

# Ward Walk Profile: Pheasey Park Farm January 2020

Version - FINAL



**Walsall Council**

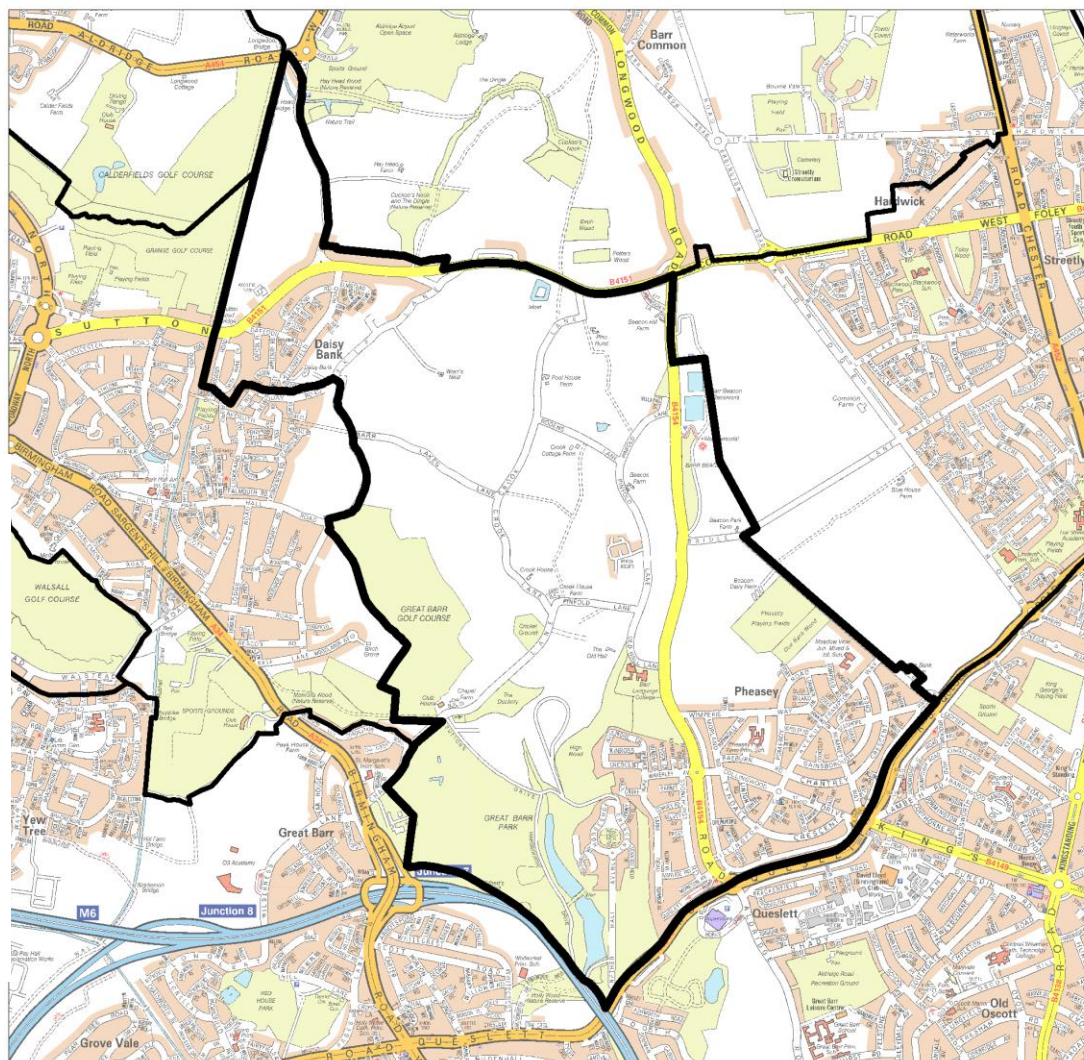
**PROUD** OF OUR **PAST** OUR **PRESENT** AND FOR OUR **FUTURE**

Name	Party	Elected on:
Cllr Adrian Andrew	Conservatives	4 May 2000
Cllr Mike Bird	Conservatives	1 May 1980
Cllr Christopher Towe	Conservatives	1 May 2003



