

Ward Walk Profile: Willenhall North January 2020

Version - FINAL



Walsall Council

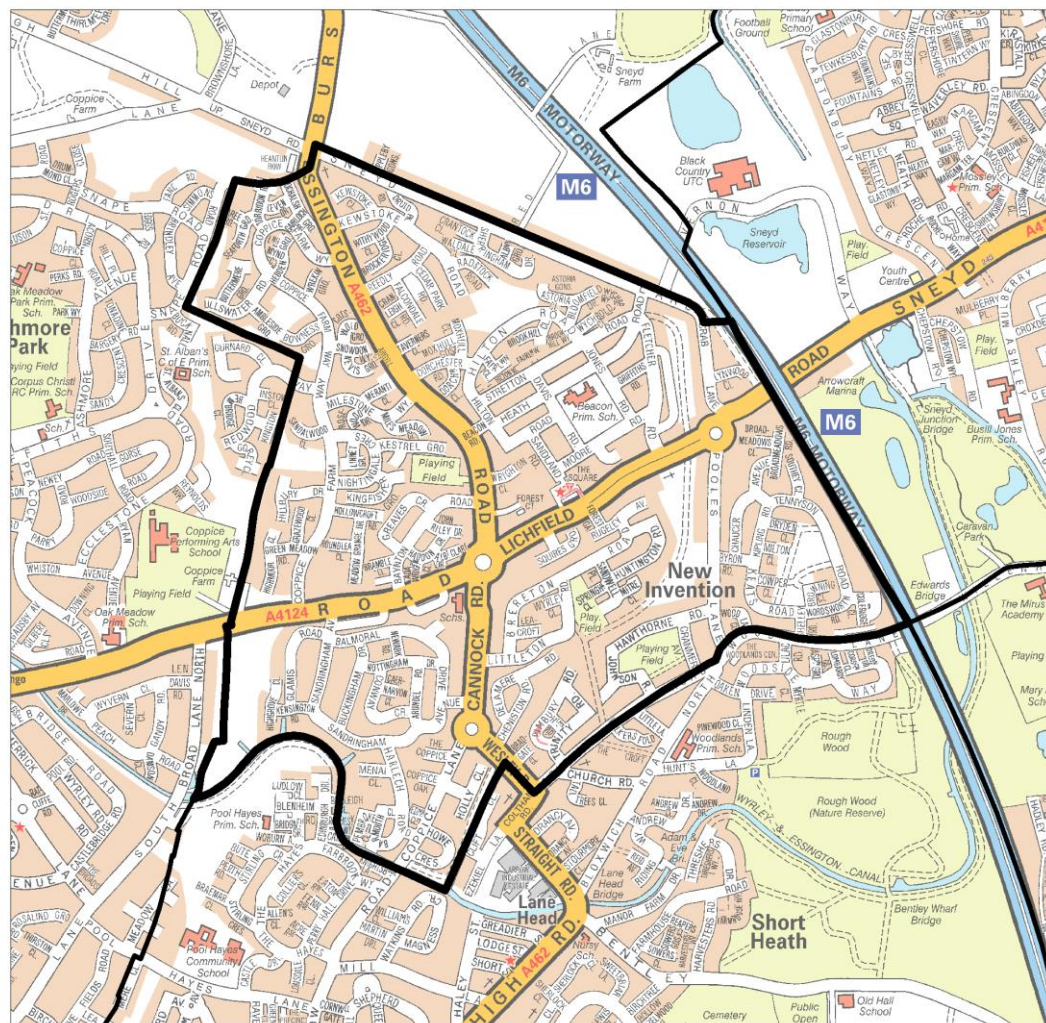
PROUD OF OUR **PAST** OUR **PRESENT** AND FOR OUR **FUTURE**

Name	Party	Elected on:
Cllr Oliver Butler	Conservatives	3 May 2018
Cllr Adam Hicken	Conservatives	7 May 2015
Cllr Ian Shires	Liberal Democrats	3 May 1979

