

Ward Walk Profile: St. Matthew's January 2020

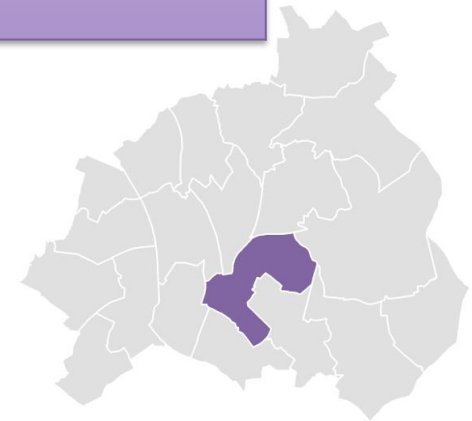
Version - FINAL



Walsall Council

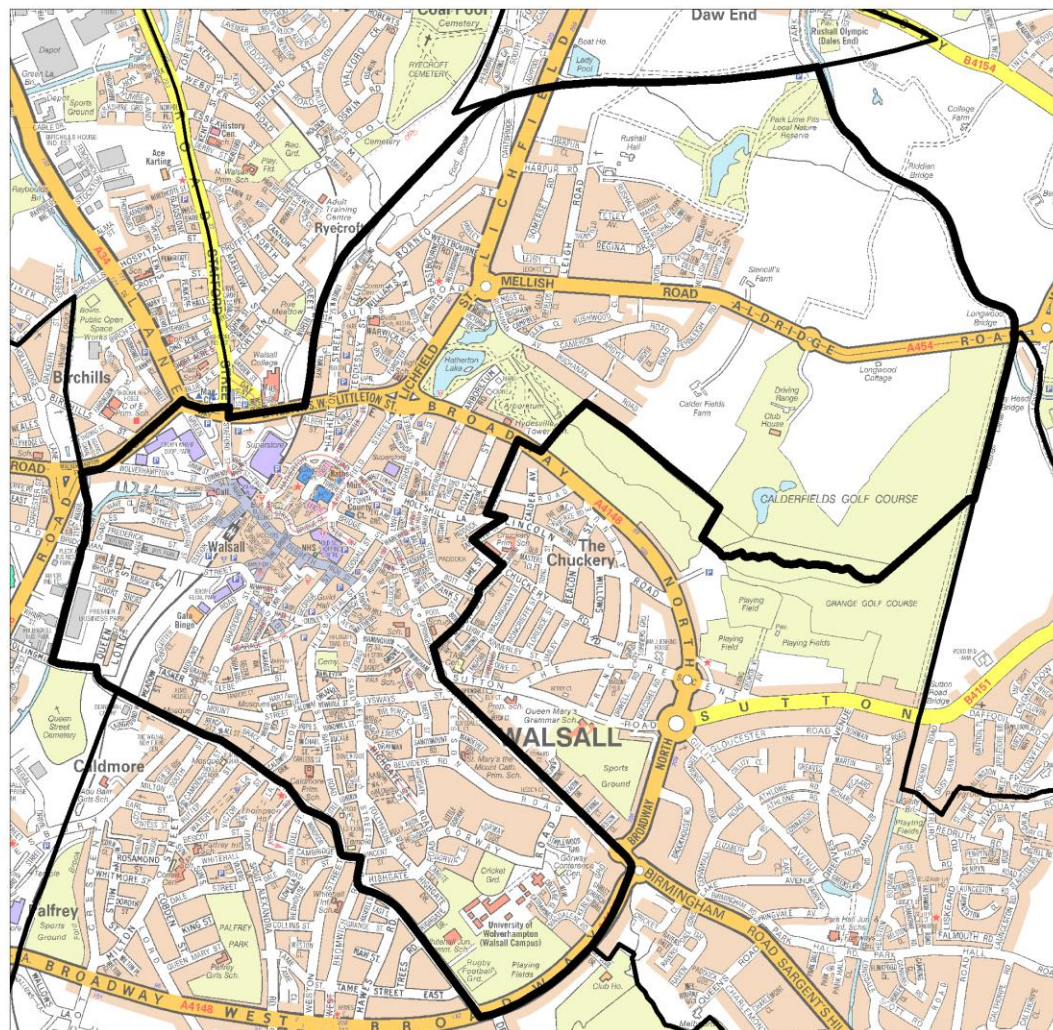
PROUD OF OUR PAST OUR PRESENT AND FOR OUR FUTURE

| Name | Party | Elected on: |
|------------------------|--------|-------------|
| Cllr Farhana Mazhar | Labour | 2 May 2019 |
| Cllr Aftab Nawaz | Labour | 22 May 2014 |
| Cllr Abdus Samad Nazir | Labour | 5 May 2016 |

