

# Ward Walk Profile: Willenhall South January 2020

Version - FINAL



**Walsall Council**

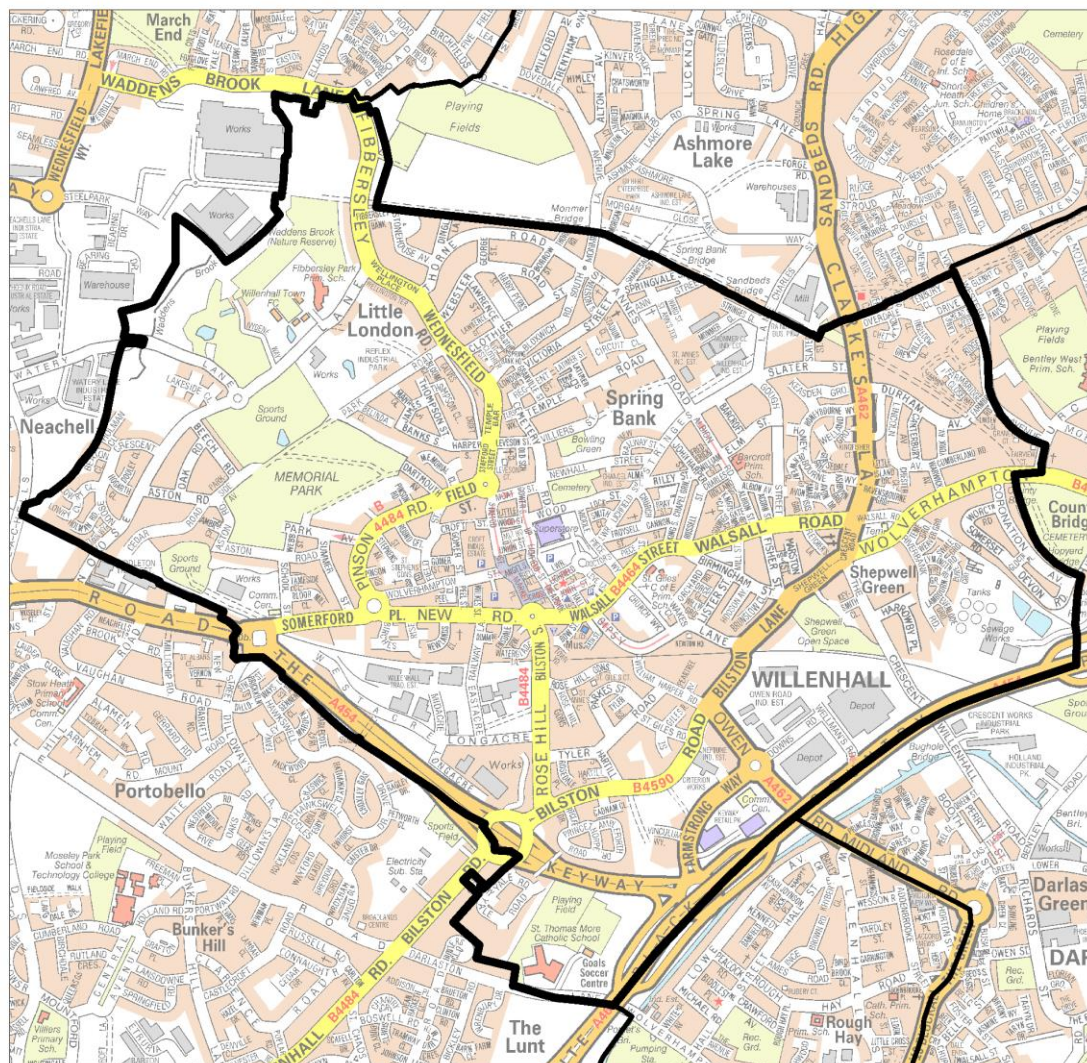
**PROUD** OF OUR **PAST** OUR **PRESENT** AND FOR OUR **FUTURE**

Name	Party	Elected on:
Cllr Diane Coughlan	Labour	6 May 2010
Cllr Sean Coughlan	Labour	4 May 1995
Cllr Carl Usher Creaney	Labour	21 July 2005



