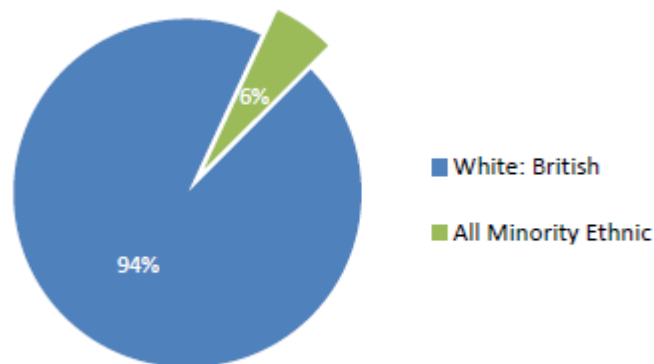
Walsall Borough Projected Population (2016 based)



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

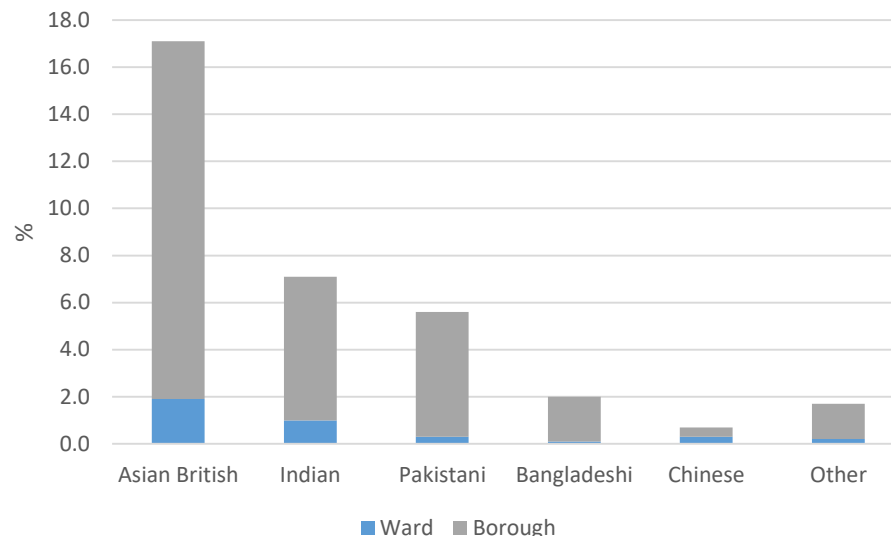
Ethnicity



| | |
|-----------------------------------|-------|
| Total minority ethnic residents*: | 715 |
| Percentage of total population: | 5.6% |
| Change since 2001: | 36.6% |

| Ethnic Group | Total | Ward % | Walsall % | E&W % |
|----------------|--------|--------|-----------|-------|
| White: British | 11,961 | 94.4 | 76.9 | 80.5 |
| White: Other | 178 | 1.4 | 1.9 | 5.5 |
| Mixed | 156 | 1.2 | 2.7 | 2.2 |
| Asian | 236 | 1.9 | 15.2 | 7.5 |
| Black | 120 | 0.9 | 2.4 | 3.3 |
| Other | 25 | 0.2 | 0.8 | 1.0 |

* Non-White British



- Only 6% minority ethnic residents
- Asian is the largest minority group at 1.9% (much less than Walsall 15.2%)
- Of the Asian minority group, Indian is most prolific at 1.0% (higher than 6.1% for borough)

Source: ONS, 2011 Census

Composition

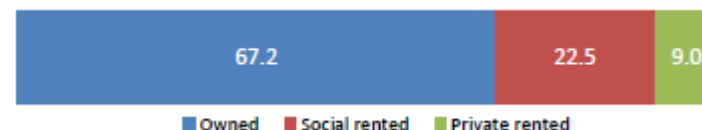
- 5,173 households (with at least 1 usual resident)
- Increase of 0.4% since 2001 (Proportion of borough total 4.8%)
- Average household size: 2.5 residents per h/hold (Walsall av. 2.5)

| Household Composition | Total | Ward % | Walsall % | E&W % |
|-----------------------|-------|--------|-----------|-------|
| Family: Couple | 2,461 | 47.6 | 43.4 | 43.0 |
| Family : Lone parent | 576 | 11.1 | 12.0 | 10.6 |
| One person: Below 65 | 723 | 14.0 | 15.7 | 17.8 |
| One person: Over 65 | 663 | 12.8 | 12.8 | 12.4 |
| Other household types | 750 | 14.5 | 16.1 | 16.1 |

Source: ONS, 2011 Census

Tenure

| Tenure | Total | Ward % | Walsall % | E&W % |
|------------------|-------|--------|-----------|-------|
| Owned outright | 1,569 | 30.3 | 31.1 | 30.8 |
| Owned mortgage | 1,907 | 36.9 | 31.9 | 33.5 |
| Socially rented | 1,163 | 22.5 | 24.1 | 17.6 |
| Privately rented | 468 | 9.0 | 11.7 | 16.7 |
| Living rent-free | 66 | 1.3 | 1.3 | 1.4 |



