

# Brownhills

## Ward Profile

Produced by  
Walsall Business Insights  
January 2024



# Welcome to Brownhills



## Did you know?

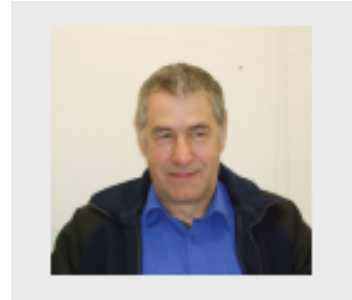
- **History** - Brownhills is on the ancient Roman road Watling Street, the name Brownhills was first recorded in 1680 and it is suggested the origin comes from the mining spoil heaps found in the area. As mining developed in the area a turnpike was erected in 1759 and local legend claims Dick Turpin once vaulted the barricade on his horse to avoid paying the toll – despite him being executed twenty years previous!
- **Famous Residents** - Fashion Model Erin O Connor grew up in Brownhills. Three members of the Dorsett Family from Brownhills played professional football, George Dorsett and his brother Joe both played in the earlier part of 20<sup>th</sup> century for West Bromwich Albion and Manchester City. Their nephew, Dicky Dorsett (1919-1999) played for Wolverhampton Wanderers in the 1939 FA Cup final, scoring their only goal of the match but unfortunately losing to Portsmouth with a score of 4-1.
- **Landmark** - A forty-six foot tall, stainless-steel sculpture of a coal miner was erected in 2006 on a roundabout at one end of the high street. It commemorates the towns mining tradition, officially nicknamed 'Jigger' after Jack 'Jigger' Taylor who died in 1951 when the roof of a Walsall wood mining pit collapsed.



- Covers 6.4 sq km (636.8 ha)
- Makes up 6.1% of the total area of Walsall Borough
- Has a population density of 2,111 people per Square Kilometer (This is **Lower** than borough average of 3,159)

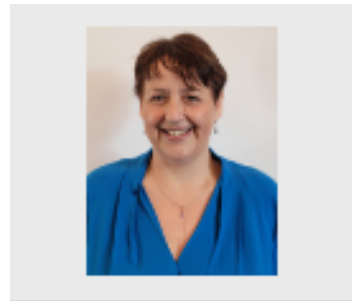


# Councillors



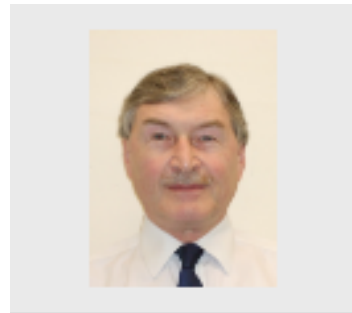
Kenneth Ferguson

07 May 2015



Kerry Murphy

11 May 2021



John Murray

5 May 2011

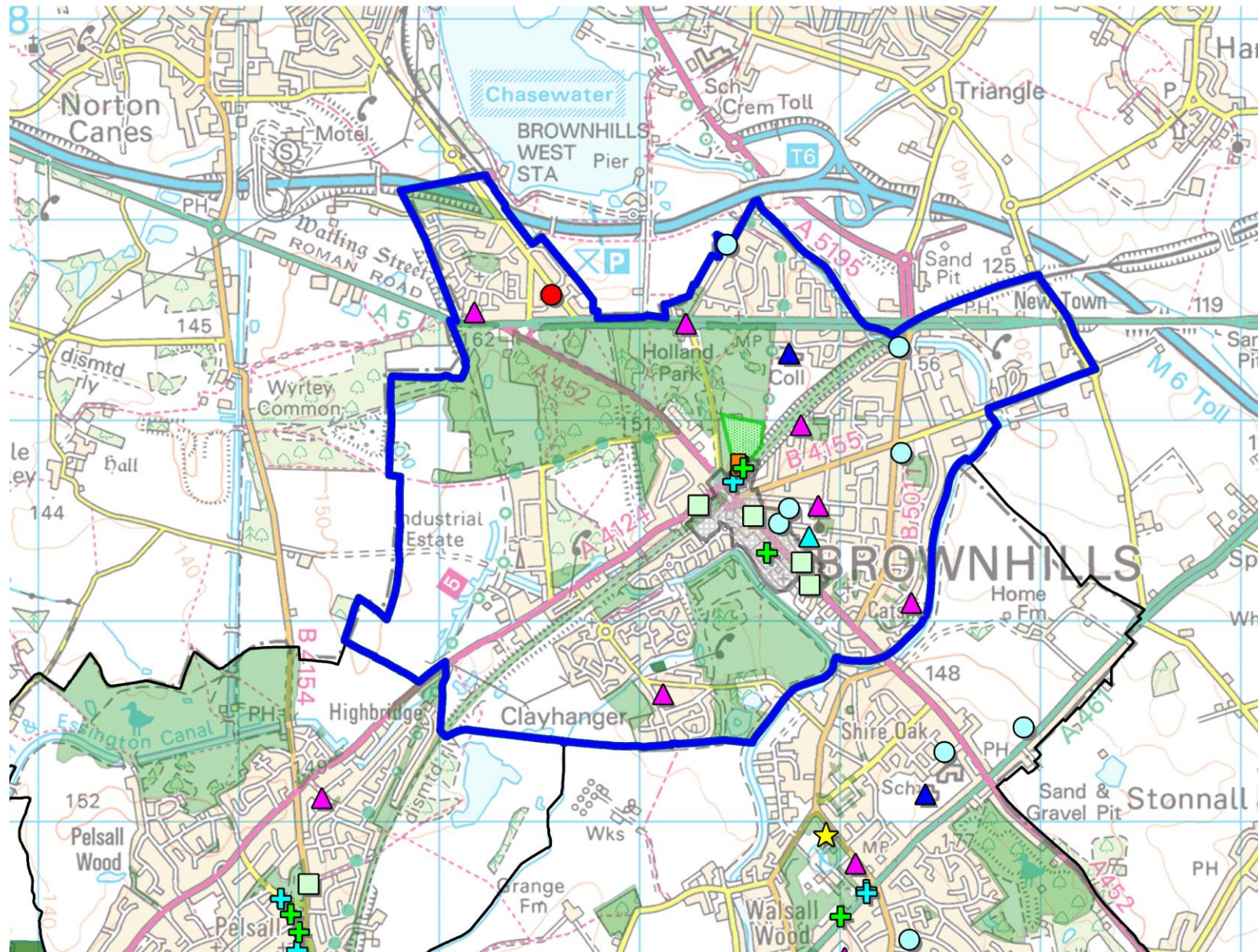




# Place

What are the attributes and assets of the local area, and how can we characterise it compared to the rest of Walsall?

# Assets



- Nursery School
- Primary Schools
- Secondary School
- Library
- Leisure Centre
- Pharmacy
- GP
- Dentist (NHS)
- Care Home
- Nursing Home

- Current Ward
- District Centre
- Park
- Allotments
- Open Space

0 1  
kilometres  
Scale 1:26,870

## Brownhills Assets Map

Walsall Council

Illustrates Brownhills' geography and highlights key local assets.





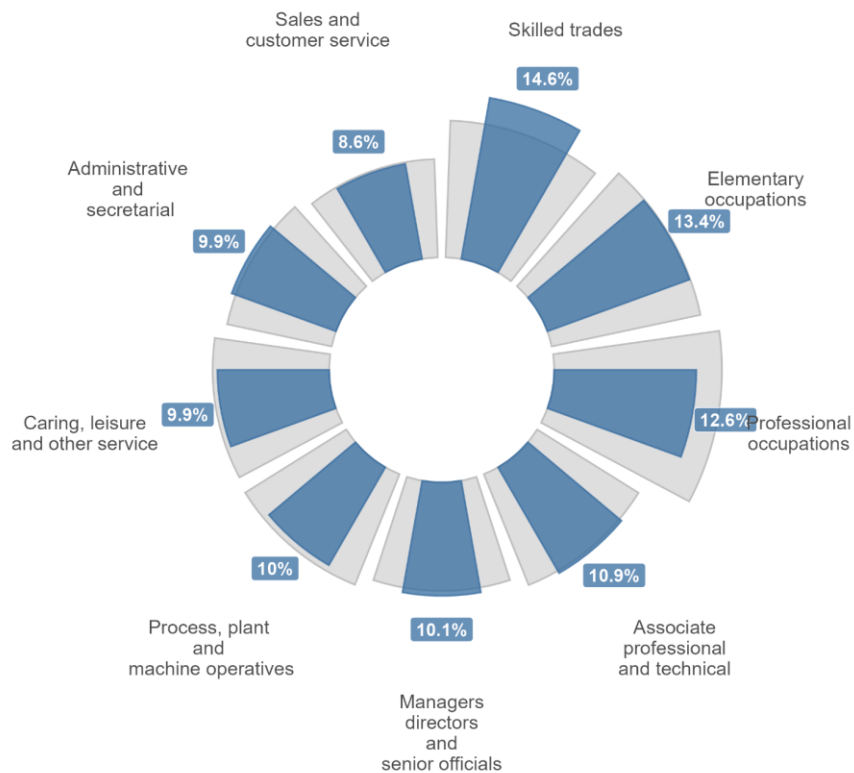
# Economy and Workforce



## Occupations

Census 2021

Brownhills Walsall



- Brownhills' occupational profile is very typical of Walsall's overall profile, with the key difference being a higher level of skilled trades workers (14.6%, contrasted to Walsall's 12.2%) and a smaller share of Professional Occupations (12.6, Walsall 14.9%).
- This indicates the labour force of Brownhills is what we would expect to see within Walsall, and whilst with a slightly greater focus on skilled trades, it is diversely distributed across other occupational sectors: such as elementary (relatively unskilled) alongside professional.

## Economic Status

Census 2021

Inactive Active

Pheasy	36.9%	63.1%
Will S	39.8%	60.2%
Brown	40.2%	59.8%
Rush Sh	40.5%	59.5%
Streetly	40.6%	59.4%
Will N	40.6%	59.4%
Darl S	40.9%	59.1%
Ald NWW	41.3%	58.7%
Paddock	41.8%	58.2%
Blox W	42.0%	58.0%
Bent DN	42.6%	57.4%
Pelsall	43.0%	57.0%
Ald CS	43.1%	56.9%
Blake	43.3%	56.7%
Birc Lea	43.3%	56.7%
St Matthew	43.8%	56.2%
Short H	44.1%	55.9%
Pleck	45.8%	54.2%
Blox E	46.2%	53.8%
Palfrey	47.0%	53.0%

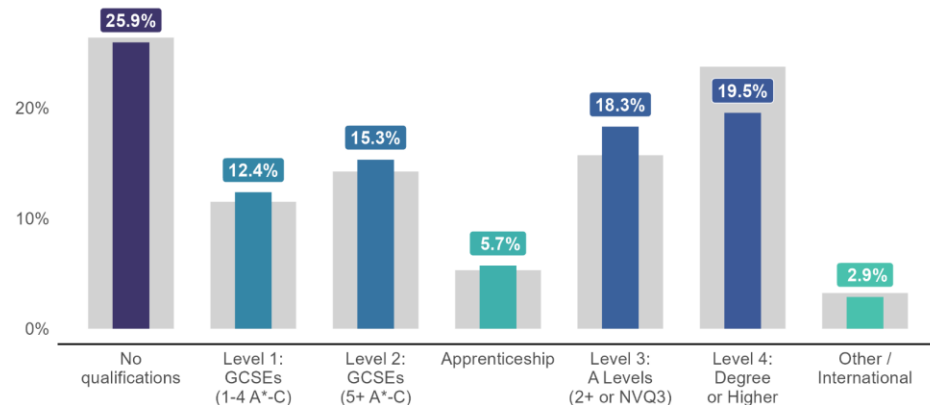
**59.8%**

**Are Economically Active**

3<sup>rd</sup> highest of Walsall's 20 wards.  
Inactivity includes retirees, students, long-term sick/disabled, homemaking and other.

