

# St. Matthew's

## Ward Profile

Produced by  
Walsall Business Insights  
December 2023



# Welcome to St. Matthew's



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## Did you know?

- **History** - In 1900, approximately 10,000 people were employed locally in the preparation of leather and making saddles and bridles. It's estimated there are at least 40 manufacturers of saddles, bridles and light leather goods in the town today. Walsall Leather Museum, opened by princess Anne in 1988, tells the story of the leather trade in Walsall, charting the towns rise from small market town to the international saddle making centre.
- **Queen Elizabeth's Platinum Jubilee** Opening Sketch showed her having tea with Paddington Bear, in which she produced a marmalade sandwich 'for later' from her leather handbag. One of her favourite Launer London handbag designs was the Traviata, which is handmade in Walsall!
- **Arts** – The New Art Gallery opened in 2000, including works from Epstein, Van Gough & Monet. Lifts use the voice of Noddy Holder MBE (Musician) to announce floor arrivals. In partnership with the James Brindley Foundation, Walsall Gallery Square will be host to the 'Knife Angel' Sculpture, a symbol of unity against knife crime, in December 2023. Walsall Illuminations ran from 1951-2009 attracting 250,000 tourists in 1995.
- **People** – Dorothy Pattison, a nurse known as Sister Dora, arrived in Walsall in 1865. She treated thousands of patients when the town was hit with smallpox. Walsall Manor hospital's Sister Dora outpatients and Dorothy Pattison Hospital caring for mental health patients, are both named after her in dedication.
- **Landmarks** - St Matthews Church rebuilt in 1820, had a stained-glass window dedicated to Sister Dora in 1882 and in 1886 a statue marking her legacy was unveiled in the town centre. In 1972 'Hoppy' the Hippopotamus, a locally famous statue, was commissioned by Walsall Council - but to this day the reason why remains a mystery!



- Covers 5.7 sq km (567.5 ha)
- Makes up 5.5% of the total area of Walsall Borough
- Population density of 2,991 usual residents per square kilometer. (**lower** than borough average of 3,159)



# Councillors



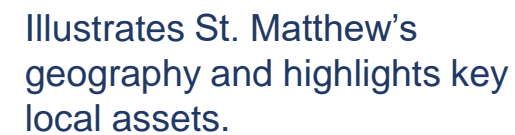
	Councillor	Elected	Party
	Farhana Hassan	02 May 2019	Walsall Independent Group
	Aftab Nawaz	22 May 2014	Walsall Independent Group
	Eileen Russell	6 May 2024	 Labour



# Place

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







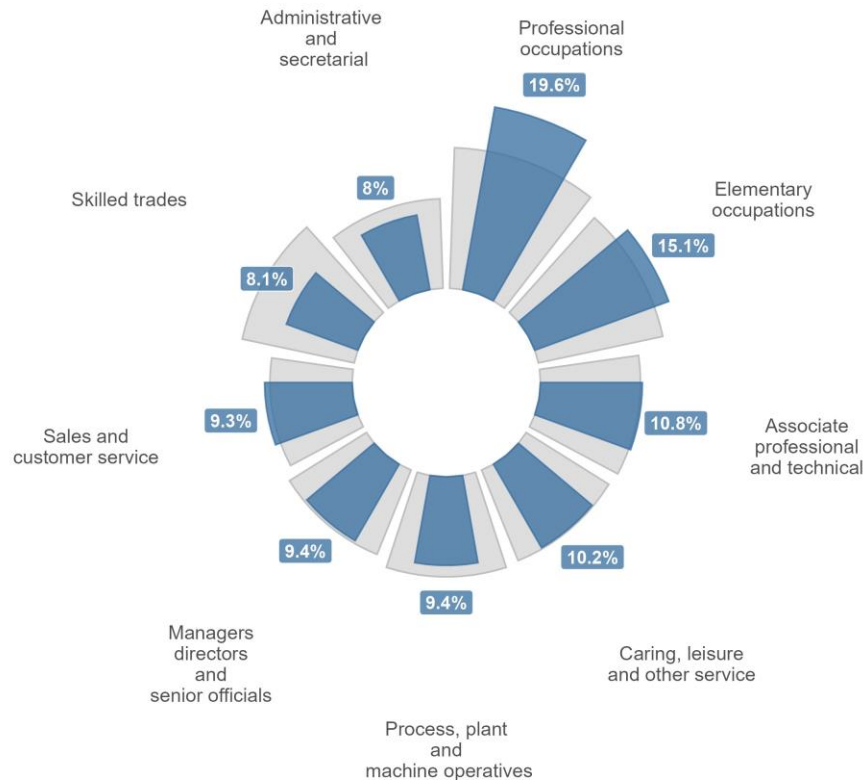
# Economy and Workforce



## Occupations

Census 2021

■ St. Matthews ■ Walsall

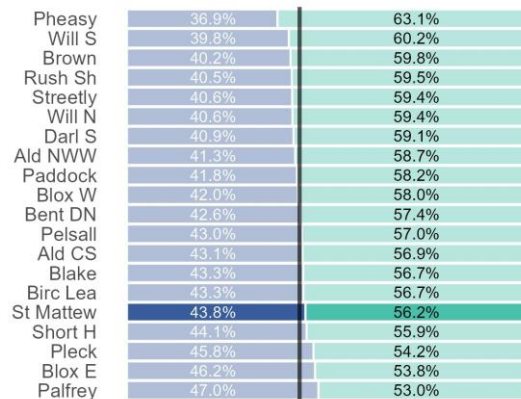


- St. Matthew's occupational profile broadly mirrors Walsall as a borough, with a major exception that relatively more residents are employed within professional occupations (19.6%), and fewer within Skilled Trades (8.1%).
- The profile indicates the labour force of St. Matthews is very diverse: largest groups being Professionals (highly qualified, office-based) alongside relatively large elementary occupations (manual, routine tasks).

## Economic Status

Census 2021

■ Inactive ■ Active



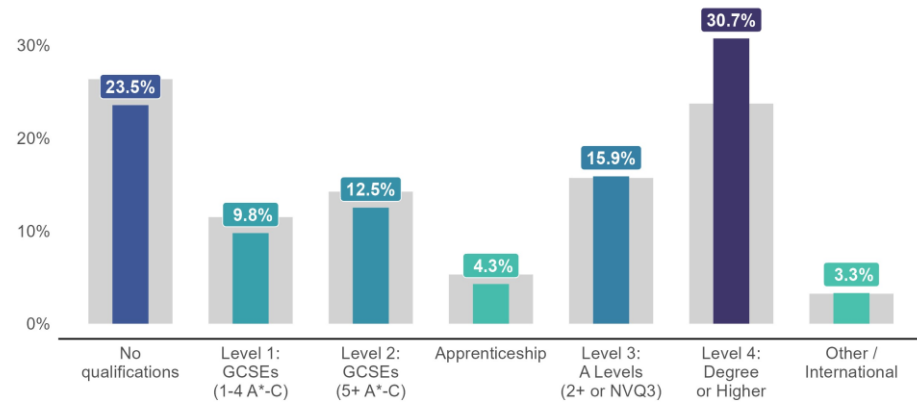
**56.2%**

### Are Economically Active

5<sup>th</sup> lowest in Walsall. *Inactivity includes retirees, students, long-term sick/disabled, homemaking and other.*

## Qualifications

Census 2021

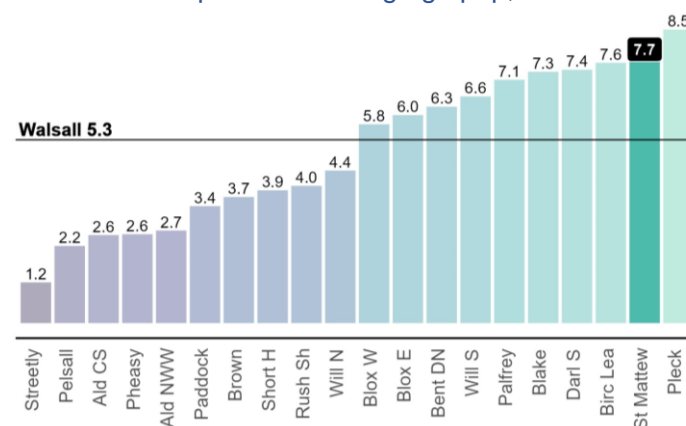


Grey bars = Walsall

- St. Matthew's has a substantially higher proportion of degree or higher educated residents (30.7% of the population), but for other qualifications it matches the Borough picture. Almost 1 in 4, 23.5%, have no qualification (Walsall 26.3%).

## Claimant Count

JSA Claimants per 100 working age pop, ONS Oct 2023



- St. Matthew's Claimant Count (Jobseekers Allowance) is relatively high, at 7.7 per 100 working age adults.
- This is the 2<sup>nd</sup> highest of the 20 Walsall wards and exceeds the Borough Claimant rate (5.3).



