

Streetly

Ward Profile

Produced by
Walsall Business Insights
January 2024



Welcome to Streetly



Did you know?

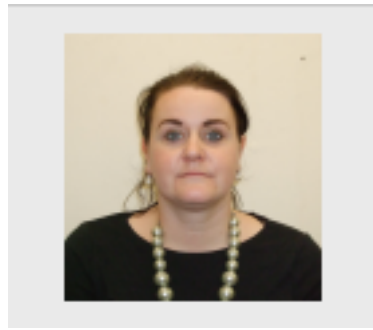
- **History** - Streetly takes its name from 'Ickneild' or 'Ryknild' street, an original roman road running from Gloucestershire to South Yorkshire, parts of which are preserved and can be seen in Sutton park, which is a large urban area and Streetly has its own dedicated gate. Earliest written record of the name Streetly is in Anglo-Saxon charter dated 959. There is archaeological evidence of stone age people in the area.
- **Famous Resident** – Blackwood Primary School pupil and musical star Connie Talbot found fame on ITV's Britain's Got Talent, she was the runner up in the first series in 2007 aged 6yrs and released her debut album 'Over the Rainbow' in November 2007, just days after her 7th Birthday, selling over 250,000 copies worldwide and reaching number one in three countries. After successfully releasing 3 further albums she returned to perform again in Britain's Got Talent - The Champions in 2019.
- **Sports** - Diane Leather (1933-2018) a Streetly born athlete, was the first woman to run a sub 5 min mile in 1954. In 1955 she broke her own record with her personal best of 4m 45sec and this remained the world record for 7 years.




- Covers 5.5 sq km (546.3 ha)
- Makes up 5.3% of the total area of Walsall
- Has a population density of 2,480 people per Square Kilometer
(This is lower than borough average of 3,159)



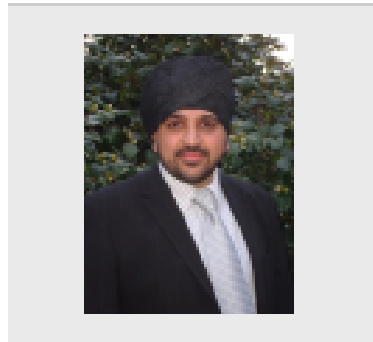
Councillors



Councillor	Elected	Party
Sarah Jane Cooper	07 May 2015	 Conservatives



Keir Pedley	11 May 2021	 Conservatives
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Suky Samra	03 May 2018	
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Place

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

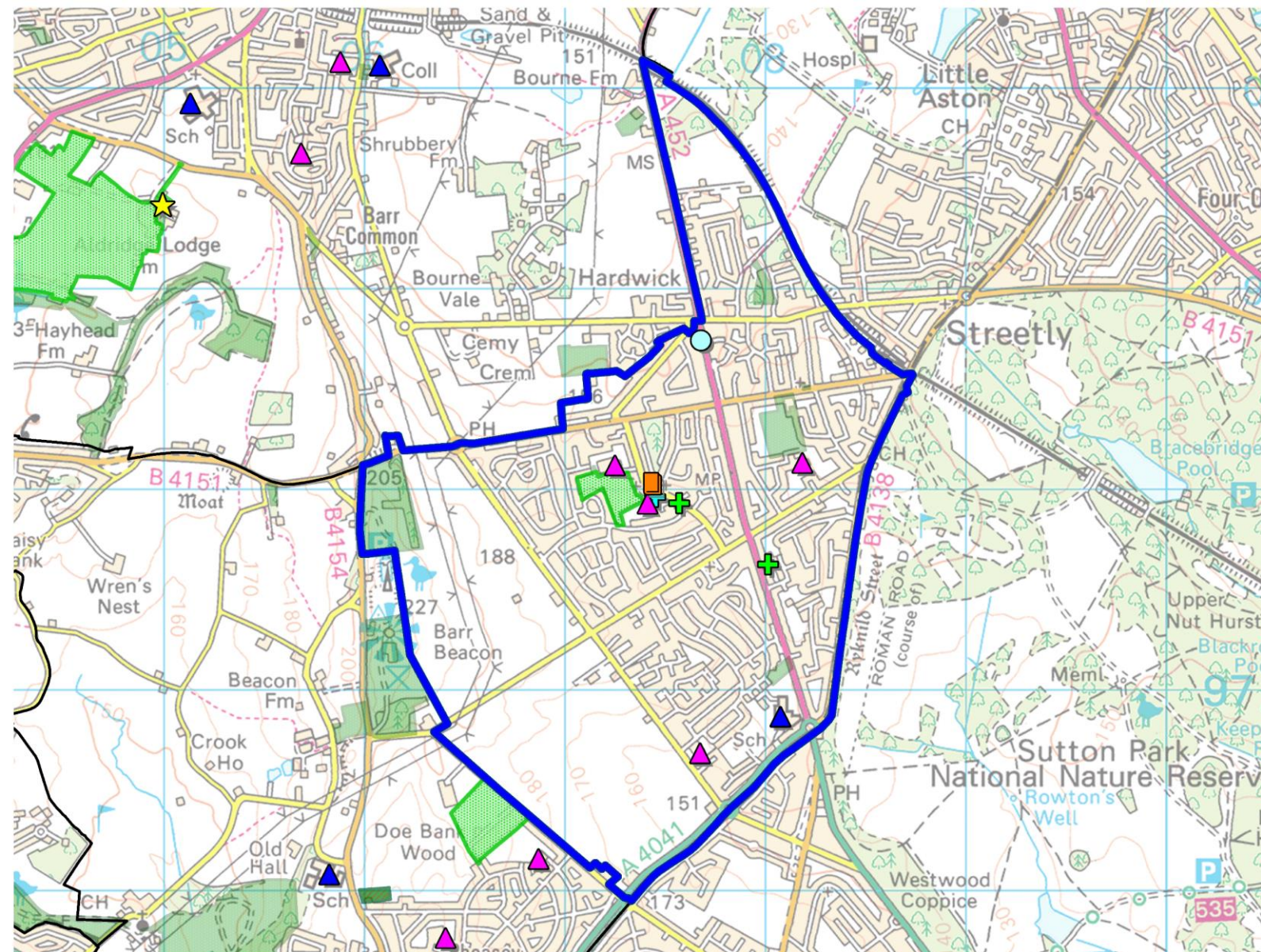
Assets



Streetly Assets Map

Walsall Council

Illustrates Streetly'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
- District Centre
- Park
- Allotments
- Open Space

0 1
kilometres
Scale 1:26,870

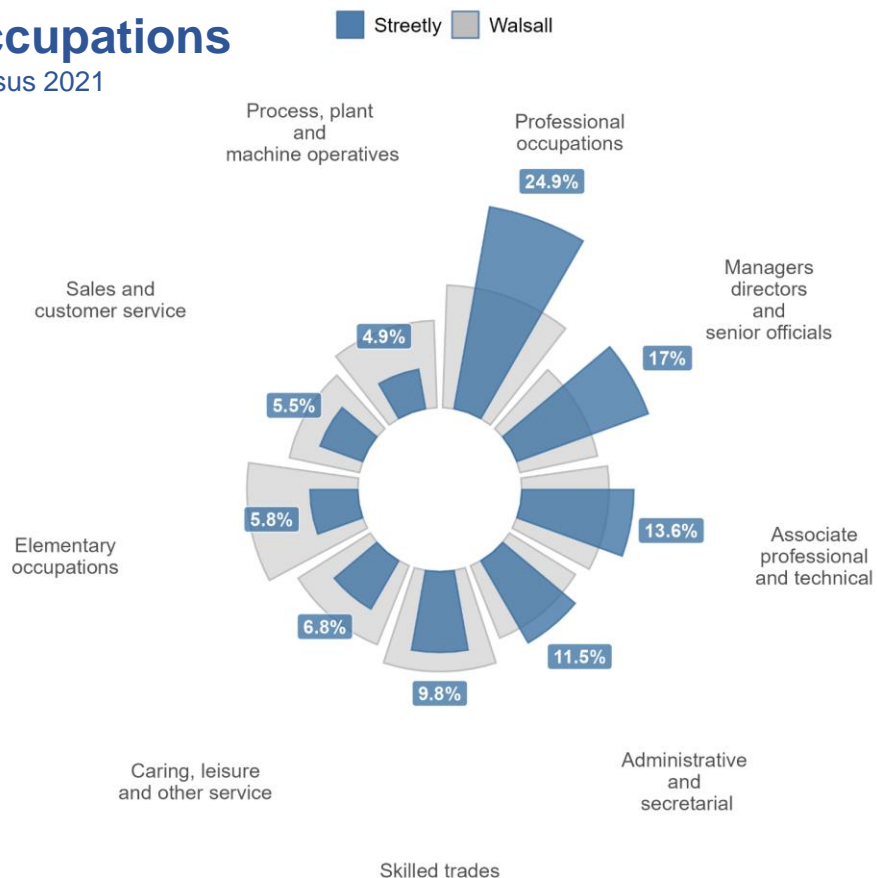


Economy and Workforce



Occupations

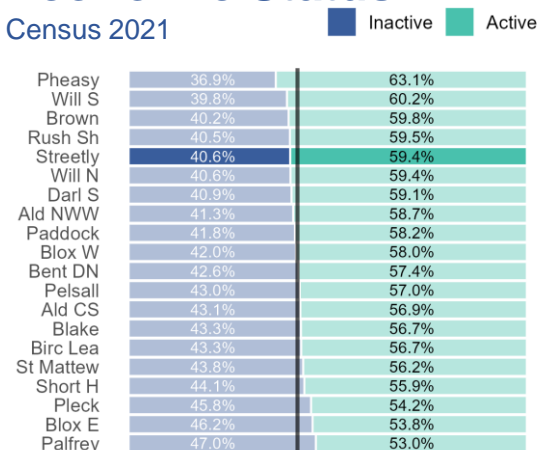
Census 2021



- Streetly's occupational profile differs remarkably from the wider borough, reflecting the affluence of the area: professional occupations comprise a quarter of the workforce (24.9%, Walsall 14.9%), and Managers/Directors almost double (17%, Walsall 9.6%).
- This indicates the labour force of Streetly hold proportionately more highly skilled, professional and director level occupations, with relatively fewer manual labourers and machine operators than elsewhere in the borough.

