

Ward Walk Profile: Pelsall

January 2020

Version - FINAL



Walsall Council

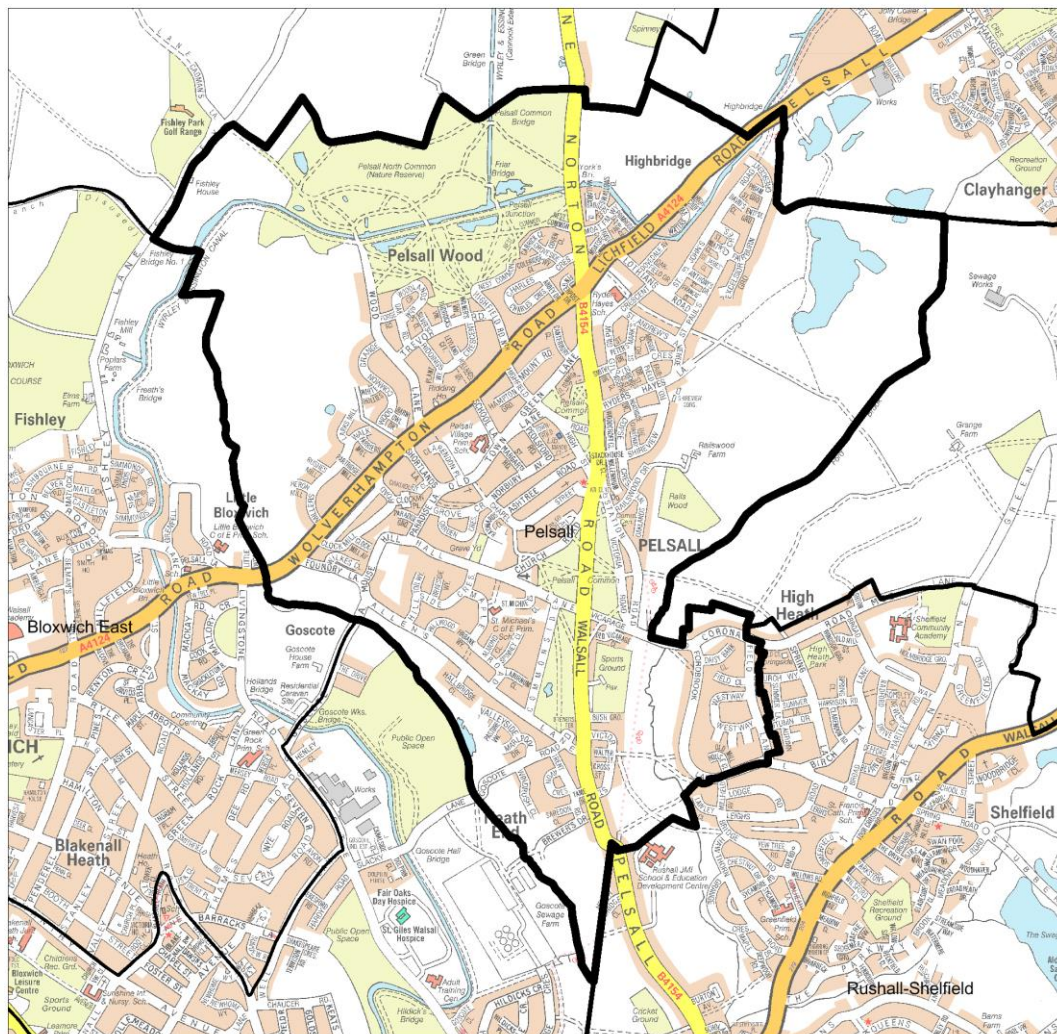
PROUD OF OUR **PAST** OUR **PRESENT** AND FOR OUR **FUTURE**

Name	Party	Elected on:
Cllr Marco Longhi	Conservatives	6 May 1999
Cllr Sally Neville	Conservatives	3 May 2018
Cllr Garry Perry	Conservatives	7 May 1998

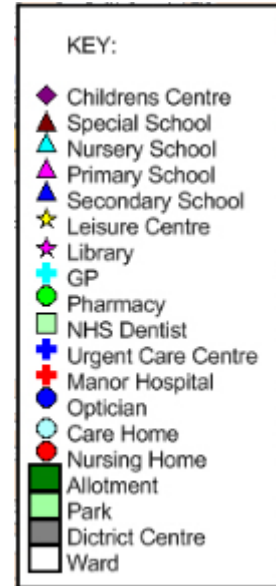
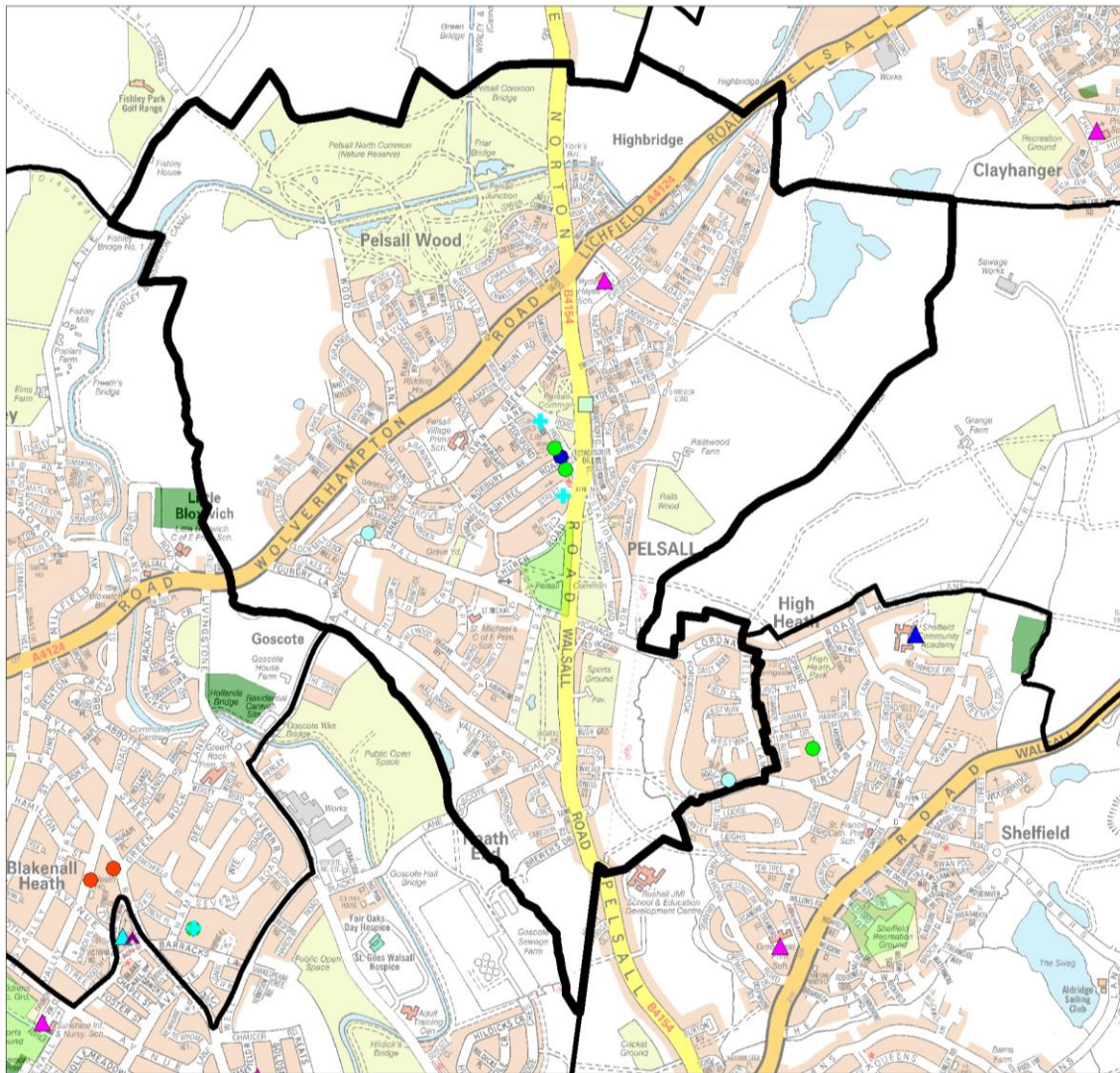




