

Pelsall

Ward Profile

Produced by
Walsall Business Insights
December 2023



Welcome to Pelsall



i

Did you know?

- **History** - Pelsall was first mentioned in a charter of 994 when lands were given to the monastery by a Mercian noblewoman – then called 'peolshalh' meaning 'nook' or 'land between two streams'. It is listed in the Domesday entry of 1086.
- **Arts** - Pelsall has a village Carnival that has ran every July since 1972 (*except 2020*), featuring floats and bric-a-brac stalls.
- **Nature** - Pelsall Common and Nest common is a large greenspace and Local Nature Reserve, being one of 4 sites in Walsall with a thriving population of Great Crested Newts and one of only 2 sites where you can see lizards.
- **Landmarks** - Pelsall's Fingerpost is on the Wolverhampton to Lichfield road, there is a pub called the Fingerpost located on the bridge of the Wyrley & Essington Canal. Pelsall has a landmark stone situated in the high street to mark the 994-1994 Millenium of the village.









- Covers 5.09 sq km (509.1 ha)
- Makes up 4.9% of the total area of Walsall Borough
- Has a population density of 2,234 people per square kilometer

(This is *lower* than borough average of 3,159)



Councillors



	Councillor	Elected	Party
	Edward Lee	11 May 2021	 Conservatives
	Rose Martin	03 April 2003	 Conservatives
	Garry Perry	07 May 1998	 Conservatives

Place

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

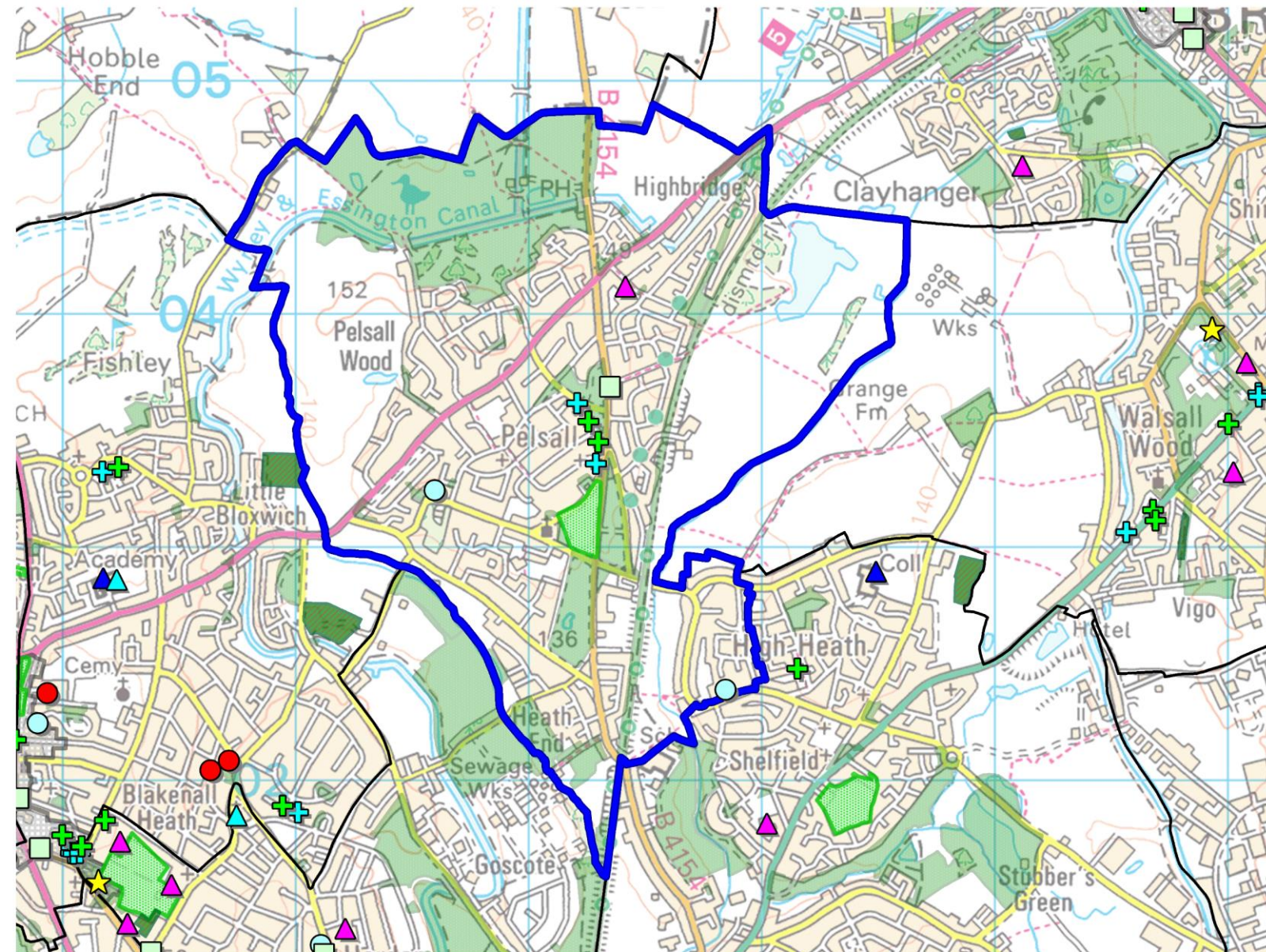
Assets



Pelsall Assets Map

Walsall Council

Illustrates Pelsall's geography and highlights key local assets.



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

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

0 1
kilometer
Scale 1:23,090

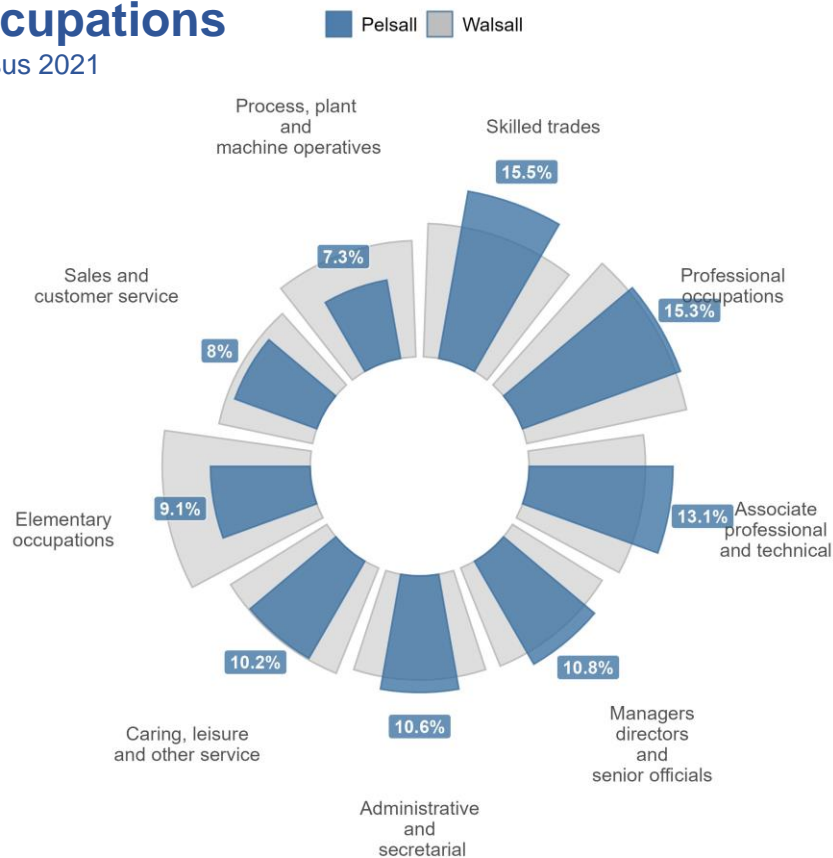


Economy and Workforce



Occupations

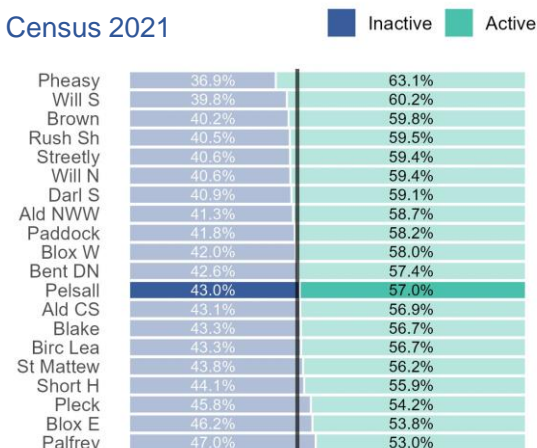
Census 2021



- Pelsall's occupational profile differs from Walsall in some key areas: Skilled Trades are higher than the Walsall average, at 15.5%, and there are relatively more Associate Professional and Technical. There are substantially fewer employed in Elementary occupations and plant/machine operatives.
- This indicates the labour force of Pelsall is diversely skilled, with a mix of professionals and skilled trades, but proportionately fewer factory workers than the wider borough.

Economic Status

Census 2021



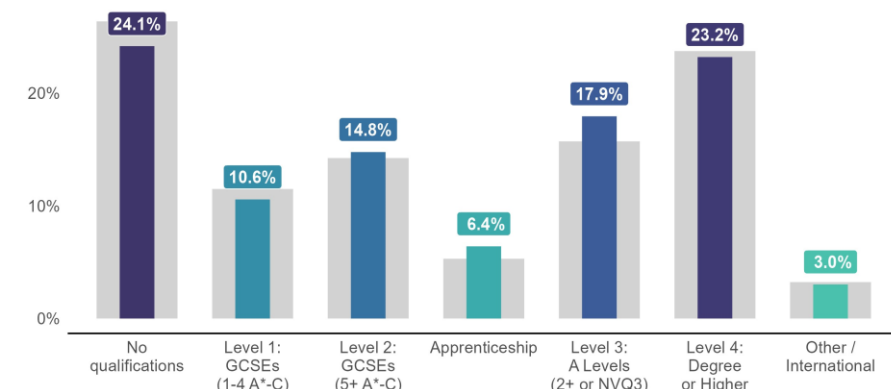
57%

Are Economically Active

12th of Walsall's Wards. *Inactivity includes retirees, students, long-term sick/disabled, homemaking and other.*

Qualifications

Census 2021



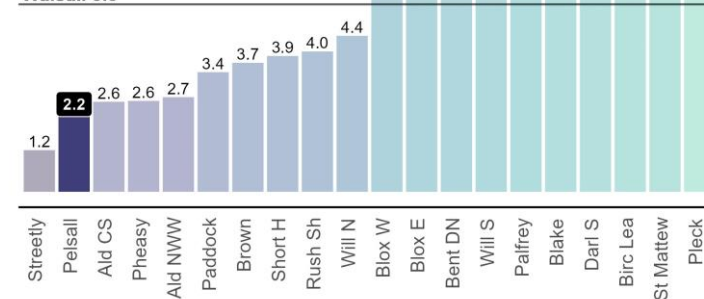
Grey bars = Walsall

- Pelsall's population qualification level is fairly typical of Walsall: 23.2% a degree or higher qualification and approximately 1 in 4, 24.1%, have no qualifications (Walsall is 26.3%).

