

Locality Profile: WEST

Michael Greenfield Locality Manager

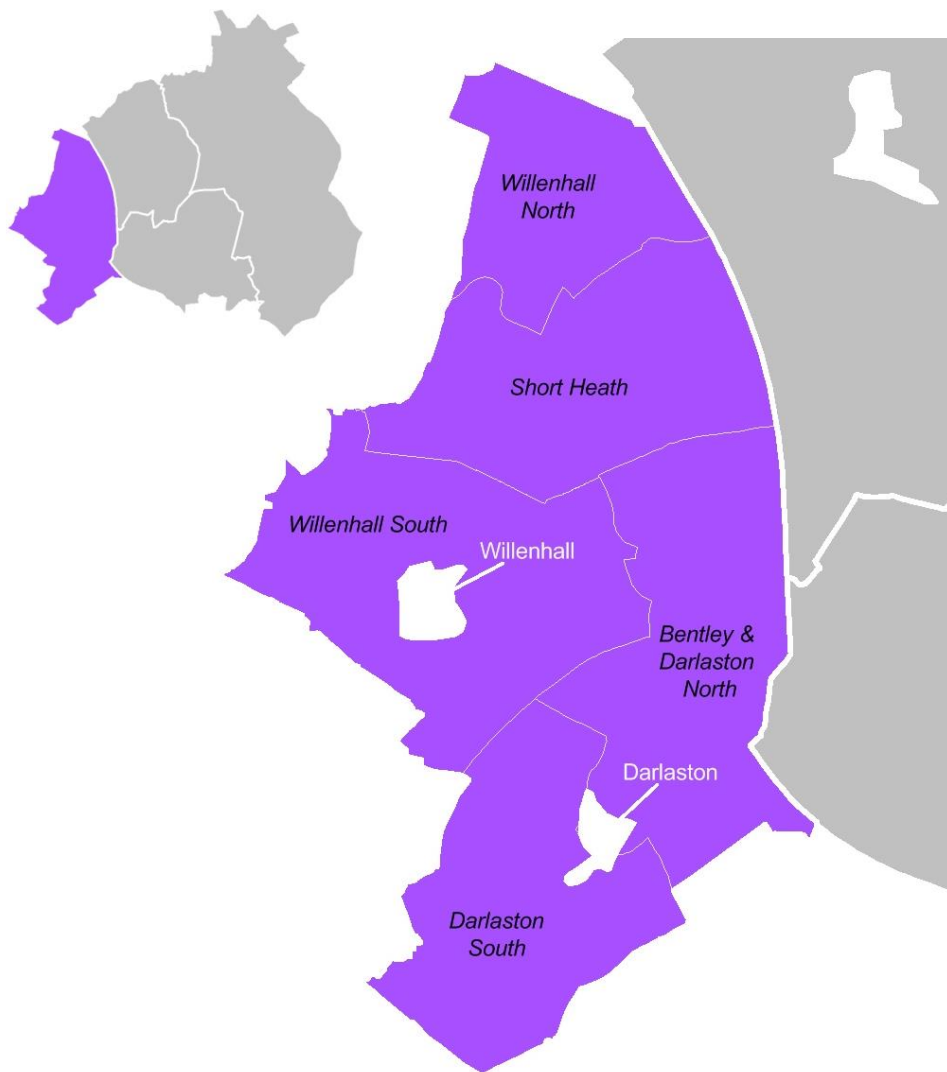
November 2019

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



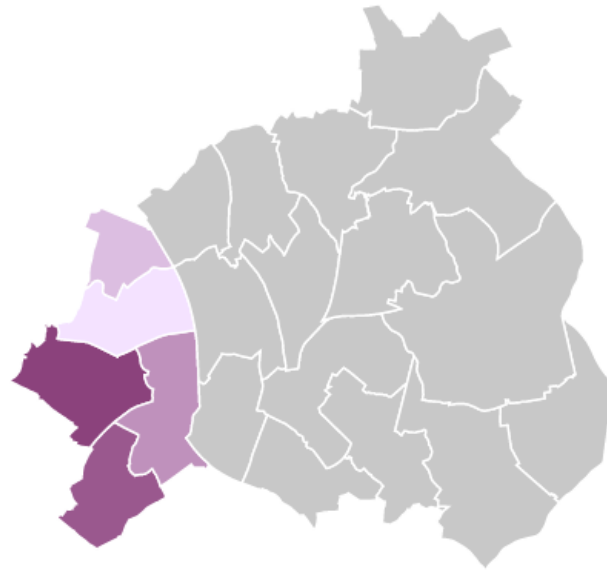
Population

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%
Total	71,600	100.00%

Walsall Ward Map



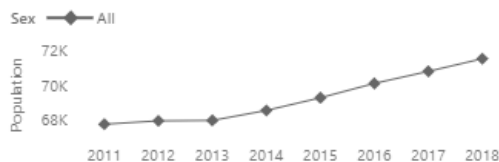
71,600

Estimated Population

Localities

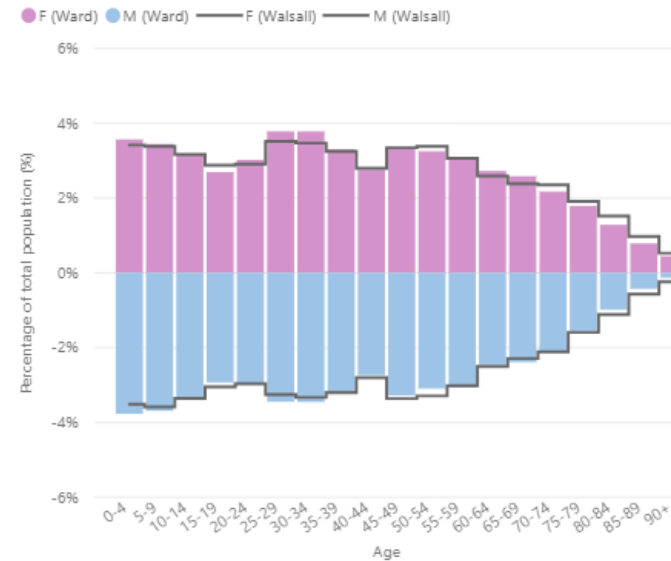
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Population over time

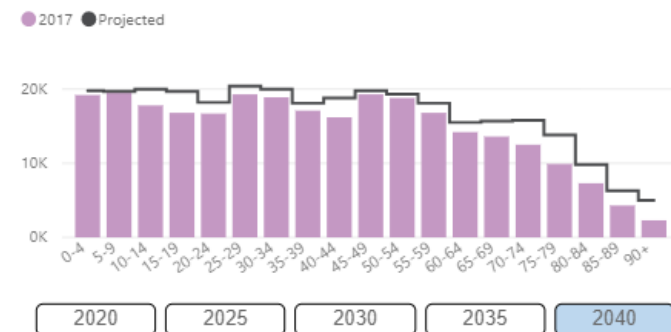


Source: ONS, Mid-2018 Population Estimates

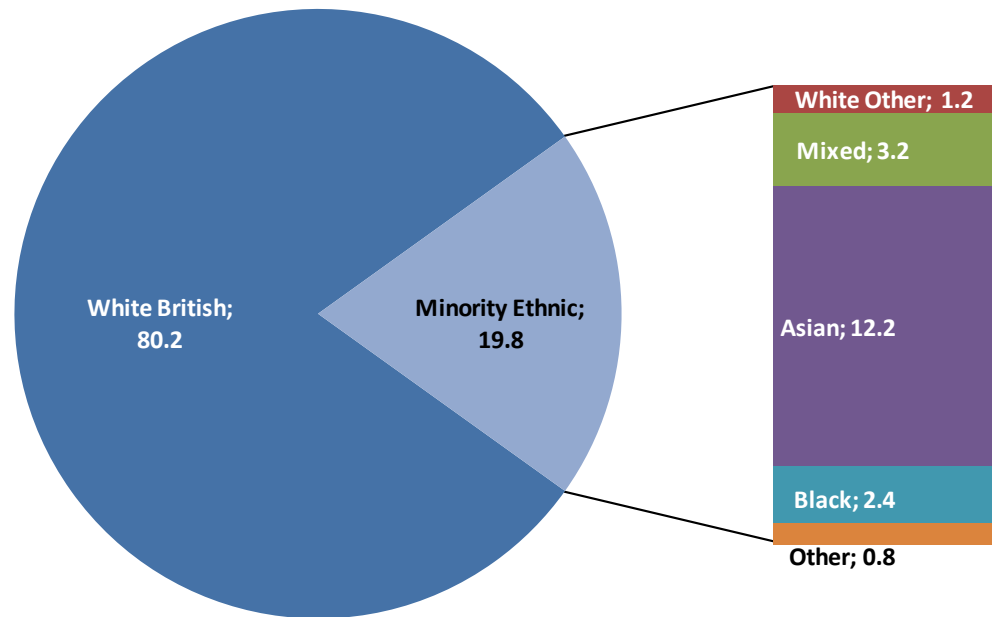
Population Pyramid



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).