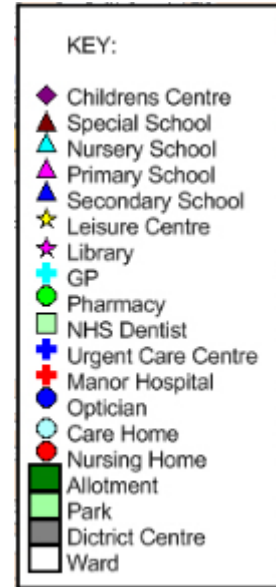
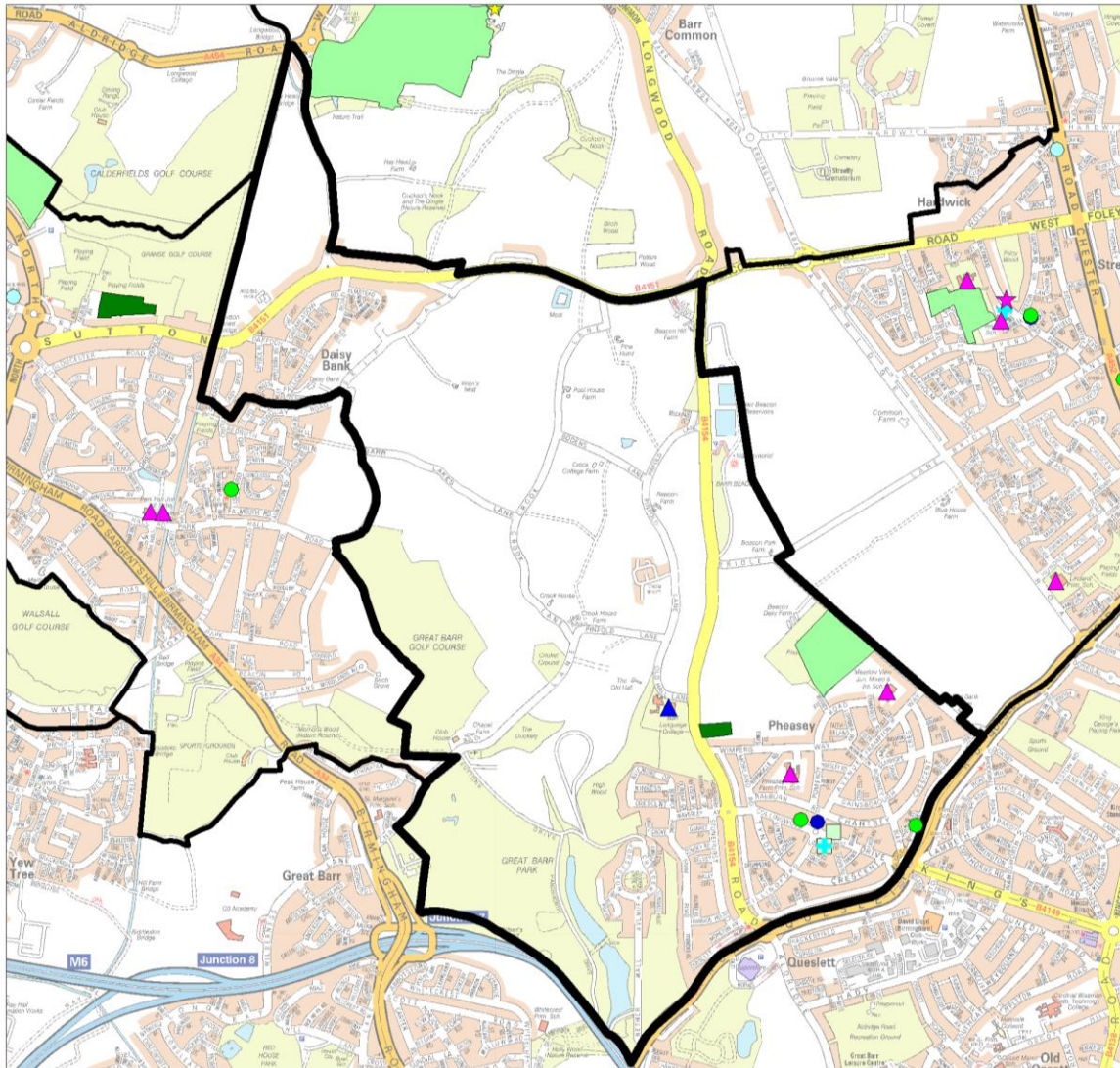


- Covers 7.58 sq km (758 ha)
- Makes up 7.3% of the area of Walsall borough
- Population density of 15.0 people per hectare (lower than borough average of 27.3)




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





Source: Ordnance Survey

# Population


Sex  Age

All

Female

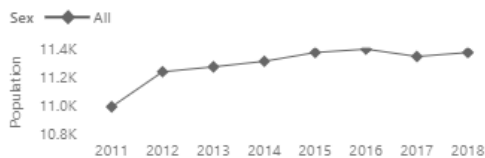
Male

0 110

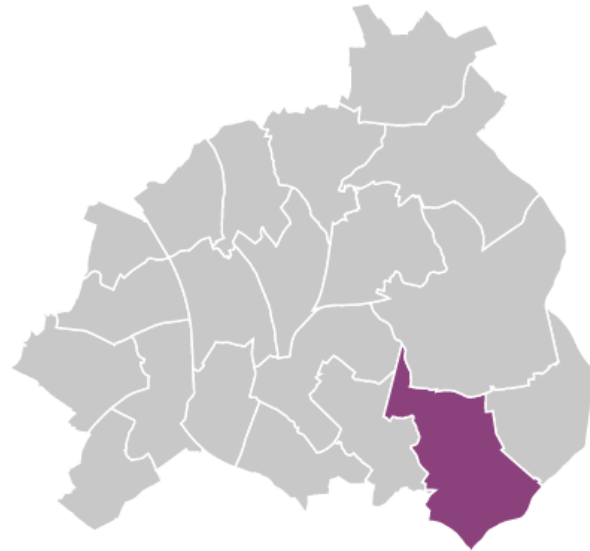


Ward Name	Pop	%
Aldridge Central and South	14,100	4.95%
Aldridge North and Walsall Wood	13,200	4.62%
Bentley and Darlaston North	14,300	5.02%
Birchills Leamore	16,000	5.64%
Blakenall	16,100	5.67%
Bloxwich East	13,000	4.57%
Bloxwich West	14,000	4.93%
Brownhills	13,400	4.71%
Darlaston South	16,300	5.74%
Paddock	13,300	4.69%
Palfrey	17,400	6.14%
Pelsall	11,500	4.03%
<b>Phasey Park Farm</b>	<b>11,400</b>	<b>4.01%</b>
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