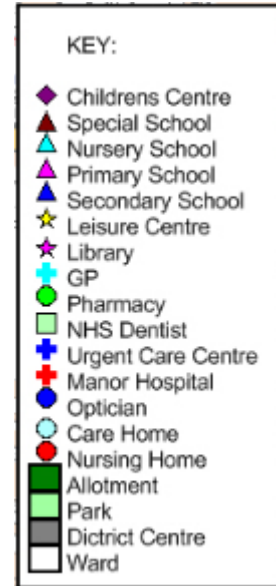
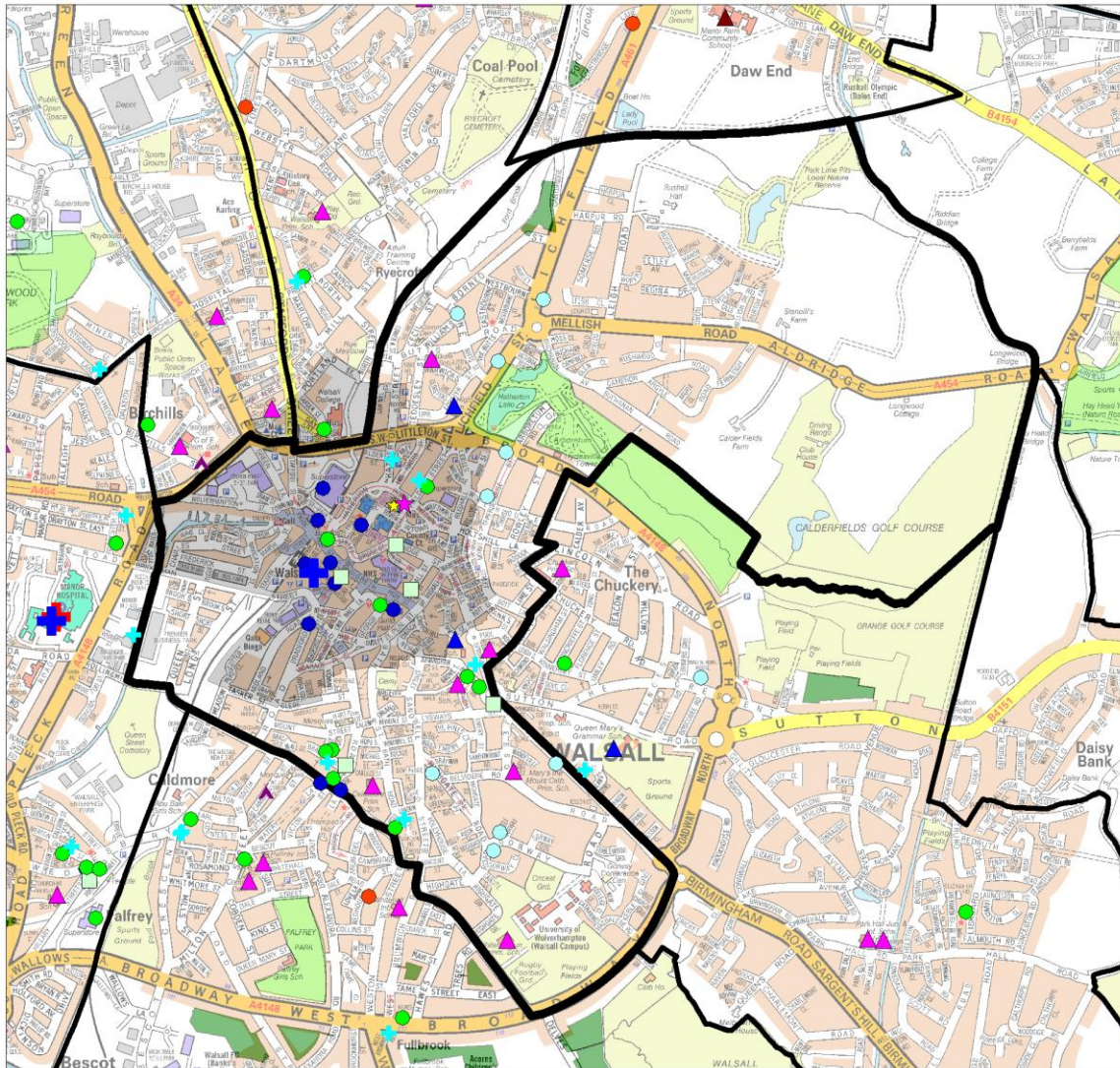




- Covers 6.05 sq km (605 ha)
- Makes up 5.8% of the area of Walsall borough
- Population density of 28.1 people per hectare (similar with borough average of 27.3)





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



Source: Ordnance Survey

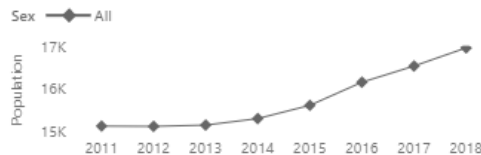
Population

Sex  Age

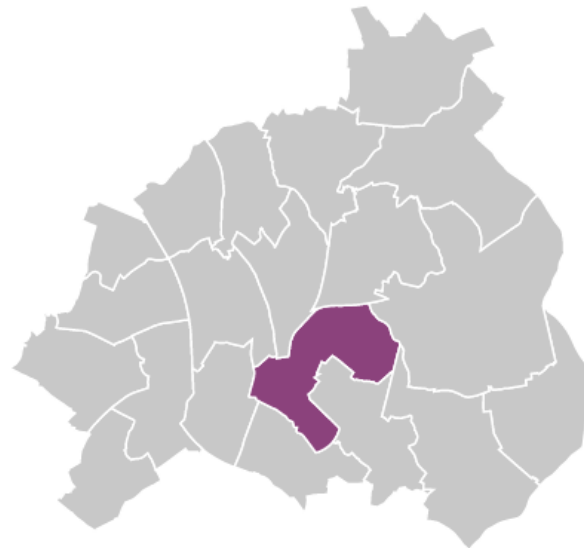


| Ward Name | Pop | % |
|---------------------------------|----------------|----------------|
| Aldridge Central and South | 14,100 | 4.95% |
| Aldridge North and Walsall Wood | 13,200 | 4.62% |
| Bentley and Darlaston North | 14,300 | 5.02% |
| Birchills Leamore | 16,000 | 5.64% |
| Blakenall | 16,100 | 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