- 4.8% of households 'overcrowded'* (Walsall av. 6.5%)
- 1.8% of households without central heating (Walsall av. 2.8%)
- Low proportion of socially and privately rented properties compared to borough
- Above average (36.9%) mortgage owned (31.9%)

Social Segmentation - Groups

The largest groups of households are classified as group H – **Aspiring Homeowners** (21%) & group M – **Family Basics** (16%)

H Aspiring Homemakers



Key Features

Younger households
Full-time employment
Private suburbs
Affordable housing costs
Starter salaries
Buy and sell on eBay

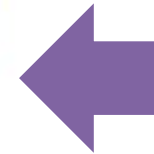
Channel Preference

Face to Face
Post
Landline
Email
Mobile
Online

Index

88
93
95
110
122
109

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

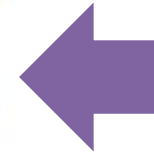
Channel Preference

Face to Face
Post
Landline
Email
Mobile
Online

Index

103
86
110
102
118
95

Least effective
communication
routes



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

- 76.6% of working age people in Brownhills ward were **economically active**. This was slightly higher than the Walsall value of 74.0% and similar to the national value of 76.8% (2011)*.
- The largest **occupation group** in the ward was Skilled Trades (15.3%) followed by Elementary Occupations (13.5%) (2011)*.
- Of working age ward residents, a quarter (25.3%) had **no formal qualifications**. Walsall's value was 24.3%, and 15.0% nationally (2011)*.
- In May 2019, 3.9% of working aged residents (aged 16-64) were **unemployed and seeking work**. This equated to 318 people and was below the Walsall average of 5.0%.

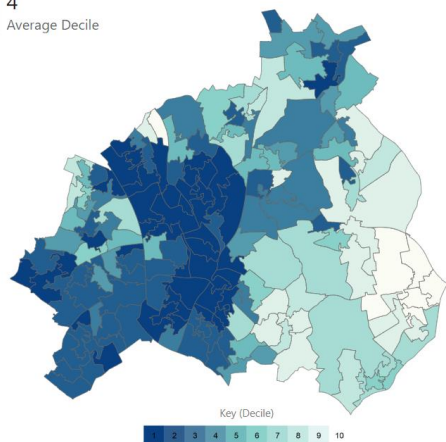
Unemployment Claimants (aged 16-64), May 2019

| 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



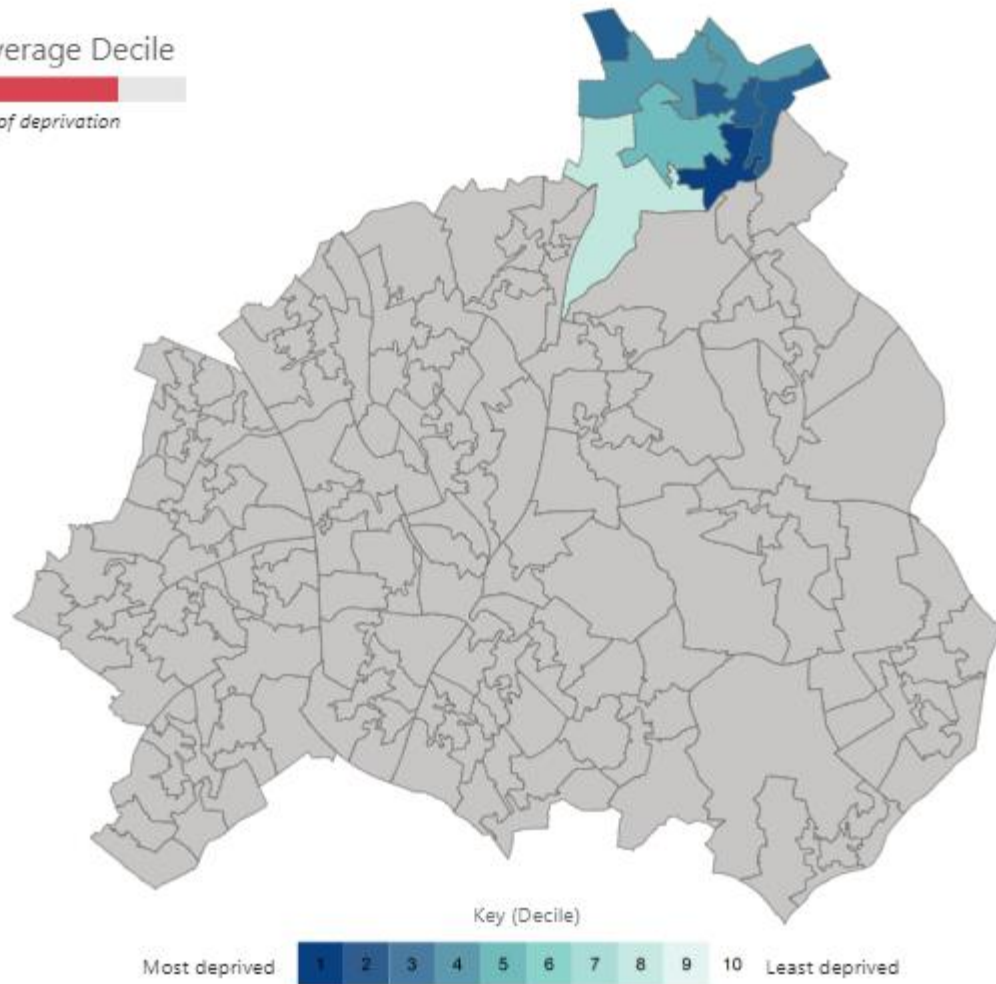
Mixed levels of deprivation within the ward overall, with LSOAs to the East considered more deprived.