- Covers 4.23 sq km (423 ha)
- Makes up 4.1% of the area of Walsall borough
- Population density of 27.0 people per hectare (lower than borough average of 27.3)



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%
Streety	13,700	4.82%
Willenhall North	12,700	4.47%
Willenhall South	17,100	6.01%
Total	283,400	100.00%

Population over time



Walsall Ward Map



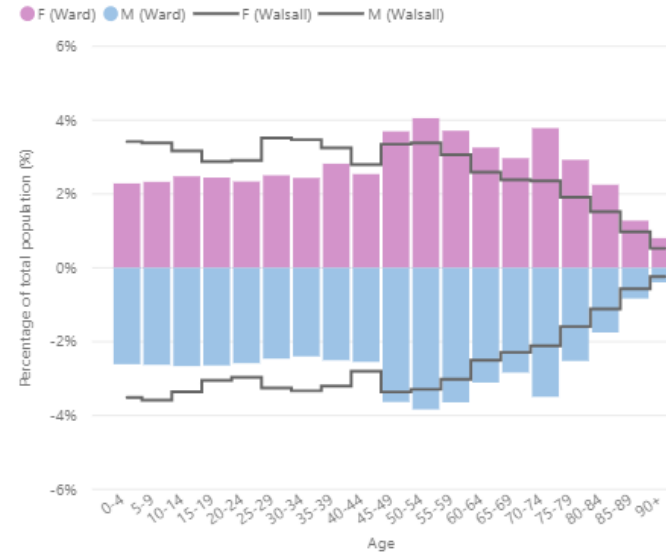
11,500

Estimated Population

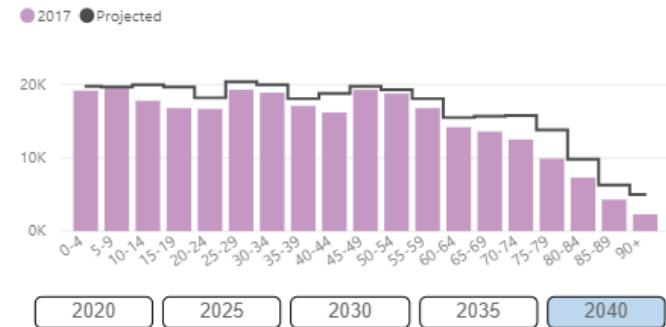
Localities

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Population Pyramid



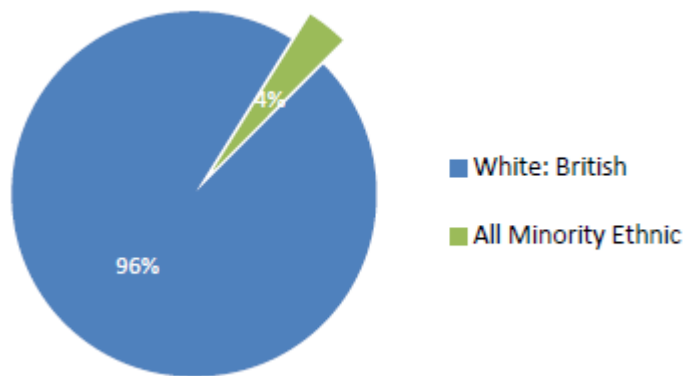
Walsall Borough Projected Population (2016 based)



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

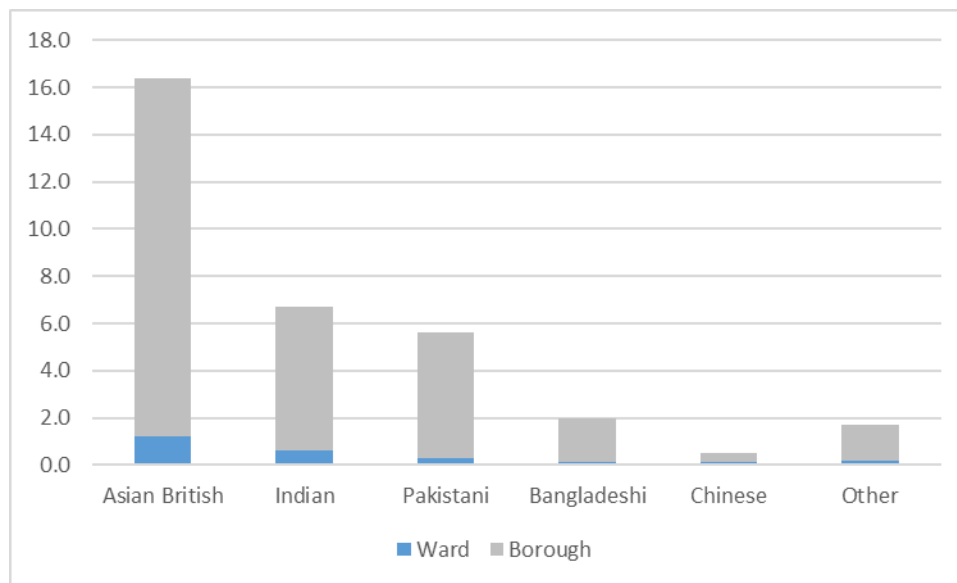
Ethnicity



Total minority ethnic residents*:	422
Percentage of total population:	3.7%
Change since 2001:	15.6%

