

Ward Walk Profile: Rushall - Shelfield January 2020

Version - FINAL



Walsall Council

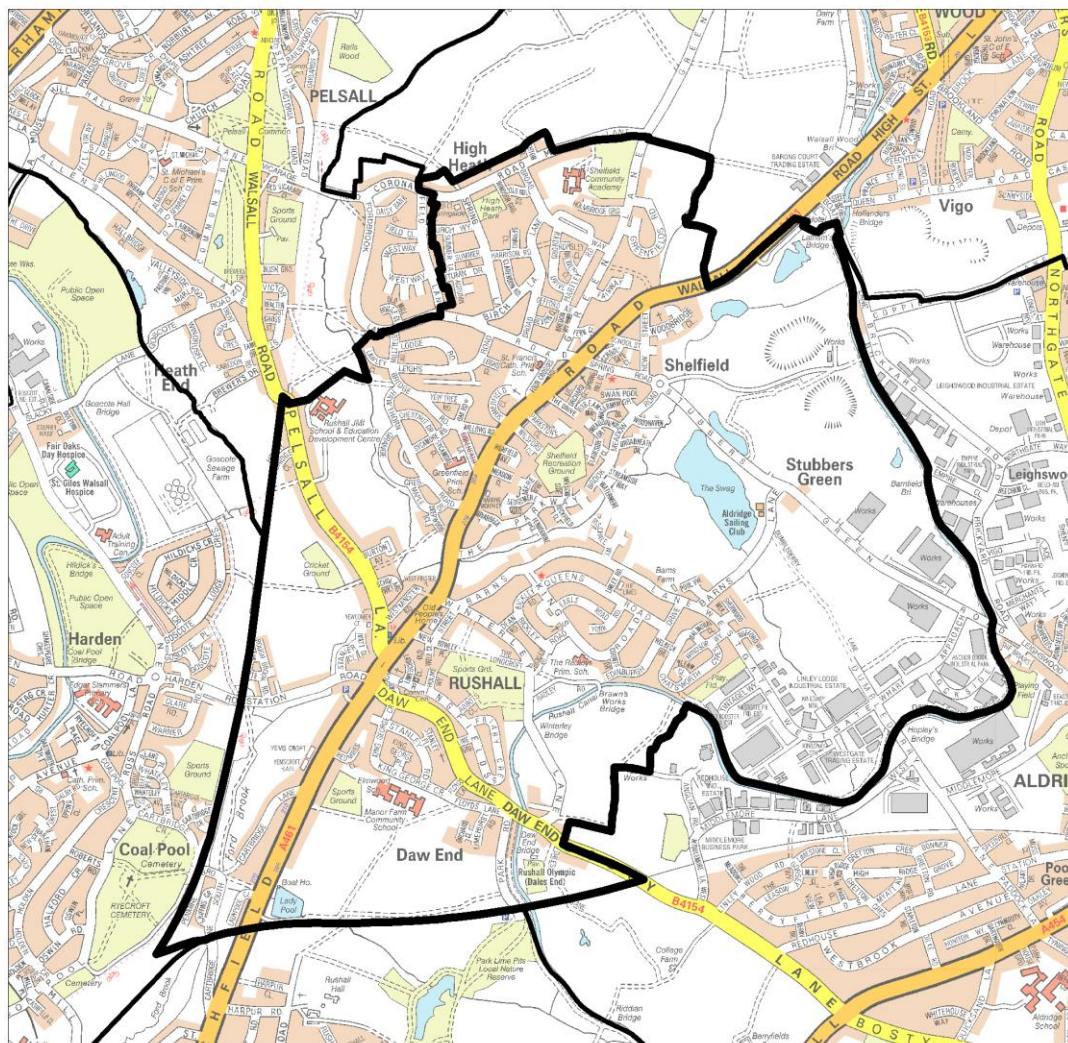
PROUD OF OUR **PAST** OUR **PRESENT** AND FOR OUR **FUTURE**

| Name | Party | Elected on: |
|----------------------|---------------|------------------|
| Cllr Lorna Rattigan | Conservatives | 11 November 2010 |
| Cllr Vera Waters | Conservatives | 3 May 2018 |
| Cllr Richard Worrall | Labour | 3 May 2012 |

