

Ward Walk Profile: Short Heath January 2020

Version - FINAL

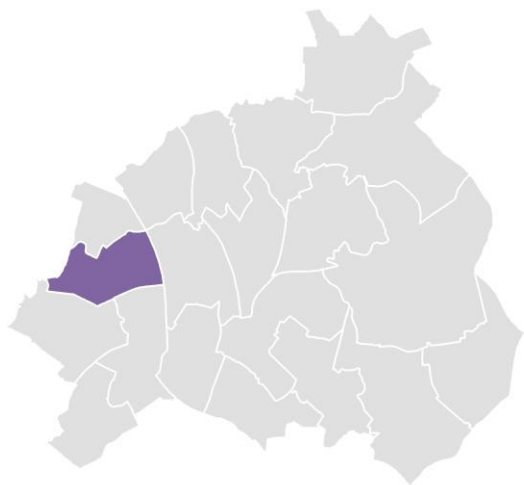


Walsall Council

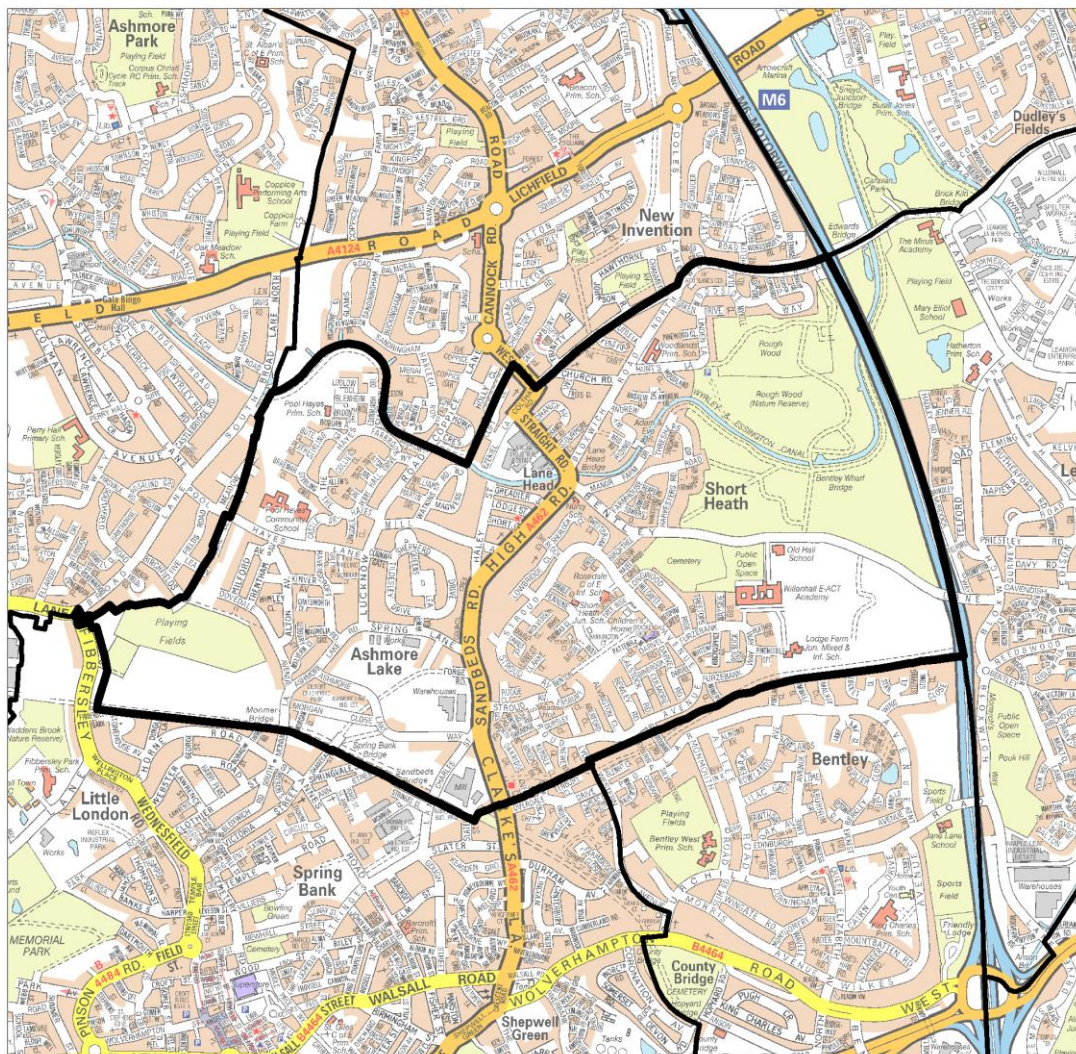
PROUD OF OUR **PAST** OUR **PRESENT** AND FOR OUR **FUTURE**

| Name | Party | Elected on: |
|------------------------|-------------------|-------------|
| Cllr Daniel Barker | Liberal Democrats | 5 May 2016 |
| Cllr Bal Chattha | Conservatives | 3 May 2018 |
| Cllr Sarah Jane Cooper | Conservatives | 7 May 2015 |

