

# Ward Walk Profile: Palfrey January 2020

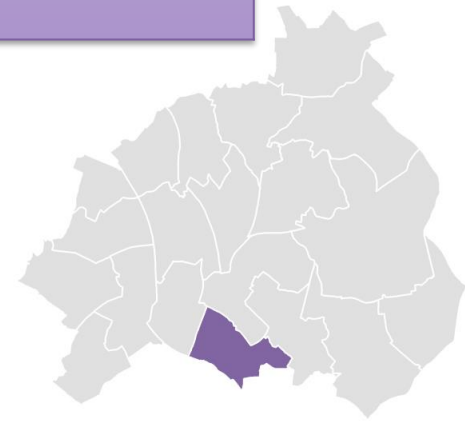
Version 1.0



**Walsall Council**

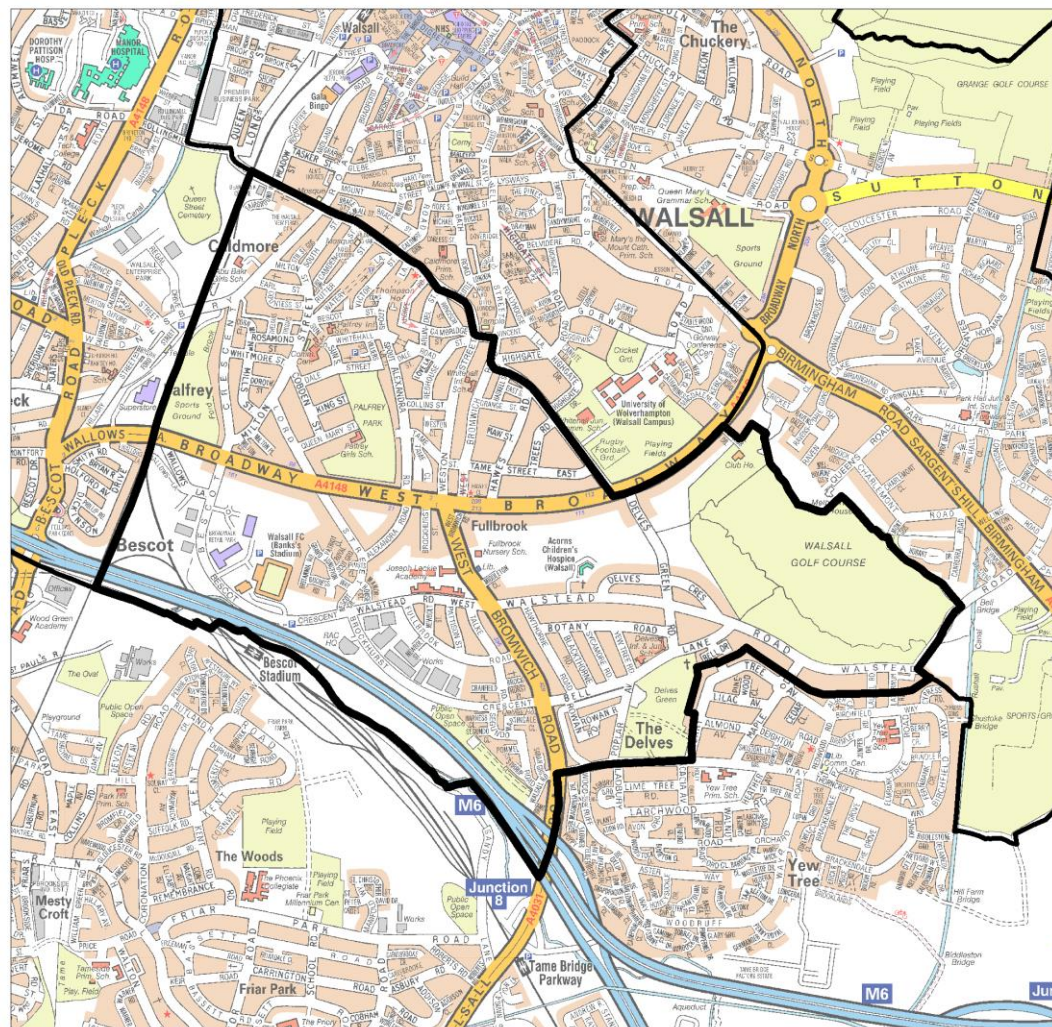
**PROUD** OF OUR **PAST** OUR **PRESENT** AND FOR OUR **FUTURE**

Name	Party	Elected on:
Cllr Hajran Bashir	Labour	2 May 2019
Cllr Sabina Ditta	Labour	5 May 2016
Cllr Mohammad Nazir	Labour	4 May 2006



