

# Locality Profile: WEST

## Michael Greenfield Locality Manager

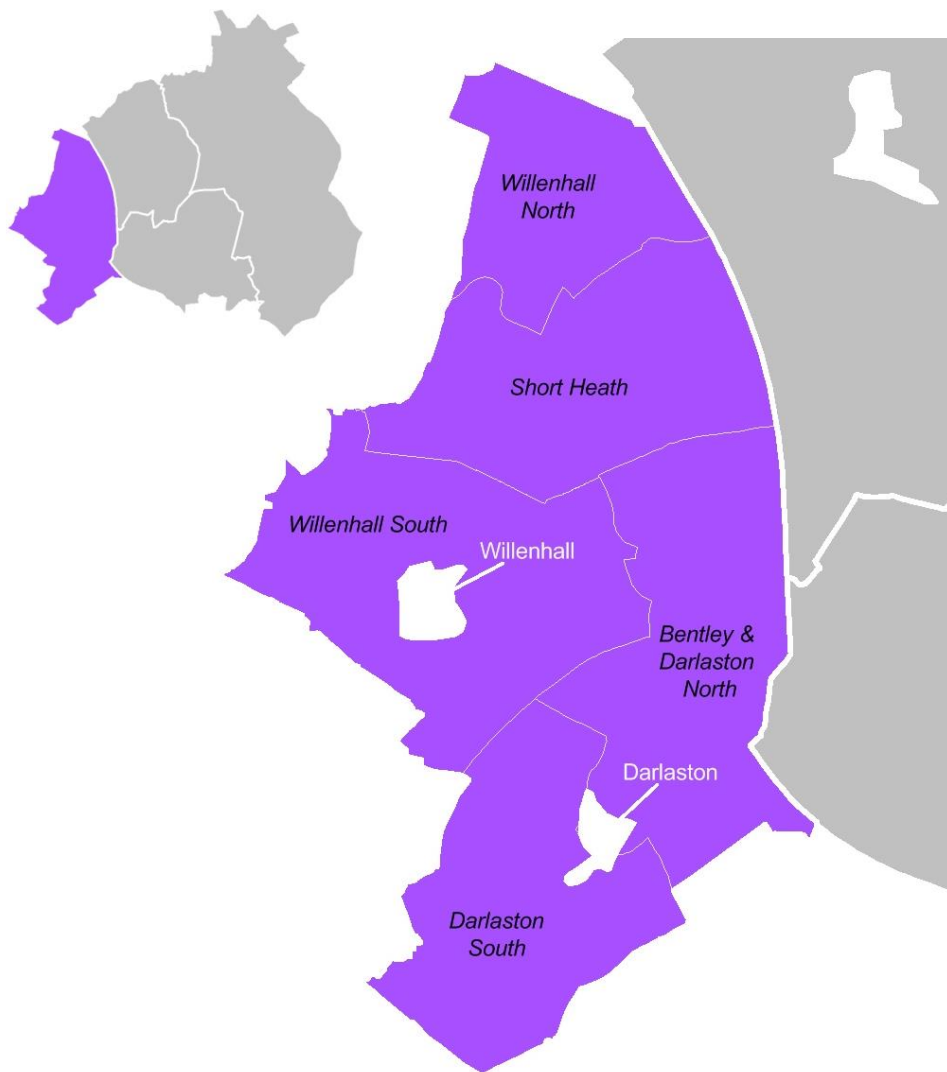
### November 2019

Version 1.0



**Walsall Council**


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




- Comprises 5 wards:
  - Bentley & Darlaston North
  - Darlaston South
  - Short Heath
  - Willenhall North
  - Willenhall South
- Covers 18.7 sq km
- Makes up 18% of borough area
- Population density of 39 people per hectare (much higher than borough average of 26)
- 2 district centres

**Source:** Ordnance Survey; ONS, Mid-2017 Population Estimates

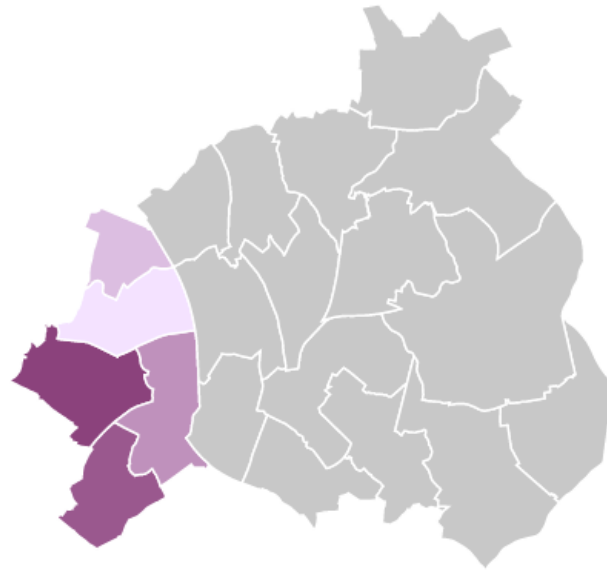
# Population

Sex  Age



Ward Name	Pop	%
Willenhall South	17,100	23.79%
Darlaston South	16,300	22.73%
Bentley and Darlaston North	14,300	19.89%
Willenhall North	12,700	17.70%
Short Heath	11,400	15.90%
<b>Total</b>	<b>71,600</b>	<b>100.00%</b>

Walsall Ward Map



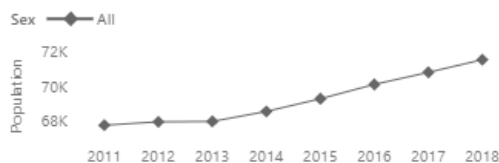
71,600

Estimated Population

Localities

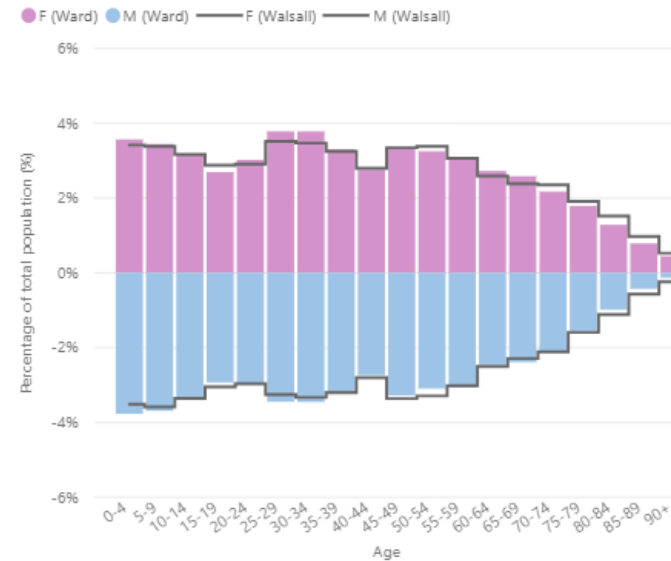
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Population over time

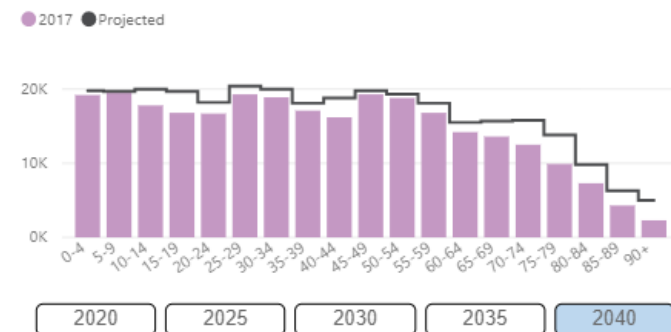


Source: ONS, Mid-2018 Population Estimates

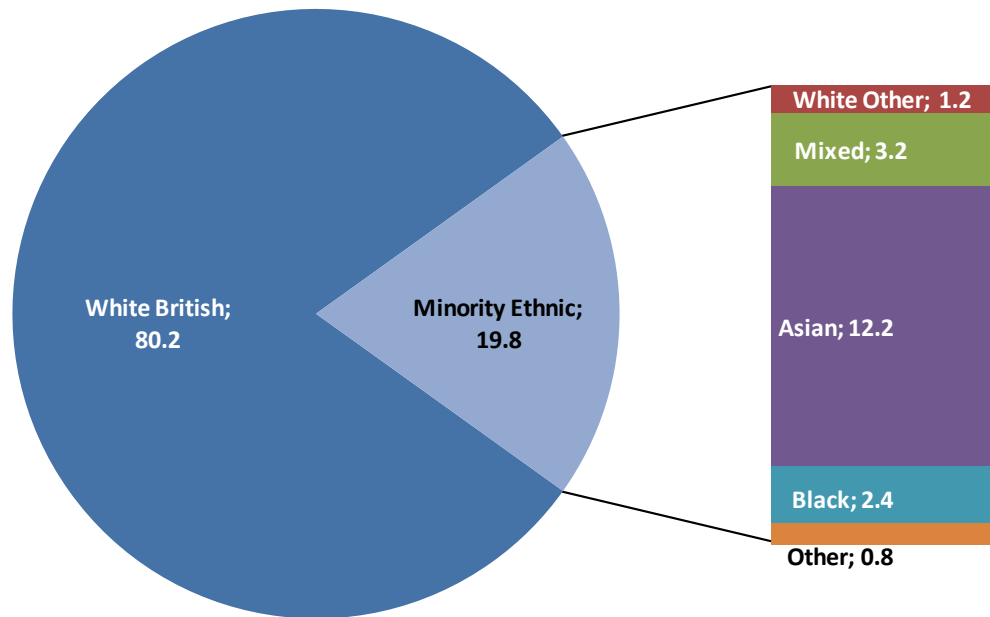
Population Pyramid



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).



