

# Blakenall

## Ward Profile

Produced by  
Walsall Business Insights  
February 2024



# Welcome to Blakenall



## Did you know?

- **History** - Blakenall Football Club joined the Worcestershire Combination in 1960 and won the Walsall Senior Cup in 1964, becoming champions of the league in 1976-77. Going on to become Premier Division champions of the West Midlands League in 1989, they were promoted into the Midland Alliance, and onto the Southern League. They won the Staffordshire Senior Cup in 1999-2000. The club was based at The Red Lion Ground and merged with Bloxwich Town football team in 2000-1 season, becoming 'Bloxwich United' taking Blakenall's place in the Southern League. However after only one year and 19 games of the 2001-2 season, they abruptly pulled out of the merger resigning the clubs place and causing their record to be expunged.
- **Landmarks** – Christ Church is a Grade 2 listed building in the village of Blakenall Heath with a bell tower and also has a nursery and school. The Church can be seen as a prominent landmark from surrounding areas. Ryecroft Cemetery is one of three in Walsall with a Garden of Remembrance and there is an area of Greenspace called Swannies Field. This site was created by developing an old farmers field to provide much needed sports and community activities to residents, with a children's play area, woodland and picnic area.
- **Walsall College's** Hawbush Campus offers courses for both 16-19yr olds and adults wishing to develop skills for range of vocations. Along with English, Maths and ICT they offer hospitality and catering, horticulture, childcare, beauty and construction studies.







- Covers 4.12 sq km (411.9 ha)
- Makes up 4.0% of the total area of Walsall
- Has a population density of 3,938 people per Square Kilometer - (*Higher than Walsall average of 3,159*)



# Councillors



	Councillor	Elected	Party
	Izzy Hussain	09 May 2022	
	Emma Morgan	08 May 2023	
	Pete Smith	11 May 2021	<div>Independent Group</div>



# Place

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



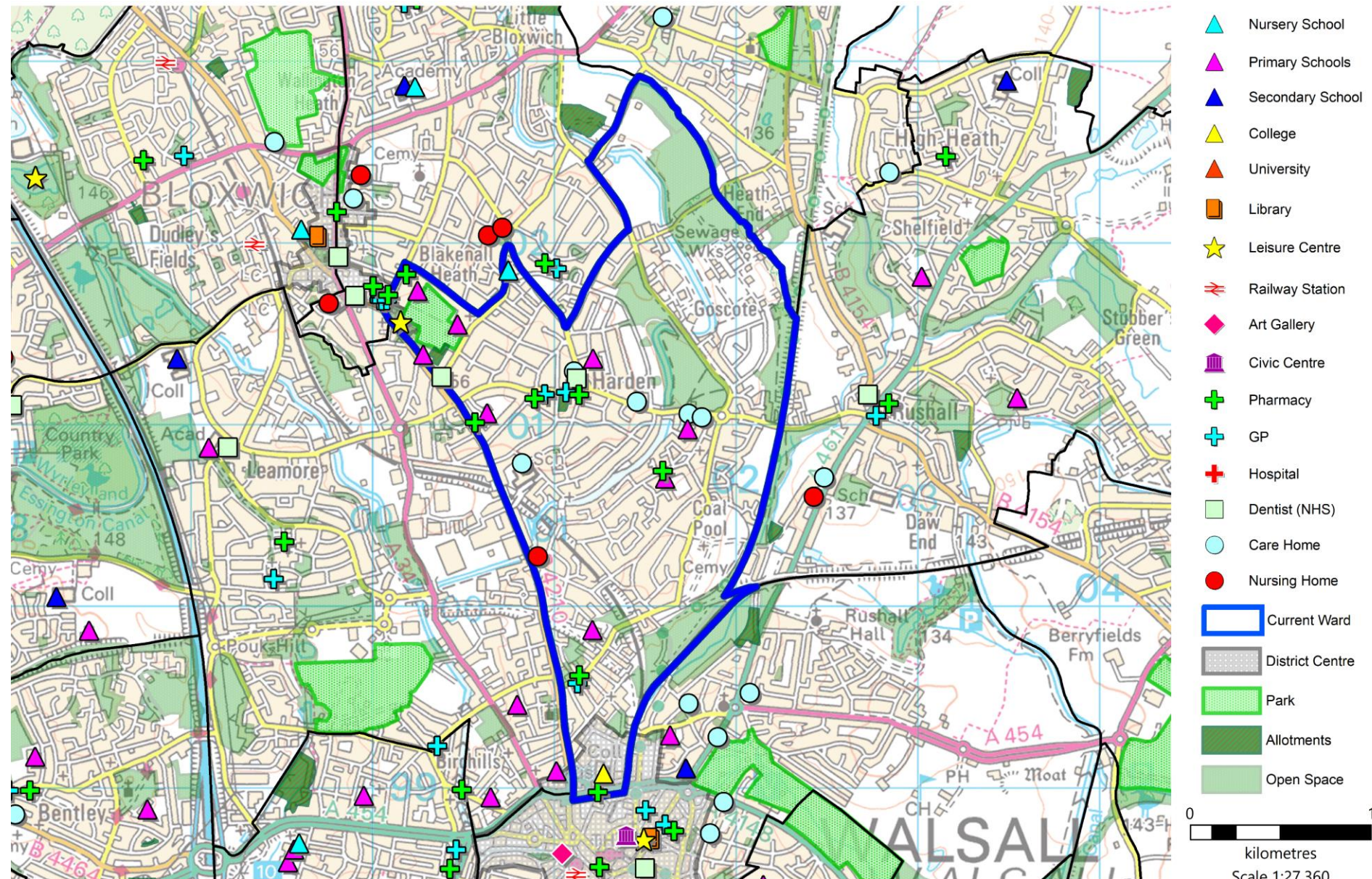
# Assets



## Blakenall Assets Map

Walsall Council

Illustrates Blakenall's geography and highlights key local assets.



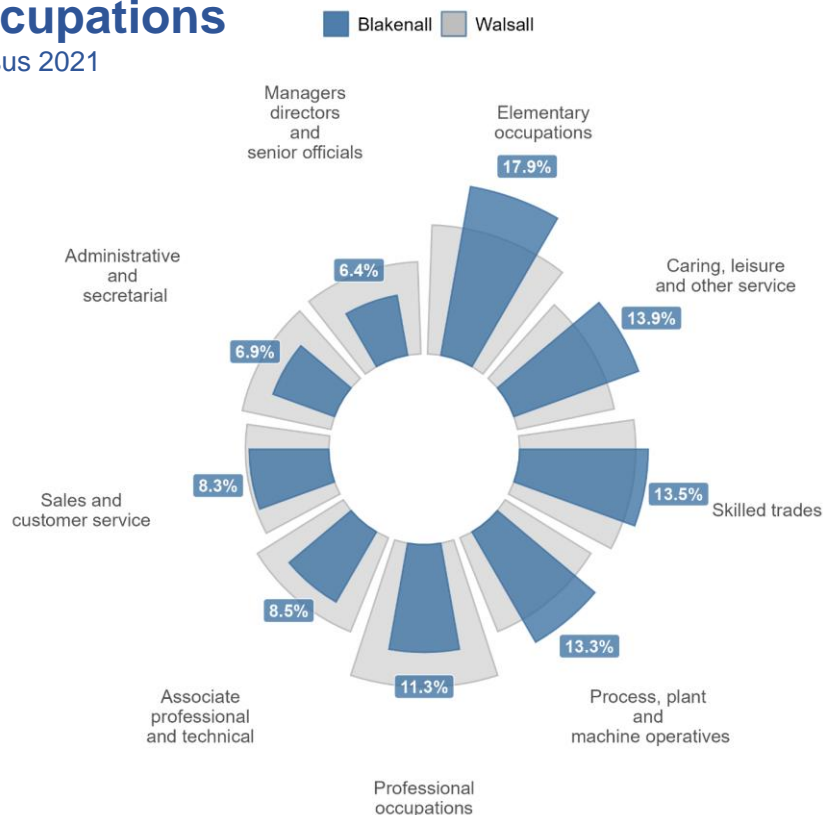


# Economy and Workforce



## Occupations

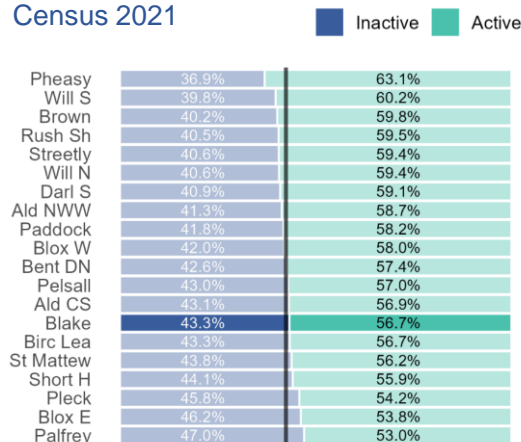
Census 2021



- Blakenall's occupational profile differs from Walsall in some key areas: substantially more employed in elementary occupations (17.9%, Walsall 13.5%), Caring and Leisure (13.9%, Walsall 10.4%), and plant/machine operatives (13.3%, Walsall 10.6%). Consequently, there are relatively fewer professional occupations, directors and administrative.
- This indicates the labour force of Blakenall is distributed more towards manual, carers, and factory/plant operators with relatively fewer office-based professionals and directors.

## Economic Status

Census 2021



**56.7%**

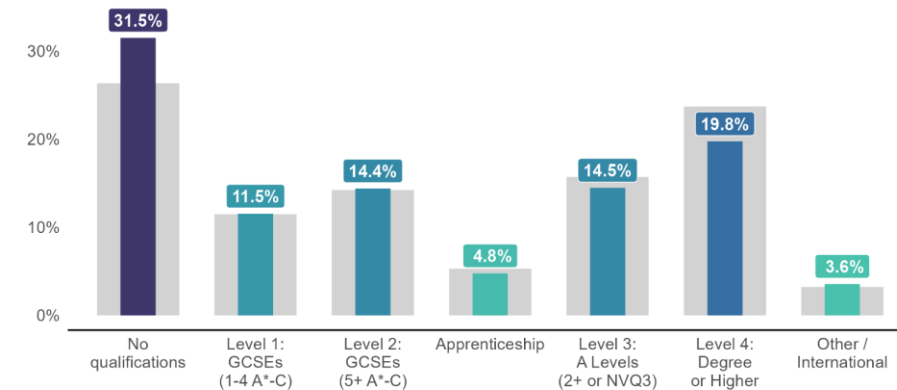
**Are Economically Active**

7<sup>th</sup> lowest of Walsall's 20 Wards.