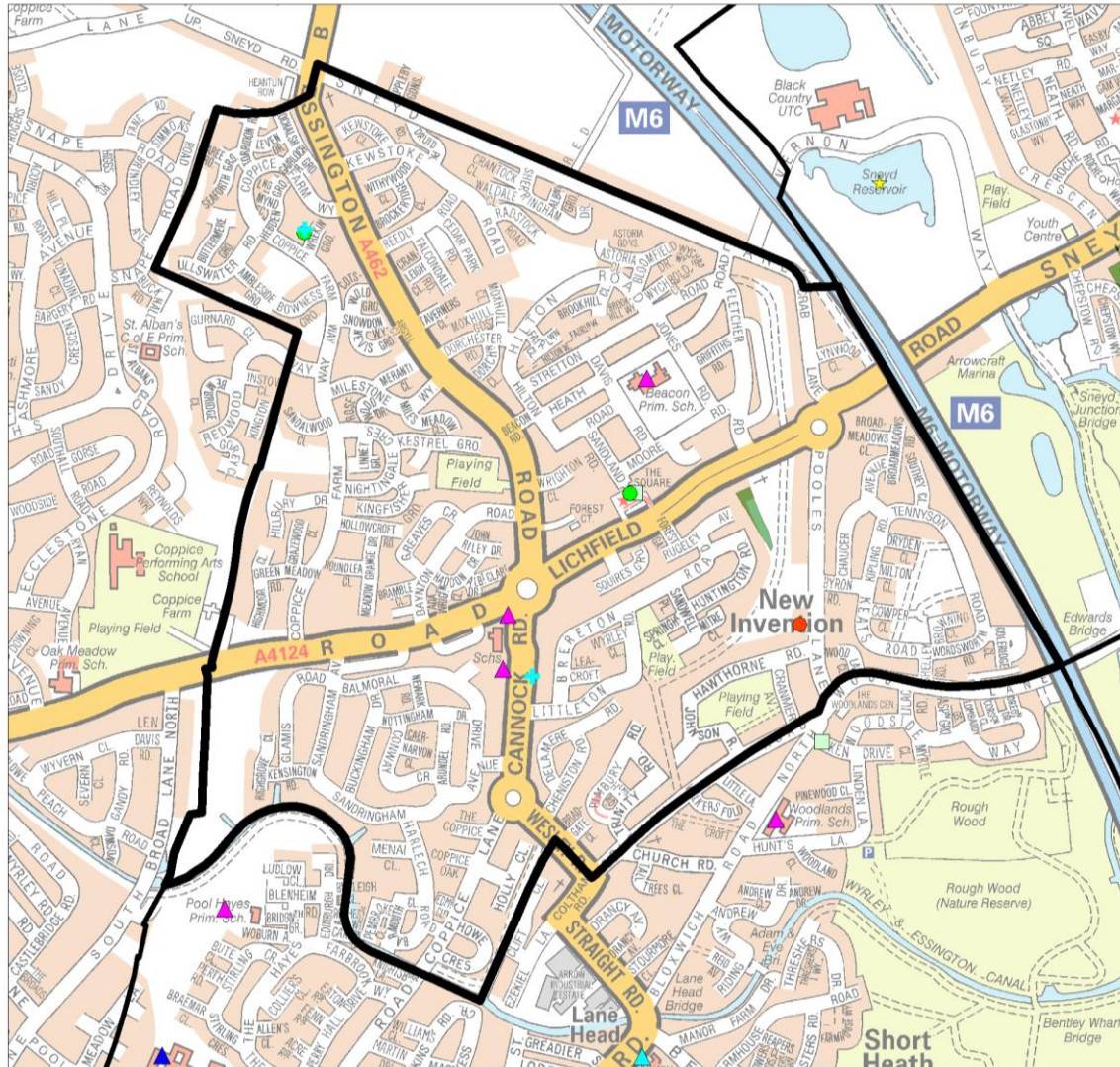




- Covers 2.35 sq km (235 ha)
- Makes up 2.3% of the area of Walsall borough
- Population density of 53.9 people per hectare (higher than borough average of 27.3)



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

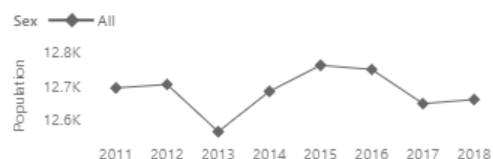
Population

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



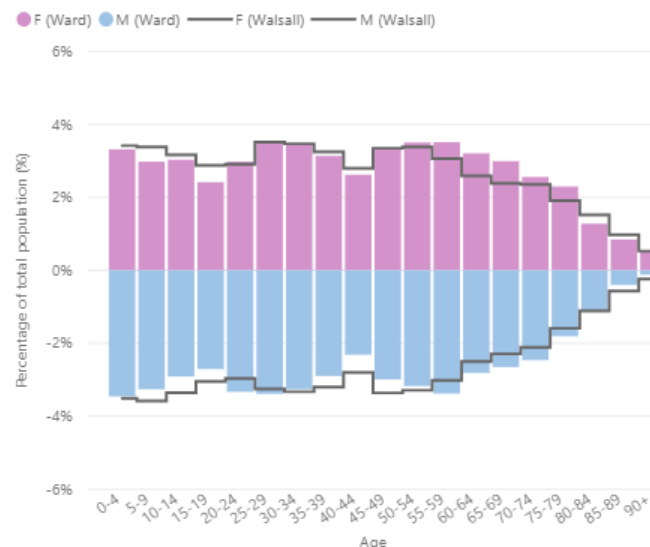
12,700

Estimated Population

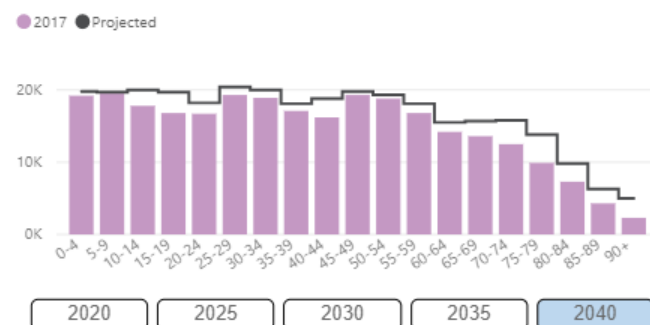
Localities

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Population Pyramid

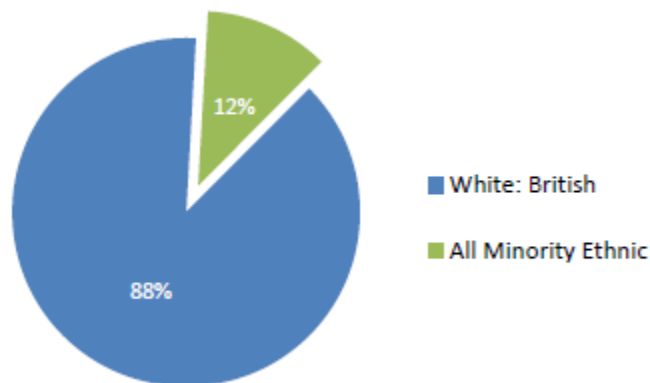


Walsall Borough Projected Population (2016 based)



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).

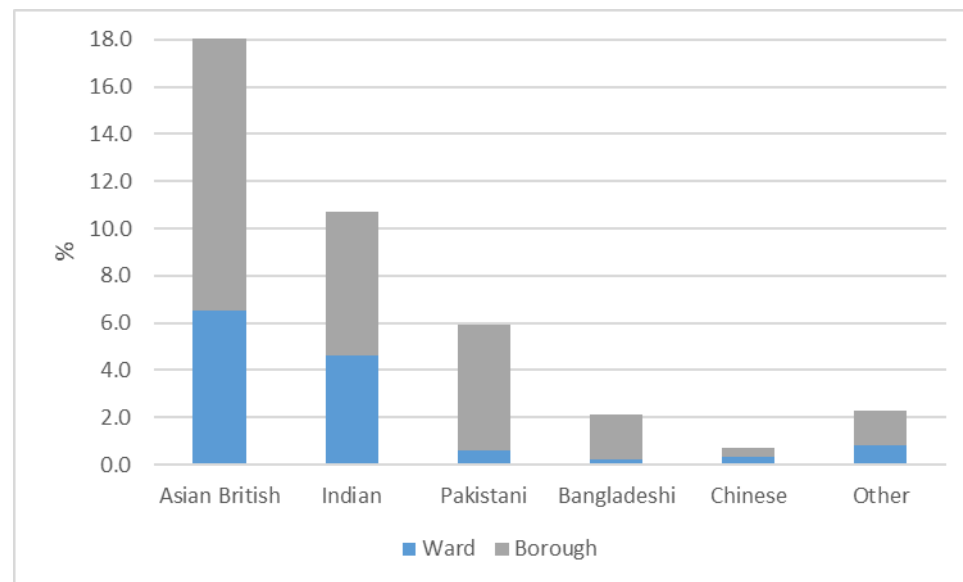
Source: ONS, Mid-2018 Population Estimates