Claimant Count

JSA Claimants per 100 working age pop, ONS Oct 2023

Walsall 5.3



- Pelsall's Claimant Count (Jobseekers Allowance) is very low, at 2.2 per 100 working age adults (2nd lowest Ward).
- This is approximately half that of Walsall's Claimant rate (5.3), and almost four times lower than the highest ward (Pleck, 8.5)

Source: Census 2021

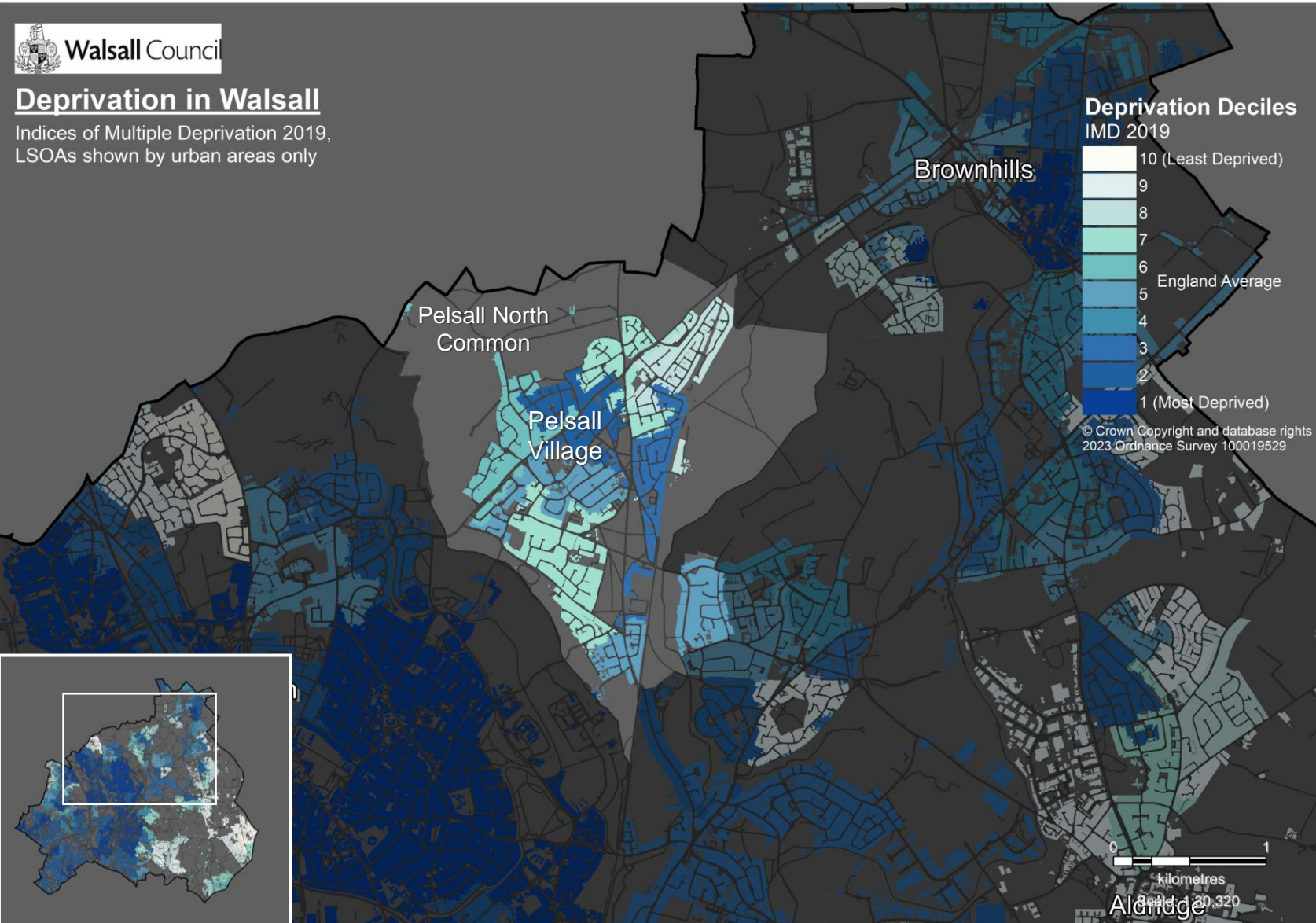
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Deprivation



Deprivation in Walsall

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



Pelsall has lower levels of deprivation than the England average and few highly deprived areas, but presents a mixed picture: pockets of moderate deprivation alongside less deprived areas.

Pelsall has relatively high deprivation for:

- **Adult Skills** (decile 3)
- **Health and Disability** (decile 4)

However, it scores well with low deprivation in:

- **Barriers to housing** (decile 7)
- **Wider Barriers** (affordability, homelessness)

England (2 in 10)



1 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 & Households



4,900 Households ↑

Increased since 2011, Ward makes up **4.4%** of all Walsall Households



279 (5.7%) Pelsall's Households are Lone Parents of Dependent children



16.7% School Children & Full-time Students (aged 5yrs & over) Approximately 1:6

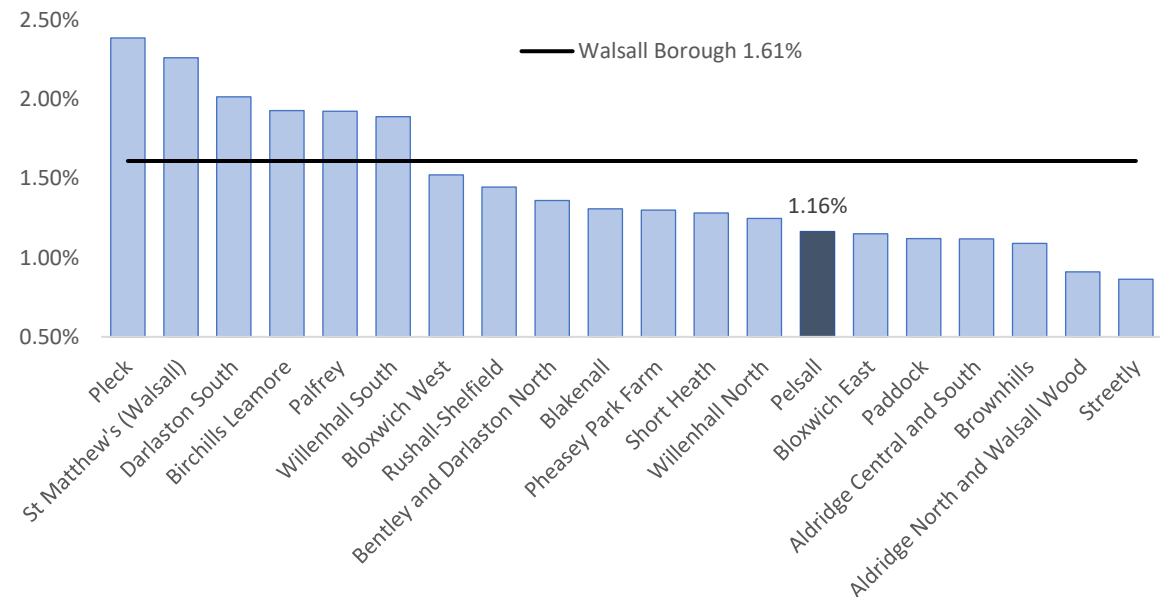


Tenure

74% Homeowners (30% Homes Mortgaged/loan or shared ownership)
14.3% Socially Rented (Compared to Borough 23.7%)

- Pelsall's household population of full-time students and schoolchildren, aged over 5yrs, is 16.7%, below the Walsall figure of 22.1% and just over half that of Palfrey (29.7%)
- Low number of Single-family households consisting of a lone parent with dependent children, making up 5.7% of Pelsall's households, this is 3rd least in borough and on par with Aldridge Central & South. The number of lone parent households in Pelsall is less than a third of Darlaston South (905)
- Higher number of homeowners - 74% owned. Of those, **60% are owned outright**, without a mortgage or shared ownership. This is 2nd highest in borough with Short Heath having 60.6%. 11% of households rent privately or live rent free. One in seven homes are socially rented (14%), **5th lowest** in Walsall (23.7%) and compared to Birchills – Leamore ward where over 40% of homes are rented socially
- The number of households living with **no** central heating across the borough has positively decreased by about half since 2011. Pelsall ranks 7th least number of households living with no central heating at 1.16%. This is much better compared to 2.39% in Pleck and the Walsall Borough figure of 1.61%

