

# Locality Profile: SOUTH

## Abdul Rahim Locality Manager

January 2020

Version 1.0



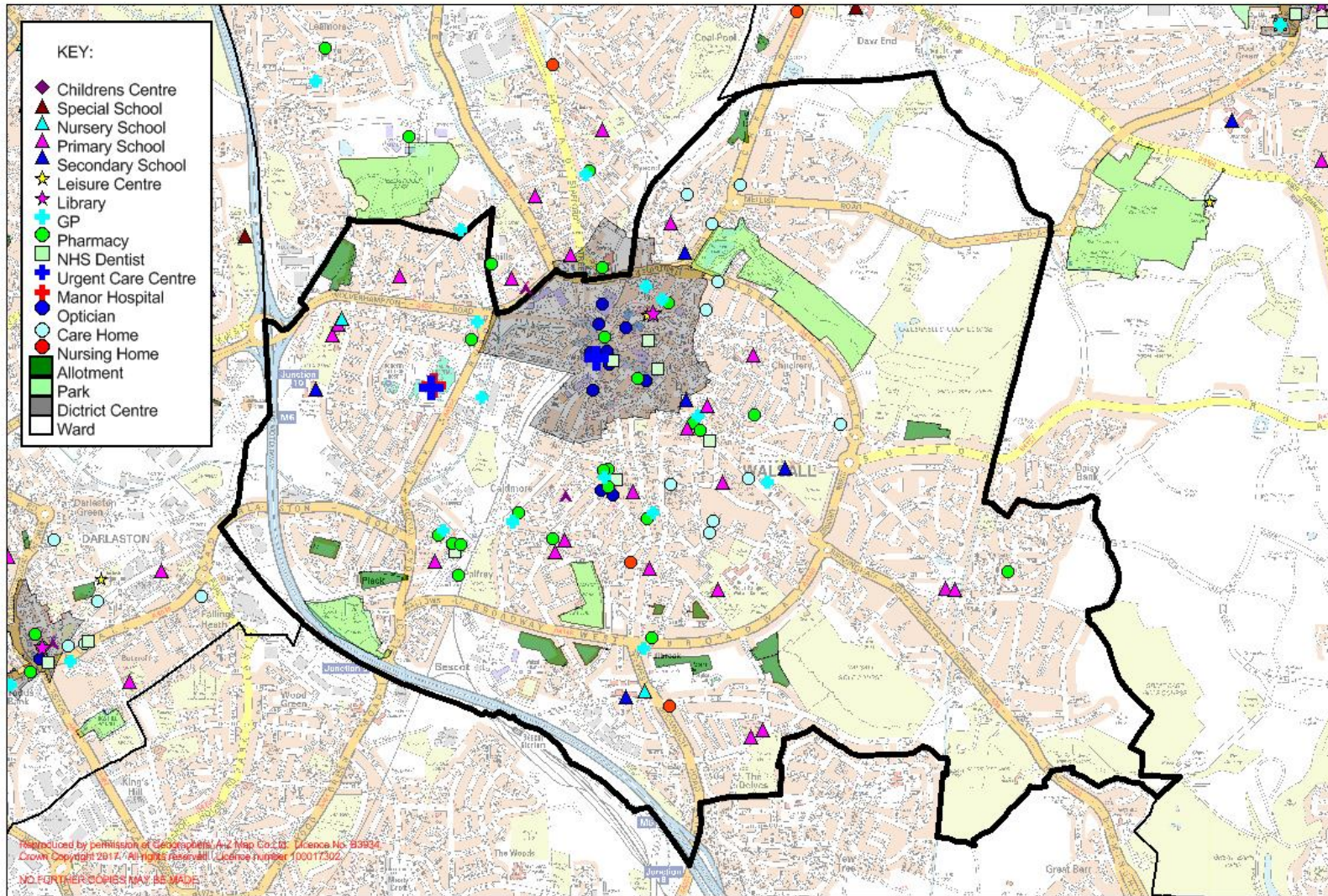
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- Comprises 4 wards:
  - Paddock
  - Palfrey
  - Pleck
  - St Matthew's
- Covers 17.9 sq km
- Makes up 17% of borough area
- Population density of 37.4 people per hectare (higher than borough average of 27.3)
- Contains Walsall town centre

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



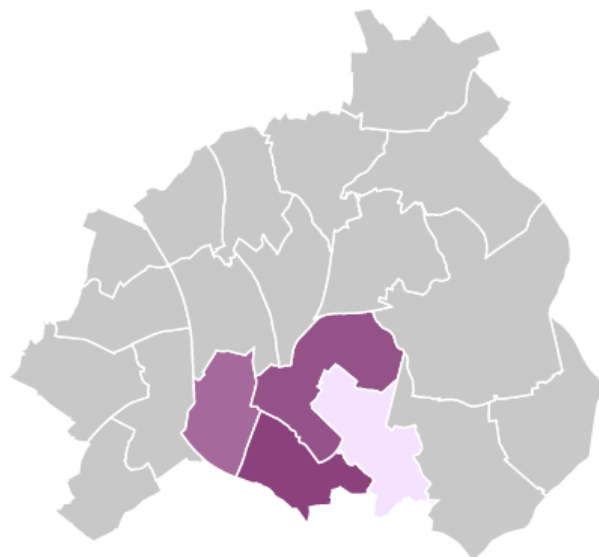
Source: Ordnance Survey; ONS

# Population

Sex  Age

Ward Name	Pop	%
Palfrey	17,400	27.19%
St. Matthews	17,000	26.55%
Pleck	16,400	25.51%
Paddock	13,300	20.75%
<b>Total</b>	<b>64,000</b>	<b>100.00%</b>

Walsall Ward Map



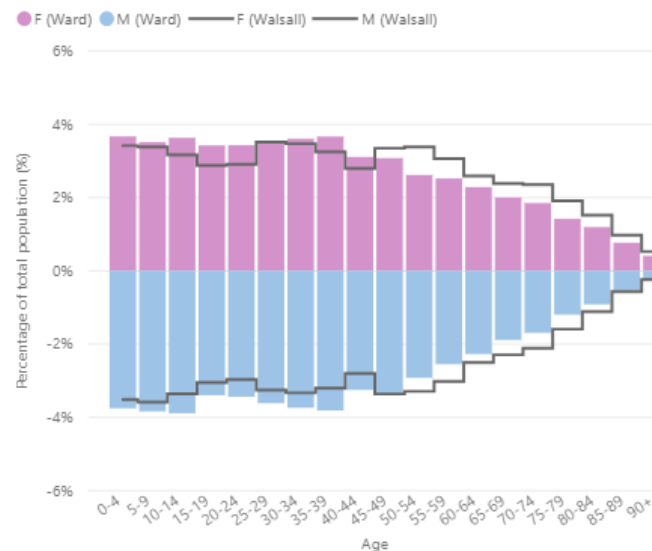
64,000

Estimated Population

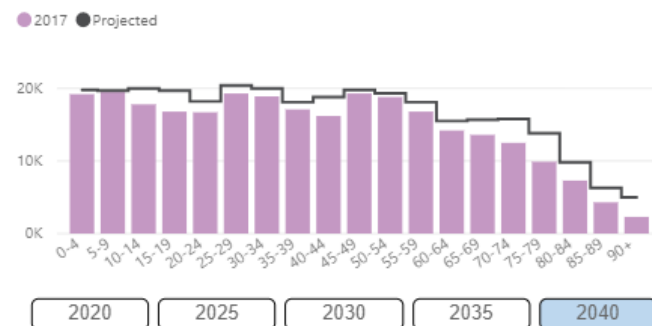
Localities

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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).

Population over time

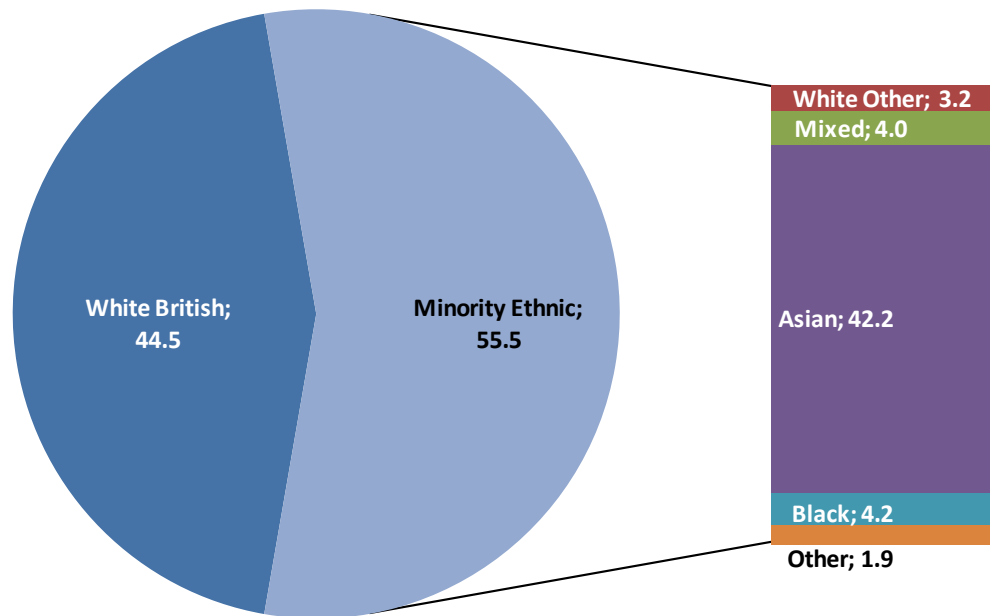


Source: ONS, Mid-2018 Population Estimates



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- 55.5% minority ethnic residents is well over double the borough average (24.1%)
- Asians comprise the largest minority group at 42.2% (Walsall 15.2%)
- All ethnic groups above Walsall average except White British