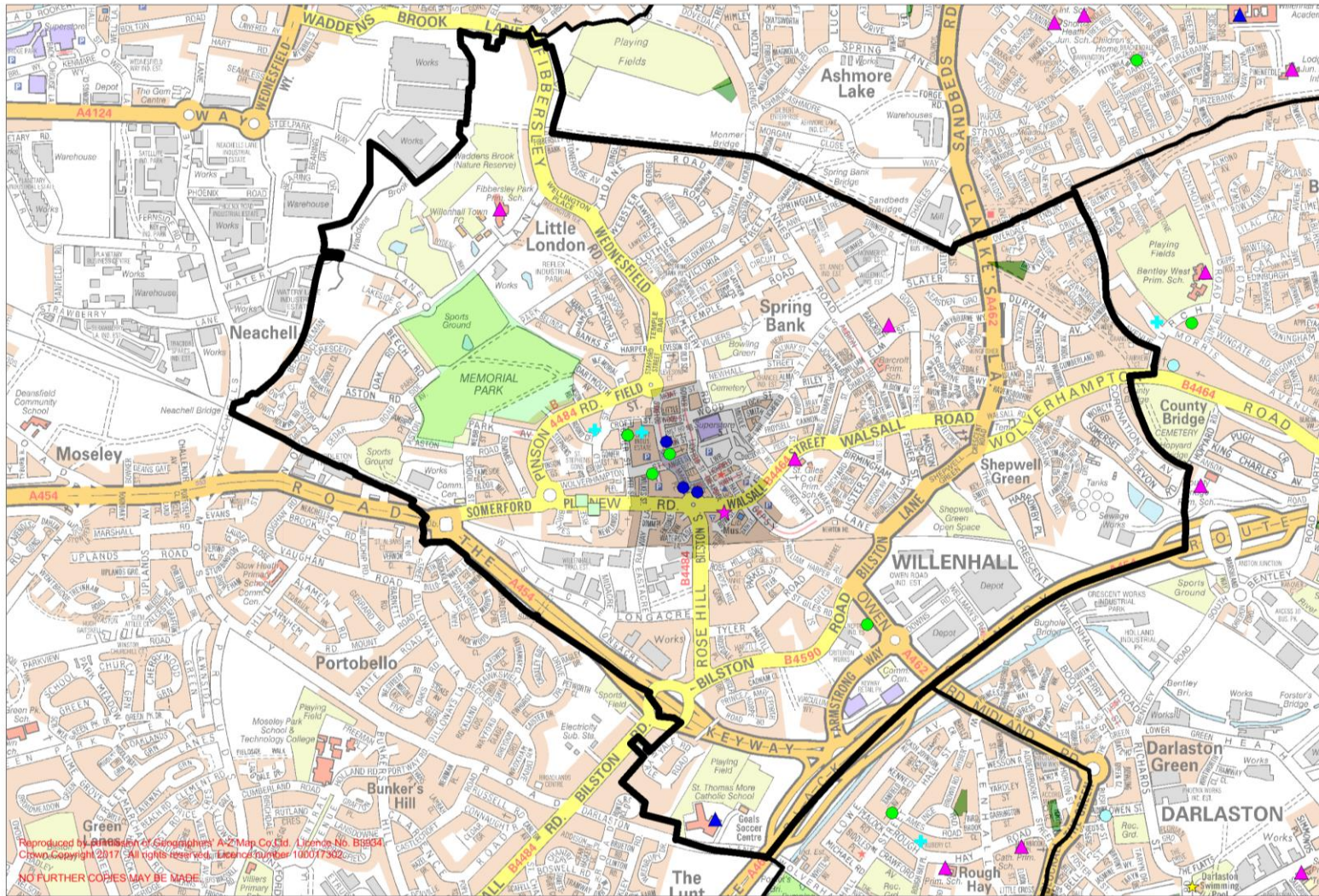


- Covers 4.81 sq km (481 ha)
- Makes up 4.6% of the area of Walsall borough
- Population density of 35.4 people per hectare (higher than borough average of 27.3)




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





Source: Ordnance Survey

# Population

Sex  Age

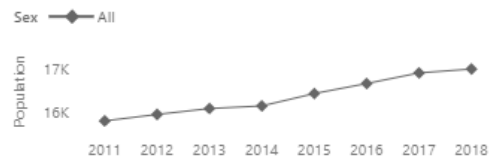
All 0 110

Female

Male

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%
<b>Willenhall South</b>	<b>17,100</b>	<b>6.01%</b>
<b>Total</b>	<b>283,400</b>	<b>100.00%</b>

## Population over time



## Walsall Ward Map



17,100

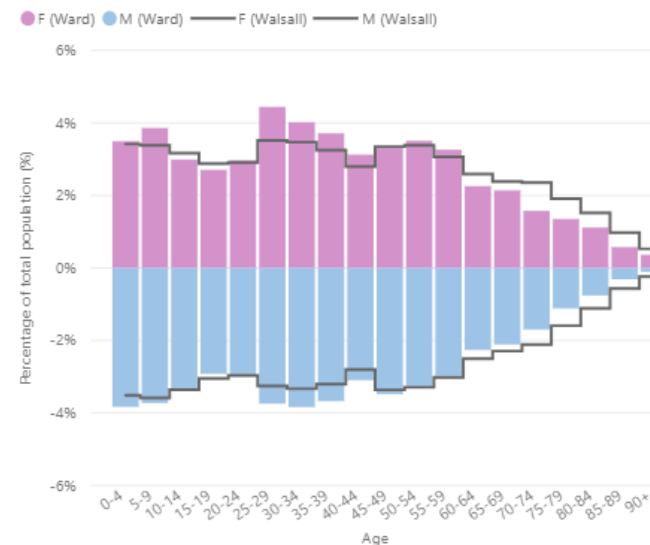
Estimated Population

## Localities

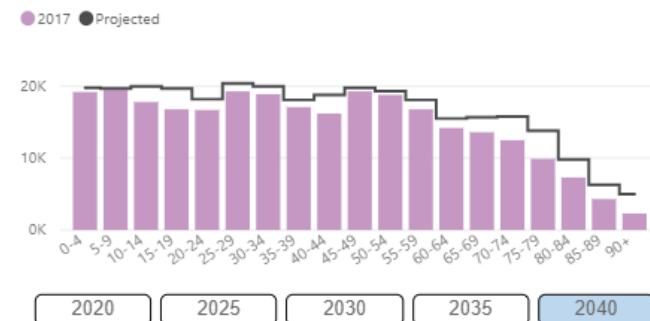
West

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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).

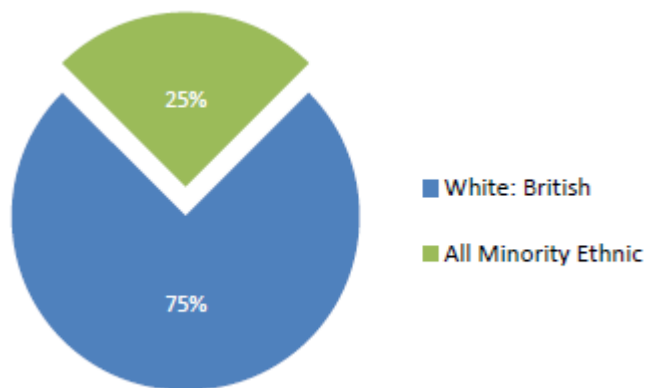
Source: ONS, Mid-2018 Population Estimates