% Households in Ward with no Central heating



Development / Regeneration

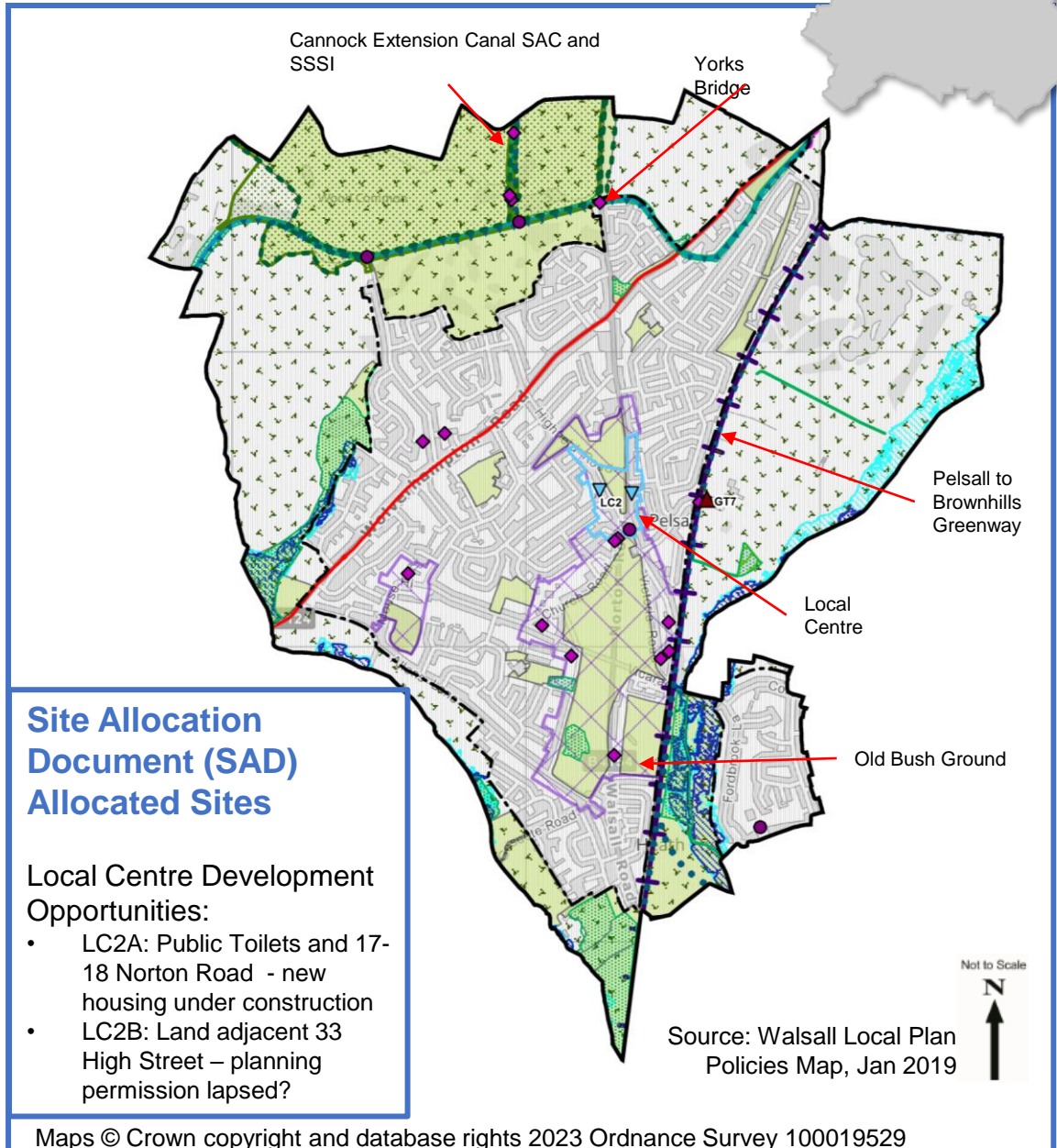
Predominantly residential area surrounded by Green Belt and including Pelsall Common and Old Pelsall **Conservation Areas** that are home to Grade II listed and local listed buildings/structures.

Cannock Extension Canal SAC & SSSI - nationally important site for Floating Water Plantain.

Pelsall Local Centre – with national retailers / occupiers and multiple independents. Also includes **Pelsall Village Centre**.

Site of **former Pelsall Villa Football Club** (vacant open space/former playing pitches) located within the Pelsall Common Conservation Area and close to the Old Bush public house, a now fire damaged and derelict locally listed building (or non-designated heritage asset). Latest planning application submitted for a 66-bedroom care home for the elderly **refused** in October 2023 due to several reasons including piecemeal development that did not integrate well with the surroundings or the historic character of the Pelsall Common Conservation Area.

- **Pelsall and Brownhills – Shared Use Greenway** (known/ referred to locally as the McClean Way) - Sustrans leading development for walking, wheeling and cycling along a disused railway line between Pelsall and Brownhills. Planning application submitted and being reviewed by the LPA.
- **Finger Post Junction** - options study currently in development to improve safety at the Finger Post Junction. (funding to be secured for any proposed scheme).
- **EV Charging** : Two EV charging points to be installed by March 2024 (outside 39 High Street and outside Athelney Court, Station Road).
- **York's Bridge** – contract to construct the new road bridge on Norton Road, next to the existing York's Bridge, estimated to commence in April 2024
- Council works to provide continued support to businesses/landowners with regard to their development requirements and growth aspirations.



People

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

Demography



11,400
Population
Census 2021



17% Aged 0-15
Approximately 1 in 6 people (1,900)



59% Aged 16-64
Approximately 3 in 5 people (6,700)



25% Aged 65+
Approximately 1 in 4 people (2,800)



51% Female
49% Male



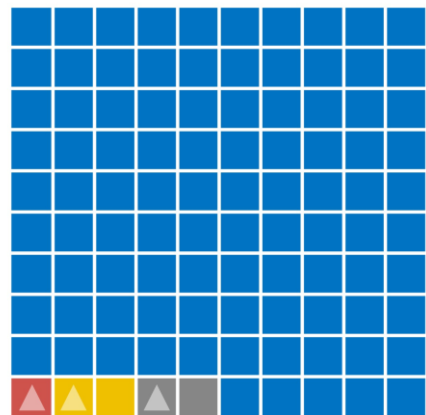
47 Years
Median Age (Walsall 39)



-1.2% Population since 2011
-135 people. Walsall increased by 5.5%

Ethnicity

Census 2021, resident population

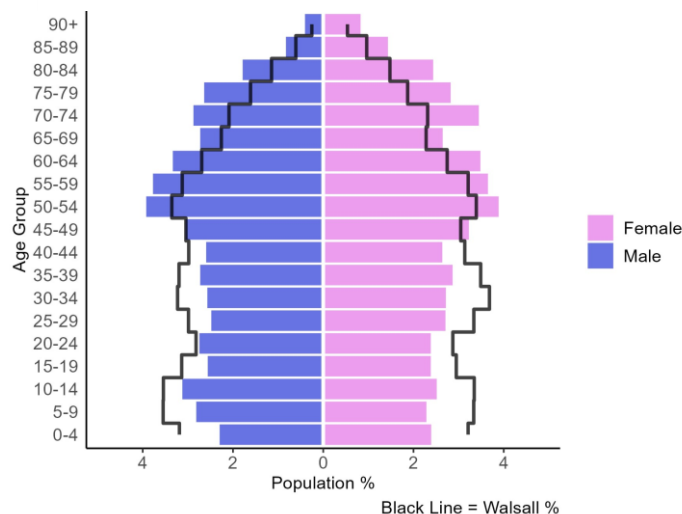


White
95%
Asian
2%
Mixed
2%
Black
1%

□ = 1% population ▲ = increase since 2011

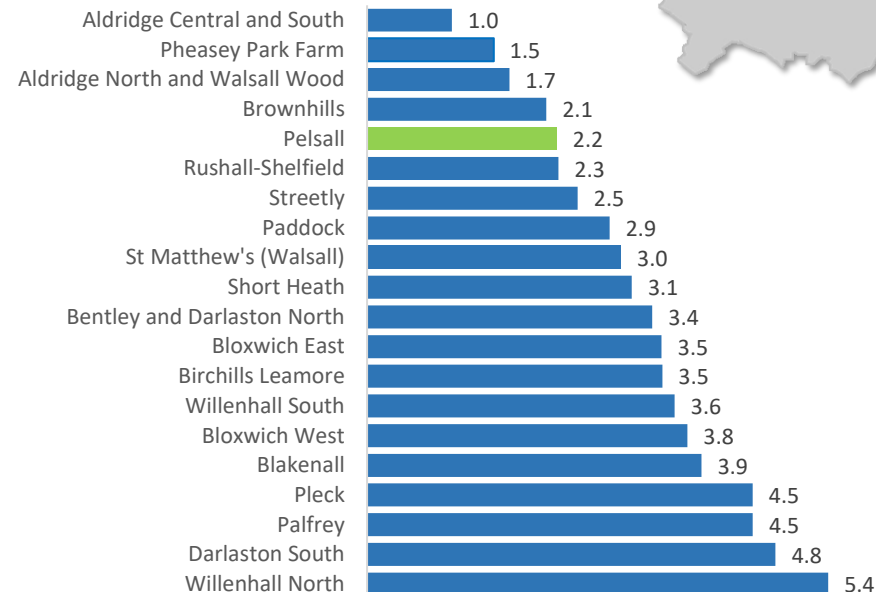
Population Pyramid

Census 2021, population age and sex



Population Density

Census 2021,
population per km²



Key Points:

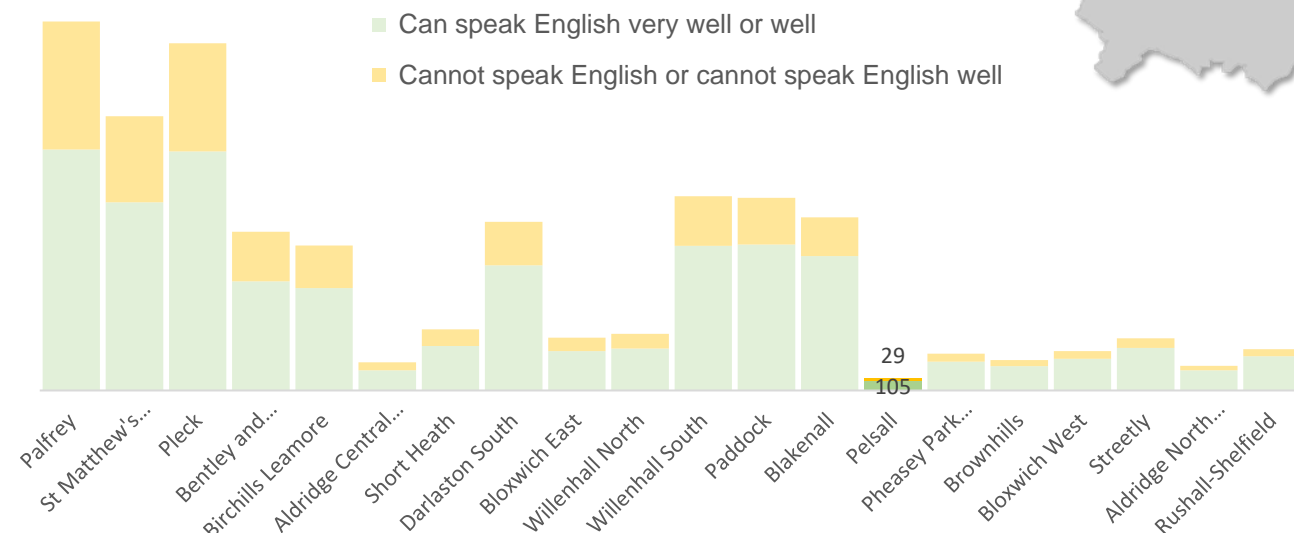
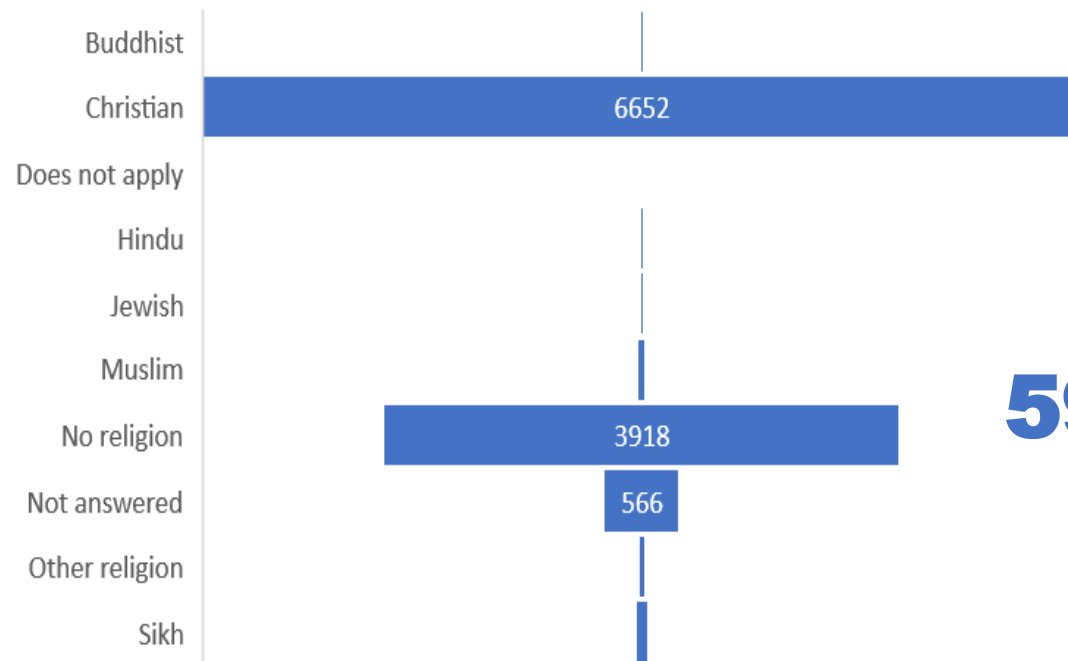
- Pelsall is one of only 4 wards with a **decrease** in population size since 2011 Census (-1.2%), being 2nd only to Streetly (-2.9%). Pelsall has a larger older population aged 50+ years old compared to Walsall overall, with a median age of 47 years old: approximately 8 years above the Borough average (39 years) and 15 years older than the youngest wards, Blakenall and Pleck (32 years).
- Pelsall is the 5th least populated ward, with substantial areas of rural land and greenspace: its population density equates to 2,234 people per square km. For context: Walsall's density is 2,733. Pelsall has just under half as many residents per square km as Pleck 4,541 and Palfrey 4,452.
- Ethnically, the ward is predominantly White British (95%), with smaller populations of Asian (2%), Black (1%), Mixed (2%). Although these populations have all increased in number since 2011, they remain a small proportion of Pelsall's population..

Language and Religion



98% of Pelsall's Households where All Adults use English as main language

Population by Religion



- 99.3% of households have all or at least one adult where English is the main language, compared to 81.1% in Palfrey & Pleck. When English is not the main spoken language, 22% of these residents cannot speak English or cannot speak it well.
- Pelsall has the lowest in number of non-English speakers in household (26) 0.5% compared to 14.2% in Palfrey (752) and Pleck (788).

59% household residents are **Christian** (Borough 45%)

- Pelsall ward has a majority population of Christian religion residents (58.5%). This is higher the Walsall borough percentage of 45%. All other religions combined make up just 2.1% of the resident population.
- 34.4% of Pelsall residents reported in 2021 Census as having No Religion and a further 5% did not answer the census question.

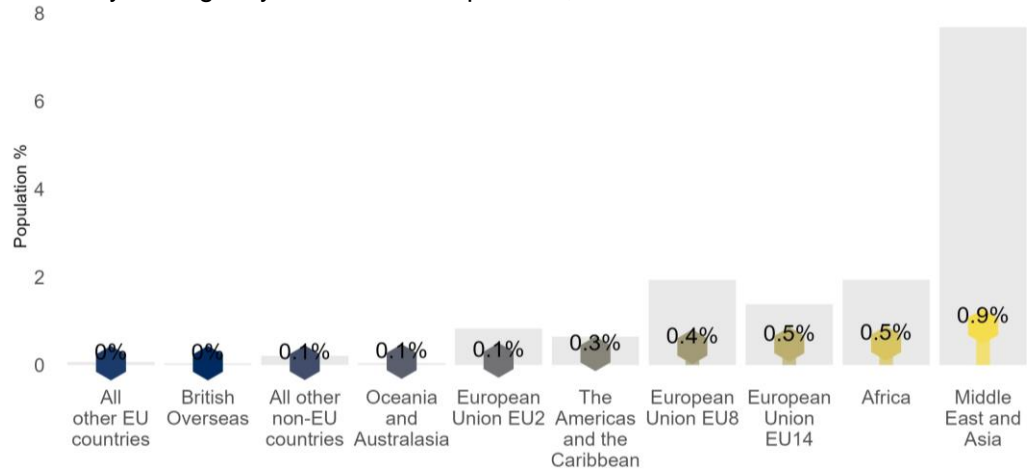
Non-UK Country of Birth

2.8%
of Pelsall's population was
born outside of the UK
Approximately **1 in 35**
residents.



Pelsall and Borough Comparison

Country of Origin by % Resident Population, Census 2021



Grey bars = Borough %

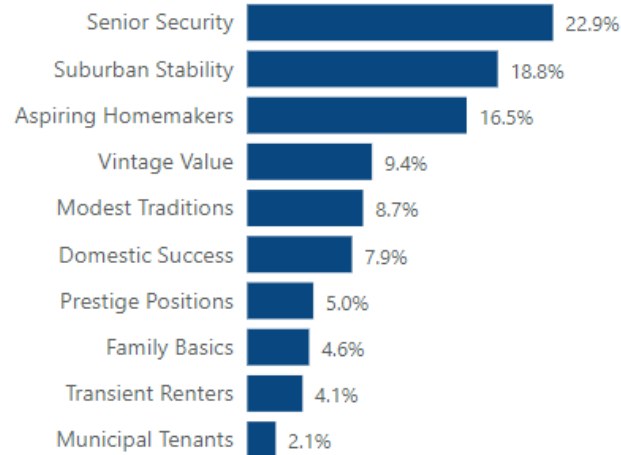
Key Points:

- With 97.2% of residents being UK born, Pelsall has the largest proportion of UK born residents of the 20 Walsall wards.
- Population originating from non-UK nations is approximately a fifth of the borough's level, at 2.8% (Walsall 14.7%).
- This is uniformly low across all non-UK nations of birth, with the largest proportion from the Middle East and Asia, estimated at 100 people (0.9% of the population). This is a stark contrast to the Borough average, which is 7.7%.
- It suggests that's non-UK born communities in Pelsall are much smaller than elsewhere in Walsall.

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

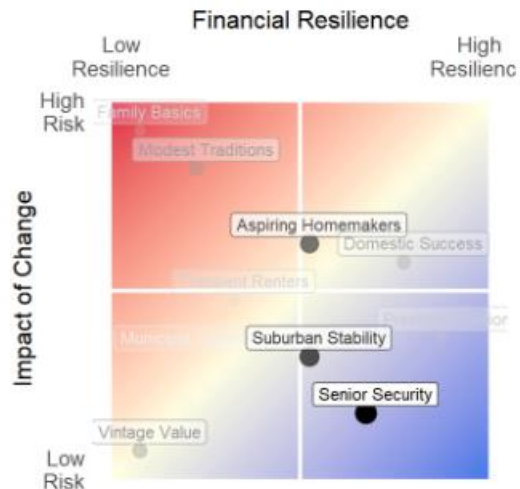
Social Segmentation

Social Segment Composition of Pelsall (% Households)



Key Points:

- Social Segmentation is a means of categorising residential populations by shared socio-economic traits and similar behaviours.
- Pelsall features a wide range of segments, with the largest three being Senior Security, Suburban Stability and Aspiring Homemakers. These are defined on the right of this page.
- Whilst an older population, Pelsall features a broad range of adult life stages: young aspiring homemakers, settled older families and seniors enjoying financially comfortable retirement.
- These segments are more financially resilient and generally better able to weather economic shocks and turmoil than other segments within the Borough.



