

Ward Walk Profile: Streetly January 2020

Version - FINAL

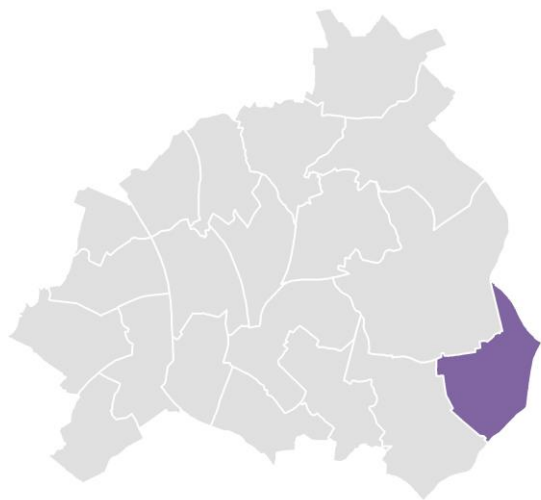


Walsall Council

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

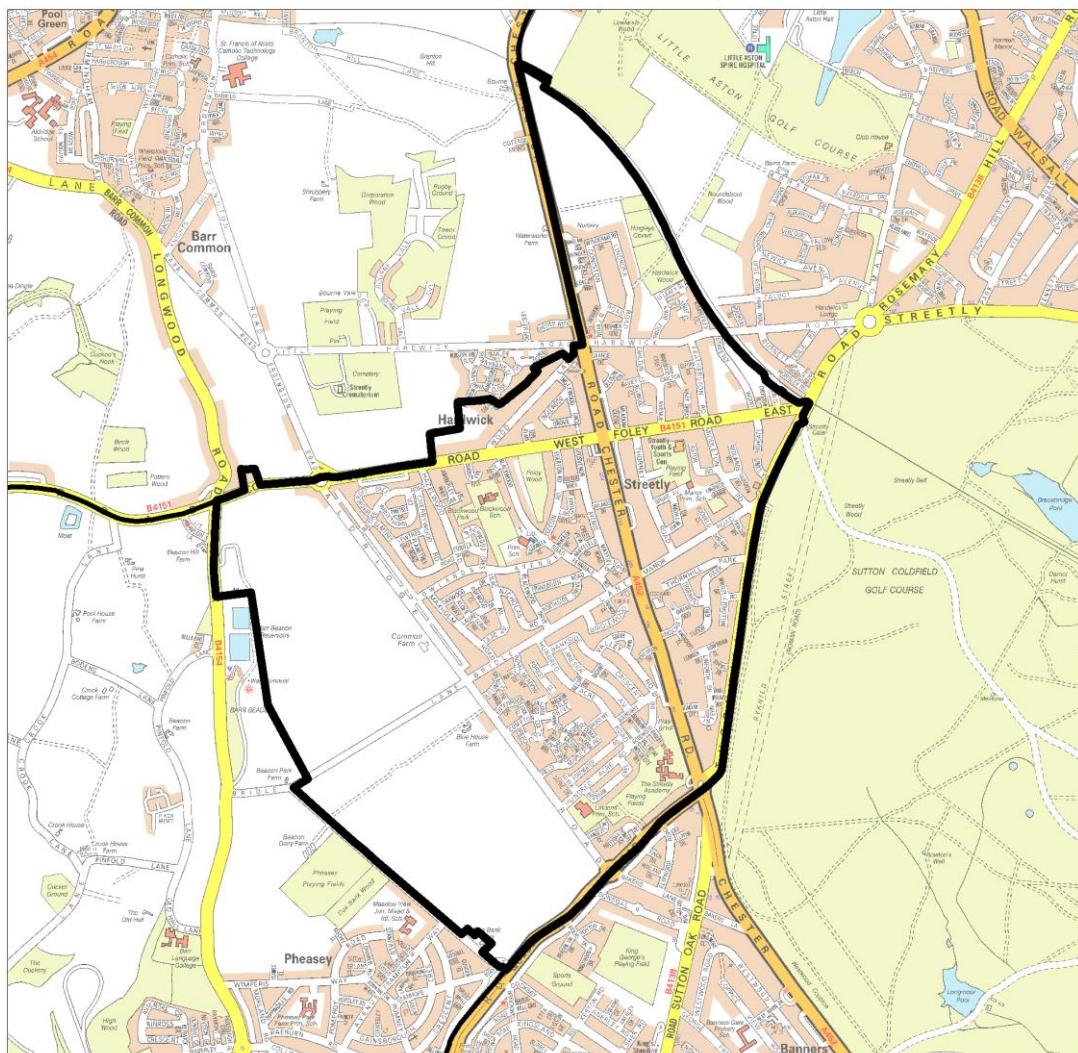
Name	Party	Elected on:
Cllr Brian Douglas-Maul	Conservatives	13 November 1980
Cllr Sat Johal	Conservatives	2 May 2019
Cllr Suky Samra	Conservatives	3 May 2018