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*

4
Average Decile

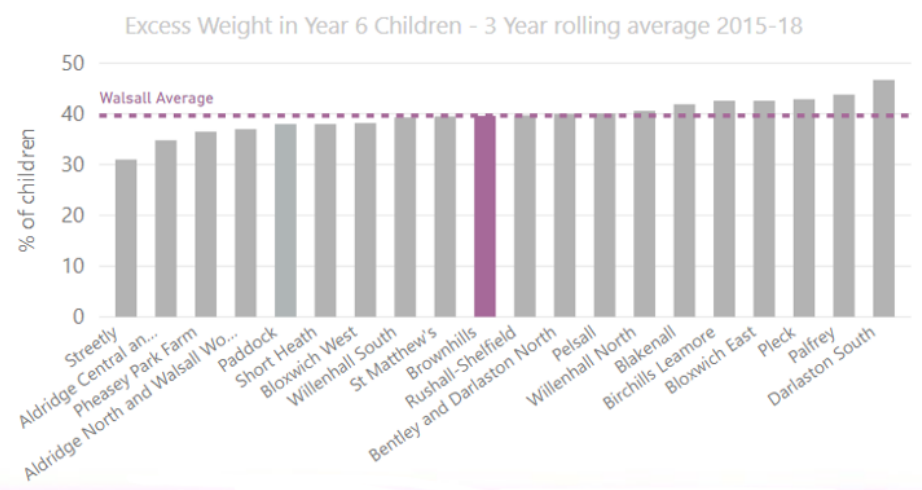
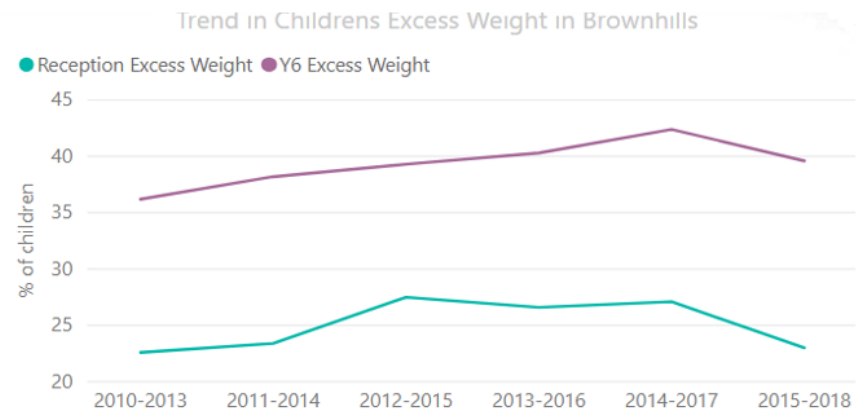
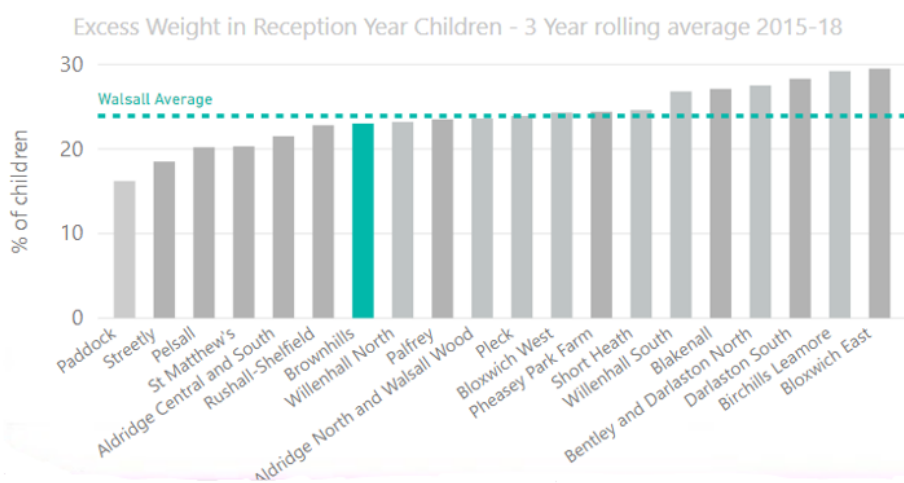
Level of deprivation



