

# Bloxwich West

## Ward Profile

Produced by  
Walsall Business Insights  
February 2024

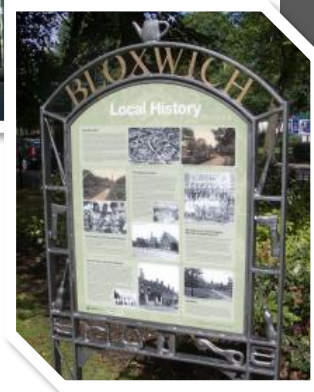


# Welcome to Bloxwich West



## Did you know?

- **Famous Residents - Phil Drabble OBE**, A BBC television presenter and countryman, was best known for long running series '**One Man and His Dog**' in which he commentated on sheepdog trials for over 17 years, attracting over 8 million viewers, the queen was even a fan! He was made 'Midlander of the year' in 1992 and made OBE before retiring in 1993. A pub in Bloxwich West's Turnberry housing estate was named 'One Man and his Dog' in his honour.
- **Meera Syal MBE** – Well known British Asian Actress, writer and Comedian born in Wolverhampton but grew up in Essington and moved to Bloxwich when she was young. The landscape and status of being the only Asian family in Essington formed the backdrop of her novel and later film, Anita and Me, which she described as semi auto-biographical.
- **Transport** – Bloxwich West is well served by public transport and has 2 x railway stations. Regular bus routes link with Walsall and towns and cities such as Cannock , Wolverhampton and Birmingham and the A34 Southampton/Manchester runs straight through the High Street.
- **King George V playing fields** – Opened in 1937 the site was for Bloxwich residents to play sports. Today, it has football pitches ,outdoor gym, Skatepark, Splash Pads and Childrens play area. Sunday mornings host a Junior Park Run event, aimed at children aged 4-14yrs.



- Covers 3.5 sq km (353.2 ha)
- Makes up 3.4% of the total area of Walsall
- Has a population density of 3,772 people per Square Kilometer  
(This is **Higher** than borough average of 3,159)

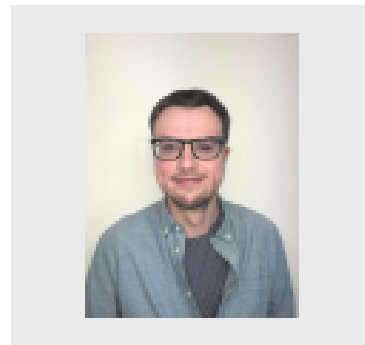


# Councillors



Michael Coulson

06 May 2024



Matthew Follows

07 May 2015



Louise Harrison

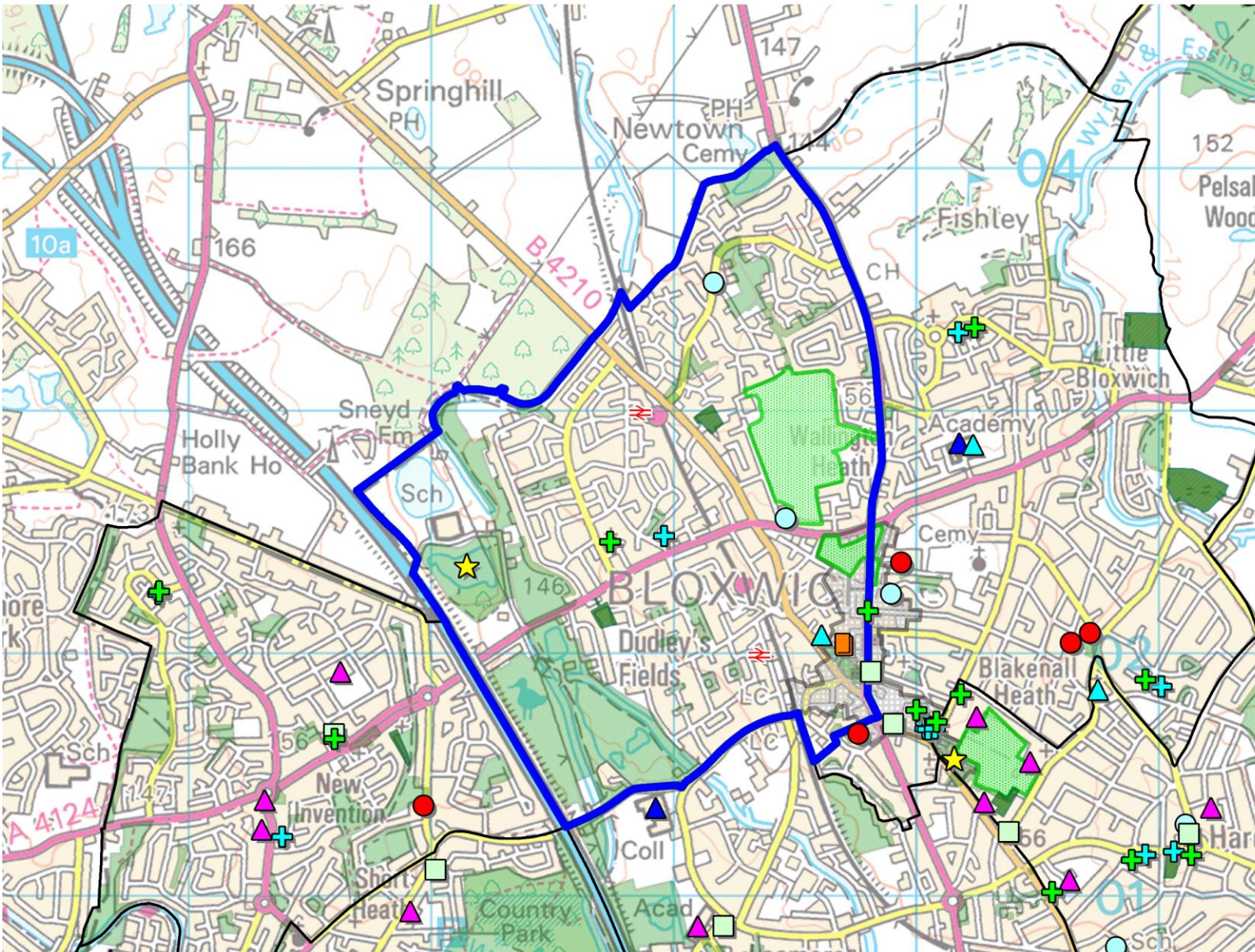
10 June 2004



# Place

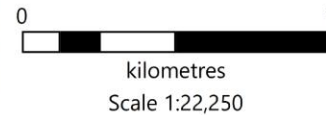
What are the attributes and assets of the local area, and how can we characterise it compared to the rest of Walsall?

# 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



## Bloxwich West Assets Map

Walsall Council

Illustrates Bloxwich West's geography and highlights key local assets.

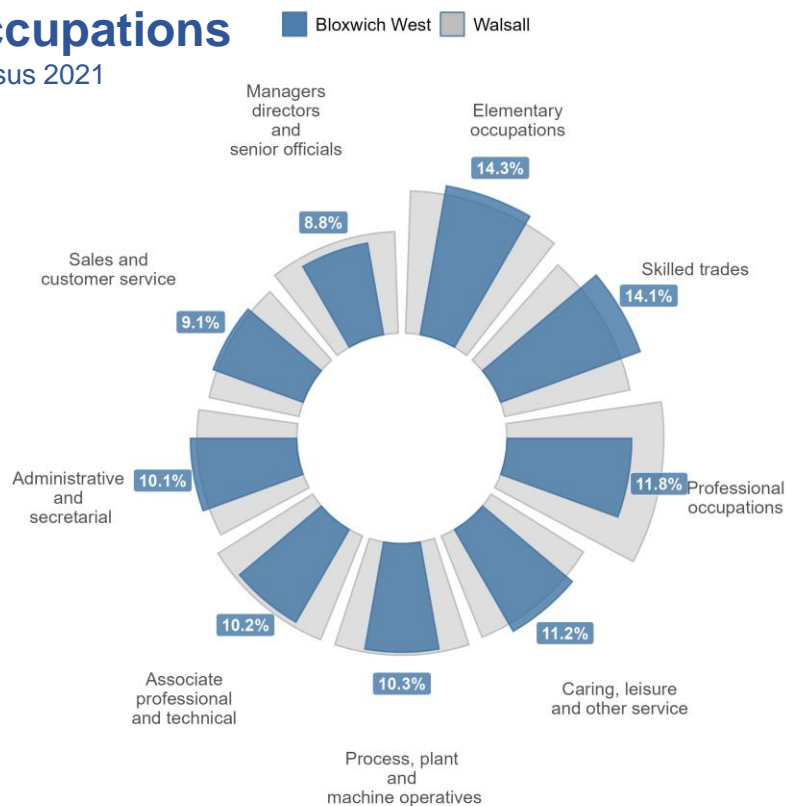


# Economy and Workforce



## Occupations

Census 2021



- Bloxwich West's occupational profile resembles Walsall's but does differ in substantially fewer employed within professional occupations (11.8% contrasted to Walsall's 14.9%). The difference in share is largely in greater skilled trades (14.1%, Walsall 12.2%) and slightly more elementary (manual) occupations (14.3%).
- This indicates the labour force of Bloxwich West is distributed more towards manual, unskilled occupations and skilled trades relatively fewer office-based professionals and directors than might be seen across the wider borough.