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

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

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

Education



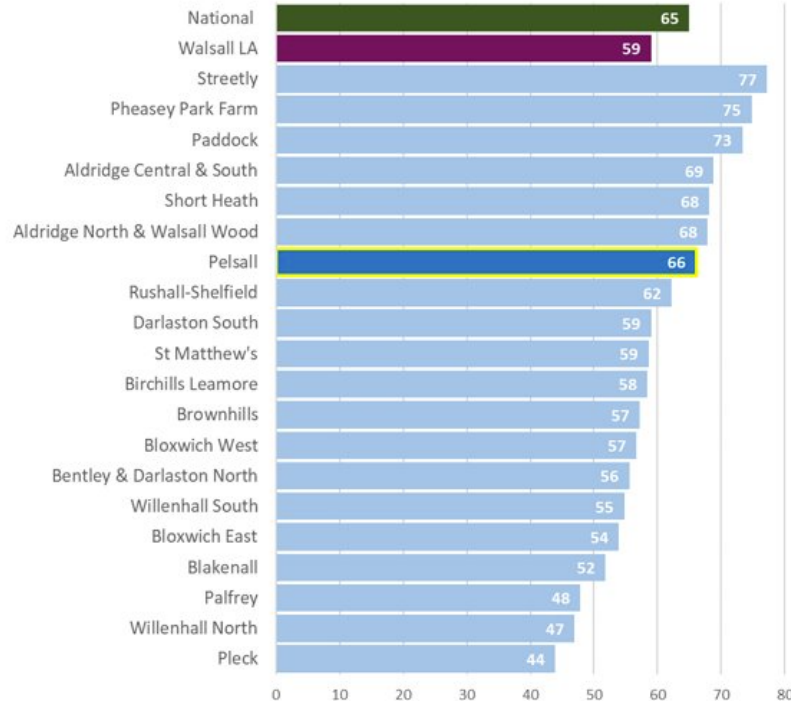
There is 3 Primary settings in the ward:

Primary

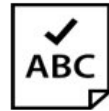
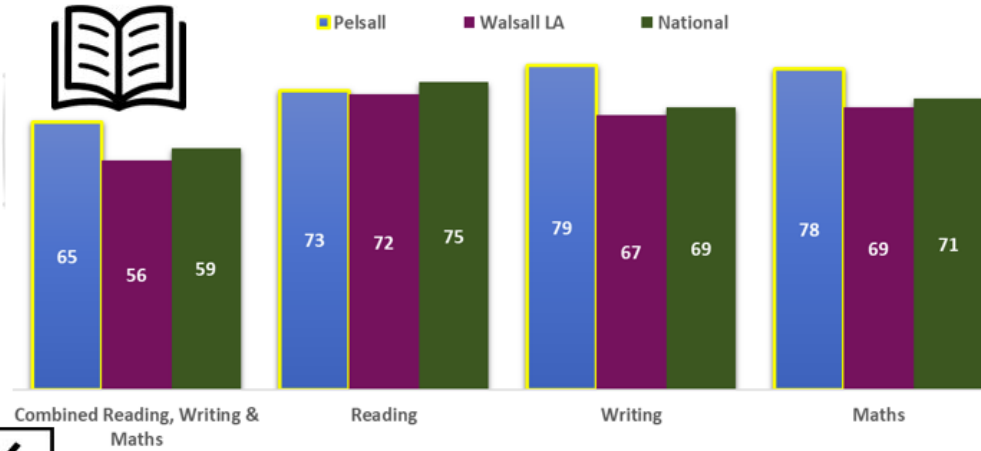
Pelsall Village Primary
Ryder Hayes School
St Michael's CE Primary



% Children who reached a good level of development in 2022



% Children who achieved the expected standard at KS2 in 2022

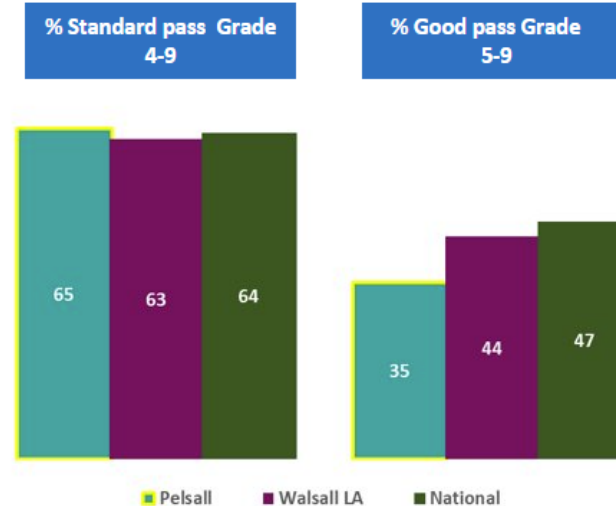


Children are defined as having reached a good level of development at the end of their Reception year if they have achieved at least the expected level in prime and specific areas of learning.

The overall GLD for Walsall in 2022 was 59%. Achievement was higher in the **Pelsall** ward where 66% of children who reside in the area met this expected standard. This is 7% higher than the Walsall average and 1% above the National average. **Pelsall** is ranked 7th highest achieving ward 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



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. A higher proportion of children in the **Pelsall** ward achieve the expected standard compared to Walsall overall in all subjects. Achievement in RWM combined is 6% higher than the national average. Writing is 10% above the national average and Maths is 7% above.

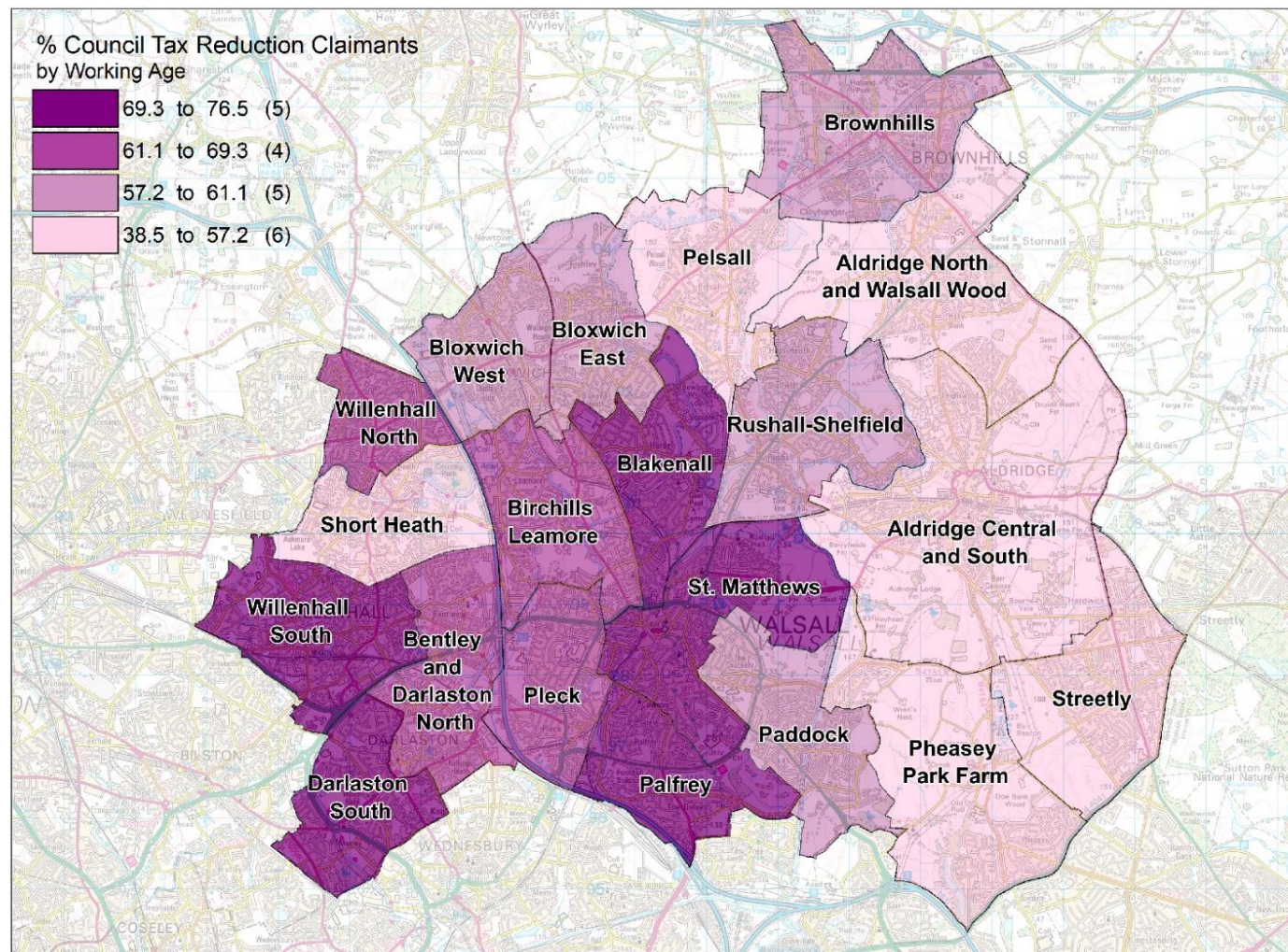
At the end of KS4 (Year 11) pupils sit examinations in a range of GCSE and other vocational qualifications.

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%. Students resident in the **Pelsall** ward do better with 65% achieving a standard pass at GCSE.

Achievement of a 'Good pass' for students who live in the **Pelsall** ward however, is lower than both Walsall and National - 9% below Walsall overall and 12% below the National outcomes.