11,400

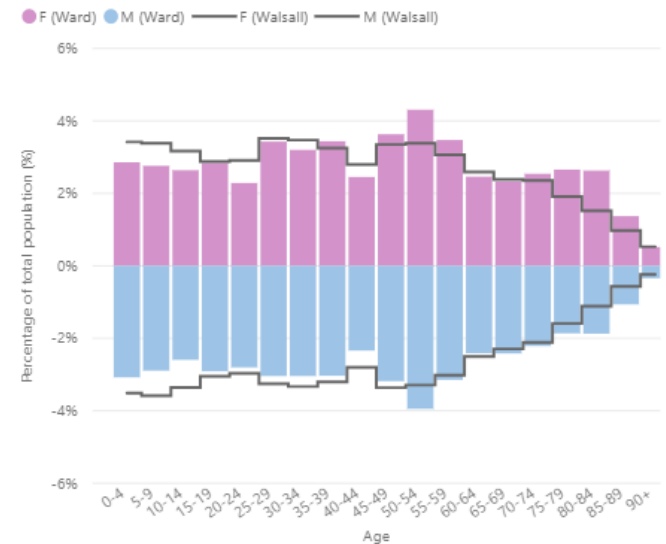
Estimated Population

## Localities

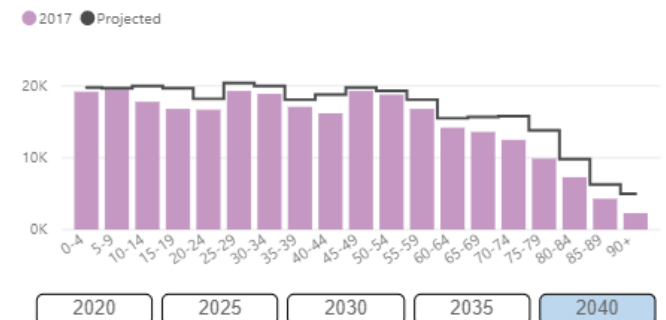
East

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## Population Pyramid

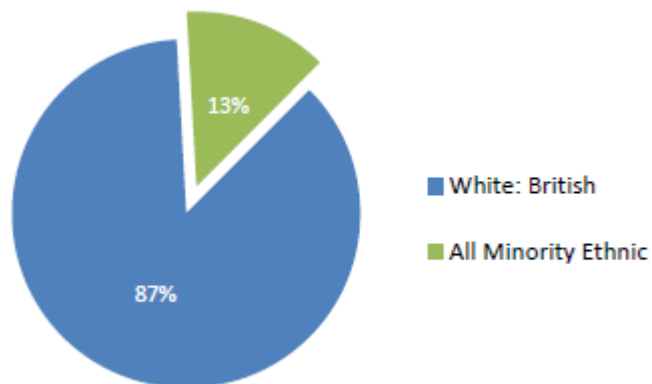


## Walsall Borough Projected Population (2016 based)



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).

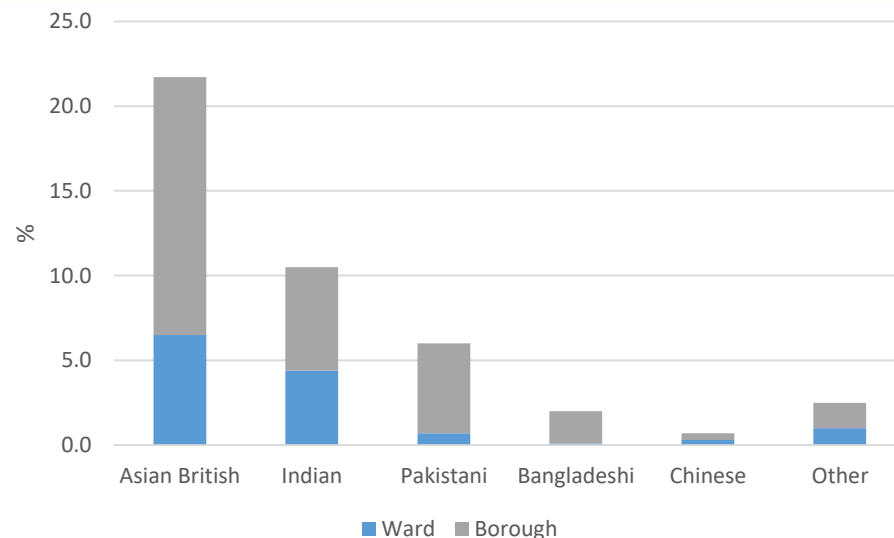
Source: ONS, Mid-2018 Population Estimates



Total minority ethnic residents*:	1,472
Percentage of total population:	13.4%
Change since 2001:	45.0%

Ethnic Group	Total	Ward %	Walsall %	E&W %
White: British	9,538	86.6	76.9	80.5
White: Other	239	2.2	1.9	5.5
Mixed	172	1.6	2.7	2.2
Asian	718	6.5	15.2	7.5
Black	242	2.2	2.4	3.3
Other	101	0.9	0.8	1.0

\* Non-White British



- Only 13% minority ethnic residents
- Asian is the largest minority group at 6.5% (much less than Walsall 15.2%)
- Of the Asian minority group, Indian is most prolific at 4.4% (higher than 6.1% for borough)

Source: ONS, 2011 Census

## Composition

- 4,539 households (with at least 1 usual resident)
- Increase of 6.4% since 2001 (Proportion of borough total 4.2%)
- Average household size: 2.4 residents per h/hold (Walsall average 2.5)

Household Composition	Total	Ward %	Walsall %	E&W %
Family: Couple	2,062	45.4	43.4	43.0
Family : Lone parent	425	9.4	12.0	10.6
One person: Below 65	466	10.3	15.7	17.8
One person: Over 65	706	15.6	12.8	12.4
Other household types	880	19.4	16.1	16.1

Source: ONS, 2011 Census

## Tenure

Tenure	Total	Ward %	Walsall %	E&W %
Owned outright	2,170	47.8	31.1	30.8
Owned mortgage	1,887	41.6	31.9	33.5
Socially rented	159	3.5	24.1	17.6
Privately rented	289	6.4	11.7	16.7
Living rent-free	34	0.7	1.3	1.4



- 3.1% of households 'overcrowded'\* (Walsall av. 6.5%)
- 2.9% of households without central heating (Walsall average 2.8%)
- Low proportion of socially and privately rented properties compared to borough
- Above average (41.6%) mortgage owned (31.9%)



# Social Segmentation - Groups

The largest groups of households are classified as group F – **Senior Security** (41%) & group H – **Aspiring Homemakers** (29%)

## F Senior Security

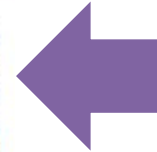


### Key Features

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

### Channel Preference

Channel Preference	Index
Face to Face	98
Post	111
Landline	102
Email	98
Mobile	58
Online	83



Most effective  
communication  
route

## H Aspiring Homemakers

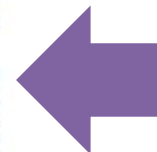


### Key Features

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

### Channel Preference

Channel Preference	Index
Face to Face	88
Post	93
Landline	95
Email	110
Mobile	122
Online	109



Least effective  
communication  
routes

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



- 82.6% of working age people in Pheasey Park Farm ward were **economically active**. This was much higher than the Walsall value of 74% and the national value of 76.8% (2011)\*.
- The largest **occupation group** in the ward was Administrative & Secretarial (15.2%) followed by Skilled Trades (14.1%) (2011)\*
- Of working age ward residents, only 14.3% had **no formal qualifications**. Walsall's value was 24.3%, and 15.0% nationally (2011)\*.
- In May 2019, 1.8% of working aged residents (aged 16-64) were **unemployed and seeking work**. This equated to 126 people and was well below the Walsall average of 5.0%.

