

# Ward Walk Profile: Darlaston South January 2020

Version - FINAL



**Walsall Council**

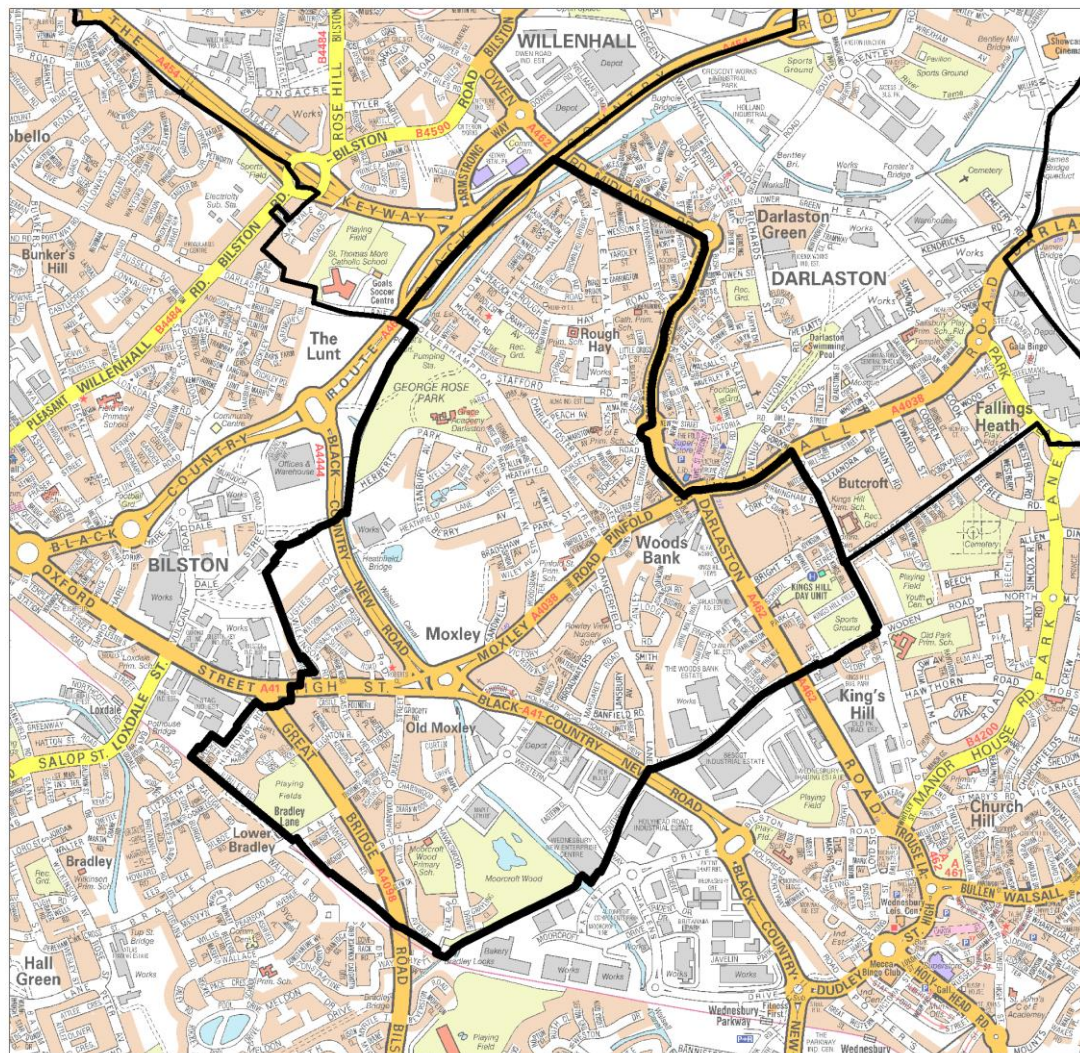
**PROUD** OF OUR **PAST** OUR **PRESENT** AND FOR OUR **FUTURE**

Name	Party	Elected on:
Cllr Chris Bott	Labour	3 May 2012
Cllr Paul Bott	Labour	6 May 1999
Cllr Douglas James	Labour	5 May 2011