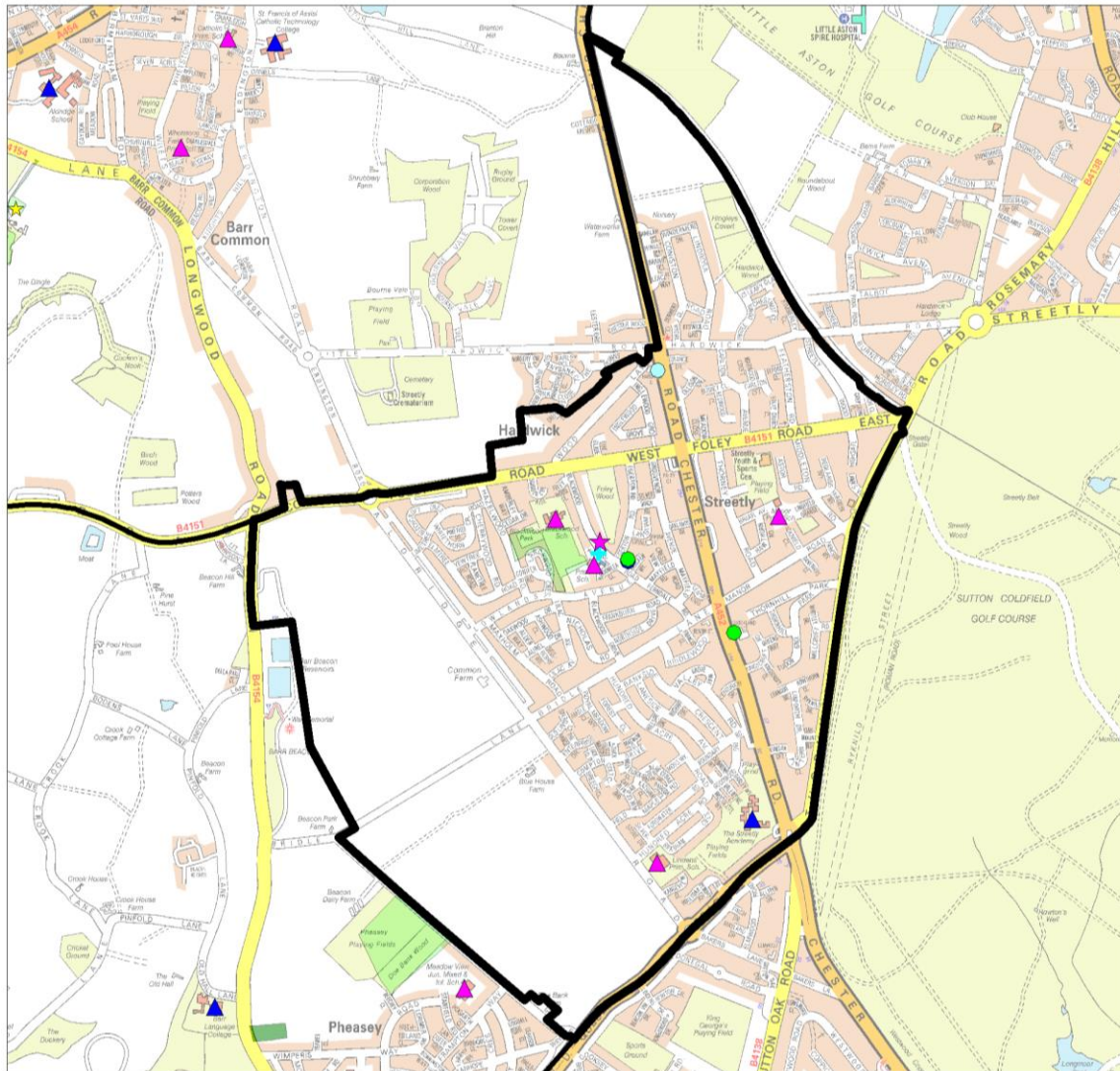























- Covers 5.83 sq km (583 ha)
- Makes up 5.6% of the area of Walsall borough
- Population density of 23.4 people per hectare (lower than borough average of 27.3)

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

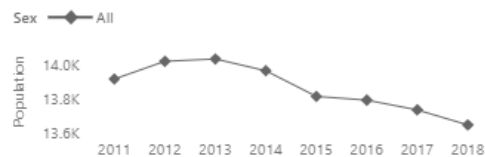
Source: Ordnance Survey

Population

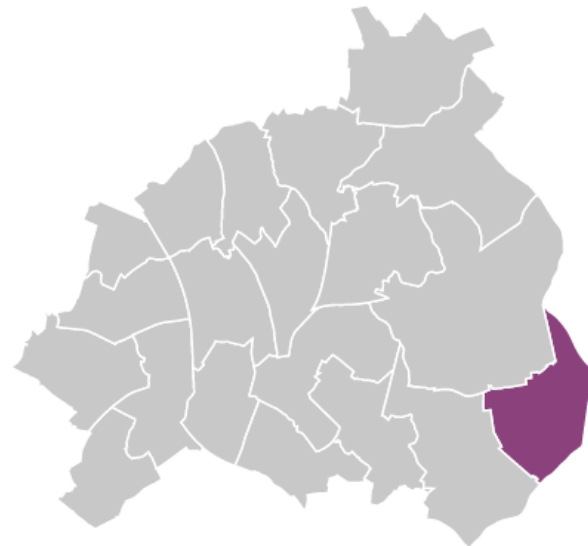
Sex ☐ Age

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%
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



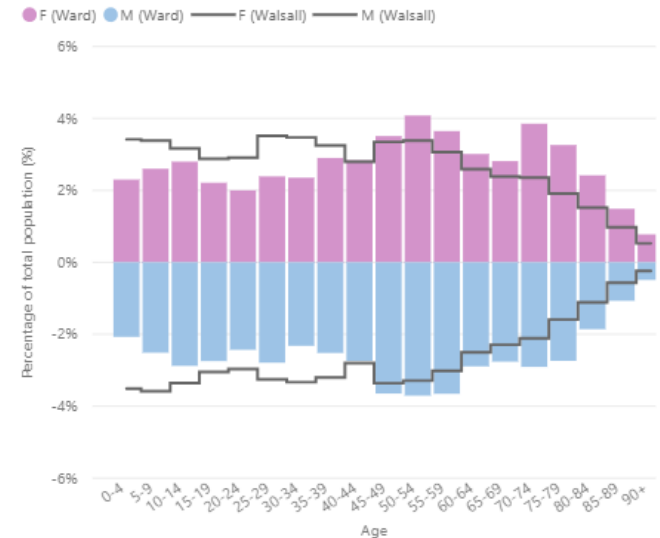
13,700

Estimated Population

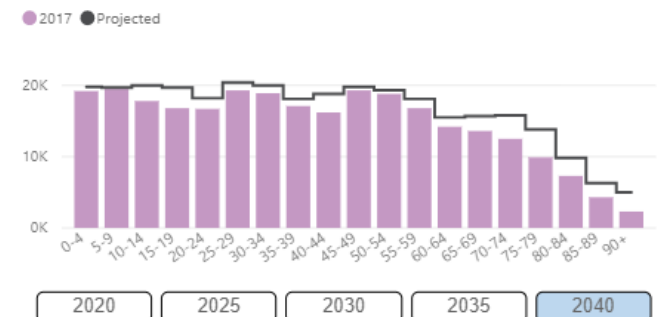
Localities

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Population Pyramid

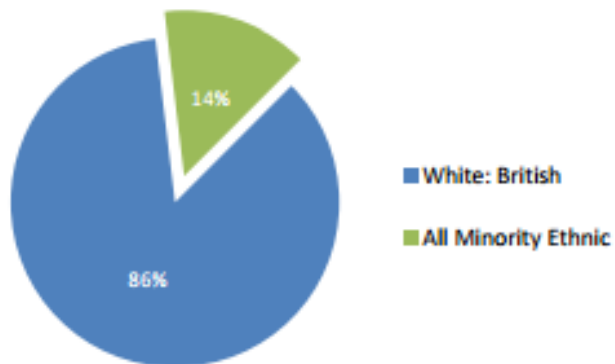


Walsall Borough Projected Population (2016 based)



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).

