

Birchills Leamore

Ward Profile

Produced by
Walsall Business Insights
January 2024



Welcome to Birchills and Leamore



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Did you know?

- **Transport History** - Currently situated at Black Country Living Museum, 'Birchills' is the name given to a historic 'Joey' boat with a small day cabin - built in 1953 by Ernest Thomas of Walsall. 'Birchills' was one of the last wooden day boats made and was used to carry coal to Birchills Power Station and Wolverhampton Power Station. It is the only surviving 'Joey' with a day cabin. The power station was opened in the north of Birchills in 1949, just a few years before the Beechdale council estate was developed at the far side. This power station served the Walsall area for 33 years until its closure in October 1982, and was demolished in March 1987. The site of the power station was redeveloped for housing and commerce during the 1990's.
- **Famous Beechdale Resident** - Neville 'Noddy' Holder MBE was born in Caldmore, in 1946 but his family moved to Birchills Leamore and he grew up on the Beechdale estate from the age of 7yrs old. Lead vocalist, guitarist and songwriter of 'Slade' one of the most successful rock acts of the 1970's and he co-wrote the famous hit "Merry Christmas Everybody".
- **Pouk Hill** - Located in Birchills, the hill inspired a 1970s Slade song of the same name. The cover photograph of the band's first album, 'Beginnings', was taken on the hill in mid-winter snow.
- **Walsall Arena and Arts Centre** - Based in Leamore and seen as one of the most technically advanced venues in the West Midlands, it is a multi-purpose performance space hosting a variety of theatre, comedy, dance, drama and digital arts.



- Covers 4.61 sq km (460.6 ha)
- Makes up 4.4% of the total area of Walsall
- Has a population density of 3,478 people per Square Kilometer - (*Higher than Walsall average of 3,159*)



Councillors



Councillor

Elected

Party

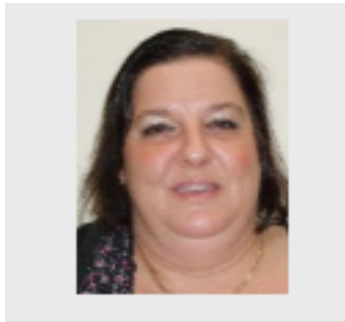
Gaz Ali

02 May 2019



Amo Hussain

11 May 2021



Tina Jukes

09 May 2022



Place

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

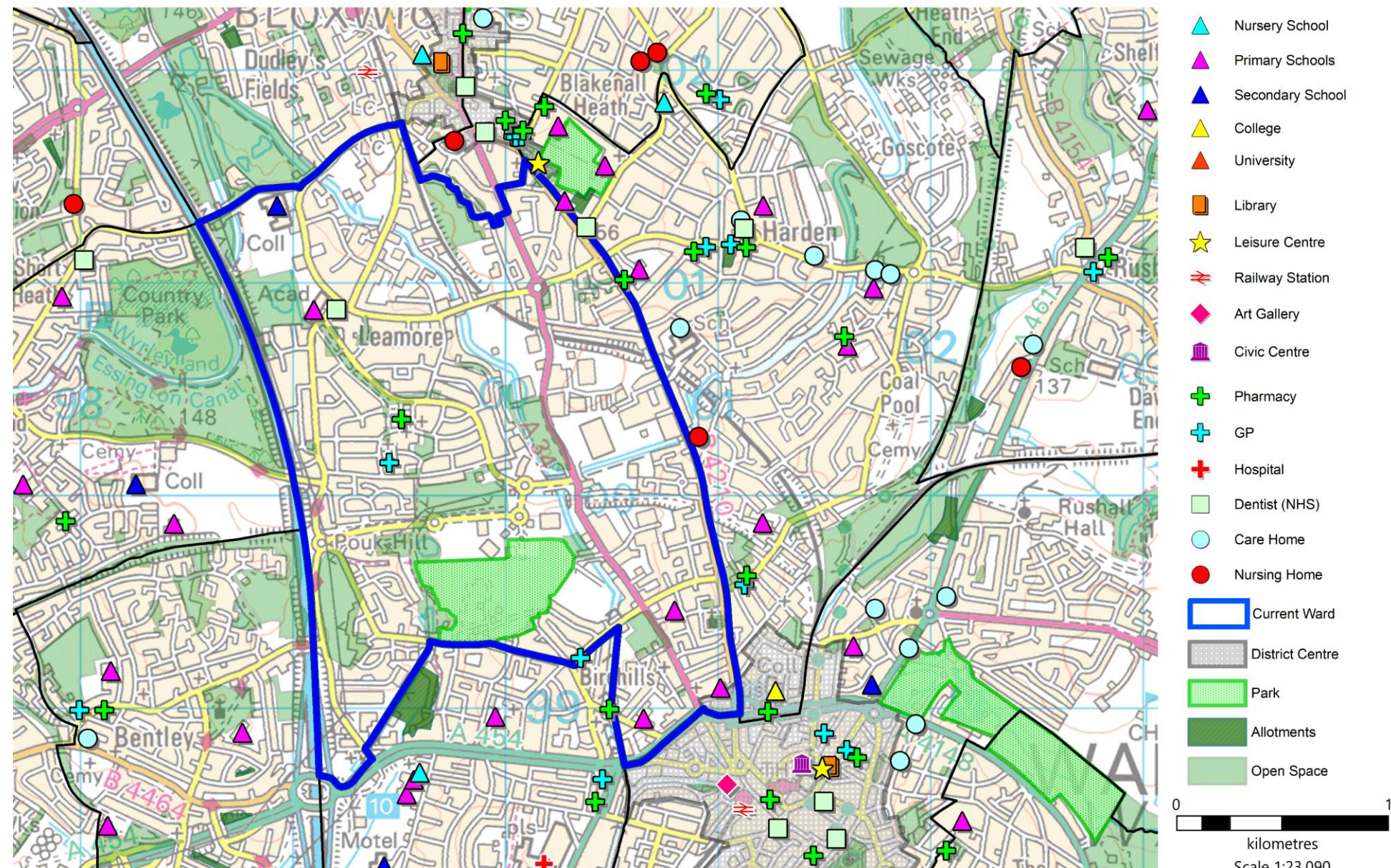
Assets



Birchills Leamore Assets Map

Walsall Council

Illustrates Birchills Leamore's geography and highlights key local assets.



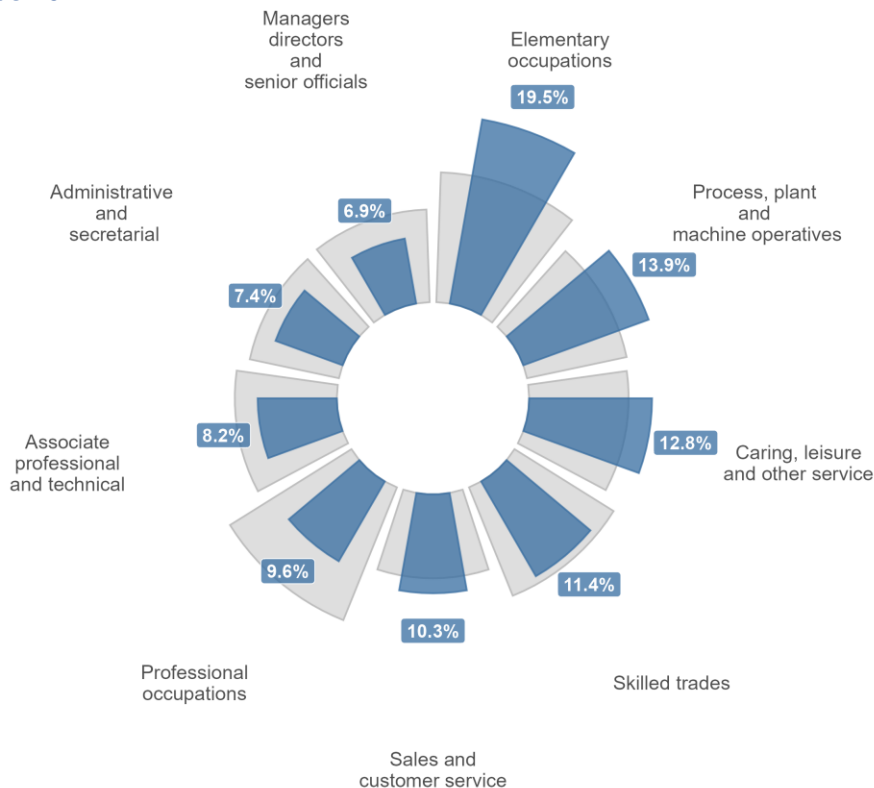
Economy and Workforce



Occupations

Census 2021

Birchills Leamore Walsall



- Birchills Leamore's occupational profile features relatively high employment in Elementary Occupations (manual, unskilled labour – 19.5% of the workforce) and machine operatives (13.9%), compared to the wider borough. There are relatively fewer professional occupations: only 9.6% of the workforce, contrasting with Walsall's 14.9%.
- This indicates the labour force of Birchills Leamore is distributed more towards manual and factory-based/machine occupations, with proportionately fewer professionals than Walsall.

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%
Streety	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%

56.7%

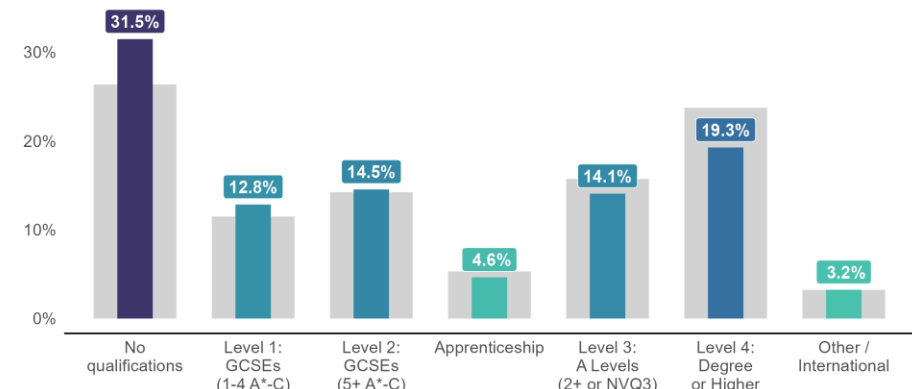
Are Economically Active

6th Lowest of Walsall's 20 Wards.

