

Pheasey Park Farm

Ward Profile

Produced by
Walsall Business Insights
November 2023



Welcome to Pheasey Park Farm



Did you know?

- **History** - Barr Beacon is a hill where historically fires were lit in times of attack or on celebratory occasions. It is now the site of the Barr Beacon War Memorial. As an important conservation area, 60 acres of land are designated as a local nature reserve.
- **Arts** - Pheasey estate features one of the Walsall Silver Thread Tapestries, a set of 11 artworks produced locally in 2016 with the involvement of the communities of Walsall.
- **Landmark** - Barr Beacon Hill is one of the highest points in Walsall with panoramic views as far as Powys in Wales. Following its latitude eastwards, it is the highest point until the Ural mountains in Russia.



- Covers 7.6 sq km (765.8 ha)
- Makes up 7.4% of the total area of Walsall Borough
- Has a population density of 1,493 people per square kilometer
(This is *lower* than borough average of 3.159)



Councillors



Councillor

Elected

Party

Adrian Andrew

04 May 2000



Mike Bird

01 May 1980



Christopher Towe

01 May 2003



Place

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

Assets



Pheasey Park Farm Assets Map

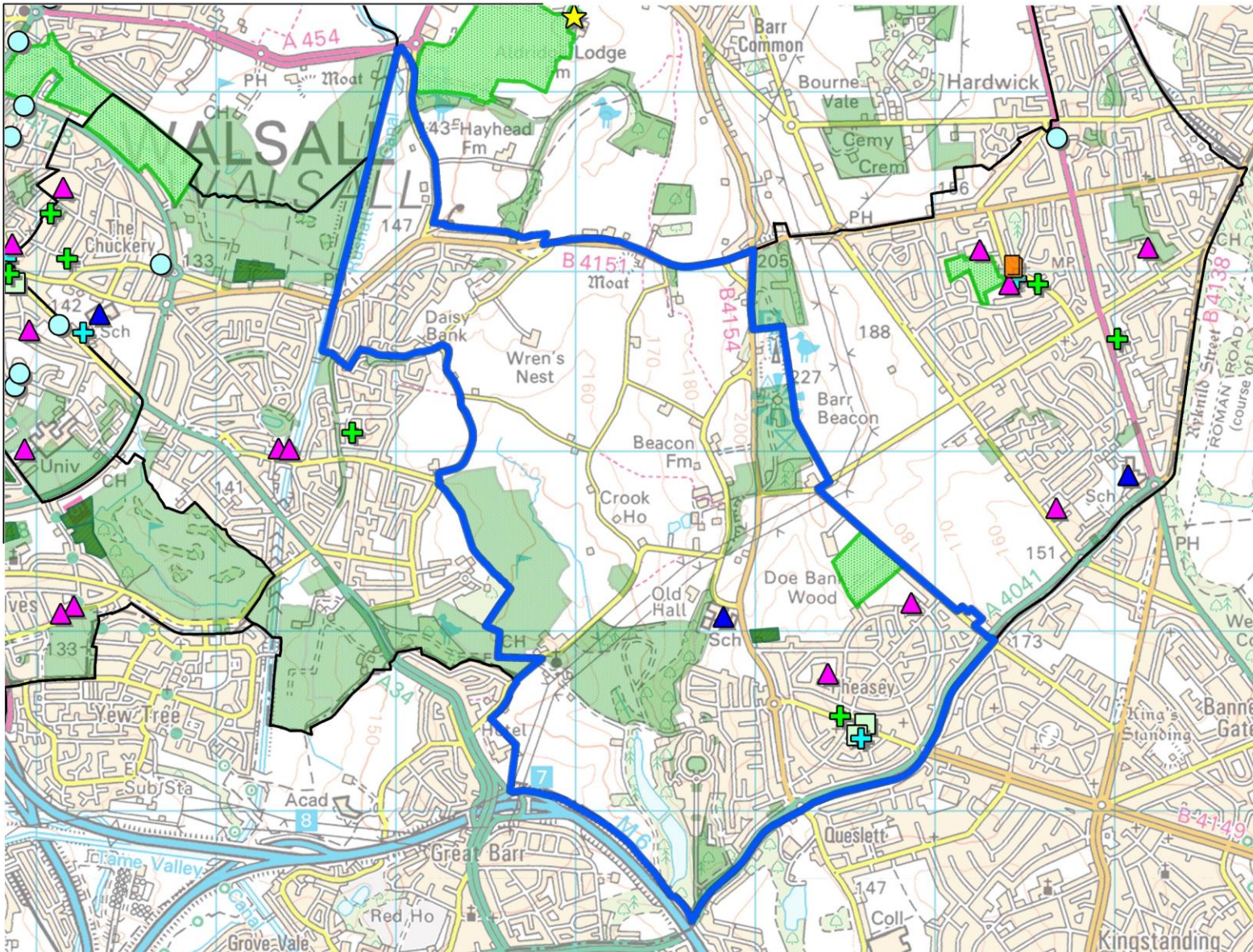
Walsall Council

Illustrates Pheasey Park Farm's geography and highlights key local assets.

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

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

0 1
kilometer
Scale 1:29,990



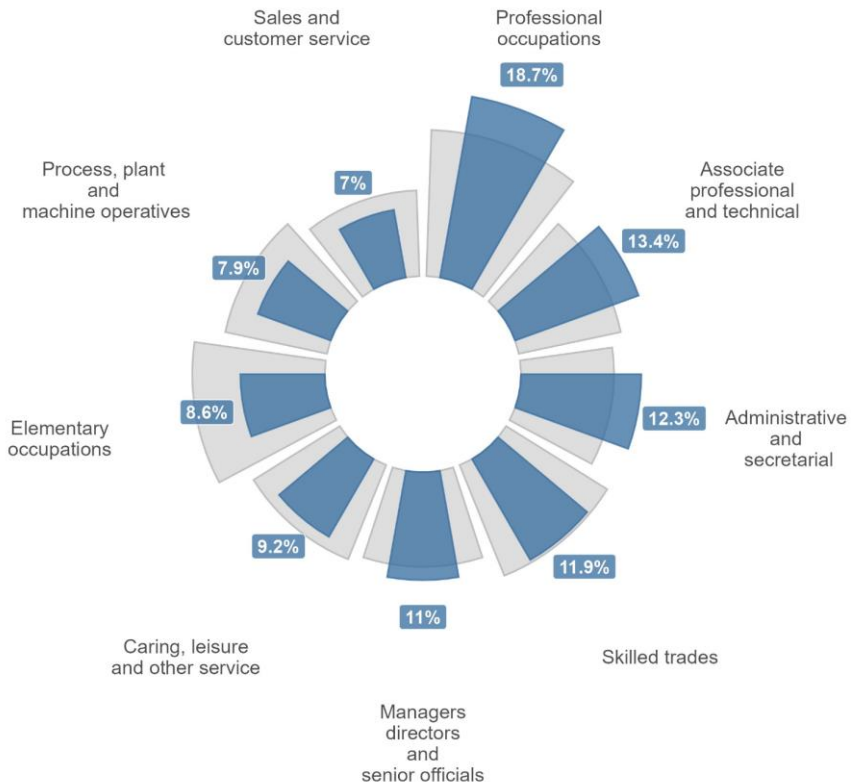
Economy and Workforce



Occupations

Census 2021

■ Pheasey Park Farm ■ Walsall



- Pheasey's occupational profile differs from Walsall in some key areas: employment is higher in Professional Occupations (18.7% contrasted to Walsall's 14.9%), and there are substantially fewer employed in Elementary and Plant/Machinery occupations.
- This indicates the labour force of Pheasey is distributed more towards professional, office-focussed and non-manual occupations, than elsewhere in the borough.

Economic Status

Census 2021

■ Inactive ■ Active

Pheasey	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%

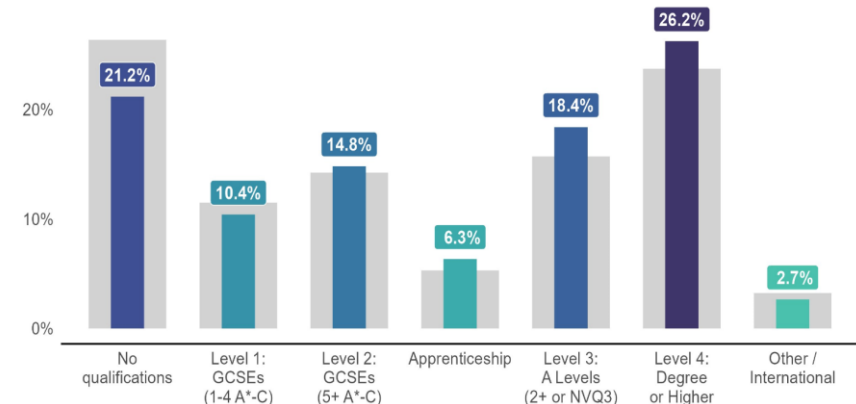
63.9%

Are Economically Active

Approximately 2 in 3 people. *Inactivity includes retirees, students, long-term sick/disabled, homemaking and other.*

Qualifications

Census 2021

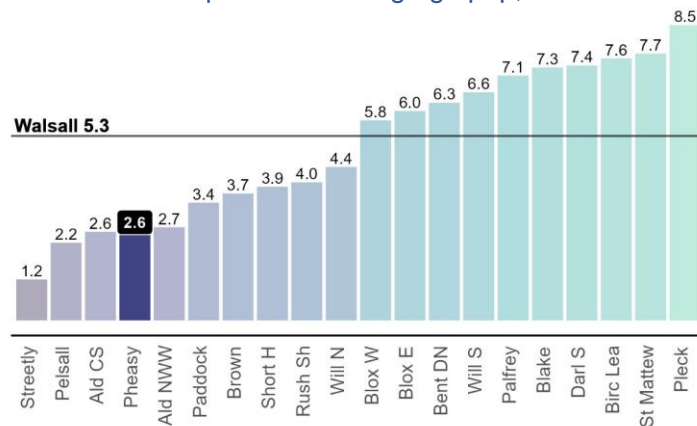


Grey bars = Walsall

- Pheasey's population generally has higher qualifications than Walsall as a whole: 1 in 4 people have a degree or higher qualification and approximately 1 in 5, 21.2%, have no qualification (Walsall 26.3%, approx. 1 in 4).