## Qualifications

Census 2021

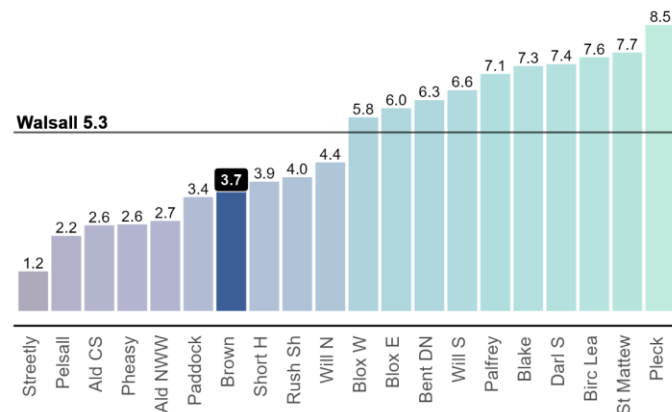


Grey bars = Walsall

- Brownhills has a similar qualification profile to the borough's, with the largest difference being fewer degrees (19.5% - approx. 1 in 5 people, Walsall 23.7%), and a greater share of A-level/NVQ3 educated adults (18.3%, Walsall 15.7%).

## Claimant Count

JSA Claimants per 100 working age pop, ONS Oct 2023



Walsall 5.3

- Brownhills' Claimant Count (Jobseekers Allowance) is low, at 3.7 per 100 working age adults.
- This is below Walsall's Claimant rate (5.3) and ranks around the 7<sup>th</sup> lowest of the 20 wards.

Source: Census 2021

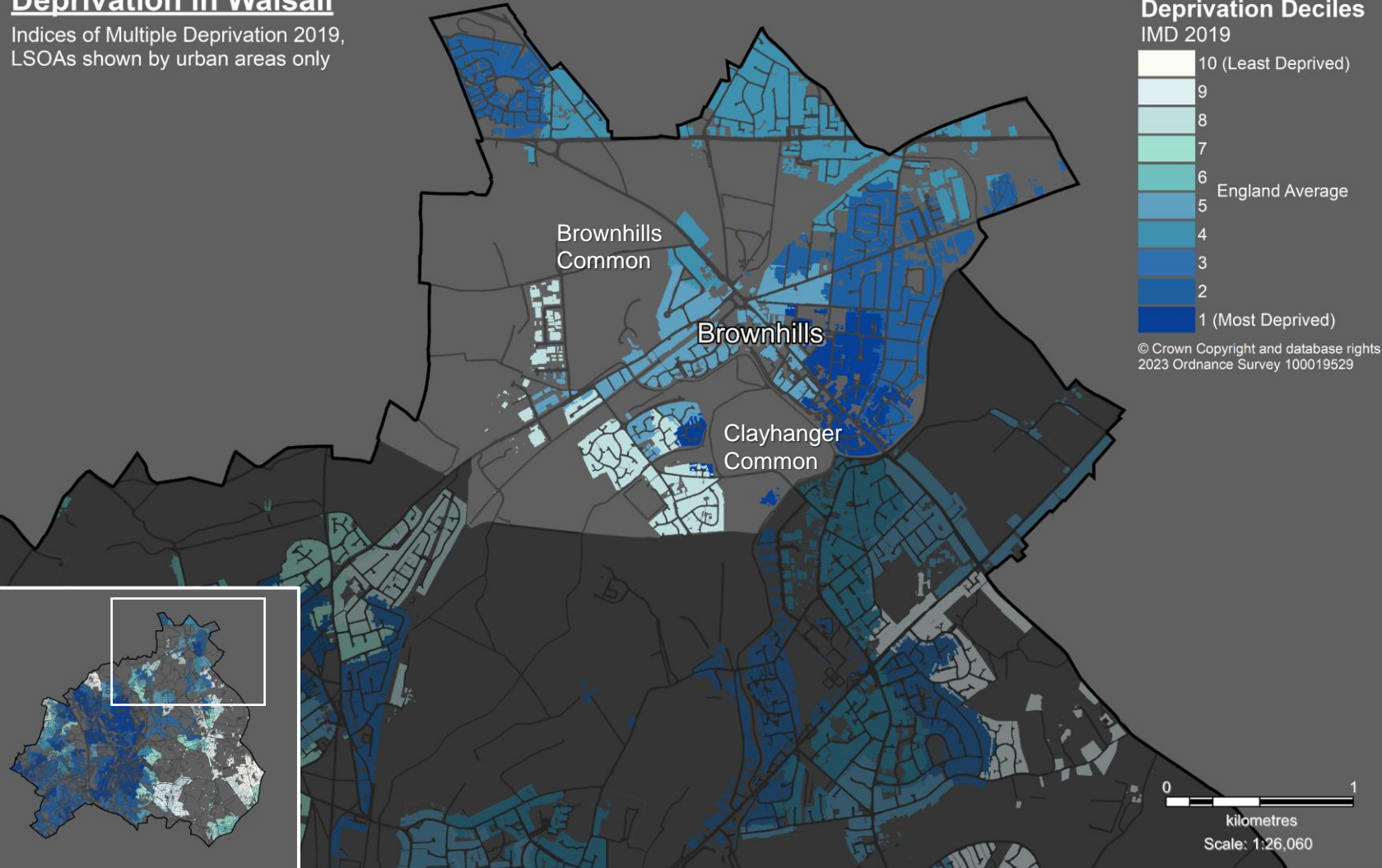
Maps © Crown copyright and database rights 2023 Ordnance Survey 100019529

# Deprivation



## Deprivation in Walsall

Indices of Multiple Deprivation 2019,  
LSOAs shown by urban areas only



Whilst Brownhills has pockets of low deprivation in the south-east, it is a broadly deprived ward, with western neighbourhoods that fall within the 20% most deprived areas in England.

It faces particular deprivation challenges with:

- **Adult Skills** (decile 2)
- **Education, Skills and Training** (decile 2)
- **Children and Young People** (decile 2)
- **Income** (decile 3)

However it ranks positively for lower **Crime**, falling within the 6<sup>th</sup> decile of England areas.

England (2 in 10)



**5 in 10**

Borough (5 In 10)

Residents Living in **High Deprivation**  
Amongst the bottom 20% of areas nationwide.

Note: Deprivation is a relative measure, not absolute. High deprivation suggests an area has not kept pace with progress relative to other areas in England.

# Housing and Households



**5,600 Households**

↑ Increased since 2011. 5.0% of Walsall Households are within Brownhills.



**20.0%**

**School Children & Full- time Students**

(5yrs & over) approximately 1:5



**473 (8.5%) Brownhills Households**  
are Lone Parents of Dependent children



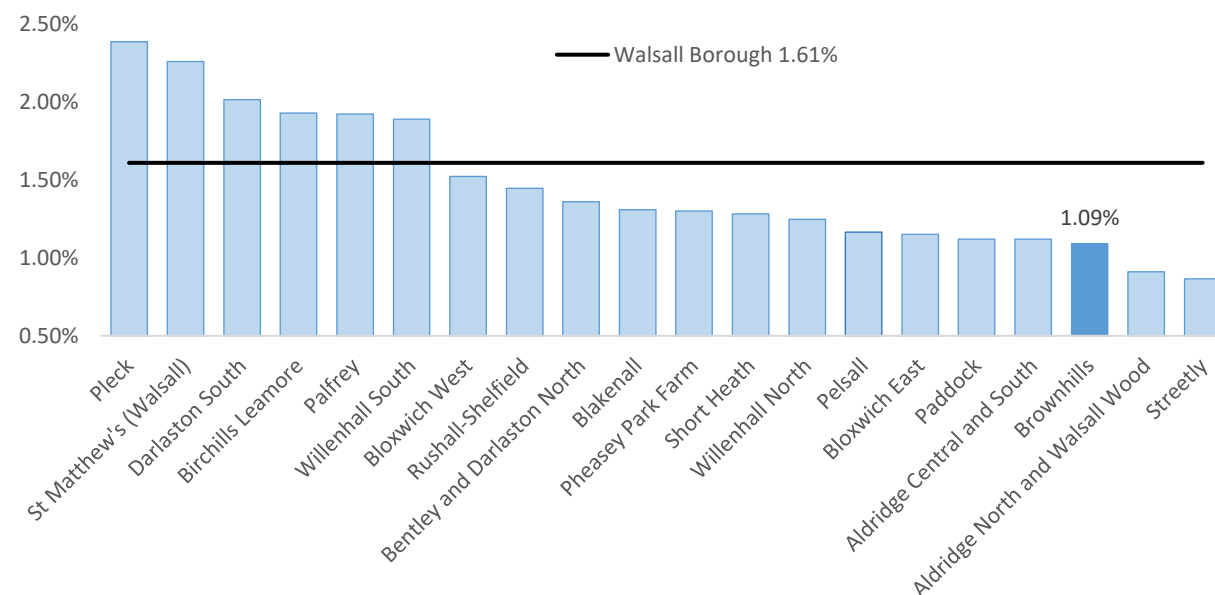
**Tenure**

**62%** Homeowners (31% of all homes are Mortgaged/shared ownership)

**25.9%** Socially Rented (Compared to Borough **23.7%**)

- Brownhills' population of full-time students and schoolchildren, aged over 5yrs, is 20.0%, below the Walsall figure of 22.1% with similar numbers to Bloxwich West.
- Brownhills ward has an average proportion of Single-family households consisting of a lone parent with dependent children at 8.5% of households, a very similar proportion to Willenhall North with 8.6% and just below the Walsall figure of 8.9%
- Brownhills has 62% homeowners, more than half are owned outright, without a mortgage or shared ownership. 11% of households rent privately or live rent free. Approximately one quarter of homes in Brownhills are socially rented, just above Walsall Borough figure of 24%, but low when compared to Birchills – Leamore Ward where over 40% households are rented socially.
- Number of households living with **no** central heating across the borough has positively decreased by about half since 2011. Brownhills has fewer household residents **living with no central heating, ranking 3rd least in borough** with 1.09%, better than the Walsall figure of 1.61% and much better than Pleck (2.39%)