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

Qualifications

Census 2021

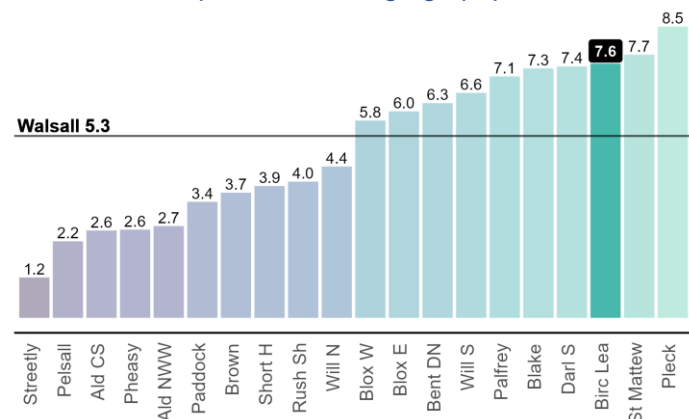


Grey bars = Walsall

- Almost 1 in 3 (31.5%) Birchills Leamore adults have no formal qualifications: higher than the Walsall borough (26.3%, approx. 1 in 4), and fewer have a degree or higher (19.3%). The proportion of those with GCSEs, apprenticeships or A Levels closely matches the borough.

Claimant Count

JSA Claimants per 100 working age pop, ONS Oct 2023

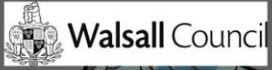


- Birchills Leamore's Claimant Count (Jobseekers Allowance) is 7.6 per 100 working age adults.
- This is the third highest ward and above the borough rate (5.3 per 100 working age adults).

Source: Census 2021

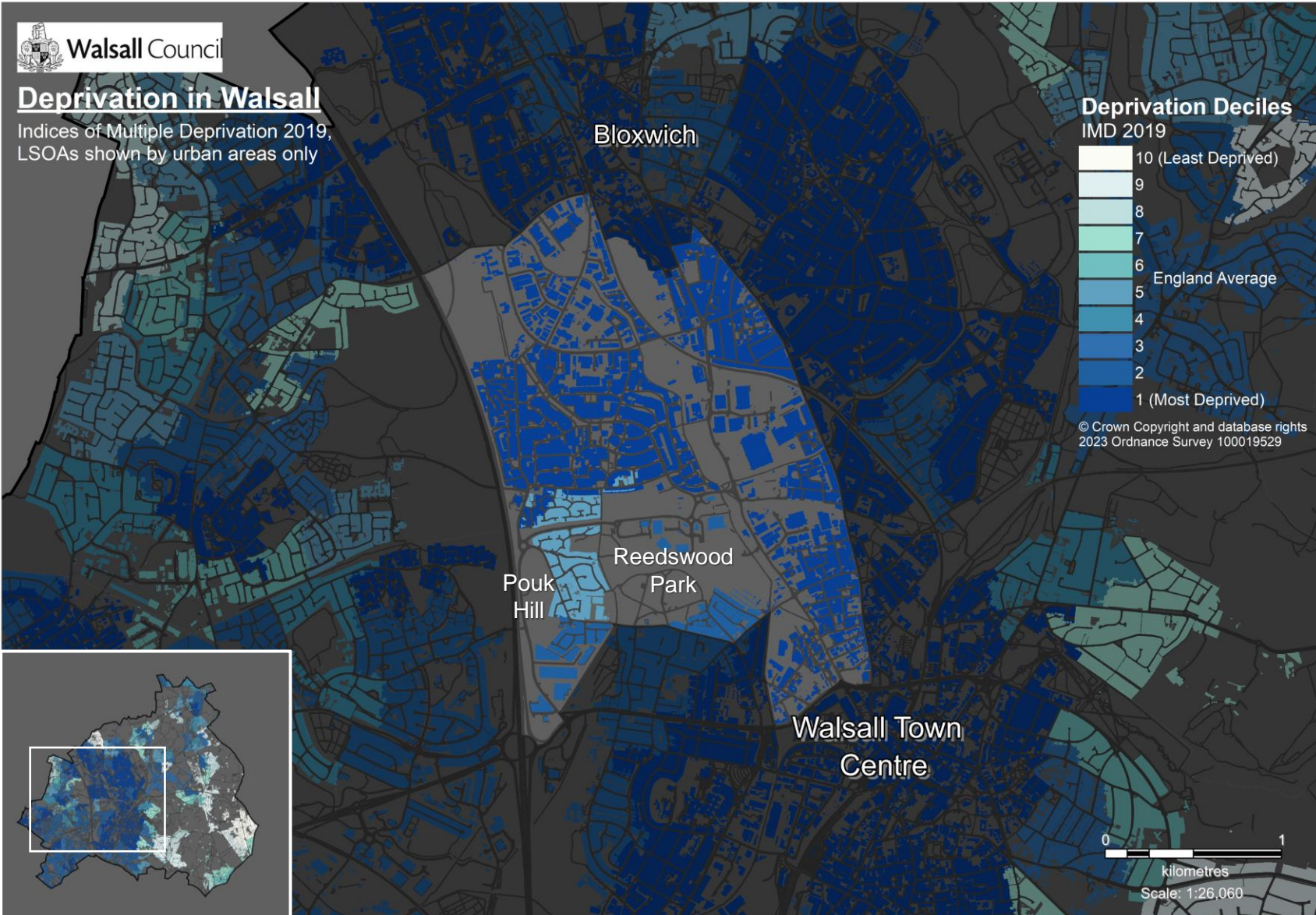
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Deprivation



Deprivation in Walsall

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



Birchills Leamore is predominantly comprised of high deprivation areas, 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)
- **Older people** (decile 1)
- **Education, Skills and Training** (decile 1)
- **Children** (decile 1)
- **Income** (decile 1)

However it ranks positively for close **proximity to services**, falling within the 7th 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



6,300 Households ↑

Increased since 2011, Ward makes up **5.6%** of all Walsall Households



769 (12.2%) Households are Lone Parents of Dependent children



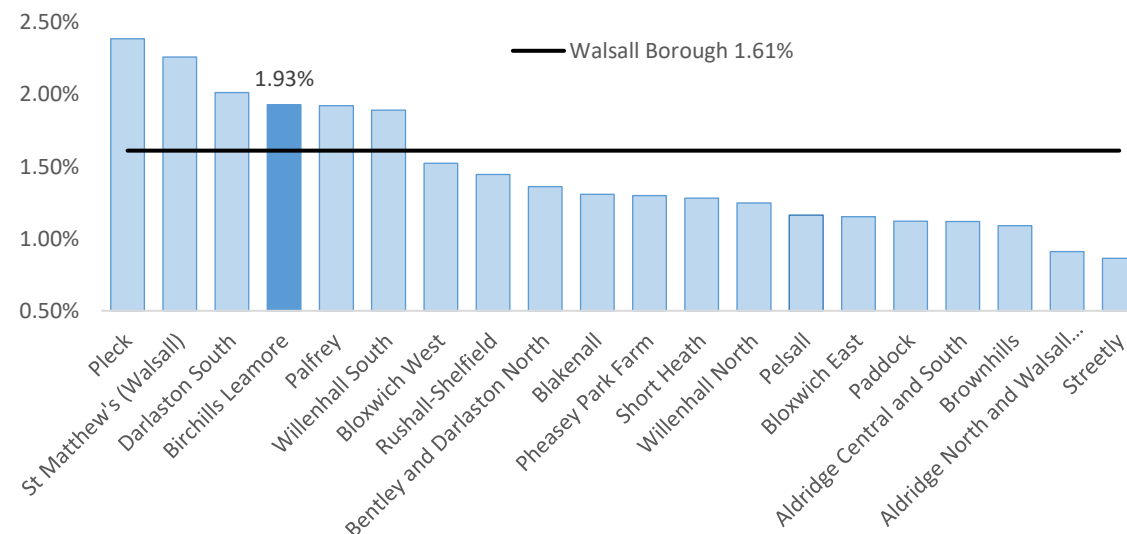
24.3% School Children & Full- time Students
(aged 5yrs & over) Approximately 1:4



41% Households are Socially Rented
(Walsall Borough Social Rented is 23.7%)
39% Low number of Homeowners

- Birchills Leamore's household population of full-time students and schoolchildren, aged over 5yrs, is 24.3%, above Walsall figure (22.1%) with numbers similar to St' Matthews.
- Single-family households consisting of a lone parent with dependent children, make up 12.2% of households, with similar high percentage to Bentley & Darlaston North (13%). The number of lone parent households in Birchills Leamore is 3rd highest in Walsall, below wards of Blakenall (829) and Darlaston South with the highest number (905).
- Birchills Leamore has the **Lowest of number of homeowners** – 38.8% are owned. Of those, 51% are owned outright, without a mortgage or shared ownership.
- 20% of households rent privately or live rent free.
- 40.7% of homes in Birchills Leamore are socially rented (2576), with similar numbers to Darlaston South (2,432) This is the highest in Walsall (Borough 23.7%) and ten times that of Paddock ward, where only 4.0% of homes are rented socially.
- Birchills Leamore has very similar percentage of households living with no central heating as Palfrey, equating to 1.93% of the ward's total households. This is worse than the Walsall figure of 1.61% households living with **no central heating**. The number of homes without central heating in Birchills Leamore (122) is **twice as many as Brownhills** (61).

