

Ward Walk Profile: Pleck

January 2020

Version - FINAL



Walsall Council

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

Name	Party	Elected on:
Cllr Naheed Gultasib	Labour	5 May 2016
Cllr Khizar Hussain	Labour	5 May 2011
Cllr Harbans Sarohi	Labour	4 May 2000

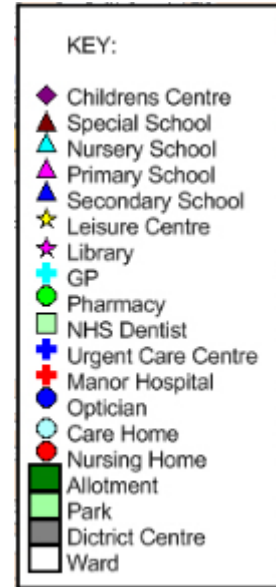
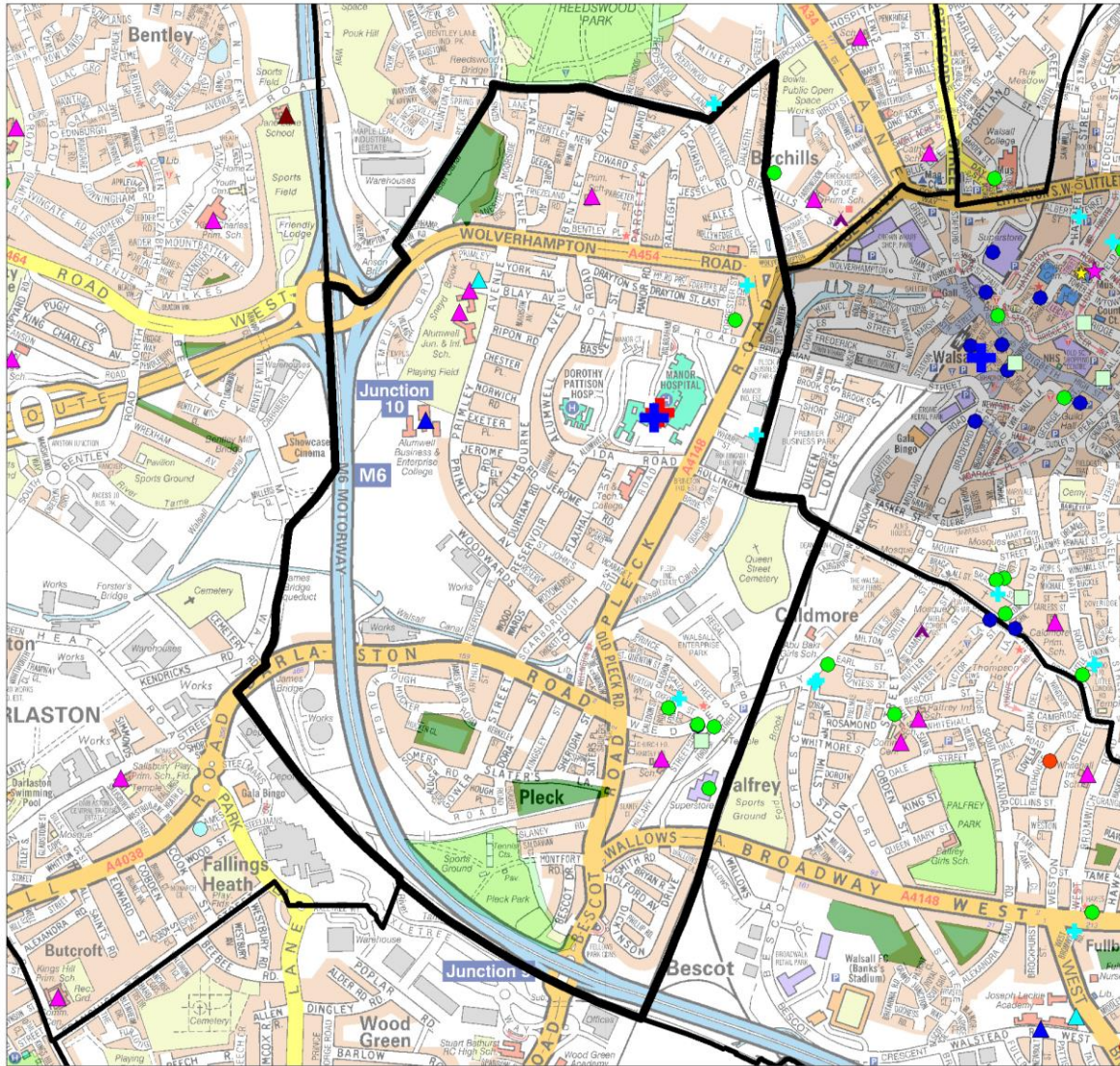




- Covers 3.60 sq km (360 ha)
- Makes up 3.5% of the area of Walsall borough
- Population density of 45.3 people per hectare (higher than borough average of 27.3)

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






Source: Ordnance Survey



Walsall Council

PROUD OF OUR PAST OUR PRESENT AND FOR OUR FUTURE

Population

Sex  Age

All 0 110

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%
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%
Total	283,400	100.00%