Walsall Council

PROUD OF OUR PAST OUR PRESENT AND FOR OUR FUTURE

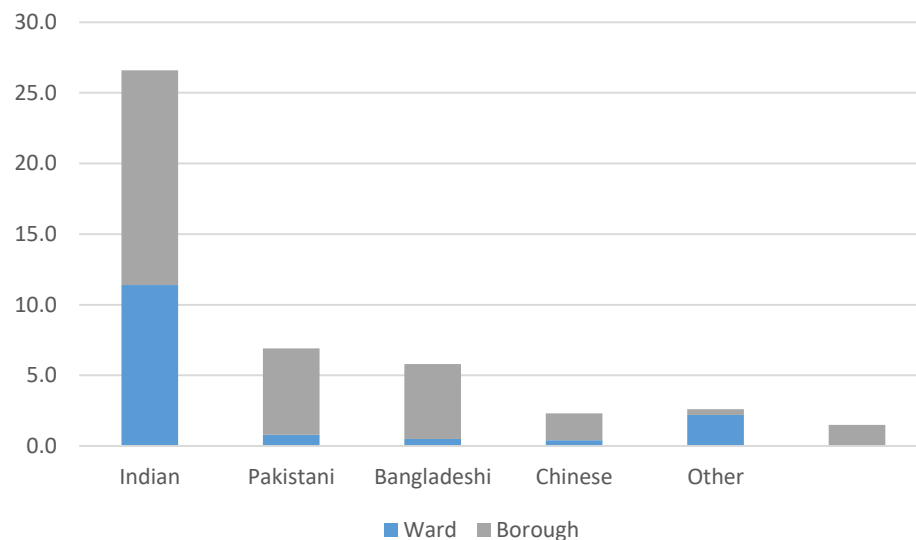




Total minority ethnic residents\*: 3,951  
Percentage of total population: 25.0%  
Change since 2001: 43.6%

Ethnic Group	Total	Ward %	Walsall %	E&W %
White: British	11,832	75.0	76.9	80.5
White: Other	209	1.3	1.9	5.5
Mixed	682	4.3	2.7	2.2
Asian	2,398	15.2	15.2	7.5
Black	416	2.6	2.4	3.3
Other	246	1.6	0.8	1.0

\* Non-White British



- 25% minority ethnic residents
- Asian is the largest minority group at 15.2% (a par with Walsall)
- Of the Asian minority group, Indian 11.4% (higher than 6.1% for borough)

Source: ONS, 2011 Census

## Composition

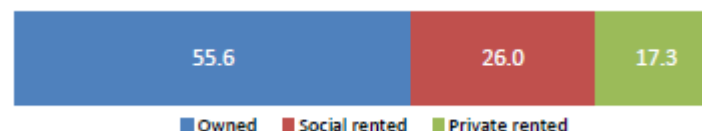
- 6,401 households (with at least 1 usual resident)
- Increase of 12.3% since 2001 (Walsall av. 6.0%)
- Average household size: 2.5 (Walsall av. 2.5)

Household Composition	Total	Ward %	Walsall %	E&W %
Family: Couple	2,732	42.7	43.4	43.0
Family : Lone parent	1,033	16.1	12.0	10.6
One person: Below 65	1,254	19.6	15.7	17.8
One person: Over 65	612	9.6	12.8	12.4
Other household types	770	12.0	16.1	16.1

Source: ONS, 2011 Census

## Tenure

Tenure	Total	Ward %	Walsall %	E&W %
Owned outright	1,450	22.7	31.1	30.8
Owned mortgage	2,105	32.9	31.9	33.5
Socially rented	1,665	26.0	24.1	17.6
Privately rented	1,106	17.3	11.7	16.7
Living rent-free	75	1.2	1.3	1.4



- 6.5% of households 'overcrowded'\* (Walsall av. 6.5%)
- 2.3% of households without central heating (Walsall av. 2.8%)
- Higher proportion of socially and privately rented properties
- Below average of owner occupation

# Social Segmentation - Groups

The largest groups of households are classified as group M – **Family Basics** (24%) & group L – **Transient Renters** (17%)

## M Family Basics



### Key Features

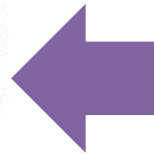
Families with children  
Aged 25 to 40  
Limited resources  
Some own low cost homes  
Some rent from social landlords  
Squeezed budgets

### Channel Preference

	Index
Face to Face	103
Post	86
Landline	110
Email	102
Mobile	118
Online	95

### Index

Most effective  
communication  
route



## L Transient Renters



### Key Features

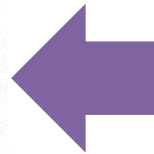
Private renters  
Low length of residence  
Low cost housing  
Singles and sharers  
Older terraces  
Few landline telephones

### Channel Preference

	Index
Face to Face	110
Post	94
Landline	105
Email	97
Mobile	118
Online	101

### Index

Least effective  
communication  
routes



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



- 74.8% of working age people in Willenhall South ward were **economically active**. This was similar to the Walsall value of 74.0% and the national value of 76.8% (2011)\*.
- The largest **occupation group** in the ward was Elementary Occupations (14.8%) followed by Process, Plant & Machine Operators (13.2%) and Skilled Trades (13.1%) (2011)\*.
- Of working age ward residents, just over a quarter (26.9%) had **no formal qualifications**. Walsall's value was 24.3%, and 15.0% nationally (2011)\*.
- In May 2019, 6.9% of working aged residents (aged 16-64) were **unemployed and seeking work**. This equated to 756 people and was above the Walsall average of 5.0%.

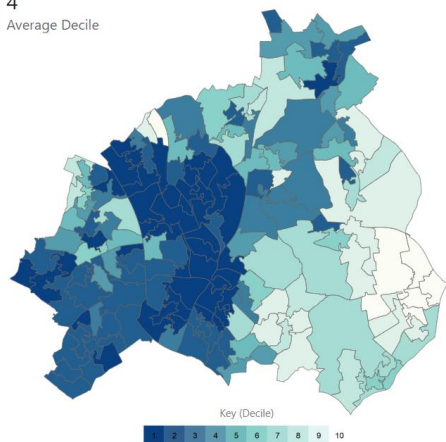
*Unemployment Claimants (aged 16-64), May 2019*

Ward	Claimant Count	Claimant Rate
Darlaston South	739	7.7
Blakenall	689	7.4
Birchills Leamore	706	7.1
<b>Willenhall South</b>	<b>756</b>	<b>6.9</b>
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
<b>WALSALL BOROUGH</b>	<b>8,594</b>	<b>5.0</b>
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)

