

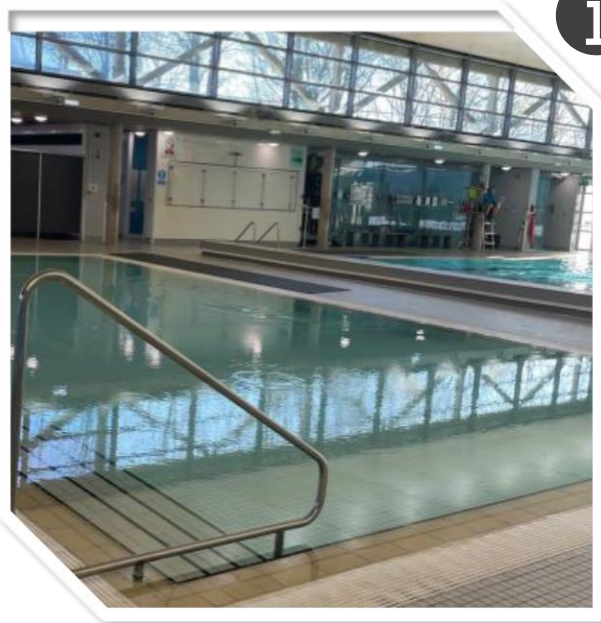
Darlaston South

Ward Profile

Produced by
Walsall Business Insights
March 2024



Welcome to Darlaston South



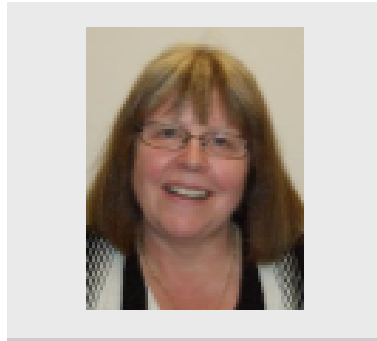
i Did you know?

- **History** - Darlaston was subject to a number of bombing raids in World War II. A Luftwaffe bombing on 5 June 1941 wrecked several council houses in Lowe Avenue, Rough Hay, and killed 11 people. The bomb had been aimed at Rubery Owen's factory but missed by some distance. The houses were later rebuilt. In 1999, a council house on the New Moxley housing estate collapsed down a disused mineshaft, its occupant, an elderly man had complained of creaking and groaning in the house to neighbours who alerted the authorities. They in turn instructed him to leave and few hours later it collapsed down the mine.
- **Resident Artists** – Thomas F. Worrall a watercolourist and his brother William Worrall a pottery and fabric designer, lived in the industrialised Woods Bank area of Darlaston where their father was a blacksmith in the 1870's.
- **Parks and Nature** – Moorcroft Wood is a local Nature reserve, in July 2020 it was announced that it was granted UNESCO Global Geopark status due to its mining history and large slag deposits from the Moorcroft Iron works. The habitat of wildlife include bats and water scorpions.



- Covers 3.59 sq km (358.9 ha)
- Darlaston South makes up 3.5% of the total area of Walsall Borough
- Darlaston South has the **largest ward population** with a density of 4,809 people per square kilometer
(This is **higher** than borough average of 3,159)

Councillors



Councillor

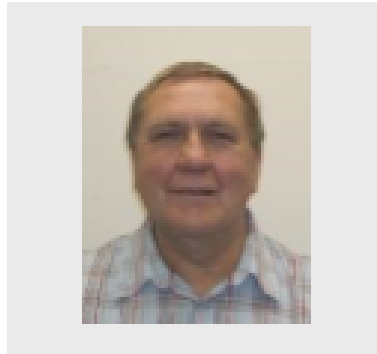
Elected

Party

Chris Bott

03 May 2012

 Labour



Paul Bott

06 May 1999

 Labour



Matt Ward

08 May 2023

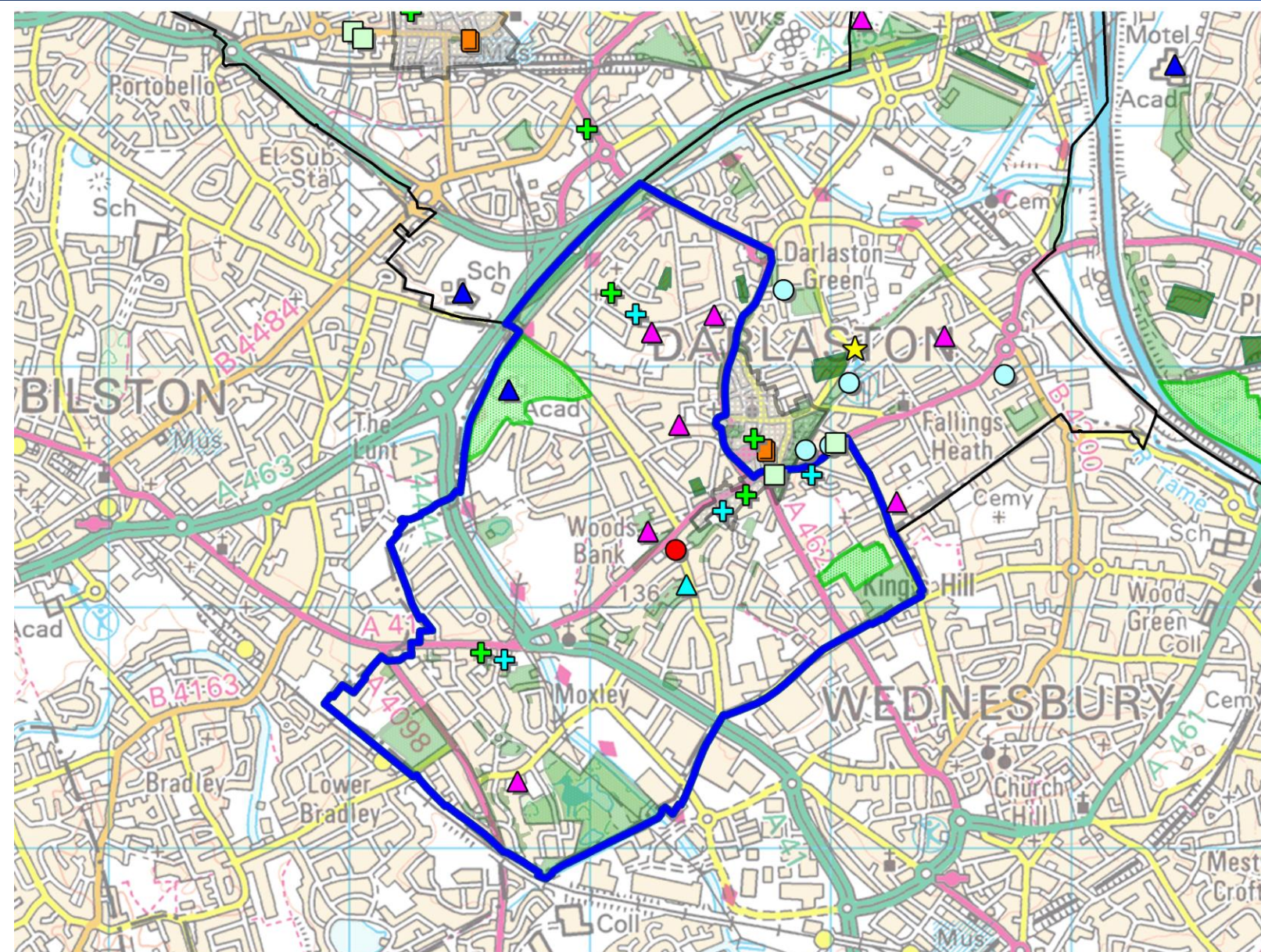
 Labour



Place

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

Assets

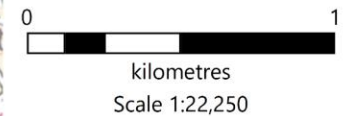


- Nursery School
- Primary Schools
- Secondary School
- Library
- Leisure Centre
- Railway Station
- Pharmacy
- GP
- Dentist (NHS)
- Care Home
- Nursing Home
- Current Ward
- District Centre
- Park
- Allotments
- Open Space

Darlaston South Assets Map

Walsall Council

Illustrates Darlaston South's geography and highlights key local assets.



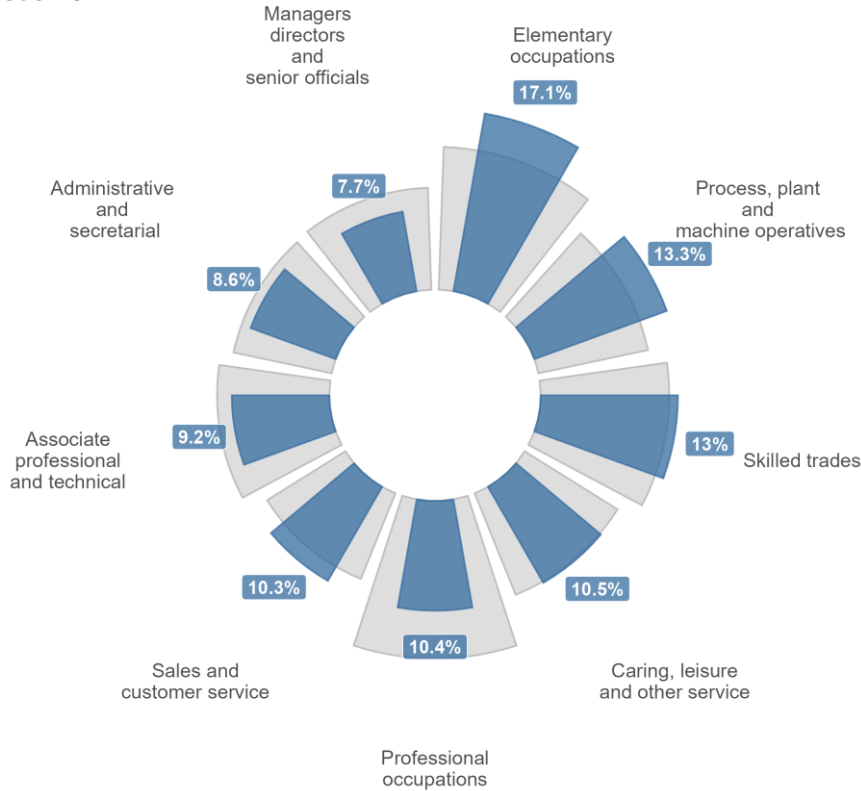
Economy and Workforce



Occupations

Census 2021

Darlaston South Walsall



- Darlaston South's occupational profile differs from Walsall's with a greater proportion of the workforce employed in elementary (manual) occupations (17.1%, Walsall 13.5%), factory/plant operatives (13.3%, Walsall 10.6%), and fewer professional occupations (10.4%, Walsall 14.9%).
- This indicates the labour force of Darlaston South is distributed relatively more towards manual labour than potentially office-based, professional occupations, compared to Walsall.