**% Households in Ward with no Central heating**

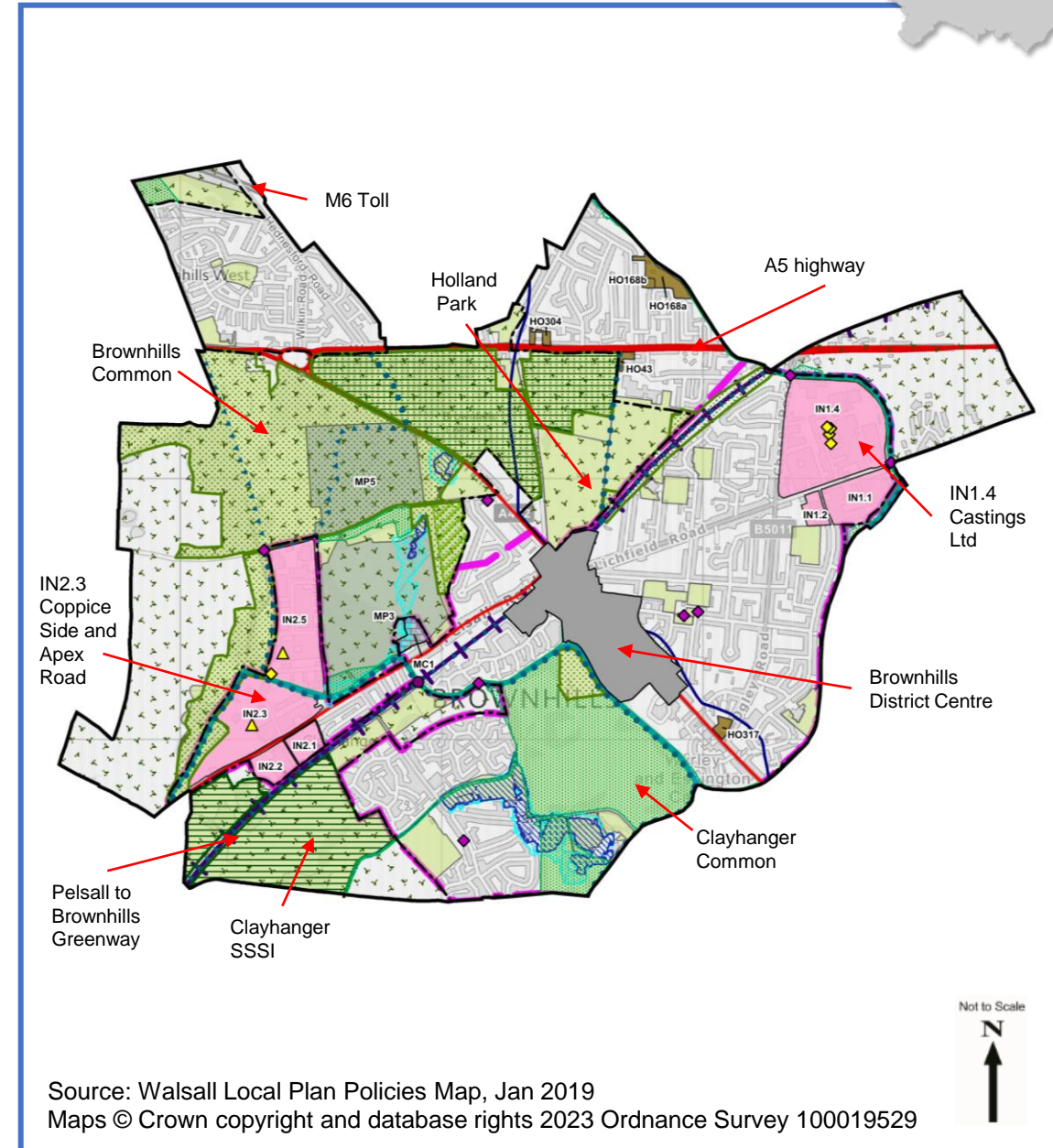




# Development & Regeneration

- **Brownhills District Centre** with anchor retailers- Tesco, Aldi & B&M, and independents. Civic square located on High Street. Canal with canoe club and moorings.
- Significant residential regeneration, circa **480 new homes**, predominantly led by whg delivered between 2010-18.
- Local **industrial areas** including key businesses- Castings PLC, One Stop Stores, GJF Fabrications Ltd and Walsall Council Depot.
- Key **green spaces** and green belt areas including Brownhills Common, Clayhanger Common and Holland Park.
- Strategic **highways** with links to M6 Toll and A5 (both managed by National Highways).

- Demolition and redevelopment of the derelict **Ravenscourt Precinct**, with Planning Committee delegation to grant consent (subject to conditions and S106 agreement) for the redevelopment of a new Aldi food store. Development/ refurbishment opportunity of the existing Aldi store post construction and relocation.
- Long term aspiration for the reopening of the Lichfield – Stourbridge **rail line** for freight and passenger services including a **new rail station** in Brownhills District Centre.
- Council works to provide continued support to businesses/landowners about their development requirements, environmental uplift and growth aspirations



# People

What are the characteristics of the local population, and how do they compare to the wider Walsall Borough?

# Demography

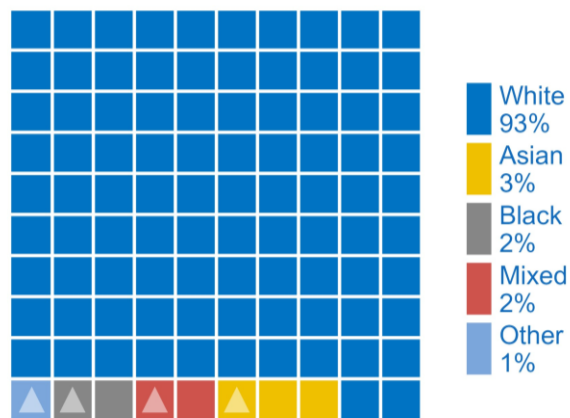


 **13,400**  
Population

 **51% Female**  
**49% Male**

 **41 Years**  
Median Age (Walsall 39)

**Ethnicity**  
Census 2021, resident population



□ = 1% population ▲ = increase since 2011

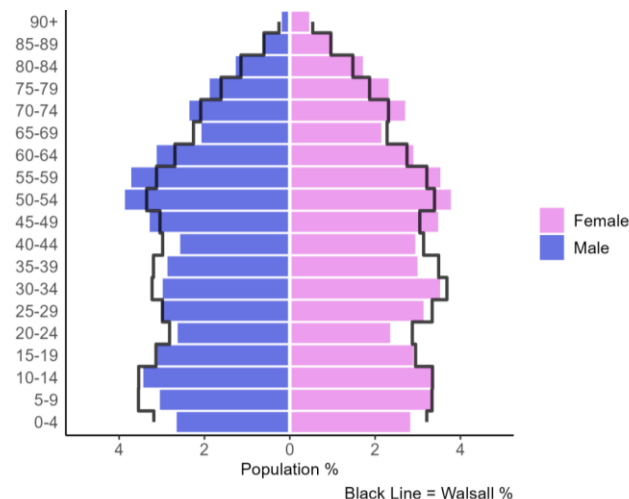
 **20% Aged 0-15**  
Approximately 1 in 5 people (2,700)

 **61% Aged 16-64**  
Approximately 3 in 5 people (8,200)

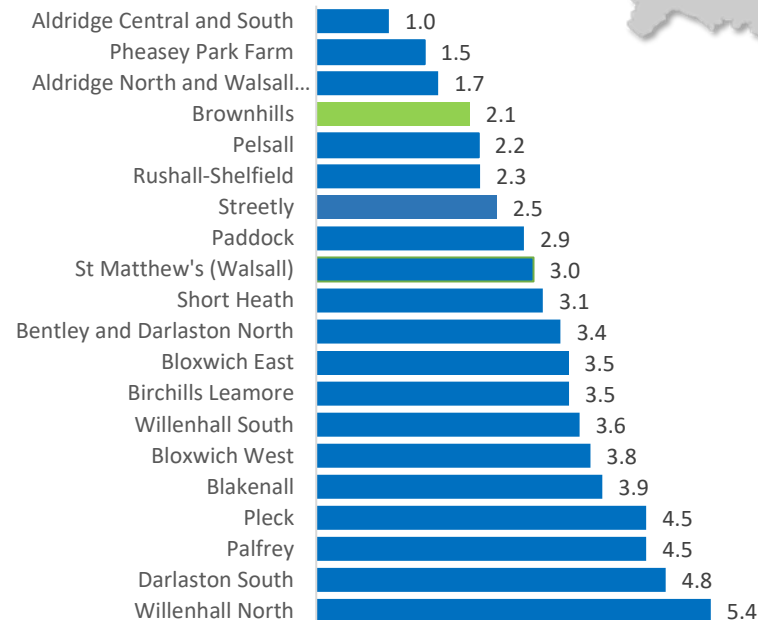
 **19% Aged 65+**  
Approximately 1 in 5 people (2,500)

 **+ 5.9% Population since 2011**  
+752 people. Walsall increased by 5.5%

**Population Pyramid**  
Census 2021, population age and sex



**Population Density**  
Census 2021,  
population per km<sup>2</sup>



## Key Points:

- Brownhills has a similar age distribution to that of Bloxwich West, and a median age of 41 years old: approximately 2 years above the Borough average (39 years) compared to the youngest wards, Blakenall and Pleck, at 32 years.
- In terms of Population Density, Brownhills is the 4<sup>th</sup> most sparsely populated ward, equating to just 2,111 people per sq. km. For context: Walsall's density is 2,733, and Blakenall has almost twice as many people per sq. km (3,938)
- Ethnically, the ward is predominantly White British (93%), with small populations of Asian (3%), Black (2%), Mixed (2%) and Other (1%). These populations have all increased since 2011, by 1%.

Data Source: Census 2021

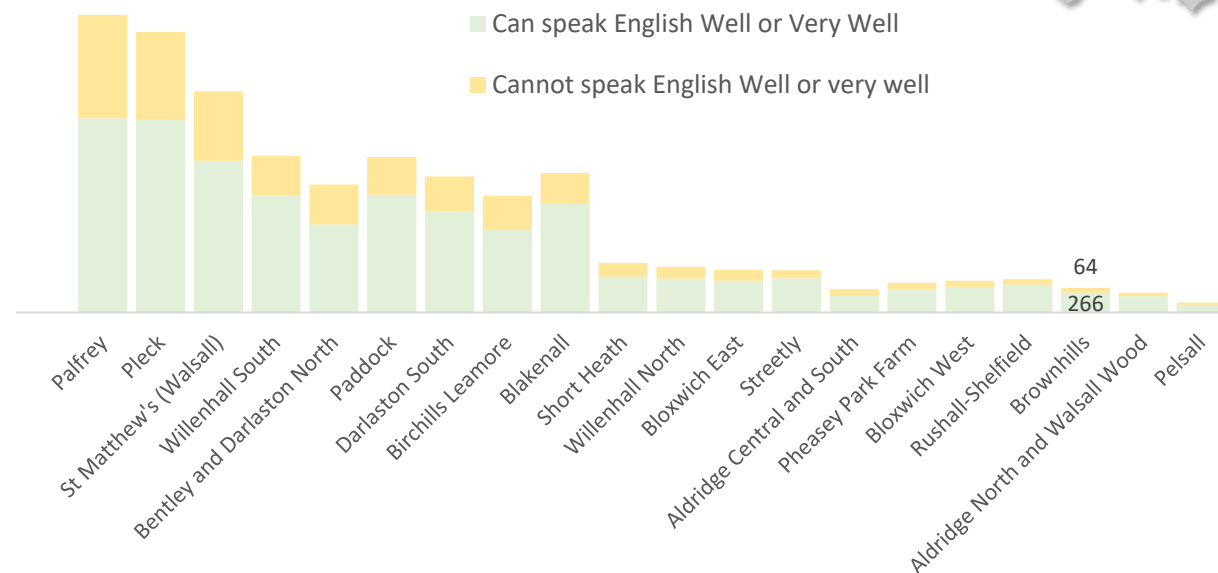
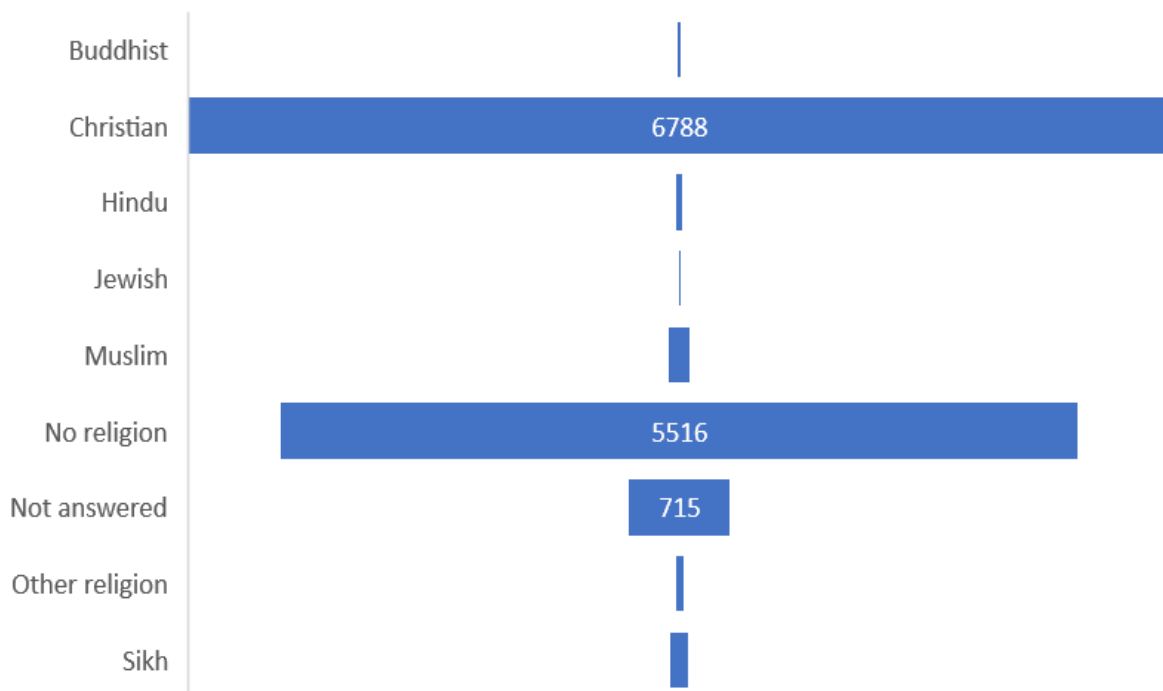