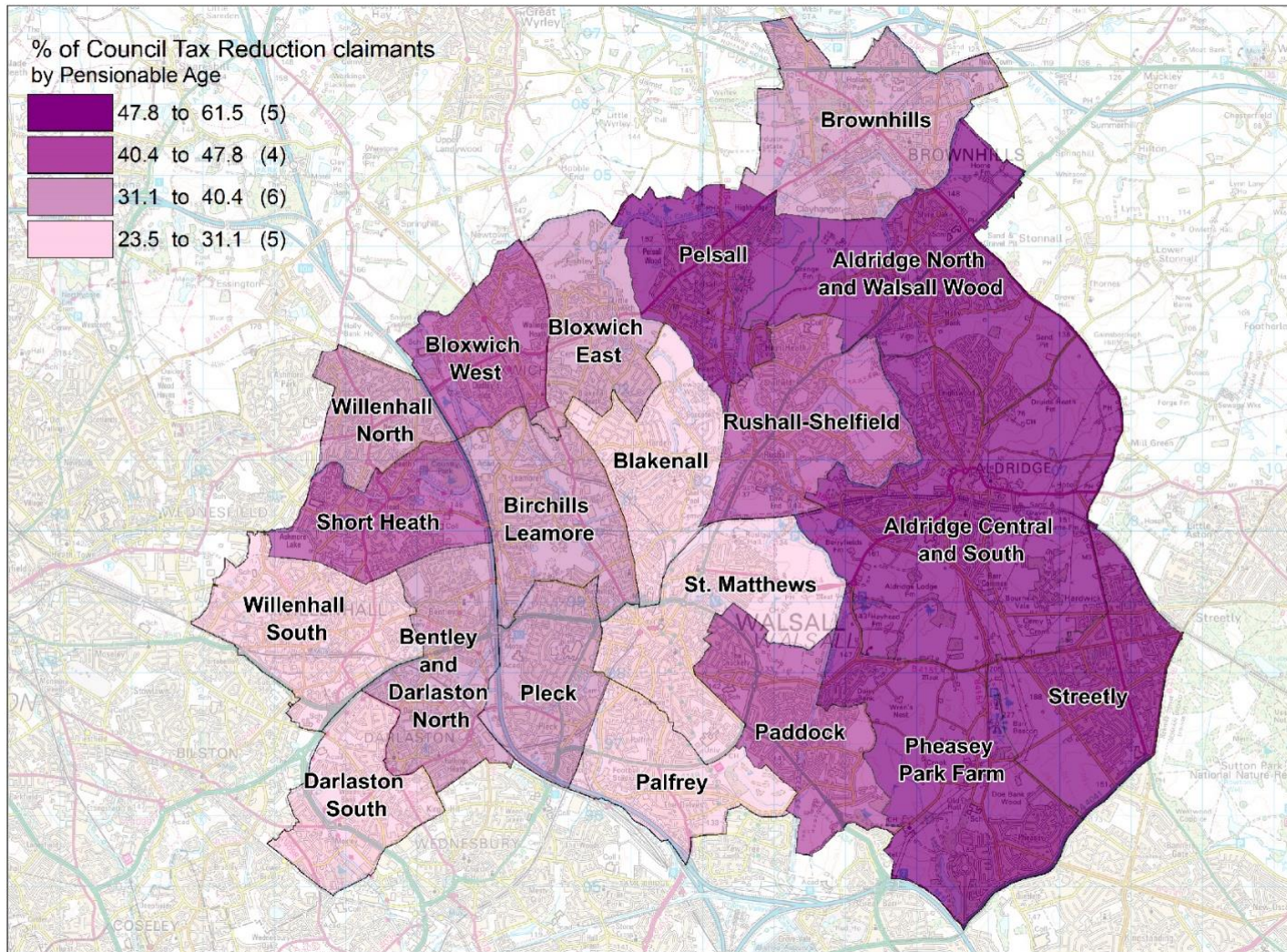
Council Tax Reduction (CTR) household claimants – working age



47.5% of households in Pelsall claim CTR by working age (third lowest of Walsall's wards) and is less than the Borough average of 64.1%.

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
Brownhills	1,352	40.38	59.62
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
WALSALL	27,787	35.87	64.13

Council Tax Reduction (CTR) household claimants – pensionable age



52.6% of households in Pelsall claim CTR by pensionable age (third highest out of Walsall's wards) and is significantly higher than the Borough average of 35.9%.

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
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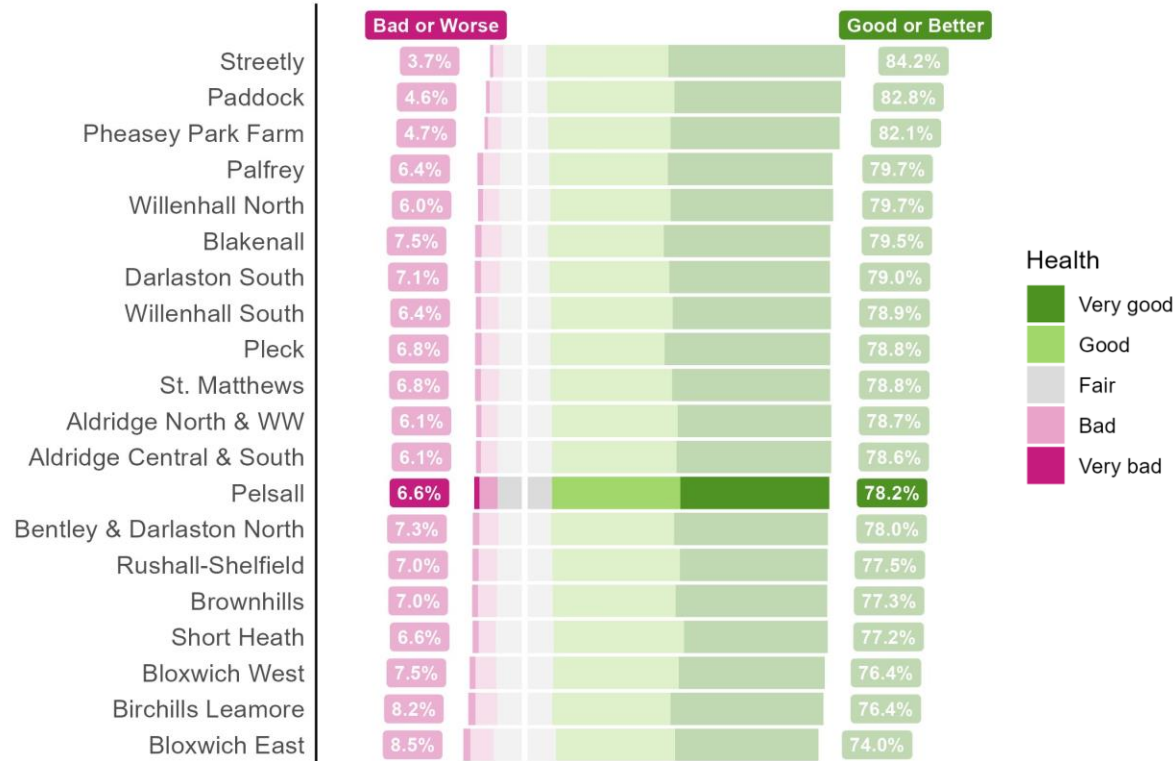
Health & Social Care

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



What is the General Health of Pelsall?

Census 2021, % of resident population



- Pelsall's residents report their general level of health at 78.2% being rated good or better, ranking 13th of all Walsall's wards, this is poorer than the England average of 82.1%
- Approximately 1 in 15 residents reported living in poor health or worse.

Disability

Census 2021, resident population

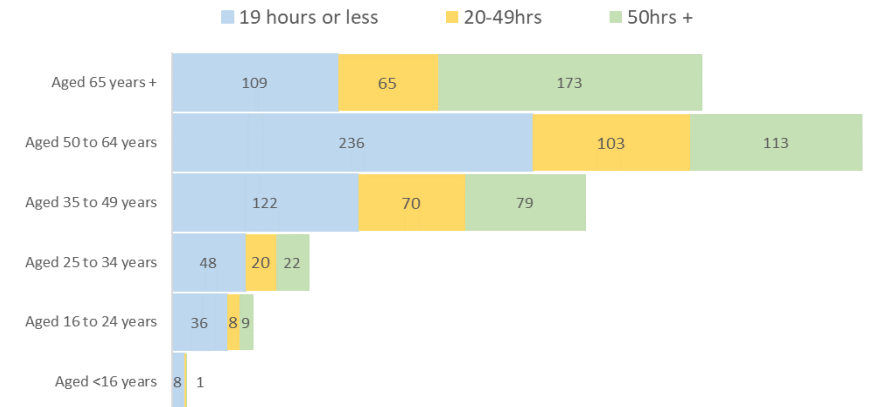


20.4% Reported as Disabled
 Where day-to-day activities are limited
 (approximately 1 in 5 residents).

- This is higher than Walsall figure (19.1%) and ranks 7th highest of Walsall's 20 wards.
- A further 6.6% have a long term physical or mental Health condition but daily activities are not limited.

Unpaid Care

Census 2021, resident population (aged 5yrs +)



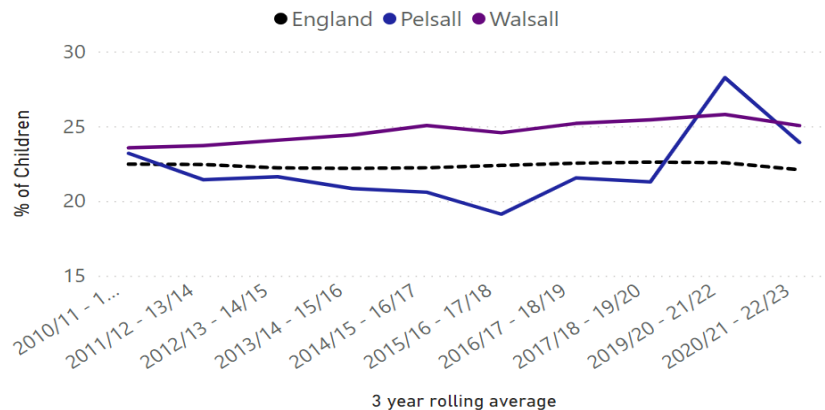
- 4th Least** number of Unpaid carers in Walsall, 1,223 compared to Pheasey Park Farm with fewest (1,044) and Short Heath (1,171).
- 11%** of Pelsall residents provide weekly unpaid care, mostly 50-64yrs old and providing less than 19 hours per week

Child Healthy Weight



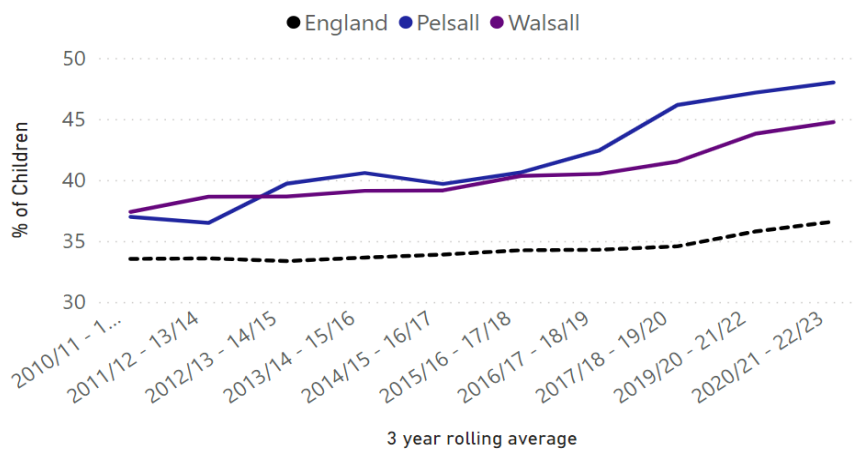
In Pelsall around
7 in 10
children are a healthy weight.

