

Bentley and Darlaston North

Ward Profile

Produced by
Walsall Business Insights
February 2024



Welcome to Bentley and Darlaston North



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Did you know?

- **History** - Bentley Old Hall stood in the north of Darlaston until the early 20th century. Bentley Hall was one of several country houses where in 1651, after the Battle of Worcester, the future Charles II was sheltered here by Colonel John Lane. The future king finally escaped disguised as the servant of Jane Lane, the colonel's sister. A special needs school is named after Jane Lane. Bentley Old Hall grounds were redeveloped as a housing estate in the 1950s.
- **Famous Residents** - Sue Nicholls (born 1943), long running Coronation Street soap actress known as 'Audrey Roberts'. Mark Rhodes (born 1981) ITV's Pop Idol runner up in 2003.
- **Landmark** - Darlaston had its own windmill from as early as 1695, the mill continued to be in use until about 1860.

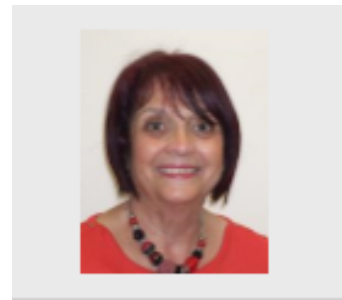


- Covers 4.27 sq km (426.5 ha)
- Makes up 3.4% of the total area of Walsall Borough
- Has a population density of 3,359 people per square kilometer

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



Councillors



Councillor

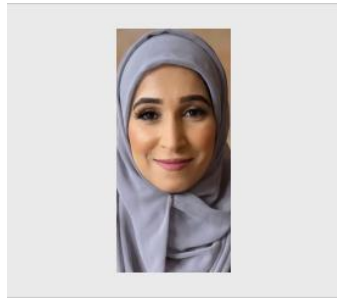
Elected

Party

Rose Burley

06 May 2010

 **Labour**



Saiqa Nasreen

02 May 2019

**Independent
Group**



Angela Underhill

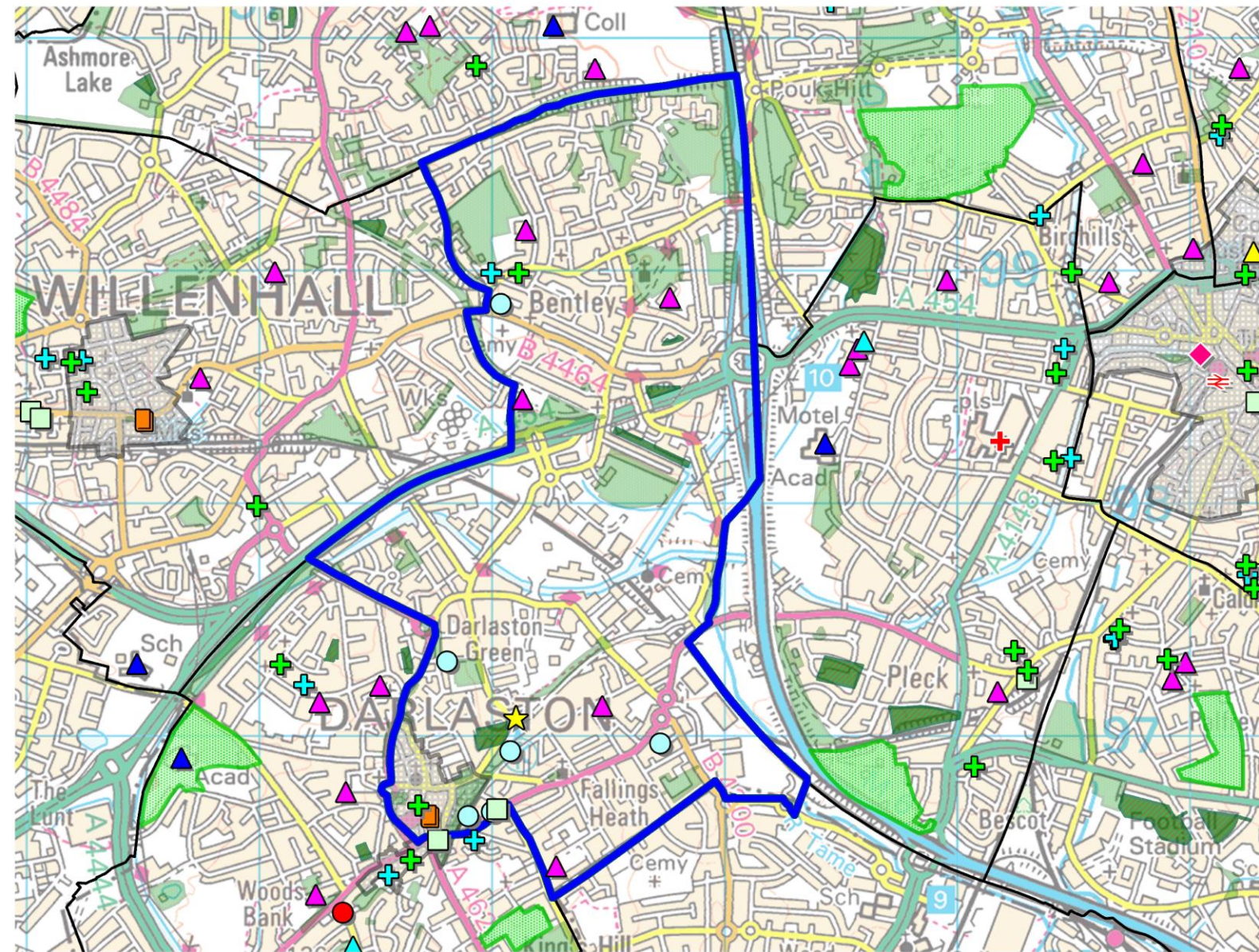
03 May 2012

 **Labour**

Place

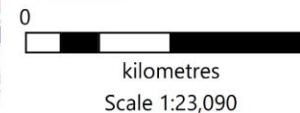
What are the attributes and assets of the local area, and how can we characterise it compared to the rest of Walsall?

Assets



- Nursery School
- Primary Schools
- Secondary School
- College
- University
- Library
- Leisure Centre
- Railway Station
- Art Gallery
- Pharmacy
- GP
- Hospital
- Dentist (NHS)
- Care Home
- Nursing Home

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



Bentley and Darlaston North Assets Map

Walsall Council

Illustrates Bentley and Darlaston North's geography and highlights key local assets.



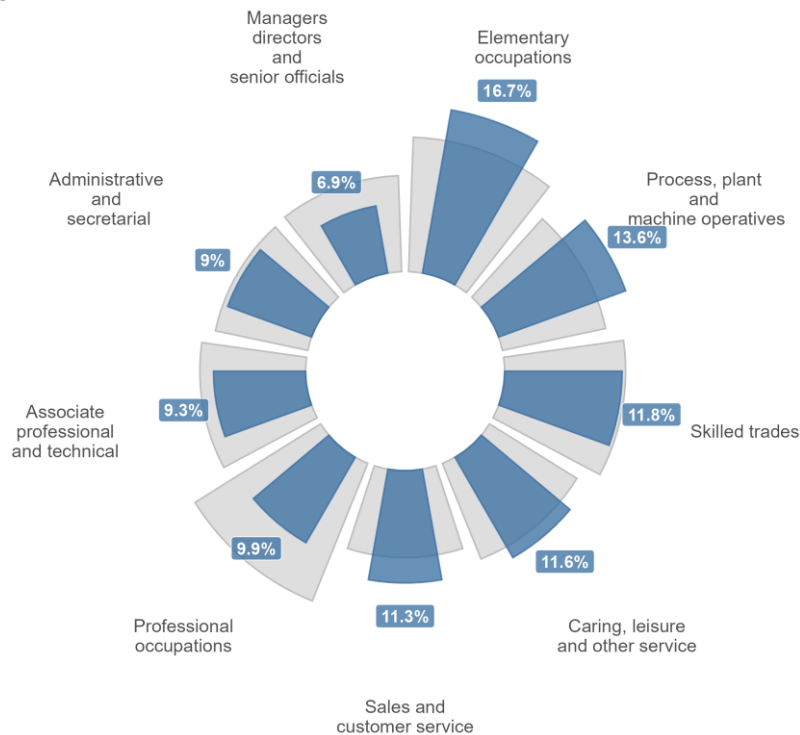
Economy and Workforce



Occupations

Census 2021

■ Bentley and Darlaston North ■ Walsall



- Bentley and Darlaston North's occupational profile differs from Walsall in some key areas: substantially more employed in elementary occupations (16.7%, Walsall 13.5%) and machine operators (13.6%, Walsall 12.6%) and fewer employed within professional occupations (9.9% contrasted to Walsall's 14.9%).
- This indicates the labour force of Bentley and Darlaston North is distributed more towards manual, skilled and unskilled occupations and factory/plant operators with relatively fewer office-based professionals and directors.

Source: Census 2021

Maps © Crown copyright and database rights 2023 Ordnance Survey 100019529

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 NW	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%

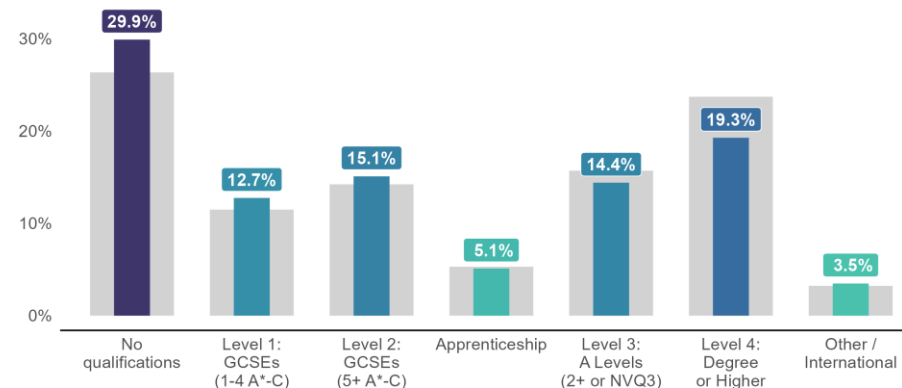
57.4%

Are Economically Active

11th highest of Walsall's 20 Wards.
Inactivity includes retirees, students, long-term sick/disabled, homemaking and other.

