

# Locality Profile: EAST

## John Morris Locality Manager

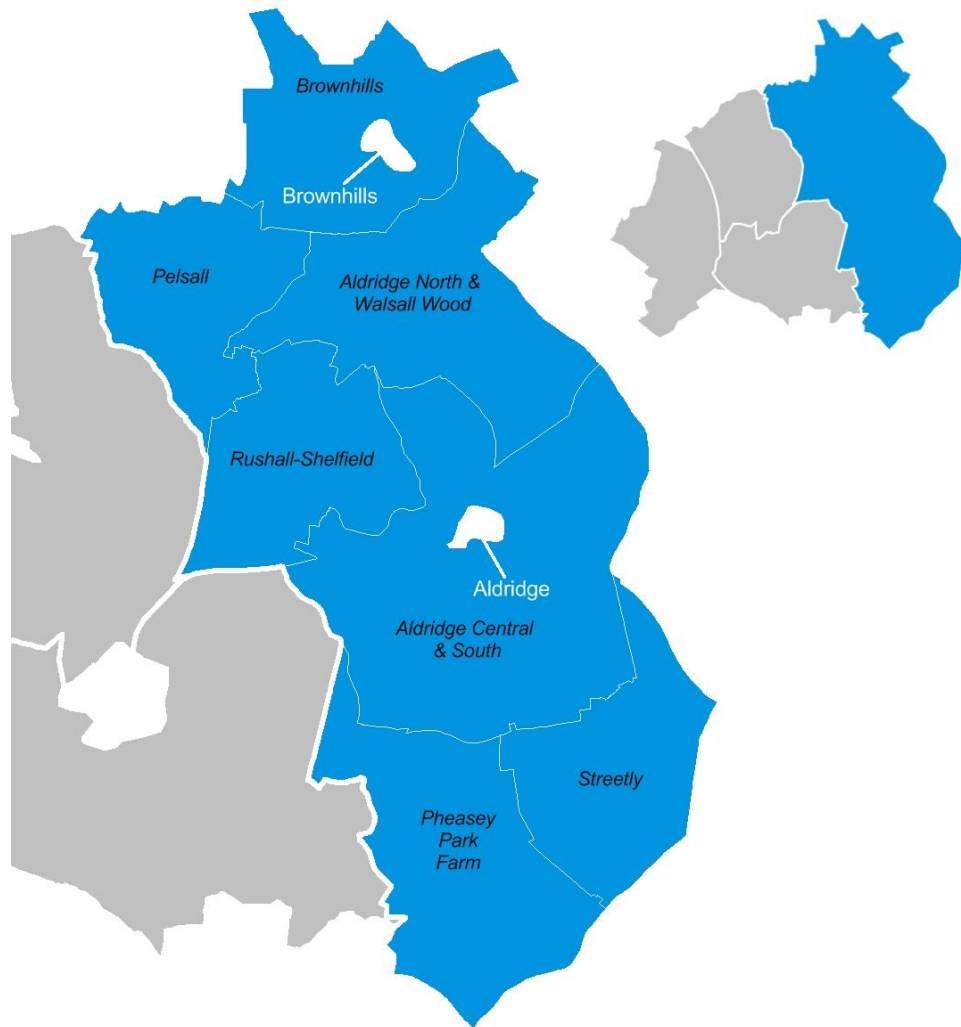
### November 2019

Version 1.0



**Walsall Council**


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




- Comprises 7 wards:
  - Aldridge Central & South
  - Aldridge North & Walsall Wood
  - Brownhills
  - Pelsall
  - Pheasey Park Farm
  - Rushall-Shelfield
  - Streetly
- Contains 2 district centres
- Covers 51.6 sq km
- Makes up 49.6% of borough area
- Population density of 18 people per hectare (much lower than borough average of 27)

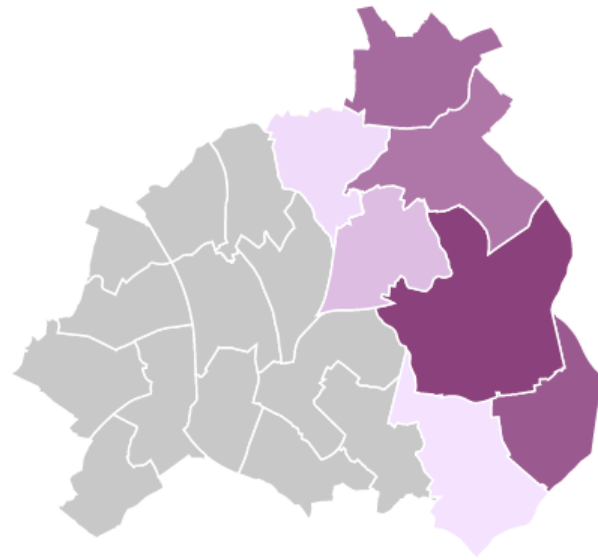
**Source:** Ordnance Survey; ONS, Mid-2017 Population Estimates

# Population

Sex  Age



Walsall Ward Map



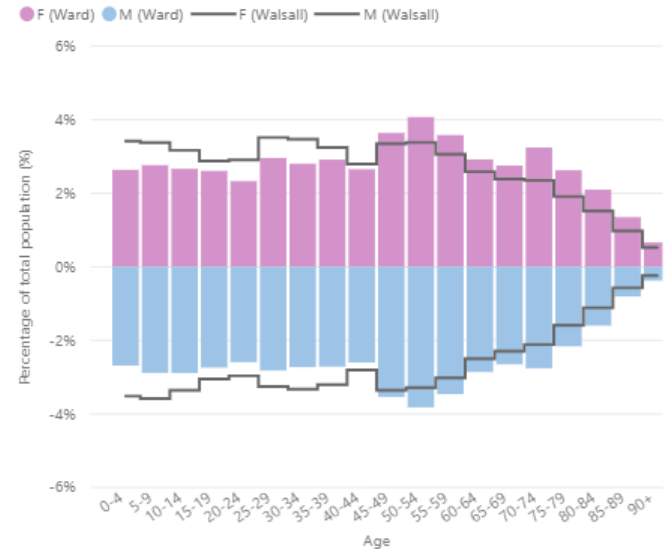
Ward Name	Pop	%
Aldridge Central and South	14,100	15.80%
Streety	13,700	15.36%
Brownhills	13,400	15.01%
Aldridge North and Walsall Wood	13,200	14.75%
Rushall-Shelfield	12,000	13.43%
Pelsall	11,500	12.85%
Pheasey Park Farm	11,400	12.80%
<b>Total</b>	<b>88,900</b>	<b>100.00%</b>

88,900  
Estimated Population

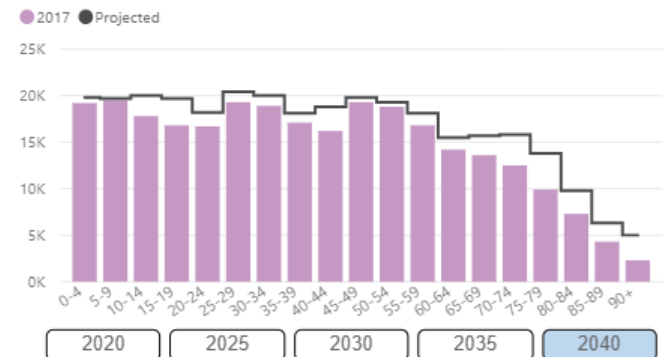
Localities

Map reproduced from the Ordnance Survey mapping with the permission of the Controller of Her Majesty's Stationary Office. © Crown copyright. Unauthorised reproduction infringes Crown copyright and may lead to prosecution or civil proceedings. © Crown copyright and database rights 2019 Ordnance Survey 100019529.