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

## Qualifications

Census 2021

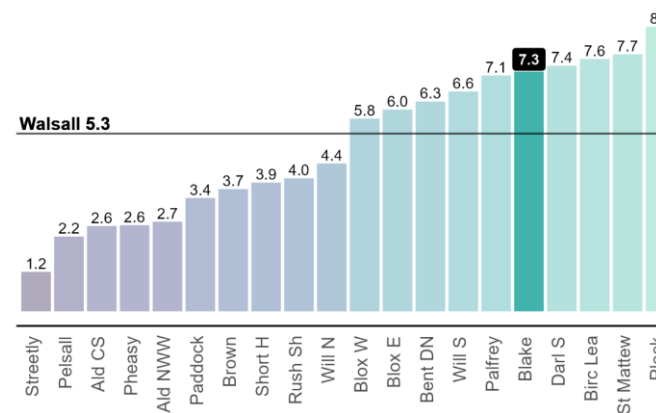


Grey bars = Walsall

- Blakenall's qualifications profile differs from the borough: there are relatively more adults – almost 1 in 3 (31.5%) with no formal qualifications (Walsall 26.3%), and fewer with a degree or higher (19.8%, approximately 1 in 5 adults).

## Claimant Count

JSA Claimants per 100 working age pop, ONS Oct 2023



- Blakenall's Claimant Count (Jobseekers Allowance) is approximately 7.3 per 100 working age adults.
- This is above the borough rate of 5.3, and ranks as the 5<sup>th</sup> highest of Walsall's 20 wards.

Source: Census 2021

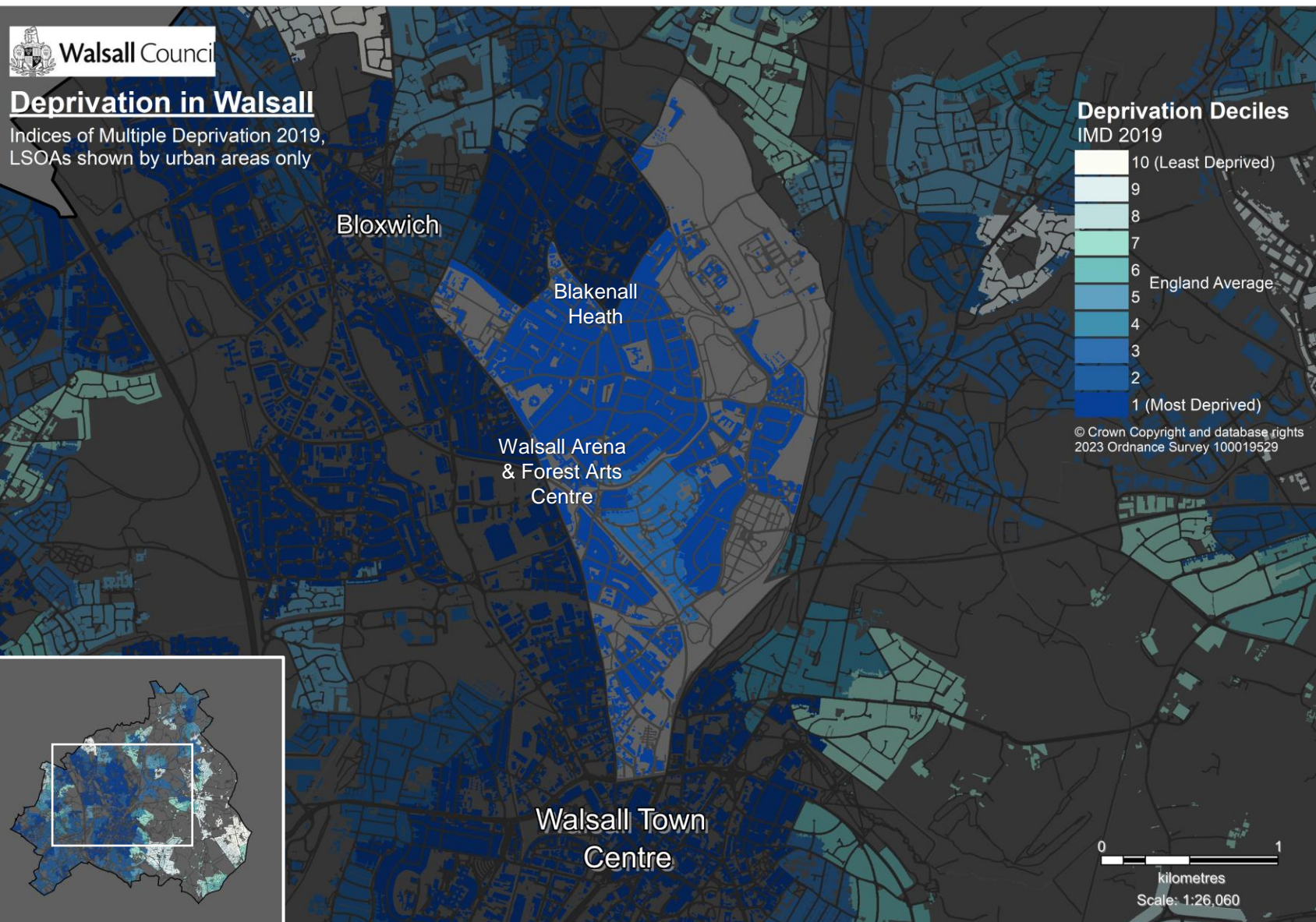
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# Deprivation



## Deprivation in Walsall

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



Blakenall is the most deprived ward within Walsall, with every neighbourhood falling within the 20% most deprived areas in England.

It faces challenges across domains, particularly:

- **Adult Skills**
- **Education and Training**
- **Income**
- **Children and Young People**

Ranking within decile 1: the 10% most deprived areas in England for those specific domains.

However, it scores favourably above the national average for fewer **Barriers to housing** and closer **Proximity to Services**. (decile 6 and 7, respectively).

England (2 in 10)



Borough (5 in 10)

## 10 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.



# Housing & Households



**5,700 Households** ↑

Increased since 2011, Ward makes up **5.1%** of all Walsall Households



**829** (14.5%) Households are Lone Parents of Dependent children



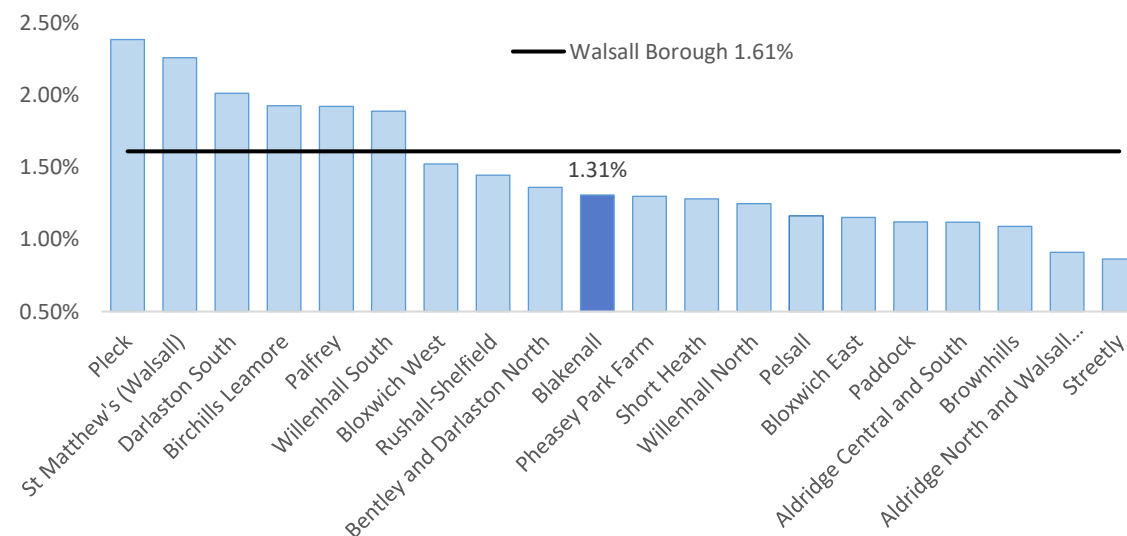
**29.0%** School Children & Full-time Students (aged 5yrs & over) **Approximately 2:7** (Borough - 22.1%)



**38%** Households are Socially Rented (Walsall Borough Social Rented is 23.7%)  
**43%** Low number of Homeowners

- Blakenall has the 2nd highest number of full-time students and schoolchildren in Walsall, 29.0% of ward population, with double the numbers of those in Aldridge Central & South.
- Single-family households consisting of a lone parent with dependent children, make up **14.5%** of Blakenall's households, this is **the highest percentage in the borough**. The number of lone parent households in Blakenall is the 2nd highest in Walsall, (829) with Darlaston South having the most in terms of number of households (905).
- Blakenall has the 3<sup>rd</sup> lowest of number of homeowners – 43.2% of homes are owned. Of those, only 44% are owned outright, without a mortgage or shared ownership. 18% of households rent privately or live rent free.
- 37.9% of Blakenall's households are socially rented (2,172), with similar numbers to St. Matthew's (2,365). This ranks second highest of all Walsall's wards and is approximately 17 times more than in Streetly, where only 2.3% of households are social rented homes.
- Blakenall has very similar percentage of households living with no central heating as Pheasey, equating to 1.31% of the ward's total households. This is better than the Walsall figure of 1.61% of households living with no central heating. The number of homes without central heating in Blakenall (75) is **less than half** as many as St. Matthew's (160).

**% Households in Ward with no Central heating**





# Development & Regeneration

- **Predominantly residential** area with services provided in local centres and in close proximity to Bloxwich district centre.
  - **Educational and training facilities** including Walsall College, The Hub, and completed expansion of primary facilities, such as Christ Church CE.
  - **Specialist care facilities** at Goscote Hospice (palliative care) and the Watermill (dementia residential care) by NHS Walsall Healthcare and Housing 21.
  - **Goscote Greenacres** supporting local people with learning disabilities, and those without, to learn new skills and meet people through activities on the allotment and community garden.
  - £24m **Bloxwich Active Living Centre** providing swimming and fitness facilities.
  - Historic neighbourhood regeneration initiatives as part of the **Walsall New Deal** area - £52m community regeneration programme from 2001-2011.
  - **Goscote Lane Corridor Strategic Regeneration Framework** guided housing-led regeneration and development, delivered by the Council & whg with LEP and Homes England grant funding support. This included strategic sites- Waters Keep, Primrose Lodge and Wyrley View- totalling £143m investment and delivering 1082 new homes, plus £900k open space and canal improvements at Swannies Field & the Lea.
- Part of the **Bloxwich and Walsall Town Deal** areas with multiple projects totalling £21.3million in each area in progress. Including development of an **Electric Vehicle and Sustainability Teaching Centre** with planning consent granted in February 2024.
  - £33.8m **Pavilion Acres** scheme for 150 new homes by Avant Homes.
  - Planning application under assessment for the **former Local History Centre** for use as a mosque and classrooms.
  - **Day Street Car Park** development opportunity identified in Walsall Town Centre AAP.