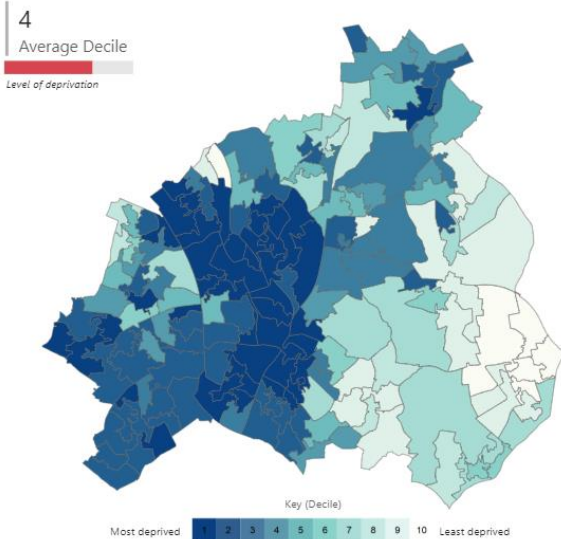
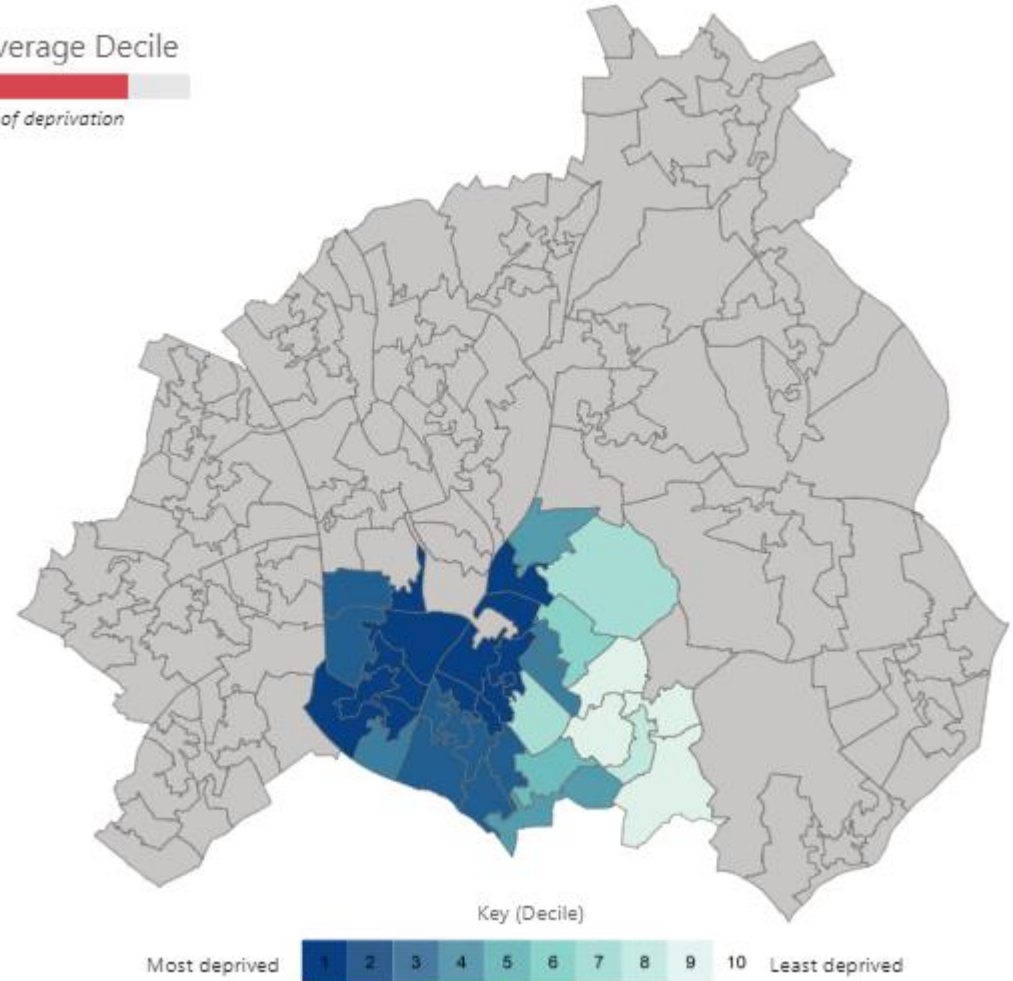
*Source: ONS, 2011 Census*

- 22,000 occupied households
- Similar proportion of socially rented properties to Walsall average (24.2% and 24.1%)
- Much greater proportion of privately rented properties (17.3% compared with Walsall's 11.7%)
- Above average proportion of people under 65 living alone (19.7% compared with Walsall's 15.7%)

*Source: ONS, 2011 Census*

# Deprivation - Overall

- Slightly more deprived than the borough overall
- Pockets of neighbourhoods towards the town centre
- Significant pockets of relative deprivation do exist in parts of Alumwell, Birchills East & Caldmore for example.



**Source:** Ministry of Housing, Communities & Local Government, 2019

The largest groups of households are classified as group I – **Urban Cohesion** (34.2%) & group B – **Prestige Positions** (9.2%%)

## 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

## 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

Least effective communication routes

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

# Health & Wellbeing

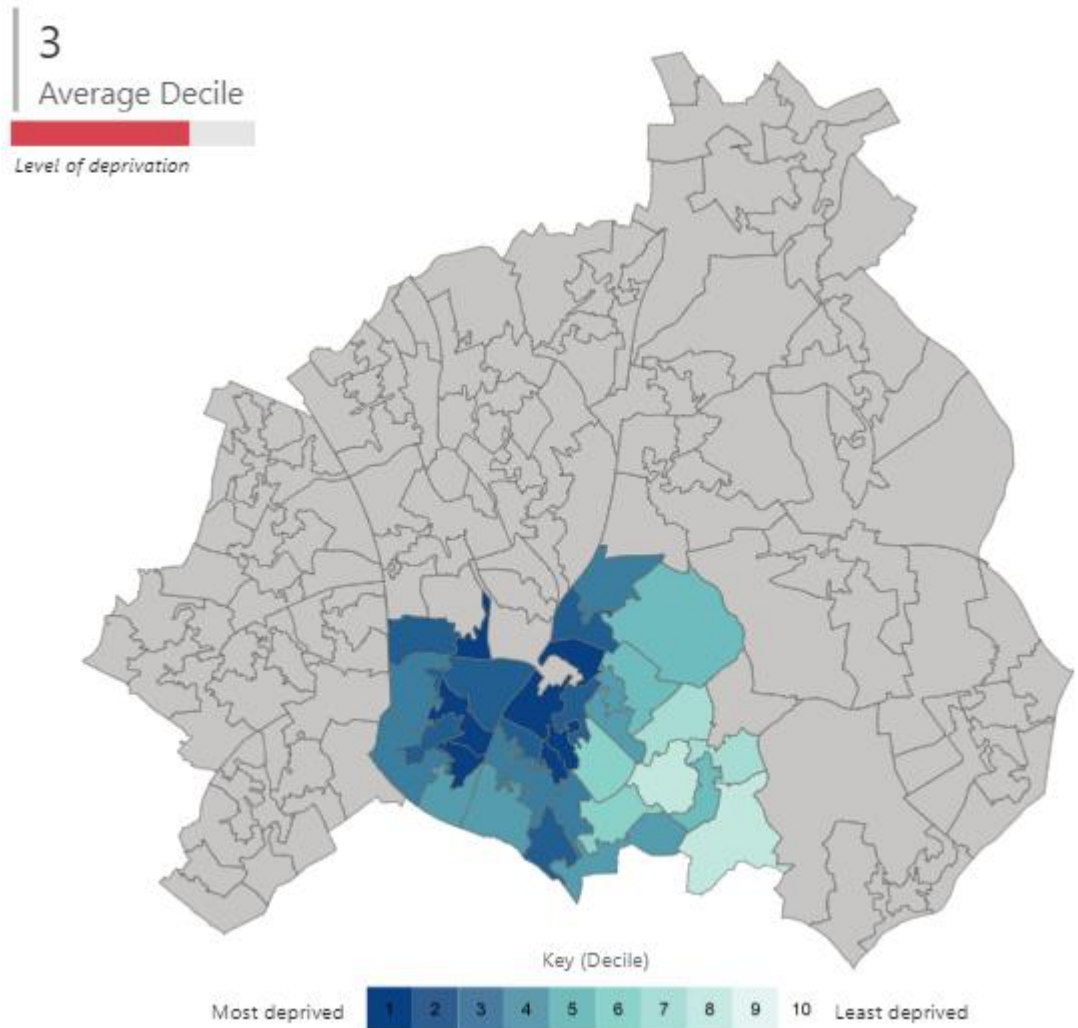
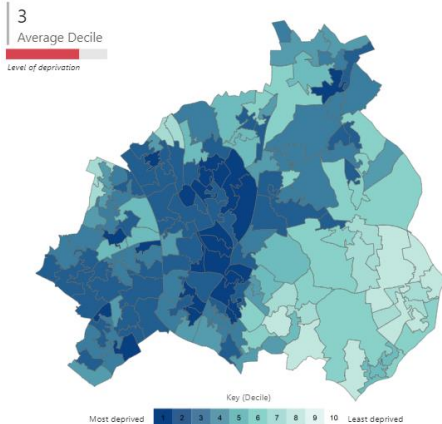