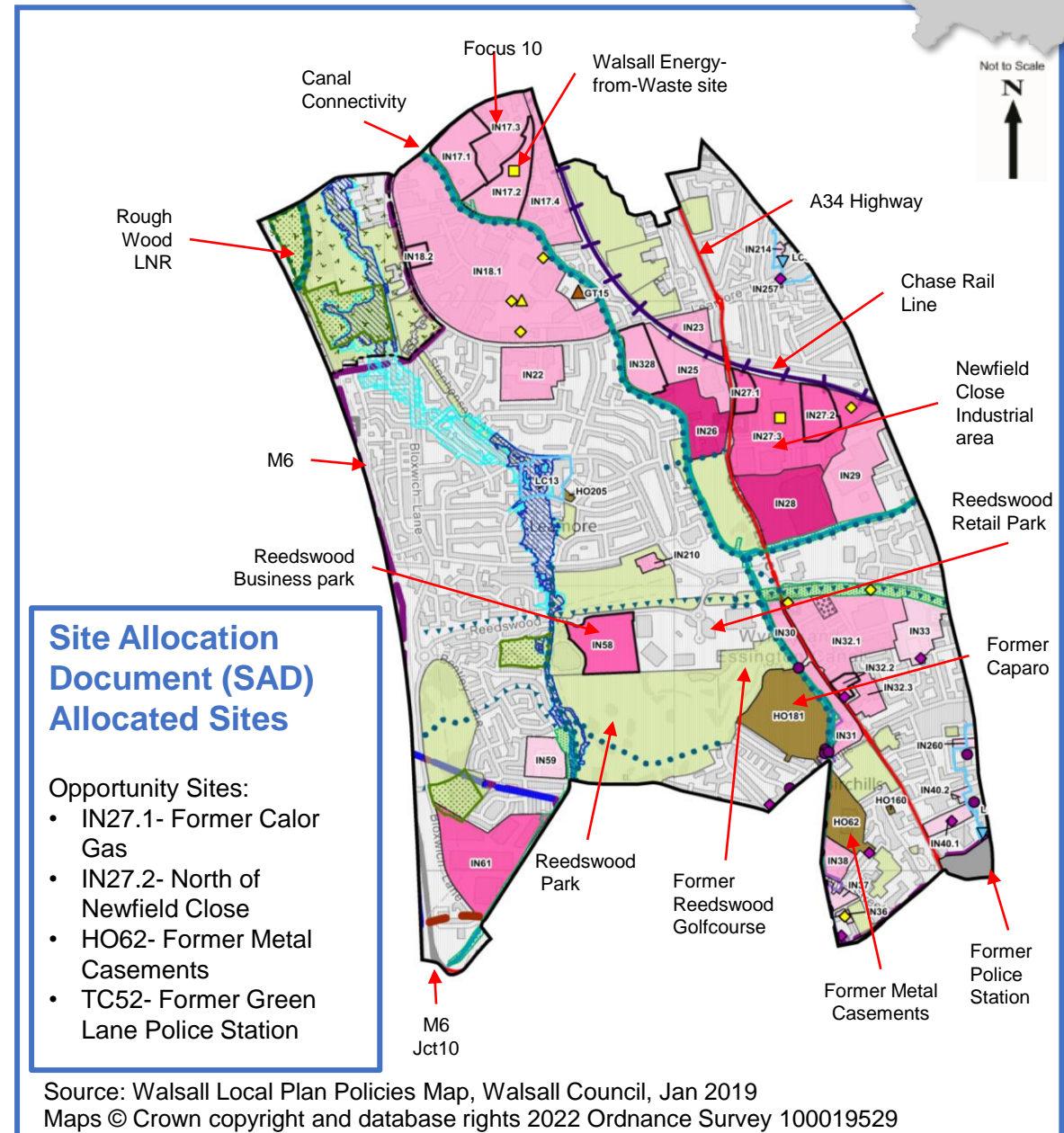
% Households in Ward with no Central heating



Development & Regeneration

- Home to several **strategic businesses** including TJX Europe, Homeserve plc, South Staffs Water, Babcock International Group, Genex UK Ltd, A. F. Blakemore (branch), Chamberlin & Hill (branch).
- Development of Reedswood Business Park and Focus 10 providing new high quality **employment space**. Expansion of British Car Auctions.
- **Residential schemes** including Innovation Way by Accord (now GreenSquareAccord) - 120 homes designed and constructed by LoCal Homes. Sites of the former Caparo and Metafin industries currently under construction. Multiple **housing providers** operate in the area- WATMOS, GreenSquareAccord, Beechdale Community Housing (Longhurst Group), whg.
- Green Flag Award winning **Reedswood Park** providing play and outdoor leisure activities. **Rough Wood Nature Reserve** includes pools which provides for fishing and nature trails.
- **Transport and connectivity** improvements- A34 North Red Route, Chase Line Rail Electrification, canal towpath, M6 Jct10.

- Part of the **Bloxwich and Walsall Town Deal** areas with multiple projects totalling £21.3million in each area in progress.
- Purpose-built **Walsall Energy-from-Waste facility** to commence construction in early 2024, located Fryers Road.
- The demolished **former Green Lane Police Station** site has planning consent for the development of 130 new apartments.
- **Proposed new Free School** for secondary education has been approved for Walsall by the DfE. Exploratory work is underway of the former Reedswood Golfcourse site to test suitability and feasibility for the school.
- **Lidl** has announced it is set to close its warehouse distribution facility at Newfield Close in the next 12 months. The future of the site is to be clarified.




People

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

Demography



 **16,000**
Population

 **52% Female**
48% Male

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

 **25% Aged 0-15**
Approximately 1 in 4 people (4,000)

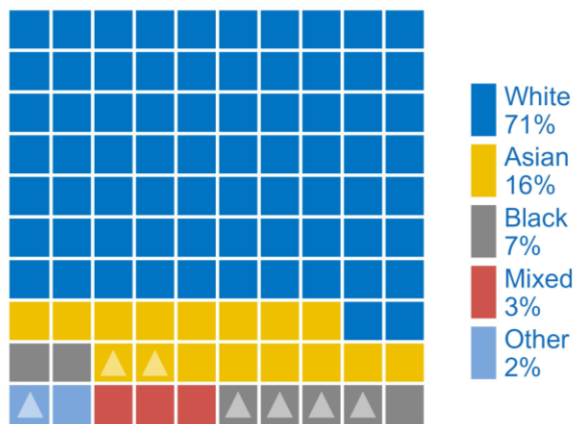
 **62% Aged 16-64**
Approximately 5 in 8 people (10,000)

 **13% Aged 65+**
Approximately 1 in 8 people (2,000)

 **+ 8.5% Population since 2011**
+ 1,250 people. Walsall increased by 5.5%

Ethnicity

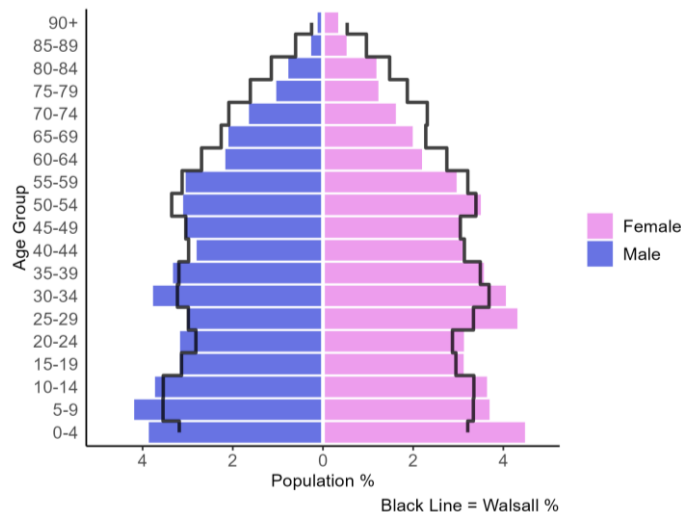
Census 2021, resident population



□ = 1% population ▲ = increase since 2011

Population Pyramid

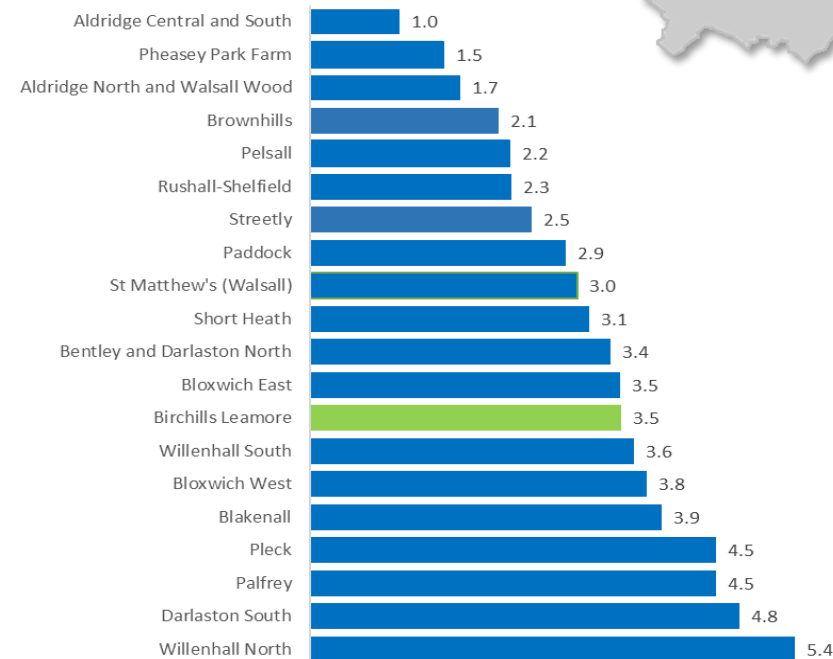
Census 2021, population age and sex



Black Line = Walsall %

Population Density

Census 2021,
population per km²



Key Points:

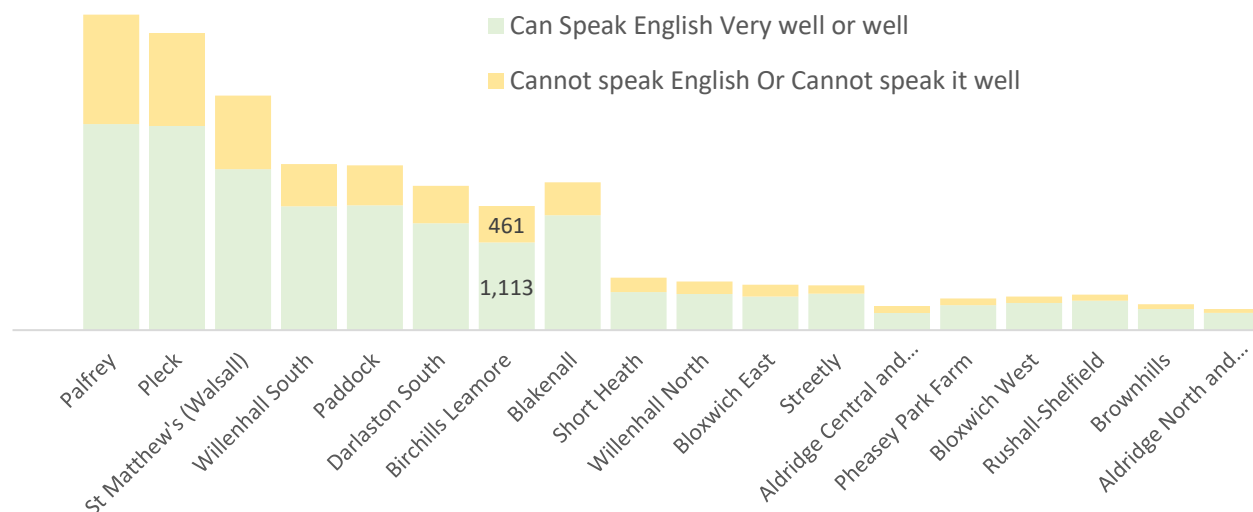
- Birchills and Leamore has one of the younger populations of Walsall's wards, with only around 1 in 8 people being over the age of 65yrs. The ward has a median age of 34 years old, 5 years below the Borough average (39 years). There is a higher population of babies and pre-schoolers aged 0-4yrs compared to Walsall overall, particularly in females.
- The Population Density of Birchills Leamore equates to 3,478 people per sq. km. This is quite similar to that of Bloxwich East Ward (3,469 per sq.km) and just over double that of Aldridge North and Walsall Wood, with only 1,676 people per sq.km.
- Ethnically, in Birchills Leamore, the White British Group has decreased by 8%, with growing populations of Asian (16%), Black (7%), and Other (2%). These have all increased since 2011, with the Black group doubling in percentage.

Data Source: Census 2021

Language and Religion

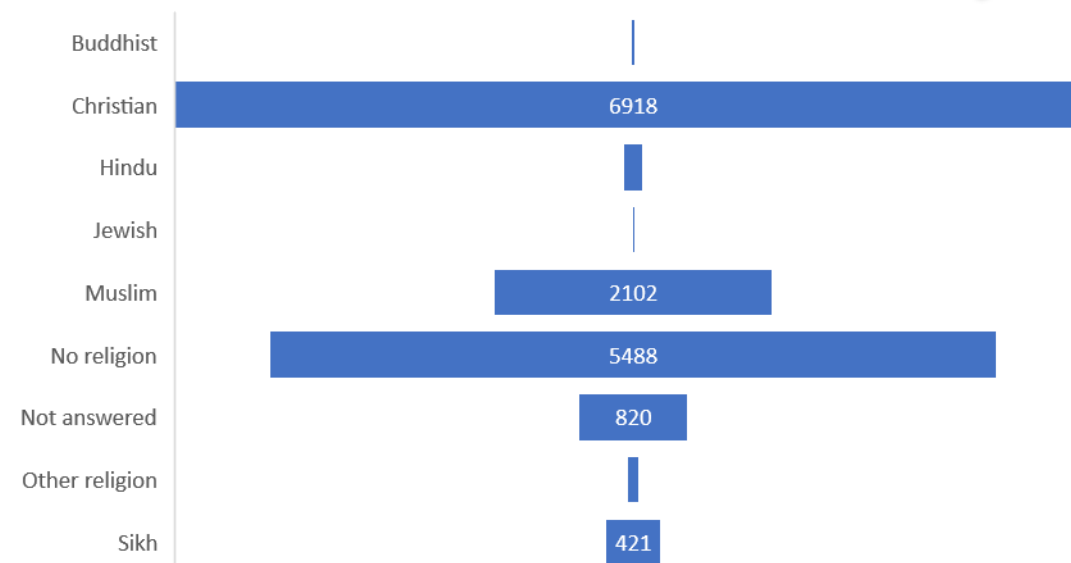


87% of Households where All Adults use English as the main language



- 92.6% of households in Birchills Leamore have all **or** at least one adult where English is spoken as the main language, compared to 81.1% in Palfrey and Pleck. When English is not the main spoken language in the household, 29% of these residents either cannot speak English or cannot speak English well.
- Birchills Leamore has 366 Households where no residents speak English as the main language, this is 5.8% of the Ward's households and closest to the percentage seen in Darlaston South Ward (which equates to 6.3% of the ward).

Population by Religion



43% Household residents identified as Christian
(Walsall Borough Christian - 45%)

- Birchills Leamore ward has less than half (43.2%) of residents identifying with Christian religion. This is lower the Walsall borough percentage of 45%. It also has a higher proportion of residents from Muslim communities (13.1%) compared to Walsall's 11.3% of Muslim residents.
- 34.3% of Birchills Leamore residents reported in 2021 Census as having No Religion, matching Aldridge North & Walsall Wood as the median for the Borough

Data Source:

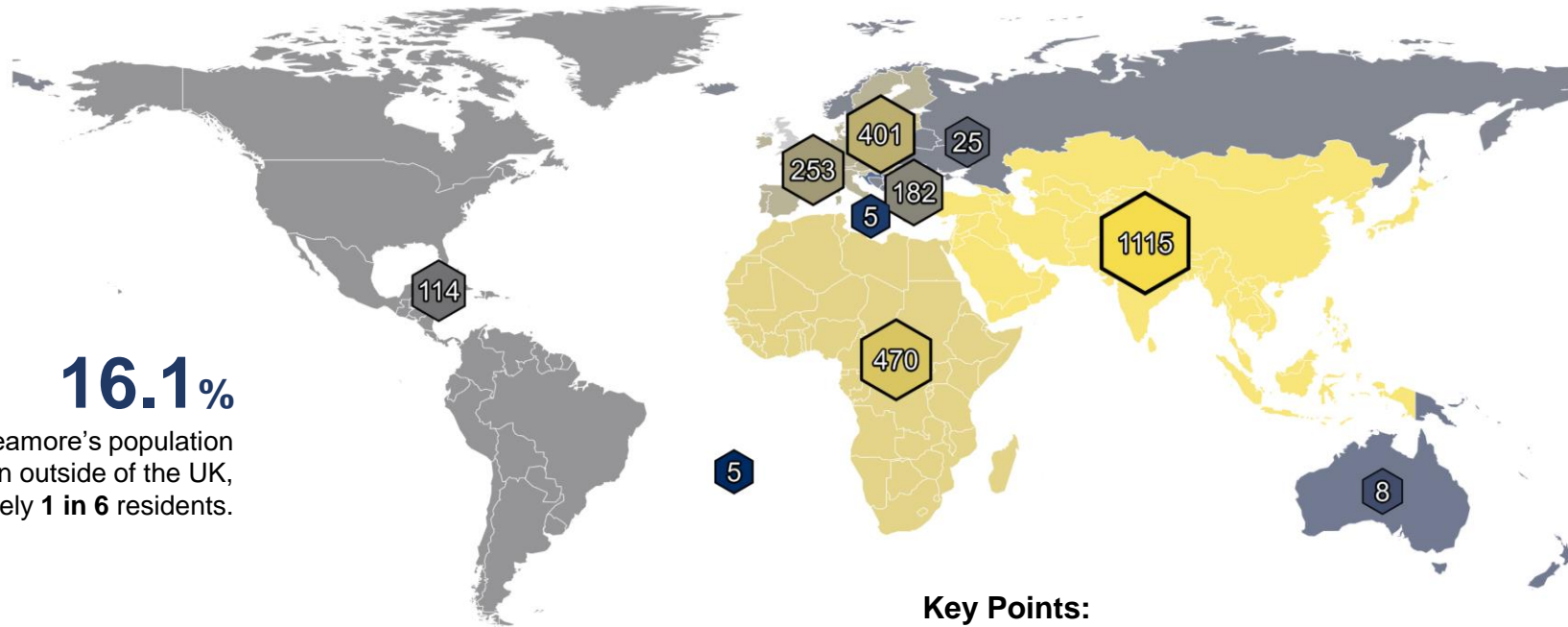
www.ons.gov.uk/releases/warddataenglandandwalescensus2021

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Non-UK Country of Birth



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

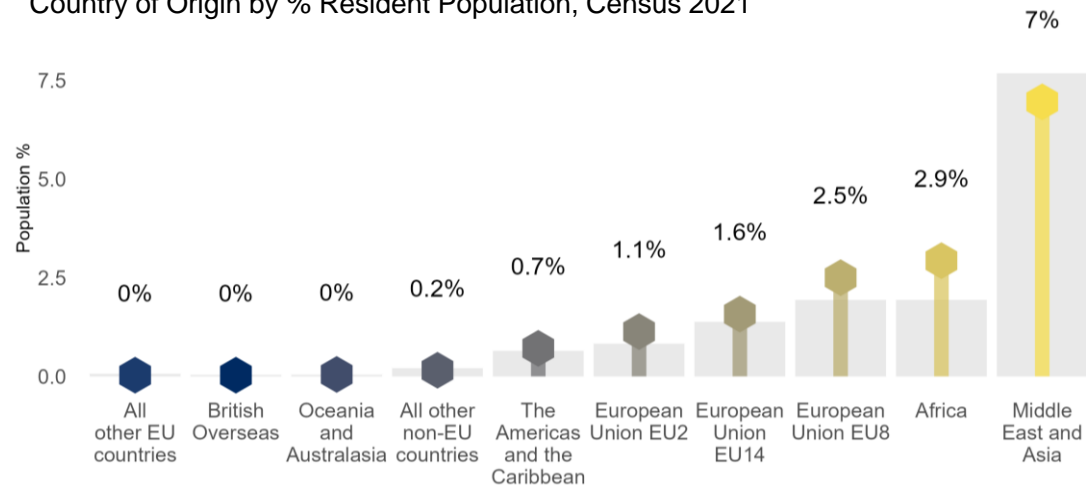


16.1%

of Birchills Leamore's population was born outside of the UK, approximately **1 in 6** residents.