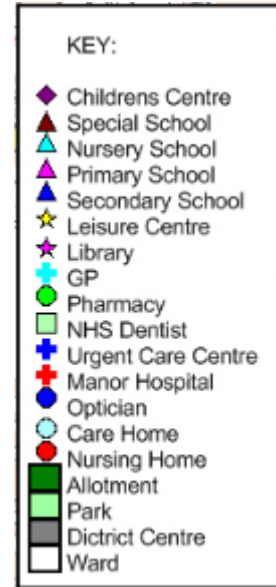
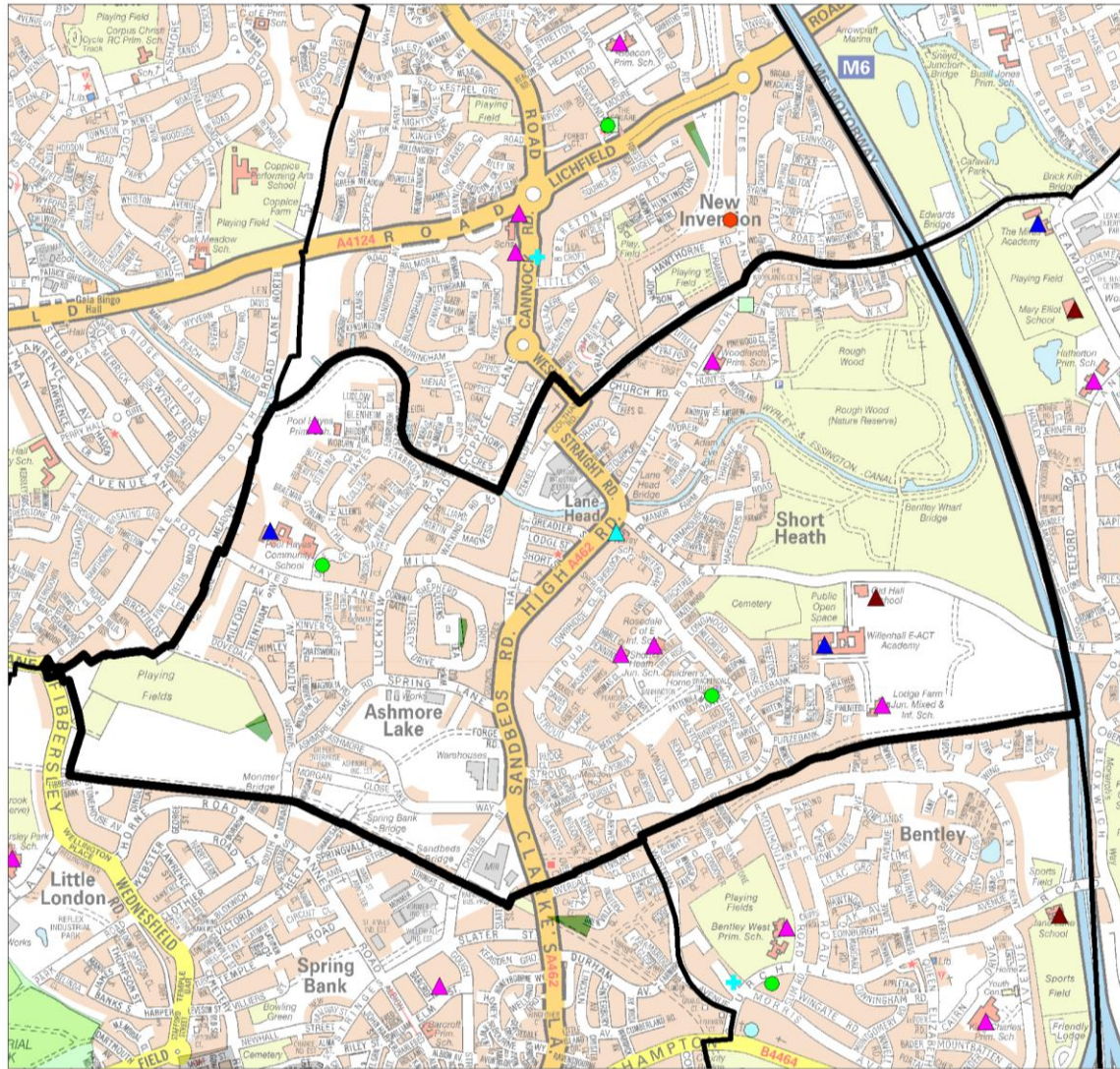




- Covers 3.80 sq km (380 ha)
- Makes up 3.7% of the area of Walsall borough
- Population density of 39.9 people per hectare (higher than borough average of 27.3)



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% |
| 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



11,400

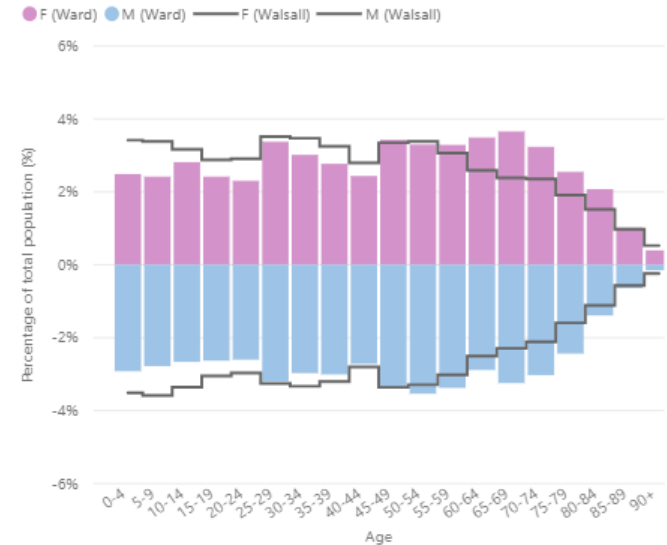
Estimated Population

Localities

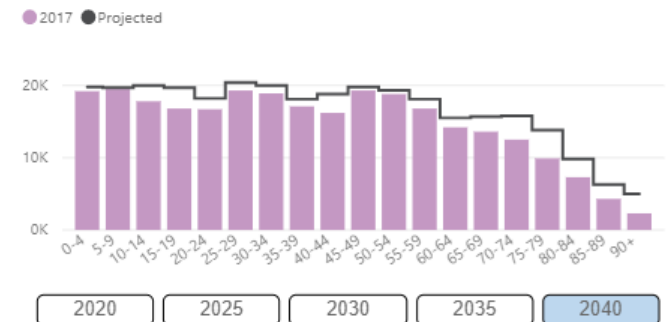
West

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Population Pyramid

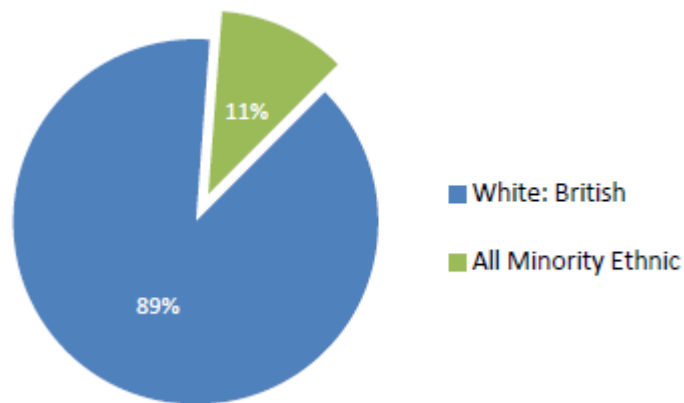


Walsall Borough Projected Population (2016 based)



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).