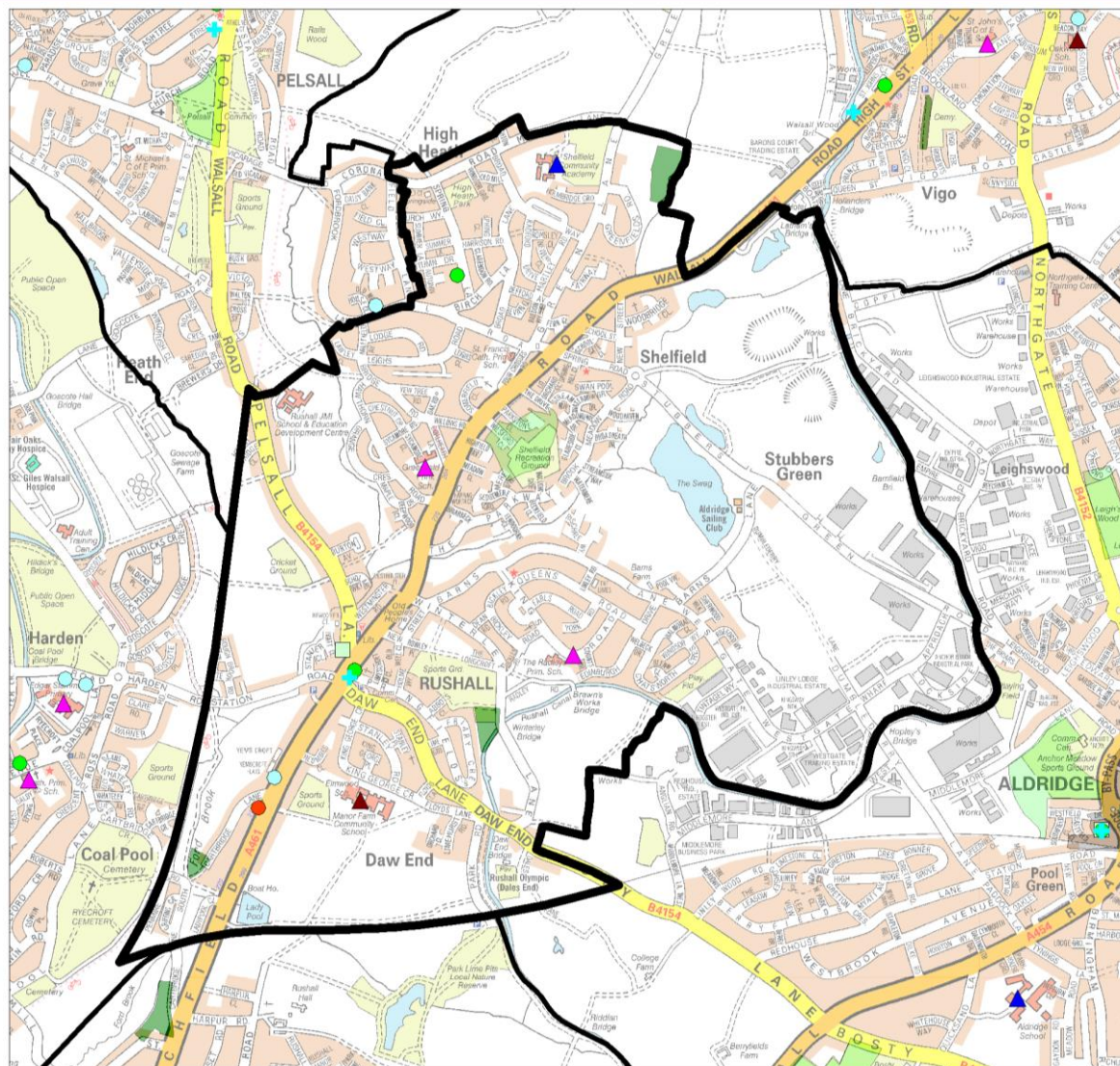




- Covers 5.78 sq km (578 ha)
- Makes up 5.6% of the area of Walsall borough
- Population density of 20.6 people per hectare (lower than borough average of 27.3)



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% |
| 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



12,000

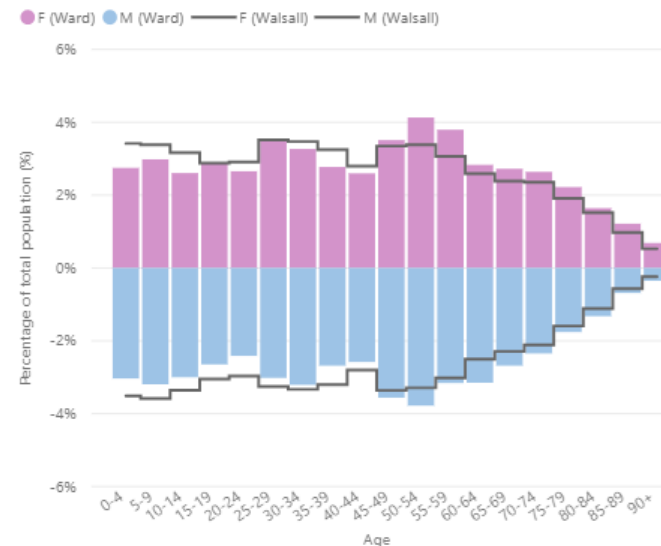
Estimated Population

Localities

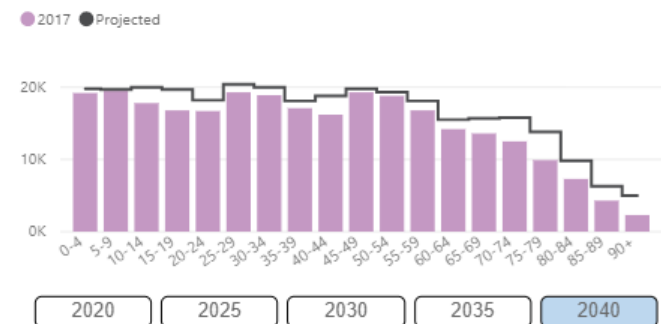
East

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Population Pyramid

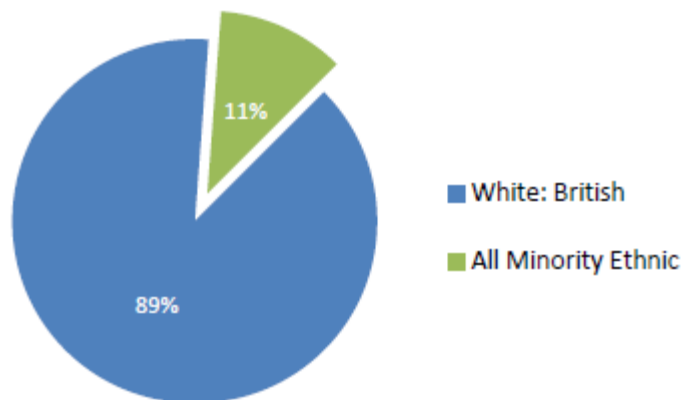


Walsall Borough Projected Population (2016 based)



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).