# Language and Religion



**97%** of Households where All Adults use English as main language

Population by Religion

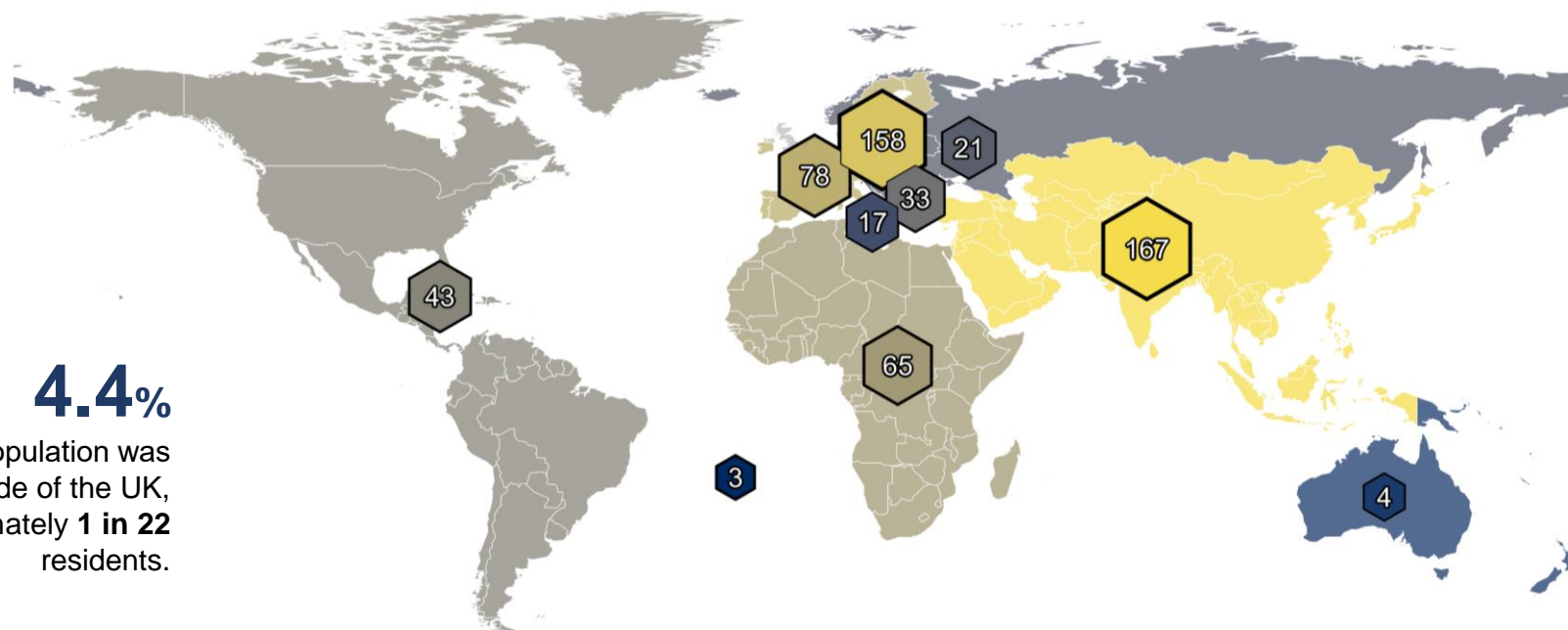


- 98.2% Households have all **or** at least one adult with English as main language. When English Is not the main language spoken – 19% of these residents cannot speak English or speak it well. Only 1.3% households in Brownhills has nobody with English as first language.

**50.5% Christian Religion** (Borough 44.7%)

- Brownhills Ward has approximately half the population identifying as Christian, ranking 10<sup>th</sup> highest (Walsall midpoint) compared to Aldridge Central & South with highest at 59.3% and Palfrey with the lowest figure of 21.6%.
- 41.0% of residents reported in 2021 Census as having No Religion compared to Walsall overall (30.2%).

# Non-UK Country of Birth



Global Map of Non-UK Born Residents by Area of Birth

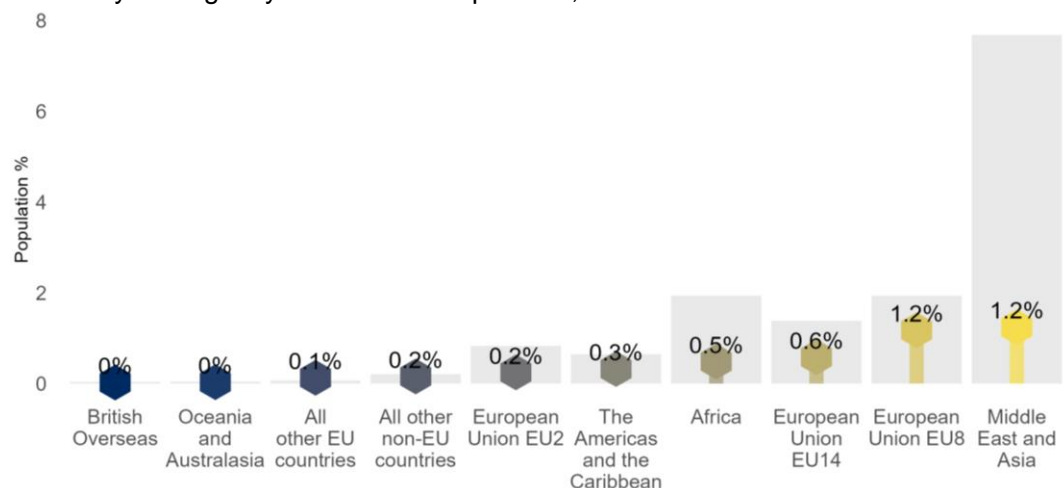


4.4%

of Brownhill's population was born outside of the UK, approximately 1 in 22 residents.

## Brownhills versus Borough Comparison

Country of Origin by % Resident Population, Census 2021



Grey bars = Borough %

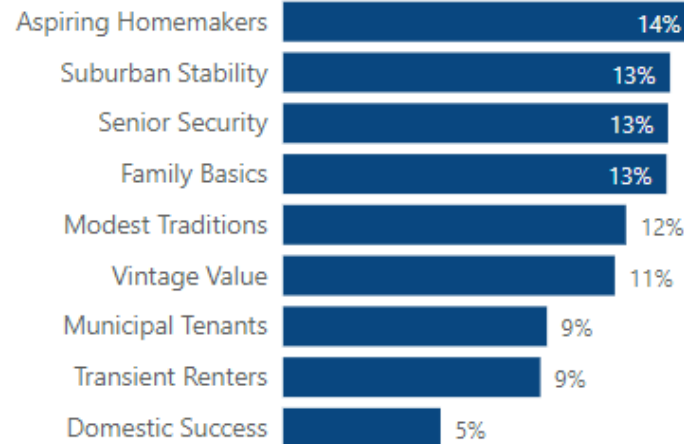
## Key Points:

- With 95.6% of residents being UK born, Brownhills has the 2<sup>nd</sup> largest proportion of UK born residents of the 20 Walsall wards.
- 4.4% of Brownhill's population originates from non-UK nations, lower than the borough's 14.7%.
- There are substantially fewer residents whom were born in the Middle East and Asia, at around 167 residents or approximately 1.2% (contrasted to the Borough's 7.7%). This remains the joint largest origin for non-UK born residents, tied with EU8 (2004 EU enlargement nations such as Poland, Hungary, Lithuania, Slovenia and Slovakia), at 1.2% of the population.
- Whilst small in number, EU14 born residents are the next largest group: founding EU states such as Germany, France, Italy and Spain, accounting for 0.6% of the ward's population.

Global map sourced from thematicmapping.org, World Borders, Data source Census 2021

# Social Segmentation

## Social Segment Composition of Walsall Wards (% Households)



### Key Points:

- Social Segmentation is a means of categorising residential populations by shared socio-economic traits and similar behaviours.
- Brownhills is one of the most diversely segmented populations in Walsall: the largest segments being **Aspiring Homemakers, Suburban Stability, Senior Security** and **Family Basics** (right).
- These segments cover a wide spread of life-stages and economic circumstances, from young families to mid-life and older couples: split between low income (**Family Basics, Vintage Value**) and more comfortable households (**Aspiring Homemakers, Suburban Stability**).
- Aspiring Homemakers** are marginally the largest segment (14% of households): young families, first-time buyers with high mortgages, whom make extensive use of smartphones and internet services.