## Economic Status

Census 2021

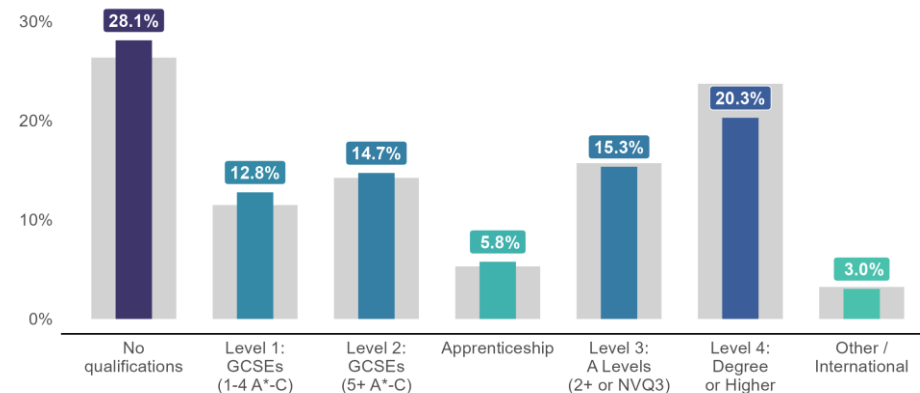
Ward	Inactive (%)	Active (%)
Pheasy	36.9%	63.1%
Will S	39.8%	60.2%
Brown	40.2%	59.8%
Rush Sh	40.5%	59.5%
Streety	40.6%	59.4%
Will N	40.6%	59.4%
Darl S	40.9%	59.1%
Ald NWW	41.3%	58.7%
Paddock	41.8%	58.2%
Blox W	42.0%	58.0%
Bent DN	42.6%	57.4%
Pelsall	43.0%	57.0%
Ald CS	43.1%	56.9%
Blake	43.3%	56.7%
Birc 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%

**58%**  
Are Economically Active

10<sup>th</sup> highest of Walsall's 20 Wards.  
*Inactivity includes retirees, students, long-term sick/disabled, homemaking and other.*

## Qualifications

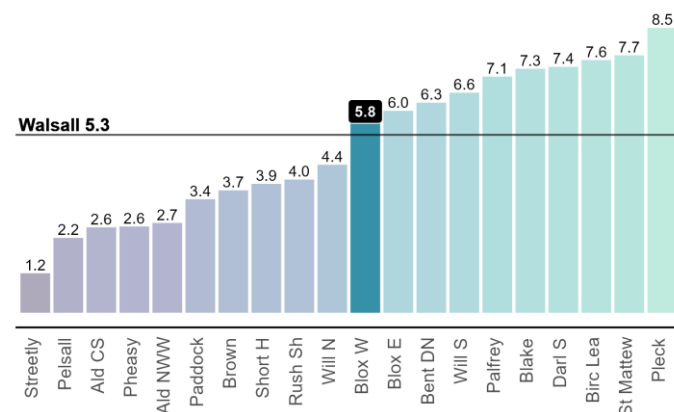
Census 2021



- Bloxwich West's qualifications profile closely resembled Walsall's profile, with a slightly larger number of adults with no formal qualifications (28.1%, Walsall 26.3%) and fewer with a degree or higher (20.3%, Walsall 23.7%).

## Claimant Count

JSA Claimants per 100 working age pop, ONS Oct 2023



- Bloxwich West's Claimant Count (Jobseekers Allowance) is approximately 5.8 per 100 working age adults.
- This is essentially similar to Walsall's 5.3, ranking as the 10<sup>th</sup> highest claimant rate of the 20 wards.

Source: Census 2021

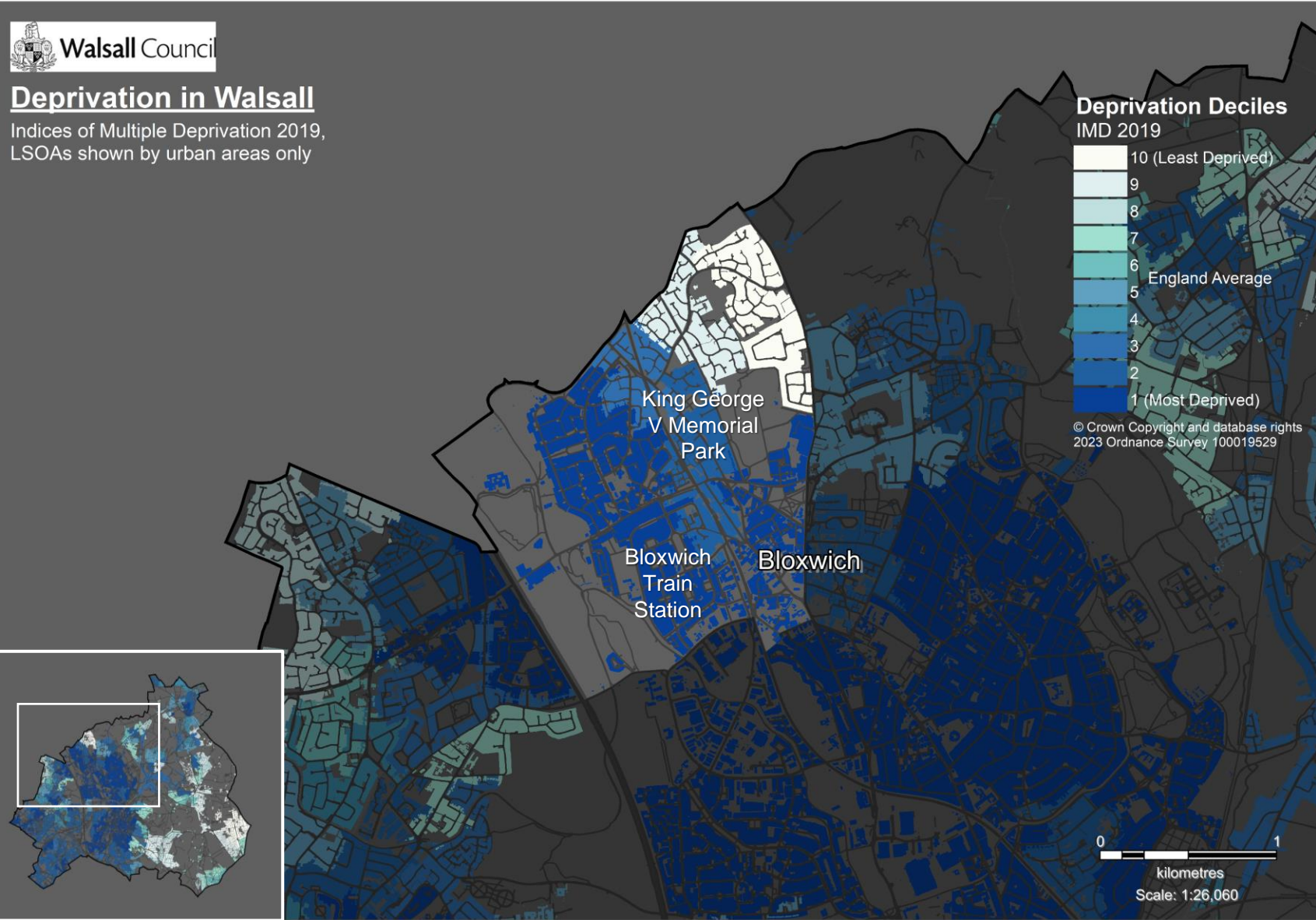
Maps © Crown copyright and database rights 2023 Ordnance Survey 100019529

# Deprivation



## Deprivation in Walsall

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



Bloxwich West's features areas ranking very low in deprivation in the Northeast. However most of the population resides in areas which fall within the 20% most deprived areas in England.

It faces particular deprivation challenges with:

- **Adult Skills** (decile 2)
- **Education, Skills and Training** (decile 2)
- **Children and Young People** (decile 3)
- **Employment** (decile 3)

It ranks positively for close **proximity to services**, falling within the 6th Decile of England areas.