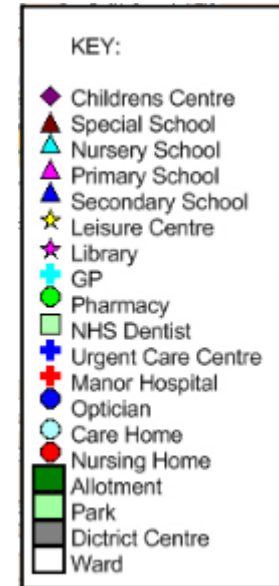
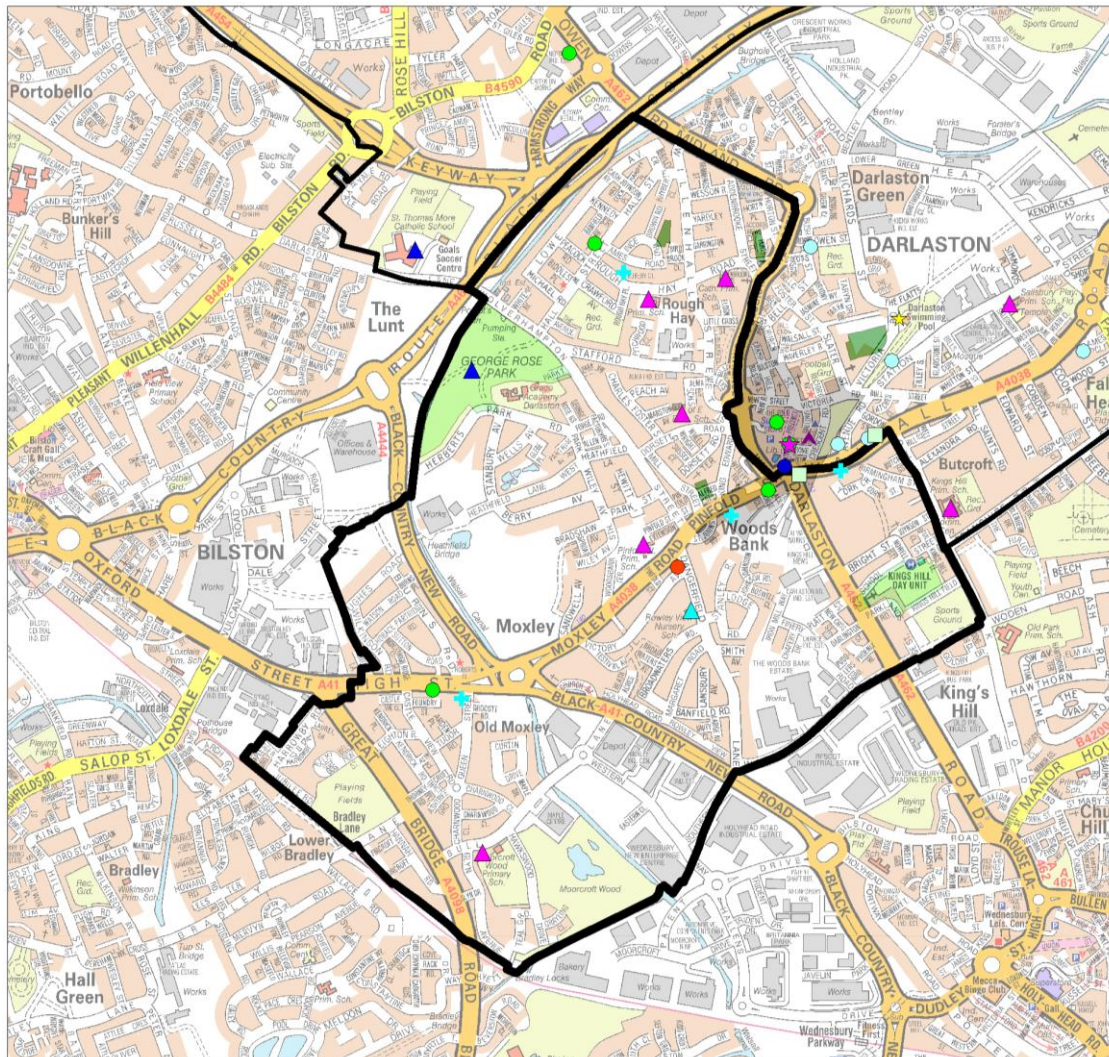




- Covers 3.55 sq km (355 ha)
- Makes up 3.4% of the area of Walsall borough
- Population density of 45.8 people per hectare (higher than borough average of 27.3)




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



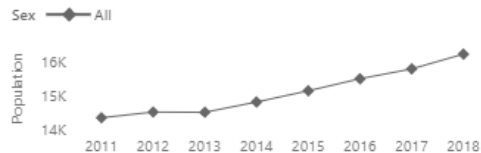
Source: Ordnance Survey

# 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%
<b>Darlaston South</b>	<b>16,300</b>	<b>5.74%</b>
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



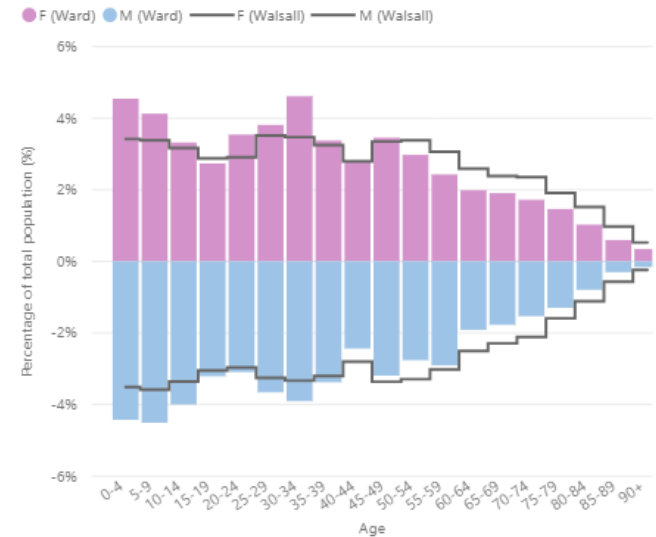
16,300

Estimated Population

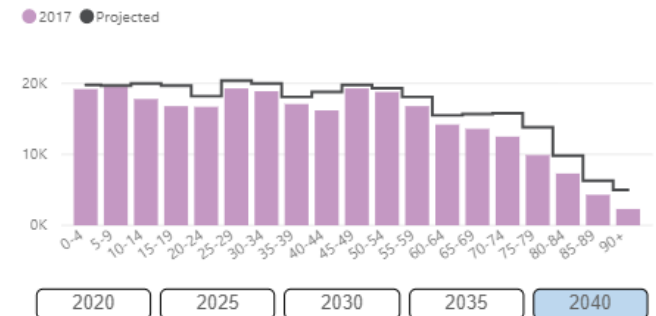
## Localities

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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).