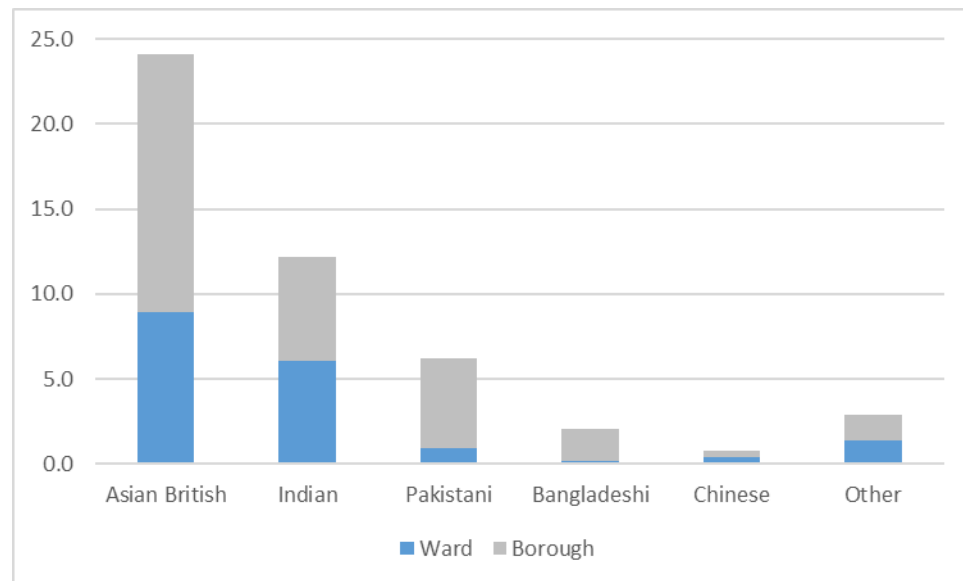
Source: ONS, Mid-2018 Population Estimates



Total minority ethnic residents*: 2,013
 Percentage of total population: 14.4%
 Change since 2001: 60.0%

Ethnic Group	Total	Ward %	Walsall %	E&W %
White: British	11,921	85.6	76.9	80.5
White: Other	327	2.3	1.9	5.5
Mixed	226	1.6	2.7	2.2
Asian	1,243	8.9	15.2	7.5
Black	139	1.0	2.4	3.3
Other	78	0.6	0.8	1.0

* Non-White British



- 14% minority ethnic residents
- Asian is the largest minority group at 8.9% (on par with Walsall average of 15.2%)
- Of the Asian minority group, Indian is the most prolific at 6.1%

Source: ONS, 2011 Census

Composition

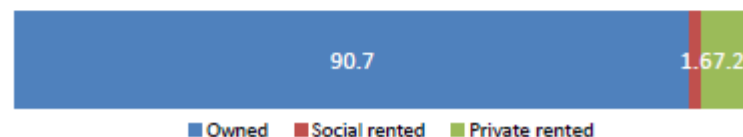
- 5,710 households (with at least 1 usual resident)
- Increase of 12.6% since 2001 (Proportion of borough total 5.3%)
- Average household size: 2.4 residents per h/hold (similar to Walsall average of 2.5)

Household Composition	Total	Ward %	Walsall %	E&W %
Family: Couple	2,705	47.4	43.4	43.0
Family : Lone parent	392	6.9	12.0	10.6
One person: Below 65	581	10.2	15.7	17.8
One person: Over 65	814	14.3	12.8	12.4
Other household types	1,218	21.3	16.1	16.1

Source: ONS, 2011 Census

Tenure

Tenure	Total	Ward %	Walsall %	E&W %
Owned outright	2,802	49.1	31.1	30.8
Owned mortgage	2,374	41.6	31.9	33.5
Socially rented	89	1.6	24.1	17.6
Privately rented	412	7.2	11.7	16.7
Living rent-free	33	0.6	1.3	1.4



- 2.3% of households 'overcrowded'* (Walsall average 6.5%)
- 1.4% of households without central heating (Walsall average 2.8%)
- Low proportion of socially rented (1.6%) properties compared to borough (24.1%)
- Above average (31.9%) mortgage owned (41.6%)

Social Segmentation - Groups

The largest groups of households are classified as group B – **Prestige Positions** (29%) & group F – **Senior Security** (26%)

B Prestige Positions



Key Features

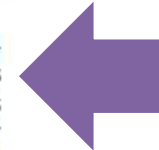
High value detached homes
Married couples
Managerial and senior positions
Supporting students and older children
High assets and investments
Online shopping and banking

Channel Preference

Face to Face
Post
Landline
Email
Mobile
Online

Index

94
108
96
97
94
107



Most effective
communication
route

F Senior Security



Key Features

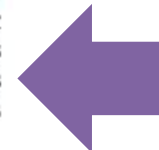
Elderly singles and couples
Homeowners
Comfortable homes
Additional pensions above state
Don't like new technology
Low mileage drivers

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

- 82.6% of working age people in Streetly ward were **economically active**. This was much higher than the Walsall value of 74.0% and the national value of 76.8% (2011)*.
- The largest **occupation group** in the ward was Professional (19.6%) followed Administrative & Secretarial (15.4%) (2011)*.
- Of working age ward residents, only 9.3% had **no formal qualifications**. Walsall's value was 24.3%, and 15.0% nationally (2011)*.
- In May 2019, just 1.1% of working aged residents (aged 16-64) were **unemployed and seeking work**. This equated to 84 people and was well below the Walsall average of 5.0%.