Economic Status

Census 2021

Inactive Active

Ward	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%

59.1%

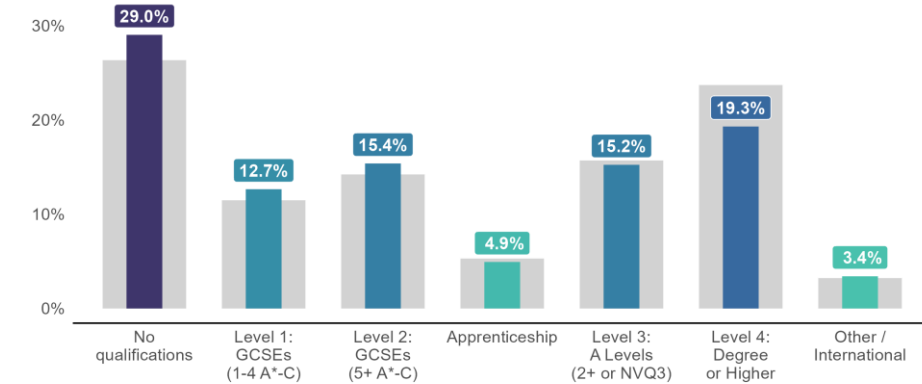
Are Economically Active

7th highest of Walsall's 20 Wards.

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

Qualifications

Census 2021

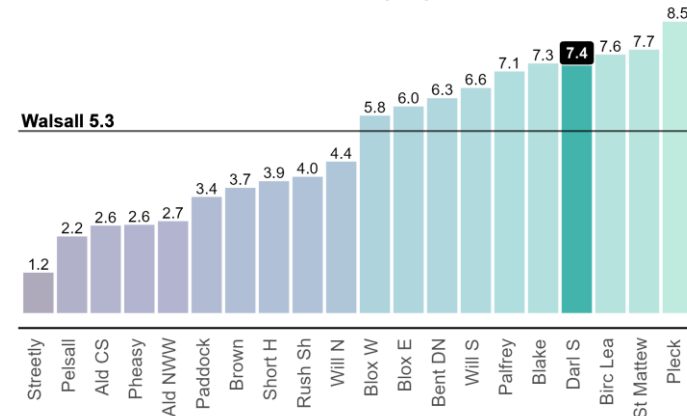


Grey bars = Walsall

- Darlaston South has a similar qualification profile to the borough's, albeit with fewer degrees (19.3% - approx. 1 in 5 people, Walsall 23.7%), and a greater share adults without formal qualifications (29%, Walsall 26.3%).

Claimant Count

JSA Claimants per 100 working age pop, ONS Oct 2023



Walsall 5.3

- Darlaston South's Claimant Count (Jobseekers Allowance) is relatively high at 7.4 per 100 working age adults.
- This is above Walsall's Claimant rate (5.3), and the 4th highest rate of the 20 wards.

Source: Census 2021

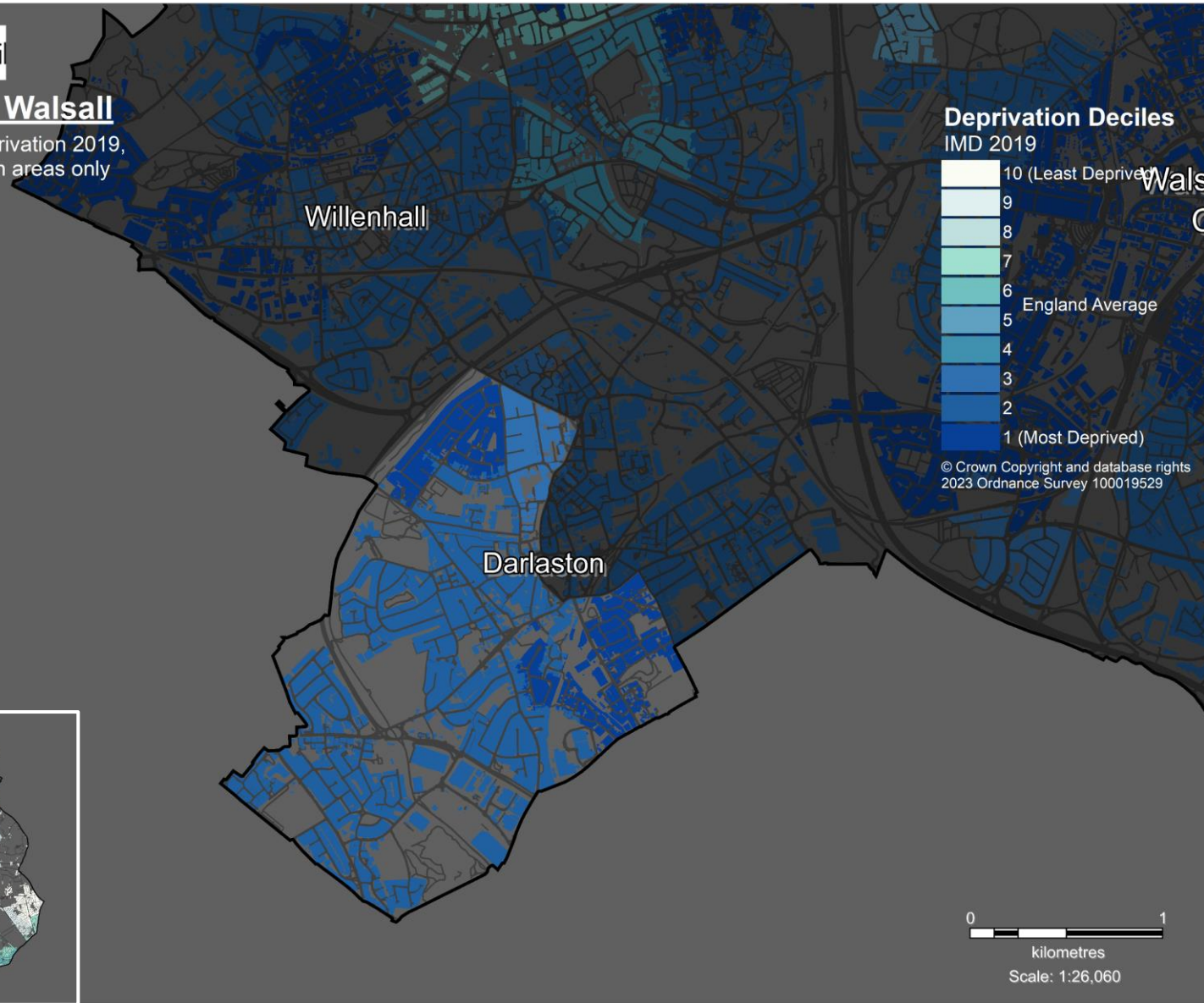
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Deprivation



Deprivation in Walsall

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



Darlaston South is a highly deprived ward, with majority of its population residing in areas which fall within the 20% most deprived areas in England (decile 1-2).

It faces particular deprivation challenges with:

- **Adult Skills** (decile 1)
- **Children and Older People** (decile 1)
- **Income** (decile 1)
- **Education, Skills and Training** (decile 1)
- **Employment** (decile 3)

It ranks positively for **proximity to services**, falling within the 7th decile of England areas.



9 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



6,600 Households ↑

Increased since 2011, Ward makes up **5.9%** of all Walsall Households



905 (13.7%) Households are Lone Parents of Dependent children



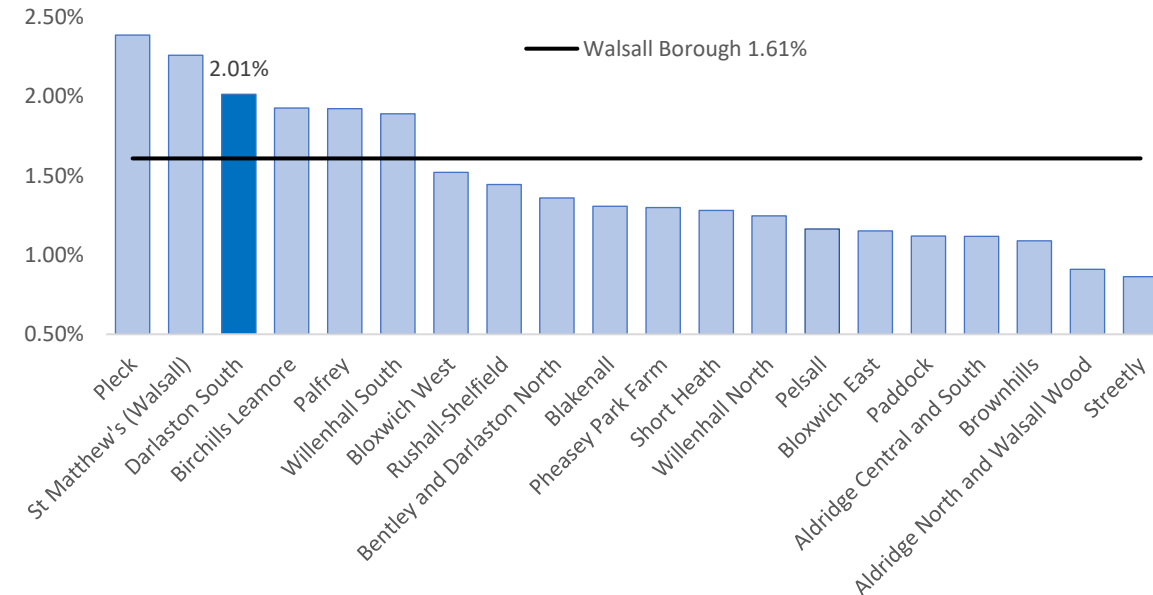
25.7% School Children & Full-time Students (aged 5yrs & over) Approximately 1:4



36.8% Households are Socially Rented (Walsall Borough : 23.7%)
44% Low number of Homeowners

- Darlaston South's household population of full-time students and school children, aged over 5yrs, is 25.7% - above the Walsall figure of 22.1% and ranks 5th highest in Walsall.
- Single-family households, consisting of a lone parent with dependent children, make up 13.7% of Darlaston South households, ranking second highest in Walsall below Blakenall. The **number of lone parent households is highest** in the Borough (905), compared to Willenhall South (703) which has a similar population but has more households overall.
- Darlaston South ranks 4th fewest number of homeowners - 44% are owned. Of those, less than half (47%) are owned outright, without a mortgage or shared ownership. 18% of households rent privately or live rent free. **37%** of households in Darlaston South are socially rented, with similar numbers to St. Matthew's ward. This is higher than Walsall overall (23.7%) and ranks third highest in the borough.
- Darlaston South has very similar number of households (133) living without central heating, as Pleck (132). This equates to 2.01% of Darlaston South's total households. This is better compared with 2.39% of households in Pleck ward, but worse than the Walsall Borough figure at 1.61% of households living with **no** central heating. Darlaston has twice as many homes without central heating than Aldridge Central & South (67).