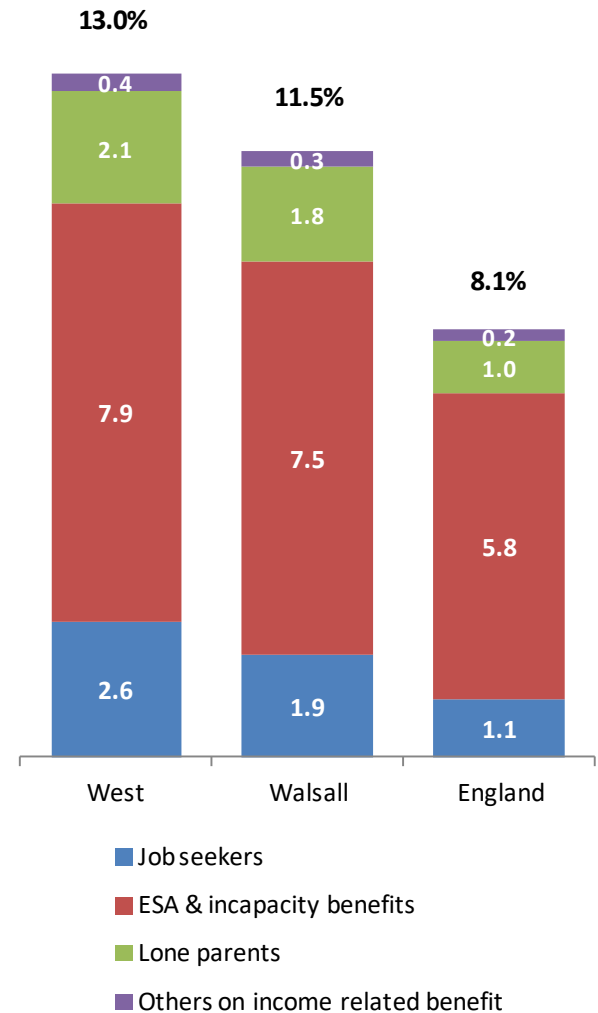
- 19.8% minority ethnic residents is lower than borough (Walsall av 24.1%)
- Asian: Indian is the largest minority group – 7.4% (Walsall av 5.3%)
- A mix of all other minority groups but in smaller numbers

*Source: ONS, 2011 Census*

- 27,100 occupied households
- Slightly higher proportion of socially rented properties (27.3%) than Walsall average (24.1%)
- Above average proportion of lone parent families (13.9%) than Walsall average (12.0%)

*Source: ONS, 2011 Census*

- 5,645 working age adults are dependent on an out-of-work benefit
- Above both borough and national levels
- Numbers of jobseekers has reduced in recent years (but still above average)
- But a very high proportion (3,450 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 lower than Walsall and national average
- Adult **qualifications** also lower than Walsall and national average
- Over 1 in 4 working age residents have **no formal qualifications**
- Very low proportion with **degree level qualifications**

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

The largest groups of households are classified as group M – **Family Basics** (22.5%) & group H – **Aspiring Homemakers** (13%)

**M** Family Basics

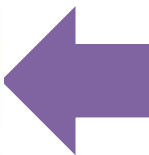


**Key Features**

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

**Channel Preference**

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



Most effective communication route

**H** Aspiring Homemakers

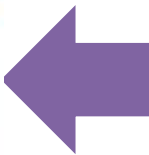


**Key Features**

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

**Channel Preference**

Channel Preference	Index
Face to Face	88
Post	93
Landline	95
Email	110
Mobile	122
Online	109



Least effective communication routes

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



# Environment

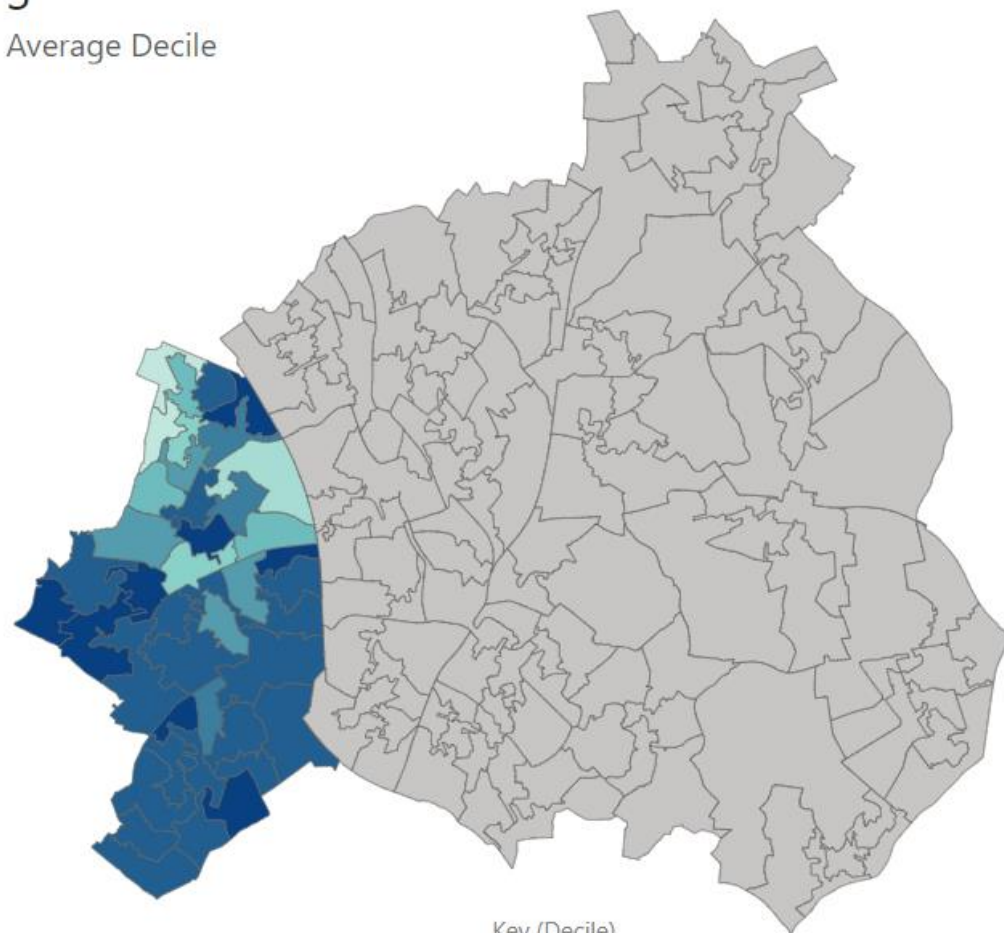


**Walsall** Council

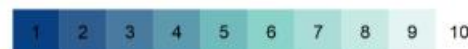
**PROUD** OF OUR **PAST** OUR **PRESENT** AND FOR OUR **FUTURE**

- Slightly more deprived than the borough overall
- Pockets of neighbourhoods to the north less deprived (Coppice Farm North & Coppice Farm South)
- Significant pockets of relative deprivation do exist – New Invention Central; Lodge Farm North; Little London South & King's Hill.

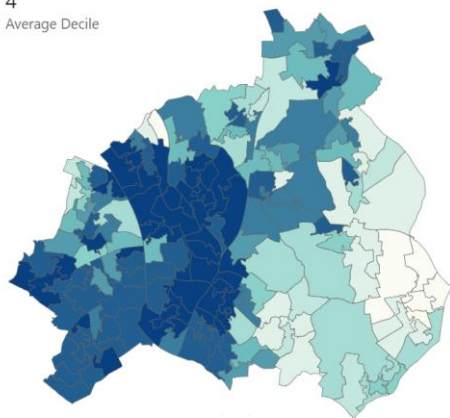
3  
Average Decile



Key (Decile)