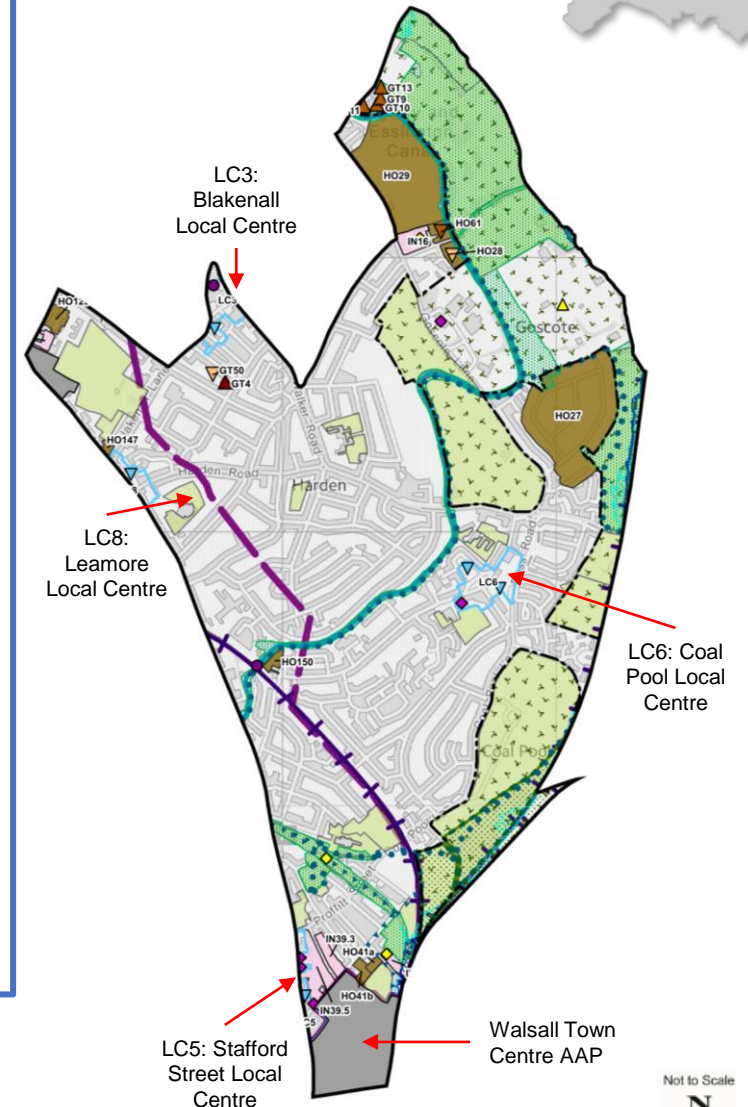
## Site Allocation Document (SAD) Allocated Sites

### Key sites:

- HO27: Goscote Lodge Crescent (Site B)
- HO29: Goscote Lane Copper Works

### Local Centre Development sites:

- LC3A: Chapel Street Car Park
- LC5B: Vacant unit Stafford Street / Ryecroft Street
- LC6A: Former library and clinic site Ross Road
- LC6B: Former Dartmouth House Ryecroft Place
- LC8A: Site of Butlers Arms PH Bloxwich Road and Land north of 1 to 3 Harden Road



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



 **16,200**  
Population

 **28% Aged 0-15**  
Approximately 2 in 7 people (4,500)

 **51% Female**  
**49% Male**

 **61% Aged 16-64**  
Approximately 3 in 5 people (9,900)

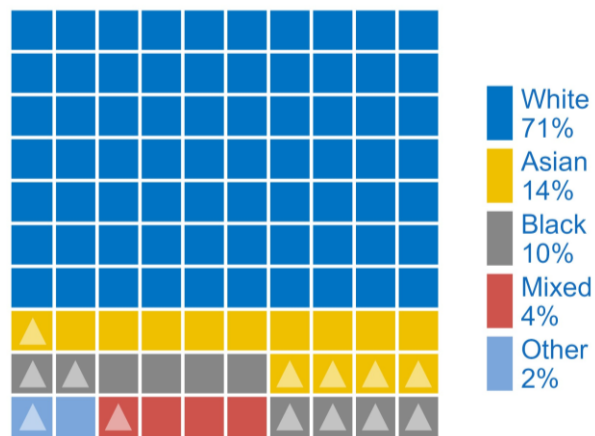
 **11% Aged 65+**  
Approximately 1 in 9 people (1,800)

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

 **+ 17.8% Population since 2011**  
+ 2,446 people. (Walsall increased by 5.5%)

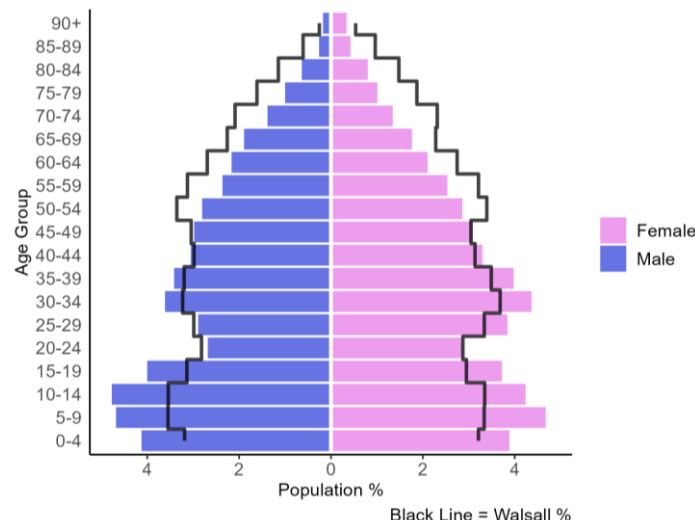
## Ethnicity

Census 2021, resident population



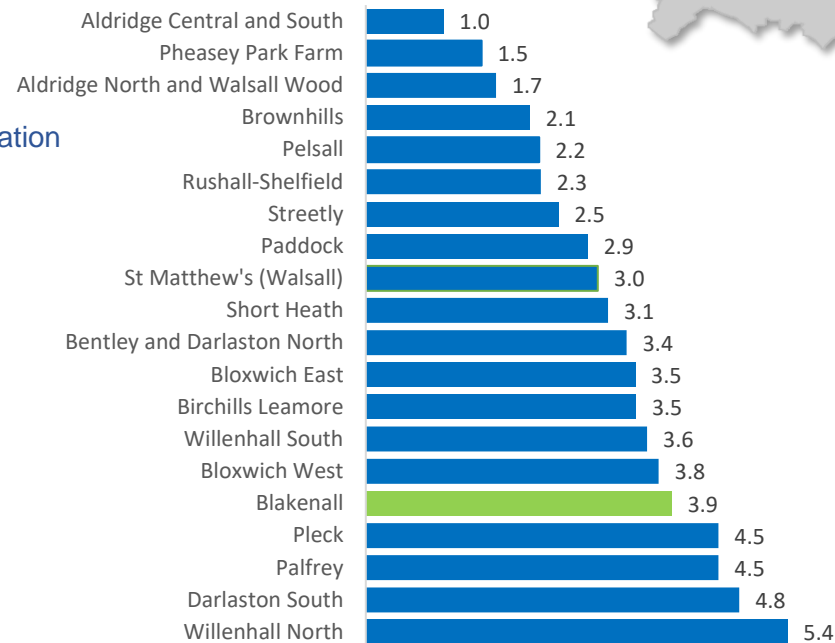
## Population Pyramid

Census 2021, population age and sex



## Population Density

Census 2021, population per km<sup>2</sup>



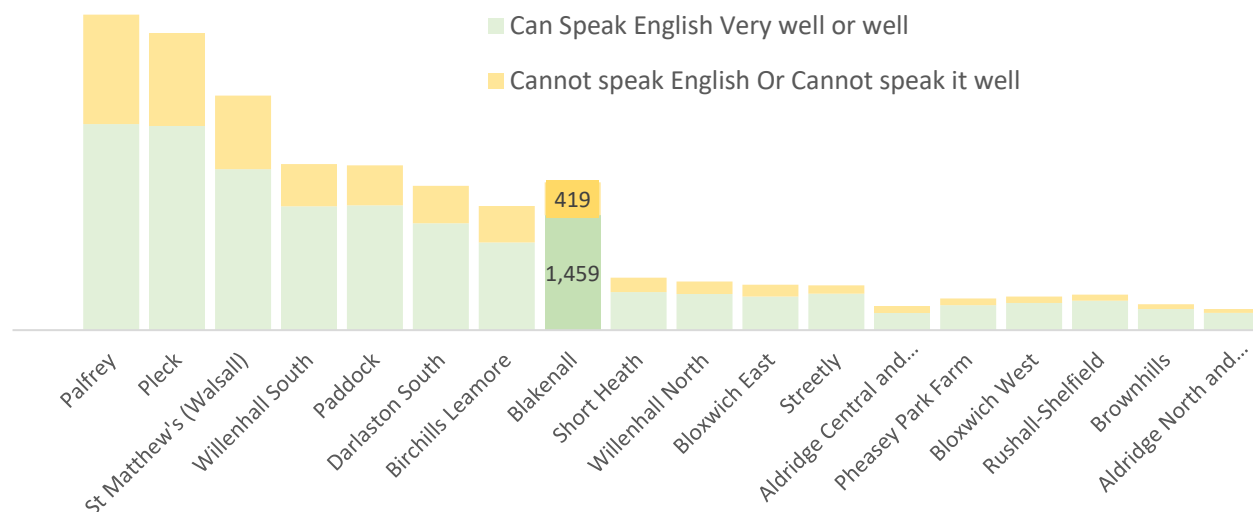
## Key Points:

- Blakenall has the youngest population of Walsall's wards, with around 2 in 7 people under the age of 16yrs old, and a median age of 32 years old. approximately 6 years below the Borough average (39 years), and a stark contrast to the oldest ward, Aldridge Central & South at median age of 48 years.
- Blakenall has seen the 2nd largest growth in population size in the last decade, increasing by 17.8%. Blakenall is the 5<sup>th</sup> most densely populated ward, equating to 3,938 people per sq. km. In context, Walsall's density is 2,733, and Aldridge North & Walsall Wood, has less than half as many people per sq. km (1,676).
- Ethnically, the ward is mostly White British (71%), with growing populations of Asian (14%), Black (10%), Mixed (4%) and Other (2%). These populations have all increased since 2011, with Black and Other group more than doubling in size.