Childhood Obesity in Brownhills

Key Messages:

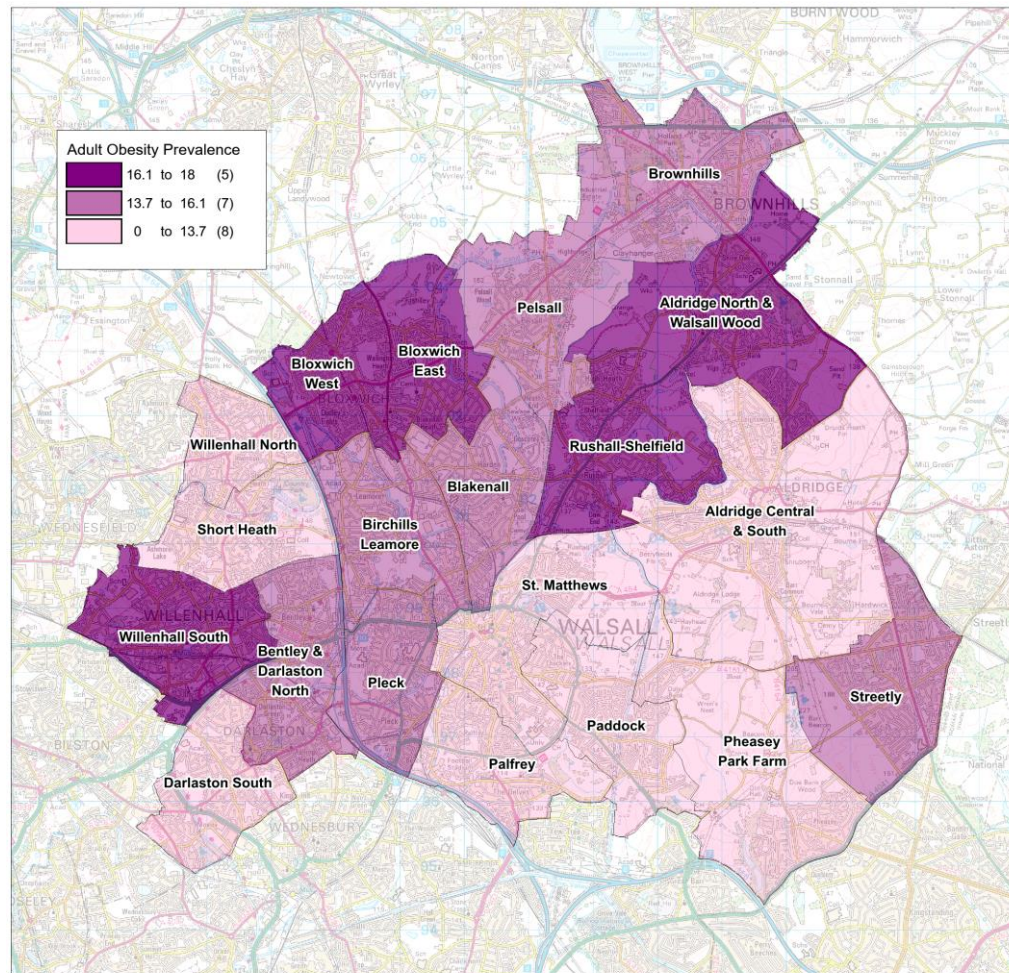
- In Brownhills, the rate of excess weight in Reception Children has decreased.
- Brownhills ranks 7th/20 wards (1st = lowest rate) for excess weight in Reception aged children.
- In Year 6 children, the rate of excess weight has also decreased.
- Brownhills ranks 10th/20 wards for excess weight (1st = lowest rate) for excess weight in Y6 children.



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

Adult Obesity Prevalence

| Ward | Prevalence (%) |
|---------------------------------|----------------|
| Paddock | 8.0 |
| Palfrey | 9.8 |
| St. Matthews | 10.5 |
| Aldridge Central and South | 11.4 |
| Pheasey Park Farm | 12.4 |
| Darlaston South | 12.9 |
| Willenhall North | 13.7 |
| Streetly | 14.5 |
| Blakenall | 14.7 |
| Pelsall | 14.8 |
| Brownhills | 15.5 |
| Pleck | 15.6 |
| Birchills Leamore | 16.0 |
| Bentley and Darlaston North | 16.1 |
| Bloxwich East | 16.9 |
| Aldridge North and Walsall Wood | 17.4 |
| Rushall-Sheffield | 17.7 |
| Bloxwich West | 17.7 |
| Willenhall South | 18.0 |
| Short Heath | - |
| <i>Walsall Average</i> | <i>14.4</i> |