Population Pyramid



Walsall Borough Projected Population (2016 based)

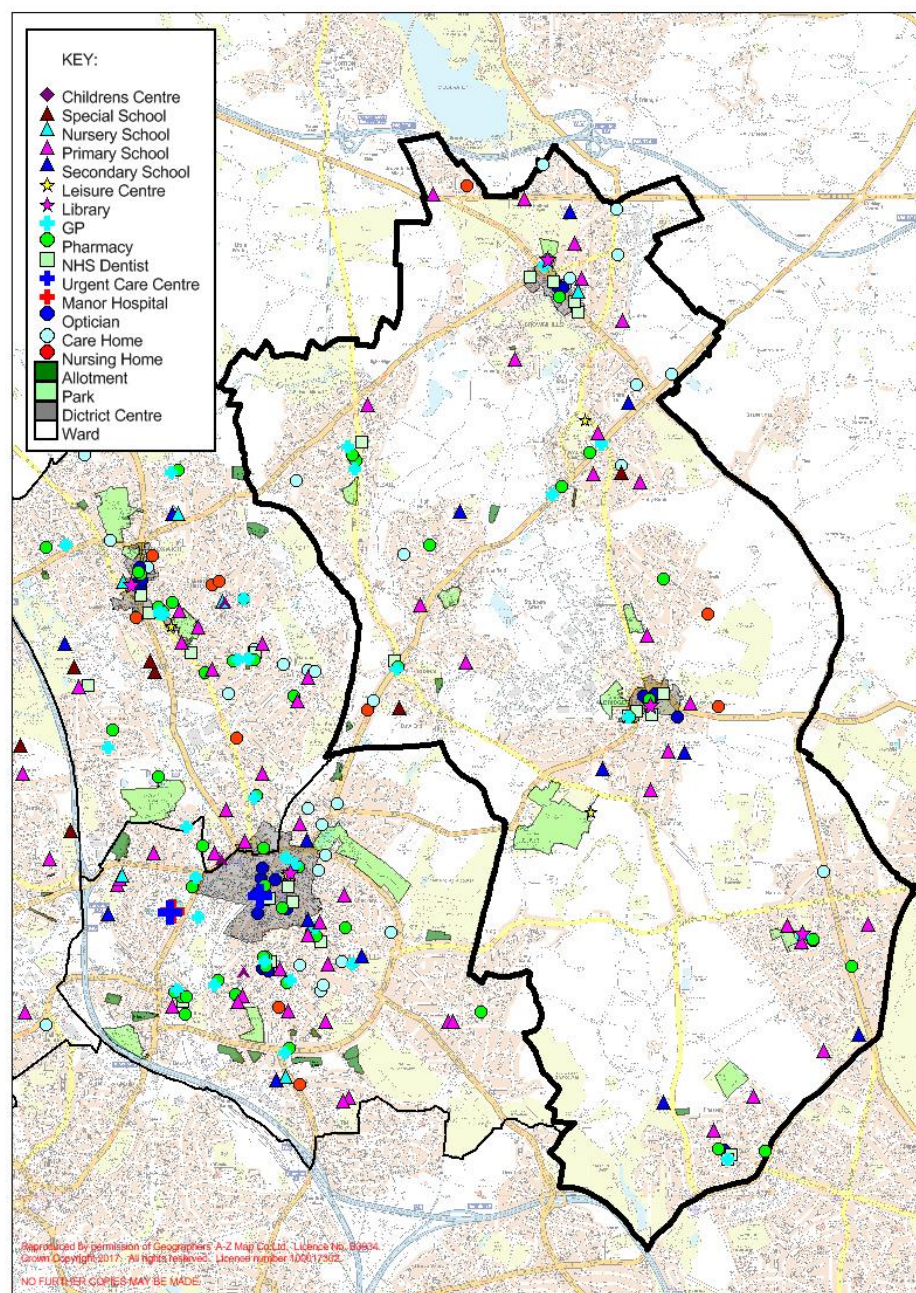


source: ONS 2016 ([link](#)) Projections apply to Walsall Borough: Ward level is not currently available.

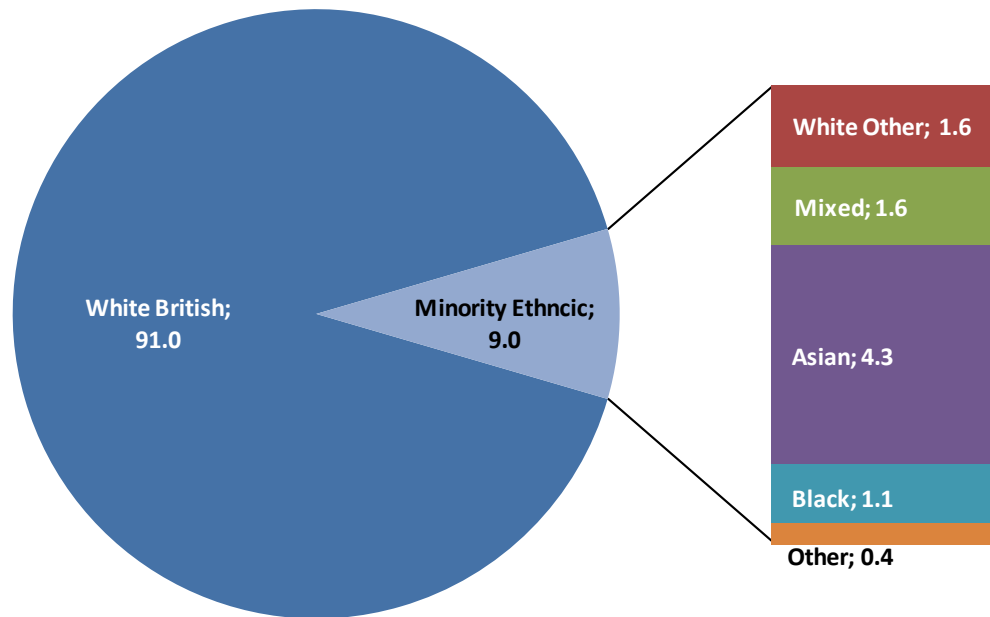
source: ONS 2018 Mid year population estimates & projections ([link](#))

Estimates rounded to nearest hundred therefore Total may differ.

**Source: ONS, Mid-2018 Population Estimates**



Source: Ordnance Survey



Source: ONS, 2011 Census

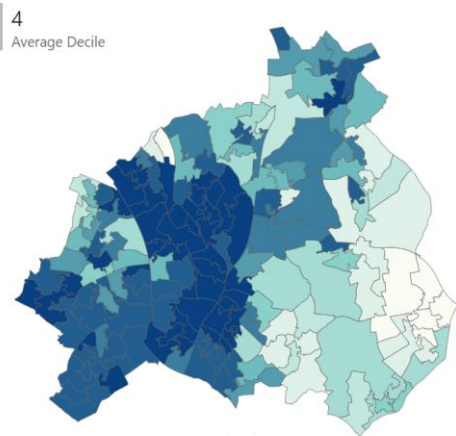
- 9.0% minority ethnic residents is less than half the borough average (24.1%)
- Asian Indian is the largest minority group at 2.8% (Walsall 6.1%)
- All ethnic groups below Walsall average except White British

- 36,700 occupied households
- Much lower proportion of socially rented properties to Walsall average (13.2% and 24.1%)
- Much greater proportion of owner occupied properties (77.9% compared with Walsall's 62.9%)
- Above average proportion of people over 65 living alone (14.6% compared with Walsall's 12.8%)