Claimant Count

JSA Claimants per 100 working age pop, ONS Oct 2023



- Pheasey's Claimant Count (Jobseekers Allowance) is very low, at 2.6 per 100 working age adults.
- This is approximately half that of Walsall's Claimant rate (5.3), and over three times lower than the highest ward (Pleck, 8.5)

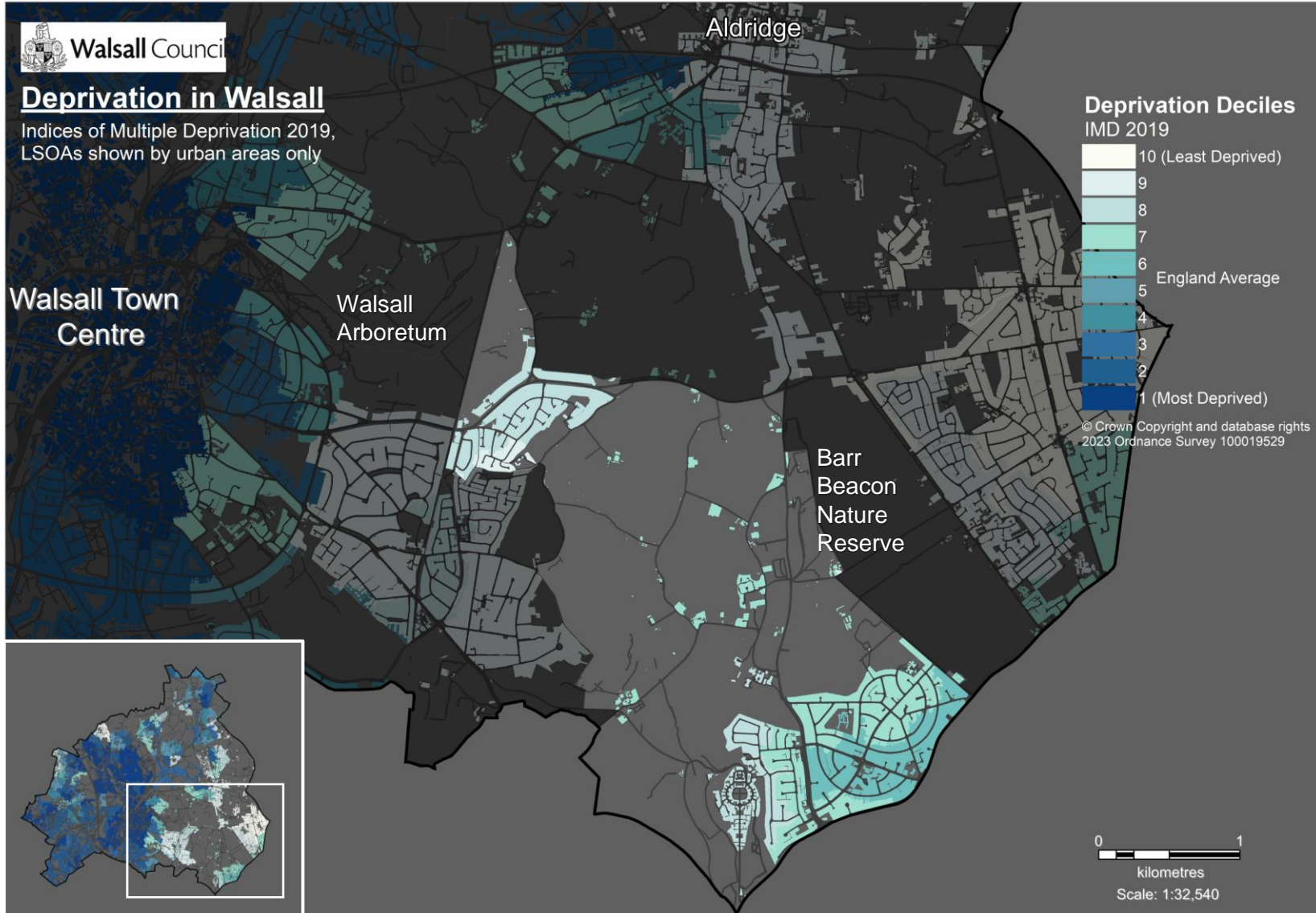
Source: Census 2021

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Walsall Council

Deprivation



Pheasey ranks very low for deprivation, with all neighbourhoods above the England average.

It ranks positively for lack of deprivation in:

- **Income**
- **Children and Young People**
- **Crime**
- **Employment**

All within the 7th decile compared to England.

However it does face particular challenges with:

- **Indoor (Housing Quality)**
 - **Outdoor (Air Quality, Road Traffic Accidents)**
- Ranking within the 3rd decile compared to England.

England (2 in 10)



Borough (5 In 10)

0 in 10

Residents Live 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.

Source: Indices of Multiple Deprivation, 2019

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Housing and Households



4,700 Households

↑ Increased since 2011. 4.2% of Walsall Households are within Pheasey.



301 (6.4%) Pheasey Households are Lone Parents of Dependent children



19.1%

School Children & Full- time Students (5yrs & over)



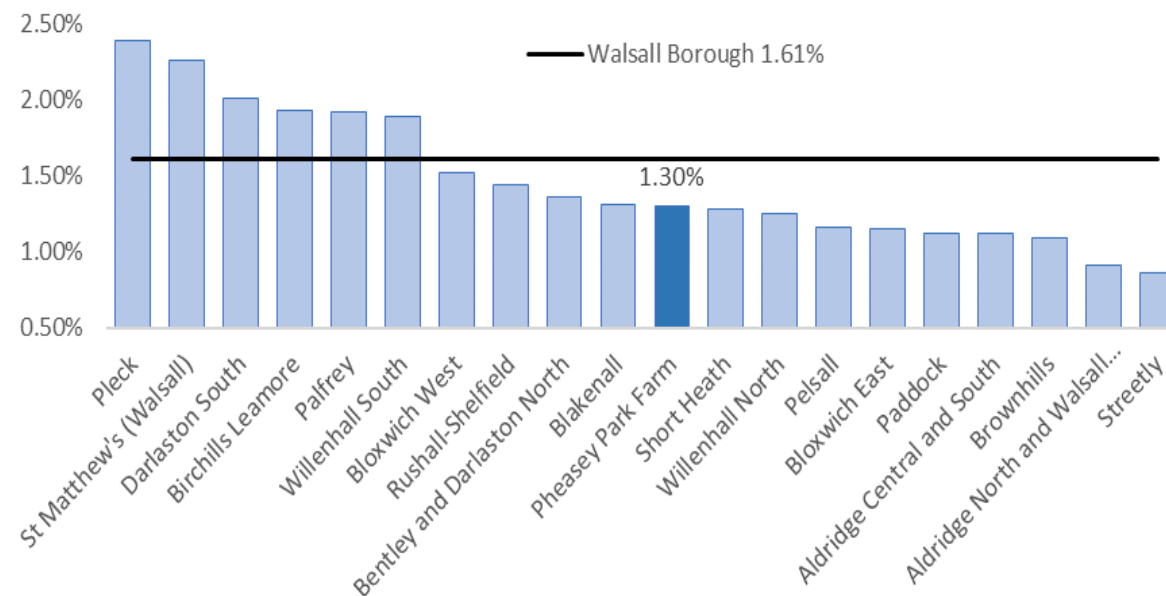
Tenure

85% Homeowners (40% of these are Mortgaged)

4.1% Socially Rented (Compared to Borough **23.7%**)

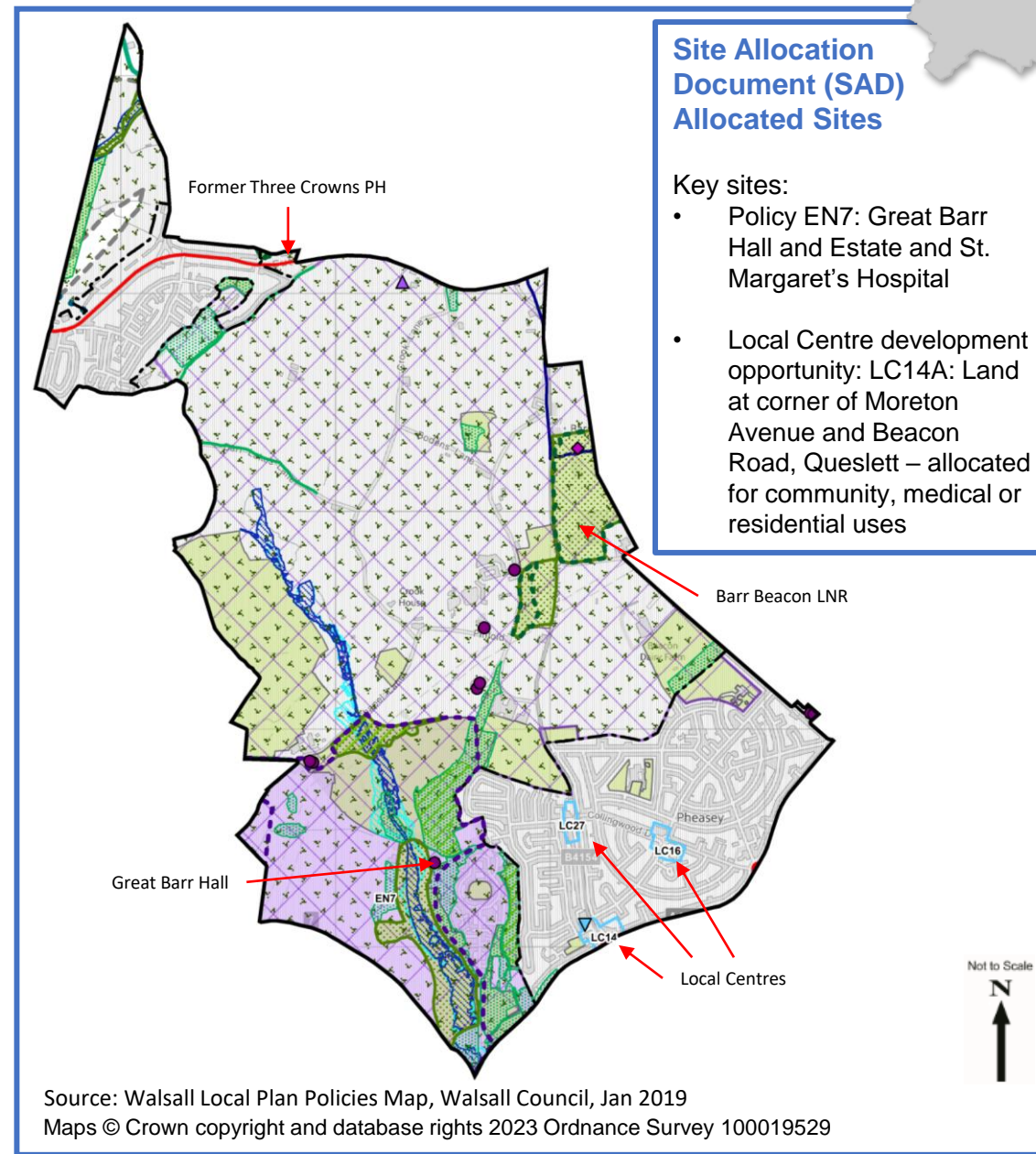
- Pheasey's household population of full-time students and schoolchildren, aged over 5yrs, is 19.1%, slightly below the Walsall figure of 22.1%
- Fewer Single-family households consisting of a lone parent with dependent children, make up 6.4% of Pheasey's households, compared to 8.9% across Walsall
- High number homeowners - 85% being owned and of those, more than half are owned outright, without a mortgage or shared ownership. 11% households rent privately or live rent free. Only 4% homes are socially rented, **2nd lowest** in Walsall overall (23.7%) compared to Birchills - Leamore where over 40% are rented socially
- The number of households living with **no** central heating across the borough has positively decreased by about half since 2011. Pheasey has improved from 2.9% to 1.3% in the last decade and better than the Walsall figure of 1.6%