% Households in Ward with no Central heating



Development & Regeneration



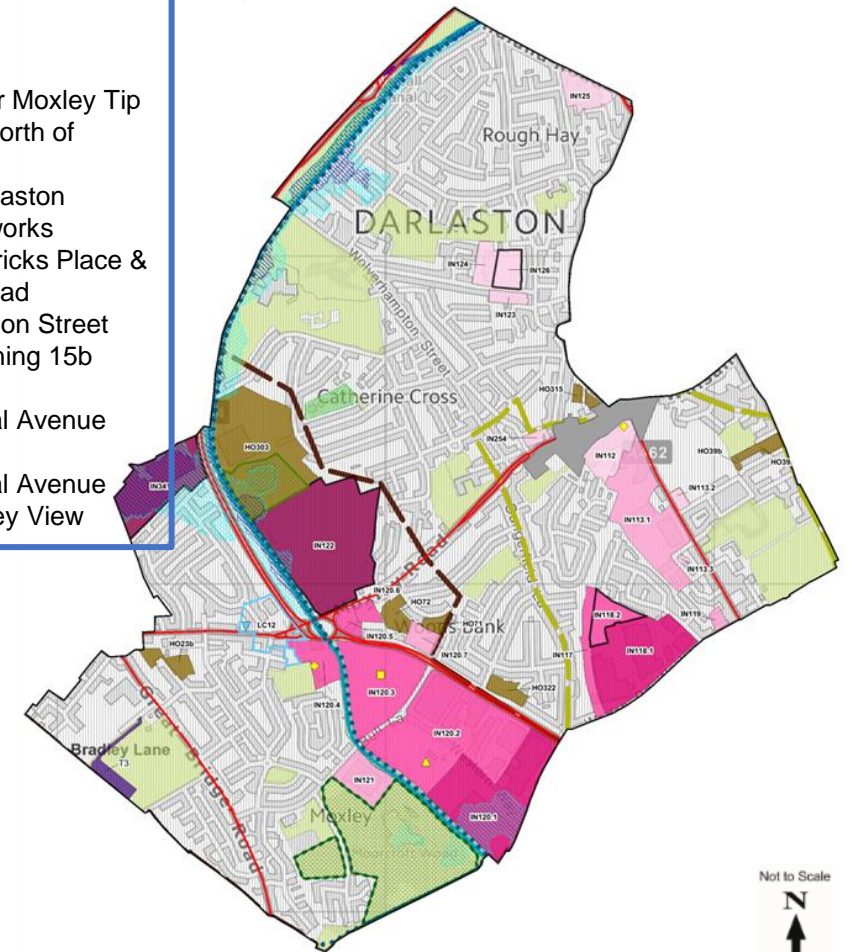
- **Darlaston District Centre** with anchor retailer- Asda and multiple independents.
- **Moxley Local Centre** – Moxley People Centre and anchor retailer- Aldi.
- **Strategic residential developments**, including Oak Hill Mews, Hemlock Way, Wards Keep, Curtin Drive and John Wooton House.
- **High Quality Employment Areas** including Bullseye Industrial Park and supporting **Strategic Companies** including Toolbank, DFS distribution and Alucast.
- Access to M6 Jct 10 and strategic network via the **Black Country New Road & Black Country Route**.
- **Bradley Lane metro station** (the only metro station in Walsall) and park & ride facility.
- **Open space assets** at George Rose Park, Kings Hills Park, Great Bridge Road playing fields, and Moorcroft Wood Local Nature Reserve.
- Improved **canal corridor** and towpaths

- £20m funding award for the **Darlaston Long Term Plan for Towns** to be delivered over 10 years as part of the governments Levelling Up programme. Community driven priorities focused on safety & security; high streets, heritage & regeneration; and transport & connectivity.
- **Residential site opportunities** at Joynson Street and Rowley View.
- Strategic employment development opportunity at **Iron Park** that has the potential deliver circa 470,000sqft floorspace (subject to grant funding requirements).
- 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:

- IN122 – Former Moxley Tip
- IN341 – Land north of Hughes Road
- IN126- Adj Darlaston Welded Pressworks
- HO23b – Kendricks Place & Castle View Road
- HO39a – Joynson Street
- HO39b – Adjoining 15b Joynson Street
- HO71 – Festival Avenue (end of street)
- HO72 – Festival Avenue
- HO322 – Rowley View



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



17,300
Population

26% Aged 0-15
Approximately 1 in 4 people (4,600)

51% Female
49% Male

61% Aged 16-64
Approximately 3 in 5 people (10,600)

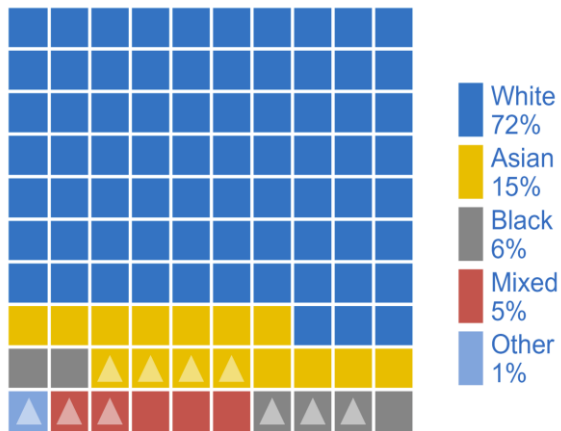
12% Aged 65+
Approximately 1 in 8 people (2,000)

33 Years
Median Age (Walsall 39)

+ 20.3% Population since 2011
+ 2,918 people - Walsall increased by 5.5%

Ethnicity

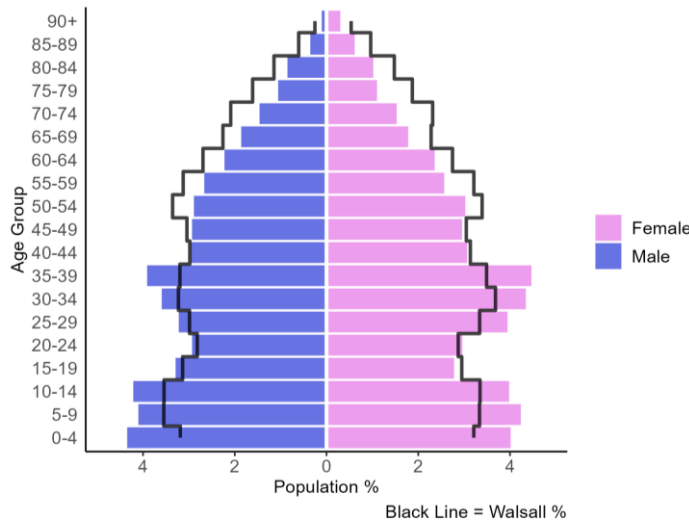
Census 2021, resident population



□ = 1% population ▲ = increase since 2011

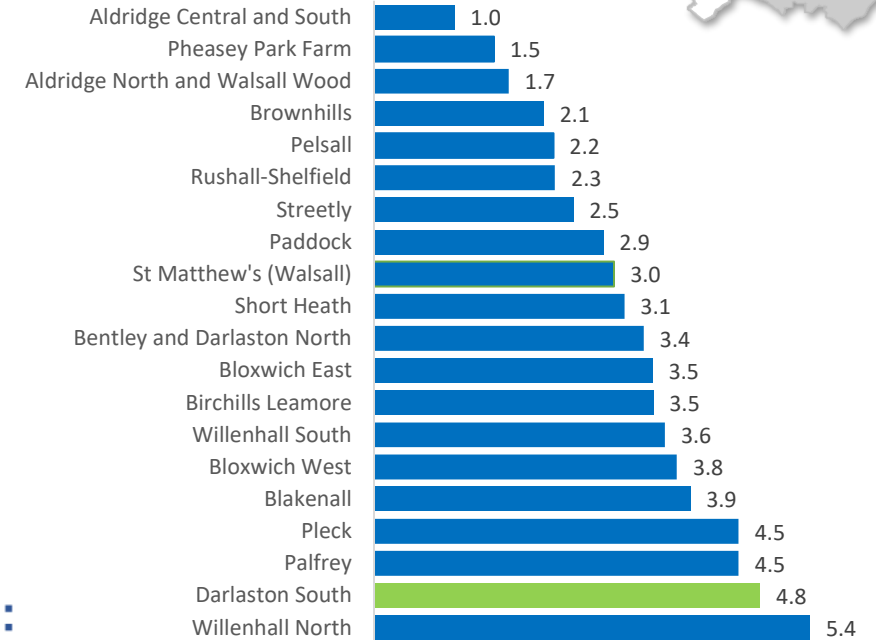
Population Pyramid

Census 2021, population age and sex



Population Density

Census 2021,
population per km²



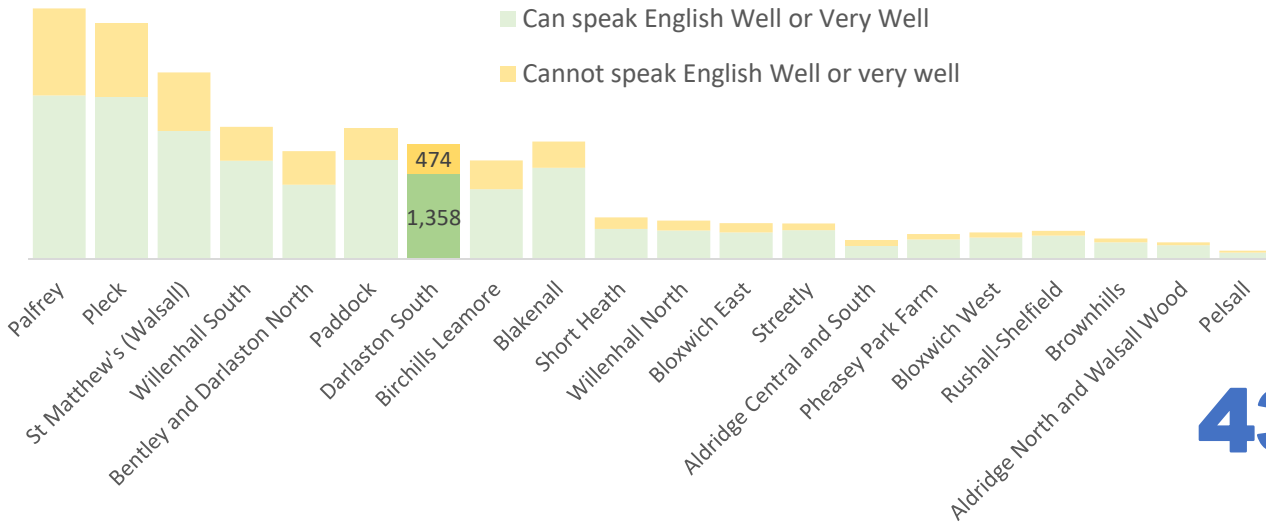
Key Points:

- Darlaston South has the 2nd youngest population in Walsall, with around 1 in 4 people under 16yrs old, and 60% of the ward is aged under 40yrs old. Darlaston South has a median age of 33 years old, the same as Palfrey. This is 15yrs below Aldridge Central & South, Walsall's oldest ward, which has a median age of 48years.
- The population change in Darlaston South has seen the biggest growth in Walsall, with a 20.3% increase since 2011. It has the largest population and density is now second highest in borough at 4,809 people per sq.km. In Context, Walsall's density is 2,733, per sq. km and in contrast to Aldridge Central & South (1,000 per Sq. km).
- Ethnically, the White British group has decreased since 2011 by 10%, (72%), with growing populations of Asian (15%), Black (6%), Mixed (5%) and Other (1%). These populations have all increased since 2011, with the numbers of Other group tripling.