Economic Status

Census 2021



59.4%

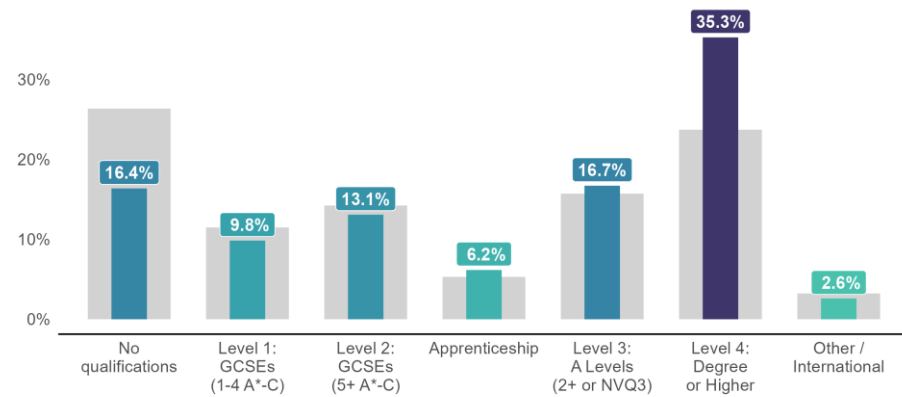
Are Economically Active

5th highest of Walsall's Wards.

Inactivity includes retirees, students, long-term sick/disabled, homemaking and other.

Qualifications

Census 2021

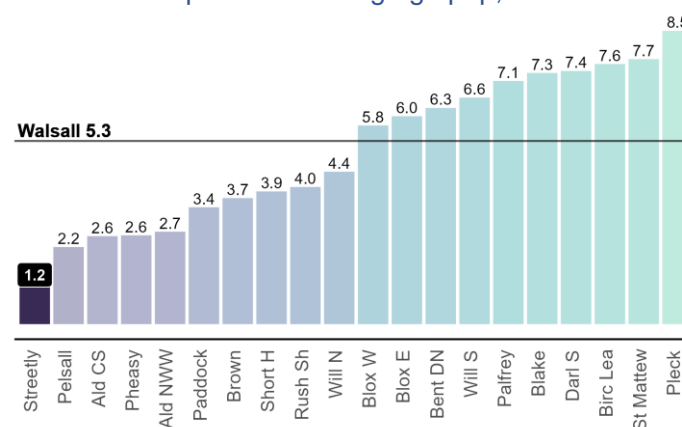


Grey bars = Walsall

- Streetly's population has a high level of qualifications: over 1/3 have a degree or higher (35.3%, contrasted to Walsall's 23.7%), and conversely just 16.4% have no formal qualifications (Walsall is 26.3%).

Claimant Count

JSA Claimants per 100 working age pop, ONS Oct 2023



- Streetly's Claimant Count (Jobseekers Allowance) is very low, at 1.2 per 100 working age adults.
- This is more than four times lower than Walsall's Claimant rate (5.3), and the lowest rate of the 20 wards.

Source: Census 2021

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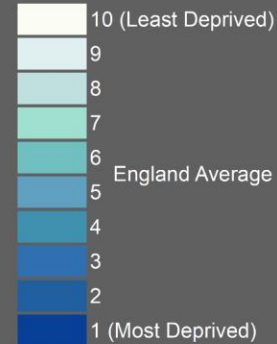
Deprivation



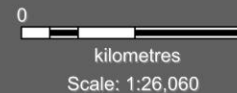
Deprivation in Walsall

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

Deprivation Deciles IMD 2019



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2023 Ordnance Survey 100019529



Streetly is a highly non-deprived area, ranking least deprived of all Walsall wards.

However, it does face some deprivation in:

- **Geographical Proximity to Services**
- Which is within the 4th decile compared to England.

Streetly ranks very highly for lack of deprivation in:

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

Within the 9th - 10th decile compared to other areas in England.

England (2 in 10)



0 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



5,600 Households ↑

Increased since 2011, Ward makes up **4.9%** of all Walsall Households



186 (3.4%) Households are Lone Parents of Dependent children



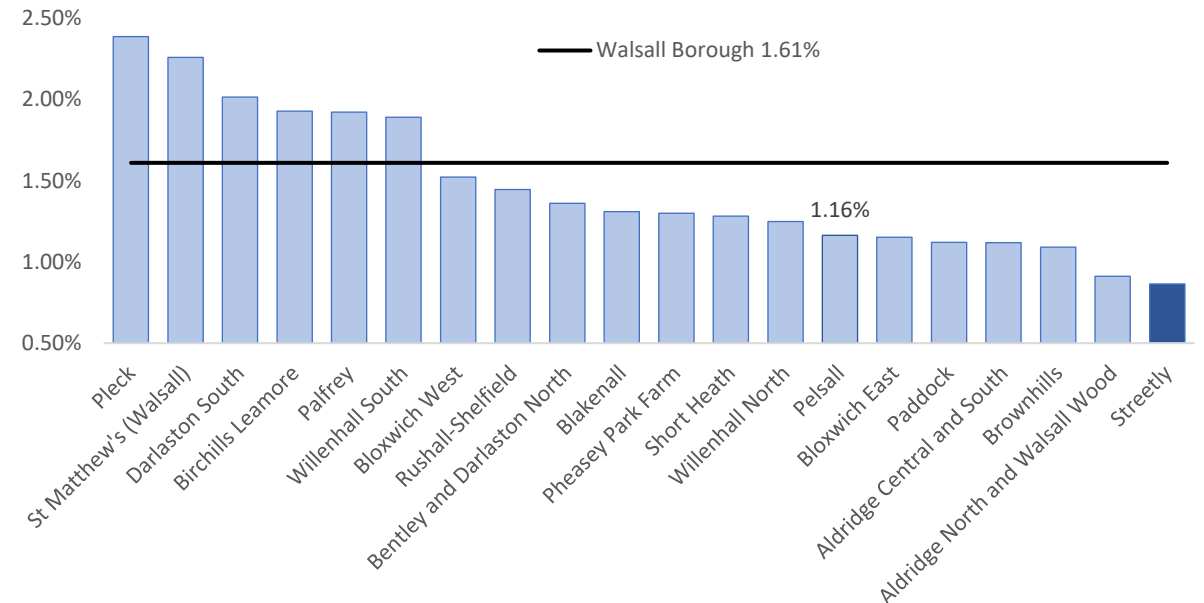
17.3% School Children & Full- time Students
(aged 5yrs & over) Approximately 1:6



89% Homeowners
Only 2.4% homes are Socially Rented (Borough 23.7%)

- Streetly's household population of full-time students and schoolchildren, aged over 5yrs, is 17.3%, below the Walsall figure of 22.1% and matches both Aldridge North & Walsall Wood and Short Heath wards.
- Fewest Single-family households consisting of a lone parent with dependent children, making up 3.4% of households, the lowest in Walsall. The number of lone parent households in Streetly is less than a quarter of Birchills Leamore (769).
- Highest number of homeowners - **89% owned**. Of those, 58% are owned outright, without a mortgage or shared ownership. This is 4th highest in borough with Short Heath having 60.6%. 8% of households rent privately or live rent free. Very few homes in Streetly are socially rented , only 2.4%, ***This is the lowest*** in Walsall (23.7%) and significantly low 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. Streetly has fewest number of households living with no central heating at 0.86%. This is significantly better compared to 2.39% in Pleck and the Walsall Borough figure of 1.61%.

% Households in Ward with no Central heating



Development / Regeneration

- Well established **residential area** with access to **Green Belt**. Streetly is a more affluent part of the borough and therefore intervention is limited.
- Healthy **local centres** providing a range of good services and with good levels of occupancy: Blackwood and Streetly.
- Many residents are **likely to work** in near-by towns and cities e.g. Walsall, Birmingham and Sutton Coldfield.
- **Area of Special Townscape Character** (Thornhill Road/ Middleton Road/ Foley Road East) – used by Development Management as guidance for new development to protect the character and appearance of this area - <https://go.walsall.gov.uk/planning-and-building-control/conservation-and-regeneration/locally-listed-buildings/streetly-area>

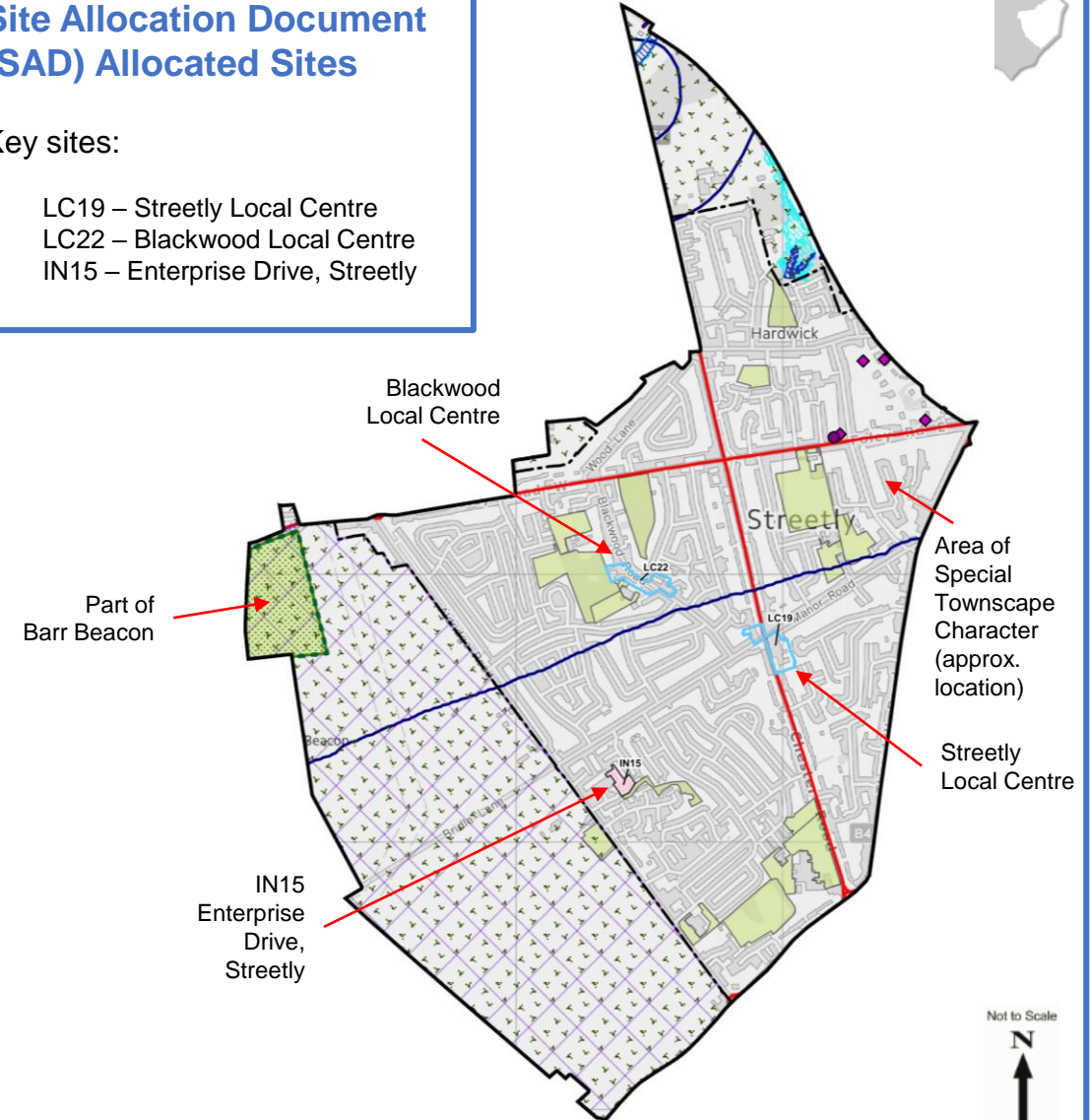
Emergence of the **Walsall Borough Local Plan** may require housing development on Green Belt.