Population over time



Walsall Ward Map



16,400

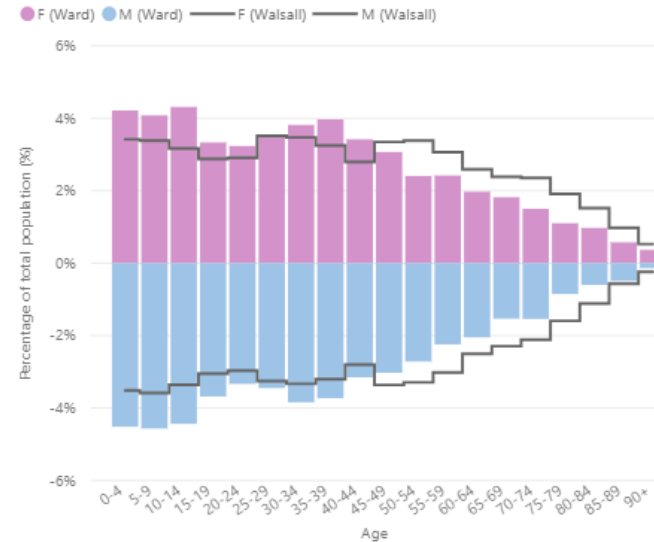
Estimated Population

Localities

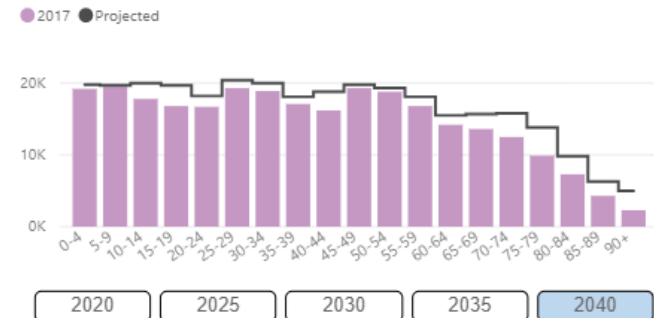
South

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Population Pyramid

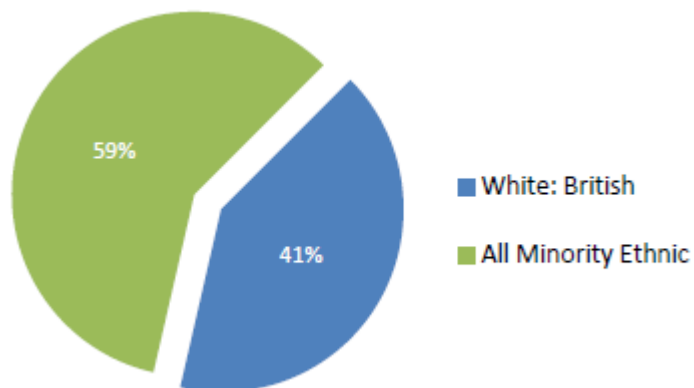


Walsall Borough Projected Population (2016 based)



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

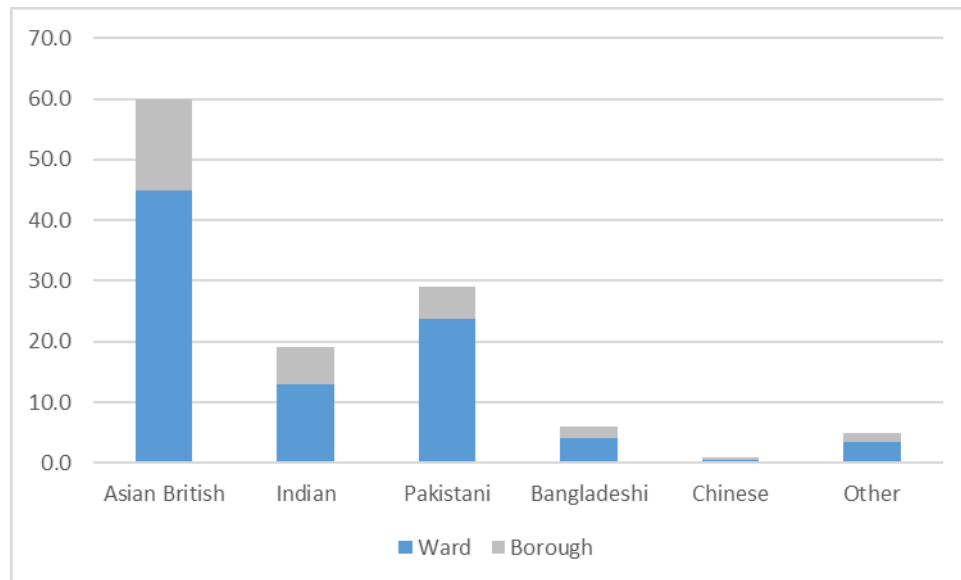


Total minority ethnic residents*:	8,843
Percentage of total population:	58.9%
Change since 2001:	34.6%

Ethnic Group	Total	Ward %	Walsall %	E&W %
White: British	6,171	41.1	76.9	80.5
White: Other	446	3.0	1.9	5.5
Mixed	767	5.1	2.7	2.2
Asian	6,725	44.8	15.2	7.5
Black	708	4.7	2.4	3.3
Other	197	1.3	0.8	1.0