Qualifications

Census 2021

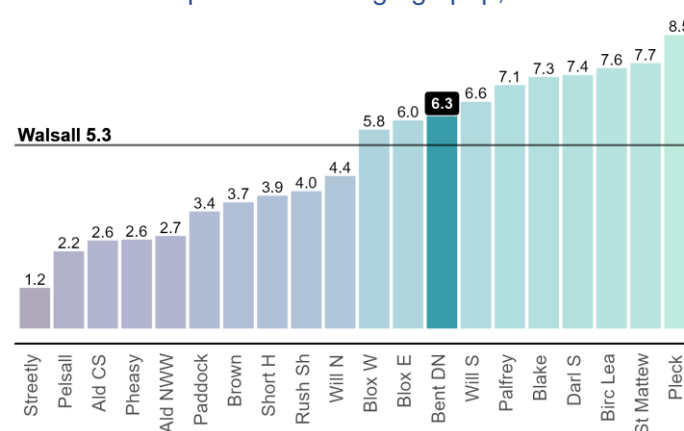


Grey bars = Walsall

- Bentley and Darlaston North's qualifications profile differs from the borough: there are relatively more adults (29.9%) with no formal qualifications (Walsall 26.3%), and fewer with a degree or higher (19.3%, approximately 1 in 5 adults).

Claimant Count

JSA Claimants per 100 working age pop, ONS Oct 2023



- Bentley and Darlaston North's Claimant Count (Jobseekers Allowance) is approximately 6.3 per 100 working age adults.
- This is slightly above the borough rate of 5.3, and ranks the ward as the 8th highest claimant rate.



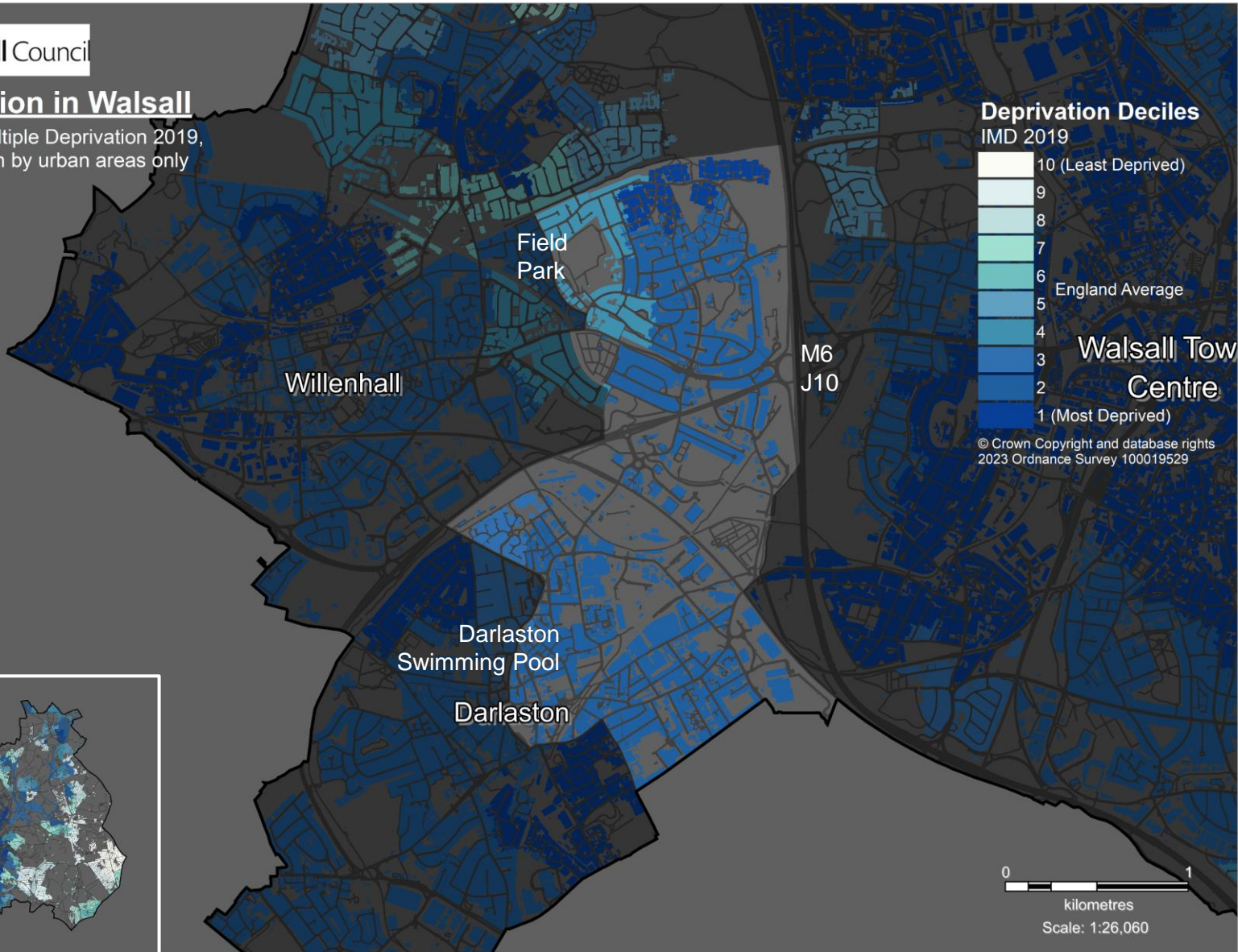
Walsall Council

Deprivation



Deprivation in Walsall

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



Bentley and Darlaston North ranks is a highly deprived area, with most of its neighbourhoods falling within the 20% most deprived areas in England (decile 1-2).

It faces particular deprivation challenges with:

- **Adult Skills** (decile 1)
- **Education, Skills and Training** (decile 1)
- **Income** (decile 1)
- **Children and Older people** (decile 1)

It ranks very positively for lack of **Barriers to Housing and Services**, falling within the 8th decile of England areas.

England (2 in 10)



9 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



5,400 Households ↑

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



709 (13.0%) Households are Lone Parents of Dependent children



26.4% School Children & Full- time Students
(aged 5yrs & over) Approximately 1:4



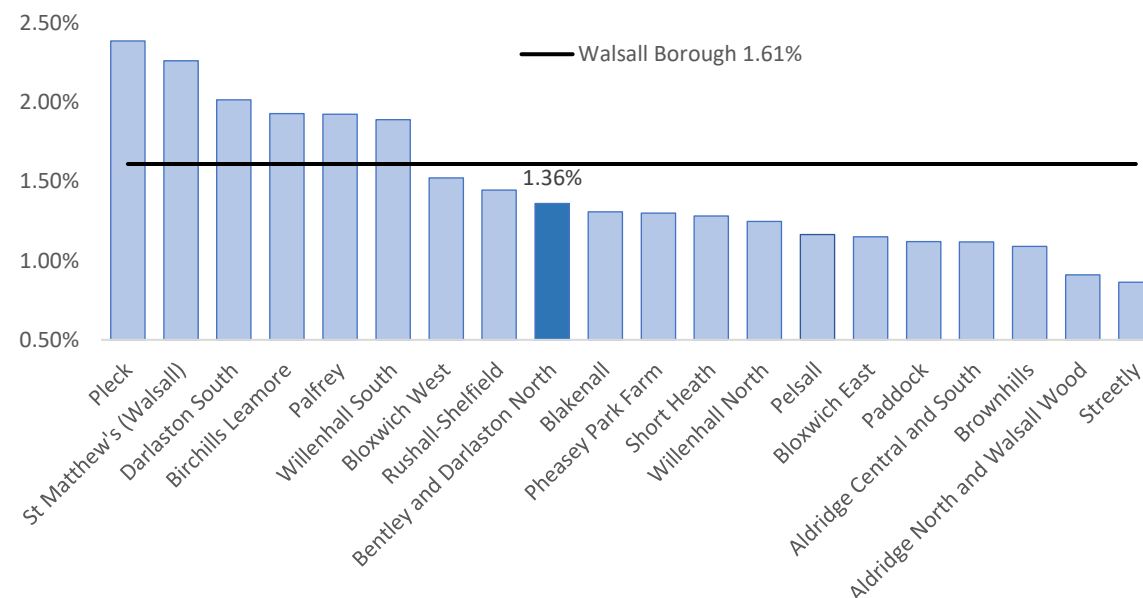
Tenure

49% Homeowners

35% Social Rented 1:3 (Borough 23.7%)

- Bentley & Darlaston North's household population of full-time students and schoolchildren, aged over 5yrs, is 26.4%, above the Walsall figure(22.1%) and has twice the number of Pelsall's students.
- Single-family households consisting of a lone parent with dependent children, make up 13% of households, this is 3rd highest in borough. The number of lone parent households in Bentley and Darlaston North (709) is more than double that of Aldridge Central & South (340) and over three times as many as the number in Paddock (223)
- Lower number of homeowners – 48.7% are owned. Of those,54% are owned outright, without a mortgage or shared ownership. Bentley and Darlaston North has average of households(16.2%) where residents rent privately or live rent free (Walsall 16.5%). One in three homes in Peck are socially rented (34.5%) on par with Bloxwich East.
- The number of households living with **no** central heating across the borough has positively decreased by about half since 2011. Bentley & Darlaston North has an average proportion of households living without central heating at 1.36%, the Walsall figure is 1.61%. There are 74 households living with no central heating, this ranks 9th highest in percentage, with number just below Rushall Shelfield (75) & Blakenall (75)