Unemployment Claimants (aged 16-64), May 2019

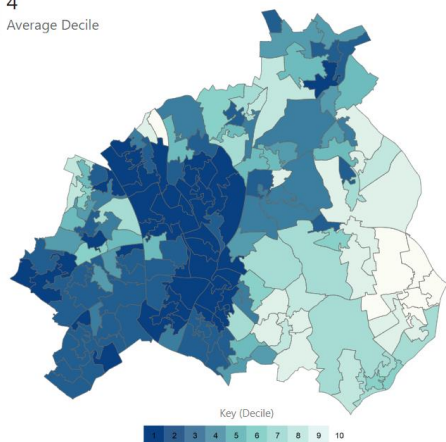
Ward	Claimant Count	Claimant Rate
Darlaston South	739	7.7
Blakenall	689	7.4
Birchills Leamore	706	7.1
Willenhall South	756	6.9
St Matthew's	747	6.8
Pleck	648	6.6
Bentley and Darlaston North	560	6.5
Bloxwich East	442	5.9
Palfrey	619	5.8
Bloxwich West	456	5.4
WALSALL BOROUGH	8,594	5.0
Short Heath	298	4.4
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)

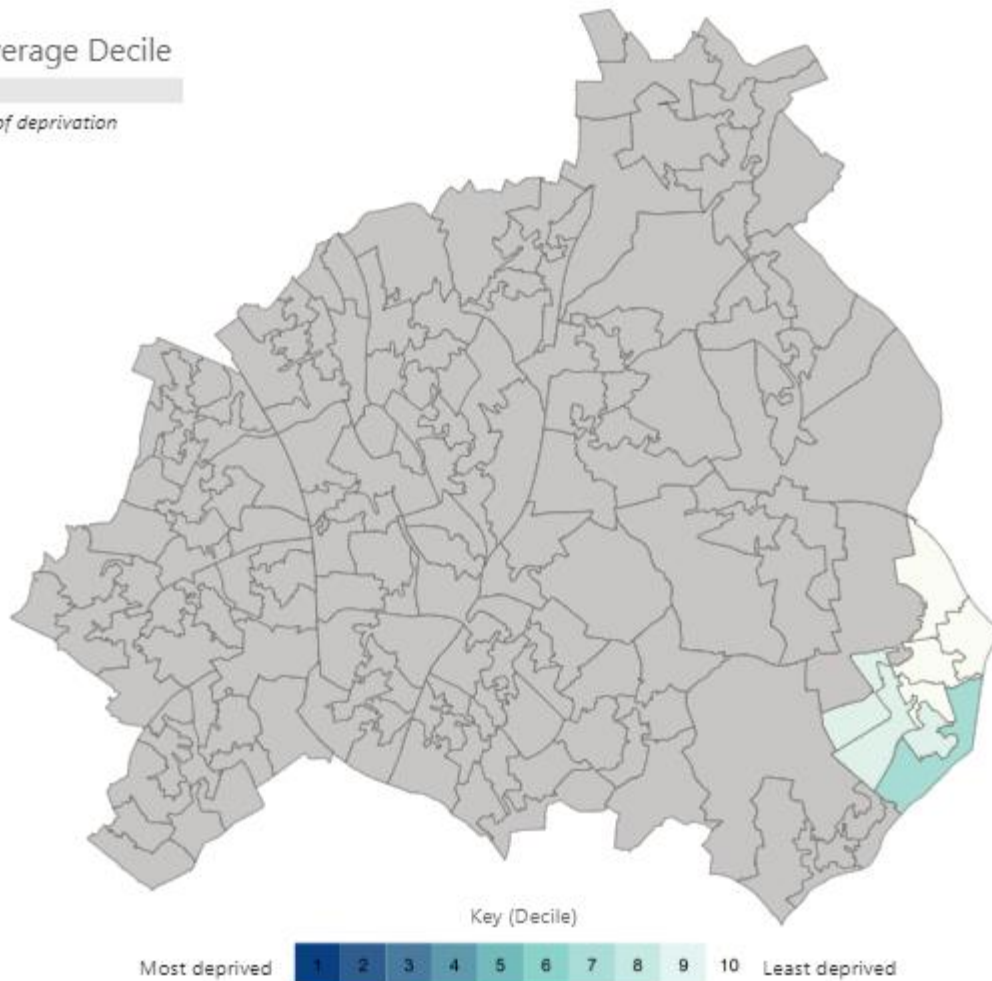
* This is the most recent data available at ward level

4
Average Decile



9
Average Decile

Level of deprivation



Majority of LSOAs are within the most 10% or the most 20% least deprived.

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

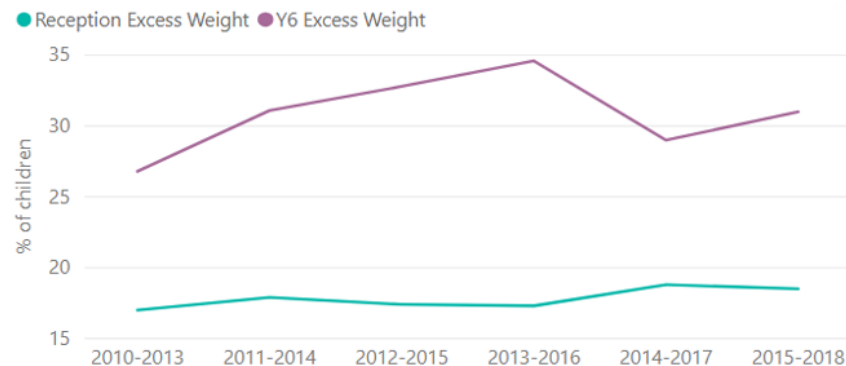
Source: DCLG, *Index of Multiple Deprivation, 2019*