4  
Average Decile



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

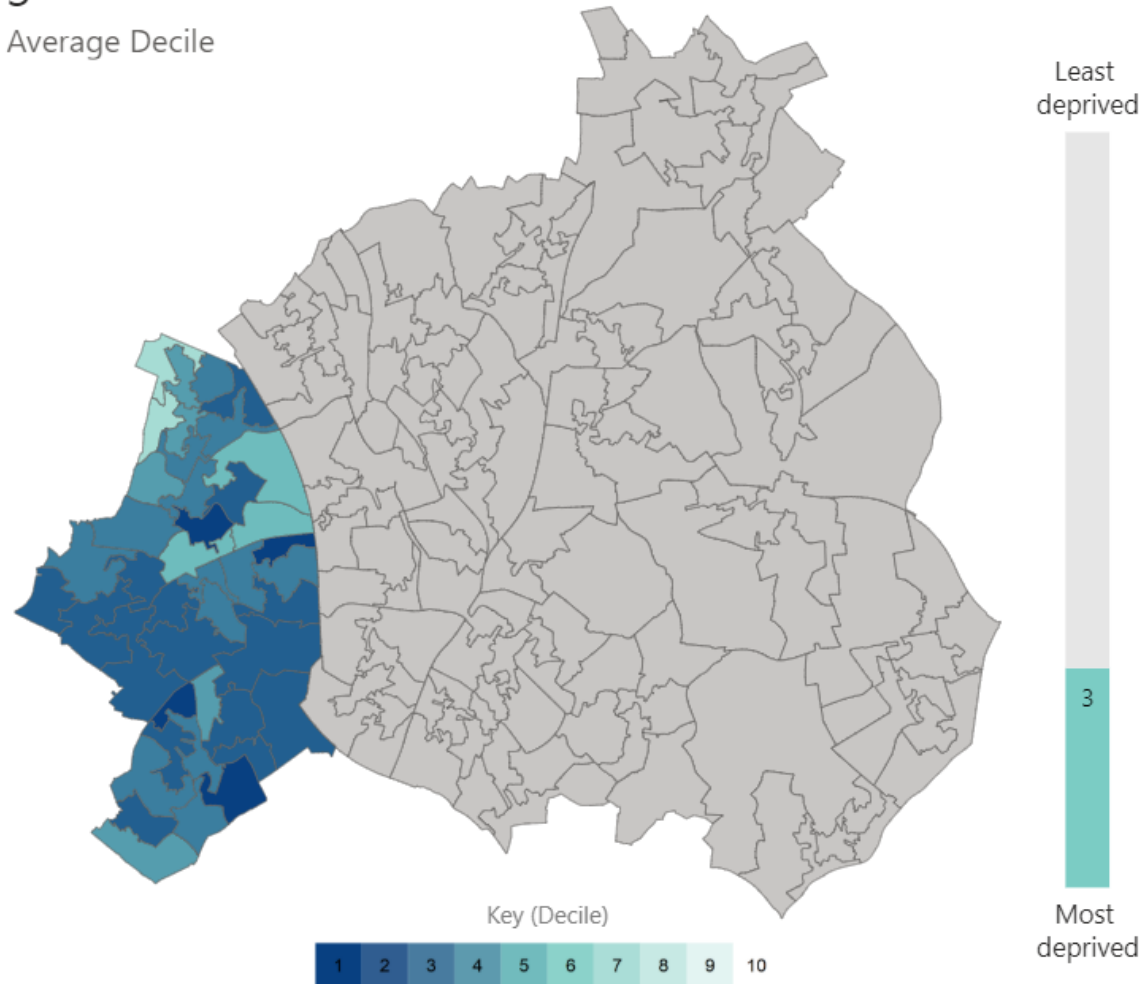
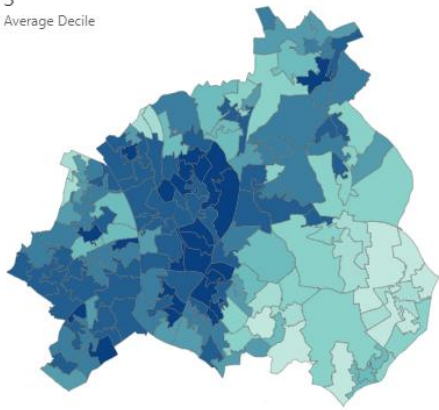
# Deprivation - Health

- On a par with the borough overall for this domain (3 is the average decile)
- Coppice Farm North & Coppice Farm South the least deprived
- The most deprived pockets of neighbourhoods consist of Lodge Farm North; Routh Hay West; King's Hill & Bentlev North.

3

Average Decile

3  
Average Decile

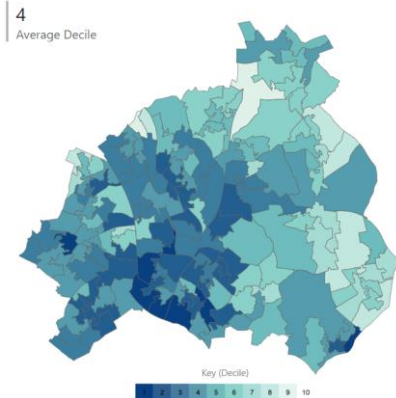
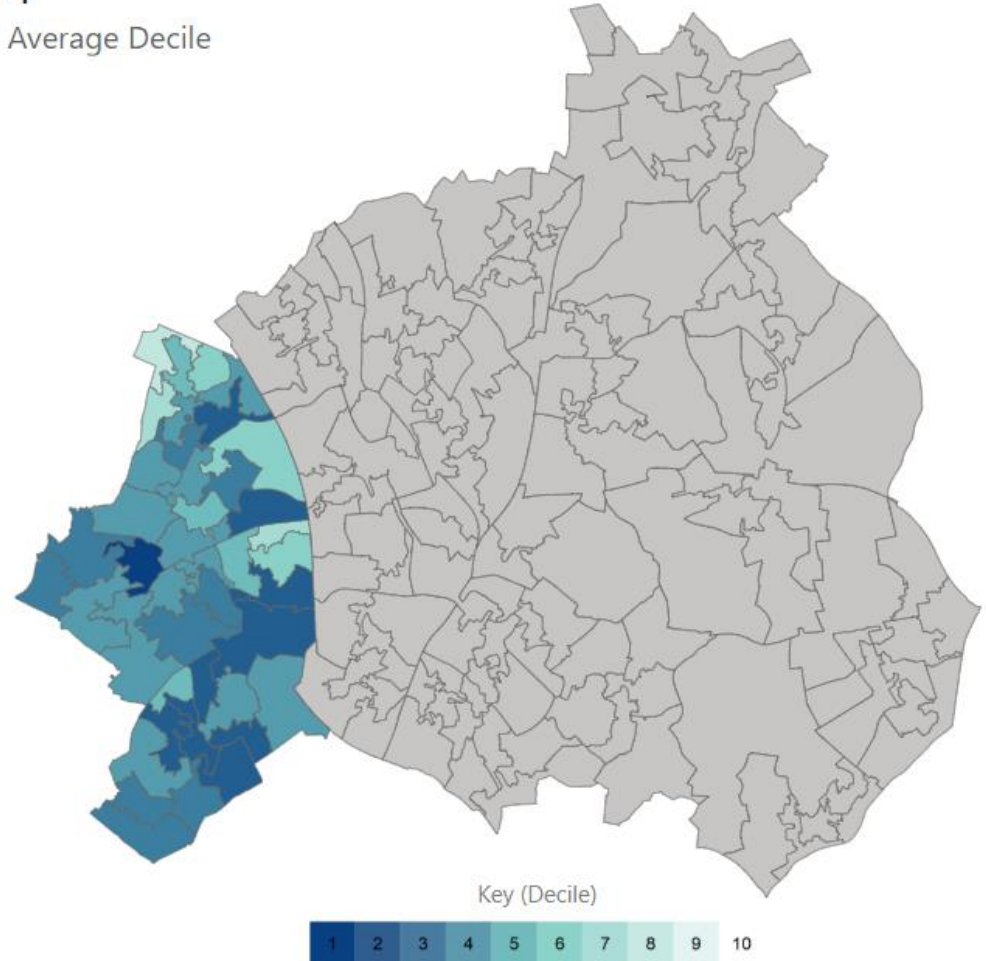


**Source:** Ministry of Housing, Communities & Local Government, 2019

# Deprivation – Living Environment

- On par with borough overall for this domain
- Mixture of deprivation levels across the locality
- Some pockets do exist – Spring Bank is the most deprived & Coppice Farm North the least deprived