Prevalence of Overweight and Obesity in Reception Year



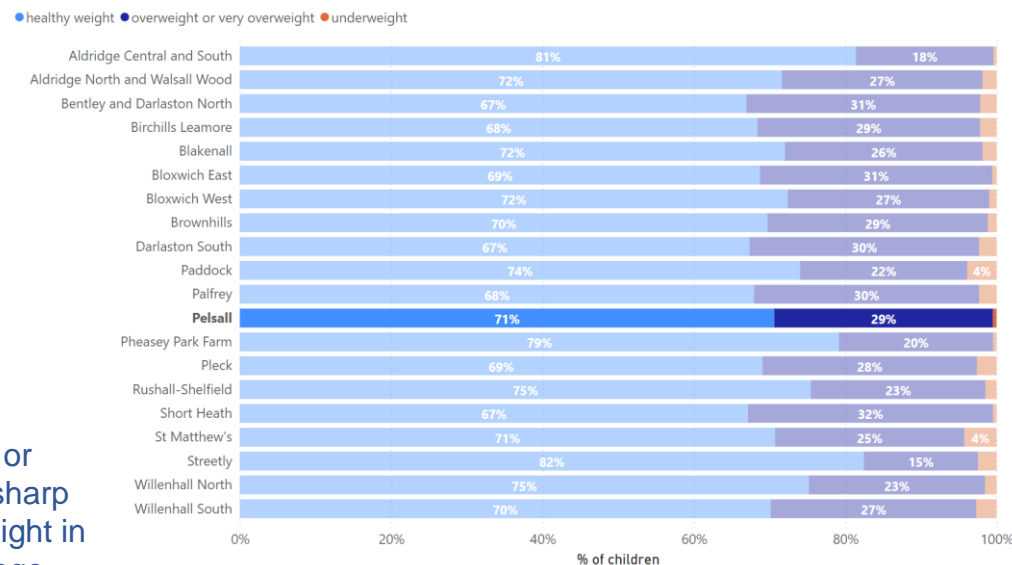
The prevalence of Reception-aged children who are overweight or obese in Pelsall has decreased in the most recent year, after a sharp rise in 2021/22. However, proportion of children who are overweight in Pelsall is above the national rate, but similar to the Walsall average

Prevalence of Overweight and Obesity in Year 6

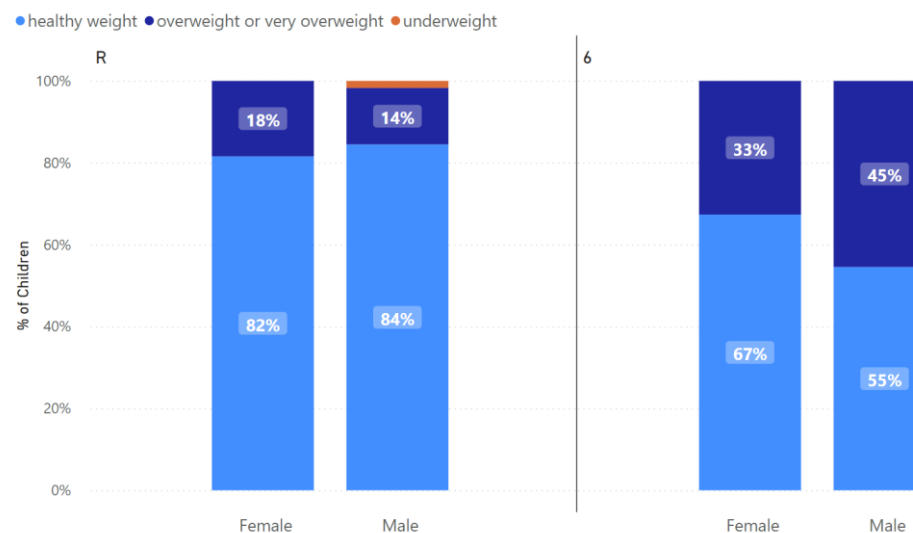


The prevalence of Year 6 children who are overweight or obese in Pelsall has been increasing in trend since 2010 and is higher than the Walsall average, and significantly higher than the national rate.

Weight category of children by ward



Weight Category of Children by Sex



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

However, by Year 6, the opposite is true, with around 2 in 3 girls being a healthy weight, while only 55% of boys are a healthy weight.

In both sexes, the proportion of children that are overweight or obese is higher in Year 6 than in Reception.



Adult Social Care



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

515

New requests for support,
received from

318 individuals



4 people aged 18-24, 56 aged 25-64 and 258 aged 65+

128

People received an assessment



2 people aged 18-24, 25 aged 25-64 and 101 aged 65+

49 assessments resulted in a long term service

15

Carers were assessed and
supported during the year



0 people aged 18-24, 6 aged 25-64 and 9 aged 65+

126

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



2 people aged 18-24, 25 aged 25-64 and 99 aged 65+

106

Safeguarding concerns were
received, relating to

71 individuals



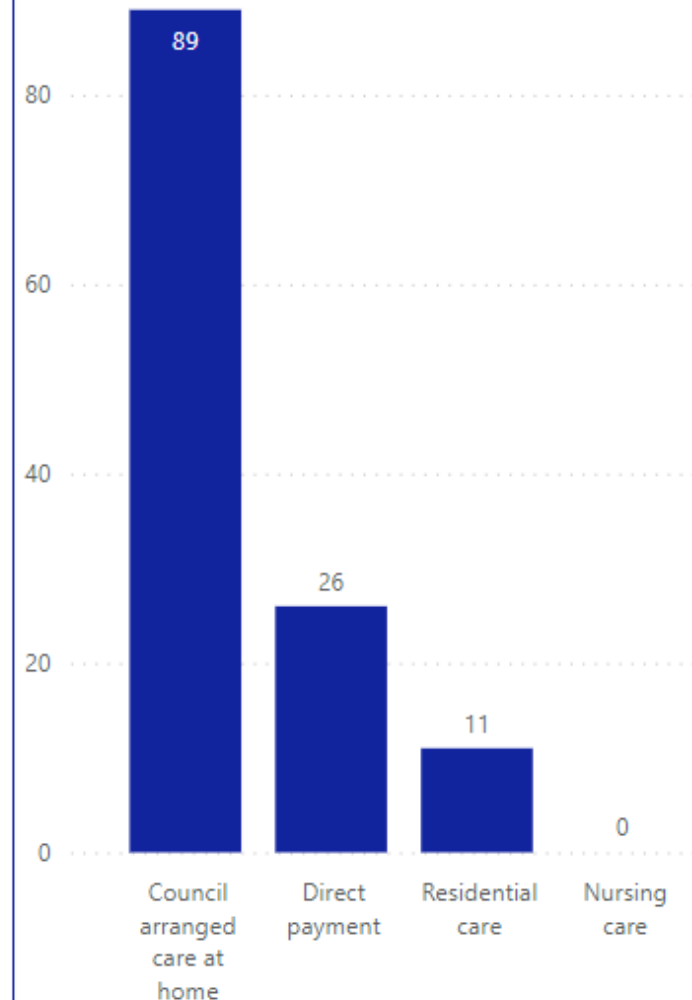
2 people aged 18-24, 16 aged 25-64 and 53 aged 65+

22.64%

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

81 People surveyed
27 Responses
33.33% Response rate

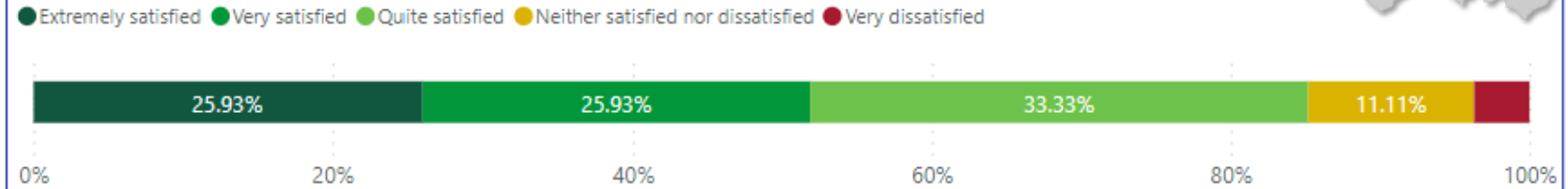
Responses were received from

27 People residing in their own home
0 People residing in nursing care
0 People residing in residential care

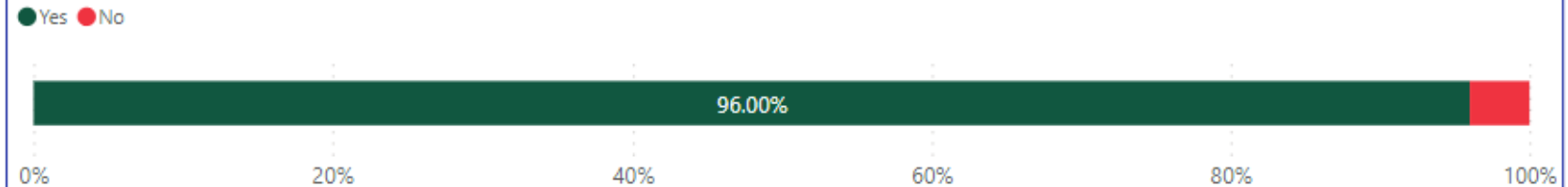
Respondents by age and gender



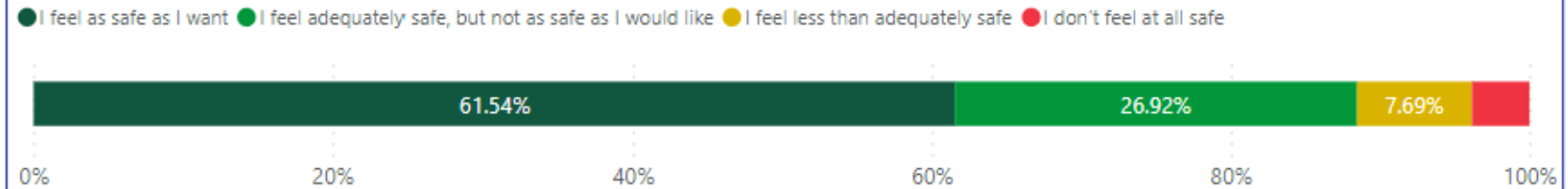
How satisfied or dissatisfied are you with the care and support services you receive?