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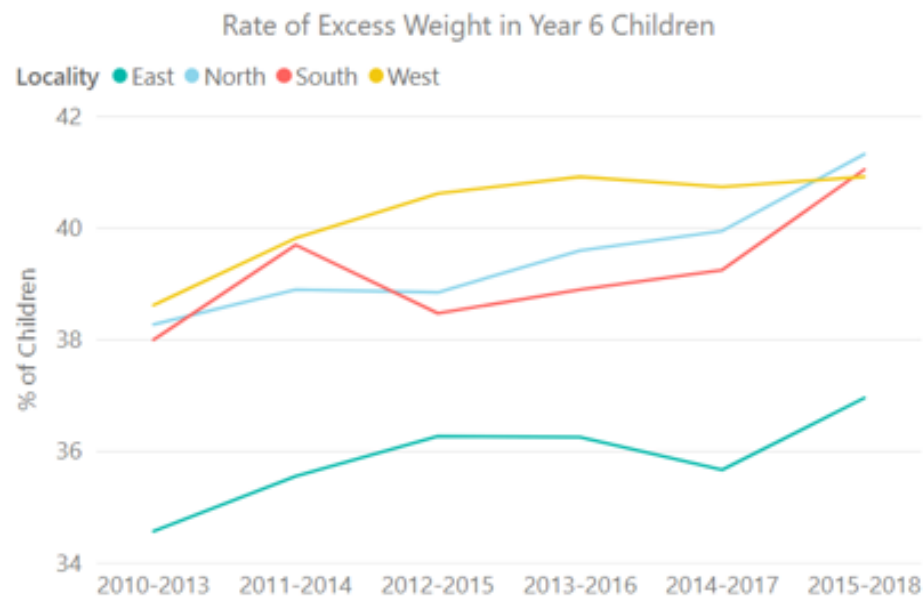
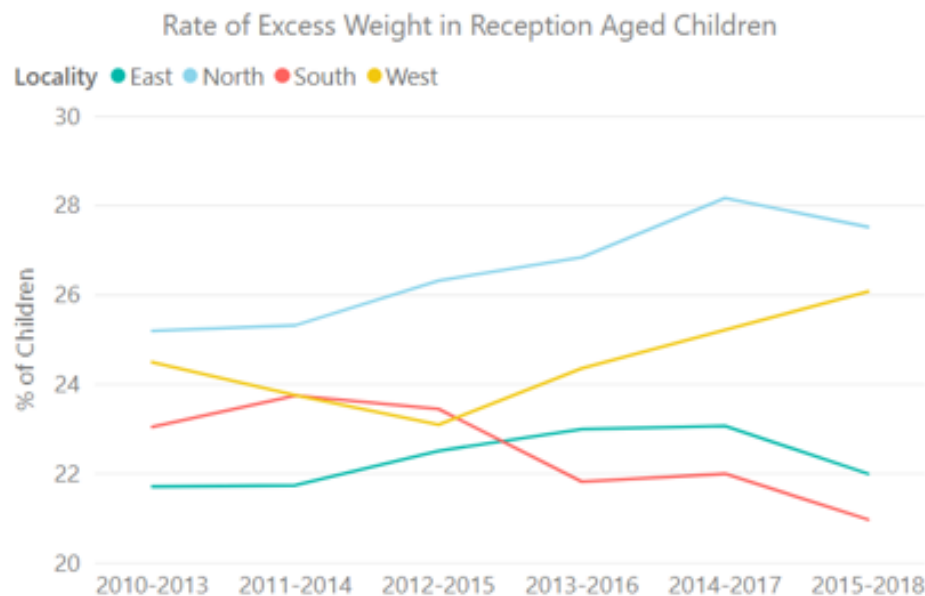
# Deprivation - Health

- On a par with the borough overall for this domain (3 is the average decile)
- Park Hall South & Gillity Village South the least deprived
- The most deprived pockets of neighbourhoods consist of Alumwell South, Caldmore East & Walsall Town Centre East as example.



**Source:** Ministry of Housing, Communities & Local Government, 2019

## Childhood Obesity In Walsall Localities



\* Children with a BMI greater than or equal to the 85th centile BMI distribution have been classified as overweight including obese (excess weight).

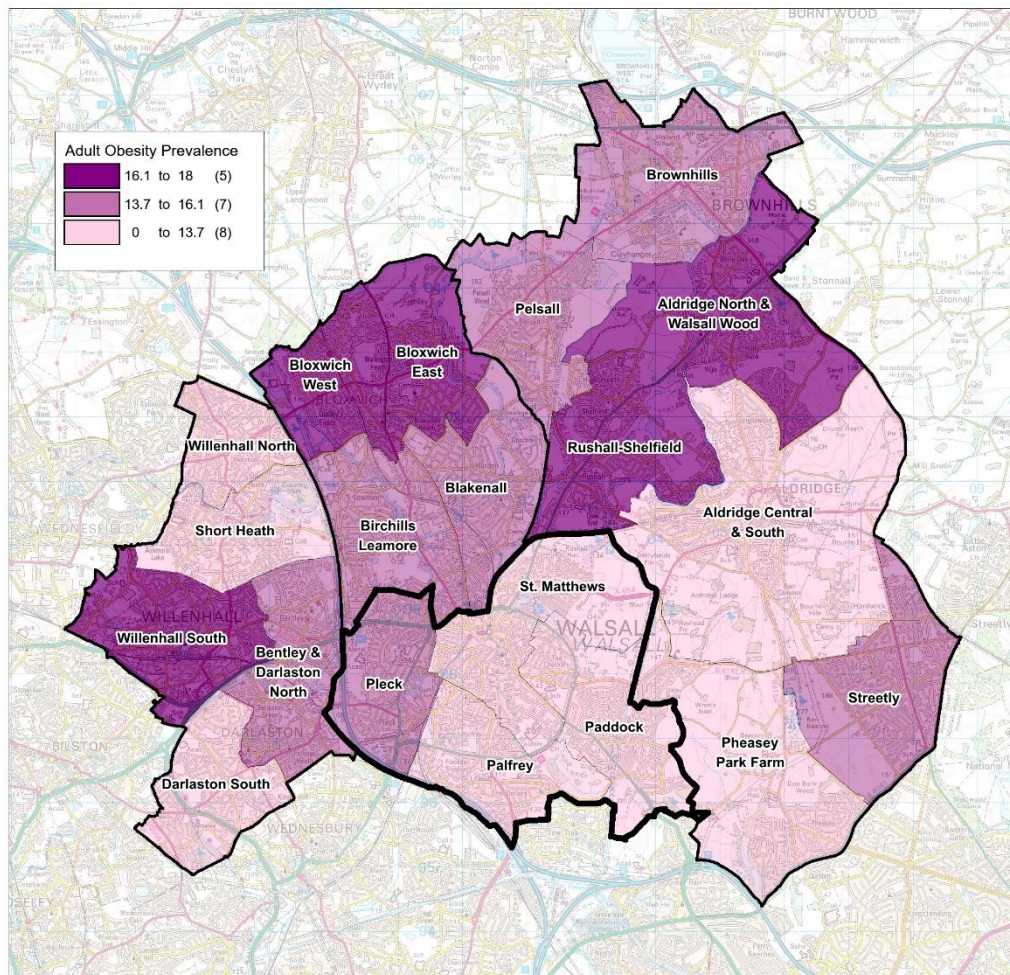
\* Generally, the rate of childhood excess weight is higher in the North and West Localities.

\* However, Walsall as a whole has higher rates of excess weight in Reception and Year 6 than the national and regional average, and has seen an increasing trend over the last decade.

**Source:** National Child Measurement Programme (NCMP), 2010-13 to 2015-18

# Adult Obesity Prevalence

Ward	Prevalence (%)
Bloxwich West	20.84
Aldridge North and Walsall Wood	17.34
Rushall-Sheffield	17.03
Brownhills	16.45
Birchills Leamore	16.13
Bentley and Darlaston North	15.79
Willenhall South	15.60
Blakenall	14.70
Darlaston South	14.66
<b>Pleck</b>	<b>14.04</b>
Bloxwich East	13.96
Pelsall	13.61
Streetly	13.48
Pheasey Park Farm	13.04
Willenhall North	12.84
Aldridge Central and South	11.61
<b>St. Matthews</b>	<b>10.33</b>
<b>Palfrey</b>	<b>9.46</b>
<b>Paddock</b>	<b>7.97</b>
Short Heath	0.00
Walsall Average	13.44



The South locality has some of the lowest adult obesity prevalence rates (7.9% for Paddock and 9.5% in Palfrey).

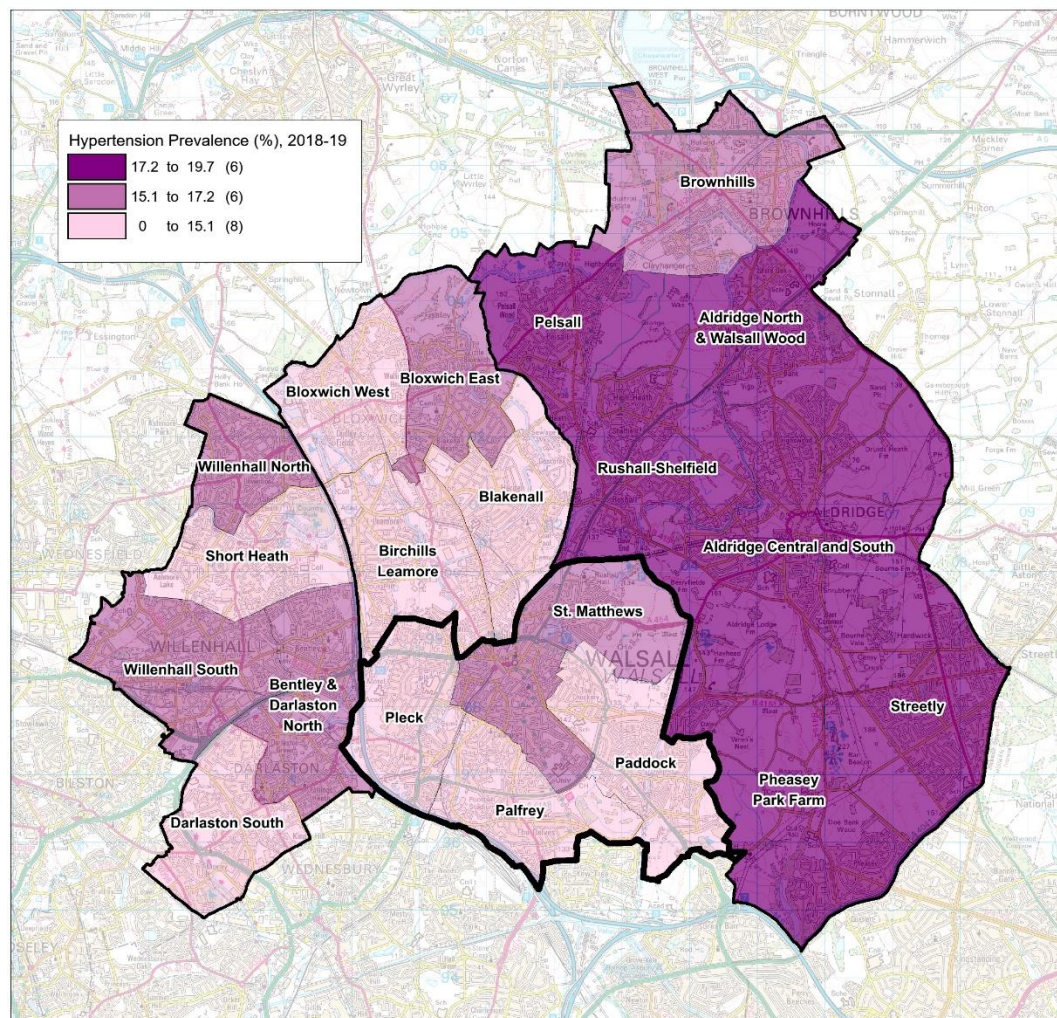
*Source: Quality & Outcomes Framework, 2018-19*