% Households in Ward with no Central heating



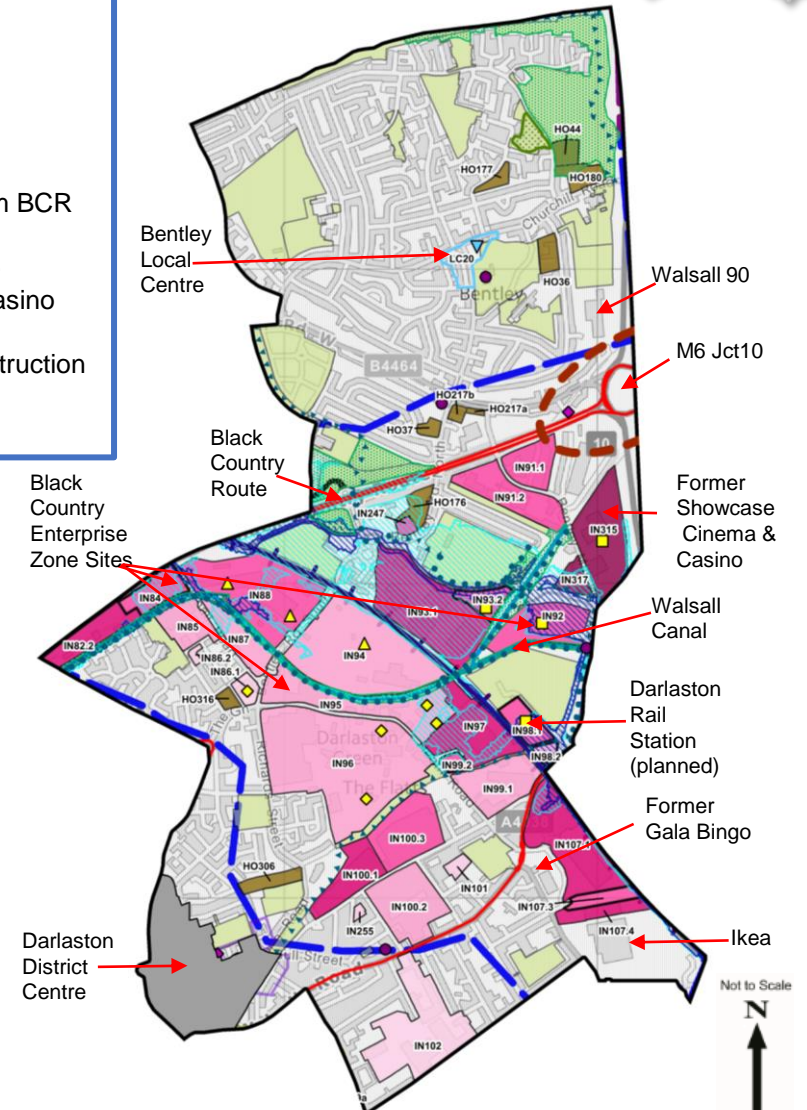
Development & Regeneration

- **Darlaston District Centre** with anchor retailer- Asda, and multiple independents.
 - High Quality Employment Areas and supporting **strategic companies** including EMR, Veolia, Nationwide Platforms, KTC Edibles, ZF Lemforder, Lone Star, AF Blakemore. As well as the **Black Country Enterprise Zone** Darlaston sites providing local employment uses and opportunities.
 - Strategic **transport improvements** including the £78m M6 Junction 10 works nearing completion and completed £26m Darlaston Access Project to help reduce congestion and travel times on highways network.
 - **Out of centre retail and leisure** including Ikea, Boundary Mill, and Grosvenor Casino. The former Gala Bingo and Showcase Cinema sites are subject to development proposals.
 - **Walking and cycling** improvements including Connecting Bentley Phase 2 and canal corridor towpath.
-
- £20m awarded by government for the **Darlaston Long Term Town Plan** to be spent on community needs and local priorities over 10 years.
 - Planned new **Darlaston Rail Station** will provide passengers services to Birmingham, Wolverhampton and Walsall and is estimated to open in 2025/26.
 - Planning consent for **Walsall 90** (former Holiday Inn site) for the construction of a new industrial unit.
 - Planning application under assessment for a proposed new Lidl foodstore on the site of the former Gala Bingo.
 - Planning application under assessment for a new car showroom and planning consent granted for temporary open storage use on the former Showcase Cinema site.
 - Council works to provide continued support to businesses/landowners with regard to their development requirements and growth aspirations

Site Allocation Document (SAD) Allocated Sites

Opportunity Sites:

- IN333- road link from BCR to Anson Road site
- IN317- Millers Close
- IN315- Cinema & Casino
- HO117 complete
- HO217b under construction
- HO306 complete
- HO316 complete



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



14,300
Population

52% Female
48% Male

25% Aged 0-15
Approximately 1 in 4 people (3,600)

61% Aged 16-64
Approximately 3 in 5 people (8,800)

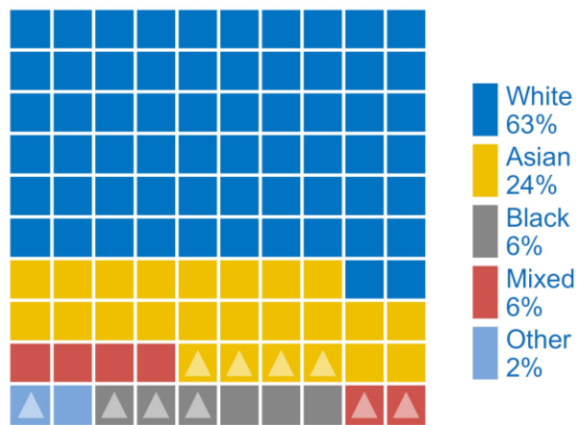
14% Aged 65+
Approximately 1 in 7 people (2,000)

35 Years
Median Age (Walsall 39)

+ 6.3% Population since 2011
+ 849 people. Walsall increased by 5.5%

Ethnicity

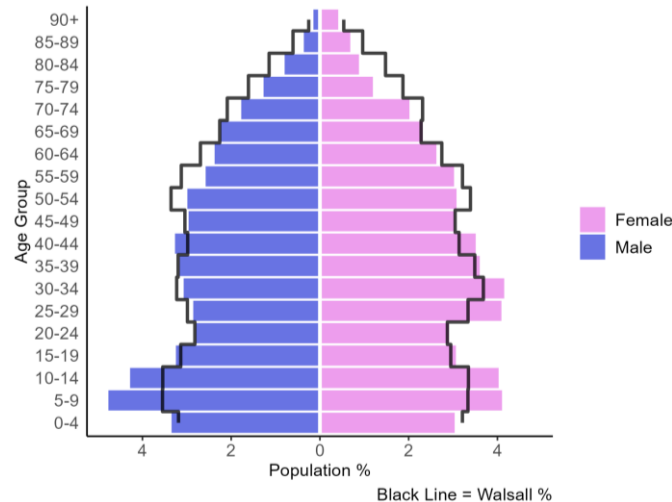
Census 2021, resident population



□ = 1% population ▲ = increase since 2011

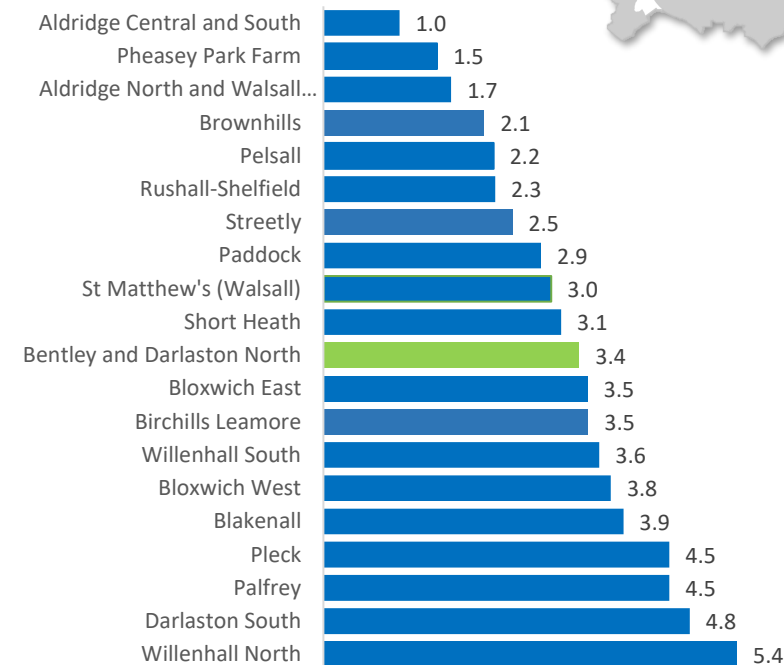
Population Pyramid

Census 2021, population age and sex



Population Density

Census 2021,
population per km²



Key Points:

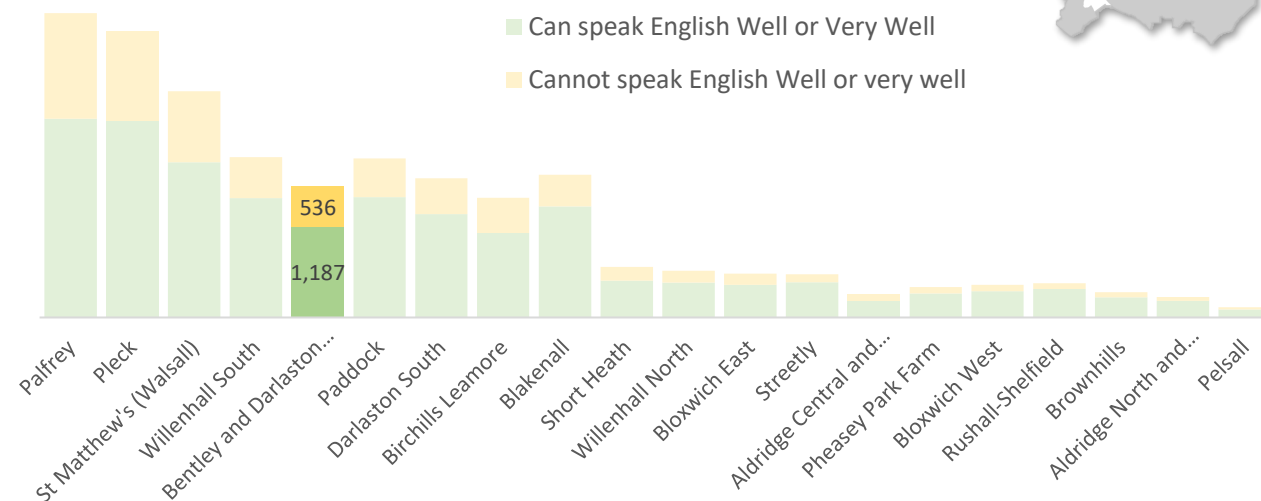
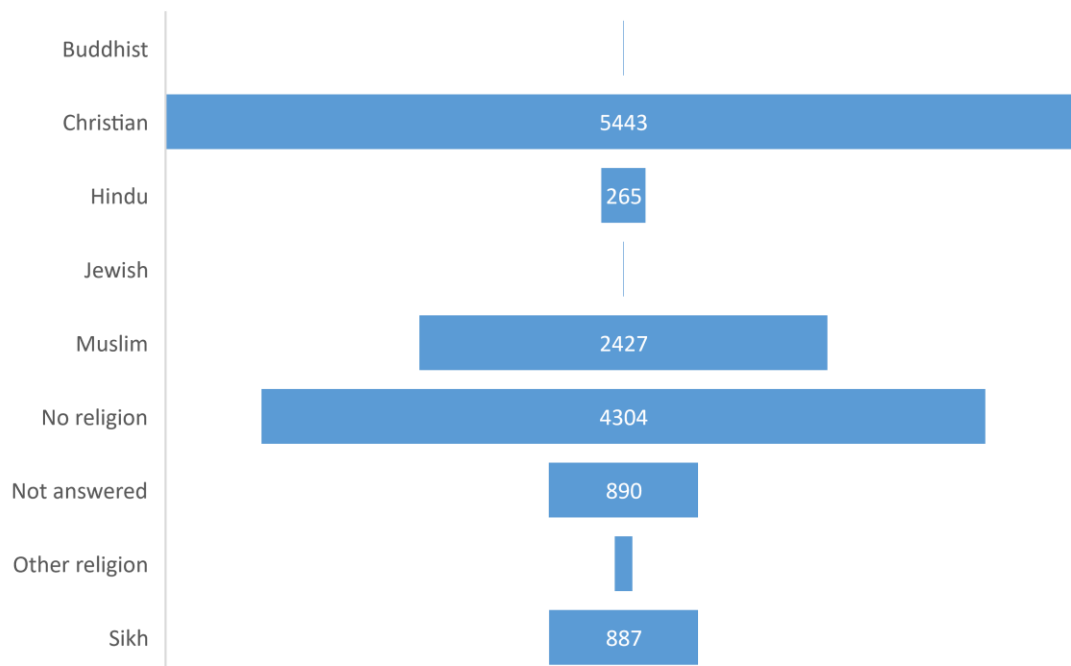
- Bentley and Darlaston North has one of the younger populations of Walsall's wards, with only around 1 in 7 people over the age of 65yrs old, and a median age of 35 years old, approximately 4 years below the Borough average (39 years). There is a similar portion of children aged under 16yrs to that in Birchills Leamore ward and a high proportion of 5yr-14yr olds, when compared to Walsall overall.
- Bentley and Darlaston North's population density ranks central, equating to 3,360 people per sq. km. For context, Walsall's density is 2,733, and Aldridge North & Walsall Wood has roughly half as many people per sq. km (1,676).
- Ethnically, the ward has seen a 9% decline in White British population since 2011 reducing from 72% to 63%. Asian Ethnicity makes up almost a quarter of the ward, with smaller populations of Black (6%), Mixed (6%) and Other (2%).

Language and Religion



84% of Households where All Adults use English as main language

Population by Religion

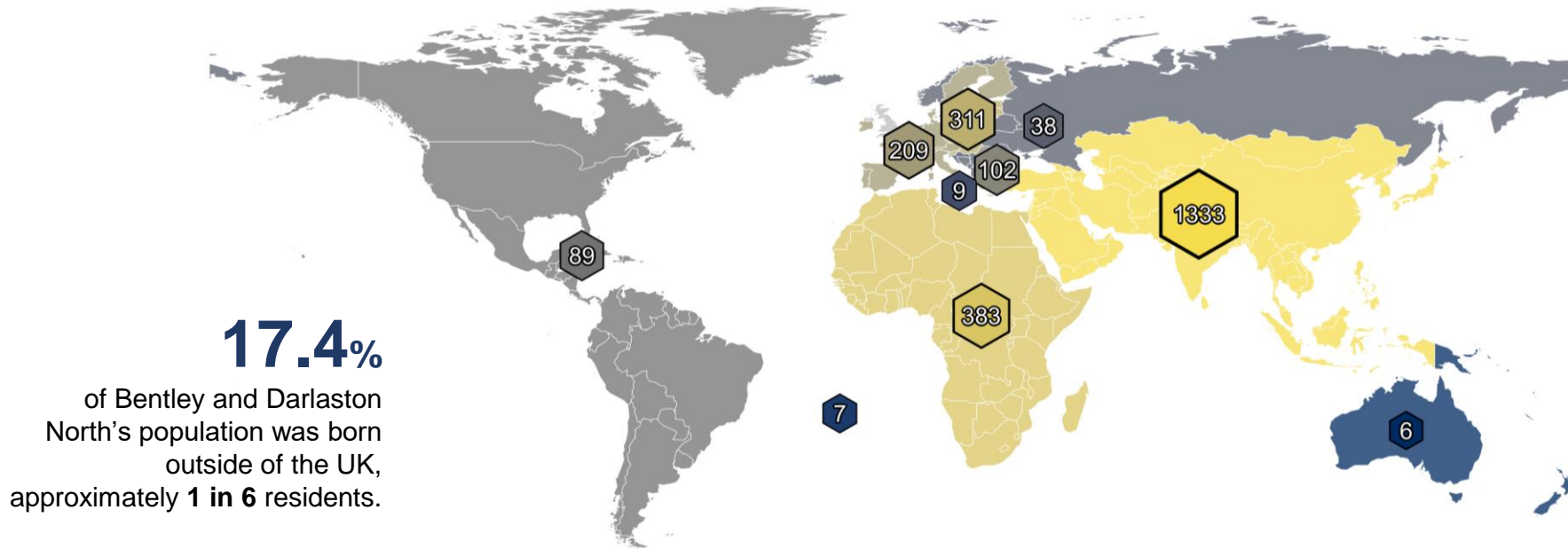


- 91% of households have all or at least one adult where English is the main language. When English is not the main spoken language in the home, 31% of these residents cannot speak English or cannot speak it well matching Pleck.
- Ward has the 6th highest proportion of non-English speakers in households (383) 7% of all households in the ward, compared to only 0.5% in Pelsall (26).

38% household residents are **Christian** (Borough 45%)

- Bentley and Darlaston North has a majority population of Christian residents (38.0%) but this is lower the Walsall percentage of 44.7%. It has a higher proportion of Muslims (16.9%) than the borough (11.3%) and the lowest Buddhist population in the borough with only 5 x residents equating to 0.0%
- 30% of Bentley and Darlaston Norths residents reported in 2021 Census as having No Religion, this is in line with Walsall (30.2%)

Non-UK Country of Birth



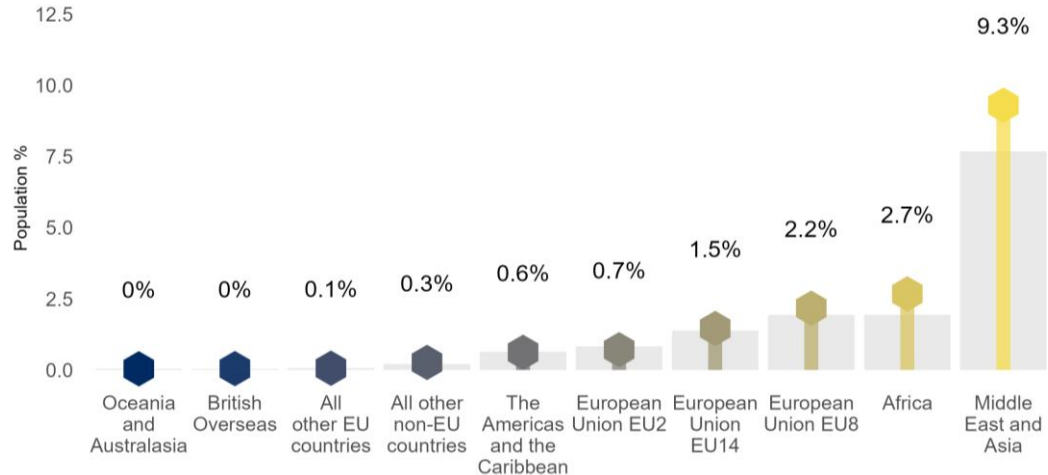
Global Map of Non-UK Born Residents by Area of Birth



17.4%
of Bentley and Darlaston North's population was born outside of the UK, approximately **1 in 6** residents.

Bentley and Darlaston North versus Borough Comparison

Country of Origin by % Resident Population, Census 2021



Grey bars = Borough %

Key Points:

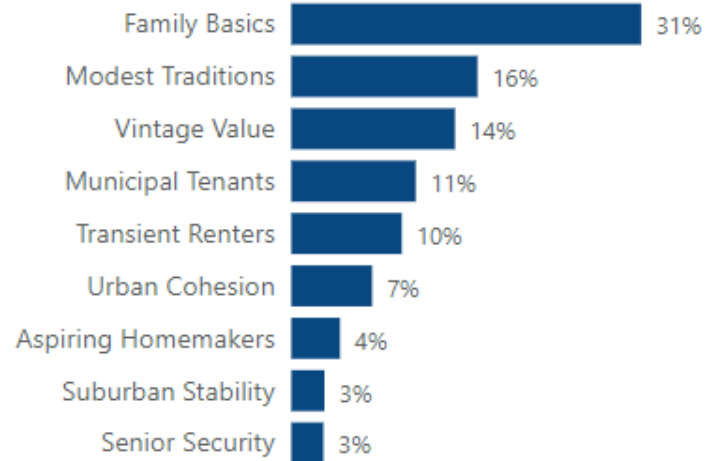
- With 82.6% of residents being UK born, Bentley and Darlaston North has the 6th lowest proportion of UK born residents of the 20 Walsall wards.
- At approximately 17.4%, almost 1 in 6 of Bentley and Darlaston North's residents were born outside of the UK, which is slightly above the borough's 14.7%.
- The largest area of non-UK birth is the Middle East and Asia, at around 1,333 residents or approximately 9.3% (Walsall 8%). There are also proportionately more residents whom were born in Africa (2.7%) and EU8, at 2.2% (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 1.5% of the ward's population (209 residents).