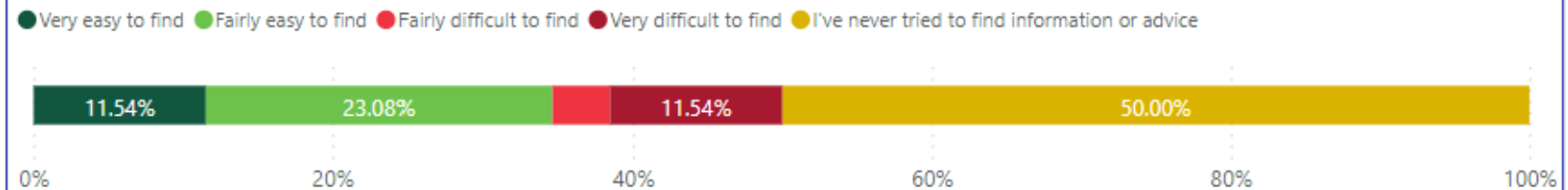
Do care and support services help you to have a better quality of life?



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

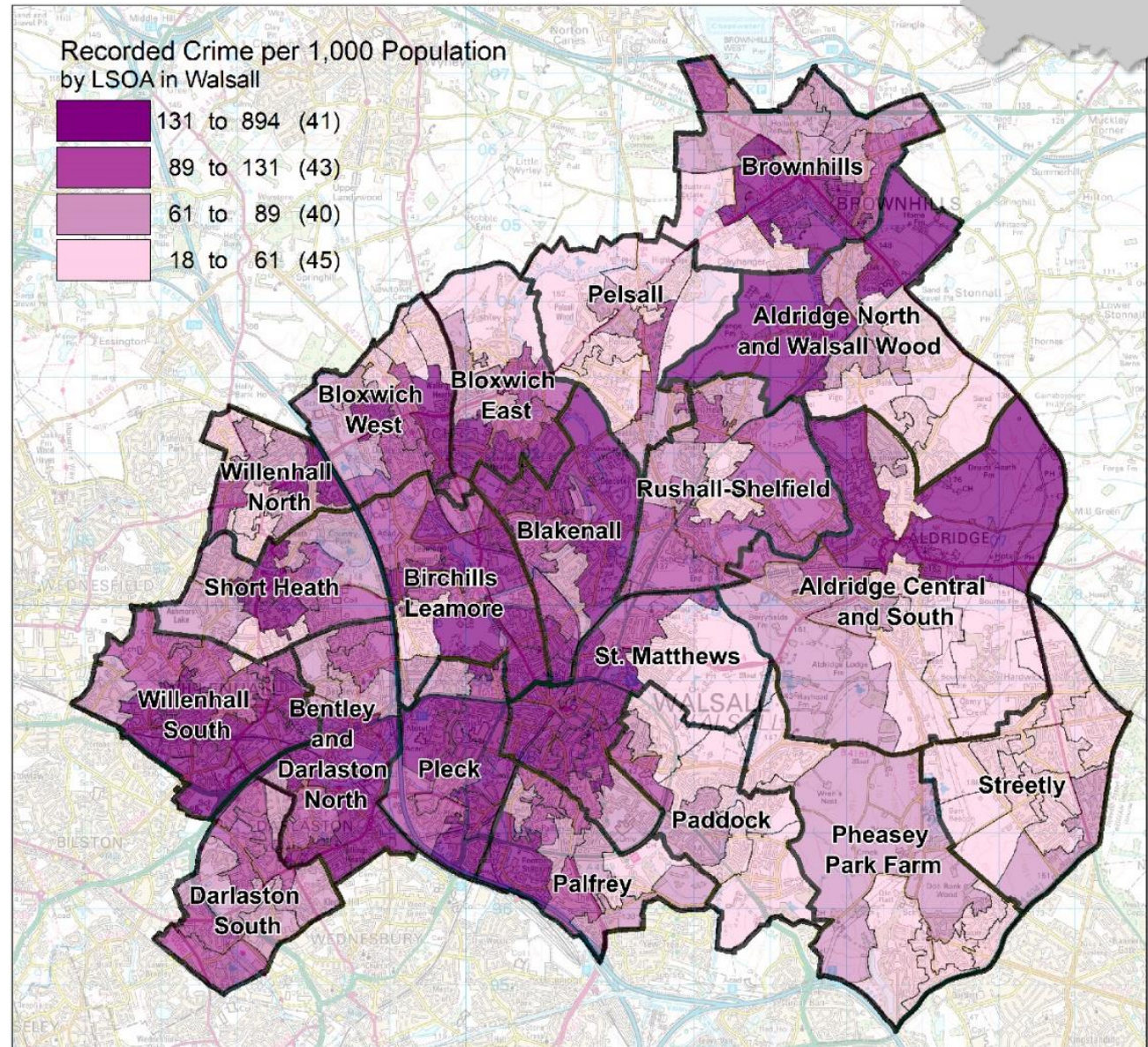
What do we know about local crime levels and how do they compare to the wider Borough?

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
Brownhills	1607	13437	119.60
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
Walsall Borough	33646	284157	118.41

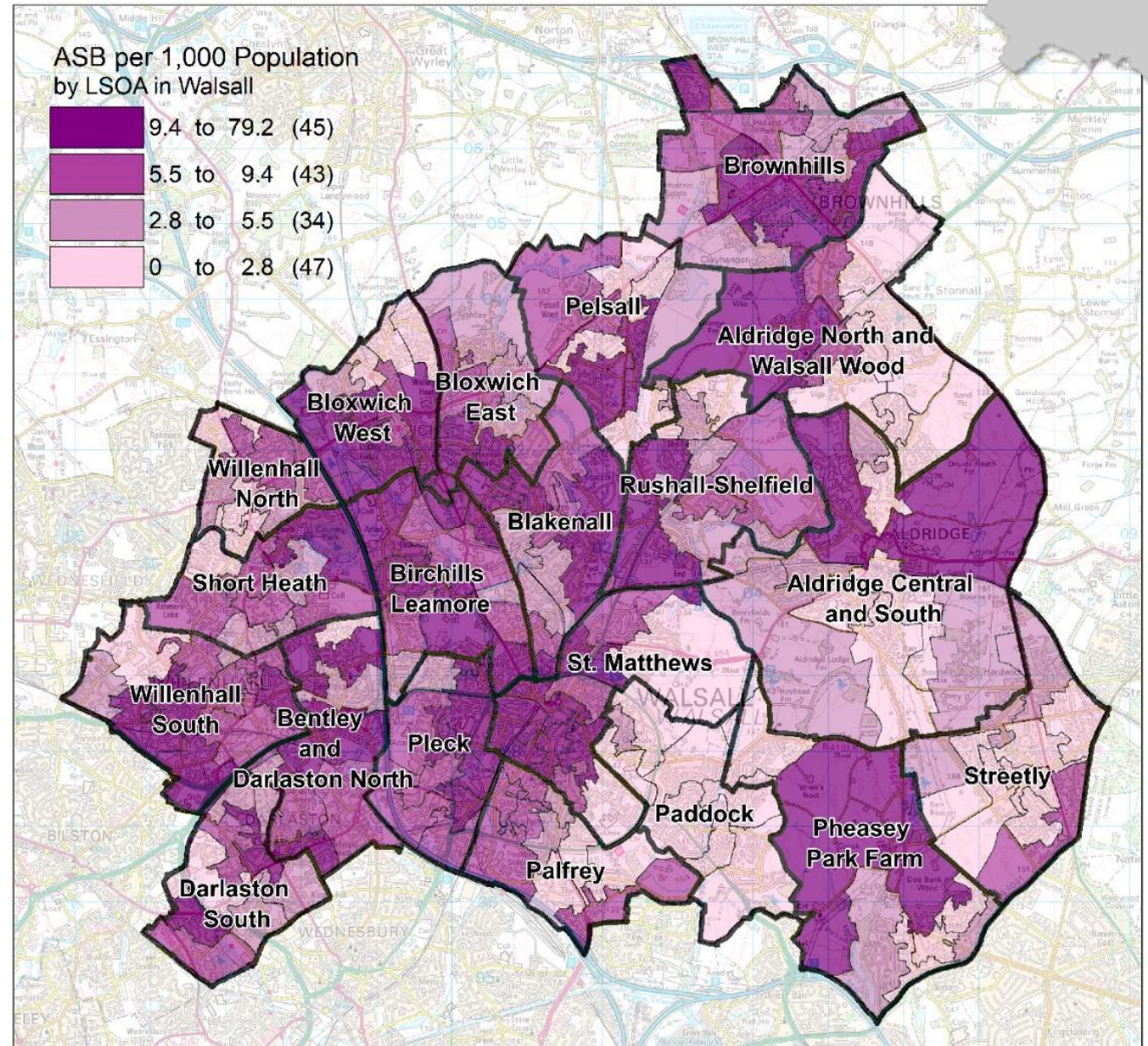
Pelsall ward ranks as 4th lowest for recorded crime, with a rate of 61.2 (lower than the borough of 118.4), but with slight variations evident at a LSOA level.



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
Brownhills	131	13437	9.75
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
Walsall Borough	2337	284157	8.22

Pelsall ward ranks as 13th out of 20 wards for recorded anti-social behaviour. Its rate of 5.6 is below the borough average of 8.2 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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For more information and Business Insights please visit our website:

<https://www.walsallintelligence.org.uk>

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