Language and Religion

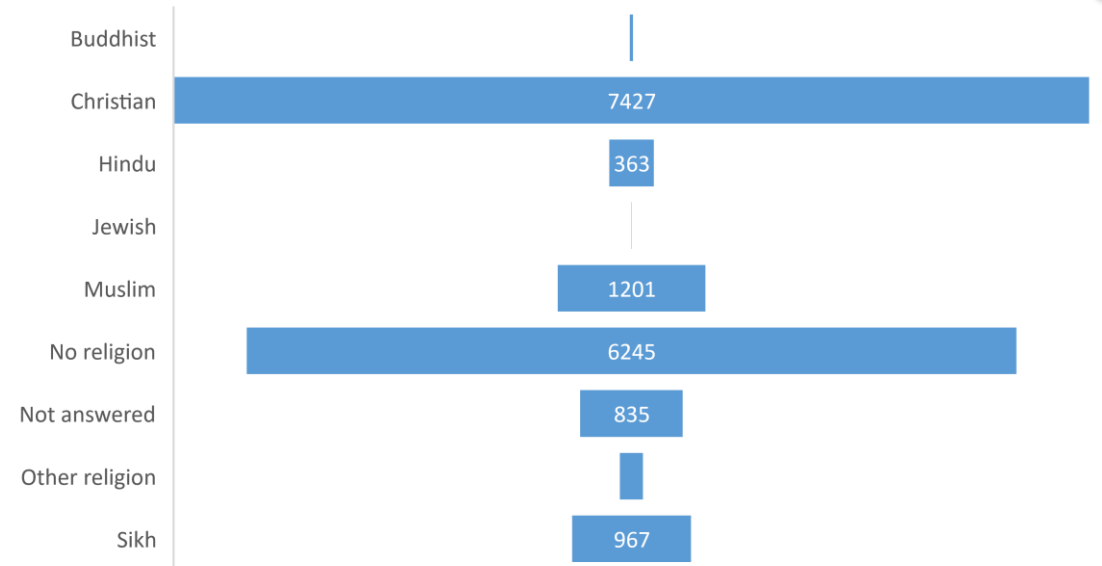


87% of Households where All Adults use English as the main language



- 91.4% of households in Darlaston South 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, 26% of these residents either cannot speak English or cannot speak English well.
- Darlaston South has 418 Households where nobody speaks English as the main language. This is 6.3% of the ward, and over three times as many as the 109 households in Willenhall North, which equates to only 2.2% of the ward.

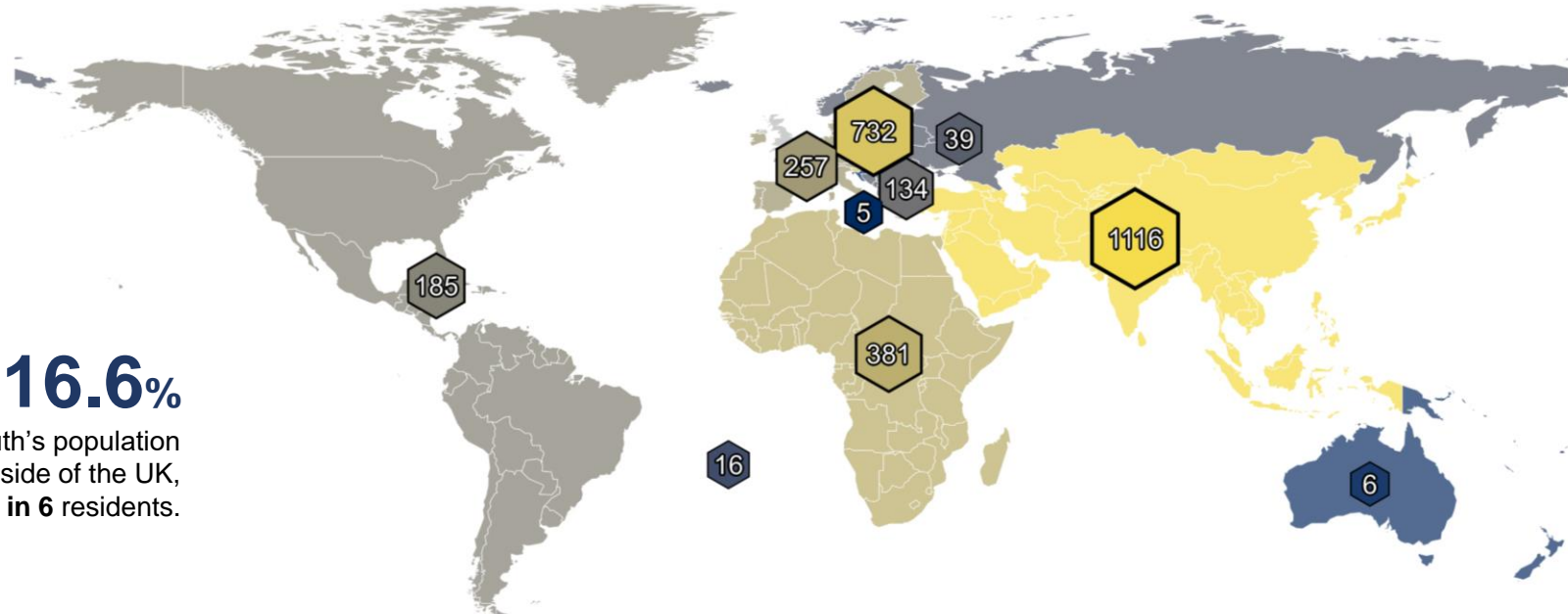
Population by Religion



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

- Darlaston South ward has 43.0% of residents following a Christian religion. This is lower than the Walsall percentage of 45%. It has highest number and proportion of residents with 'Other' Religion in the borough. It also has a slightly higher proportion of Hindu residents (2.1%) when compared to Walsall's 1.8% of Hindus.
- 36.2% of Darlaston South residents reported in 2021 Census as having No Religion, on par with Rushall-Shelfield, and ranking 4th least religious ward. This is high when compared to Palfrey ward, with just 11.1% of ward not following any religion.

Non-UK Country of Birth



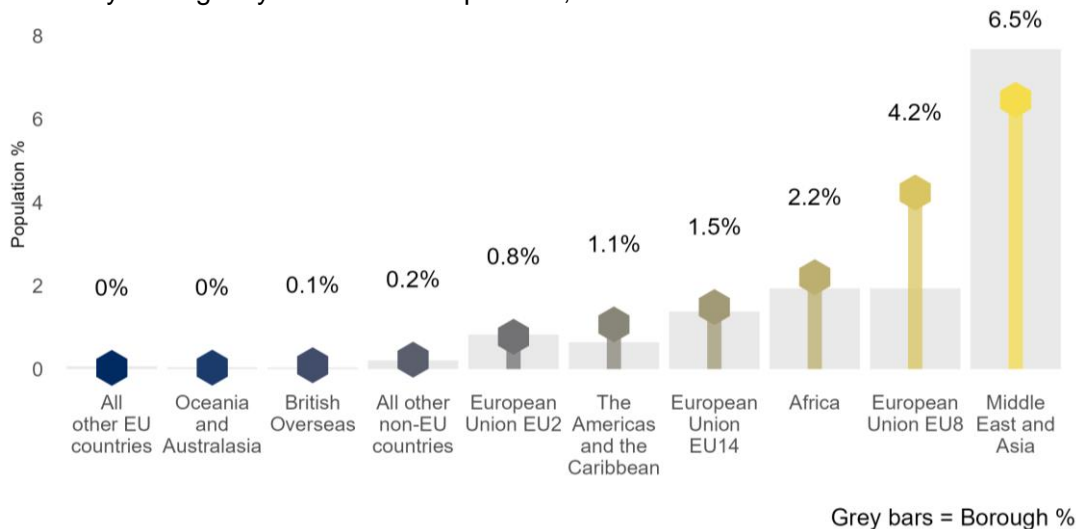
Global Map of Non-UK Born Residents by Area of Birth

- category
- Middle East and Asia
 - European Union EU8
 - Africa
 - European Union EU14
 - The Americas and the Caribbean
 - European Union EU2
 - All other non-EU countries
 - British Overseas
 - Oceania and Australasia
 - All other EU countries

16.6%

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

Darlaston South versus Borough Comparison
Country of Origin by % Resident Population, Census 2021



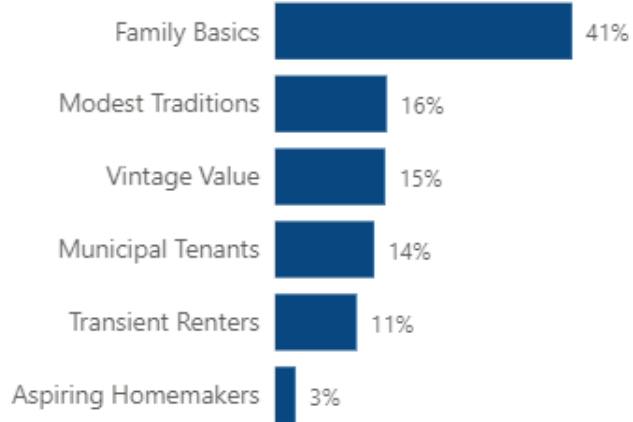
Key Points:

- With 83.4% of residents being UK born, Darlaston South has the 13th largest proportion of UK born residents of the 20 Walsall wards.
- 16.6% of Darlaston South's population originates from non-UK nations, which is slightly above the wider borough's 14.7%.
- The largest non-UK born areas are the Middle East and Asia, at around 1,116 residents or approximately 6.5% (Borough 8%).
- There are proportionately more residents whom were born in EU8 countries (2004 EU enlargement nations such as Poland, Hungary, Lithuania, Slovenia and Slovakia), at 4.2% of the population: more than double the borough's 1.9%, indicating an emergent communities.
- African born residents are the third largest non-UK area of birth, at 2.2% of the population.