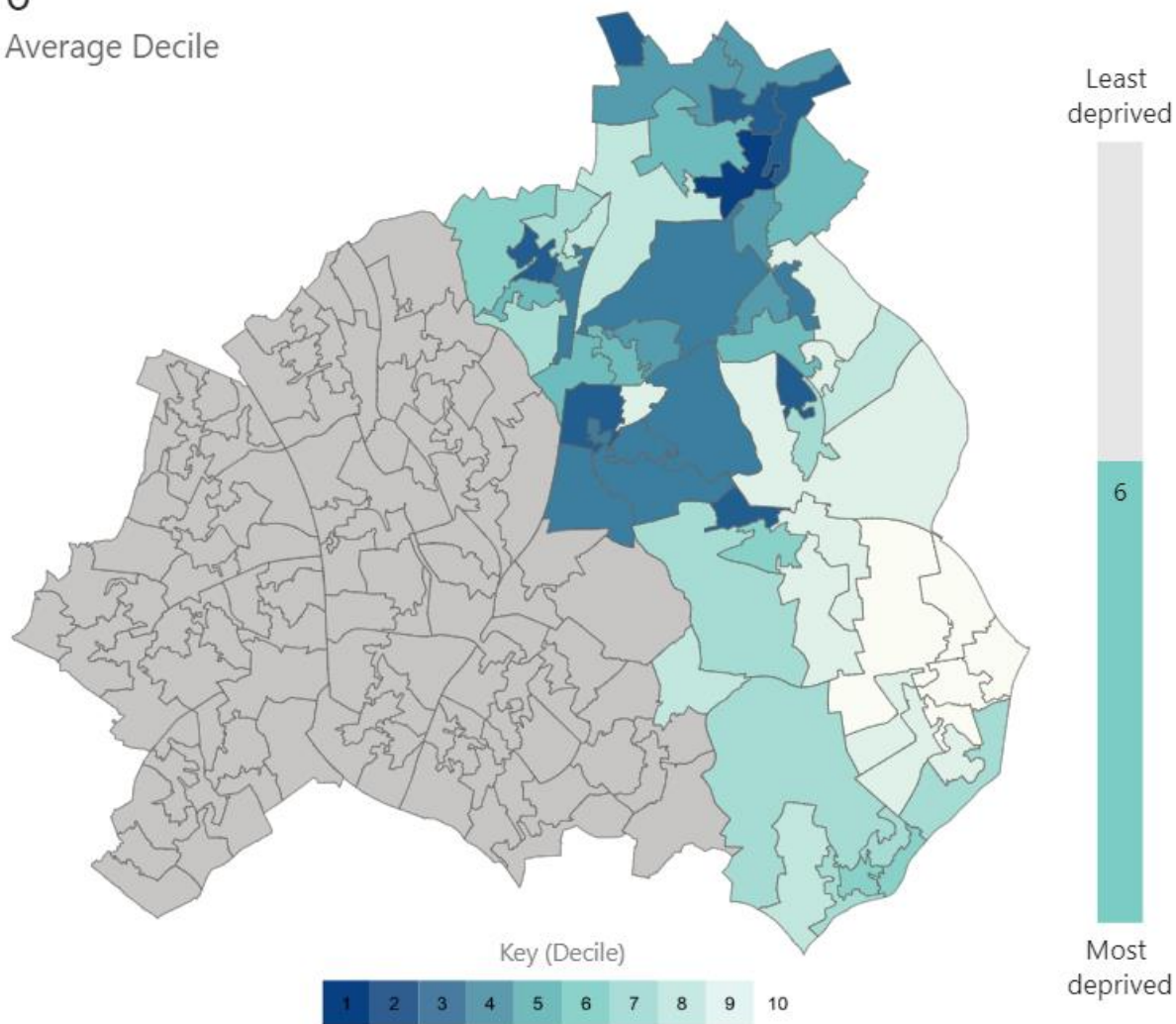
*Source: ONS, 2011 Census*

# Deprivation

- Significantly less deprived than the borough overall
- Neighbourhoods in Streetly and Aldridge among the least deprived in England
- Some pockets of relative deprivation do exist – in parts of Brownhills, Pelsall Rushall, Shelfield and Aldridge



6  
Average Decile

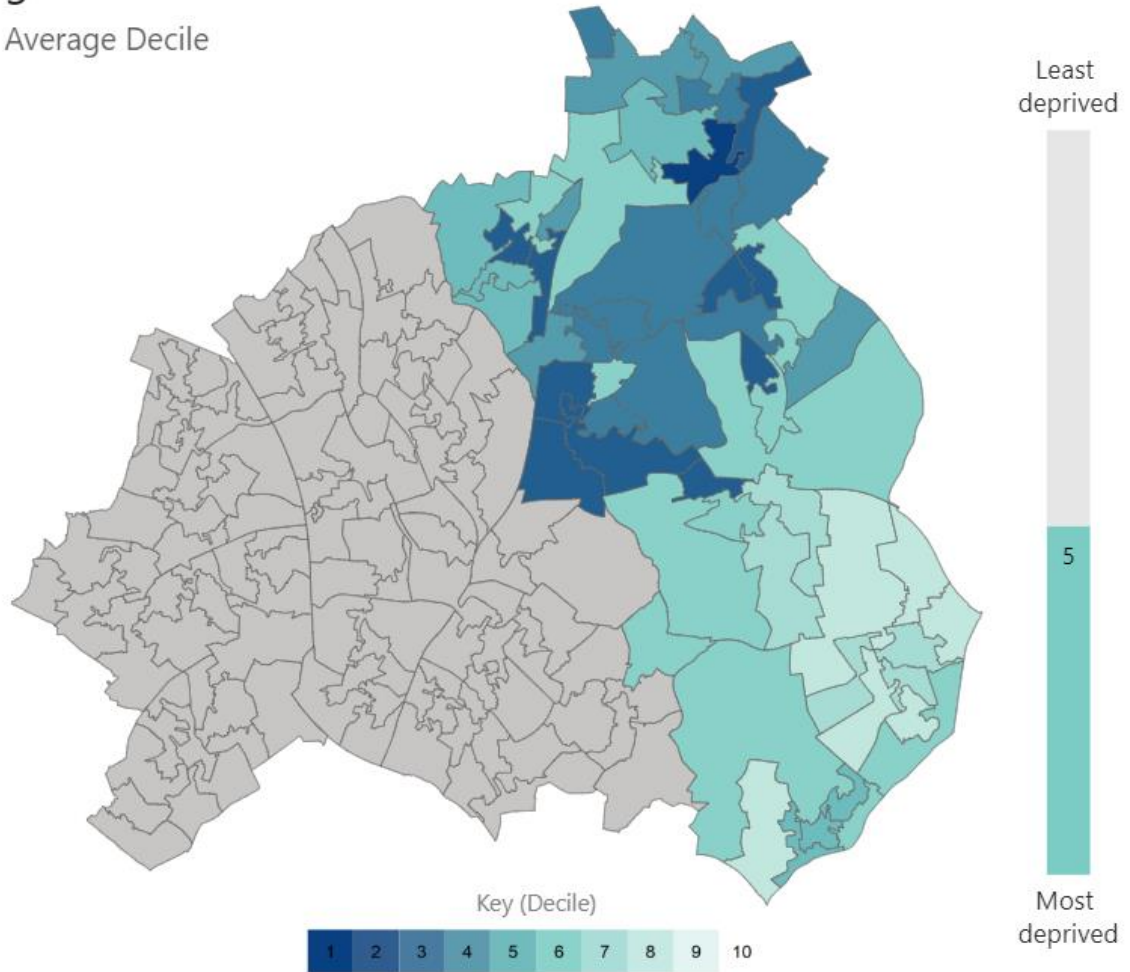


**Source:** Ministry of Housing, Communities & Local Government, 2019

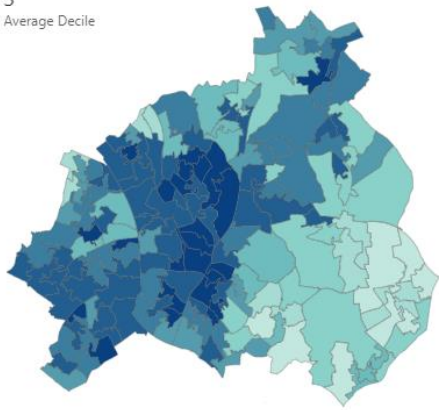
# Deprivation - Health

- Less deprived than the borough overall for this domain
- Neighbourhoods in Streetly among the least deprived in England
- Some pockets of relative deprivation do exist – in parts of Brownhills for example

