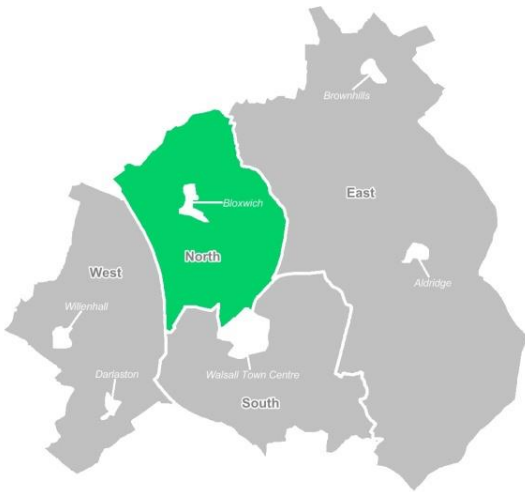


Locality Overview: NORTH

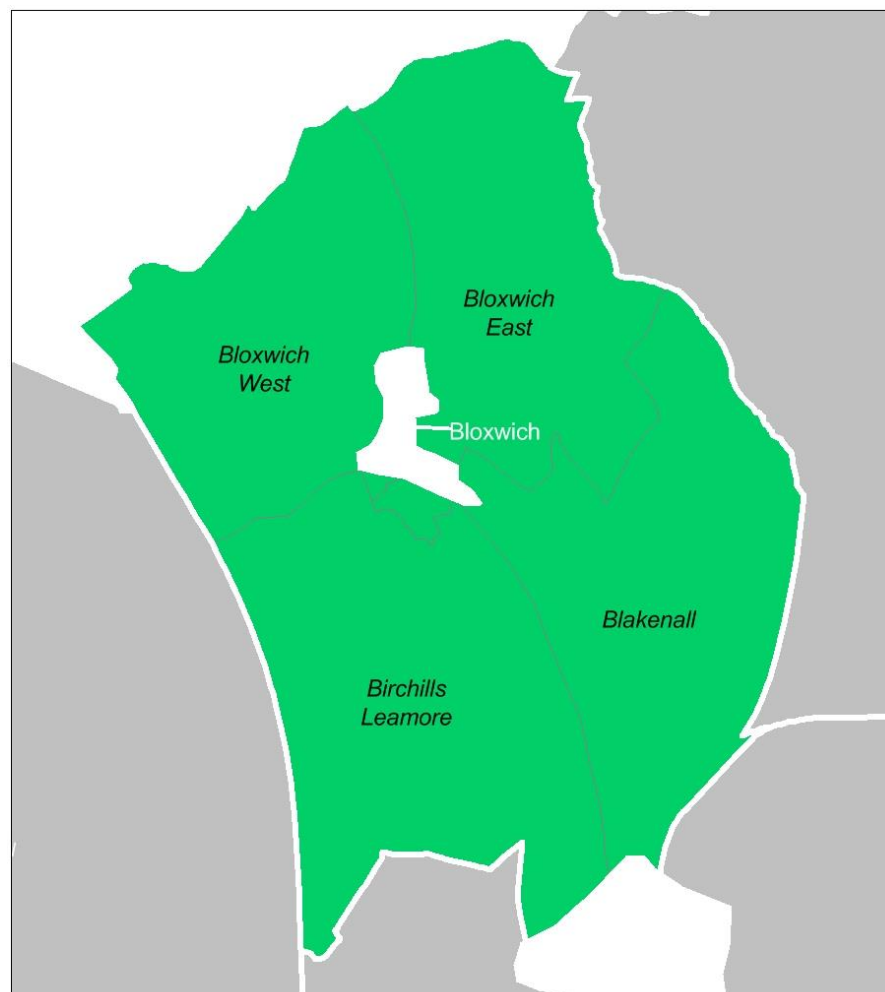


Walsall Council

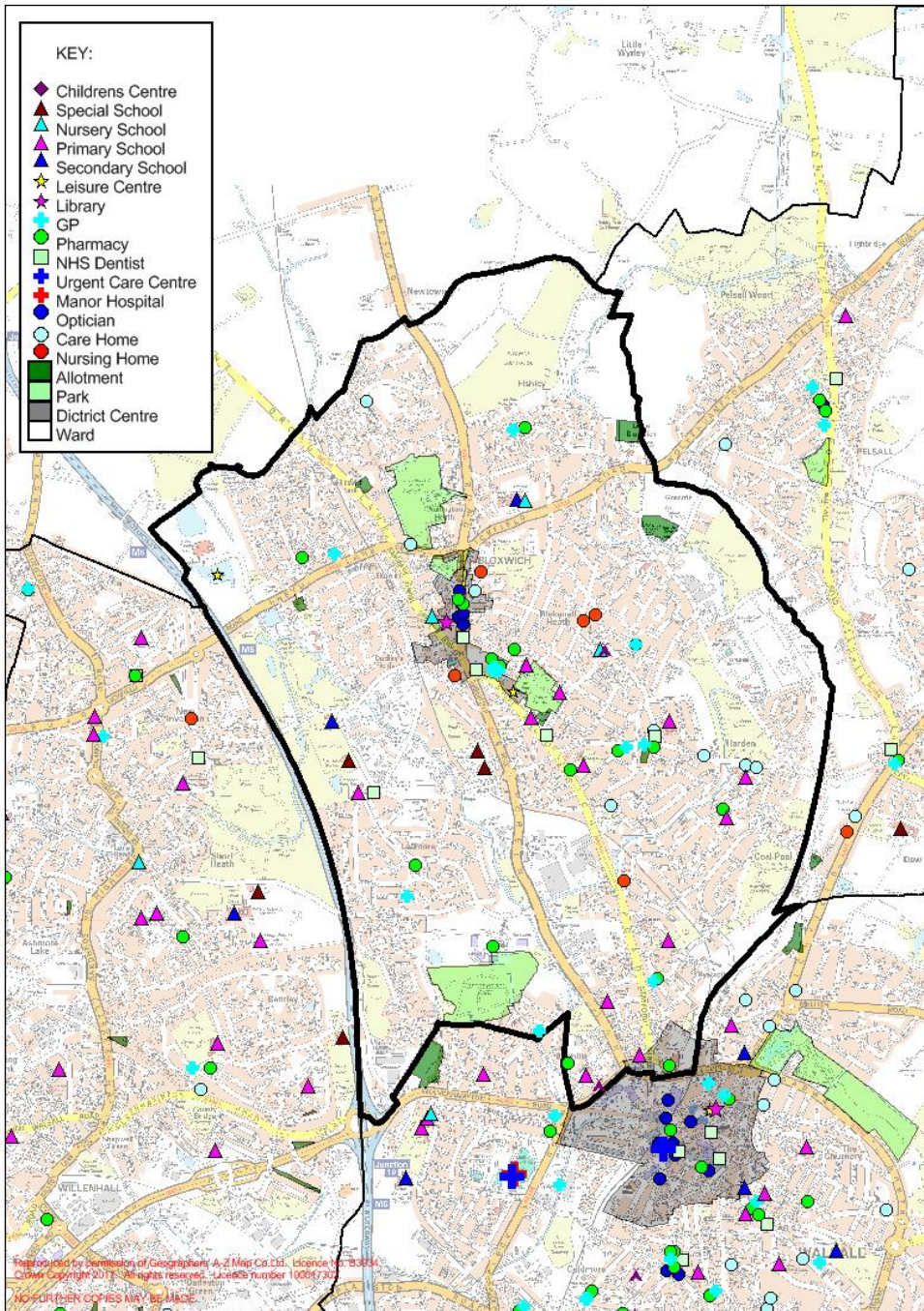
Locality Profiles

- This presentation provides an overview of the Locality and some key characteristics
- Locality Profiles are being prepared by analysts from across partners containing detailed information about each locality
- Will cover a full range of themes: health, crime, business, children, education, social care etc
- A focus on highlighting issues and areas of multi-agency demand
- Support the development of Locality Plans
- Available from January 2018 – and updated as new data becomes available

Geography



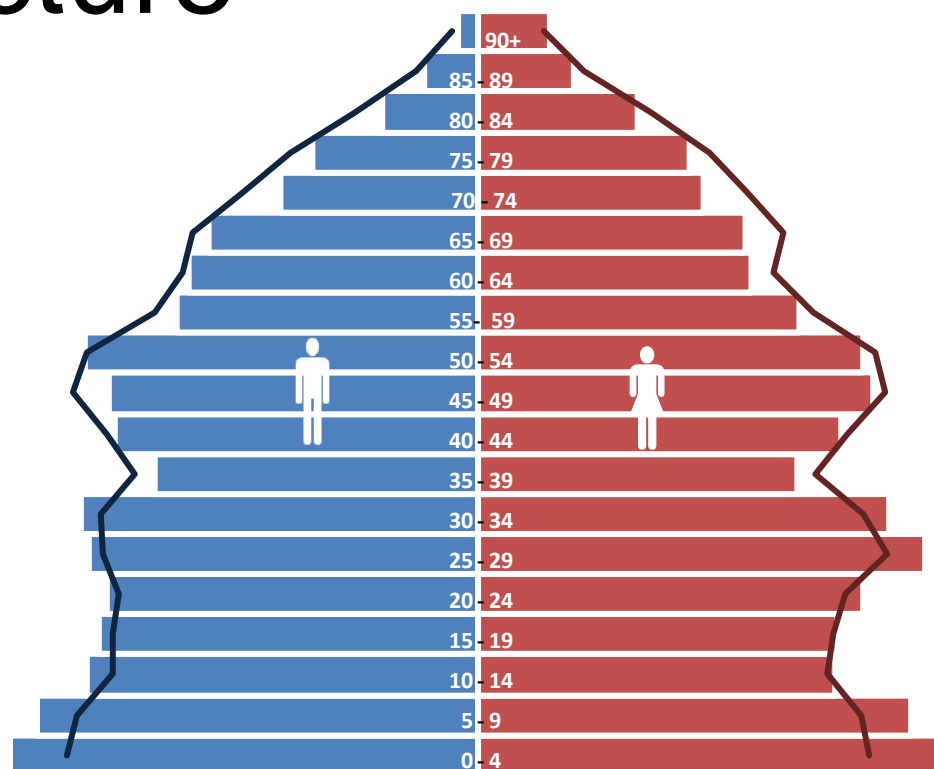
- Comprises 4 wards:
 - Blakenall
 - Birchills Leamore
 - Bloxwich East
 - Bloxwich West
- Covers 16.01 sq km (1,601 ha)
- Makes up 15.4% of the borough's area
- Population density of 35 people per hectare (higher than borough average of 26)



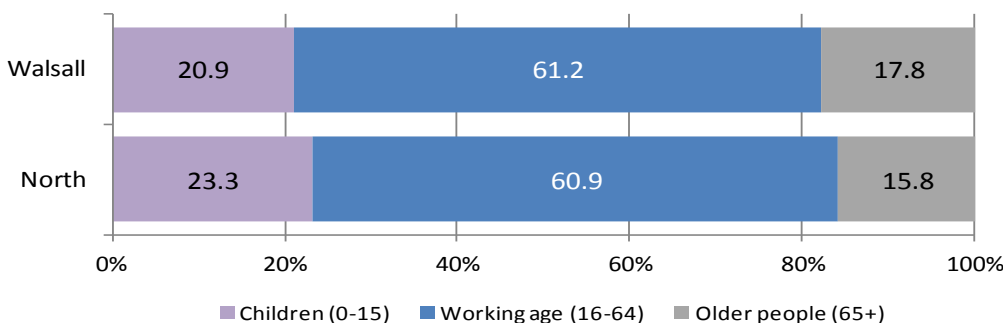


Population Structure

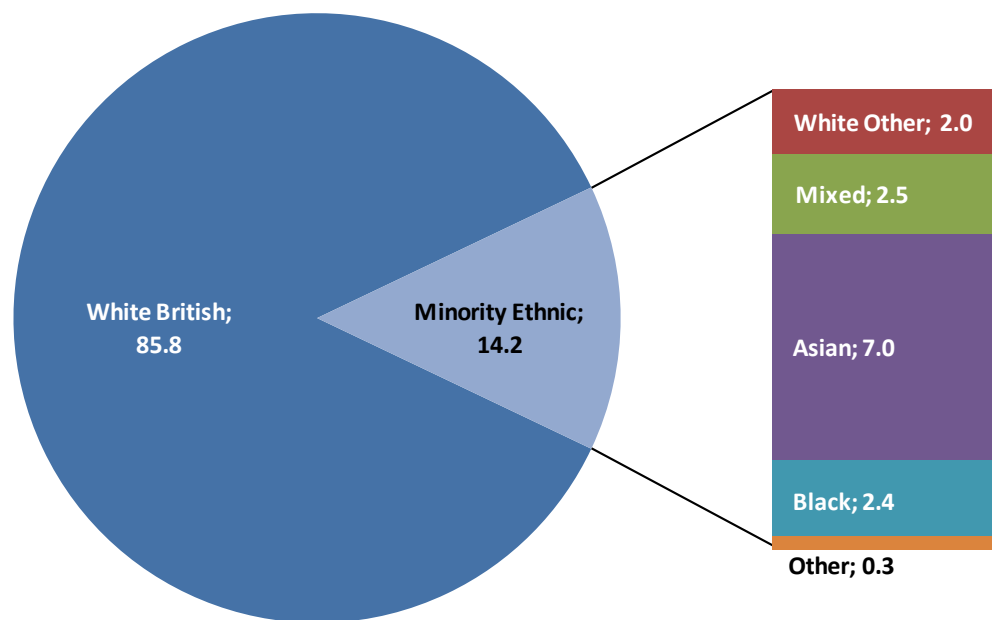
- **Total population: 56,500**
- Younger age profile than borough overall
- High proportion of younger children under 10
- Fewer working age and older people