**7 in 10**

Residents Living in **High Deprivation** Amongst the bottom 20% of areas nationwide.

Note: Deprivation is a relative measure, not absolute. High deprivation suggests an area has not kept pace with progress relative to other areas in England.

# Housing & Households



**5,700 Households** ↑

Increased since 2011, Ward makes up **5.0%** of all Walsall Households



**470** (8.3%) Households are Lone Parents of Dependent children



**19.7%** School Children & Full-time Students

(aged 5yrs & over) Approximately 1:5

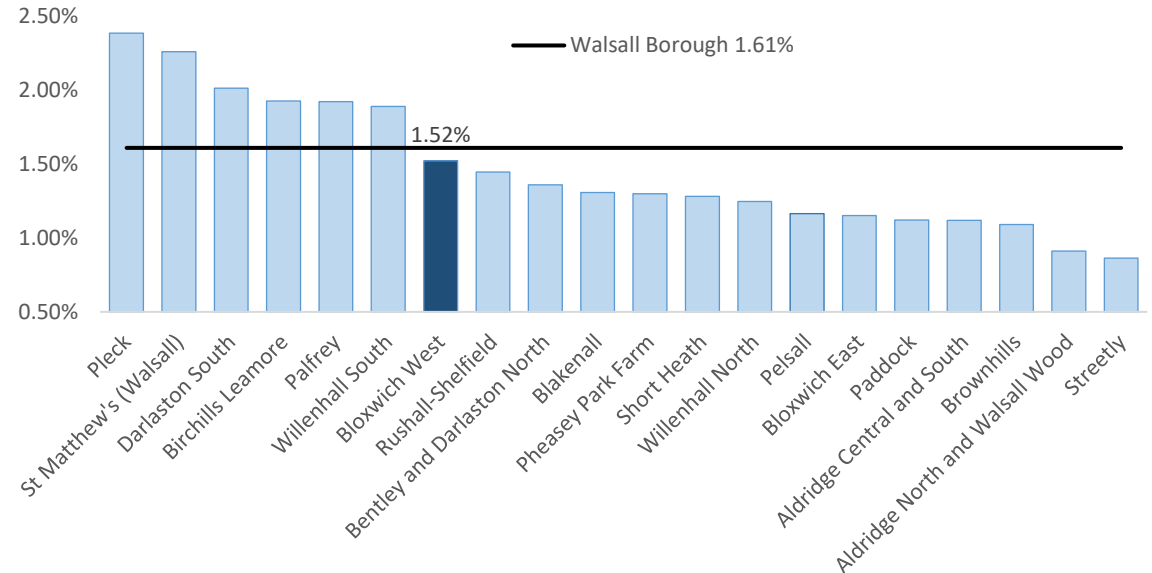


**56% Homeowners**

30.5% homes are Socially Rented (Borough 23.7%)

- Bloxwich West's household population of full-time students and school children, aged over 5yrs, is 19.7%, below the Walsall figure of 22.1% and very similar proportion to Willenhall North (19.6%).
- Single-family households consisting of a lone parent with dependent children make up 8.3% of households, very similar to Brownhills (8.5%) and Willenhall North (8.6%). The number of lone parent households in Bloxwich West is double that of Paddock (223).
- **55.6% of Bloxwich West's homes are owned.** Of those, 57% are owned outright, without a mortgage or shared ownership. 14% of households rent privately or live rent free. 1 in 3 homes in Bloxwich West are socially rented, compared 1 in 4 in Brownhills which has the same number of households. At 30.5%, this ranks 7<sup>th</sup> highest in Walsall.
- The number of households living with **no** central heating across the borough has positively decreased by about half since 2011. Bloxwich West has 7<sup>th</sup> highest number of households living without central heating, at 1.52%. This is poor when compared to 1.15% homes in Bloxwich East ward, but better than Walsall Borough figure of 1.61%.

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





# Development / Regeneration



- **Bloxwich District Centre** – with national retailers / occupiers and multiple independents.
- **District centre improvements works** led by Highways completed and included paving works following the demolition of the former public conveniences.
- Former **Eagle Public House** site – derelict for a period of time but flats now under construction.
- **Sneyd School site**– Planning application being prepared for re-development. Council in discussions with the Community Association regarding relocation before proposed development.
- Bloxwich to benefit from **£21.3m Town Deal Funding** to deliver significant investment over the coming years. This will include benefits for Bloxwich West Ward. Examples include:
  - Elmore Green Road and Croxdene Avenue Walking and Cycling Improvements (**part of the Bloxwich Active Travel and Connectivity project**) - already delivered (2023).
  - Planning application submitted to use the former Bloxwich Post Office as a digital support and training facility – **Bloxwich Launchpad**. The facility will also include space for entrepreneurs to form and grow their businesses.
- **Bloxwich Town Deal** to continue to deliver significant investment. Projects include the **Promotion of Construction Skills Through Regeneration**, further schemes within the **Bloxwich Active Travel & Connectivity** scheme which includes canal towpath improvements between Walsall and Bloxwich. Further details can be found on the council's website: <https://go.walsall.gov.uk/business/regeneration-and-investment/bloxwich-and-walsall-town-deal/town-deal-funded-projects>

## Site Allocation Document (SAD) Allocated Sites

### Key sites:

- IN19.1: Willenhall Lane Industrial Estate North / Croxtalls Avenue, Bloxwich
- IN238: Eclipse Works, Parker Street
- LC31A: The Leathern Bottle, Cresswell Crescent – Local Centre Development Opportunity



# People

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

# Demography



**13,300**  
Population

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

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

**20% Aged 0-15**  
Approximately 1 in 5 people (2,700)

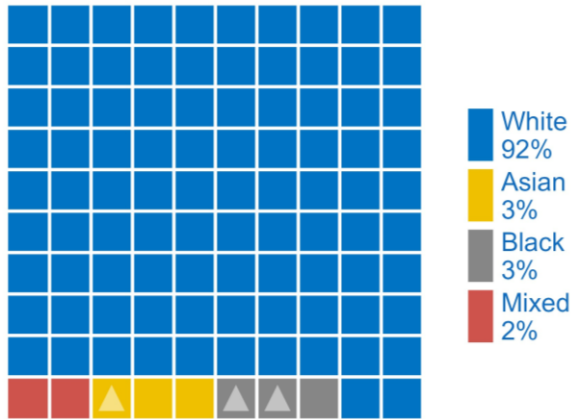
**62% Aged 16-64**  
Approximately 5 in 8 people (8,200)