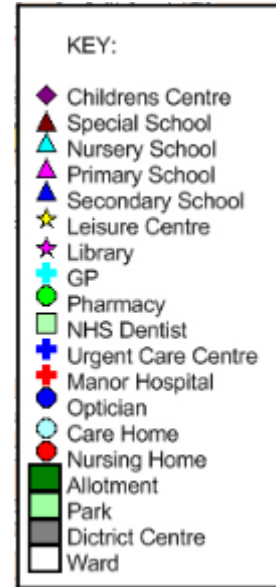
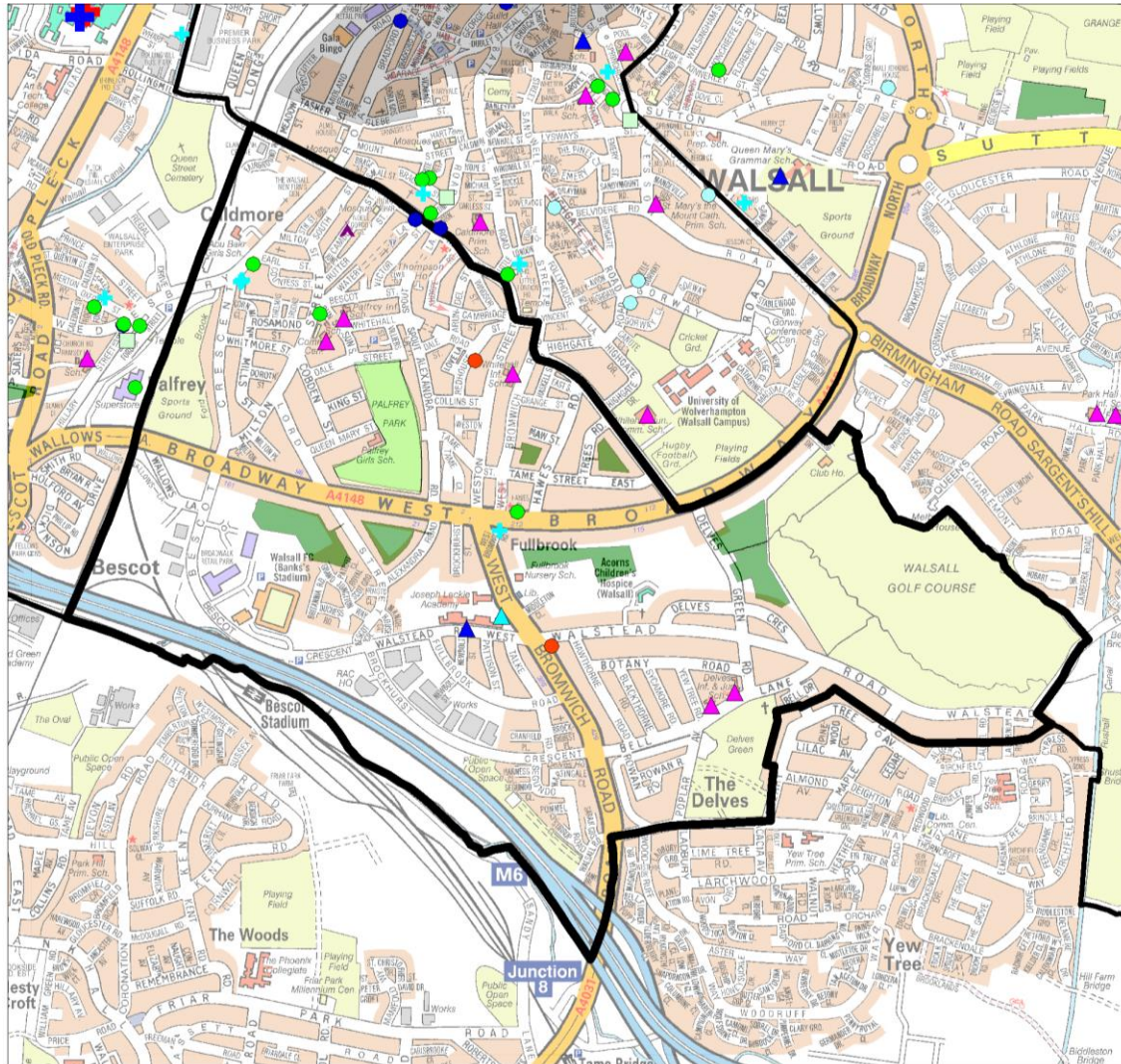


- Covers 3.68 sq km (368 ha)
- Makes up 3.5% of the area of Walsall borough
- Population density of 47.3 people per hectare (higher than borough average of 27.3).



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





Source: Ordnance Survey

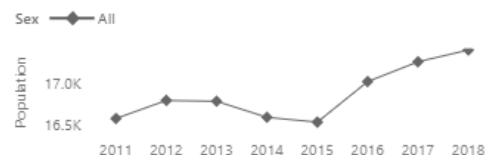
# Population

Sex ☐ Age

☒ All ☐ 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%
Bloxwich West	14,000	4.93%
Brownhills	13,400	4.71%
Darlaston South	16,300	5.74%
Paddock	13,300	4.69%
<b>Palfrey</b>	<b>17,400</b>	<b>6.14%</b>
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