One **EV charging point** on street proposed for installation Spring 2024 - part of a wider roll out of on-street residential charge points across the borough.

Site Allocation Document (SAD) Allocated Sites

Key sites:

- LC19 – Streetly Local Centre
- LC22 – Blackwood Local Centre
- IN15 – Enterprise Drive, Streetly



Source: Walsall Local Plan Policies Map, Walsall Council, Jan 2019

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People

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

Demography



13,500
Population



17% Aged 0-15
Approximately 1 in 6 people (2,300)



57% Aged 16-64
Approximately 4 in 17 people (7,700)



25% Aged 65+
Approximately 1 in 4 people (3,400)



-2.9% Population since 2011
-402 people. Walsall increased by 5.5%



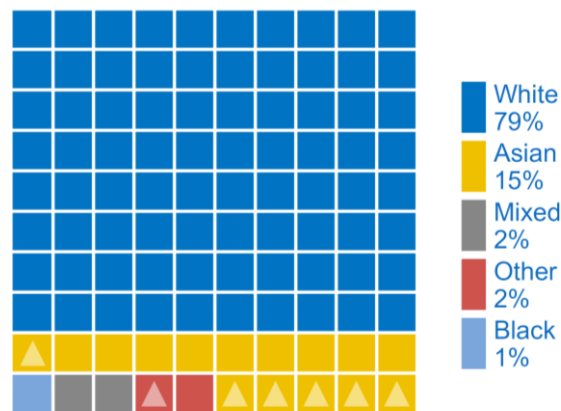
51% Female
49% Male



47 Years
Median Age

Ethnicity

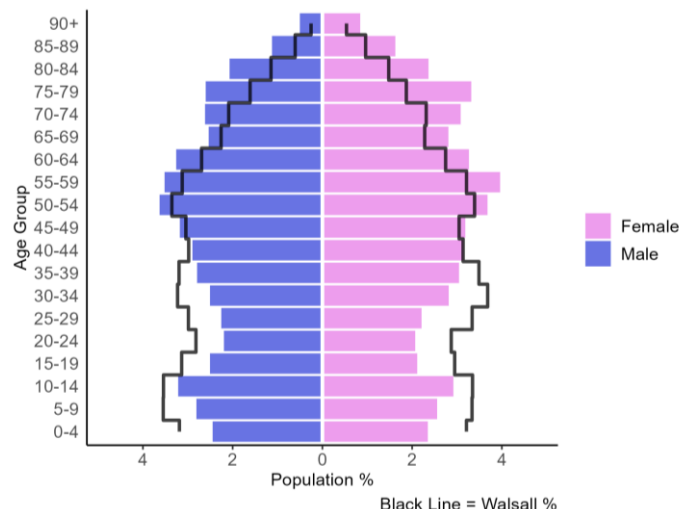
Census 2021, resident population



□ = 1% population ▲ = increase since 2011

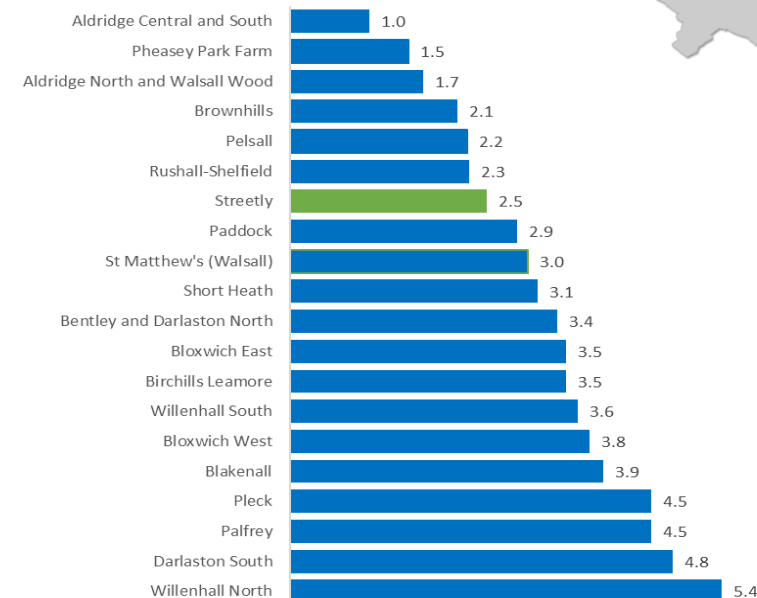
Population Pyramid

Census 2021, population age and sex



Population Density

Census 2021,
population per km²



Key Points:

- Streetly has had the biggest decrease in population size since 2011 and has the second oldest population of Walsall's wards, with around 1 in 4 people over the age of 65, with a median age of 47 years old: approximately 8 years above the Borough average (39 years), and a stark contrast to the youngest wards, Blakenall and Pleck, at 32 years.

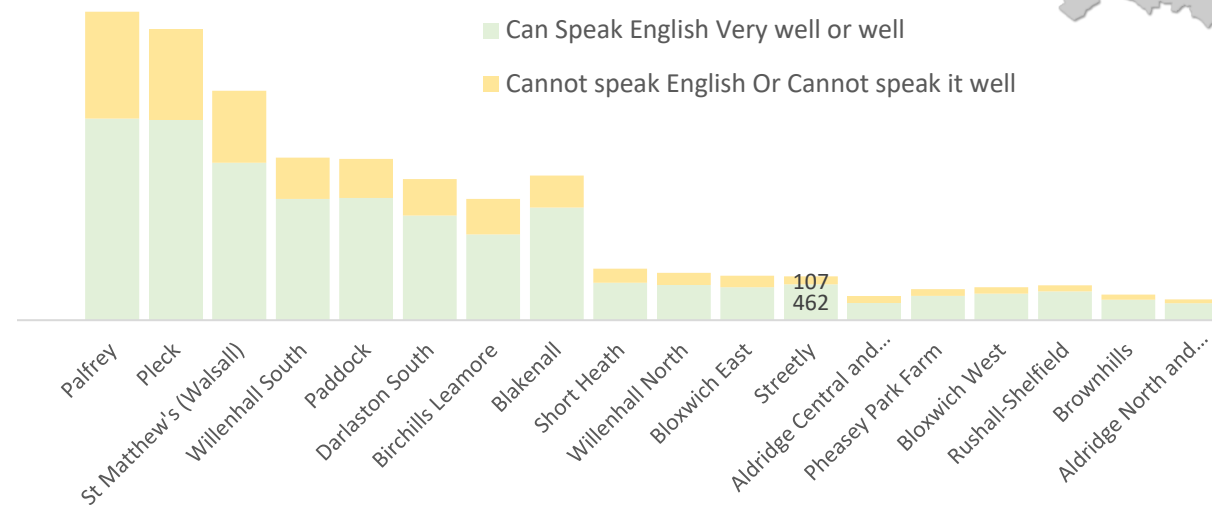
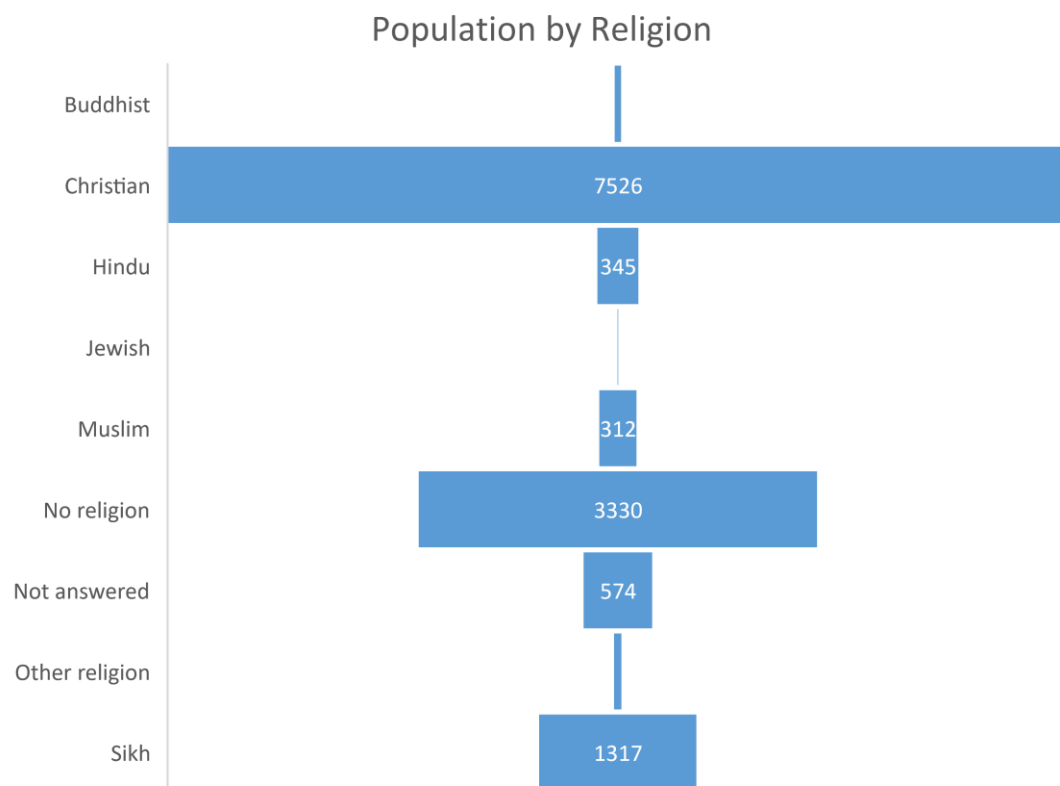
In terms of Population Density, Streetly is the 7th least populated ward, equating to 2,480 people per sq. km. For context: Walsall's density is 2,733, and Darlaston South, Walsall's 2nd most crowded ward, has roughly twice as many people per sq. km (4,808) than Streetly.