Source: ONS, Mid-2015 Population Estimates



Ethnicity



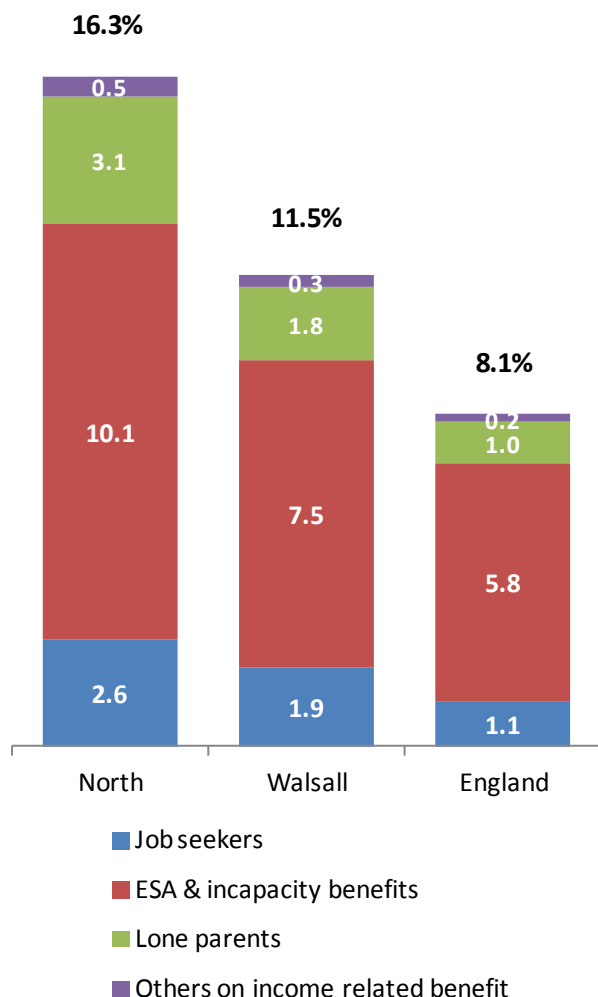
- 14.2% minority ethnic residents is lower than borough (Walsall av 24.1%)
- Asian: Pakistani is the largest minority group – 4.1% (Walsall av 5.3%)
- A mix of all other minority groups living in the locality in smaller numbers



Households

- 21,900 households (with at least 1 usual resident)
- Very high proportion of socially rented properties (37.8%) and below average owner occupation
- Above average proportion of lone parent families and people living alone

Unemployment & Benefits



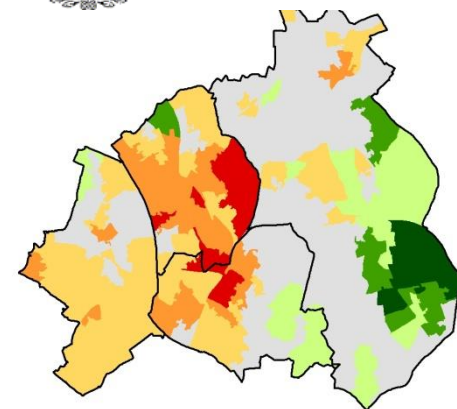
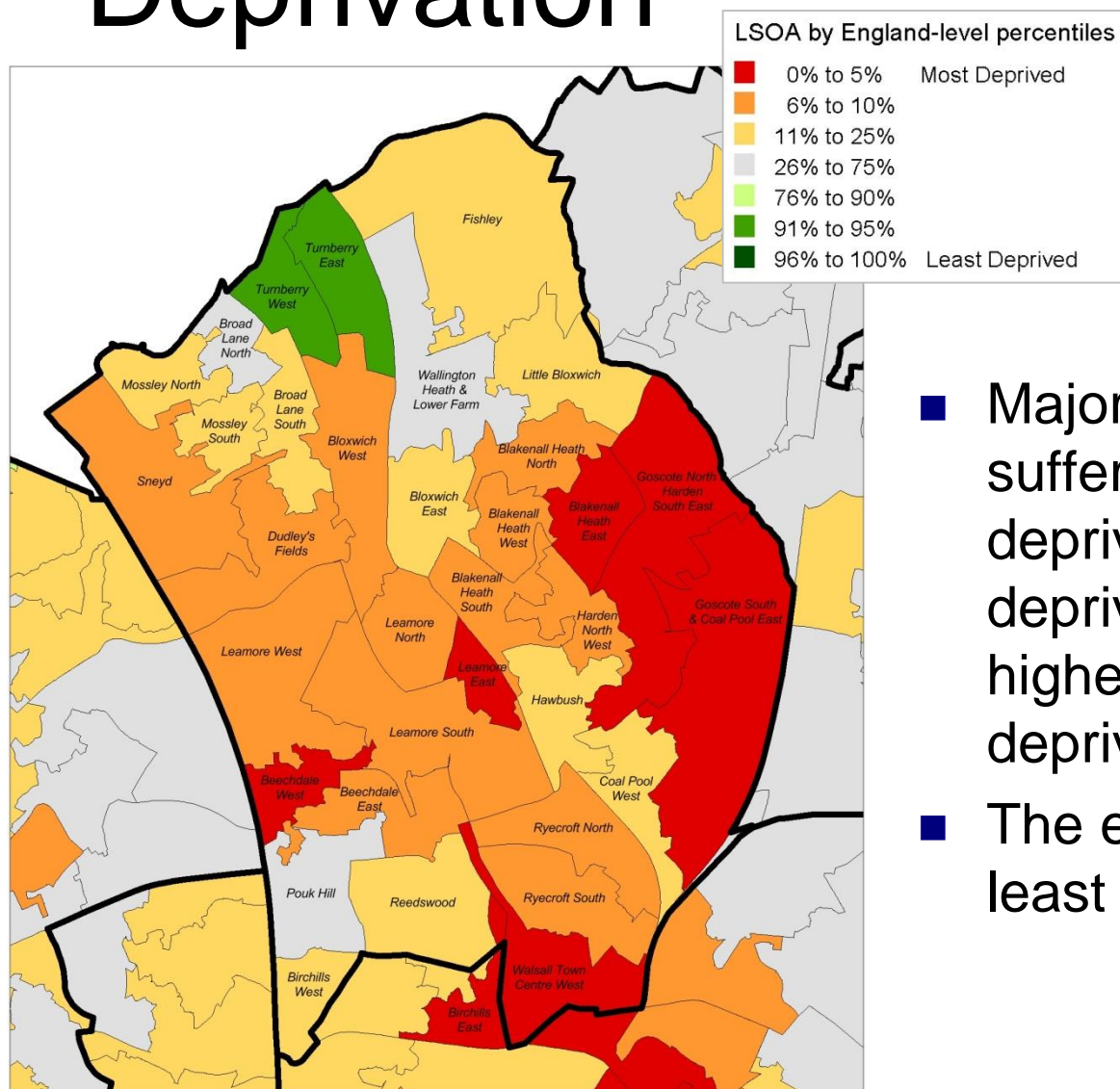
- 5,630 working age adults are dependent on an out-of-work benefit
- Well above borough and national levels
- Numbers of jobseekers has reduced in recent years (but still above average)
- 1 in 10 adults (3,495 residents) claim an ill-health related benefit and are unfit to work



Skills and Qualifications

- Adult **basic skills** in literacy, numeracy and ICT skills lower than Walsall and national average.
- Adult **qualifications** much lower than Walsall and national average
- Over 1 in 3 working age residents have **no formal qualifications**
- Very low proportion with **degree level qualifications**

Deprivation



- Majority of neighbourhoods suffer from severe multiple deprivation – among the most deprived in England, and the highest concentration of deprivation in the borough.
- The exception is Turnberry – least 10% deprived in England



Social Segmentation

MOSAIC PROFILE SUMMARY FOR POSTCODES WITHIN NORTH LOCALITY

Families with Needs

Cohabiting couples & singles with kids
High unemployment
Low household income
Small socially rented terraces and semis
Moves within local community



Low Income Workers

Older households
Renting low cost semi and terraces
Social landlords
Longer length of residence
Low levels of employment



Budget Generations

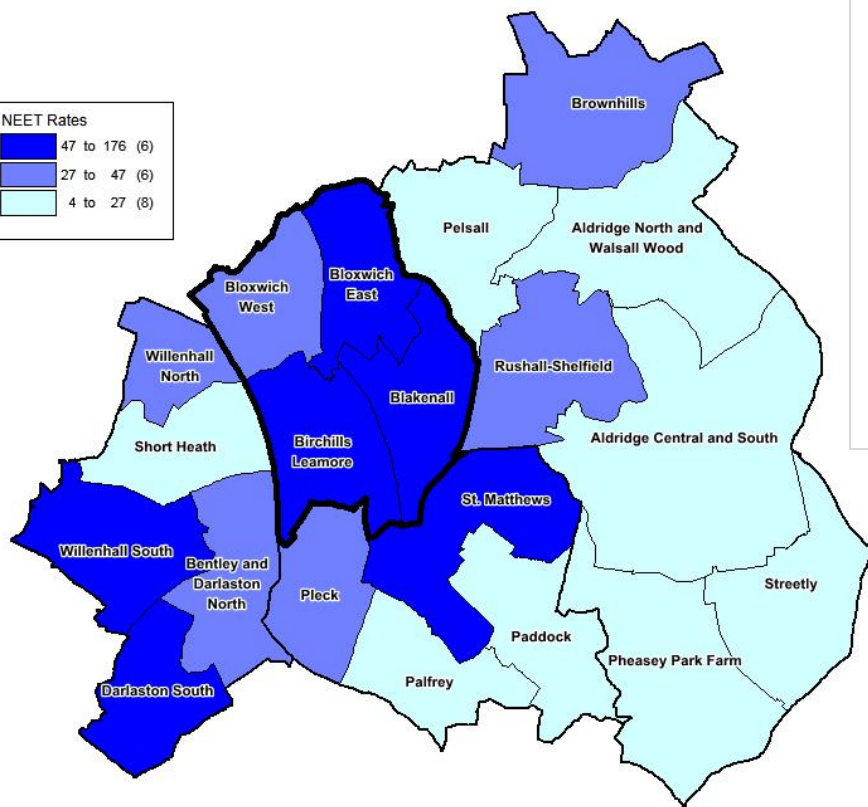
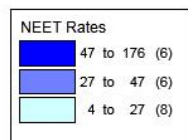
Extended families
Supporting adult & younger children
Ex-council owners and social renters
Bills can be a struggle
Price is important
Likely to have a games console