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

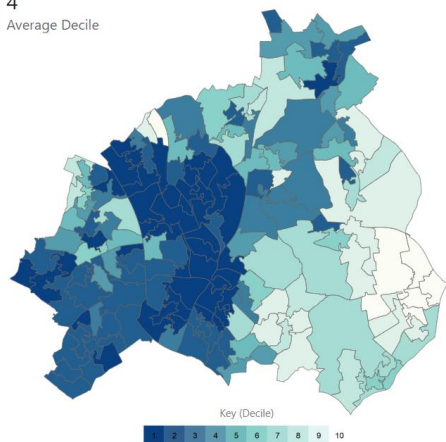
Ward	Claimant Count	Claimant Rate
Darlaston South	739	7.7
Blakenall	689	7.4
Birchills Leamore	706	7.1
Willenhall South	756	6.9
St Matthew's	747	6.8
Pleck	648	6.6
Bentley and Darlaston North	560	6.5
Bloxwich East	442	5.9
Palfrey	619	5.8
Bloxwich West	456	5.4
<b>WALSALL BOROUGH</b>	<b>8,594</b>	<b>5.0</b>
Short Heath	298	4.4
Willenhall North	331	4.3
Brownhills	318	3.9
Rushall-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
<b>Pheasey Park Farm</b>	<b>126</b>	<b>1.8</b>
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

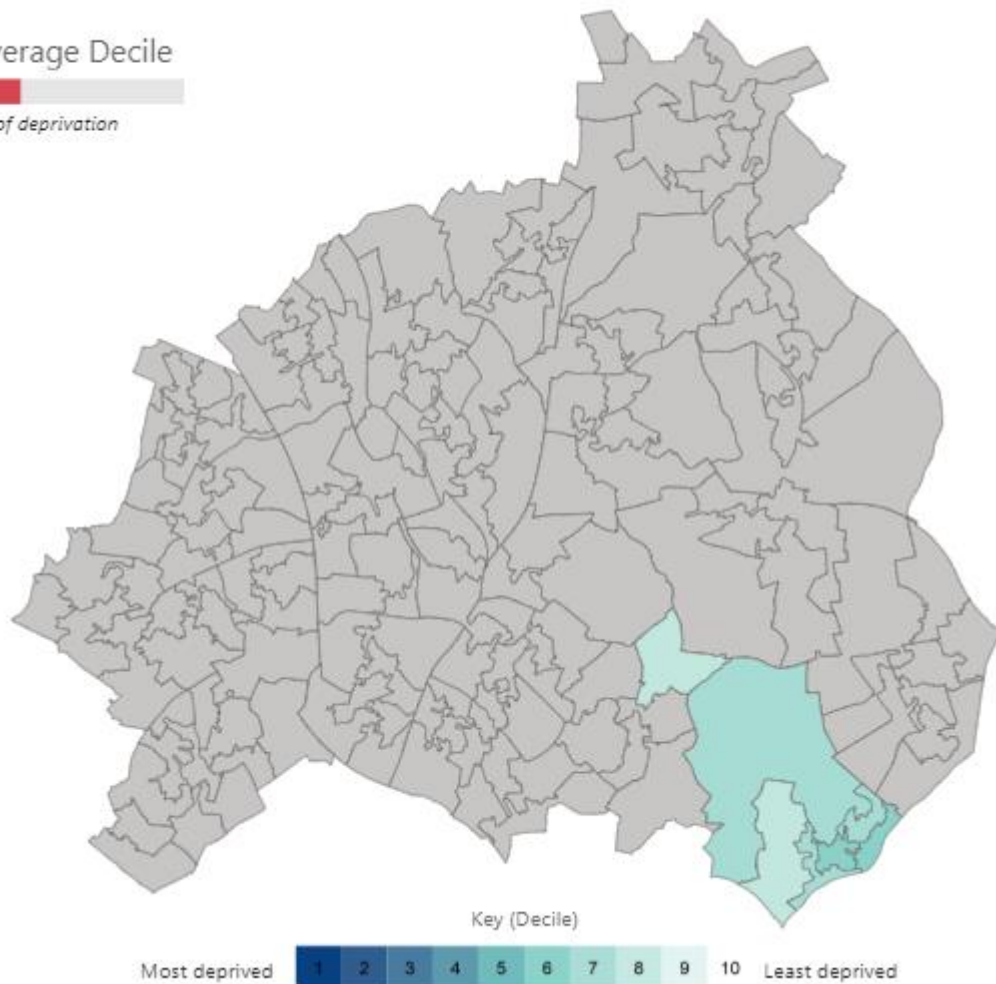


No significant deprivation within the ward overall, LSOAs are below the average deprivation levels for the borough.

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

7  
Average Decile

Level of deprivation



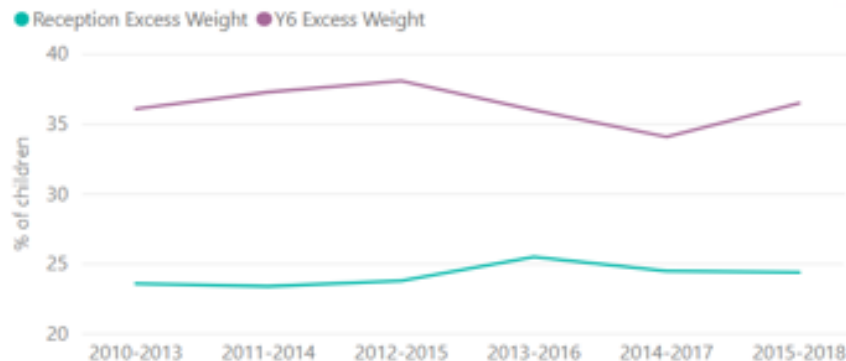
**Source:** DCLG, *Index of Multiple Deprivation*, 2019

## Childhood Obesity in Pheasey

### Key Messages:

- In Pheasey Park Farm, the rate of excess weight in Reception Children has decreased slightly.
- In addition, Pheasey 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.
- Pheasey ranks 13th/20 wards for excess weight (1st = lowest rate) for excess weight in Y6 children.