Birchills Leamore versus Borough Comparison

Country of Origin by % Resident Population, Census 2021



Grey bars = Borough %

Key Points:

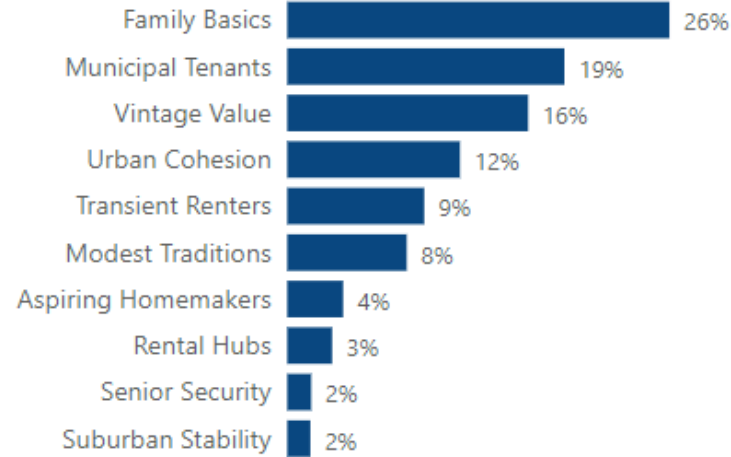
- With 83.9% of residents being UK born, Birchills Leamore has the 12th largest proportion of UK born residents of the 20 Walsall wards.
- At approximately 16.1%, almost 1 in 6 of Birchills Leamore's residents were born outside of the UK, which is slightly above the borough's 14.7%.
- The largest area of non-UK birth is the Middle East and Asia, at around 1,115 residents or approximately 7% (Walsall 8%). There are also proportionately more residents whom were born in Africa (2.9%) and EU8, at 2.5% (2004 EU enlargement nations such as Poland, Hungary, Lithuania, Slovenia and Slovakia).
- Whilst relatively small in number, there are proportionately more EU14 born residents as the rest of the borough: founding EU states such as Germany, France, Italy and Spain, accounting for 1.6% of the ward's population, and EU2 (Bulgaria, Romania) at 1.1%.

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

Social Segmentation

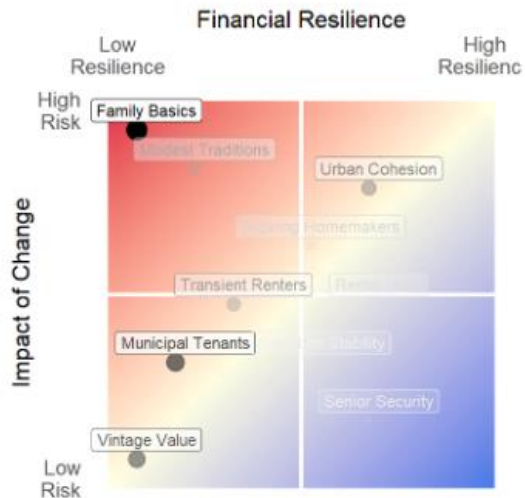


Social Segment Composition of Walsall Wards (% Households)



Key Points:

- Social Segmentation is a means of categorising residential populations by shared socio-economic traits and similar behaviours.
- Birchills Leamore features a wide range of segments, with the largest three being **Family Basics**, **Municipal Tenants** and **Vintage Value**. These are defined on the right of this page.
- Family Basics** accounts for almost a quarter 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

Municipal Tenants



Urban residents renting high density housing from social landlords

- Council/HA flats
- Densely populated
- No qualifications
- Low discretionary income
- Low environmental impact gap
- Fuel poverty



14,800

Household Income



56–65

Age Band



Flat

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 3 Primary schools, 1 All-through school and 3 Special schools in the ward:

Primary	Birchills CE Community Academy
	Croft Academy
	St Patricks Catholic Primary School
All- through	Bloxwich Academy
Special	Castle school
	Mary Elliot Academy
	Phoenix Academy

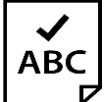
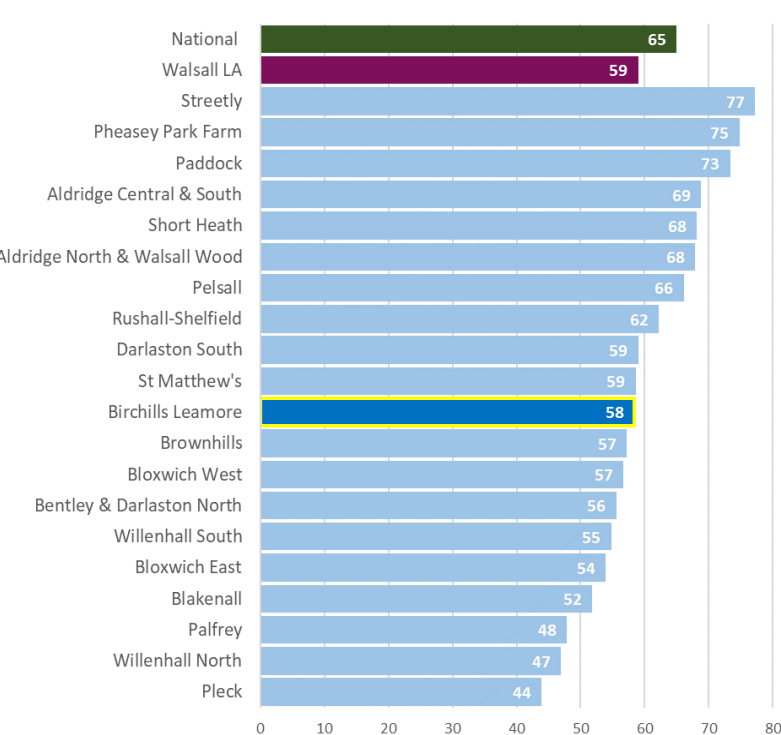


Key Points:

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 lower proportion of children in the **Birchills and Leamore** ward achieved the expected standard when compared to the Walsall and National average. The biggest percentage gap shown is in Writing.

% Children who reached a good level of development in 2022

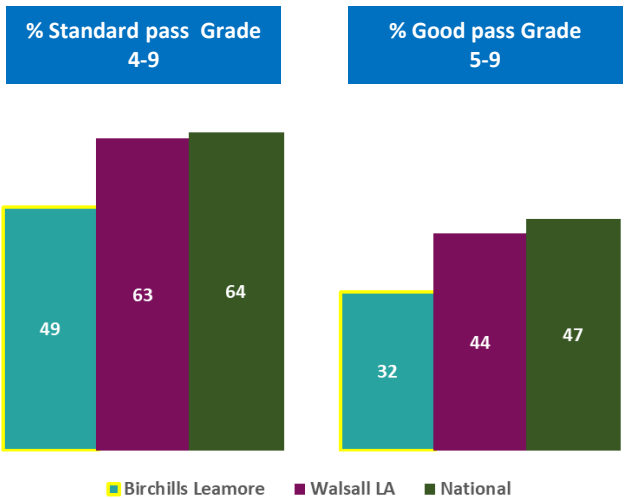


Children are defined as having reached a good level of development at the end of their Reception year if they have achieved at least the expected level in prime and specific areas of learning.

The overall GLD for Walsall in 2022 was 59%. The percentage of children who reside in the **Birchills and Leamore** ward and achieved a GLD is slightly below the LA average by 1% and is 7% below the national average. **Birchills and Leamore** ward are ranked 11th highest compared to the wards in Walsall.



Achieving GCSE English and maths in 2022



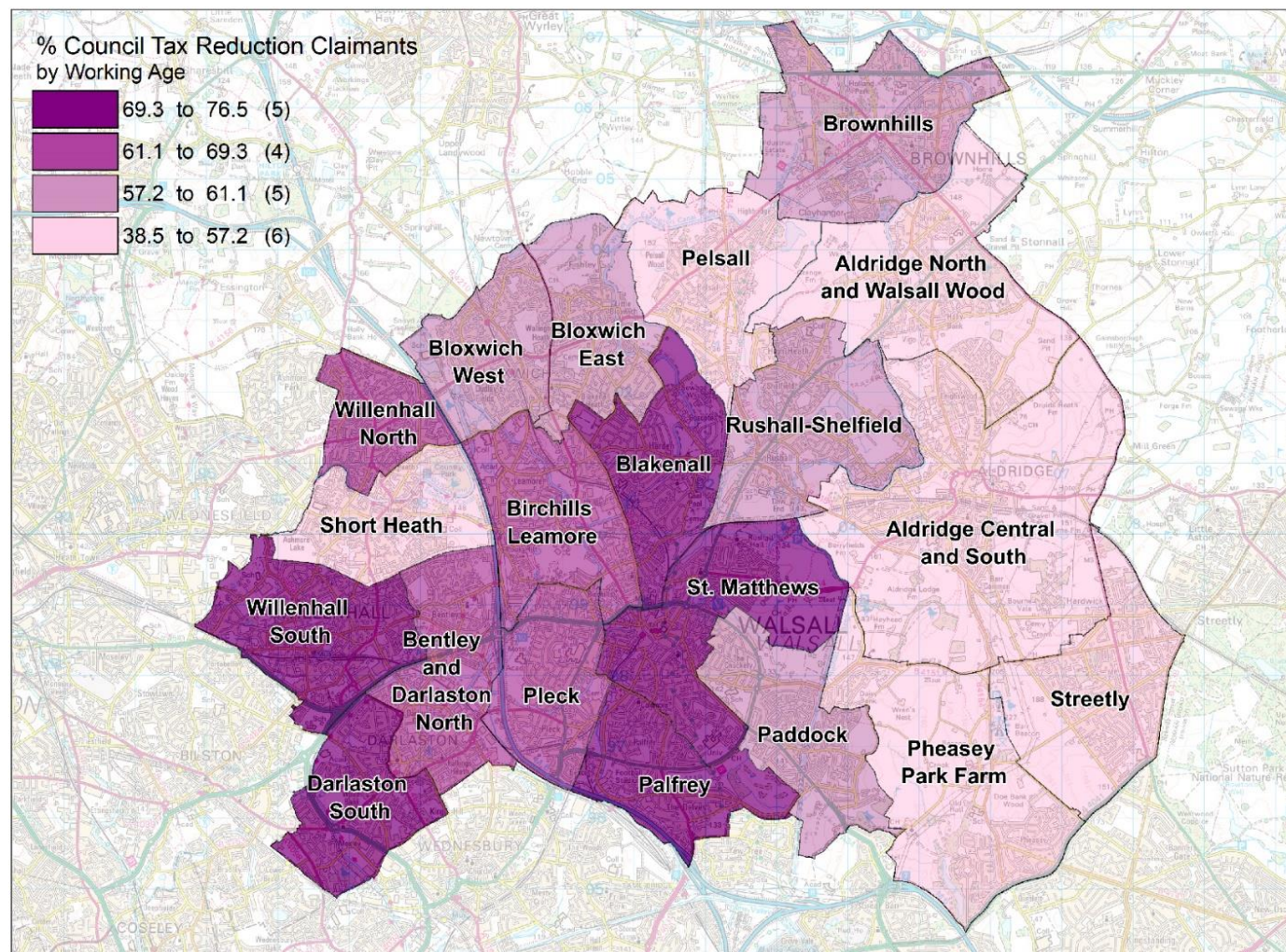
At the end of KS4 (Year 11) pupils sit examinations in a range of GCSE and other vocational qualifications.