Ethnic Group	Total	Ward %	Walsall %	E&W %
White: British	11,083	96.3	76.9	80.5
White: Other	96	0.8	1.9	5.5
Mixed	118	1.0	2.7	2.2
Asian	140	1.2	15.2	7.5
Black	55	0.5	2.4	3.3
Other	13	0.1	0.8	1.0

* Non-White British



- Only 4% minority ethnic residents
- Asian is the largest minority group at 1.2% (much less than Walsall average of 15.2%)
- Of the Asian minority group, Indian is the most prolific at 0.6%

Source: ONS, 2011 Census

Composition

- 4,867 households (with at least 1 usual resident)
- Increase of 3.6% since 2001 (Proportion of borough total 4.5%)
- 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	2,286	47.0	43.4	43.0
Family : Lone parent	435	8.9	12.0	10.6
One person: Below 65	565	11.6	15.7	17.8
One person: Over 65	706	14.5	12.8	12.4
Other household types	875	18.0	16.1	16.1

Source: ONS, 2011 Census

Tenure

Tenure	Total	Ward %	Walsall %	E&W %
Owned outright	1,954	40.1	31.1	30.8
Owned mortgage	1,752	36.0	31.9	33.5
Socially rented	761	15.6	24.1	17.6
Privately rented	352	7.2	11.7	16.7
Living rent-free	48	1.0	1.3	1.4



- 3.0% of households 'overcrowded'* (Walsall average 6.5%)
- 1.8% of households without central heating (Walsall average 2.8%)
- Low proportion of socially rented (15.6%) properties compared to borough (24.1%)
- Above average (31.9%) mortgage owned (36.0%)

Social Segmentation - Groups

The largest groups of households are classified as group H – **Aspiring Homemakers** (21.5%) & group E – **Suburban Stability** (18.9%)

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

E Suburban Stability



Key Features

Older families
Some adult children at home
Suburban mid-range homes
3 bedrooms
Have lived at same address some years
Research on Internet

Channel Preference

Face to Face
Post
Landline
Email
Mobile
Online

Index

105
96
96
102
97
104

Least effective
communication
routes

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

- 78.7% of working age people in Pelsall ward were **economically active**. This was higher than the Walsall value of 74.0% and the national value of 76.8% (2011)*.
- The largest **occupation group** in the ward was Skilled Trades (15.8%) followed by Administrative & Secretarial (13.9%) (2011)*.
- Of working age ward residents, 18.5% had **no formal qualifications**. Walsall's value was 24.3%, and 15.0% nationally (2011)*.
- In May 2019, 2.6% of working aged residents (aged 16-64) were **unemployed and seeking work**. This equated to 172 people and was below the Walsall average of 5.0%.

Unemployment Claimants (aged 16-64), May 2019

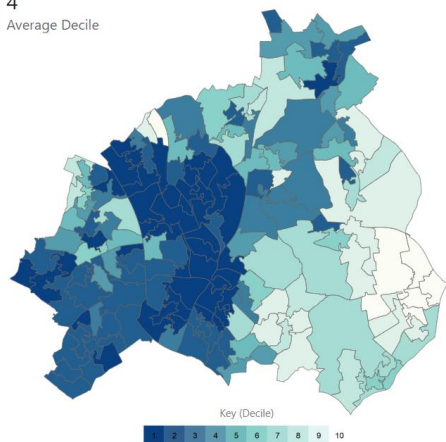
Ward	Claimant Count	Claimant Rate
Darlaston South	739	7.7
Blakenall	689	7.4
Birchills Leamore	706	7.1
Willenhall South	756	6.9
St Matthew's	747	6.8
Pleck	648	6.6
Bentley and Darlaston North	560	6.5
Bloxwich East	442	5.9
Palfrey	619	5.8
Bloxwich West	456	5.4
WALSALL BOROUGH	8,594	5.0
Short Heath	298	4.4
Willenhall North	331	4.3
Brownhills	318	3.9
Rushall-Sheffield	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



Generally low levels of deprivation overall, with the exception of one LSOA – Pelsall North – which is within the 20% most deprived.