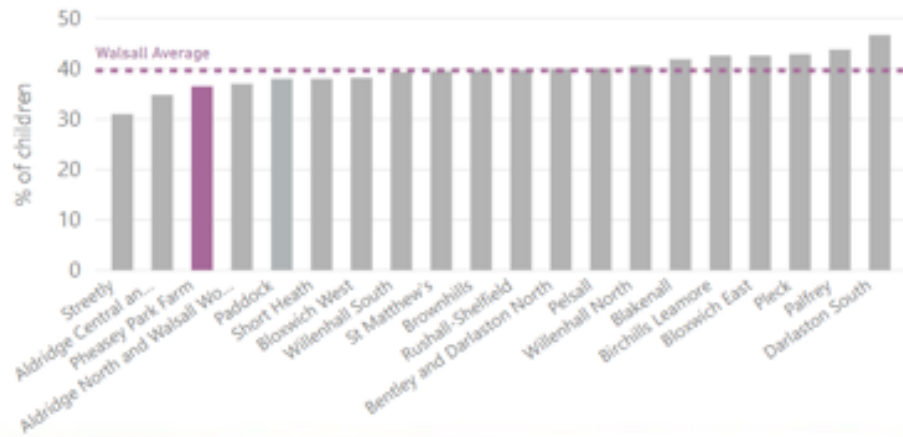
Trend in Childrens Excess Weight in Pheasey



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



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



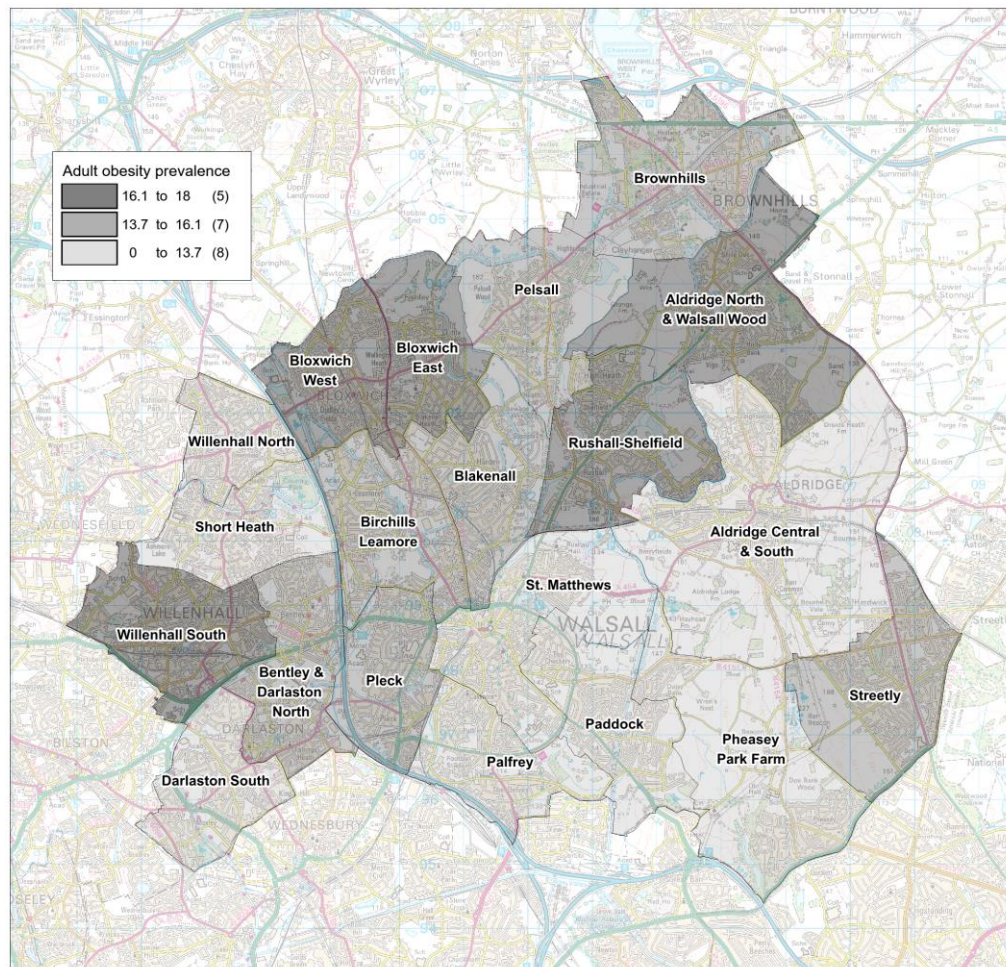
Source: National Child Measurement Programme (NCMP), 2015-18



# 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
<b>Pheasey Park Farm</b>	<b>12.4</b>
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>

Pheasey Park Farm ward has **lower** adult obesity prevalence (12.4%) compared to the borough (14.4%).