Total minority ethnic residents*: 1,469
 Percentage of total population: 11.6%
 Change since 2001: 22.5%

Ethnic Group	Total	Ward %	Walsall %	E&W %
White: British	11,228	88.4	76.9	80.5
White: Other	98	0.8	1.9	5.5
Mixed	265	2.1	2.7	2.2
Asian	820	6.5	15.2	7.5
Black	179	1.4	2.4	3.3
Other	107	0.8	0.8	1.0

* Non-White British



- Only 12% minority ethnic residents
- Asian is the largest minority group at 6.5% (similar to Walsall 15.2%)
- Of the Asian minority group, Indian is most prolific at 4.6% (lower than the borough of 6.1%)

Source: ONS, 2011 Census

Composition

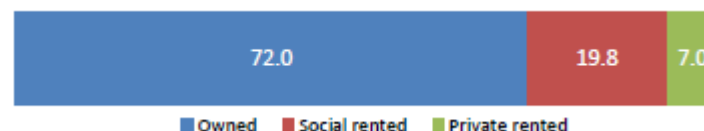
- 5,080 households (with at least 1 usual resident)
- Increase of 5.1% since 2001 (Proportion of borough total 4.7%)
- Average household size: 2.5 residents per h/hold (on par with Walsall average)

Household Composition	Total	Ward %	Walsall %	E&W %
Family: Couple	2,560	50.4	43.4	43.0
Family : Lone parent	542	10.7	12.0	10.6
One person: Below 65	654	12.9	15.7	17.8
One person: Over 65	568	11.2	12.8	12.4
Other household types	756	14.9	16.1	16.1

Source: ONS, 2011 Census

Tenure

Tenure	Total	Ward %	Walsall %	E&W %
Owned outright	1,679	33.1	31.1	30.8
Owned mortgage	1,977	38.9	31.9	33.5
Socially rented	1,008	19.8	24.1	17.6
Privately rented	358	7.0	11.7	16.7
Living rent-free	58	1.1	1.3	1.4



- 4.4% of households 'overcrowded'* (Walsall average 6.5%)
- 2.7% of households without central heating (Walsall average 2.8%)
- Low proportion of socially and privately rented properties compared to borough
- Above average (38.9%) mortgage owned (31.9%)

Social Segmentation - Groups

The largest groups of households are classified as group H – **Aspiring Homemakers** (22%) & group E – **Suburban Stability** (13%)

H Aspiring Homemakers



Key Features

Younger households
Full-time employment
Private suburbs
Affordable housing costs
Starter salaries
Buy and sell on eBay

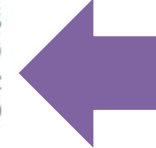
Channel Preference

Face to Face
Post
Landline
Email
Mobile
Online

Index

88
93
95
110
122
109

Most effective
communication
route



E Suburban Stability



Key Features

Older families
Some adult children at home
Suburban mid-range homes
3 bedrooms
Have lived at same address some yea
Research on Internet

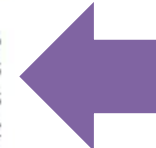
Channel Preference

Face to Face
Post
Landline
Email
Mobile
Online

Index

105
96
96
102
97
104

Least effective
communication
routes



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

- 78.5% of working age people in Willenhall North 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 (15.7%) followed Administrative & Secretarial (12.4%) (2011)*.
- Of working age ward residents, over a fifth (21.7%) had **no formal qualifications**. Walsall's value was 24.3%, and 15.0% nationally (2011)*.
- In May 2019, 4.3% of working aged residents (aged 16-64) were **unemployed and seeking work**. This equated to 331 people and was slightly below the Walsall average of 5.0%.

Unemployment Claimants (aged 16-64), May 2019

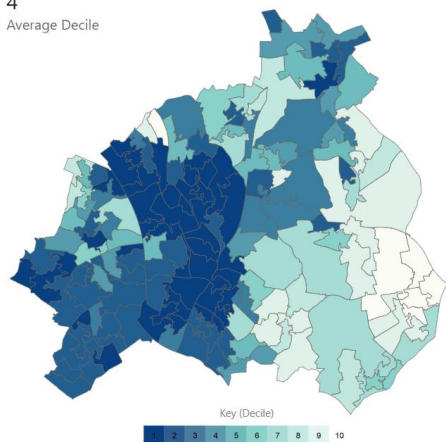
Ward	Claimant Count	Claimant Rate
Darlaston South	739	7.7
Blakenall	689	7.4
Birchills Leamore	706	7.1
Willenhall South	756	6.9
St Matthew's	747	6.8
Pleck	648	6.6
Bentley and Darlaston North	560	6.5
Bloxwich East	442	5.9
Palfrey	619	5.8
Bloxwich West	456	5.4
WALSALL BOROUGH	8,594	5.0
Short Heath	298	4.4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