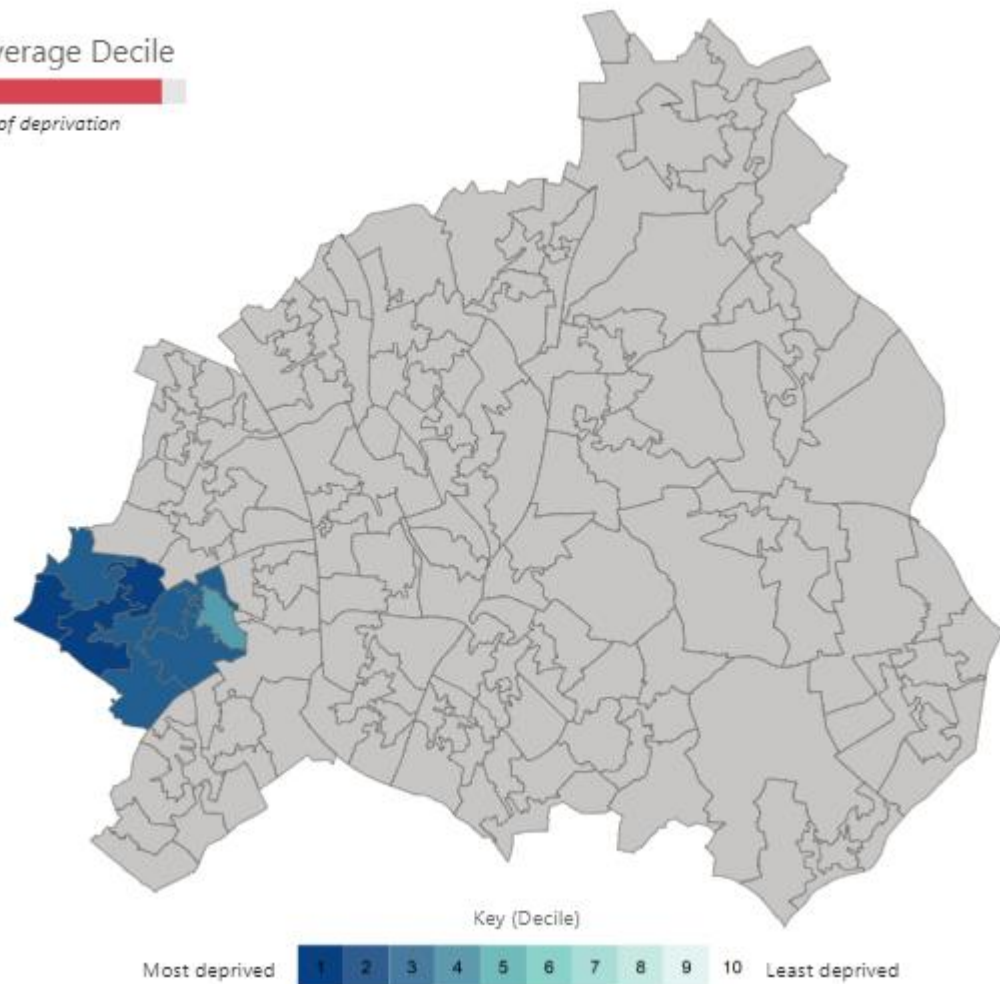
\* This is the most recent data available at ward level

4  
Average Decile



2  
Average Decile

Level of deprivation



A mixture of deprivation levels within the ward with more extreme deprivation towards the border with Wolverhampton – ‘Little London South’ for example.

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

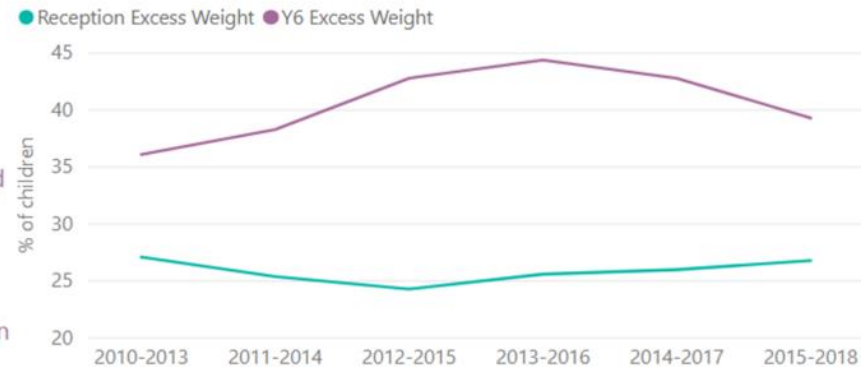
**Source:** DCLG, *Index of Multiple Deprivation, 2019*

## Childhood Obesity in Willenhall South

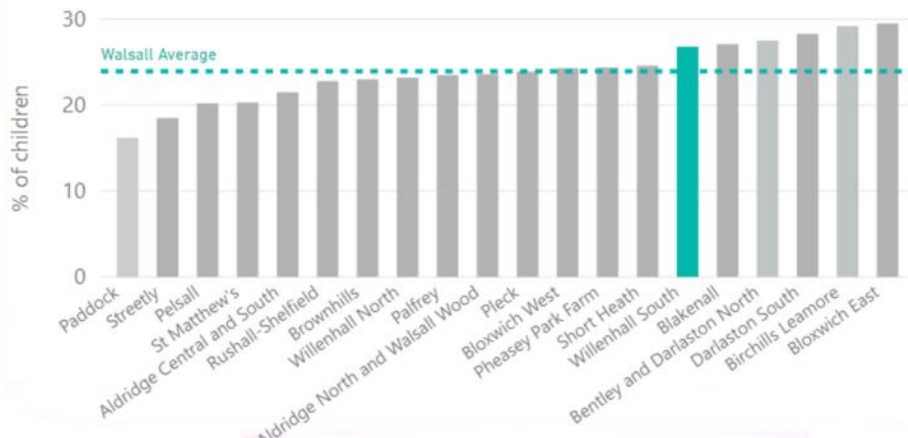
### Key Messages:

- In Willenhall South, the rate of excess weight in Reception Children has increased.
- Willenhall South ranks 15th/20 wards (1st = lowest rate) for excess weight in Reception aged children.
- However, in Year 6 children, the rate of excess weight has decreased.
- Willenhall South ranks 6th/20 wards for excess weight (1st = lowest rate) for excess weight in Y6 children.