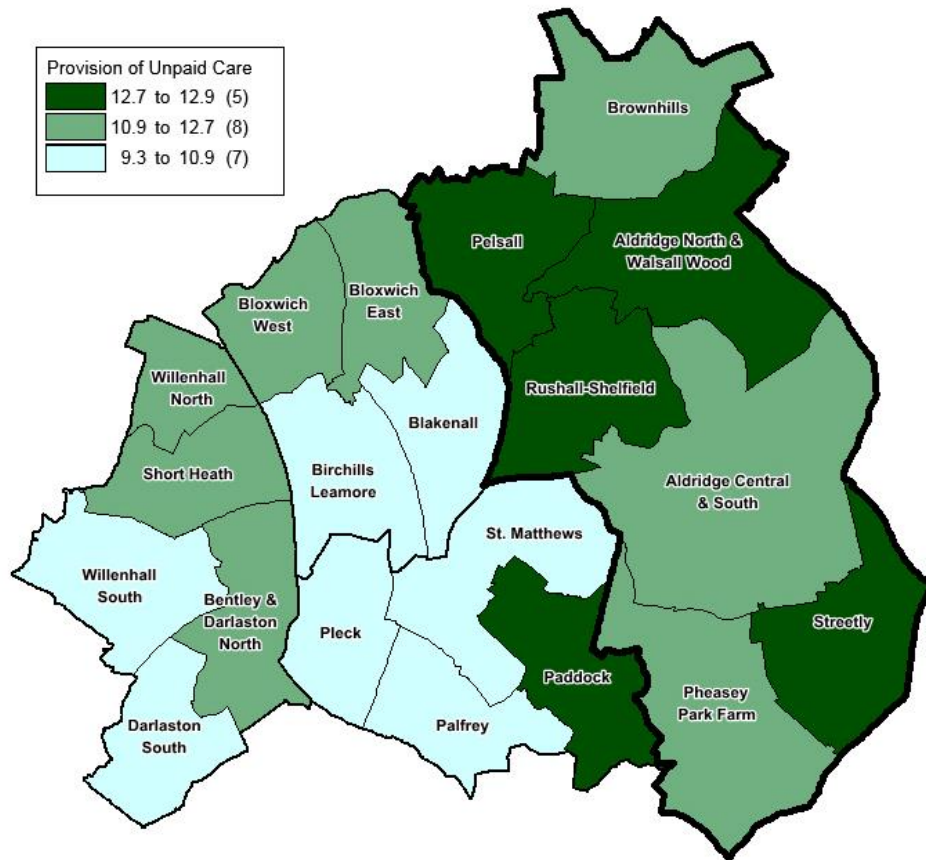


Brownhills has an **above average** proportion of adult obesity prevalence (15.5% compared to 14.4%).

Note – based on GP practice patient lists

Source: Quality and Outcomes Framework, 2017/18

Provision of Unpaid Care



Provision of unpaid care in Brownhills is similar to the borough average (11.8% and 11.4% respectively).

| Ward | # | % |
|---------------------------------|--------|------|
| Pelsall | 1,553 | 12.9 |
| Streetly | 1,482 | 12.7 |
| Rushall-Shelfield | 1,419 | 12.7 |
| Aldridge North and Walsall Wood | 1,404 | 12.7 |
| Aldridge Central and South | 1,661 | 12.6 |
| Pheasey Park Farm | 1,483 | 12.5 |
| Brownhills | 1,386 | 11.8 |
| WALSALL | 30,632 | 11.4 |

Source: ONS, 2011 Census

ASC Carers Survey

89

People surveyed

32

Responses

35.96

Response rate (%)