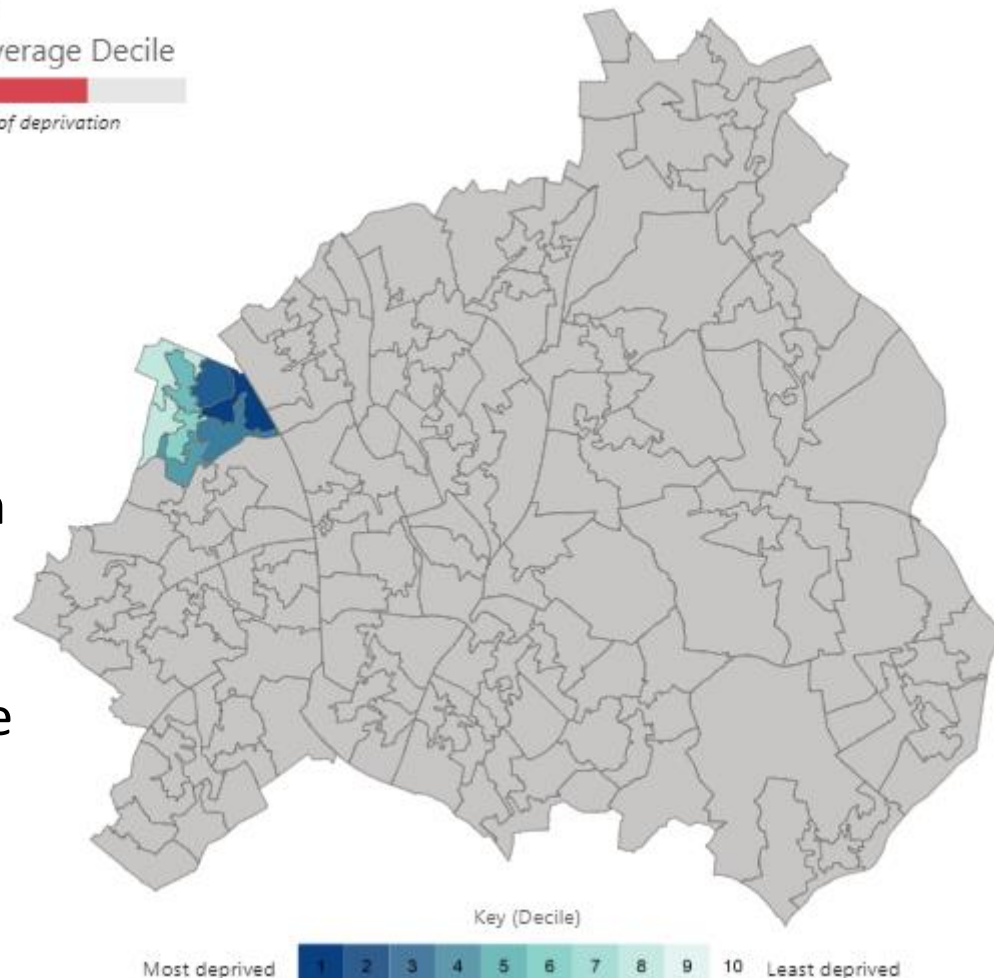
* This is the most recent data available at ward level

4
Average Decile



5
Average Decile

Level of deprivation



A mixture of deprivation levels within the ward – New Invention Central to the East is within the 10% most deprived. In contrast, Coppice Farm North and Coppice Farm South are within the 20% least deprived LSOAs in England.

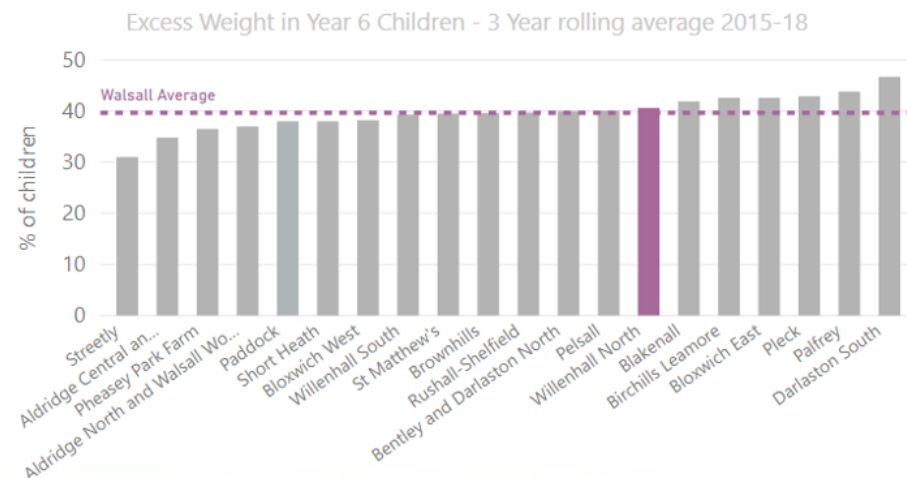
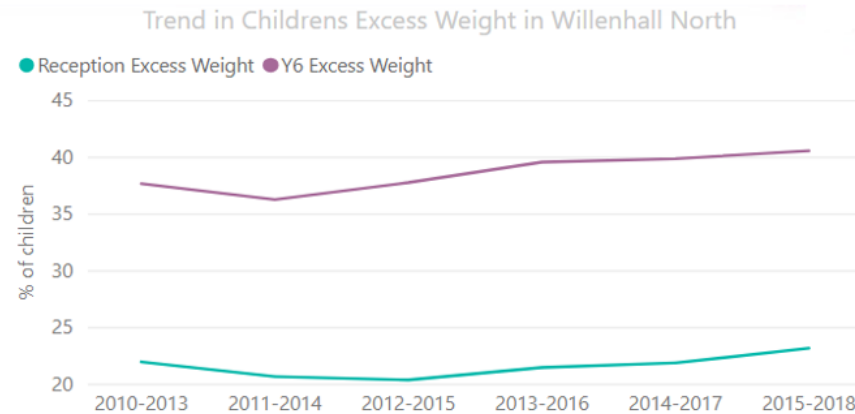
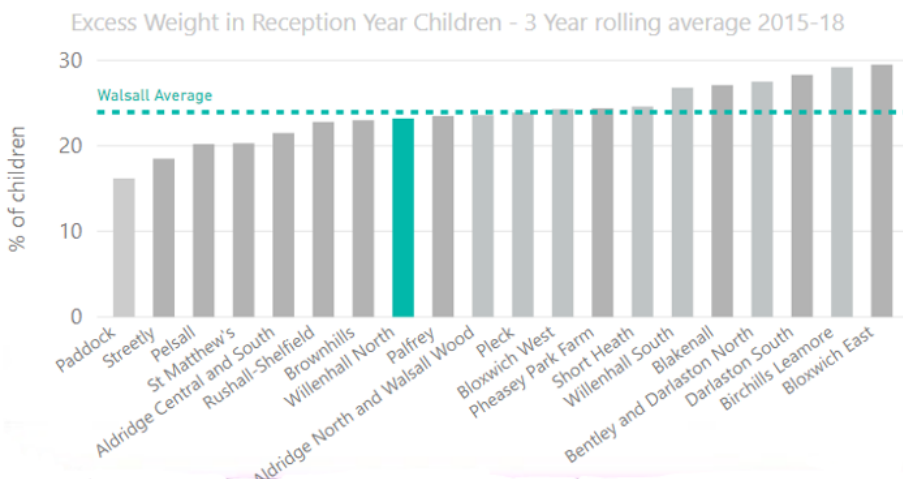
Note – LSOA (Lower Super Output Area) – part of a geographical hierarchy with an average population of 1,500