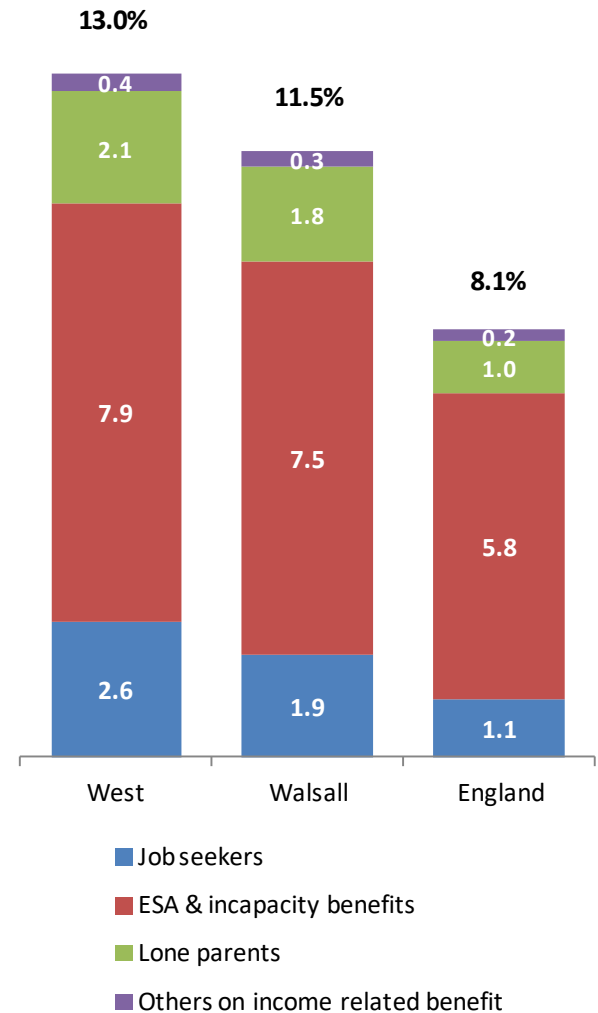
- 19.8% minority ethnic residents is lower than borough (Walsall av 24.1%)
- Asian: Indian is the largest minority group – 7.4% (Walsall av 5.3%)
- A mix of all other minority groups but in smaller numbers

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

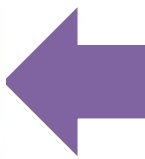
Families with children
Aged 25 to 40
Limited resources
Some own low cost homes
Some rent from social landlords
Squeezed budgets

Channel Preference

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

Index

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

Index

Least effective
communication
routes



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

Environment

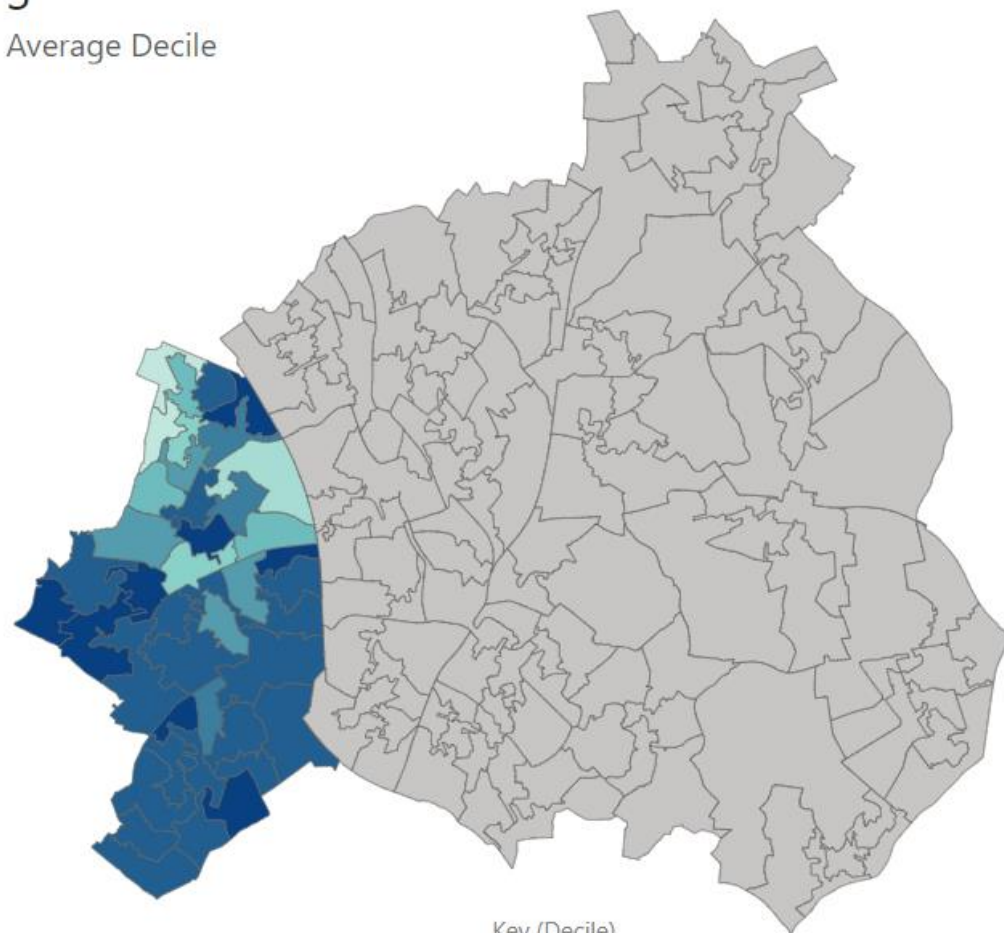


Walsall Council

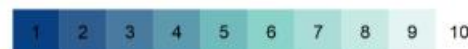
PROUD OF OUR **PAST** OUR **PRESENT** AND FOR OUR **FUTURE**

- 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.

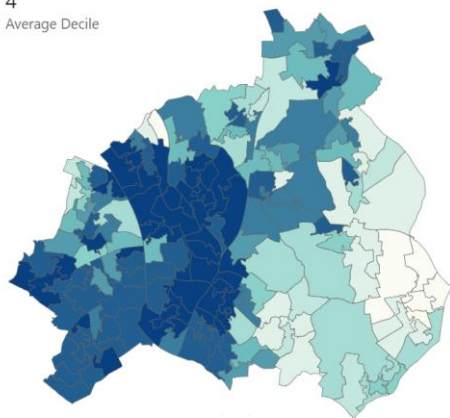
3
Average Decile



Key (Decile)



4
Average Decile



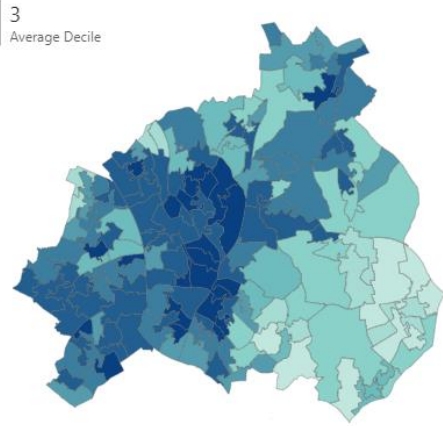
Source: Ministry of Housing, Communities & Local Government, 2019

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.