*Note – based on GP patient lists (no GP practice in Short Heath ward)*



# Hypertension Prevalence (%)

Ward	Prevalence (%)
Aldridge Central and South	19.64
Pheasey Park Farm	19.05
Pelsall	18.32
Streetly	17.51
Aldridge North and Walsall Wood	17.32
Rushall-Shelfield	17.25
Willenhall North	16.90
Bentley and Darlaston North	16.74
Willenhall South	16.12
Bloxwich East	15.86
Brownhills	15.61
<b>St. Matthews</b>	<b>15.35</b>
Blakenall	15.05
<b>Paddock</b>	<b>15.02</b>
Bloxwich West	13.74
Birchills Leamore	13.10
Darlaston South	12.77
<b>Pleck</b>	<b>11.84</b>
<b>Palfrey</b>	<b>9.18</b>
Short Heath	0.00
Walsall Average	14.82



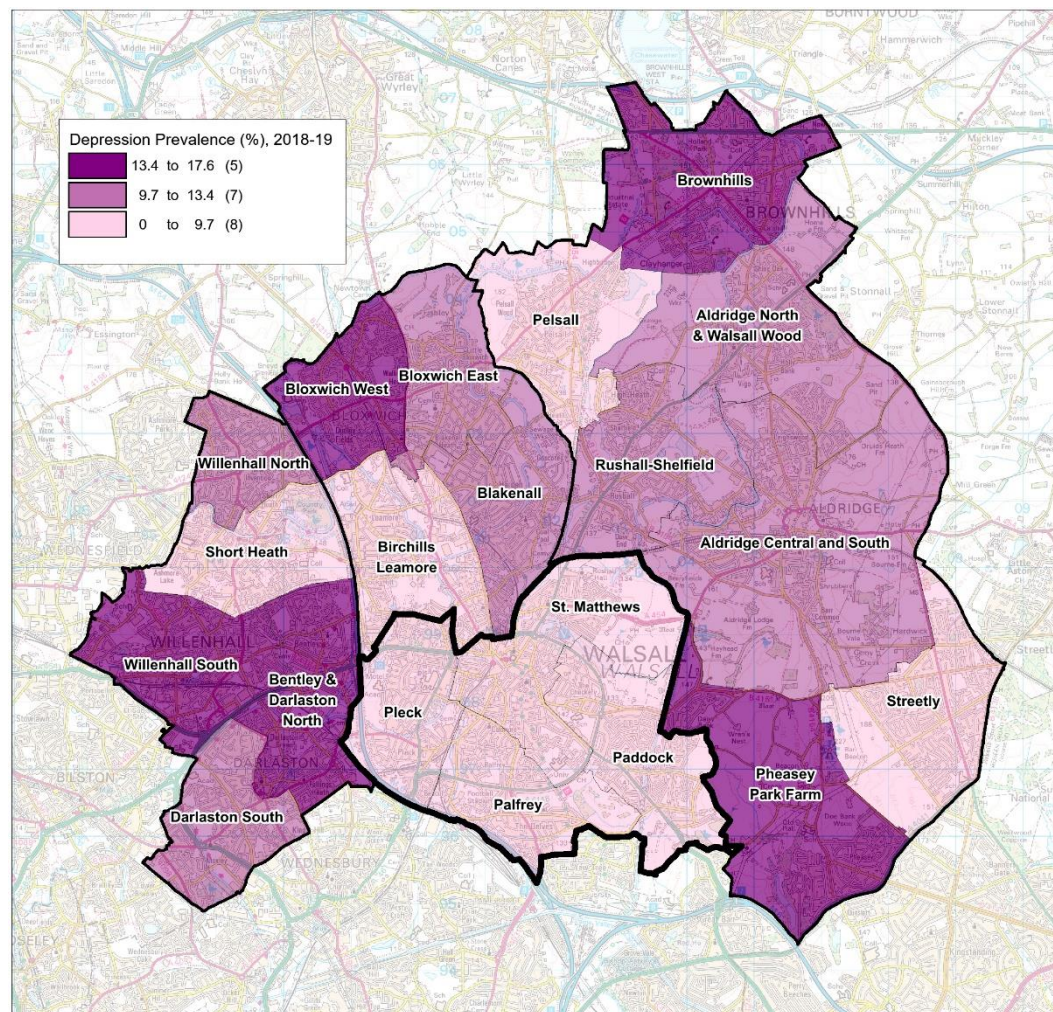
The South locality has some of the lowest prevalence for hypertension – Palfrey (9.2%) and Pleck (11.8%) – considerably less than the borough average (14.8%).

*Source: Quality & Outcomes Framework, 2018-19*

*Note – based on GP patient lists (no GP practice in Short Heath ward)*

# Depression Prevalence (%)

Ward	Prevalence (%)
Bloxwich West	17.58
Bentley and Darlaston North	15.07
Willenhall South	15.02
Brownhills	13.94
Pheasey Park Farm	13.66
Willenhall North	13.39
Darlaston South	12.17
Aldridge North and Walsall Wood	11.77
Rushall-Shelfield	11.70
Blakenall	10.90
Bloxwich East	10.22
Aldridge Central and South	10.09
<b>St. Matthews</b>	<b>9.67</b>
<b>Pleck</b>	<b>9.27</b>
Pelsall	8.94
<b>Palfrey</b>	<b>7.57</b>
Streetly	7.54
<b>Paddock</b>	<b>6.57</b>
Birchills Leamore	5.08
Short Heath	0.00
Walsall Average	10.51

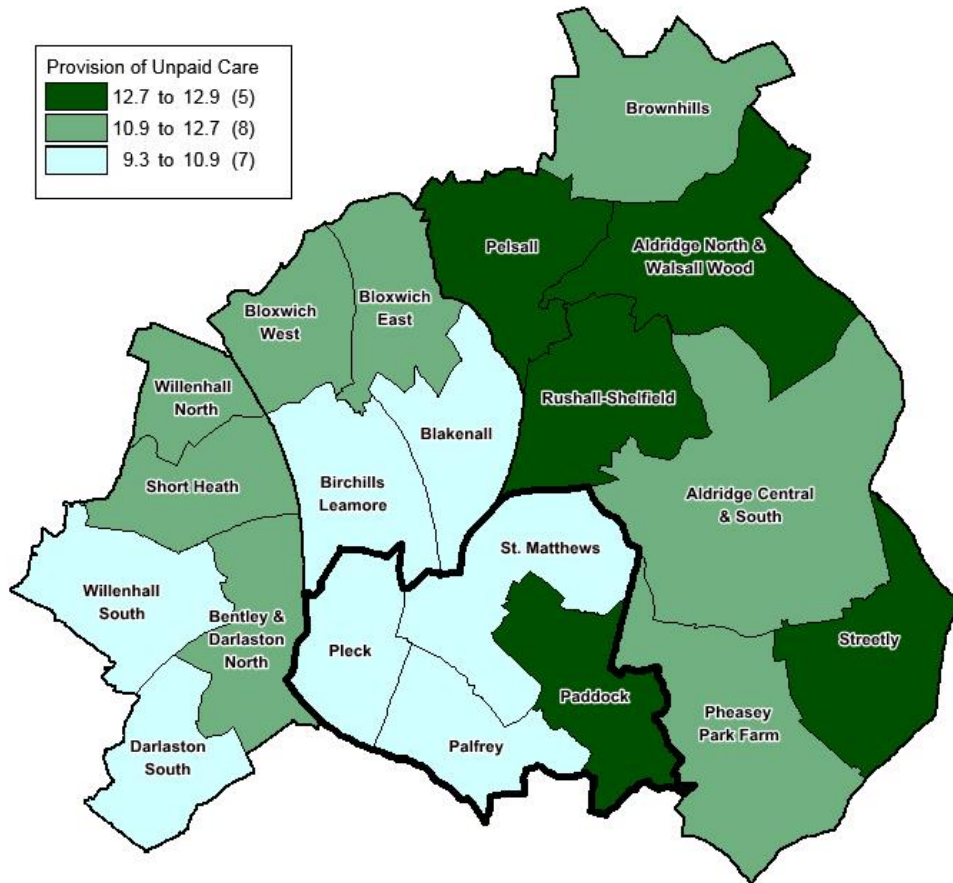


The South locality has some of the lowest prevalence rates for depression – 6.6% Paddock and 7.6% in Palfrey – significantly lower than the Walsall average.

*Source: Quality & Outcomes Framework, 2018-19*

*Note – based on GP patient lists (no GP practice in Short Heath ward)*

# 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

The highest proportion of Walsall residents providing unpaid care within the South locality is within the ward of Paddock

3 out of 4 wards are below the borough average

Source: ONS, 2011 Census

# Adult Social Care User Survey

## Adult Social Care User Survey: 2018-19

391  
People surveyed

119  
Responses

30.43  
Response rate (%)

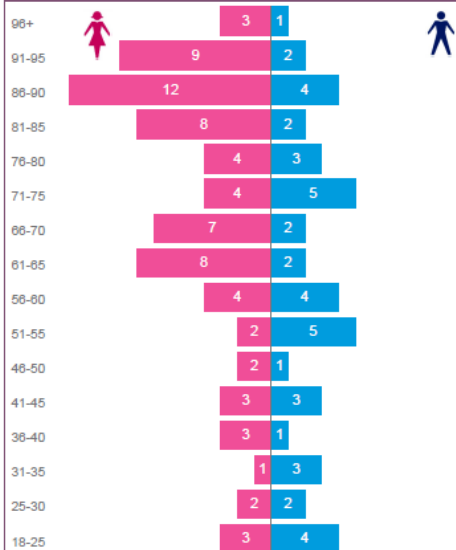
Responses  
were  
received  
from

105  
People residing in their own homes

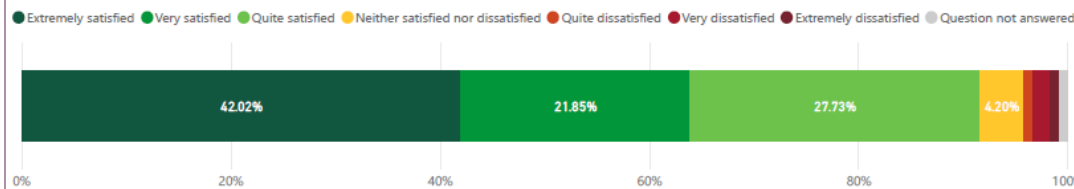
11  
People residing in residential care

3  
People residing in nursing care

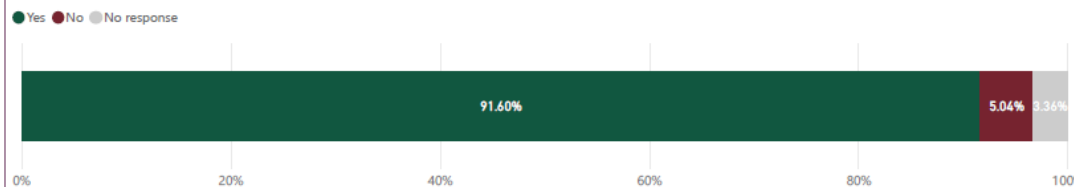
### Respondents by age and gender



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



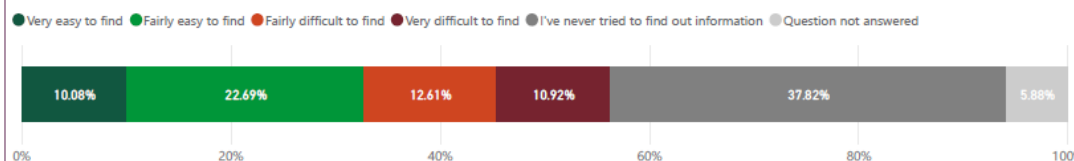
### Do care and support services help you to have a better quality of life?