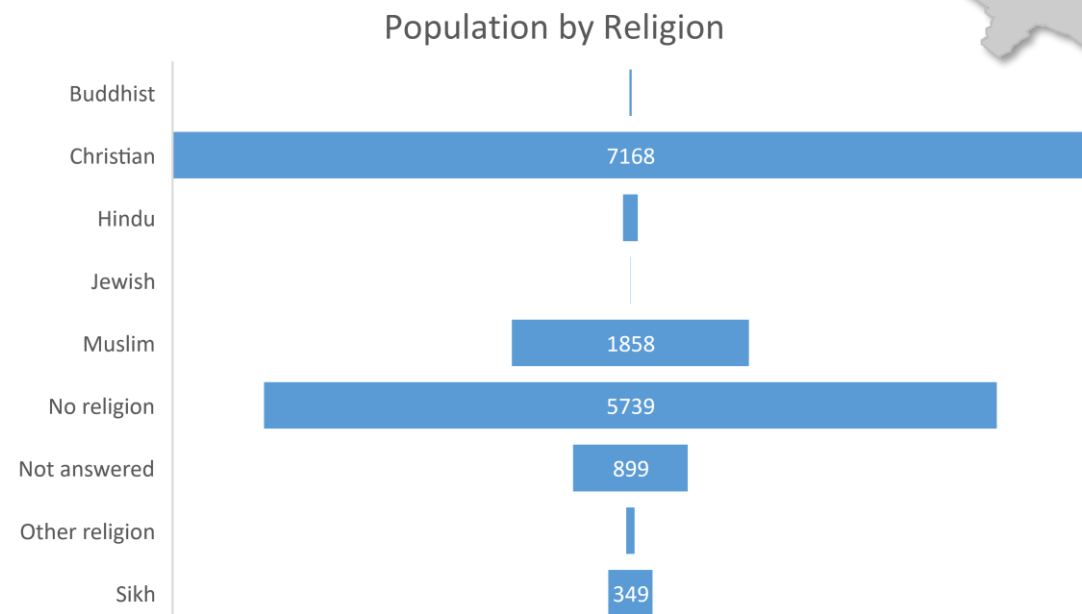
# Language and Religion



**85% of Households where All Adults use English as the main language**



- 90.2% of households in Blakenall 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, 22% of these residents either cannot speak English or cannot speak English well.
- Blakenall has 391 Households where no residents speak English as the main language, this is 6.8% of the Ward's households and closest to the percentage seen in Bentley & Darlaston North Ward (which equates to 7.0% of the ward).



**44% Household residents identified as Christian**  
(Walsall Borough Christian - 45%)

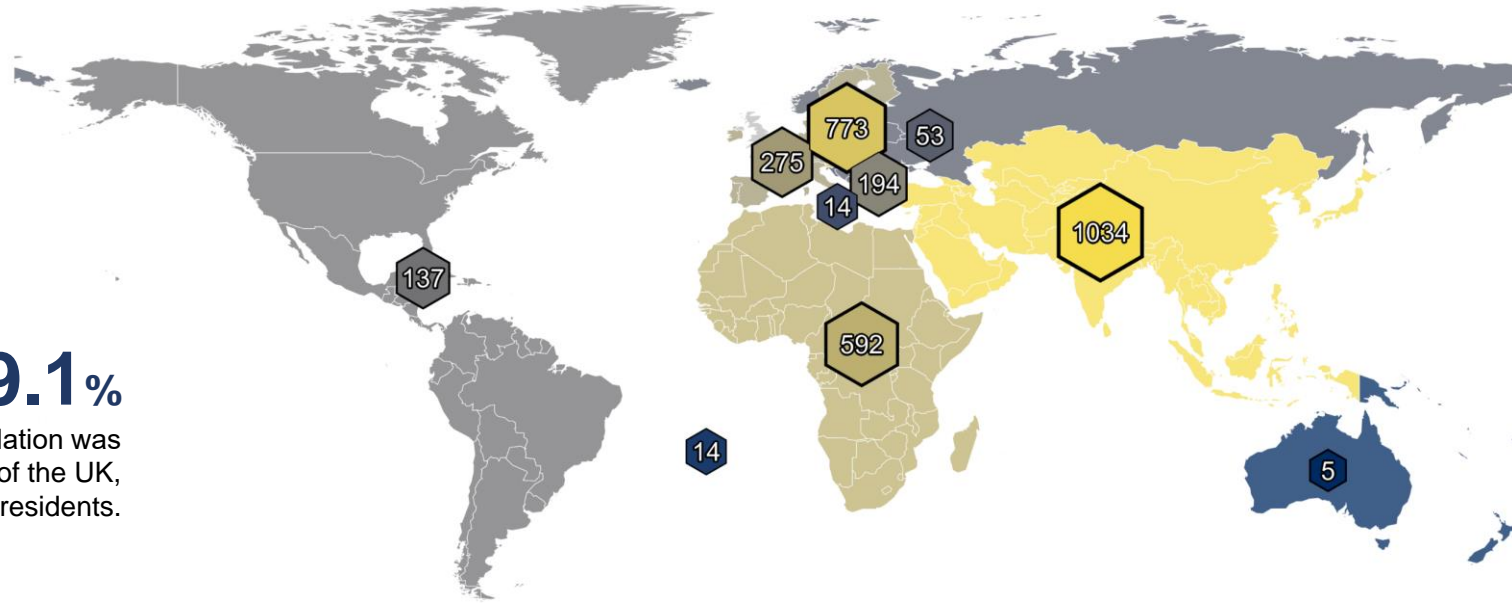
- Blakenall ward has less than half (44.2%) of residents identifying with Christian religion. This is lower the Walsall borough percentage of 45%. It also has a slightly higher proportion of residents from Muslim communities (11.5%) compared to Walsall's 11.3% of Muslim residents.
- 35.4% of Blakenall residents reported in 2021 Census as having No Religion, matching Willenhall North and above the 30.2% for the Walsall Borough.



# Non-UK Country of Birth



**19.1%**  
of Blakenall's population was  
born outside of the UK,  
approximately **1 in 5** residents.

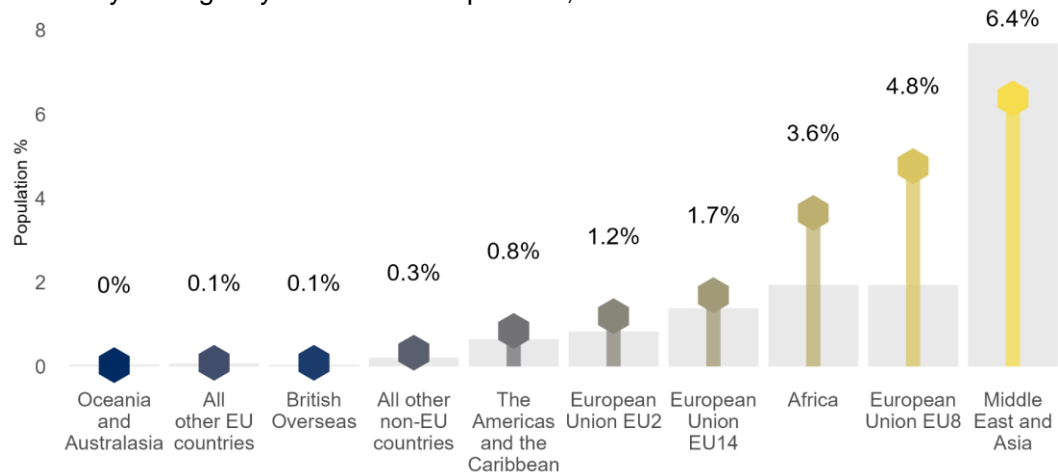


**Global Map of Non-UK Born Residents by Area of Birth**



## Blakenall versus Borough Comparison

Country of Origin by % Resident Population, Census 2021



Grey bars = Borough %

## Key Points:

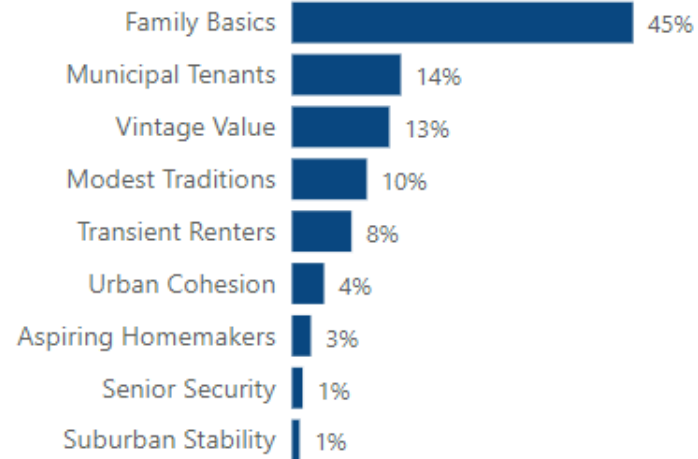
- With 80.9% of residents being UK born, Blakenall has the 5<sup>th</sup> lowest proportion of UK born residents of the 20 Walsall wards.
- At approximately 19.1%, almost 1 in 5 of Blakenall's residents were born outside of the UK, which is proportionately greater than the borough's 14.7%.
- The largest area of non-UK birth is the Middle East and Asia, at around 1,034 residents or approximately 6.4% (relatively less than Walsall's 7.7%).
- Blakenall's EU8 born population is proportionately much larger than the boroughs, at 4.8%, approximately 773 residents. These countries include the 2004 EU enlargement nations such as Poland, Hungary, Lithuania, Slovenia and Slovakia.
- Similarly, the African born population of Blakenall is proportionately greater than the wider borough: 4.8% (592 residents), contrasted to 1.9% across the wider borough.