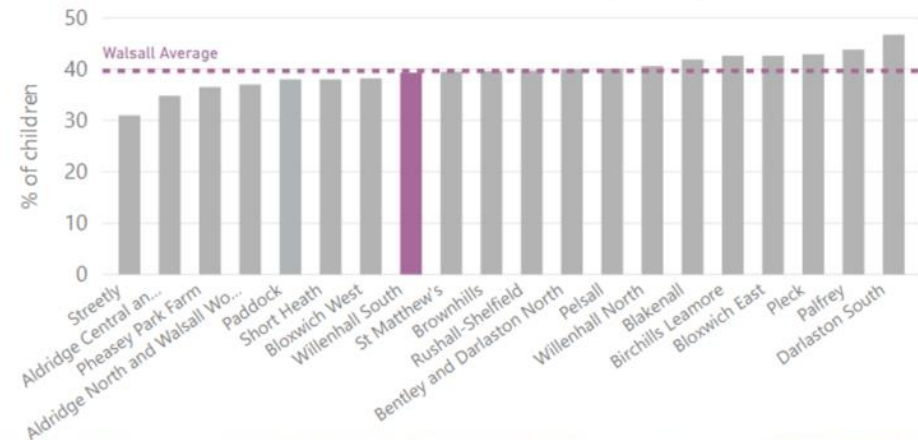
Trend in Childrens Excess Weight in Willenhall South



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



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

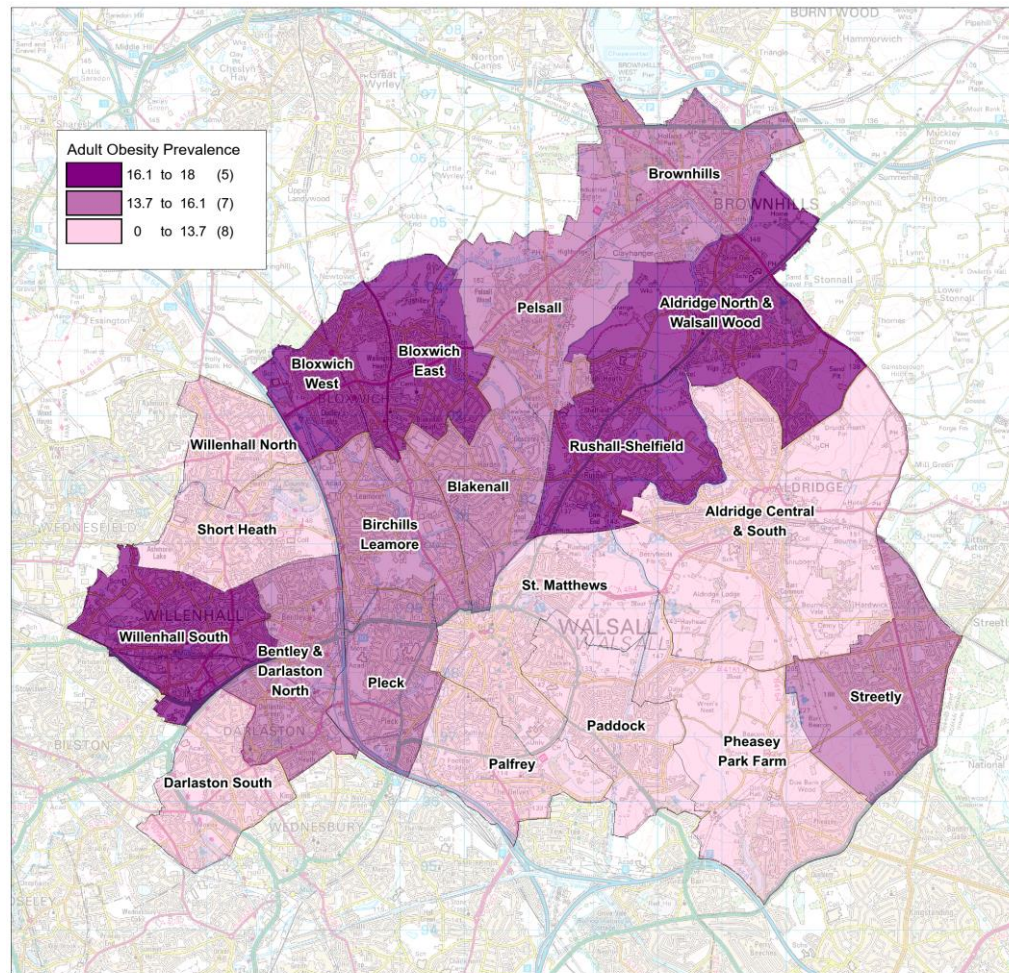


Source: National Child Measurement Programme (NCMP), 2015-18



# Adult Obesity Prevalence

Ward	Prevalence (%)
<b>Willenhall South</b>	<b>18.0</b>
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>