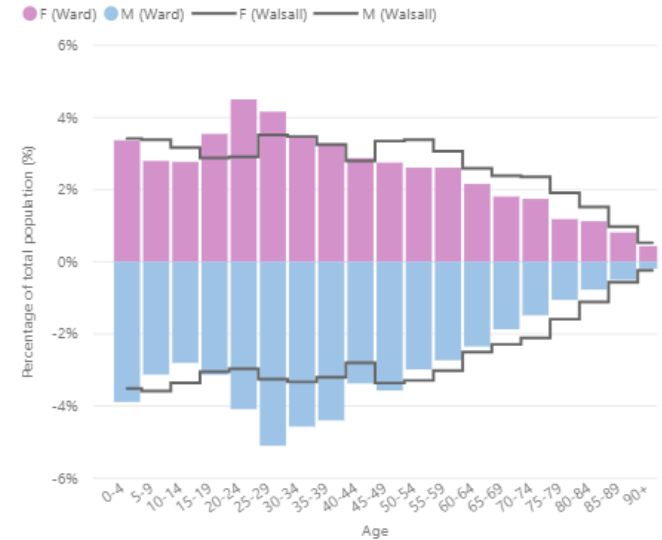
17,000

Estimated Population

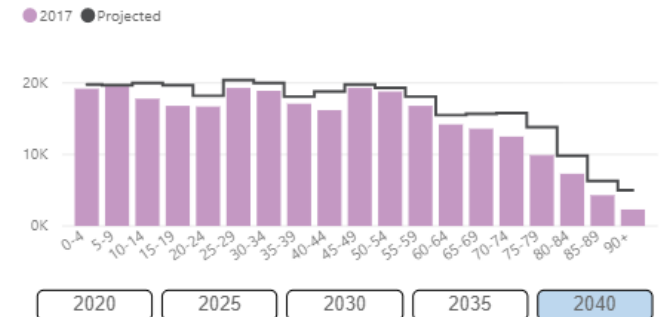
Localities

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Population Pyramid



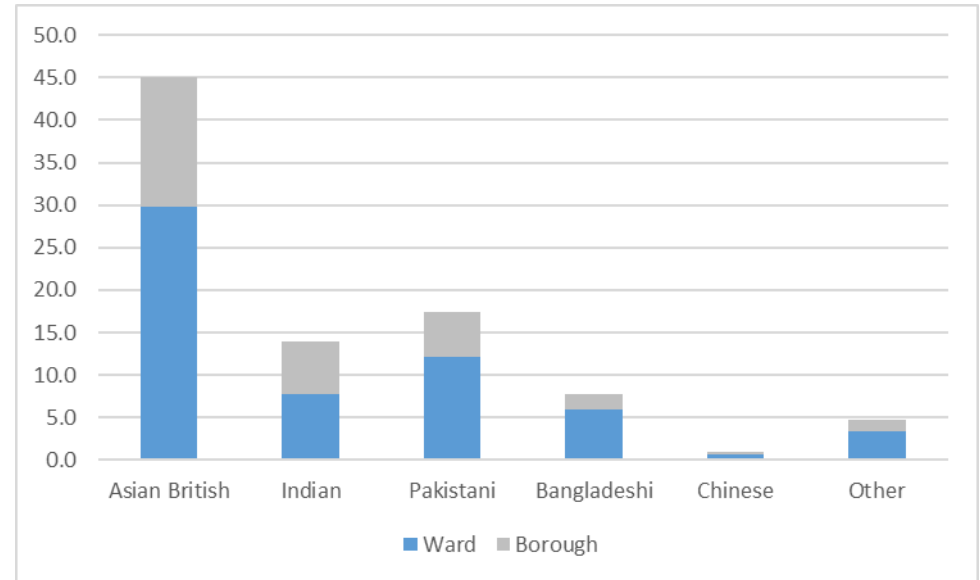
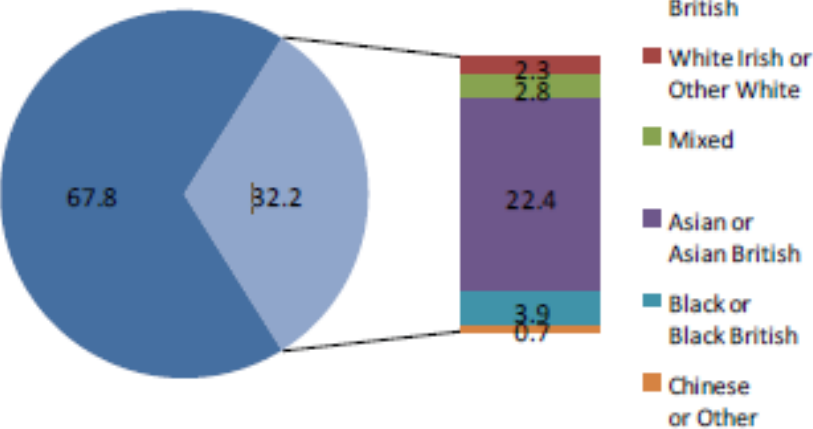
Walsall Borough Projected Population (2016 based)



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).

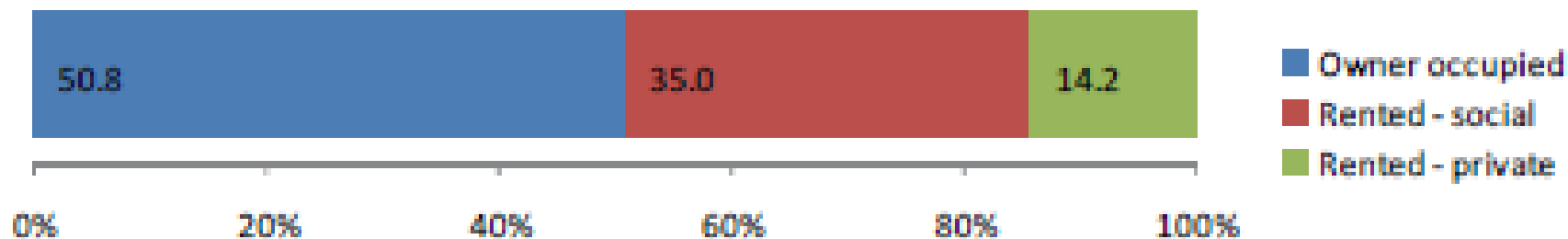
Source: ONS, Mid-2018 Population Estimates

Breakdown by Broad Ethnic Group, 2001



- Asian is the largest minority group at 29.8% (much less than Walsall average of 15.2%)
- Of the Asian minority group, Pakistani is the most prolific at 12.1%

Source: ONS, 2011 Census



A high proportion of socially rented (35.80%) properties compared to borough (24.1%).

Source: ONS, 2011 Census

Social Segmentation - Groups

The largest groups of households are classified as group I – **Urban Cohesion** (18%) & group L – **Transient Renters** (17%)

I Urban Cohesion



Key Features

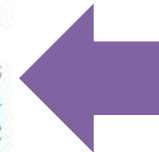
Settled extended families
City suburbs
Multicultural
Own 3 bedroom homes
Sense of community
Younger generation love technology

Channel Preference

Face to Face
Post
Landline
Email
Mobile
Online

Index

106
134
102
85
102
92



Most effective
communication
route

L Transient Renters



Key Features

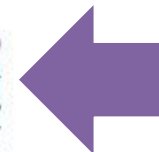
Private renters
Low length of residence
Low cost housing
Singles and sharers
Older terraces
Few landline telephones

Channel Preference

Face to Face
Post
Landline
Email
Mobile
Online

Index

110
94
105
97
118
101



Least effective
communication
routes

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

- 69.7% of working age people in St Matthew's 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 Professional (18.4%) followed Elementary Occupations (13.3%) (2011)*.
- Of working age ward residents, 19.8% had **no formal qualifications**. Walsall's value was 24.3%, and 15.0% nationally (2011)*.
- In May 2019, 6.8% of working aged residents (aged 16-64) were **unemployed and seeking work**. This equated to 747 people and was above the Walsall average of 5.0%.