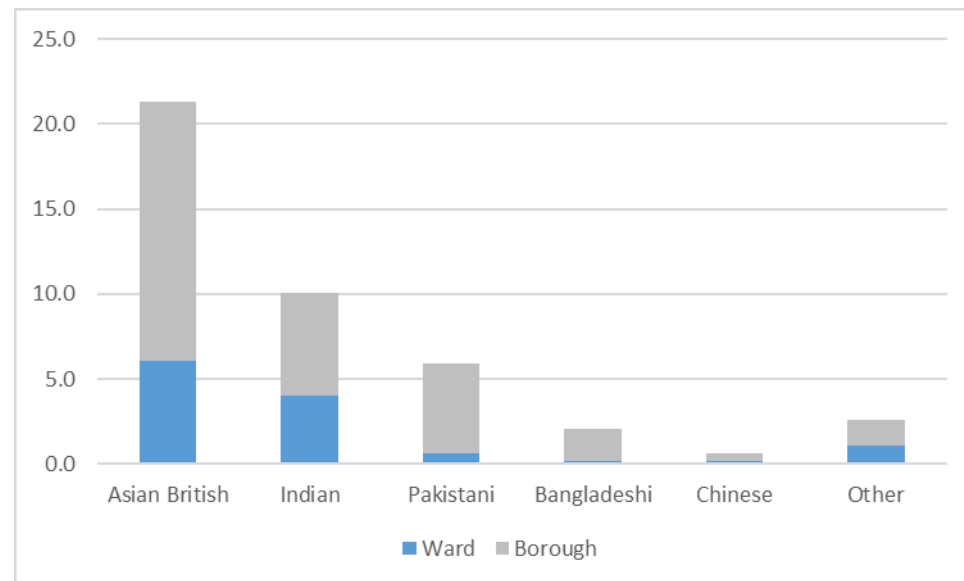
Source: ONS, Mid-2018 Population Estimates



Total minority ethnic residents*: 1,297
 Percentage of total population: 11.3%
 Change since 2001: 31.7%

| Ethnic Group | Total | Ward % | Walsall % | E&W % |
|----------------|--------|--------|-----------|-------|
| White: British | 10,152 | 88.7 | 76.9 | 80.5 |
| White: Other | 91 | 0.8 | 1.9 | 5.5 |
| Mixed | 246 | 2.1 | 2.7 | 2.2 |
| Asian | 698 | 6.1 | 15.2 | 7.5 |
| Black | 178 | 1.6 | 2.4 | 3.3 |
| Other | 84 | 0.7 | 0.8 | 1.0 |

* Non-White British



- 11% minority ethnic residents
- Asian is the largest minority group at 6.1% (much less than Walsall average of 15.2%)
- Of the Asian minority group, Indian is the most prolific at 4.0%

Source: ONS, 2011 Census

Composition

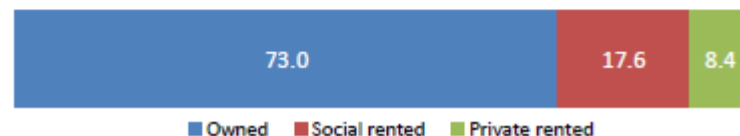
- 4,837 households (with at least 1 usual resident)
- Increase of 3.3% since 2001
(Proportion of borough total 4.5%)
- Average household size: 2.4 residents per h/hold (similar to Walsall average of 2.5)

| Household Composition | Total | Ward % | Walsall % | E&W % |
|-----------------------|-------|--------|-----------|-------|
| Family: Couple | 2,224 | 46.0 | 43.4 | 43.0 |
| Family : Lone parent | 496 | 10.3 | 12.0 | 10.6 |
| One person: Below 65 | 693 | 14.3 | 15.7 | 17.8 |
| One person: Over 65 | 633 | 13.1 | 12.8 | 12.4 |
| Other household types | 791 | 16.4 | 16.1 | 16.1 |

Source: ONS, 2011 Census

Tenure

| Tenure | Total | Ward % | Walsall % | E&W % |
|------------------|-------|--------|-----------|-------|
| Owned outright | 1,963 | 40.6 | 31.1 | 30.8 |
| Owned mortgage | 1,565 | 32.4 | 31.9 | 33.5 |
| Socially rented | 853 | 17.6 | 24.1 | 17.6 |
| Privately rented | 404 | 8.4 | 11.7 | 16.7 |
| Living rent-free | 52 | 1.1 | 1.3 | 1.4 |



- 4.0% of households 'overcrowded'* (Walsall average 6.5%)
- 2.5% of households without central heating (Walsall average 2.8%)
- Low proportion of socially rented (17.6%) properties compared to borough (24.1%)
- Above average (31.9%) mortgage owned (32.4%)

Social Segmentation - Groups

The largest groups of households are classified as group H – **Aspiring Homemakers** (24%) & group F – **Senior Security** (19%)

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

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

Face to Face
Post
Landline
Email
Mobile
Online

Index

98
111
102
98
58
83

Least effective
communication
routes

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

- 77.9% of working age people in Short Heath 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 (16.8%) followed Process, Plant & Machine Operators (11.7%) (2011)*.
- Of working age ward residents, over a fifth (23.1%) had **no formal qualifications**. Walsall's value was 24.3%, and 15.0% nationally (2011)*.
- In May 2019, 4.4% of working aged residents (aged 16-64) were **unemployed and seeking work**. This equated to 298 people and was slightly below the Walsall average of 5.0%.

Unemployment Claimants (aged 16-64), May 2019

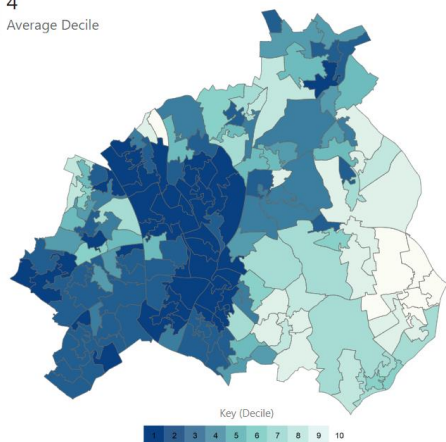
| Ward | Claimant Count | Claimant Rate |
|---------------------------------|----------------|---------------|
| Darlaston South | 739 | 7.7 |
| Blakenall | 689 | 7.4 |
| Birchills Leamore | 706 | 7.1 |
| Willenhall South | 756 | 6.9 |
| St Matthew's | 747 | 6.8 |
| Pleck | 648 | 6.6 |
| Bentley and 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