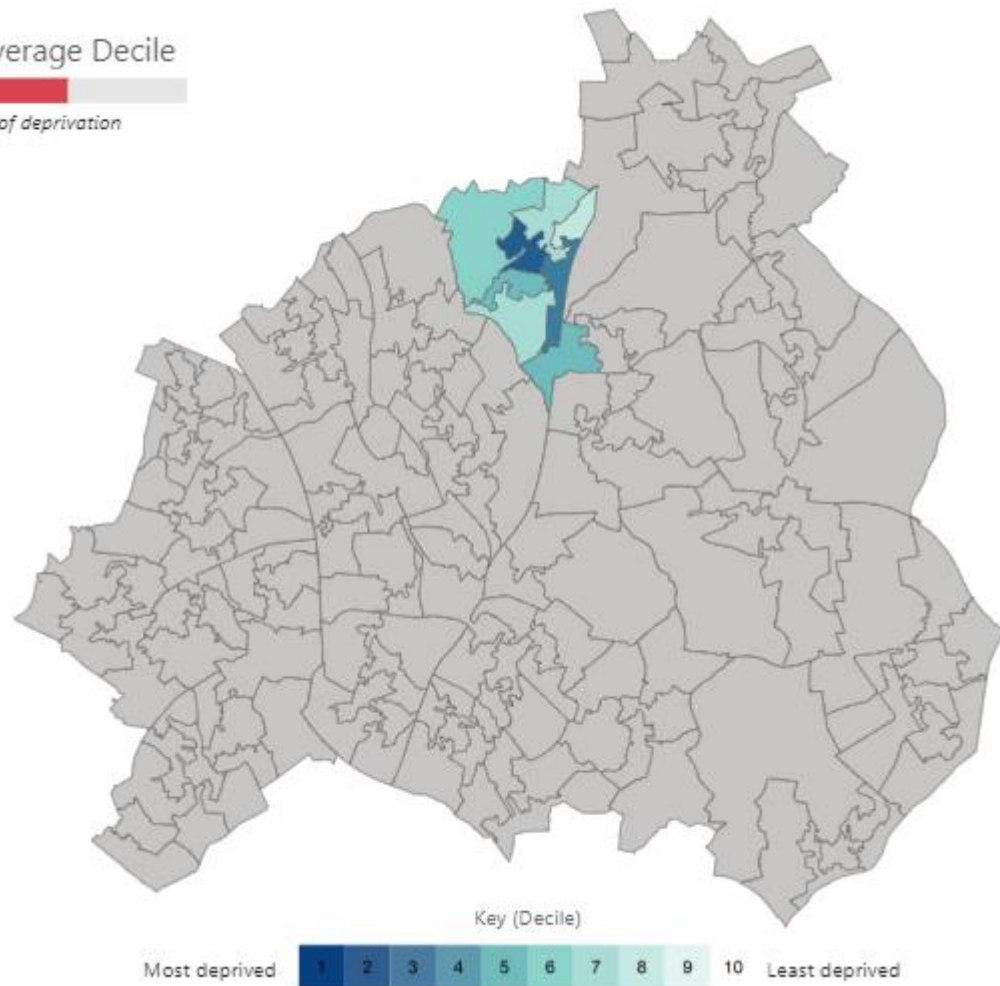
Note – LSOA (Lower Super Output Area) – part of a geographical hierarchy with an average population of 1,500

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

5
Average Decile
Level of deprivation



Level of deprivation

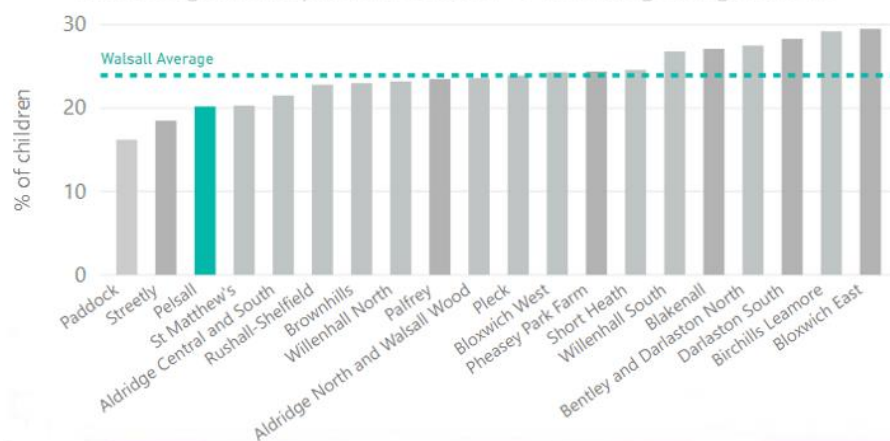


Childhood Obesity in Pelsall

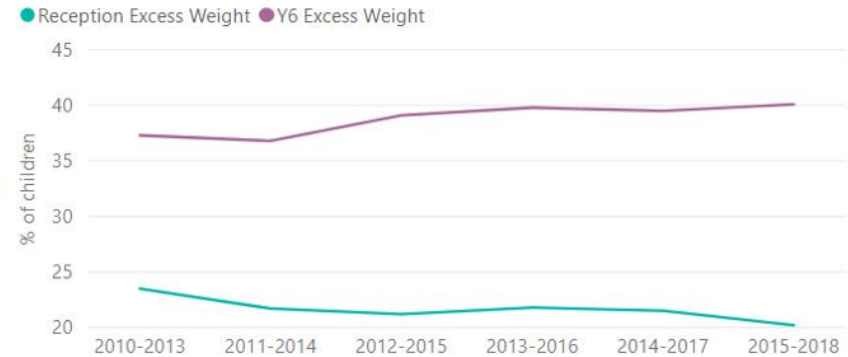
Key Messages:

- In Pelsall, the rate of excess weight in Reception Children has decreased.
- In addition, Pelsall ranks 3rd/20 wards (1st = lowest rate) for excess weight in Reception aged children.
- However, in Year 6 children, the rate of excess weight has increased.
- Pelsall ranks 13th/20 wards for excess weight (1st = lowest rate) for excess weight in Y6 children.

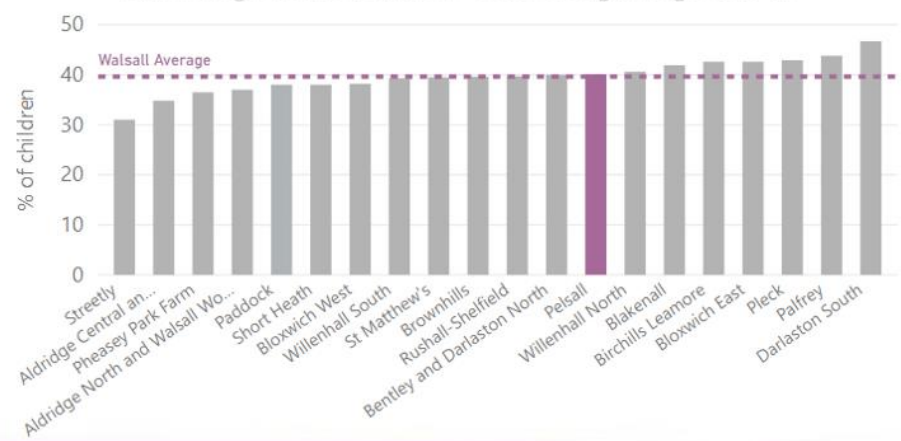
Excess Weight in Reception Year Children - 3 Year rolling average 2015-18