% Households in Ward with no Central heating



Development / Regeneration

- Residential area with easy access to **open space** and **Green Belt**.
 - **Home to Barr Beacon Local Nature Reserve** – which is a war memorial and includes part of the Black Country UNESCO Global Geopark (site at Pinfold Lane Quarry).
 - Home to **Great Barr Hall** – derelict grade II listed property standing in a grade II registered park and garden in Green Belt and Conservation Area. Planning application submitted for a mixed-use scheme refused in February 2022 for a number of reasons including impact on heritage assets. The council has since engaged the landowner.
 - Number of **local centres** providing a range of services: Queslett, Collingwood Drive and Beacon Road.
 - Former **Three Crowns Public House** – planning approval for housing on site – demolition completed.
 - Many **start-up and home-based SMEs** are based in the ward, of which the majority are sole traders
- Current planning application for a **battery electrical storage** site on Chapel Lane – residents have raised concerns.
 - Emergence of the **Walsall Borough Local Plan** may require housing development on Green Belt.



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



18% Aged 0-15
Approximately 1 in 5 people (2,100)



61% Aged 16-64
Approximately 3 in 5 people (7,000)



21% Aged 65+
Approximately 1 in 5 people (2,400)



52% Female
48% Male



42 Years
Median Age (Walsall 39)



+3.8% Population since 2011
+417 people. Walsall increased by 5.5%

Ethnicity

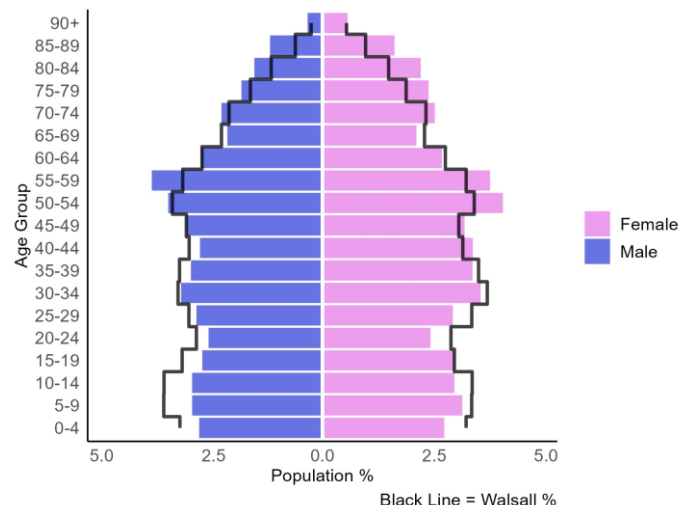
Census 2021, resident population



□ = 1% population ▲ = increase since 2011

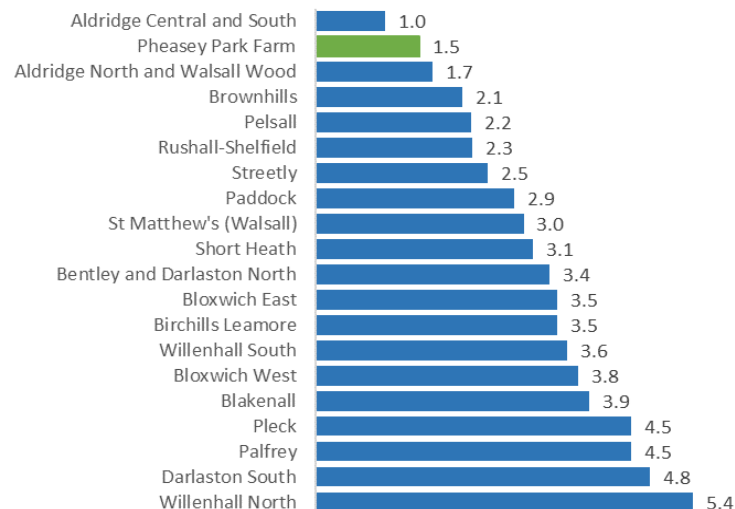
Population Pyramid

Census 2021, population age and sex



Population Density

Census 2021, population per km²



Key Points:

- Pheasey Park Farm has the 7th oldest population of Walsall's wards, with around 1 in 5 people over the age of 65, and a median age of 42 years old: approximately 3 years above the Borough average (39 years), and a stark contrast to the youngest wards, Blakenall and Pleck, at 32 years..
- In terms of Population Density, Pheasey Park Farm is the 2nd most sparsely populated ward, equating to just 1,493 people per square km. For context: Walsall's total population density is 2,733, and Willenhall North, Walsall's most crowded ward, has roughly 2 times as many people per sq. km (5,429).
- Ethnically, the ward is predominantly White British (81%), with smaller populations of Asian (11%), Black (3%), Mixed (3%) and Other (2%). These four population groups have all increased since 2011, with the latter two groups doubling in size.