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

Social Segmentation

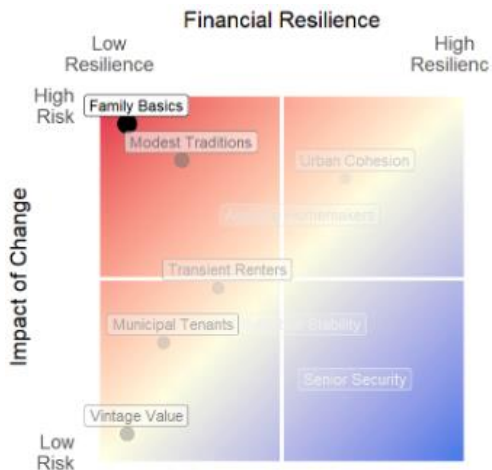


Social Segment Composition of Walsall Wards (% Households)



Key Points:

- Social Segmentation is a means of categorising residential populations by shared socio-economic traits and similar behaviours.
- Bentley and Darlaston North features a wide range of segments, with the largest three being **Family Basics**, **Modest Traditions** and **Vintage Value**. These are defined on the right of this page.
- Family Basics** accounts for almost a third of households: low earning families with limited education, multiple children, poorer quality housing, and little disposable income. It is a segment highly vulnerable to economic shock/crises i.e. fuel/energy, high inflation
- Typical traits of the majority of households in this ward are low income, limited discretionary income and potential for fuel poverty.



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

Modest Traditions



Mature homeowners of value homes enjoying stable lifestyles

- Homeowners
- No children
- Established in community
- Low discretionary income
- Watch TV
- Solar panels



24,300

Household Income



56–65

Age Band



Terraced

Property Type

Vintage Value



Elderly people with limited pension income, mostly living alone

- Retired singles
- Council/HA tenants
- No qualifications
- Low discretionary income
- Low-tech households
- Fuel and water poverty



8,000

Household Income



66+

Age Band



Bungalow

Property Type

Education



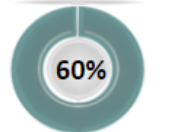
There are 4 Primary schools and 1 Special school in the ward:

Primary

Bentley West Primary
County Bridge Primary
King Charles Primary
Salisbury Primary

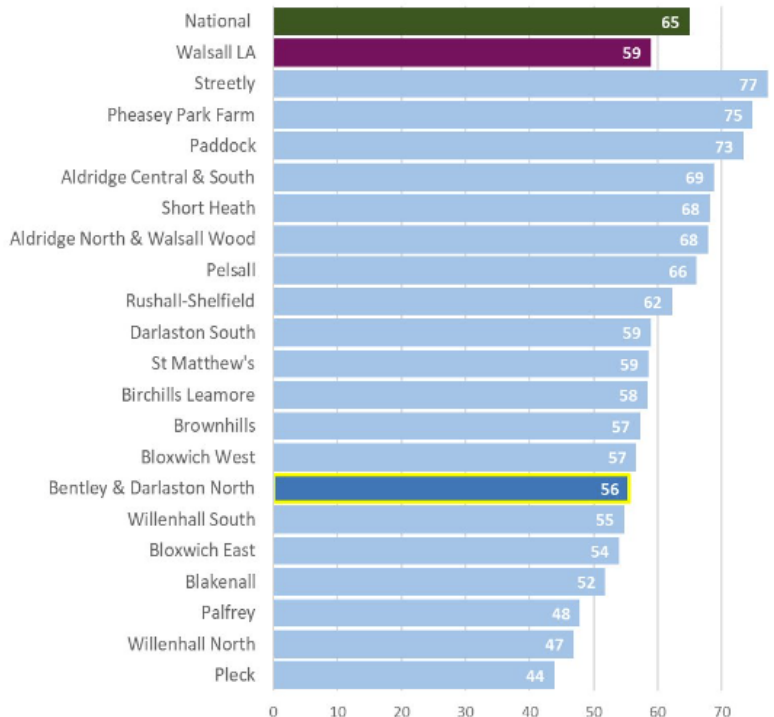
Special

Jane Lane school

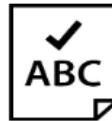
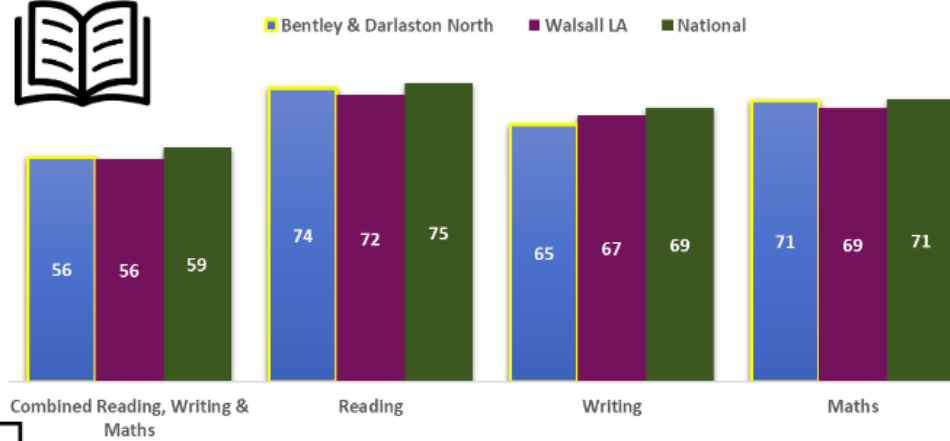


% Good or Outstanding

% 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.

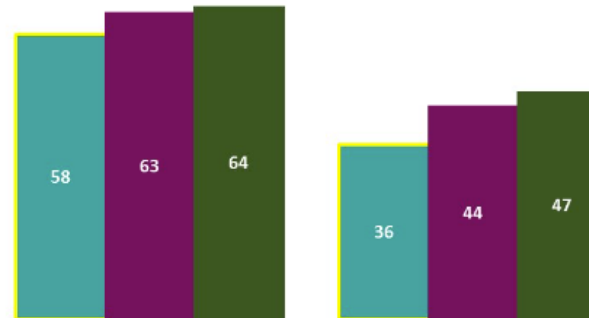
The overall GLD for Walsall in 2022 was 59%. The percentage of children who reside in the **Bentley & Darlaston North** ward achieving a GLD is lower than the LA average and 9% lower than the national average. **Bentley & Darlaston North** ward are ranked 7th lowest achieving compared to other wards in Walsall.



Achieving GCSE English and maths in 2022

% Standard pass Grade 4-9

% Good pass Grade 5-9



■ Bentley & Darlaston North ■ Walsall LA ■ National

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 who reside in the **Bentley & Darlaston North** ward achieved the expected standard across all core subjects when compared to LA and National outcomes.

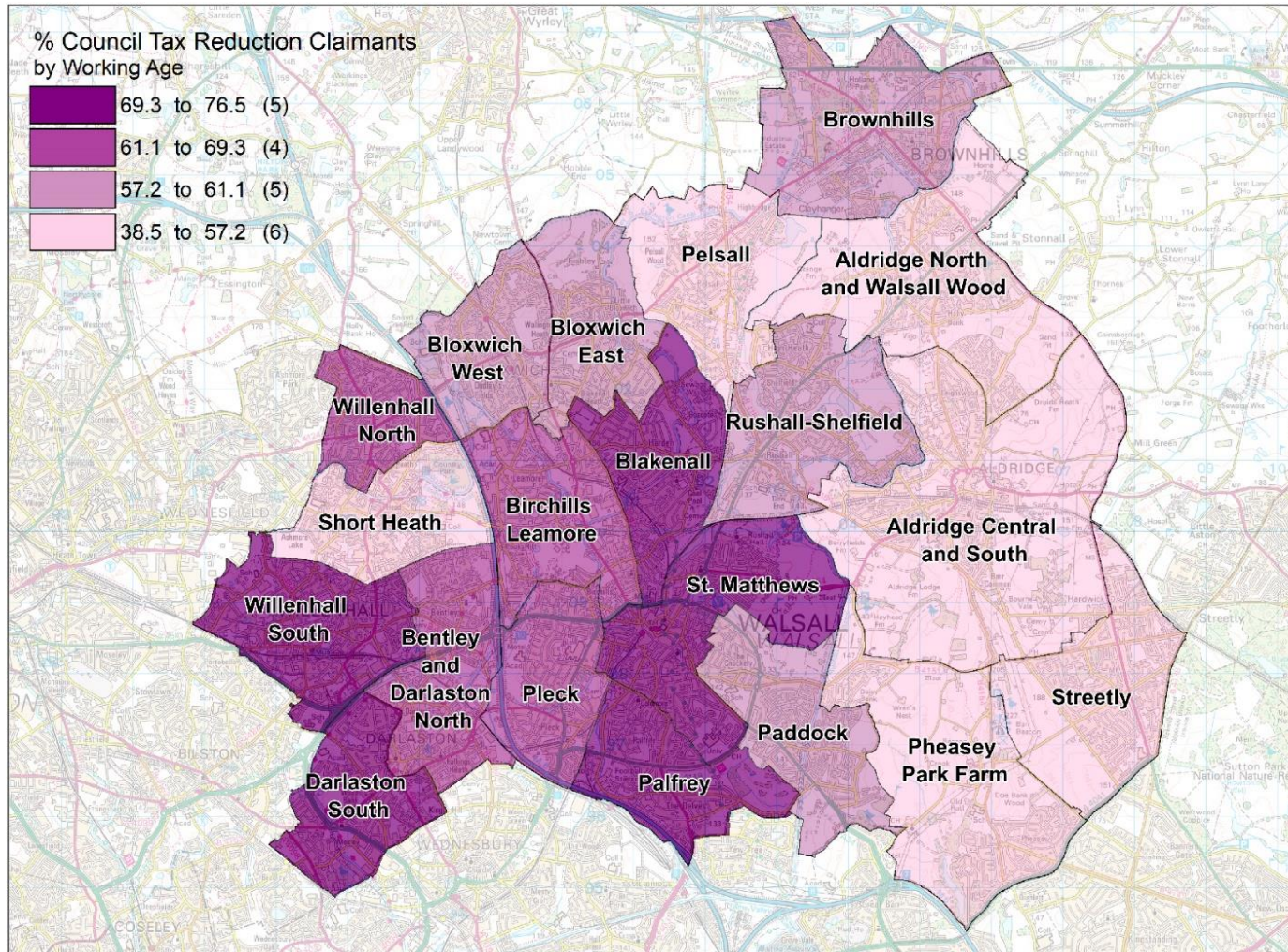
At the end of KS4 (Year 11) pupils sit examinations in a range of GCSE and other vocational qualifications.