17,400

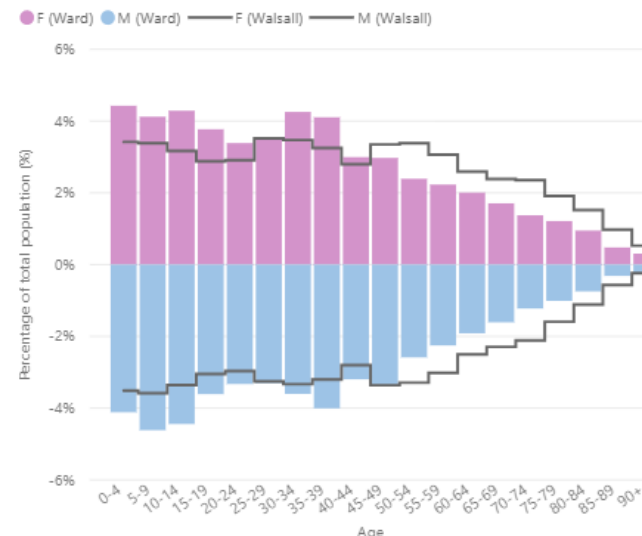
Estimated Population

Localities

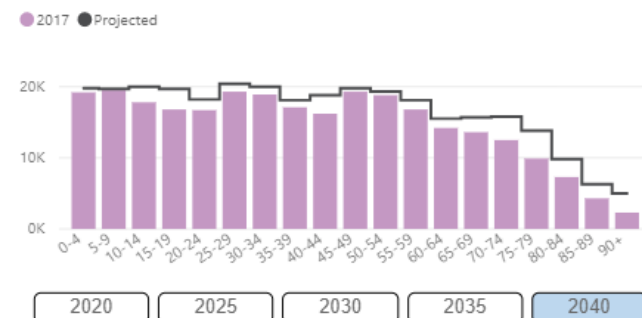
South

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## Population Pyramid



## Walsall Borough Projected Population (2016 based)



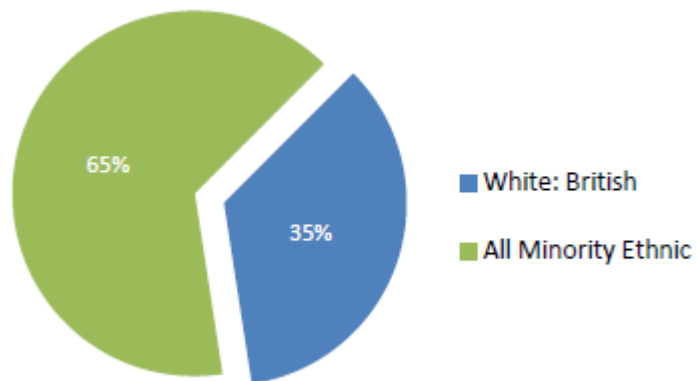
source: ONS 2018 Mid year population estimates & projections ([link](#)). Estimates rounded to nearest hundred therefore Total may differ. Projections apply to Walsall Borough (Ward not currently available).

Source: ONS, Mid-2018 Population Estimates



Walsall Council

PROUD OF OUR PAST OUR PRESENT AND FOR OUR FUTURE

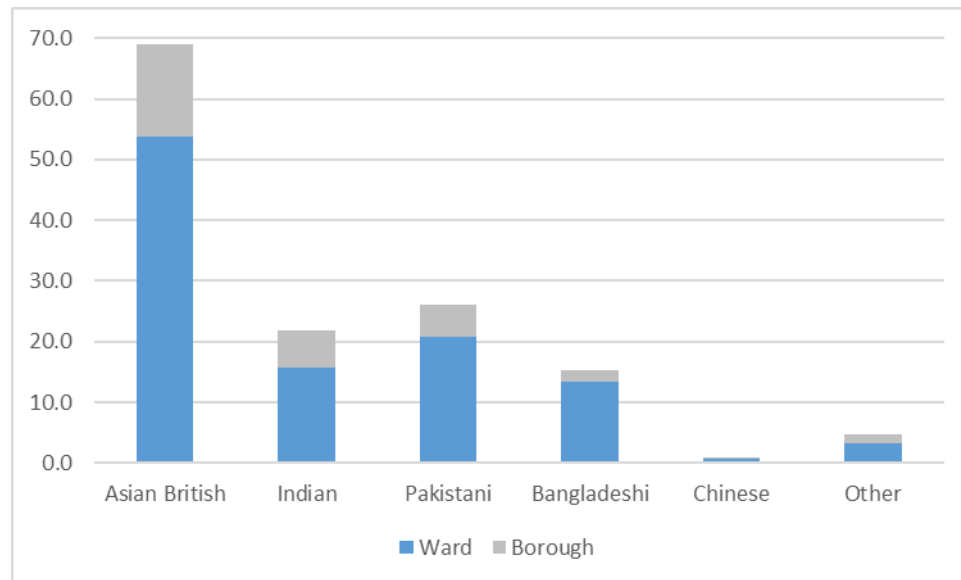


Total minority ethnic residents\*: 10,729  
 Percentage of total population: 64.9%  
 Change since 2001: 33.7%

Ethnic Group	Total	Ward %	Walsall %	E&W %
White: British	5,803	35.1	76.9	80.5
White: Other	441	2.7	1.9	5.5
Mixed	529	3.2	2.7	2.2
Asian	8,870	53.7	15.2	7.5
Black	614	3.7	2.4	3.3
Other	275	1.7	0.8	1.0

\* Non-White British

Source: ONS, 2011 Census



- 65% minority ethnic residents
- Asian is the largest minority group at 53.7% (much greater than the Walsall average of 15.2%)
- Of the Asian minority group, Pakistani are the most prolific at 20.7% (compared to 5.3% for borough)

## Composition

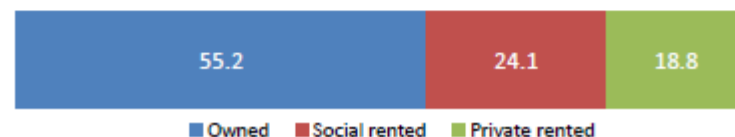
- 5,407 households (with at least 1 usual resident)
- Increase of 5.4% since 2001 (Proportion of borough total 5%)
- Average household size: 3.1 residents per h/hold (higher than Walsall average of 2.5)

Household Composition	Total	Ward %	Walsall %	E&W %
Family: Couple	2,320	42.9	43.4	43.0
Family : Lone parent	683	12.6	12.0	10.6
One person: Below 65	805	14.9	15.7	17.8
One person: Over 65	531	9.8	12.8	12.4
Other household types	1,068	19.8	16.1	16.1

Source: ONS, 2011 Census

## Tenure

Tenure	Total	Ward %	Walsall %	E&W %
Owned outright	1,397	25.8	31.1	30.8
Owned mortgage	1,587	29.4	31.9	33.5
Socially rented	1,305	24.1	24.1	17.6
Privately rented	1,015	18.8	11.7	16.7
Living rent-free	103	1.9	1.3	1.4



- 12.1% of households 'overcrowded'\* (Walsall average 6.5%)
- 3.2% of households without central heating (Walsall average 2.8%)
- On par proportion of socially rented (24.1%) properties compared to borough
- Similar to average (31.9%) mortgage owned (29.4%)



The largest groups of households are classified as group I – Urban Cohesion (60%) & group N – Vintage Value (11%)

## I Urban Cohesion



### Key Features

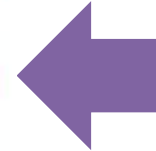
Settled extended families  
City suburbs  
Multicultural  
Own 3 bedroom homes  
Sense of community  
Younger generation love technology