Source: DCLG, Index of Multiple Deprivation, 2019

Childhood Obesity in Willenhall North

Key Messages:

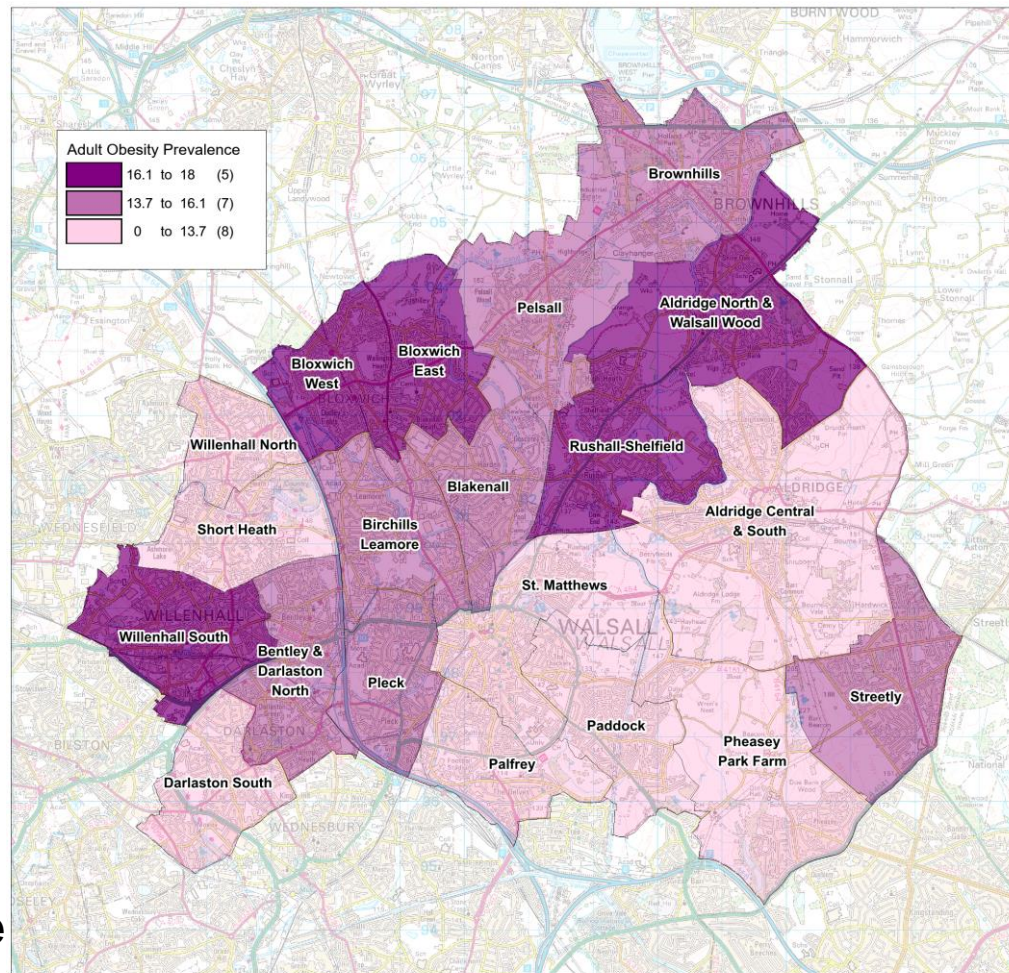
- In Willenhall North, the rate of excess weight in Reception Children has increased.
- Willenhall North ranks 8th/20 wards (1st = lowest rate) for excess weight in Reception aged children.
- In Year 6 children, the rate of excess weight has also increased.
- Willenhall North ranks 14th/20 wards for 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	-
<i>Walsall Average</i>	<i>14.4</i>