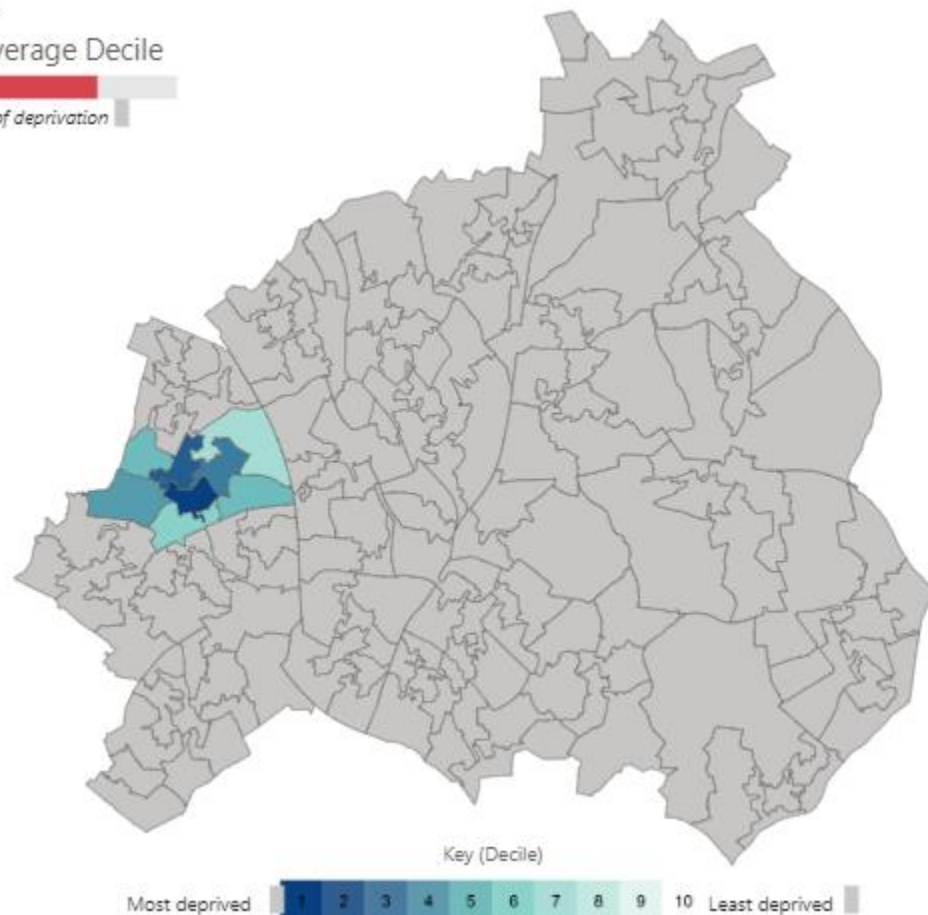
Generally low levels of deprivation within the ward, with Lodge Farm North LSOA an exception, being within the top 10% most deprived.

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*

4
Average Decile

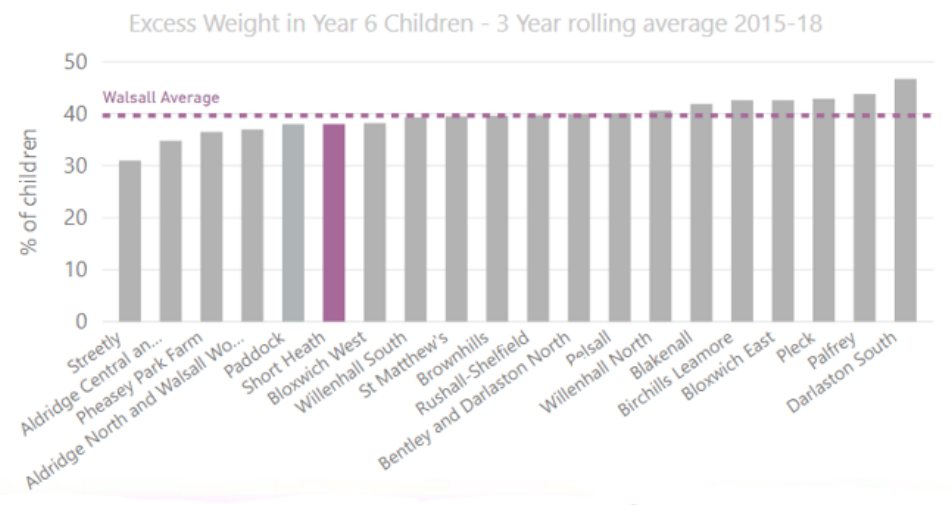
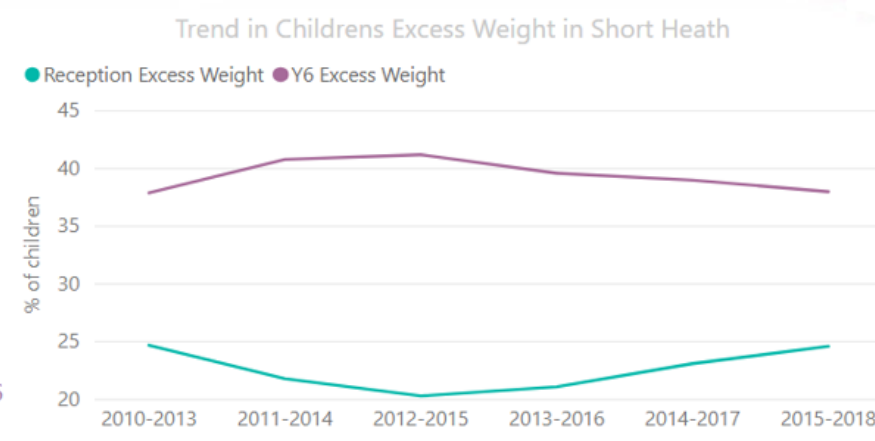
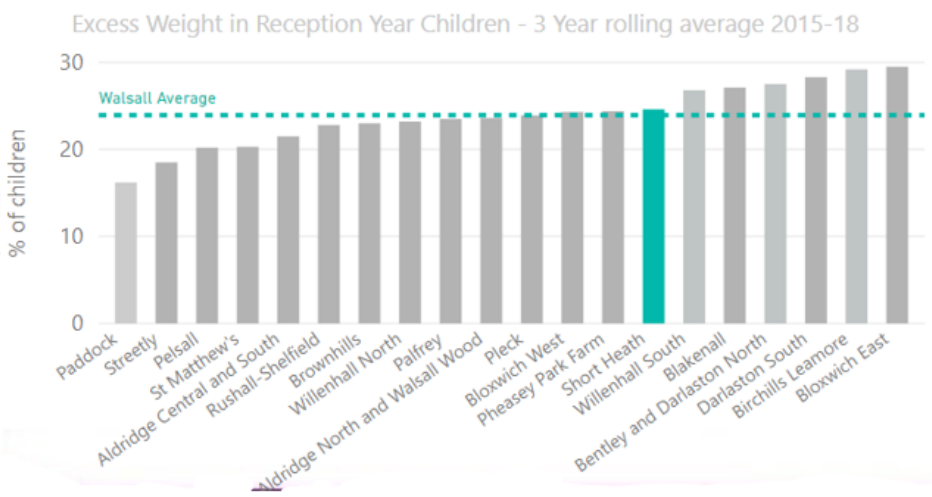
Level of deprivation