### Channel Preference

Channel Preference	Index
Face to Face	106
Post	134
Landline	102
Email	85
Mobile	102
Online	92

### Index

106  
134  
102  
85  
102  
92



Most effective communication route

## N Vintage Value



### Key Features

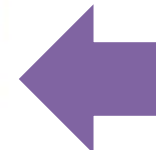
Elderly  
Living alone  
Low income  
Small houses and flats  
Need support  
Low technology use

### Channel Preference

Channel Preference	Index
Face to Face	109
Post	112
Landline	115
Email	88
Mobile	71
Online	83

### Index

109  
112  
115  
88  
71  
83



Least effective communication route

Source: Experian, Mosaic Public Sector Profiler 2019



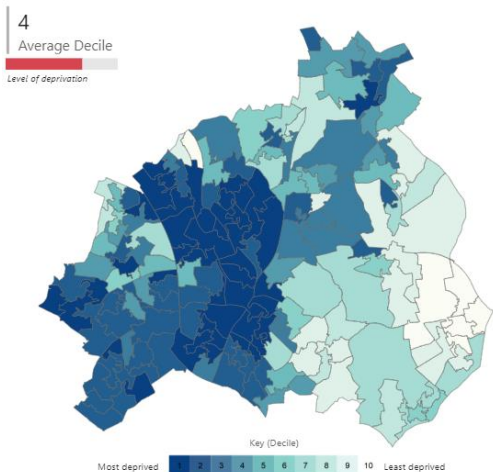
- 64.9% of working age people in Palfrey ward were **economically active**. This was much lower than the Walsall value of 74.0% and the National Value of 76.8% (2011)\*.
- The largest **occupation group** in the ward was Elementary Occupations (17.0%) followed by Process, Plant & Machine Operators (12.6%) and Professional (12.6%) (2011)\*.
- Of working age ward residents, over a quarter (26.5%) had **no formal qualifications**. Walsall's value was 24.3%, and 15.0% nationally (2011)\*.
- In May 2019, 5.8% of working aged residents (aged 16-64) were **unemployed and seeking work**. This equated to 619 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
<b>Palfrey</b>	<b>619</b>	<b>5.8</b>
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



A mixture of deprivation with the ward with levels amongst the 20% most deprived towards the north – Caldmore South & Caldmore West.

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

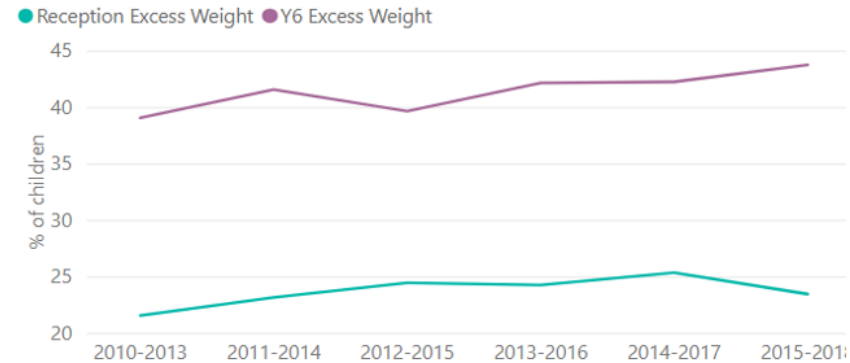
**Source:** DCLG, Index of Multiple Deprivation, 2019

## Childhood Obesity in Palfrey

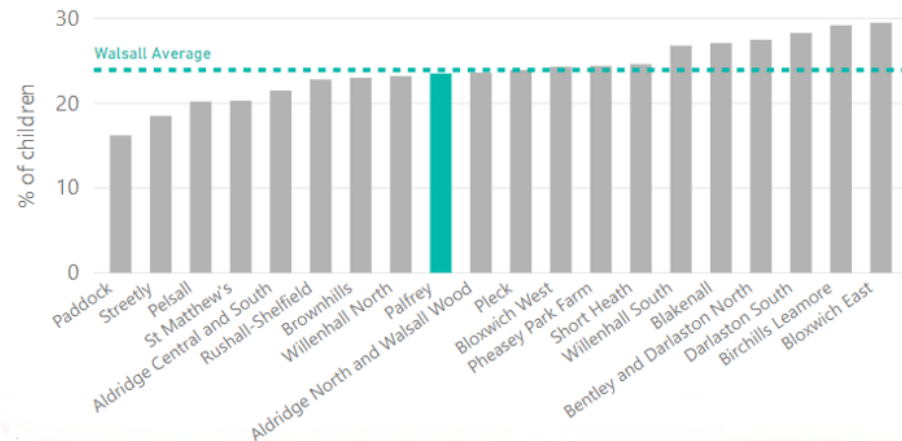
### Key Messages:

- In Palfrey the rate of excess weight in Reception Children has slightly decreased between 2015 – 2018.
- Palfrey ranks 9th / 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.
- Palfrey ranks 19th/20 wards for excess weight (1st = lowest rate) for excess weight in Y6 children.