Trend in Childrens Excess Weight in Pelsall



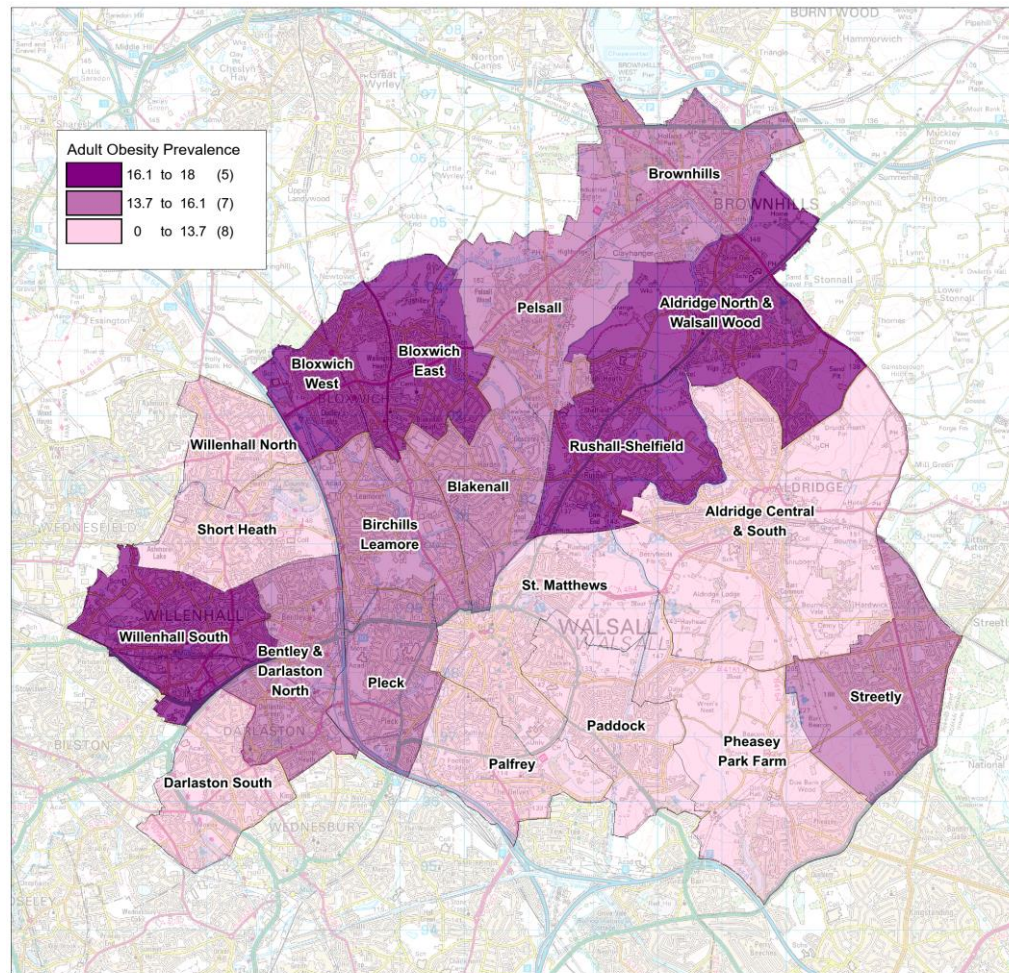
Excess Weight in Year 6 Children - 3 Year rolling average 2015-18



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

Adult Obesity Prevalence

Ward	Prevalence (%)
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-Shelfield	17.7
Bloxwich West	17.7
Willenhall South	18.0
Short Heath	-
<i>Walsall Average</i>	<i>14.4</i>

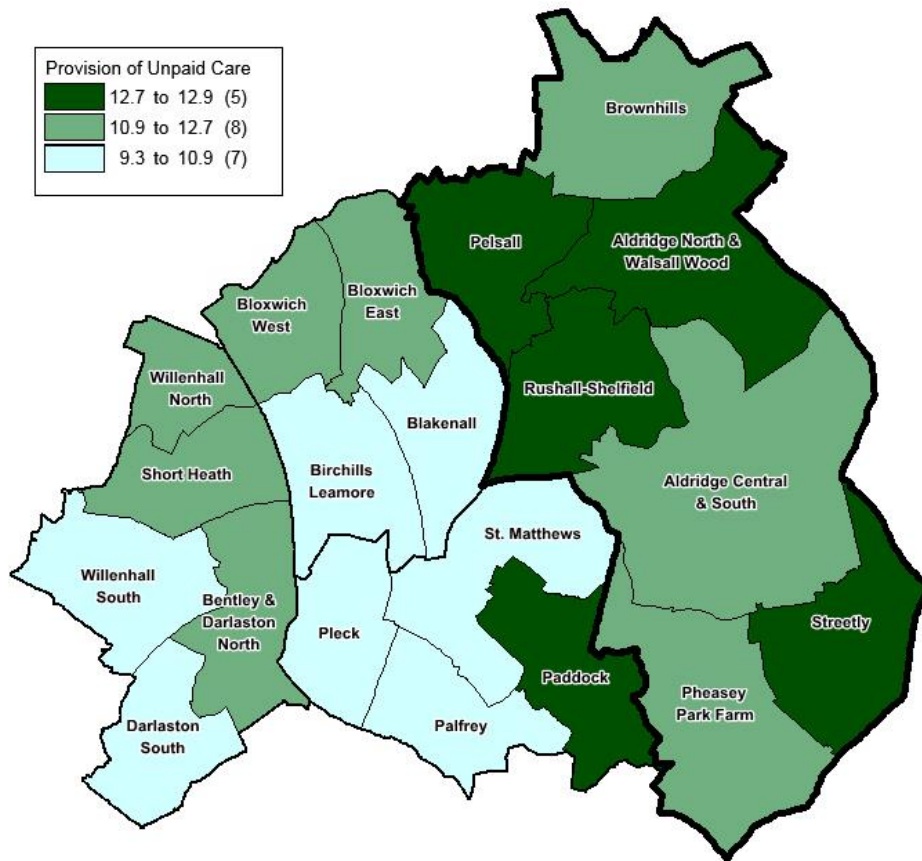


Pelsall ward has a **similar** proportion of adult obesity prevalence (14.8% compared to 14.4%).

Note – based on GP practice patient lists

Source: Quality and Outcomes Framework, 2017/18

Provision of Unpaid Care



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

Pelsall ward has a fairly high proportion of its residents providing unpaid care (12.9%), higher than the borough average of 11.4%.