Ethnically, the ward is largely White British (79%), 15% Asian and smaller populations of Mixed (2%) and Other (2%). These populations have all increased since 2011, with the Asian group more than doubling in Percentage. The population of Black ethnicity reduced from 2% to 1%.

Language and Religion



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

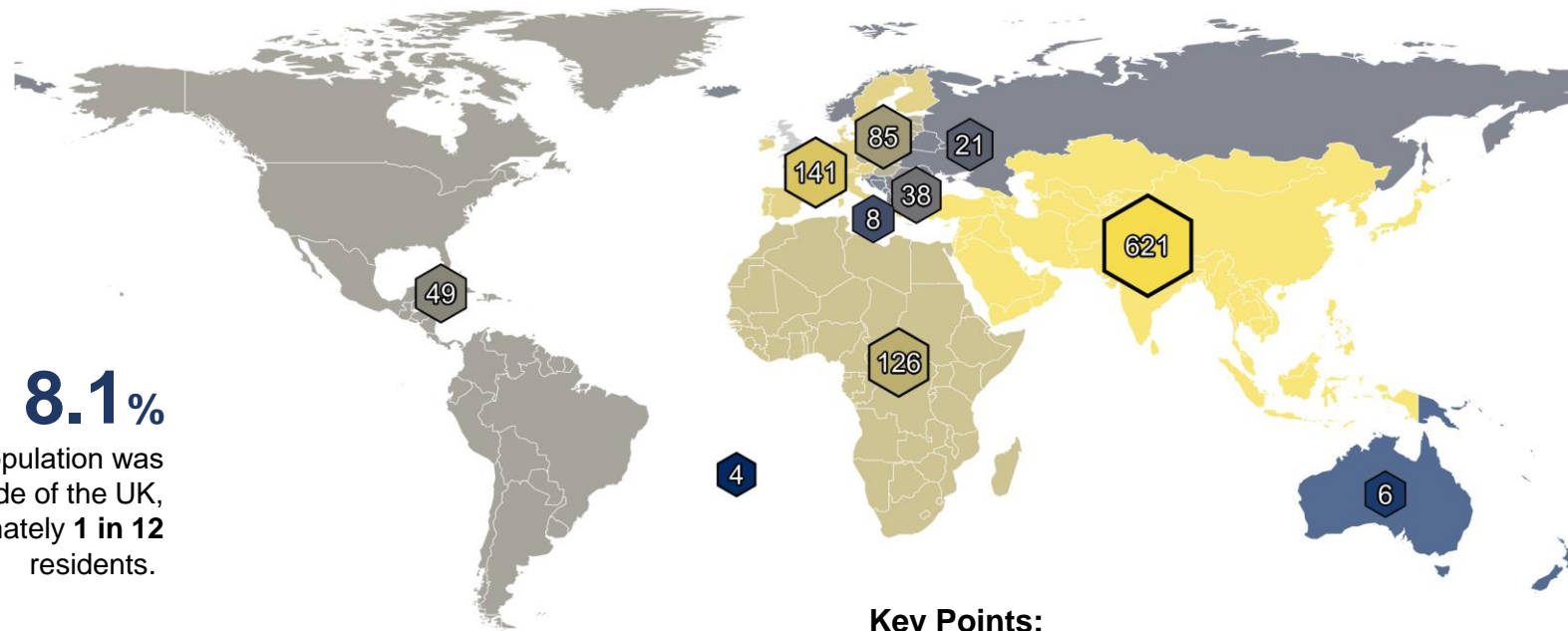


- 97.6% of households have all **or** at least one adult where English is the main language, compared to 81.1% in Palfrey & Pleck - When English is not the main spoken language, 19% of these residents cannot speak English or cannot speak it well.
- Streetly has a lower number of Household with no residents speaking English as main language (98) 1.8% compared to 14.2% Pleck (788) & St Matthews 11.1% (806)

56% household residents are **Christian** (Borough

- Streetly ward has a majority population with 55.6% residents of Christian religion . This is higher the Walsall borough percentage of 45%. It also has a higher proportion of Sikh and Hindu residents - 9.7% & 2.5% respectively, compared to Walsall overall (6% & 1.8%)
- 24.6% of Streetly residents reported in 2021 Census as having No Religion and a further 4.2% did not answer the census question

Non-UK Country of Birth



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

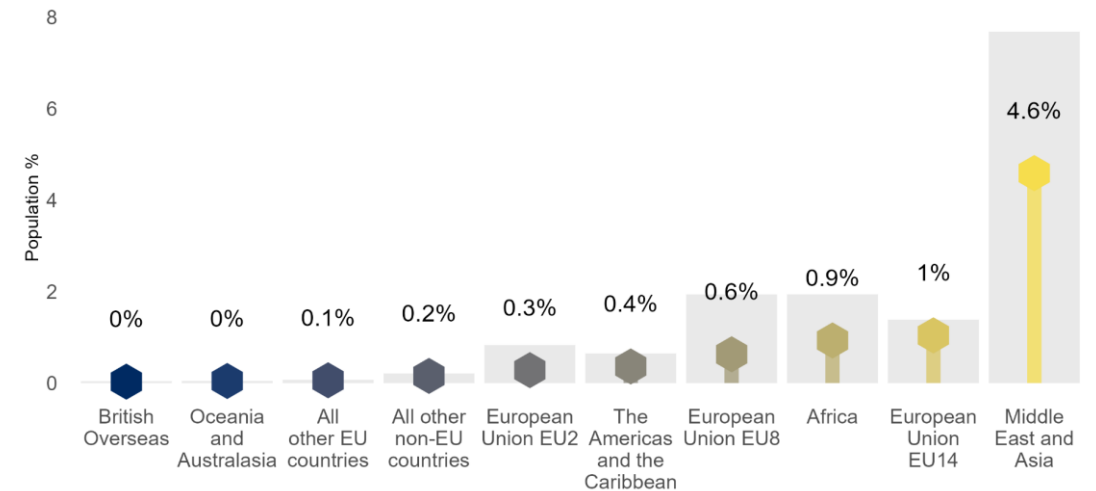


8.1%

of Streetly's population was born outside of the UK, approximately **1 in 12** residents.

Streetly versus Borough Comparison

Country of Origin by % Resident Population, Census 2021



Grey bars = Borough %

Key Points:

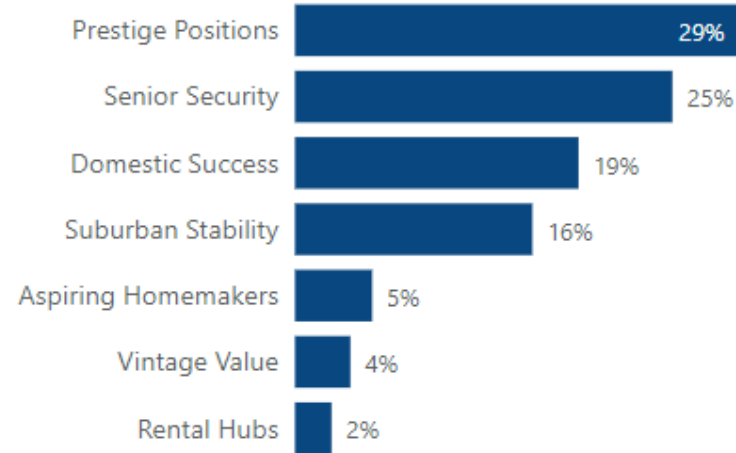
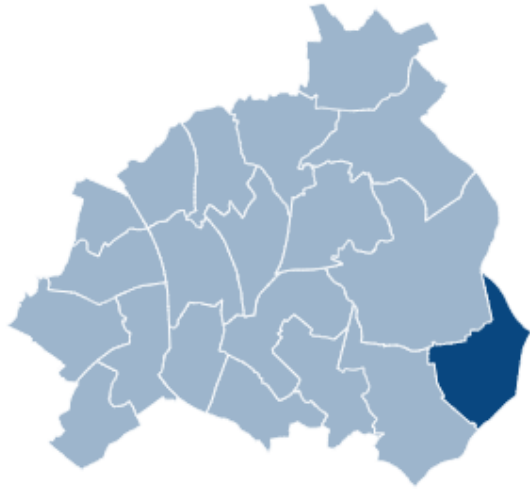
- With 91.9% of residents being UK born, Streetly has the 11th largest proportion of UK born residents of the 20 Walsall wards.
- At 8.1%, Streetly has approximately half the proportion of non-UK born residents compared with the borough's 14.7%.
- The largest non-UK area of birth is the Middle East and Asia, at around 621 residents or approximately 4.6% of Streetly's population, although this is a relatively smaller proportion contrasted with the borough's 8%.
- EU8 (2004 EU enlargement nations such as Poland, Hungary, Lithuania, Slovenia and Slovakia) and Africa are the next two largest areas of birth, at approximately 1% of the population.
- There are relatively few EU14 born residents: founding EU states such as Germany, France, Italy and Spain, when compared to Walsall, accounting for just 0.6% (Walsall 1.9%).