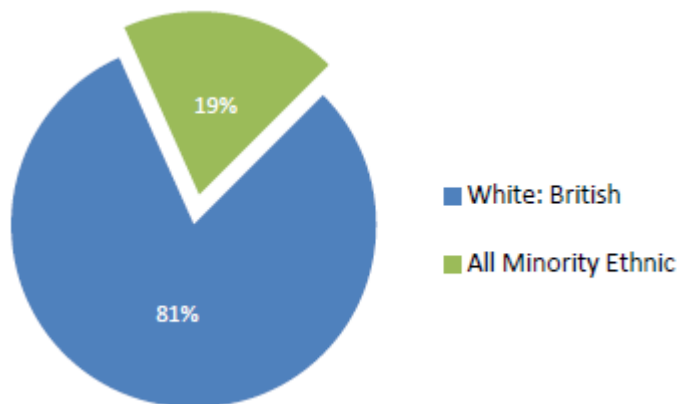
Source: ONS, Mid-2018 Population Estimates



Walsall Council

PROUD OF OUR PAST OUR PRESENT AND FOR OUR FUTURE

# Ethnicity

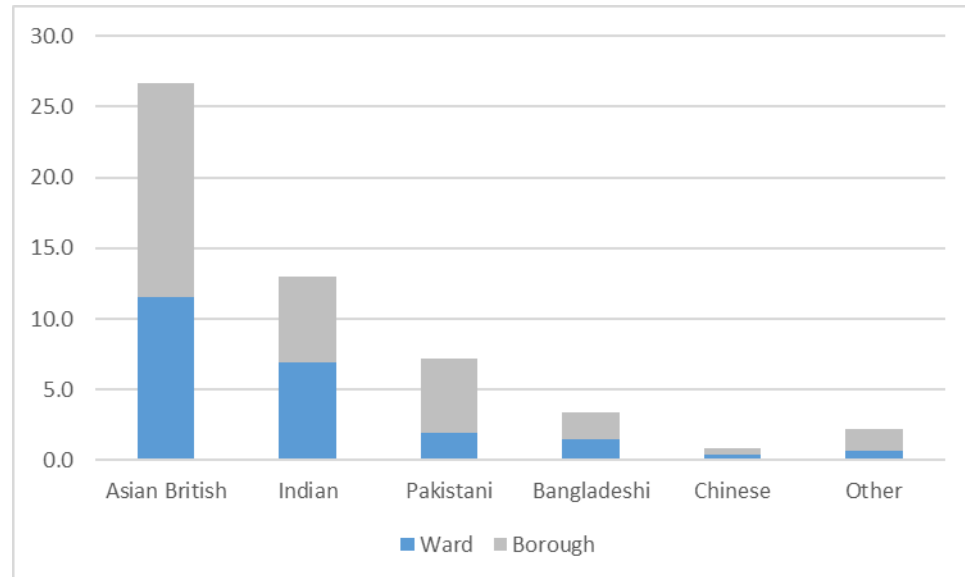


Total minority ethnic residents\*: 2,749  
 Percentage of total population: 19.2%  
 Change since 2001: 38.5%

Ethnic Group	Total	Ward %	Walsall %	E&W %
White: British	11,593	80.8	76.9	80.5
White: Other	234	1.6	1.9	5.5
Mixed	405	2.8	2.7	2.2
Asian	1,643	11.5	15.2	7.5
Black	410	2.9	2.4	3.3
Other	57	0.4	0.8	1.0

\* Non-White British

Source: ONS, 2011 Census



- 19% minority ethnic residents
- Asian is the largest minority group at 11.5% (slightly less than Walsall average of 15.2%)
- Of the Asian minority group, Indian is the most prolific at 6.9%

## Composition

- 5,687 households (with at least 1 usual resident)
- Increase of 4.4% since 2001  
(Proportion of borough total 5.3%)
- Average household size: 2.5 residents per h/hold (on par with Walsall average of 2.5)

Household Composition	Total	Ward %	Walsall %	E&W %
Family: Couple	2,414	42.4	43.4	43.0
Family : Lone parent	900	15.8	12.0	10.6
One person: Below 65	904	15.9	15.7	17.8
One person: Over 65	728	12.8	12.8	12.4
Other household types	741	13.0	16.1	16.1

Source: ONS, 2011 Census

## Tenure

Tenure	Total	Ward %	Walsall %	E&W %
Owned outright	1,216	21.4	31.1	30.8
Owned mortgage	1,531	26.9	31.9	33.5
Socially rented	2,223	39.1	24.1	17.6
Privately rented	617	10.8	11.7	16.7
Living rent-free	100	1.8	1.3	1.4



- 7.7% of households 'overcrowded'\* (Walsall average 6.5%)
- 3.5% of households without central heating (Walsall average 2.8%)
- High proportion of socially rented (39.1%) properties compared to borough (24.1%)
- Below average (31.9%) mortgage owned (26.9%)

# Social Segmentation - Groups

The largest groups of households are classified as group M – **Family Basics** (41%) & group L – **Transient Renters** (14%)

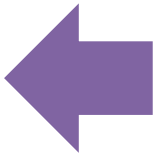
**M** Family Basics



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

Most effective communication route



**L** Transient Renters



Key Features
Private renters
Low length of residence
Low cost housing
Singles and sharers
Older terraces
Few landline telephones

Channel Preference	Index
Face to Face	110
Post	94
Landline	105
Email	97
Mobile	118
Online	101

Least effective communication routes



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

- 71.7% of working age people in Darlaston South 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 (17.7%) followed by Skilled Trades (15.6%) (2011)\*
- Of working age ward residents, over a quarter (29.8%) had **no formal qualifications**. Walsall's value was 24.3%, and 15.0% nationally (2011)\*.
- In May 2019, 7.7% of working aged residents (aged 16-64) were **unemployed and seeking work**. This equated to 739 people and was the highest of all wards, well above the Walsall average of 5.0%.