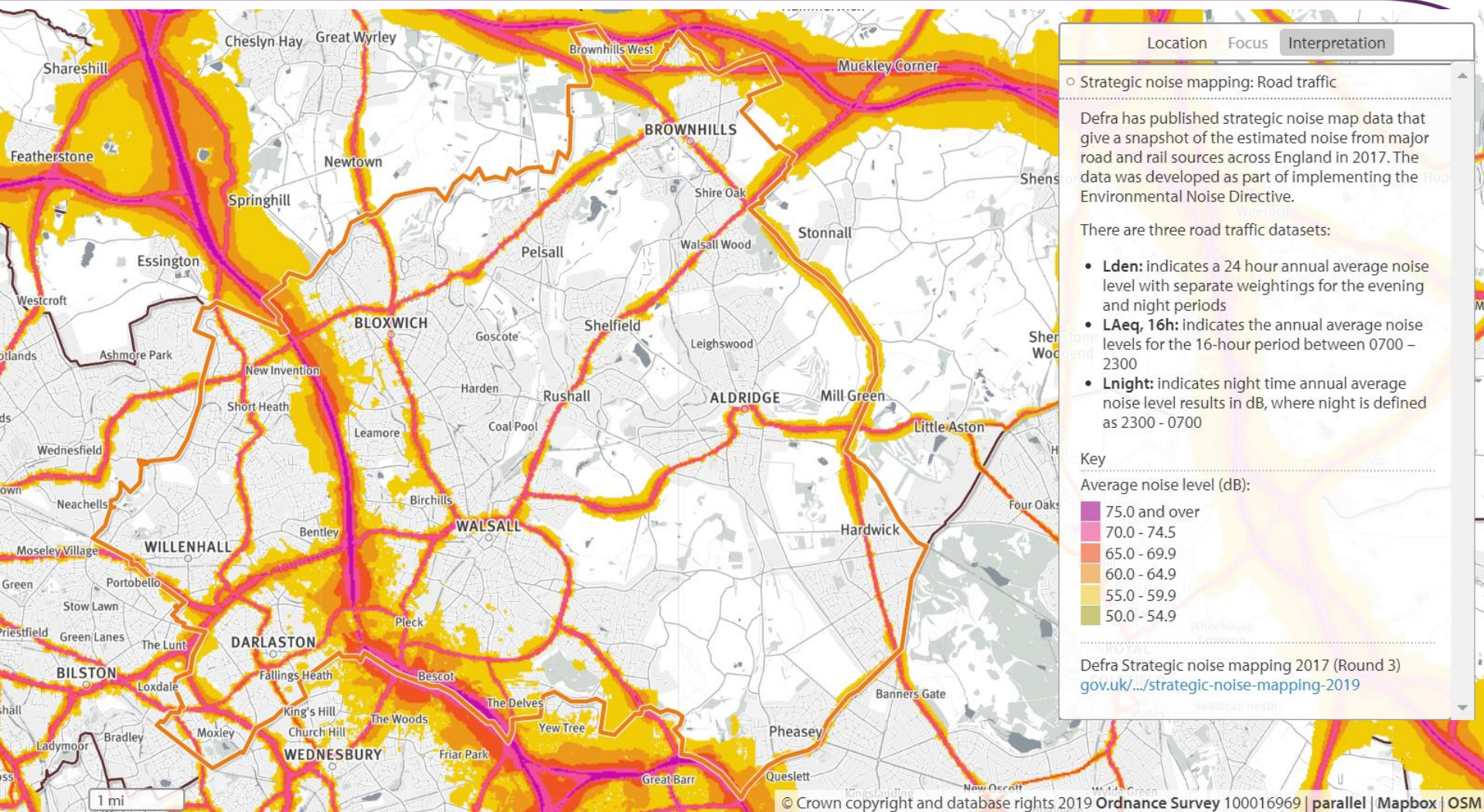
4  
Average Decile



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



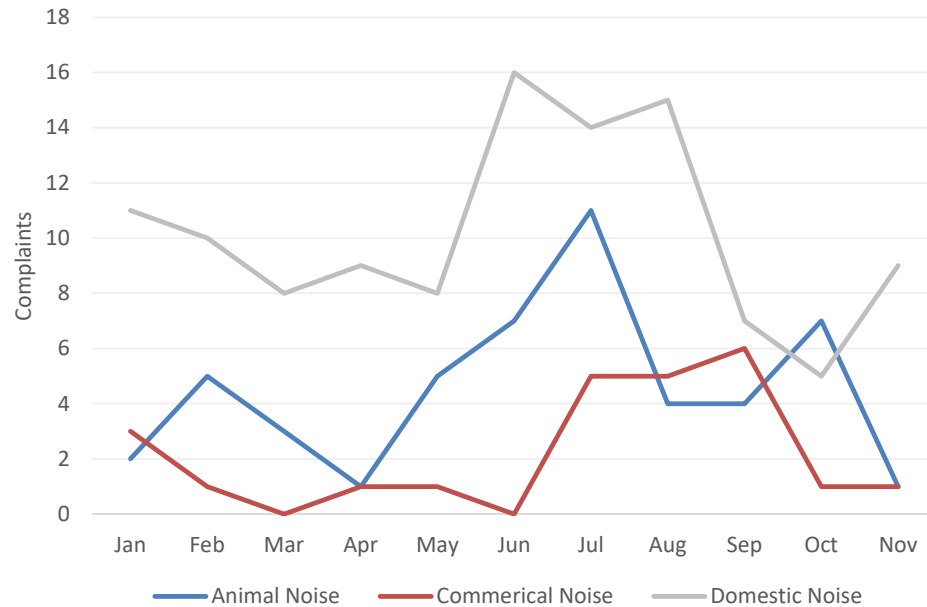
# Road Traffic Noise – 16 hour average



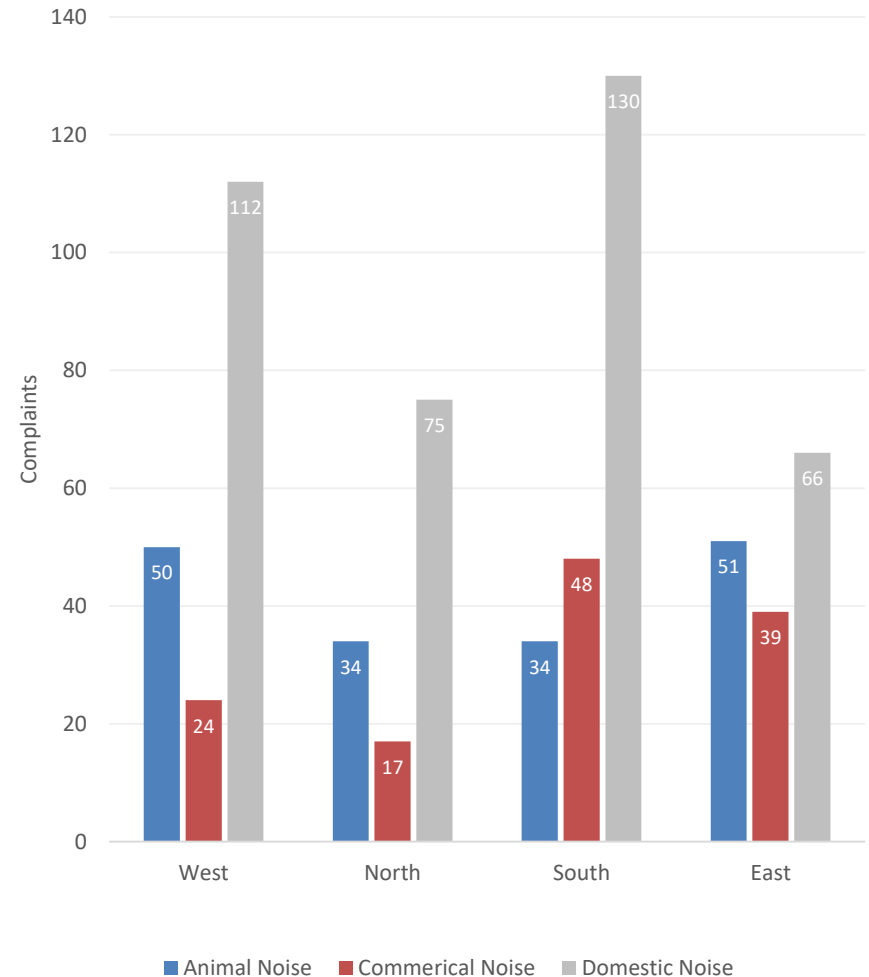
Source: PHE SHAPE Tool, Defra 2017