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%. Just under half (49%) of students' resident in the **Birchills and Leamore** ward achieved a standard pass at GCSE.

32% of students who live in the ward achieved a good pass in English and maths GCSE. This is 12% lower than the Walsall LA figure and 15% lower 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

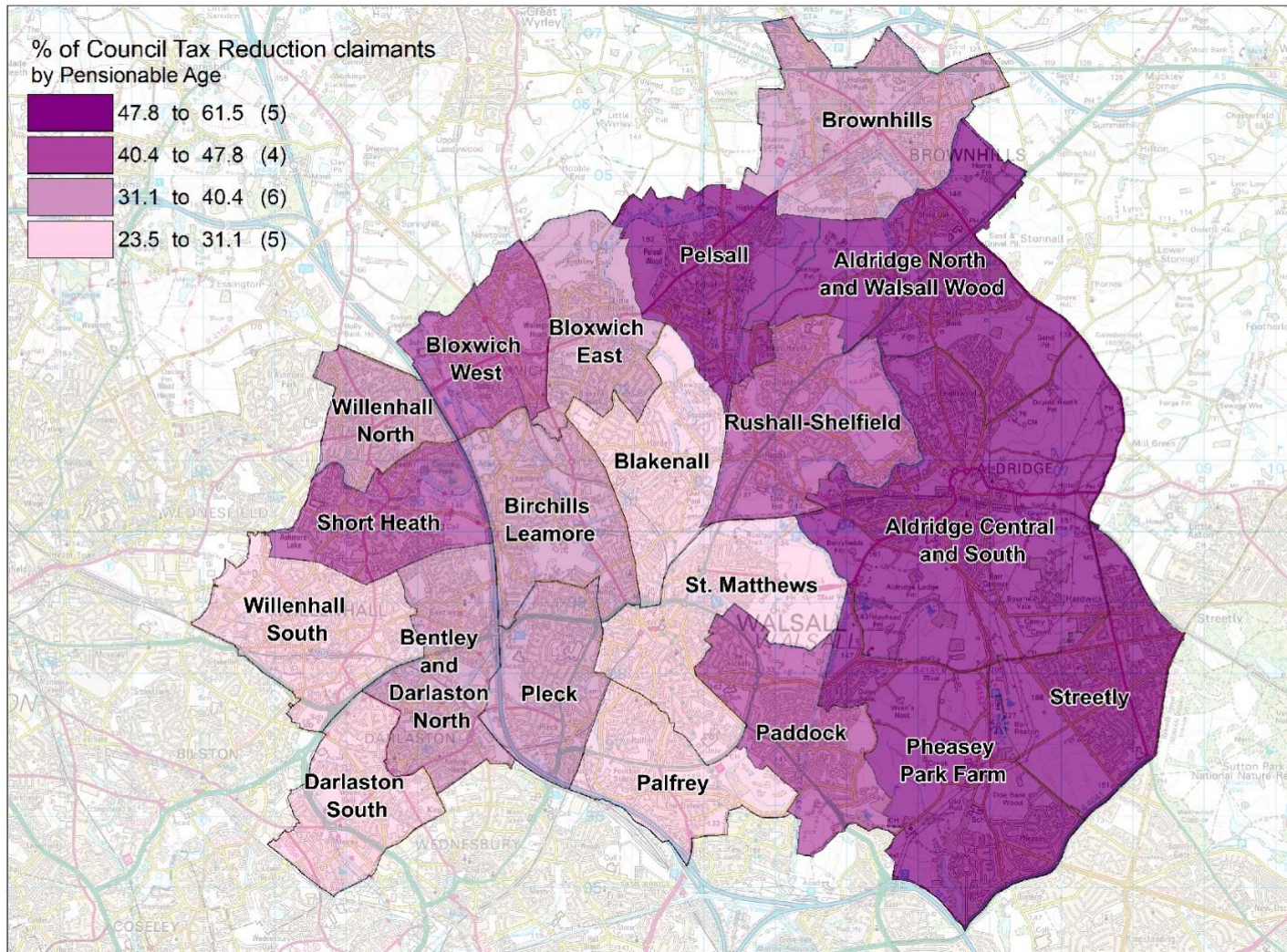
Council Tax Reduction (CTR) household claimants – working age



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

68.9% of households in Birchills Leamore claim CTR by working age and is slightly higher than the Borough average of 64.1%.

Council Tax Reduction (CTR) household claimants – pensionable age



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Almost a third of households in Birchills Leamore claim CTR by pensionable age which is less than the Borough average of 35.9%.

Health & Social Care

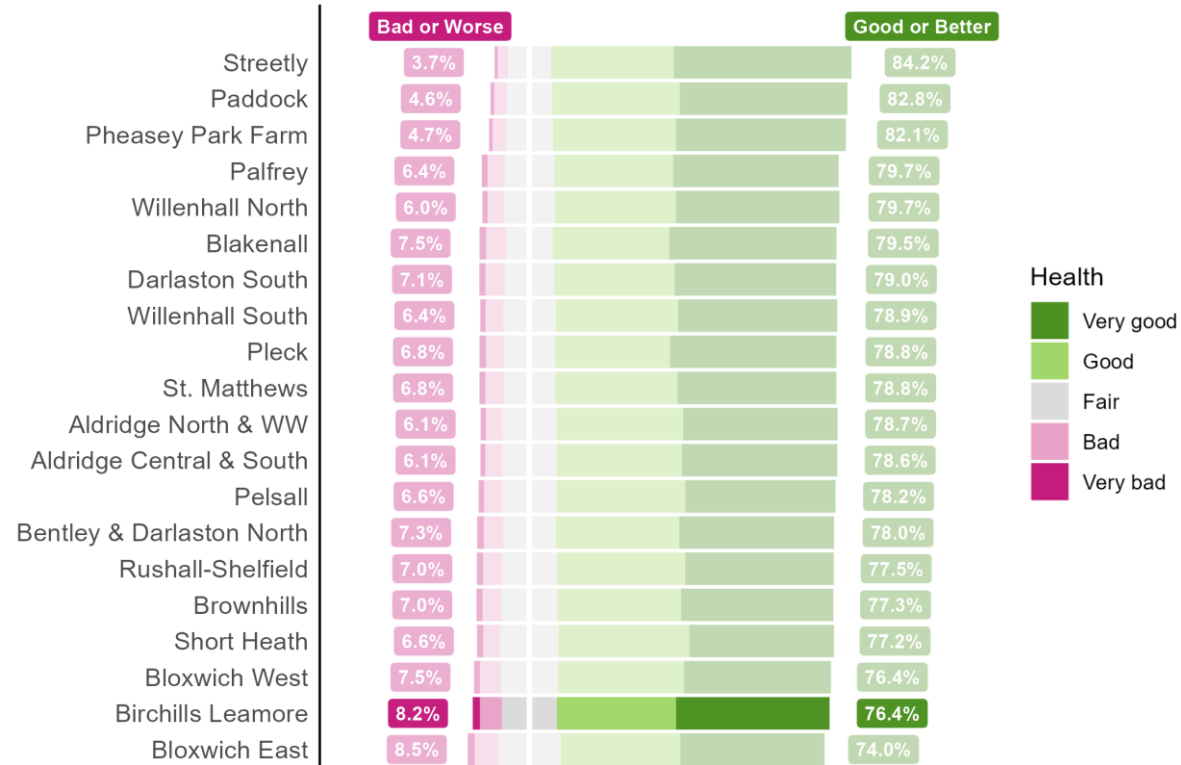
What are the health and social care needs of the Ward?

General Health



What is the General Health of Birchills Leamore?

Census 2021, % of resident population



- Birchills Leamore residents report their general level of health as **2nd poorest in borough**, with 8.2% being rated Bad or Worse. Only 76.4% residents rate their general health Good or Better, which is lower than the England average of 82.1%.
- Approximately 1 in 12 residents reported living in poor health or worse.

Disability

Census 2021, resident population



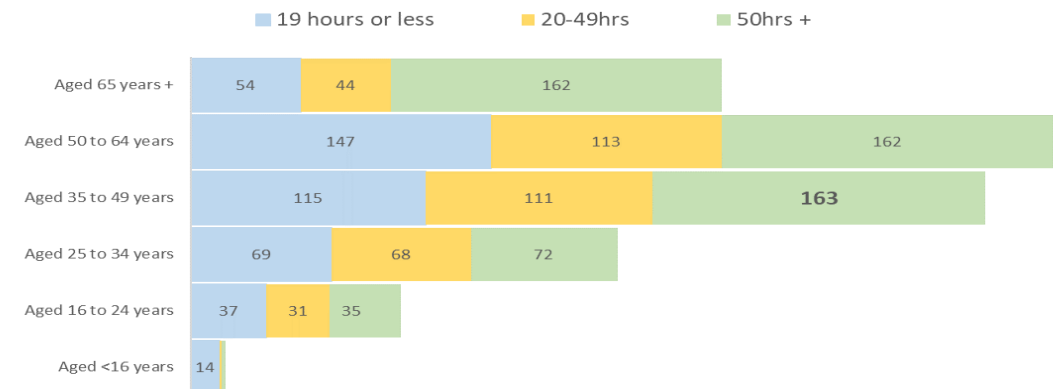
20.5% Reported as Disabled

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

- This is above the Walsall figure (**19.1%**) and ranks 6th highest out of Walsall's 20 wards.
- 4.8%** of Birchills Leamore residents have a long term physical or mental health condition, but daily activities are not limited, similar to Darlaston South (4.7%)

Unpaid Care

Census 2021, resident population (aged 5yrs +)



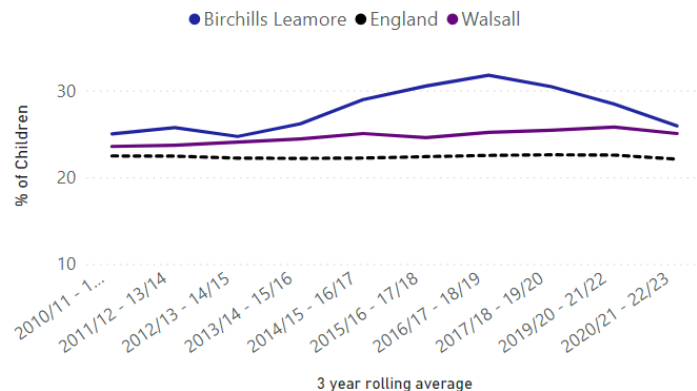
- 7th Highest** number of unpaid carers in Walsall, 1,400 compared to Pheasey with fewest (1,044) and Aldridge Central & South with most (1,471)
- 9.5%** of residents provide weekly unpaid care. The highest cohort of unpaid carers in Birchills Leamore are aged 35-49yrs, providing 50+ hours of care.