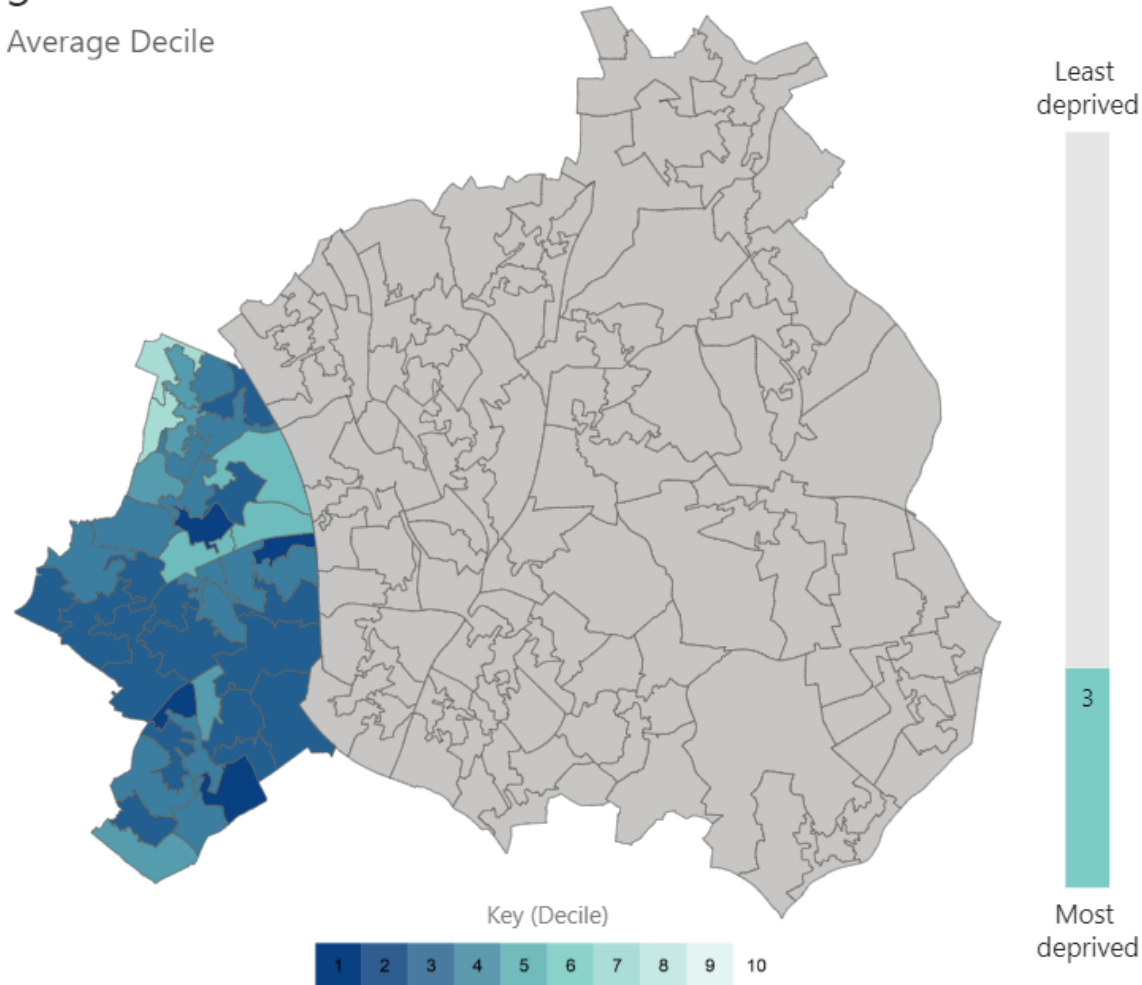
3

Average Decile



3

Average Decile

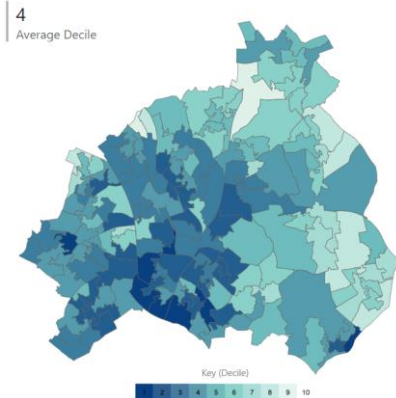
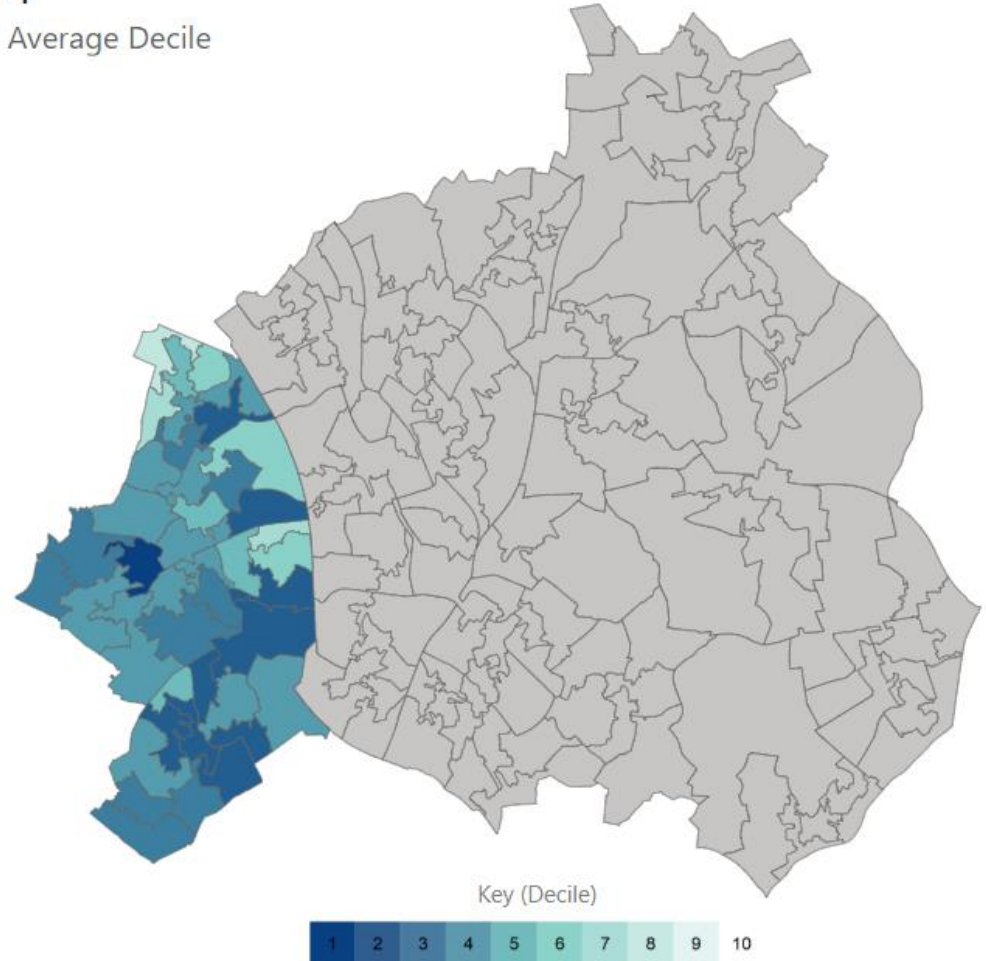


Source: Ministry of Housing, Communities & Local Government, 2019

Deprivation – Living Environment

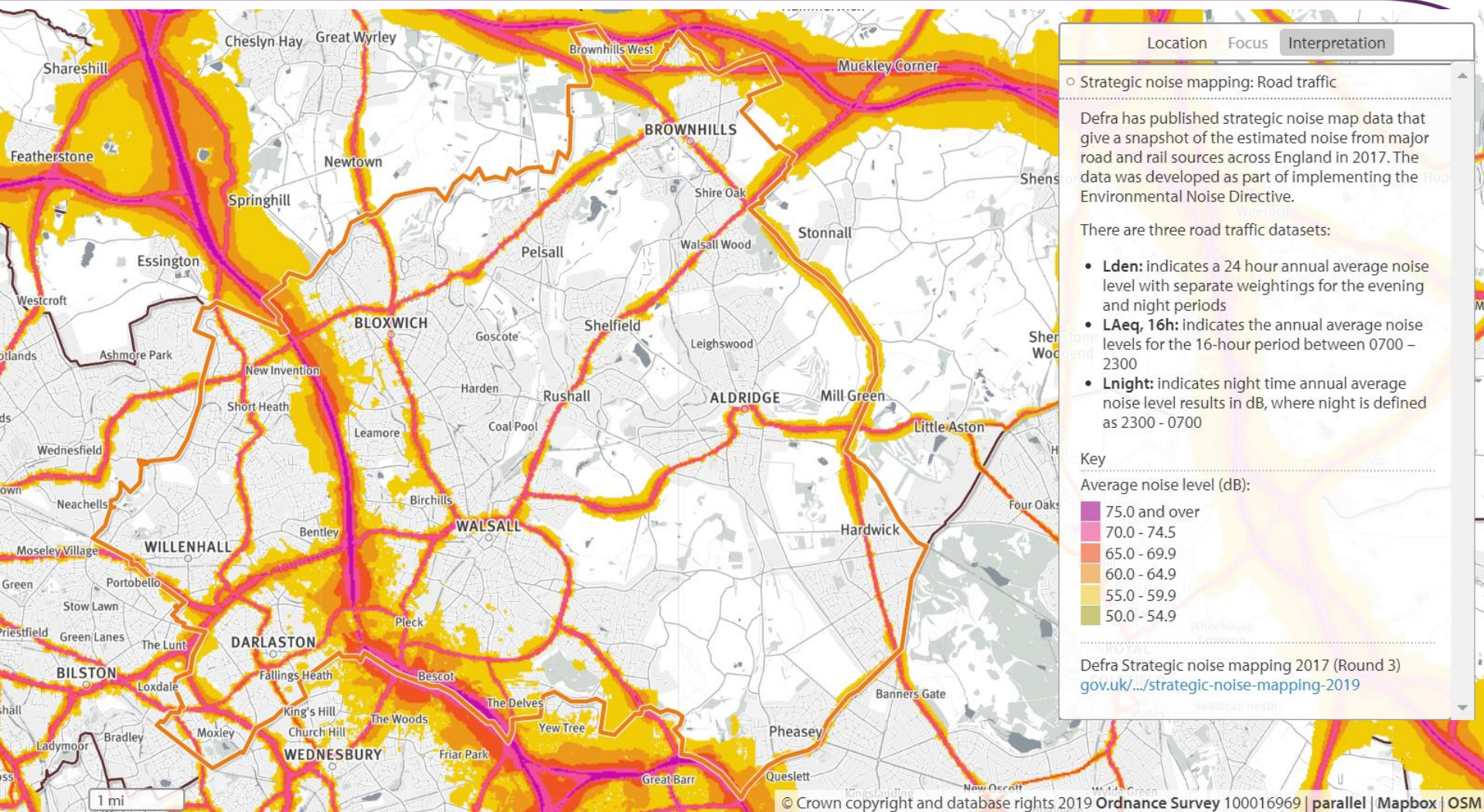
- On par with borough overall for this domain
- Mixture of deprivation levels across the locality
- Some pockets do exist – Spring Bank is the most deprived & Coppice Farm North the least deprived