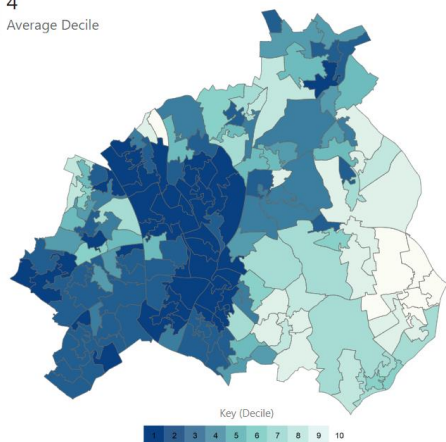
Unemployment Claimants (aged 16-64), May 2019

| 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-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)

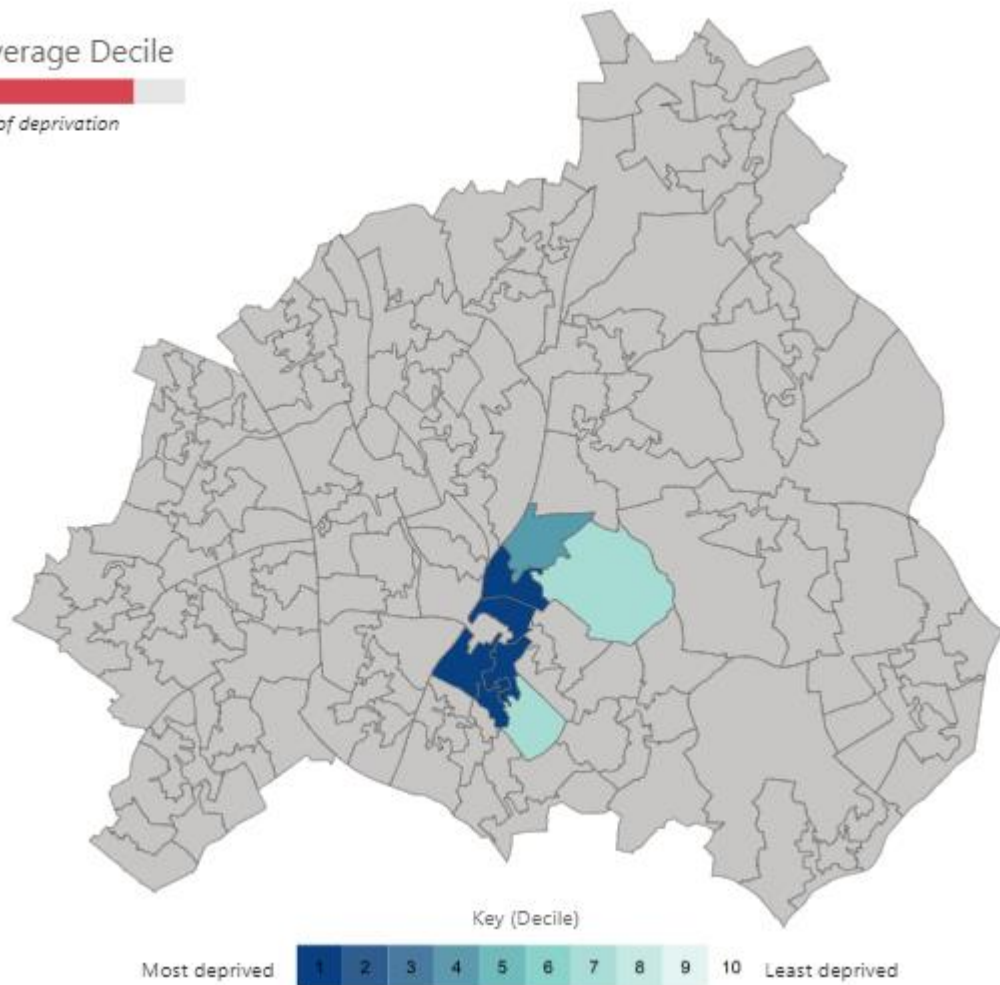
* This is the most recent data available at ward level

4
Average Decile



3
Average Decile

Level of deprivation



A number of LSOAs within the most 10% deprived towards the town centre and in contrast, two LSOAs within the 40% least deprived.

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

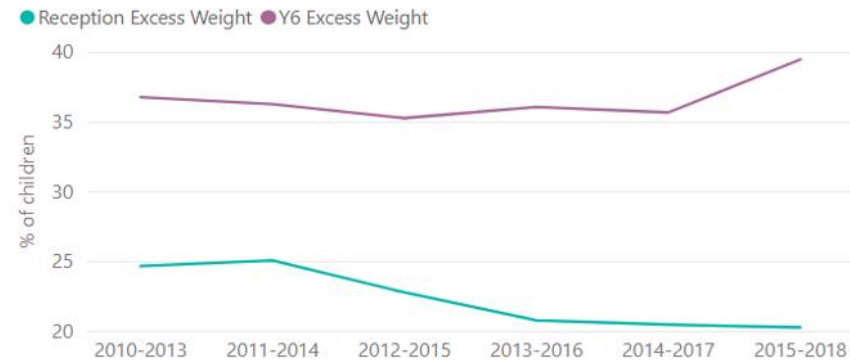
Source: DCLG, *Index of Multiple Deprivation, 2019*

Childhood Obesity in St. Matthew's

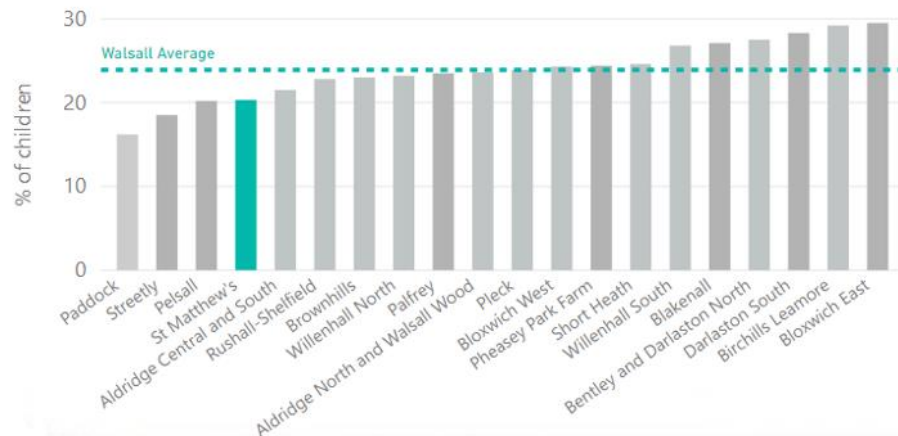
Key Messages:

- In St. Matthew's, the rate of excess weight in Reception Children has decreased.
- St. Matthew's ranks 4th/20 wards (1st = lowest rate) for excess weight in Reception aged children.
- However, in Year 6 children, the rate of excess weight has increased.
- St. Matthew's ranks 9th/20 wards for excess weight (1st = lowest rate) for excess weight in Y6 children.