Walsall Council

Source: Census 2021

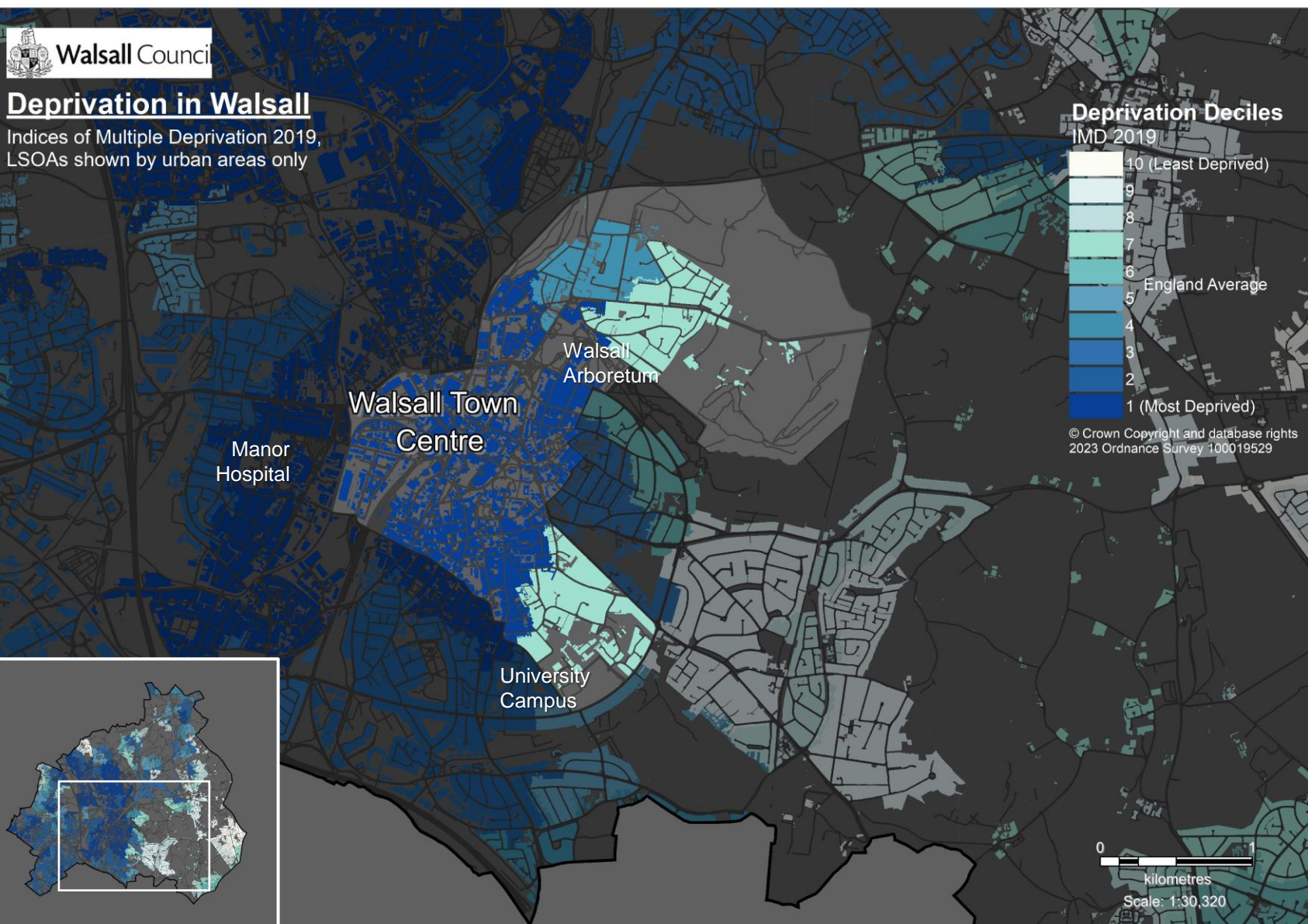
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# Deprivation



## Deprivation in Walsall

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



Despite fringe areas of low deprivation, St. Matthew's is a largely deprived area, containing the residences within Walsall Town: areas which fall within the 10% most deprived areas in England.

St. Matthew's faces particular deprivation in:

- **Employment**
- **Health and Disability**
- **Income**
- **Indoors i.e. Housing Quality**

All within deciles 2-3 when compared to other areas in England.

However it does rank positively for:

- **Proximity to Services**

Within the 7th decile when compared to England.

England (2 in 10)



**8 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



**7,100 Households**

Increased since 2011, 6.3% of Walsall Households are within St. Matthew's



**22.9%**

School Children & Full- time Students  
(5yrs & over)



**614** (8.7%) St. Matthew's Households  
are Lone Parents of Dependent children

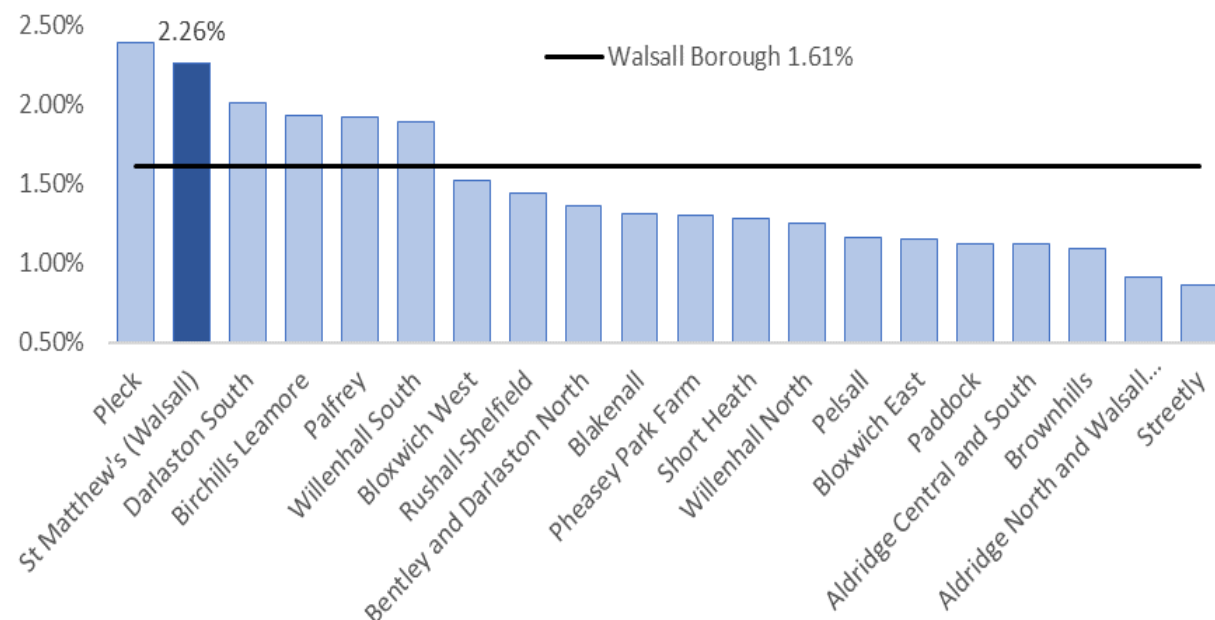


**Tenure**

**40% Homeowners** (18% Homes mortgaged/loan or shared ownership)  
**33% Socially Rented** (Walsall Borough 23.7%)

- St. Matthew's household population of full-time students and school children, aged over 5yrs, is 22.9%: the same as Willenhall South and just above Walsall (22.1%).
- 614 households consist of a lone parent with dependent children, which is double the number compared to 301 in Pheasey. This makes up 8.7% of St. Matthew's households, on par with Walsall and compares to 14.5% in Blakenall.
- The 2nd lowest number of homeowners in Walsall: 40% are owned and of those, more than half are owned outright, without a mortgage or shared ownership. 27% households rent privately or live rent free. One third of homes are socially rented, this ranks **6<sup>th</sup> highest** in Walsall and compares to only 2% in Streetly.
- Number of households living with **no central heating** across the borough has positively decreased by about half since 2011. However, St. Matthew's has the second highest number of households (2.3%) of the Walsall wards and is within the top quintile of those living with no heating, compared to only 0.9% in Streetly (Walsall borough is 1.6%).

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





# Development / Regeneration

- Includes Walsall Town Centre, one of the strategic centres in the Black Country – a major focus for retail, office, leisure and cultural activities.
- Walsall Town Centre benefits from its own planning framework including the Town Centre Action Plan (AAP) adopted in 2019. The Town Centre Masterplan approved in 2019 sets out 20-year vision for the transformation of the town centre.
- Significant town centre development and investment in the last 15 years **>£425m** delivering over 85,000sqm of floorspace across a variety of uses, examples include Walsall Waterfront, Wisemore (Travelodge) and Walsall College.
- A significant part of the ward is greenbelt and includes affluent residential areas in the east of the ward.
- Further significant investment (**circa £62million**) planned for Walsall Town Centre in rail and bus infrastructure, public realm and in heritage buildings, through **Walsall Connected Gateway, Active Public Spaces** and **Creative Industries projects**, which are funded through Walsall Council, Town Deal and Future High Street Fund programmes. Such projects will implement the early phases of Walsall Town Centre Masterplan.
- Delivery of Bus Rapid Transit scheme known as **SPRINT** into Walsall Town Centre is proposed, enhancing links between Walsall and Birmingham City Centre.
- Aspirations to deliver significant Town Centre Living opportunities continue to be pursued with pre-development activity on housing led initiatives at **Station Street**, **Saddlers Quay** and **Walsall Gateway**.
- Emergence of **Walsall Borough Local Plan** is likely to require sites to be allocated for future development within the St Matthews Ward.
- Council works to provide continued support to businesses/landowners in the ward with regard to their development requirements and growth aspirations.

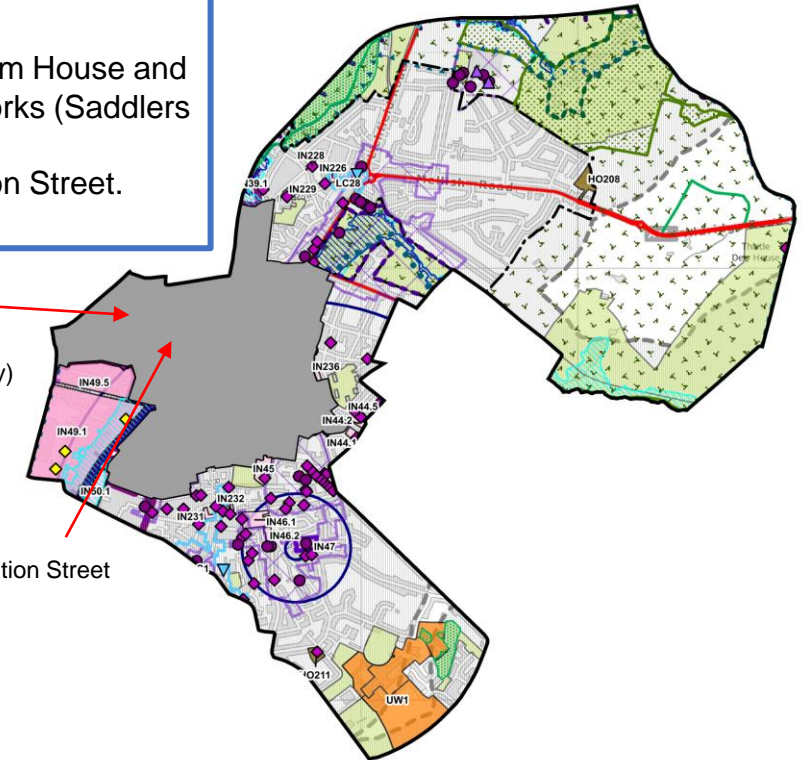
## Site Allocation Document (SAD) Allocated Sites and Walsall Area Action Plan (AAP)

### Key Sites;

- TC14 William House and Stafford Works (Saddlers Quay)
- TC16 Station Street.