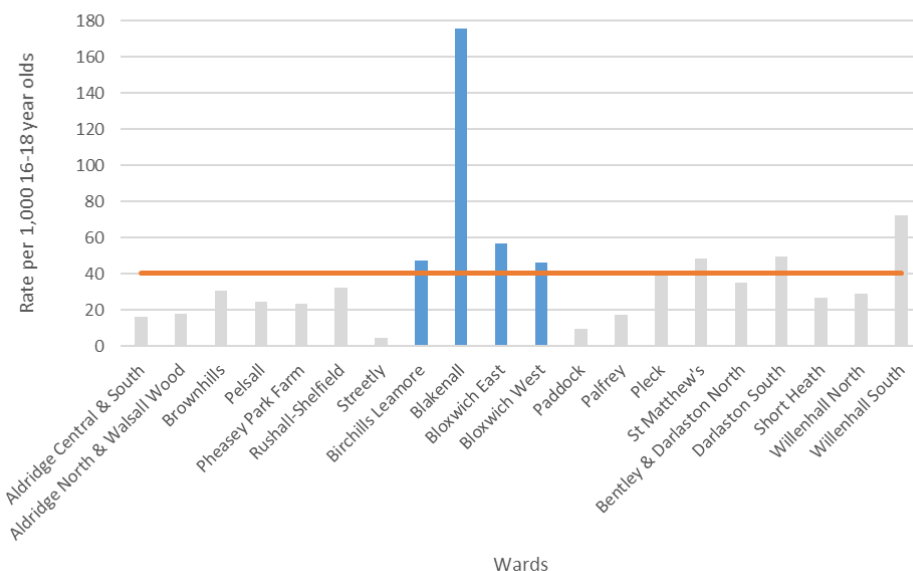
Rank		Mosaic Public Sector Types	North Locality	%	Walsall	Walsall %
1	M55	Families with Needs	3,447	14.55	18,774	6.81
2	O62	Low Income Workers	2,999	12.66	11,330	4.11
3	M53	Budget Generations	2,487	10.50	16,057	5.83
4	M54	Childcare Squeeze	1,268	5.35	10,246	3.72
5	O63	Streetwise Singles	1,243	5.25	7,577	2.75
6	K48	Down-to-Earth Owners	1,178	4.97	10,302	3.74
7	I38	Asian Heritage	1,089	4.60	25,049	9.09
8	N60	Dependent Greys	989	4.17	3,745	1.36
9	N57	Seasoned Survivors	959	4.05	7,181	2.61
10	N61	Estate Veterans	940	3.97	8,174	2.97



NEET Rates

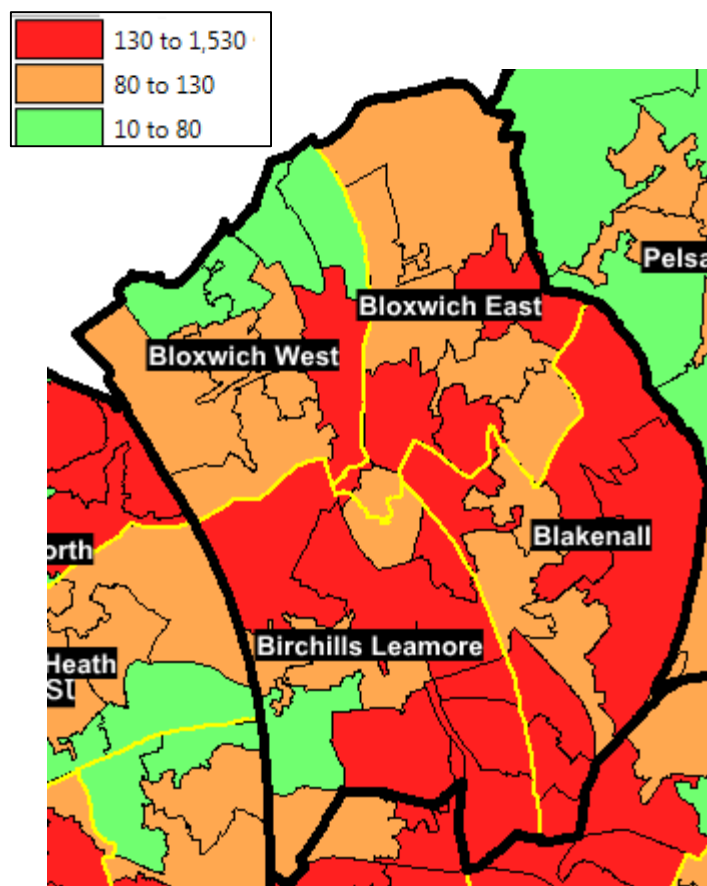


NEET
(Per 1,000 16-18 yrs) 2015/2016



Wards	NEET Rate
Birchills Leamore	47.13
Blakenall	175.82
Bloxwich East	56.86
Bloxwich West	46.38
WALSALL	40.19

Total Recorded Crime



- North had the highest number of crimes recorded of all localities.

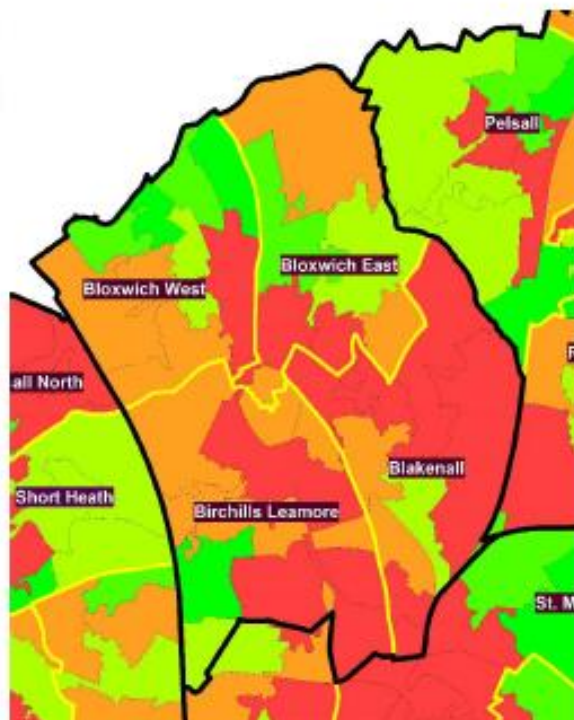
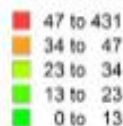
Locality	Total Recorded Crimes in 2017	%
East	4,323	20.36%
North	6,246	29.42%
South	4,985	23.48%
West	5,678	26.74%

- The 5 most frequently recorded crimes in North Locality during 2017 were:

Violence without injury
Violence with injury
Theft from shop
Theft other
Theft from motor vehicle

Total Recorded ASB

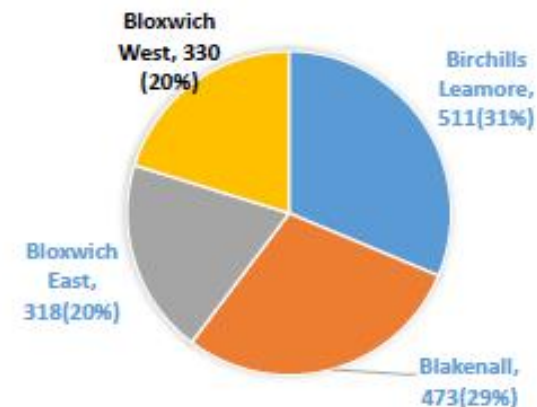
Anti-social Behaviour by LSOA



- North had the highest rate of recorded ASB per 1,000 population (2016 mid-year) of all localities.

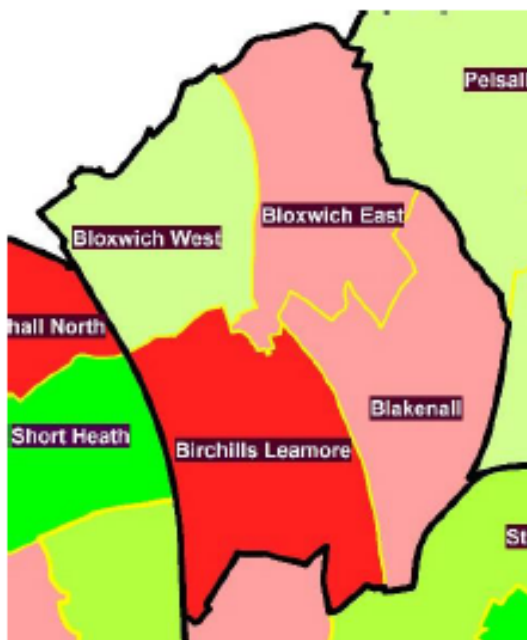
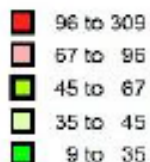
Locality	Recorded ASB 2017	Rate per'000 population (based on 2016 MYE)
East	1399 (23%)	15.7
North	1632 (26%)	28.4
South	1710 (28%)	27.5
West	1471 (24%)	20.9

- The ward had the most frequently recorded ASB in North Locality during 2017 was: **Birchills Leamore - 511**



Total Referrals to DV Victim Service

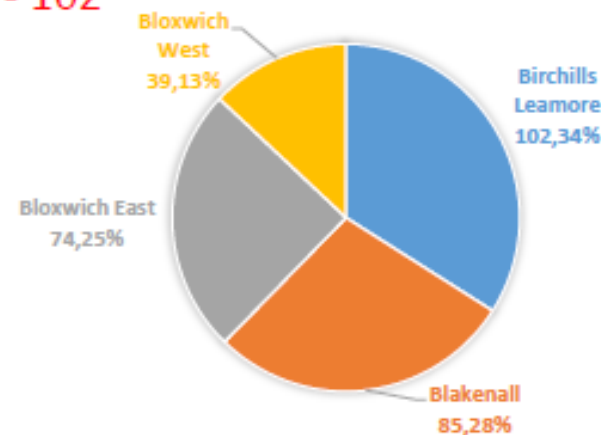
Referrals to IDVA Services 2017

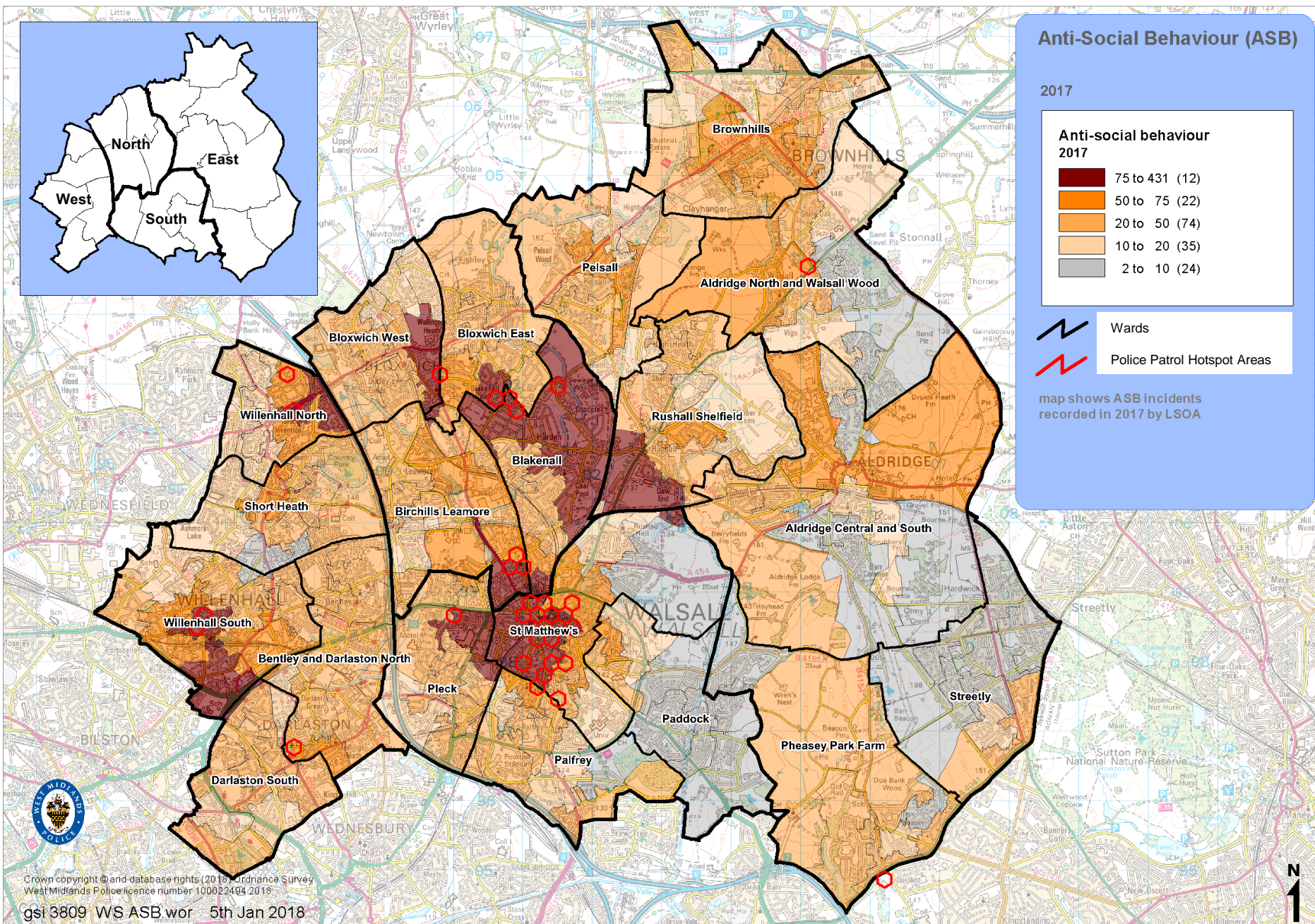


- North had the Lower rate of Referrals to IDVA per 1,000 population (2016 mid-year) of all localities.