The percentage of pupils in Walsall who achieved at least a grade 4 or above in English and maths GCSE is slightly below national at 63%. A smaller proportion of students resident in the **Bentley & Darlaston North** ward achieved a standard pass.(58%)

36% of students who live in the ward achieved a good pass in English and maths GCSE– 8% lower than the Walsall LA figure and 11% below the National average.



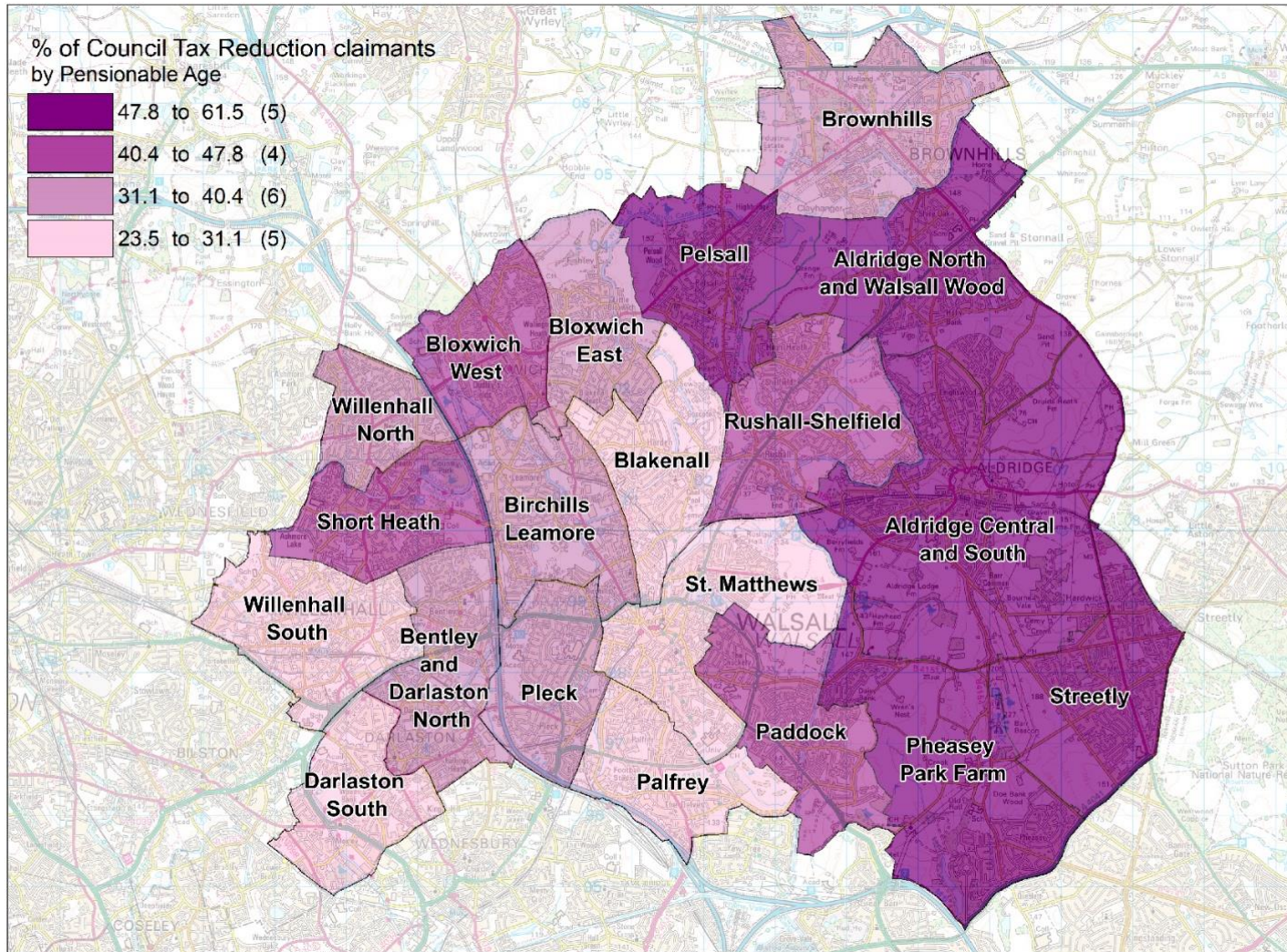
Council Tax Reduction (CTR) household claimants – working age



66.4% of households in Bentley & Darlaston North claim CTR by working age (eighth highest of Walsall's wards) which is similar to 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



A third of households in Bentley & Darlaston North ward claim CTR by pensionable age (eighth lowest out of Walsall's wards) and is similar to the Borough average of 35.9%.

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Health & Social Care

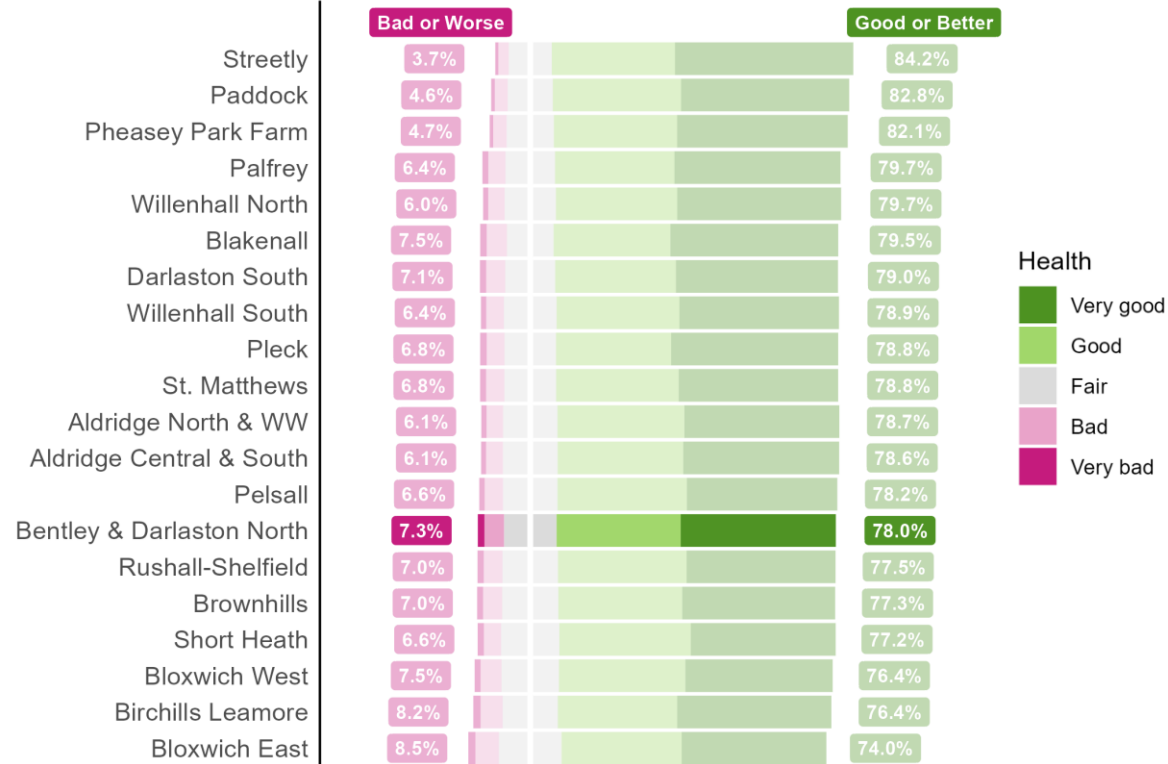
What are the health and social care needs of the Ward?

General Health



What is the General Health of Bentley and Darlaston North?

Census 2021, % of resident population



- Bentley and Darlaston North has approximately average general health for the borough, with 78% of residents rating their health as good or better. This is below the England average of 82.1%.
- At 7.3% of the population, approximately 1 in 14 residents rate their health as bad or worse.

Disability

Census 2021, resident population



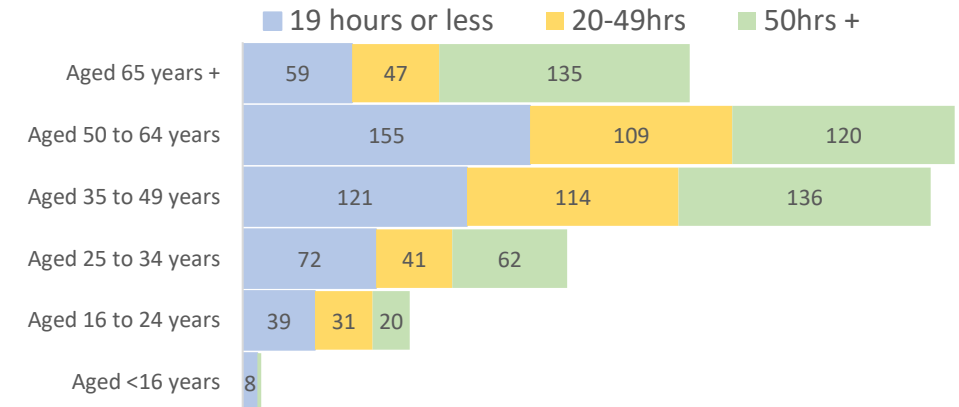
19.4% Reported as Disabled

Where day-to-day activities are limited (approximately 1 in 5 residents).