**18% Aged 65+**  
Approximately 1 in 5 people (2,500)

**+ 0.7% Population since 2011**  
+ 90 people. Walsall increased by 5.5%

## Ethnicity

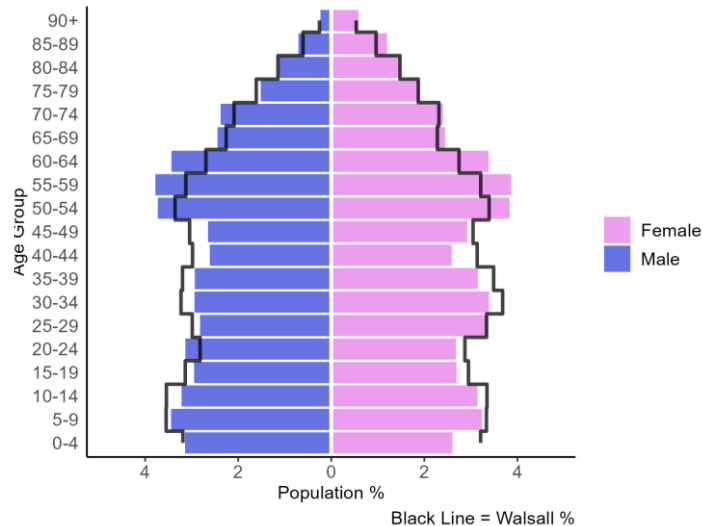
Census 2021, resident population



□ = 1% population ▲ = increase since 2011

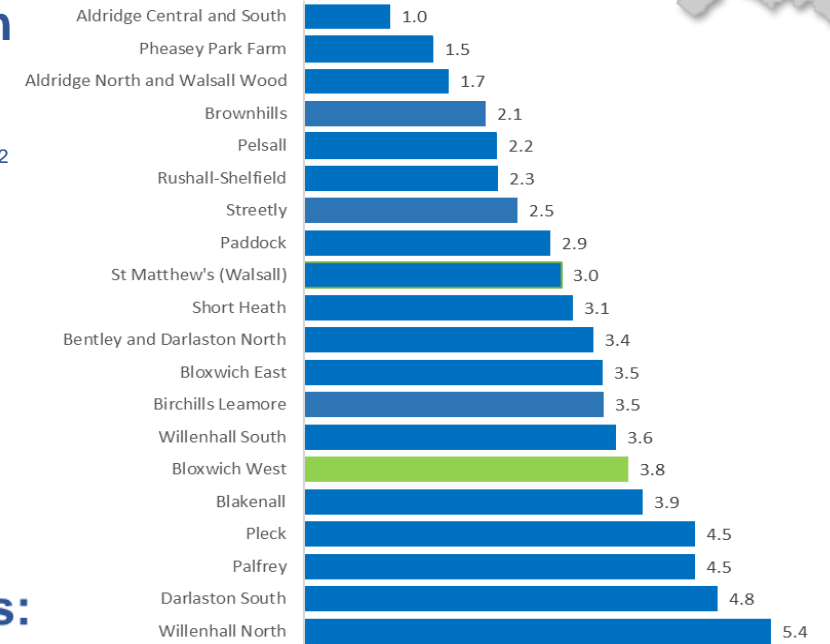
## Population Pyramid

Census 2021, population age and sex



## Population Density

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



## Key Points:

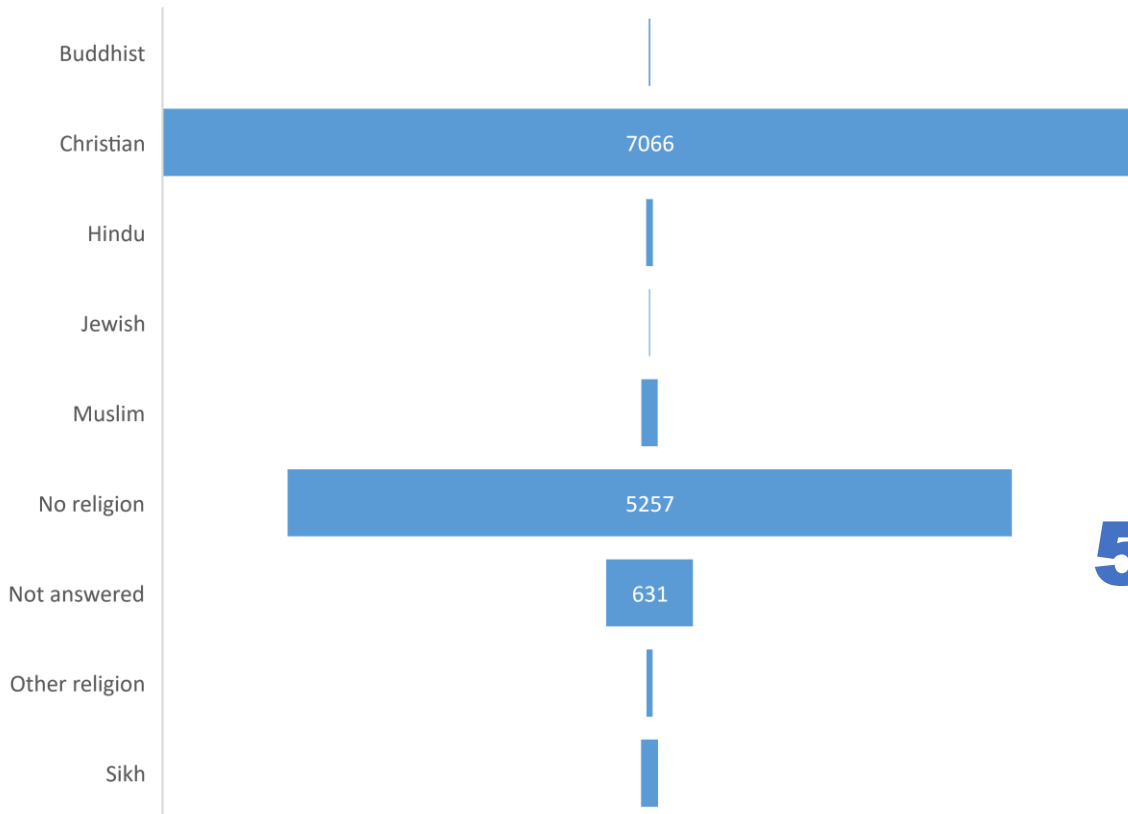
- Bloxwich West has the 6<sup>th</sup> highest proportion of people of working age 16-64yrs, and a median age of 41 years old, approximately 2 years above the Borough average (39 years) and 3 years above Bloxwich East. It's age distribution has a higher number of 50-64yr olds than Walsall's Borough population overall.
- In terms of Population Density, Bloxwich West is the 6<sup>th</sup> most populated ward, with areas of Parks and greenspace, equating to 3,772 people per sq. km, a similar density to that of Blakenall (3,938 per sq. km). Walsall's density is 2,733.
- Due to the narrow population increase since 2011, ethnically, the ward remains largely White British (92%), with small populations of Asian (3%), Black (3%), Mixed (2%). However, both the Asian and Black group have increased, with the Black group showing biggest increase in percentage from 1% to 3%.

# Language and Religion

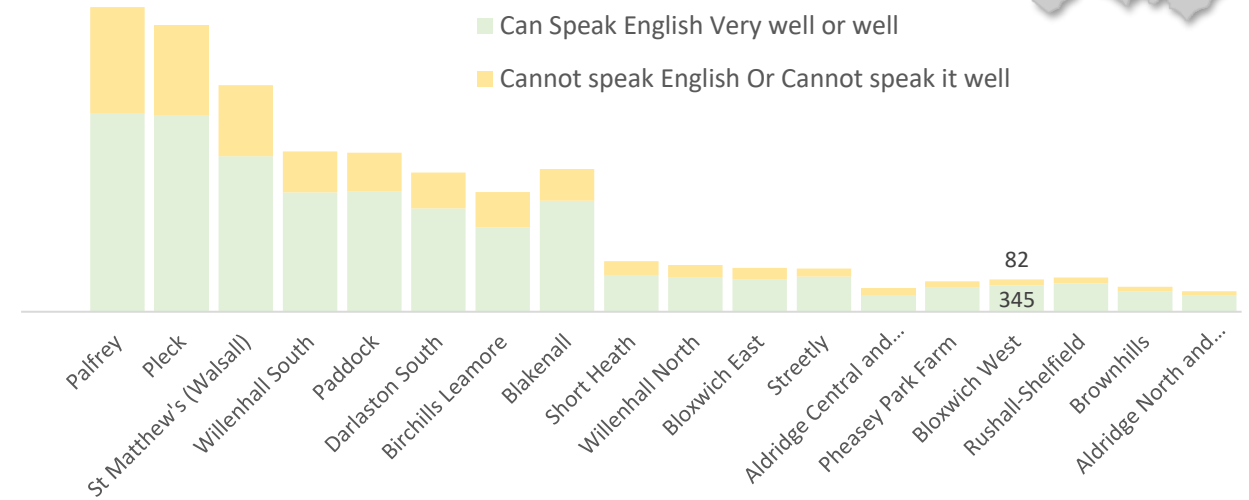


**97% of Households where All Adults use English as their main language**

Population by Religion



Data Source:  
[www.ons.gov.uk/releases/warddataenglandandwalescensus2021](http://www.ons.gov.uk/releases/warddataenglandandwalescensus2021)