* Non-White British

Source: ONS, 2011 Census



- 59% minority ethnic residents
- Asian is the largest minority group at 44.8% (much higher than Walsall average of 15.2%)
- Of the Asian minority group, Pakistani is the most prolific at 23.8% (5.3% for borough)

Composition

- 5,377 households (with at least 1 usual resident)
- Increase of 1.4% since 2001 (Proportion of borough total 5.0%)
- Average household size: 2.8 residents per h/hold (slightly higher than Walsall average of 2.5)

Household Composition	Total	Ward %	Walsall %	E&W %
Family: Couple	2,156	40.1	43.4	43.0
Family : Lone parent	834	15.5	12.0	10.6
One person: Below 65	900	16.7	15.7	17.8
One person: Over 65	640	11.9	12.8	12.4
Other household types	847	15.8	16.1	16.1

Source: ONS, 2011 Census

Tenure

Tenure	Total	Ward %	Walsall %	E&W %
Owned outright	1,318	24.5	31.1	30.8
Owned mortgage	1,387	25.8	31.9	33.5
Socially rented	1,575	29.3	24.1	17.6
Privately rented	981	18.2	11.7	16.7
Living rent-free	116	2.2	1.3	1.4



- 12.0% of households 'overcrowded'* (Walsall average 6.5%)
- 3.8% of households without central heating (Walsall average 2.8%)
- Similar proportion of socially rented (29.3%) properties compared to borough (24.1%)
- Below average (31.9%) mortgage owned (25.8%)

Social Segmentation - Groups

The largest groups of households are classified as group I – **Urban Cohesion** (43.5%) & group M – **Family Basics** (16%)

I Urban Cohesion



Key Features

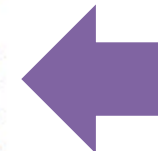
Settled extended families
City suburbs
Multicultural
Own 3 bedroom homes
Sense of community
Younger generation love technology

Channel Preference

Face to Face
Post
Landline
Email
Mobile
Online

Index

106
134
102
85
102
92



Most effective
communication
route

M Family Basics



Key Features

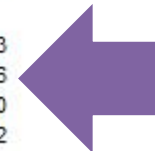
Families with children
Aged 25 to 40
Limited resources
Some own low cost homes
Some rent from social landlords
Squeezed budgets

Channel Preference

Face to Face
Post
Landline
Email
Mobile
Online

Index

103
86
110
102
118
95



Least effective
communication
routes

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

- 65.7% of working age people in Pleck 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 (17.6%) followed by Process, Plant & Machine Operators (14.1%) (2011)*.
- Of working age ward residents, over a quarter (29.5%) had **no formal qualifications**. Walsall's value was 24.3%, and 15.0% nationally (2011)*.
- In May 2019, 6.6% of working aged residents (aged 16-64) were **unemployed and seeking work**. This equated to 648 people and was above the Walsall average of 5.0%.

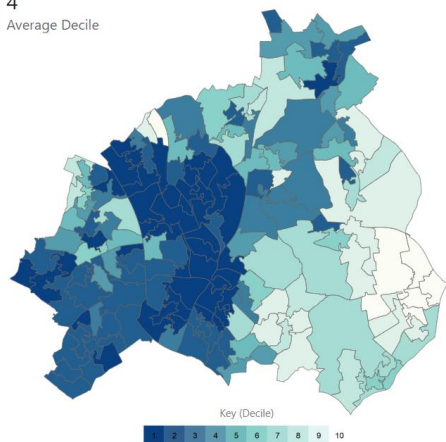
Unemployment Claimants (aged 16-64), May 2019

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
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