- This is slightly above Walsall figure (19.1%) and ranks average out of Walsall's 20 wards.
- 4.5% have a long term physical or mental Health condition but daily activities are not limited, this ranks below Walsall (5.5%) with a similar number to Blakenall

Unpaid Care

Census 2021, resident population (aged 5yrs +)



- 6th Lowest** number of Unpaid carers in Walsall, 1,271 compared to Pheasey with fewest (1,044) & Aldridge Central & South with most (1,471)
- 9.5%** of residents provide weekly unpaid care. More than half of carers providing more than 50hrs care per week are aged over 65yrs themselves

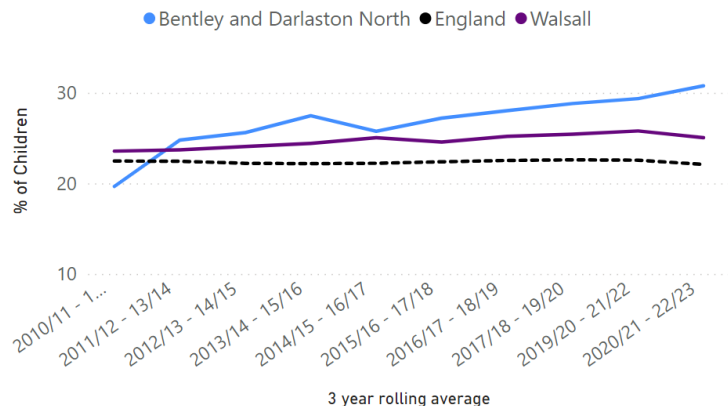


Child Healthy Weight



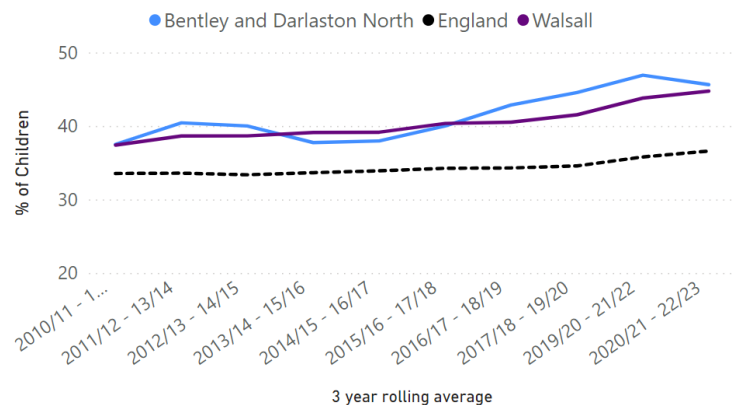
Overall, in Bentley and Darlaston North, around
2 in 3
children are a healthy weight.

Prevalence of Overweight and Obesity in Reception Year



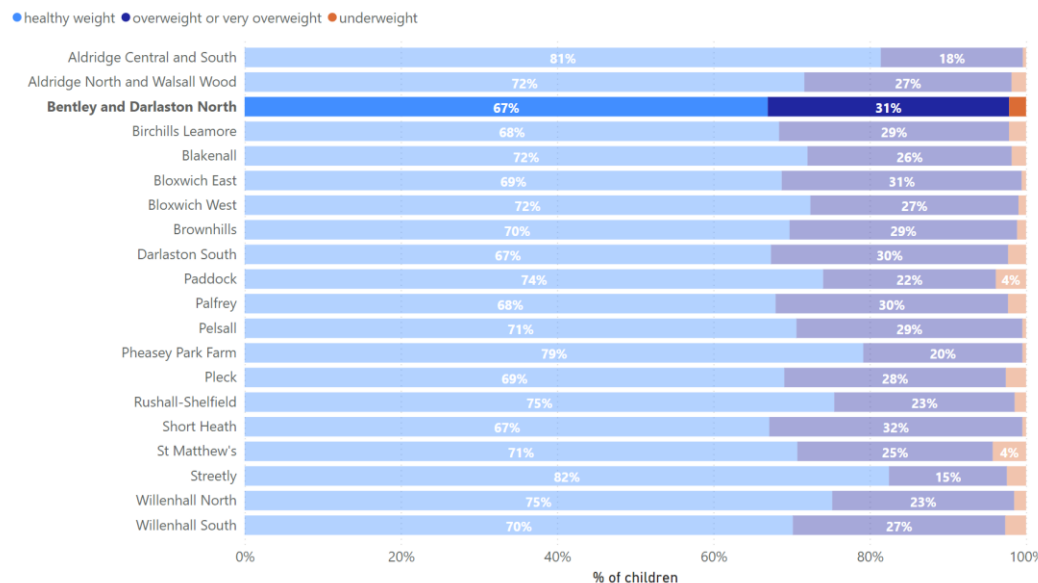
The prevalence of Reception-aged children who are overweight or obese in Bentley and Darlaston North has increased in trend in recent years and is significantly higher than the Walsall average and the national rate.

Prevalence of Overweight and Obesity in Year 6

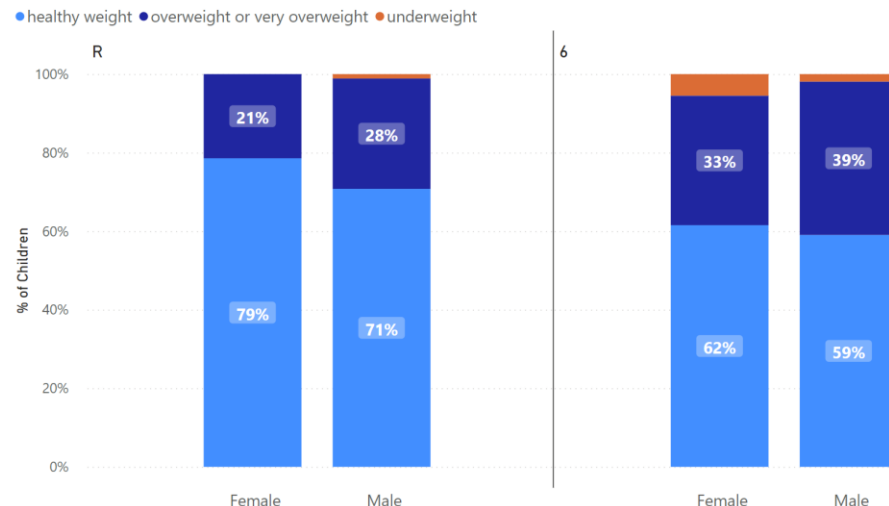


The prevalence of Year 6 children who are overweight or obese in Bentley and Darlaston North has shown a slight decrease in the most recent year and is now similar to the average for Walsall, but significantly higher than the national rate.

Weight category of children by ward



Weight Category of Children by Sex



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

Similarly, in Year 6, the rate of overweight and obesity is higher in boys than in girls, with 4 in 10 boys and around 3 in 10 girls being overweight or obese.

Adult Social Care



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

499

New requests for support,
received from

339 individuals



12 people aged 18-24, 93 aged 25-64 and 234 aged 65+

169

People received an assessment



9 people aged 18-24, 46 aged 25-64 and 114 aged 65+

44 assessments resulted in a long term service

16

Carers were assessed and
supported during the year



0 people aged 18-24, 11 aged 25-64 and 5 aged 65+

139

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



4 people aged 18-24, 31 aged 25-64 and 104 aged 65+

147

Safeguarding concerns were
received, relating to

99 individuals



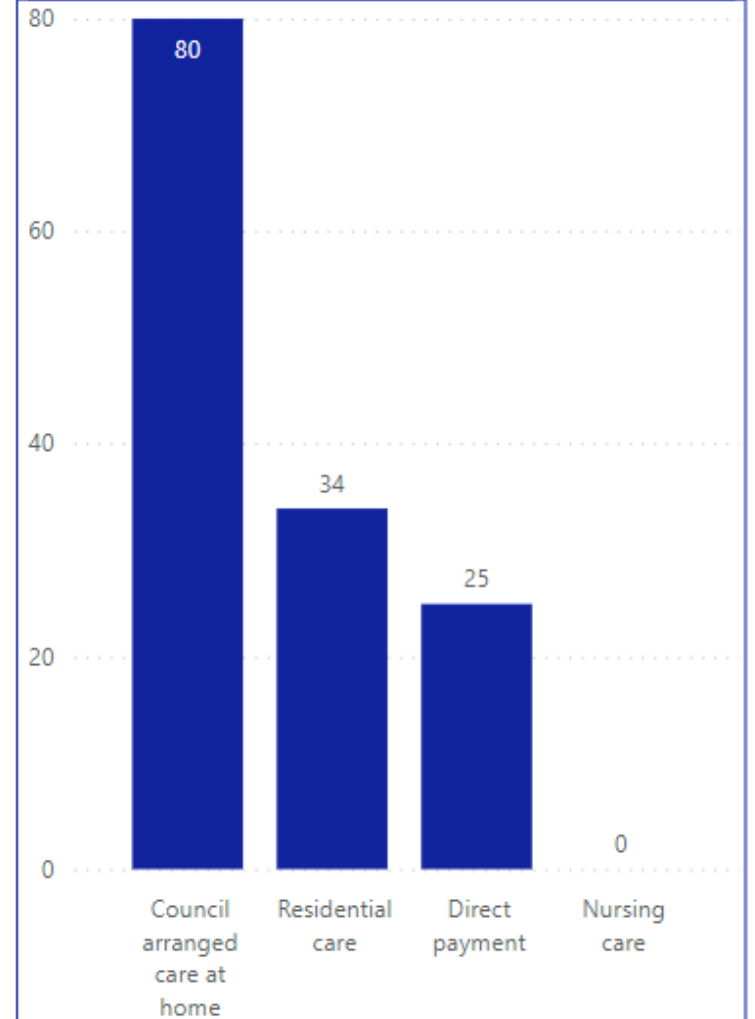
2 people aged 18-24, 40 aged 25-64 and 57 aged 65+