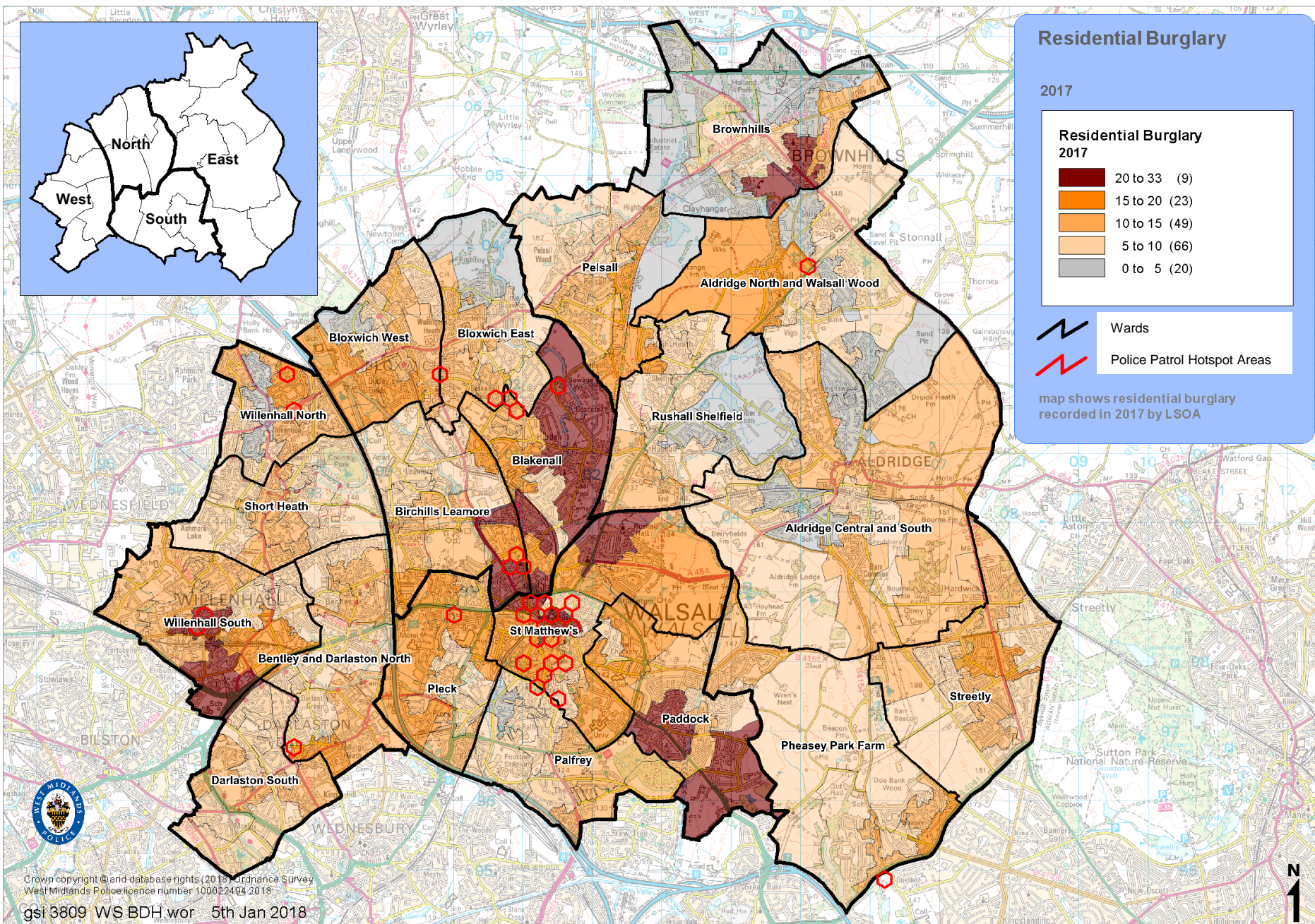
Locality	IDVA Referrals 2017	Crude Rate per'000 population (2016 MYE)
East	515 (38%)	5.8
North	300 (22%)	5.2
South	171 (13%)	2.8
West	373 (27%)	5.3

- The ward had the most frequently IDVA referrals in North Locality during 2017 was:
Birchills Leamore - 102

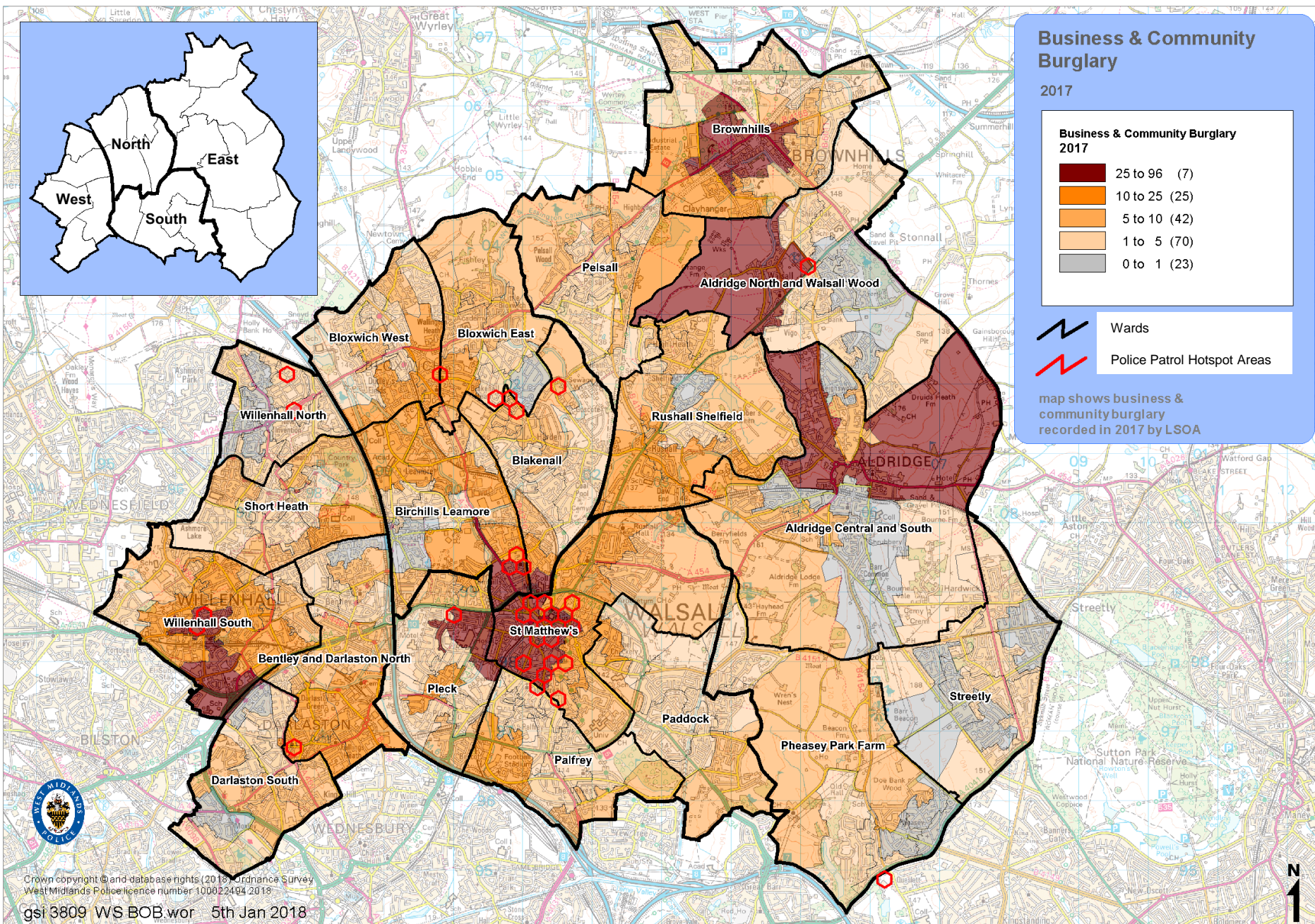




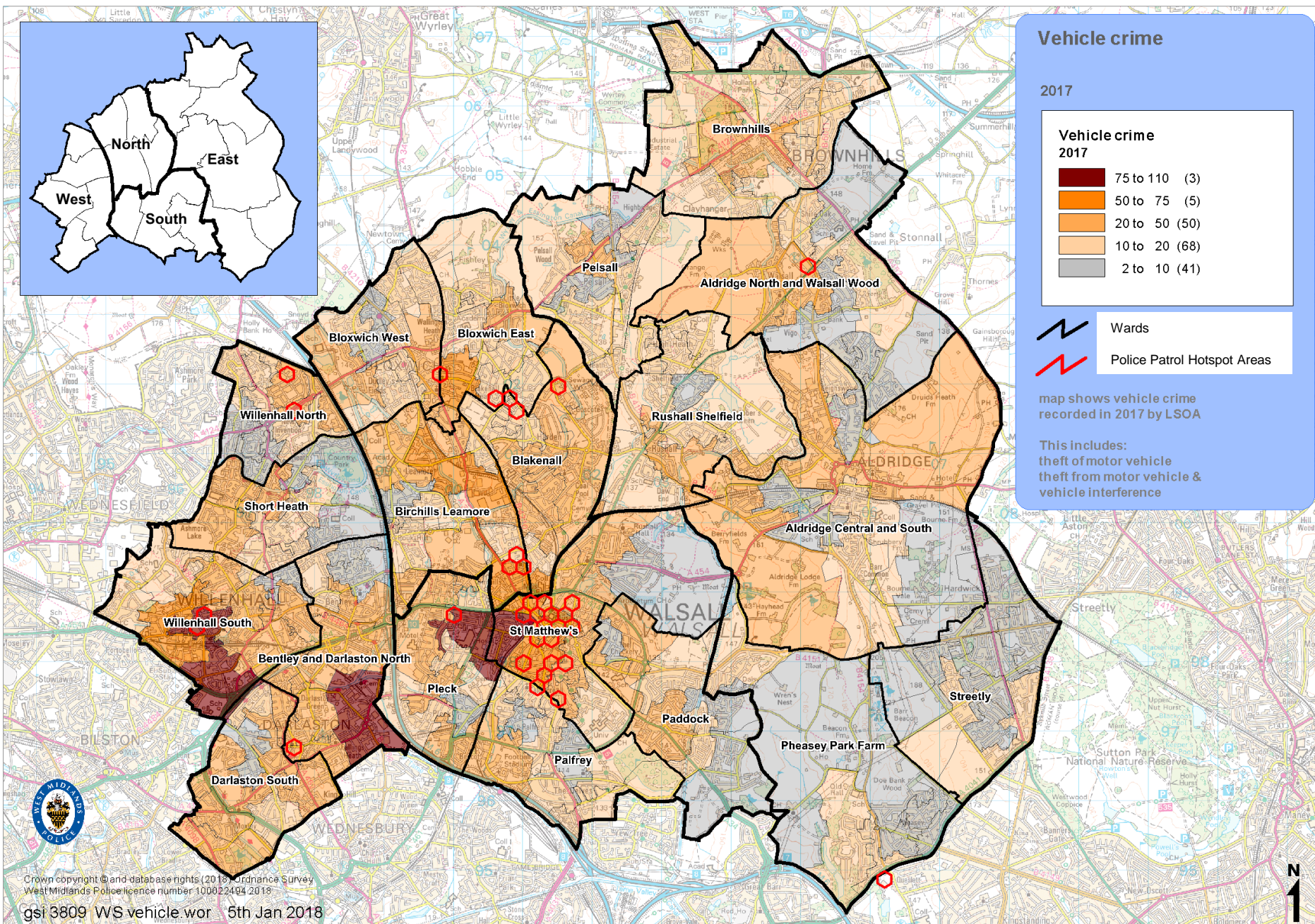
Source: West Midlands Police, Jan to Dec 2017