William House  
and Stafford  
Works  
(Saddlers Quay)

Station Street



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


# People

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




# Demography



 **16,900**  
Population  
Census 2021

 **20% Aged 0-15**  
Approximately 1 in 5 people (3,400)

 **50% Female**  
**50% Male**

 **66% Aged 16-64**  
Approximately 2 in 3 people (11,200)

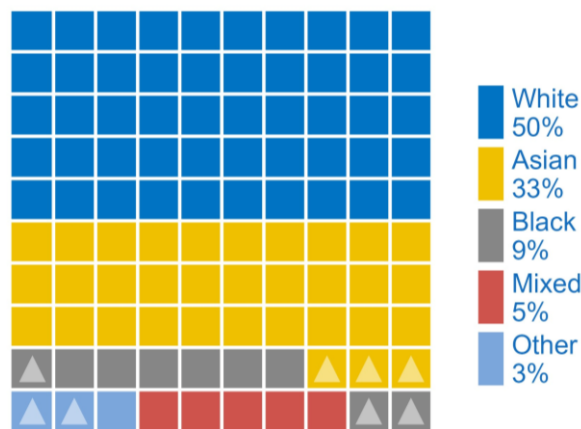
 **14% Aged 65+**  
Approximately 1 in 7 people (2,300)

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

 **+ 12.5% Population since 2011**  
+ 1,884 people. Walsall increased by 5.5%

## Ethnicity

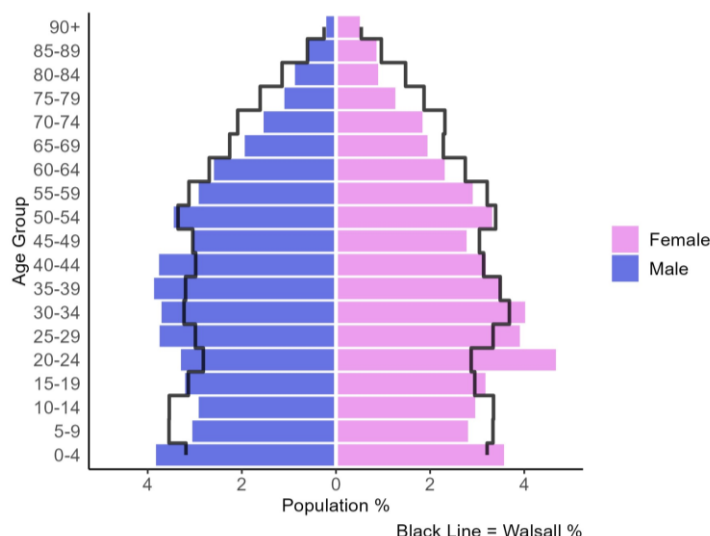
Census 2021, resident population



□ = 1% population    ▲ = increase since 2011

## Population Pyramid

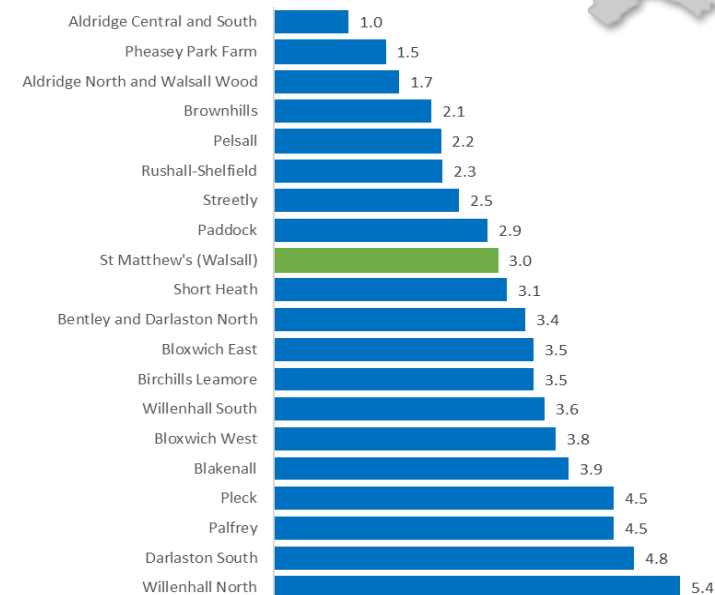
Census 2021, population age and sex



Black Line = Walsall %

## Population Density

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



## Key Points

- St. Matthew's has just below the average number of 0-15yr olds in Walsall, with around 1 in 5 under the age of 15yrs. It is a relatively young ward with a median age of 35 years old: approximately 4 years below the borough average (39 years) and a stark contrast to the oldest wards, Aldridge, Streetly and Pelsall (47-48 years).
- In terms of Population Density, St. Matthew's is the 9<sup>th</sup> least densely populated of the 20 wards, equating to 2,991 people per sq km. For context: Walsall's density is 2,733 and Willenhall North, Walsall's most crowded ward, has almost twice as many people per sq km (5,429). Since 2011, St. Matthew's experienced the 3<sup>rd</sup> highest increase in population size, growing by 12.5% compared to 5.5% in Walsall.
- Ethnically, St. Matthew's is comprised of 50% White British with large populations of Asian (33%), Black (9%), Mixed (5%) and Other (3%). Asian and Black populations have both increased since 2011, and whilst the smallest group, 'Other' has tripled in size in the last decade.

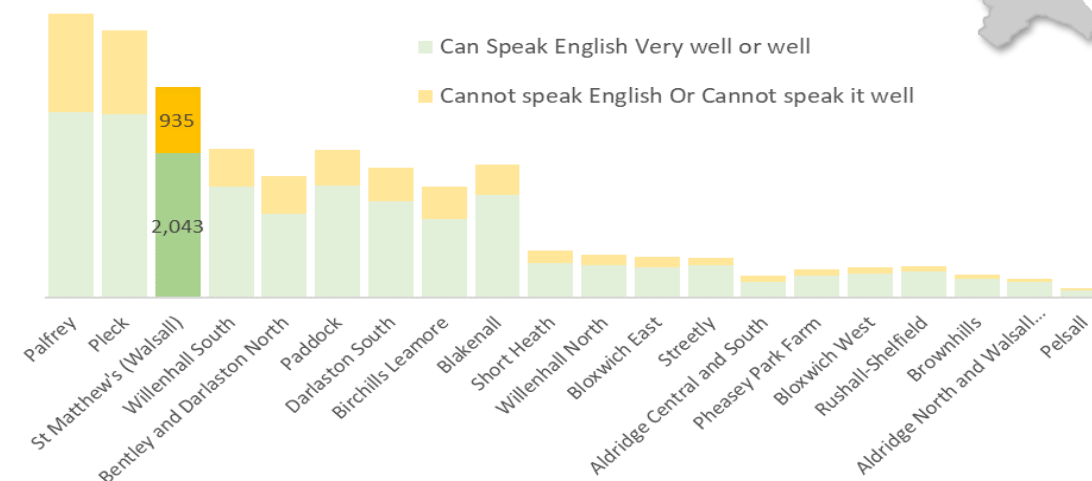
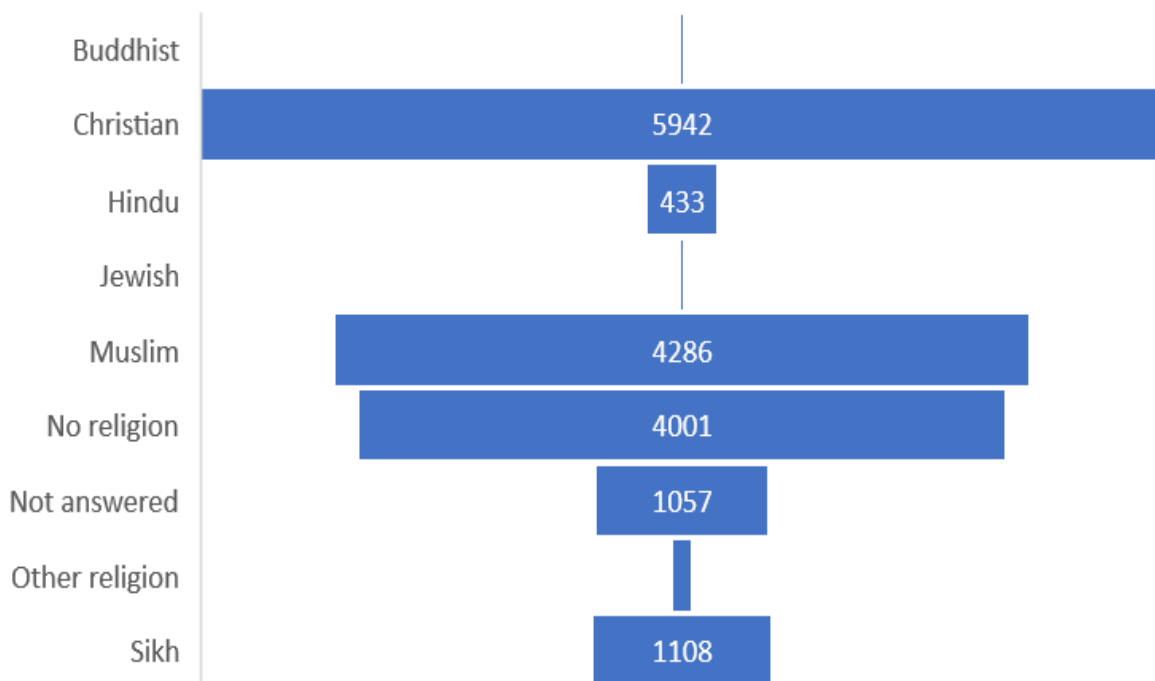
Data Source: Census 2021