5  
Average Decile



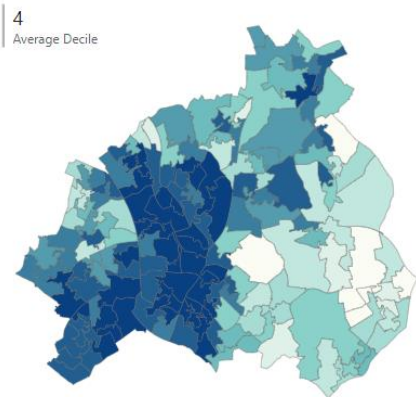
3  
Average Decile



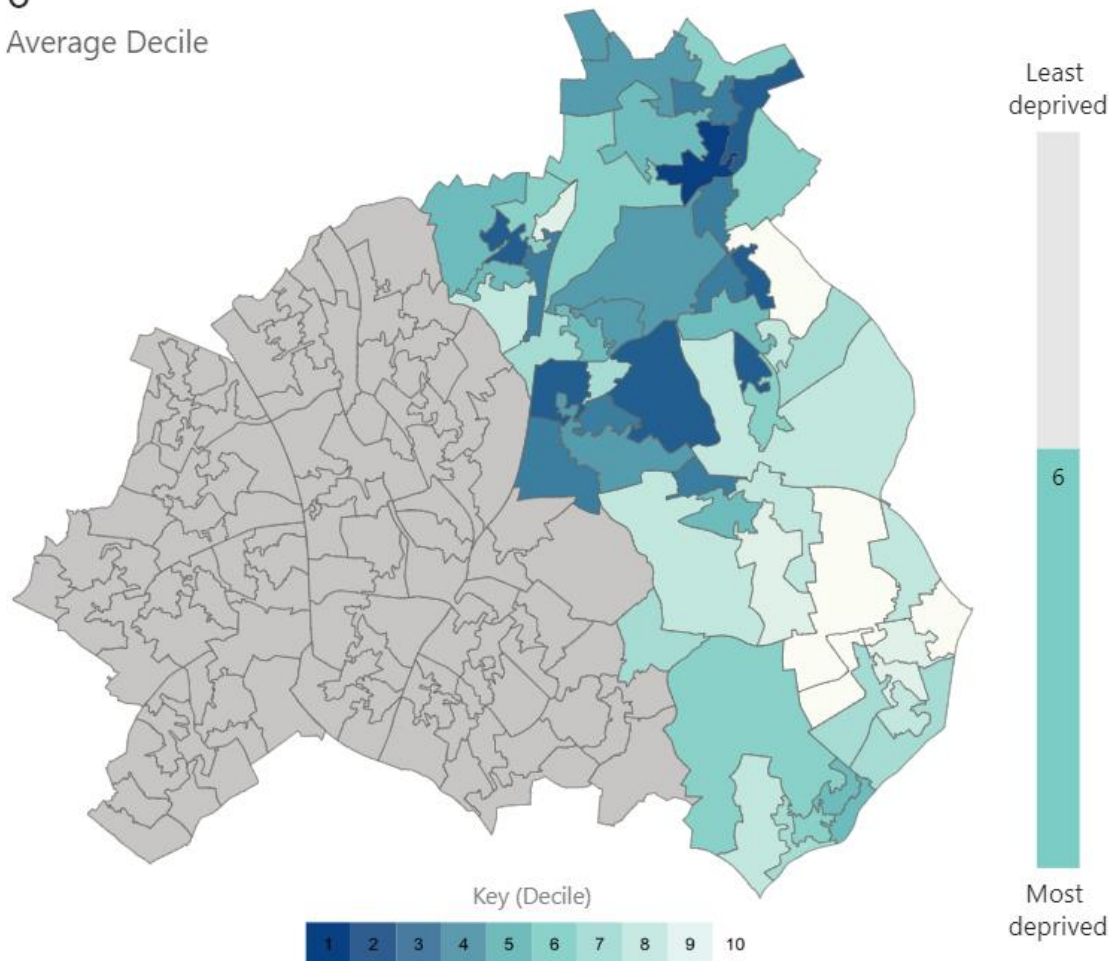
**Source:** Ministry of Housing, Communities & Local Government, 2019

# Deprivation — Income Deprivation Affecting Older People Index

- Less deprived than the borough overall for this domain
- Neighbourhoods in Streetly among the least deprived in England
- Some pockets of relative deprivation do exist – in parts of Brownhills, Pelsall, Rushall, Shelfield and Aldridge



6  
Average Decile



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

The largest groups of households are classified as group F – **Senior Security** (20%) & group H – **Aspiring Homemakers** (17%)

## F Senior Security



### Key Features

Elderly singles and couples  
Homeowners  
Comfortable homes  
Additional pensions above state  
Don't like new technology  
Low mileage drivers