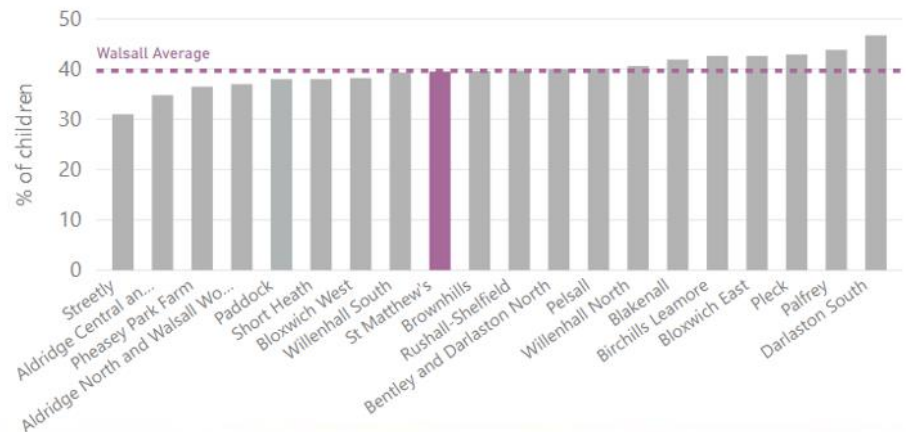
Trend in Childrens Excess Weight in St. Matthew's



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



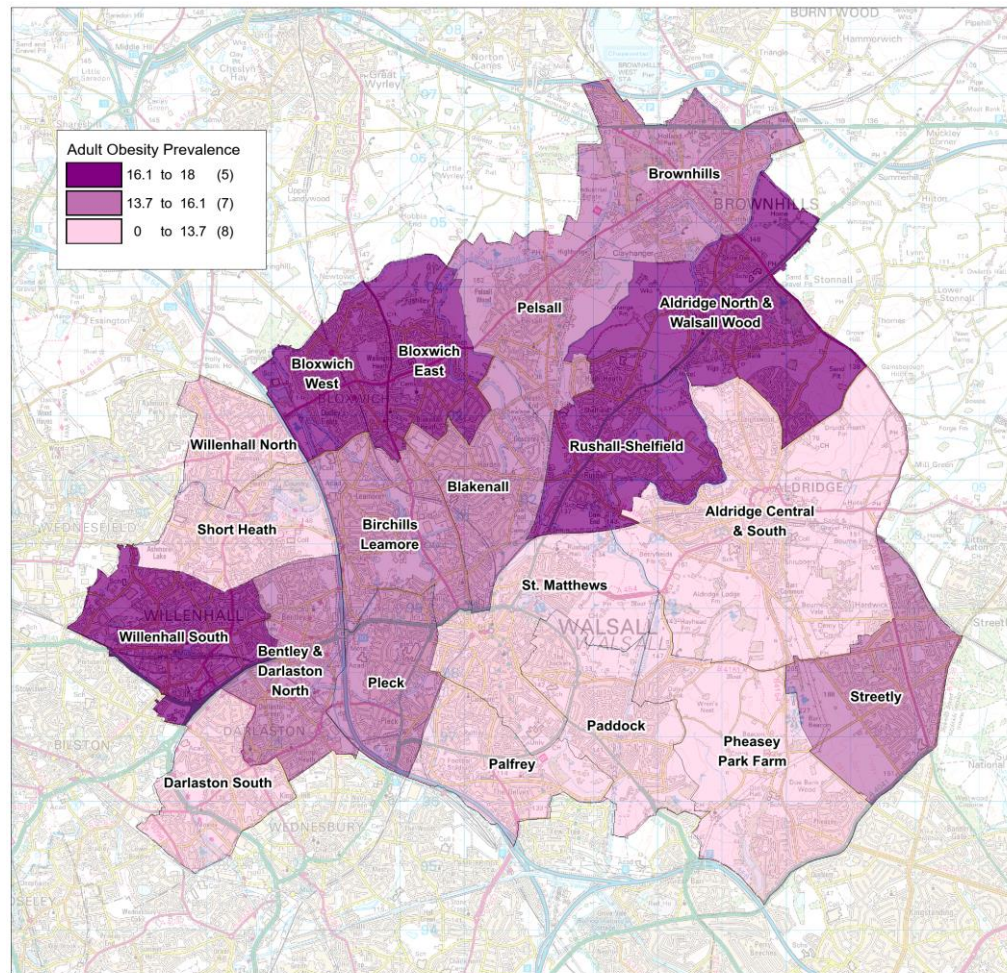
Excess Weight in Year 6 Children - 3 Year rolling average 2015-18



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 | - |
| Walsall Average | 14.4 |