4
Average Decile



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

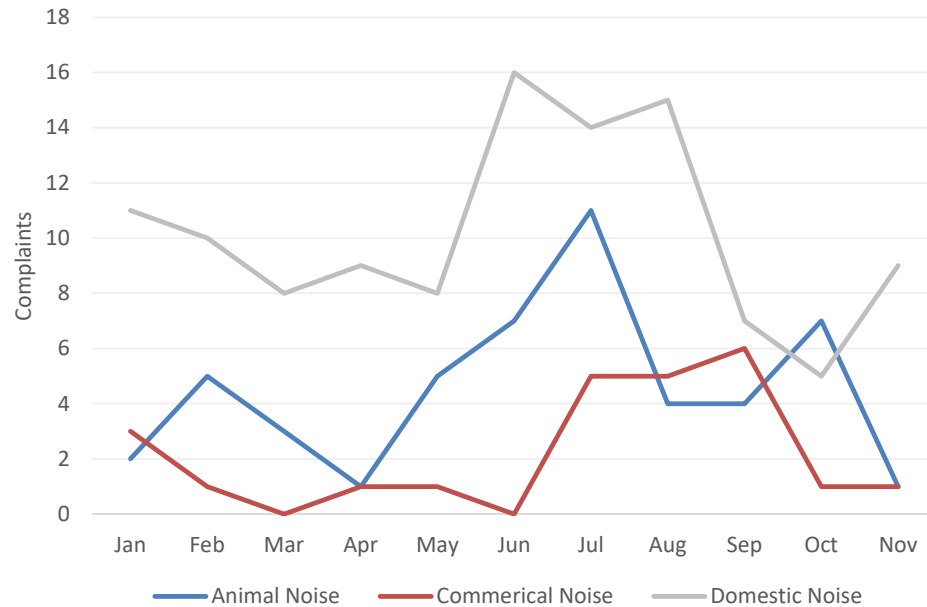
Road Traffic Noise – 16 hour average



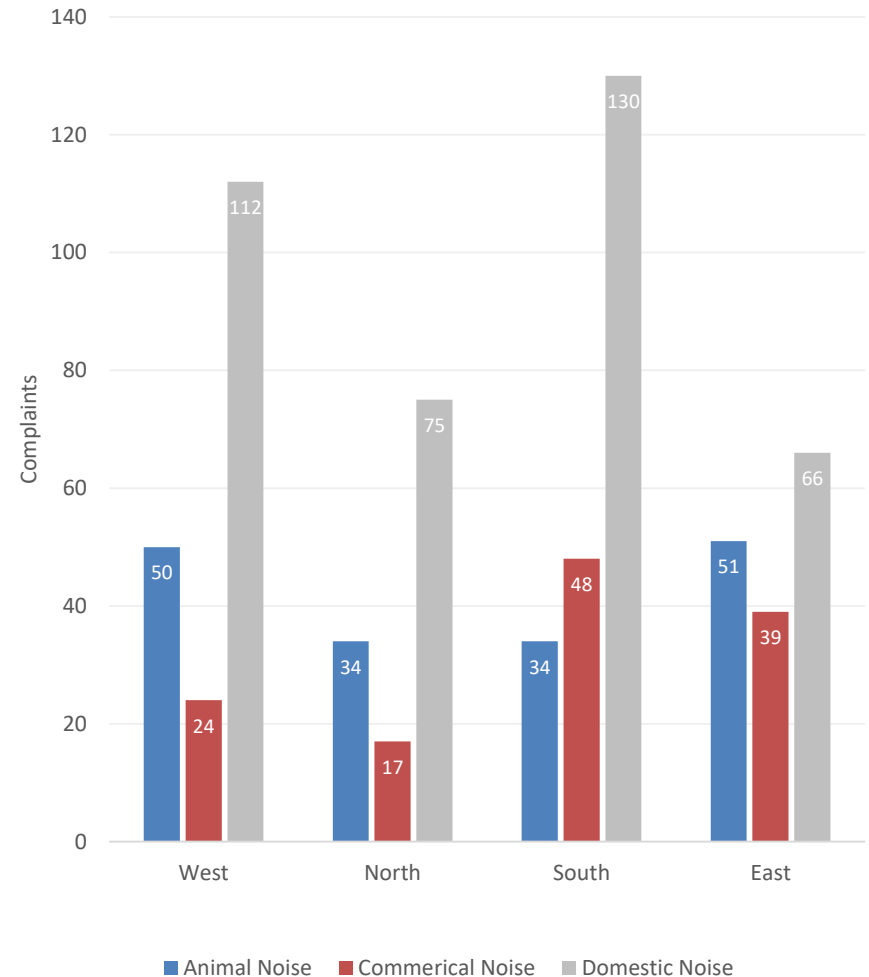
Source: PHE SHAPE Tool, Defra 2017

Noise Complaints

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



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