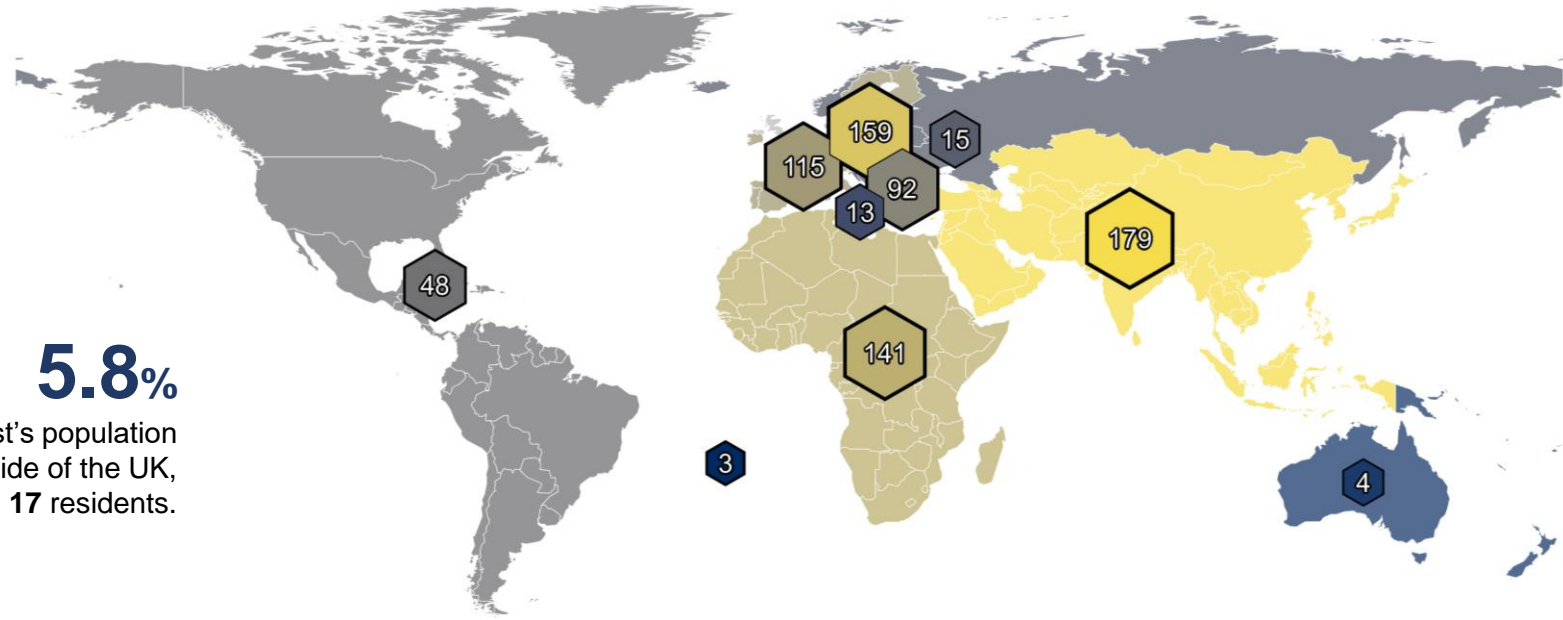


- 97.8% of households have all **or** at least one adult where English is the main language, compared to 81.1% in Palfrey and Pleck. Where English is not the main spoken language, 19% of these residents cannot speak English or cannot speak it well.
- Bloxwich West has a lower number of Households where no residents speak English as main language (86) equating to only 1.5% of the ward, compared to 14.2% of Pleck (788) and St. Matthew's 11.1% (806).

**53%** Household residents identified as Christian (Borough 45%)

- Bloxwich West ward has over half (53.0%) of residents following a Christian religion, higher than the Walsall percentage of 45%. It has the highest number of Jewish residents in Walsall and the third highest proportion of residents with no identified religion.
- 39.5% of Bloxwich West residents reported in 2021 Census as having No Religion, much higher compared to Palfrey ward with just 11.1%.

# Non-UK Country of Birth



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

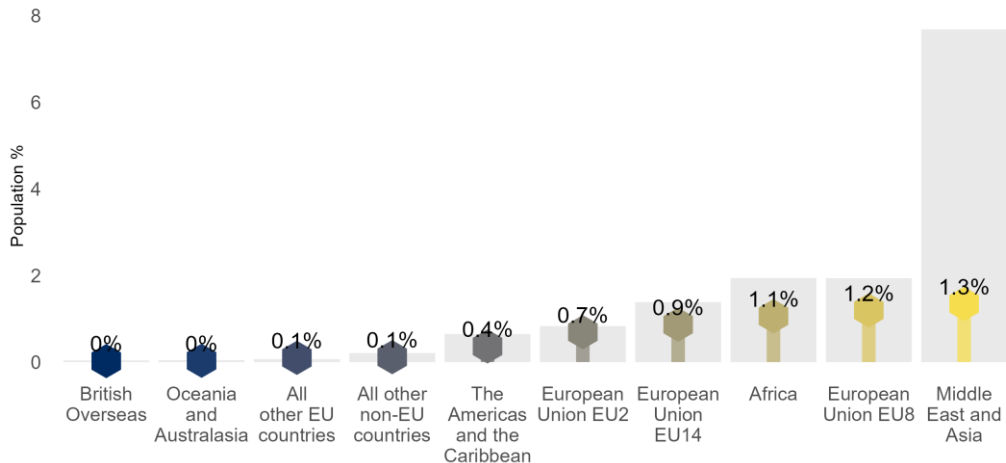


**5.8%**

of Bloxwich West's population was born outside of the UK, approximately 1 in 17 residents.

## Bloxwich West versus Borough Comparison

Country of Origin by % Resident Population, Census 2021



Grey bars = Borough %

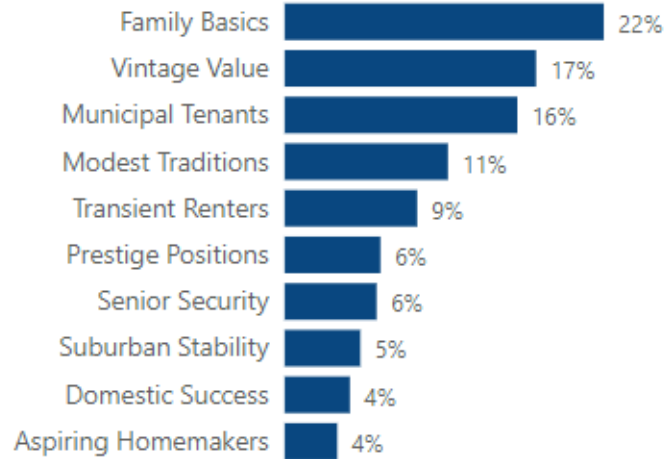
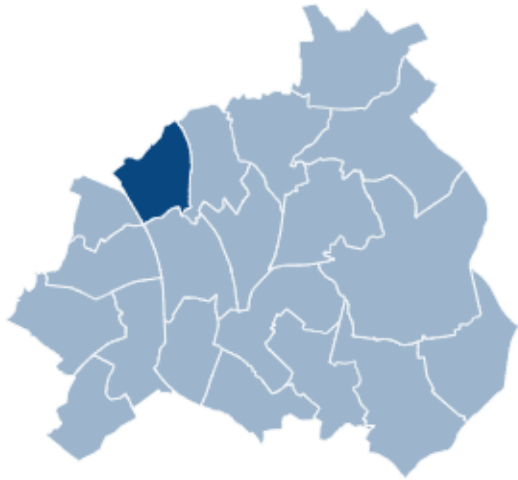
## Key Points:

- With 94.2% of residents being UK born, Bloxwich West has the 5<sup>th</sup> largest proportion of UK born residents of the 20 Walsall wards.
- 5.8% of Bloxwich West's population originates from non-UK nations, contrasted with the borough's 14.7%.
- There are substantially fewer residents whom were born in the Middle East and Asia, at around 179 residents or approximately 1.3% (Borough 8%), but this remains the largest origin for non-UK born residents. There are also fewer from Africa and EU8 (2004 EU enlargement nations such as Poland, Hungary, Lithuania, Slovenia and Slovakia).
- There are relatively fewer levels of EU14 born residents as the rest of the borough: founding EU states such as Germany, France, Italy and Spain, accounting for 0.9% of the ward's population.

# Social Segmentation

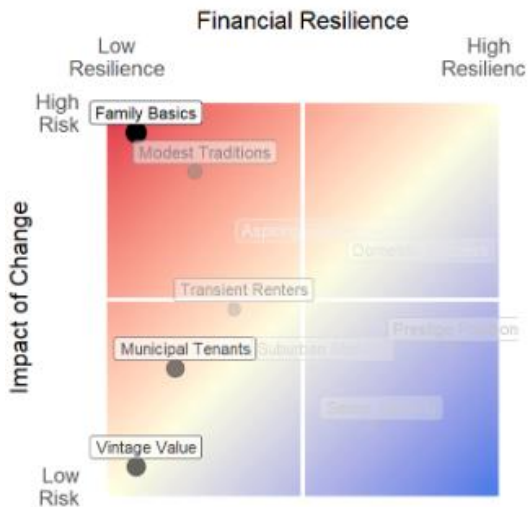


## Social Segment Composition of Walsall Wards (% Households)



### Key Points:

- Social Segmentation is a means of categorising residential populations by shared socio-economic traits and similar behaviours.
- Bloxwich West features a wide range of segments, with the largest three being **Family Basics**, **Vintage Value** and **Municipal Tenants**. These are defined on the right of this page.
- **Family Basics** accounts for 22% 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 the majority of households in this ward share 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