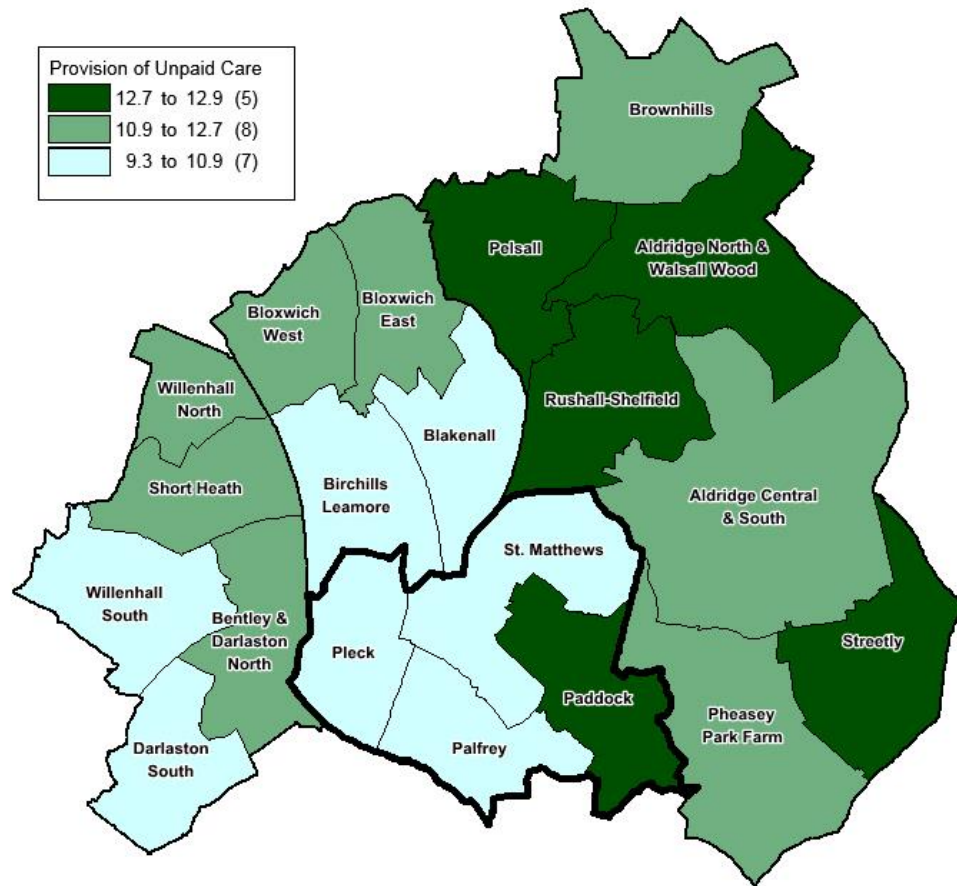


St. Matthew's ward has a **below average** proportion of adult obesity prevalence (11.4% compared to 14.4%).

Source: Quality and Outcomes Framework, 2017/18

Note – based on GP practice patient lists

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 |

St. Matthew's ward has lower than average (11.4%) of residents providing unpaid care at 10.2%).

Source: ONS, 2011 Census

ASC Carers Survey

120
People surveyed

32
Responses

26.67
Response rate (%)

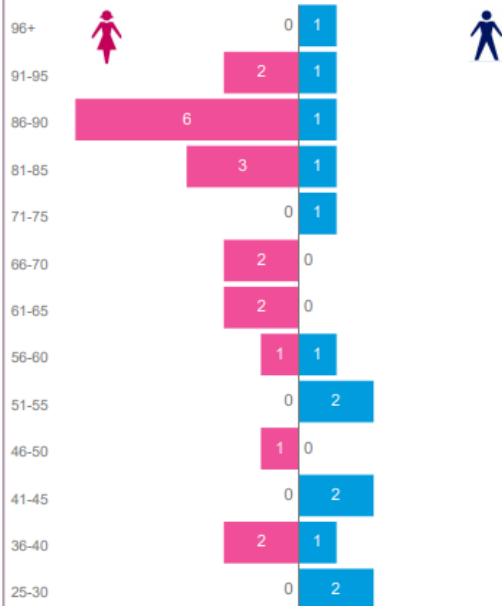
Responses
were
received
from

28
People residing in their own homes

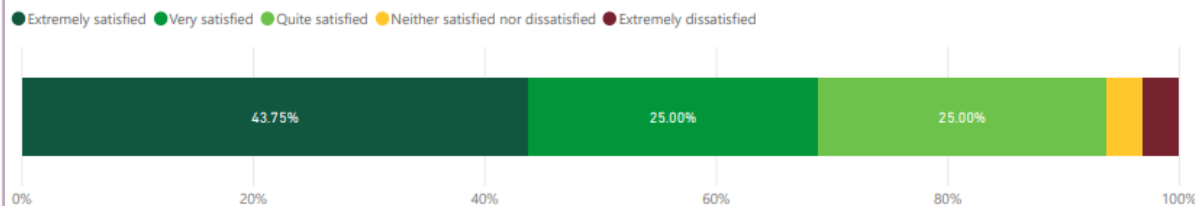
4
People residing in residential care

0
People residing in nursing care

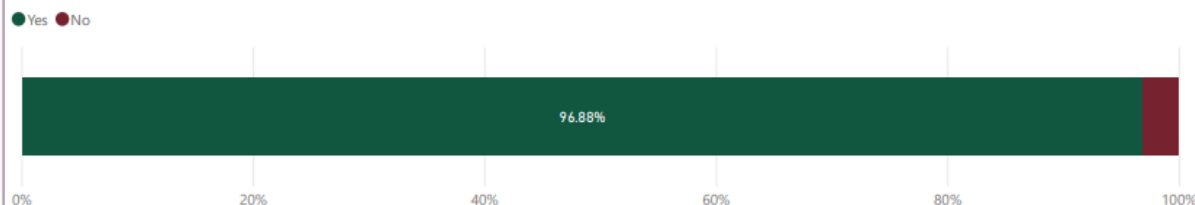
Respondents by age and gender



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



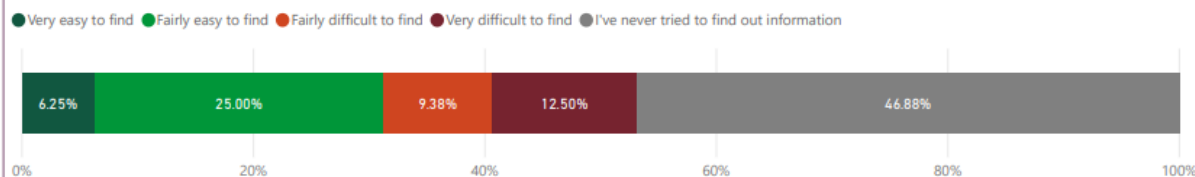
Do care and support services help you to have a better quality of life?



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?



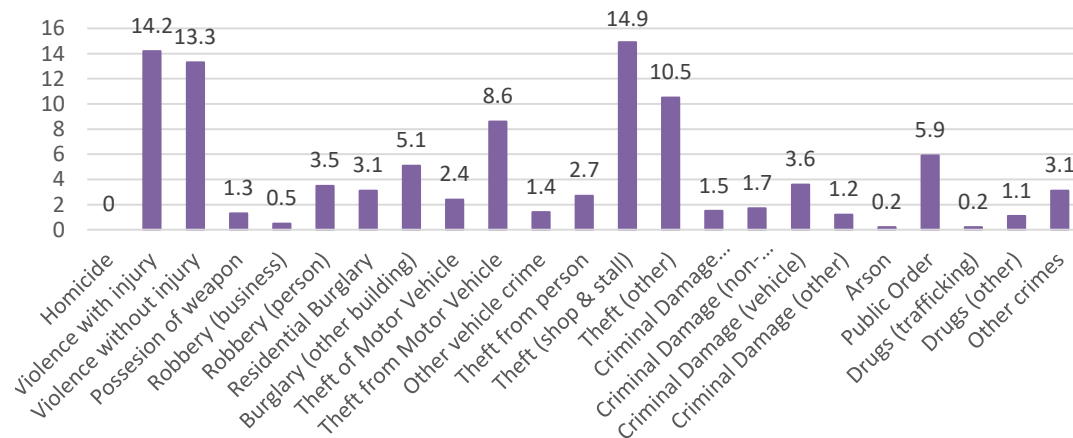
Source: Adult Social Care User Survey (ASCS), 2018-19

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 |
| 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 average.