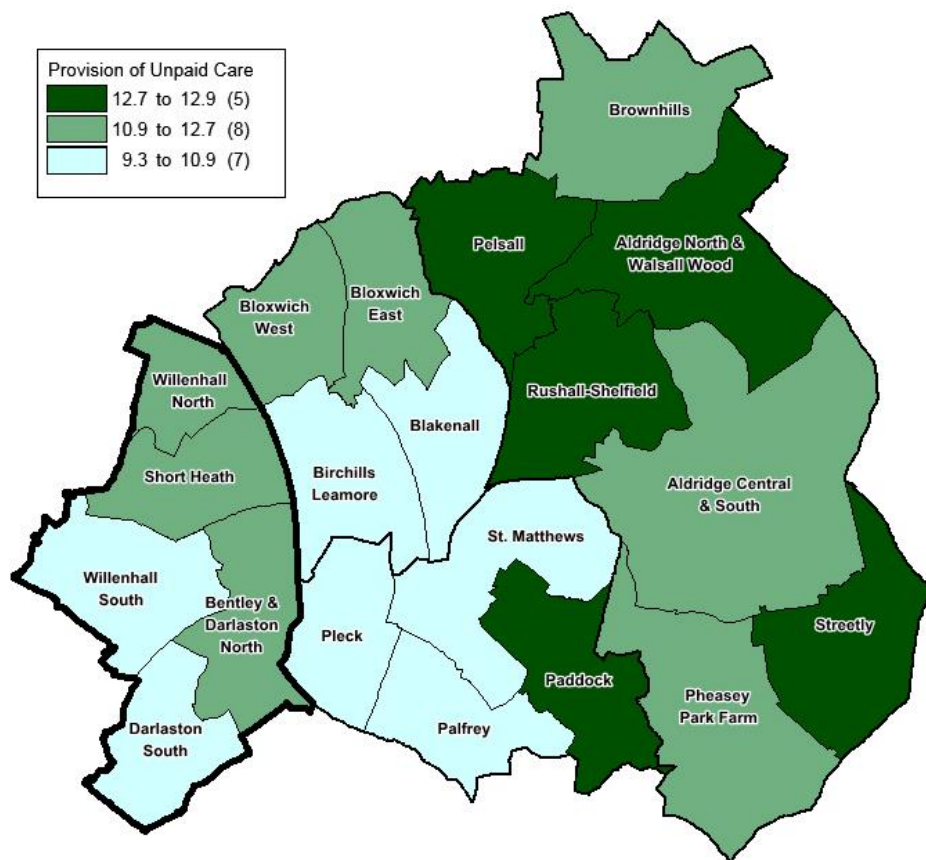


Willenhall South has an **above average** proportion of adult obesity prevalence (18% compared to 14.4%).

*Note – based on GP practice patient lists*

*Source: Quality and Outcomes Framework, 2017/18*

# Provision of Unpaid Care



Willenhall South ward has one of the lowest proportion of residents providing unpaid care – 10.5% (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

123  
People surveyed

37  
Responses

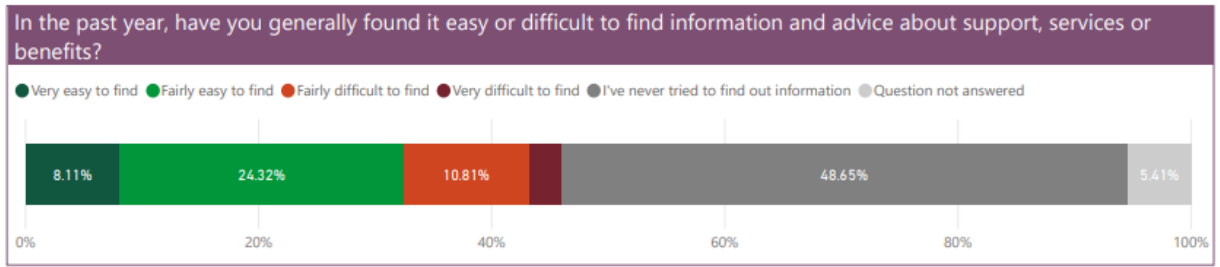
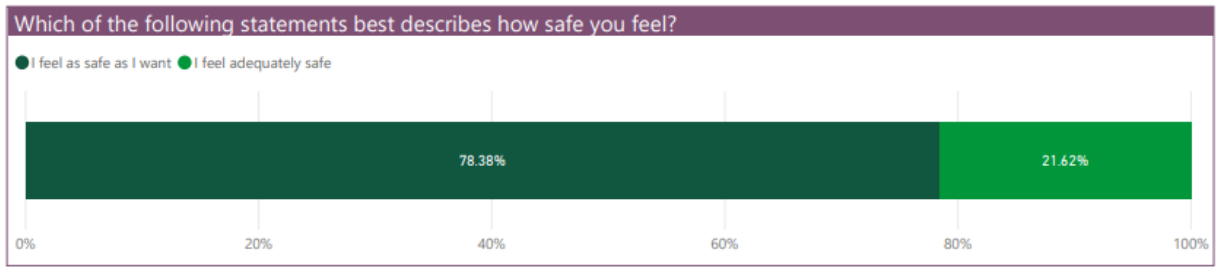
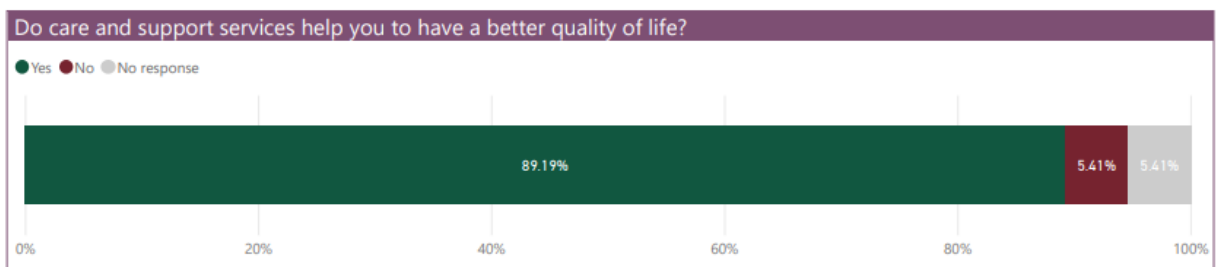
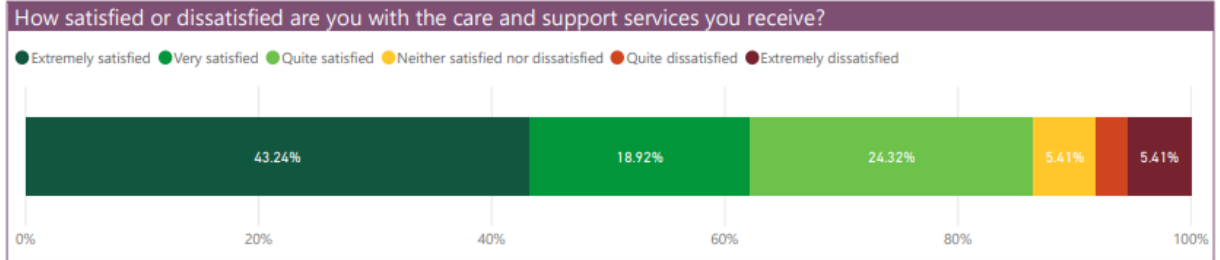
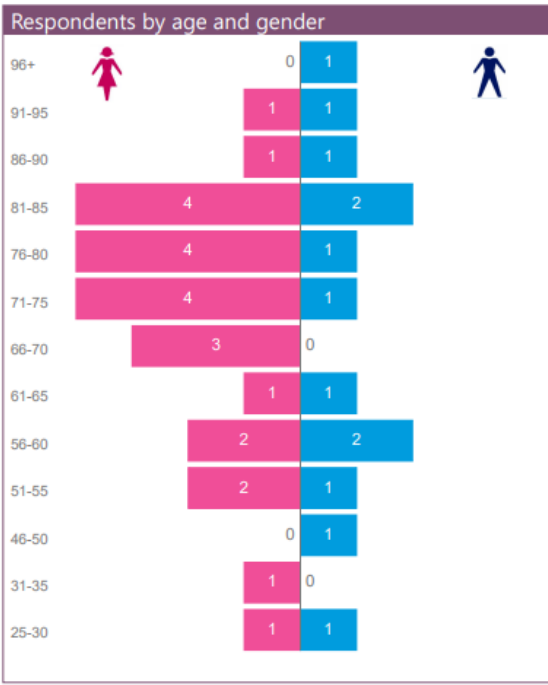
30.08  
Response rate (%)