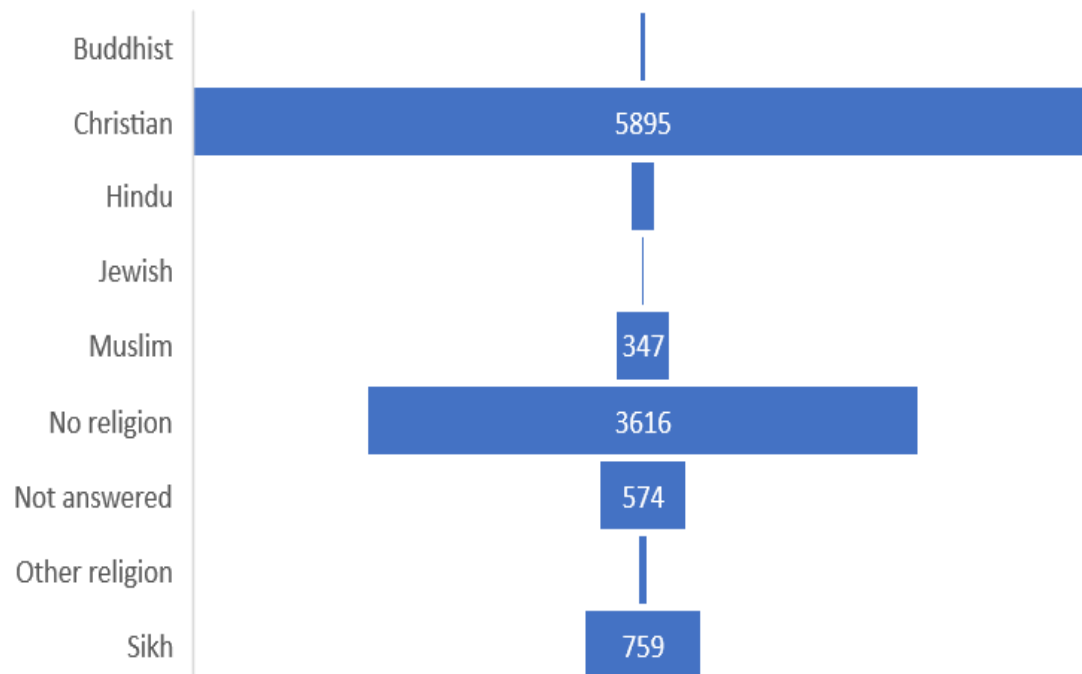
Data Source: Census 2021

Language and Religion

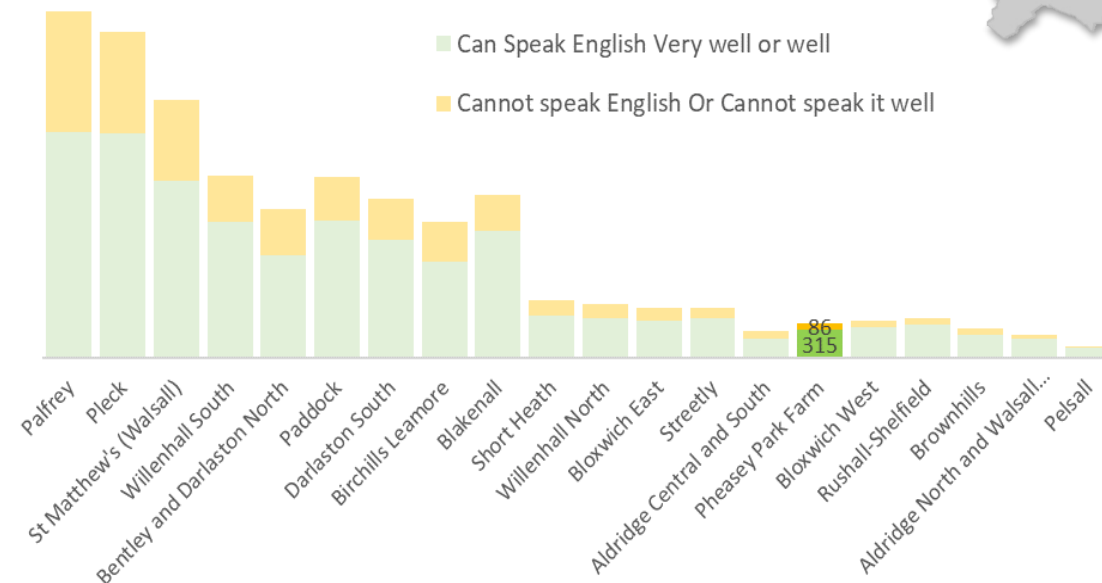


95% of Households where All Adults use English as main language

Population by Religion



Data Source: Census, 2021

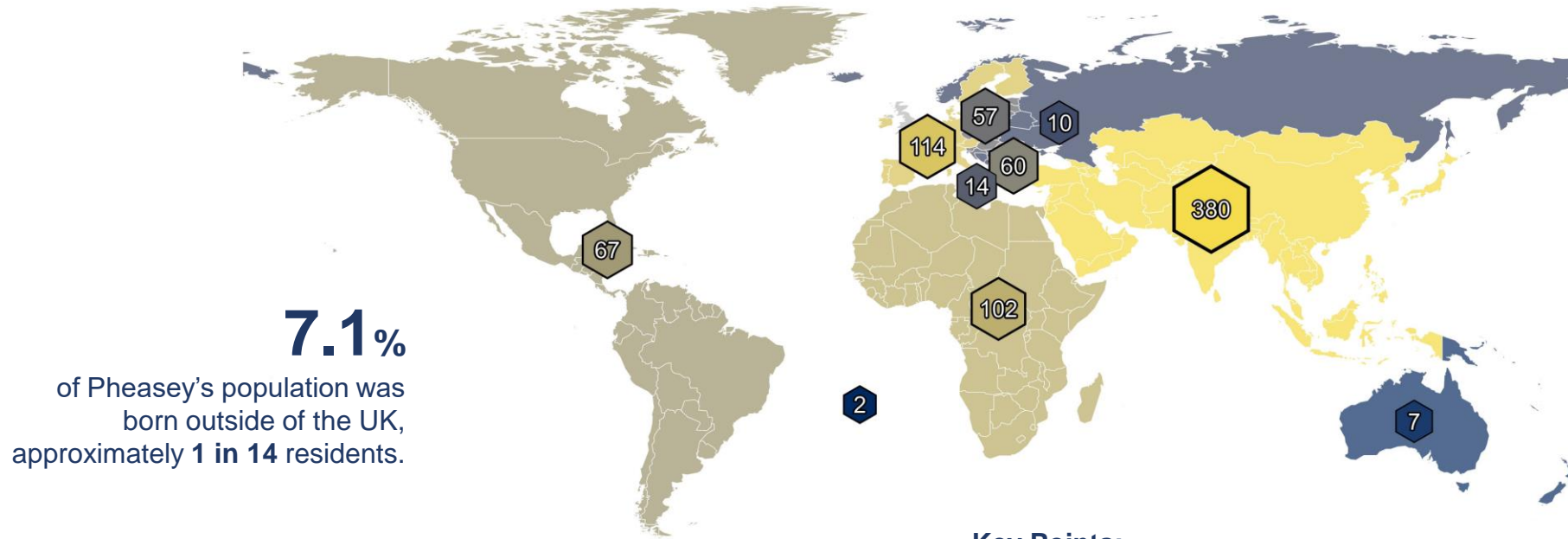


- 97.9% Households have all **or** at least one adult with English as main language. When English Is Not main language spoken – 21% of these residents cannot speak English or speak it well. 1.6% households have nobody with English as first language

51.6% Christian Religion (Borough 44.7%)

- Pheasey Park Farm has approximately half the population identifying as Christian Religion, ranking 7th highest compared to Palfrey with the lowest figure of 21.6%
- 31.6% of residents reported in 2021 Census as having No Religion compared to Walsall overall (30.2%)

Non-UK Country of Birth



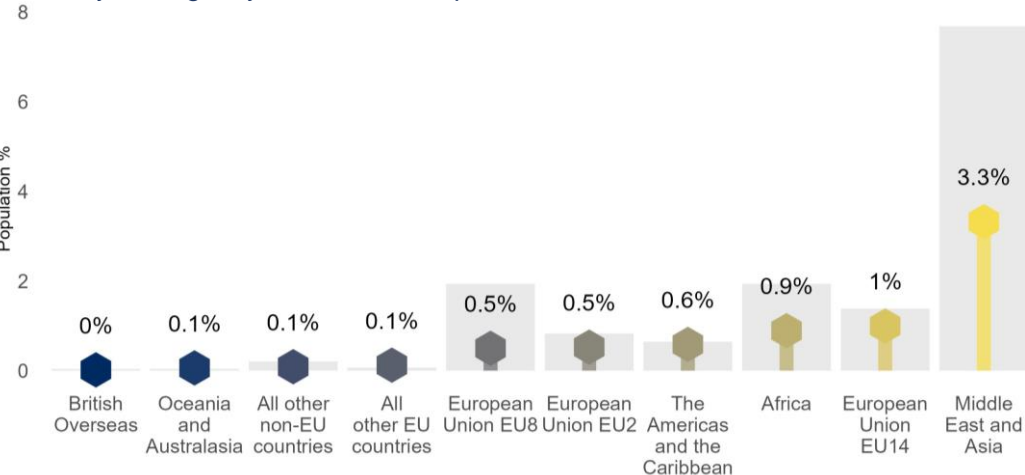
Global Map of Non-UK Born Residents by Area of Birth



7.1%
of Pheasey's population was
born outside of the UK,
approximately **1 in 14** residents.

Pheasey and Borough Comparison

Country of Origin by % Resident Population, Census 2021



Grey bars = Borough %

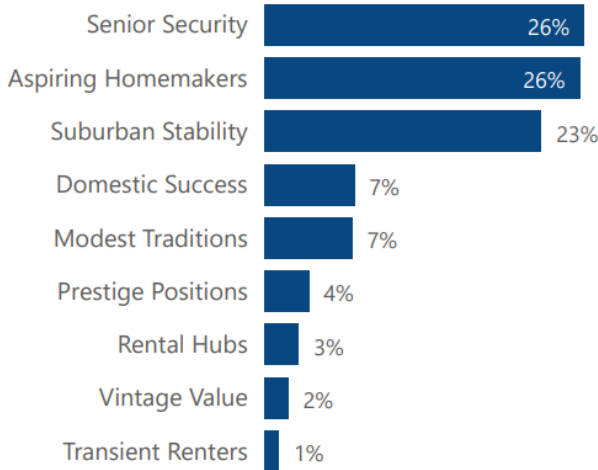
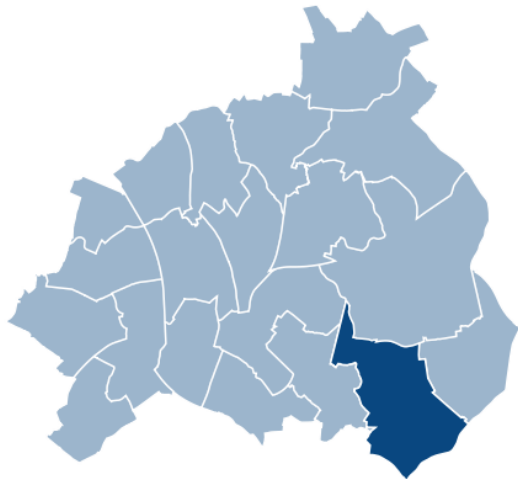
Key Points:

- With 92.9% of residents being UK born, Pheasey has the 7th largest proportion of UK born residents of the 20 Walsall wards.
- Pheasey has approximately half the proportion of non-UK born residents (7.1%) when contrasted with the borough's 14.7%.
- There are substantially fewer residents whom were born in the Middle East and Asia, at around 380 residents or approximately 3.3% (Borough = 8%), but this remains the largest origin for non-UK born residents. There are also relatively fewer from EU8 (2004 EU enlargement nations such as Poland, Hungary, Lithuania, Slovenia and Slovakia).
- There are roughly similar levels of EU14 born residents as the rest of the borough: founding EU states such as Germany, France, Italy and Spain, accounting for 1% of the ward's population (114 residents).