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

# Social Segmentation

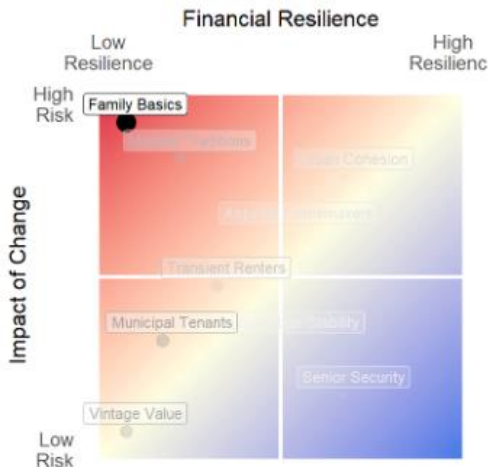


Social Segment Composition of Walsall Wards (% Households)



## Key Points:

- Social Segmentation is a means of categorising residential populations by shared socio-economic traits and similar behaviours.
- Whilst Blakenall features a wide range of segments, by far the largest is **Family Basics**, followed by **Municipal Tenants** and **Vintage Value**. These are defined on the right of this page.
- Family Basics** accounts for 45% 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 i.e. fuel/energy, high inflation/cost of living crises.
- 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 8 Primary schools and 1 Nursery school in the ward:

## Primary

Blakenall Heath Junior  
Christ Church CE Primary  
Edgar Stammers Primary Academy  
Goldsmith Primary Academy  
Leamore Primary School  
North Walsall Primary Academy  
St Thomas of Canterbury Catholic Primary  
Sunshine Infant and Nursery School

## Nursery

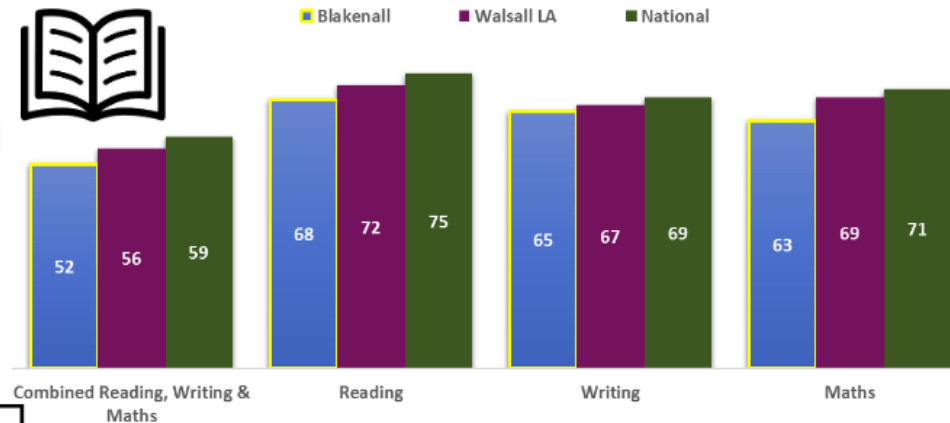
Valley Nursery



% Good or Outstanding



% 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.

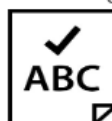
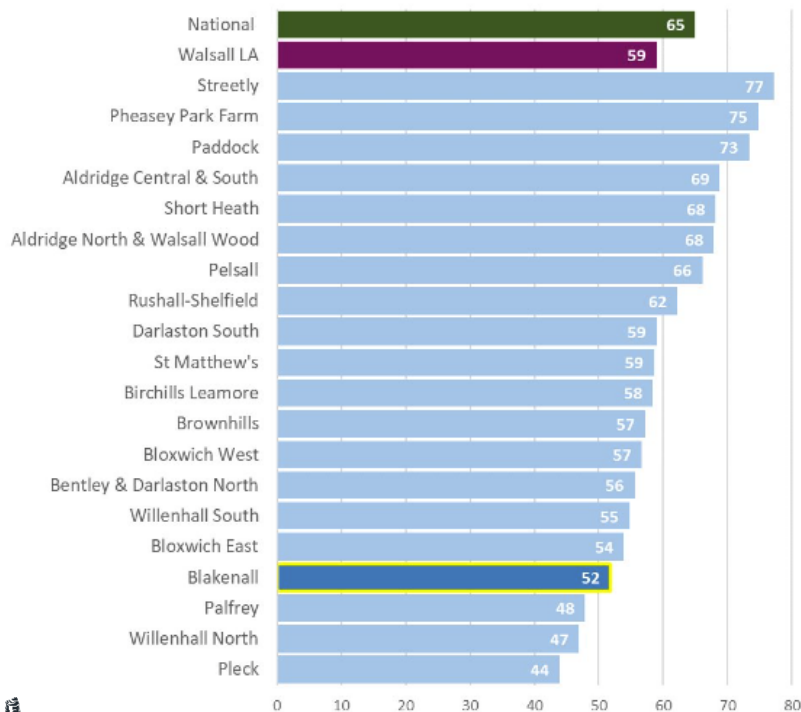
A lower proportion of children who reside in the **Blakenall** ward achieved the expected standard at KS2 when compared to the Walsall and National outcomes. Pupils performed highest in reading.

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%. Half of students' resident in the **Blakenall** ward achieved a standard pass at GCSE (50%).

29% of students who live in the ward achieve a good pass in English and maths GCSE. This is significantly below the Walsall LA average by 15% and 18% below the National average.

% 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.

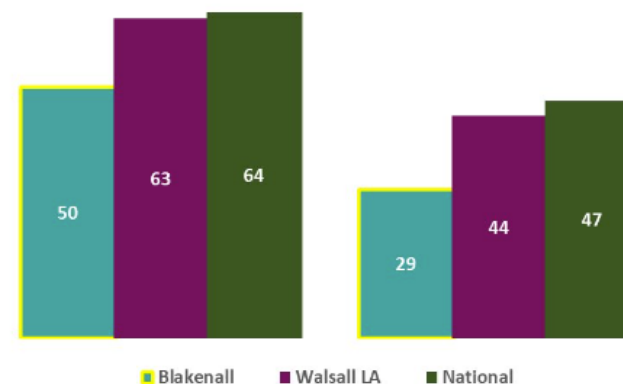
The overall GLD for Walsall in 2022 was 59%. 52% of children who reside in the **Blakenall** ward achieved a good level of development – 7% lower than the LA average and 13% below the national average. **Blakenall** is ranked 4th lowest achieving ward compared to other wards in Walsall.



Achieving GCSE English and maths in 2022

## % Standard pass Grade 4-9

## % Good pass Grade 5-9

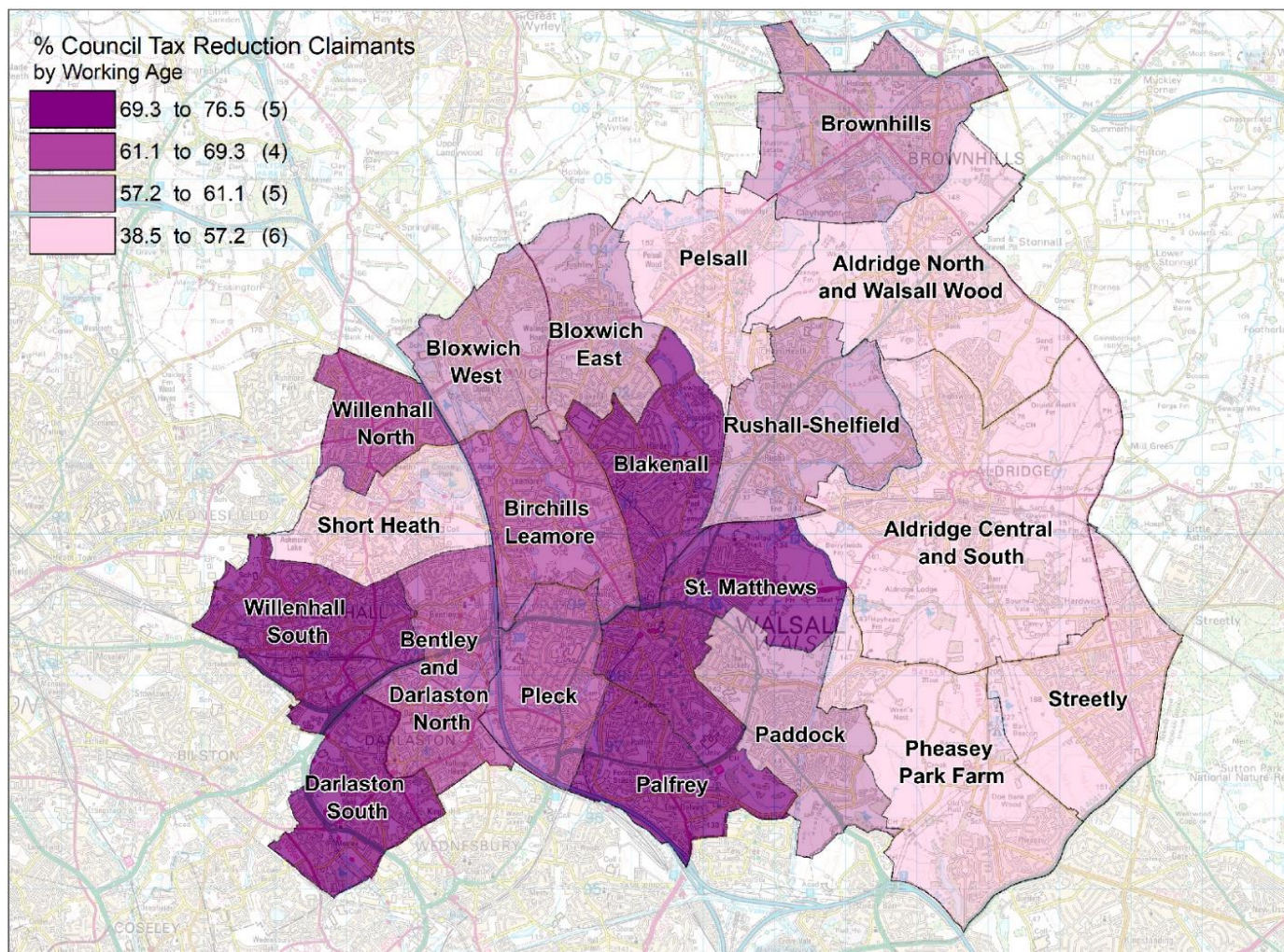


Attainment data for 2022 matched to January school census pupil address/postcode information. Includes only those whose address is located within a ward and who achieved assessments in a Walsall LA school