Child Healthy Weight

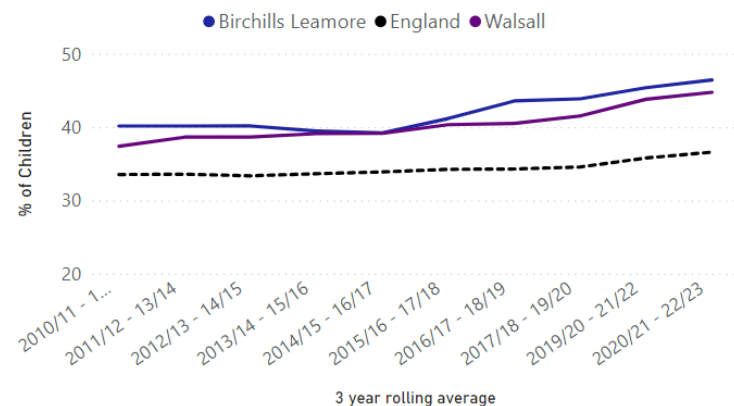


Prevalence of Overweight and Obesity in Reception Year



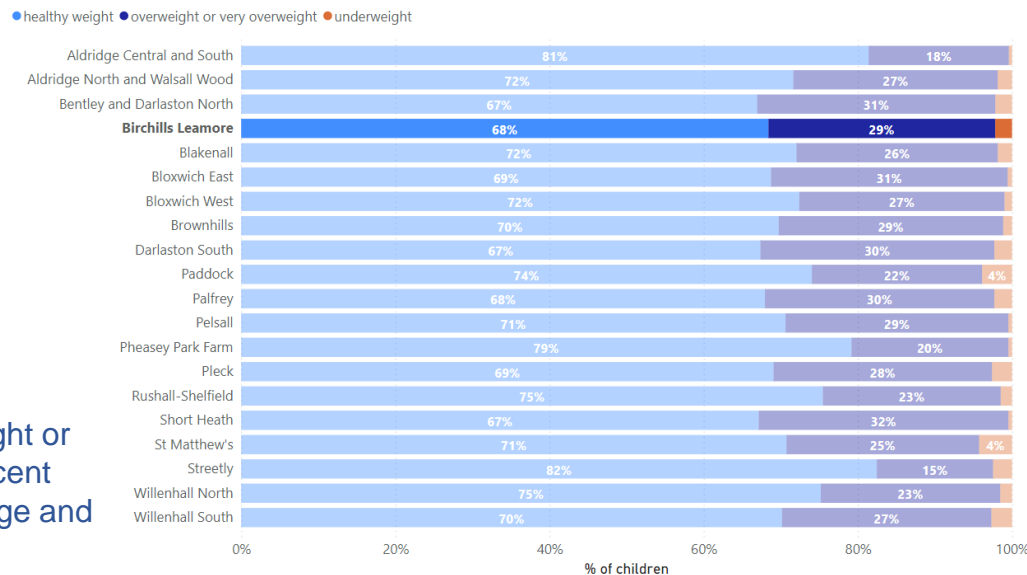
The prevalence of Reception-aged children who are overweight or obese in Birchills Leamore has slightly decreased trend in recent years, although it remains higher than both the Walsall average and the national rate.

Prevalence of Overweight and Obesity in Year 6



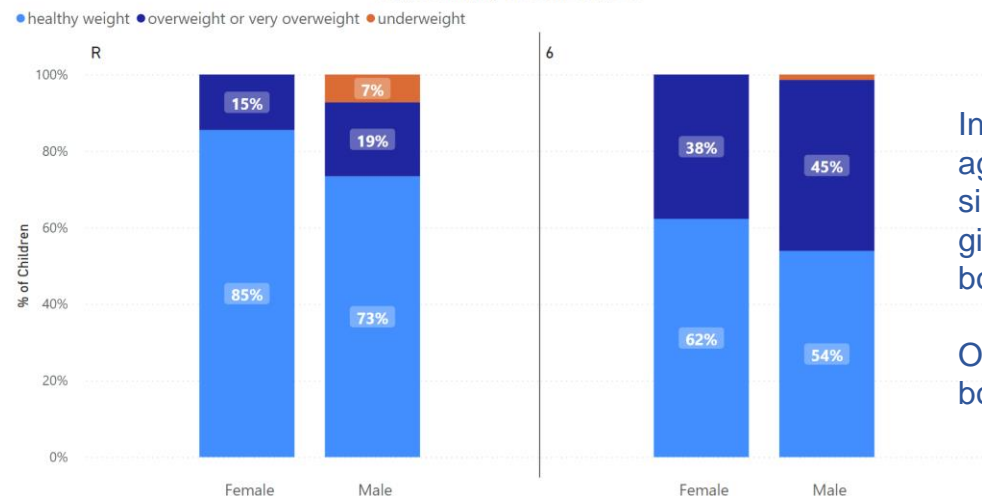
However, the prevalence of Year 6 children who are overweight or obese in Birchills Leamore has increased in trend in recent years and is also higher than the Walsall average and significantly higher than the national rate.

Weight category of children by ward



Overall, in Birchills Leamore around
7 in 10
children are a healthy weight.

Weight Category of Children by Sex



In both Reception and Year 6 aged children in this ward, a significantly higher proportion of girls **are a healthy weight** than boys.

Of note, 7% of Reception aged boys in this ward are underweight.

Adult Social Care



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

661

New requests for support,
received from

433 individuals



20 people aged 18-24, 150 aged 25-64 and 263 aged 65+

212

People received an assessment



12 people aged 18-24, 80 aged 25-64 and 120 aged 65+

70

assessments resulted in a long term service

25

Carers were assessed and
supported during the year



0 people aged 18-24, 16 aged 25-64 and 9 aged 65+

173

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



11 people aged 18-24, 48 aged 25-64 and 114 aged 65+

169

Safeguarding concerns were
received, relating to

119 individuals



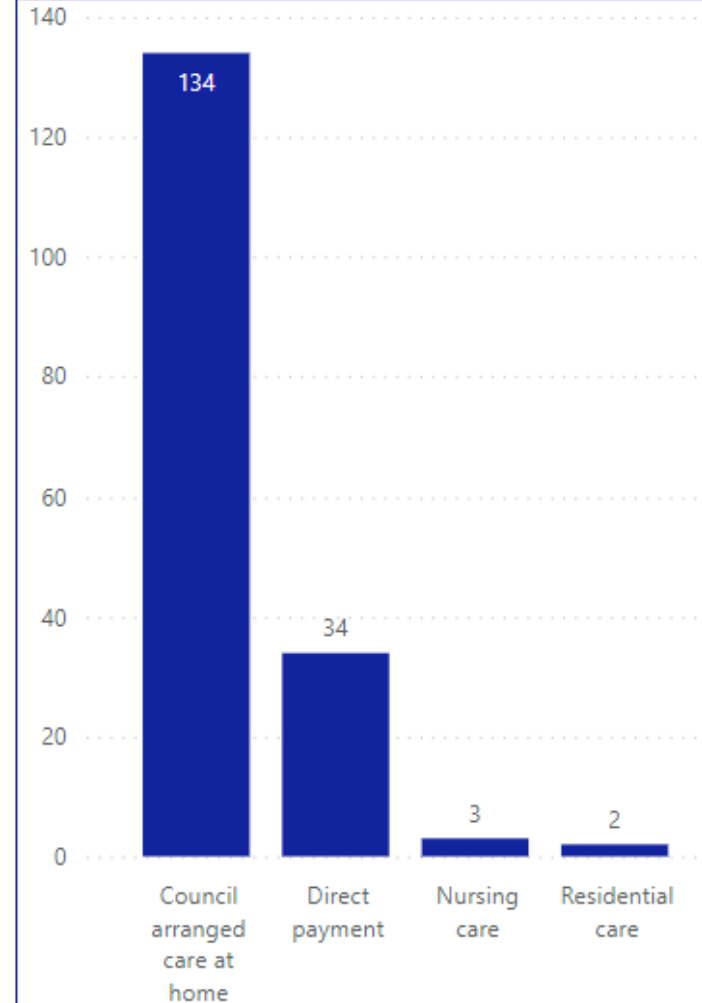
8 people aged 18-24, 54 aged 25-64 and 57 aged 65+

18.34%

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

125
People surveyed

35
Responses

28.00%
Response rate

Responses were received from

35
People residing in their own home

0
People residing in nursing care

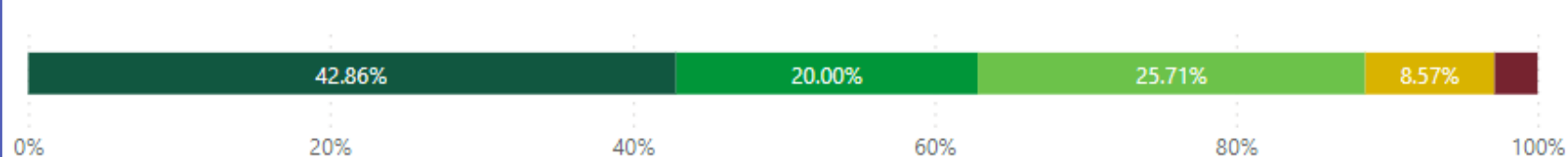
0
People residing in residential care

Respondents by age and gender



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

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



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

Yes No



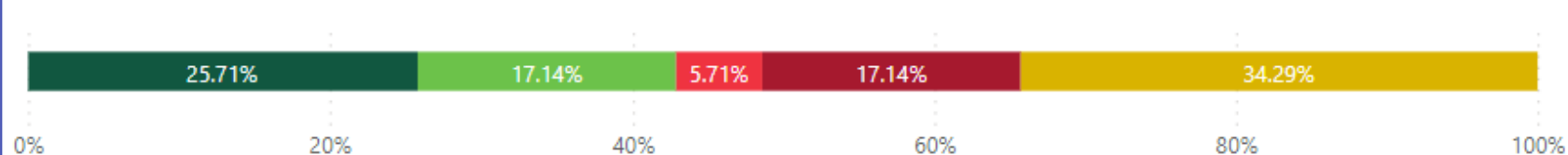
Which of the following statements best describes how safe you feel?