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

Social Segmentation

Social Segment Composition of Pheasey (% Households)



Key Points:

- Social Segmentation categorises residential populations by shared socio-economic traits and similar behaviours.
- Pheasey features a wide range of segments, with the largest three being **Senior Security**, **Aspiring Homemakers** and **Suburban Stability**, accounting for 75% of households.
- It is a broad mix of segments covering various life stages: young aspiring homemakers, settled older families and seniors enjoying financially comfortable retirement.
- These segments are generally more financially resilient and able to better 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

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



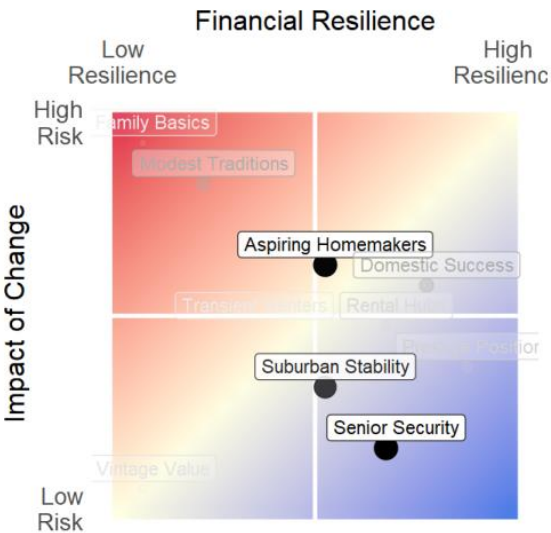
56–65

Age Band



Semi-detached

Property Type



Education

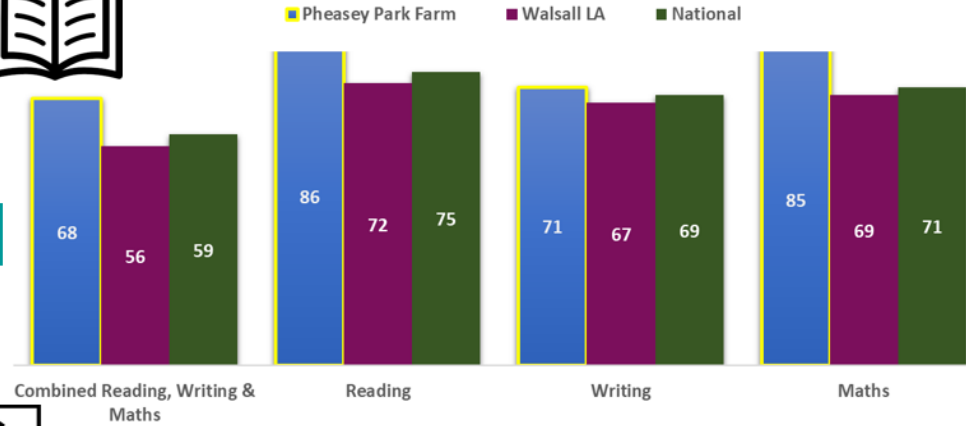


There are 2 Primary and 1 Secondary school in the ward:

Primary	Meadow View JMI School Pheasey Park Farm Primary School
Secondary	Barr Beacon School



% Children who achieved the expected standard at KS2 in 2022

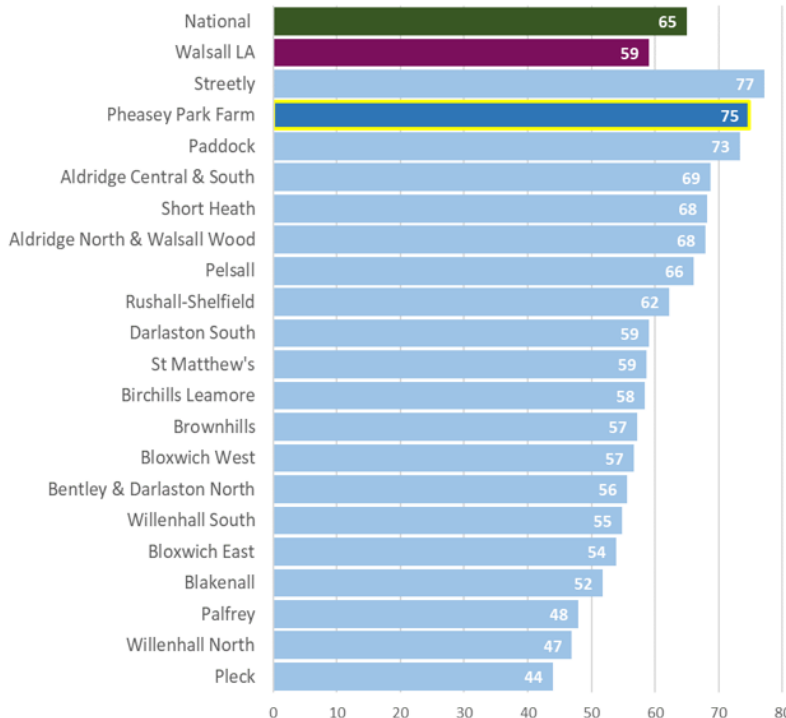


Key Points:

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. A higher proportion of children who reside in the **Pheasey Park Farm** ward achieve the expected standard at KS2 than both the Walsall and National averages across all core subjects. Achievement in Reading and maths is significantly high at ward level.

% Children who reached a good level of development in 2022

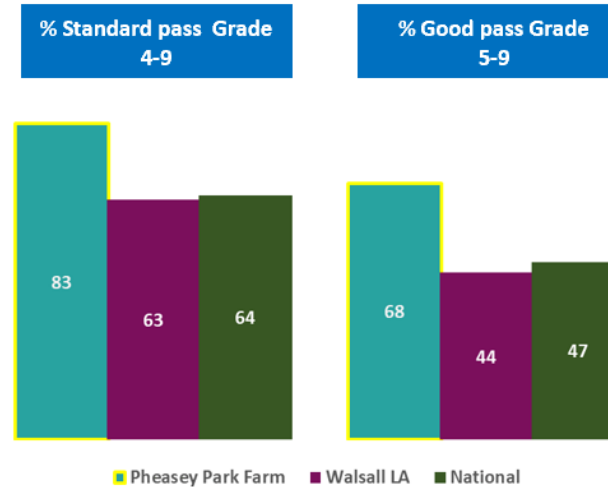


Children are defined as having reached a good level of development at the end of their Reception year if they have achieved at least the expected level in prime and specific areas of learning.

The overall GLD for Walsall in 2022 was 59%. 75% of children who reside in the **Pheasey Park Farm** ward achieved a good level of development, 16% higher than the Walsall average and 10% higher than the national average. **Pheasey Park Farm** is ranked the second highest achieving compared to other wards in Walsall.



Achieving GCSE English and maths in 2022



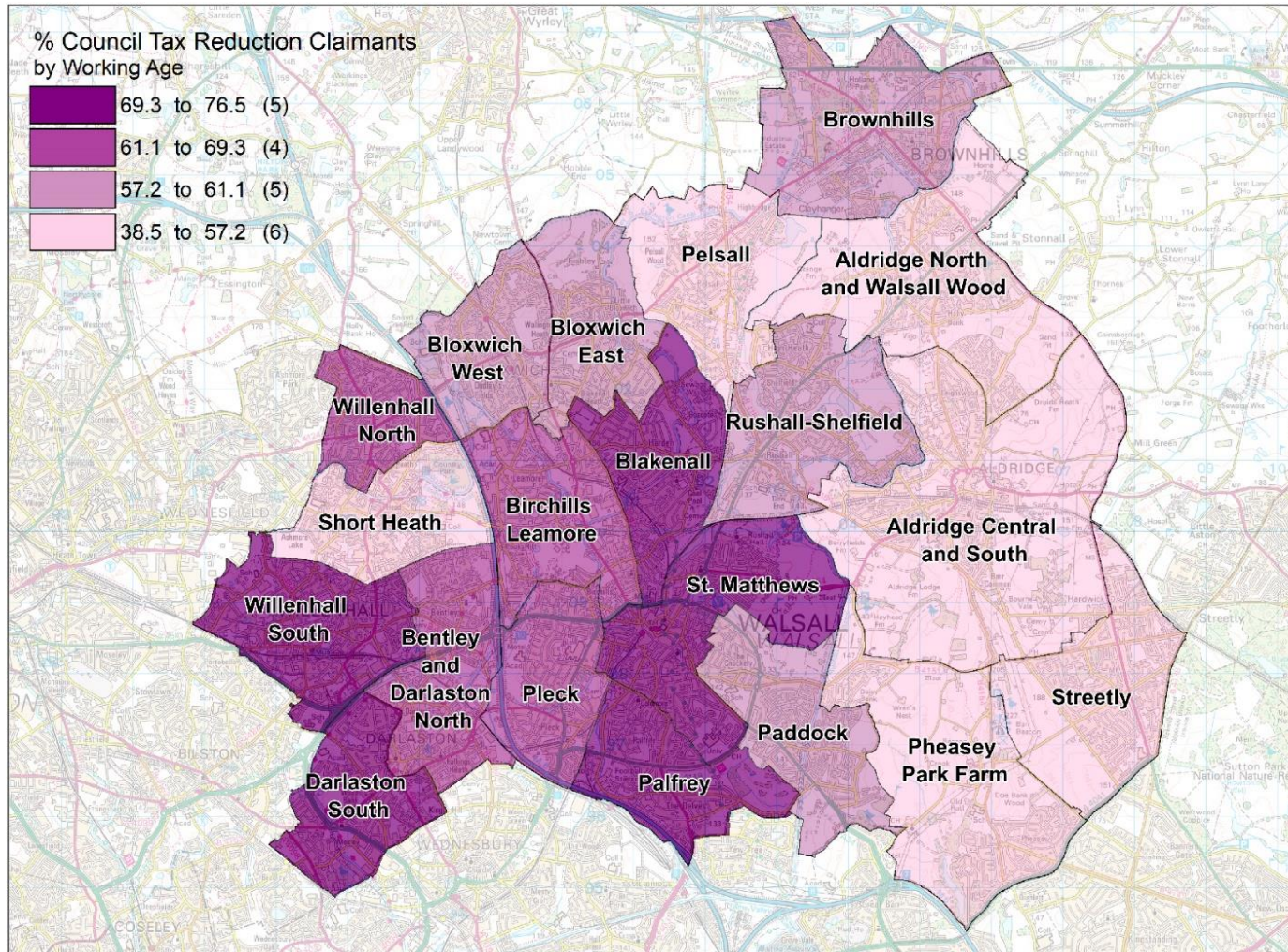
At the end of KS4 (Year 11) pupils sit examinations in a range of GCSE and other vocational qualifications

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 **Pheasey Park Farm** ward do significantly better with 83% achieving a standard pass at GCSE.

More students who live in the ward achieve a good pass in English and maths GCSE than locally – 24% higher than the Walsall LA figure and 21% higher than the National average.