### Channel Preference

Face to Face  
Post  
Landline  
Email  
Mobile  
Online

### Index

98  
111  
102  
98  
58  
83

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

Face to Face  
Post  
Landline  
Email  
Mobile  
Online

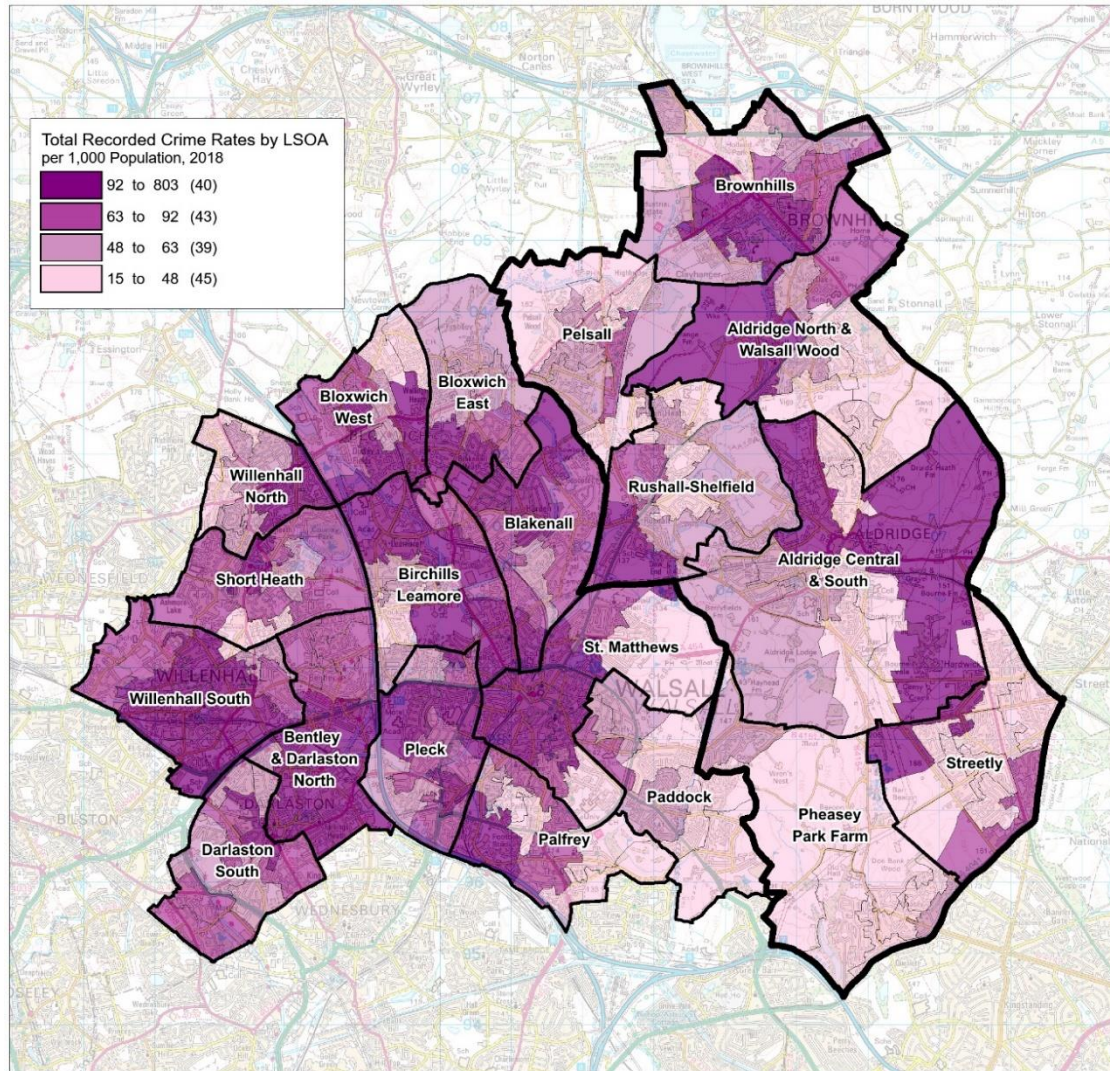
### Index

88  
93  
95  
110  
122  
109

Least effective  
communication  
routes

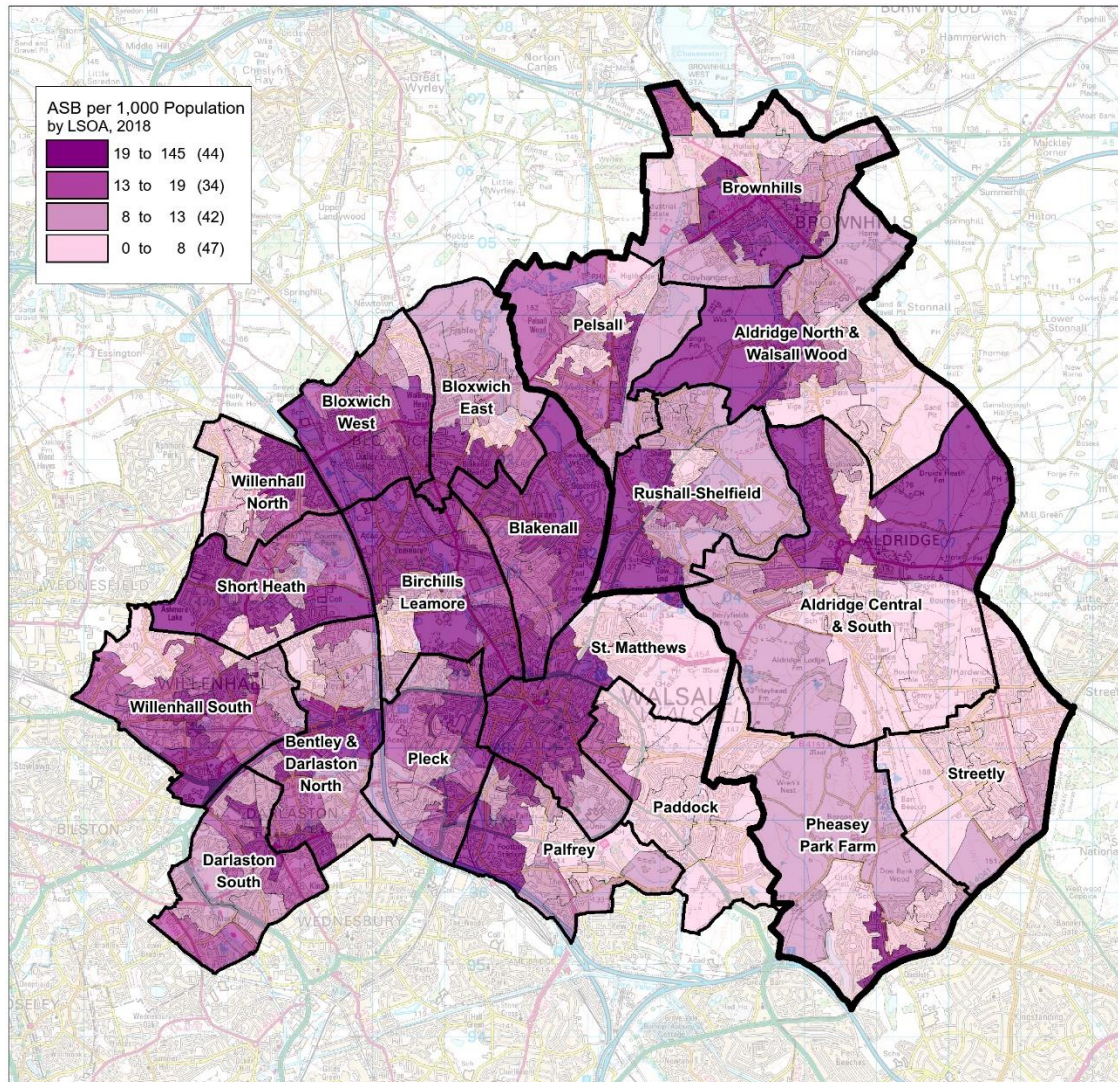
Source: Experian - Mosaic Public Sector Profiler 2019; Ordnance Survey LLPG Address file

# Recorded Crime



Source: West Midlands Police, Jan-Dec 2018

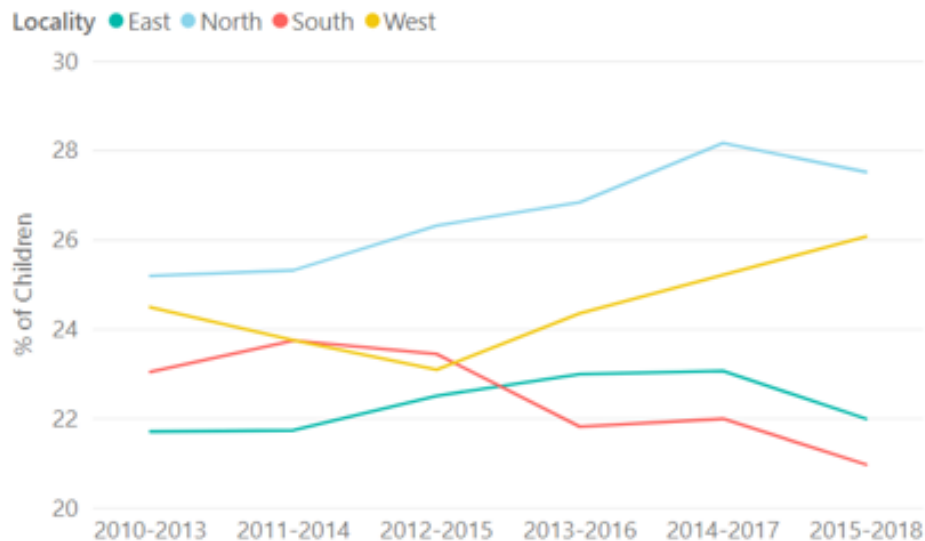
# Anti-Social Behaviour (ASB)



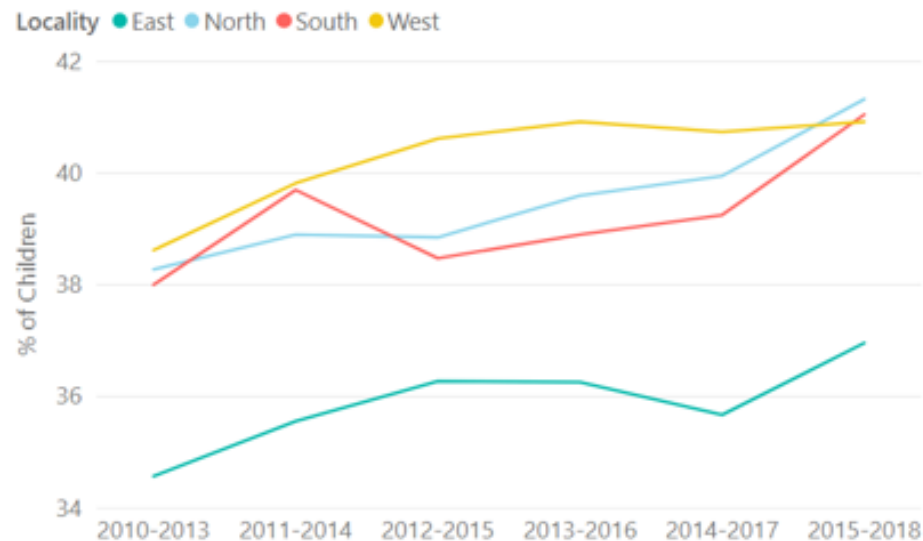
Source: West Midlands Police, Jan-Dec 2018