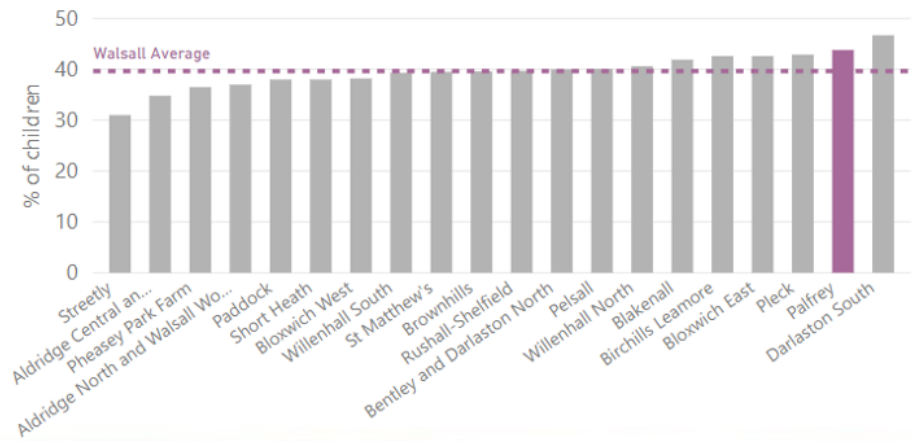
Trend in Childrens Excess Weight in Palfrey



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



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



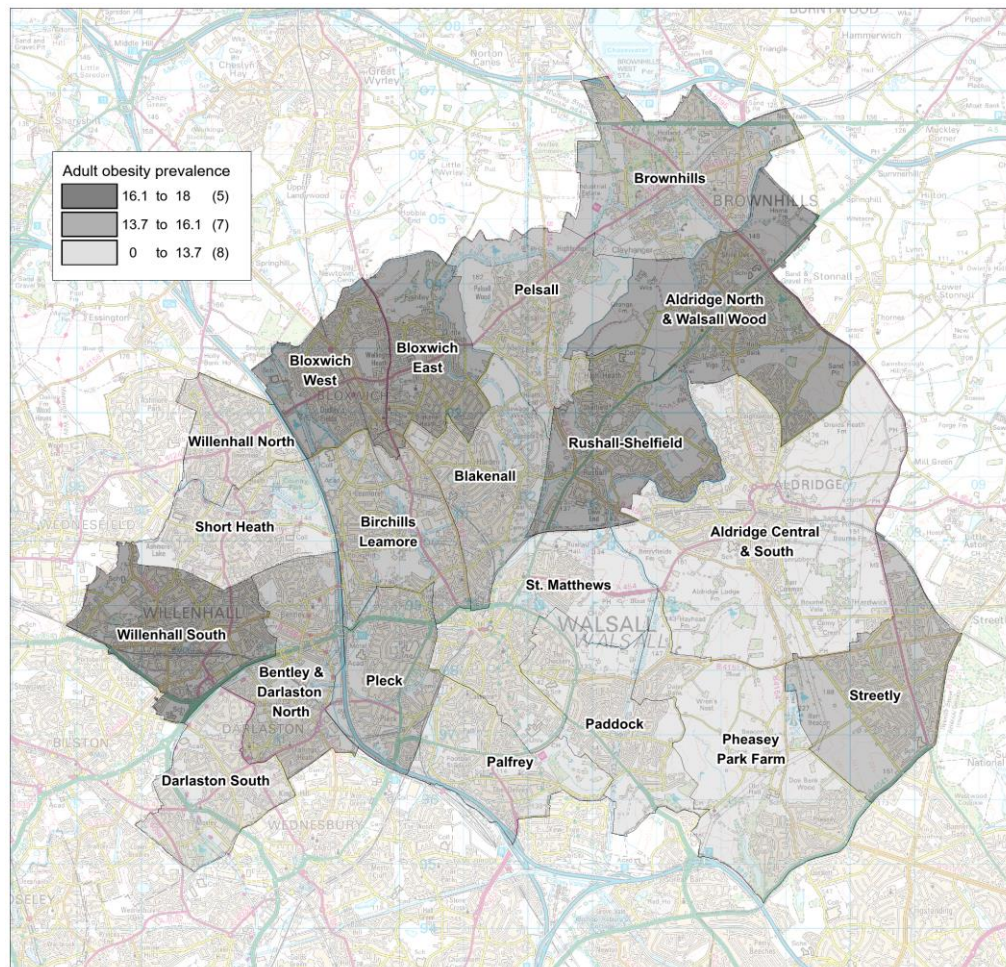
Source: National Child Measurement Programme (NCMP), 2015-18



# Adult Obesity Prevalence

Ward	Prevalence (%)
Willenhall South	18.0
Bloxwich West	17.7
Rushall-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
<b>Palfrey</b>	<b>9.8</b>
Paddock	8.0
Short Heath	-
<b>Walsall Average</b>	<b>14.4</b>

Palfrey ward has **lower** adult obesity prevalence (9.8%) compared to the borough (14.4%).