# Language and Religion



**78%** of St Matthew's Households where All Adults use English as main language

Population by Religion



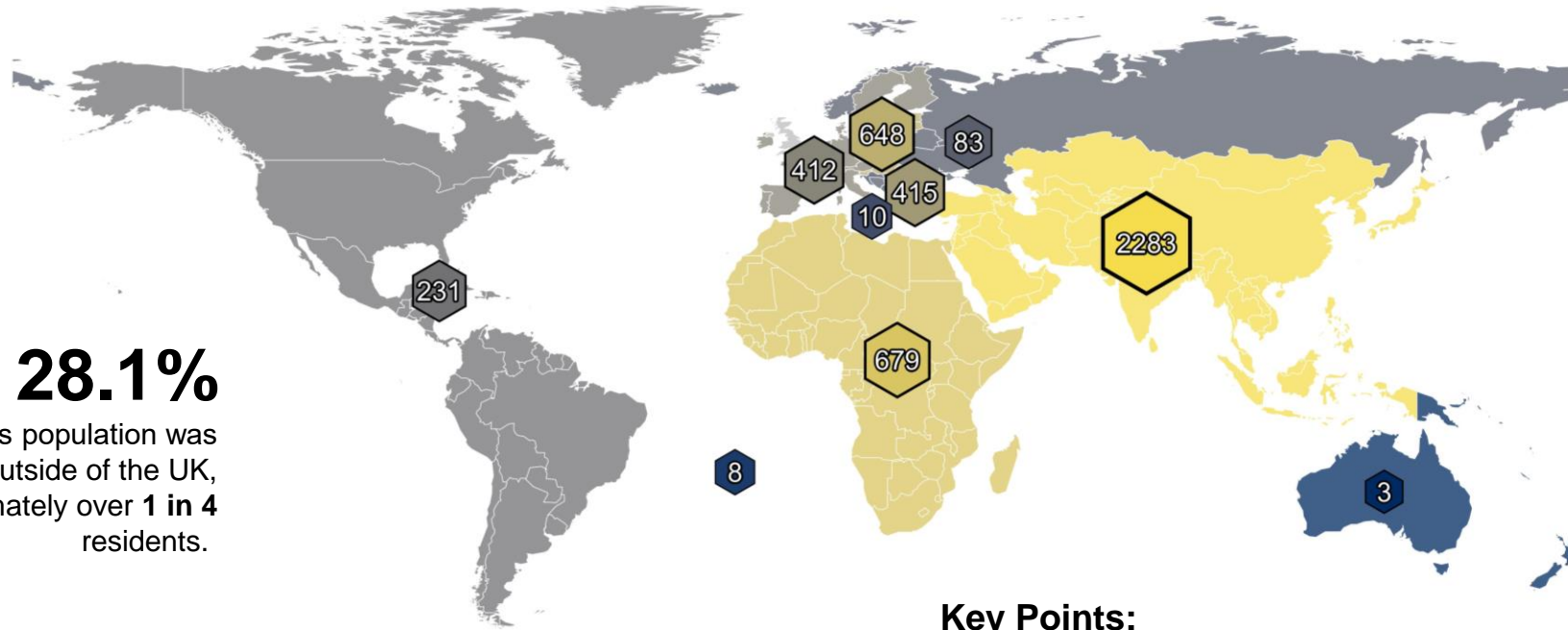
- 86.5% Households have all occupants, or at least one adult, with English as main language compared to 98.8% in Aldridge & Walsall Wood. When English is not the main spoken language, 31% of residents cannot speak English or cannot speak it well: ranking second highest to Palfrey (35%) and almost double that in Rushall (17%).
- 11.4% of households have nobody with English as main language compared to 0.5% in Pelsall, placing St. Matthew's as the 3<sup>rd</sup> highest ward in Walsall.

**25%** households are **Muslim** ( Borough 11.3%)

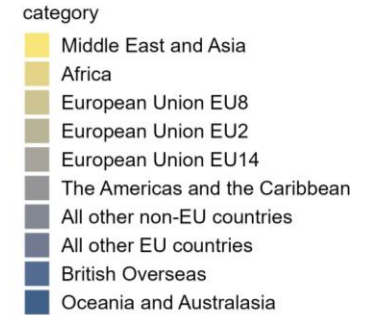
- 1 in 4 residents reported their religion as Muslim.
- The proportion of Muslim residents in St. Matthew's population is more than double the percentage overall across Walsall 11.3%.
- 23.6% of residents reported in 2021 Census as having no religion.



# Non-UK Country of Birth



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

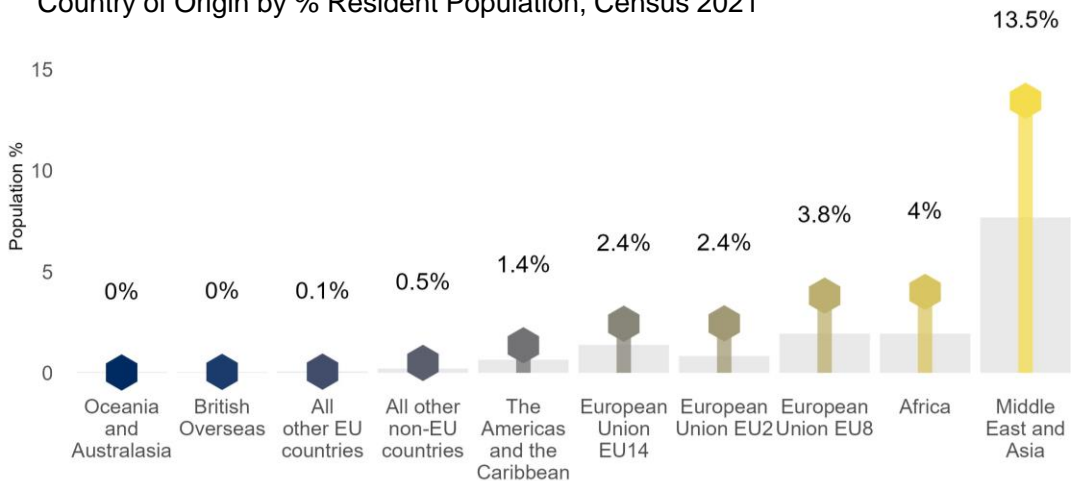


**28.1%**

of St. Matthew's population was born outside of the UK, approximately over 1 in 4 residents.

## St. Matthew's and Borough Comparison

Country of Origin by % Resident Population, Census 2021



Grey bars = Borough %

## Key Points:

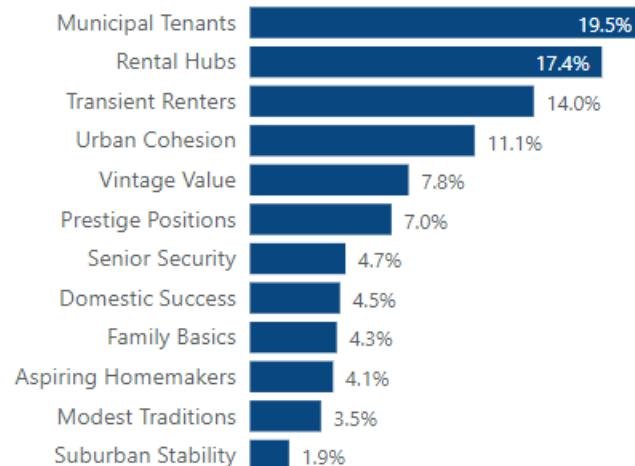
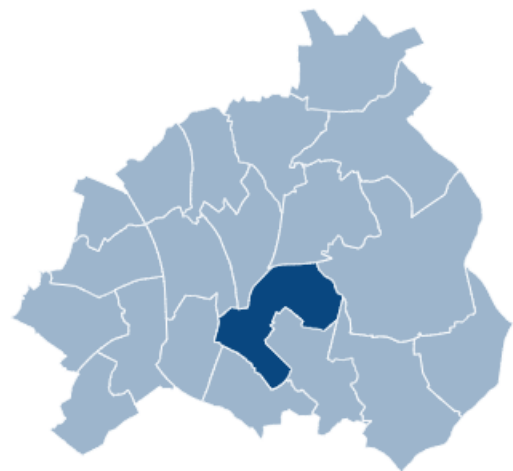
- With 28.1% of residents being non-UK born, St. Matthew's has the 3<sup>rd</sup> largest proportion of the 20 Walsall wards, and a level substantially higher than the borough's 14.7%.
- The largest non-UK countries of birth are from the Middle East and Asia, approximating 2,283 residents (13.5% of the population), compared to 7.7% across the wider borough.
- The next largest non-UK origins of birth are African nations and EU8 (2004 EU enlargement nations such as Poland, Hungary, Lithuania, Slovenia and Slovakia) at 4% and 3.8% of the population (679 and 648 residents), respectively.
- There are virtually the same level of non-UK born residents from EU2 (Bulgarian and Romania) as there are EU14 born residents (founding EU states such as Germany, France, Italy and Spain), both at 3.8% of the population (approximately 412 and 415 respectively).

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

# Social Segmentation

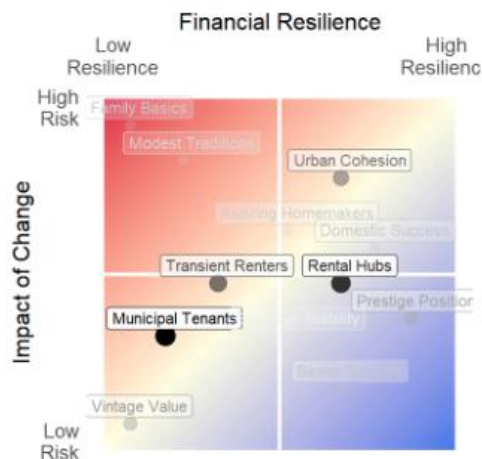


## Social Segment Composition (% Households)



### Key Points:

- Social Segmentation is a means of categorising residential populations by shared socio-economic traits and similar behaviours.
- St. Matthew's has a remarkably different composition than the wider borough, comprised of mostly urban segments: the three largest being Municipal Tenants, Rental Hubs and Transient Renters.
- Municipal Tenants (1 in 5 residences), tend to be very low-income families, with limited formal education, in crowded flats/apartments or social housing, and experiencing high levels of fuel poverty.
- Almost 1 in 3 residences (31.4%) in the ward house typically younger renters/home sharers, with short term leases, whose residence may be transitory/relocate fairly frequently. They make extensive use of social networking and digital services.