Source: ONS, 2011 Census

ASC Carers Survey

70
People surveyed

25
Responses

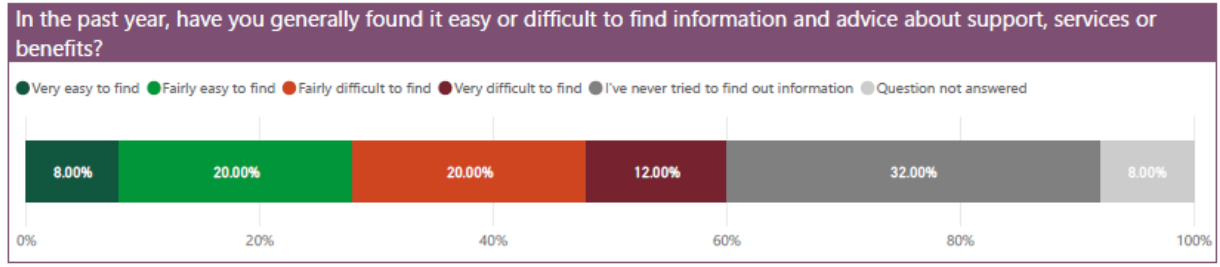
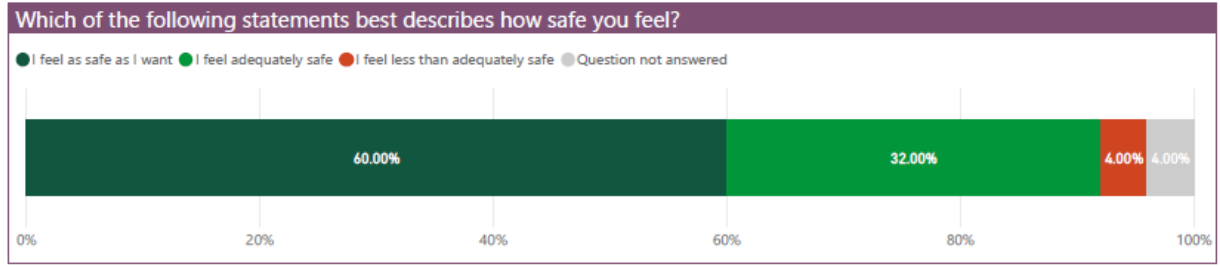
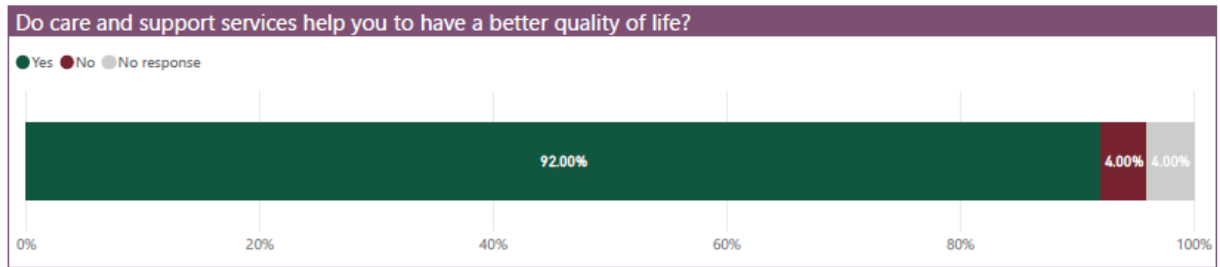
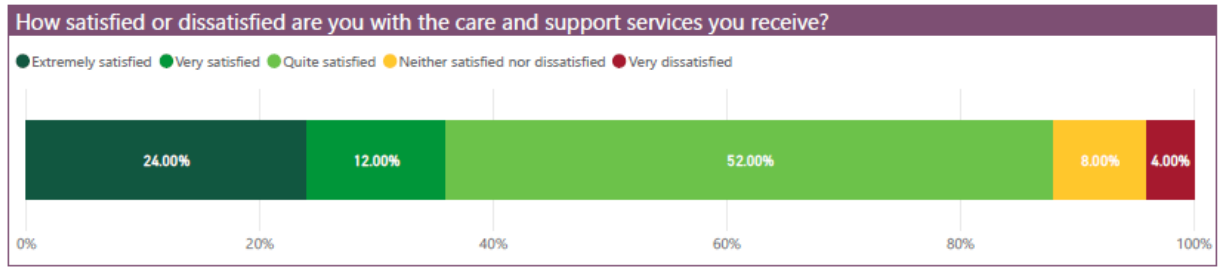
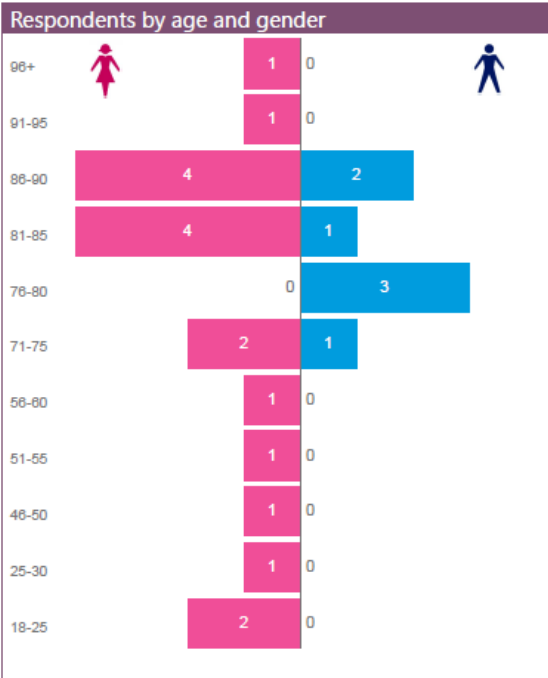
35.71
Response rate (%)

