

# Ward Walk Profile: Paddock January 2020

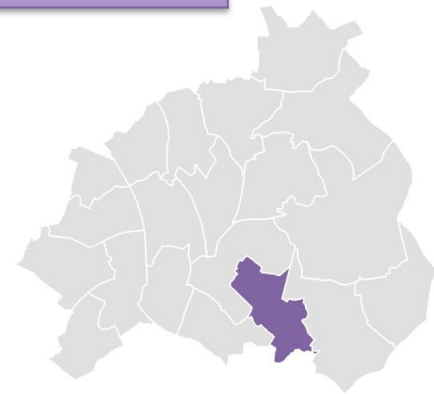
Version - FINAL

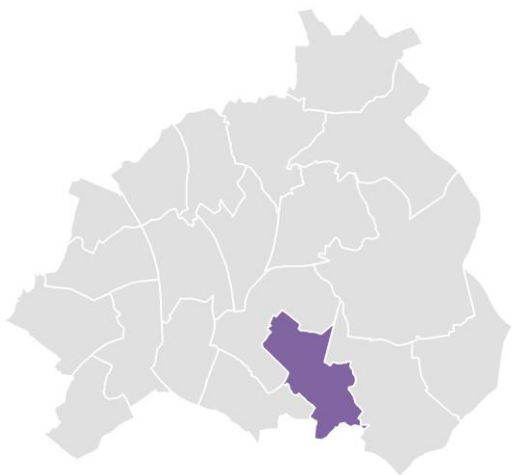


**Walsall** Council

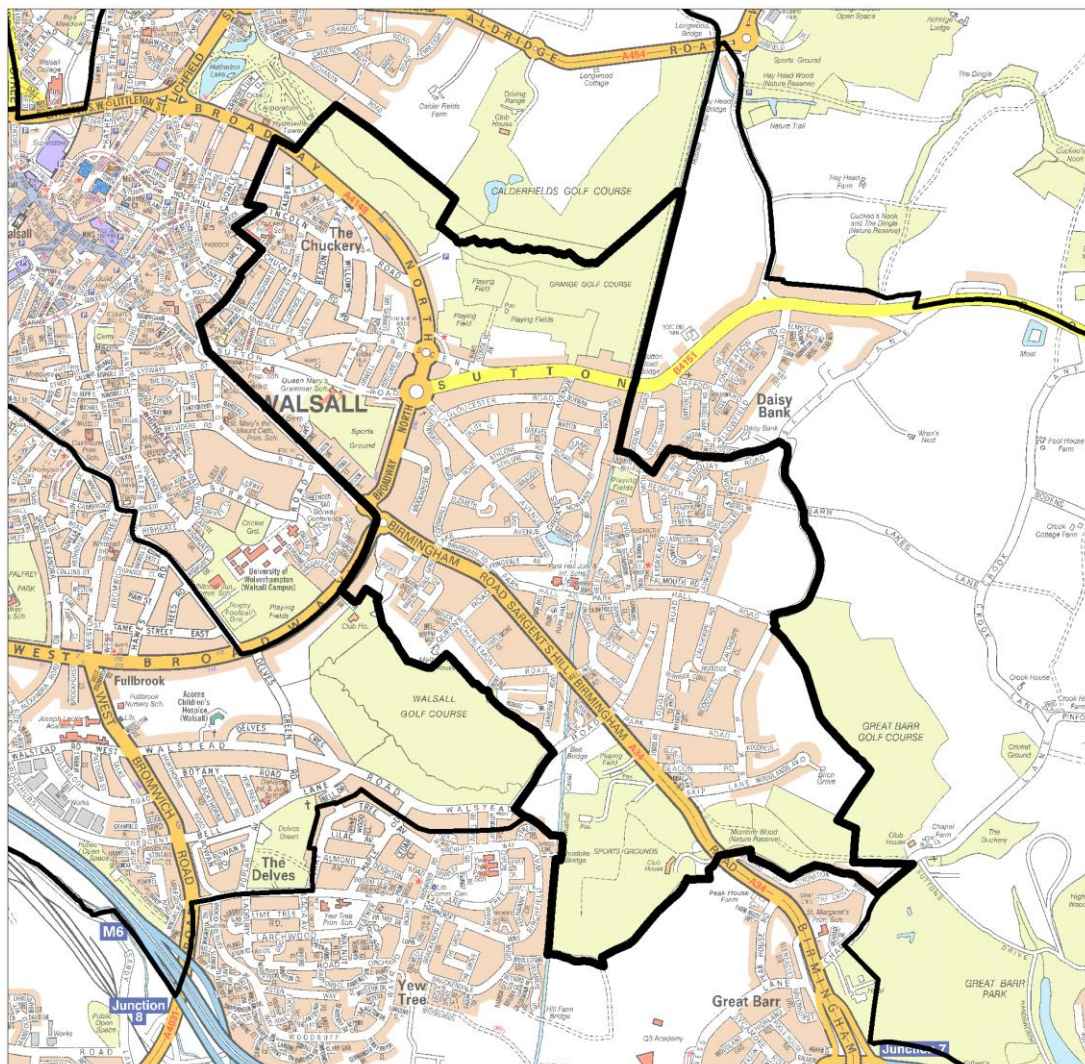
**PROUD** OF OUR **PAST** OUR **PRESENT** AND FOR OUR **FUTURE**

Name	Party	Elected on:
Cllr Rose Martin	Conservatives	3 April 2003
Cllr Waheed Rasab	Conservatives	3 May 2018
Cllr Gurmeet Singh Sohal	Conservatives	22 May 2014