Responses
were
received
from

31

People residing in their own homes

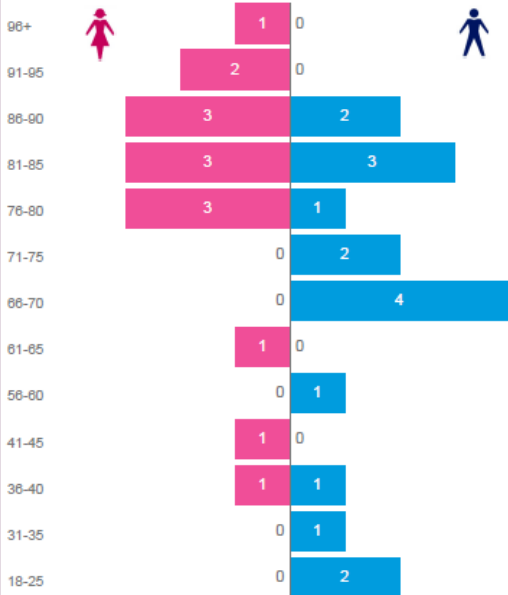
1

People residing in residential care

0

People residing in nursing care

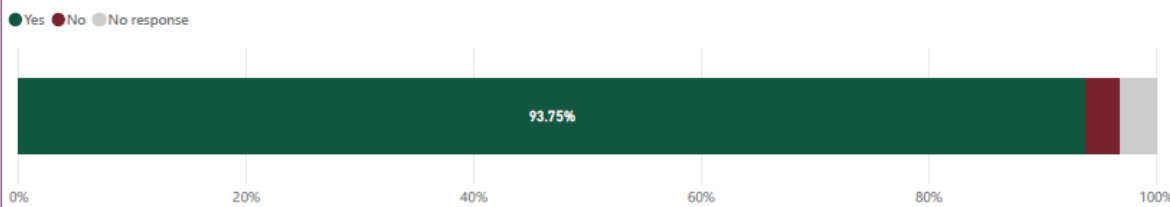
Respondents by age and gender



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?



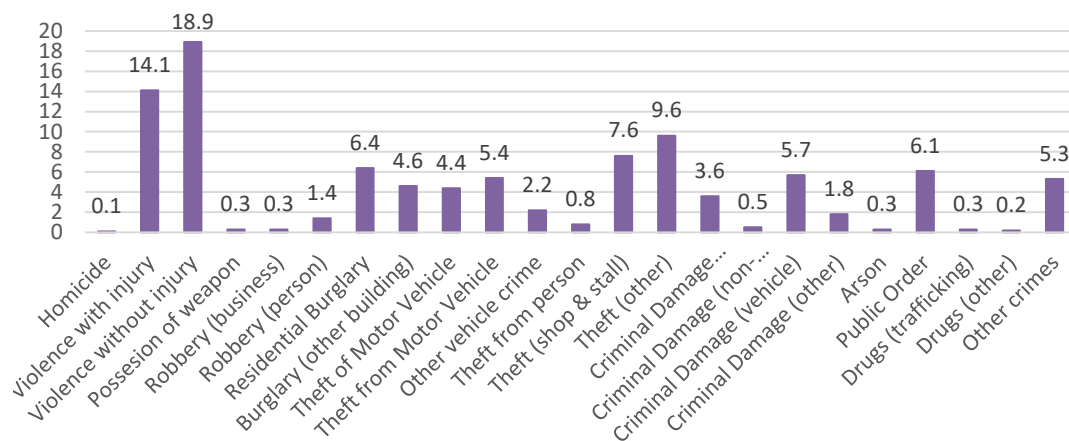
Source: Adult Social Care User Survey (ASCs), 2018-19