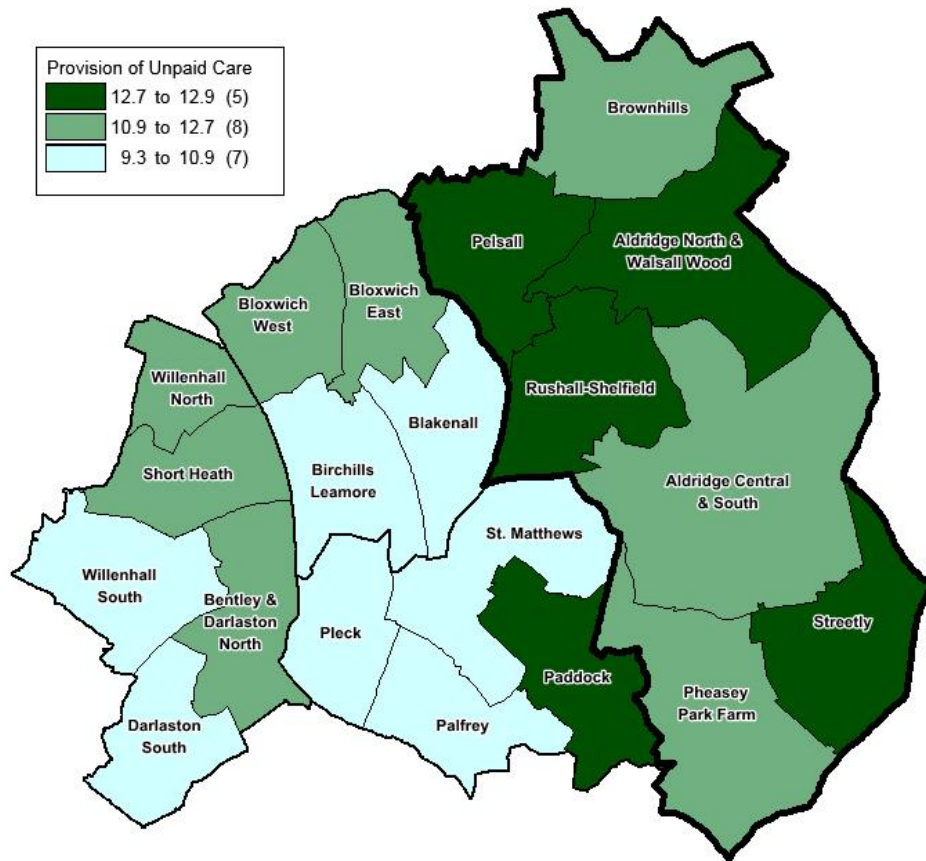


*Note – based on GP practice patient lists, not every ward contains a GP practice*

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



# Provision of Unpaid Care



Provision of unpaid care in Pheasey Park Farm ward is similar to the borough average (12.5% 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

62  
People surveyed

21  
Responses

33.87  
Response rate (%)

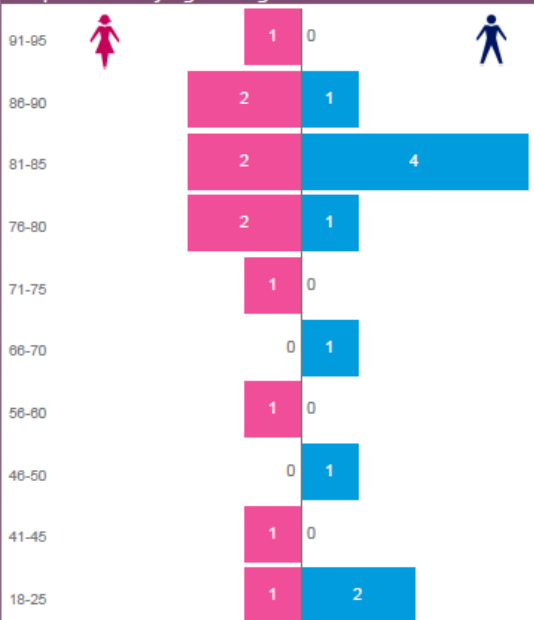
Responses  
were  
received  
from

21  
People residing in their own homes

0  
People residing in residential care

0  
People residing in nursing care

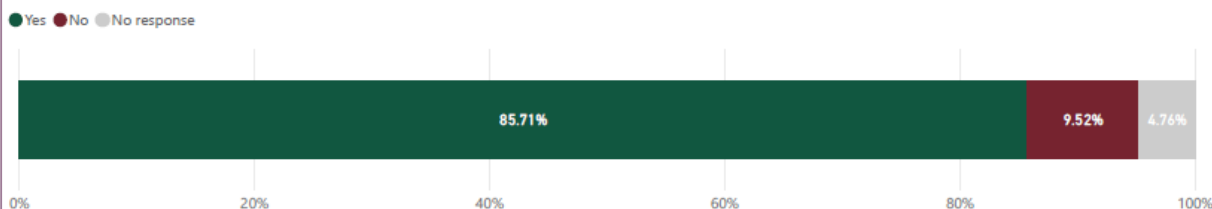
## Respondents by age and gender



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



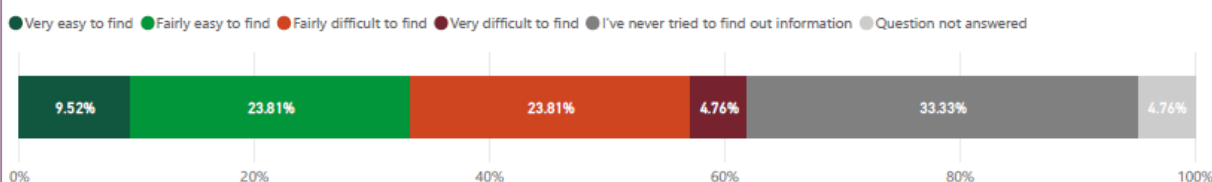
## Do care and support services help you to have a better quality of life?



## 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?



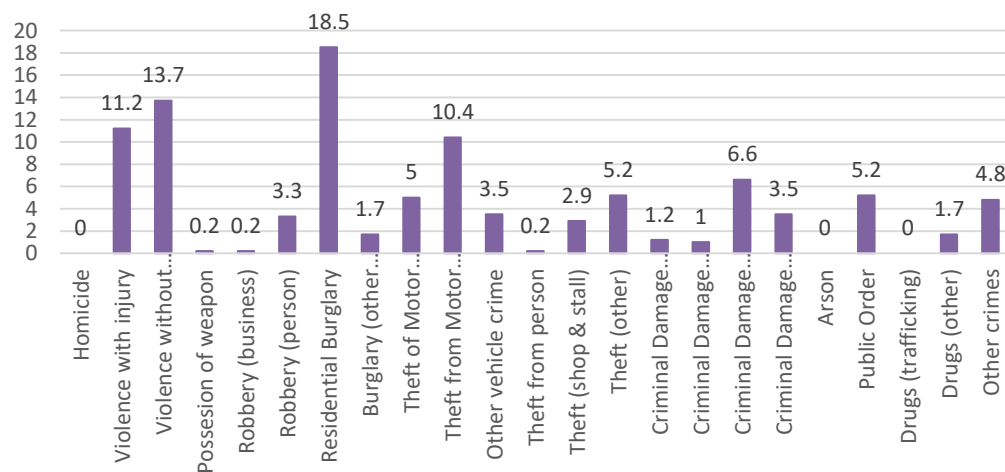
Source: Adult Social Care User Survey (ASCS), 2018-19

# 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
Darlaston South	99.7	21.2
Paddock	58.5	21.4
Palfrey	86.3	19.6
Pelsall	56.7	23.8
<b>Pheasey Park Farm</b>	<b>51.5</b>	<b>19.2</b>
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 significantly lower number of total recorded crimes & serious acquisitive crime rates than the borough average.