Social Segmentation

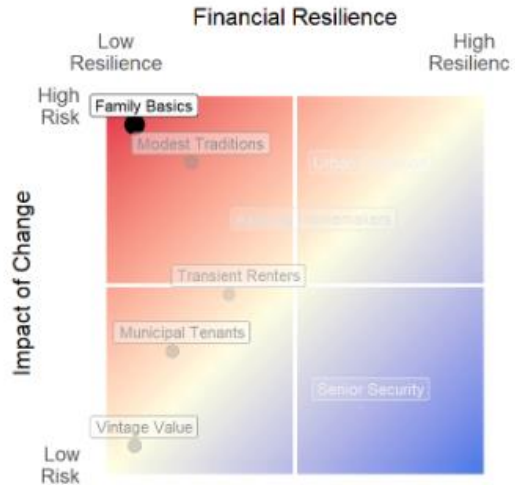


Social Segment Composition of Walsall Wards (% Households)



Key Points:

- Social Segmentation is a means of categorising residential populations by shared socio-economic traits and similar behaviours.
- Darlaston South features a range of segments but is less diverse than other wards, with the largest segment being **Family Basics**, followed by smaller proportion of **Modest Traditions** and **Vintage Value**. These are defined on the right of this page.
- **Family Basics** accounts for 41% 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.

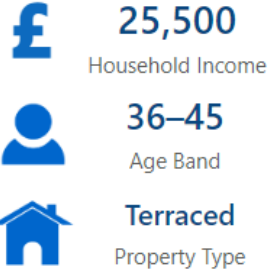


Family Basics



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

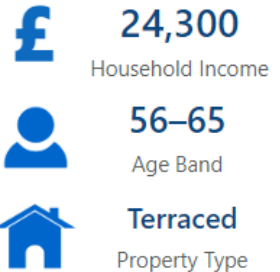


Modest Traditions



Mature homeowners of value homes enjoying stable lifestyles

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

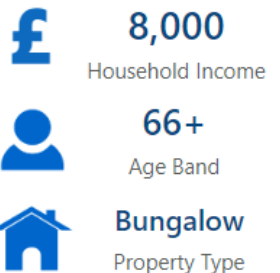


Vintage Value



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

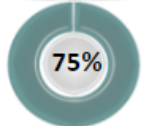


Education

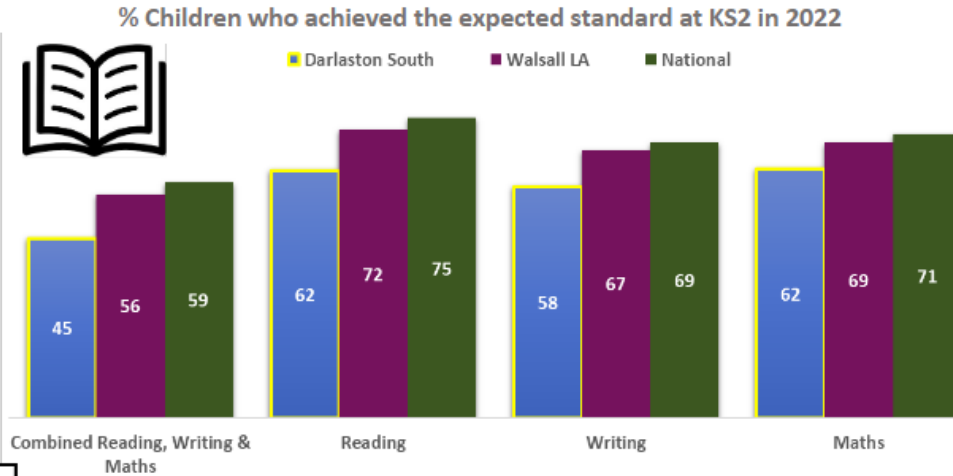


There is 1 Nursery school, 6 Primary schools and 1 Secondary school in the ward:

Nursery	Rowley View Nursery
Primary	Kings Hill Primary
	Moorcroft Wood Primary
	Old Church CE Primary
	Pinfold Street Primary
	St Joseph's Catholic Primary
	Woods Bank Academy
Secondary	Grace Academy - Darlaston



75%
% Good or Outstanding



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.

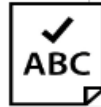
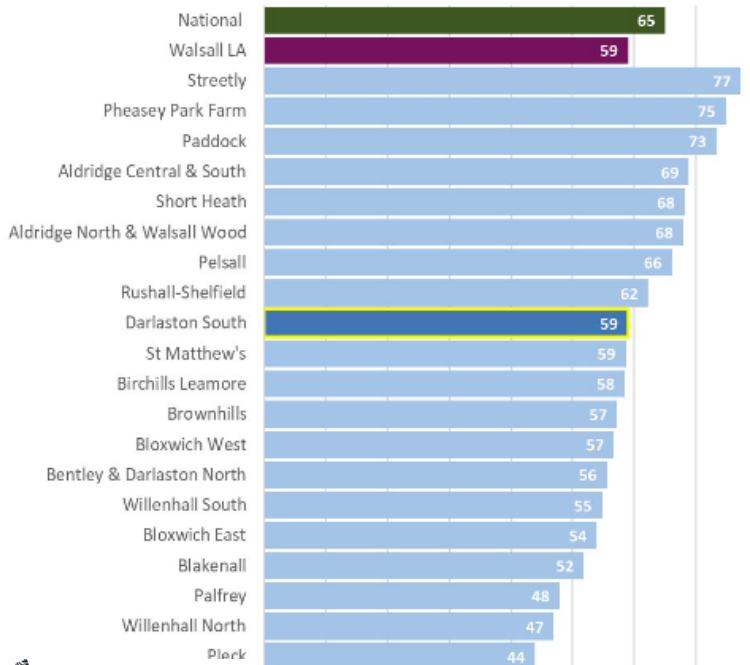
Pupils take national curriculum assessments in year 6 at the end of KS2, when most will reach the age of 11. Pupils take tests commonly referred to as SATs. The percentage of children in the Darlaston South ward who reached the expected standard is lower than the Walsall and National averages across all core subjects.

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%. 59% of students' resident in the Darlaston South ward do achieve a standard pass at GCSE.

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

% Children who reached a good level of development in 2022

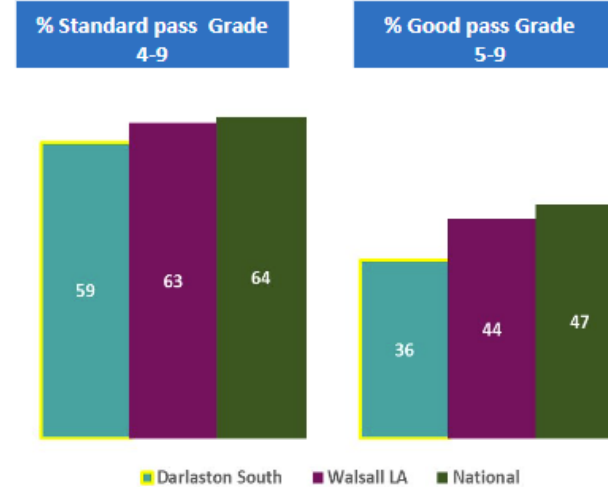


Children are defined as having reached a good level of development at the end of their Reception year if they have achieved at least the expected level in prime and specific areas of learning.

The GLD percentage based on children who reside in the Darlaston South ward matches the Walsall average of 59% but is below the national average. Darlaston South ward is ranked 9th highest achieving ward in Walsall.



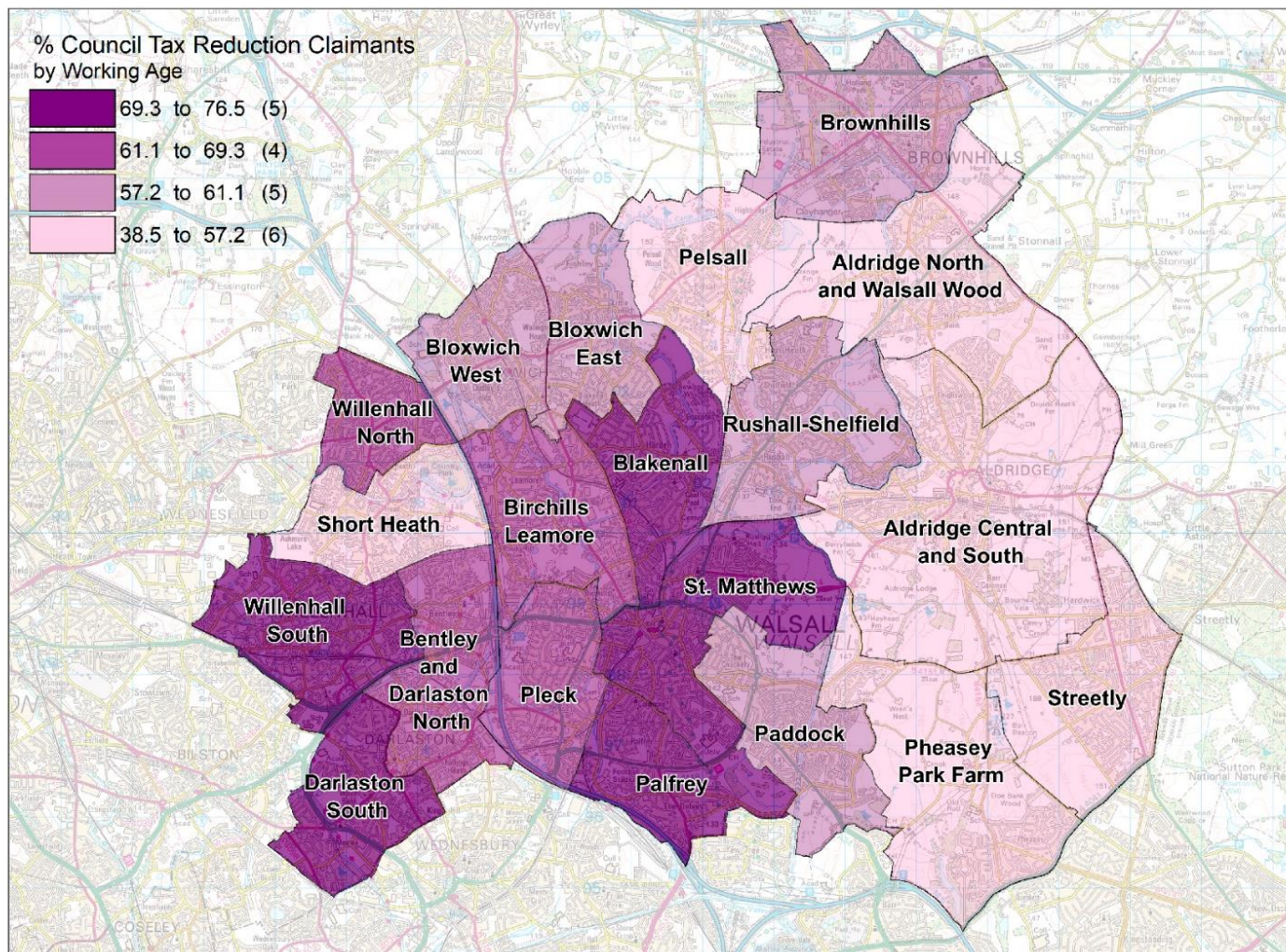
Achieving GCSE English and maths in 2022