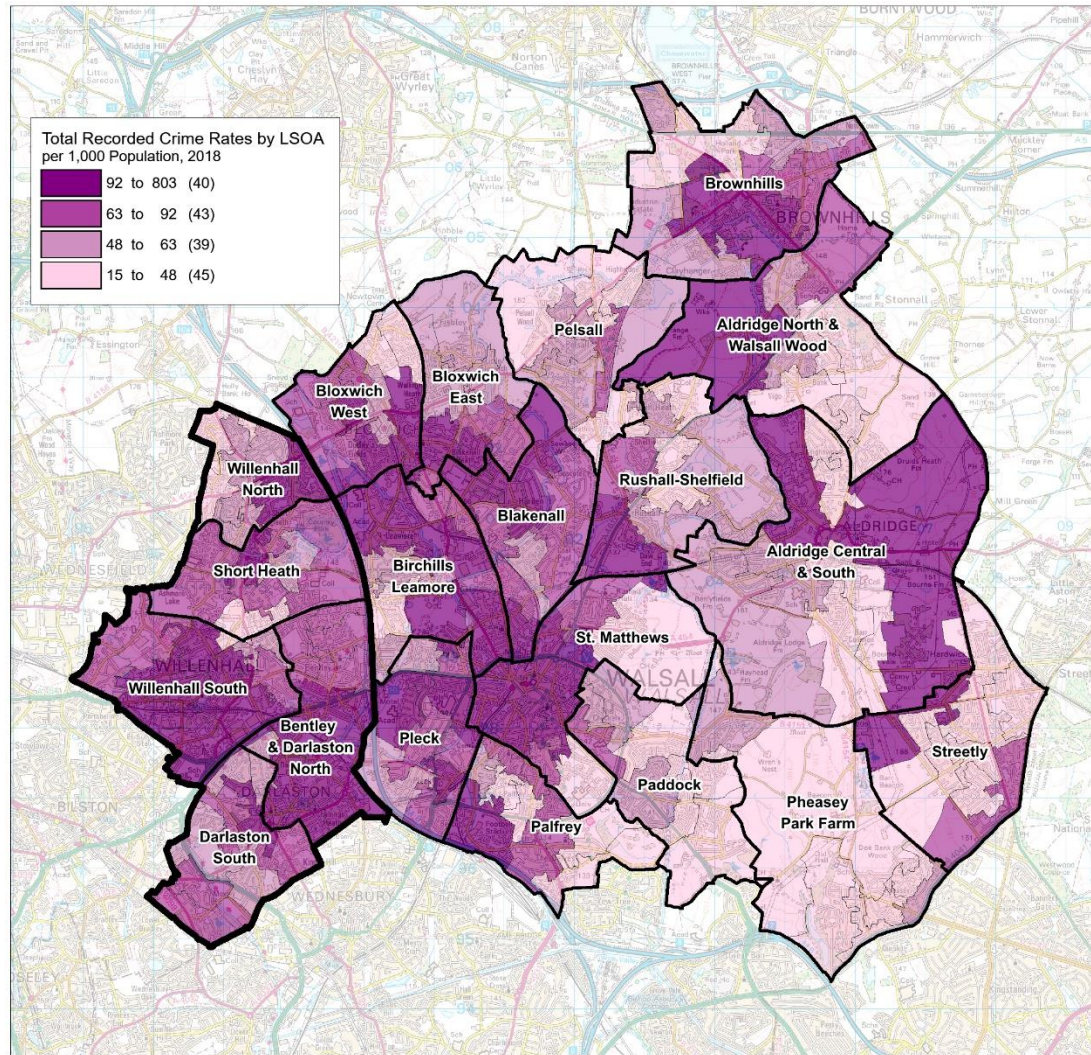


Anti-Social Behaviour / Crime



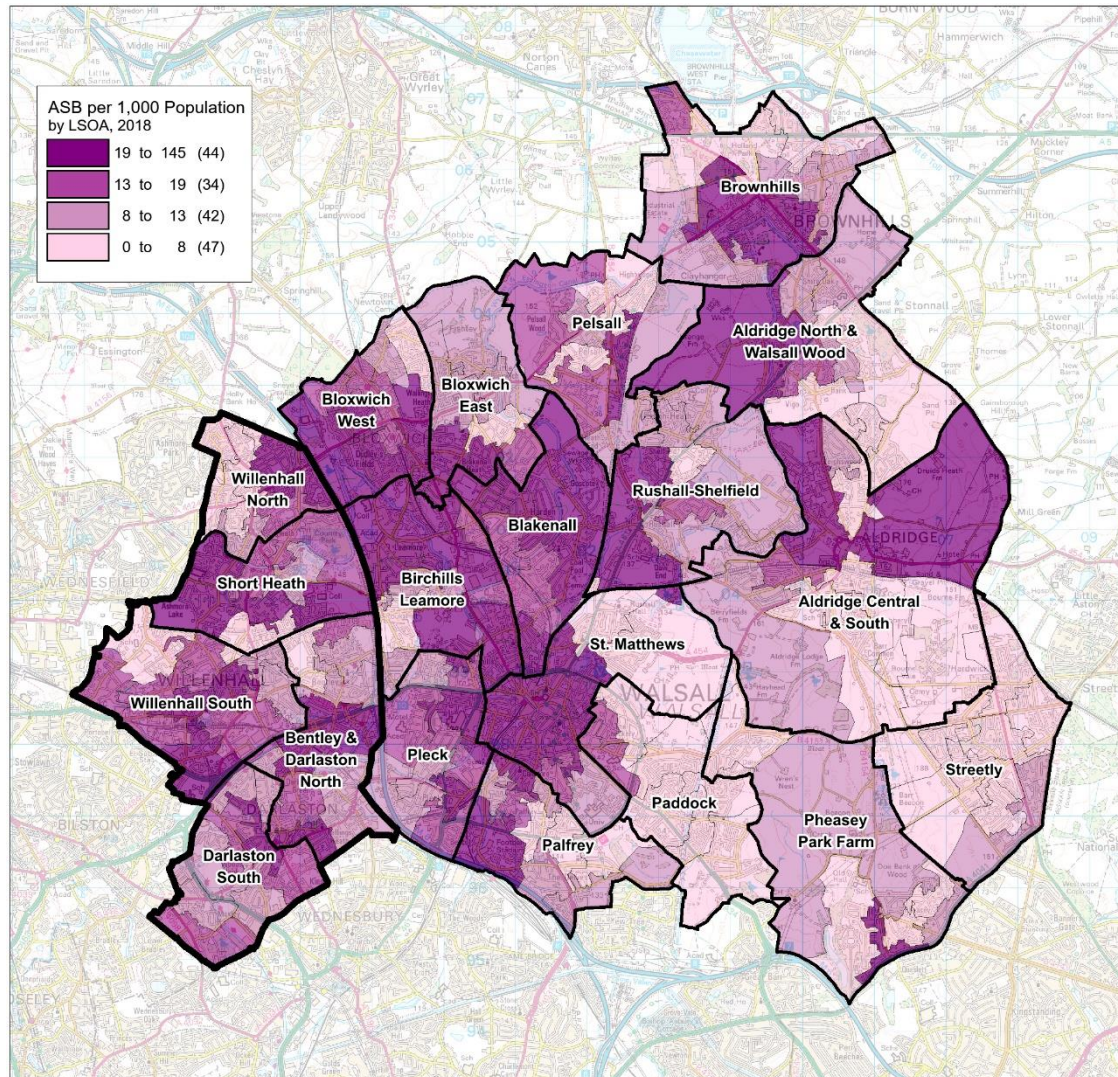
Walsall Council

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Source: West Midlands Police, Jan-Dec 2018

Anti-Social Behaviour (ASB)



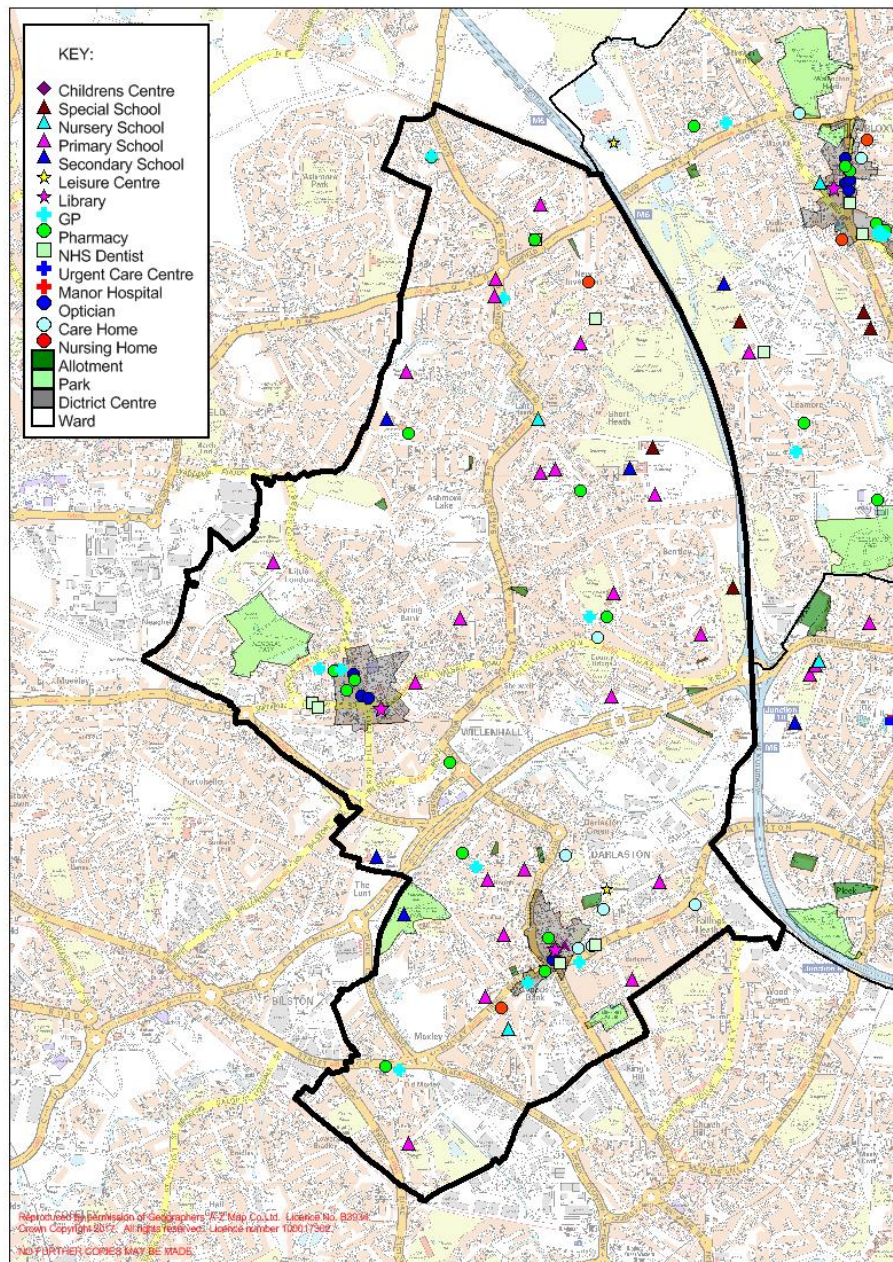
Source: West Midlands Police, Jan-Dec 2018