27.21%

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



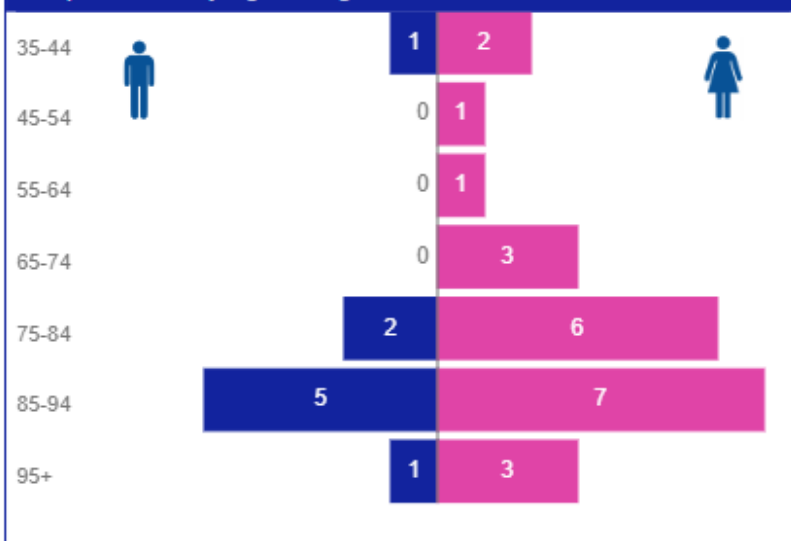
Responses from Ward residents

114 People surveyed
32 Responses
28.07% Response rate

Responses were received from

26 People residing in their own home
0 People residing in nursing care
6 People residing in residential care

Respondents by age and gender



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

Extremely satisfied Very satisfied Quite satisfied Neither satisfied nor dissatisfied Very dissatisfied



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

Yes No



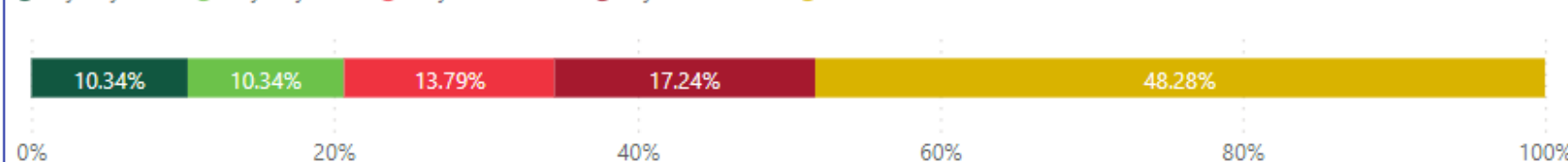
Which of the following statements best describes how safe you feel?

I feel as safe as I want I feel adequately safe, but not as safe as I would like I feel less than adequately safe



In the past year, have you generally found it easy or difficult to find information and advice about support, services or benefits?

Very easy to find Fairly easy to find Fairly difficult to find Very difficult to find I've never tried to find information or advice



Crime

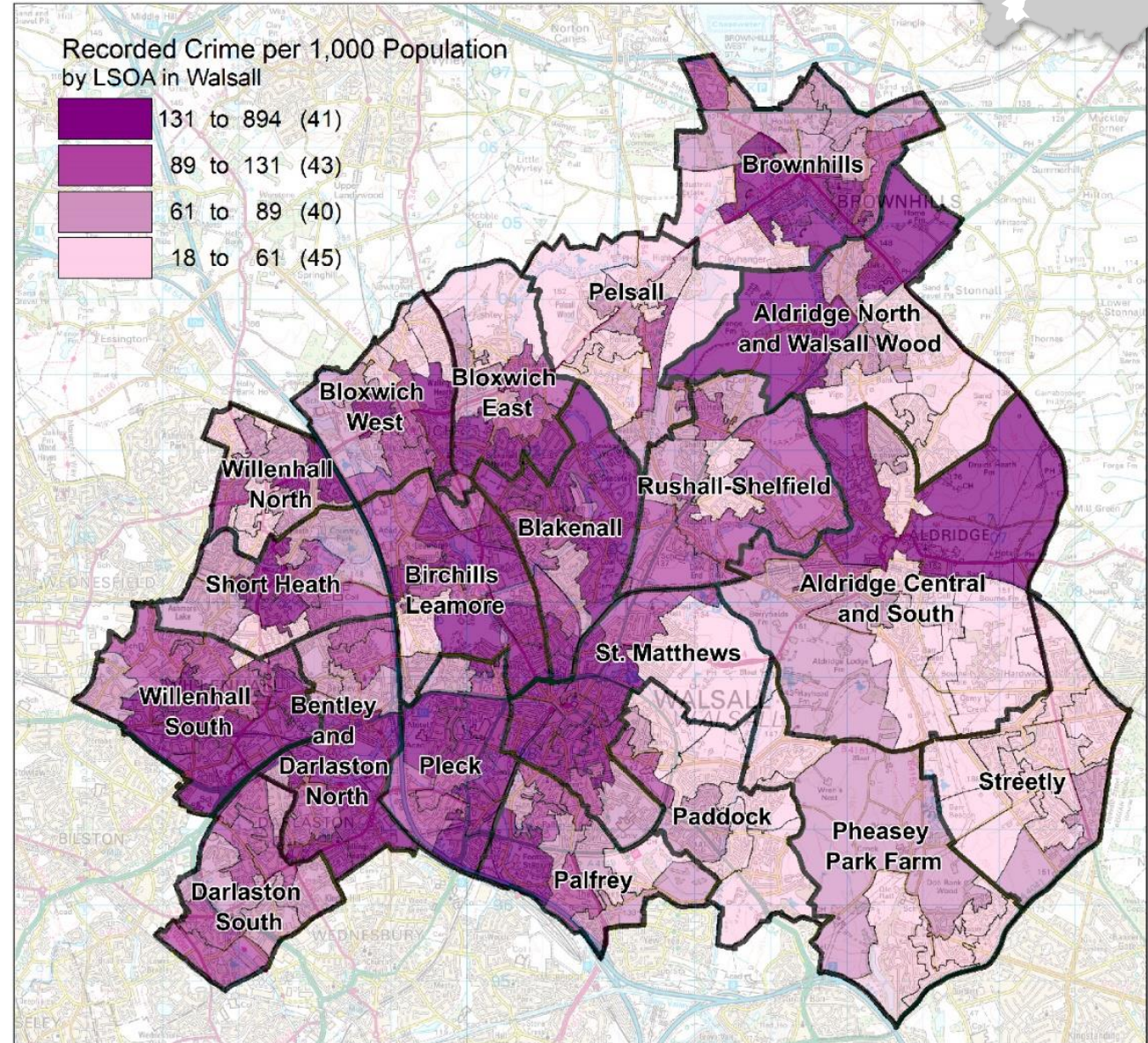
What do we know about local crime levels and how do they compare to the wider Borough?

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

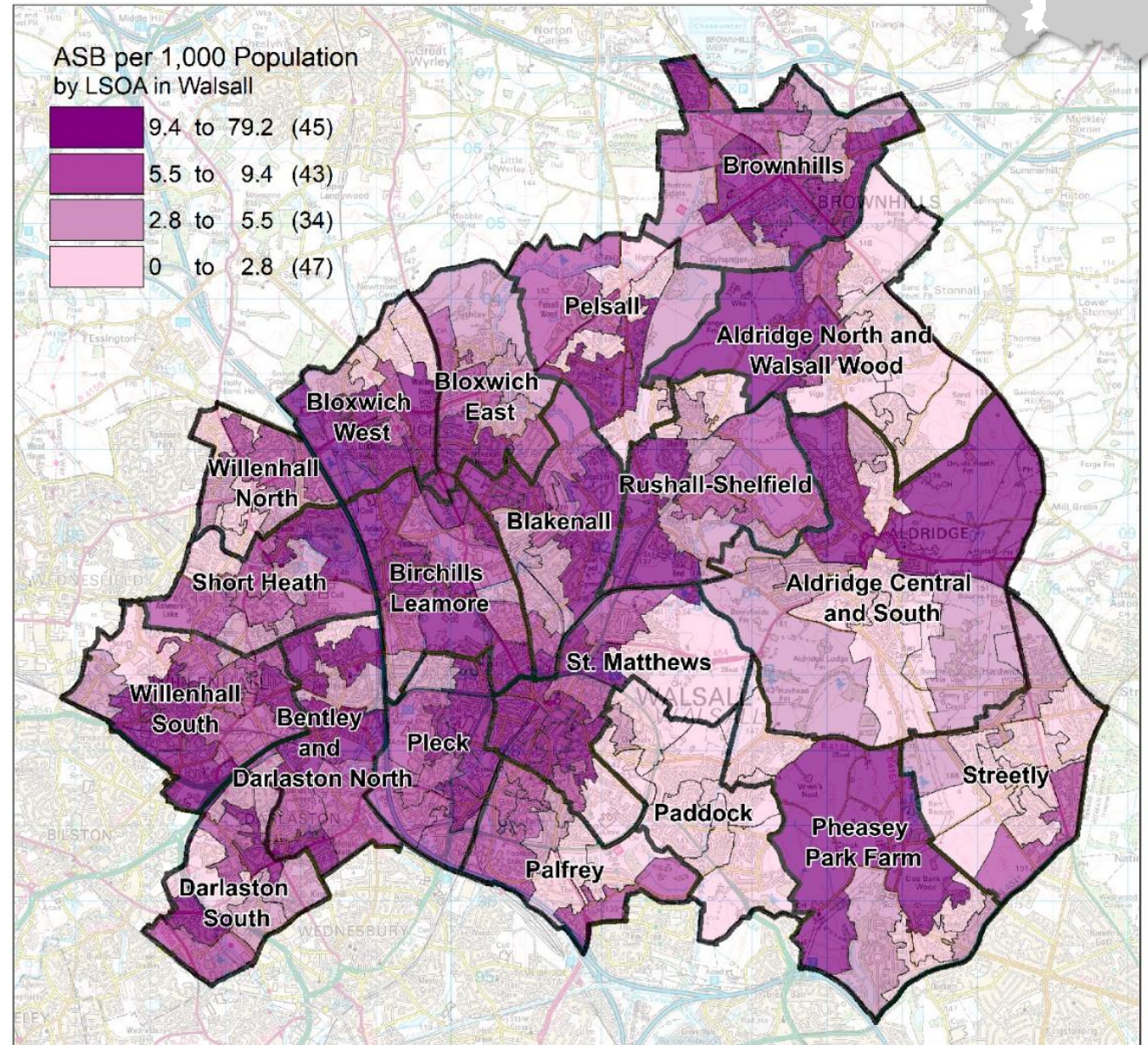
Bentley & Darlaston North ward ranks as 6th highest for recorded crime, with a rate of 134.8. This is higher than the Borough average and varies at a LSOA level.



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

Bentley & Darlaston North ward ranks as 6th highest for recorded anti-social behaviour with a rate of 9.6. This is 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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For more information and Business Insights please visit our website:

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

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