## Aspiring Homemakers



Younger households settling down in housing priced within their means

Families with young children

3 bedrooms

High outstanding mortgages

Internet via smartphone

Texts and photos on smartphone

Order from takeaways



45,800

Household Income



26–35

Age Band



Semi-detached

Property Type

## Suburban Stability



Mature suburban owners living settled lives in mid-range housing

Older families, no children

Own mid-value semis

3 bedrooms

Established in community

News and media sites

Solar panels



37,300

Household Income



56–65

Age Band



Semi-detached

Property Type

## Senior Security



Elderly people with assets who are enjoying a comfortable retirement

Retired singles and couples

Pre-war generation

Established in community

Low internet use

Have wills

Solar panels



21,900

Household Income



66+

Age Band



Bungalow

Property Type

## Family Basics



Families with limited resources who budget to make ends meet

Families with lots of children

Council/HA tenants

Low discretionary income

Low affluence

Internet via smartphone

Games consoles



25,500

Household Income



36–45

Age Band



Terraced

Property Type



# Education

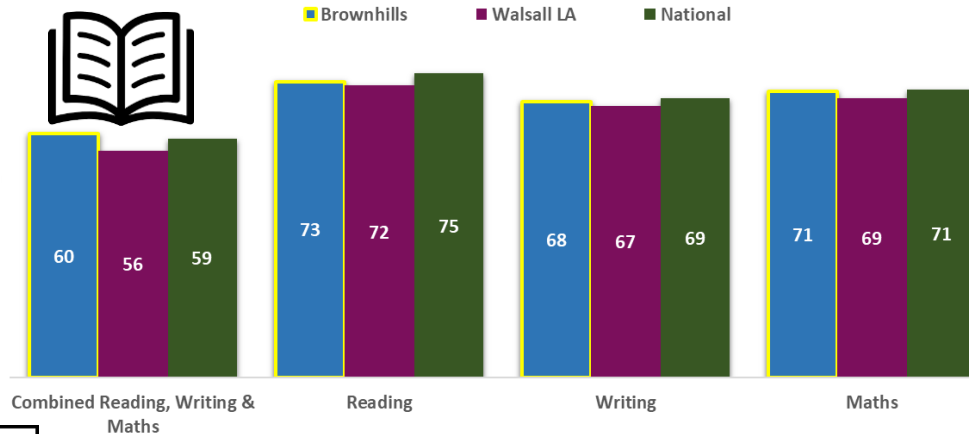


There are 6 Primary schools, 1 Secondary school and 1 Nursery in the ward:

Nursery	Ogley Hay Nursery
Primary	Brownhills West Primary
	Holy Trinity CE Primary
	Millfield Primary
	St Bernadette's Catholic Primary
	St James Primary
Secondary	Watling Street Primary
	Brownhills Ormiston Academy



% Children who achieved the expected standard at KS2 in 2022



## Key Points:

Attainment data by ward is matched based on children resident in the ward who attended any Walsall school within the local authority. Any children who attended an out of borough school are excluded from the analysis.

Pupils take national curriculum assessments in year 6 at the end of KS2, when most will reach the age of 11. Pupils take tests commonly referred to as SATs. The proportion of children who reside in the **Brownhills** ward who achieved the expected standard at KS2 is higher than the Walsall average in all core subjects.

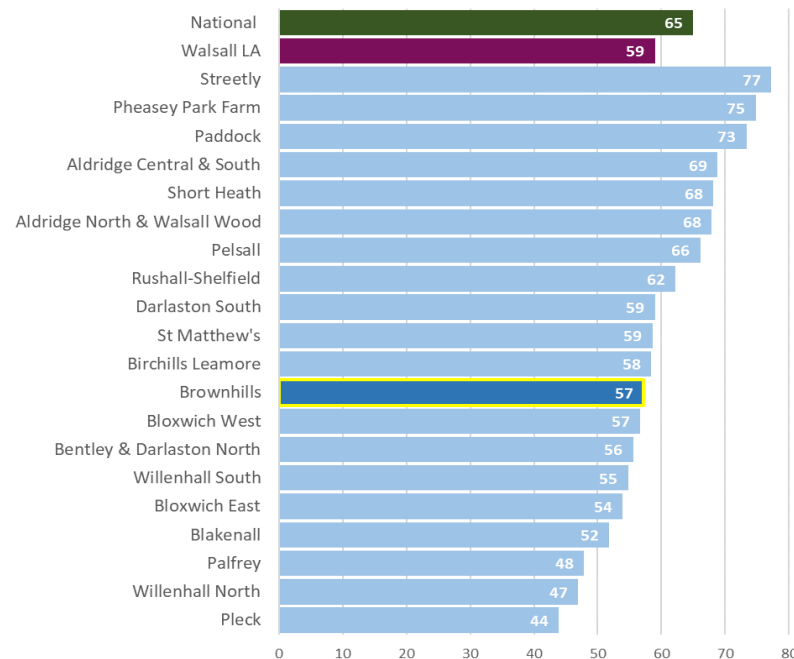
60% of children who live in **Brownhills** ward achieve the expected standard in all reading, writing and maths – higher than the national average of 59%

At the end of KS4 (Year 11) pupils sit examinations in a range of GCSE and other vocational qualifications. The percentage of pupils in Walsall who have achieved at least a grade 4 or above in English and maths GCSE is slightly below national at 63%.

55% of students resident in the **Brownhills** ward achieve a standard pass at GCSE. This is 8% below the LA average.

Just under a third of students who live in the ward achieve a good pass in English and maths GCSE – 12% lower than the Walsall LA figure and 15% below the National average.

% Children who reached a good level of development in 2022

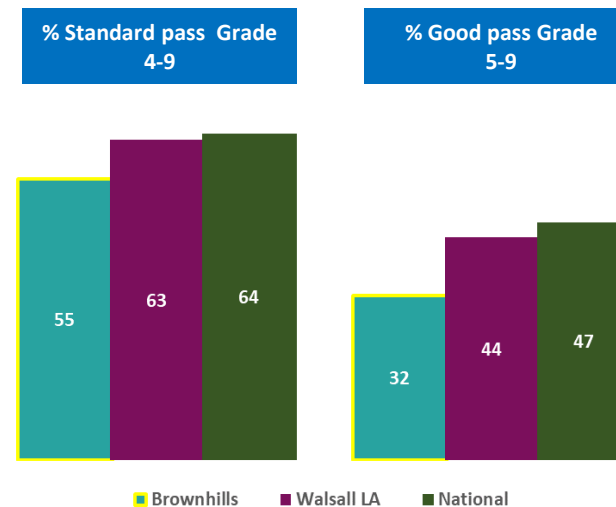


Children are defined as having reached a good level of development at the end of their Reception year if they have achieved at least the expected level in prime and specific areas of learning.

The overall GLD for Walsall in 2022 was 59%. In comparison 57% of children who reside in the **Brownhills** ward achieved a GLD. This is 2% below the LA average and 8% lower than the national average. **Brownhills** ward is ranked 12<sup>th</sup> highest compared to other wards in Walsall.

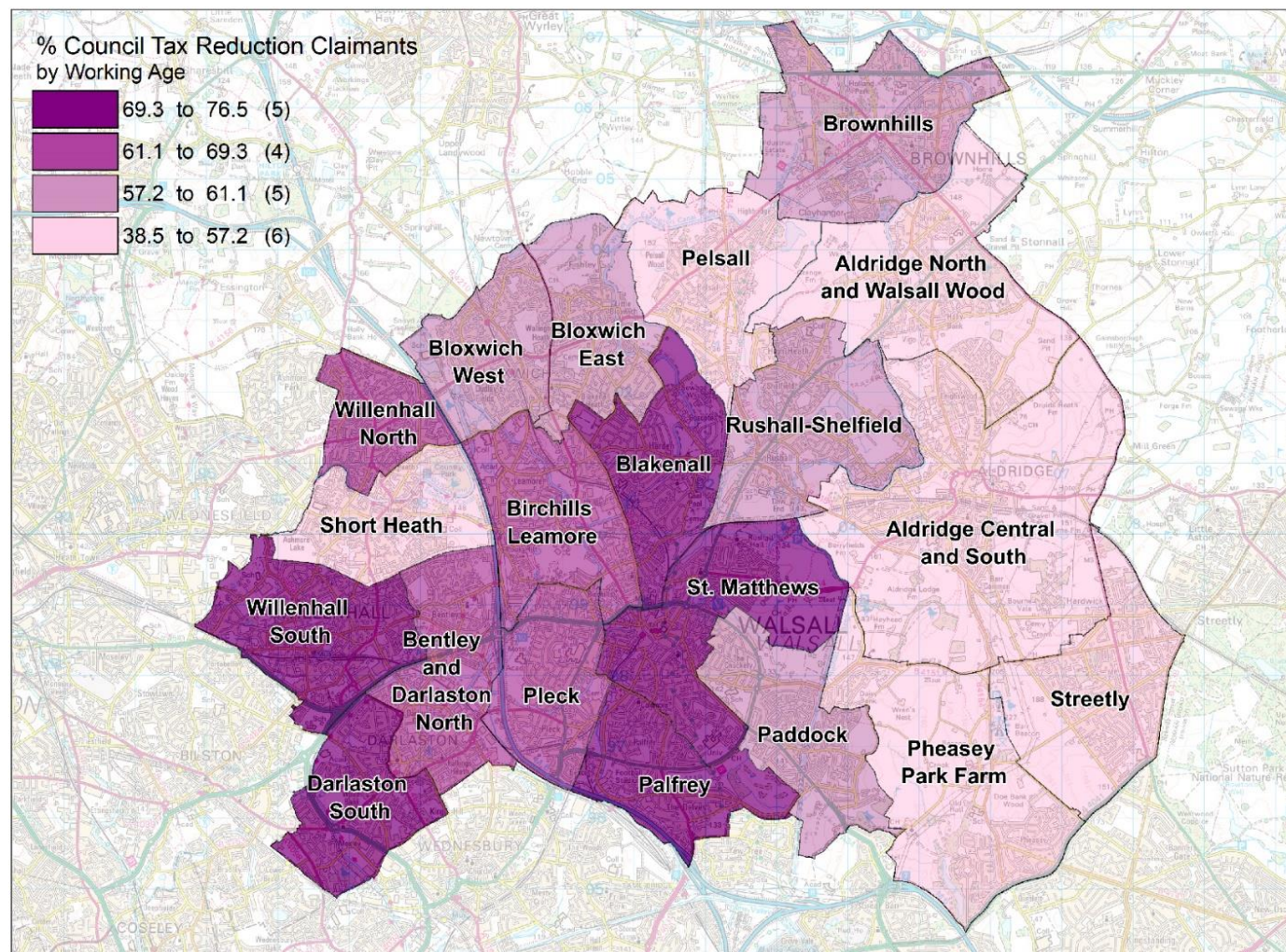


Achieving GCSE English and maths in 2022



Attainment data for 2022 matched to January school census pupil address/postcode information. Includes only those whose address is located within a ward and who achieved assessments in a Walsall LA school