Responses were received from

23  
People residing in their own homes

14  
People residing in residential care

0  
People residing in nursing care



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

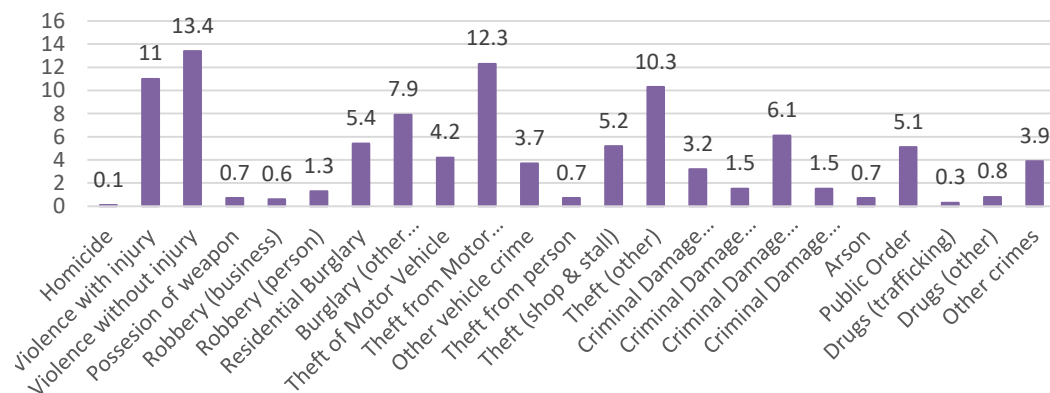


# Recorded Crime

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
<b>Willenhall South</b>	<b>163.1</b>	<b>38.9</b>
<b>WALSALL</b>	<b>107.7</b>	<b>25.4</b>

A much higher number of total recorded crime rates & serious acquisitive crime rates than the borough.

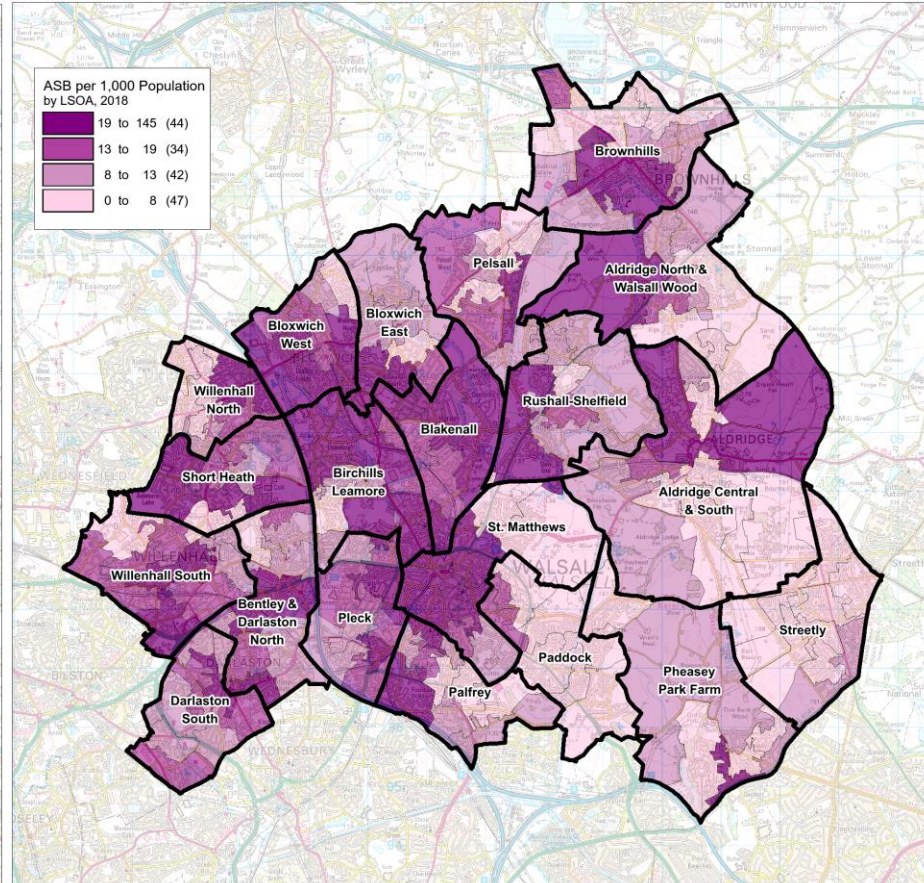
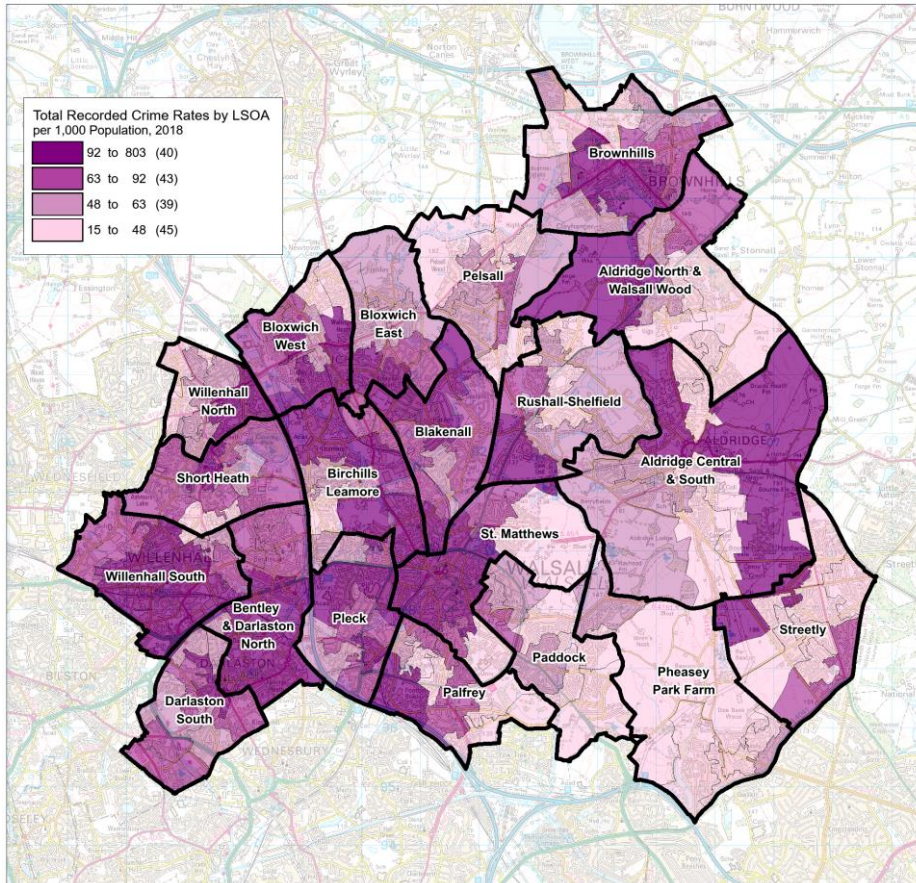
Crime by type highlights '**violence without injury**' as the most prolific type in this ward during 2018.