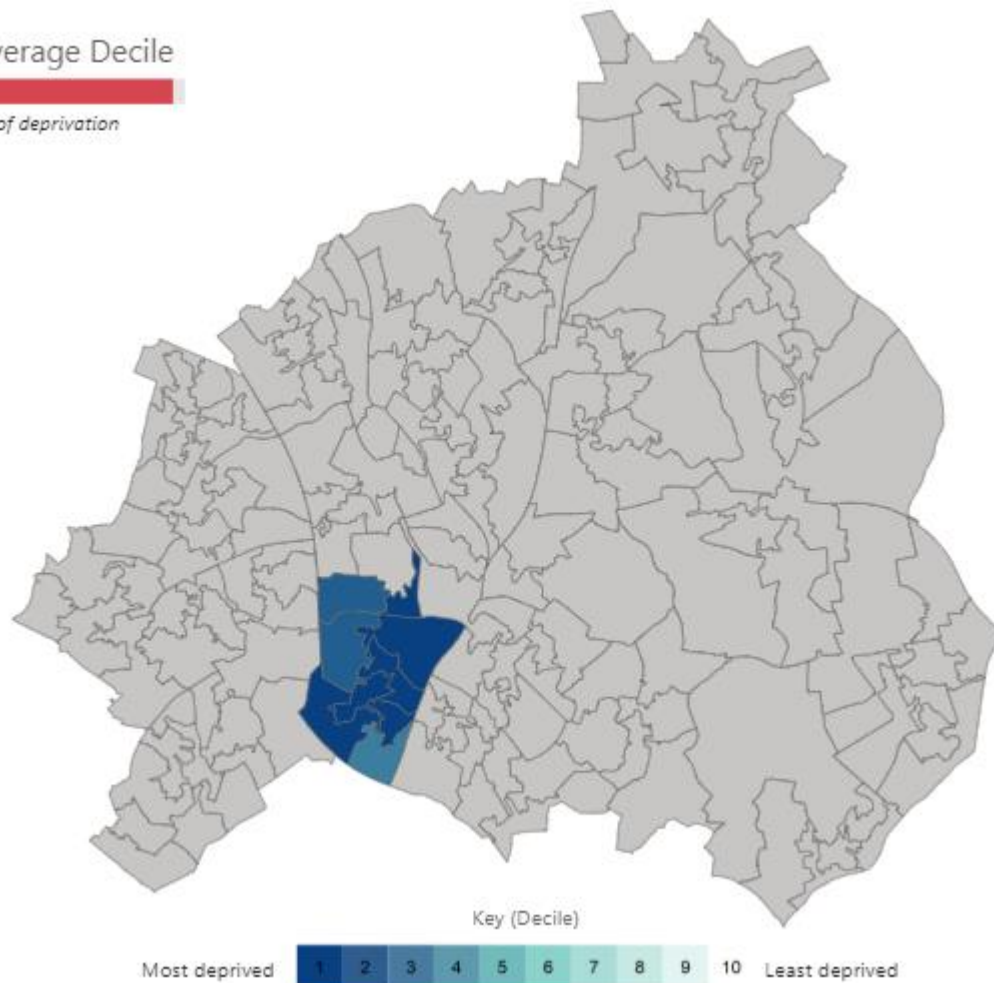
Mainly high levels of deprivation within the ward, with the majority of LSOAs in the 10% most deprived.

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*

1
Average Decile

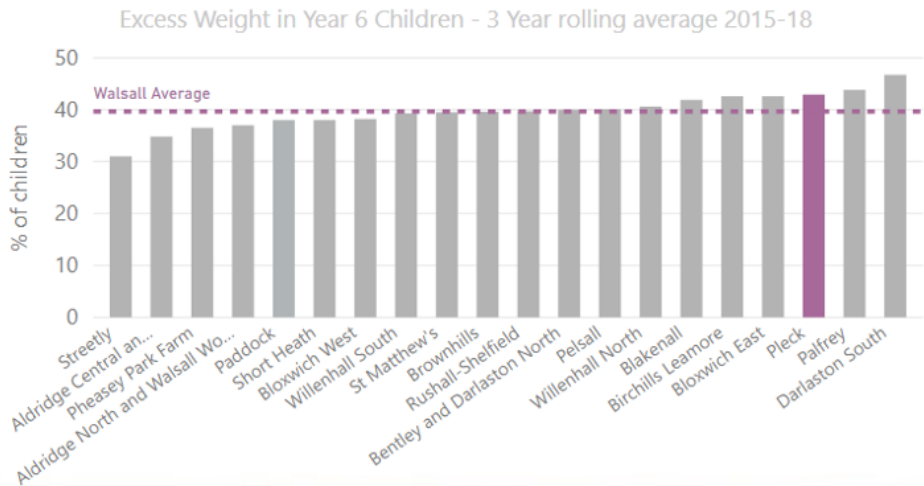
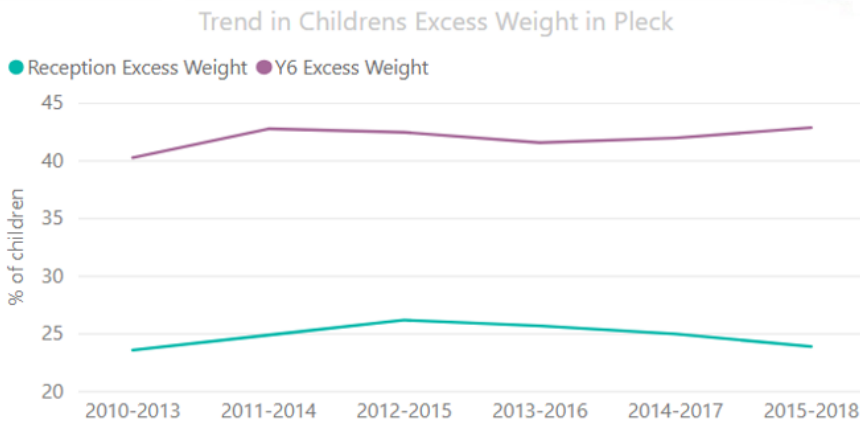
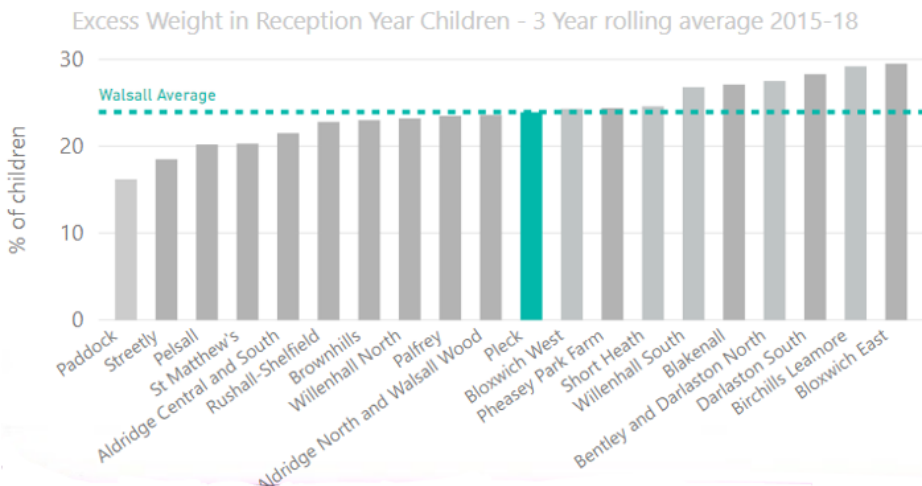
Level of deprivation