# Council Tax Reduction (CTR) household claimants – working age

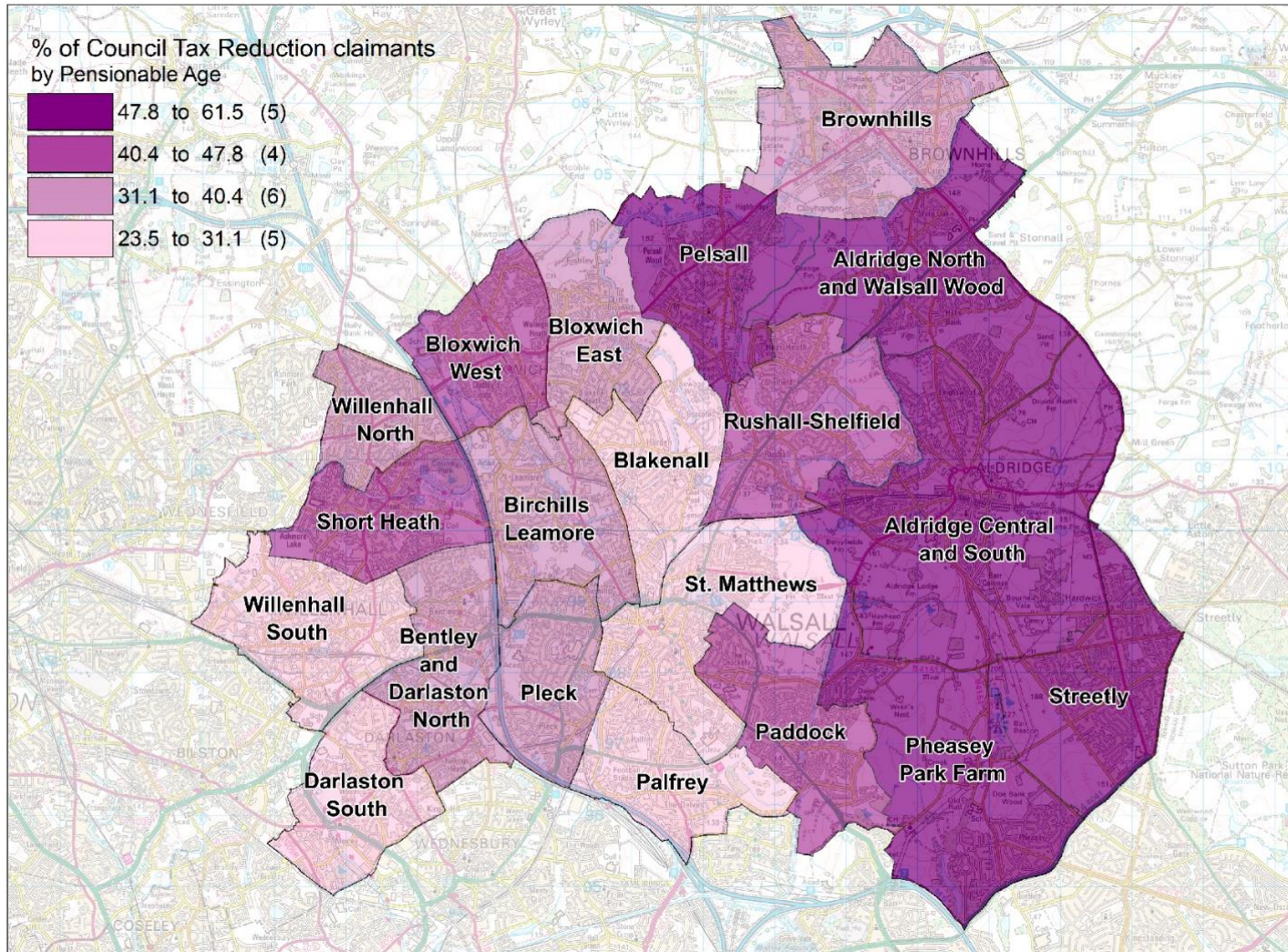


Ward	Total Number of Households in Receipt of Council Tax Reduction	% that are of Pensionable Age	% that are of Working Age
Aldridge Central and South	924	49.68	50.32
Aldridge North and Walsall Wood	949	47.84	52.16
Bentley and Darlaston North	1,773	33.62	66.38
Birchills Leamore	2,323	31.12	68.88
Blakenall	1,995	29.77	70.23
Bloxwich East	1,788	38.93	61.07
Bloxwich West	1,690	40.41	59.59
<b>Brownhills</b>	<b>1,352</b>	<b>40.38</b>	<b>59.62</b>
Darlaston South	2,165	29.84	70.16
Paddock	556	41.01	58.99
Palfrey	1,771	30.66	69.34
Pelsall	824	52.55	47.45
Pheasey Park Farm	444	55.18	44.82
Pleck	1,829	32.59	67.41
Rushall-Shelfield	1,138	41.74	58.26
Short Heath	1,009	42.81	57.19
St. Matthews	2,035	23.54	76.46
Streetly	309	61.49	38.51
Willenhall North	1,078	36.83	63.17
Willenhall South	1,835	30.08	69.92
<b>WALSALL</b>	<b>27,787</b>	<b>35.87</b>	<b>64.13</b>

59.6% of households in Brownhills claim CTR by working age which is less than the Borough average of 64.1%.



# Council Tax Reduction (CTR) household claimants – pensionable age



40.4% of households in Brownhills claim CTR by pensionable age which is higher than the Borough average of 35.9%.

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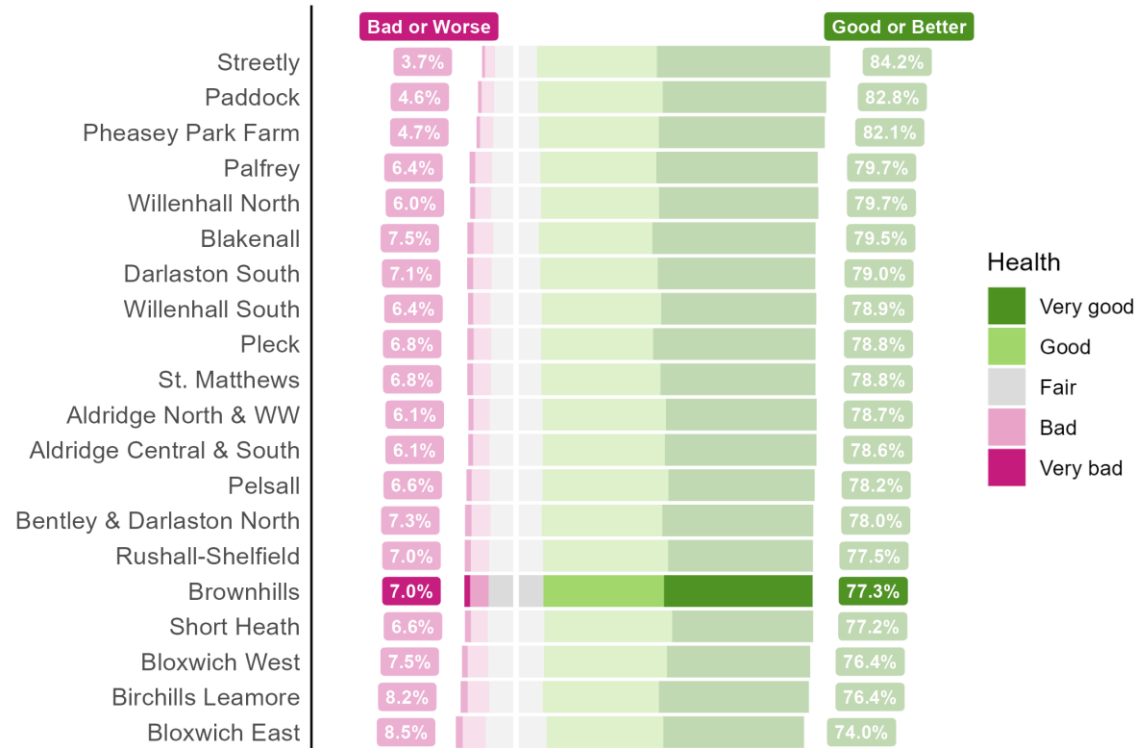
# Health & Social Care

What are the health and social care needs of the Ward?



## What is the General Health of Brownhills?

Census 2021, % of resident population



- Brownhills residents report their general level of health at 77.3% in good health or better. This ranks as the 5<sup>th</sup> lowest of the Walsall wards and lower than the England average of 82.1%
- Approximately 1 in 14 Brownhills residents reported living in poor health or worse compared to 1 in 27 in Streetly ward that has a similar population size

## Disability

Census 2021, resident population

**21.7%** Reported as Disabled

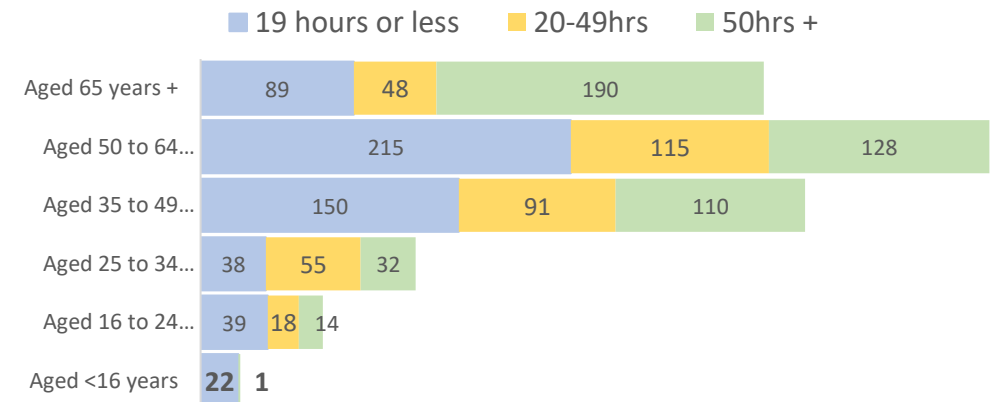
Where day-to-day activities are limited  
(approximately 2 in 9 residents).



- This ranks higher than the Walsall Average (19.1%), and Brownhills is 2nd highest of Walsall's 20 wards.
- A further 6.2% have a long term physical or mental Health condition where daily activities are not limited.

## Unpaid Care

Census 2021, resident population (aged 5yrs +)



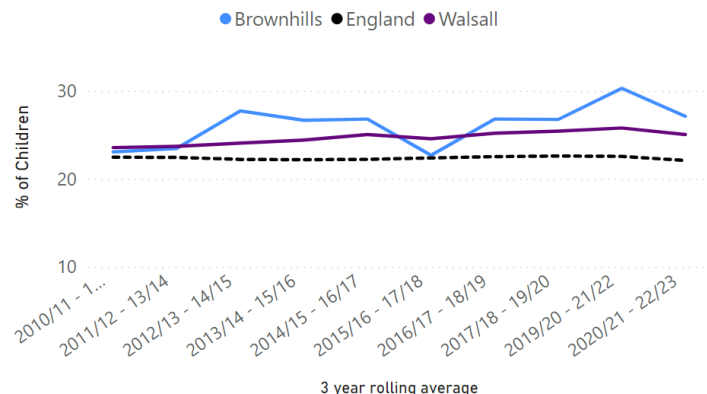
- 9<sup>th</sup> Highest** number of Unpaid carers in Walsall, 1,355 compared to Aldridge Central & South with most (1,471) & Pheasey with least (1,044)
- 10.7%** of residents provide weekly unpaid care, mostly 50-64yrs old and who providing less than 19 hours of care per week.
- Brownhills has **3rd highest** number of young carers in Walsall