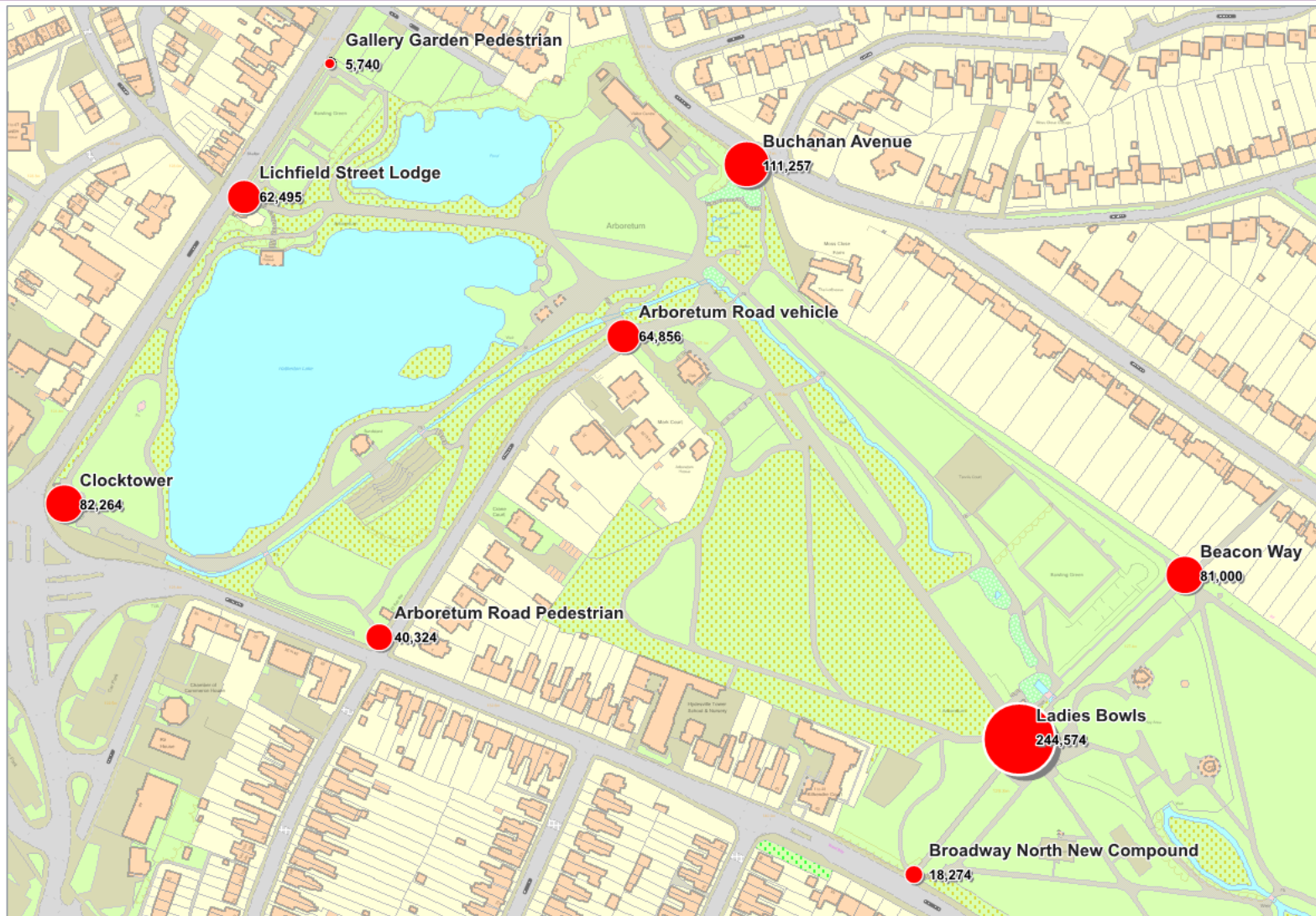
### Which of the following statements best describes how safe you feel?



### In the past year, have you generally found it easy or difficult to find information and advice about support, services or benefits?

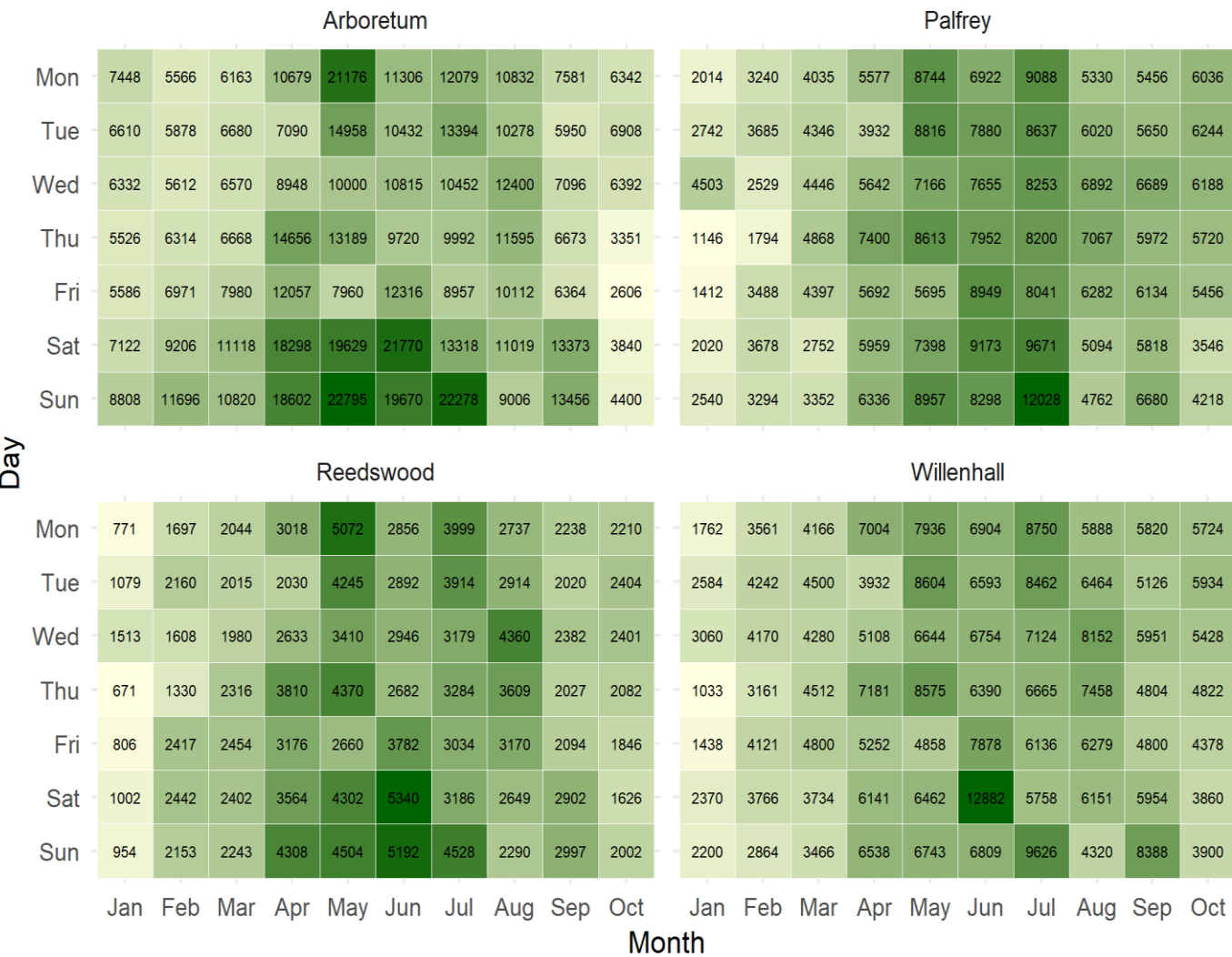


Source: Adult Social Care User Survey (ASCUS), 2018-19



**Source:** Healthy Spaces, Walsall Council, Jan 2018 – Oct. 2018

# People Counters – Use of Parks - Arboretum



Visitor numbers by 'month' and 'day'