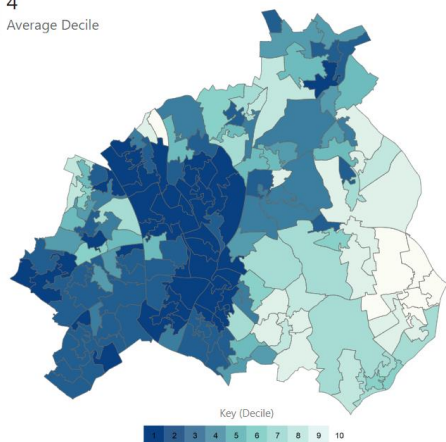
*Unemployment Claimants (aged 16-64), May 2019*

Ward	Claimant Count	Claimant Rate
<b>Darlaston South</b>	<b>739</b>	<b>7.7</b>
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
<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

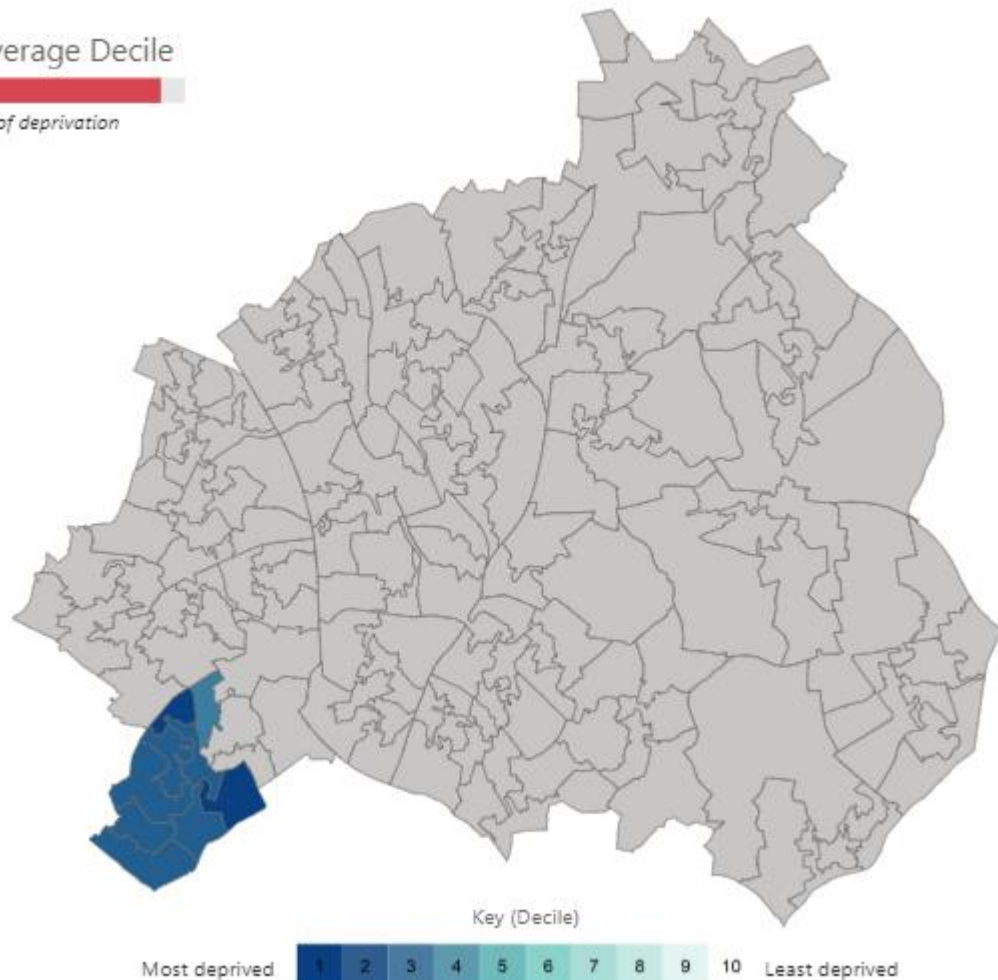


High levels of deprivation with most LSOAs being amongst the 20% most deprived in England.

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

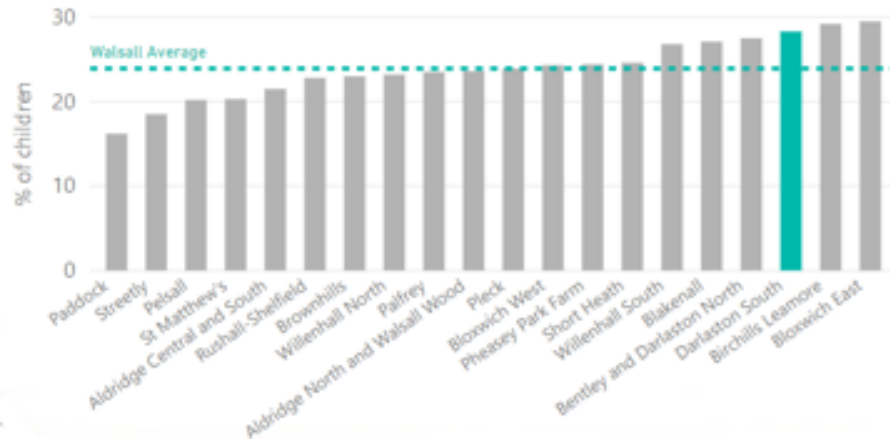
# Childhood Obesity

## Childhood Obesity in Darlaston South

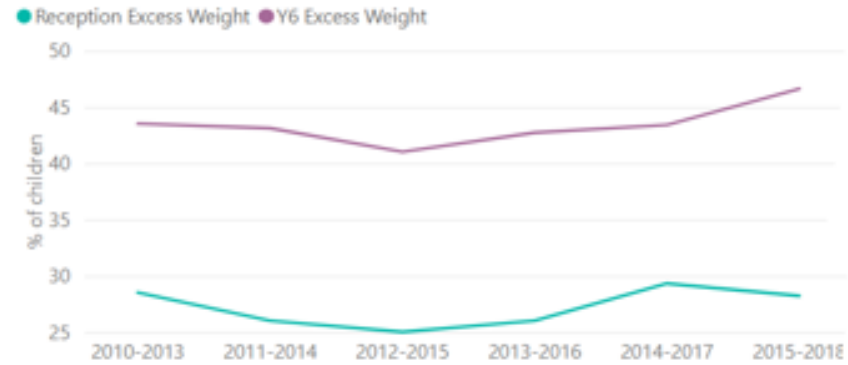
### Key Messages:

- In Darlaston South the rate of excess weight in Reception Children has slightly decreased between 2015 – 2018.
- Darlaston South ranks 18th/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.
- Darlaston South ranks 20th/20 wards for excess weight (1st = lowest rate) for excess weight in Y6 children.