# Council Tax Reduction (CTR) household claimants – working age

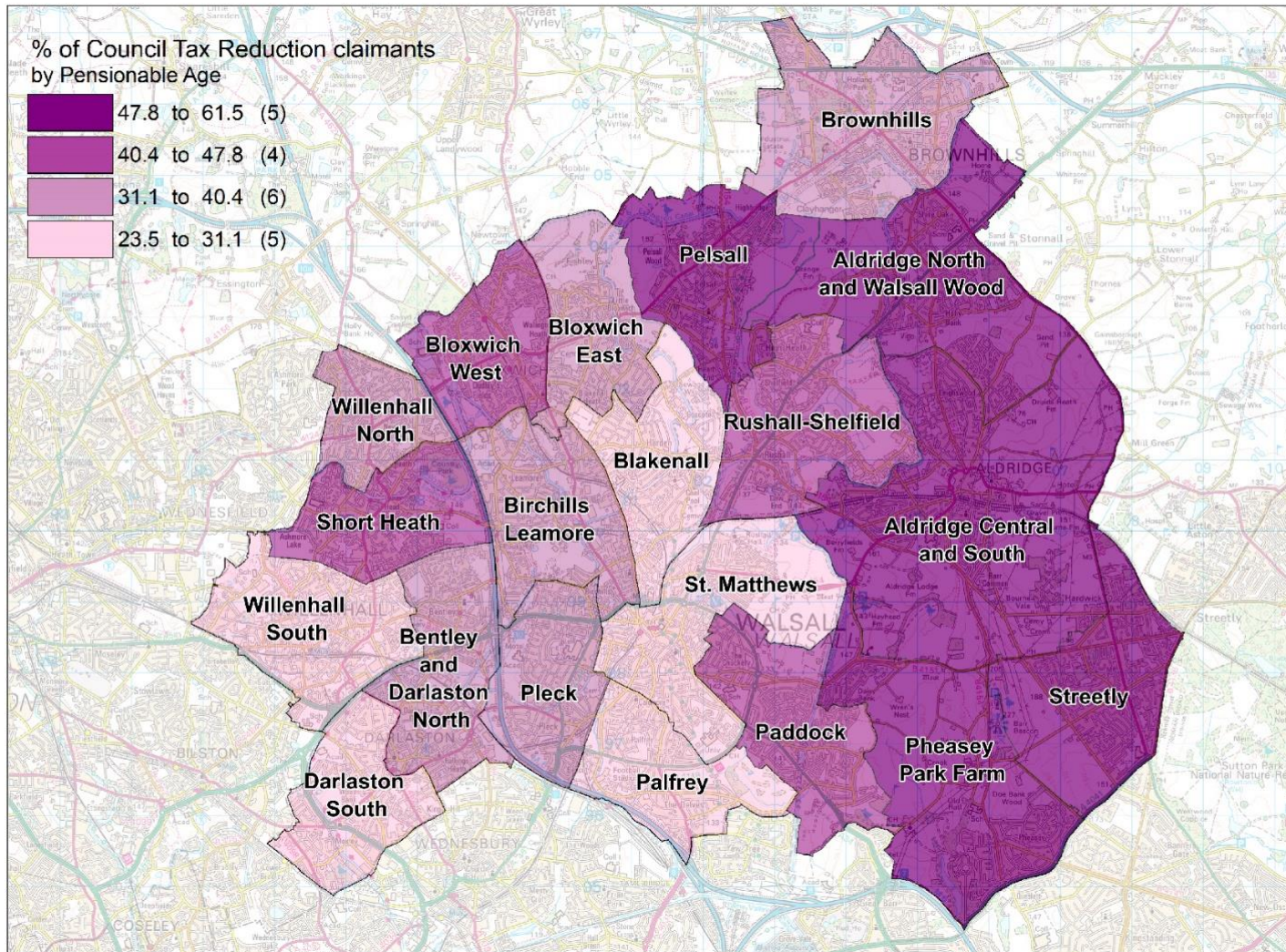


70.2% of households in Blakenall ward claim CTR by working age (second highest of Walsall's wards) and higher than the Borough average of 64.1%.

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
<b>Blakenall</b>	<b>1,995</b>	<b>29.77</b>	<b>70.23</b>
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
<b>WALSALL</b>	<b>27,787</b>	<b>35.87</b>	<b>64.13</b>



# Council Tax Reduction (CTR) household claimants – pensionable age



29.8% of households in Blakenall ward claim CTR by pensionable age, (second lowest out of Walsall's wards) and is significantly lower 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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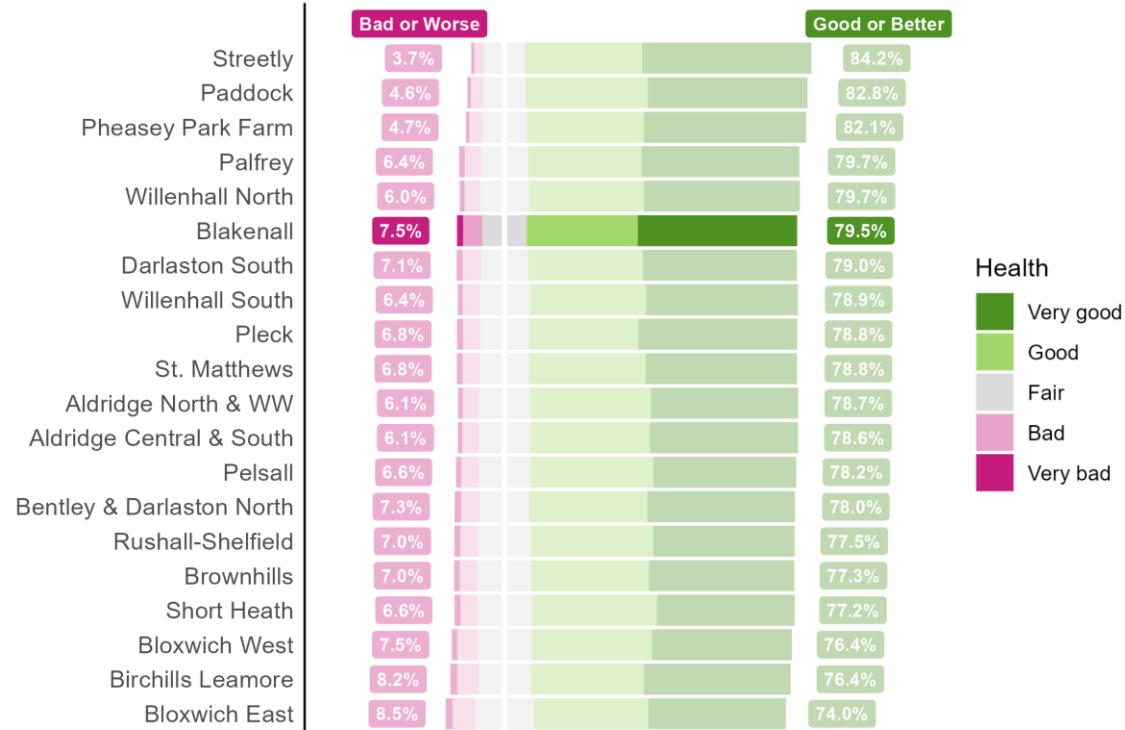
# Health & Social Care

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



## What is the General Health of Streetly?

Census 2021, % of resident population



- 79.5% of Blakenall residents rated their health as good or better, which is favourable when contrasted to the Walsall borough, albeit below the England average of 82.1%.
- At 7.5%, approximately 1 in 13 residents rated their general level of health as bad or worse.

## Disability

Census 2021, resident population



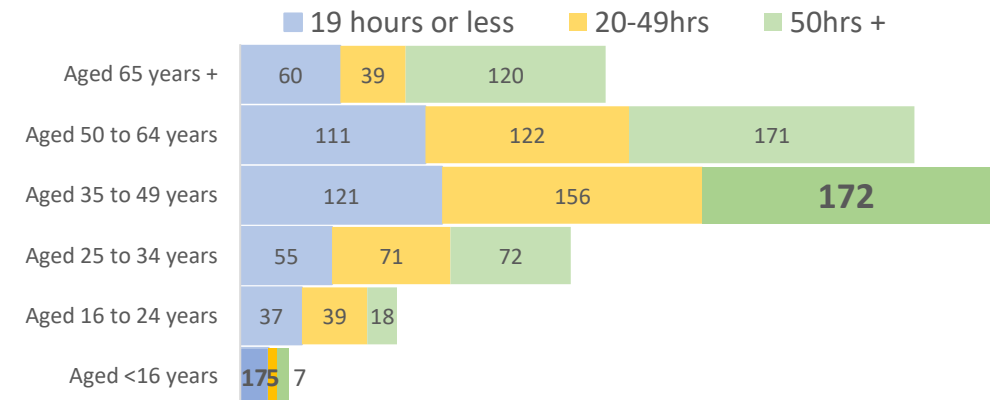
**18.7%** Reported as Disabled

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

- This is lower than Walsall figure (19.1%) and ranks 7th lowest out of Walsall's 20 wards.
- Only 4.1% have a long term physical or mental Health condition but daily activities are not limited. This ranks 3<sup>rd</sup> lowest in Walsall

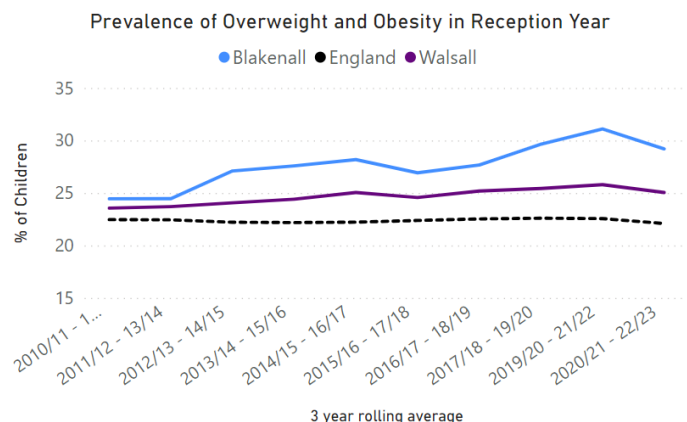
## Unpaid Care

Census 2021, resident population (aged 5yrs +)

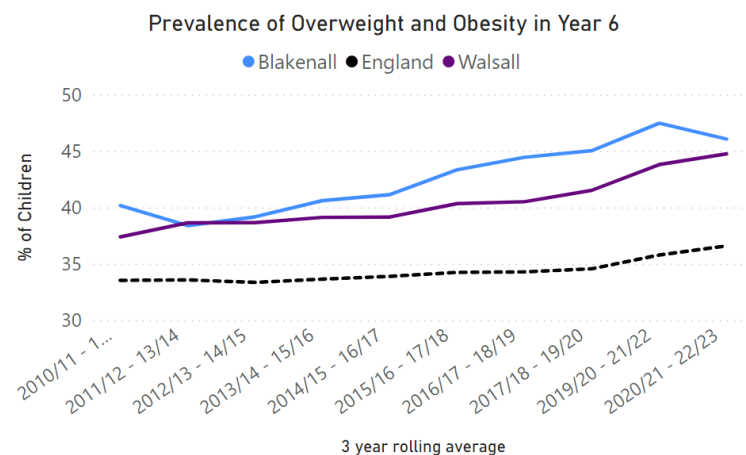


- 8th Highest** number of Unpaid carers in Walsall, 1,393 compared to Pheasey with fewest ( 1,044) & Aldridge Central & South with most (1,471).
- 9.3%** of residents provide weekly unpaid care, approximately 1 in 11.
- Blakenall has the **2nd Highest number of young carers** in the borough.