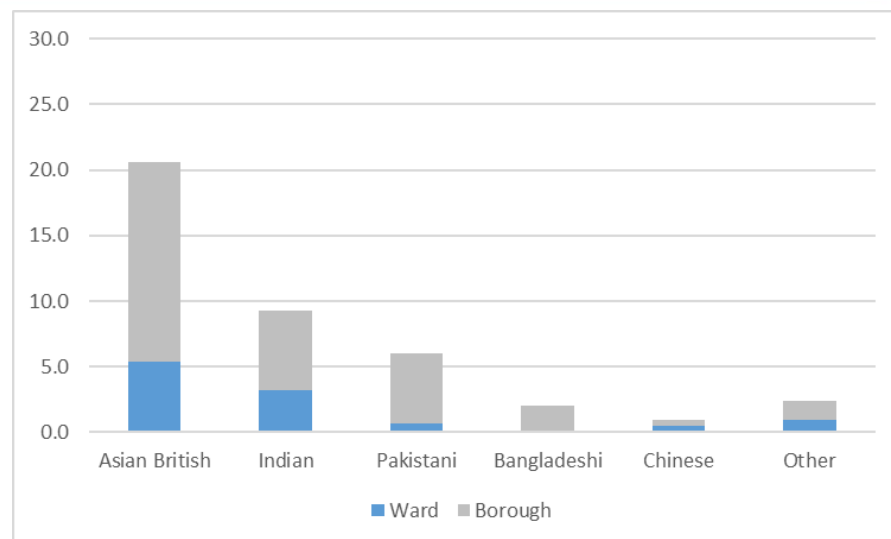
Source: ONS, Mid-2018 Population Estimates



| | |
|-----------------------------------|-------|
| Total minority ethnic residents*: | 1,346 |
| Percentage of total population: | 11.3% |
| Change since 2001: | 44.7% |

| Ethnic Group | Total | Ward % | Walsall % | E&W % |
|----------------|--------|--------|-----------|-------|
| White: British | 10,525 | 88.7 | 76.9 | 80.5 |
| White: Other | 156 | 1.3 | 1.9 | 5.5 |
| Mixed | 288 | 2.4 | 2.7 | 2.2 |
| Asian | 646 | 5.4 | 15.2 | 7.5 |
| Black | 210 | 1.8 | 2.4 | 3.3 |
| Other | 46 | 0.4 | 0.8 | 1.0 |

* Non-White British



- 11% minority ethnic residents
- Asian is the largest minority group at 5.4% (less than the Walsall average of 15.2%)
- Of the Asian minority group, Indian is the most prolific at 3.2% (6.1% borough)

Source: ONS, 2011 Census

Composition

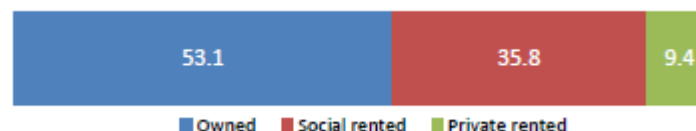
- 4,997 households (with at least 1 usual resident)
- Increase of 3.4% since 2001 (Proportion of borough total 4.6%)
- Average household size: 2.4 residents per h/hold (similar to Walsall average of 2.5)

| Household Composition | Total | Ward % | Walsall % | E&W % |
|-----------------------|-------|--------|-----------|-------|
| Family: Couple | 2,058 | 40.9 | 43.4 | 43.0 |
| Family : Lone parent | 646 | 12.8 | 12.0 | 10.6 |
| One person: Below 65 | 769 | 15.3 | 15.7 | 17.8 |
| One person: Over 65 | 788 | 15.7 | 12.8 | 12.4 |
| Other household types | 771 | 15.3 | 16.1 | 16.1 |

Source: ONS, 2011 Census

Tenure

| Tenure | Total | Ward % | Walsall % | E&W % |
|------------------|-------|--------|-----------|-------|
| Owned outright | 1,357 | 27.0 | 31.1 | 30.8 |
| Owned mortgage | 1,314 | 26.1 | 31.9 | 33.5 |
| Socially rented | 1,802 | 35.8 | 24.1 | 17.6 |
| Privately rented | 475 | 9.4 | 11.7 | 16.7 |
| Living rent-free | 84 | 1.7 | 1.3 | 1.4 |



- 4.2% of households 'overcrowded'* (Walsall average 6.5%)
- 3.2% of households without central heating (Walsall average 2.8%)
- High proportion of socially rented (20.5%) properties compared to borough (24.1%)
- Above average (31.9%) mortgage owned (37.1%)

Social Segmentation - Groups

The largest groups of households are classified as group K – **Modest Traditions** (30%) & group H – **Aspiring Homemakers** (15%)

K Modest Traditions



Key Features

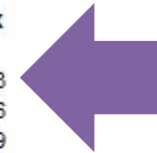
Mature age
Homeowners
Affordable housing
Kids are grown up
Suburban locations
Modest income

Channel Preference

Face to Face
Post
Landline
Email
Mobile
Online

Index

123
96
99
95
91
100



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

Face to Face
Post
Landline
Email
Mobile
Online

Index

88
93
95
110
122
109



Least effective
communication
routes

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

- 78.1% of working age people in Rushall-Shelfield 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%) followed Administrative & Secretarial (12.8%) (2011)*.
- Of working age ward residents, over a fifth (21.8%) had **no formal qualifications**. Walsall's value was 24.3%, and 15.0% nationally (2011)*.
- In May 2019, 3.5% of working aged residents (aged 16-64) were **unemployed and seeking work**. This equated to 259 people and was below the Walsall average of 5.0%.

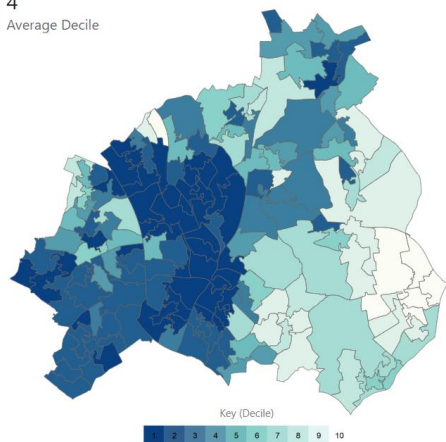
Unemployment Claimants (aged 16-64), May 2019

| 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-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

4
Average Decile



Mixed levels of deprivation, with the majority of LSOAs within the most 30% deprived.

Two LSOAs are at opposite levels – Rushall North in the most 20% deprived & Shelfield in the least 20% deprived.