## Childhood Obesity In Walsall Localities

Rate of Excess Weight in Reception Aged Children



Rate of Excess Weight in Year 6 Children



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

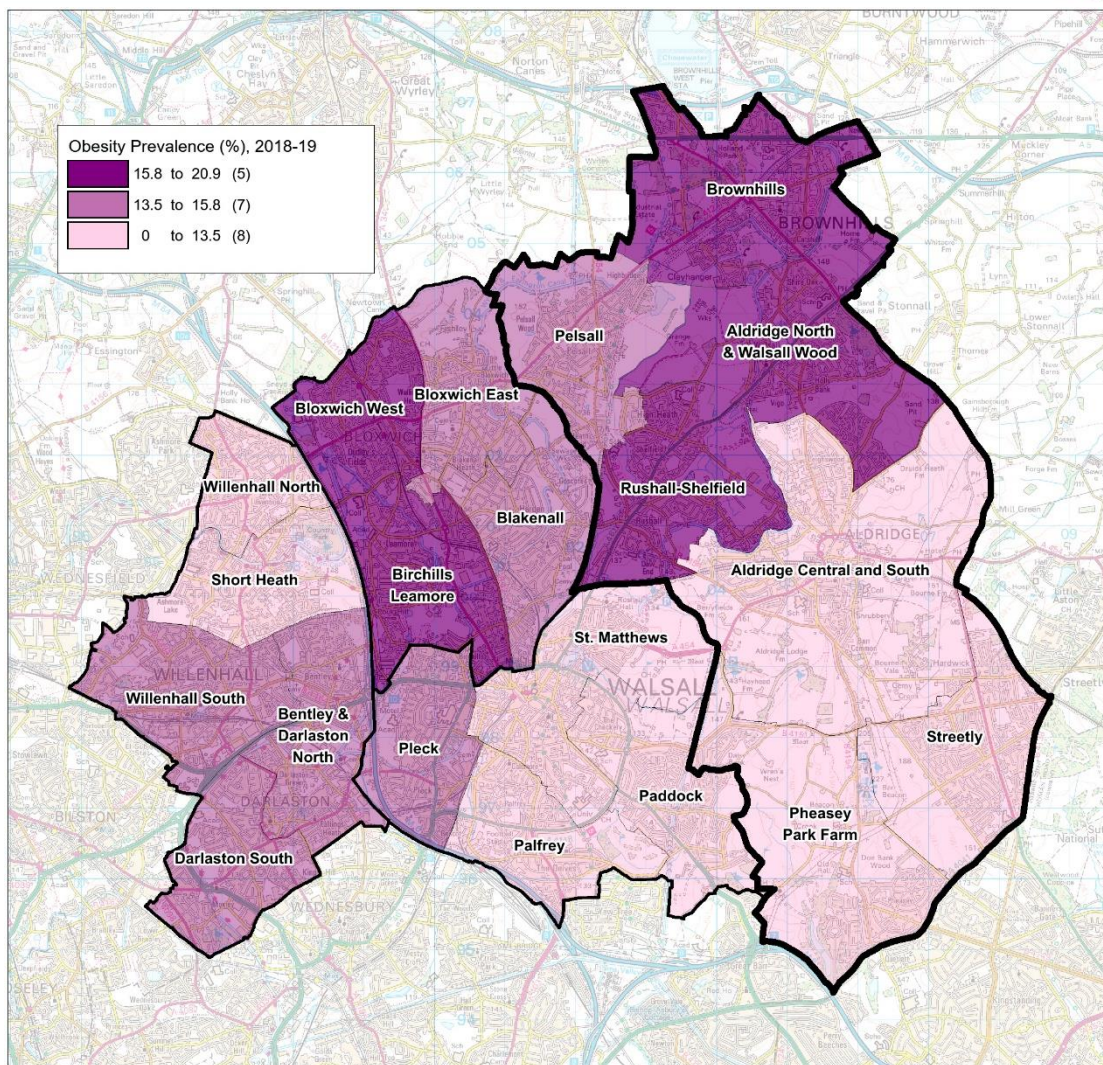
\* Generally, the rate of childhood excess weight is higher in the North and West Localities.

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

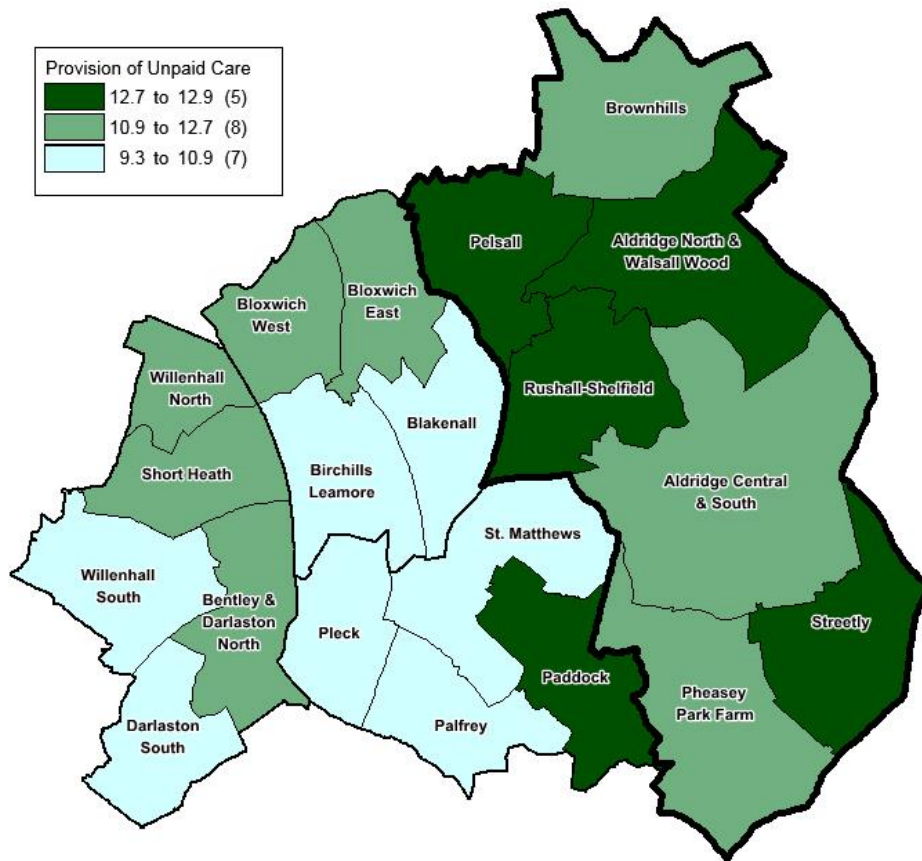


The East locality varies greatly for adult obesity prevalence (11.6% Aldridge Central & South compared to 17.3% in Aldridge North & Walsall Wood).

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

*Note – based on GP patient lists*

# Provision of Unpaid Care



Ward	#	%
Pelsall	1,553	12.9
Streetly	1,482	12.7
Rushall-Shelfield	1,419	12.7
Aldridge North and Walsall Wood	1,404	12.7
Aldridge Central and South	1,661	12.6
Pheasey Park Farm	1,483	12.5
Brownhills	1,386	11.8
WALSALL	30,632	11.4

East locality has high proportions of residents providing unpaid care - (12.9% in Pelsall and 11.8% in Brownhills) compared to the borough average (11.4%)

Source: ONS, 2011 Census

# Adult Social Care User Survey

563

People surveyed

193

Responses

34.28

Response rate (%)