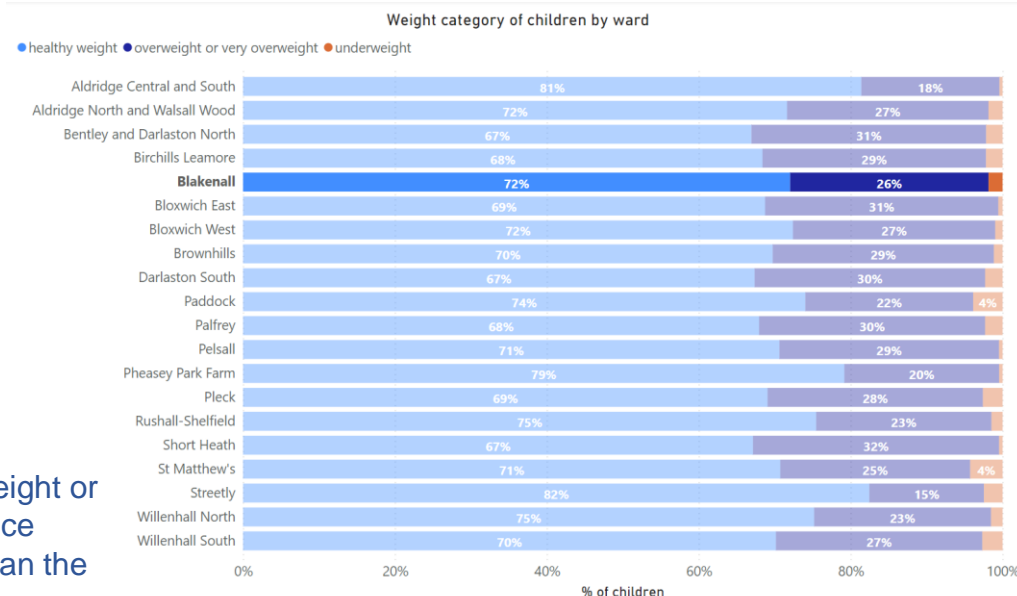
# Child Healthy Weight



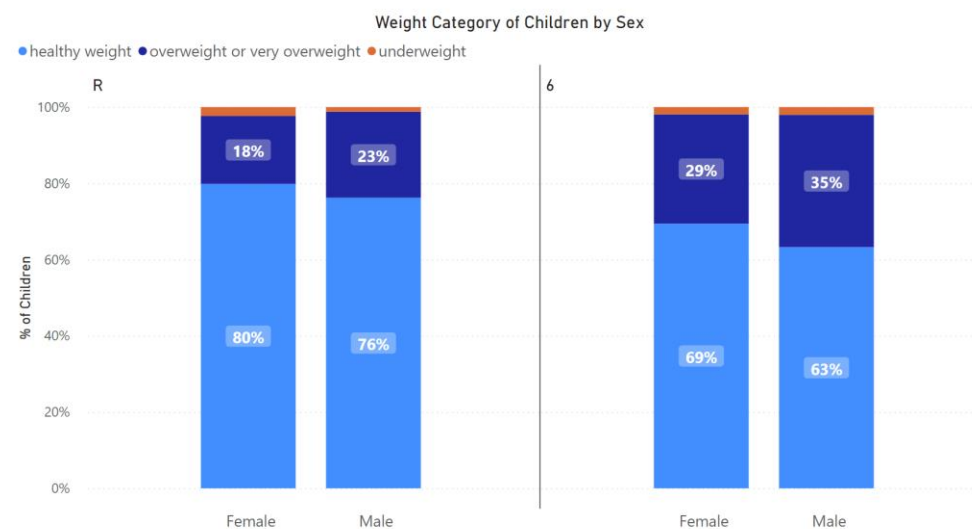
The prevalence of Reception-aged children who are overweight or obese in Blakenall has shown a slight decrease in trend since 2020. However, the prevalence is still significantly higher than the Walsall average and the national rate.



The prevalence of Year 6 children who are overweight or obese in Blakenall has also decreased slightly since 2020, but is still higher than both the Walsall average and the national rate.



In Blakenall, just over  
**7 in 10**  
children are a *healthy weight*.



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

Similarly, in Year 6, the proportion of children that are overweight or obese is higher in boys.



# Adult Social Care



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

650

New requests for support,  
received from

408 individuals



24 people aged 18-24, 124 aged 25-64 and 260 aged 65+

217

People received an assessment



11 people aged 18-24, 69 aged 25-64 and 137 aged 65+

96 assessments resulted in a long term service

17

Carers were assessed and  
supported during the year



0 people aged 18-24, 9 aged 25-64 and 8 aged 65+

246

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



10 people aged 18-24, 38 aged 25-64 and 198 aged 65+

240

Safeguarding concerns were  
received, relating to

163 individuals



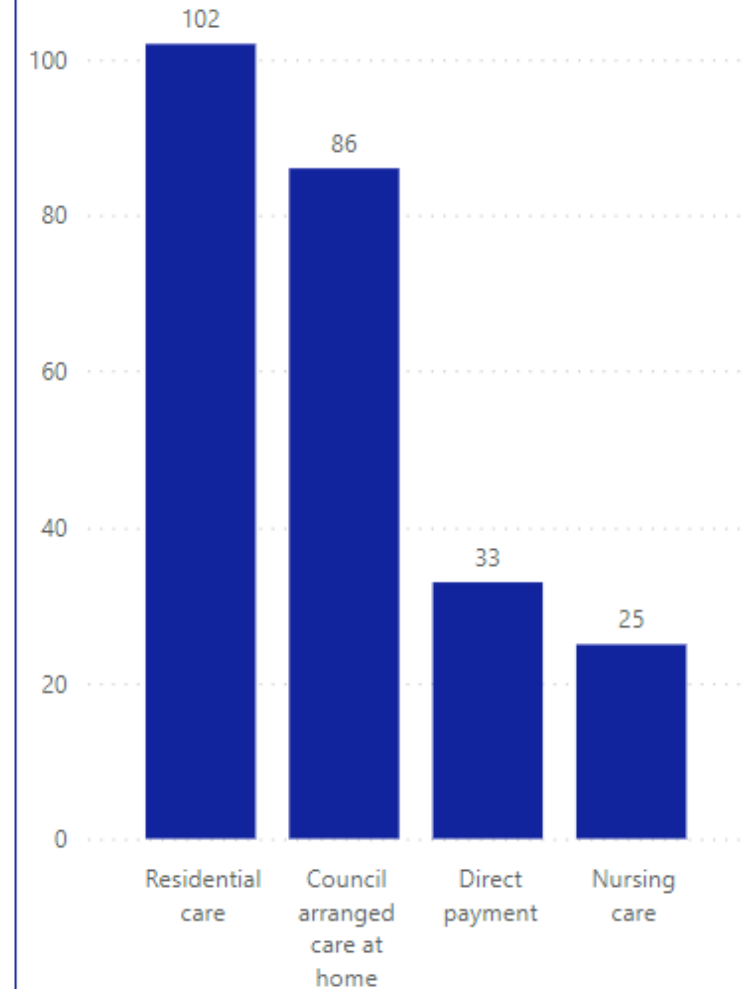
9 people aged 18-24, 42 aged 25-64 and 112 aged 65+

17.08%

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



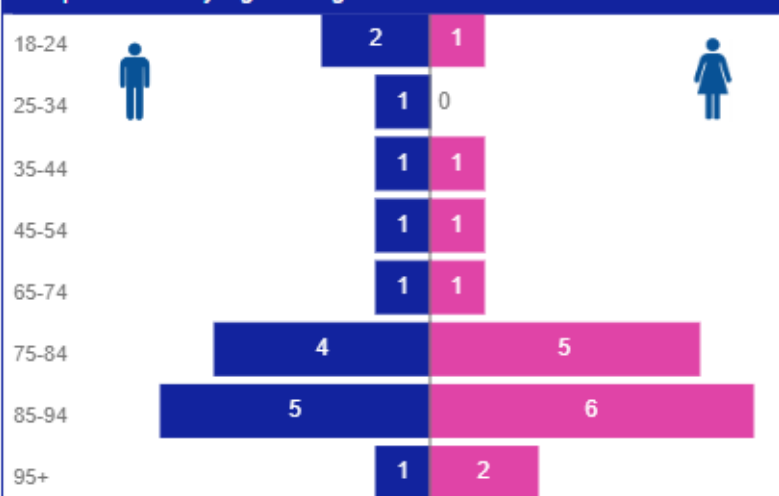
## Responses from Ward residents

**115** People surveyed  
**33** Responses  
**28.70%** Response rate

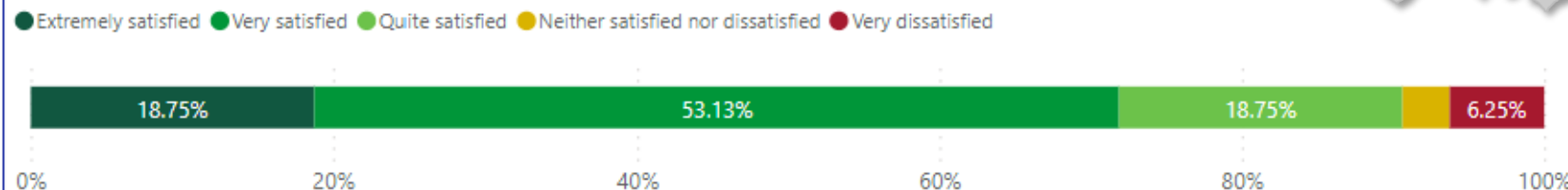
## Responses were received from

**15** People residing in their own home  
**1** People residing in nursing care  
**17** People residing in residential care