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



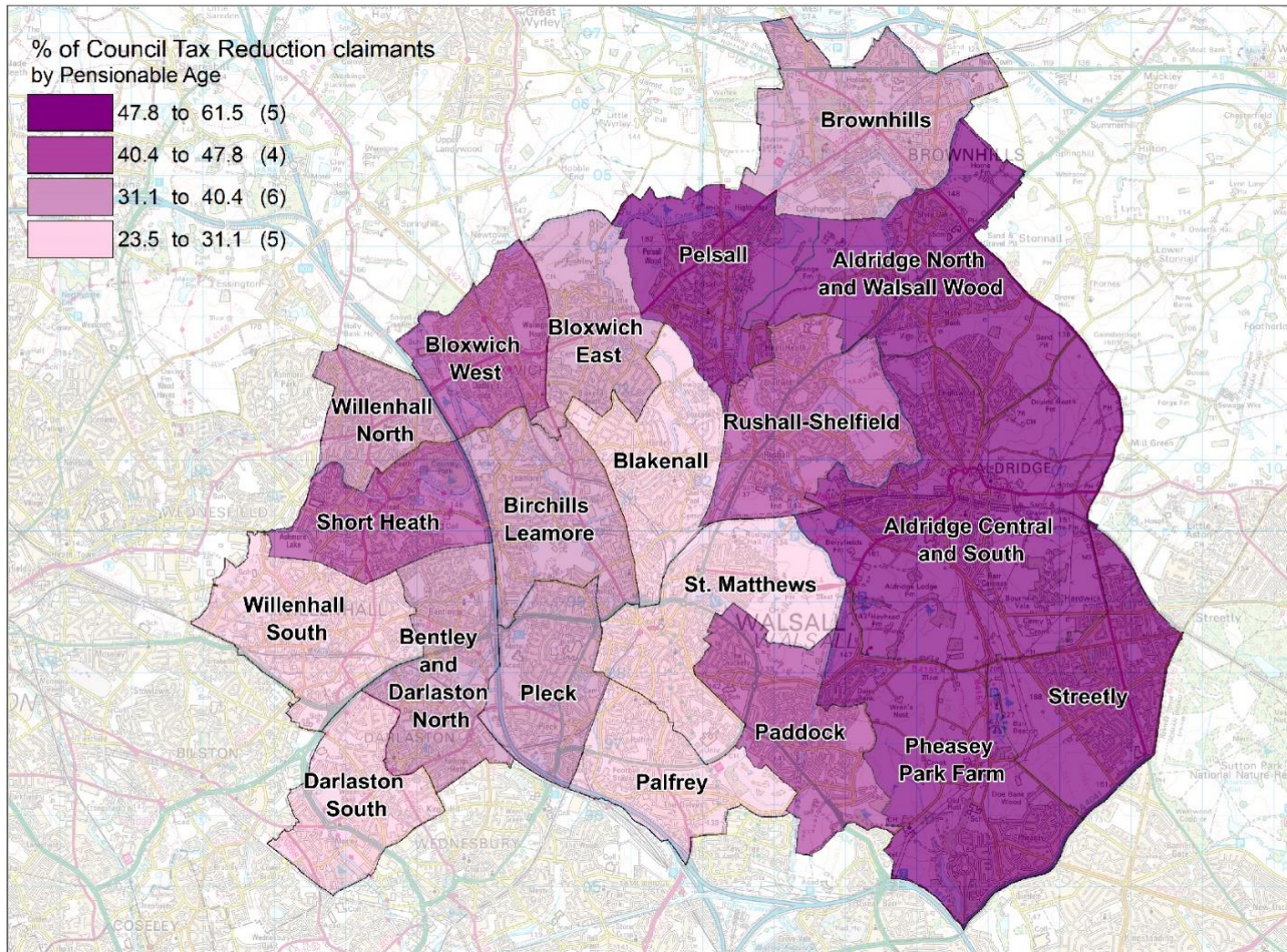
Council Tax Reduction (CTR) household claimants – working age



70.2% of households in Darlaston South ward claim CTR by working age (third 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
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

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WALSALL	27,787	35.87	64.13

29.8% of households in Darlaston South ward claim CTR by pensionable age, (third lowest out of Walsall's wards) and is lower than the Borough average of 35.9%.

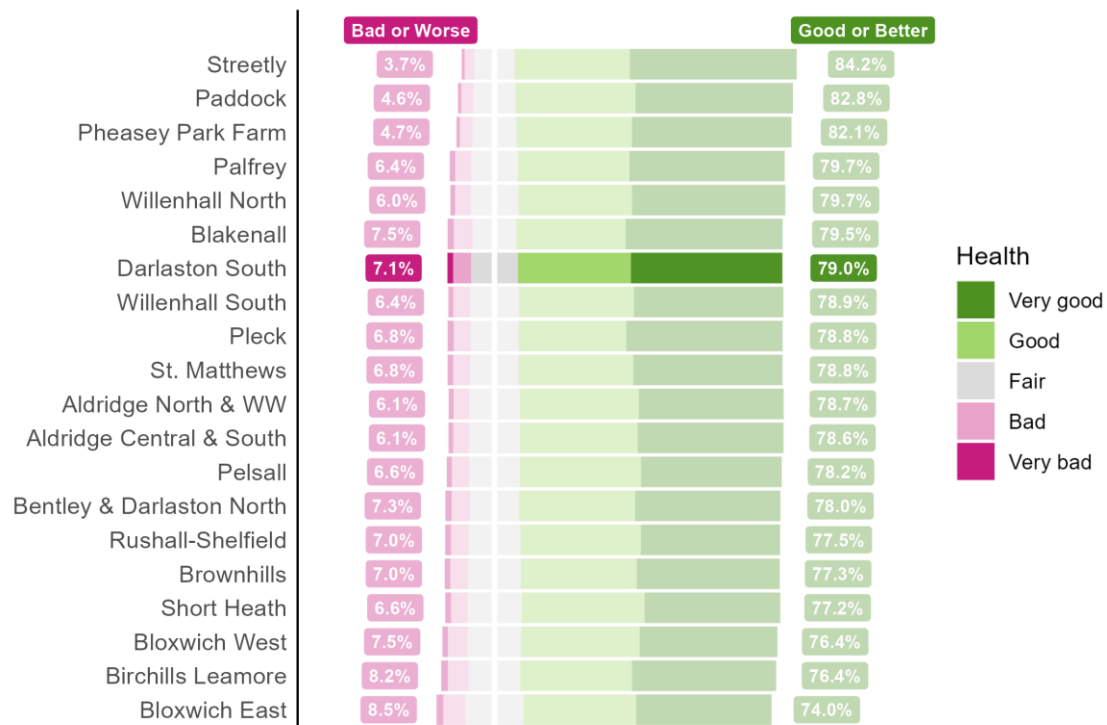
Health & Social Care

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



What is the General Health of Darlaston South?

Census 2021, % of resident population



- Approximately 79% of Darlaston South’s residents reported that their general health good or better. This is lower than the England average of 82.1%.
- At 7.1%, approximately 1 in 14 residents reported living in poor health or worse.

Disability

Census 2021, resident population



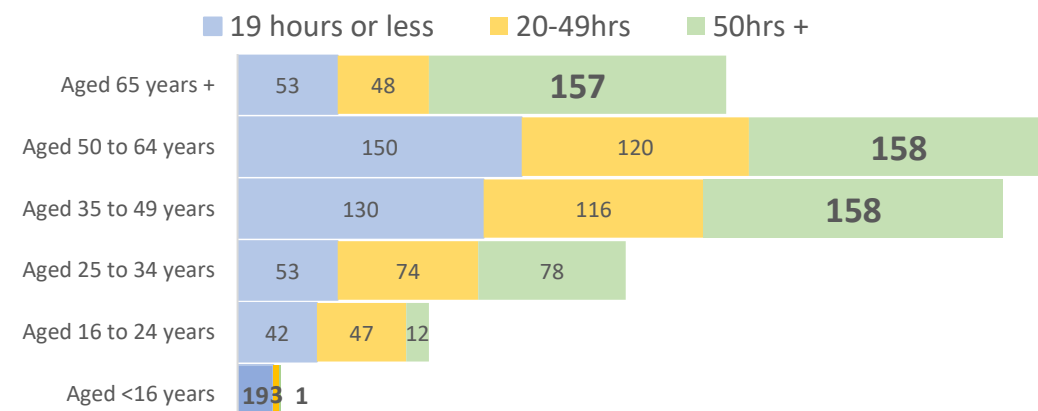
19.9% Reported as Disabled

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

- This is just above the Walsall figure (19.1%) and ranks mid-point out of Walsall's 20 wards.
- 4.7% of residents have a long term physical or mental Health condition, but daily activities are not limited, this is better than that of Walsall overall (5.5%)

Unpaid Care

Census 2021. resident population (aged 5vrs +)