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

Social Segmentation

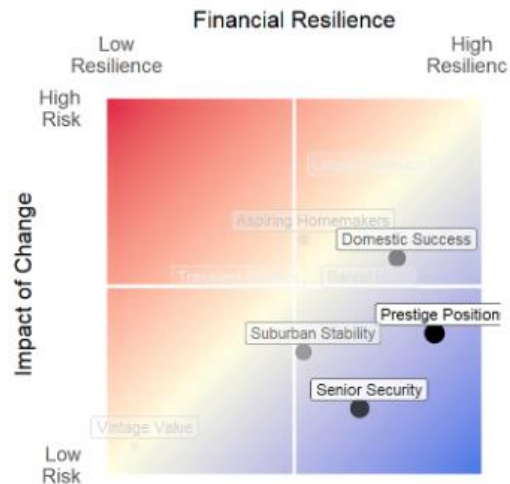


Social Segment Composition of Walsall Wards (% Households)



Key Points:

- Social Segmentation is a means of categorising residential populations by shared socio-economic traits and behaviours.
- Streetly features a wide range of segments, with the largest three being Prestige Positions, Senior Security and Domestic Success. These are defined on the right of this page.
- These segments tend to be older, are more affluent, with assets and are more likely to own their own homes. They are largely financially resilient and better able to weather economic shock than other segments across the Walsall borough.
- The largest segment, Prestige Positions (29% of households), tend to be high earning, highly educated older couples.



Prestige Positions



Established families in large detached homes living upmarket lifestyles

- Own large, detached houses
- Highly educated
- High discretionary income
- Garden or allotment
- Pay credit cards in full
- Breakdown cover

£ 77,300
Household Income

56–65
Age Band

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

Domestic Success



Thriving families who are busy bringing up children and following careers

- Families with children
- Mid to high household income
- Monthly discretionary income under £1000
- Very high mortgage debt
- Internet via smartphone
- Online shoppers

£ 71,200
Household Income

36–45
Age Band

Detached
Property Type



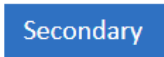
Education



There are 4 Primary schools and 1 Secondary school in the ward:



Blackwood School
Lindens Primary School
Manor Primary
St Anne's Catholic Primary School



The Streetly Academy



% Children who achieved the expected standard at KS2 in 2022

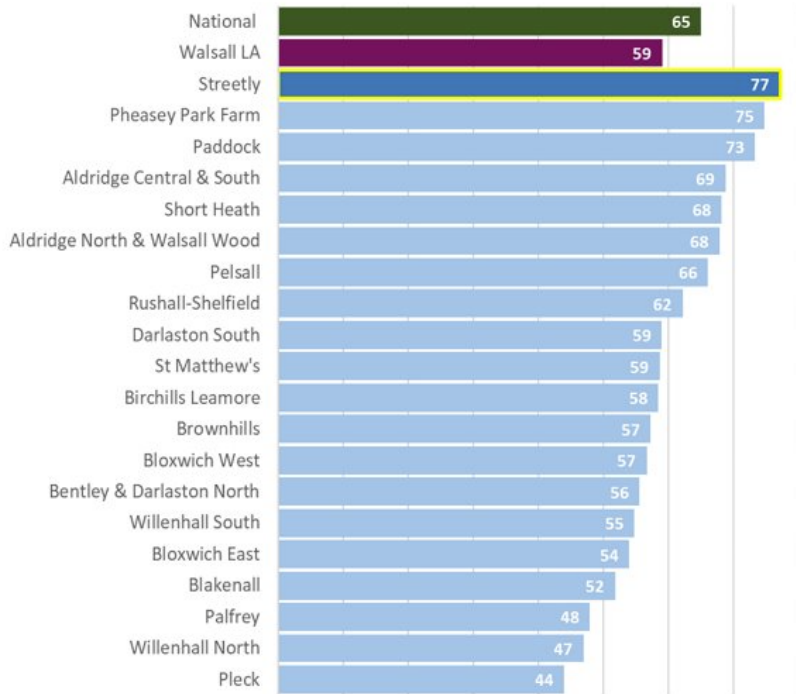


Key Points:

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. A significantly higher proportion of children who reside in the **Streetly** ward achieve the expected standard across all subjects compared to the Walsall and National performance.

% Children who reached a good level of development in 2022

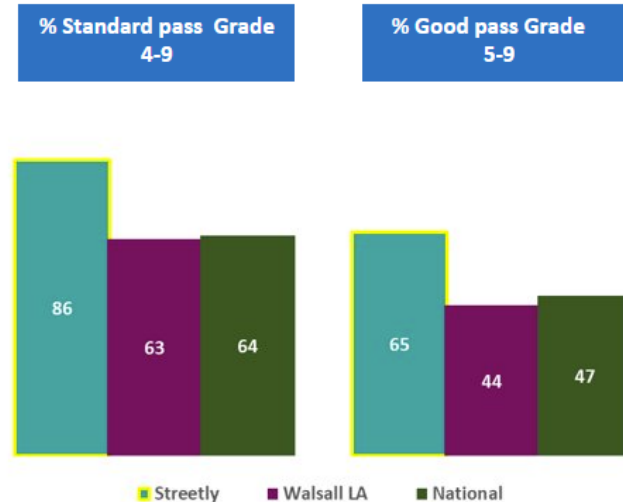


Children are defined as having reached a good level of development at the end of their Reception year if they have achieved at least the expected level in prime and specific areas of learning.

The overall GLD for Walsall in 2022 was 59%. 77% of children who reside in the **Streetly** ward achieved a good level of development, 18% higher than the Walsall average and 12% higher than the national average. **Streetly** is ranked the highest achieving ward in Walsall for GLD.



Achieving GCSE English and maths in 2022



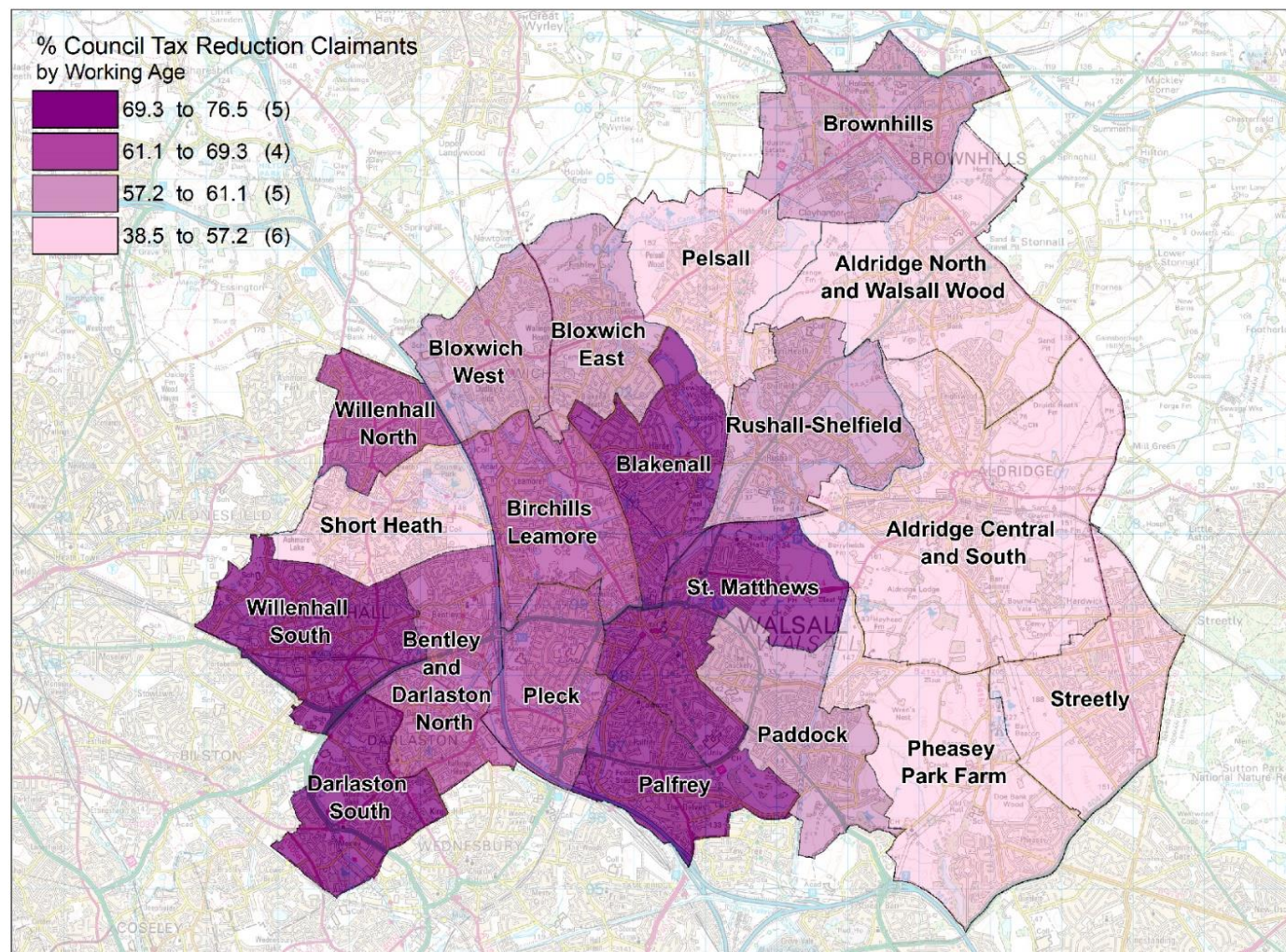
At the end of KS4 (Year 11) pupils sit examinations in a range of GCSE and other vocational qualifications

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 **Streetly** ward do significantly better with 86% achieving a standard pass at GCSE.