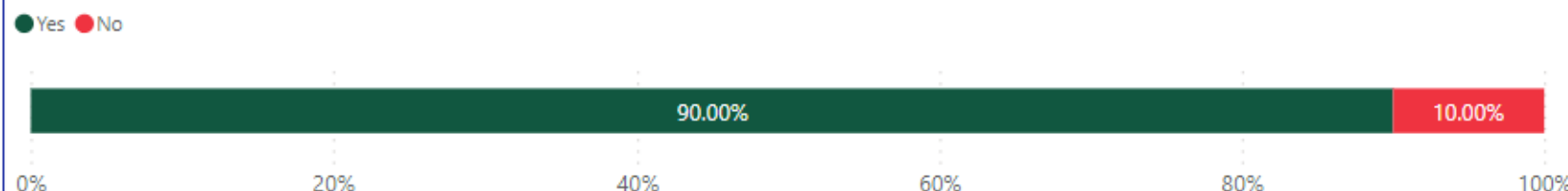
## Respondents by age and gender



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



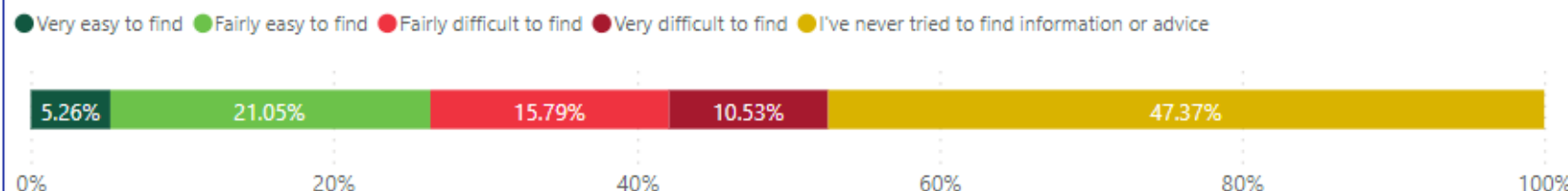
## Do care and support services help you to have a better quality of life?



## 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?

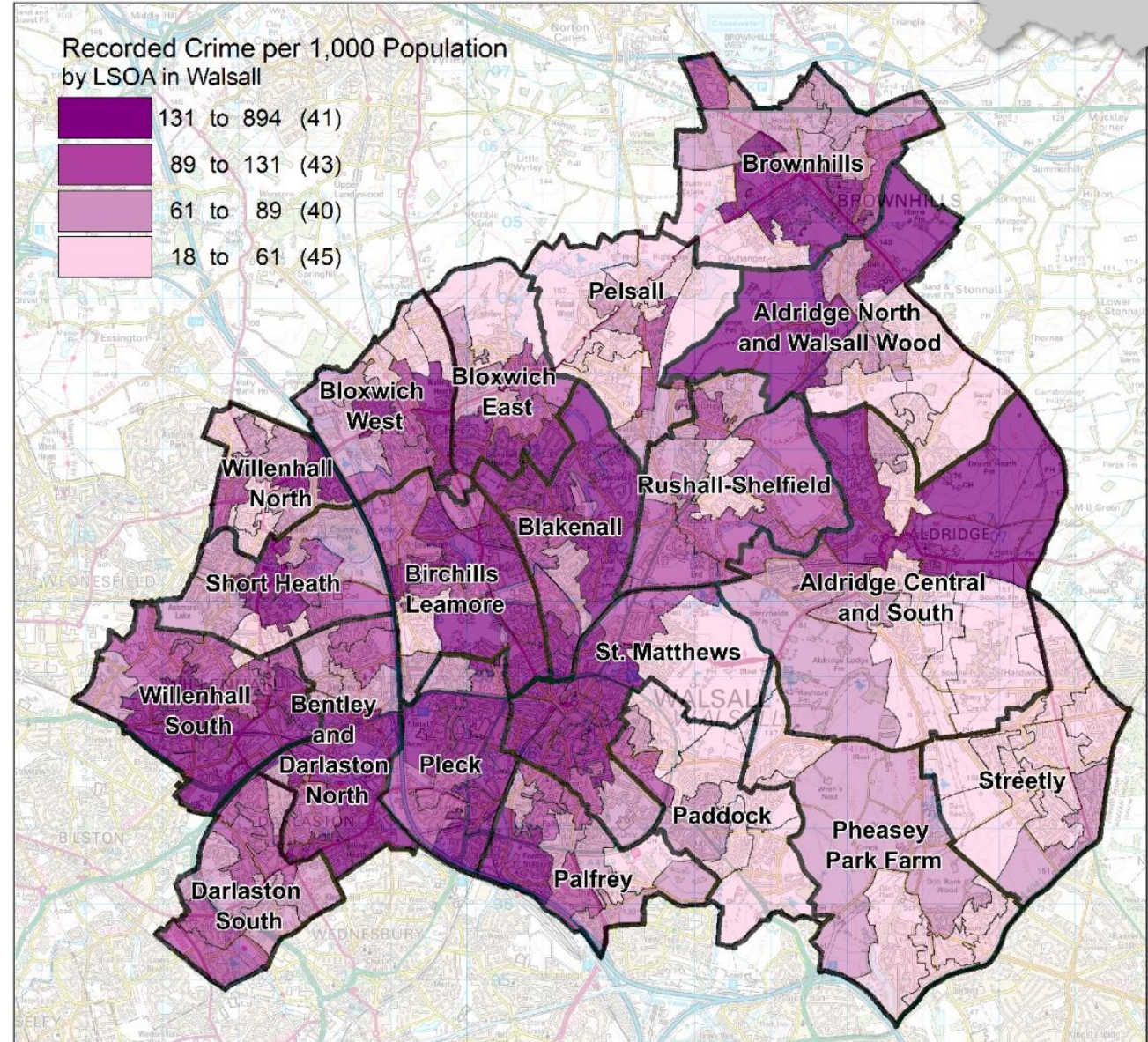


# Recorded Crime



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
<b>Blakenall</b>	<b>2375</b>	<b>16003</b>	<b>148.41</b>
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
<b>Walsall Borough</b>	<b>33646</b>	<b>284157</b>	<b>118.41</b>

Blakenall ward ranks 5th highest for recorded crime, with a rate of 148.4. This is considerably higher than the borough average, but with variations at a LSOA level.



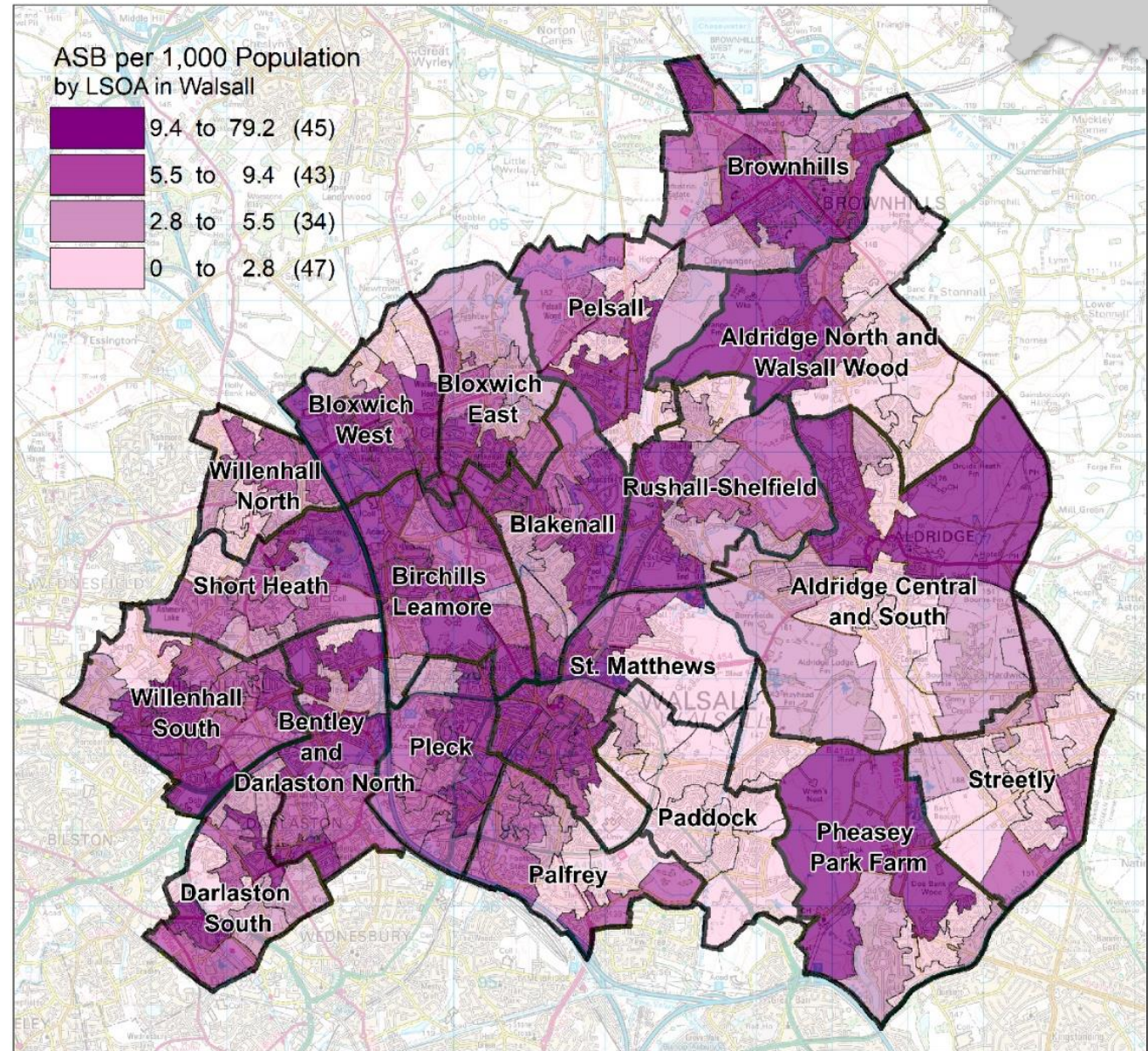


# Anti-social Behaviour



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
<b>Blakenall</b>	<b>195</b>	<b>16003</b>	<b>12.19</b>
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
<b>Walsall Borough</b>	<b>2337</b>	<b>284157</b>	<b>8.22</b>

Blakenall ward ranks, 4th highest for recorded anti-social behaviour, with a rate of 12.2. This is 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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