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

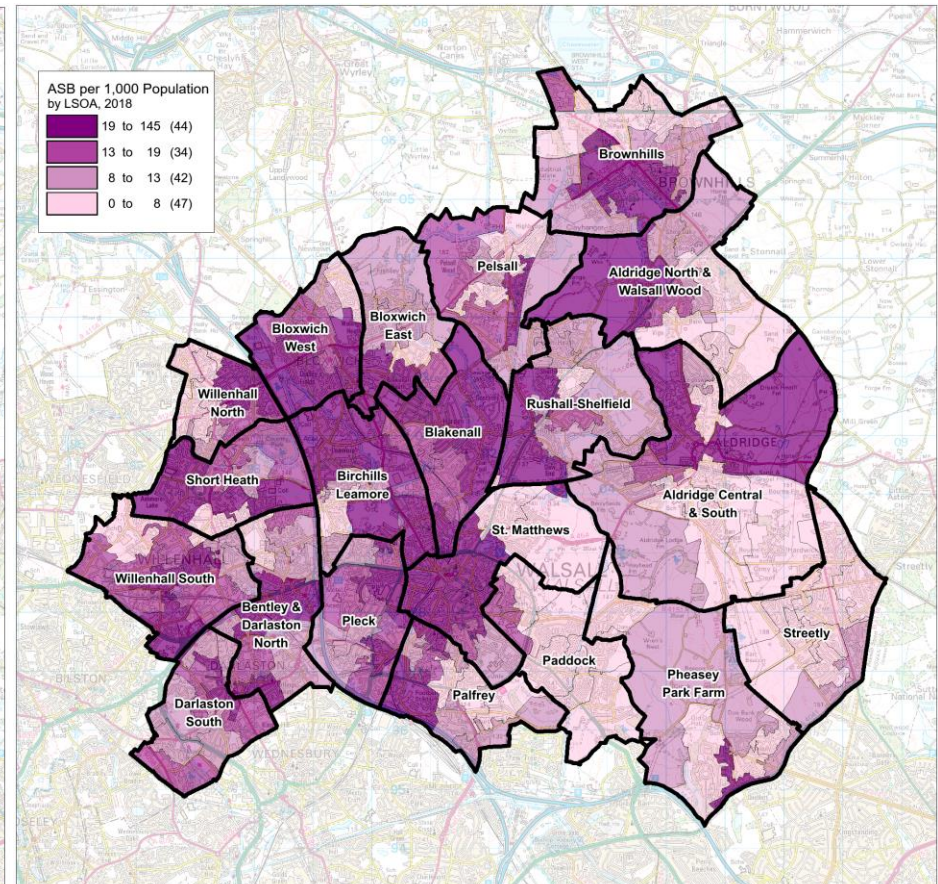
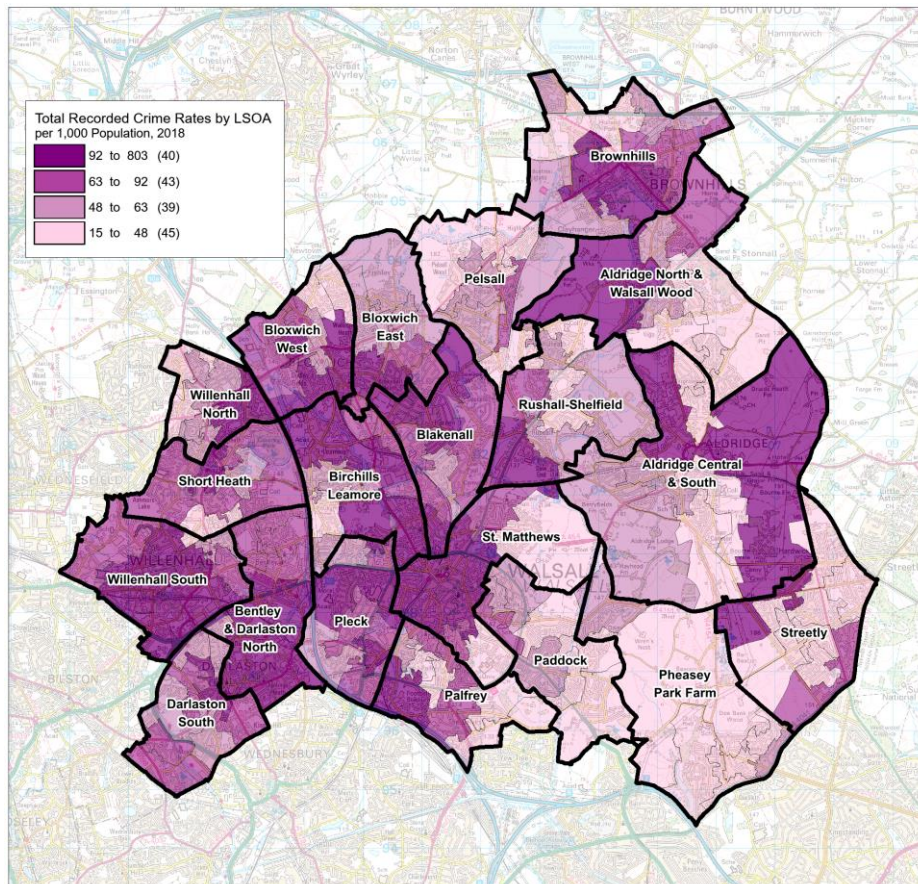


*\*Serious Acquisitive crimes are defined as :  
Residential burglary  
Robbery (person)  
Robbery (business)  
Theft of motor vehicle  
Theft from motor vehicle*