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

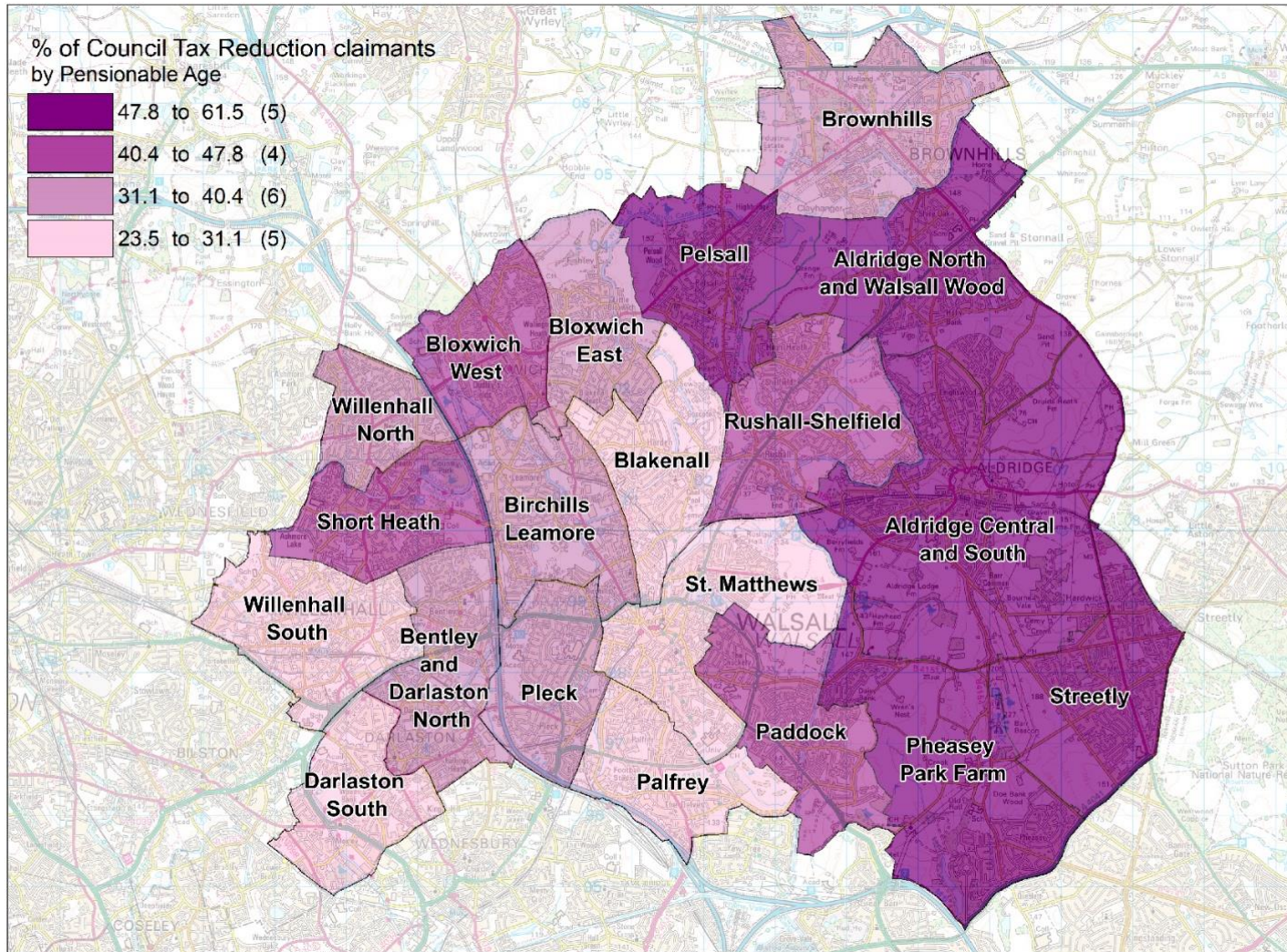
Council Tax Reduction (CTR) household claimants – working age



44.8% of households in Pheasey Park Farm claim CTR by working age (second 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



55.2% of households in Pheasey Park Farm claim CTR by pensionable age (second 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
Aldridge North and Walsall Wood	949	47.84	52.16
Bentley and Darlaston North	1,773	33.62	66.38
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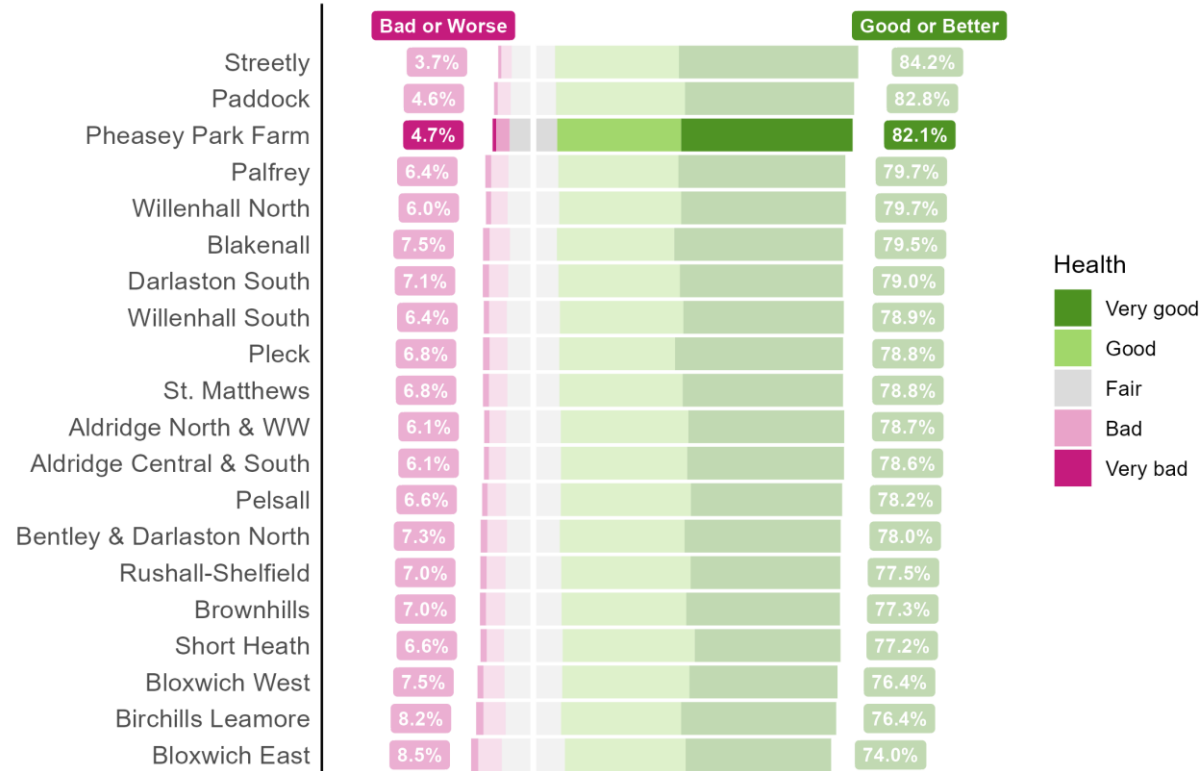
Health & Social Care

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



What is the General Health of Pheasey?

Census 2021, % of resident population



- Pheasey residents report their general level of health favourable, with 82.1% reporting good health or better: 3rd highest of the Walsall wards and matching the England average.
- Approximately 1 in 20 residents reported living in poor health or worse.

Disability

Census 2021, resident population

15.6% Reported as Disabled

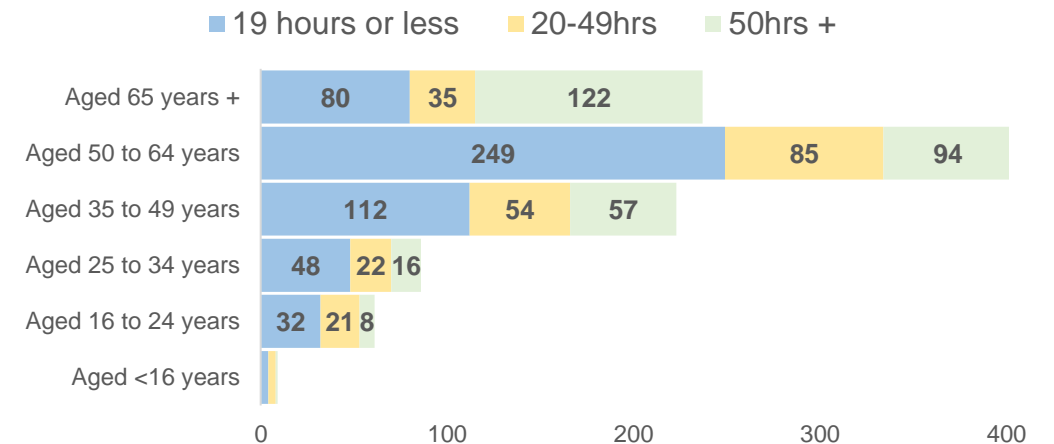
Where day-to-day activities are limited
(approximately 1 in 6 residents).



- This ranks lower than the Walsall Average (19.1%), and 3rd lowest of Walsall's 20 wards.
- A further 7% have a long term physical or mental Health condition where daily activities are not limited.