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 I don't feel at all 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

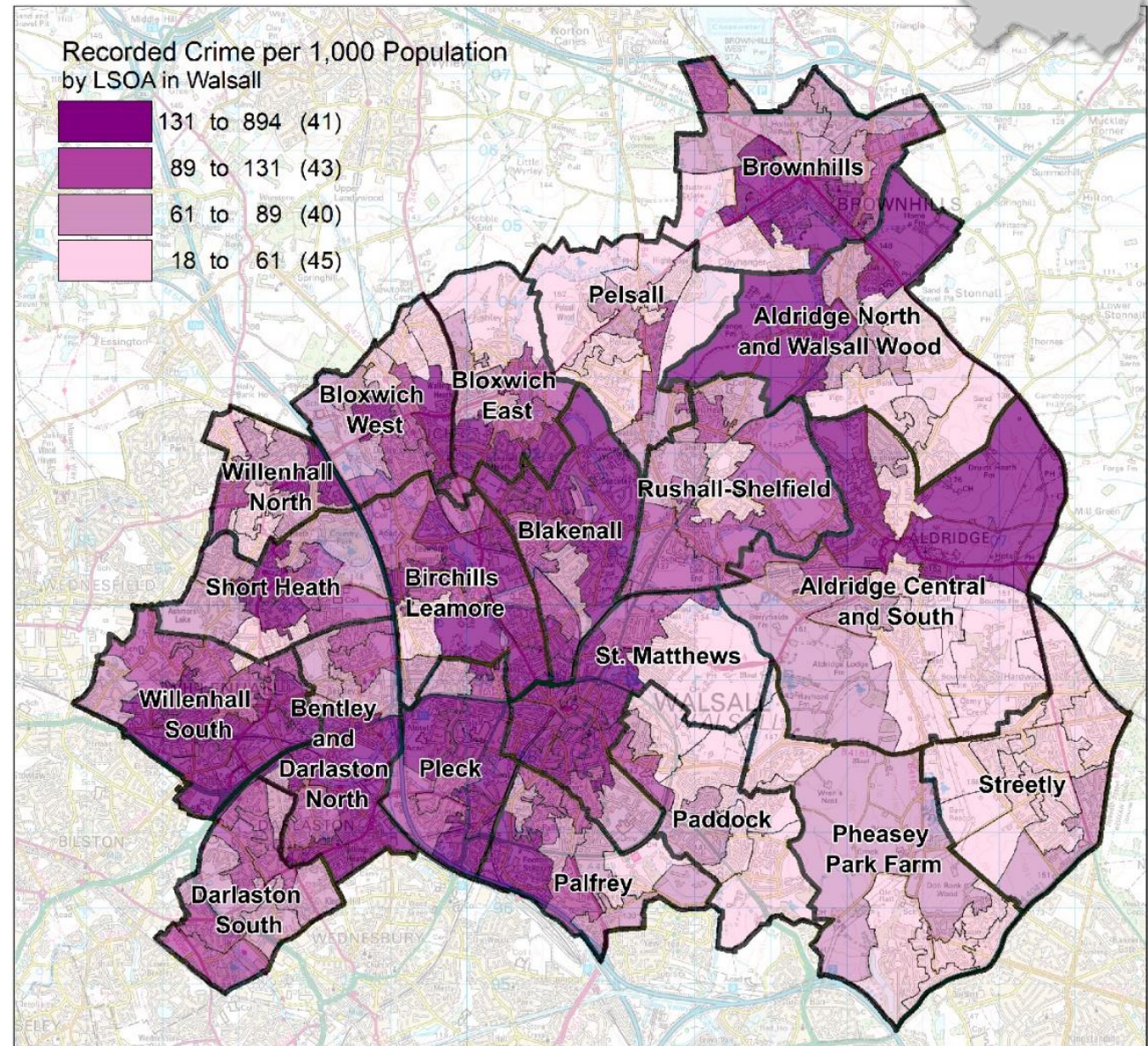
What do we know about local crime levels and how do they compare to the wider Borough?

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

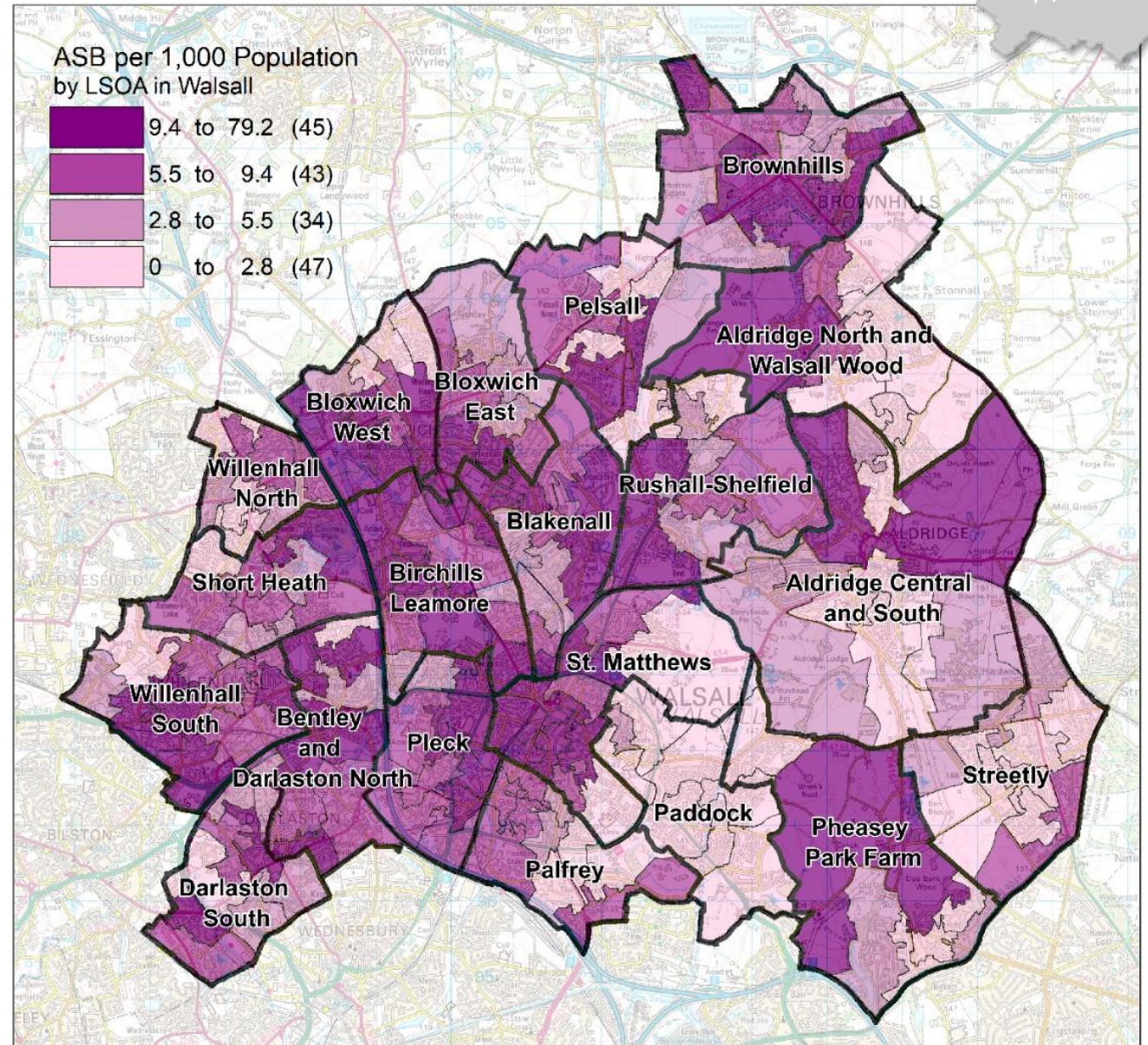
Birchills Leamore ward ranks amongst the top 3 wards for recorded crime, with a rate of 160.7, higher than the Borough average but with variations at a LSOA level.



Anti-social Behaviour

Ward	Count	Popn	Rate per 1,000 Popn
Aldridge Central and South	58	14695	3.95
Aldridge North and Walsall Wood	74	13167	5.62
Bentley and Darlaston North	135	13994	9.65
Birchills Leamore	287	16523	17.37
Blakenall	195	16003	12.19
Bloxwich East	119	13655	8.71
Bloxwich West	183	13680	13.38
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

Birchills Leamore ward ranks as second highest, behind St Matthews for recorded anti-social behaviour, with a rate of 17.4. This is higher than the Borough average 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/>

Acknowledgements

These profiles have been compiled by analysts from **Walsall Business Insights** with key contributions from other colleagues and partners:

Emma Thomas
Lee Harley
Gemma Russell
Anita Lee
Jill Brittle

Claire Heath
Elizabeth Forster
Kauser Agha
Valdheer Rajania
Caroline Harper

Amy Davies
Frances Evans
Adele Horton

For more information and Business Insights please visit our website:

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

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