Childhood Obesity in Pleck

Key Messages:

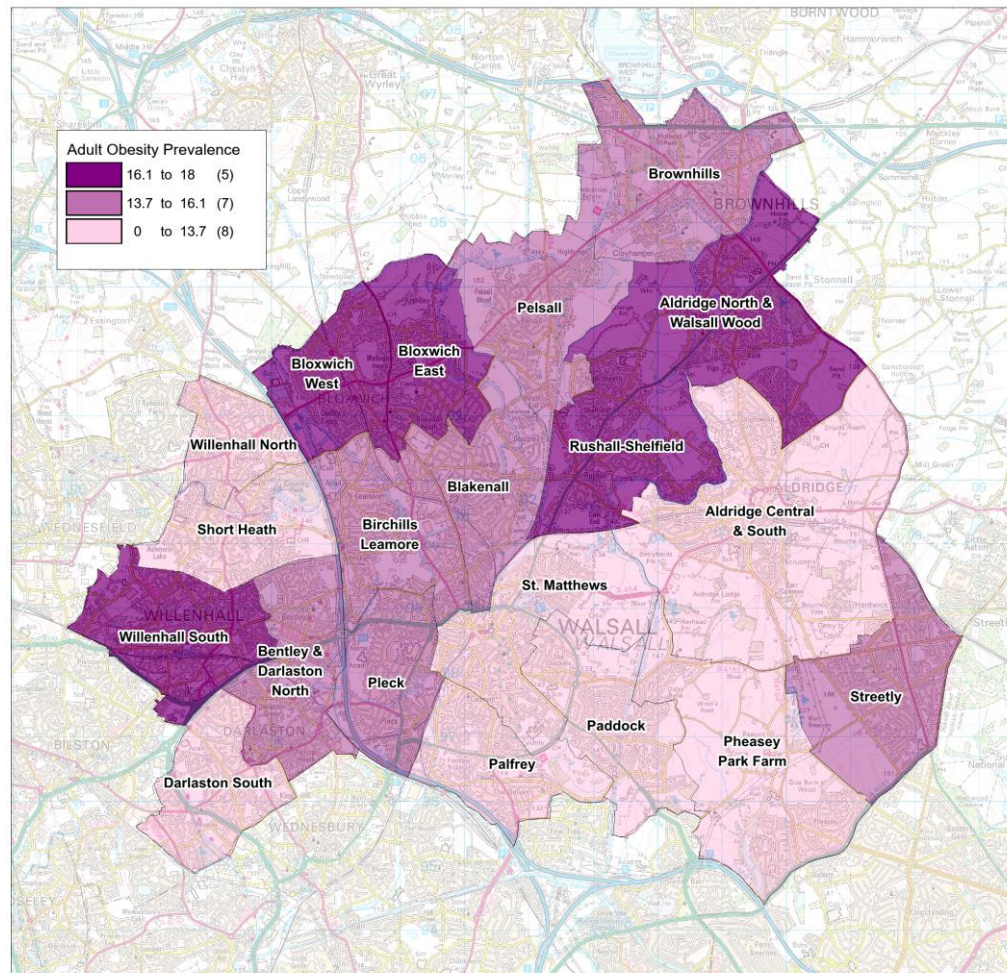
- In Pleck, the rate of excess weight in Reception Children has decreased.
- Pleck ranks 11th/20 wards (1st = lowest rate) for excess weight in Reception aged children.
- However, in Year 6 children, the rate of excess weight has increased.
- Pleck ranks 18th/20 wards for excess weight (1st = lowest rate) for excess weight in Y6 children.