Unpaid Care

Census 2021, resident population (aged 5yrs +)

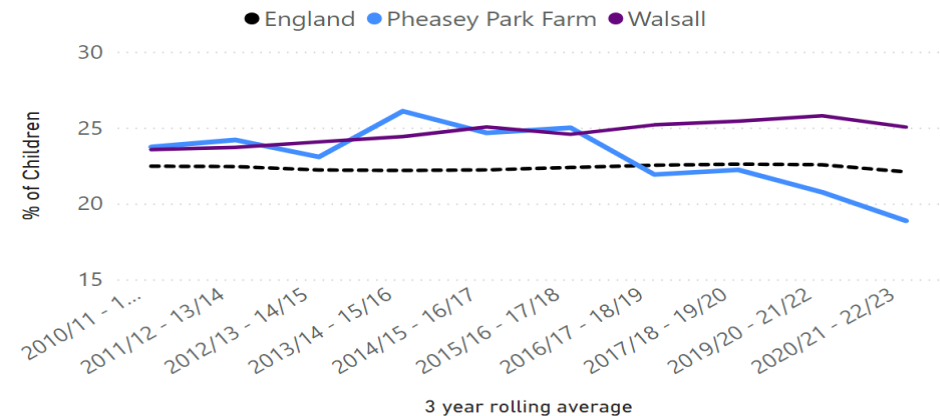


- Least** number of Unpaid carers in Walsall, 1,044 compared to Aldridge Central & South with most (1,471) & St Matthew's (1439)
- 9.7%** of residents provide weekly unpaid care , mostly 50-64yrs old and providing less than 19 hours per week

Child Healthy Weight

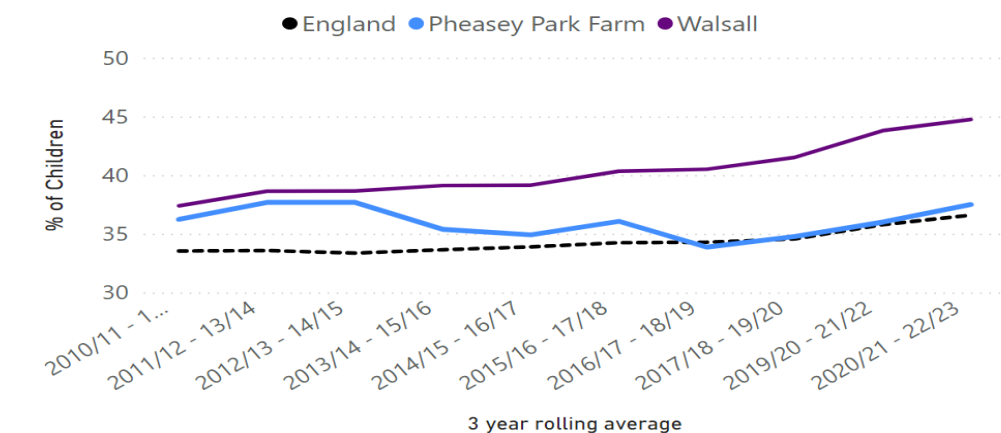


Prevalence of Overweight and Obesity in Reception Year



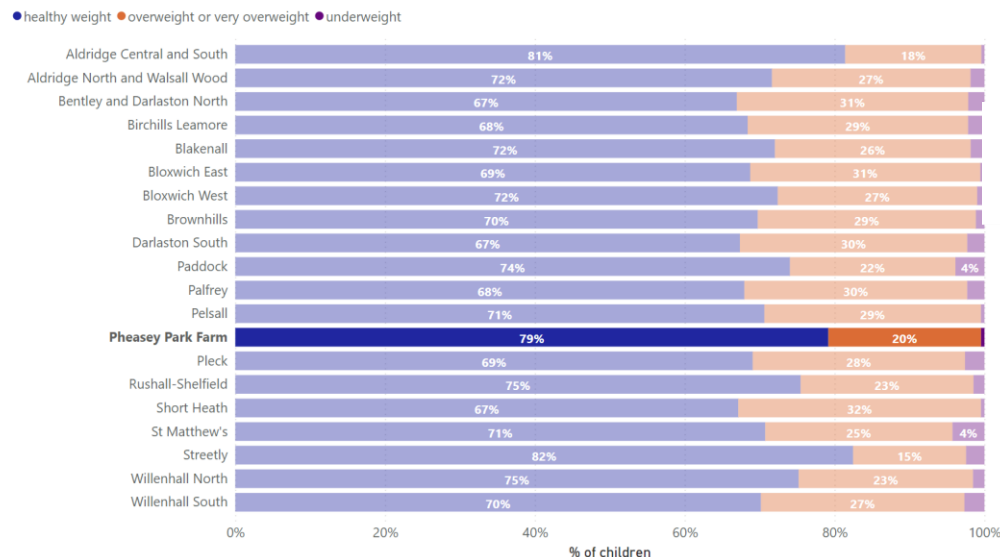
The prevalence of Reception-aged children who are overweight or obese in Pheasey Park Farm has decreased in recent years and is below the national rate and the Walsall average

Prevalence of Overweight and Obesity in Year 6



The prevalence of Year 6 children who are overweight or obese in Pheasey Park Farm has shown a stable trend since 2010 and is similar to the national rate, and is significantly lower than the Walsall average.

Weight category of children by ward

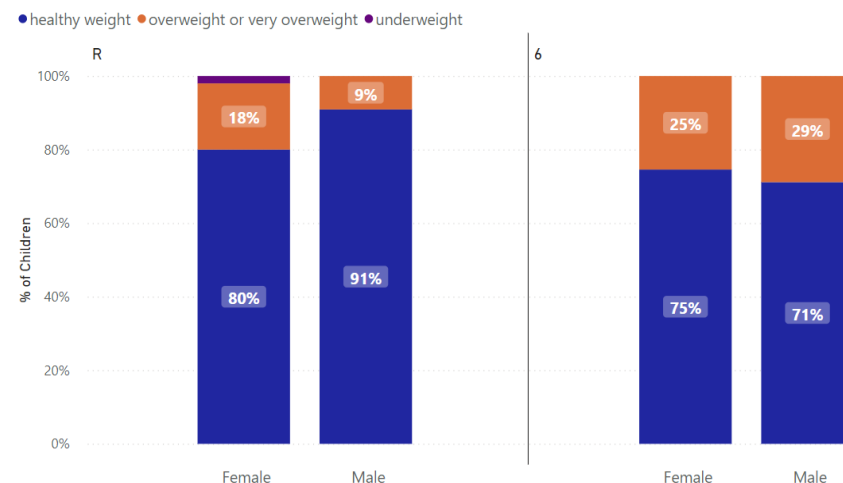


In Pheasey Park Farm around

8 in 10

children are a healthy weight, which is higher than the average for Walsall

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 3 in 4 girls being a healthy weight, while in boys it is just over 2 in 3.

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

498

New requests for support,
received from

292 individuals



1 people aged 18-24, 35 aged 25-64 and 256 aged 65+

91

People received an assessment



1 people aged 18-24, 12 aged 25-64 and 78 aged 65+

33 assessments resulted in a long term service

14

Carers were assessed and
supported during the year



0 people aged 18-24, 9 aged 25-64 and 5 aged 65+

82

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



3 people aged 18-24, 13 aged 25-64 and 66 aged 65+

57

Safeguarding concerns were
received, relating to

43 individuals



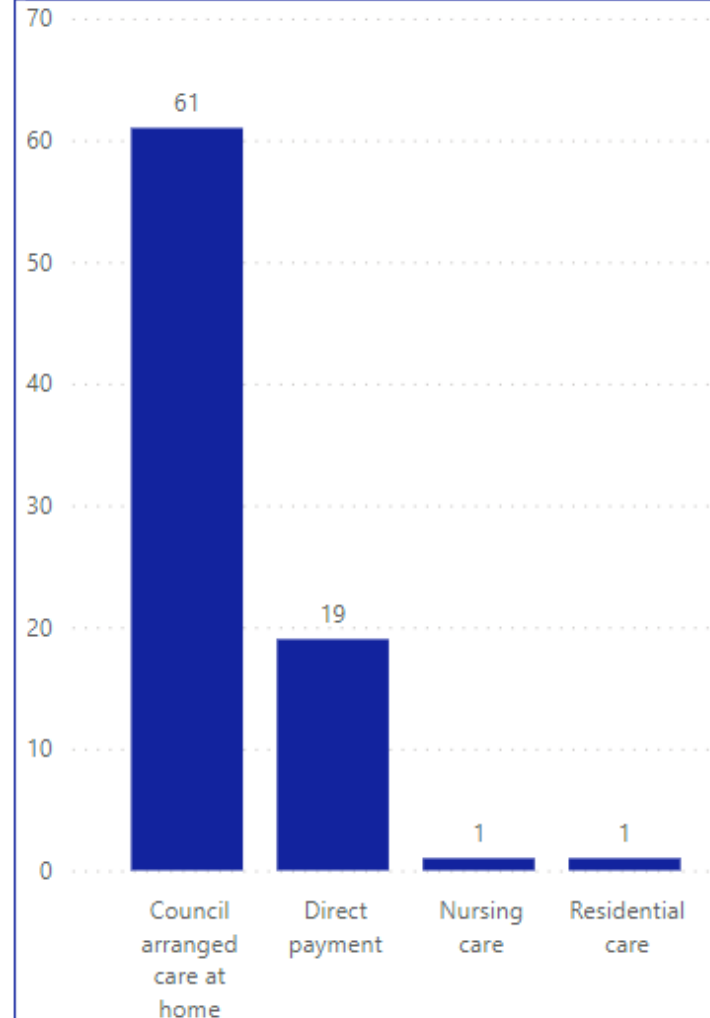
1 people aged 18-24, 10 aged 25-64 and 32 aged 65+