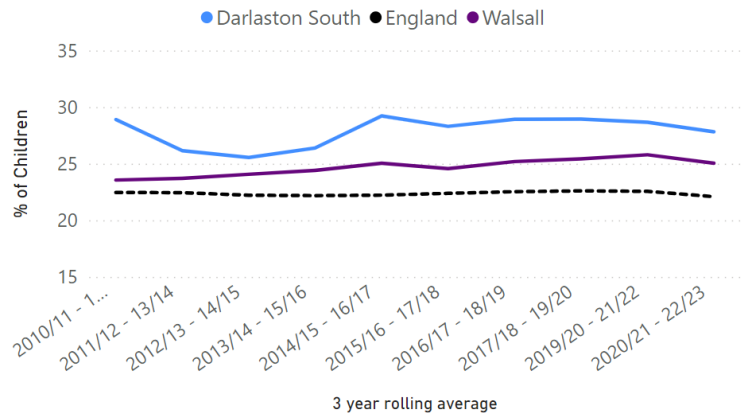


- **4th Highest** number of unpaid carers in Walsall, 1,419 compared to Pheasey with fewest (1,044) and Aldridge Central & South with most (1,471)
- Darlaston South has **3rd highest number of young carers (23)**
- **9.0%** or 1:11 residents provide weekly unpaid care with those providing 50 hours or more being distributed through groups 35-49yrs,50-64yrs & 65yrs+

Child Healthy Weight

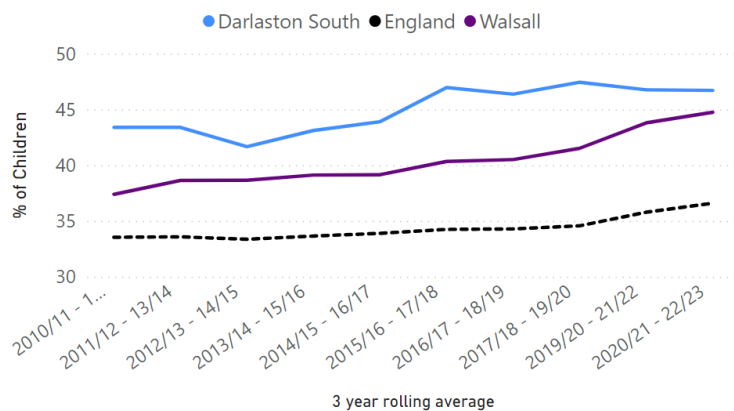


Prevalence of Overweight and Obesity in Reception Year



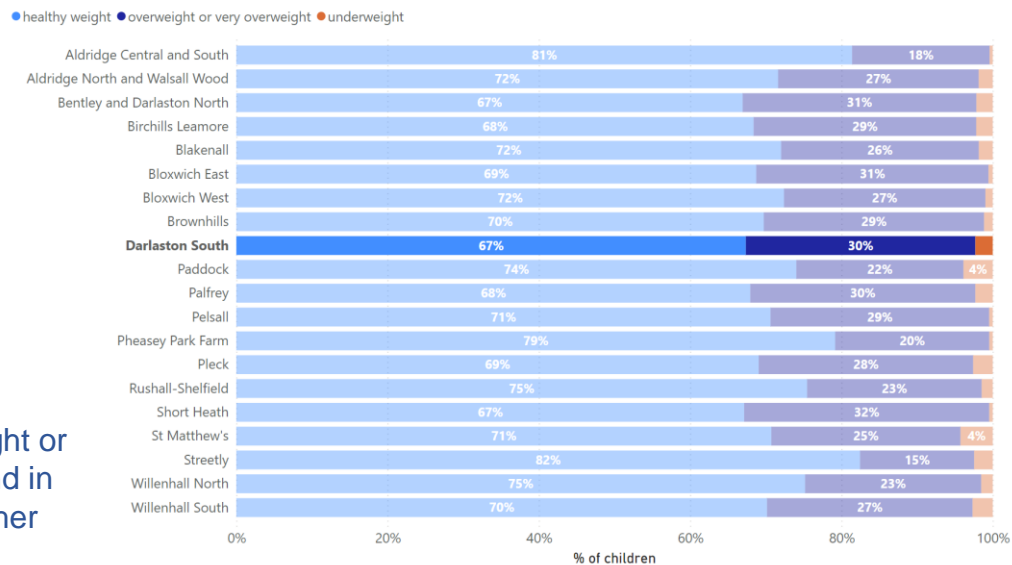
The prevalence of Reception-aged children who are overweight or obese in Darlaston South has shown a slight decrease in trend in recent years. However, the prevalence is still significantly higher than the Walsall average and the national rate.

Prevalence of Overweight and Obesity in Year 6



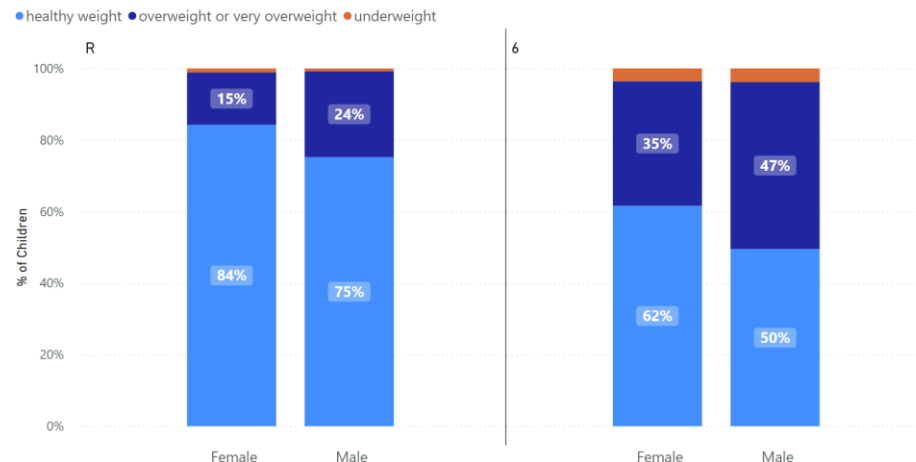
The prevalence of Year 6 children who are overweight or obese in Darlaston South has shown a stable trend and is still significantly higher than both the Walsall average and the national rate.

Weight category of children by ward



Overall, in Darlaston South, just under **7 in 10** children are a *healthy weight*.

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 proportion of children that are overweight or obese is significantly higher in boys with **only half** of boys being a healthy weight

Adult Social Care



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

621

New requests for support, received from

395 individuals



10 people aged 18-24, 133 aged 25-64 and 252 aged 65+

195

People received an assessment



4 people aged 18-24, 64 aged 25-64 and 127 aged 65+

81 assessments resulted in a long term service

22

Carers were assessed and supported during the year



0 people aged 18-24, 15 aged 25-64 and 7 aged 65+

167

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



2 people aged 18-24, 30 aged 25-64 and 135 aged 65+

143

Safeguarding concerns were received, relating to

107 individuals



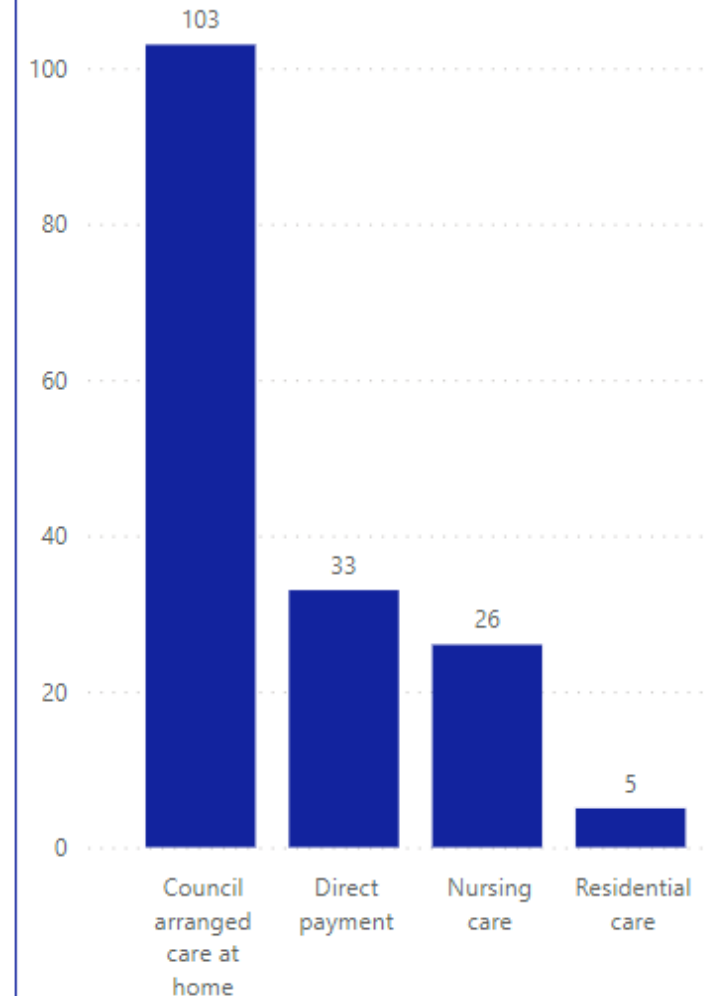
4 people aged 18-24, 39 aged 25-64 and 64 aged 65+

25.17%

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

113 People surveyed
41 Responses
36.28% Response rate

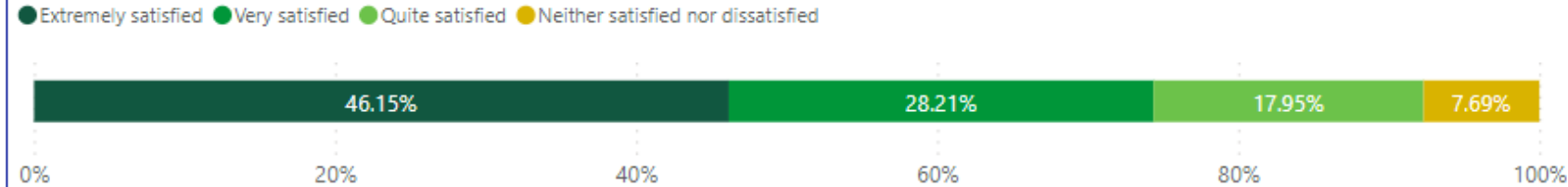
Responses were received from

38 People residing in their own home
3 People residing in nursing care
0 People residing in residential care

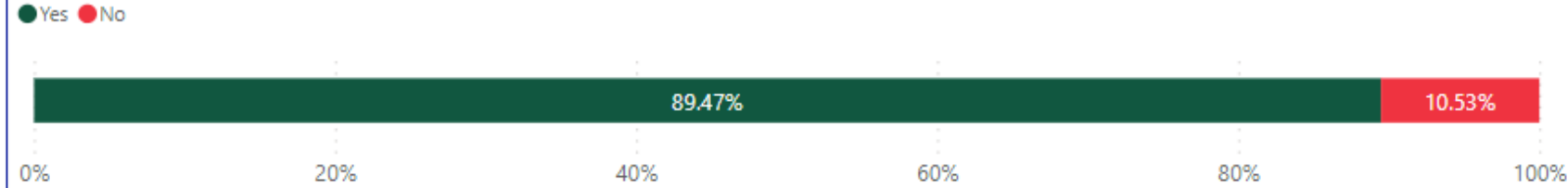
Respondents by age and gender



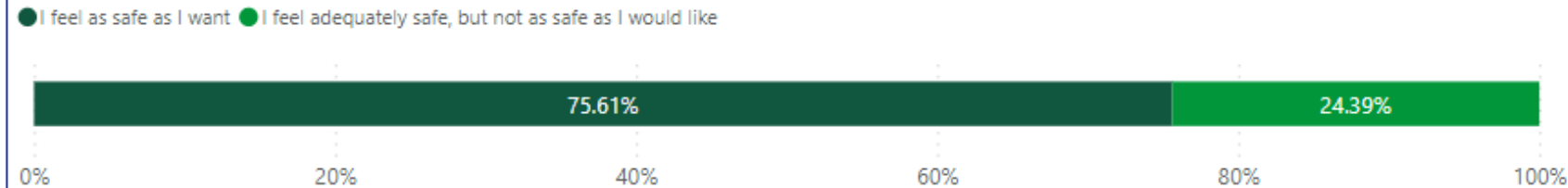
How satisfied or dissatisfied are you with the care and support services you receive?