Data Source: Census, 2021

# Child Healthy Weight

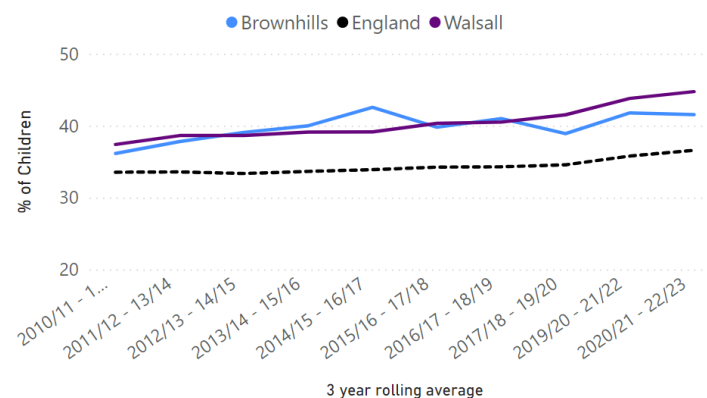


Prevalence of Overweight and Obesity in Reception Year



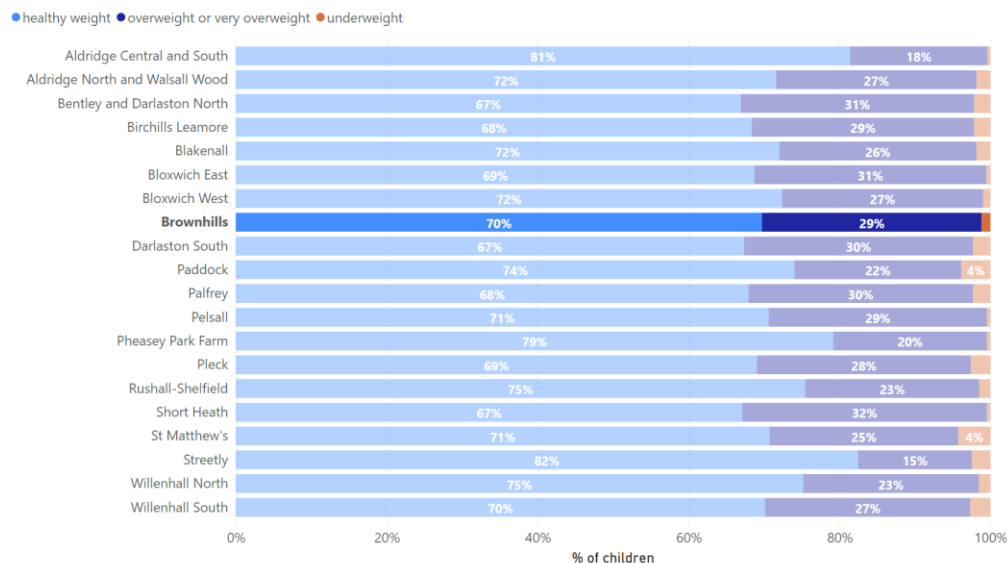
The prevalence of Reception-aged children who are overweight or obese in Brownhills has slightly decreased trend in recent years, although it remains significantly higher than both the Walsall average and the national rate.

Prevalence of Overweight and Obesity in Year 6



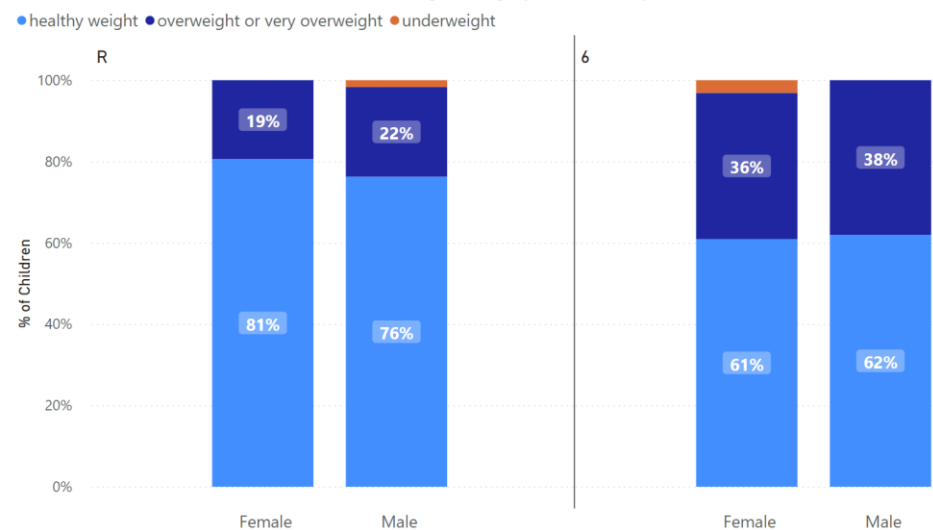
The prevalence of Year 6 children who are overweight or obese in Brownhills has also decreased in trend in recent years and is now lower than the Walsall average. However, it is still higher than the national rate.

Weight category of children by ward



Overall, in Brownhills  
**7 in 10**  
children are a healthy weight.

Weight Category of Children by Sex



In Reception aged children in this ward, a higher proportion of girls are a healthy weight than boys.

However, by Year 6, the proportion of children that are overweight or obese is similar in both boys and girls.



# Adult Social Care



## Key facts and figures about Ward residents receiving support in 2022-23

**566**

New requests for support, received from

**347** individuals



13 people aged 18-24, 77 aged 25-64 and 257 aged 65+

**159**

People received an assessment



3 people aged 18-24, 44 aged 25-64 and 112 aged 65+

**53** assessments resulted in a long term service

**19**

Carers were assessed and supported during the year



0 people aged 18-24, 10 aged 25-64 and 9 aged 65+

**165**

People received a long term service such as domiciliary care, etc



10 people aged 18-24, 30 aged 25-64 and 1... aged 65+

**160**

Safeguarding concerns were received, relating to



**108** individuals

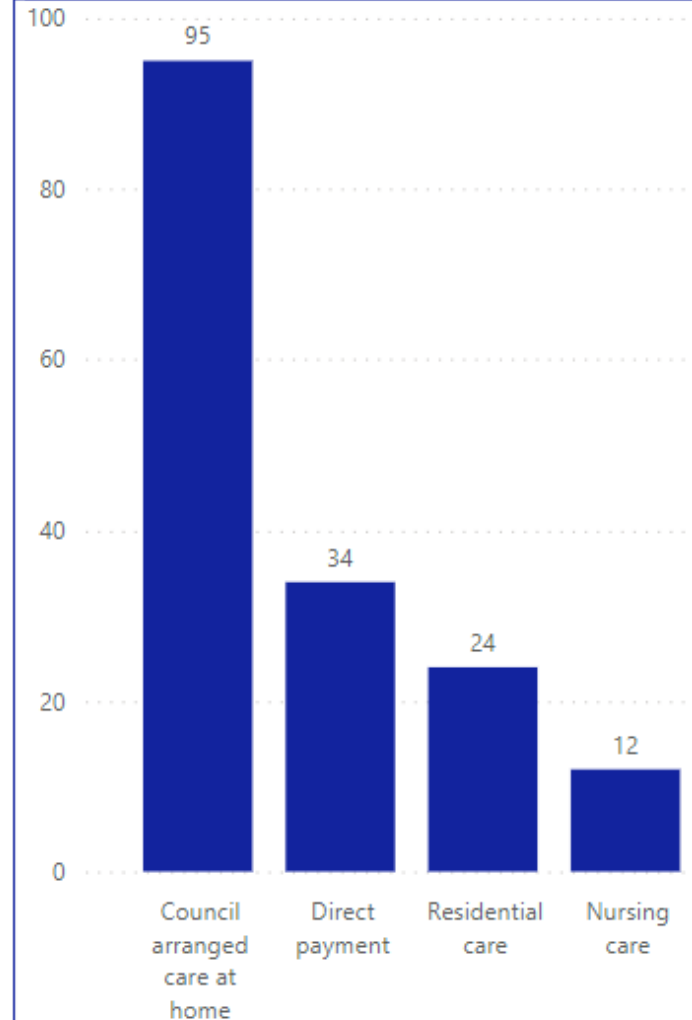
5 people aged 18-24, 30 aged 25-64 and 73 aged 65+

**19.38%**

Of safeguarding concerns received progressed to a formal investigation



## Care packages provided in 2023-23 by type



# Adult Social Care Adult User Survey 2022-23



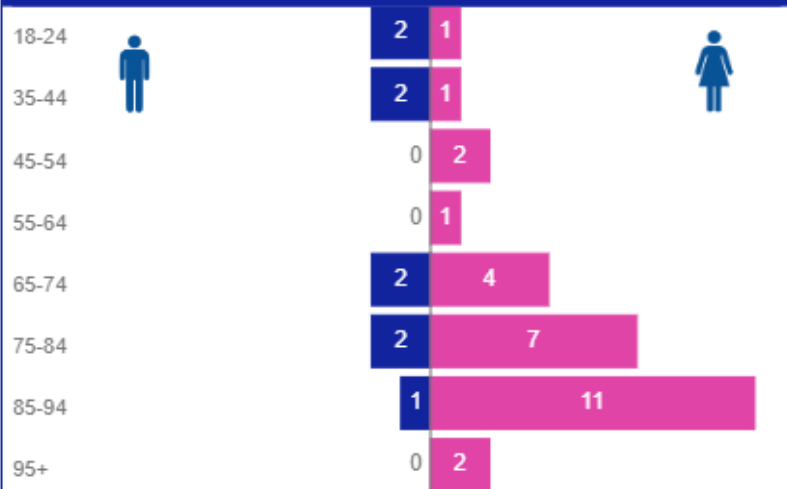
## Responses from Ward residents

**119** People surveyed  
**38** Responses  
**31.93%** Response rate

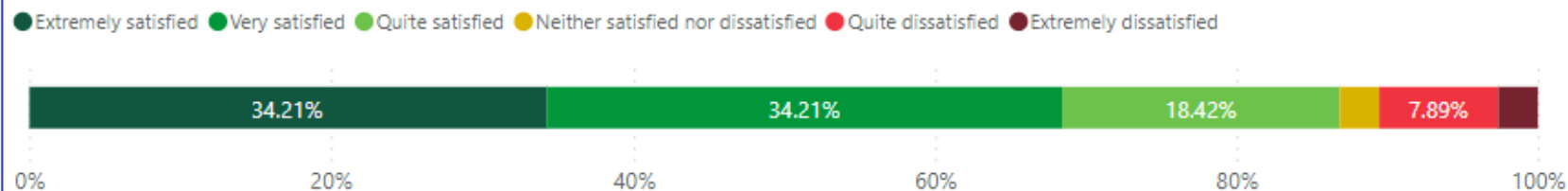
### Responses were received from

**30** People residing in their own home  
**4** People residing in nursing care  
**4** People residing in residential care

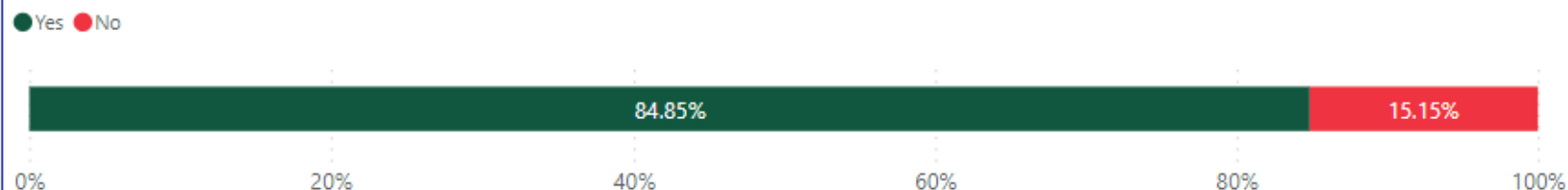
## Respondents by age and gender



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



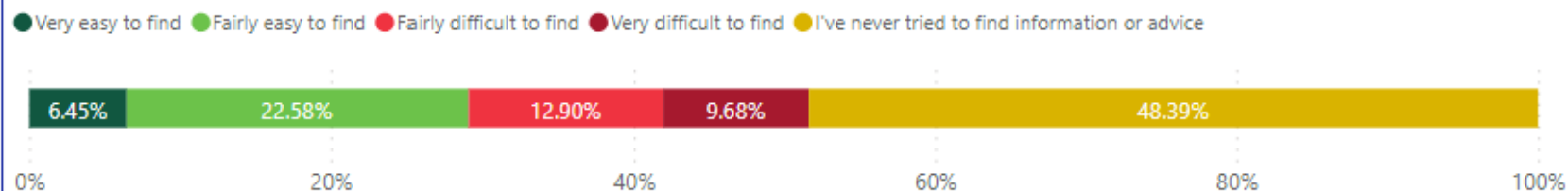
## Do care and support services help you to have a better quality of life?