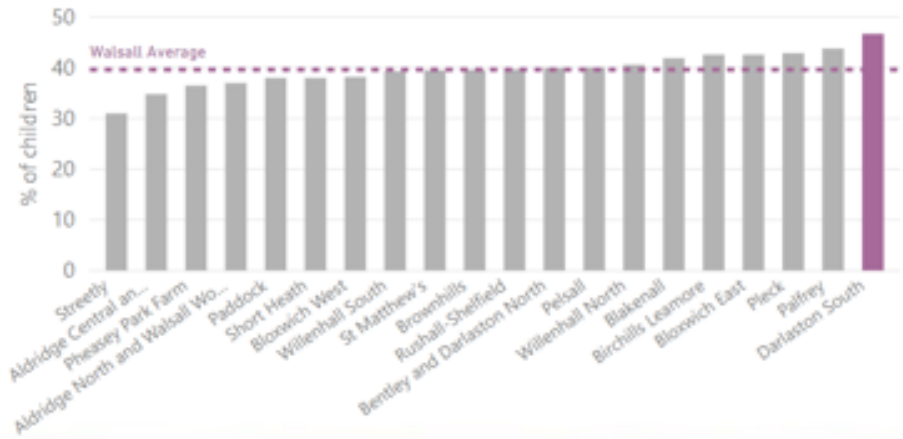
Excess Weight in Reception Year Children - 3 Year rolling average 2015-18



Trend in Childrens Excess Weight in Darlaston South



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

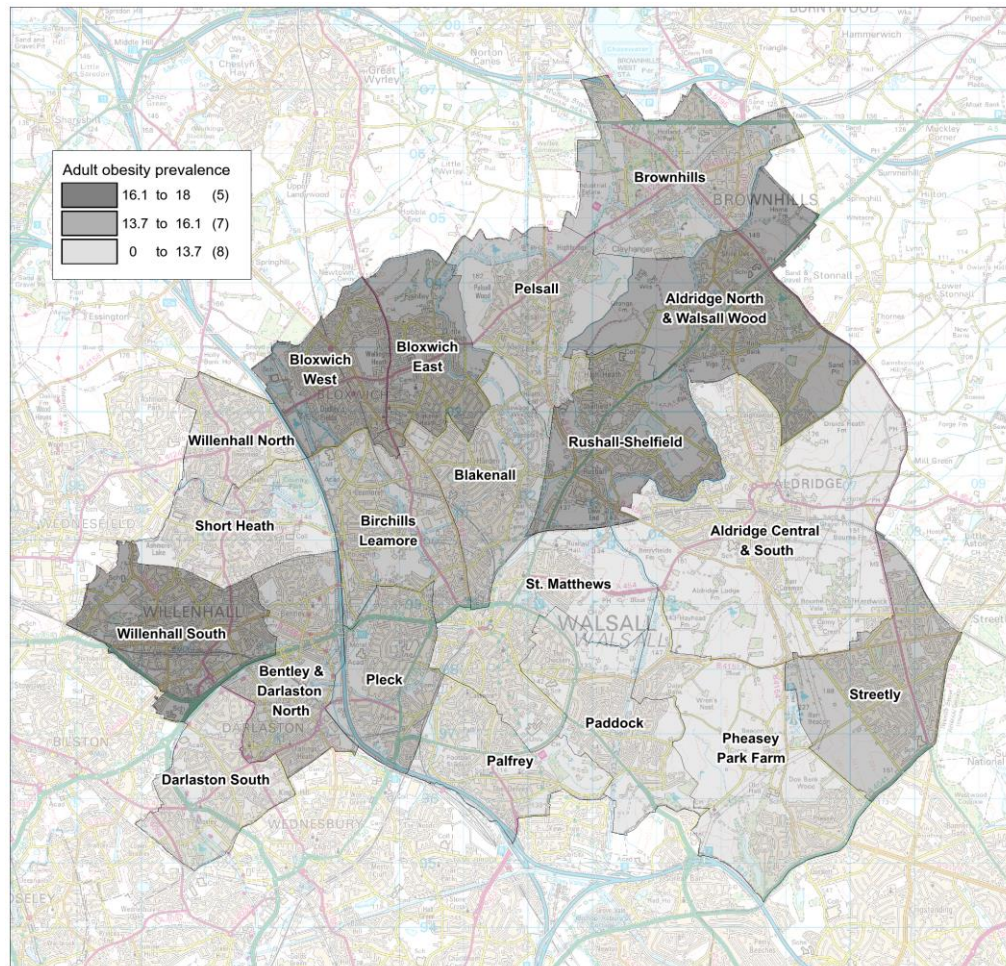


Source: NCMP, National Child Measurement Programme, 2015-18

# 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
Streety	14.5
Willenhall North	13.7
<b>Darlaston South</b>	<b>12.9</b>
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>