# Noise Complaints

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



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



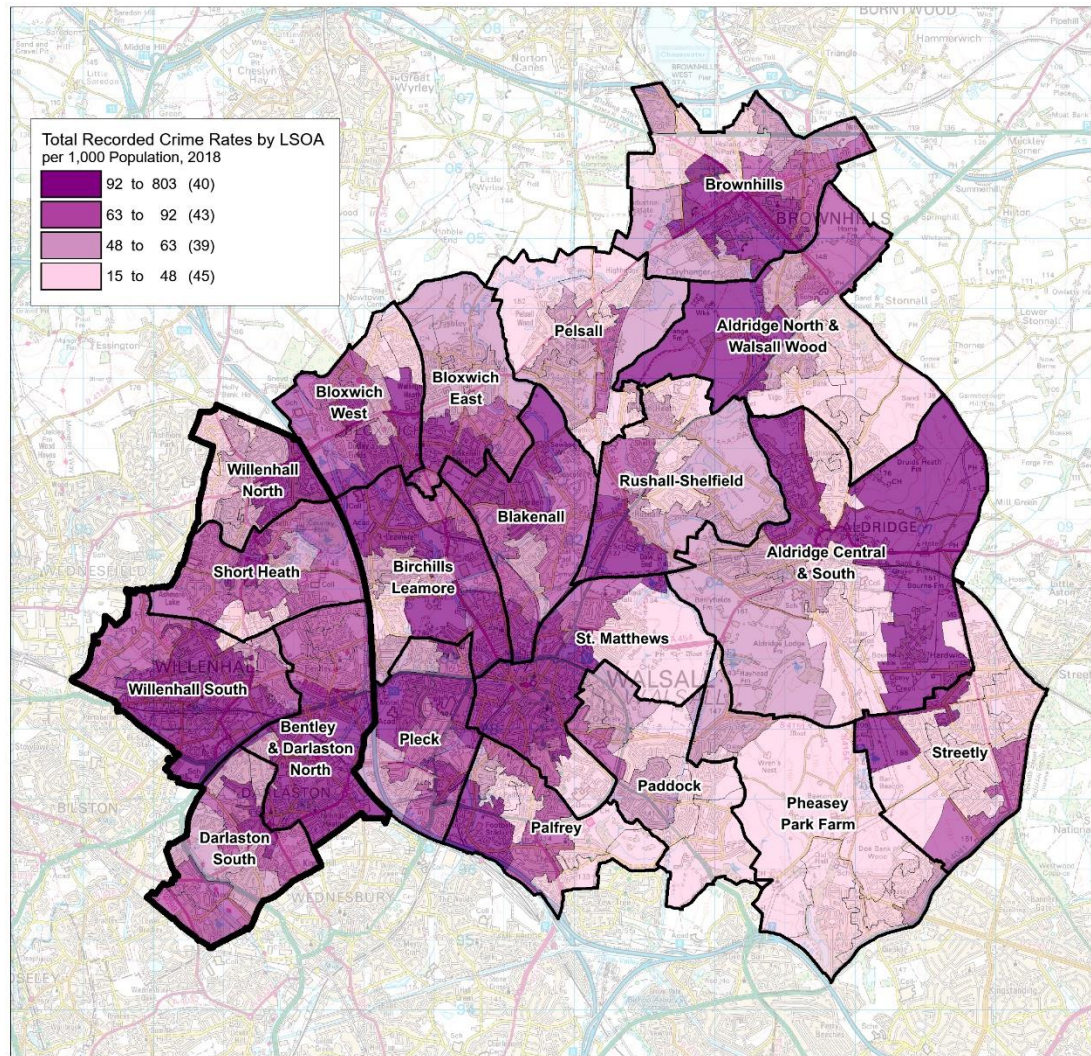
# Anti-Social Behaviour / Crime



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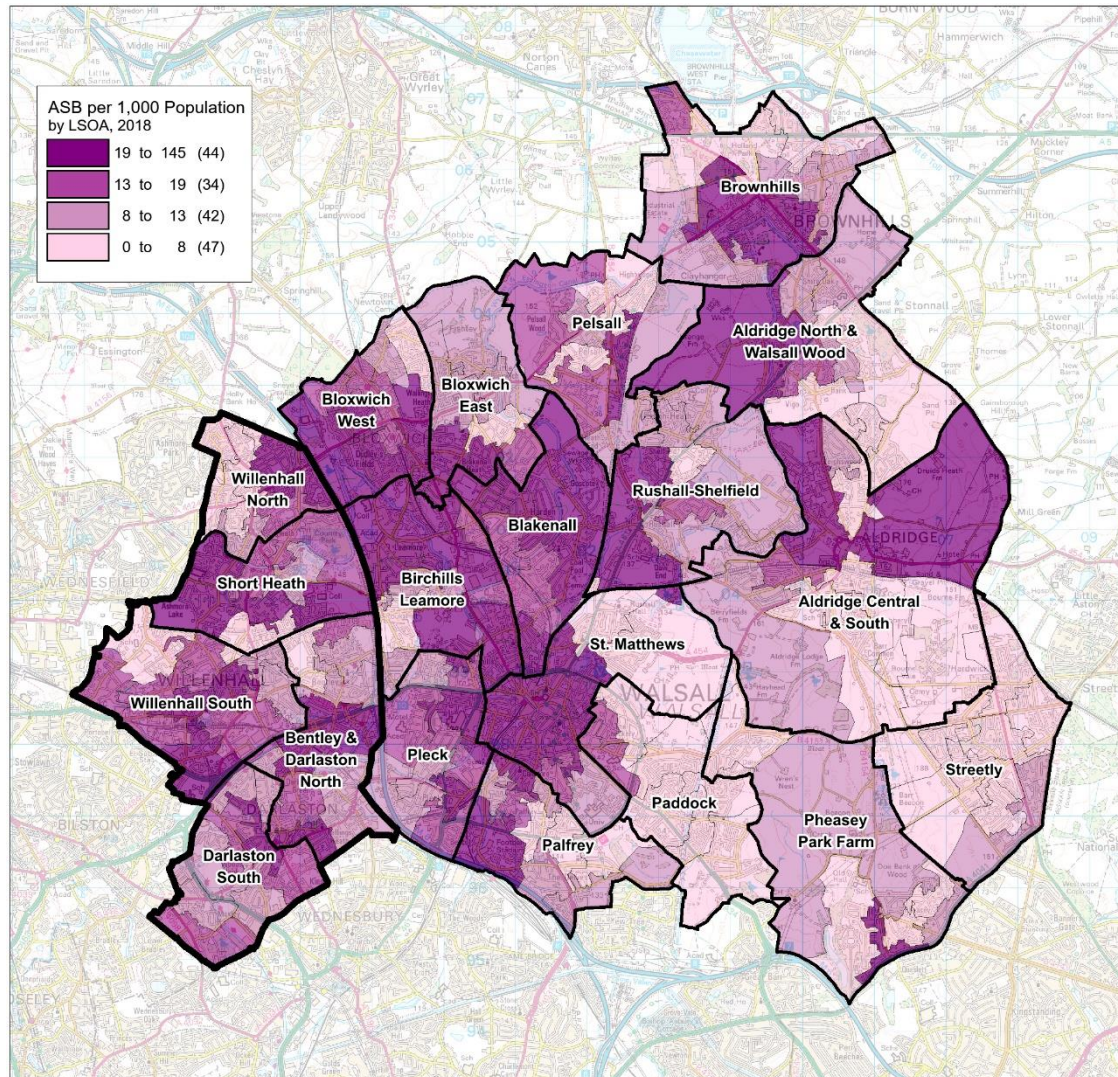