## 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

## Rental Hubs



Educated young people privately renting in urban neighbourhoods

- Young singles and homesharers
- Rent flats
- Very high internet use
- Internet via smartphone
- Watch videos online
- Don't use landlines



38,800

Household Income



26–35

Age Band



Flat

Property Type

## Transient Renters



Single people renting low cost homes for the short term

- Young singles and homesharers
- Millennials
- Rent low value terraces
- Internet via smartphone
- High social networking
- Don't use landlines



21,100

Household Income



18–25

Age Band



Terraced

Property Type





# Education



There are 6 Primary/Infant/Junior schools, 3 Secondary schools and an Alternative Provision free school in the ward:

## Primary

Blue Coat Infant/ Blue Coat Junior  
Butts Primary  
Caldmore Primary Academy  
St Mary's the Mount Catholic Primary School  
Whitehall Junior

## Secondary

Blue Coat Church of England Academy  
Queen Mary's High School  
Walsall Studio School

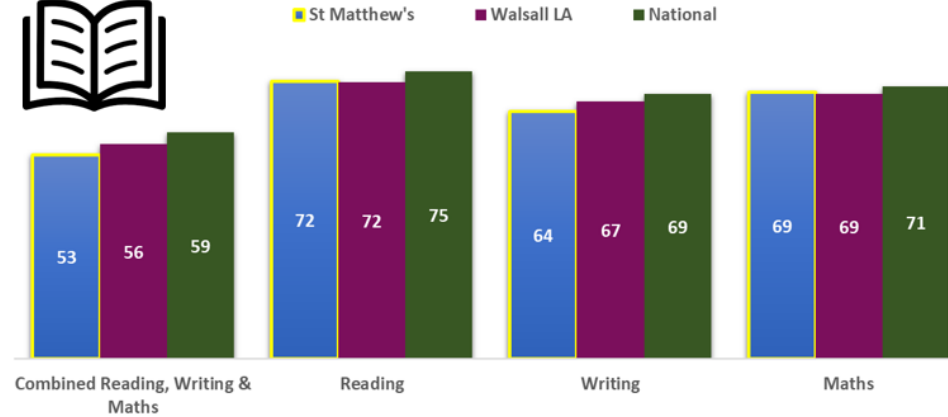
## Free School

The Ladder school



% Good or Outstanding

% Children who achieved the expected standard at KS2 in 2022

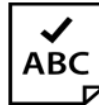
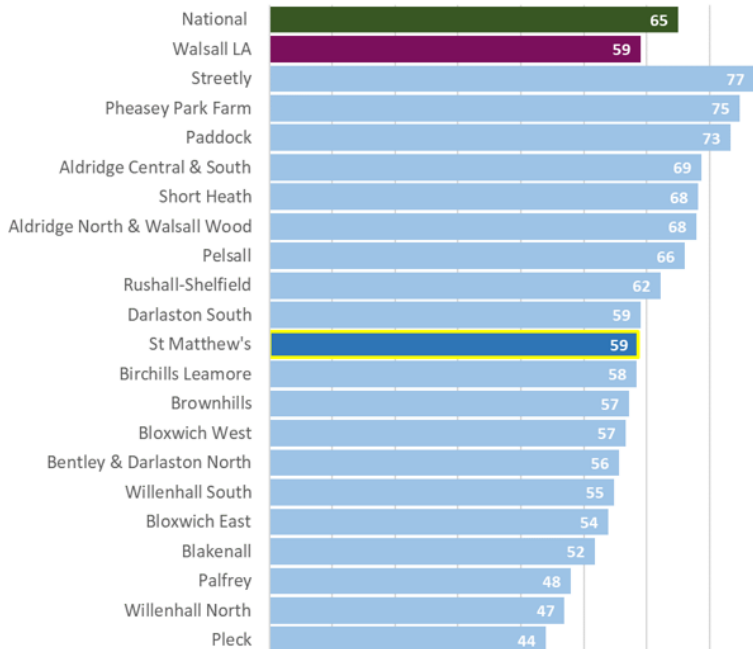


## Key Points:

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. The proportion of children in the **St Matthews** ward who reached the expected standard equals the Walsall average in Reading and math.

% Children who reached a good level of development in 2022

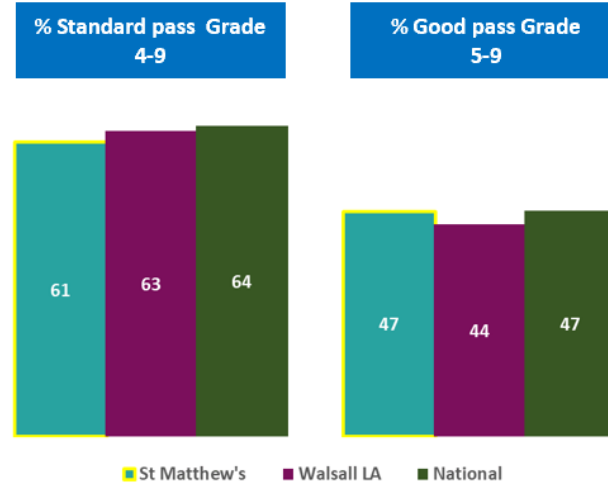


Children are defined as having reached a good level of development at the end of their Reception year if they have achieved at least the expected level in prime and specific areas of learning.

The overall GLD for Walsall in 2022 was 59%. Achievement of children in the **St Matthews** ward equalled the Walsall average but is below the national average. **St Matthews** ward is ranked 10th highest for % GLD compared to the other 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.

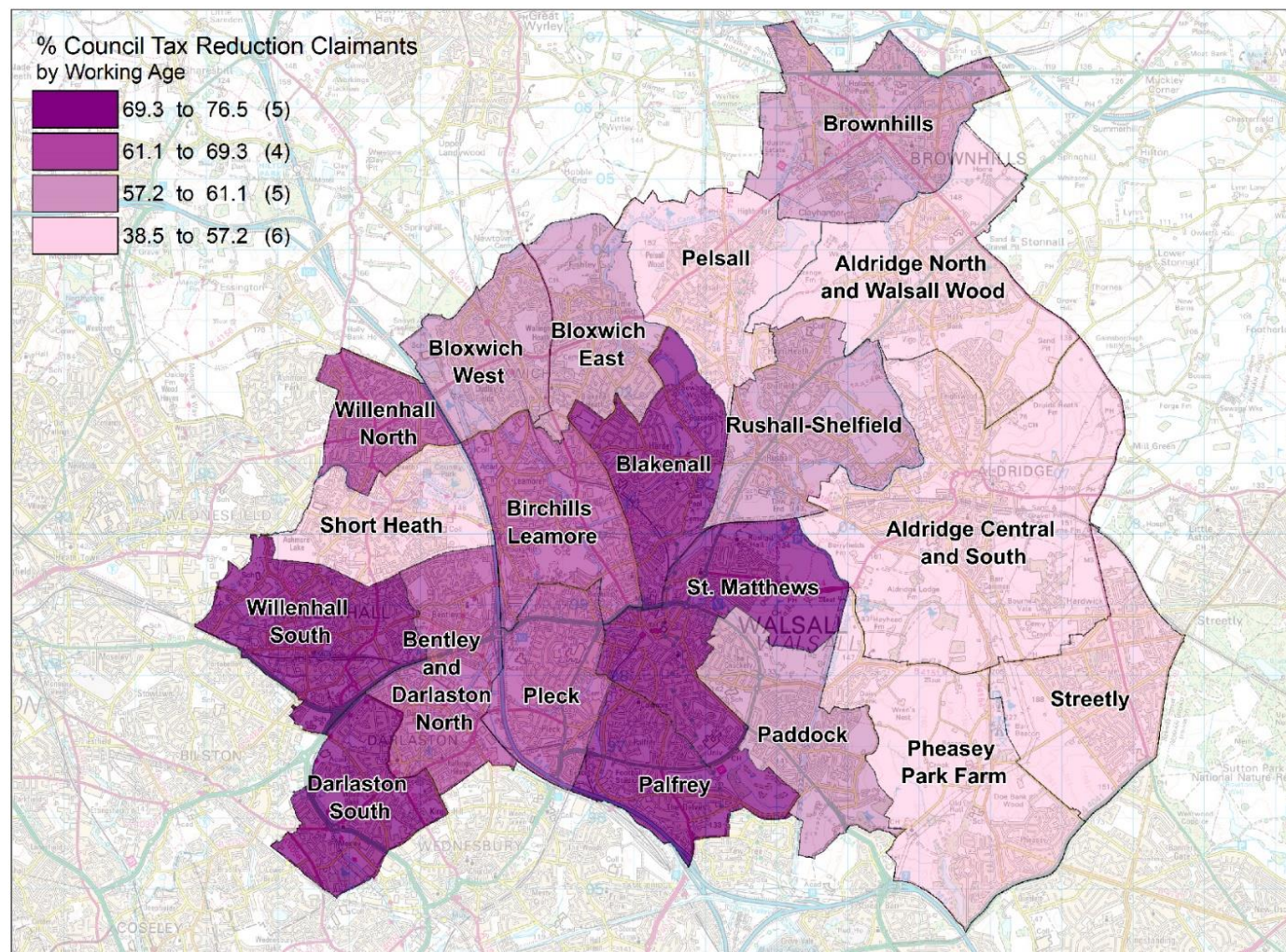
The percentage of pupils in Walsall who have achieved at least a grade 4 or above in English and maths GCSE is slightly below national at 63%. 61% of students resident in the **St Matthews** ward achieve a standard pass at GCSE.