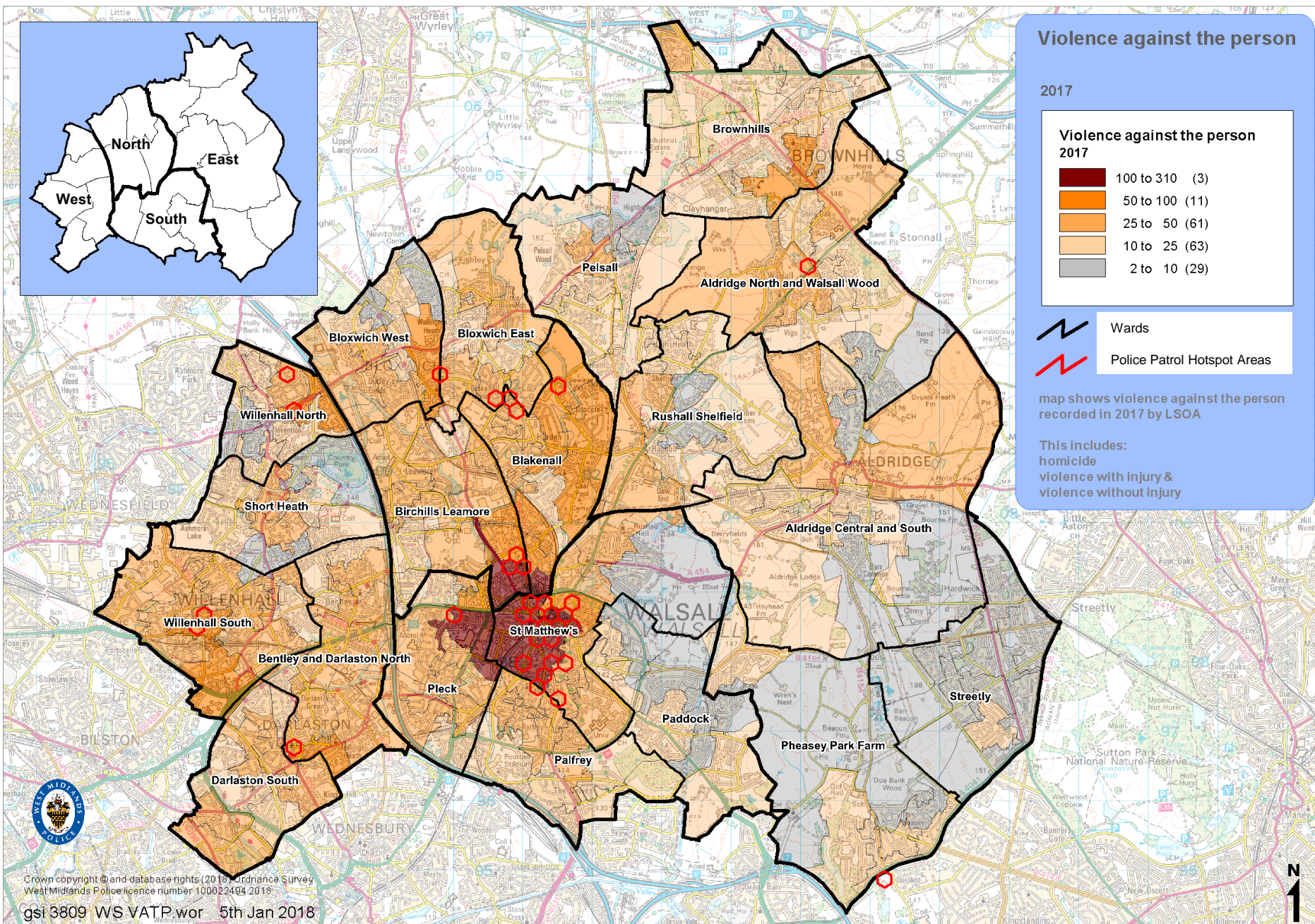
Source: West Midlands Police, Jan to Dec 2017

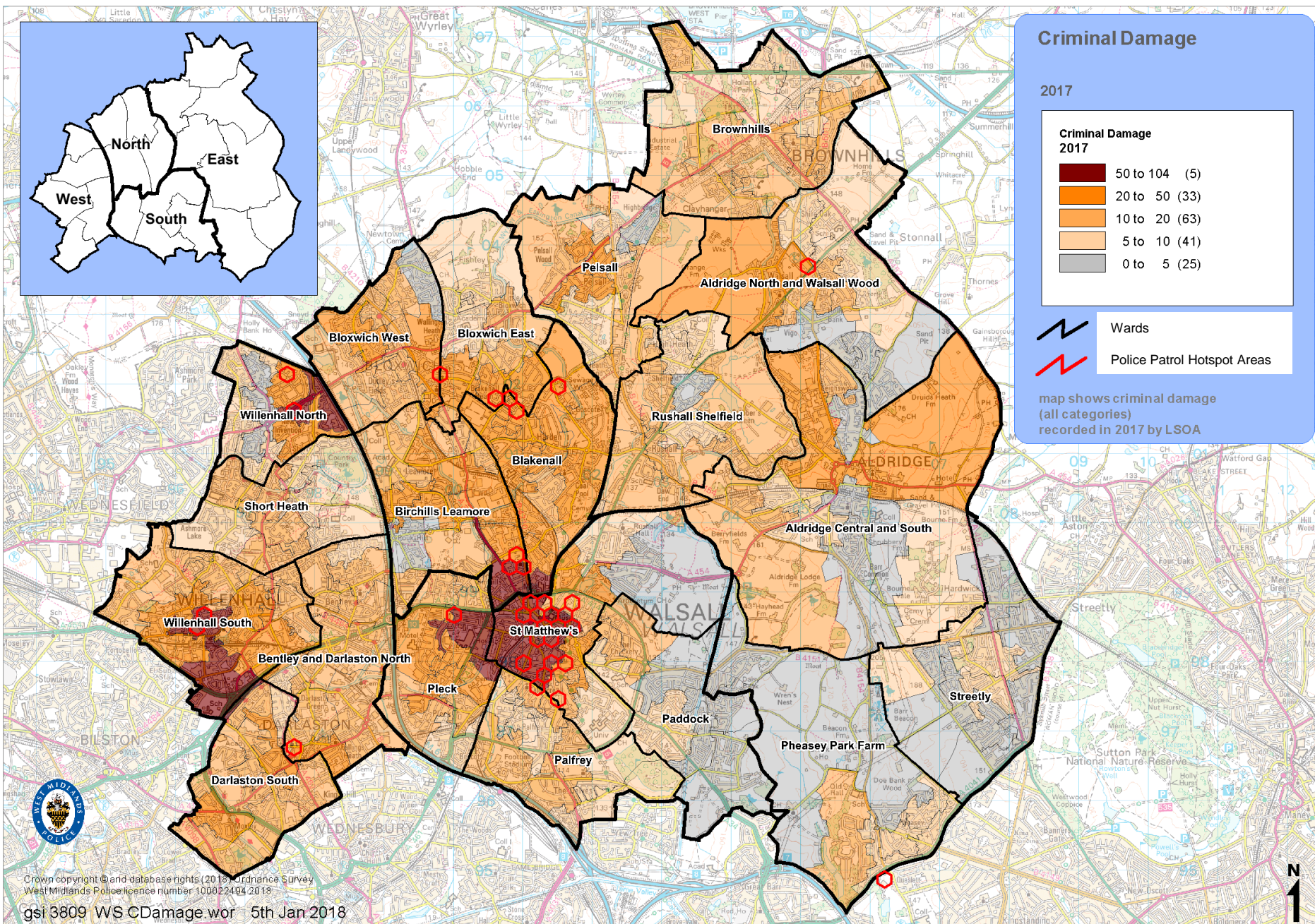


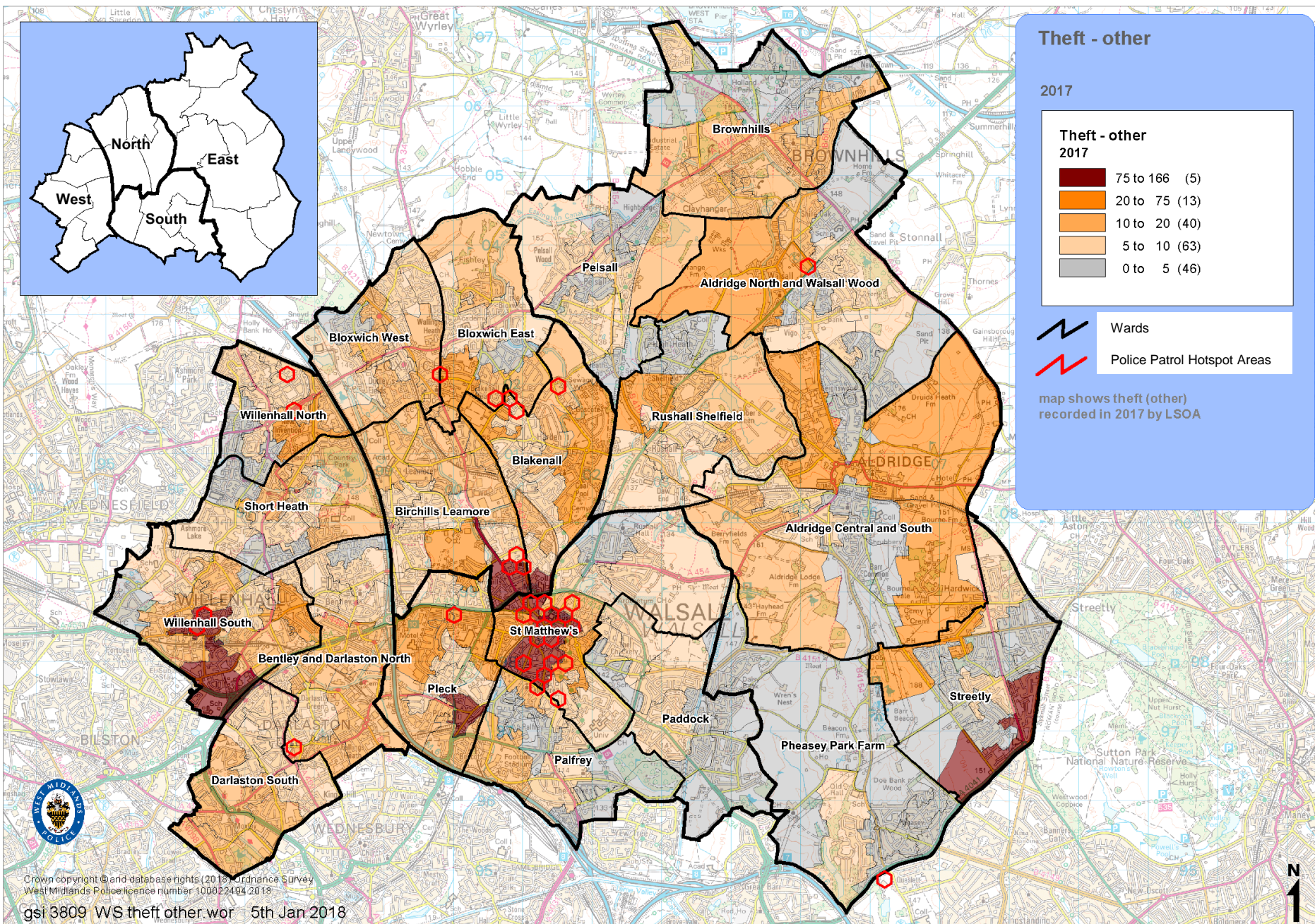
Source: West Midlands Police, Jan to Dec 2017