Source: West Midlands Police, Jan to Dec 2018



# Recorded crime & Anti-social behaviour

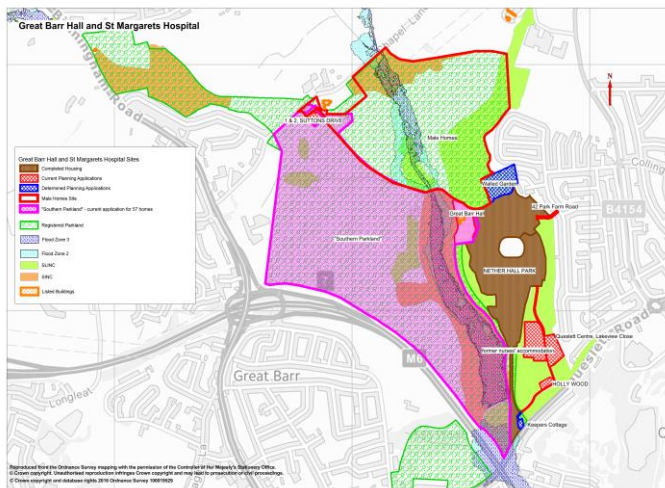


Source: West Midlands Police, Jan to Dec 2018



- **Collingwood Community Association** – centre runs a variety of activities such as fitness, health & active lifestyle sessions, educational classes, room hire, parent & toddler sessions, craft, autism support, tea dance, lunches.
- **Pheasey Community Hub** – centre offers a variety of activities such as tribute acts, children's parties, dance & themed nights and room hire
- **Pheasey Book Borrowers** – facilitated by volunteers following closure of library mid 2017 – reading & book clubs, book exchange, children's clubs.

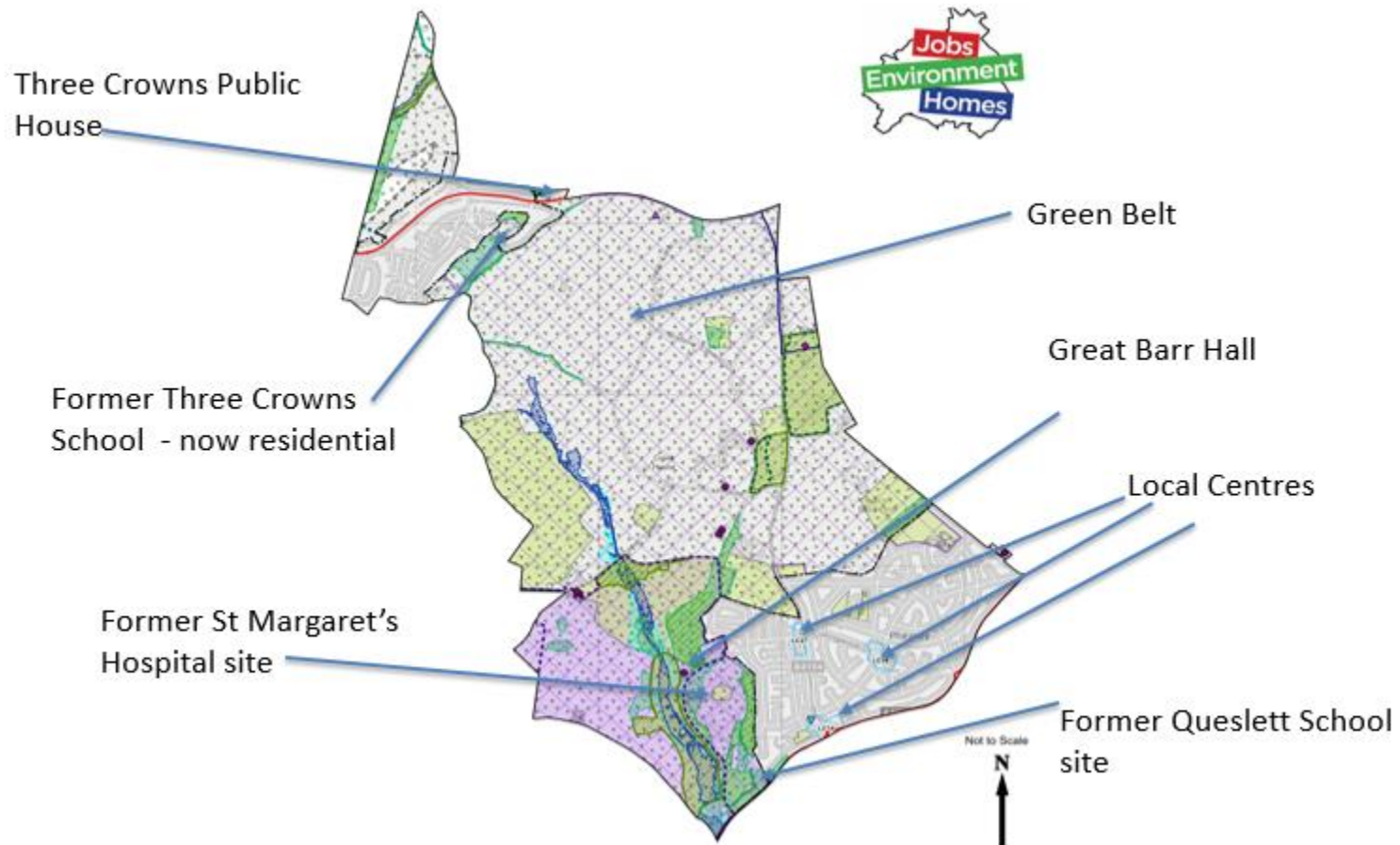
*Source: Localities & Partnerships, Walsall Council*



- Residential area with easy access to **open space** and **Green Belt**.
- Number of **local centres** providing a range of services: Queslett, Collingwood Drive and Beacon Road.
- **Residential developments** completed at the former St Margaret's Hospital site (major scheme in the Green Belt) and former Council owned Three Crowns School.
- **Future housing opportunity** at former Queslett School site.
- Home to **Great Barr Hall** – grade II listed property and parkland in Green Belt and Conservation Area (undetermined planning application for a mixed use scheme incorporating conversion of the Hall to a hotel and construction of new homes).
- Unlawful use of the former **Three Crowns Public House** as a car wash now ceased. Recent planning committee approval for housing on site subject to legal agreements. Site subject to a fire in July 2019.
- Many start-up and home-based SMEs are based in the ward, of which the majority are sole traders.

**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*

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