Childhood Obesity in Streetly

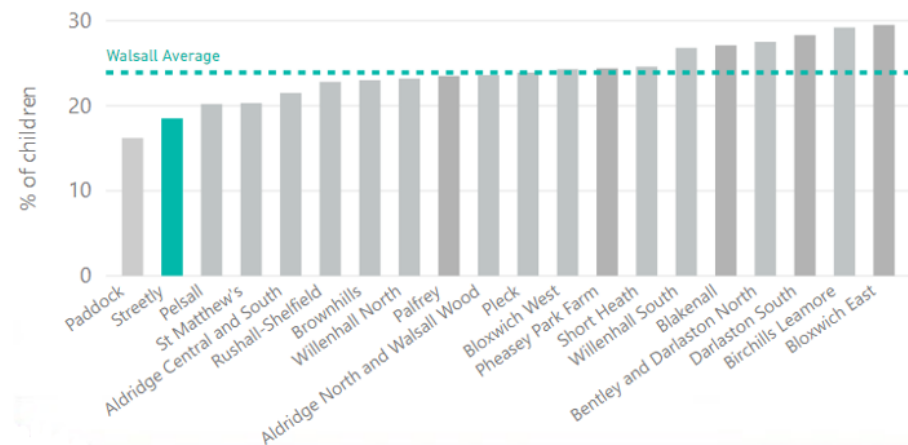
Key Messages:

- In Streetly, the rate of excess weight in Reception Children has decreased slightly.
- In addition, Streetly ranks 2nd/20 wards (1st = lowest rate) for excess weight in Reception aged children
- In Year 6 children, the rate of excess weight has increased.
- However, Streetly ranks 1st/20 wards for excess weight (1st = lowest rate) for excess weight in Y6 children.

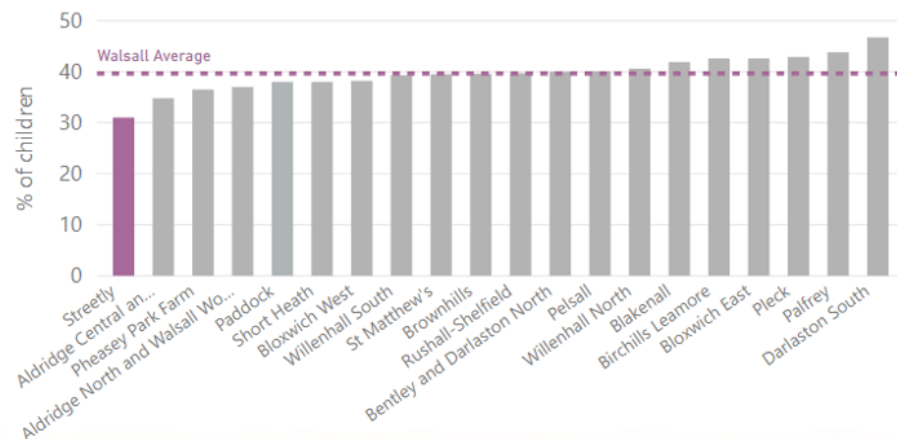
Trend in Childrens Excess Weight in Streetly



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



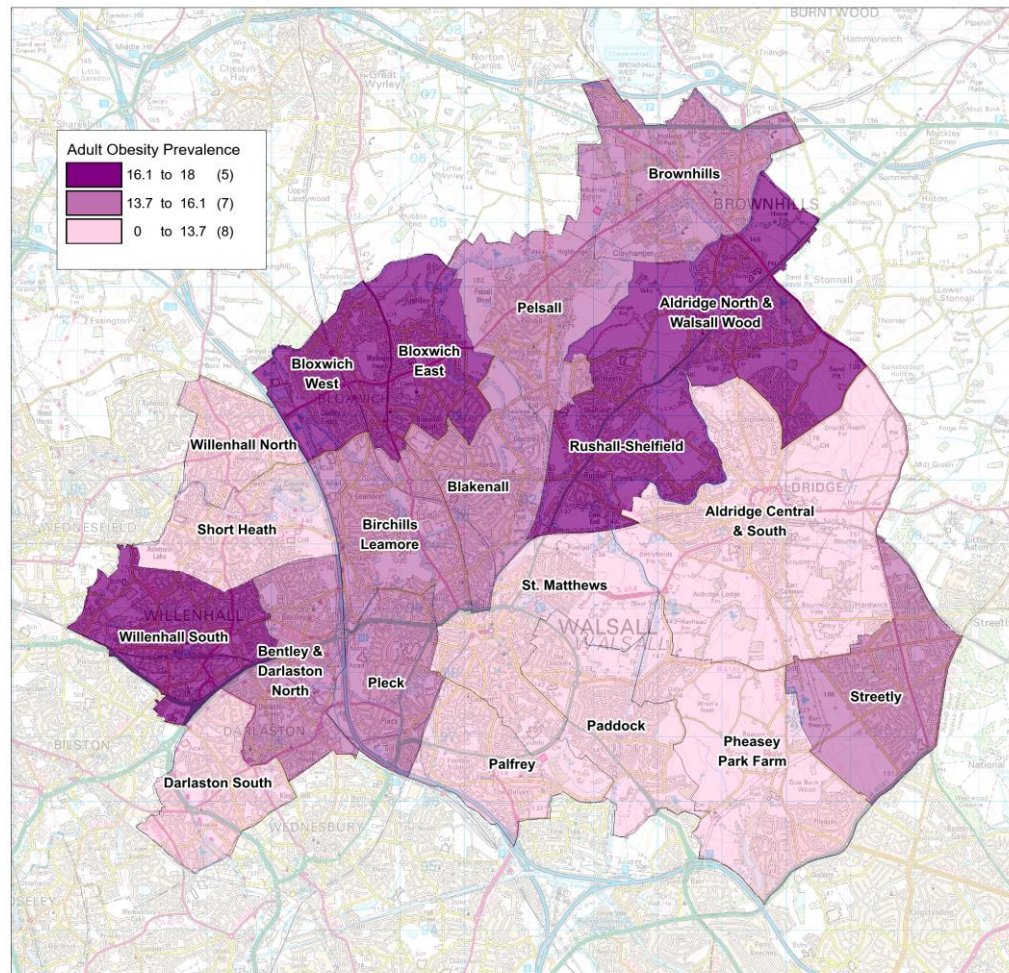
Excess Weight in Year 6 Children - 3 Year rolling average 2015-18