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

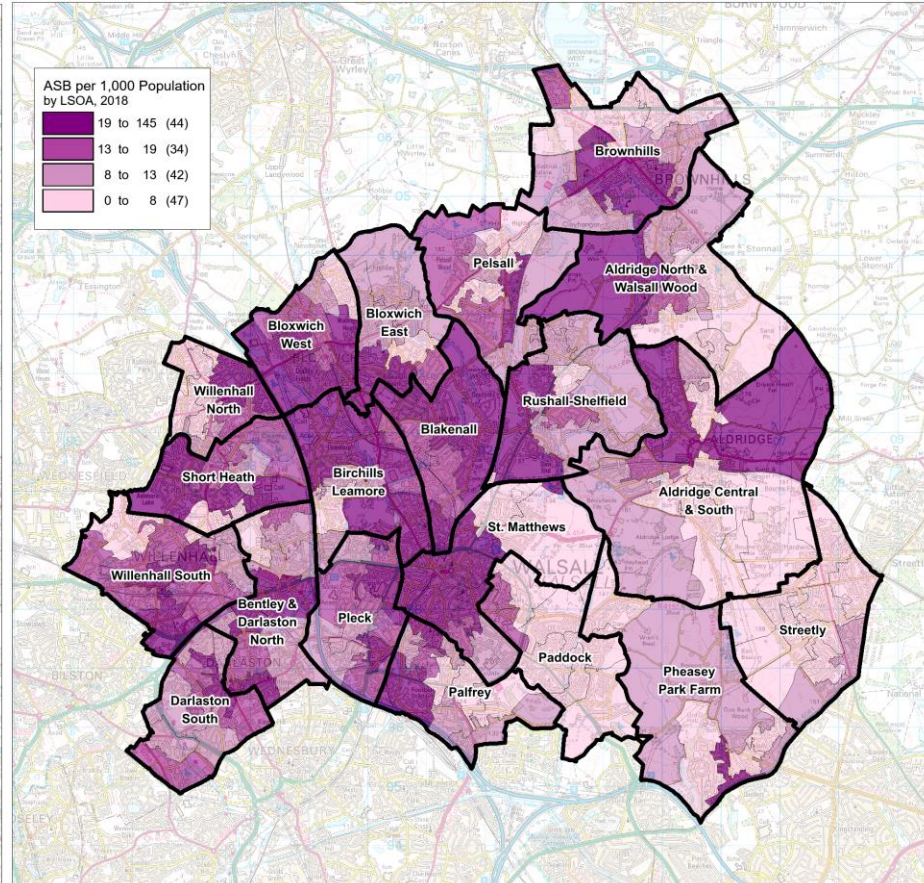
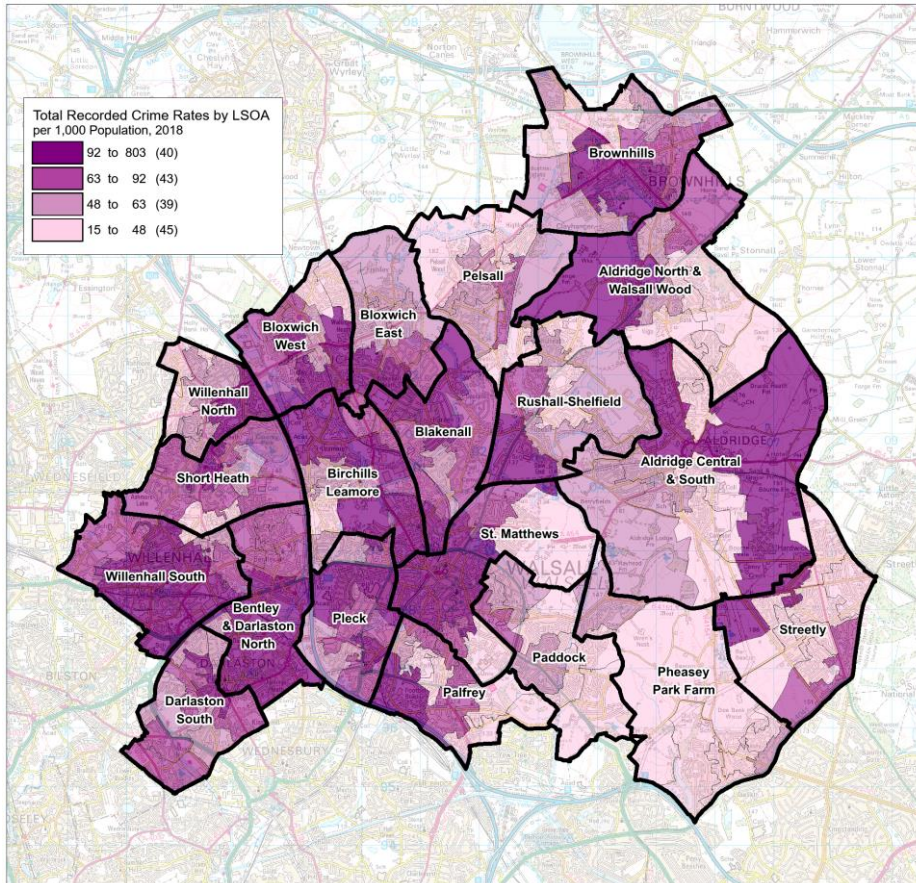
Crime by type highlights '**violence without injury**' as the most prolific type in this ward during 2018.



**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

- **Brownhills Community Association** – Chester Road North – runs a variety of activities – gym suite, health & active lifestyle sessions, adult education & job clubs, room hire, tea room, canoe club and the newly refurbished ‘The Lamp’ arts venue.
- **Brownhills West Community Group** – Shannon Drive – run by volunteers – activities for the local area such as hot meals, trips, litter picks.
- **Brownhills Local Committee** – small group operating from an office in Parkview Centre – a multi-use building (GP, pharmacy, library, meeting room).
- **The Avenues** – ‘Dreams in Action’ – performance company specialising in the delivery of lively & entertaining creative arts for young people up to 15 years.
- **Clayhanger Village Association** – Church Street – building formerly a Public House & nursery. Has had large capital investment from Walsall Council throughout 2017. The property has potential to offer community activities again.