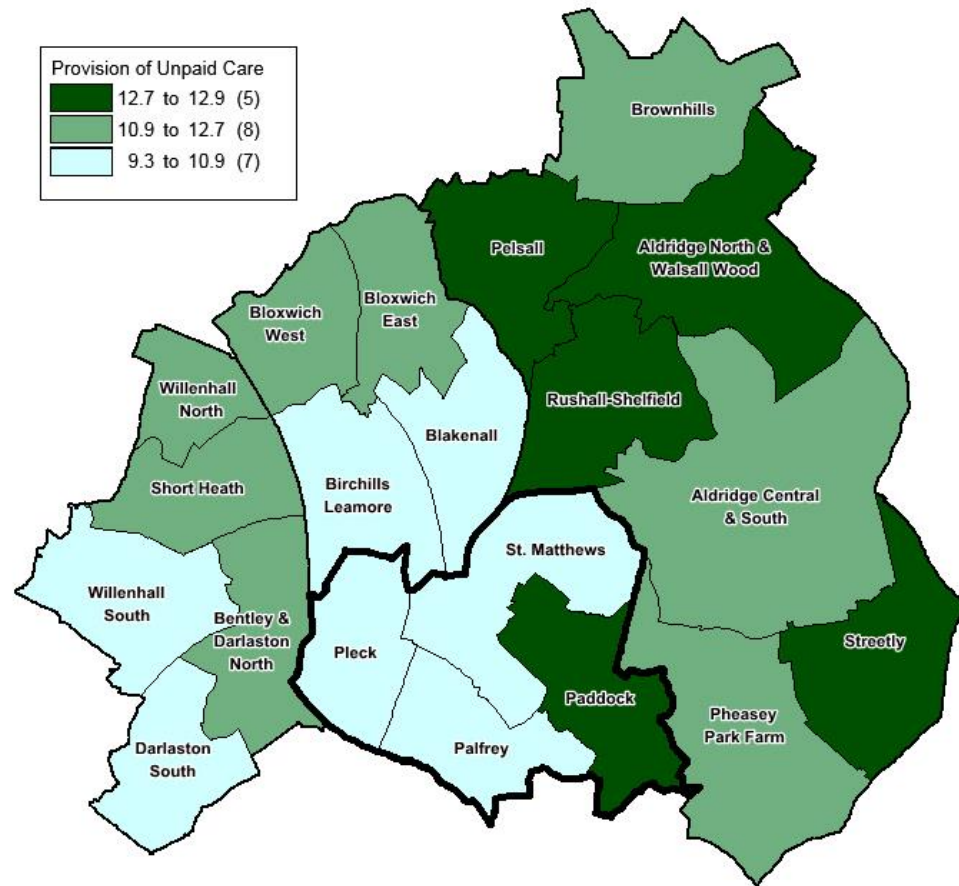


*Note – based on GP practice patient lists, not every ward contains a GP practice*

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



# Provision of Unpaid Care



Ward	#	%
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

Palfrey has below average proportion of unpaid care (9.9% and 11.4% respectively).

Source: ONS, 2011 Census

# ASC Carers Survey

139  
People surveyed

48  
Responses

34.53  
Response rate (%)

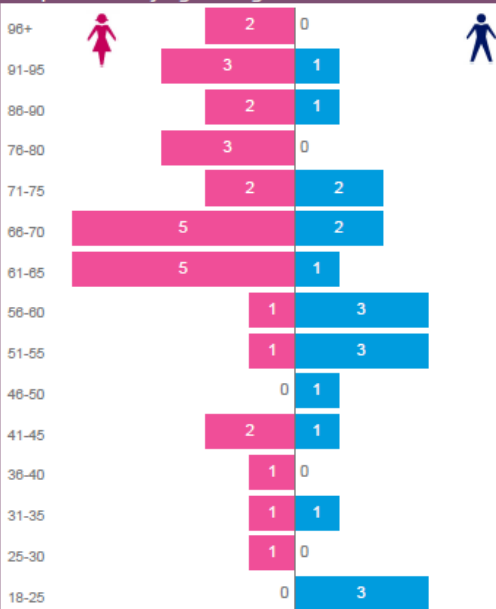
Responses  
were  
received  
from

38  
People residing in their own homes

7  
People residing in residential care

3  
People residing in nursing care

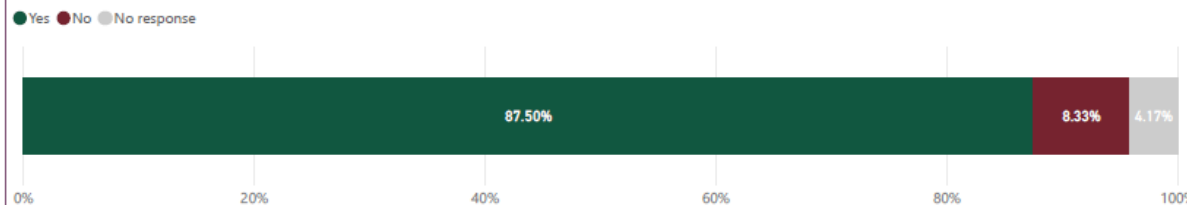
## Respondents by age and gender



## 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?

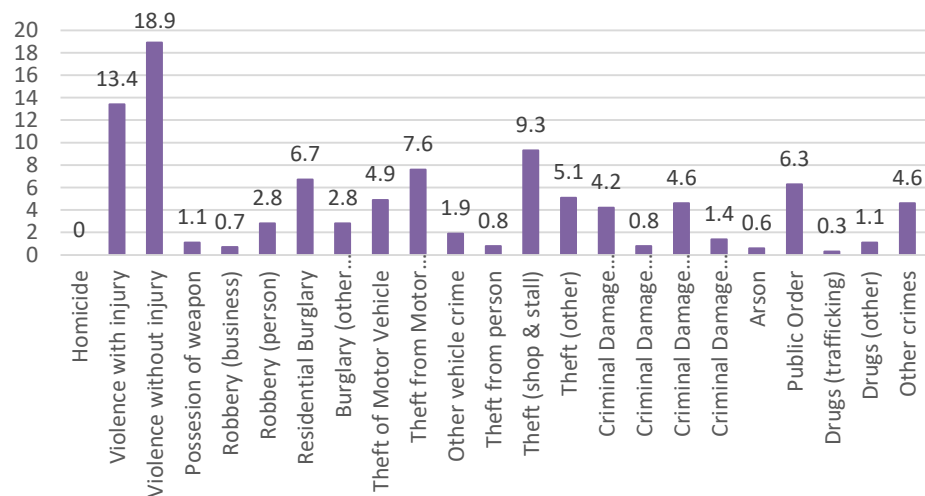


Source: Adult Social Care User Survey (ASCUS), 2018-19

Ward	Total Recorded Crime Rate per 1,000 Population	Serious Acquisitive 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
Darlaston South	99.7	21.2
Paddock	58.5	21.4
<b>Palfrey</b>	<b>86.3</b>	<b>19.6</b>
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 total recorded crime rate & serious acquisitive crime rate than the borough.