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>

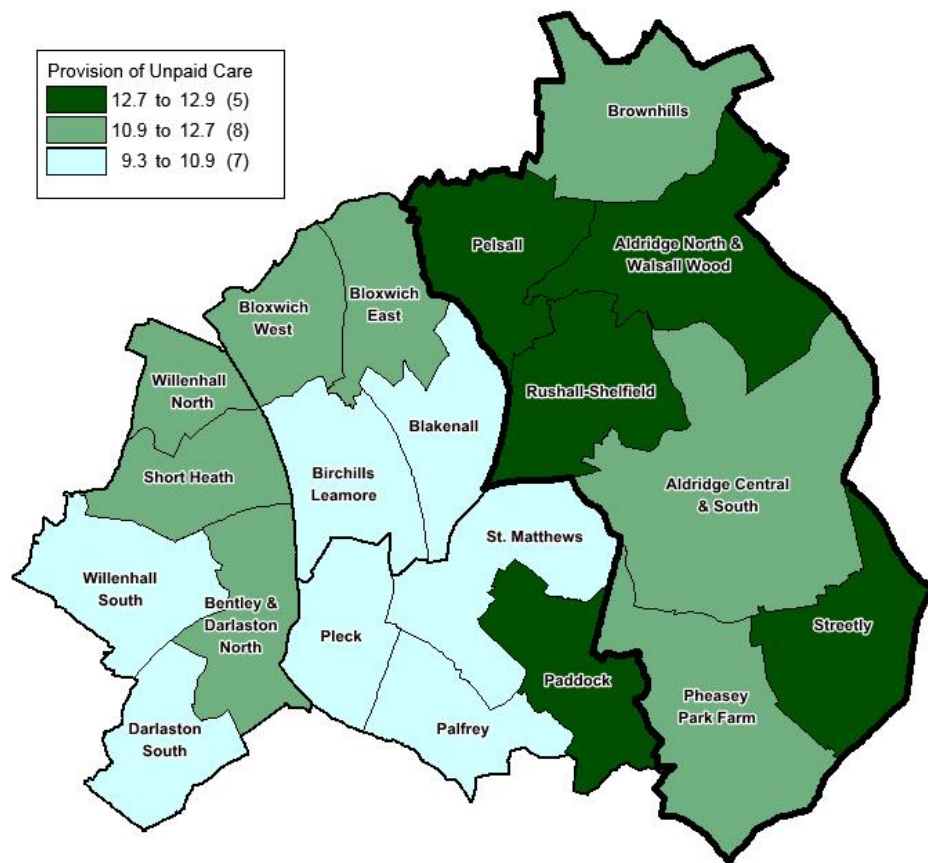


Streetly ward has a **similar** proportion of adult obesity prevalence (14.5% compared to 14.4%).

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

Streetly residents are providing slightly more unpaid care (12.7%) than the average for the borough (11.4%).

Source: ONS, 2011 Census

ASC Carers Survey

56
People surveyed

19
Responses

33.93
Response rate (%)

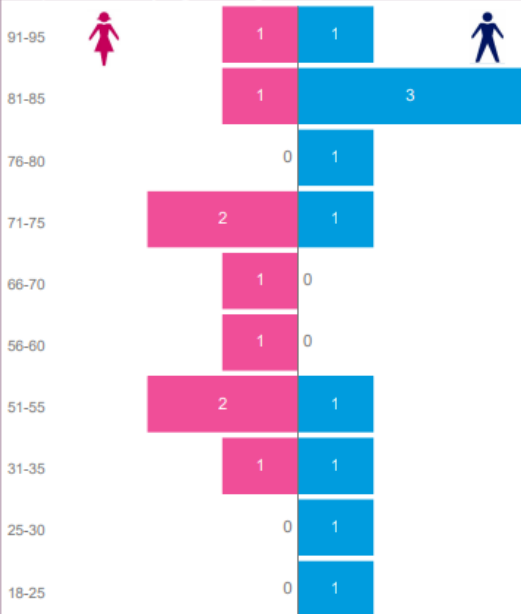
Responses
were
received
from

19
People residing in their own homes

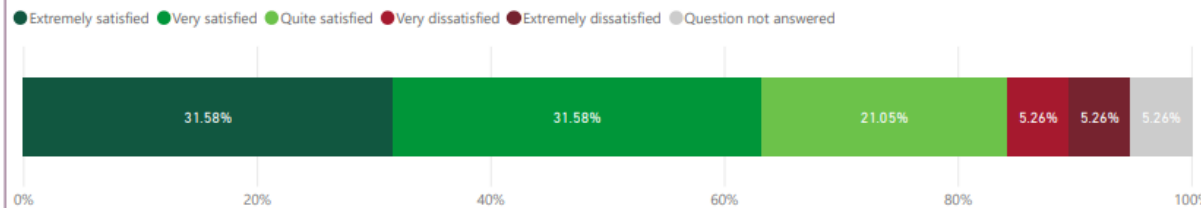
0
People residing in residential care

0
People residing in nursing care

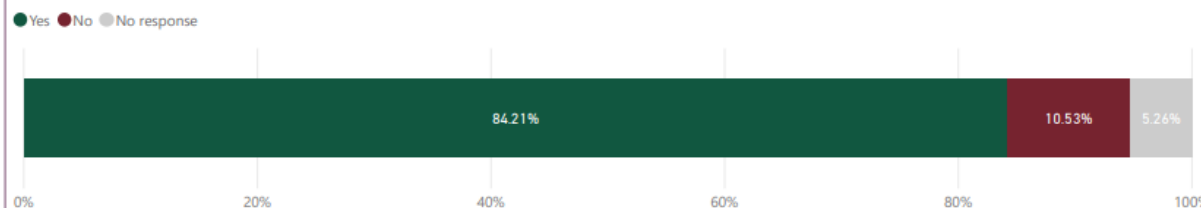
Respondents by age and gender



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



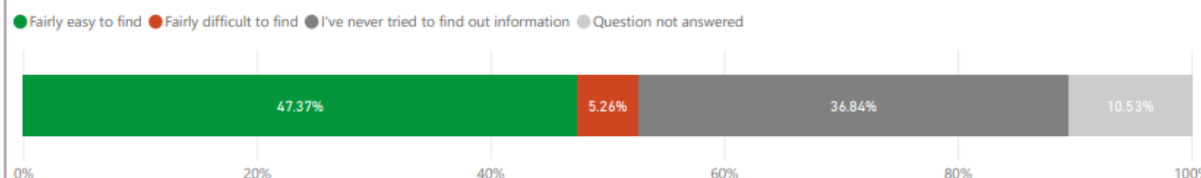
Do care and support services help you to have a better quality of life?