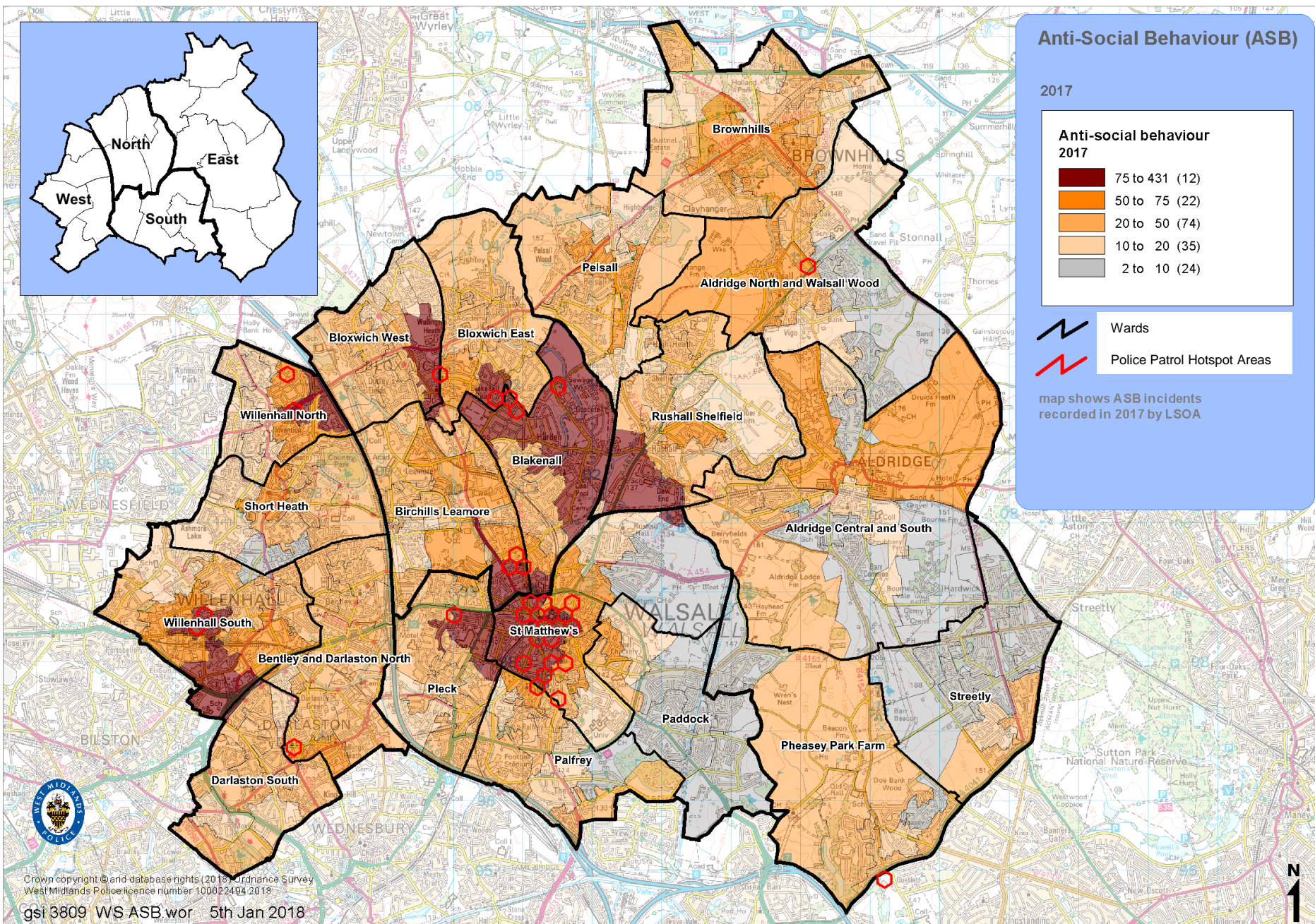


Source: West Midlands Police, Jan to Dec 2017



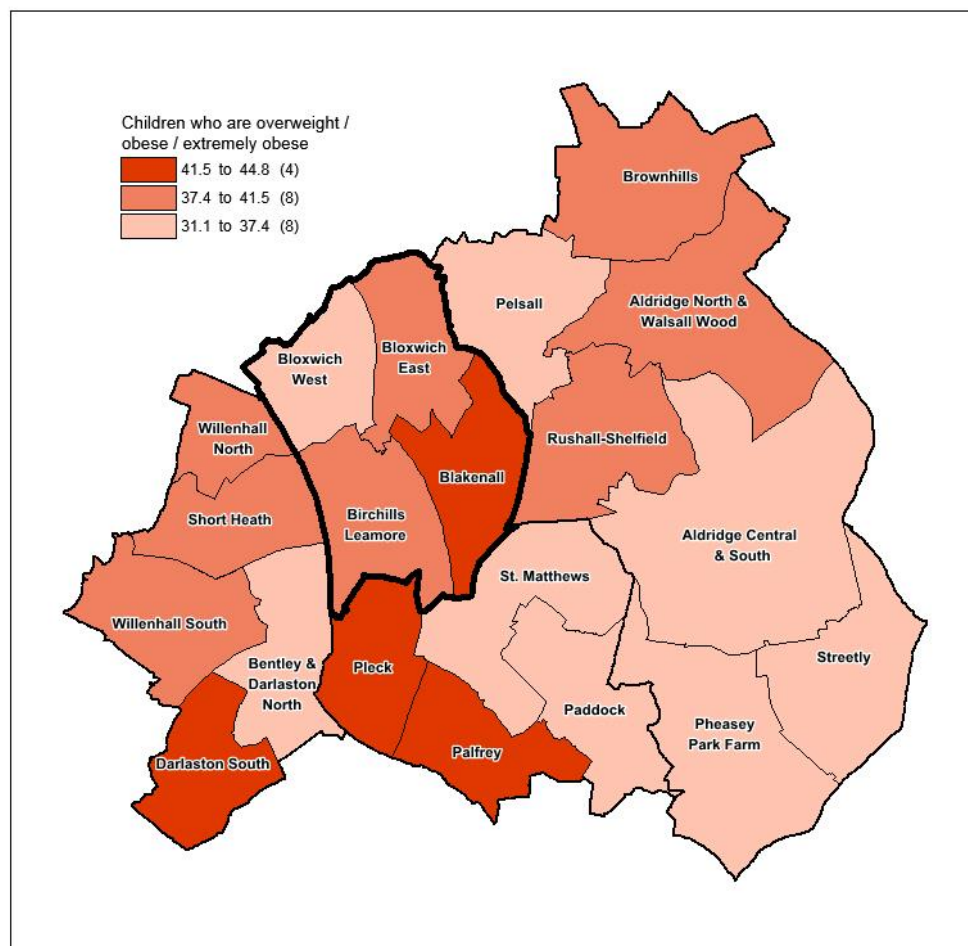






Source: West Midlands Police, Jan to Dec 2017

Childhood Obesity



Ward	Overweight /Obese
Blakenall	44.34
Birchills Leamore	40.65
Bloxwich East	39.67
Bloxwich West	35.14
WALSALL	38.89

The North locality has a mixture of overweight / obese children – Blakenall (44.34) is above the borough average of 38.89 compared with Bloxwich East (35.14) which is below the borough average.

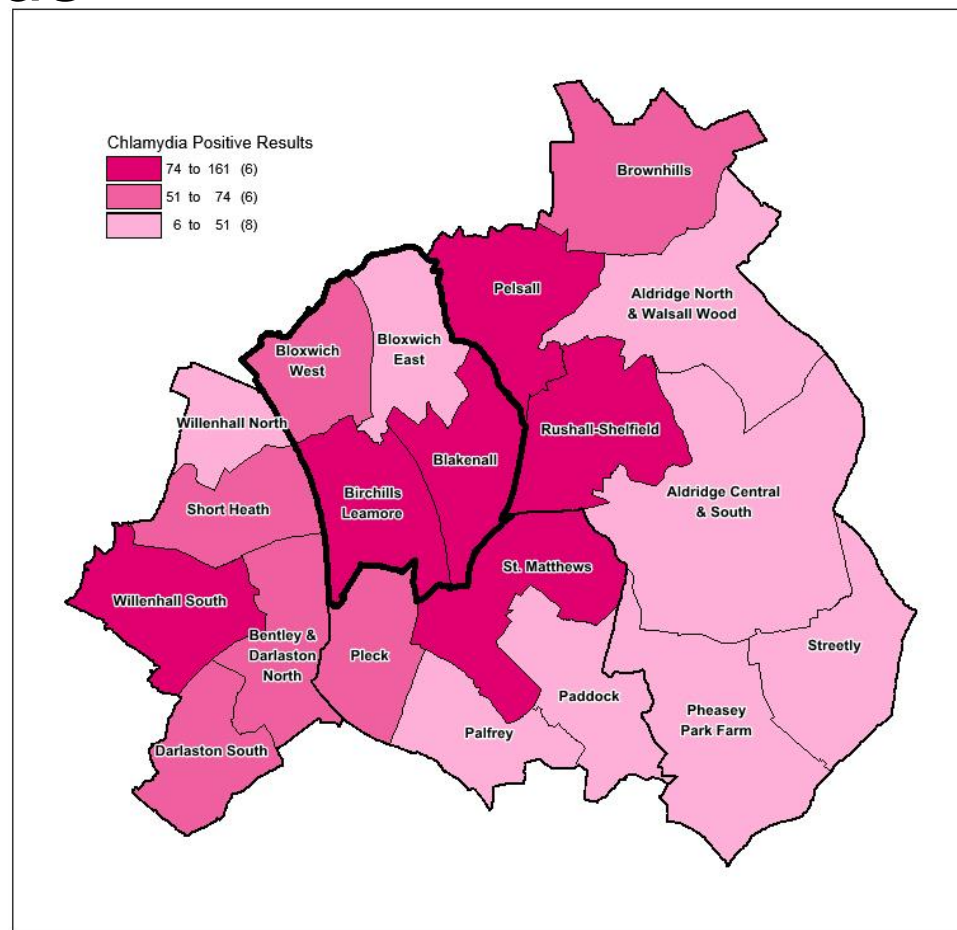


Chlamydia Positive Screening rates per 10,000 15-24 year olds

Wards	Positive rate
Blakenall	110.70
Birchills Leamore	76.56
Bloxwich West	65.48
Bloxwich East	37.64
WALSALL	64.14

The highest chlamydia positive screening rate of 15-24 year olds within the North locality are within the wards of:

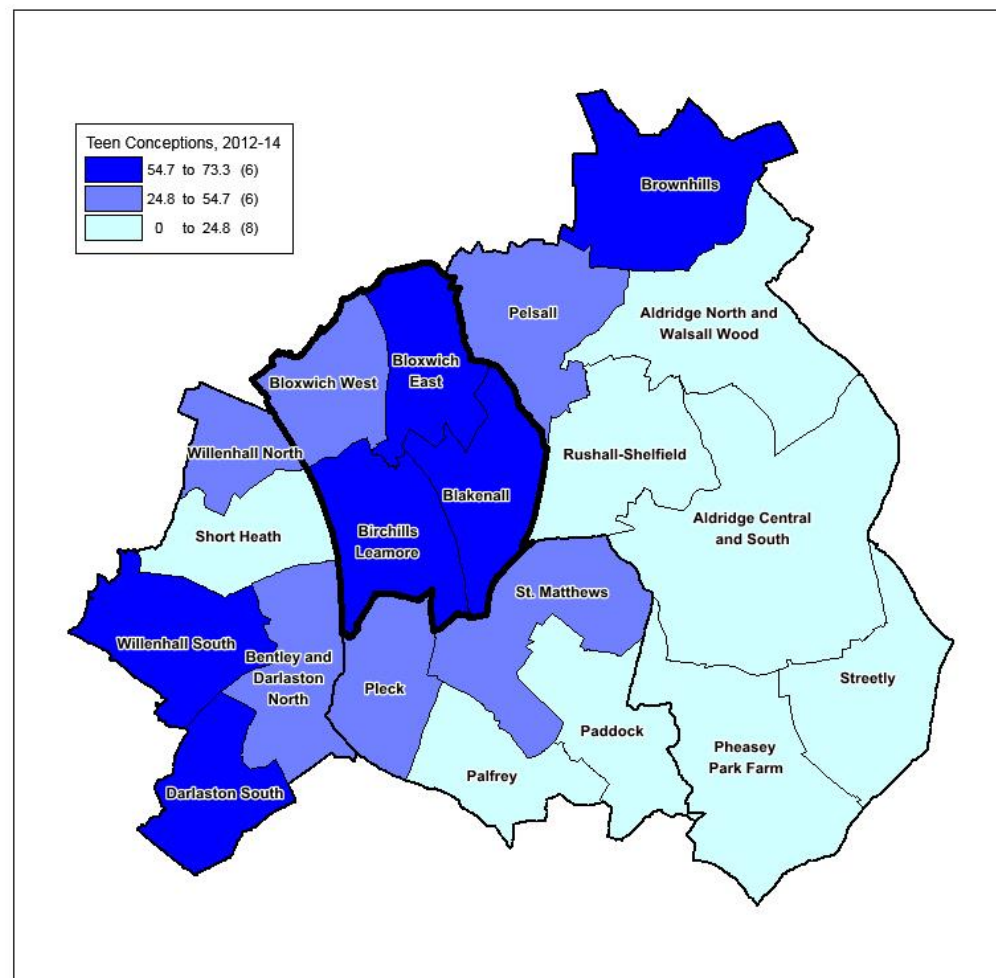
- Blakenall
- Birchills Leamore



Teen Conception Rates per 1,000 15-17 year olds

Ward	Rate
Blakenall	73.3
Bloxwich East	64.0
Birchills Leamore	63.7
Bloxwich West	44.7
WALSALL	40.3

- Teen Conception rates for this locality are amongst the highest in the borough & above the borough average.
- Blakenall, Bloxwich East & Birchills Leamore are the top 3 wards within the borough with the highest rates.