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

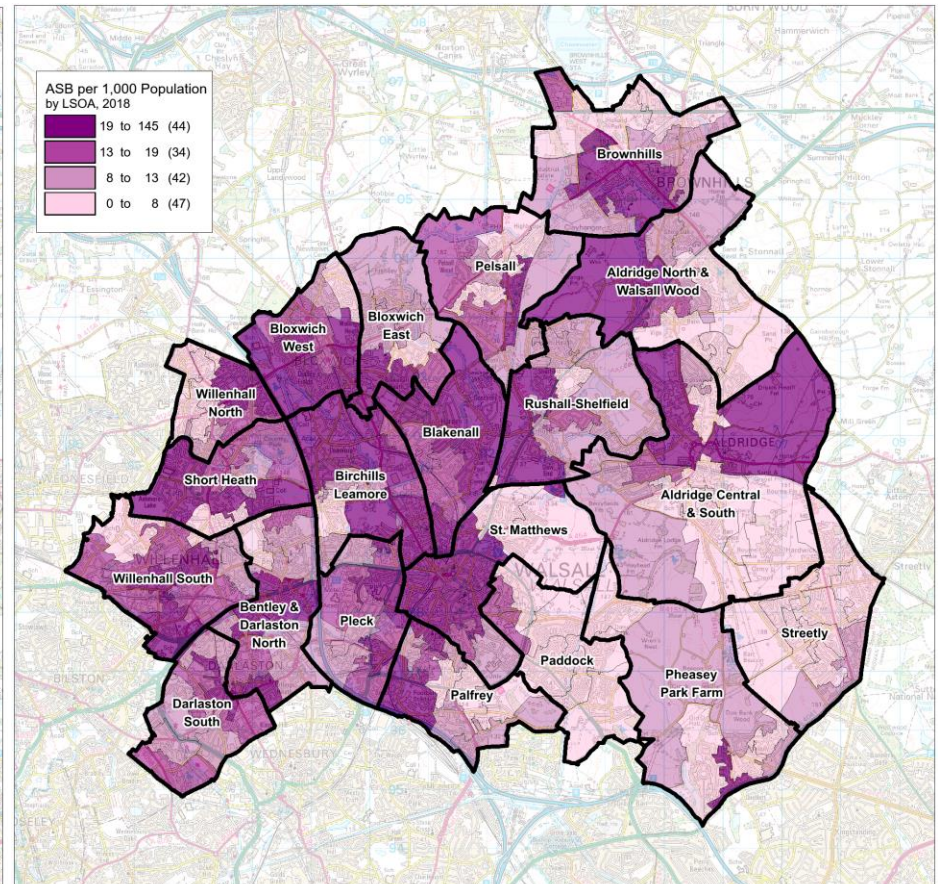
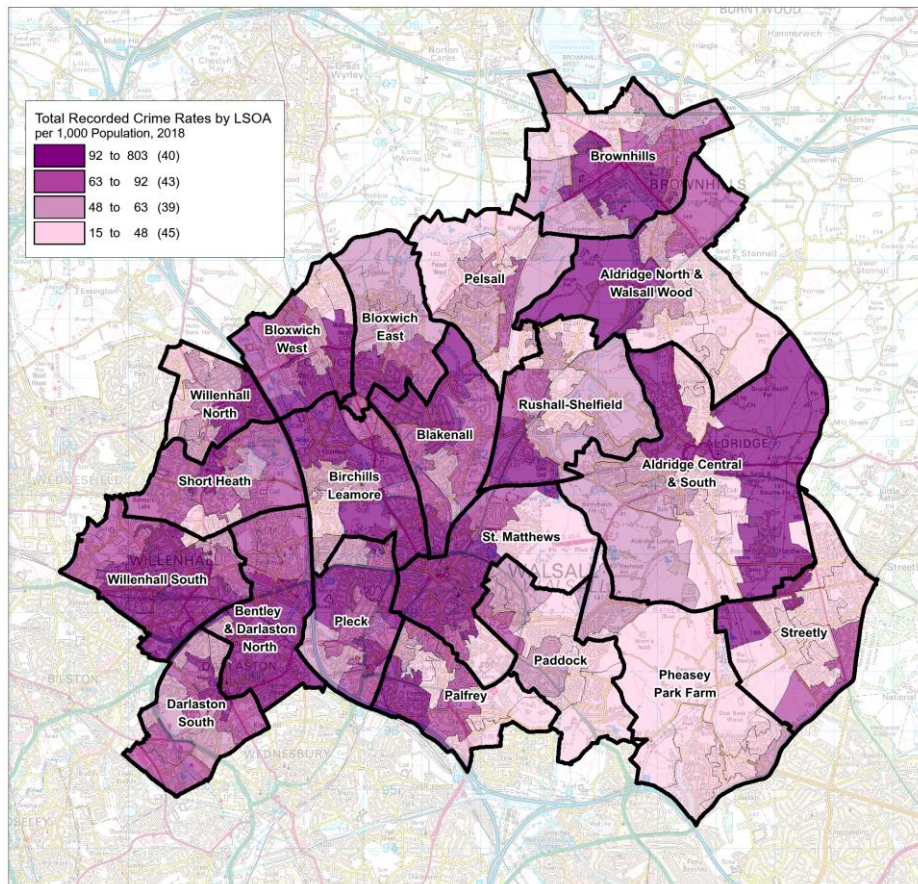


*\*Serious Acquisitive crimes are defined as :*  
 Residential burglary  
 Robbery (person)  
 Robbery (business)  
 Theft of motor vehicle  
 Theft from motor vehicle

Source: West Midlands Police, Jan to Dec 2018



# Recorded crime & Anti-social behaviour



Source: West Midlands Police, Jan to Dec 2018



There is strength within the Palfrey community with a number of community groups including:

- **Palfrey Big Local** – programme being run by Local Trust and funded through the Big Lottery Fund to support local residents in improving their local area.
- **Palfrey Children's Centre (commissioned by CGL)** - services aimed at children 0-19 and their families.
- **Neighbourhood Watch** – a dedicated group of residents devoted to crime & vandalism prevention within Palfrey.
- **British Muslim Youth Group** – open access centre based youth provision 9-19 year olds to play sports, pool, table football, badminton, dodgeball, gaming & chill out zones.
- **Palfrey Community Centre** – Palfrey Junior School and Palfrey Big Local will deliver community activities for local residents including a summer play scheme, English classes for parents & social / cultural events.
- Masjid Al Farouq hosted a **cohesion visit** on 10 April 2019 as part of The Place of Worship visits.
- **Empowering Women** workshops to inspire, empower and support women to take important steps in their lives – confidence building, improving skills etc.