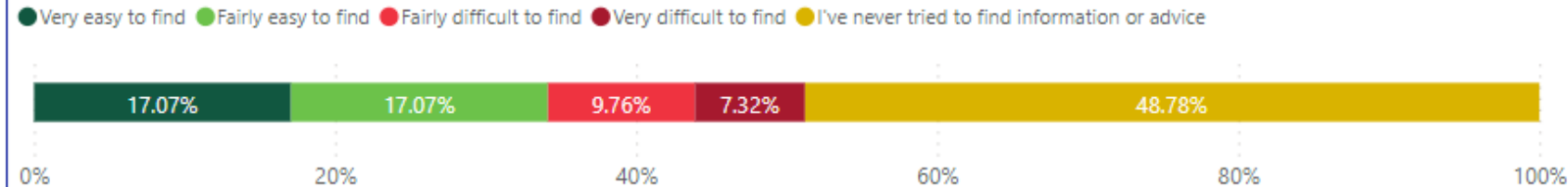
Do care and support services help you to have a better quality of life?



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?



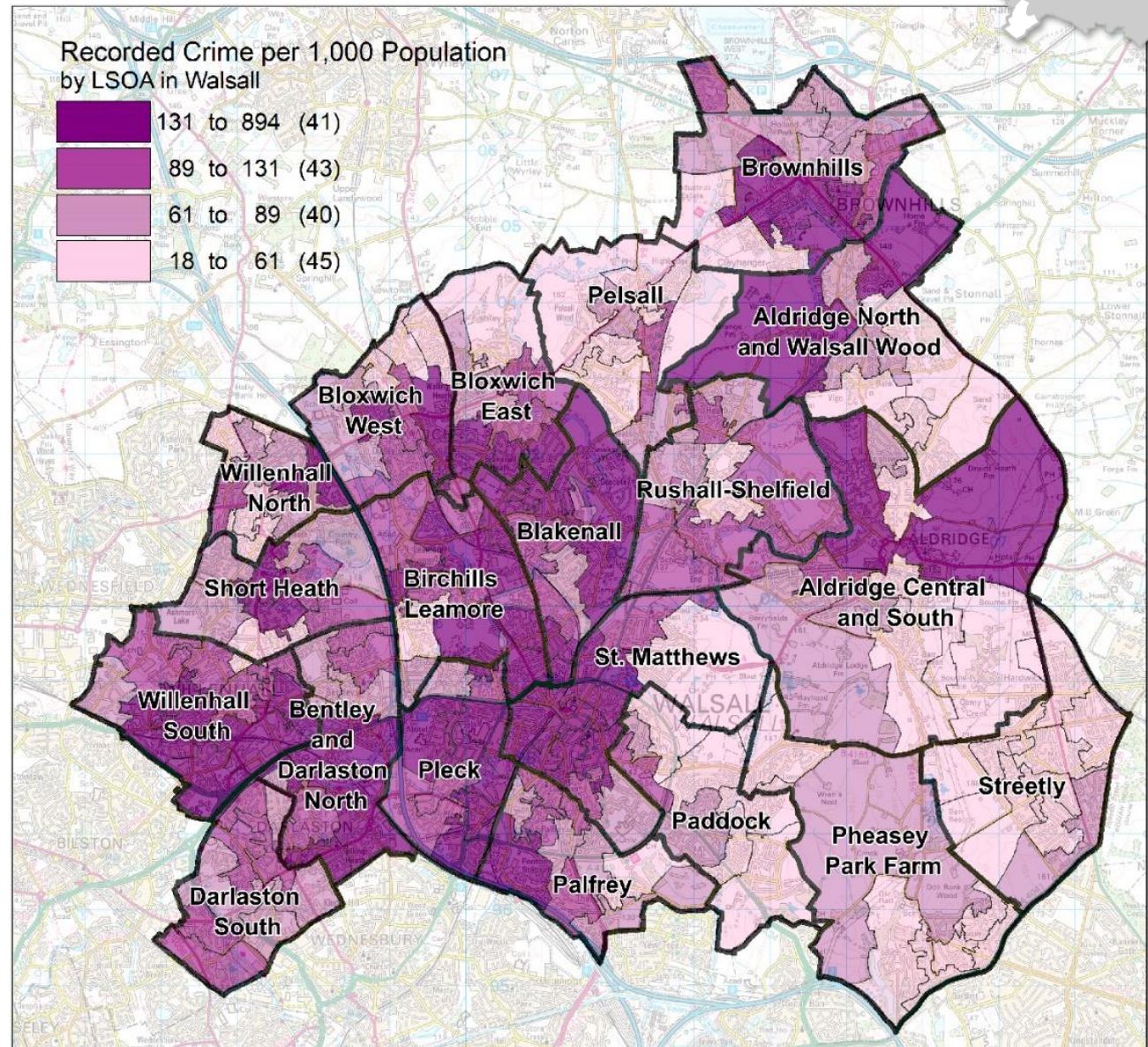
Crime

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



Darlaston South ward ranks 11th highest for recorded crime, with a rate of 96.2. This is lower than the borough average of 118.4, but with variations at a LSOA level.

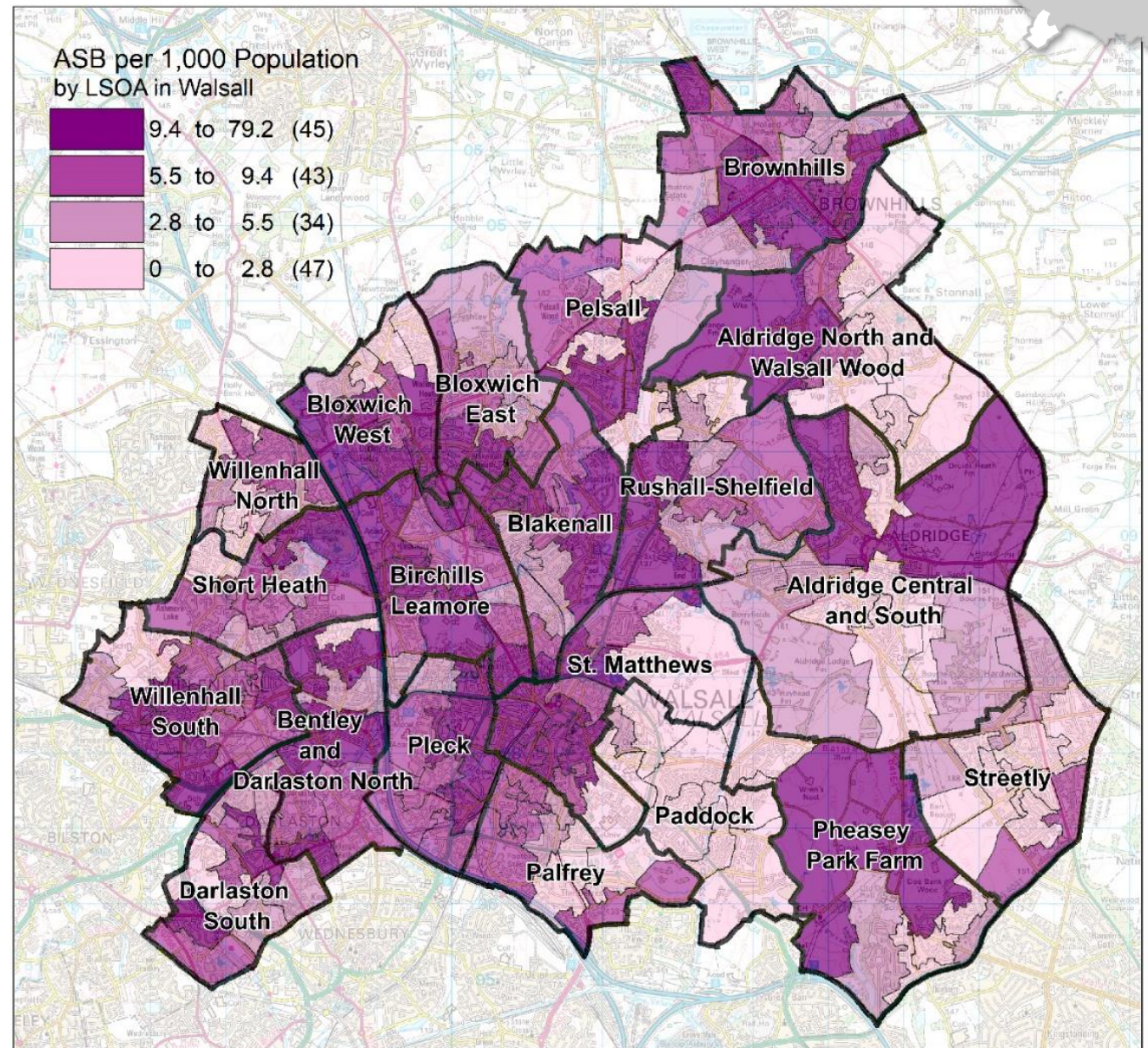


Anti-social Behaviour



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

Darlaston South ward ranks, 12th highest for recorded anti-social behaviour, with a rate of 5.9. This is lower than the borough average of 8.2, 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/>

Acknowledgements

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For more information and Business Insights please visit our website:

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

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