Source: West Midlands Police, Jan-Dec 2018



# Anti-Social Behaviour (ASB)



Source: West Midlands Police, Jan-Dec 2018

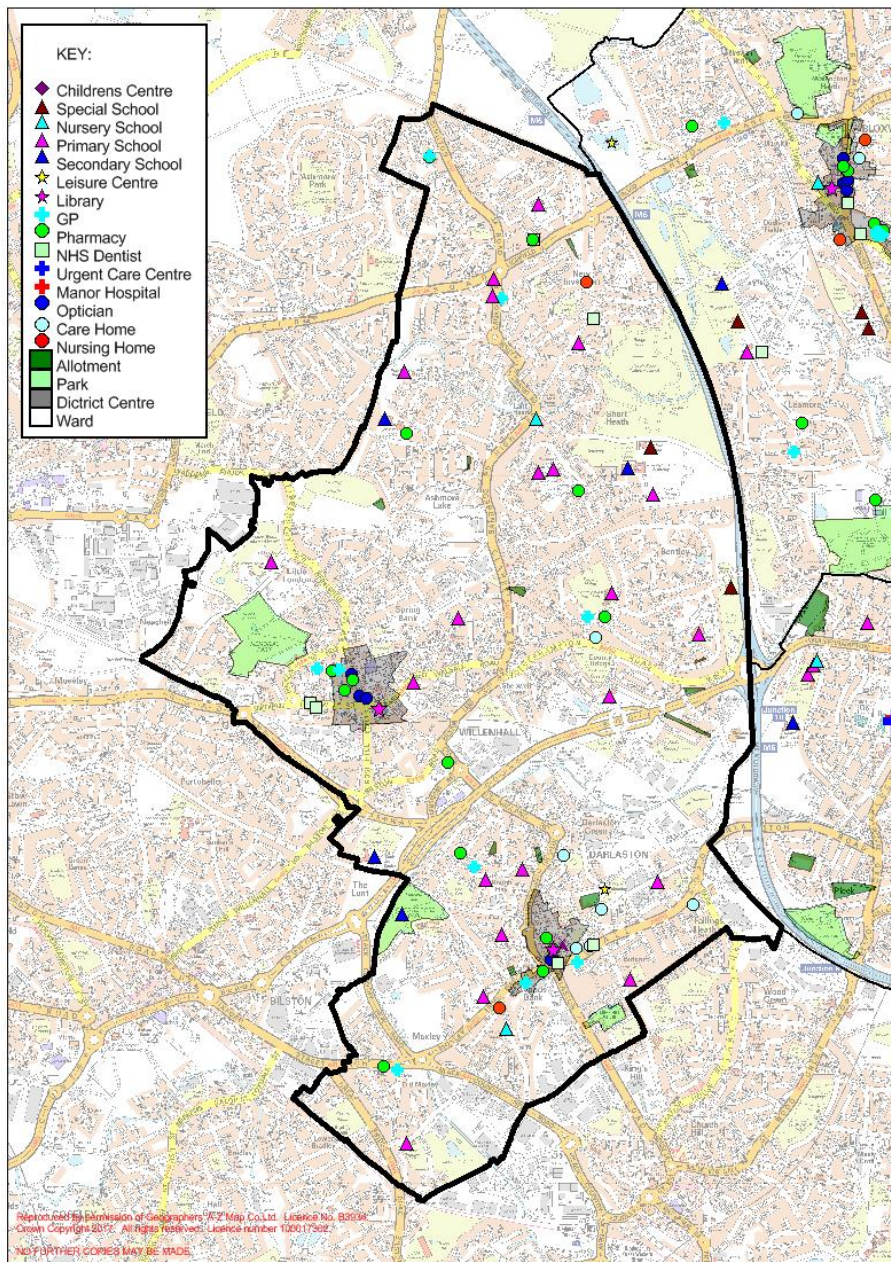
# Health & Wellbeing



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Source: Ordnance Survey

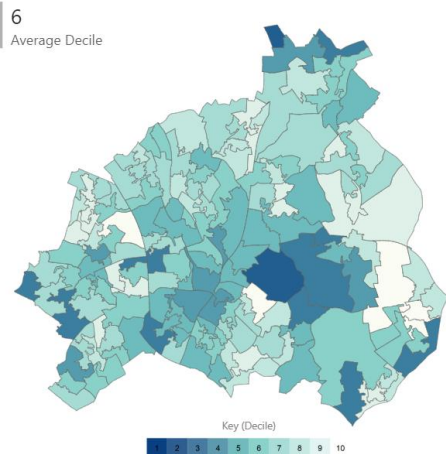


Walsall Council

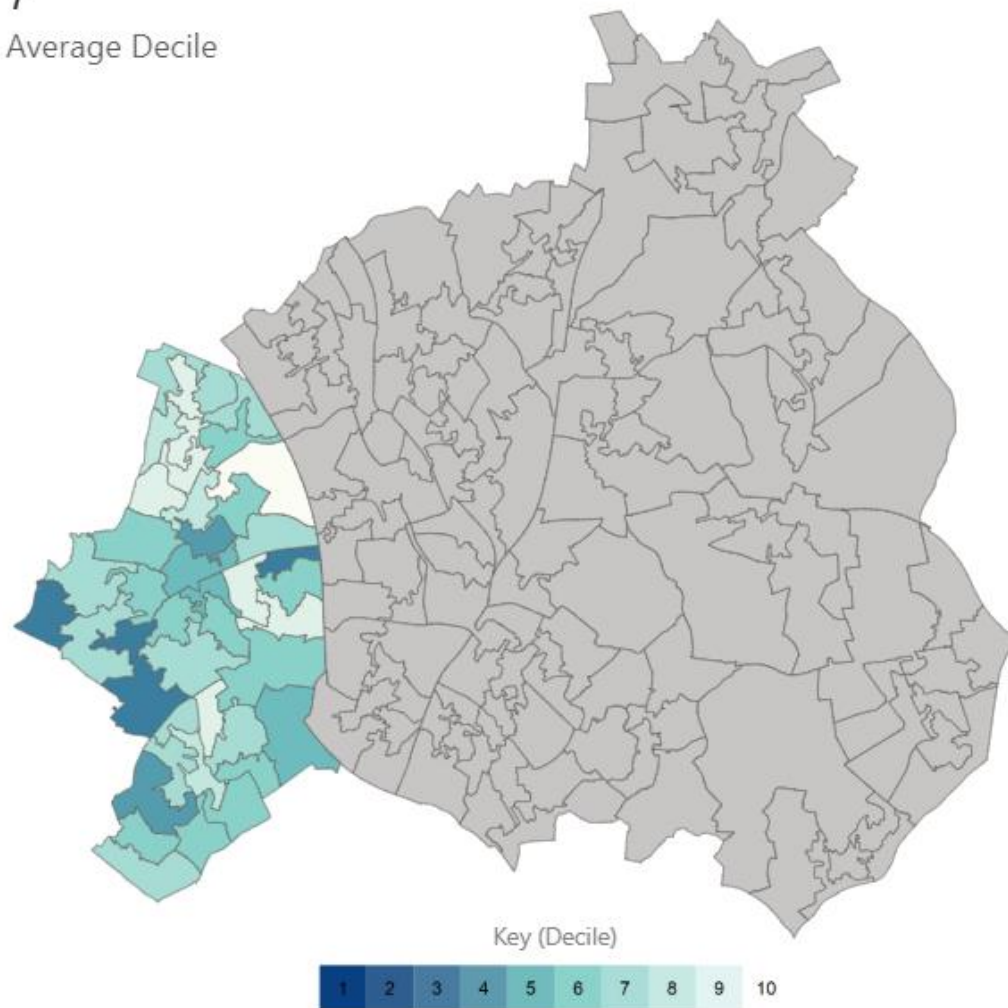
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# Deprivation – Barriers to Housing & Services

- Less deprived than the borough for this domain
- Lane Head and Rough Wood are the least deprived LSOAs.
- Some pockets of more deprived LSOAs do exist within Willenhall South but no lower than decile 3.



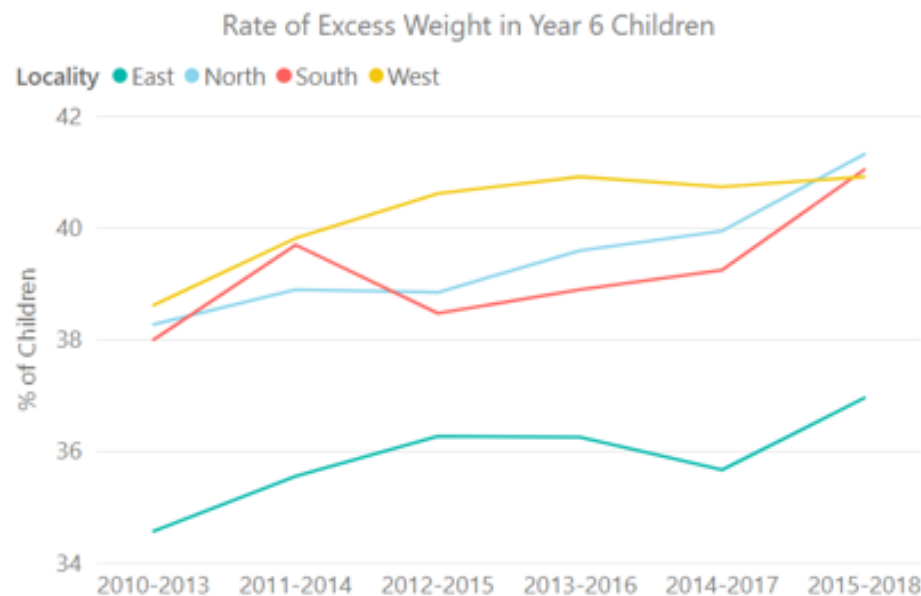
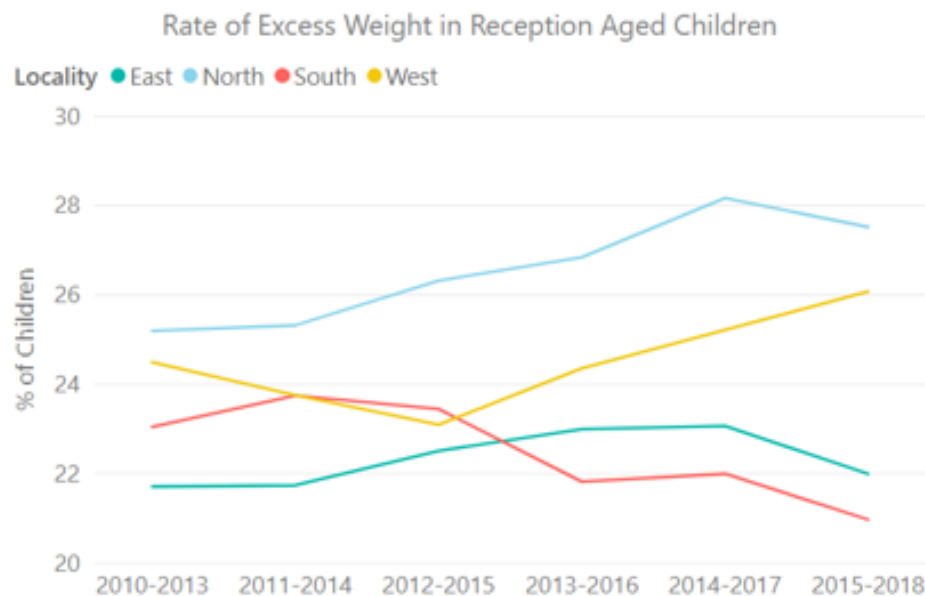
7  
Average Decile



**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.

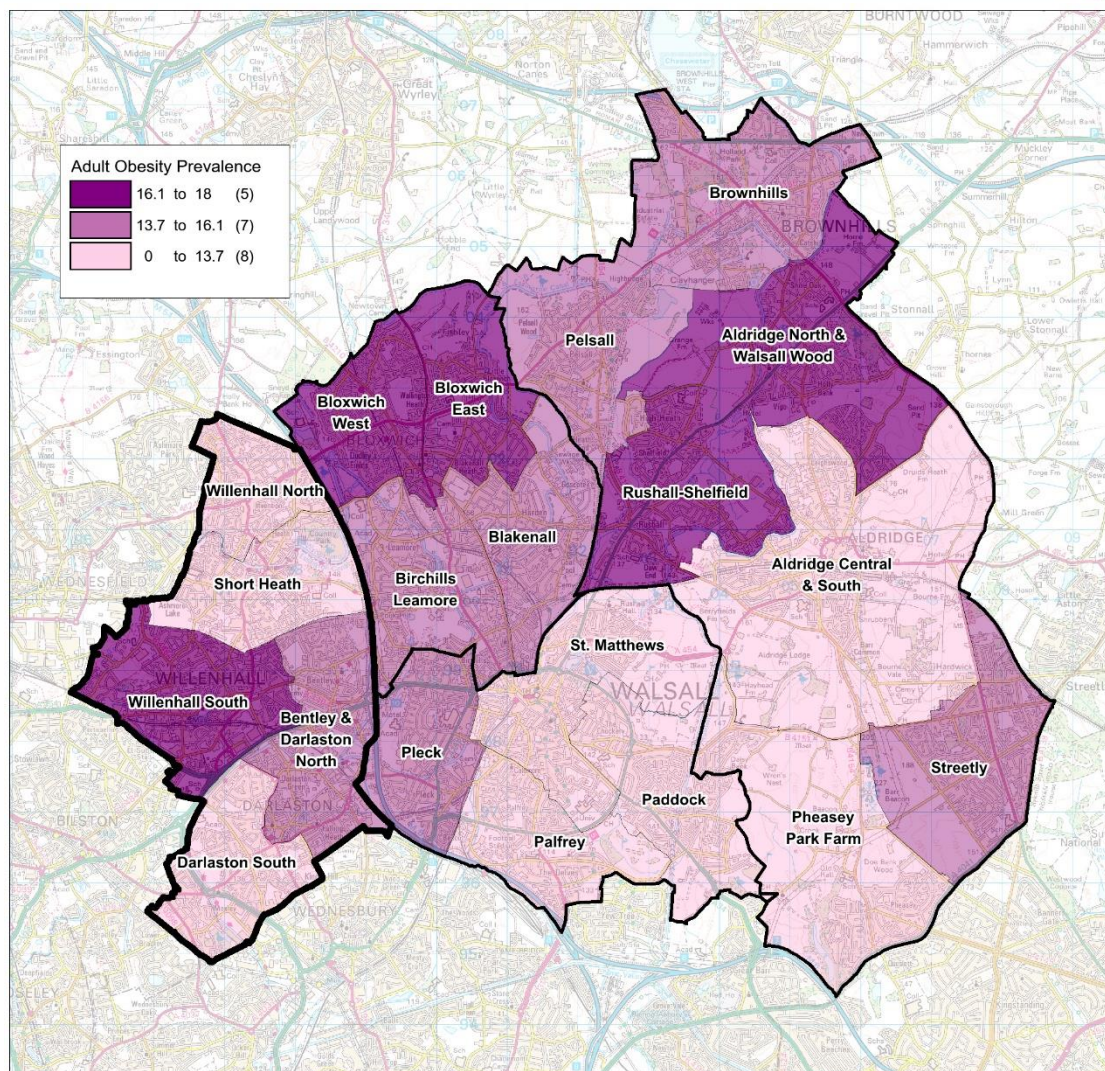
\* However, Walsall as a whole has higher rates of excess weight in Reception and Year 6 than the national and regional average, and has seen an increasing trend over the last decade.