Health & Wellbeing



Walsall Council

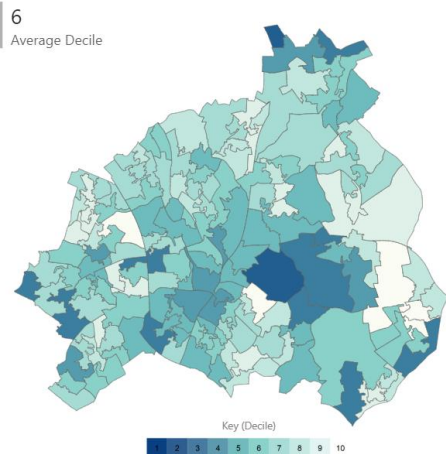
PROUD OF OUR **PAST** OUR **PRESENT** AND FOR OUR **FUTURE**



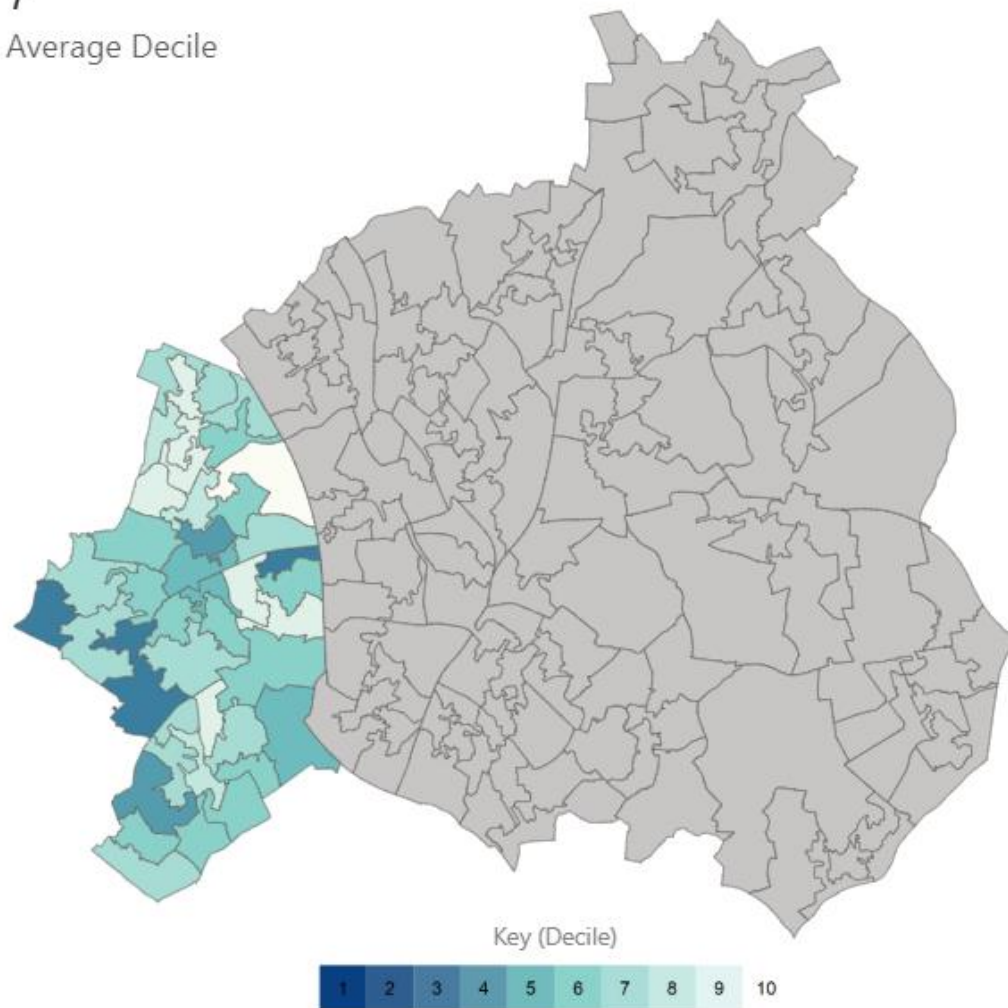
Source: Ordnance Survey

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.

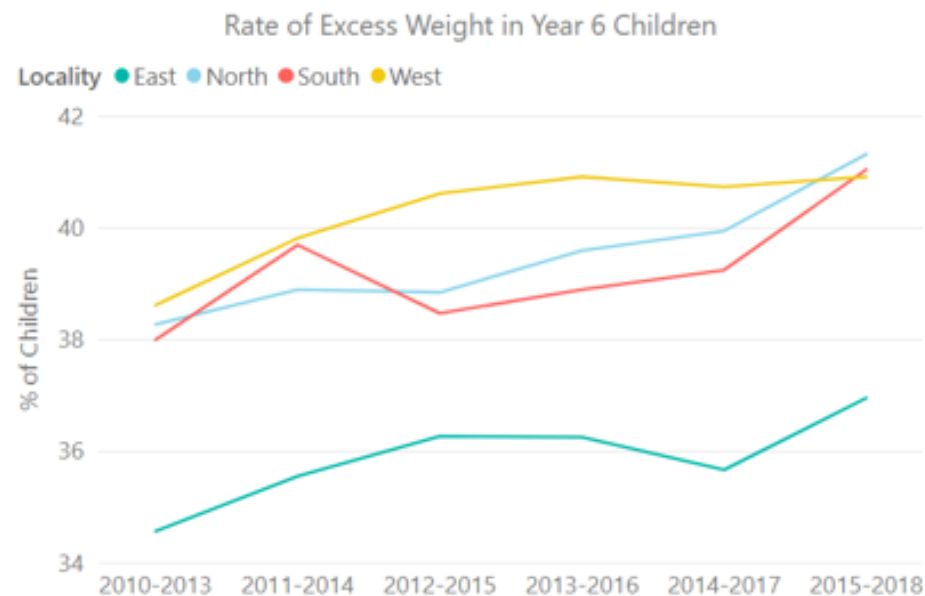
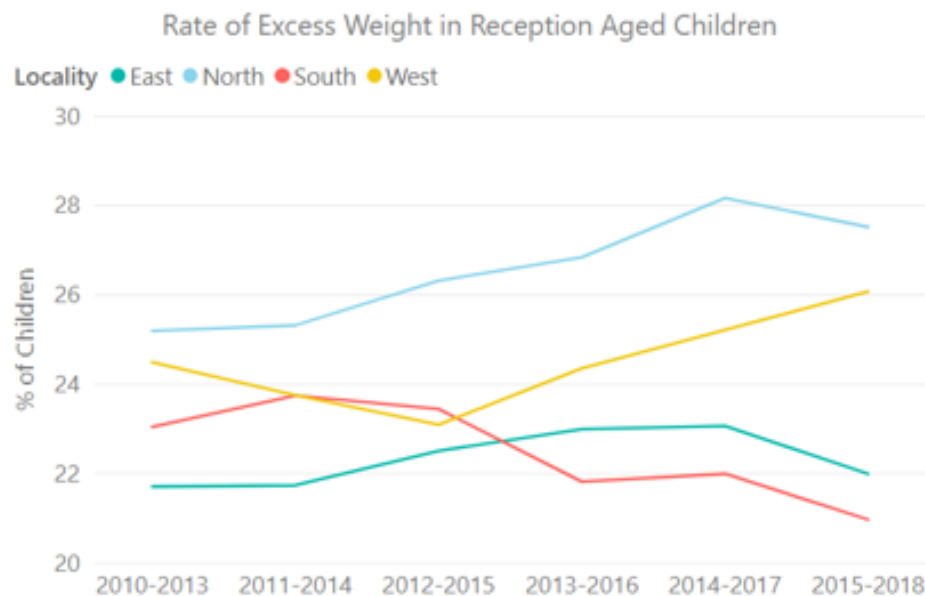


7
Average Decile



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).

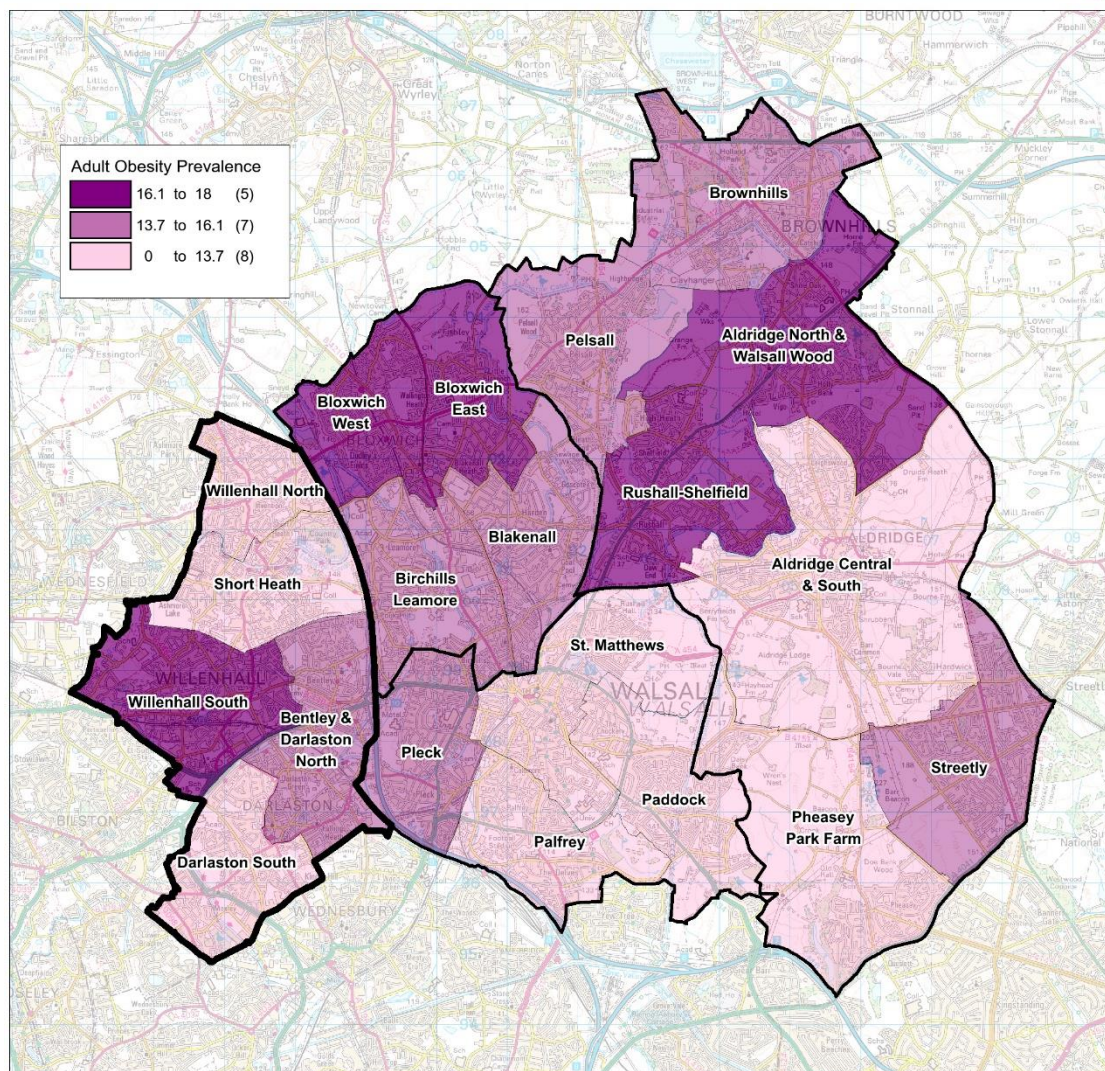
* Generally, the rate of childhood excess weight is higher in the North and West Localities.