Childhood Obesity in Short Heath

Key Messages:

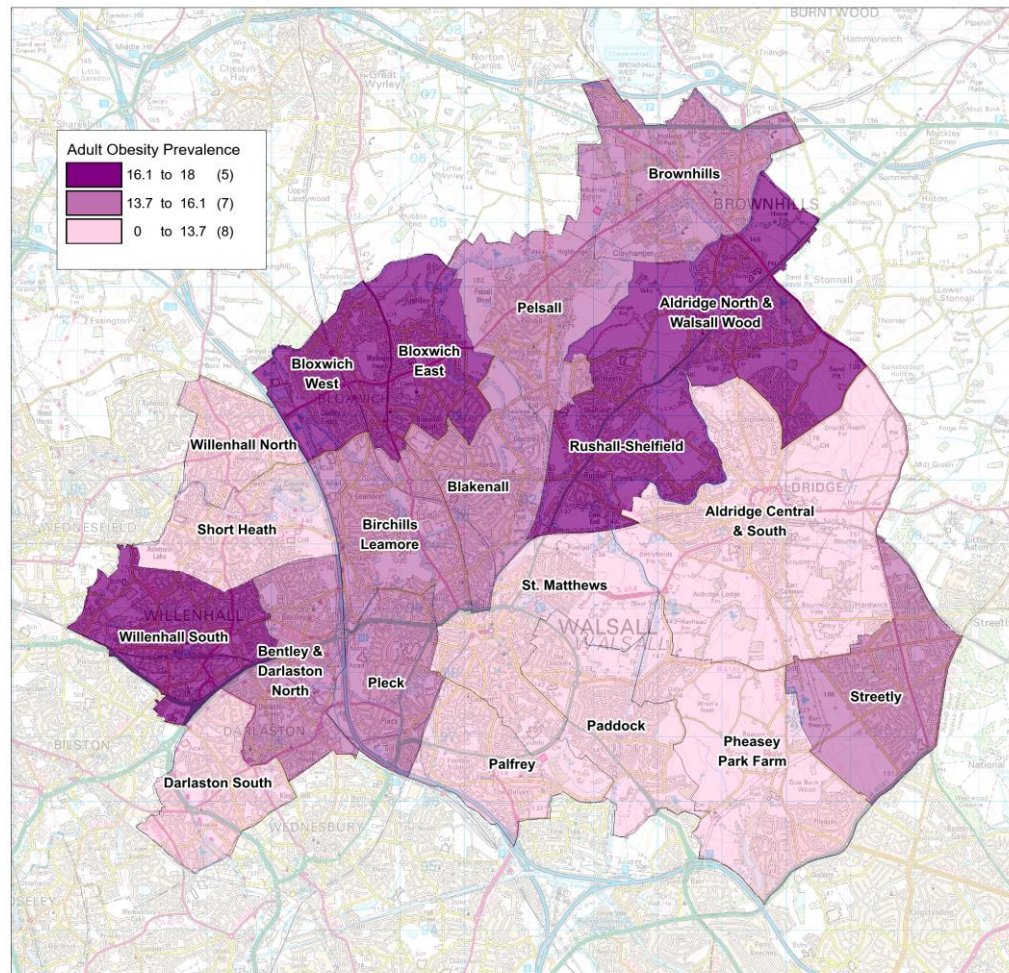
- In Short Heath, the rate of excess weight in Reception Children has increased.
- Short Heath ranks 14th/20 wards (1st = lowest rate) for excess weight in Reception aged children.
- However, in Year 6 children, the rate of excess weight has decreased.
- Short Heath ranks 6th/20 wards for excess weight (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 |
| 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 | - |
| Walsall Average | 14.4 |

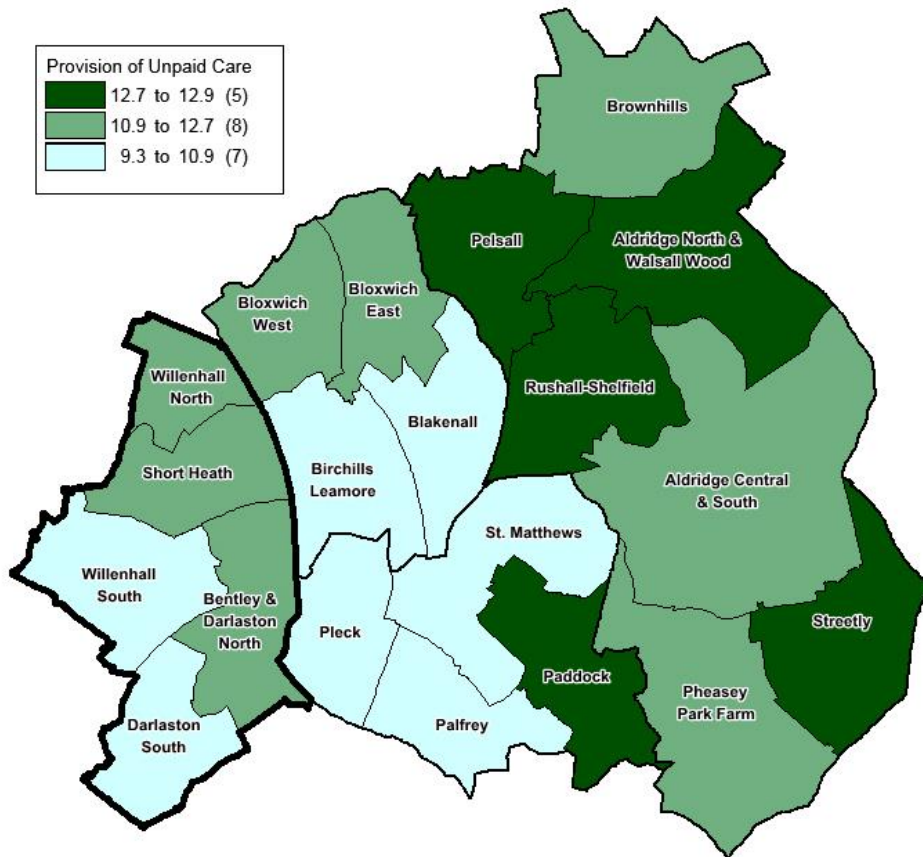


Short Heath ward does not contain a GP surgery and so data is not available for this ward.