*\*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



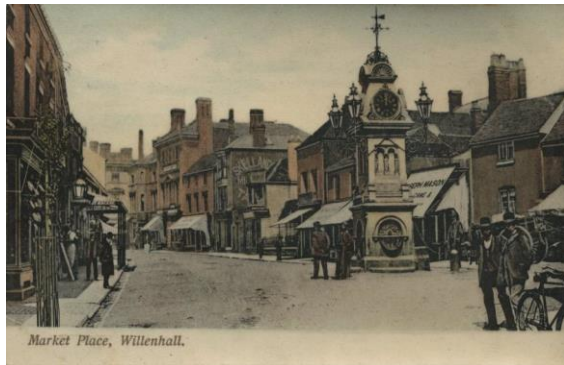
- **Friends of Willenhall Memorial Park** - Local Charity comprising of volunteers who manage the local park & organise events supported by WMBC. Cafe & skate park on site.
- **Willenhall CHART** - runs fitness, health & sport sessions, adult education. Room & kitchen hire available.
- **Substance Matters** - Wilkes Street Willenhall; Provides advice, support & guidance to adults who are at risk of substance misuse. They also provide meals on Monday, Wednesday & Friday for clients. Open access provision.
- **Willenhall Aye We** - organises events and activities in Willenhall. Organises community events.
- **Living Water** - cafe in Town Centre. Run by a church group.
- **Wombles of Willenhall** - Voluntary Group - litter picks/Memorial Park Support events.
- **Bridging the Gap** - faith based charity shop 79A Stafford St, Willenhall WV13 1RT
- **Guru Nanak Sikh Gurdwara** – Sikh place of worship, all welcome.
- **Willenhall Heritage Trust** - Lock Keeper Memorial display on the corner of Walsall Street and Bilston Street. The display recognises the work of people who worked for leading industry names including Yale, Chubb and Squire.
- **The Locksmith's House 54 New Road, Willenhall** - a museum showing a workshop building, working forge and machinery. Open to the public at certain times of the year.

*Source: Localities & Partnerships, Walsall Council*





- Established manufacturing heartland famous for **lock making**.
- Home to the historic district centre designated as a conservation area – **£1.5m Townscape Heritage Initiative** completed in 2015 and **£800k +** recent investment to improve **public realm** (highway improvements).
- **Environmental enhancements**: war memorial, Wood Street cemetery, Lock workers Memorial.
- Lidl development and £30m **Morrisons** development.
- Development of the former Somerfield site (now Poundland), and refurbishment of former leisure centre for banqueting facilities.
- **Residential developments** on the former Josiah Parkes factory (Wood Street), Spring Lane by Taylor Wimpey, Clothier Street by whg and Lioncourt Homes (Noose Crescent).
- Wedge Group refurbishment of **Little London School** for their head quarters following disposal of site by the Council.



**Source:** *Regeneration & Development, Walsall Council*





- Proposals for a **new rail station** in Willenhall Town Centre on the Walsall to Wolverhampton line. Highway improvements around station and linkages to town centre benefiting all users. New station due to be operational in Dec 2021.
- Willenhall identified as part of the *Black Country Garden City* and the **Walsall to Wolverhampton Corridor**. Opportunity for transformational place making & inspirational housing - potential to deliver 800+ homes in Willenhall South. Proposals currently being developed for sites identified for housing and or consider for release in the SAD – particular focus on the area north of the district centre, Moat Street; with the Council taking a ***proactive intervention role with partners including the WMCA***.
- Proximity to M6 J10 improvements will have positive Impact on accessibility.
- Continued support to businesses in the area with regard to their development requirements and growth aspirations, specifically **Wedge Group and Assa Abloy**.



**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](http://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](http://www.walsall.gov.uk/census)
- **Nomis:** detailed and up-to-date UK labour market and economic statistics from official sources [www.nomisweb.co.uk](http://www.nomisweb.co.uk)



*These profiles have been compiled by analysts and other colleagues from across Walsall Insight*

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