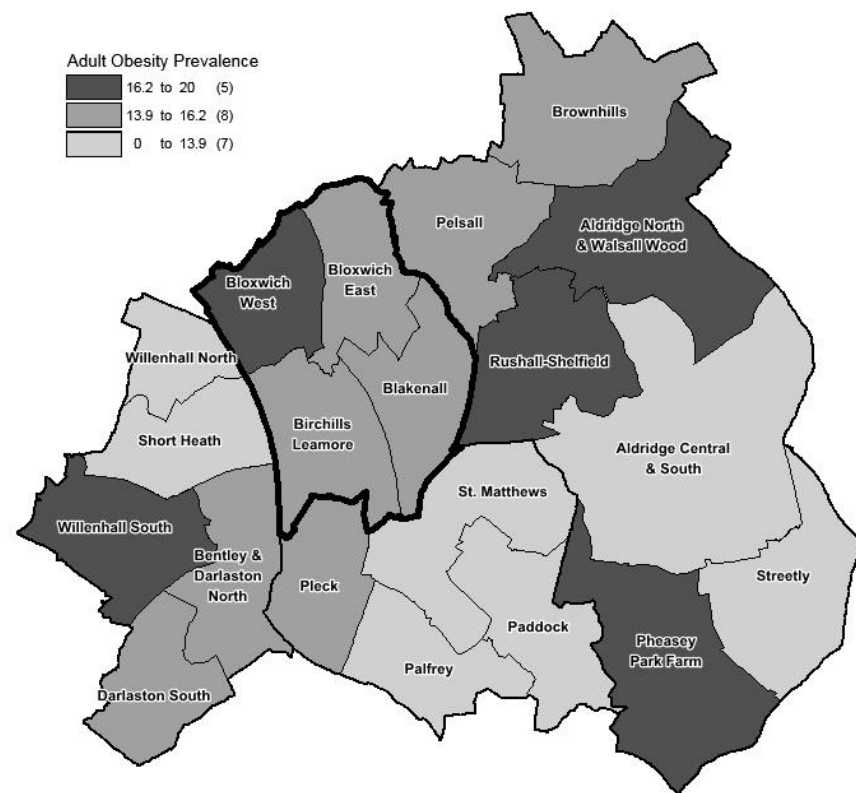


Adult Obesity Prevalence

Ward	%
Bloxwich West	19.97
Bloxwich East	16.19
Birchills Leamore	15.09
Blakenall	14.82
WALSALL	14.89

Bloxwich West has the highest prevalence rate within the North locality

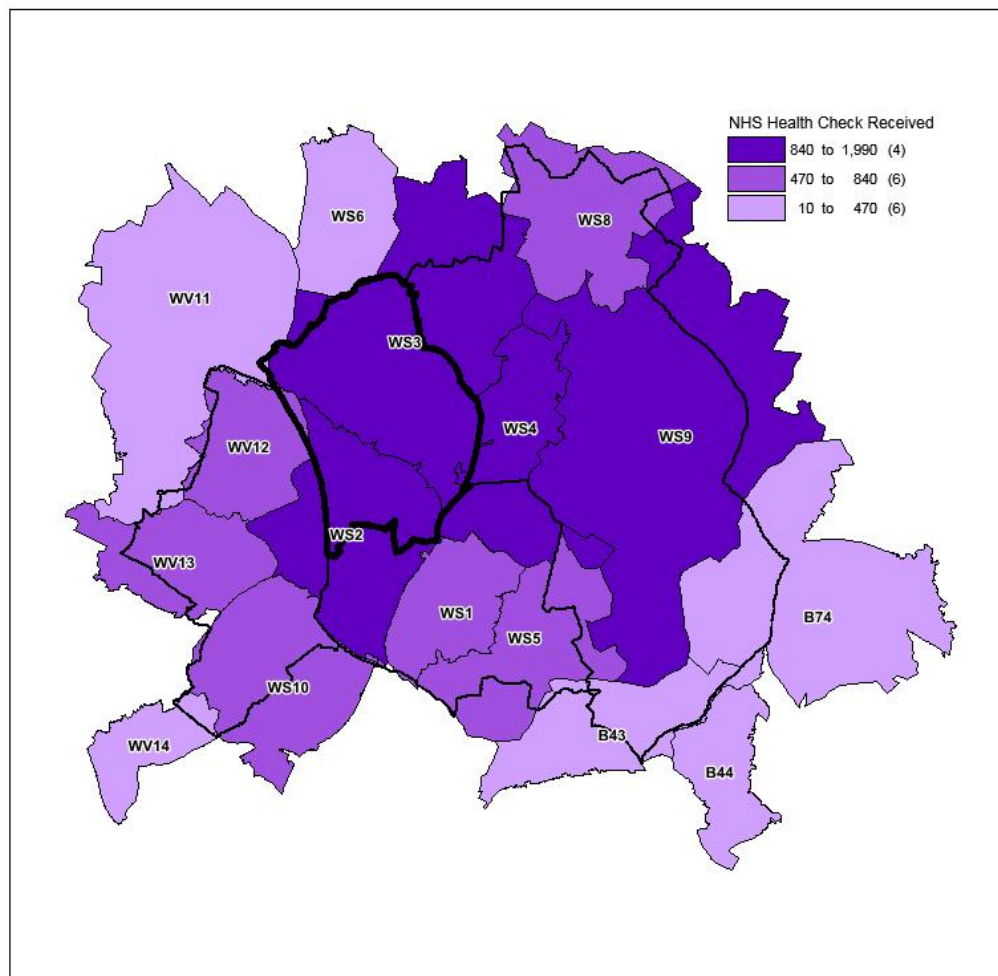
3 out of 4 wards are above the borough average



Note – based on GP practice patient lists



Health Check Received - 40 to 74 Year Olds

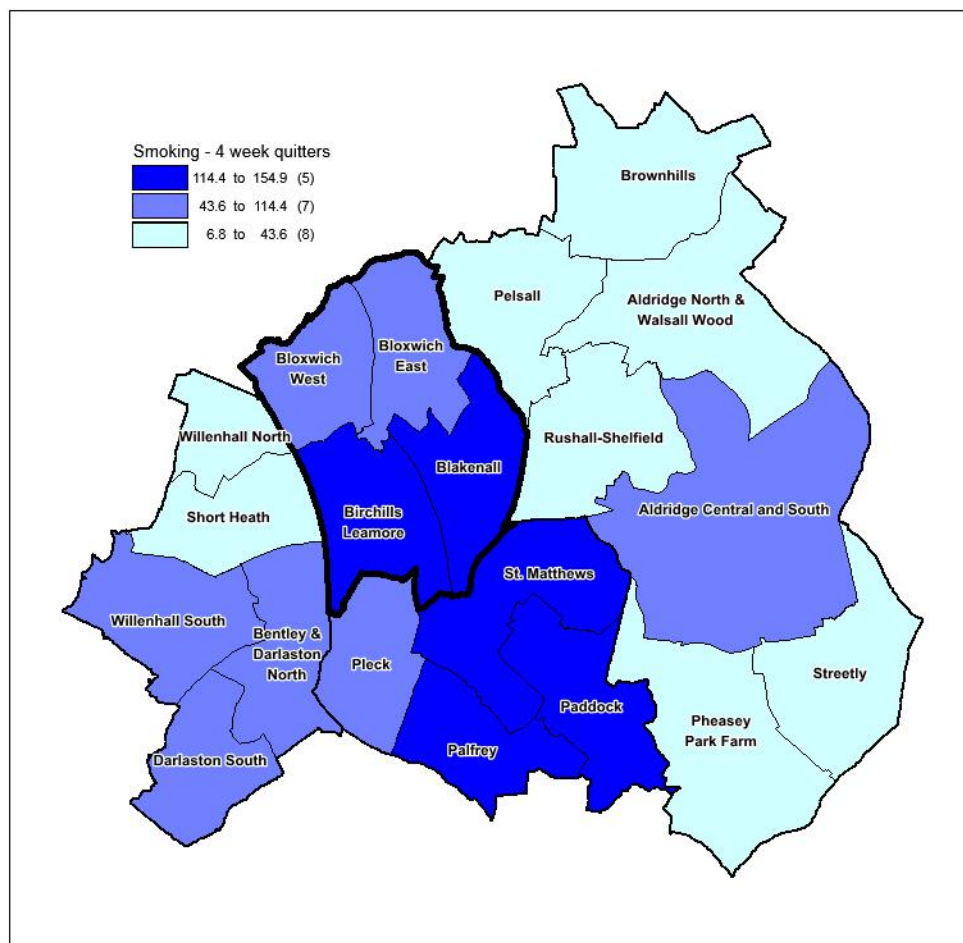


Within the North locality,
the number of NHS health
checks received is high:
WS2 = 1,098 (part of)
WS3 = 1,983 (part of)

Note – based on GP practice patient lists



Successful 4 week Smoking Quitter Rates (16+)

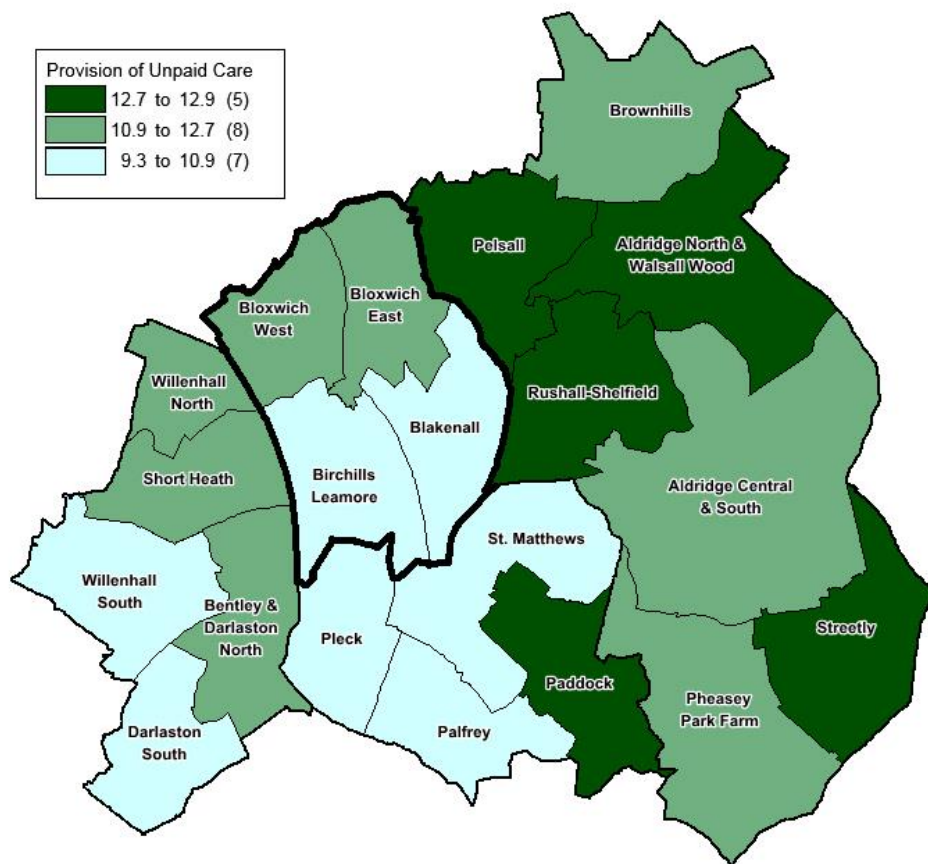
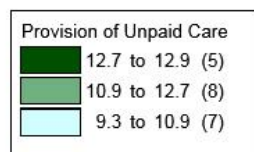


Ward	Crude rate (per 10,000)
Blakenall	133.74
Birchills Leamore	129.27
Bloxwich West	58.22
Bloxwich East	52.64
WALSALL	68.92

The North locality has 2 wards with the highest 4 week quitter rates:

- Blakenall
- Birchills Leamore

Provision of Unpaid Care

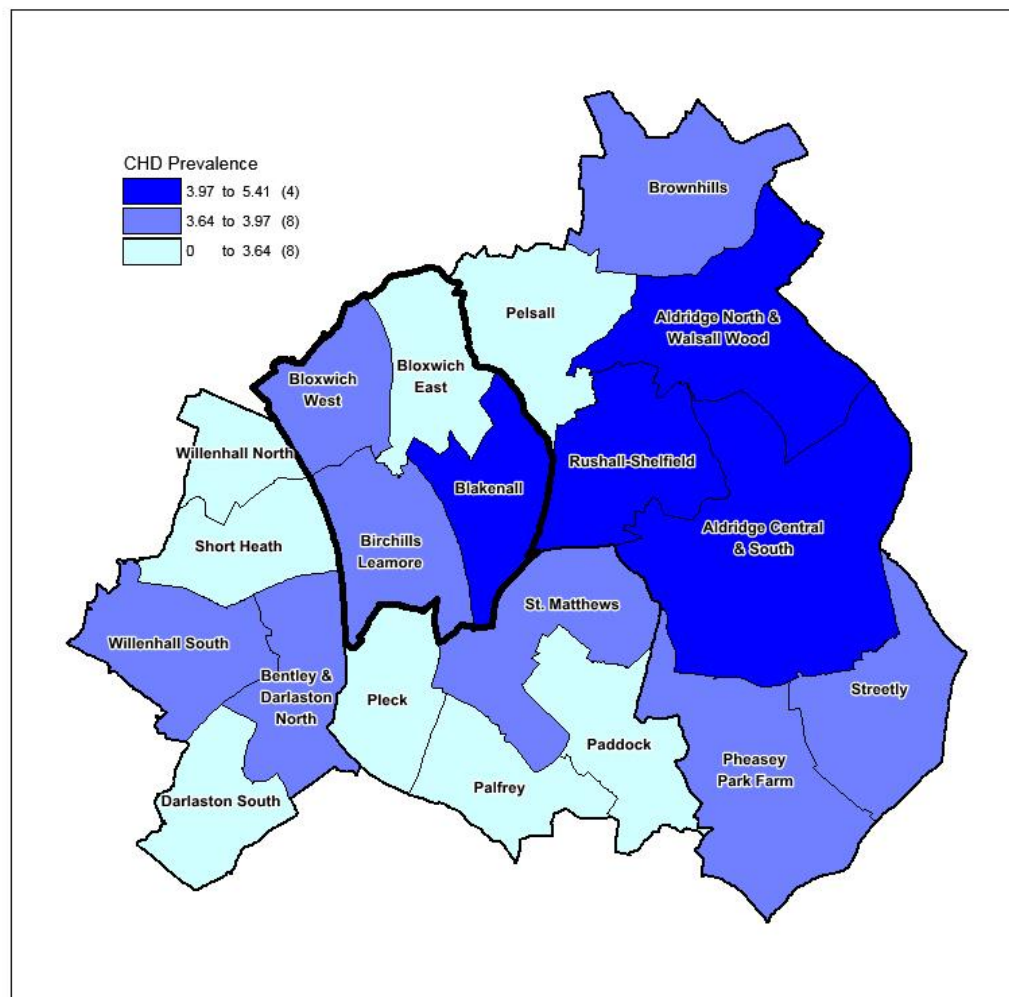


Ward	#	%
Bloxwich West	1,412	11.7
Bloxwich East	1,505	11.6
Blakenall	1,437	9.9
Birchills Leamore	1,549	9.7
WALSALL	30,632	11.4