Note – based on GP practice patient lists

Source: Quality and Outcomes Framework, 2017/18

Provision of Unpaid Care



| Ward | # | % |
|-----------------------------|--------|------|
| Short Heath | 1,374 | 12.6 |
| Willenhall North | 1,667 | 11.1 |
| Bentley and Darlaston North | 1,781 | 10.9 |
| Darlaston South | 1,493 | 10.8 |
| Willenhall South | 1,731 | 10.5 |
| WALSALL | 30,632 | 11.4 |

Short Heath ward provision of unpaid care (12.6%) is slightly above the borough average (11.4%).

Source: ONS, 2011 Census

ASC Carers Survey

81
People surveyed

31
Responses

38.27
Response rate (%)

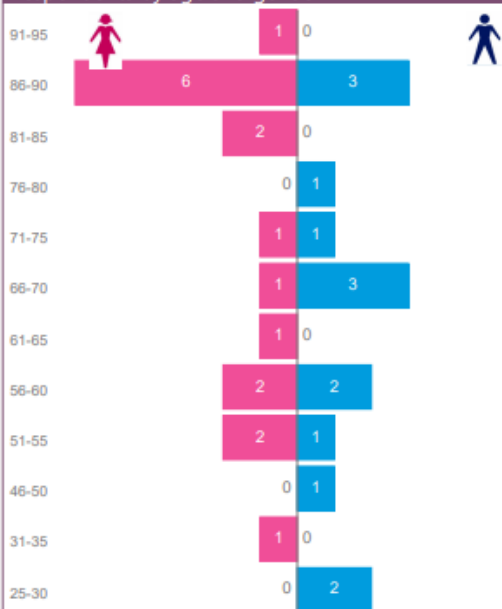
Responses
were
received
from

31
People residing in their own homes

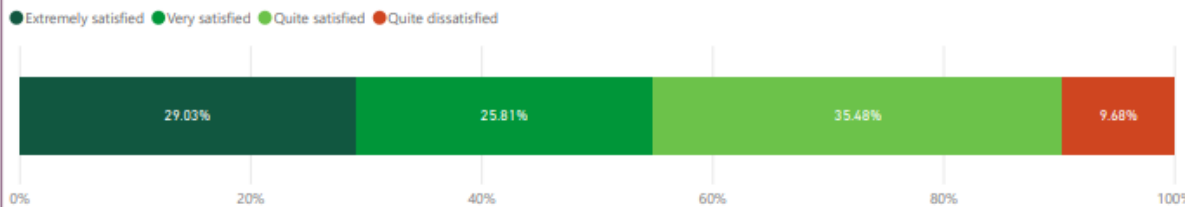
0
People residing in residential care

0
People residing in nursing care

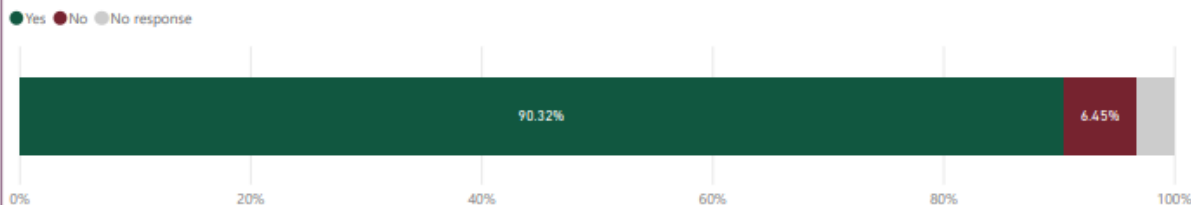
Respondents by age and gender



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



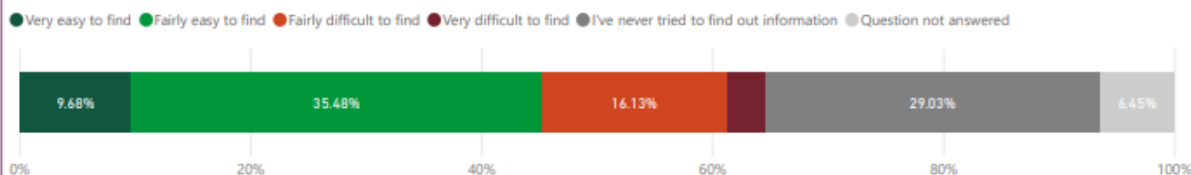
Do care and support services help you to have a better quality of life?



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?



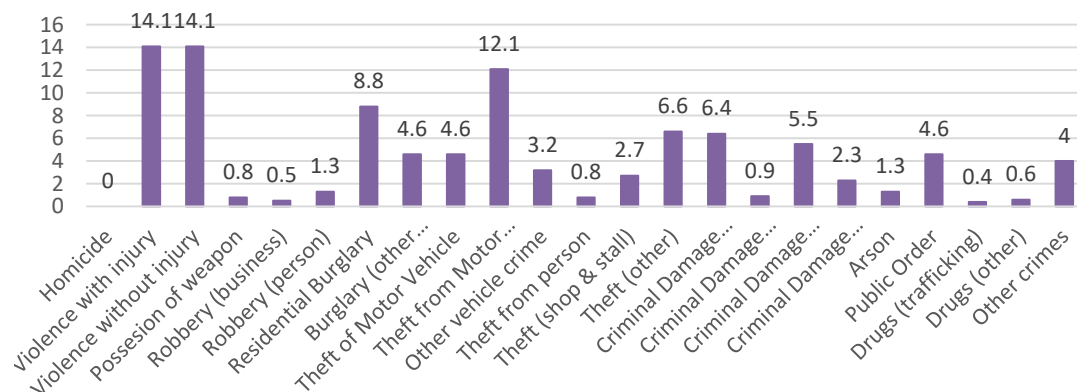
Source: Adult Social Care User Survey (ASCUS), 2018-19