## 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

## 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

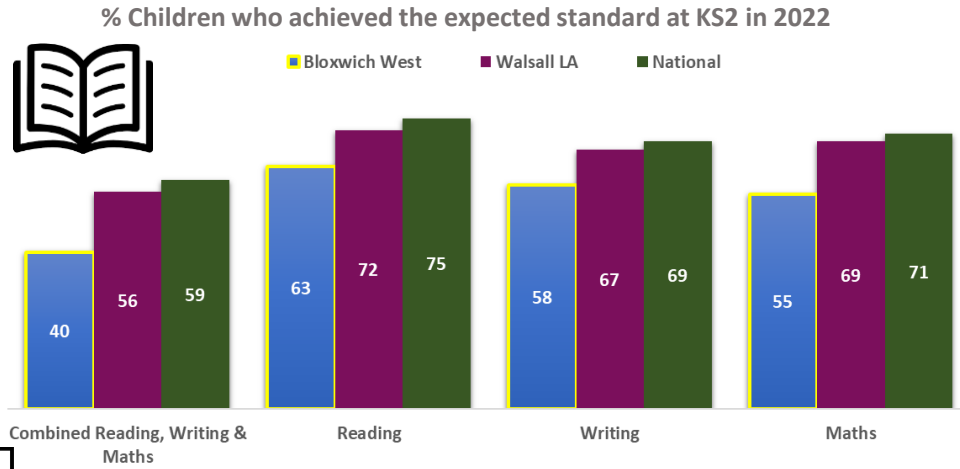


# Education



There are 5 Primary schools and 1 Nursery in the ward:

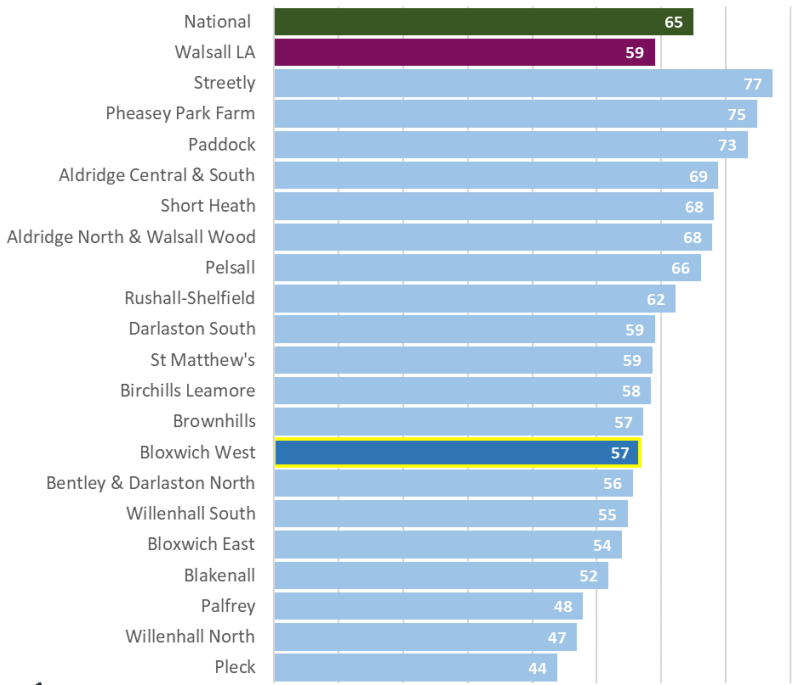
Nursery	Sandbank Nursery
Primary	Abbey Primary
	All Saints National Academy
	Busill Jones Primary
	Elmore Green Primary
	Jubilee Academy



## Key Points:

Attainment data by ward is matched based on children resident in the ward who attended any Walsall school within the local authority. Any children who attended an out of borough school are excluded from the analysis.

## % Children who reached a good level of development in 2022

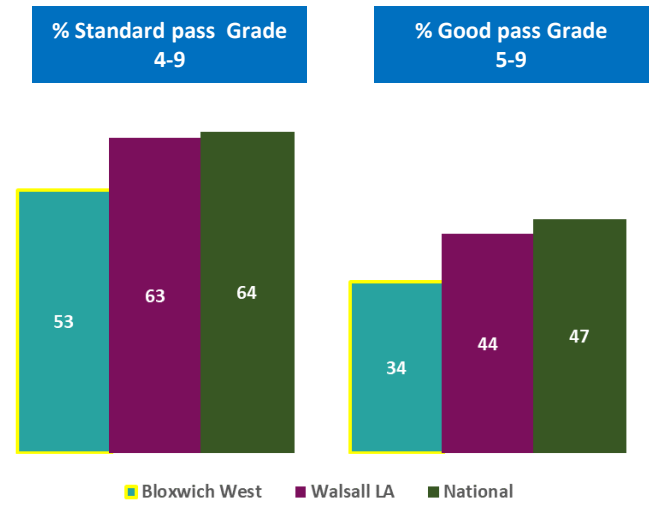


Children are defined as having reached a good level of development at the end of their Reception year if they have achieved at least the expected level in prime and specific areas of learning.

The overall GLD for Walsall in 2022 was 59%. 57% of children who reside in the **Bloxwich West** ward achieved this threshold. This is just 2% below the LA average and 8% below the national average. **Bloxwich West ward is ranked 13<sup>th</sup> highest performing in Walsall compared to other wards.**



## Achieving GCSE English and maths in 2022



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 **Bloxwich West** ward who reached the expected standard at KS2 is below the Walsall average across all core subjects.

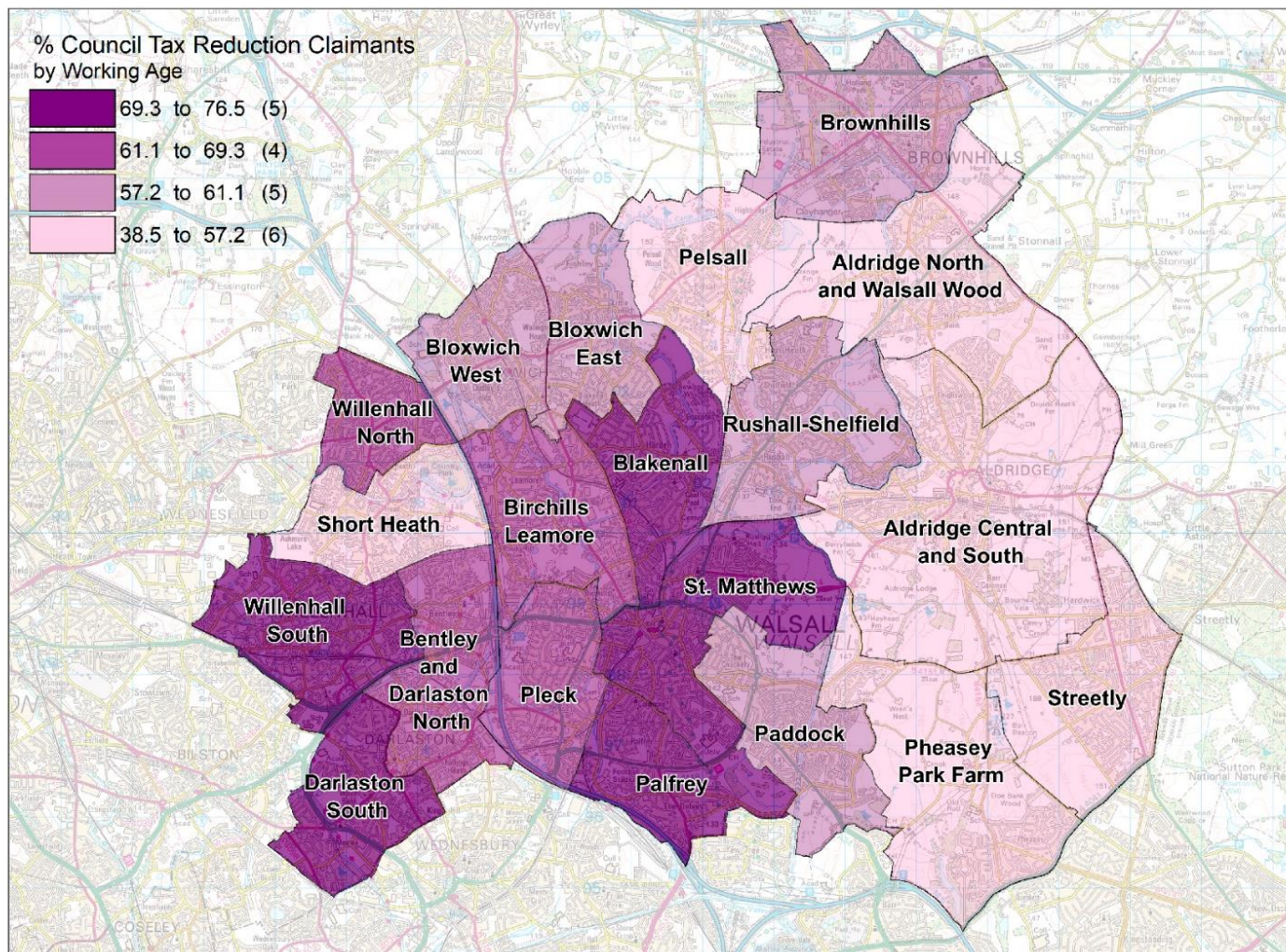
At the end of KS4 (Year 11) pupils sit examinations in a range of GCSE and other vocational qualifications.