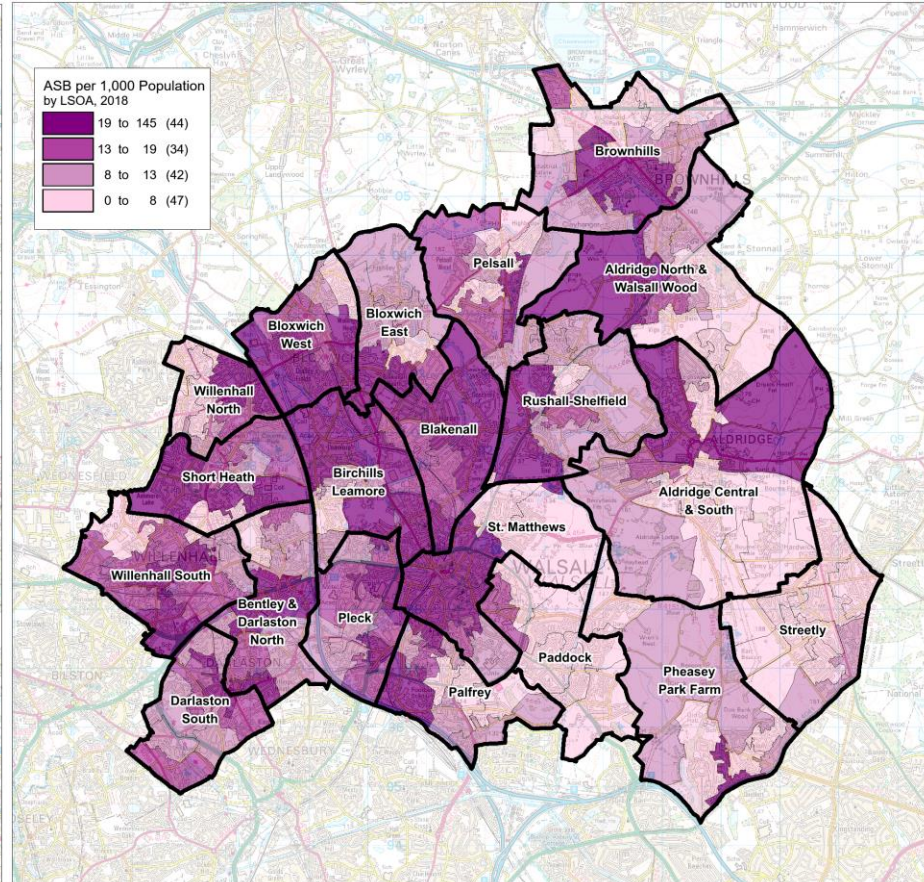
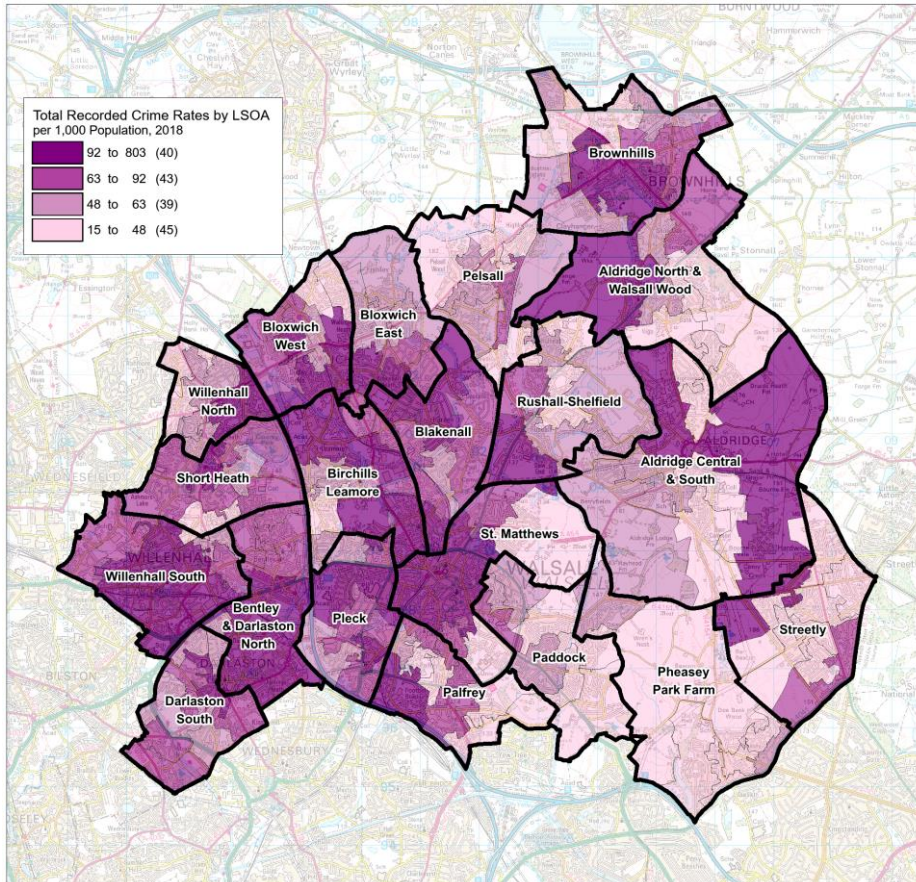
Crime by type highlights '**theft (shop & stall)**' and '**violence with injury**' as the most prolific types in this ward during 2018.