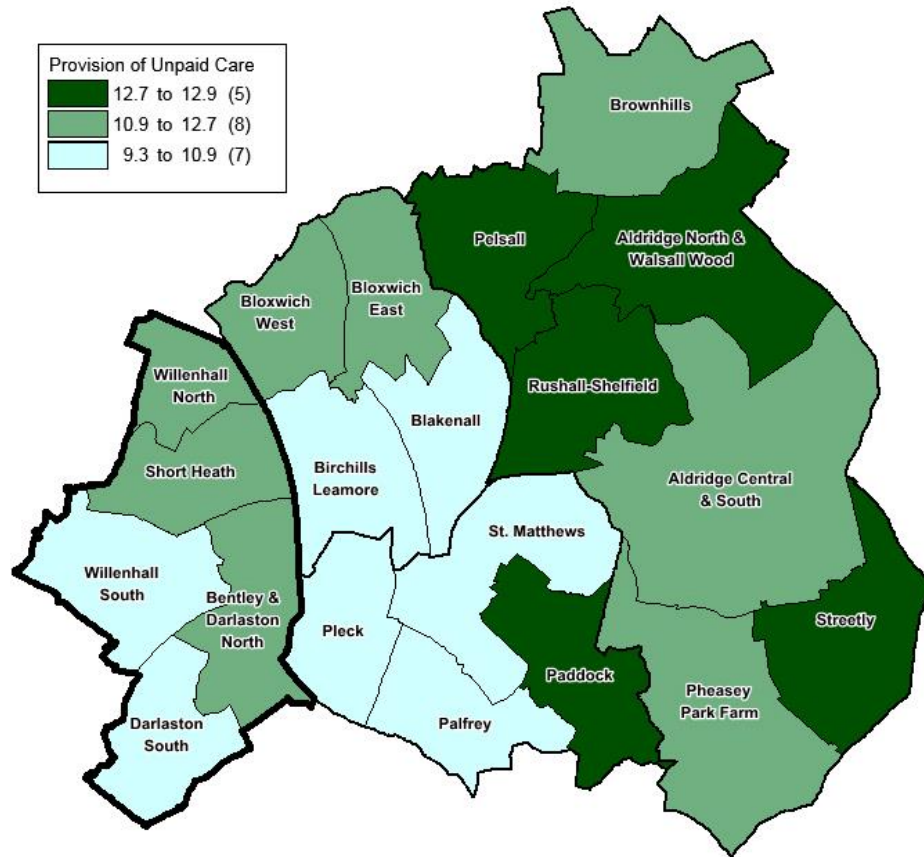


Willenhall North has an **above average** proportion of adult obesity prevalence (13.7% compared to 14.4%).

Note – based on GP practice patient lists

Source: Quality and Outcomes Framework, 2017/18

Provision of Unpaid Care



Willenhall North ward has a below average proportion of residents providing unpaid care – 11.1% (Borough = 11.4%).

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

Source: ONS, 2011 Census

ASC Carers Survey

85
People surveyed

23
Responses

27.06
Response rate (%)

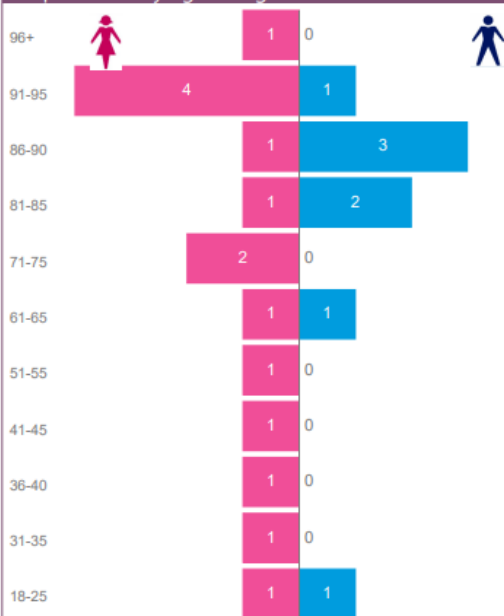
Responses
were
received
from

23
People residing in their own homes

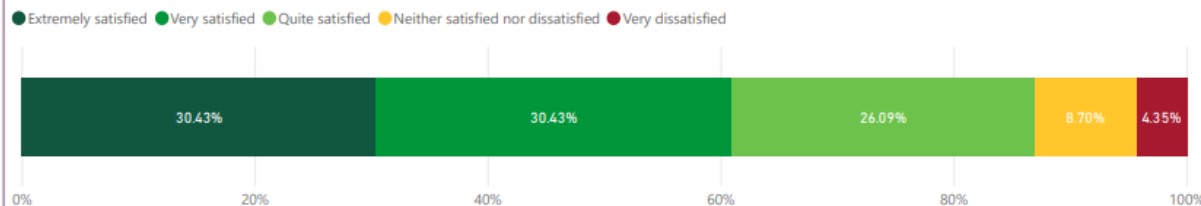
0
People residing in residential care

0
People residing in nursing care

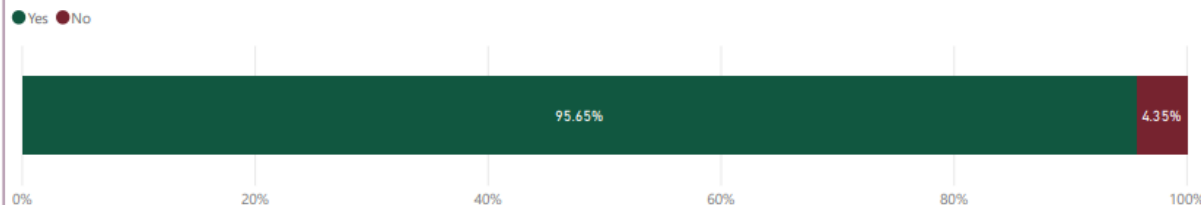
Respondents by age and gender



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?



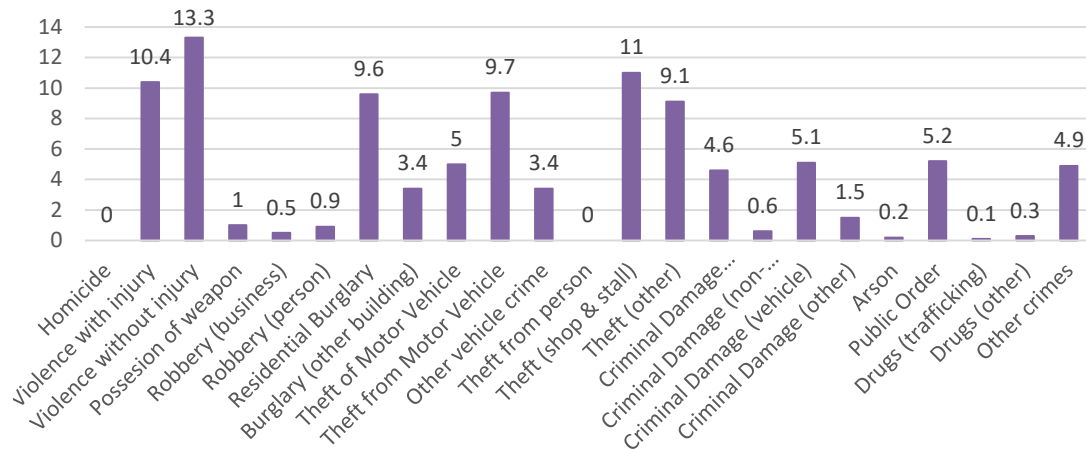
Source: Adult Social Care User Survey (ASCUS), 2018-19

Recorded Crime

Ward	Total Recorded Crime Rate per 1,000 Population	Serious 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.