47% of students who live in the ward achieve a good pass in English and maths GCSE. This is 3% higher than the Walsall LA figure and equals 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

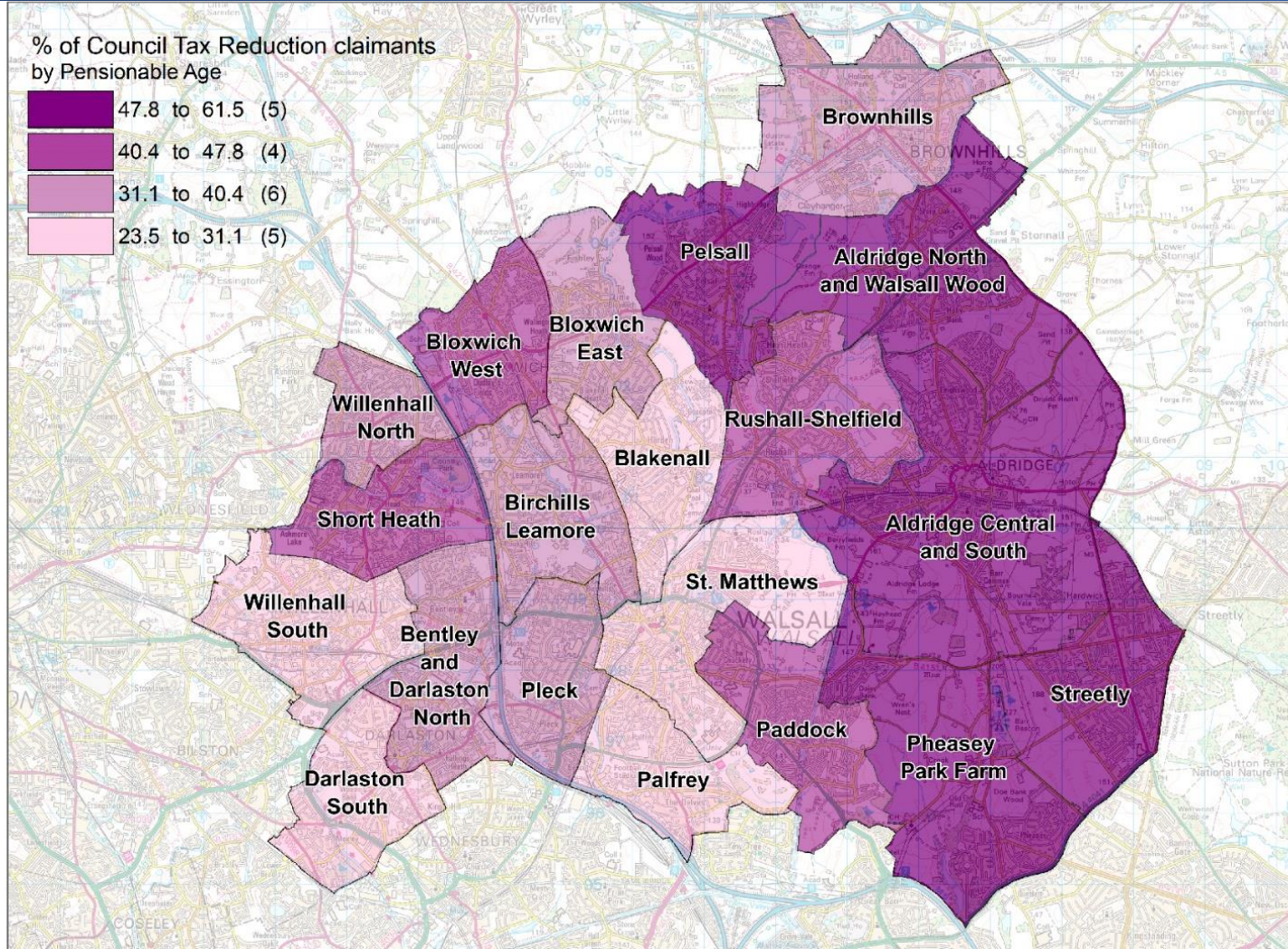


76.5% of households in St. Matthew's ward claim CTR by working age (highest of Walsall's wards) and higher than the Borough average of 64.1%.

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
<b>St. Matthews</b>	<b>2,035</b>	<b>23.54</b>	<b>76.46</b>
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



23.5% of households in St. Matthew's claim CTR by pensionable age (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
Aldridge Central and South	924	49.68	50.32
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# Health & Social Care

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

# General Health



## What is the General Health of St Matthews?

Census 2021, % of resident population



- St. Matthew's residents report their general level of health favourably, with 78.8% reporting good health and ranking jointly with Pleck as median of the Walsall wards. However, this is lower than the England average (82.1%).
- Approximately 1 in 14 residents reported living in poor health or worse.

## Disability

Census 2021, resident population



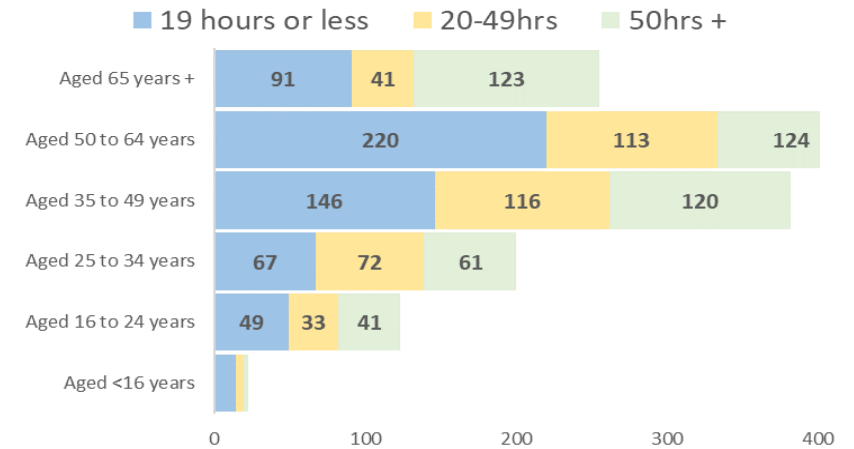
**19.0%** Reported as Disabled

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

- This is approximately in line with the Walsall borough (19.1%) and ranks 8<sup>th</sup> lowest of Walsall's 20 wards.
- A further 5.2% have a long term physical or mental Health condition where daily activities are not limited.

## Unpaid Care

Census 2021, resident population (aged 5yrs +)



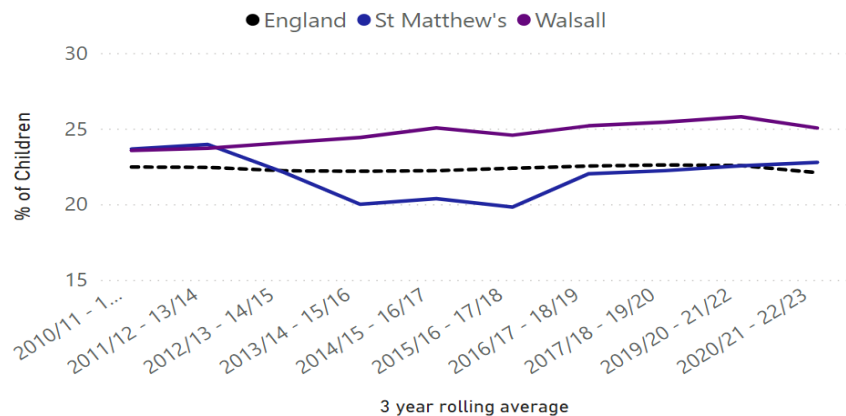
- 2<sup>nd</sup> Highest** number of Unpaid carers in Walsall at 1,439 compared to Pheasey Park Farm with least (1,044) and Short Heath (1,171).
- 1 in 11** residents provide weekly unpaid care, mostly 50-64yr olds, and provide less than 19 hours per week



# Child Healthy Weight

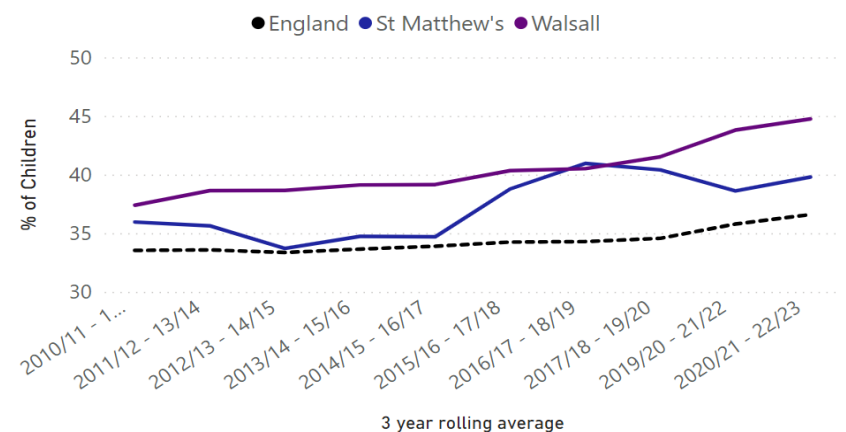


Prevalence of Overweight and Obesity in Reception Year



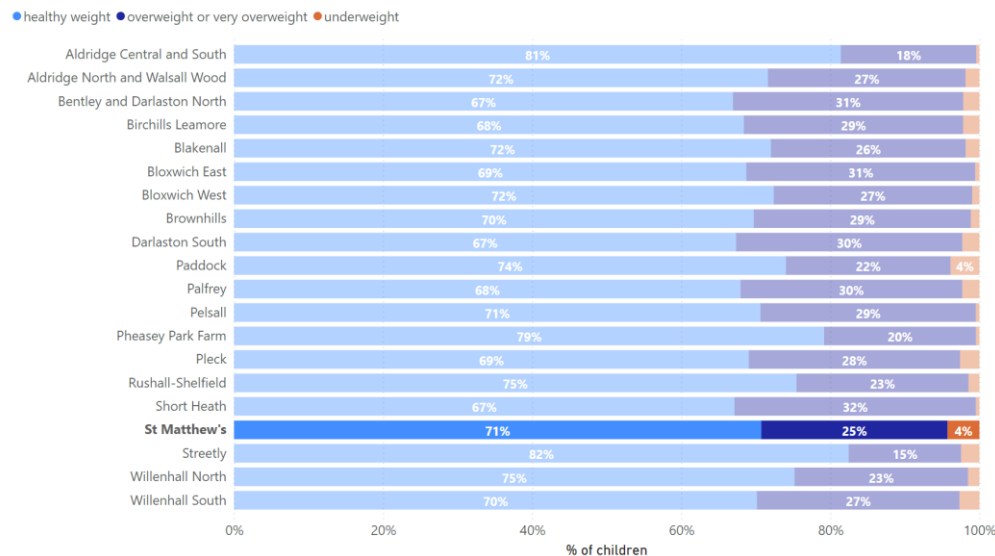
The prevalence of Reception-aged children who are overweight or obese in St. Matthew's has shown a stable trend in recent years and is lower than the Walsall average and similar to the national rate.