More students who live in the ward achieve a good pass in English and maths GCSE than locally – 21% higher than the Walsall LA figure and 18% 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

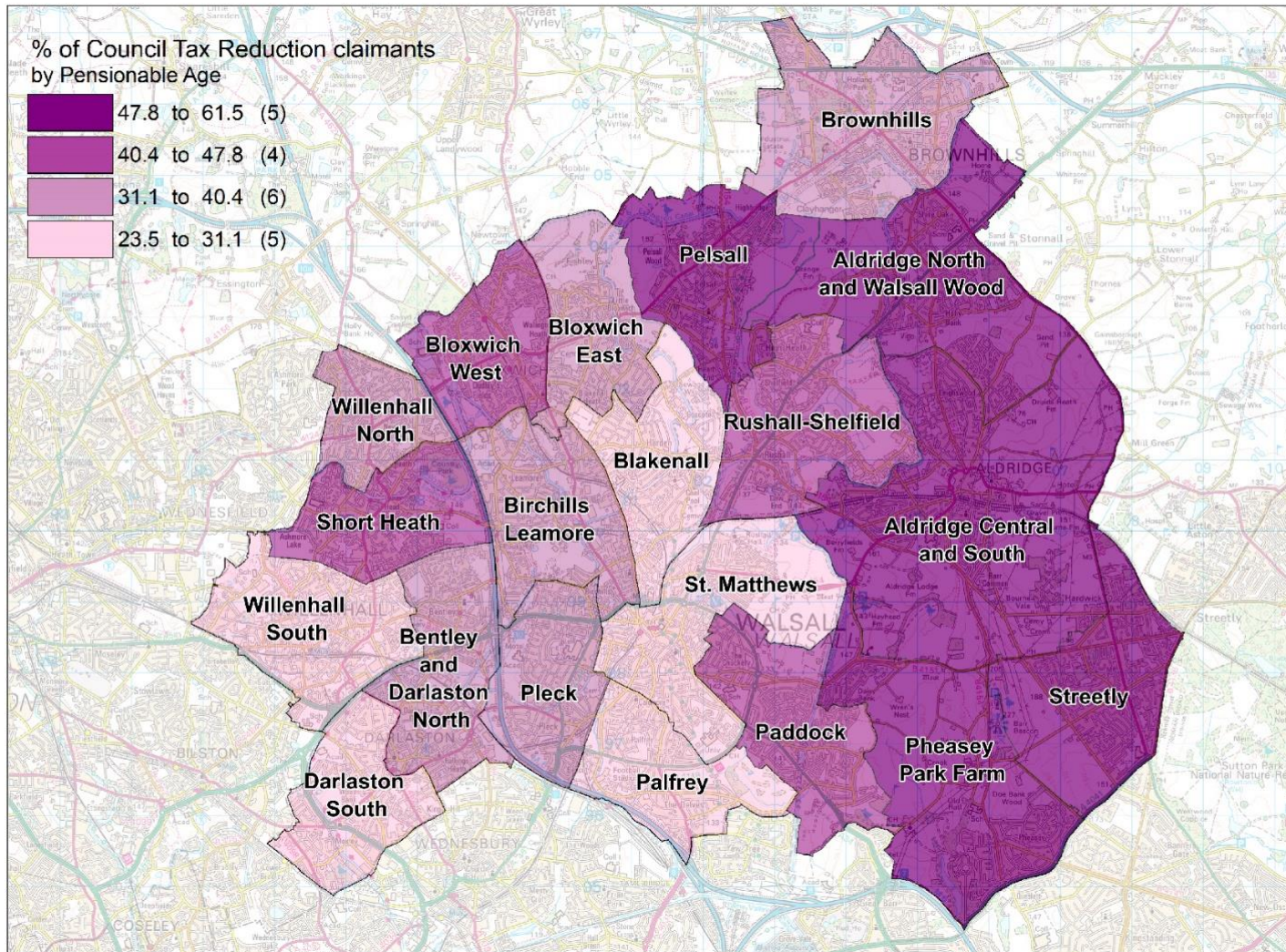
Council Tax Reduction (CTR) household claimants – working age



38.5% of households in Streetly claim CTR by working age (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



61.5% of households in Streetly claim CTR by pensionable age (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
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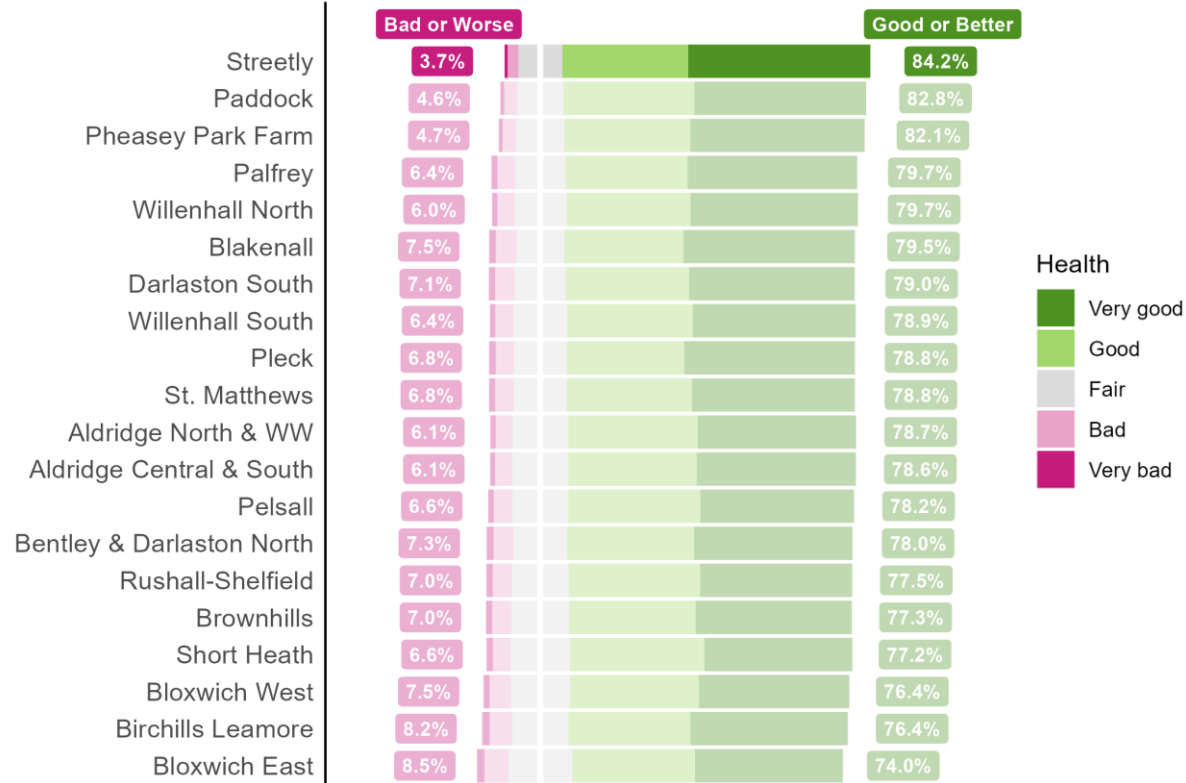
Health & Social Care

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



What is the General Health of Streetly?

Census 2021, % of resident population



- Streetly's residents report their general level of health at 84.2% being rated good or better, ranking the highest of all Walsall's wards, and exceeding the England average of 82.1%
- Approximately 1 in 27 Streetly residents reported living in poor health or worse compared to approx. 1 in 12 in Bloxwich East (the ward with the poorest self-reported general health).

Disability

Census 2021, resident population



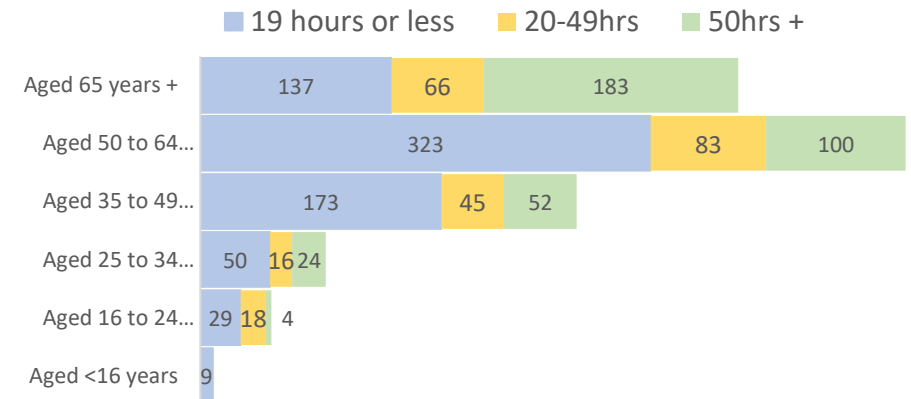
14.6% Reported as Disabled

Where day-to-day activities are limited (approximately 1 in 7 residents).

- This is lower than Walsall figure (**19.1%**) and ranks lowest out of Walsall's 20 wards.
- 7.1% have a long term physical or mental Health condition but daily activities are not limited, this ranks highest in Walsall along with Aldridge Central & South

Unpaid Care

Census 2021, resident population (aged 5yrs +)



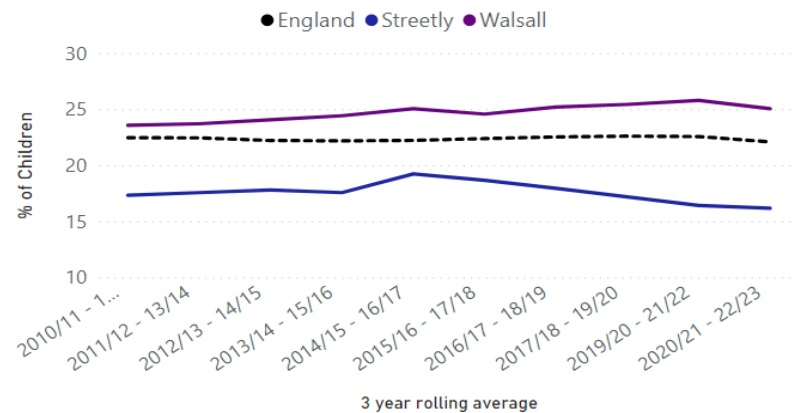
- 10th Highest** number of Unpaid carers in Walsall, 1,312 compared to Pheasey with fewest (1,044) & Aldridge Central & South with most (1,471)
- 10.0%** of Streetly residents provide weekly unpaid care. More than half of carers providing more than 50hrs care per week are aged over 65yrs themselves

Child Healthy Weight



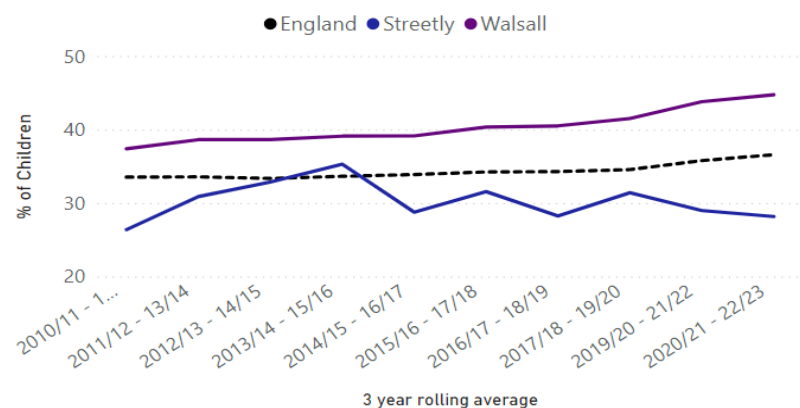
In Streetly, *more than*
8 in 10
children are a healthy weight, which
is the highest rate in Walsall.