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%. The proportion of students' resident in the **Bloxwich West** ward who achieved a standard pass is below Walsall and National figures.

34% of students achieved a good pass in English and maths GCSE which shows a 10% gap below the Walsall LA figure and is 13% lower than the National average.

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

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

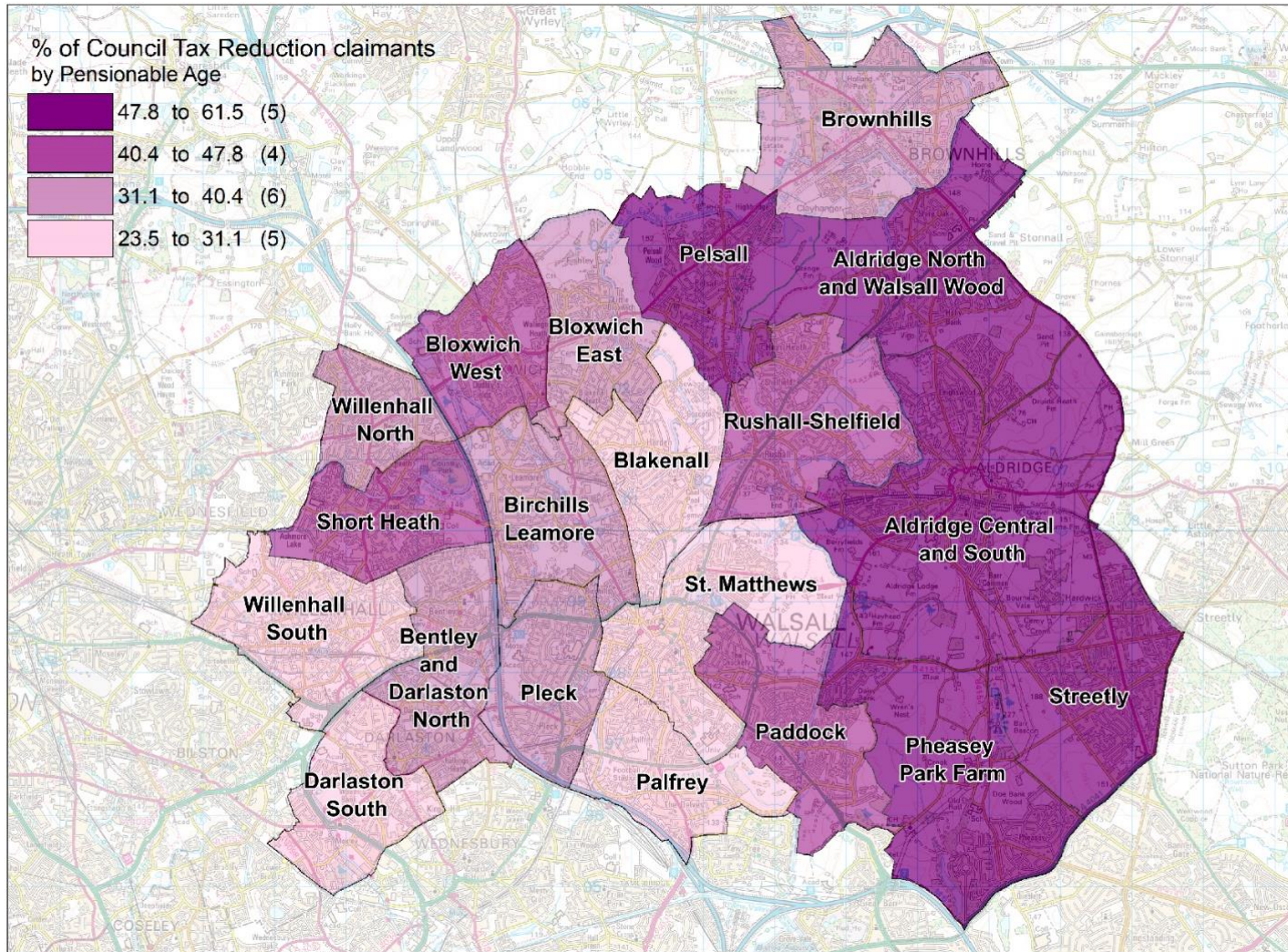


59.6% of households in Bloxwich West ward claim CTR by working age (ninth highest of Walsall's wards) and is lower than the Borough average of 64.1%.

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
<b>Bloxwich West</b>	<b>1,690</b>	<b>40.41</b>	<b>59.59</b>
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



40.4% of households in Bloxwich West ward claim CTR by pensionable age, (9th highest out of Walsall's wards) and is higher 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?



## What is the General Health of Bloxwich West?

Census 2021, % of resident population



- Bloxwich West has a lower self-reported level of general health than many other Walsall wards (ranking 17<sup>th</sup> of 20), with 76.4% of residents rating their health as good or better, below the England average of 82.1%.
- At 7.5%, approximately 1 in 13 residents rated their general level of health to be bad or worse.

## Disability

Census 2021, resident population

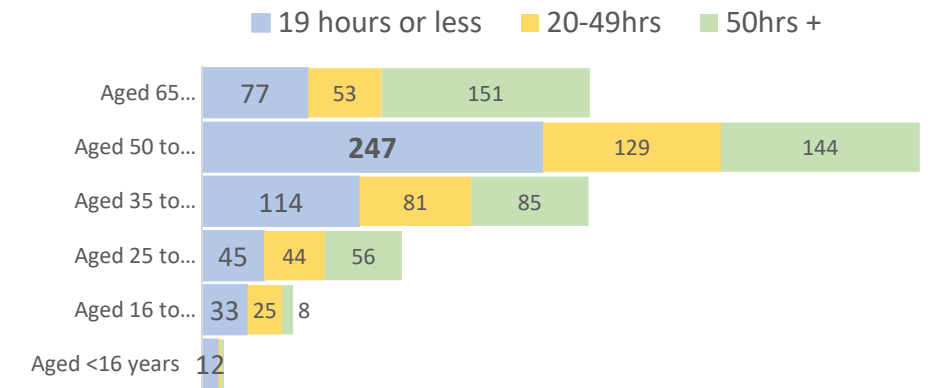


**21.6%** Reported as Disabled  
Where day-to-day activities are limited  
(approximately 2 in 9 residents).

- This is more than Walsall figure (19.1%) and ranks 3<sup>rd</sup> highest out of Walsall's 20 wards.
- 5.7% have a long term physical or mental Health condition but daily activities are not limited.

## Unpaid Care

Census 2021, resident population (aged 5yrs +)

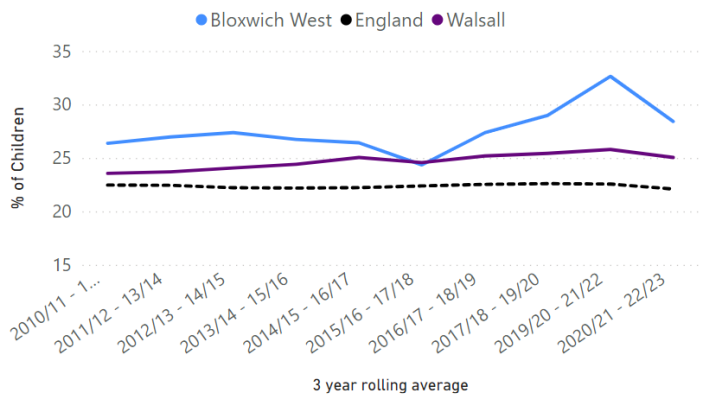


- 11th Highest** number of Unpaid carers in Walsall, 1,308 compared to Pheasey with fewest (1,044) & Aldridge Central & South with most (1,471)
- 10.4%** of Bloxwich West residents provide unpaid care. Most carers are aged 50 - 64yrs caring for 19 x hours or less per week