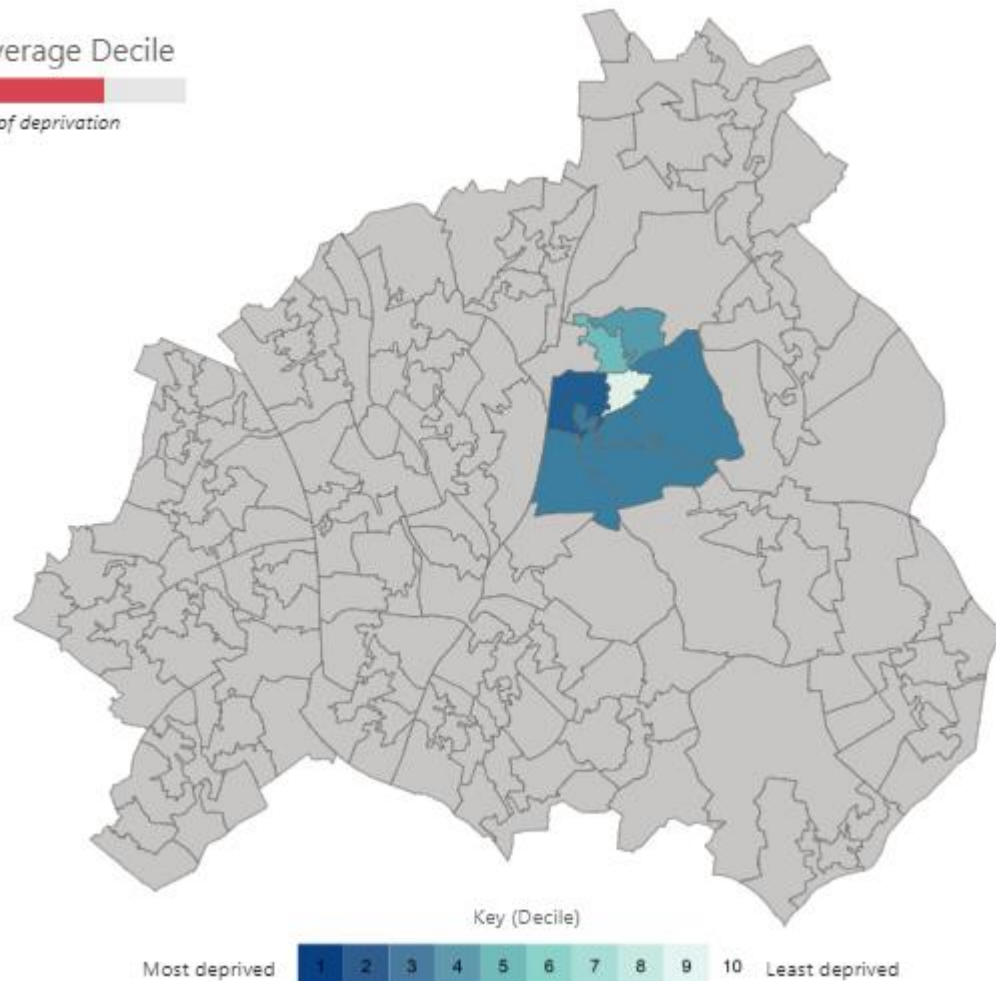
Note – LSOA (Lower Super Output Area) – part of a geographical hierarchy with an average population of 1,500

Source: DCLG, Index of Multiple Deprivation, 2019

4
Average Decile



Level of deprivation

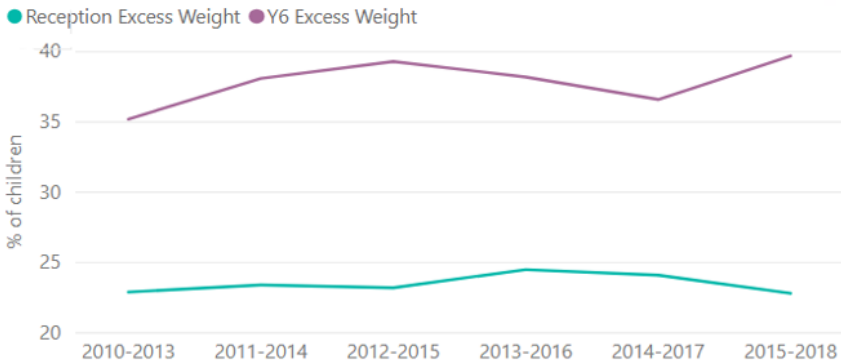


Childhood Obesity in Rushall-Shelfield

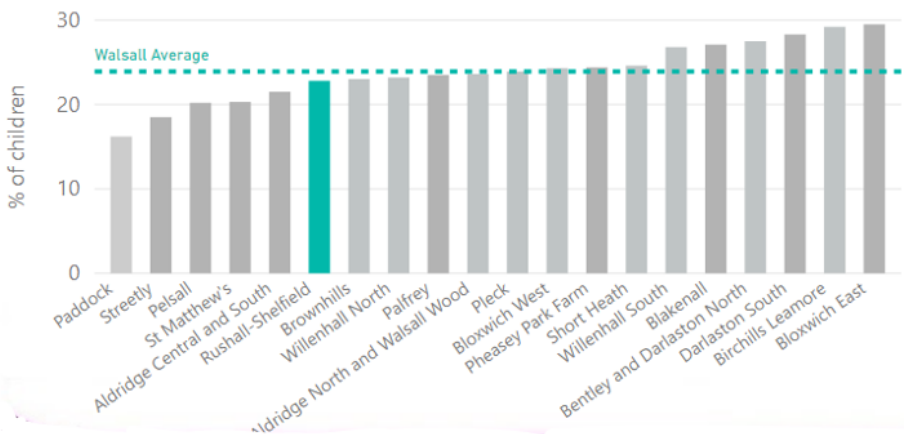
Key Messages:

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

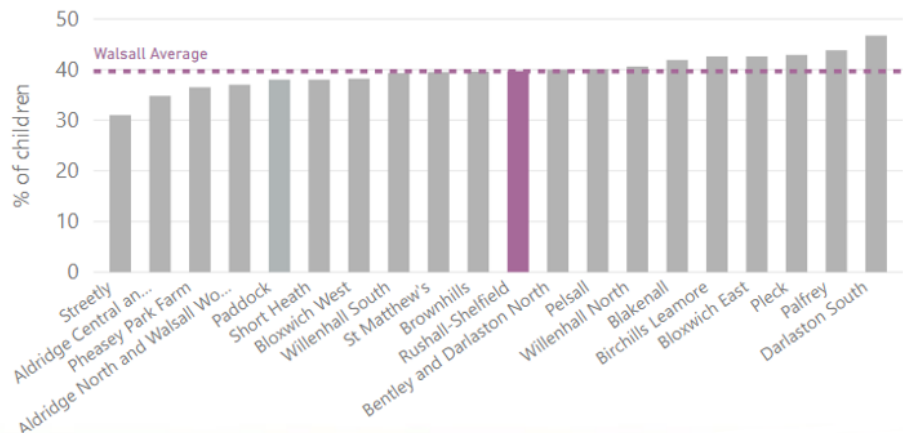
Trend in Childrens Excess Weight in Rushall-Shelfield



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



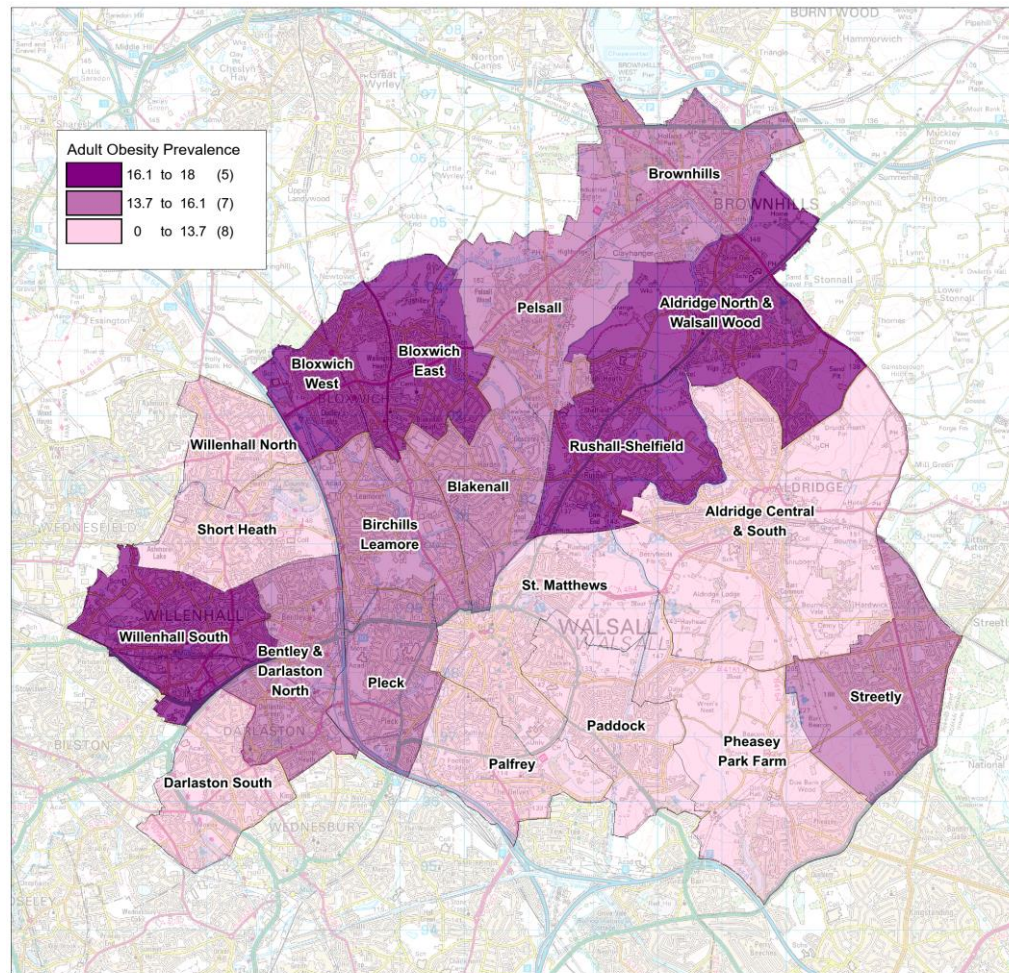
Excess Weight in Year 6 Children - 3 Year rolling average 2015-18



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 |
| Palfrey | 9.8 |
| Paddock | 8.0 |
| Short Heath | - |
| <i>Walsall Average</i> | <i>14.4</i> |