* 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
Bentley and Darlaston North	15.79
Birchills Leamore	16.13
Blakenall	14.70
Bloxwich East	13.96
Bloxwich West	20.84
Brownhills	16.45
Darlaston South	14.66
Paddock	7.97
Palfrey	9.46
Pelsall	13.61
Pheasey Park Farm	13.04
Pleck	14.04
Rushall-Shelfield	17.03
Short Heath	0.00
St. Matthews	10.33
Streetly	13.48
Willenhall North	12.84
Willenhall South	15.60
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

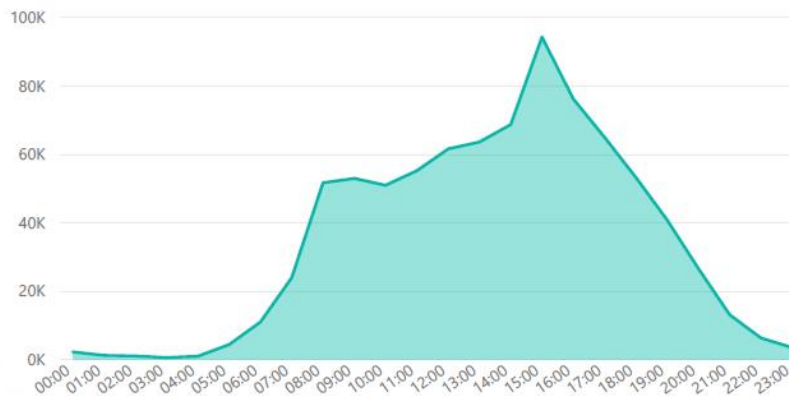
Note – based on GP patient lists (no GP practice in Short Heath ward)

People Counters – Use of Parks

Park ● Willenhall



Visitors by hour



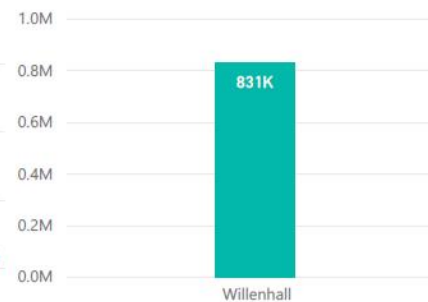
01/01/2018 30/09/2019

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
Total			830,987

830.99K

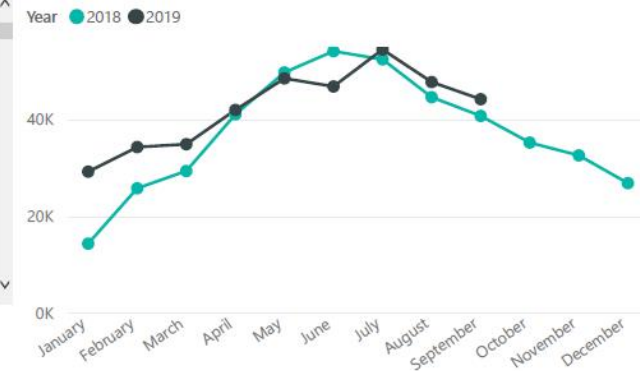
Total Visitors

Visitors by park



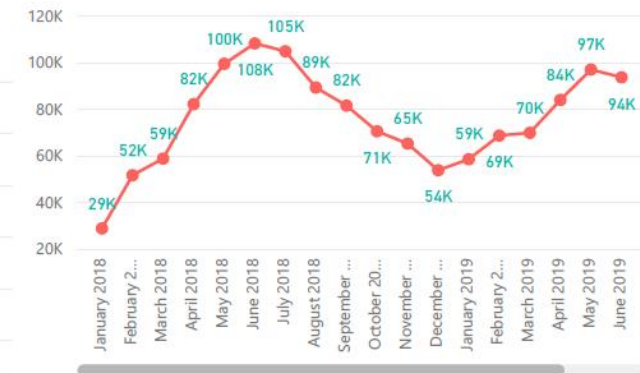
Palfrey Reedswood Willenhall

Park visitors by month, by year



Park visitors by month

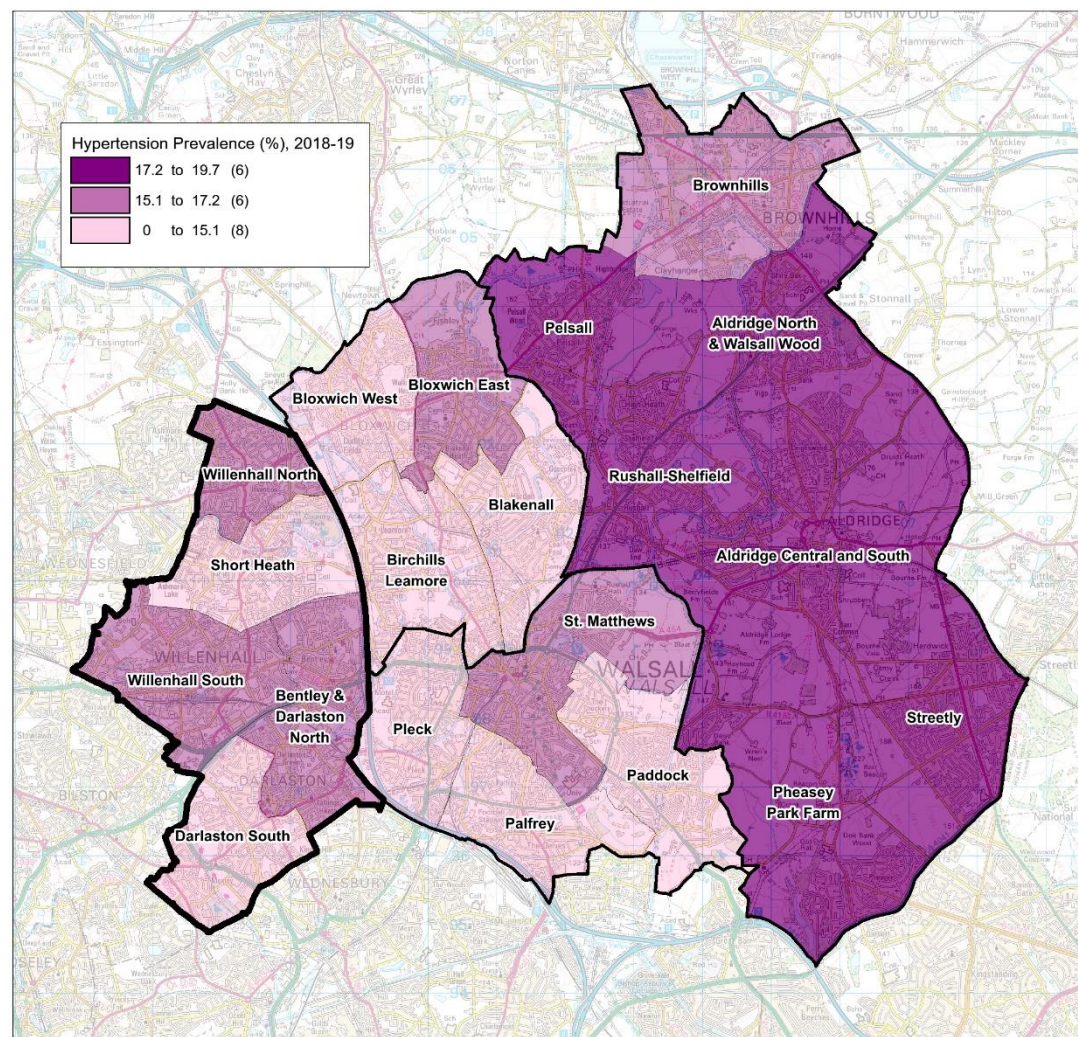
Park ● Willenhall



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
Bentley and Darlaston North	16.74
Birchills Leamore	13.10
Blakenall	15.05
Bloxwich East	15.86
Bloxwich West	13.74
Brownhills	15.61
Darlaston South	12.77
Paddock	15.02
Palfrey	9.18
Pelsall	18.32
Pheasey Park Farm	19.05
Pleck	11.84
Rushall-Shelfield	17.25
Short Heath	0.00
St. Matthews	15.35
Streetly	17.51
Willenhall North	16.90
Willenhall South	16.12
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