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



# Adult Obesity Prevalence

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



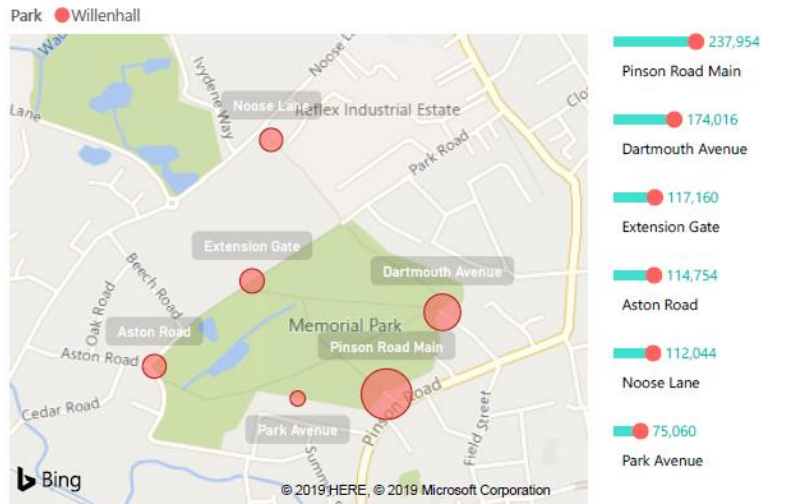
The West locality varies for adult obesity prevalence (15.6% Willenhall South compared to 12.8% in Willenhall North).

Source: Quality & Outcomes Framework, 2018-19

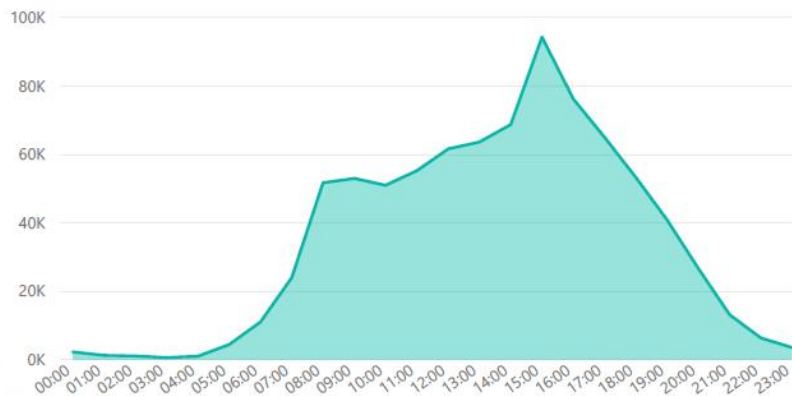
Note – based on GP patient lists (no GP practice in Short Heath ward)



# People Counters – Use of Parks



Visitors by hour



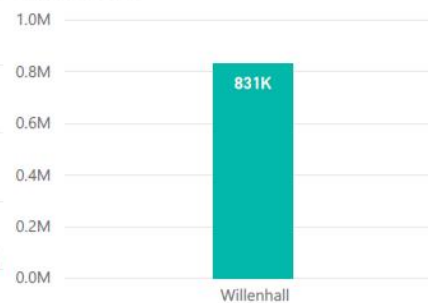
01/01/2018 30/09/2019

Park_name	Date	Event	Visitors
Willenhall	09/06/18	Festival / Fair	6,952
Willenhall	01/11/18	Fireworks	4,592
Willenhall	01/09/19	Music	4,059
Willenhall	08/06/19	Festival / Fair	3,716
Willenhall	02/09/18	Music	3,637
Willenhall	07/07/19	Car Show	3,445
Willenhall	08/07/18	Car Show	3,312
Willenhall	22/07/19		2,377
Willenhall	11/05/19		2,375
Willenhall	20/08/19		2,366
<b>Total</b>			<b>830,987</b>

830.99K

Total Visitors

Visitors by park



Palfrey Reedswood Willenhall

Park visitors by month, by year



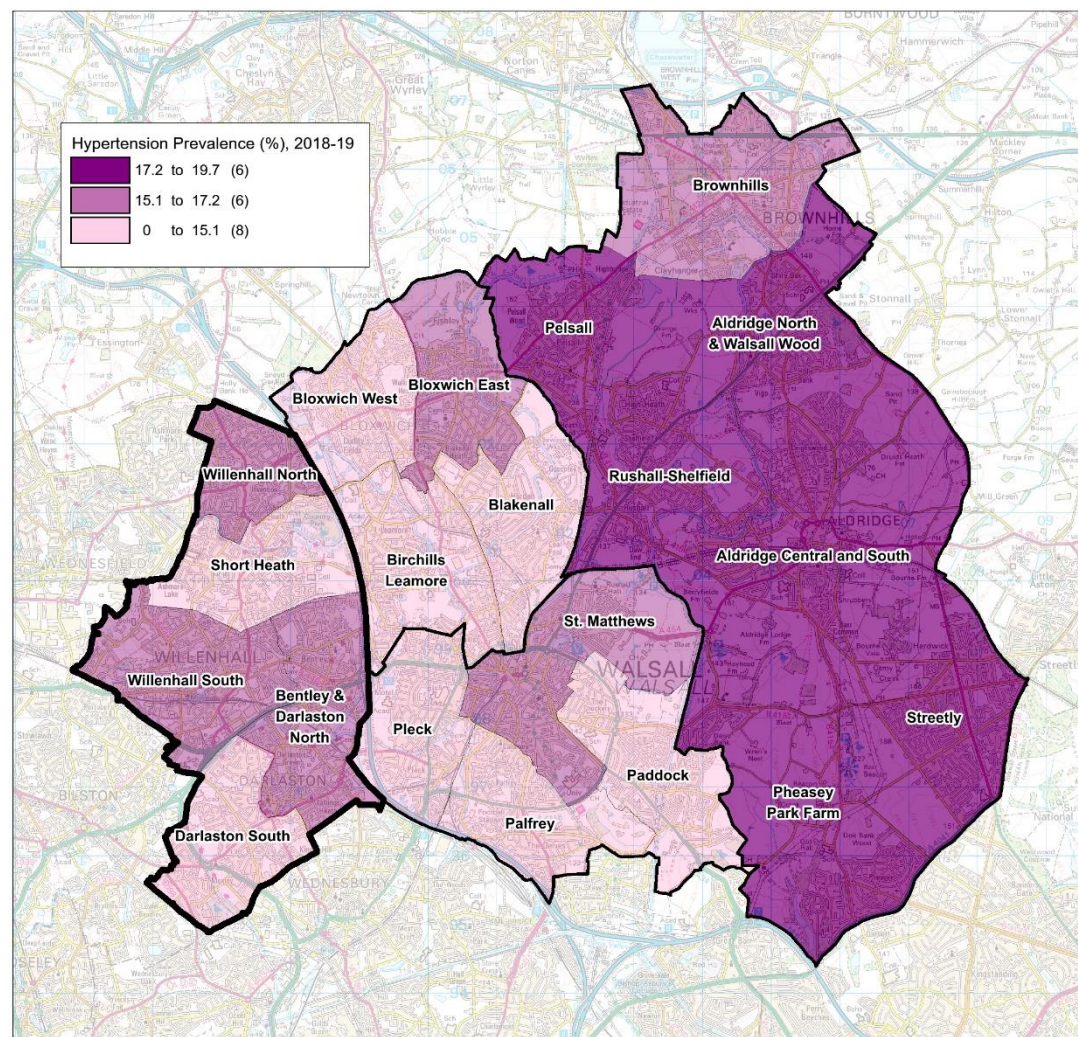
Park visitors by month



Source: Healthy Spaces, Walsall Council, Jan 2018 – Sept. 2019

# Hypertension Prevalence (%)

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



The West locality has mixed prevalence for hypertension (12.8% Darlaston South and similar prevalence for Bentley & Darlaston North; Willenhall North & Willenhall South