Prevalence of Overweight and Obesity in Reception Year



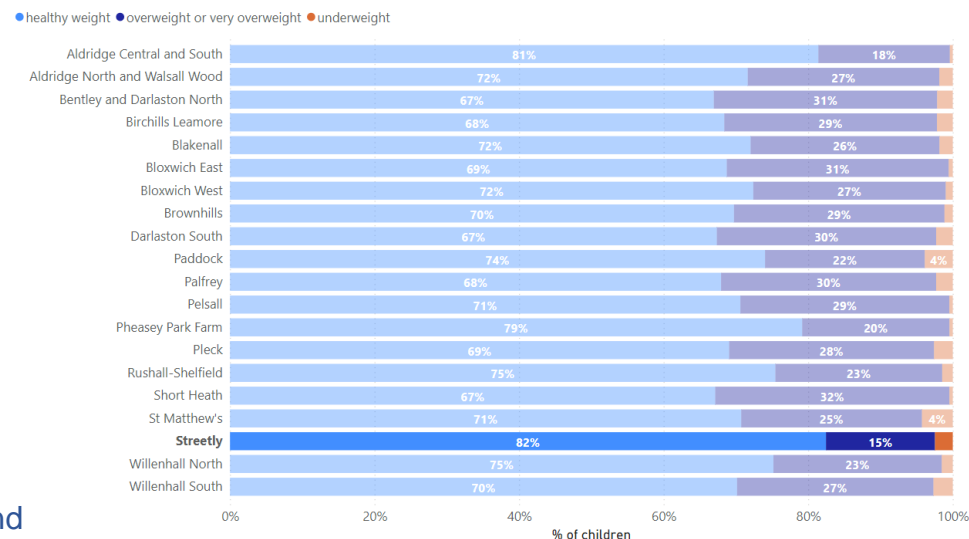
The prevalence of Reception-aged children who are overweight or obese in Streetly is significantly lower than both the National rate and the Walsall average. Additionally, this rate has been stable since 2010.

Prevalence of Overweight and Obesity in Year 6

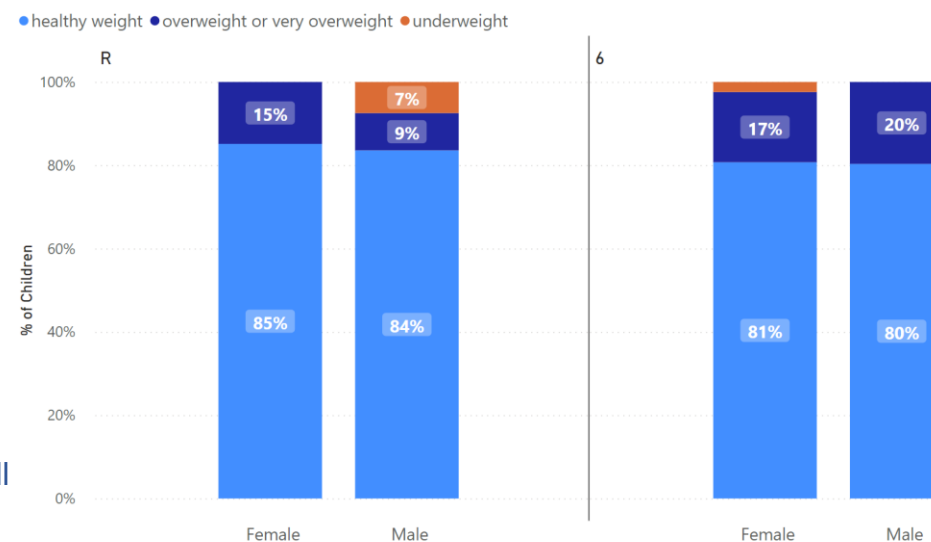


The prevalence of Year 6 children who are overweight or obese in Streetly is also significantly lower than the National rate and the Walsall average. The rate has also shown a decreasing trend in recent years.

Weight category of children by ward



Weight Category of Children by Sex



In Reception aged children in this ward, *more than* 8 in 10 children, of both sexes are a healthy weight.

Similarly, in Year 6, 8 in 10 children are a healthy weight, in both sexes.

Adult Social Care



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

530

New requests for support,
received from

305 individuals



3 people aged 18-24, 32 aged 25-64 and 270 aged 65+

81

People received an assessment



2 people aged 18-24, 12 aged 25-64 and 67 aged 65+

34 assessments resulted in a long term service ...

22

Carers were assessed and
supported during the year



0 people aged 18-24, 13 aged 25-64 and 9 aged 65+

88

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



3 people aged 18-24, 20 aged 25-64 and 65 aged 65+

87

Safeguarding concerns were
received, relating to

61 individuals



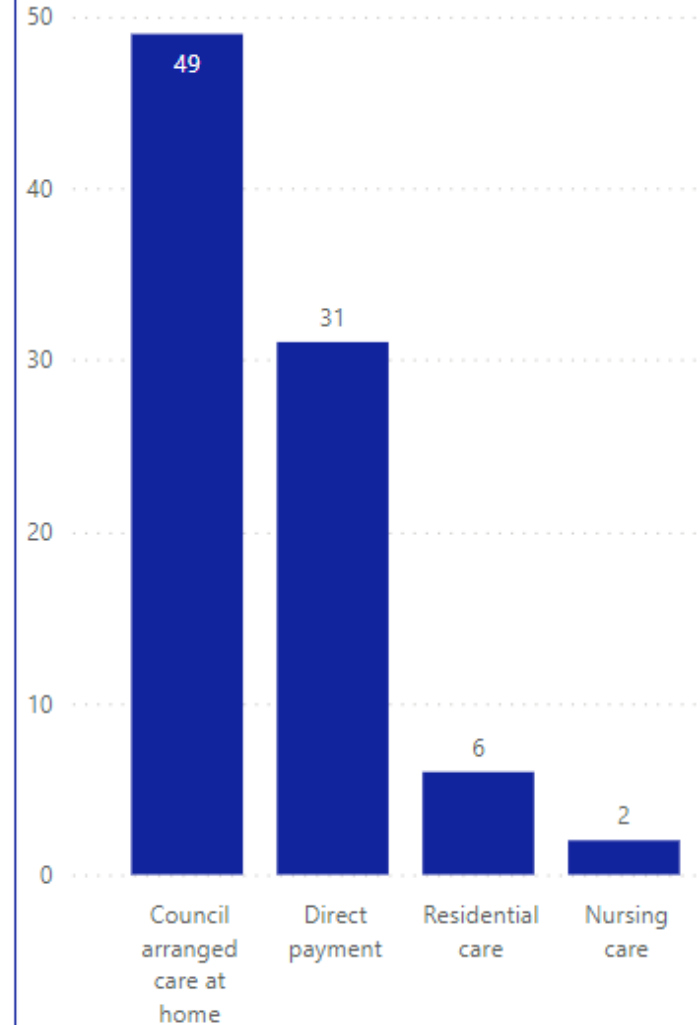
(B... people aged 18-24, 13 aged 25-64 and 48 aged 65+

19.54%

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

59
People surveyed

23
Responses

38.98%
Response rate

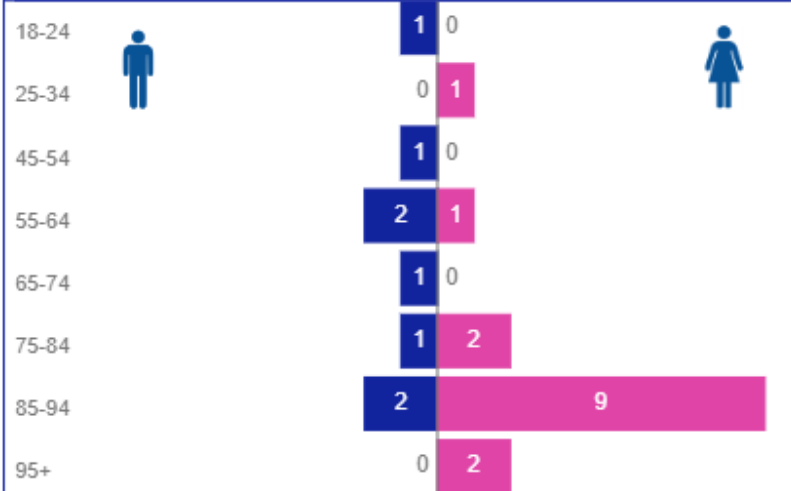
Responses were received from

20
People residing in their own home

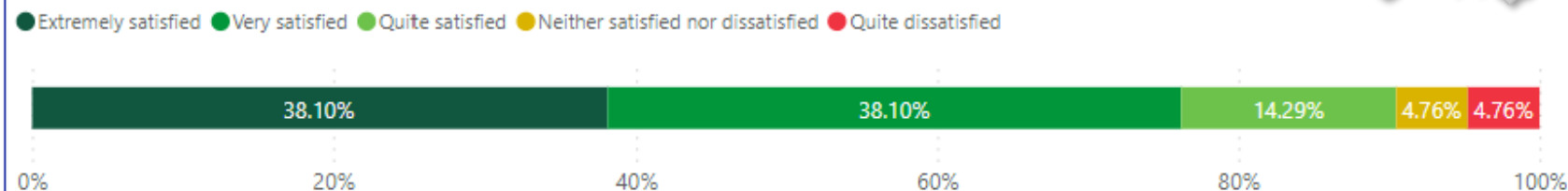
1
People residing in nursing care

2
People residing in residential care

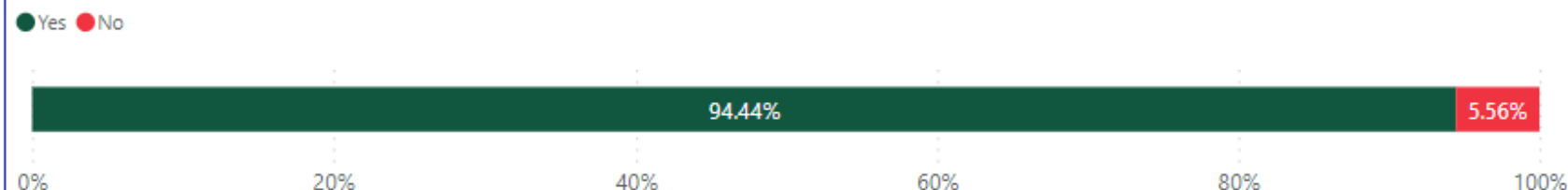
Respondents by age and gender



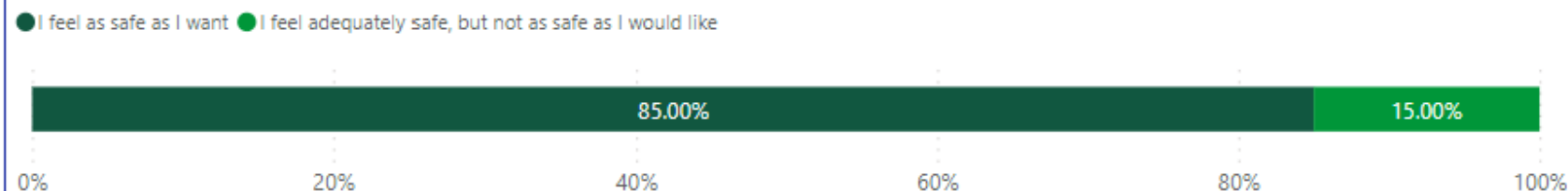
How satisfied or dissatisfied are you with the care and support services you receive?