Weekends generally busier & the warmer, lighter months

Source: Healthy Spaces, Walsall Council, Jan 2018 – Oct. 2018

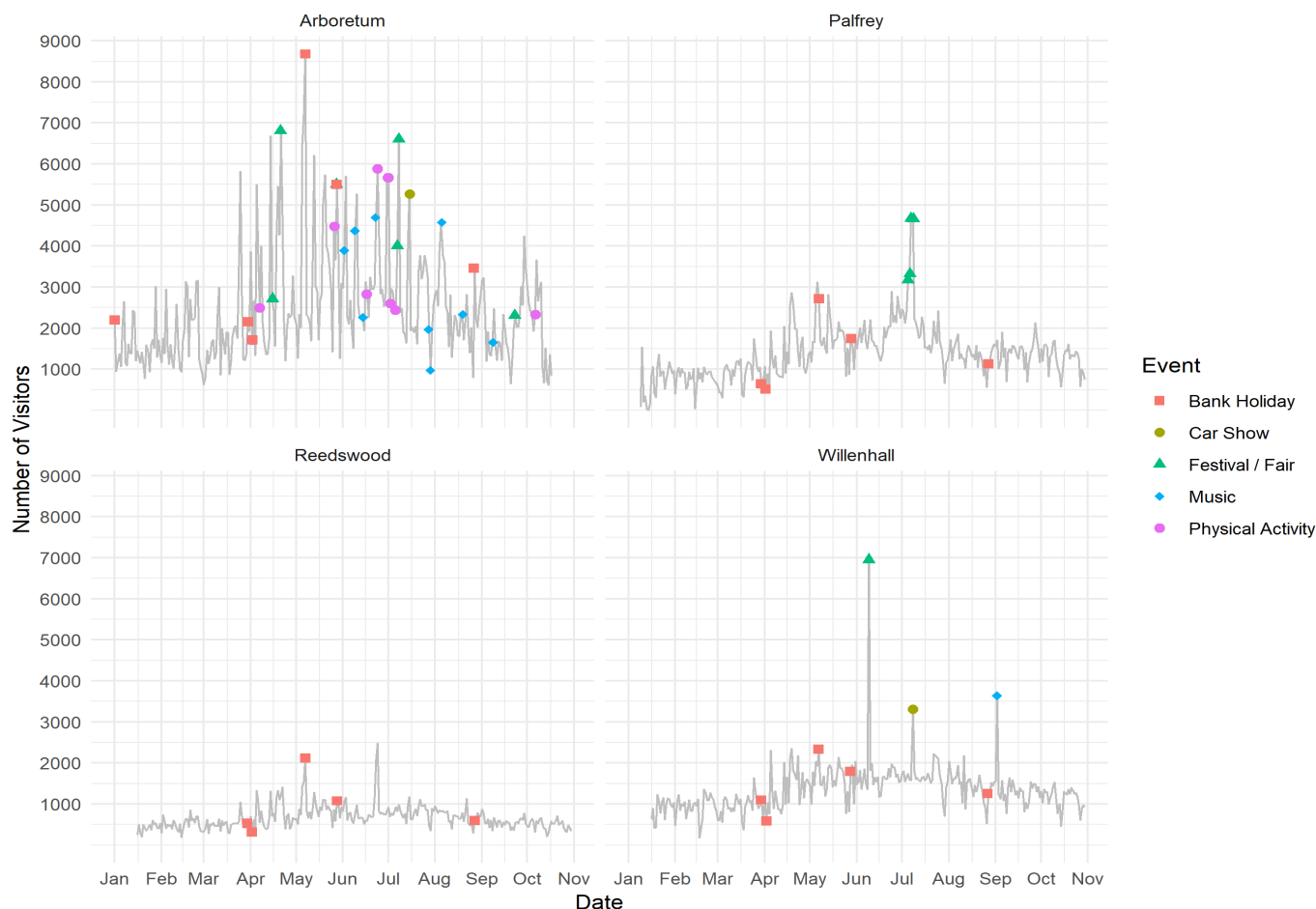
# People Counters – Use of Parks - Arboretum



		Arboretum										Palfrey										Reedwood										Willenhall									
Total		45835	49860	54417	89014	108773	95128	89689	74358	59616	33391	15784	20678	26960	39367	54509	55988	63076	40477	41373	36291	6029	12632	13893	21044	27090	24294	23795	20518	15415	13372	13851	24876	28376	40146	48804	53205	51396	43574	39802	32922
hour	23	242	132	226	344	374	450	230	159	388	448	156	199	140	400	182	366	306	136	94	116	32	72	70	92	107	183	173	58	45	34	36	82	132	148	288	256	264	184	170	74
	22	469	374	393	526	726	776	875	318	724	372	170	248	266	276	342	731	841	281	176	354	32	101	78	132	264	238	384	120	118	61	76	138	276	294	524	573	697	368	215	144
	21	702	600	662	954	1506	2321	2218	1142	814	736	718	662	350	572	880	1798	2567	1176	517	176	41	82	188	443	714	766	1186	478	252	124	174	247	416	620	1008	1250	1184	762	516	264
	20	1011	875	1128	2439	3538	4028	4128	2662	1402	789	574	504	841	1520	2923	3880	4924	3034	1047	554	43	158	342	935	1594	1526	2044	1303	396	124	300	428	728	1610	2178	2136	2072	1802	1120	362
	19	1678	1515	2381	4274	6228	5967	5216	4133	2944	1110	1324	1554	1492	4012	6206	6053	5884	4173	3706	523	107	204	724	1512	2227	2460	2436	1775	994	164	374	518	1320	2208	2942	3020	2794	2622	2074	708
	18	1864	2540	3592	5942	7934	7002	5905	4975	3926	2026	1476	1600	2019	3490	5306	5137	6038	4207	3399	1857	169	410	1091	1950	2705	2591	2362	1957	1296	433	820	1086	2079	2904	3731	3874	3458	2986	2976	1072
	17	3606	4261	4430	6740	8394	7693	6329	5552	4516	2375	1974	2415	2888	4404	6002	5944	6294	4192	4230	2304	174	732	1350	2300	2721	2696	2098	1879	1614	1179	1012	1836	2352	3522	4178	4283	3958	3762	3564	2335
	16	4784	5370	5118	7790	9929	8196	7246	6511	4758	2506	936	2140	3608	4181	5458	4788	5223	3745	4073	3822	258	1095	1494	2220	2666	2480	1918	1898	1588	1402	1747	2783	3230	4094	4521	4720	4310	3855	3592	2913
	15	5314	5866	5620	8848	10971	8434	8664	7248	5056	2708	1196	2314	3084	4481	6670	6484	6272	3338	5532	3519	532	1437	1428	2176	2796	2308	1942	1899	1670	1432	1704	3056	2874	5217	6044	6617	5624	3808	4820	3152
	14	4870	5400	5550	9646	10459	8252	8770	7643	4892	2382	1058	1884	2084	3421	4016	3471	4355	3344	3212	5651	707	1478	1295	1914	2334	1694	1680	1909	1212	1652	1130	2366	2168	3468	3876	4081	4290	4206	2968	4496
	13	4724	5194	5488	8876	9852	7754	8280	7272	4594	2296	1609	1588	1964	2524	3217	2953	3518	2920	2510	2903	753	1354	1232	1663	1950	1449	1470	1645	1032	1156	1042	2084	2100	3040	3586	3888	4101	4051	2682	2424
	12	4640	5544	5211	7808	8476	6791	7396	6292	4546	2647	1266	1414	1736	2758	3058	3122	3116	2552	2468	2330	542	1261	1280	1694	1790	1329	1436	1477	1142	1001	1131	2256	2170	2728	3264	3798	3843	3738	2925	2228
	11	4206	4362	4827	7006	7900	6432	6402	6016	4186	2028	1480	1735	1496	1929	2494	2563	3175	2232	2195	2212	589	1132	1267	1296	1594	1233	1301	1182	1110	1050	889	1960	2122	2380	2966	3496	3431	3256	2560	2288
	10	3929	3830	4180	5943	6558	6134	5628	4730	4557	2210	1234	1413	1494	1638	1718	2096	2742	2028	1876	2018	660	1060	1034	1128	1364	1124	1163	1073	1027	932	862	1806	2048	2234	2558	2844	3020	2680	2589	2272
	09	3178	3110	3448	4392	5260	5132	4896	3894	4167	2314	773	642	2454	1627	2186	2398	2848	1582	2380	1716	472	882	1102	1121	1263	1205	1263	1058	1220	915	1602	2264	2402	2178	2684	2893	2986	2148	2814	2284
	08	1222	1412	2230	3697	3960	4322	3632	3056	3399	1939	48	622	1470	2274	3390	3577	3360	1124	3566	2732	506	900	702	974	1258	1049	1023	810	1025	1086	927	1606	1589	2332	3052	3452	3416	1872	3059	2331
	07	472	414	870	2086	2124	2154	1796	1506	1802	1293	18	228	430	556	706	741	699	678	792	3577	610	759	438	435	560	518	578	601	474	1095	374	838	760	1184	1297	1504	1525	1231	1194	2999
	06	200	210	329	842	1602	1356	1143	807	975	722	15	118	130	200	266	234	285	338	344	678	275	366	162	334	364	360	356	374	270	436	150	310	254	494	649	798	791	580	500	894
	05	72	35	86	494	766	778	522	340	582	710	9	82	28	63	108	151	178	170	102	194	138	153	60	72	132	128	101	83	68	172	28	52	72	140	208	258	344	274	234	388
04	23	18	32	302	824	478	180	224	381	604	22	22	24	20	20	60	36	19	8	50	73	88	23	34	38	100	39	32	29	52	8	12	20	28	40	82	72	180	42	230	
03	33	28	20	275	678	270	328	149	336	464	26	18	31	35	40	38	20	16	17	22	28	26	8	27	26	62	12	26	15	28	2	16	34	26	38	67	63	73	30	42	
02	60	26	32	304	655	244	191	262	406	384	44	56	26	17	34	41	46	28	28	18	35	20	10	17	24	36	20	14	4	9	8	30	34	124	41	96	60	59	60	54	
01	54	72	72	323	496	488	250	162	597	490	130	76	50	22	44	52	68	79	32	35	10	13	33	28	26	60	63	31	24	11	8	34	134	70	56	57	65	68	40	46	
00	78	53	73	476	498	577	248	188	547	286	120	174	93	117	126	151	124	54	94	50	11	22	40	44	46	96	76	46	36	21	43	75	144	112	94	164	150	147	95	44	
		JanFebMarAprMayJunJulAugSepOct										JanFebMarAprMayJunJulAugSepOct										JanFebMarAprMayJunJulAugSepOct										JanFebMarAprMayJunJulAugSepOct									
		month										month										month										month									

Visitors by ‘hour’ and ‘month’ – parks used later into evenings during the warmer, lighter months.

Source: Healthy Spaces, Walsall Council, Jan 2018 – Oct. 2018



Key events which impact upon visitors i.e. Bank Holidays, festival / fair etc.