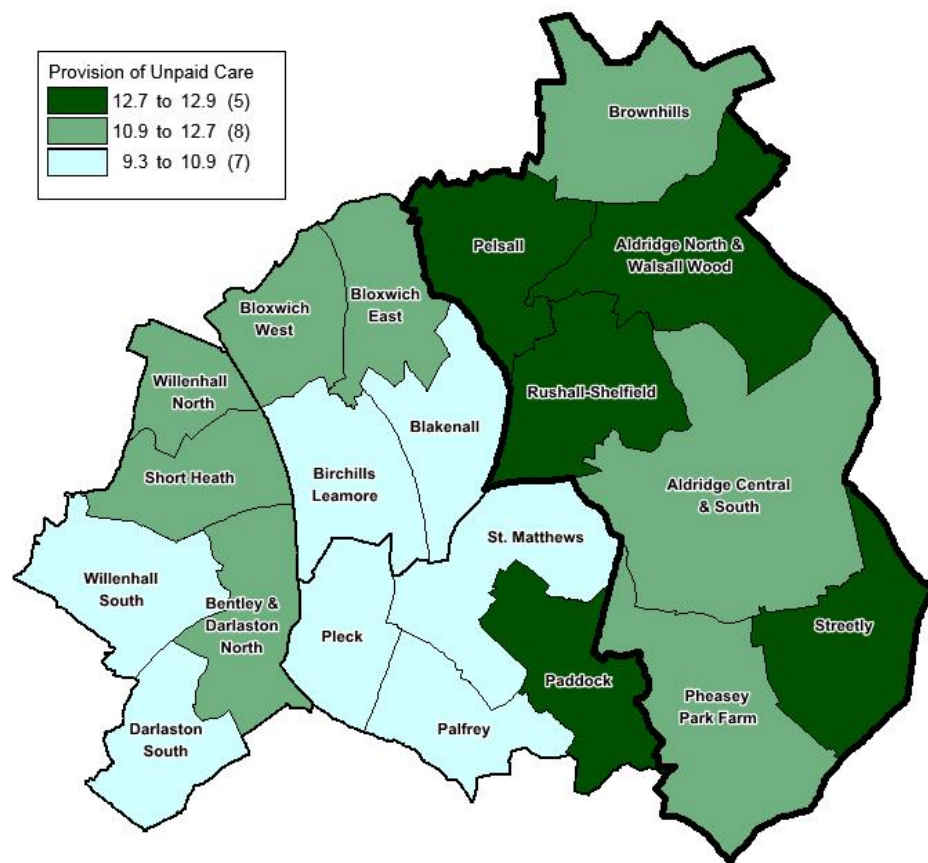


Rushall Shelfield has **above average** proportion of adult obesity prevalence (17.7% compared to 14.4%).

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 |

Unpaid care provision within this ward is on a par with other wards nearby (12.7%) but slightly higher than the borough average (11.4%).

Source: ONS, 2011 Census

ASC Carers Survey

115
People surveyed

32
Responses

27.83
Response rate (%)

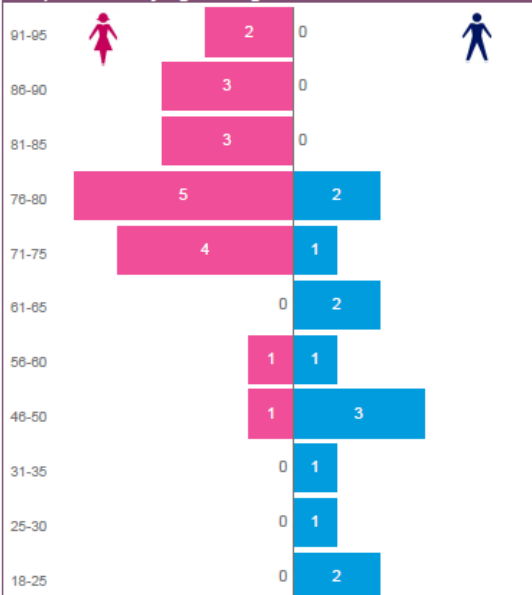
Responses were received from

27
People residing in their own homes

4
People residing in residential care

1
People residing in nursing care

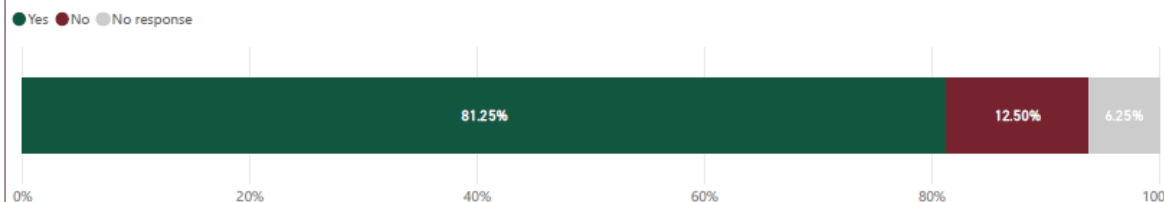
Respondents by age and gender



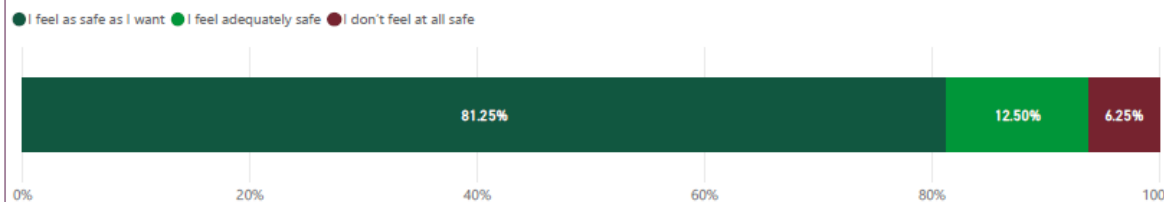
How satisfied or dissatisfied are you with the care and support services you receive?



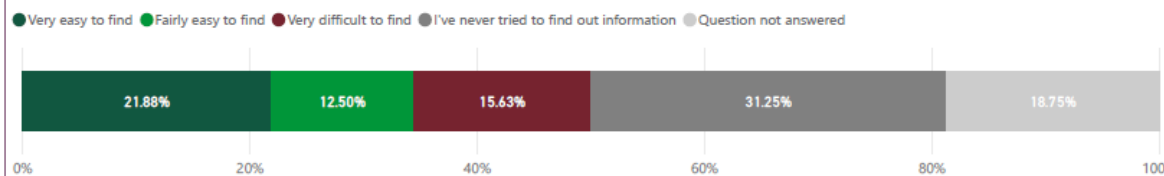
Do care and support services help you to have a better quality of life?



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?