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

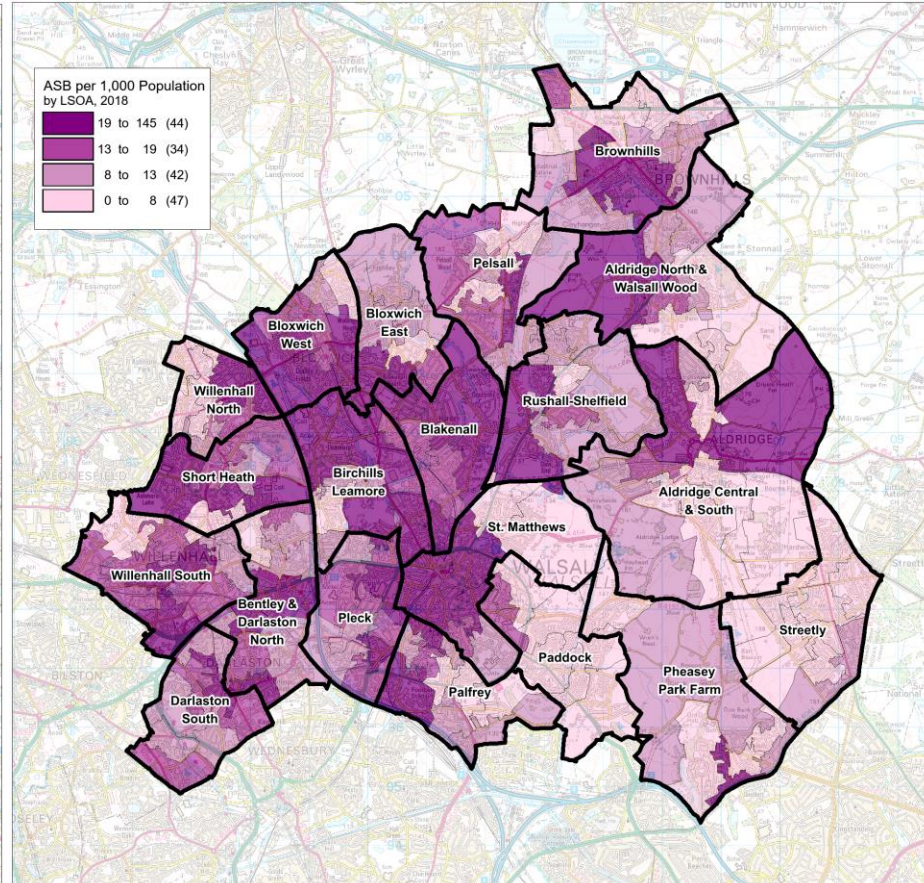
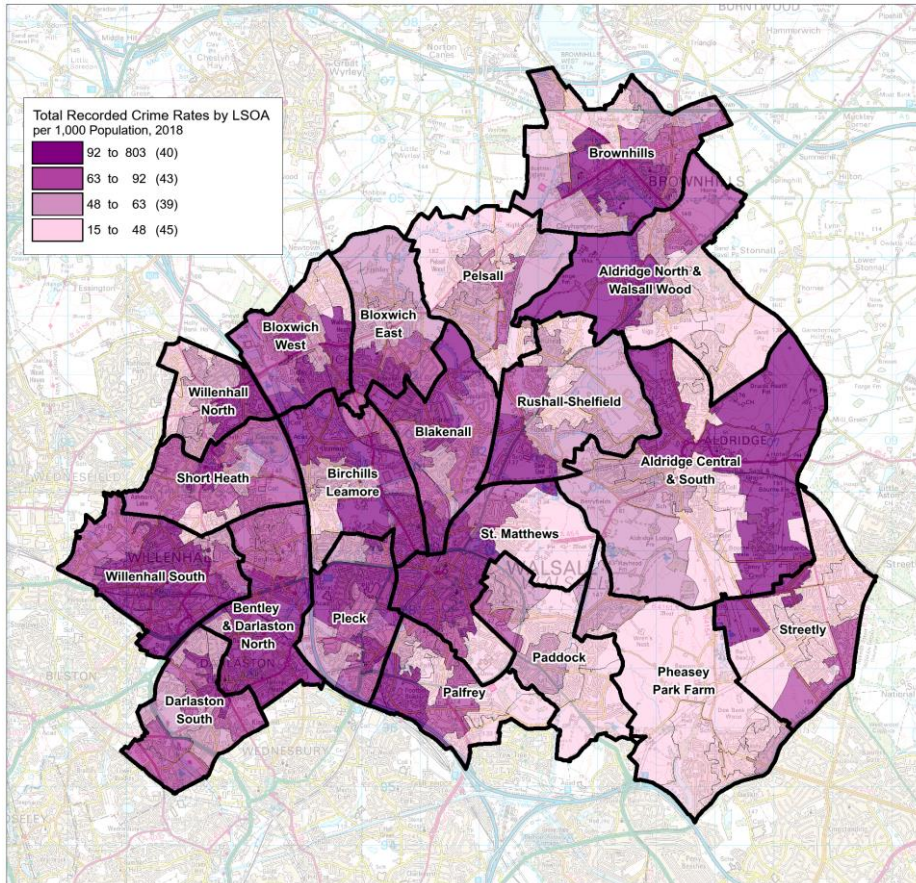
Crime rates by type highlights 'violence with injury' and 'violence without injury' as the most prolific types in this ward during 2018.