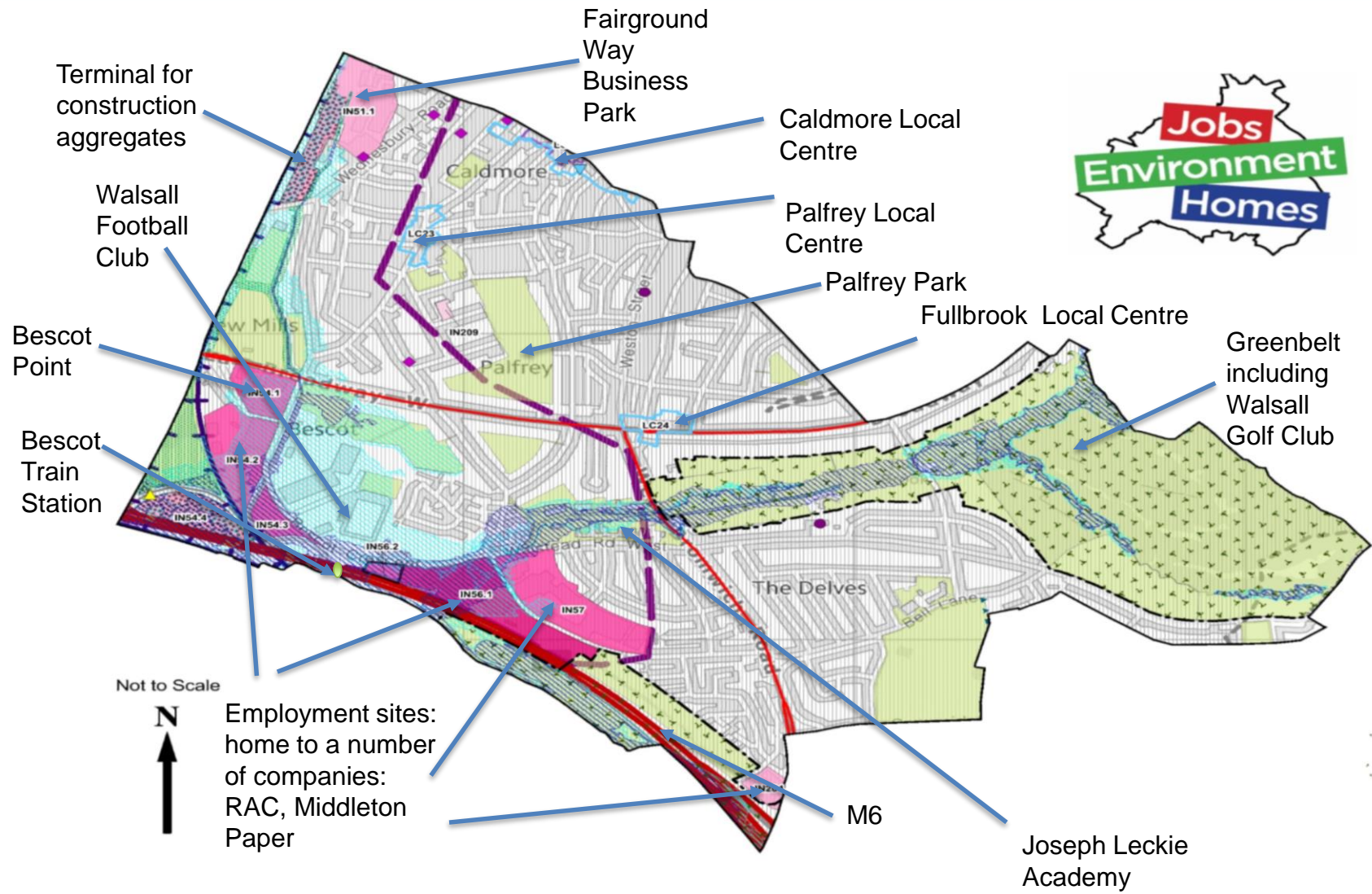
*Source: Localities & Partnerships, Walsall Council*



- Home to a number of **local centres** providing services: Caldmore, Palfrey and Fullbrook as well as Bescot Retail Park. **Palfrey Park** is a significant local landmark and is cited as one of Walsall Council's flagship greenspaces.
- Part of the **SRB 5 Initiative**, included the Sure Start Palfrey Children's Centre.
- Home to a number of key **businesses** including: Barhale, Middleton Paper, Marlborough of England (handcrafted leather bags and hip flasks) and head office of the RAC Group Limited.
- Excellent transport links with **Bescot Train Station** (links to Walsall and Birmingham) and M6 J9.
- **Bescot Point** - currently being marketed and provides a significant investment opportunity for industrial and commercial uses.
- League 2 **Walsall Football Club** and **Joseph Leckie Academy** are located within the Ward. The Academy has benefitted from recent expansion.
- **Dale Street Family Centre** declared surplus to requirements and will be marketed in due course. Future of **Palfrey CA** building being considered to safeguard community interests.
- **Highway improvements** (signals) completed between Dickinson Drive and West Bromwich Road. Further proposal for Bescot Crescent (widening).
- Proposals for a railway sleeper factory adjacent to Ward (**Sandwell MBC**).

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

# Regeneration - Policy Map Extract



**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)

## 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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