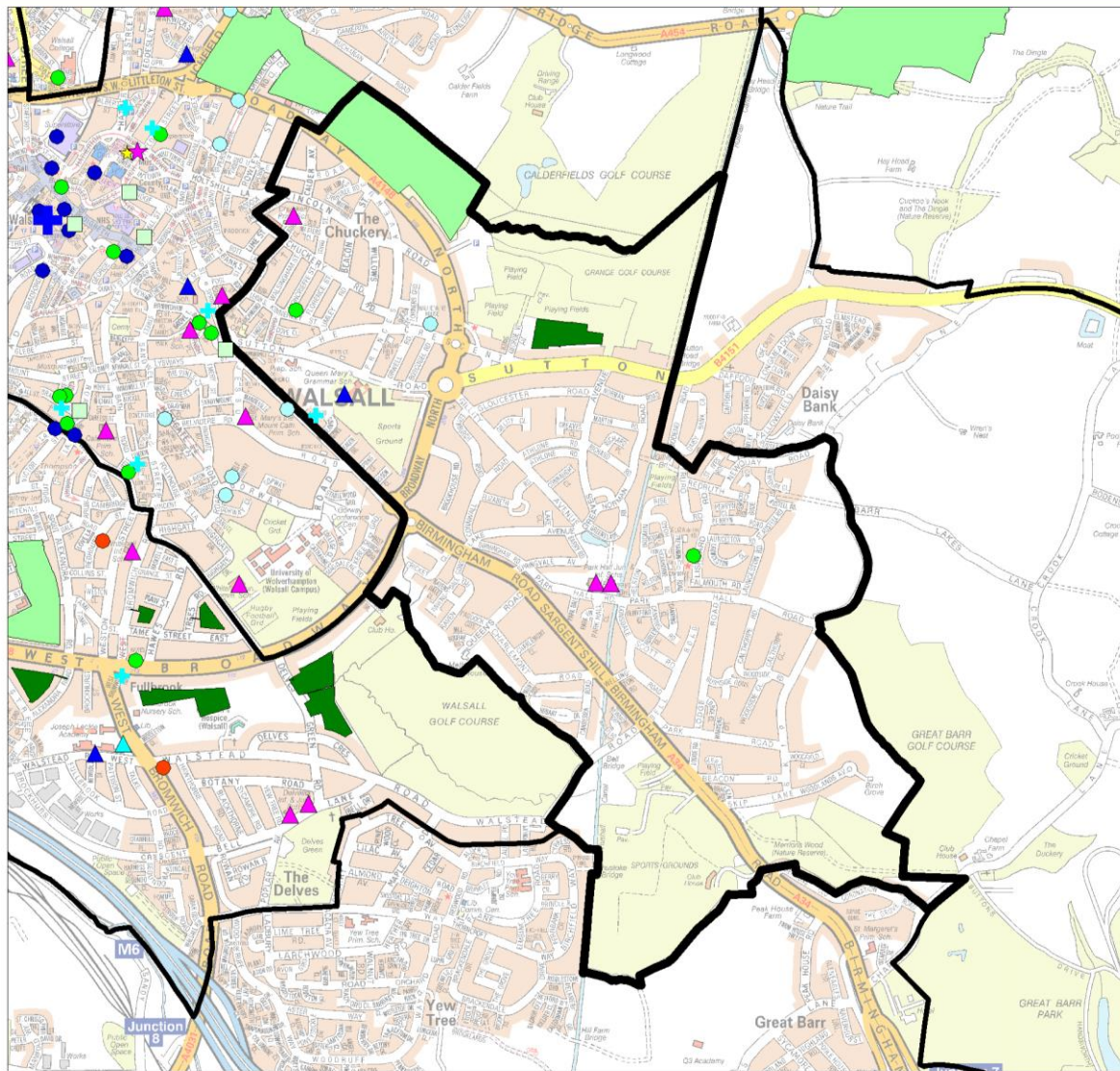





















- Covers 4.62 sq km (462 ha)
- Makes up 4.4% of the area of Walsall borough
- Population density of 28.7 people per hectare (higher than borough average of 27.3)



**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

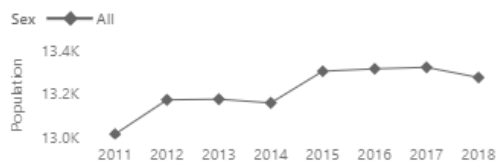
Source: Ordnance Survey

# Population

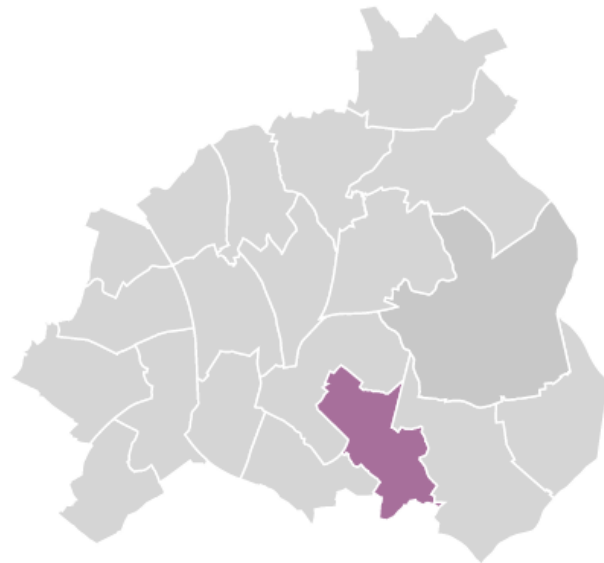
Sex ☐ Age

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%
<b>Paddock</b>	<b>13,300</b>	<b>4.69%</b>
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