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

- Bloxwich West
- Bloxwich East

CHD Prevalence



Ward	%
Blakenall	4.16
Birchills Leamore	3.68
Bloxwich West	3.64
Bloxwich East	3.64
WALSALL	3.86

The highest prevalence rate for Coronary Heart Disease within the East locality is within the ward of Blakenall

The other 3 wards within the locality are below the average for the borough

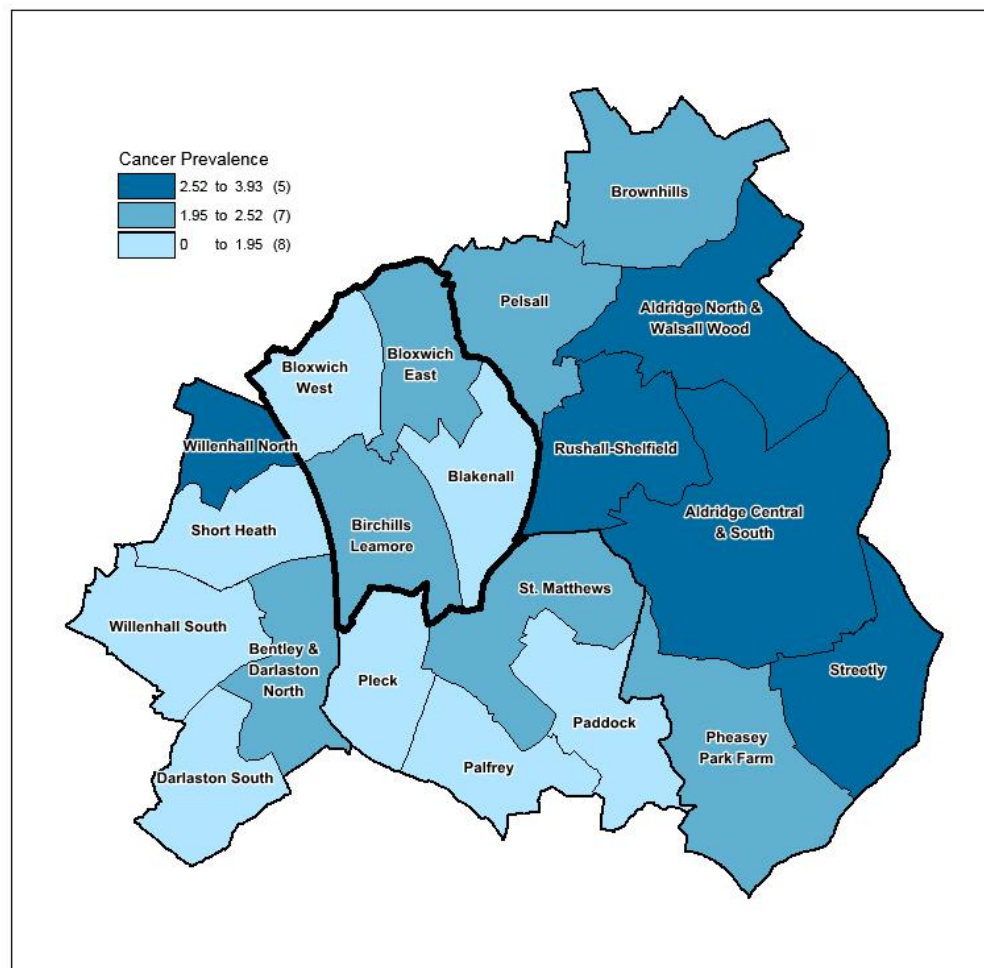
Note – based on GP practice patient lists

Cancer Prevalence

Ward	%
Bloxwich East	2.09
Birchills Leamore	1.95
Blakenall	1.95
Bloxwich West	1.67
WALSALL	2.20

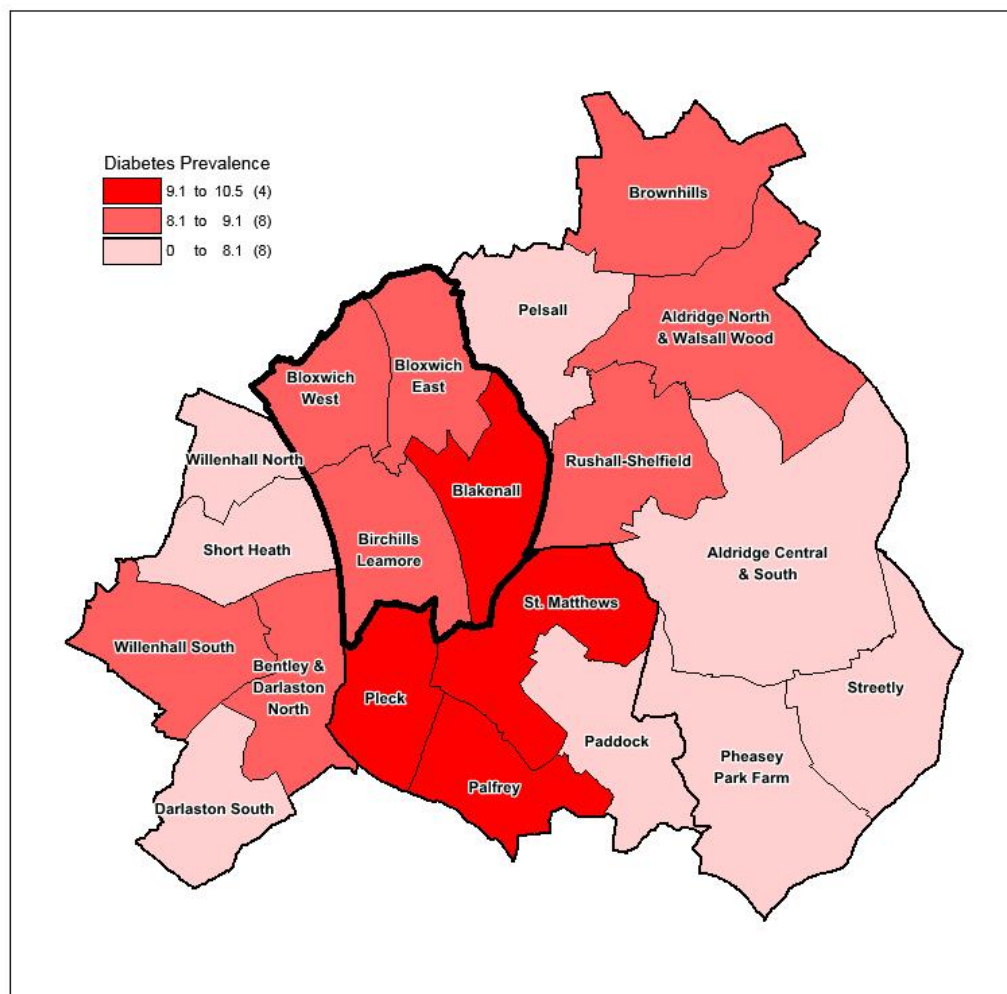
Cancer prevalence within the wards of the North locality is lower than the borough average.

Note – based on GP practice patient lists





Diabetes Prevalence



Ward	%
Blakenall	9.17
Birchills Leamore	8.94
Bloxwich West	8.75
Bloxwich East	8.43
WALSALL	8.58

3 out of 4 wards within the North locality have diabetes prevalence above the borough average.

Blakenall ward is greatest – 9.17%

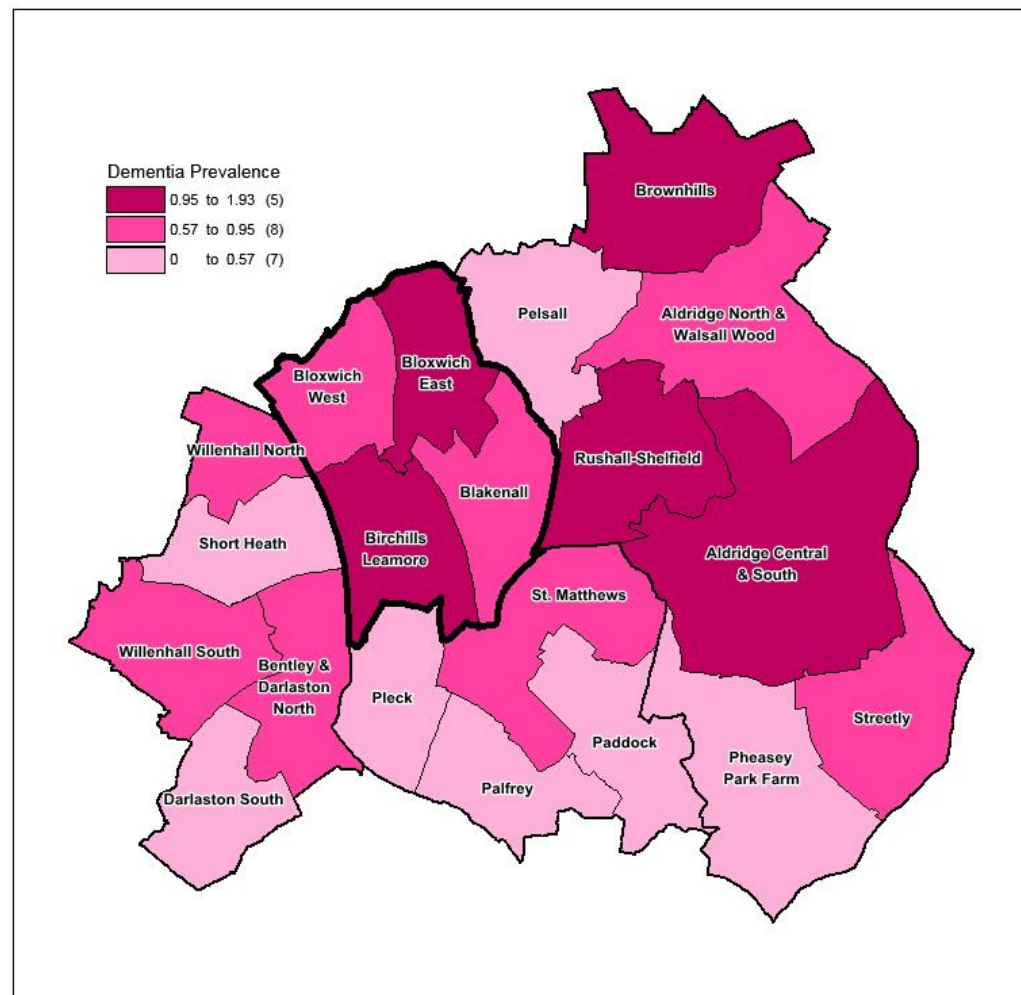
Note – based on GP practice patient lists

Dementia Prevalence

Ward	%
Bloxwich East	1.92
Birchills Leamore	1.05
Blakenall	0.82
Bloxwich West	0.62
WALSALL	0.80

- There is mixed dementia prevalence within the North locality
- 3 out of 4 wards are above the borough average

Note – based on GP practice patient lists



Useful Links

- **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

Contact: insight@walsall.gov.uk or intelligence@walsall.gov.uk



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