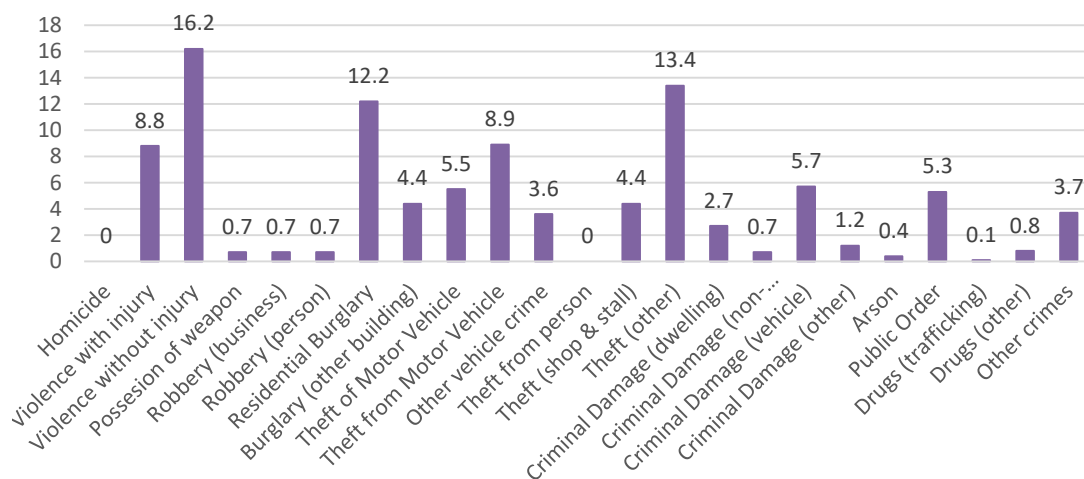
Source: Adult Social Care User Survey (ASCS), 2018-19

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 |
| 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 lower number of total recorded crime rates & serious acquisitive crime rates than the borough.

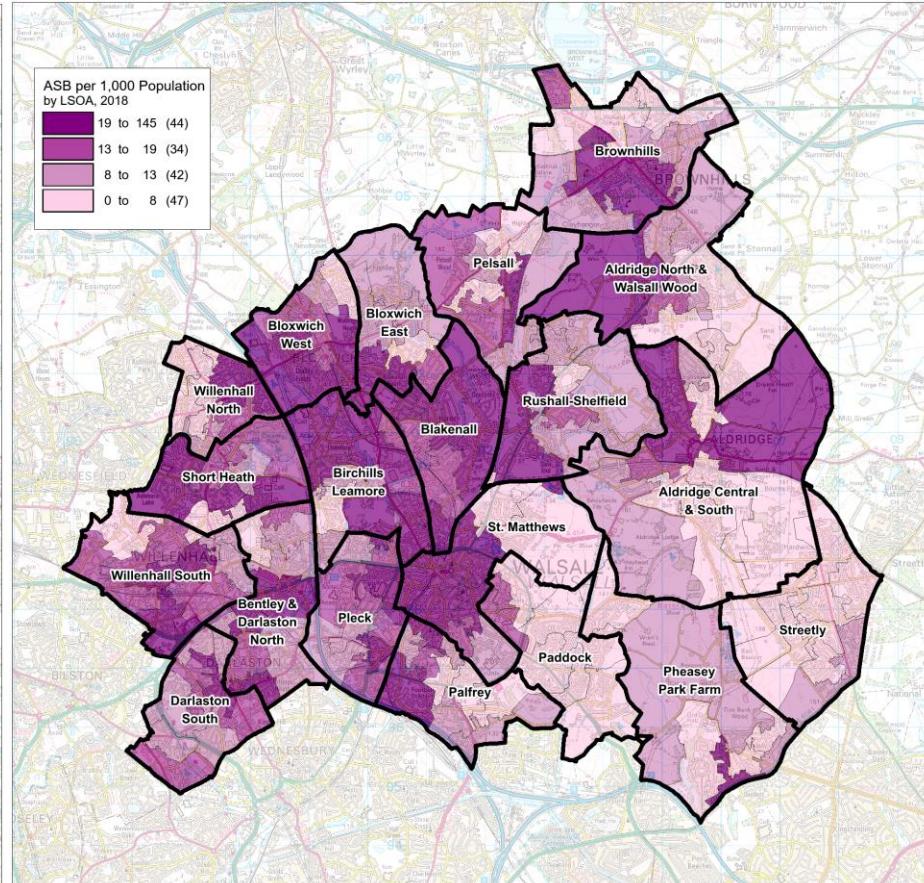
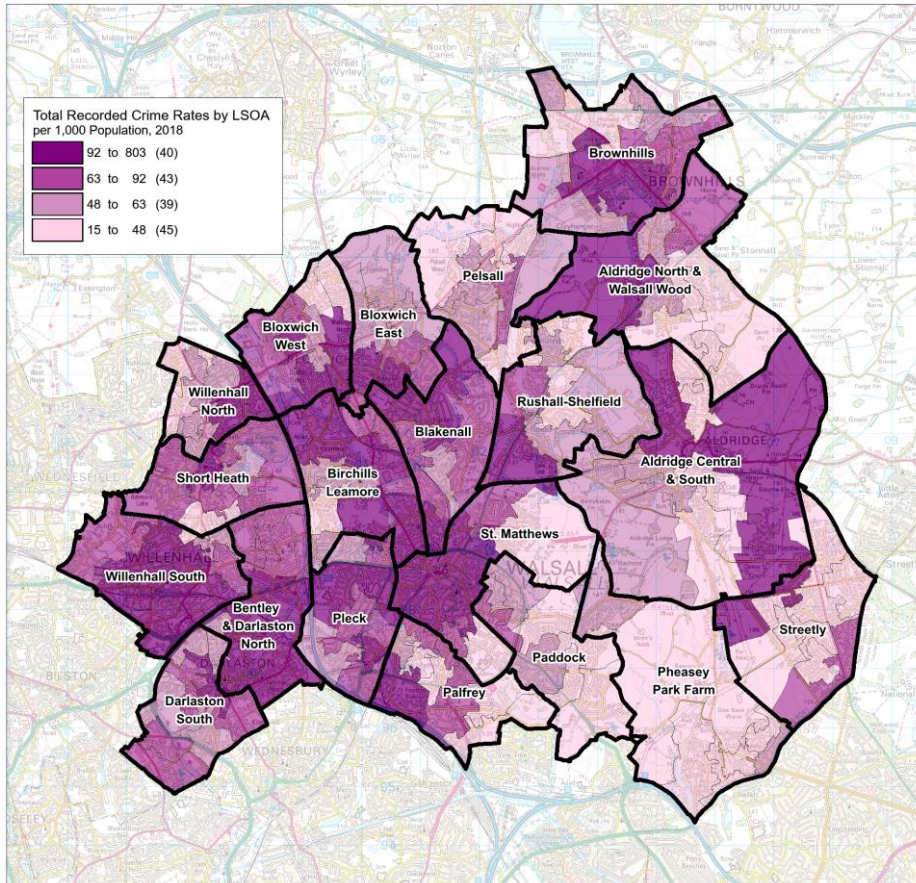
Crime by type highlights '**violence without injury**' as the most prolific in this ward during 2018.