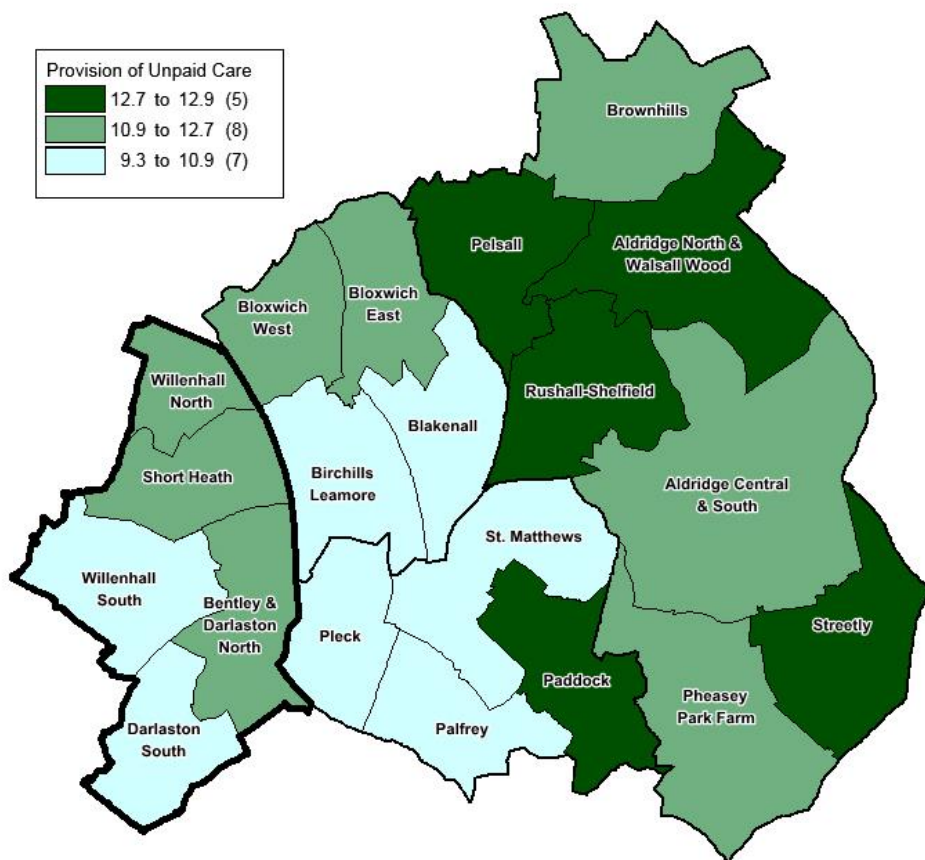
Darlaston South ward has **lower** adult obesity prevalence (12.9%) compared to the borough (14.4%).



*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



Ward	#	%
Short Heath	1,374	12.6
Willenhall North	1,667	11.1
Bentley and Darlaston North	1,781	10.9
Darlaston South	1,493	10.8
Willenhall South	1,731	10.5
WALSALL	30,632	11.4

Provision of unpaid care in Darlaston South is **fairly low** and slightly lower than the borough average (10.8% and 11.4% respectively).

Source: ONS, 2011 Census

# ASC Carers Survey

106  
People surveyed

33  
Responses

31.13  
Response rate (%)

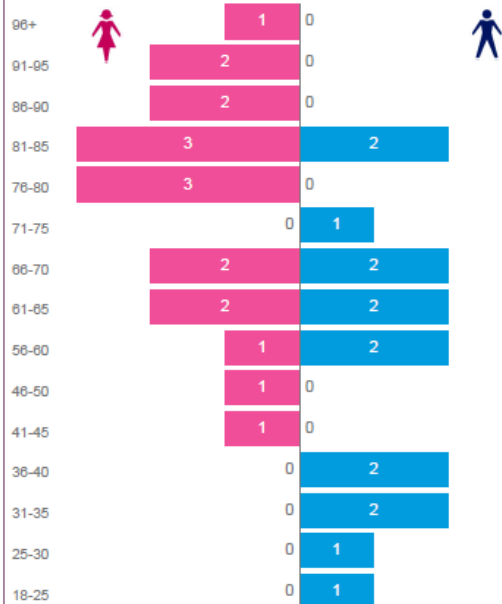
Responses  
were  
received  
from

28  
People residing in their own homes

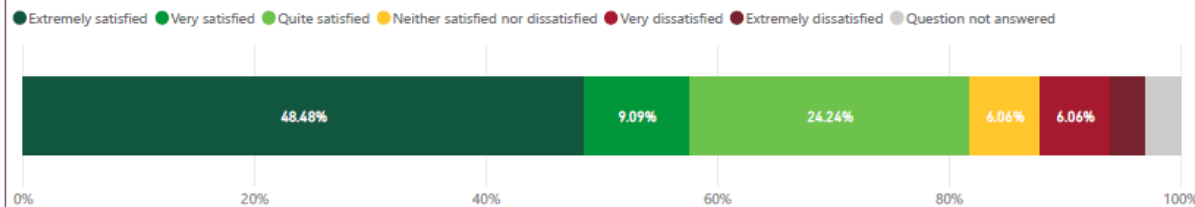
2  
People residing in residential care

3  
People residing in nursing care

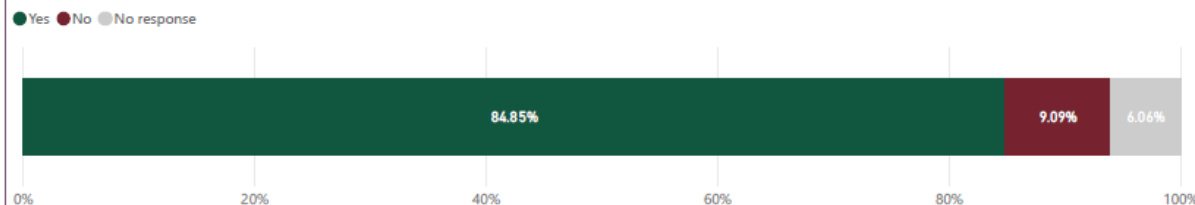
## Respondents by age and gender



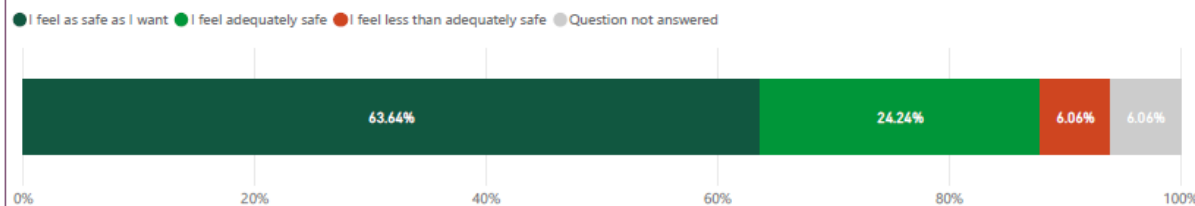
## How satisfied or dissatisfied are you with the care and support services you receive?