**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 large number of groups, some are listed below, they are known to One Walsall:

| | |
|----------------------------|-----------------------------------|
| YMCA – Black Country Group | Samaritans |
| Arboretum User Group | Walsall Sea Cadets |
| Citizens Advice Walsall | Chuckery Festival |
| Healthwatch Walsall | First Base – Small Street Centre |
| St. Matthew’s Bellringers | Caldmore Village Festival |
| Walsall Over 50s Forum | Afghan Community & Welfare Centre |
| Victim Support | The Glebe Centre |
| Steps to Work | Ablewell Advice Walsall |

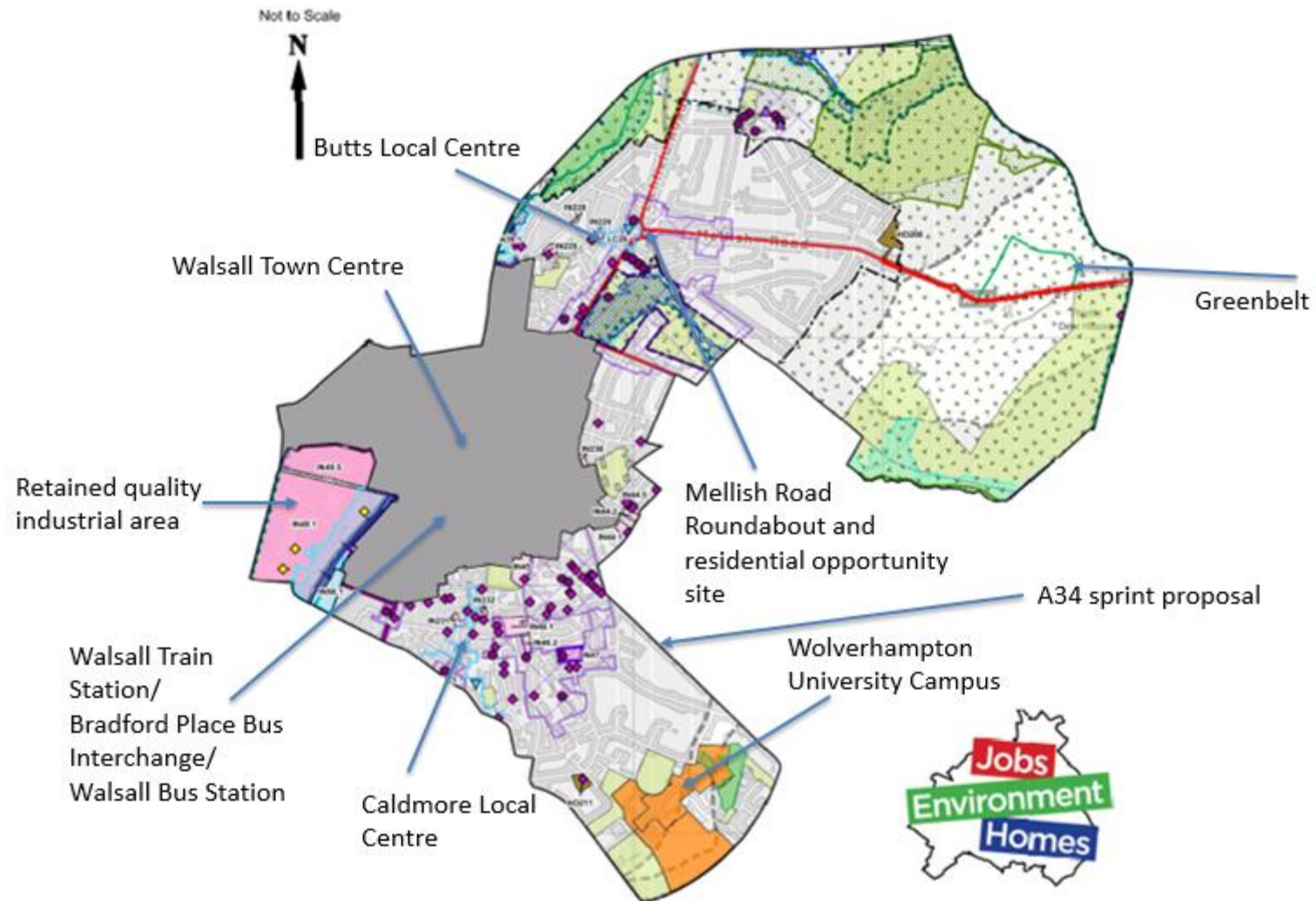
Source: *Localities & Partnerships, Walsall Council*



- Includes **Walsall Town Centre**, one of the strategic centres in the Black Country - a major focus for retail, office, leisure and cultural service activities. The town centre benefits from its own planning framework – Town Centre Area Action Plan (**AAP**) adopted in 2019.
- **Town Centre Masterplan** recently approved by Cabinet – 20 year vision for the town centre.
- A significant part of the ward is greenbelt.
- Home to **Wolverhampton University Campus** – recent improvements works to expand the facility and improve access and parking. Potential for further expansion plans.
- **Caldmore Local Centre** – vibrant local centre meeting community needs. One way scheme implemented to assist with congestion issues.
- Significant town centre **development and investment** in the last 10 years - > **£425m** delivering over 85,000sqm of floorspace across a variety of uses (including retail, leisure, office, health and education) and securing more than 2,500 new jobs, as well as 300+ new homes. Examples include Walsall Waterfront, Jhoots Headquarters, Walsall College and Wisemore (Travelodge).
- Council acquisitions include the **Saddlers Centre**.
- Direct train link from Walsall to London now in operation.

Source: *Regeneration & Development, Walsall Council*

Regeneration - Policy Map Extract



Source: *Regeneration & Development, Walsall Council*



- **Town Centre Masterplan** - implementation of key interventions outlined in the masterplan including proposals to enhance visibility and access to **Walsall Train Station** and enhancement of **Walsall Market**. Estimated capital investment of **£120m**. Further details at https://go.walsall.gov.uk/regeneration/development_and_investment_opportunities/walsall_town_centre_masterplan
- Proposals for a **new medical facility** in the town centre (Hatherton Road) – co-location of four medical practices enabled by the disposal of a Council owned asset (challenge block). Work due to start on site in 2020.
- Town centre is part of the **Walsall to Wolverhampton Corridor** that has secured funding from the Land Fund to provide new homes. Sites in the town centre include Station Street with aspirations to deliver a housing led scheme. The Council has and will need to continue to take a *proactive role* in ensuring development and delivery of sites.
- Proposals to improve **transport infrastructure** in the town centre with links to HS2; further proposals for improvements to Bradford Place Interchange and the arrival of the A34 sprint.
- **Mellish Road** roundabout transport improvements planned for 2019/20 to assist with access into and out of the town centre. Mellish Road Church site provides an opportunity for residential development.

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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