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

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

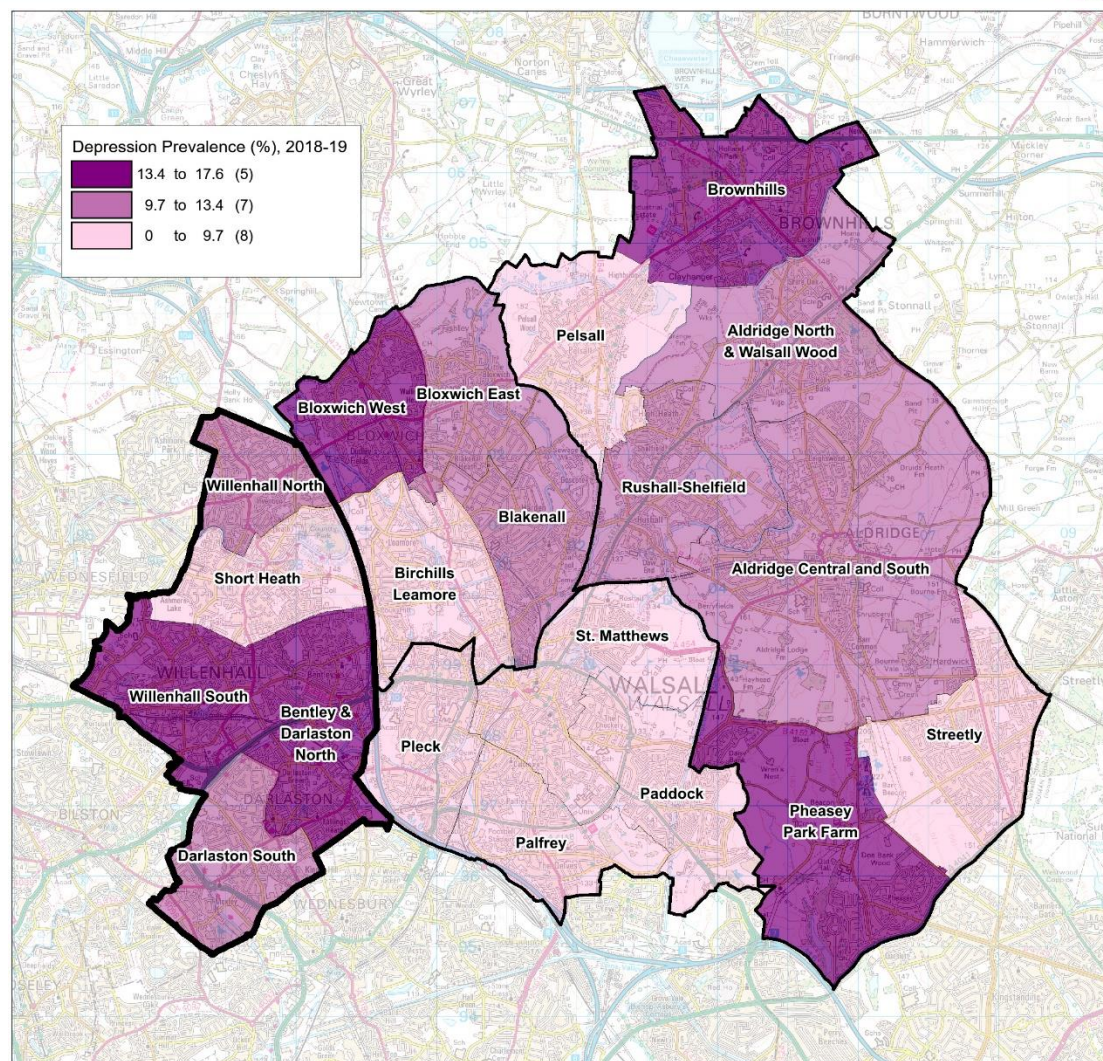


# Depression Prevalence (%)

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

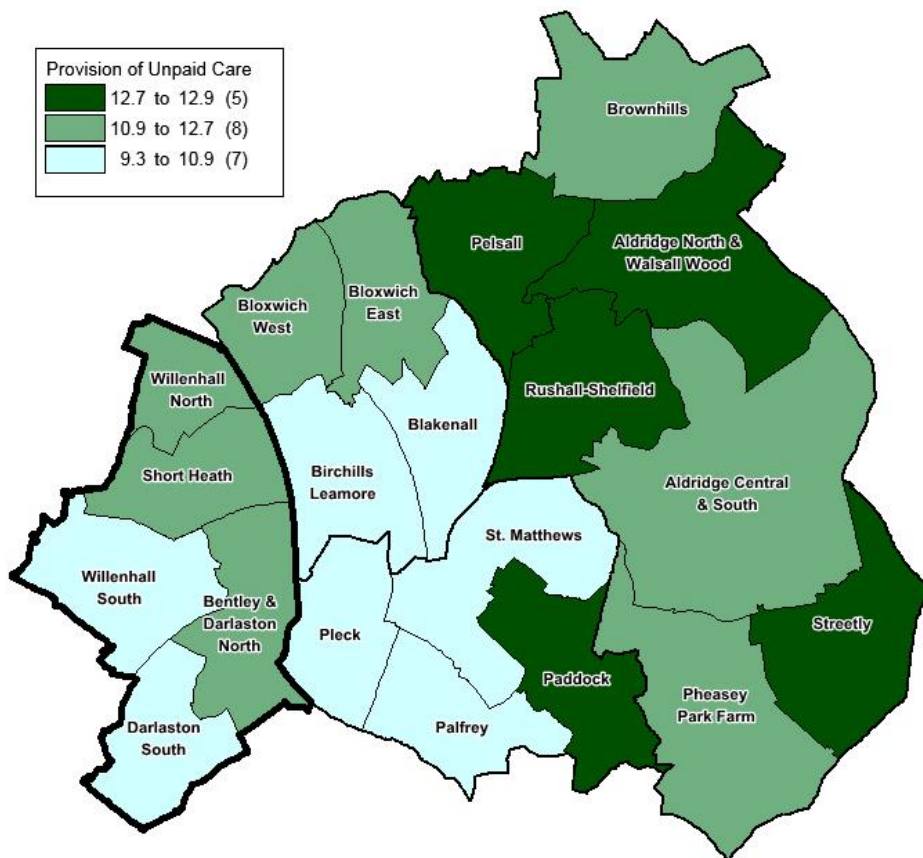
The West locality varies greatly for depression prevalence (12.2% Darlaston South compared to 15.1 in Bentley & Darlaston North).

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



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

# Provision of Unpaid Care



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

The highest proportion of Walsall residents providing unpaid care within the West locality are within the wards of:

- Short Heath
- Willenhall North
- Bentley & Darlaston North

Short Heath ward is above the borough average

Source: ONS, 2011 Census

# Adult Social Care User Survey

509  
People surveyed

155  
Responses

30.45  
Response rate (%)

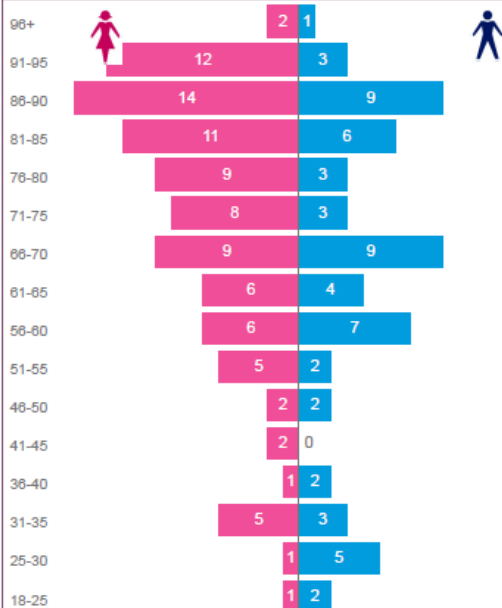
Responses  
were  
received  
from

133  
People residing in their own homes

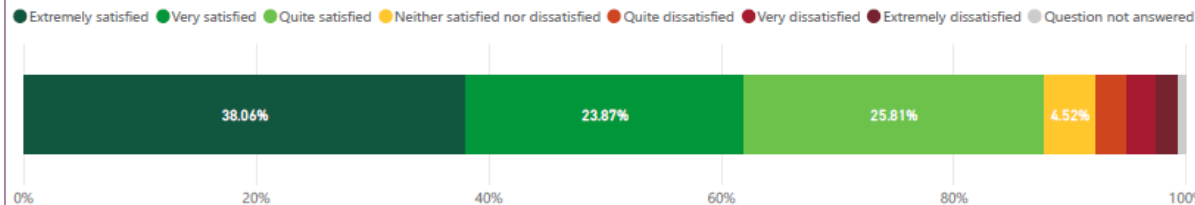
19  
People residing in residential care

3  
People residing in nursing care

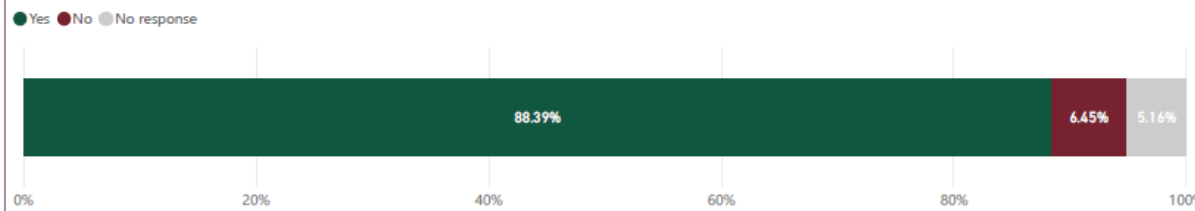
## Respondents by age and gender



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



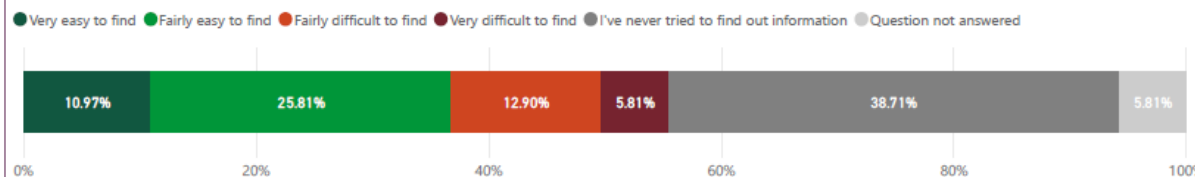
## Do care and support services help you to have a better quality of life?



## 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



- **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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## Key Contributors:

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