Responses  
were  
received  
from

181

People residing in their own homes

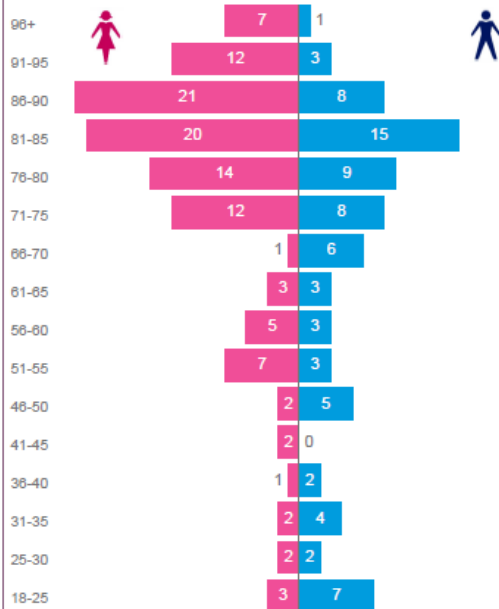
9

People residing in residential care

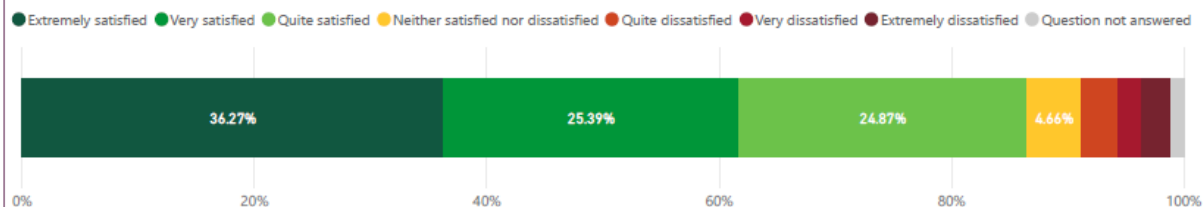
3

People residing in nursing care

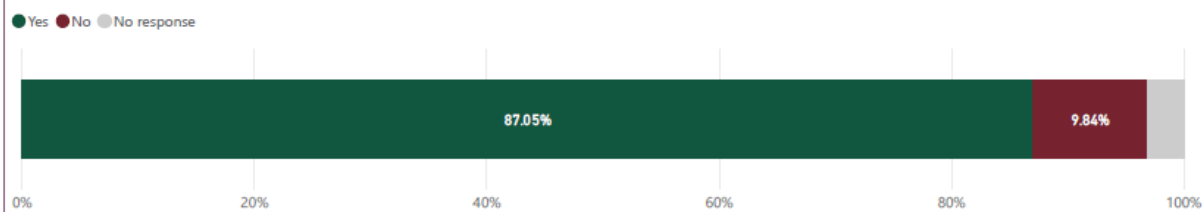
## Respondents by age and gender



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



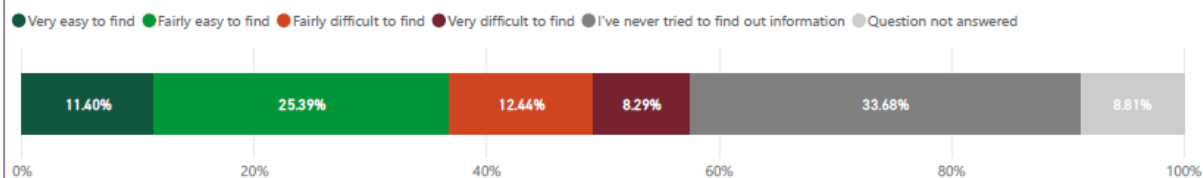
## Do care and support services help you to have a better quality of life?



## 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?



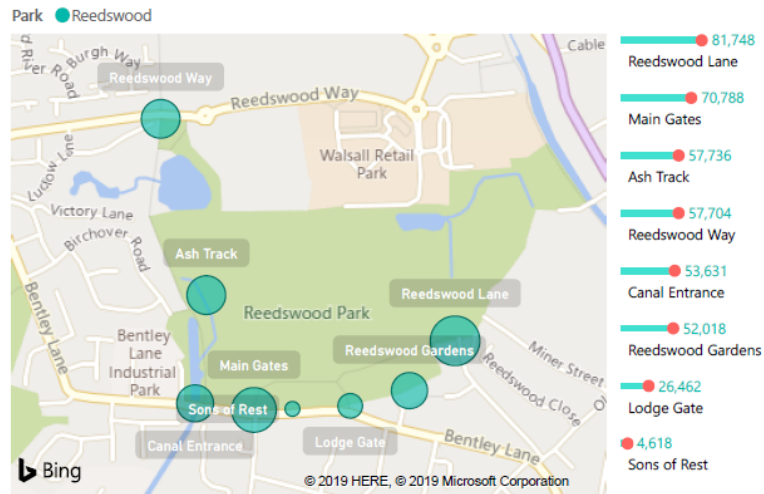
Source: Adult Social Care User Survey (ASCUS), 2018-19

# People Counters – Use of Parks

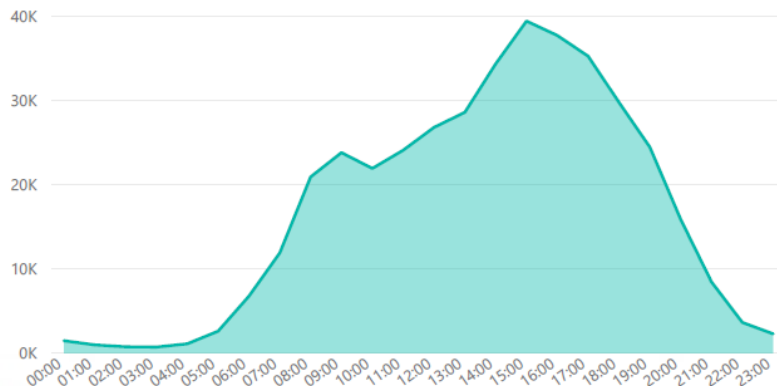


Walsall Council

People Counter Dashboard: **Reedwood Overview**



Visitors by hour



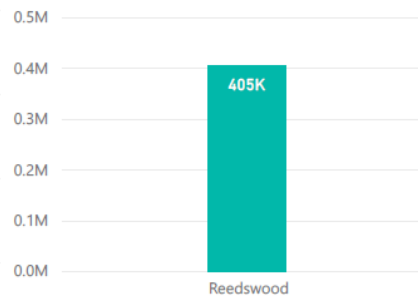
01/01/2018 30/09/2019

Park_name	Date	Event	Visitors
Reedwood	24/06/18		2,478
Reedwood	10/07/19		2,218
Reedwood	07/05/18	Bank Holiday	2,113
Reedwood	23/06/18		2,084
Reedwood	09/06/19		1,627
Reedwood	22/06/19		1,619
Reedwood	06/05/18		1,543
Reedwood	22/04/19	Bank Holiday	1,451
Reedwood	05/05/18		1,434
Reedwood	22/04/18		1,409
<b>Total</b>			<b>404,703</b>