**Source:** Healthy Spaces, Walsall Council, Jan 2018 – Oct. 2018

# Anti-Social Behaviour / Crime

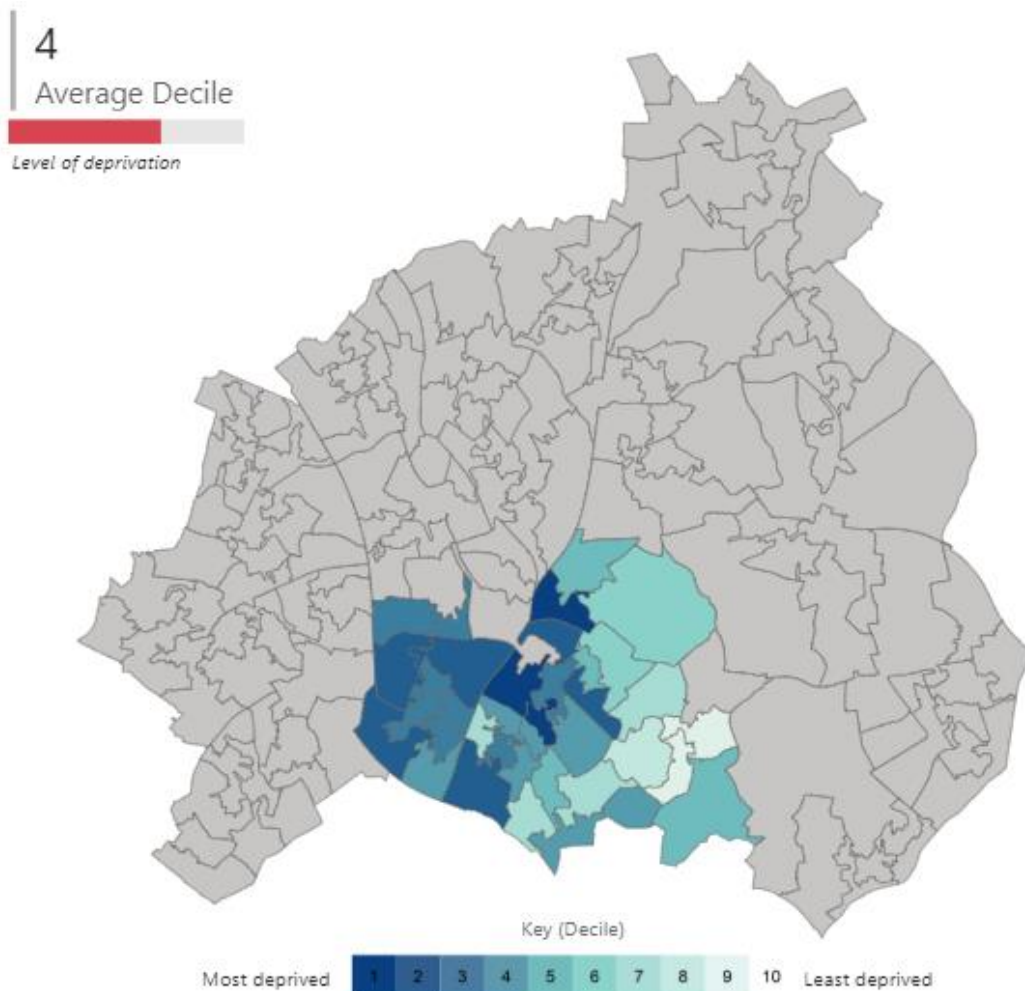
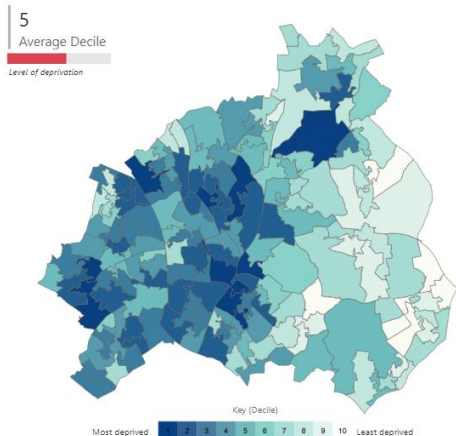


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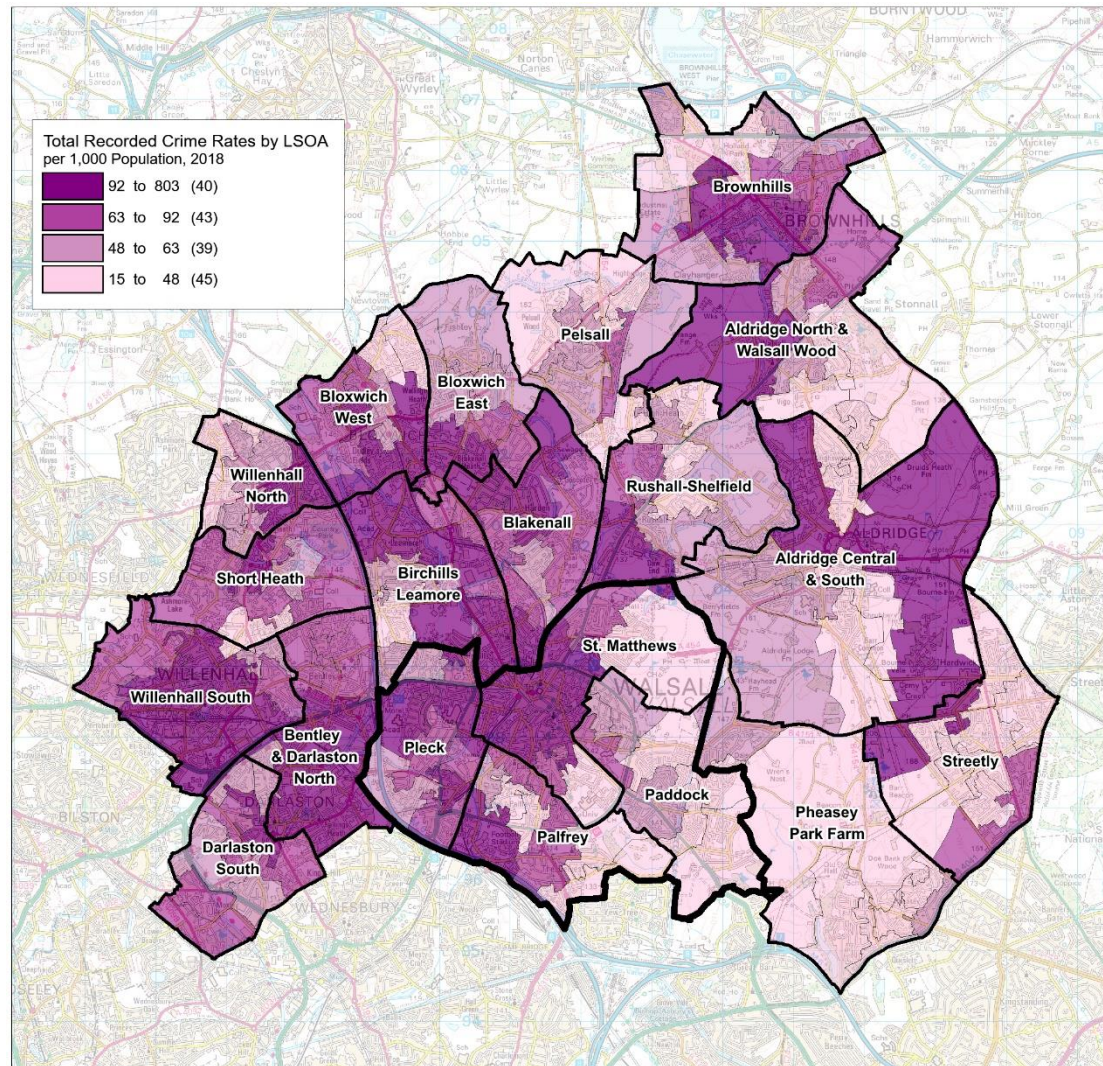
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# Deprivation – Crime

- Slightly worse than the borough overall for this domain
- Mixture of deprivation levels across the locality
- Some pockets do exist – LSOAs to the North – Butts and Arboretum for example are amongst the most deprived & Park Hall North the least deprived