15.79%

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



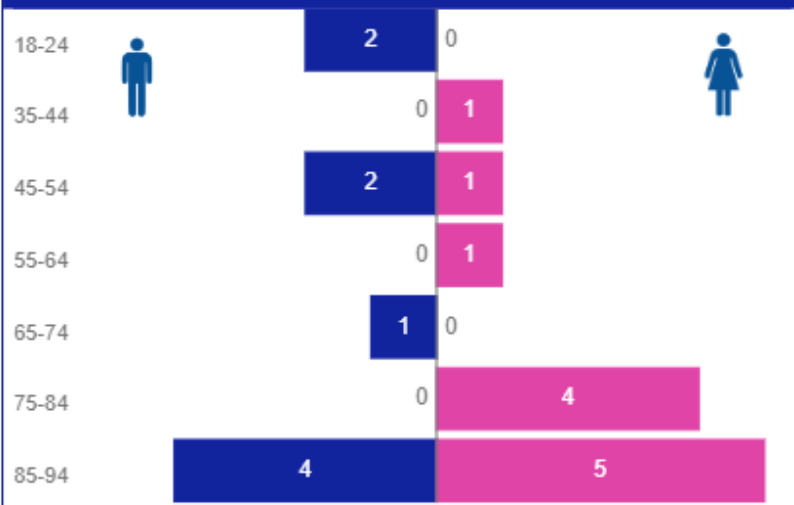
Responses from Ward residents

58 People surveyed
21 Responses
36.21% Response rate

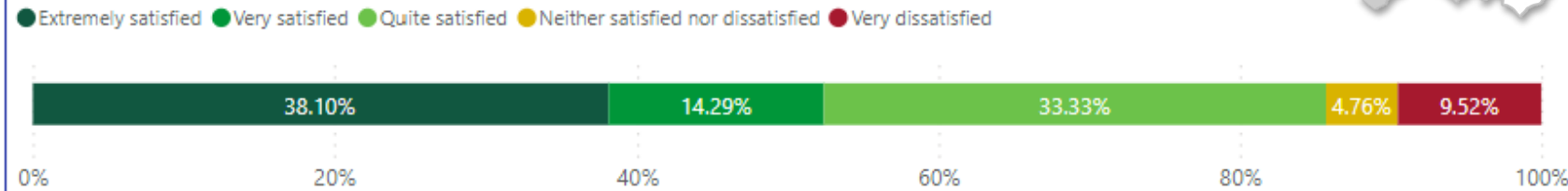
Responses were received from

20 People residing in their own home
0 People residing in nursing care
1 People residing in residential care

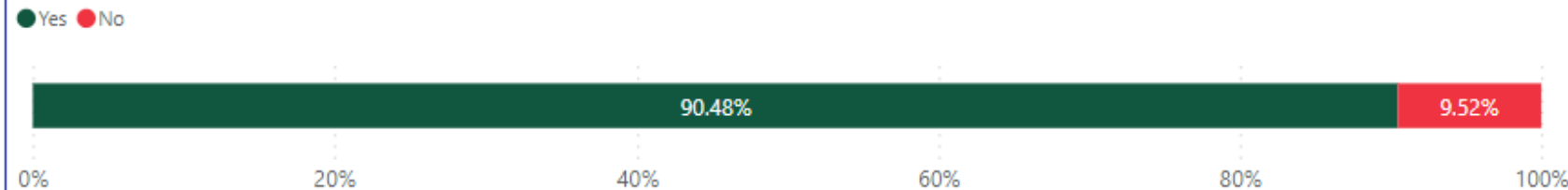
Respondents by age and gender



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

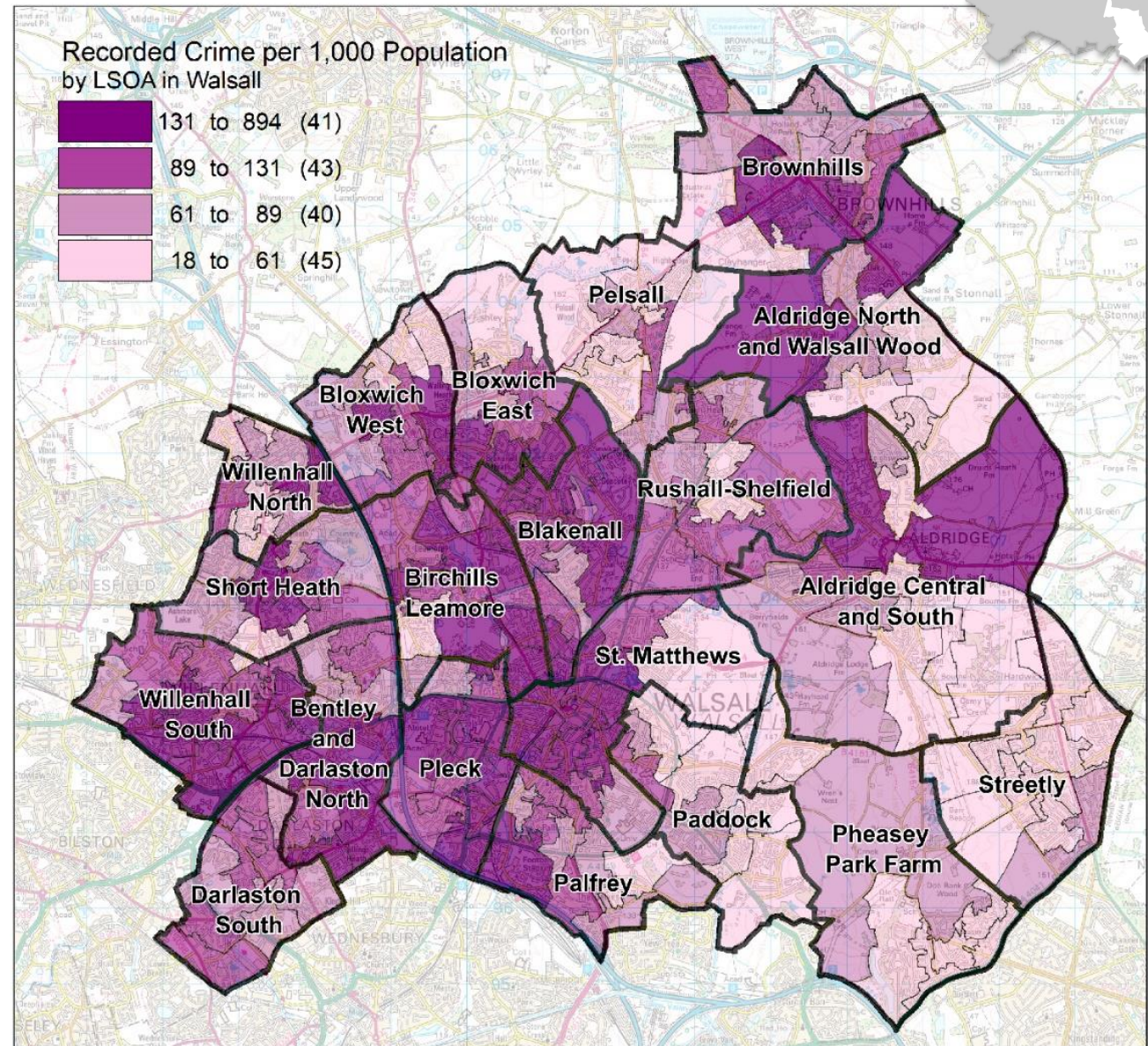
What do we know about local crime levels and how do they compare to the wider Borough?

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

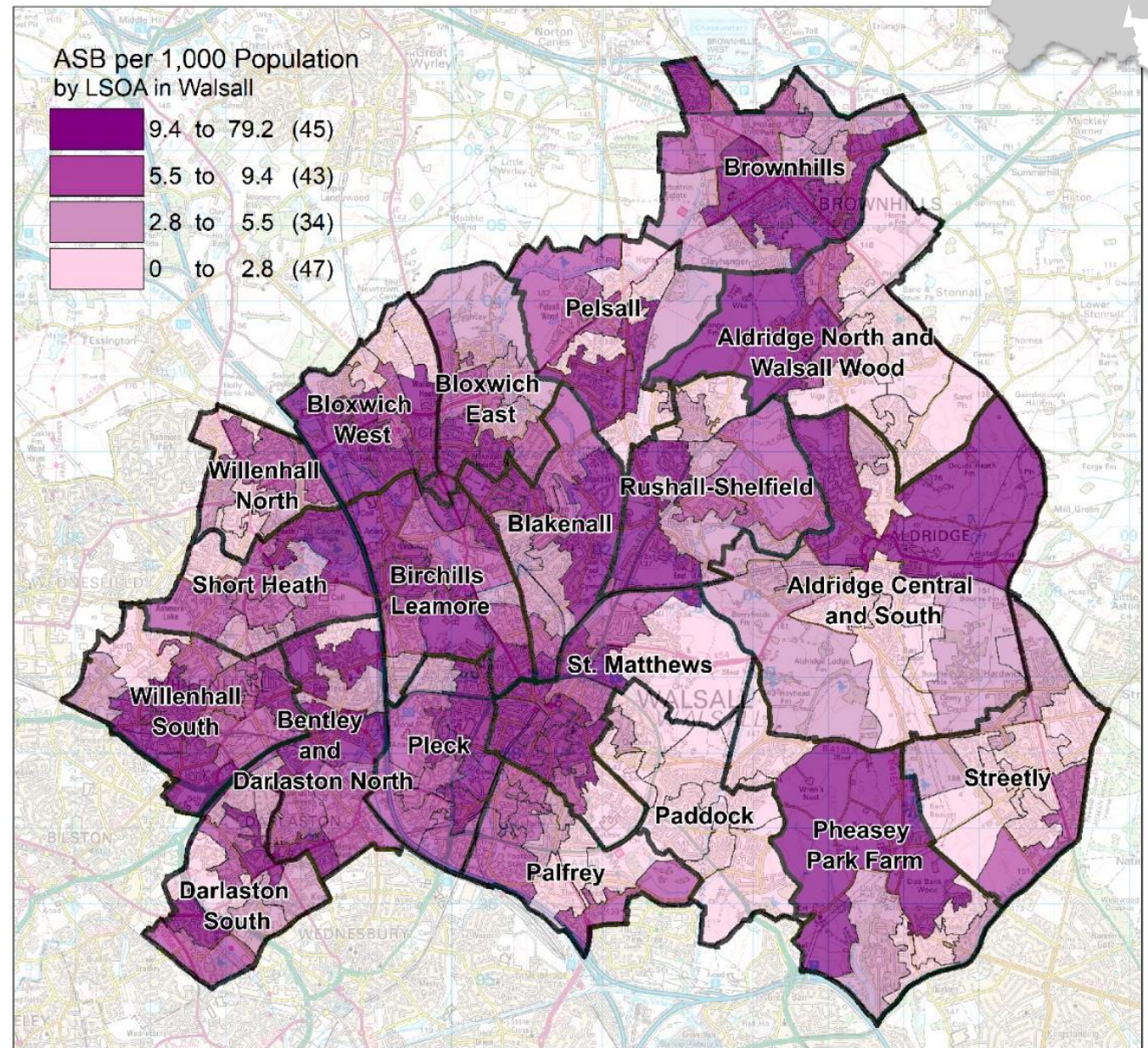
Pheasey Park Farm ward ranks as 2nd lowest for recorded crime, but with variations at a LSOA level.



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
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

Pheasey Park Farm ward ranks as 3rd lowest for recorded anti-social behaviour, but with variations at a LSOA level.





- **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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