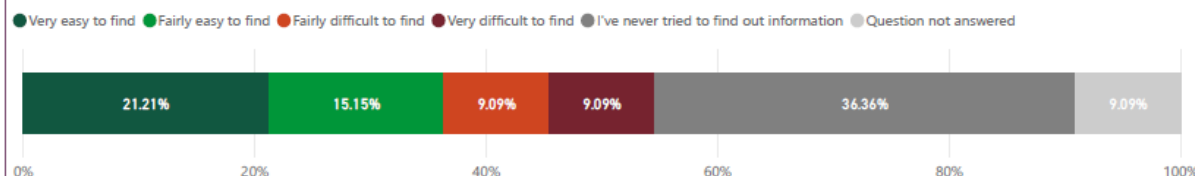
## Do care and support services help you to have a better quality of life?



## 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?



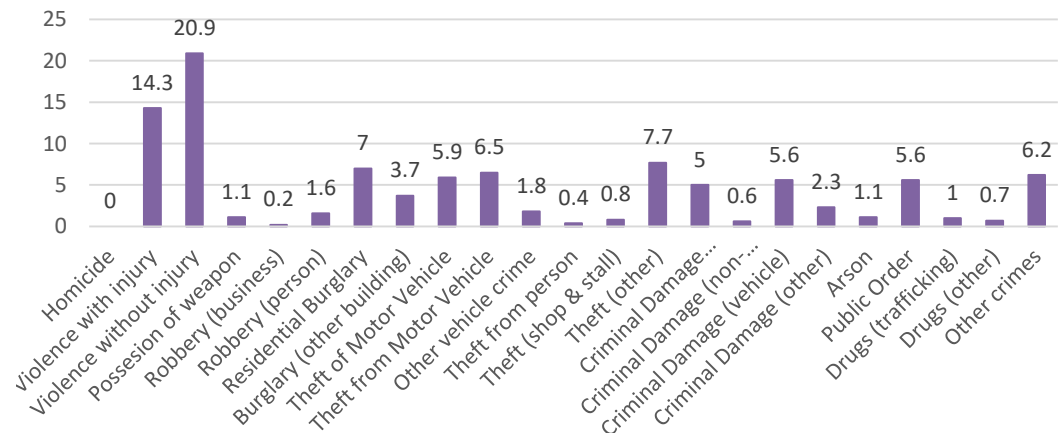
Source: Adult Social Care User Survey (ASCs), 2018-19

# Recorded Crime

Ward	Total Recorded Crime Rate per 1,000 Population	Serious Aquisitive Crime Rate per 1,000 Population
Aldridge Central and South	77.7	19.0
Aldridge North and Walsall Wood	62.8	16.6
Bentley and Darlaston North	146.2	37.6
Birchills Leamore	144.3	28.4
Blakenall	130.4	29.8
Bloxwich East	112.1	25.1
Bloxwich West	109.3	23.7
Brownhills	91.4	16.3
<b>Darlaston South</b>	<b>99.7</b>	<b>21.2</b>
Paddock	58.5	21.4
Palfrey	86.3	19.6
Pelsall	56.7	23.8
Pheasey Park Farm	51.5	19.2
Pleck	146.0	30.9
Rushall-Shelfield	77.1	21.5
St Matthew's	271.9	49.1
Short Heath	83.4	22.7
Streetly	44.6	14.3
Willenhall North	83.8	21.5
Willenhall South	163.1	38.9
<b>WALSALL</b>	<b>107.7</b>	<b>25.4</b>