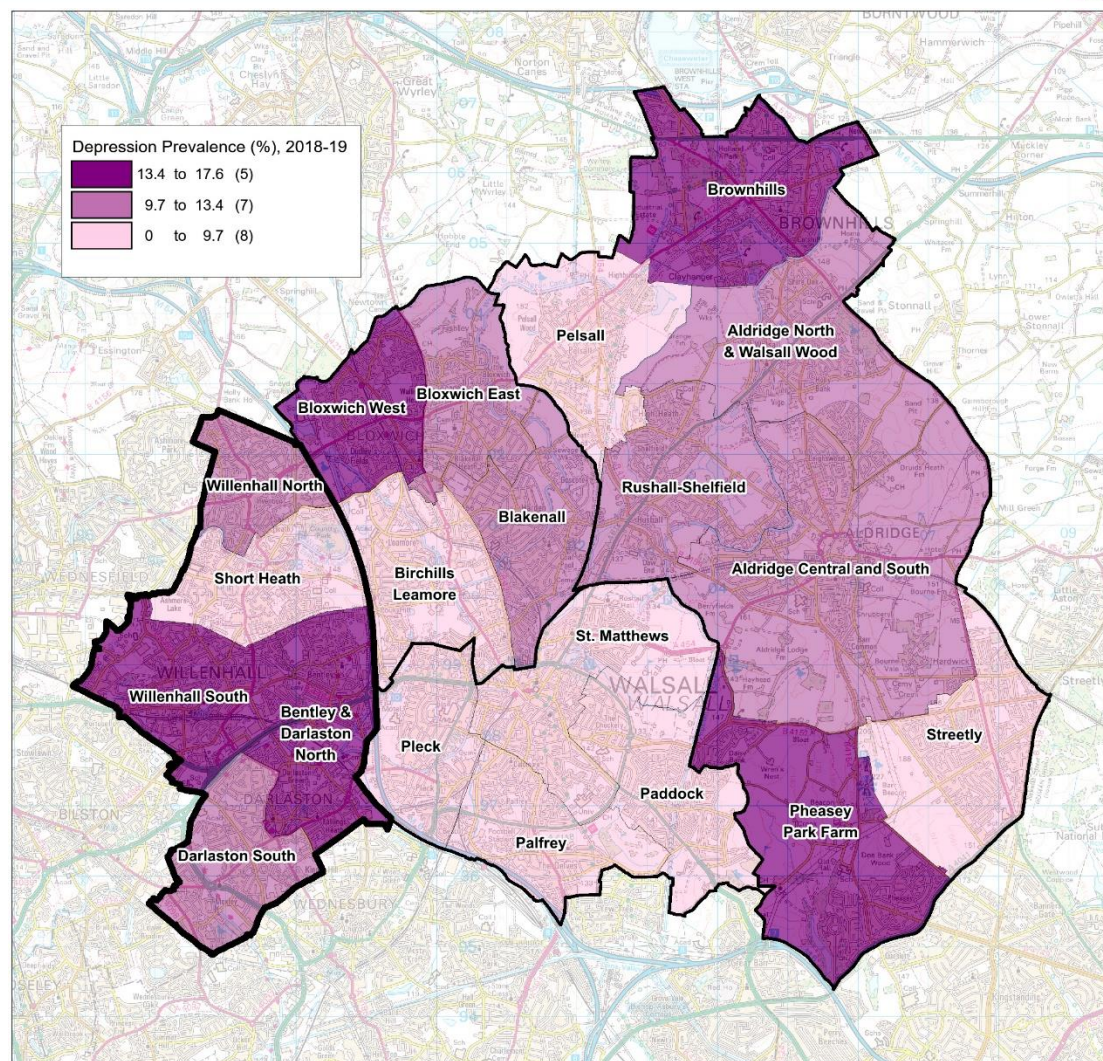
Note – based on GP patient lists (no GP practice in Short Heath ward)

Depression Prevalence (%)

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

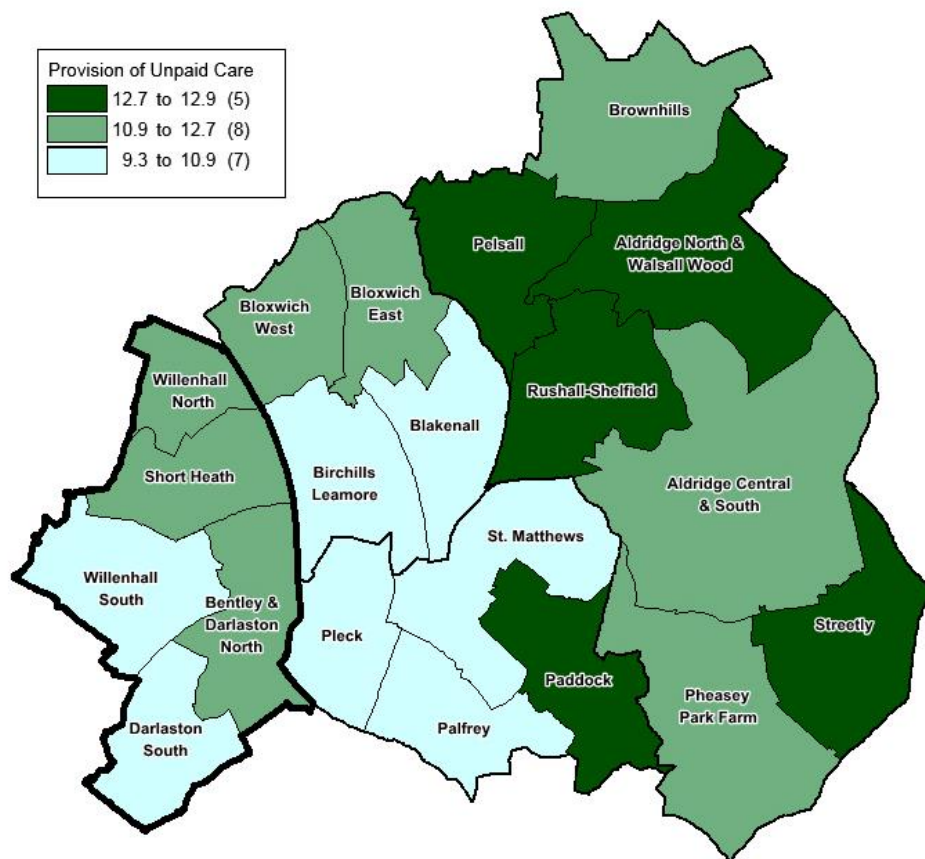
The West locality varies greatly for depression prevalence (12.2% Darlaston South compared to 15.1 in Bentley & Darlaston North).

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 (%)

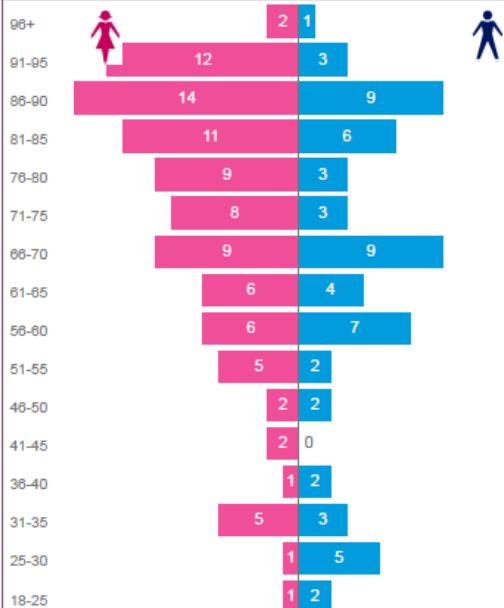
Responses
were
received
from

133
People residing in their own homes

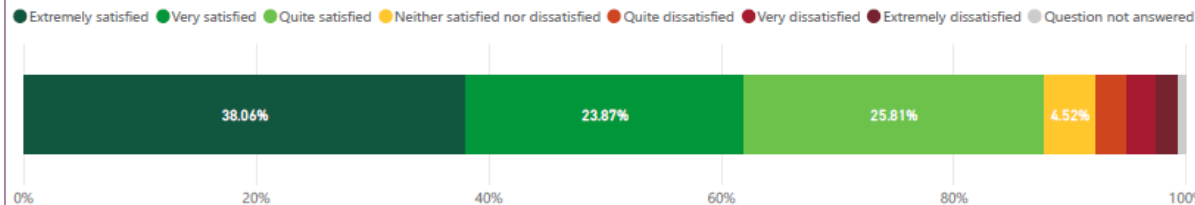
19
People residing in residential care

3
People residing in nursing care

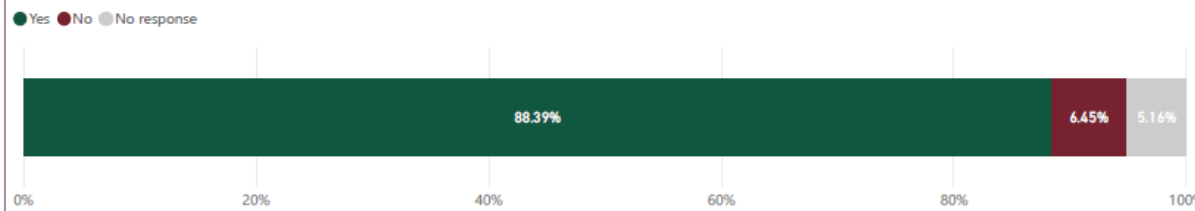
Respondents by age and gender



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



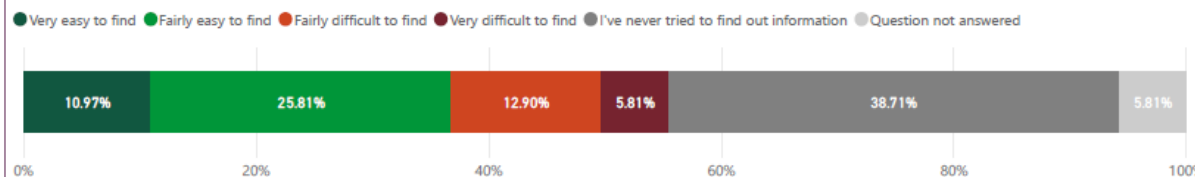
Do care and support services help you to have a better quality of life?



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
- **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

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