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
Streety	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
Paddock	8.0
Short Heath	-
Walsall Average	14.4

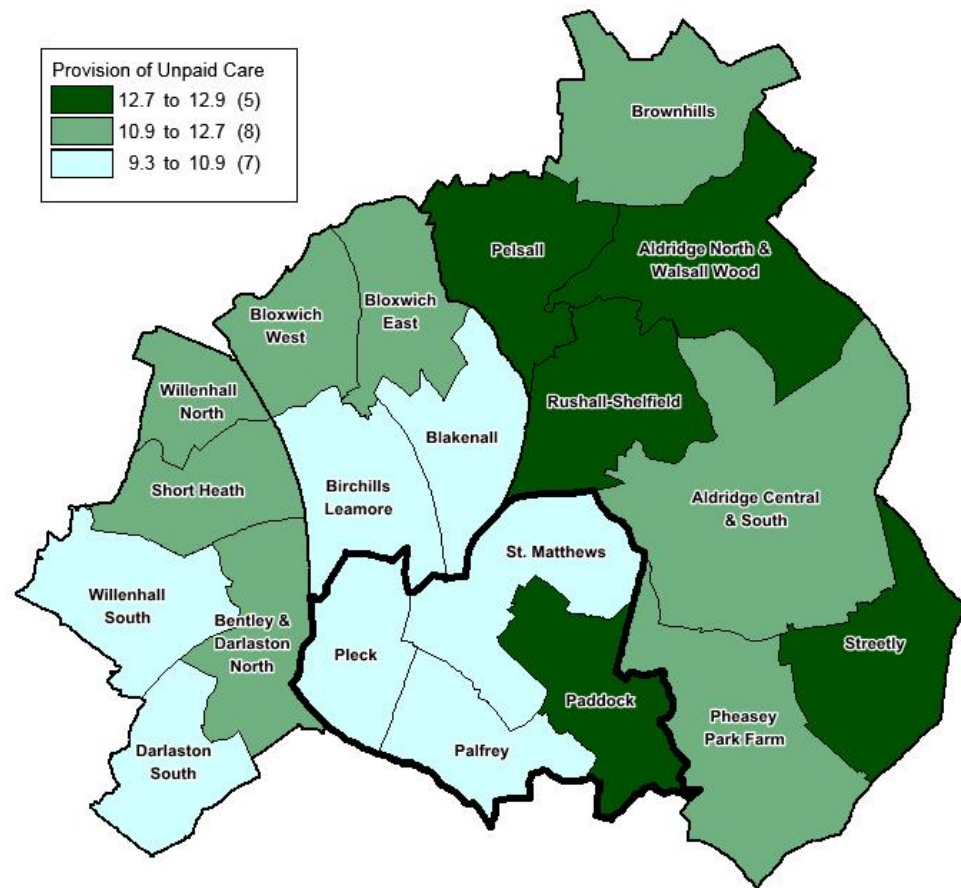


Pleck has an above average proportion of adult obesity prevalence (15.6% compared to 14.4%).

Note – based on GP practice patient lists

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

The provision of unpaid care in Pleck is low (9.3%) and less than the borough average of 11.4%.

Source: ONS, 2011 Census

ASC Carers Survey

110
People surveyed

36
Responses

32.73
Response rate (%)

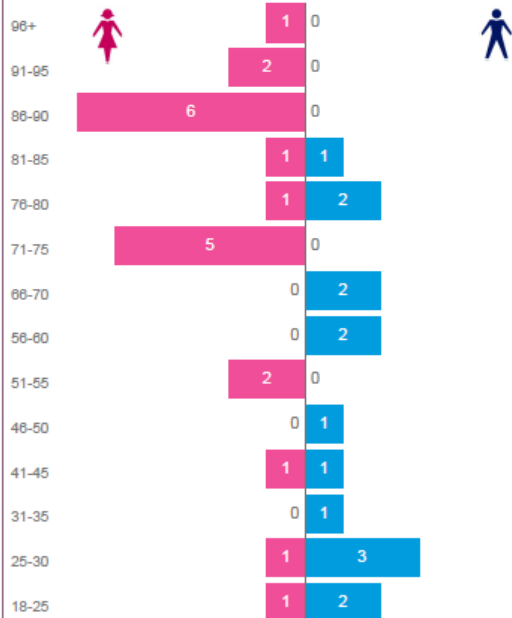
Responses
were
received
from

25
People residing in their own homes

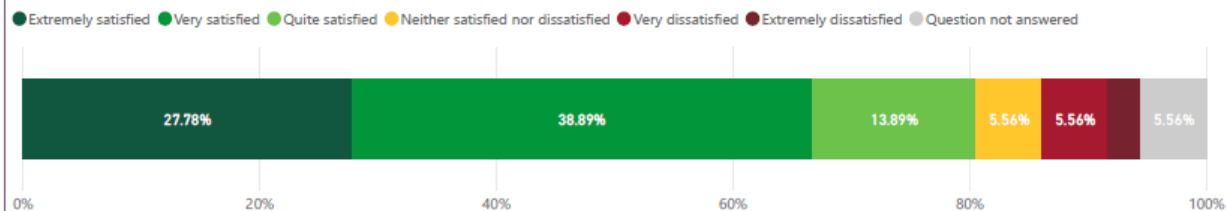
11
People residing in residential care

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?