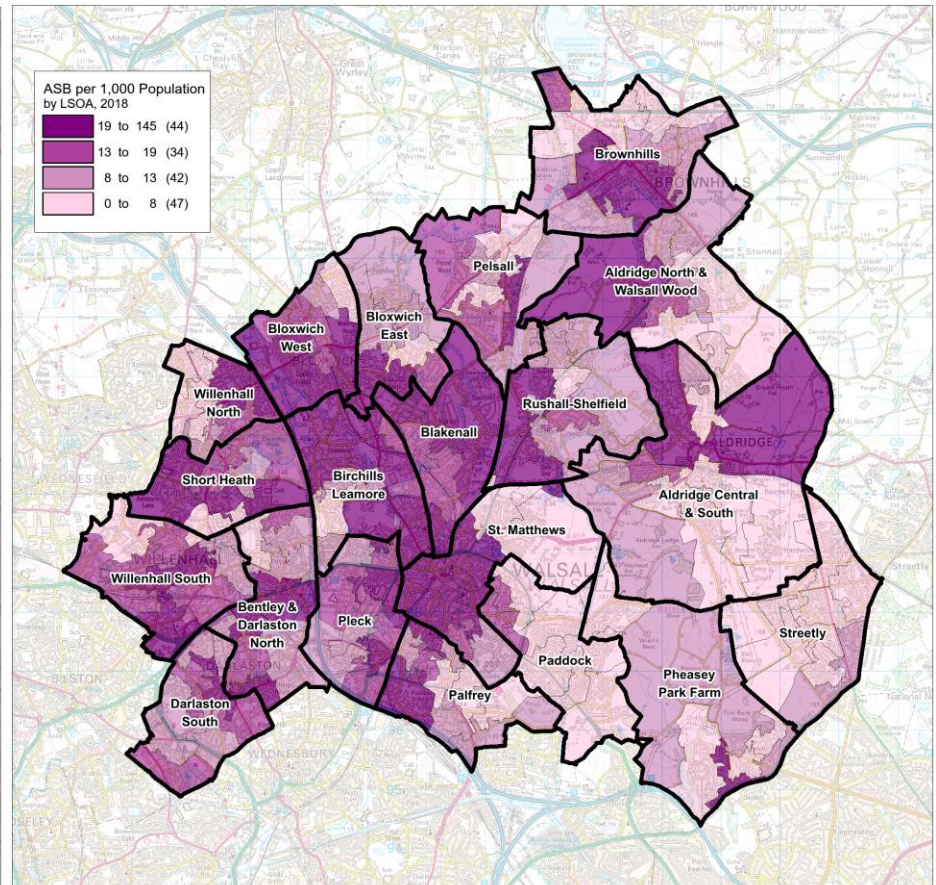
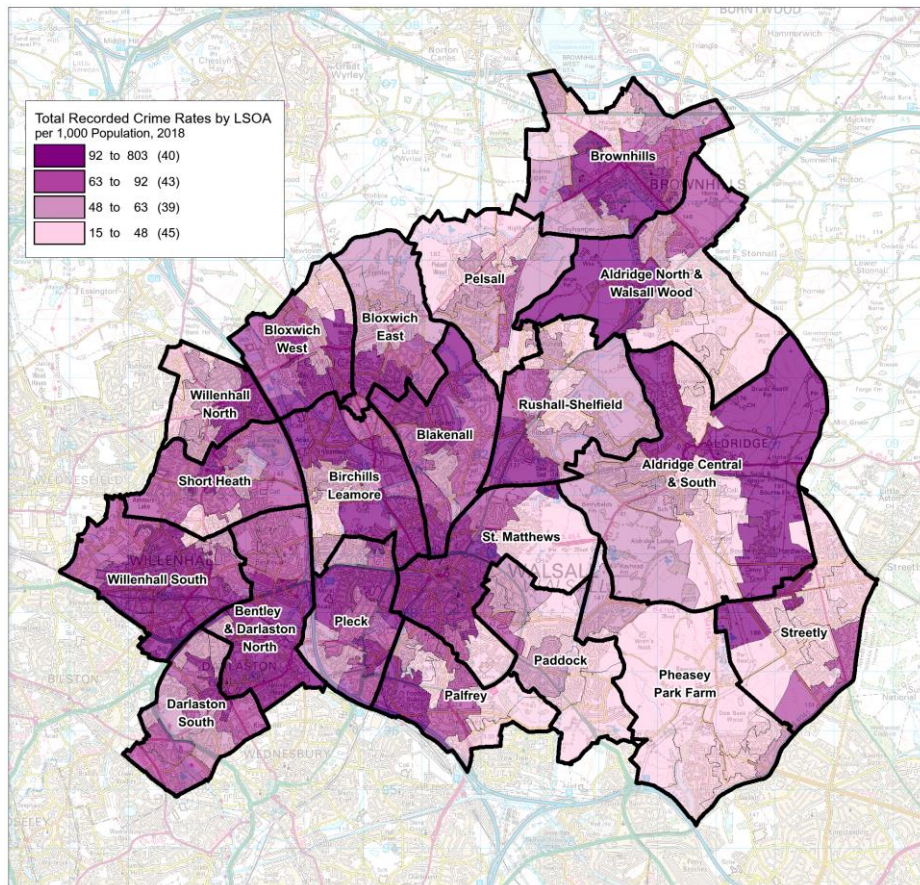
A lower number of total recorded crime rates & serious acquisitive crime rates than the borough average.

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



Source: West Midlands Police, Jan to Dec 2018

# Recorded crime & Anti-social behaviour



Source: West Midlands Police, Jan to Dec 2018

- **Moxley People's Centre** – local community organisation. Cllr Chris Bott is the Centre Manager, she is also a Councillor for the Darlaston South ward. The centre runs a number of projects & is supported by grants from Walsall Council & by the hiring of conference facilities etc.

*Source: Localities & Partnerships, Walsall Council*



- **Darlaston District Centre** with anchor retailer - Asda and multiple independents.
- Circa £100,000 **district centre improvement works** led by Highways and delivered in 2018/19.
- **Moxley Local Centre** – Moxley People Centre and new build Aldi store.
- **Residential developments**, including former Jebron (Galliford Try) and Servis sites (Barratt), fmr Harrowby Road, Curtin Drive and John Wooton House (whg).
- **High Quality Employment Areas** including Bullseye Industrial Park and supporting **Strategic Companies** including Toolbank, DFS distribution, Kepston, and Alucast.
- **Grace Academy** – new build secondary school completed 2013.
- **Open Space improvements** – George Rose Park, Kings Hills Park, Great Bridge Road playing fields, and Moorcroft Wood Local Nature Reserve.
- **Canal corridor towpath improvements** – works implemented

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

INSIGHT 

# Regeneration - Looking Forward

- **Residential Opportunities** – Construction of 207 units at **Wards Keep** (Countryside) currently on site. Future development sites at Fmr Kings Hill JMI and Festival Avenue.
- **Employment Opportunities – Iron Park** - proposed 488,000sqft development with resolution to grant outline planning consent, subject to S106 agreement. Funding application approved by the Black Country LEP Board in May 2019.
- **Bradley Lane Metro Park & Ride** – under construction and due to complete December 2019. Led by TfWM.
- **Moxley Gyratory** – proposed scheme development for future highway improvements.
- **Moorcroft Wood Environment Centre** – future occupancy constrained by restricted use set out in the S106 agreement.



Wards Keep Proposed House Types



Proposed Park & Ride Layout



Iron Park Illustrative Layout

*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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