Responses were received from

25
People residing in their own homes

0
People residing in residential care

0
People residing in nursing care



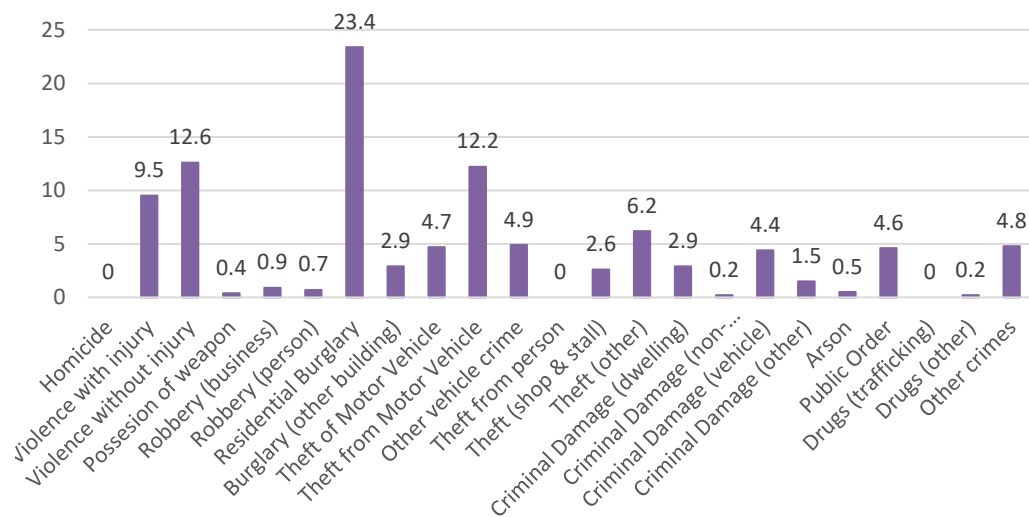
Source: Adult Social Care User Survey (ASCS), 2018-19

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 rate of total recorded crime & serious acquisitive crime rates than the borough.

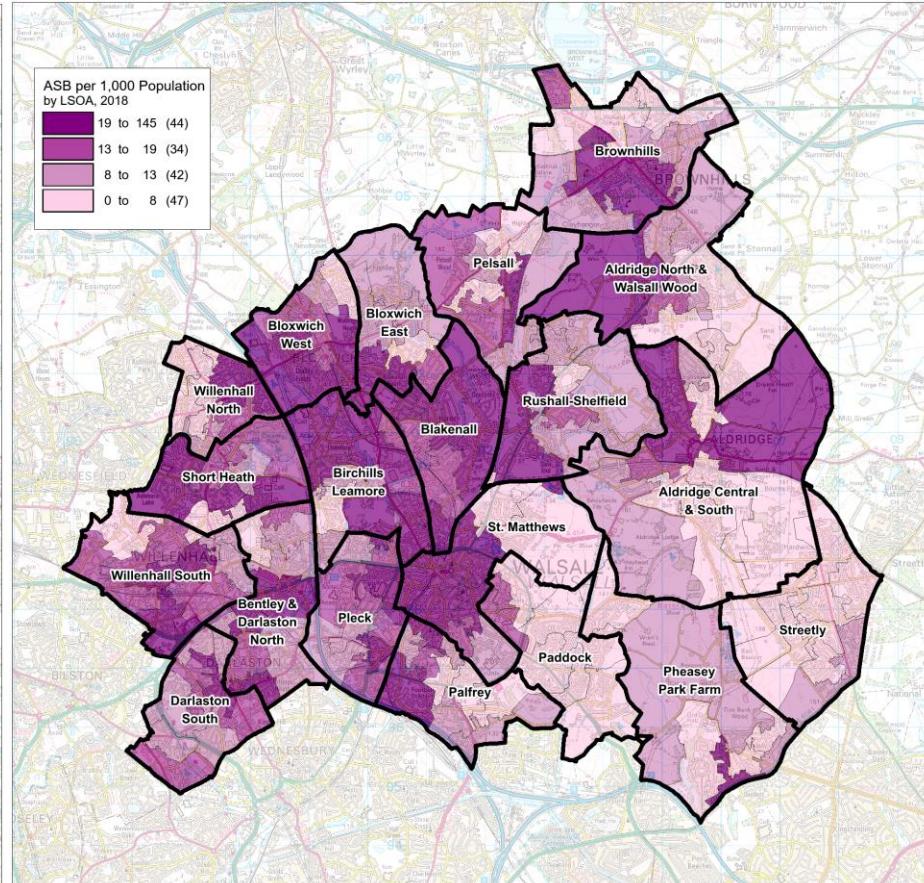
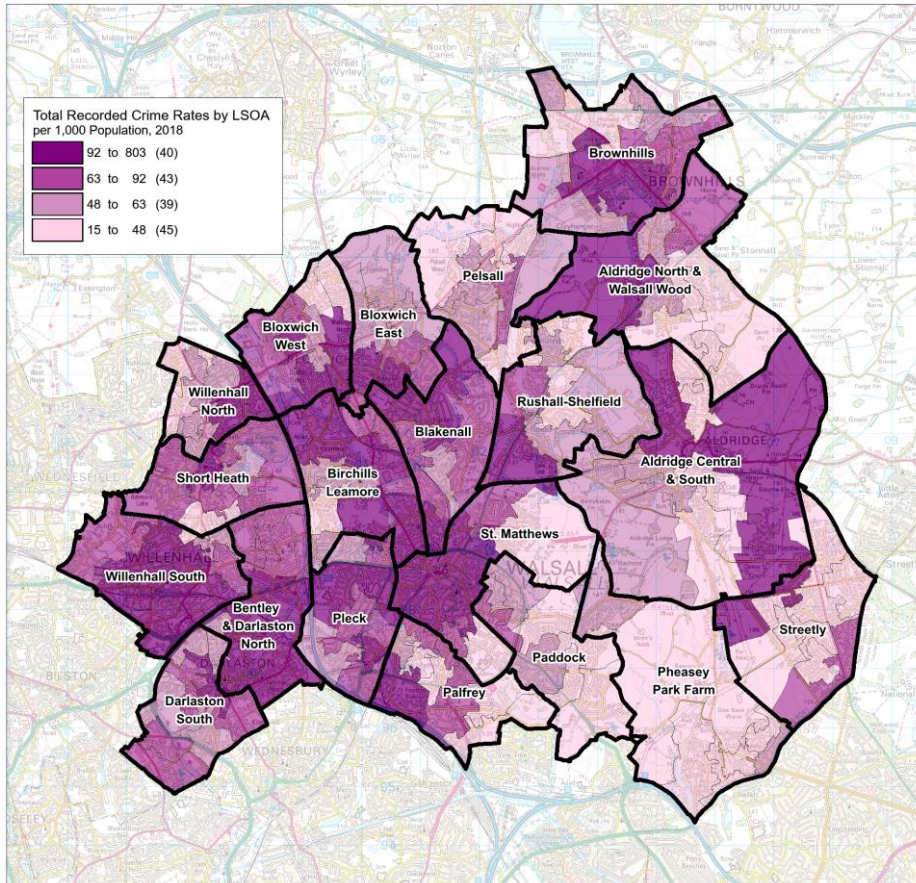
Crime by type highlights '**residential burglary**' as the most prolific in this ward during 2018.