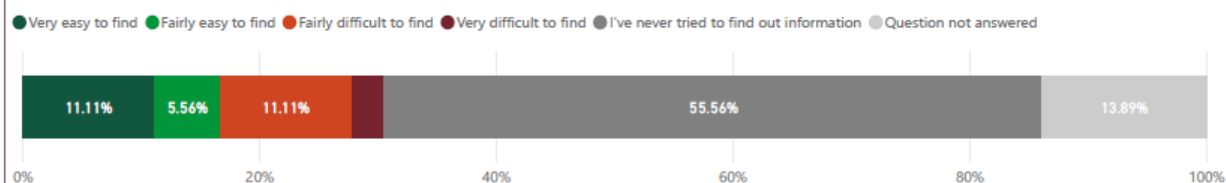
Do care and support services help you to have a better quality of life?



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?



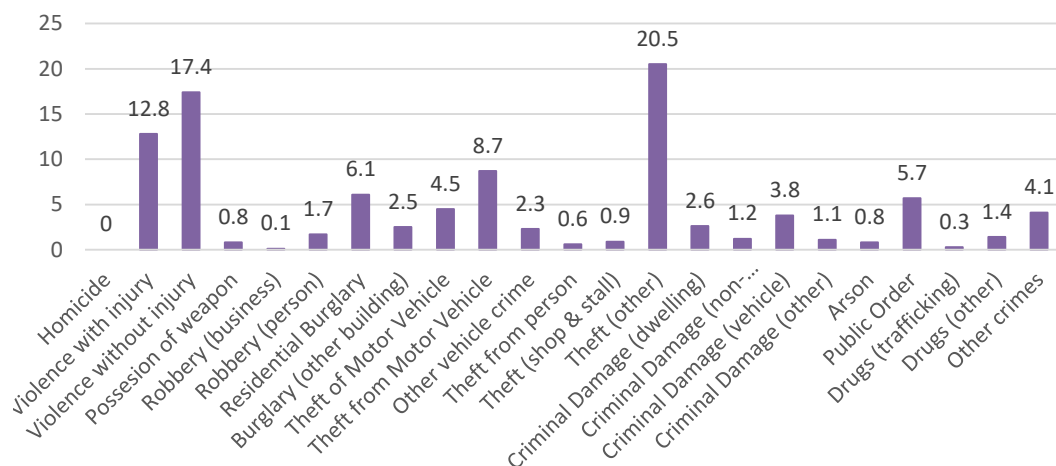
Source: Adult Social Care User Survey (ASCs), 2018-19

Recorded Crime

Ward	Total Recorded Crime Rate per 1,000 Population	Serious 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
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
WALSALL	107.7	25.4

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

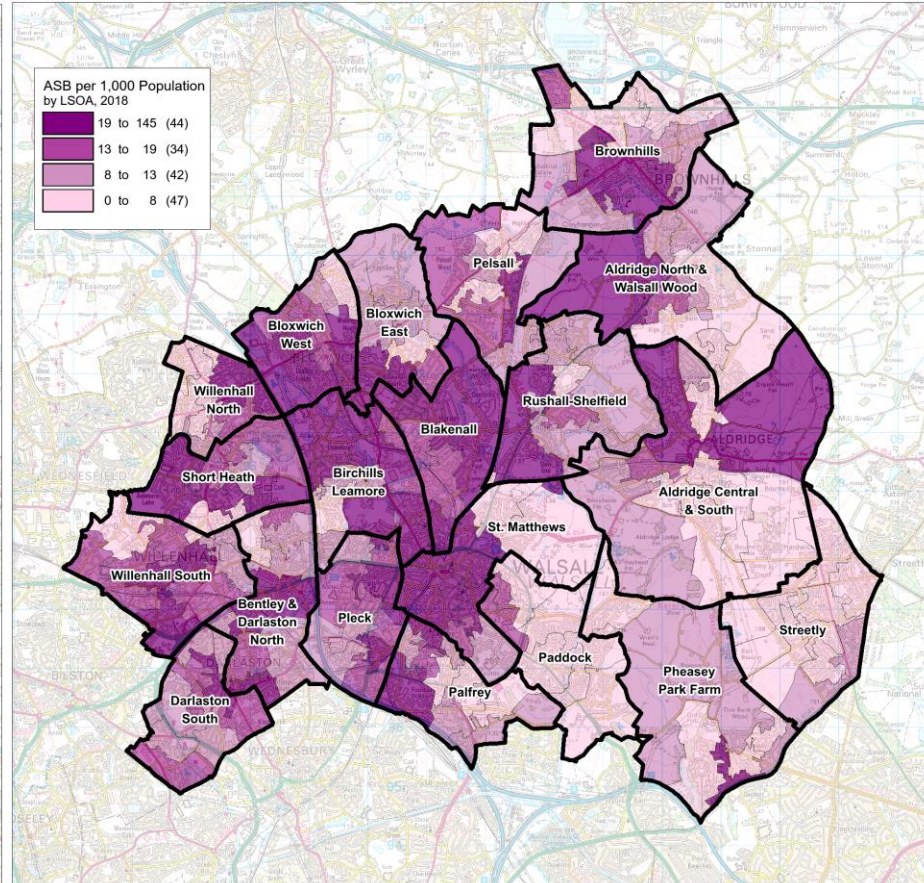
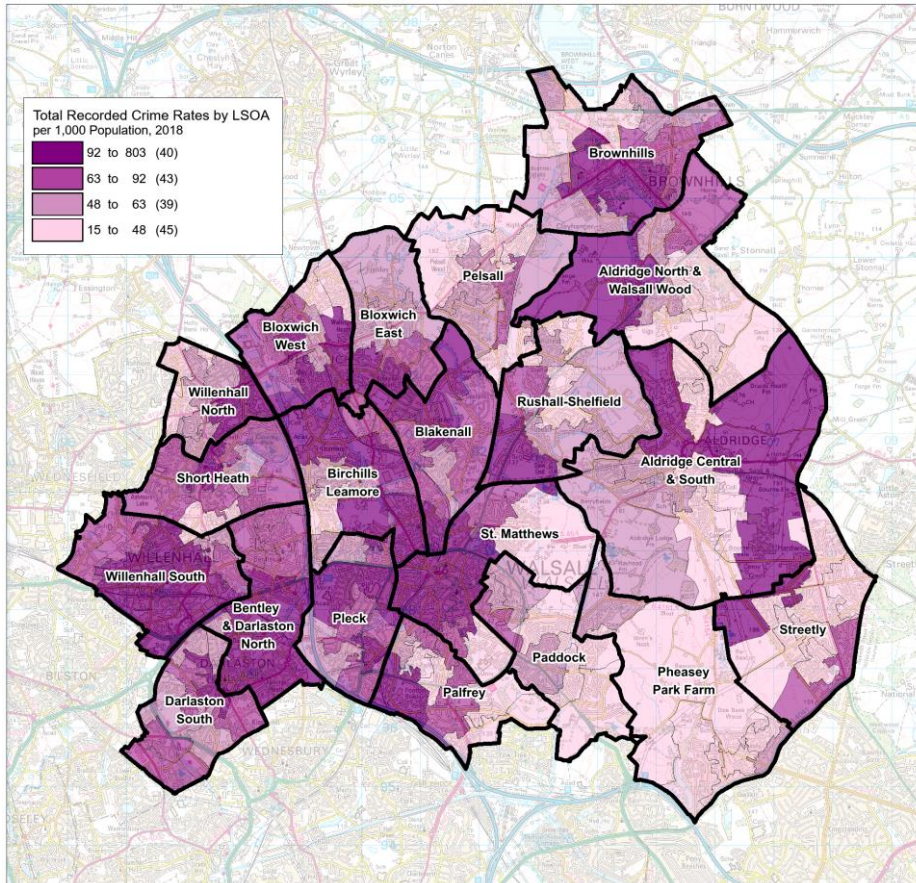
Crime by type highlights 'theft other' and 'violence without injury' as the most prolific types in this ward during 2018.