Prevalence of Overweight and Obesity in Year 6



The prevalence of Year 6 children who are overweight or obese in St. Matthew's has increased in the most recent year and is higher than the national rate, but lower than the average for the borough.

Weight category of children by ward

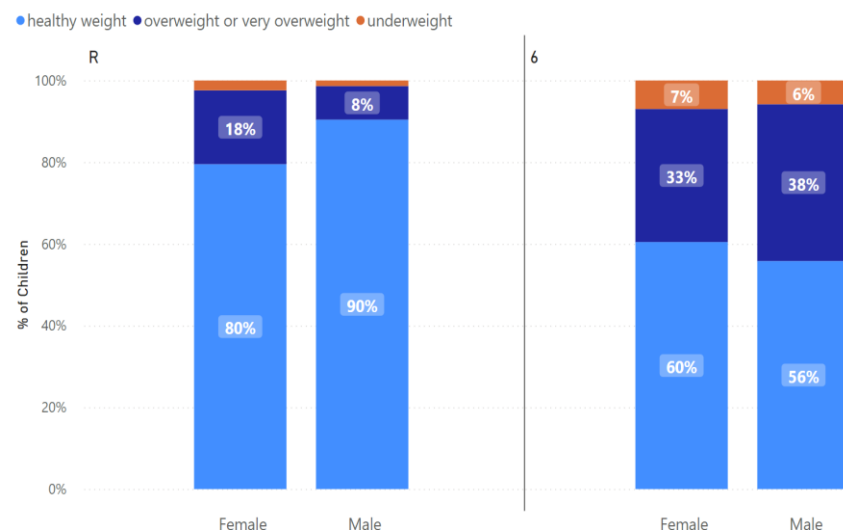


In St. Matthew's around

**7 in 10**

children are a healthy weight. However, 1 in 4 children are overweight or obese, and 4% of children are underweight.

Weight Category of Children by Sex



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

However, by Year 6, 6 in 10 girls in St. Matthew's are a healthy weight, which is a higher proportion than in boys.

In both sexes, the proportion of Y6 aged children that are underweight is one of the highest in the borough.





# Adult Social Care

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

**730**

New requests for support,  
received from

**467** individuals



12 people aged 18-24, 185 aged 25-64 and 270 aged 65+

**214**

People received an assessment



2 people aged 18-24, 98 aged 25-64 and 114 aged 65+

**73** assessments resulted in a long term service

**11**

Carers were assessed and  
supported during the year



0 people aged 18-24, 9 aged 25-64 and 2 aged 65+

**220**

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



10 people aged 18-24, 91 aged 25-64 and 119 aged 65+

**332**

Safeguarding concerns were  
received, relating to

**198** individuals



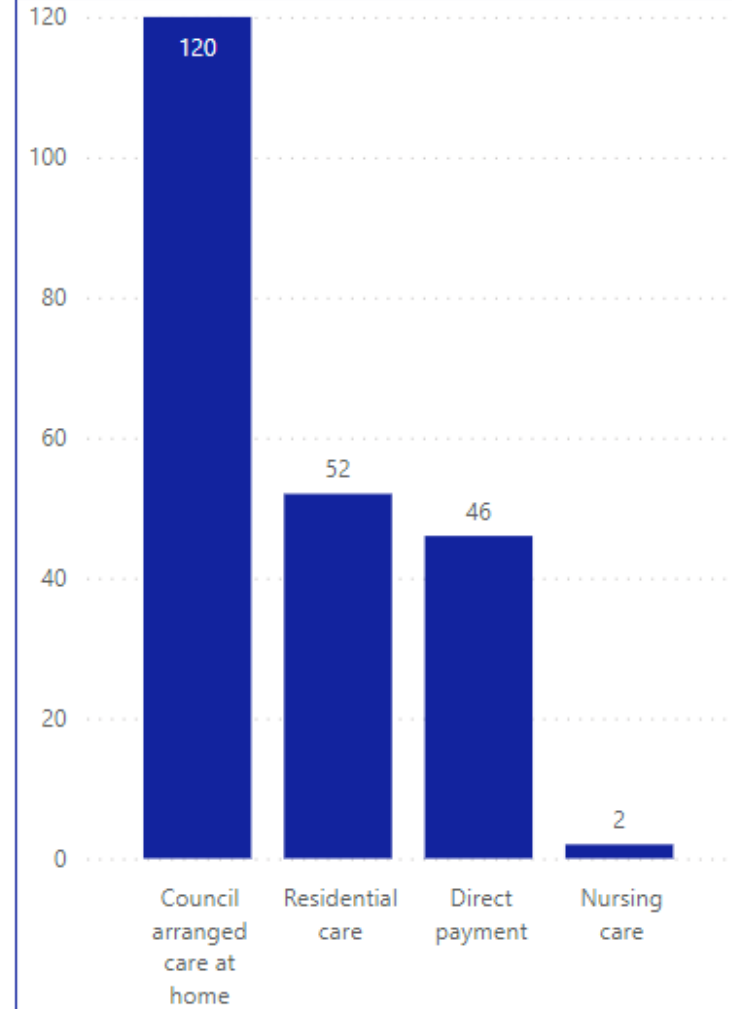
16 people aged 18-24, 110 aged 25-64 and 72 aged 65+

**18.98%**

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

**143**  
People surveyed

**44**  
Responses

**30.77%**  
Response rate

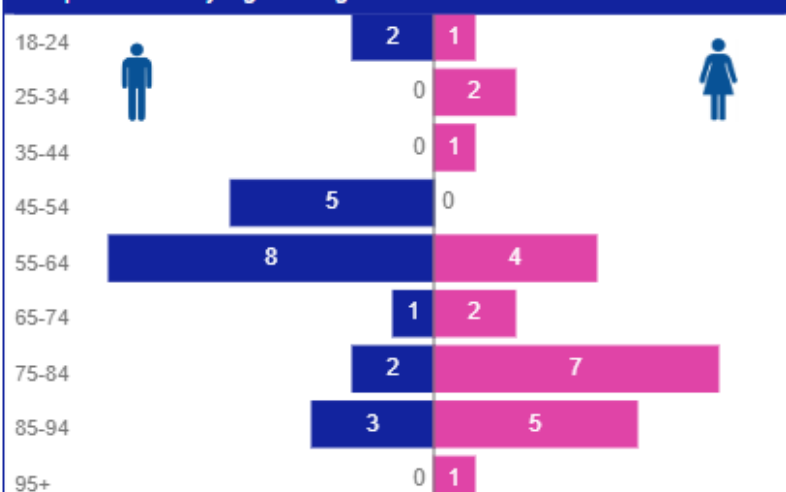
### Responses were received from

**41**  
People residing in their own home

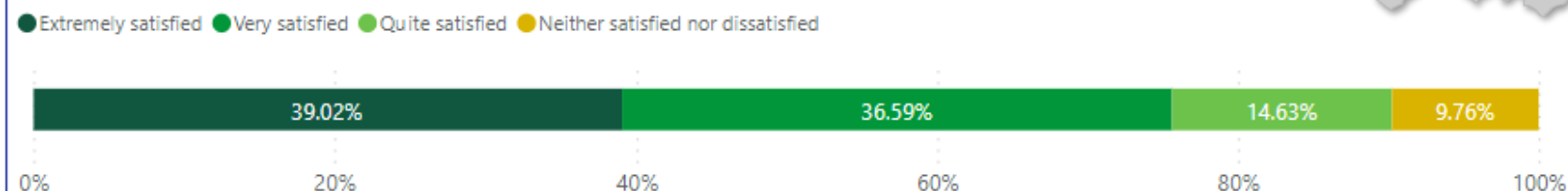
**0**  
People residing in nursing care

**3**  
People residing in residential care

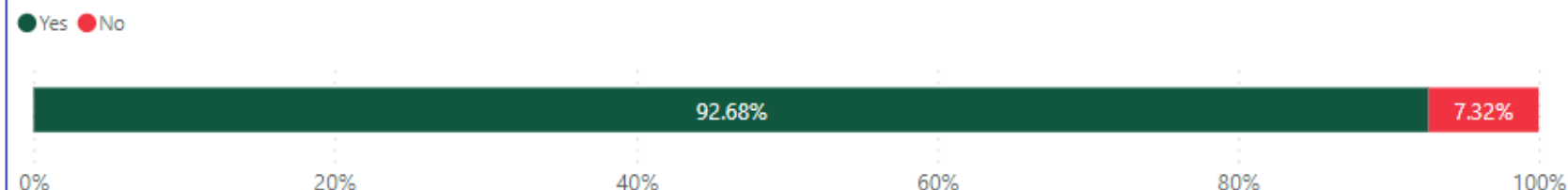
## Respondents by age and gender



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



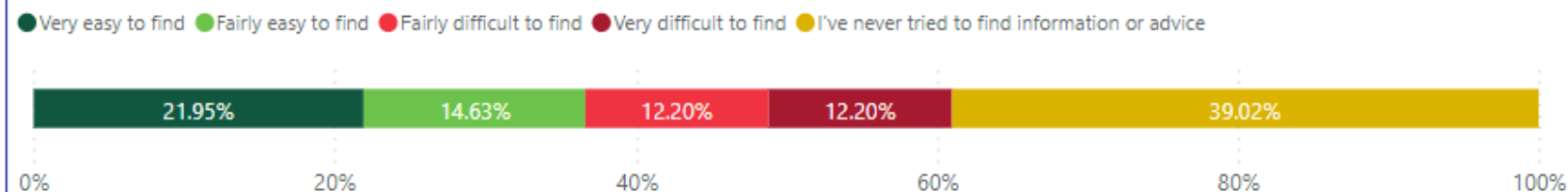
## Do care and support services help you to have a better quality of life?