**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

- **Pelsall Community Centre** – independently run & managed. Celebrated 50 years as centre of community in 2015. Currently a large scale refurbishment underway. Hosts weekly groups for all ages, room for hire, organises professional performances & revived the Christmas pantomime due to popular demand.
- **Friends of Pelsall Commons** - local friends group championing the use, maintenance, safeguarding & development of the open space for all to enjoy.
- **Back the Track** - local community group formed to maintain, develop and safeguard the former rail line, with a view to creating a cycle path connecting Walsall Town Centre to Lichfield City Centre.
- **Uniformed groups** - scouts, guides, brownies, cub, beavers and rainbows are all active in the village with multiple packs located at both the Methodist and Church of England churches locally.
- **Preservation of Pelsall Remembrance Parade (POPRS)** - local group formed in response to the reduced support for remembrance services / parade across the borough. Consists of a small committee to raise funding to ensure the sacrosanct act of remembrance can take place at the centre of the village – the war memorial. Safety, new parade organisation & awareness raising has formed part of the group, along with raising the funds to ensure the road closure & traffic management.

Source: Localities & Partnerships, Walsall Council



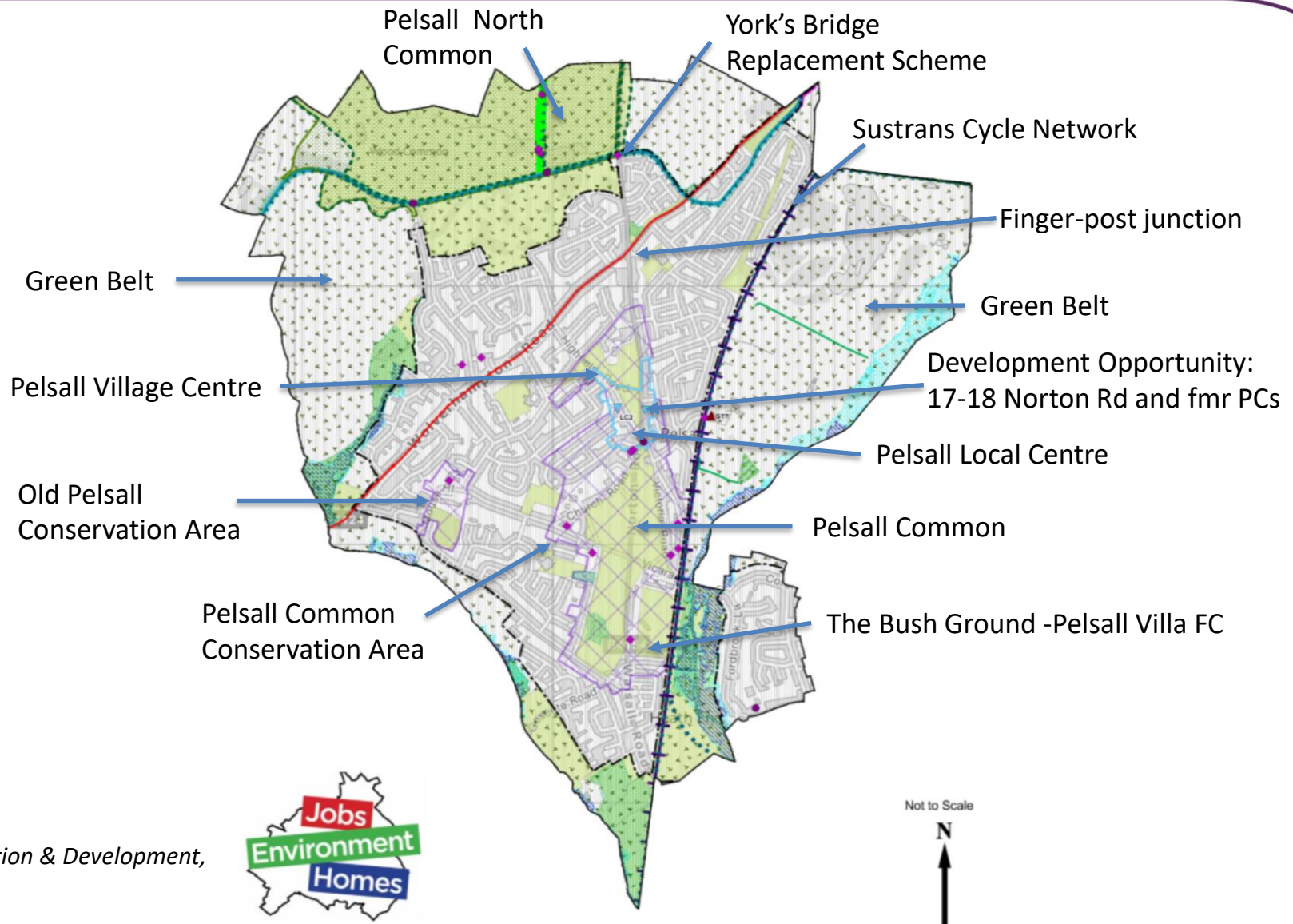
*Source: Regeneration & Development,
Walsall Council*

- **Predominantly residential area surrounded by Green Belt** with Pelsall Common centrally located.
- **Pelsall Local Centre** – with national retailers / occupiers, including Spar and Co-operative Food, and multiple independents. Well-occupied centre with limited vacancies.
- **£4m Pelsall Village Centre** located in the local centre, opened in 2013. Interim & future occupier options are being considered to better utilise vacant spaces and manage temporary uses.
- Pelsall Common and Old Pelsall **Conservation Areas**, including Grade II listed and local listed buildings/structures.
- **Sustrans cycle network** along disused railway.

Looking Forward...

- **Development opportunity** of the former public conveniences and adjoining 17-18 Norton Road (former office accommodation), sold by the Council at auction in March 2018.
- The future of **the Bush Ground-** Pelsall Villa FC.
- **£1.9m York's Bridge Replacement Scheme** – consultation held Feb-April 2019. Formal planning application to be submitted Summer 2019.
- Potential transport review of the **finger-post junction**.

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
- **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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