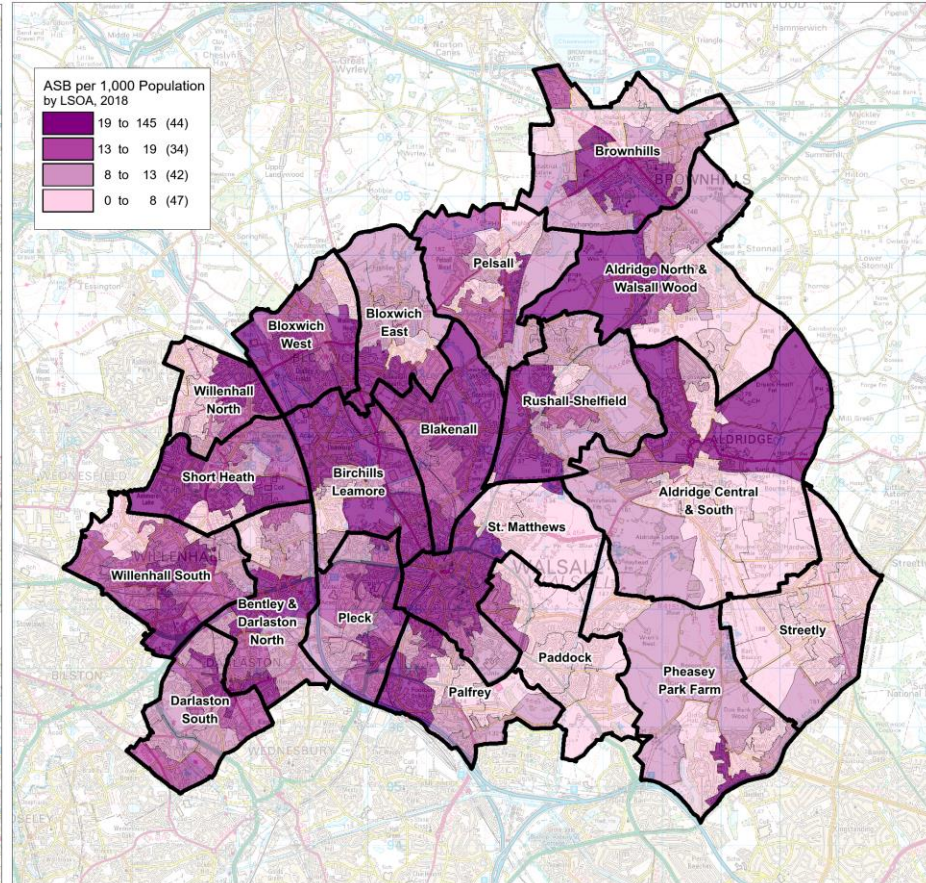
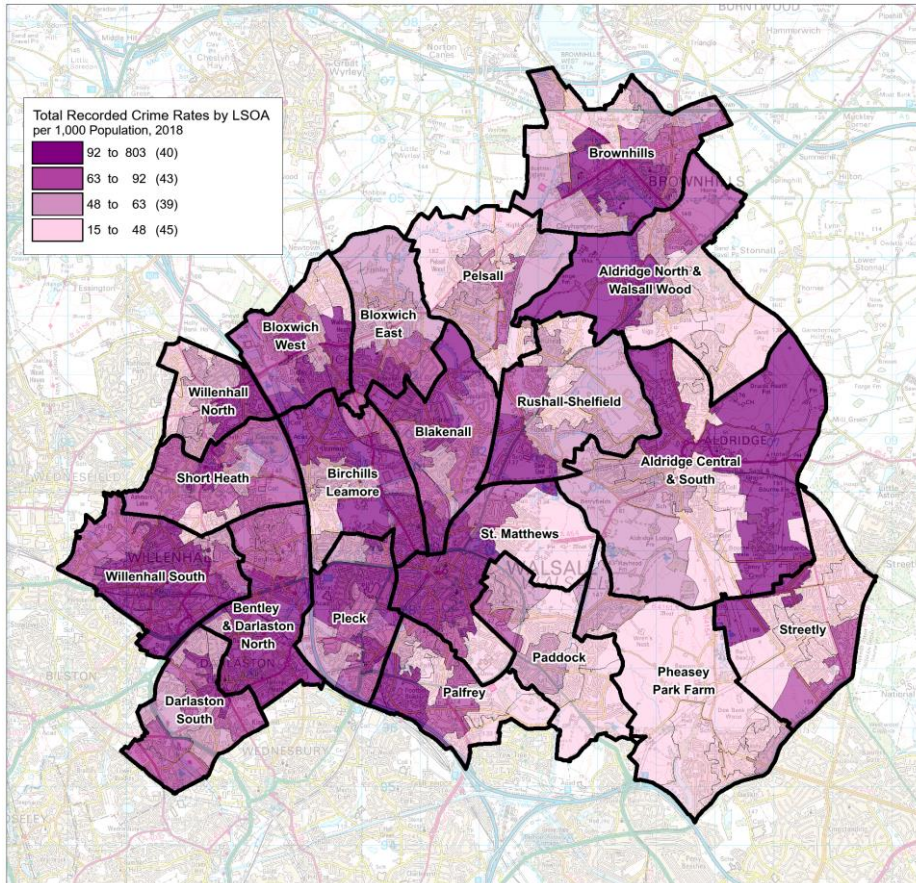
Crime by type highlights '**violence without injury**' as the most prolific type in this ward during 2018.