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?



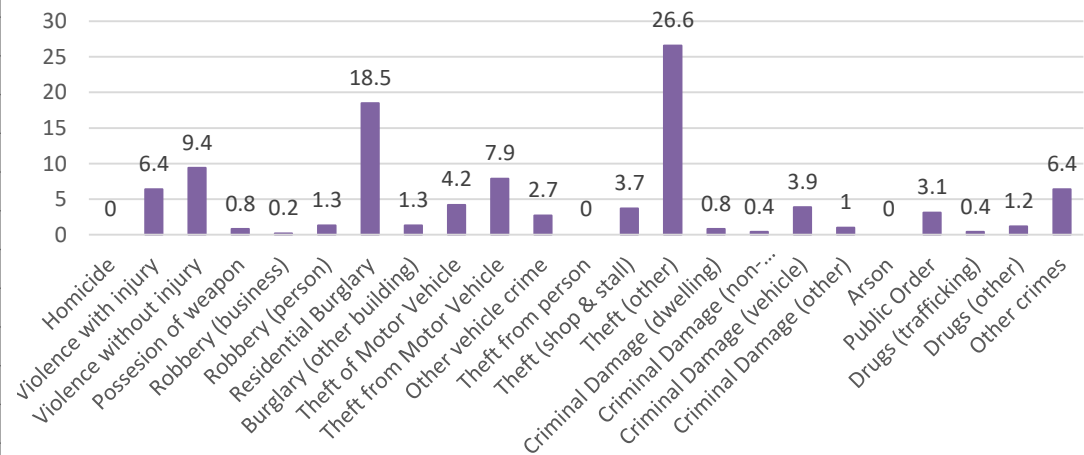
Source: Adult Social Care User Survey (ASCUS), 2018-19

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 rates & serious acquisitive crime rates than the borough.

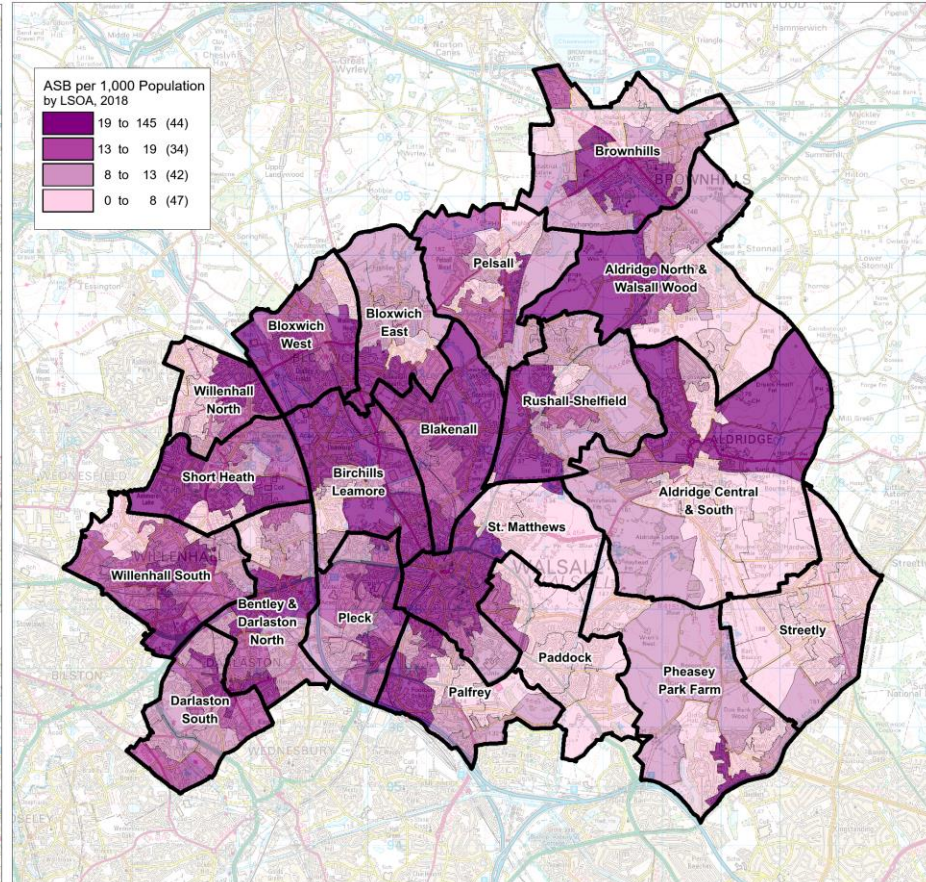
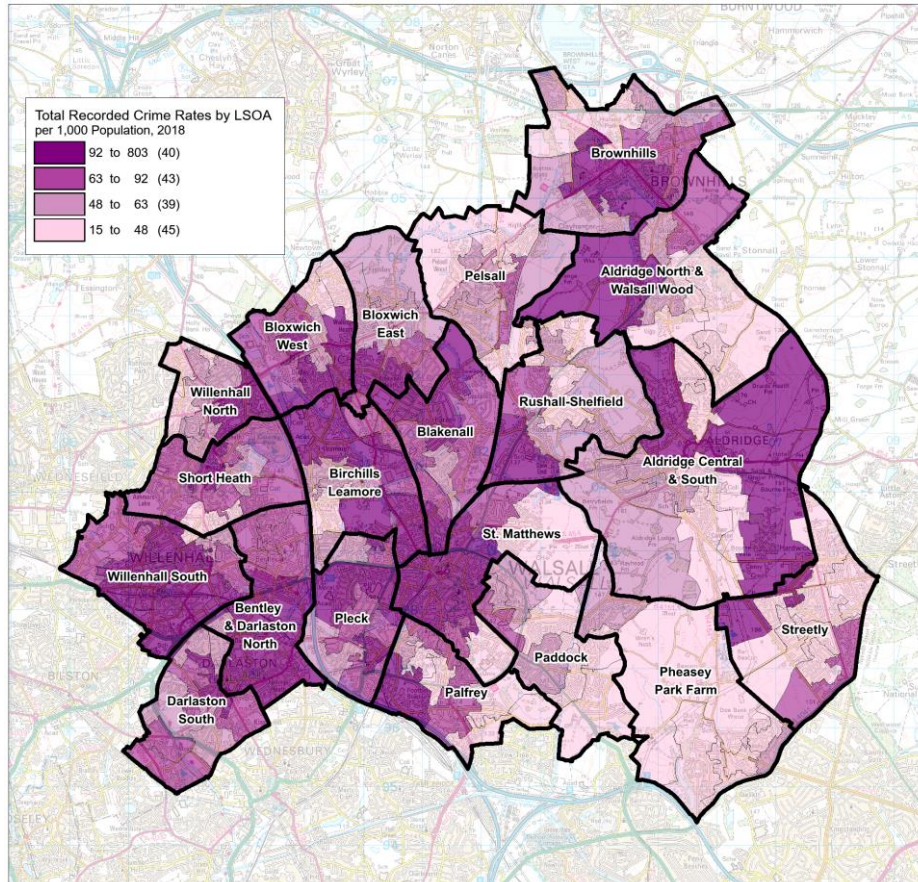
Crime by type highlights '**theft other**' as the most prolific type in this ward during 2018.