13,300

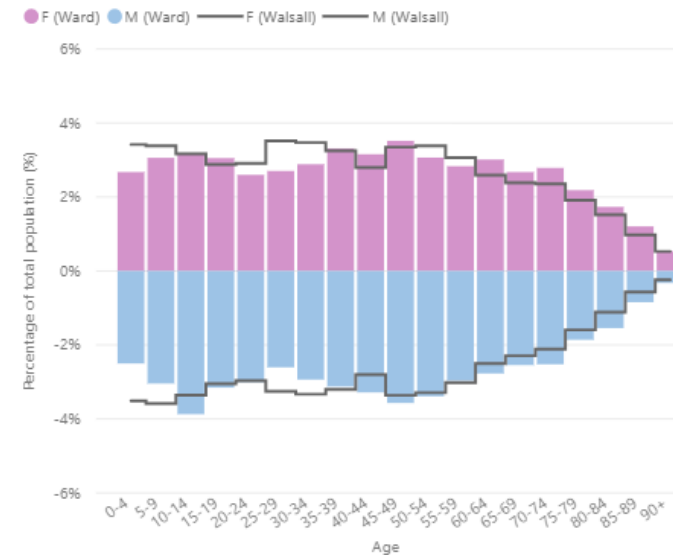
Estimated Population

## Localities

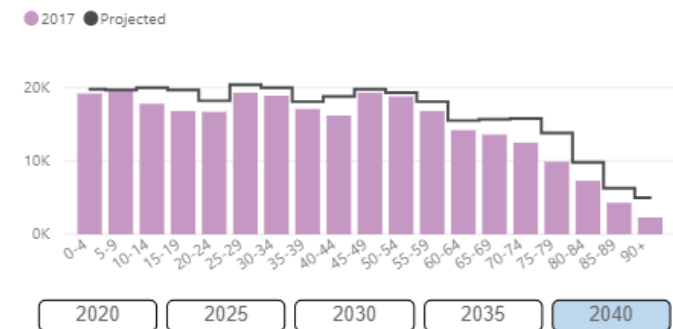
South

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## Population Pyramid

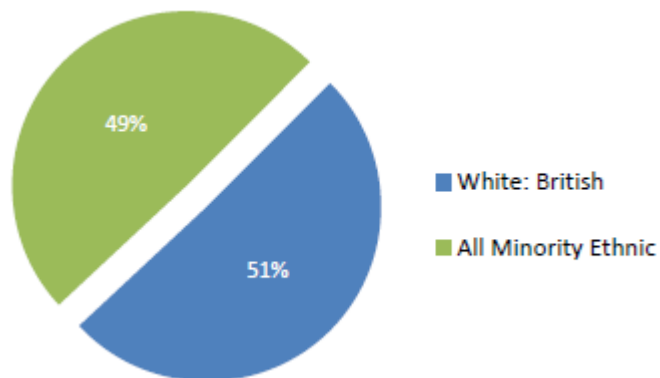


## Walsall Borough Projected Population (2016 based)



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

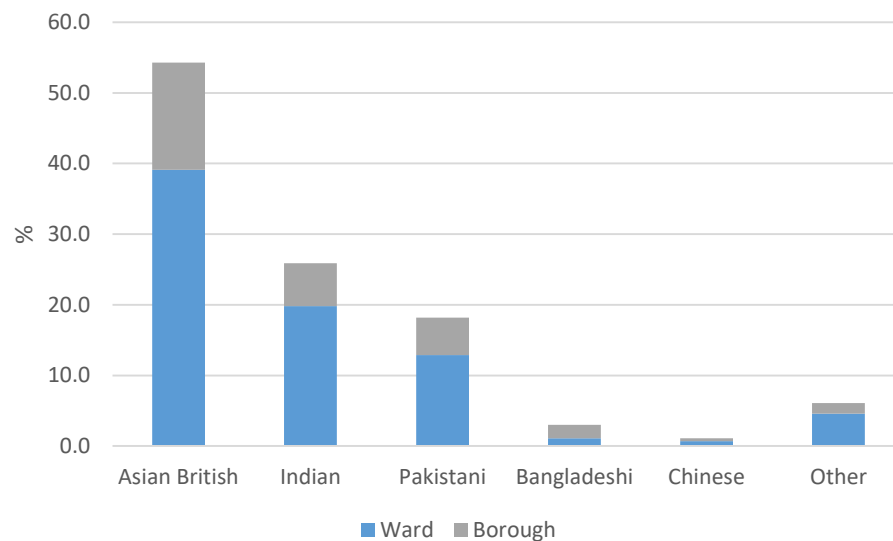


Total minority ethnic residents\*: 6,427  
 Percentage of total population: 49.4%  
 Change since 2001: 50.1%

Ethnic Group	Total	Ward %	Walsall %	E&W %
White: British	6,579	50.6	76.9	80.5
White: Other	354	2.7	1.9	5.5
Mixed	282	2.2	2.7	2.2
Asian	5,085	39.1	15.2	7.5
Black	256	2.0	2.4	3.3
Other	450	3.5	0.8	1.0

\* Non-White British

Source: ONS, 2011 Census



- Half of all residents are minority ethnic
- Asian is the largest minority group at 39.1% (more than double the Walsall average (15.2%))
- Of the Asian minority group, Indian is most prolific at 19.8% (more than three times the borough average (6.1%))

## Composition

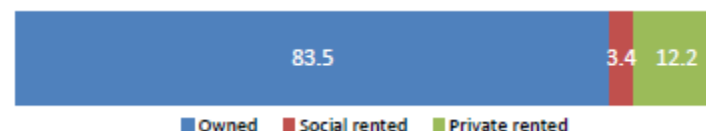
- 4,811 households (with at least 1 usual resident)
- Increase of 4.5% since 2001 (Proportion of borough total 4.5%)
- Average household size: 2.7 residents per h/hold (Walsall average 2.5)

Household Composition	Total	Ward %	Walsall %	E&W %
Family: Couple	2,150	44.7	43.4	43.0
Family : Lone parent	314	6.5	12.0	10.6
One person: Below 65	555	11.5	15.7	17.8
One person: Over 65	650	13.5	12.8	12.4
Other household types	1,142	23.7	16.1	16.1

Source: ONS, 2011 Census

## Tenure

Tenure	Total	Ward %	Walsall %	E&W %
Owned outright	2,333	48.5	31.1	30.8
Owned mortgage	1,682	35.0	31.9	33.5
Socially rented	163	3.4	24.1	17.6
Privately rented	588	12.2	11.7	16.7
Living rent-free	45	0.9	1.3	1.4



- 3.7% of households 'overcrowded'\* (Walsall av. 6.5%)
- 2.1% of households without central heating (Walsall average 2.8%)
- Very low proportion of socially and privately rented properties
- Above average (31.1%) owned outright (48.5%)