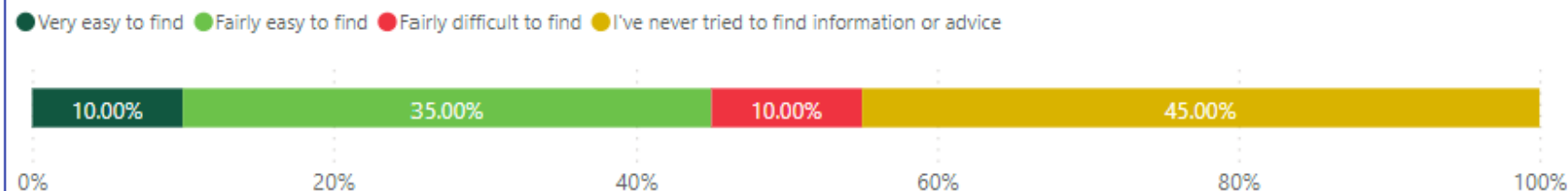
Do care and support services help you to have a better quality of life?



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?



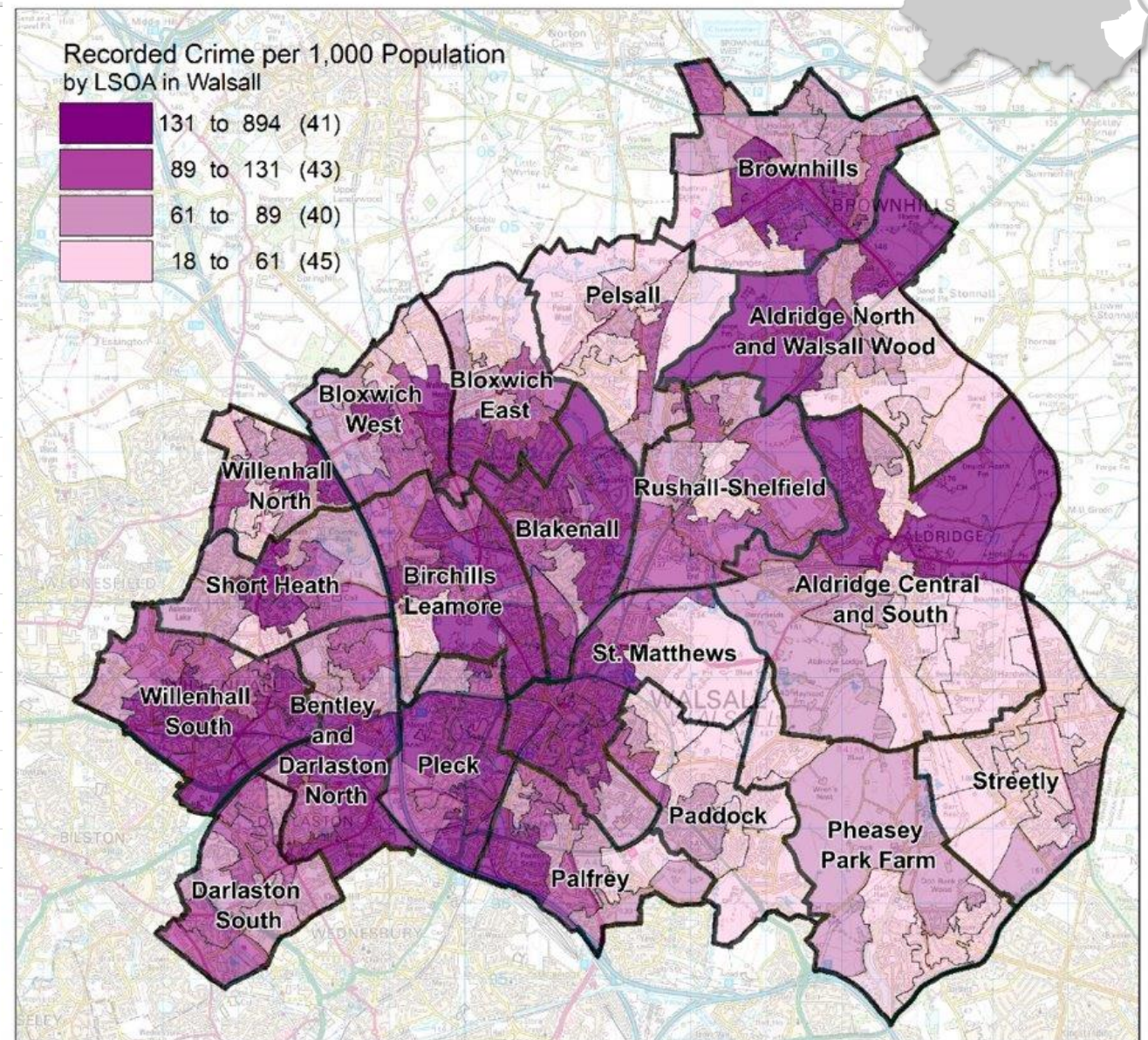
Crime

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

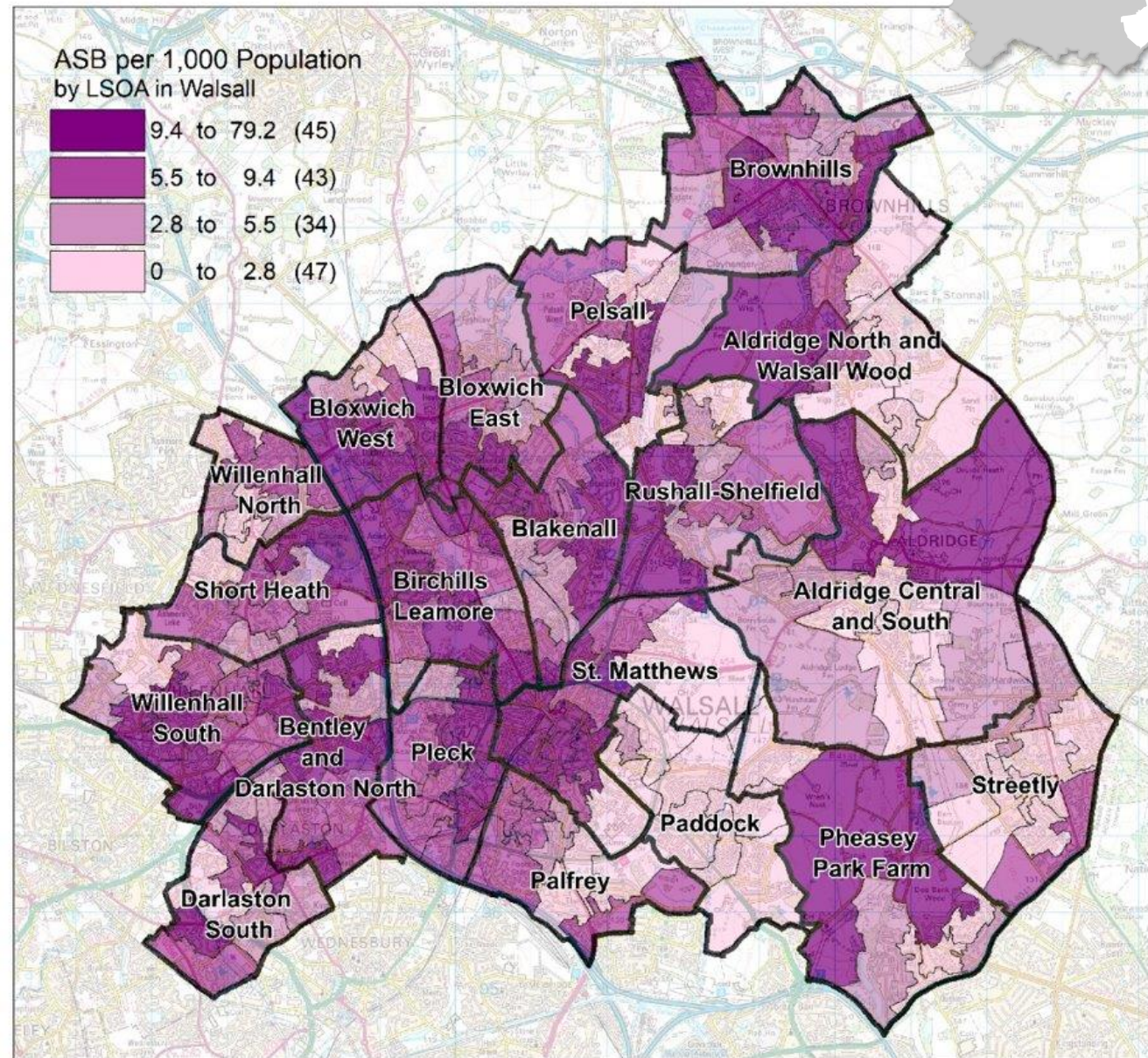
Streetly ward ranks 20th - lowest for recorded crime, with a rate of 46.3 (lower than the borough of 118.4), but with slight variations evident at a LSOA level.



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

Streetly ward ranks as 19th out of 20 wards for recorded anti-social behaviour. Its rate of 2.5 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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