## 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?



# Crime

What do we know about local crime levels and how do they compare to the wider Borough?

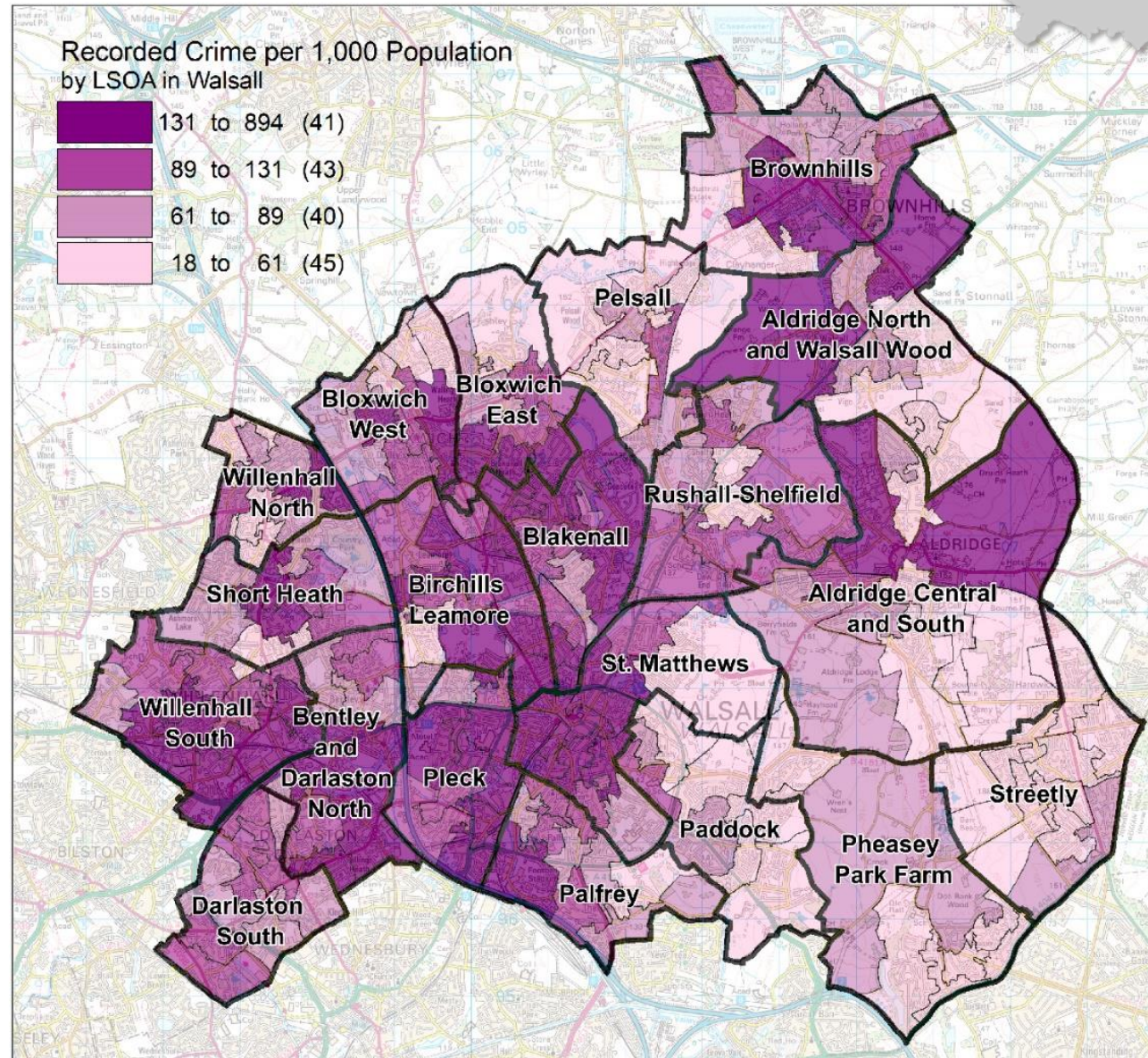


# Recorded Crime



Ward	Count	Popn	Rate per 1,000 Popn
Aldridge Central and South	1203	14695	81.86
Aldridge North and Walsall Wood	1226	13167	93.11
Bentley and Darlaston North	1887	13994	134.84
Birchills Leamore	2655	16523	160.69
Blakenall	2375	16003	148.41
Bloxwich East	1584	13655	116.00
Bloxwich West	1487	13680	108.70
<b>Brownhills</b>	<b>1607</b>	<b>13437</b>	<b>119.60</b>
Darlaston South	1693	17596	96.22
Paddock	765	13206	57.93
Palfrey	1604	16692	96.09
Pelsall	695	11350	61.23
Pheasey Park Farm	594	11428	51.98
Pleck	2596	16534	157.01
Rushall-Shelfield	1125	12434	90.48
Short Heath	1227	11662	105.21
St. Matthews	4655	15564	299.09
Streetly	582	12578	46.27
Willenhall North	1147	12717	90.19
Willenhall South	2939	17242	170.46
<b>Walsall Borough</b>	<b>33646</b>	<b>284157</b>	<b>118.41</b>

Brownhills ward ranks as 7th highest for recorded crime, with a rate of 119.6, similar to the Borough average, but with variations at a LSOA level.

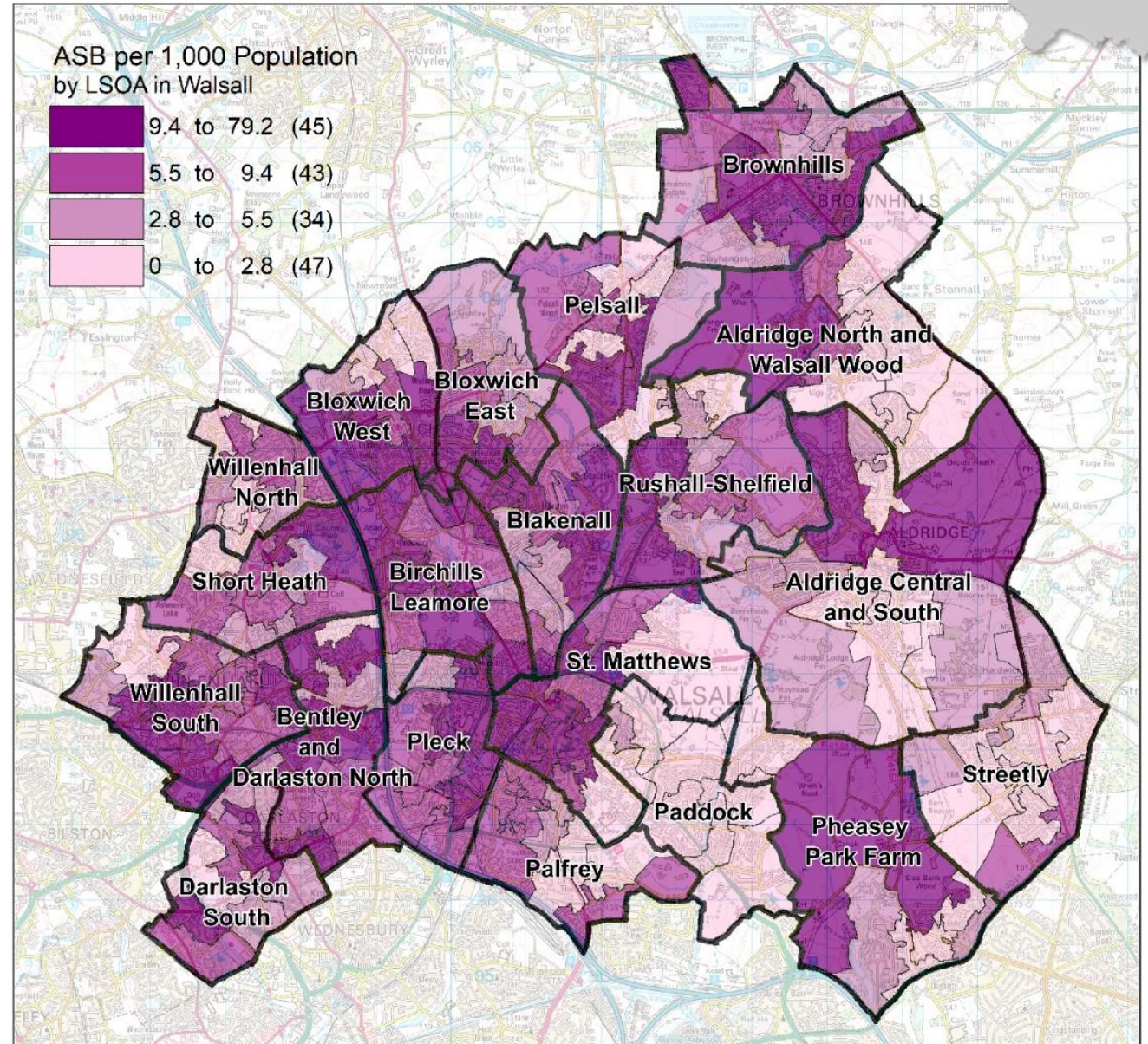




# Anti-social Behaviour

Ward	Count	Popn	Rate per 1,000 Popn
Aldridge Central and South	58	14695	3.95
Aldridge North and Walsall Wood	74	13167	5.62
Bentley and Darlaston North	135	13994	9.65
Birchills Leamore	287	16523	17.37
Blakenall	195	16003	12.19
Bloxwich East	119	13655	8.71
Bloxwich West	183	13680	13.38
<b>Brownhills</b>	<b>131</b>	<b>13437</b>	<b>9.75</b>
Darlaston South	104	17596	5.91
Paddock	21	13206	1.59
Palfrey	76	16692	4.55
Pelsall	64	11350	5.64
Pheasey Park Farm	43	11428	3.76
Pleck	126	16534	7.62
Rushall-Shelfield	85	12434	6.84
Short Heath	73	11662	6.26
St. Matthews	328	15564	21.07
Streetly	32	12578	2.54
Willenhall North	60	12717	4.72
Willenhall South	143	17242	8.29
<b>Walsall Borough</b>	<b>2337</b>	<b>284157</b>	<b>8.22</b>

Brownhills ward ranks as 5th highest for recorded anti-social behaviour, with a rate of 9.75, slightly higher than the Borough average, but with variations at a LSOA level.



# Useful Links

- **Walsall Insight** - Trends & data covering the Walsall Borough  
<https://www.walsallintelligence.org.uk>
- **Walsall Council** - [Homepage](#) | [Walsall Council](#)
- **Economic Intelligence Unit (EIU)** - <https://www.theeiu.org>
- **Office for National Statistics (ONS)** -
  - Census 2021 Ward data, England and Wales  
<https://www.ons.gov.uk/releases/warddataenglandandwalescensus2021>
  - Census 2021 Walsall Population Summary  
<https://www.ons.gov.uk/visualisations/censuspopulationchange/E08000030>
- **NOMIS** Official Census and Labour Market Statistics - <https://www.nomisweb.co.uk/>



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