# Social Segmentation - Groups

The largest groups of households are classified as group B – **Prestige Positions** (35%) & group F – **Senior Security** (16.6%)

## B Prestige Positions



### Key Features

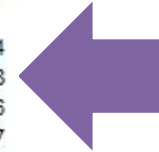
High value detached homes  
Married couples  
Managerial and senior positions  
Supporting students and older children  
High assets and investments  
Online shopping and banking

### Channel Preference

Face to Face  
Post  
Landline  
Email  
Mobile  
Online

### Index

94  
108  
96  
97  
94  
107



Most effective  
communication  
route

## F Senior Security



### Key Features

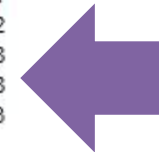
Elderly singles and couples  
Homeowners  
Comfortable homes  
Additional pensions above state  
Don't like new technology  
Low mileage drivers

### Channel Preference

Face to Face  
Post  
Landline  
Email  
Mobile  
Online

### Index

98  
111  
102  
98  
58  
83



Least effective  
communication  
routes

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



- 75.8% of working age people in Paddock ward were **economically active**. This compared with the Walsall value of 74.0% and the National Value of 76.8% (2011)\*.
- The largest **occupation group** in the ward was Professional (24.6%) followed by Managers & Senior Officials (14.3%) (2011)\*.
- Of working age ward residents, only 14.2% had **no formal qualifications**. Walsall's value was 24.3%, and 15.0% nationally (2011)\*.
- In May 2019, 2.5% of working aged residents (aged 16-64) were **unemployed and seeking work**. This equated to 198 people and was below the Walsall average of 5.0%.

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

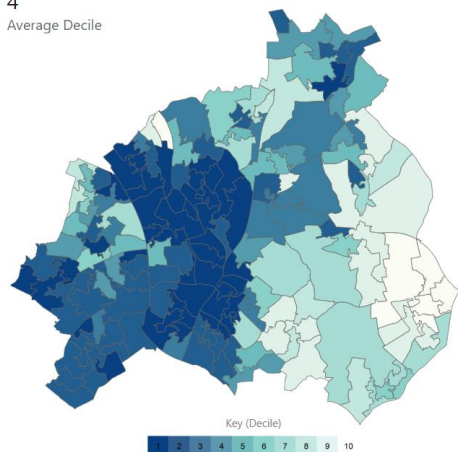
Ward	Claimant Count	Claimant Rate
Darlaston South	739	7.7
Blakenall	689	7.4
Birchills Leamore	706	7.1
Willenhall South	756	6.9
St Matthew's	747	6.8
Pleck	648	6.6
Bentley and Darlaston North	560	6.5
Bloxwich East	442	5.9
Palfrey	619	5.8
Bloxwich West	456	5.4
<b>WALSALL BOROUGH</b>	<b>8,594</b>	<b>5.0</b>
Short Heath	298	4.4
Willenhall North	331	4.3
Brownhills	318	3.9
Rushall-Sheffield	259	3.5
Aldridge North and Walsall Wood	232	2.9
Pelsall	172	2.6
Aldridge Central and South	204	2.5
<b>Paddock</b>	<b>198</b>	<b>2.5</b>
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

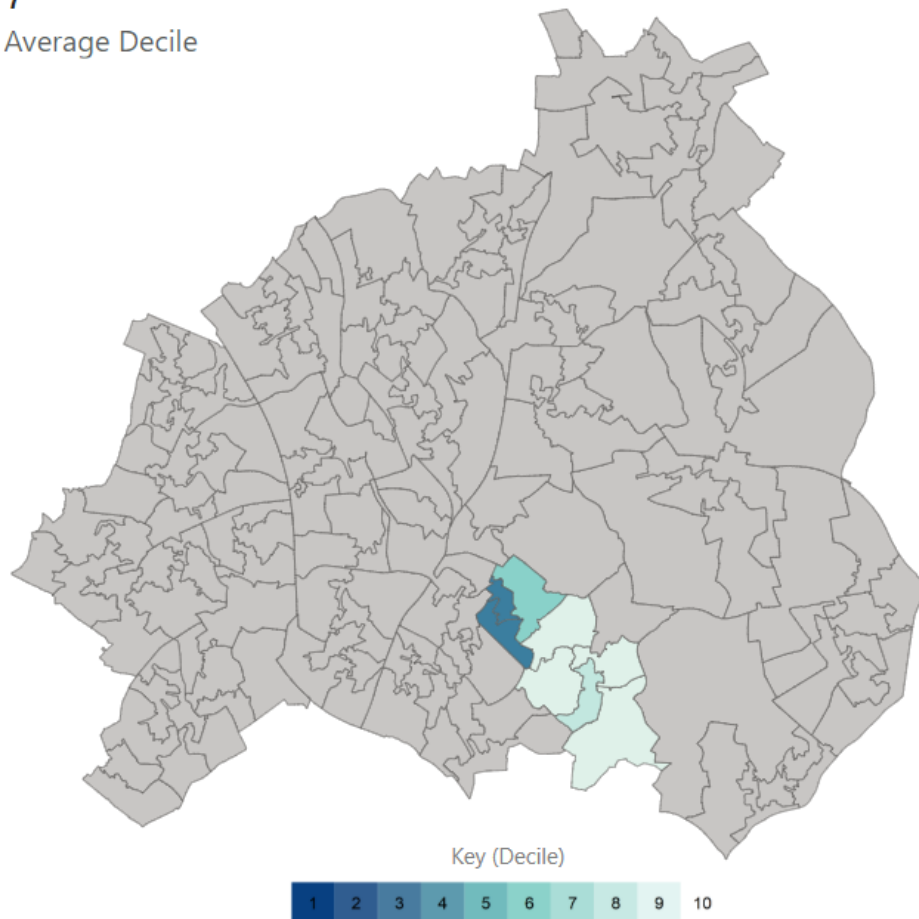
4  
Average Decile



Majority of ward within the 20% least deprived quintile. Slight change towards the town centre (parts of Chuckery) to average levels.