**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

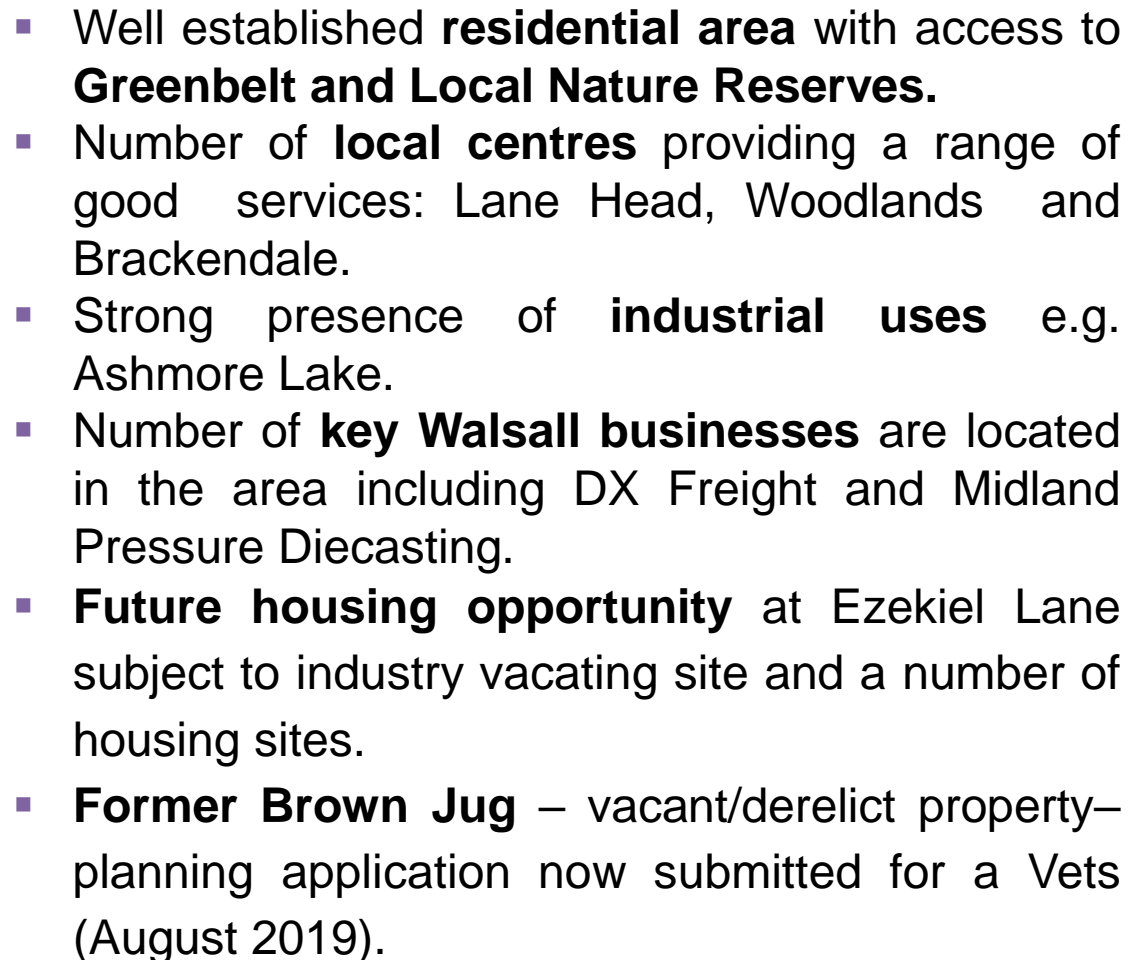
Recorded Crime & Anti-social behaviour



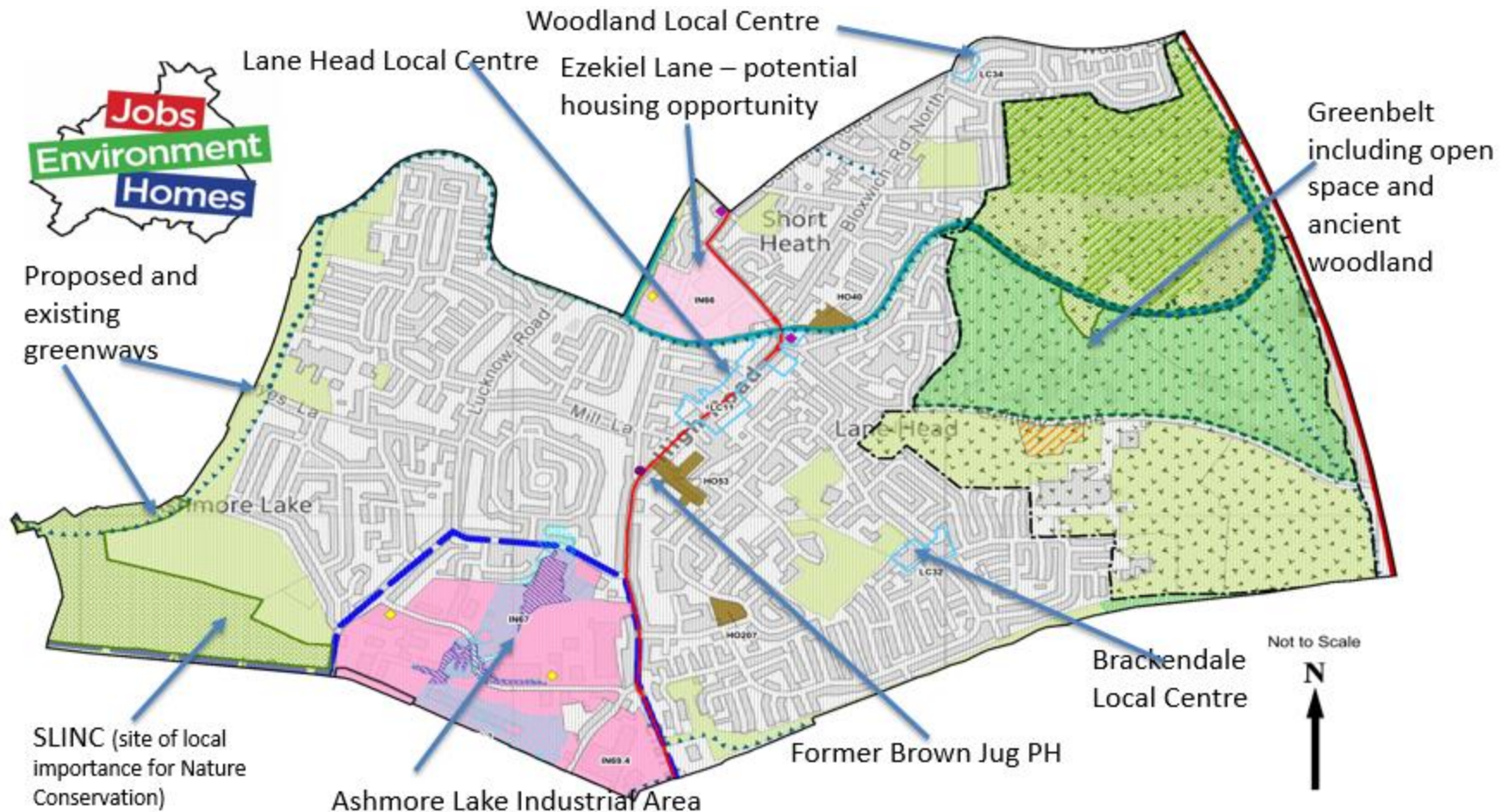
Source: West Midlands Police, Jan to Dec 2018

- **Rough Wood Chase** is made up of 6 separate nature reserves. There are wild birds' wildflowers, insects, amphibians & fishing. It's also used for health walks, dog walking, picnics and nature watching.
- **Woodland Primary School** (located next to Rough Wood) utilises the wood as part of their Forest Schools projects. Other schools also use the site too.

Source: Localities & Partnerships, 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
- **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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