**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

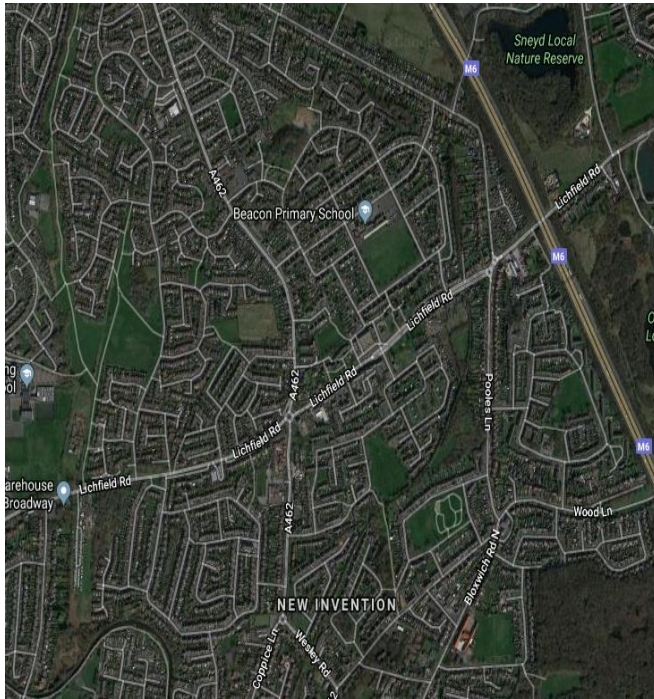
Recorded Crime & Anti-social behaviour



Source: West Midlands Police, Jan to Dec 2018

- **The Loft Youth Club** – opened 28th Feb 2018. Opens Thursday evenings. Operating from the Community Hub in New Invention Square (former library) once a week.
- **Youth Shelter** - opposite New Invention Square – Young people have used the site & are actively signposted to it by WM Police / Shop owners & youth teams.
- **1st Short Heath Scout Group** – Coltham Road.
- **Beacon Football Club** – at Beacon School.
- **Martial Arts** – Working Men's Club.
- **Coltham Road Church** – range of community based activities to support local groups & individuals such as Award Winning Photography Club, dance sessions, toddler sessions & book clubs.

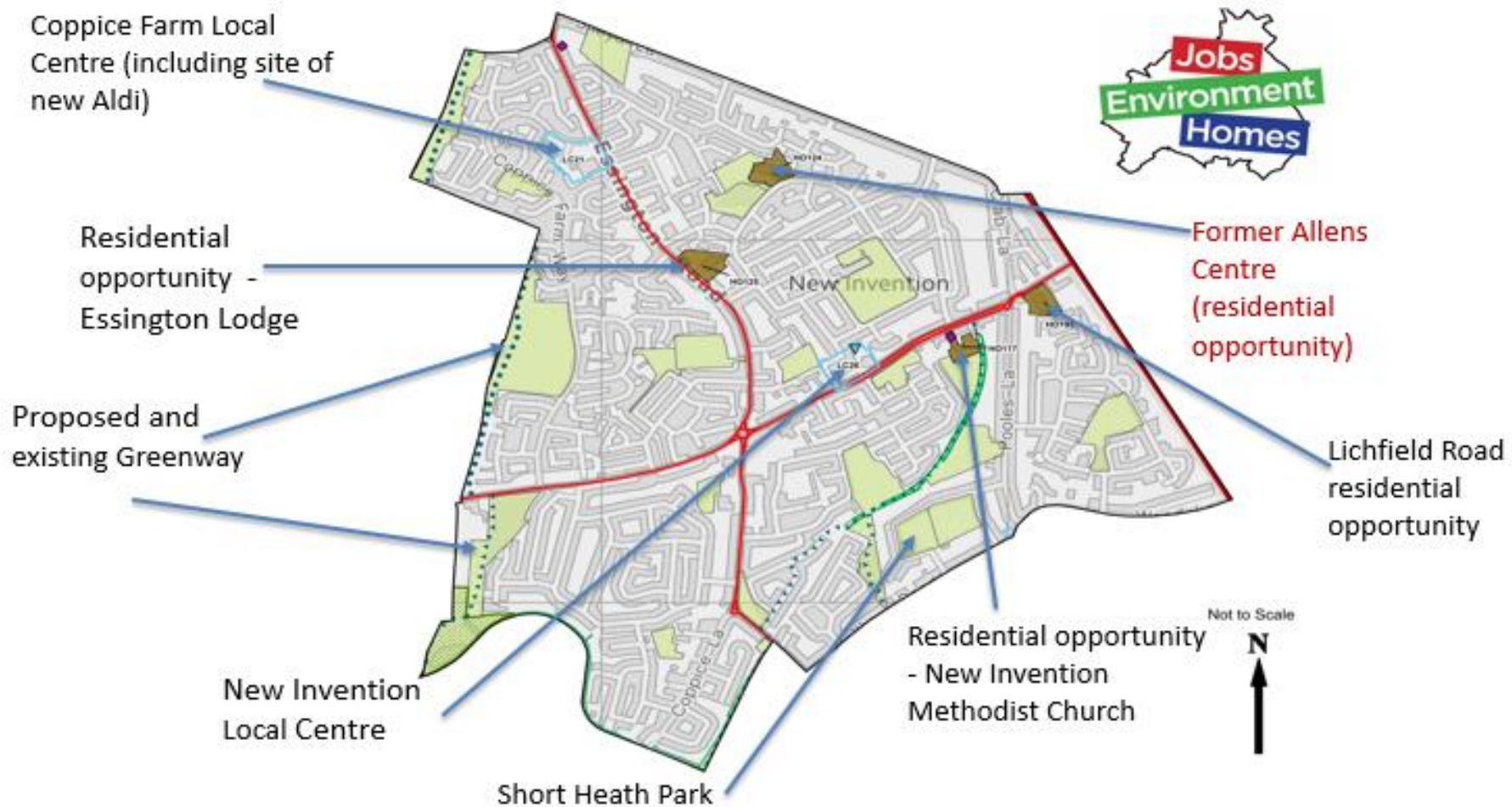
Source: Localities & Partnerships, Walsall Council



- Primarily residential ward with good access to open space including Short Heath Park.
- Access to two local centres: **Coppice Farm** and **New Invention** – providing day-to-day needs primarily for convenience shopping and community facilities. New Invention is particularly well used but with known anti-social behaviour issues. Former Co-op site in Coppice Farm Centre now the site of a **new Aldi**.
- New Invention library closure in June 2017 as part of library closures across the Borough, former library site now occupied by Frank F Harrison CA.
- Land adjacent to New Invention Methodist Church subject of long-standing enforcement case for unauthorised vehicle repairs – now largely resolved by new development.
- **Opportunities for residential development** with sites allocated for housing in the SAD: former Allens Centre, Essington Lodge (currently occupied by Children's Services), New Invention Methodist Church (locally listed building) and Lichfield Road, Willenhall – currently an active petrol station.

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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