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

7  
Average Decile



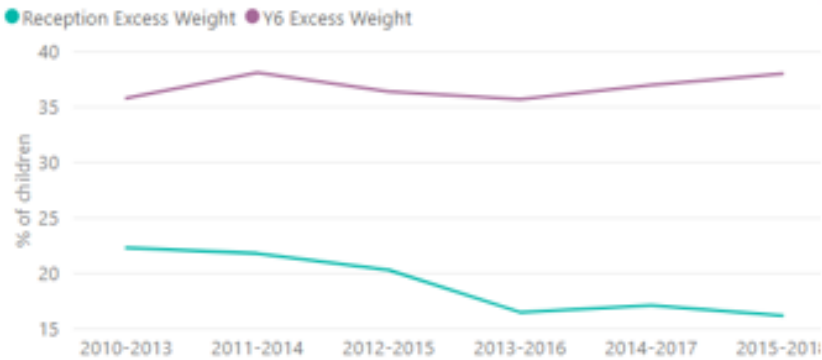
**Source:** DCLG, *Index of Multiple Deprivation, 2019*

## Childhood Obesity in Paddock

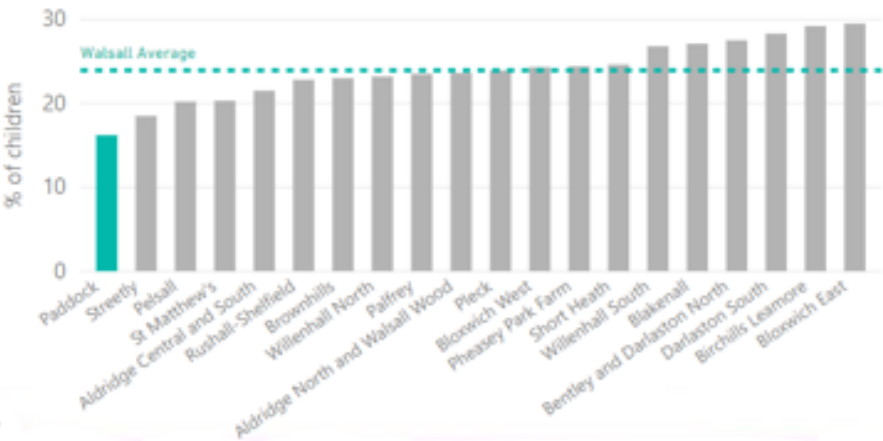
### Key Messages:

- In Paddock, the rate of excess weight in Reception Children has decreased.
- In addition, Paddock ranks 1st/20 wards (1st = lowest rate) for excess weight in Reception aged children
- In Year 6 children, the rate of excess weight continues to increase.
- Paddock ranks 5th/20 wards for excess weight (1st = lowest rate) for excess weight in Y6 children.

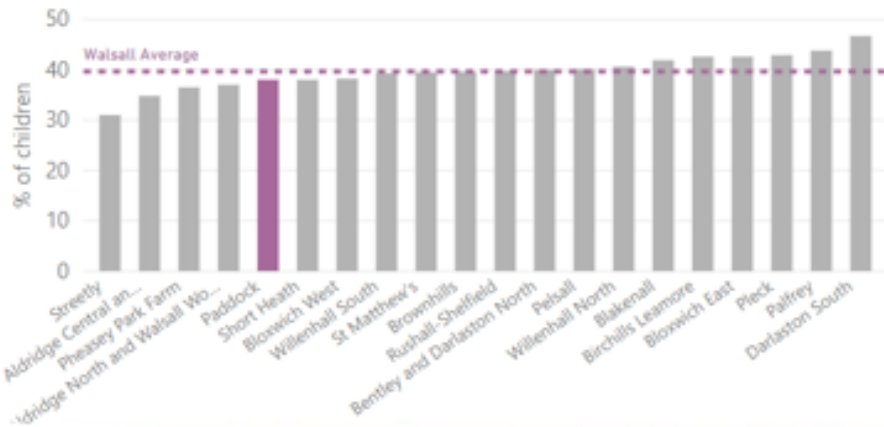
Trend in Childrens Excess Weight in Paddock