## 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?

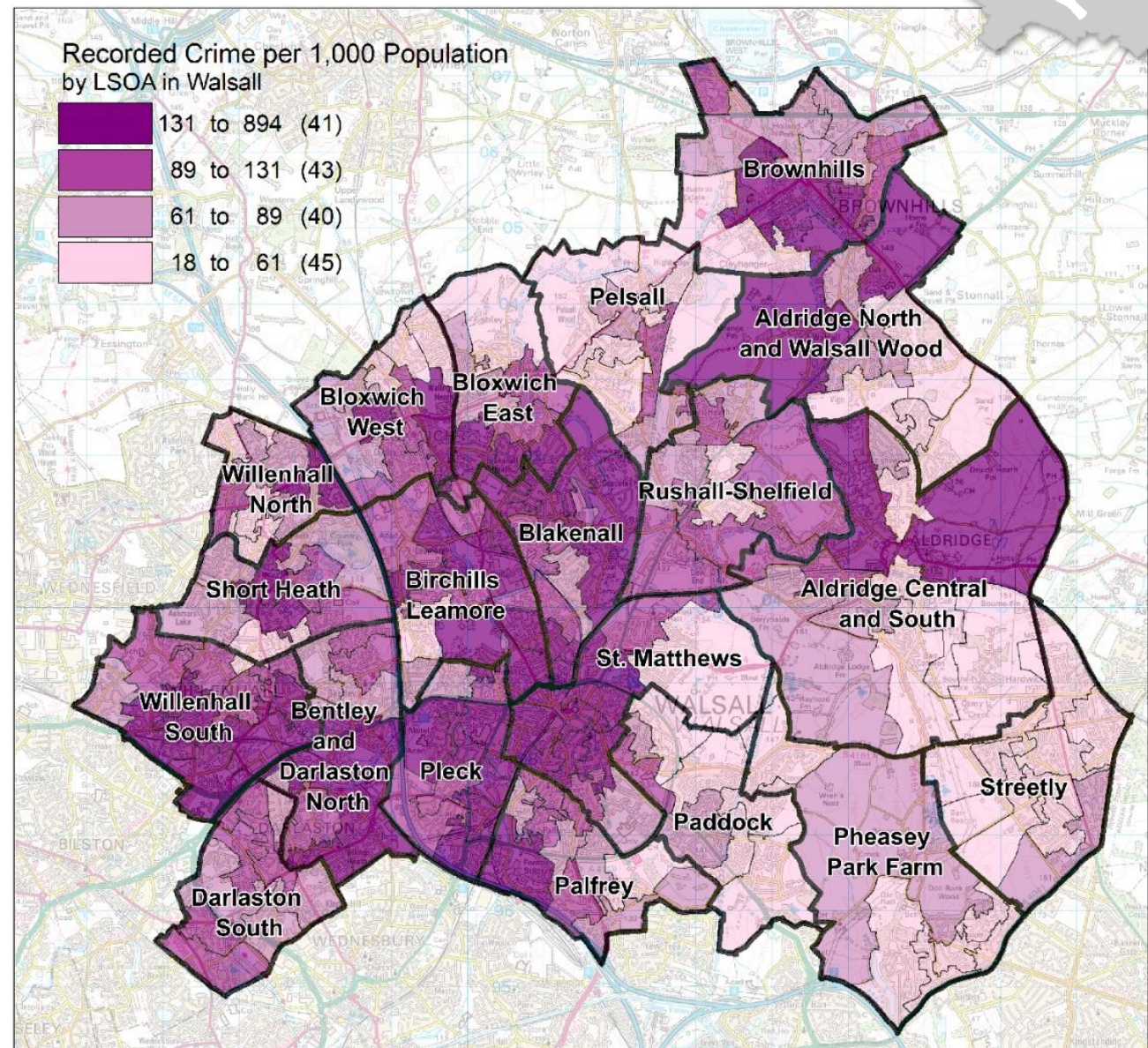


# Recorded Crime



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
<b>St. Matthews</b>	<b>4655</b>	<b>15564</b>	<b>299.09</b>
Streetly	582	12578	46.27
Willenhall North	1147	12717	90.19
Willenhall South	2939	17242	170.46
Walsall Borough	33646	284157	118.41

St. Matthew's ward ranks highest for recorded crime, but with variations at a LSOA level.

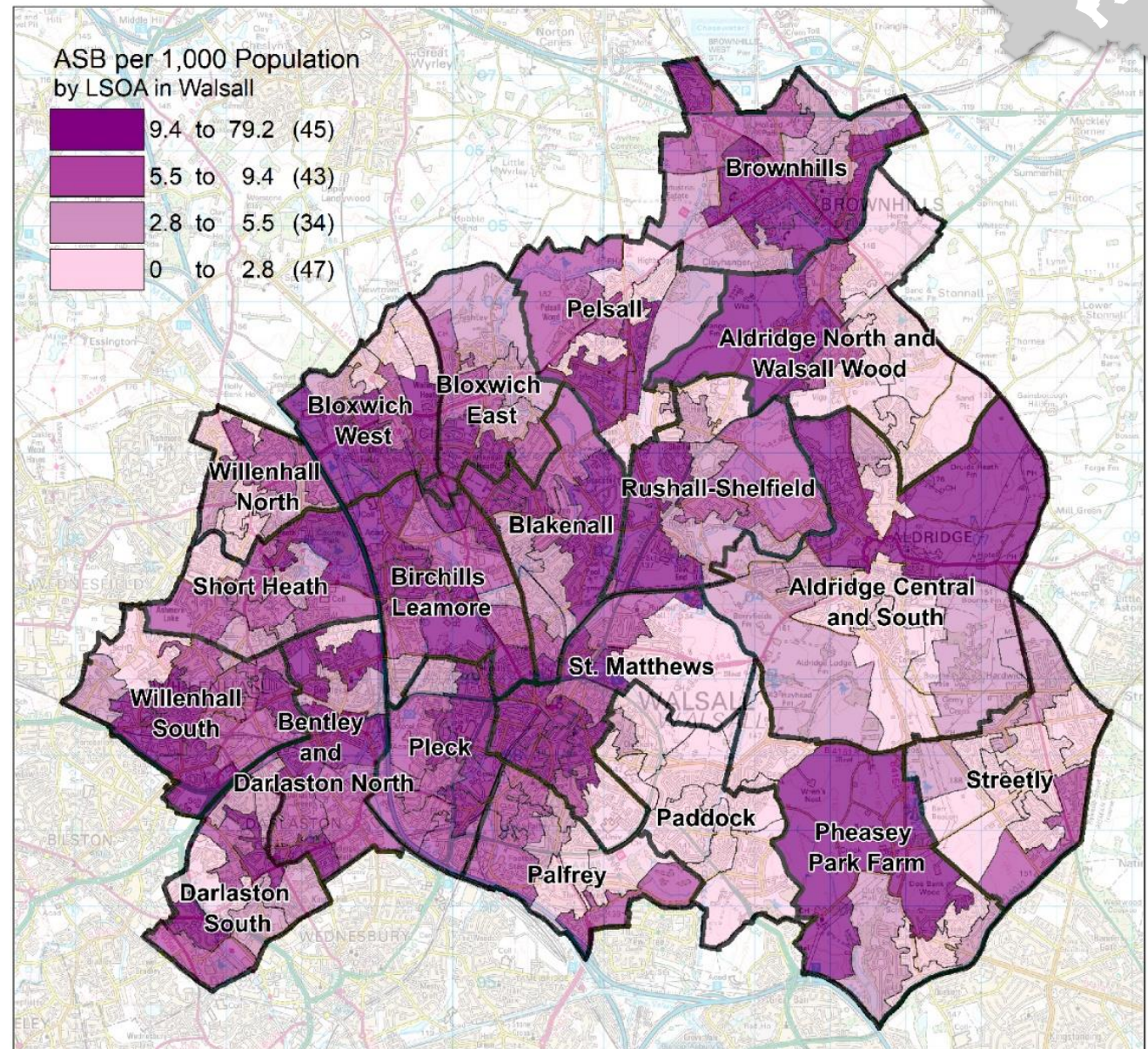




# Anti-social Behaviour

Ward	Count	Popn	Rate per 1,000 Popn
Willenhall South	143	17242	8.29
Willenhall North	60	12717	4.72
Streetly	32	12578	2.54
<b>St. Matthews</b>	<b>328</b>	<b>15564</b>	<b>21.07</b>
Short Heath	73	11662	6.26
Rushall-Shelfield	85	12434	6.84
Pleck	126	16534	7.62
Pheasey Park Farm	43	11428	3.76
Pelsall	64	11350	5.64
Palfrey	76	16692	4.55
Paddock	21	13206	1.59
Darlaston South	104	17596	5.91
Brownhills	131	13437	9.75
Bloxwich West	183	13680	13.38
Bloxwich East	119	13655	8.71
Blakenall	195	16003	12.19
Birchills Leamore	287	16523	17.37
Bentley and Darlaston North	135	13994	9.65
Aldridge North and Walsall Wood	74	13167	5.62
Aldridge Central and South	58	14695	3.95
Walsall Borough	2337	284157	8.22

St. Matthew's ward ranks as highest for recorded anti-social behaviour, but with variations at a LSOA level.



# Useful Links

- **Walsall Insight** - Trends & data covering the Walsall Borough  
<https://www.walsallintelligence.org.uk>
- **Walsall Council** - [Homepage](#) | [Walsall Council](#)
- **Economic Intelligence Unit (EIU)** - <https://www.theeiu.org>
- **Office for National Statistics (ONS)** -
  - Census 2021 Ward data, England and Wales  
<https://www.ons.gov.uk/releases/warddataenglandandwalescensus2021>
  - Census 2021 Walsall Population Summary  
<https://www.ons.gov.uk/visualisations/censuspopulationchange/E08000030>
- **NOMIS** Official Census and Labour Market Statistics - <https://www.nomisweb.co.uk/>



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For more information and Business Insights please visit our website:

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

If you have any queries or feedback, please email us at:

**[insight@walsall.gov.uk](mailto:insight@walsall.gov.uk)**

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