**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 are a variety of organisations which include:

- Hucker Road Allotments
- Slaters Lane Allotments
- UK Somali Association
- Birchills Agenda 21
- Over 55's Smiley Club
- Walsall Hindu Forum (Pleck Youth Club)
- British Muslim Youth Group
- Shree Gujarati Senior Citizen Mandal
- Minhaj Youth Club
- Accord Age Matters
- Manor Hospital Garden Group

Source: Localities & Partnerships, Walsall Council



- **Town Centre Transport Package** – completed 2009.
- **Manor Hospital** - £175m redevelopment completed in 2010.
- **Birchills and Pleck Local Centres** – independent retailers.
- **Residential developments** – Bovis/whg at Old Pleck Road, and Mulhouse Court.
- **Black Country Enterprise Zone** – Darlaston sites – strategic employment development land, including **Phoenix 10** and former **Gasholders** sites.
- £26m **Darlaston Access Project** completed summer 2016 to help reduce congestion on local highways, including **Brown Lion Junction**.
- **Existing High Quality Employment Areas** including Walsall Enterprise Park and supporting **strategic companies** including Superior Sections (£1.3m expansion), Promat, Perfection Foods, Joseph Ash Galvanising & Anochrome
- **Network Rail Training Centre** – Network Rail's largest workforce development centre.
- **Former Pleck Library building** to be leased to Walsall College.

Source: *Regeneration & Development, Walsall Council*

Looking Forward

- **Employment opportunities** – Black Country Enterprise Zone sites – **Phoenix 10, former Gasholders, Tempus 10.** Phoenix 10 will deliver up to 620,000sqft floorspace and circa 1100 jobs.
- **Residential opportunities** – **Walsall Gateway** including former Harvestime Bakery and sites at Hollyhedge Lane as part of the Walsall to Wolverhampton Growth Corridor
- Council-owned development opportunity at **Former Narrow Lane Home** site.
- **M6 Jct10 improvements**, including works at Bloxwich Lane/W'ton Rd, due to start in 2020.
- **Motorway Box/M6 Jct 5-11 Studies** led by Midlands Connect and Highways England.
- Proximity to **Darlaston rail station** (Cemetery Rd) to be delivered by 2021, providing services to Walsall, Wolverhampton and Birmingham.
- **Air Quality and Noise hotspots** for improvement/mitigation – Black Country Route/M6 Jct10.
- **Canal corridor towpath improvements** along Walsall Canal into the town centre.



Phoenix 10 Artist Impression



M6 Junction 10 Planned Improvements

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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