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

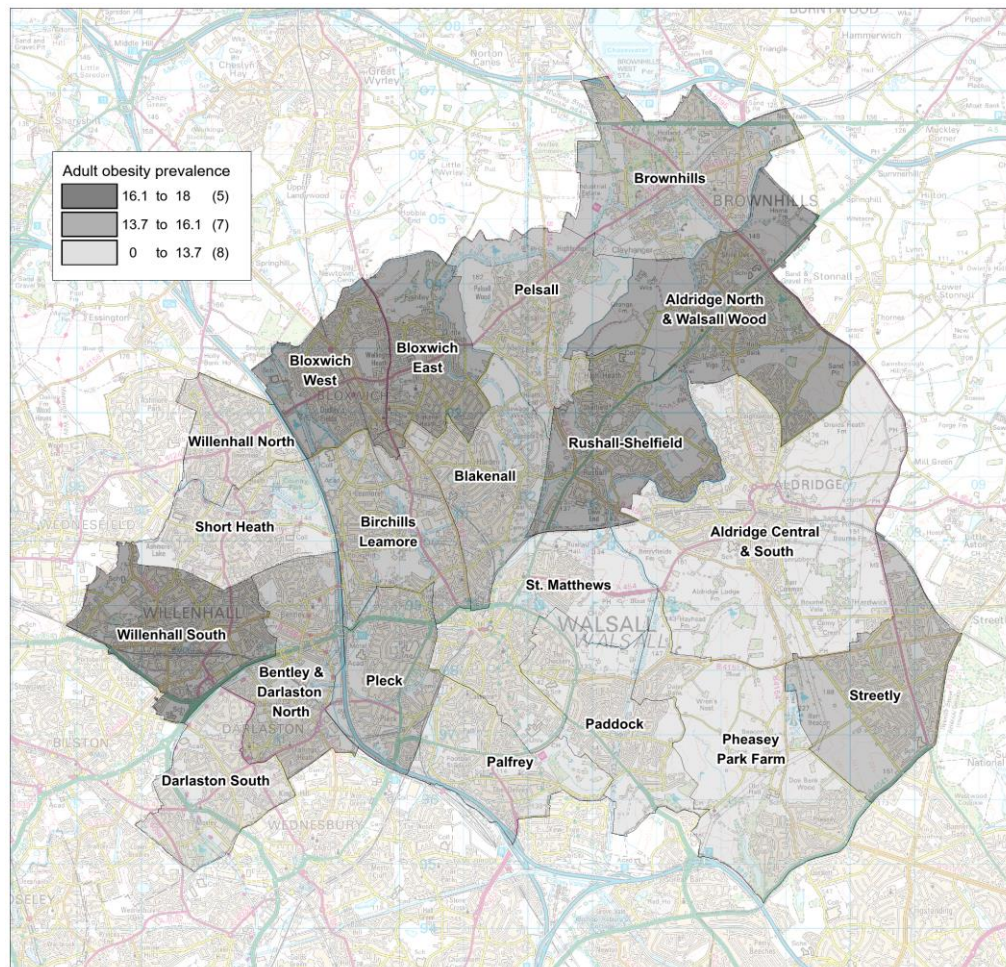


# Adult Obesity Prevalence

Ward	Prevalence (%)
Willenhall South	18.0
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
<b>Paddock</b>	<b>8.0</b>
Short Heath	-
<i>Walsall Average</i>	<i>14.4</i>

Paddock ward has **lower** adult obesity prevalence (8.0%) compared to the borough (14.4%).

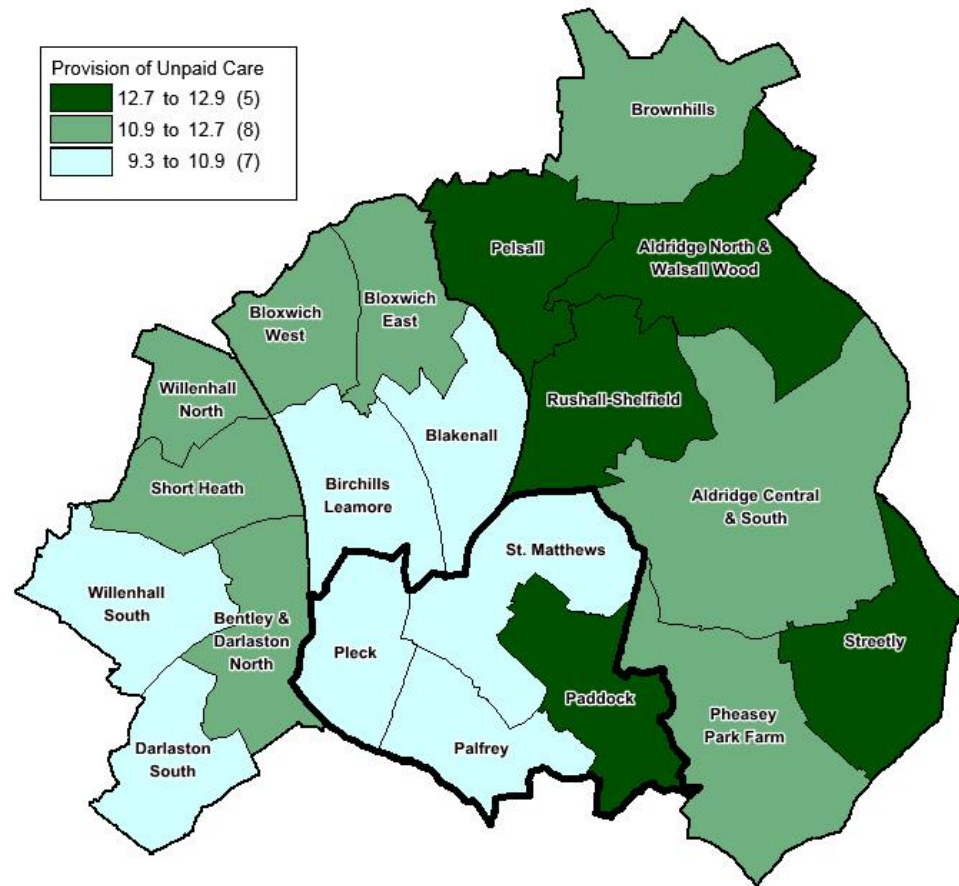
*Source: Quality and Outcomes Framework, 2017/18*



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



# Provision of Unpaid Care



Ward	#	%
Paddock	1,626	12.8
St. Matthews	1,435	10.2
Palfrey	1,675	9.9
Pleck	1,559	9.3
WALSALL	30,632	11.4

Paddock has above average proportion of unpaid care compared with Walsall (12.8% and 11.4% respectively)