404.70K

Total Visitors

Visitors by park

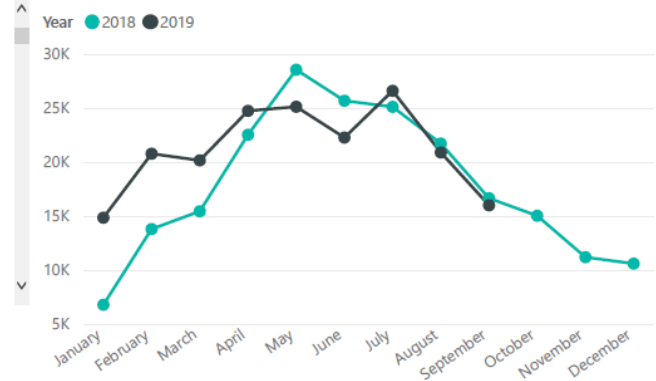


Palfrey

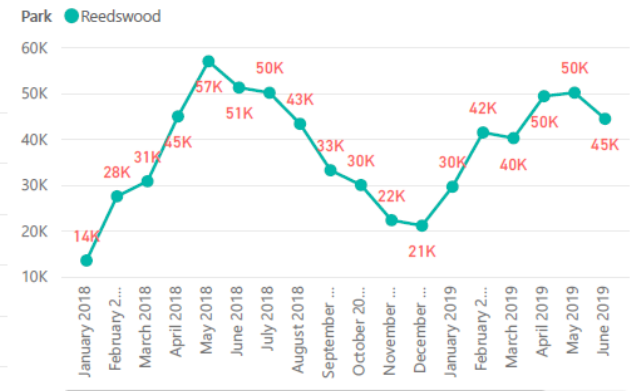
Reedwood

Willenhall

Park visitors by month, by year



Park visitors by month



PROUD OF OUR PAST OUR PRESENT AND FOR OUR FUTURE

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



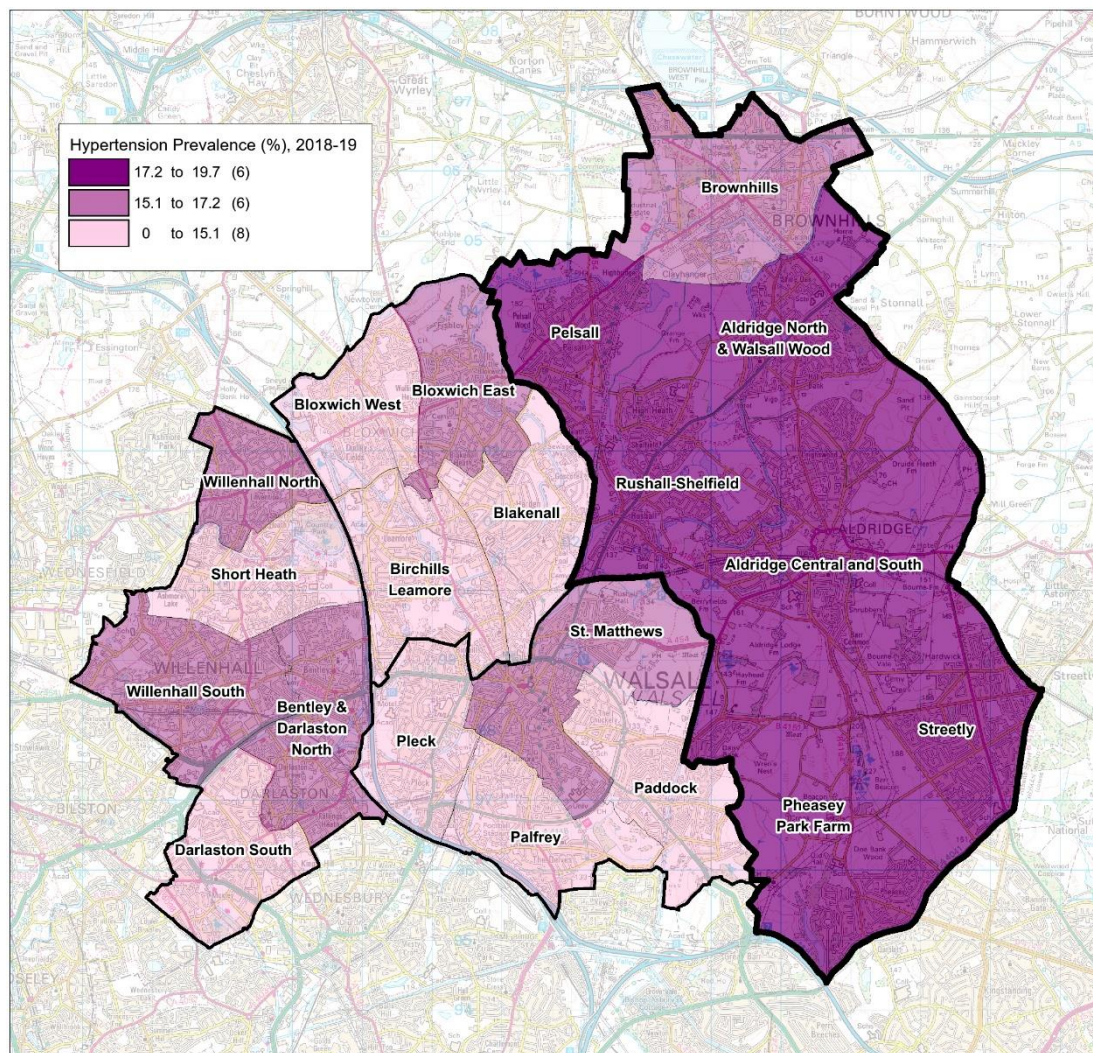
Walsall Council

PROUD OF OUR PAST OUR PRESENT AND FOR OUR FUTURE

# Hypertension Prevalence (%)

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

The East locality has high prevalence for hypertension (19.6% Aldridge Central & South and 19.1% in Pheasey Park farm.



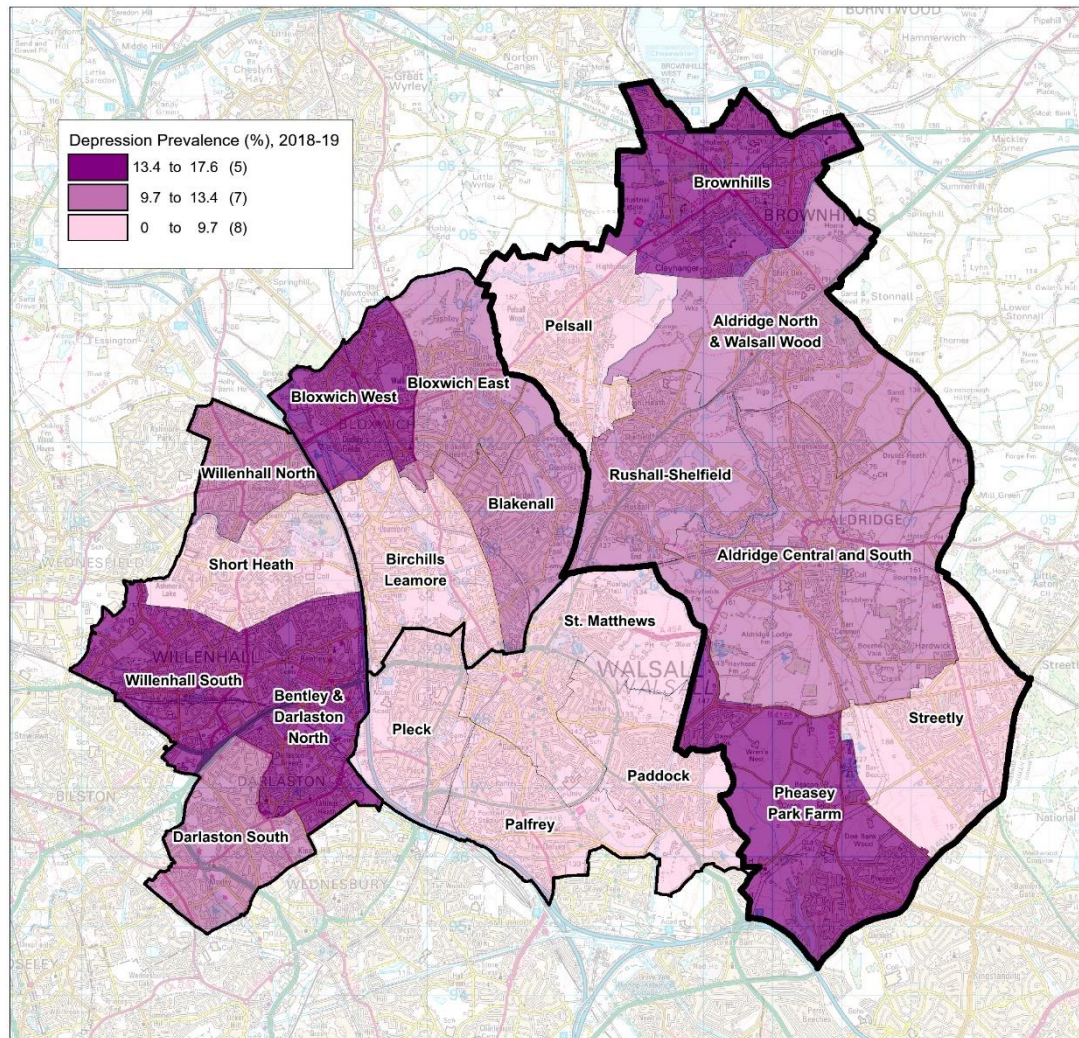
Note – based on GP patient lists

Source: Quality & Outcomes Framework, 2018-19

# Depression Prevalence (%)

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

The East locality varies greatly for depression prevalence (13.9% Brownhills compared to 7.5% in Streetly).



Source: Quality & Outcomes Framework, 2018-19

Note – based on GP patient lists

- **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*

Contact: [insight@walsall.gov.uk](mailto:insight@walsall.gov.uk)

## Key Contributors:

Emma Thomas, Claire Heath, David Hughes & Lee Harley (Public Heath), Liz Connolly (Economic Intelligence), Kauser Agha & Caroline Harper (Regeneration & Development), John Morris (Localities & Partnerships), Sairah Ahmed (WM Police)

Reproduced from the Ordnance Survey mapping with the permission of the Controller of Her Majesty's Stationery Office.  
© Crown copyright. Unauthorised reproduction infringes Crown copyright and may lead to prosecution or civil proceedings.  
© Crown copyright and database rights 2020 Ordnance Survey 100019529.  
NO FURTHER COPIES MAY BE MADE.

Reproduced by permission of Geographers' A-Z Map Co. Ltd. Licence No. B3934.  
Crown Copyright 2020. All rights reserved. Licence number 100017302.  
NO FURTHER COPIES MAY BE MADE.