**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 range of groups within Streetly including (not exhaustive to): Brownies, Guides, Scouts, Blackwood Singers, Forget Me Not – Streetly dementia support group, Sutton Coldfield Canoe Club
- A network meeting for all groups / organisations meets on a quarterly basis. The next planned meeting is 16 January 2019.

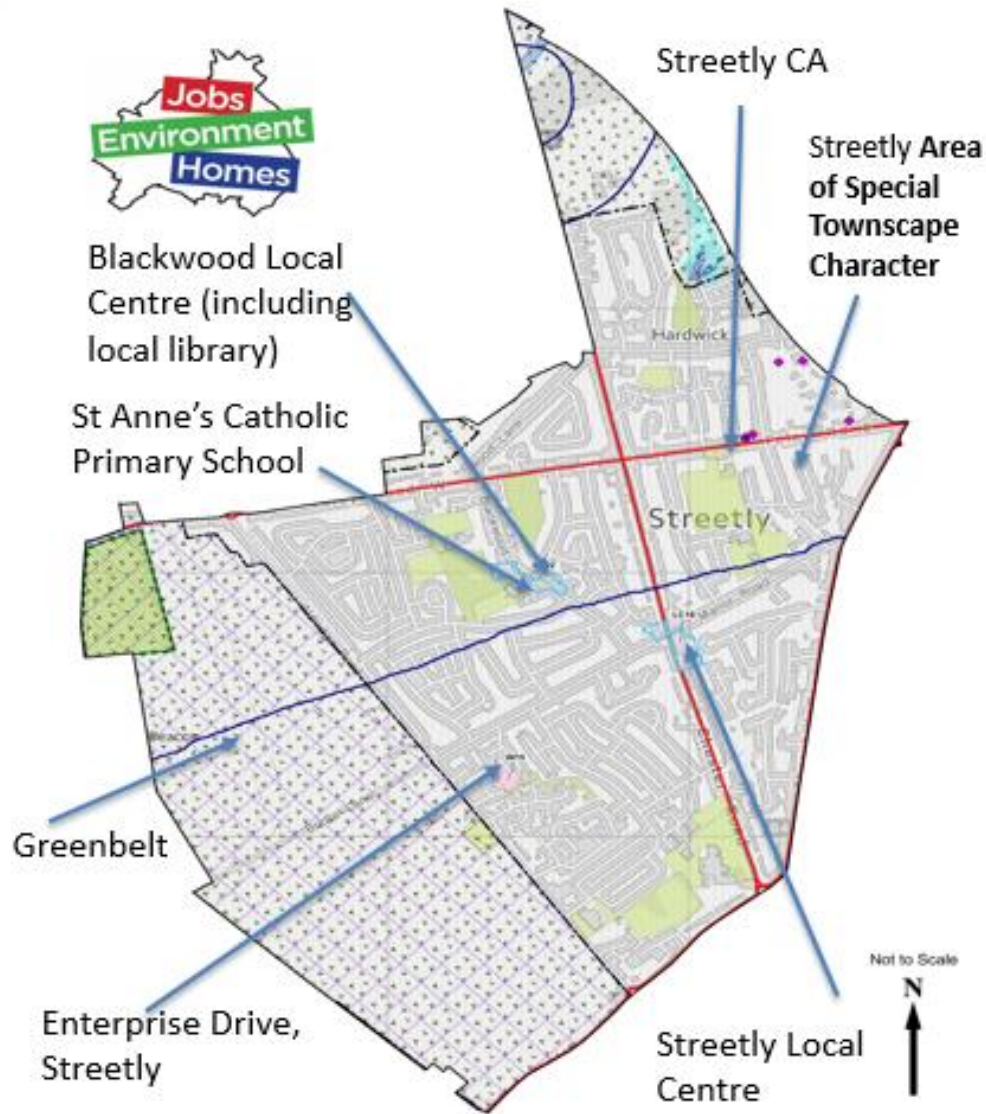
Source: *Localities & Partnerships, Walsall Council*



- Well established **residential area** with access to **Greenbelt**. Streetly is a more affluent part of the Borough and therefore intervention is limited. Greenbelt assessment as part of the Black Country Plan.
- Healthy **local centres** providing a range of good services and with good levels of occupancy: Blackwood and Streetly.
- Many residents are likely to commute for work, e.g. Walsall, Birmingham and Sutton Coldfield.
- **Streetly CA** is well established and active in the area – proposals to increase car parking currently being considered.
- **Streetly Library** continues to be operated in conjunction with the friends group.
- **Area of Special Townscape Character** (Thornhill Road/ Middleton Road/ Foley Road East) – used by Development Management as guidance for new development to protect the character and appearance of this area.
- **Future housing opportunity** at Enterprise Drive subject to industry vacating site (occupied site to be considered for release in Site Allocation Document).
- **Proposals** for the Library Garden and car parking provision for St Anne's School on the site of the former youth club are underway (August 2019).

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
- **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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