Source: ONS, 2011 Census

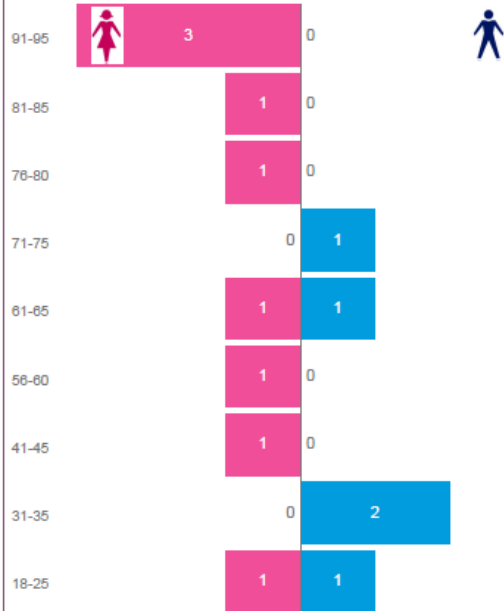
# ASC Carers Survey

62 People surveyed  
14 Responses  
22.58 Response rate (%)

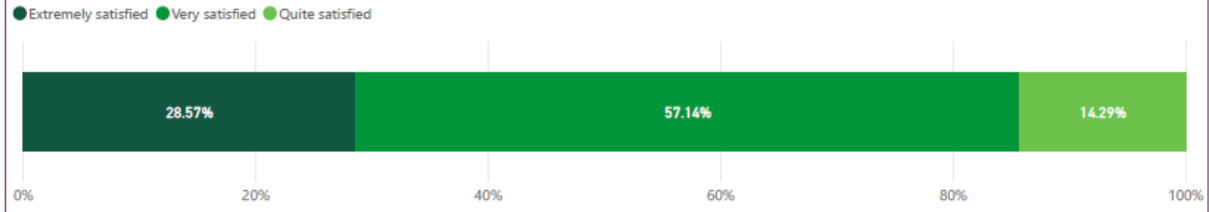
Responses were received from

14 People residing in their own homes  
0 People residing in residential care  
0 People residing in nursing care

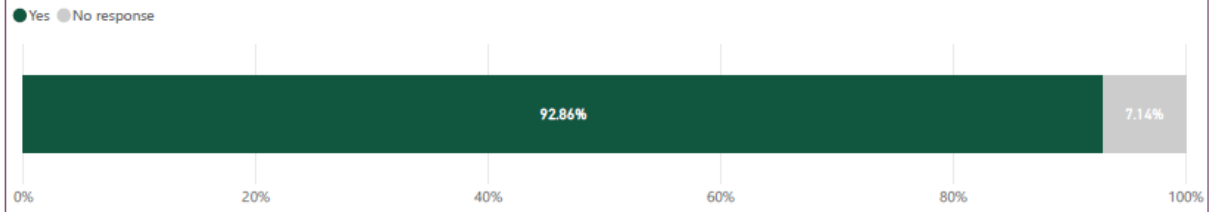
## Respondents by age and gender



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



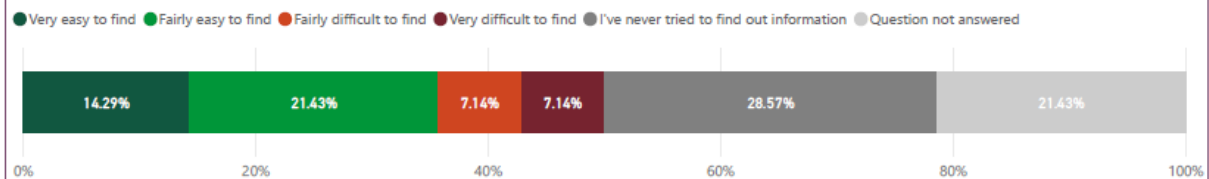
## Do care and support services help you to have a better quality of life?



## 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?



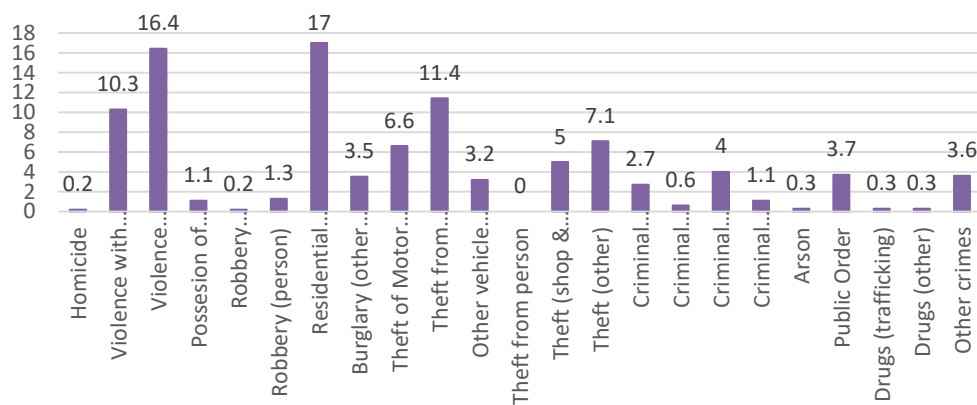
Source: Adult Social Care User Survey (ASCUS), 2018-19

# 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
Bloxwich West	109.25	23.69
Brownhills	91.42	16.35
Darlaston South	99.67	21.24
<b>Paddock</b>	<b>58.51</b>	<b>21.35</b>
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 lower number of total recorded crime rates & serious acquisitive crime rates than the borough average.