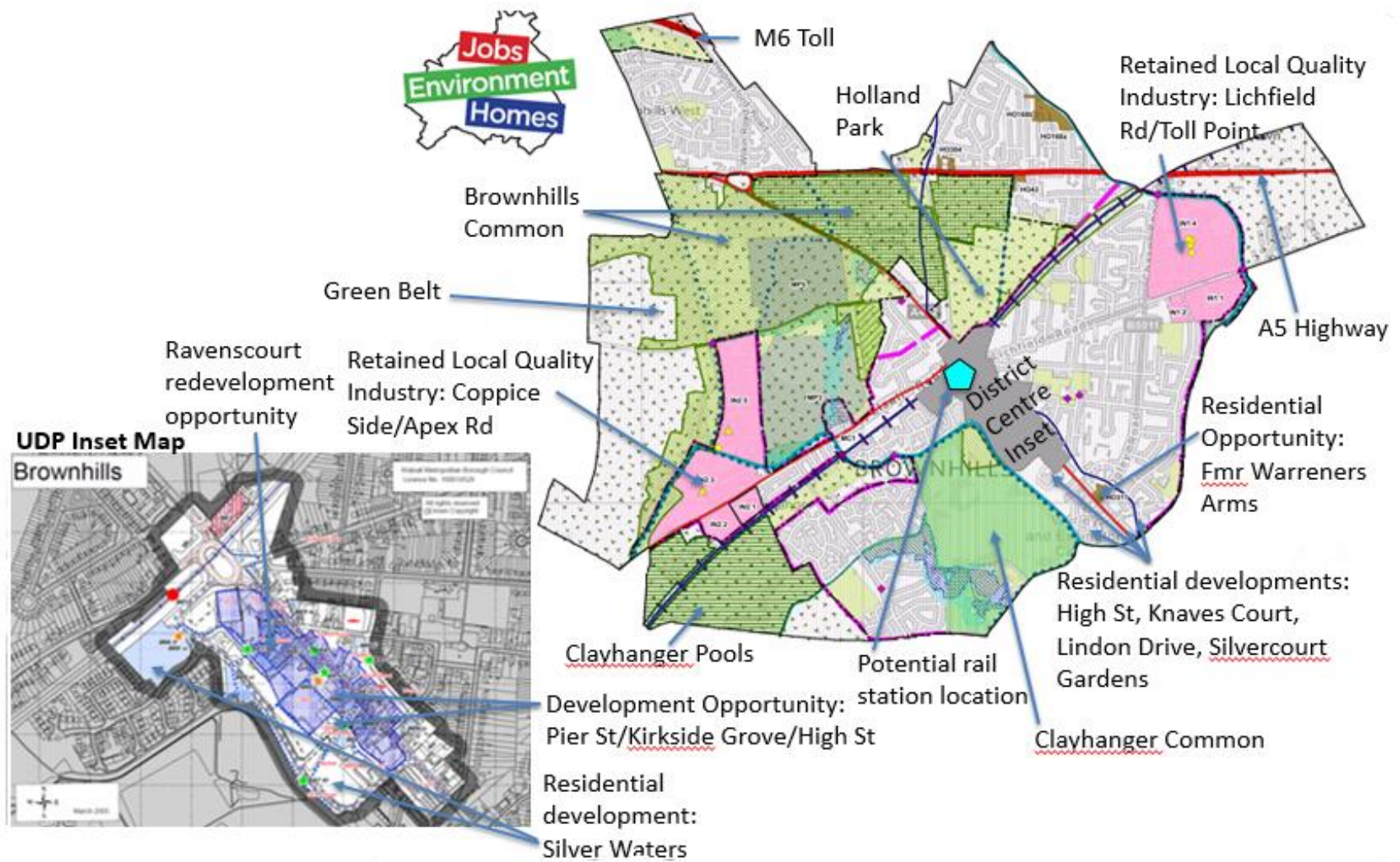
Source: Localities & Partnerships, Walsall Council



- **Brownhills district centre** with anchor retailers – Tesco, Wilkos, B&M – and multiple independents.
- Circa £300,000 **district centre improvement works** led by Highways and delivered in 2018/19 - 2019/20.
- Brownhills Strategic Regeneration Framework area – **residential regeneration** led by whg providing **over 380 new units** – including sites at High Street, Wessex Close, Deakin Avenue, Short Street, Lindon Drive, Silver Court Gardens, and Silver Waters Phase 1 and 2. Plus refurbishment of Humphries and Severn House. Totalling **over £40m** in investment.
- **£7.3m Knaves Court** 60-apartment **extra care accommodation** by Housing 21 completed in 2010.
- **Retained Local Quality industrial areas** – Lichfield Rd/Toll Point and Coppice Side/Apex Rd – continuing to support key occupiers including Castings plc, One Stop Stores, GJF Fabrications Ltd and Walsall Council Depot.
- Link to **M6 Toll** – managed by Highways England with improved signage works proposed.
- **A5** – managed by Highways England with the Council part of the A5 Partnership. Highways England led improvement strategy e.g. route safety.

Source: *Regeneration & Development, Walsall Council*

Regeneration - Policy Map Extract



Source: Regeneration & Development, Walsall Council

- **Ravenscourt Precinct** – key regeneration site within the district centre High Street with resolution to grant planning consent for the demolition and redevelopment of retail units and a gym. Works are on-going by the developer to enable the planning decision to be issued.
- Kirkside Grove/High St/Pier St and fmr Warreners Arms **development sites**.
- Vacant industrial land (Bullows Rd) and environmental uplift of employment areas
- Black Country **Green Belt Review**
- Lichfield – Stourbridge **rail freight and passenger service** including new station at Brownhills



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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