**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

- **Manor Farm Community Association** - prominent local community association located within a former secondary school, offering cradle to grave services for a variety of users across the borough. This site offers the massively popular Silver Scheme funded through Big Lottery.
- **Rushall Development group** - small local group working to deliver sessional local activities such as art clubs, along with a large annual event in May. Also maintain and improve the planters to the front of the former library building.
- **Autumn Close Residents Association & Spring Close Residents Association** – set up and administrated by a group of residents who felt that their area was in need of additional focus and attention to ensure it was a safe, vibrant place to live. These groups are ran by the community for the community and where necessary local partners come together to support growth and development in these areas.

Source: Localities & Partnerships, Walsall Council



Aldridge Sailing Club- The Swag

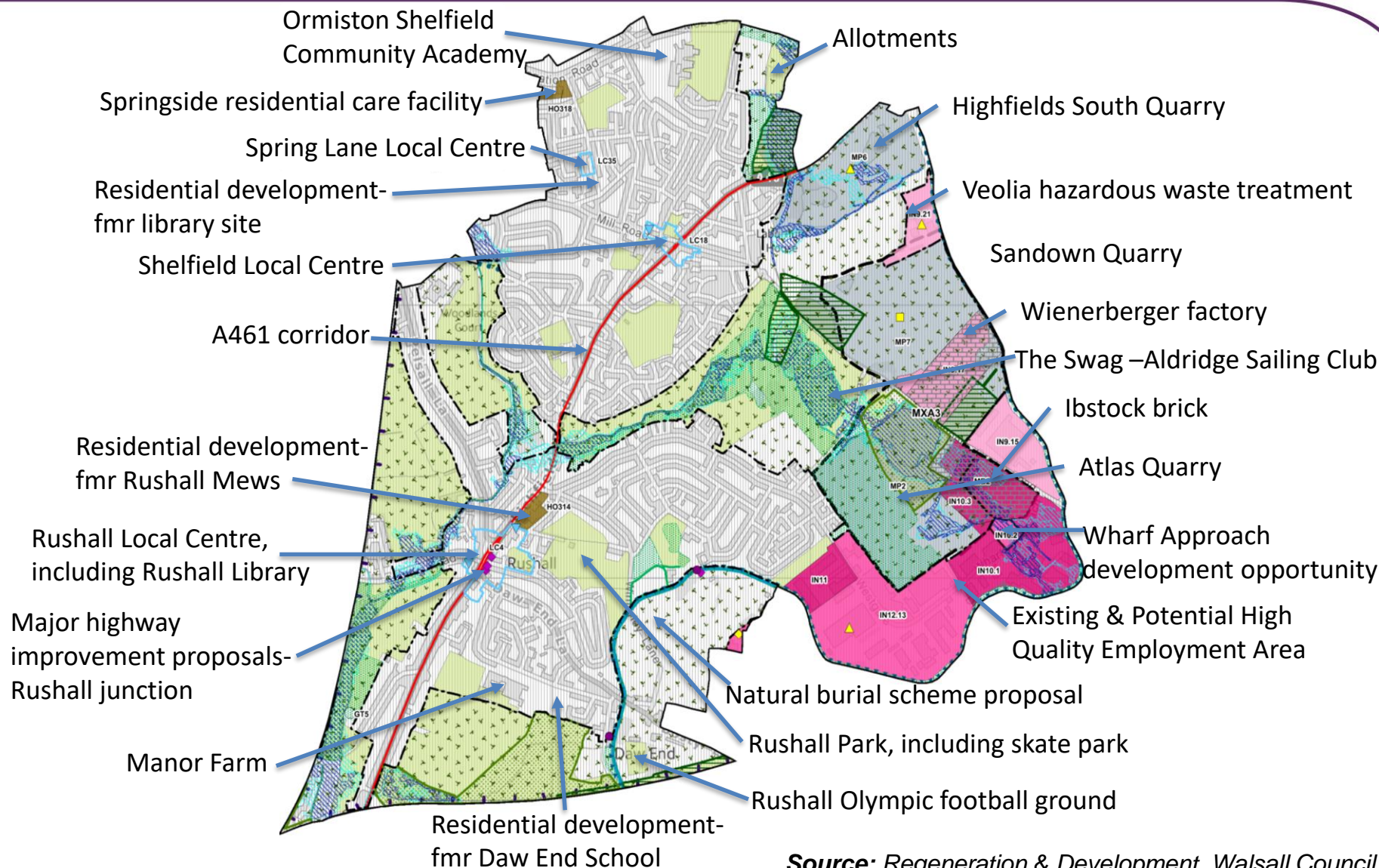


Former Daw End School- Residential Layout

- **Residential areas and local centres** – Rushall, Shelfield and Spring Lane- along the A461 corridor.
- **Green belt** areas to the east and west including **mineral quarries** – Highfields South, Sandown, and Atlas.
- High quality employment area to the south-east, including **strategic companies**- Wienerberger, Ibstock, Veolia, Biffa.
- **Open space facilities** including Rushall skate park and Aldridge Sailing Club.
- **Residential developments**- Springside (Inclusion Housing), former Rushall Mews (Cameron Homes), former Daw End School (Seddon/Accord).
- Continuing to development major highways improvements for **Rushall junction**.
- Employment development site opportunity- **Wharf Approach**.
- Planning consent granted November 2018 for **Natural burial ground**, Winterley Lane.
- **Rushall Olympic** 3G pitch proposals- planning consent secured. Possible asset disposal.
- **Former Rushall Library** – options for future use being considered.

Source: *Regeneration & Development, Walsall Council*

Local Plan Policies 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

Contact: 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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