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

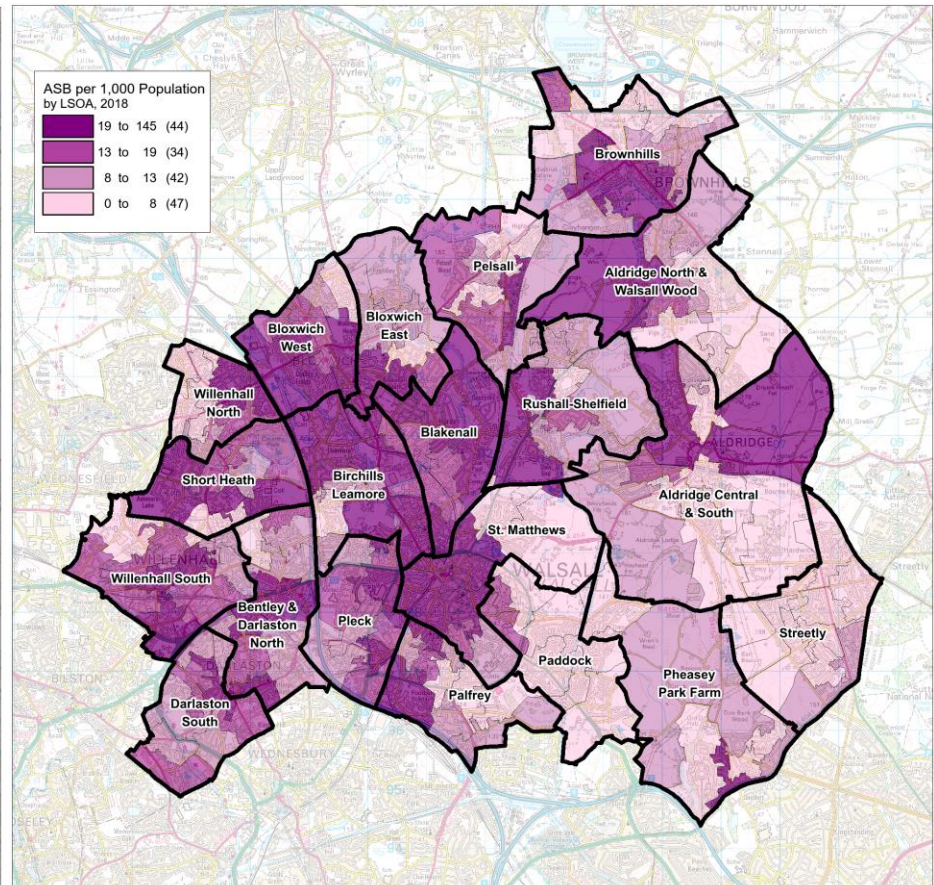
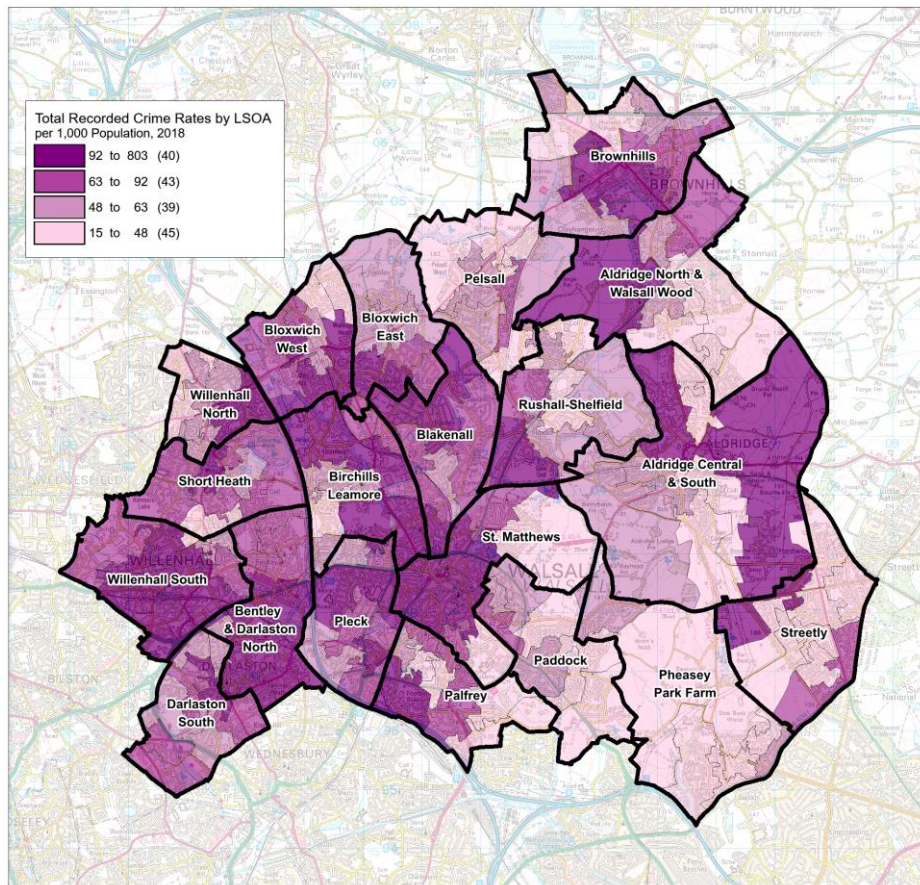


*\*Serious Acquisitive crimes are defined as :  
Residential burglary  
Robbery (person)  
Robbery (business)  
Theft of motor vehicle  
Theft from motor vehicle*

Source: West Midlands Police, Jan to Dec 2018



# Recorded Crime & Anti-social behaviour



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



- **Park Hall Community Association** – located at Broadway North Centre (used to house ASC staff) - this facility has closed & CA looking for new location to operate with support from Walsall Council.
- **Park Hall Residents' Association** – chaired by Cllr R Martin – currently involved in consultation of GP merger.
- **Park Hall Neighbourhood Watch** – chaired by Robert Read – 1,000s members. Produces quarterly newsletter – 'Watchword'.
- **The Grange Players** – Grange Playhouse recently closed for refurbishment. Group planning fundraiser to help with essential maintenance required.
- **Park Hall Whatsapp Group** – originally set up to share information & suspicious behaviour. Started with several streets in Park Hall being involved, now numbers have increased throughout Park Hall & the creation of sub-groups across Paddock ward. Careful managing of groups required due to bordering vigilante behaviour & potential for racial / religious prejudice

*Source: Localities & Partnerships, Walsall Council*



- Easy access to facilities in **Walsall Town Centre**.
- Includes considerable **Greenspace** including Walsall Arboretum and Merrions Wood. £250k investment in new Arboretum Water Park facility in 2013.
- Home to several SMEs and **Chamberlin and Hill Castings Group** HQ - a prominent manufacturer of Automotive Castings. **WBA FC's** training ground is located off Birmingham Road and has been subject of major investment.
- **Residential development** potential with land allocated for housing: Woodside Close and Cricket Close Allotment and Tennis Court.
- **Transport improvements** - **A34 Sprint** (bus rapid transit scheme) - TfWM led works linked to HS2 connectivity programme, and further local safety schemes to build upon existing road safety improvements along the route such as average speed cameras.
- **Broadway North** – Council owned asset currently occupied by Park Hall Community Association, former Adult Social Care operational property – sales process commencing August 2019 (Asset of Community Value).

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

# Regeneration - Policy Map Extract



- **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)

## Key Contributors:

Emma Thomas, Claire Heath, David Hughes & Lee Harley (Public Heath), Liz Connolly (Economic Intelligence), Kauser Agha & Caroline Harper (Regeneration & Development), John Morris (Localities & Partnerships), Sairah Ahmed (WM Police)

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