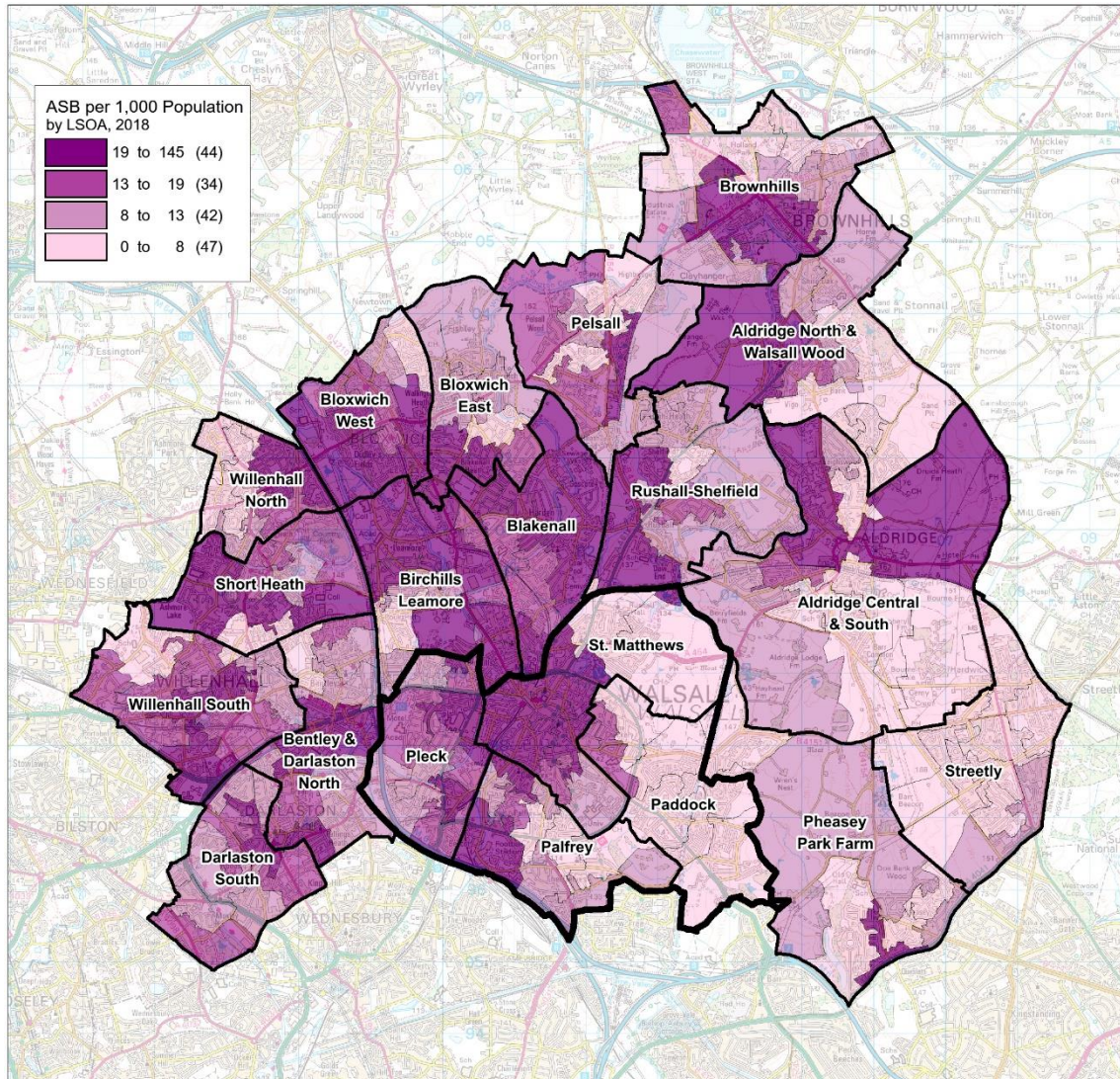


**Source:** Ministry of Housing, Communities & Local Government, 2019



**Source:** West Midlands Police, Jan-Dec 2018

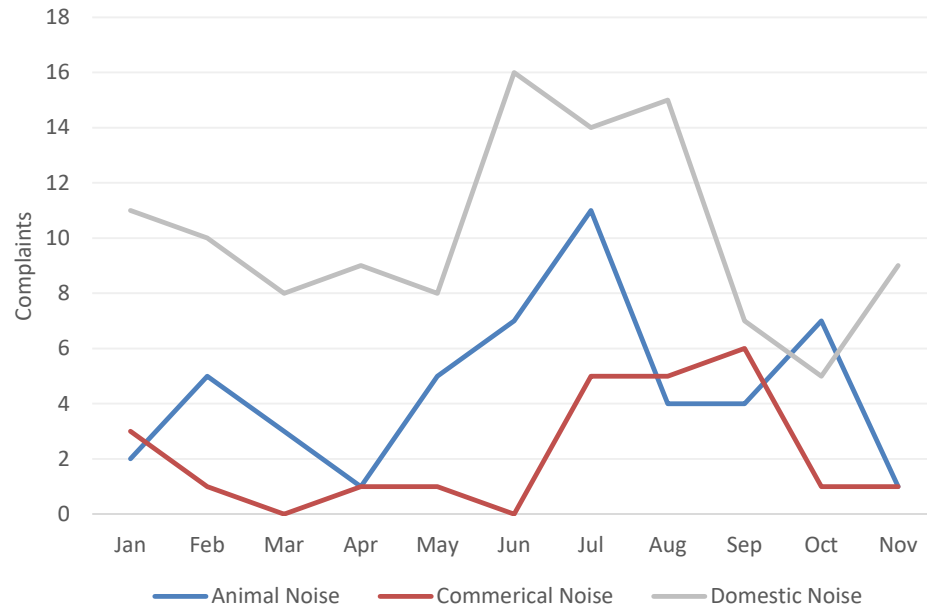
# Anti-Social Behaviour (ASB)



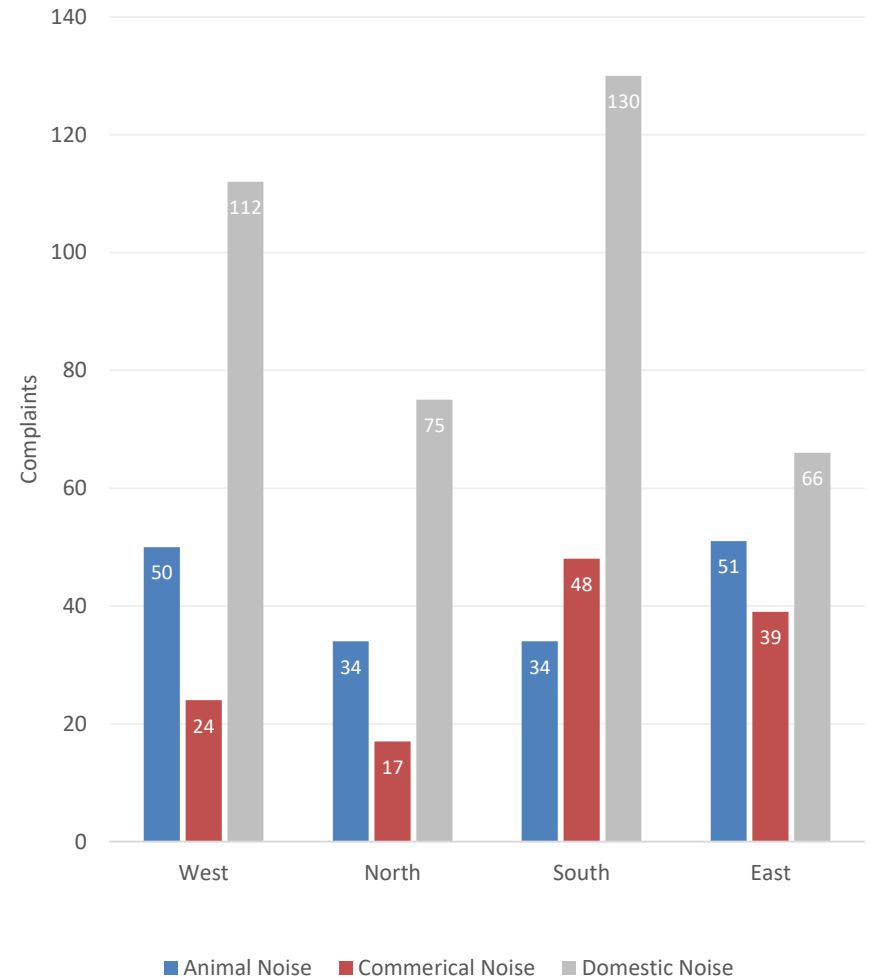
Source: West Midlands Police, Jan-Dec 2018

# Noise Complaints

West Walsall Noise complaints by Type  
(Jan - Nov 2019)



Noise Complaints by All Locality & Type  
(Jan - Nov 2019)



# Employment / Training



**Walsall** Council

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

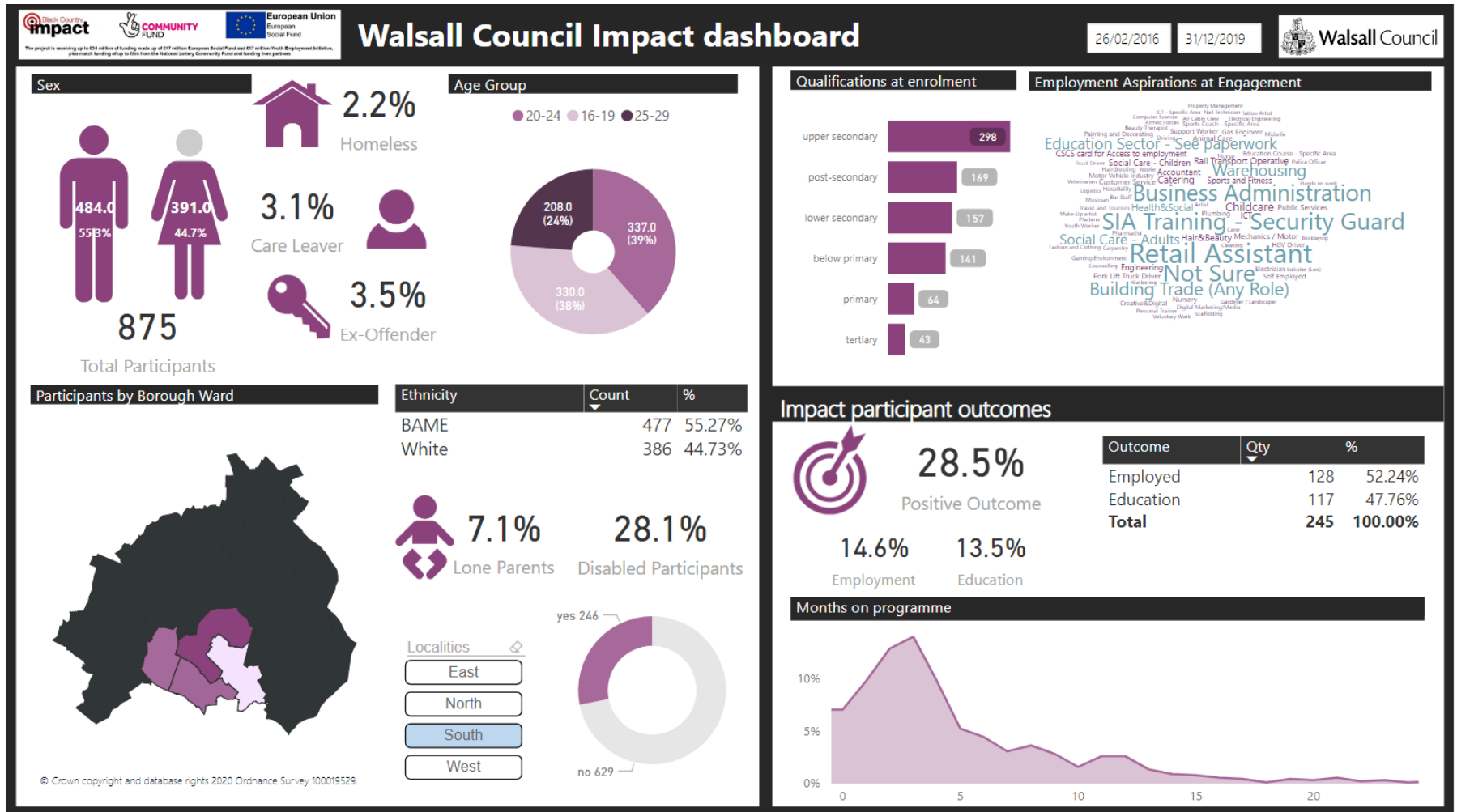
- 5,505 working age adults are dependent on an out-of-work benefit
- Similar to borough but above national levels
- Numbers of jobseekers has reduced in recent years (but still above average)
- But a high proportion (3,045 residents) claim an ill-health related benefit and are unfit to work



*Source: DWP, Working Age Client Group, Nov 2016*

- Adult **basic skills** in literacy, numeracy and ICT skills similar to Walsall but below national average
- Over 1 in 5 working age residents have **no formal qualifications** but this is better than Walsall average
- Those with **degree level qualifications** is also higher than borough average

*Source: BIS, Skills for Life Survey 2011; ONS, Census 2011*



Source: IMPACT Team, Walsall Council, 26 Feb 2016 to 31 Dec 2019

- **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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