# Child Healthy Weight

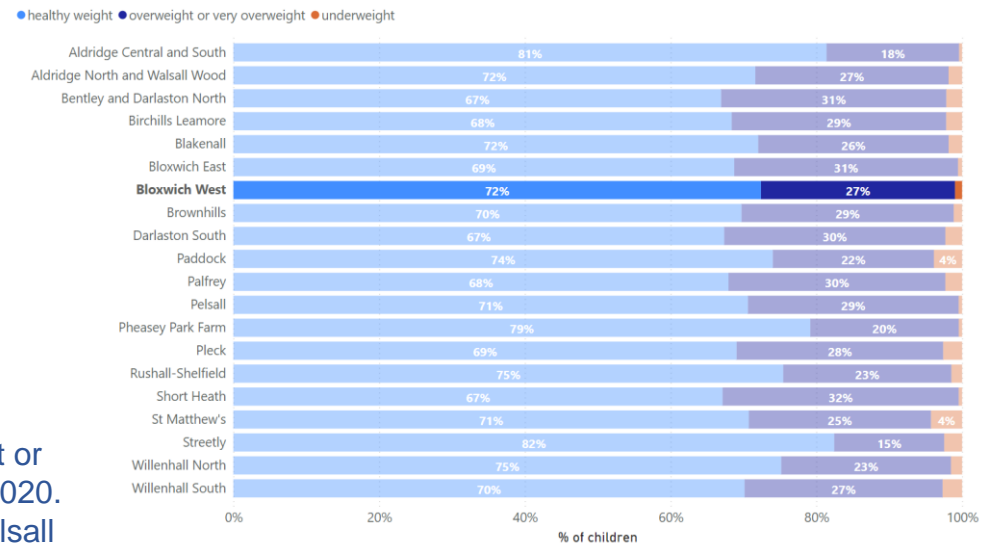


Prevalence of Overweight and Obesity in Reception Year



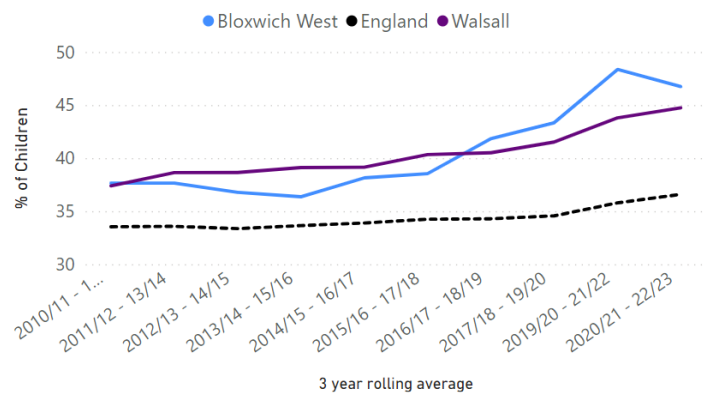
The prevalence of Reception-aged children who are overweight or obese in Bloxwich West has shown a decrease in trend since 2020. However, the prevalence is still significantly higher than the Walsall average and the national rate.

Weight category of children by ward



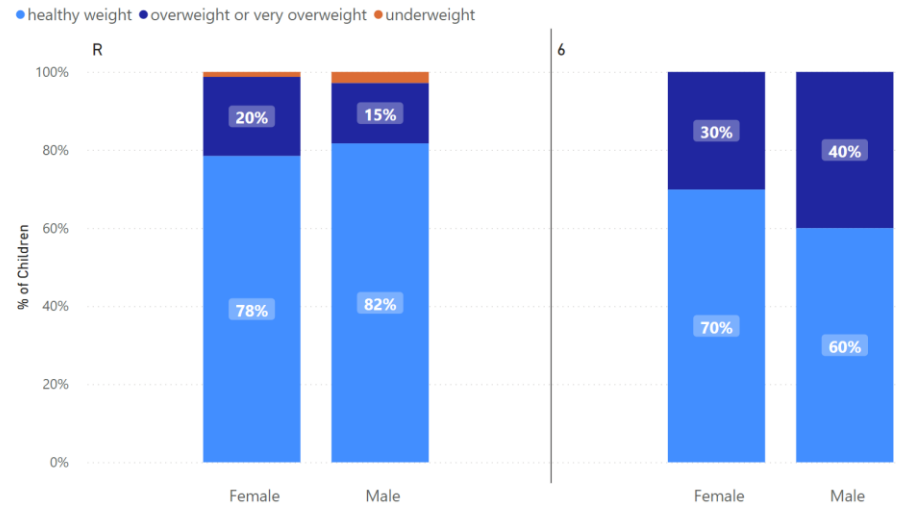
Overall, in Bloxwich West just over **7 in 10** children are a *healthy weight*.

Prevalence of Overweight and Obesity in Year 6



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

Weight Category of Children by Sex



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

However, in Year 6, the proportion of children that are overweight or obese is higher in boys with **4 in 10** boys being overweight or obese.

# Adult Social Care



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

645

New requests for support, received from

408 individuals



14 people aged 18-24, 108 aged 25-64 and 286 aged 65+

202

People received an assessment



8 people aged 18-24, 50 aged 25-64 and 144 aged 65+

88 assessments resulted in a long term service

22

Carers were assessed and supported during the year



0 people aged 18-24, 9 aged 25-64 and 13 aged 65+

242

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



6 people aged 18-24, 78 aged 25-64 and 1... aged 65+

161

Safeguarding concerns were received, relating to

100 individuals



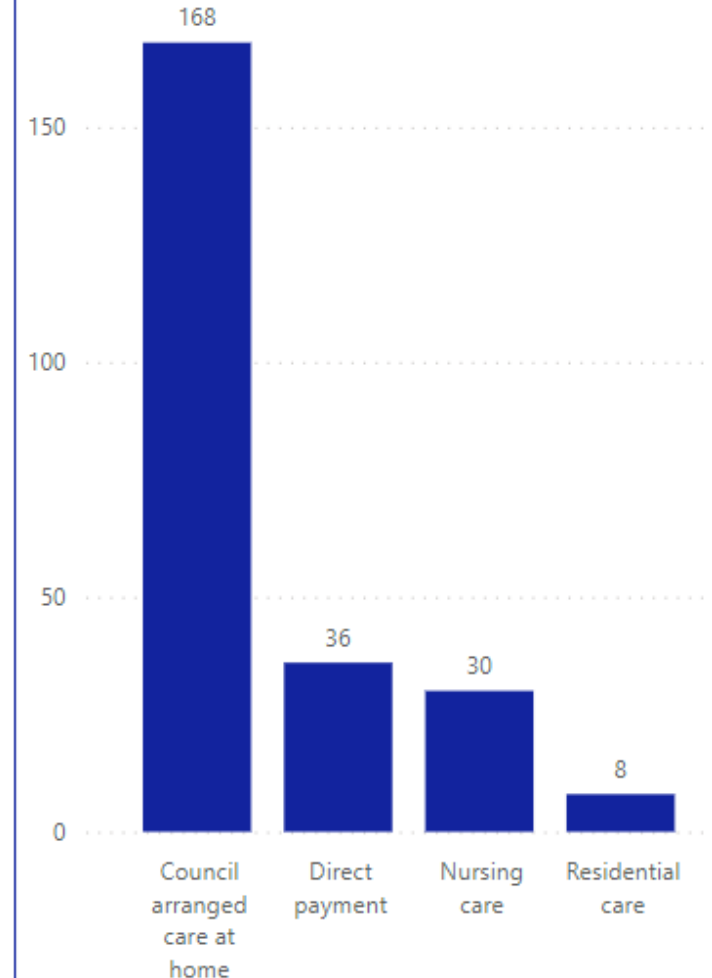
9 people aged 18-24, 27 aged 25-64 and 64 aged 65+

21.74%

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



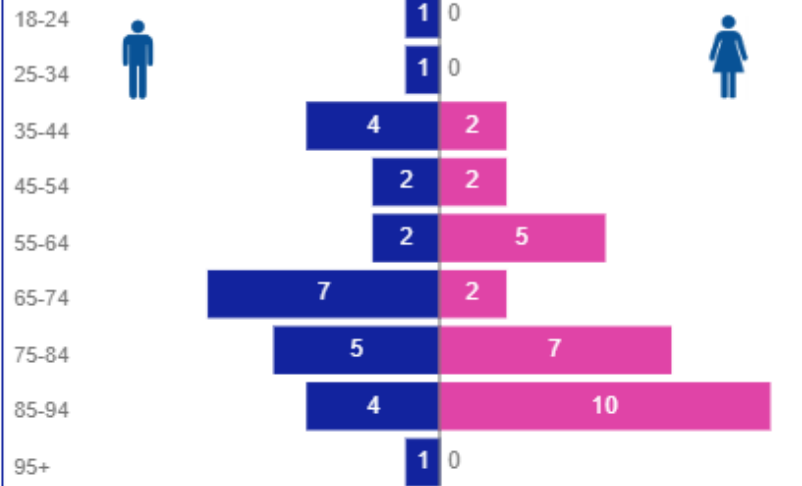
## Responses from Ward residents

**163** People surveyed  
**55** Responses  
**33.74%** Response rate

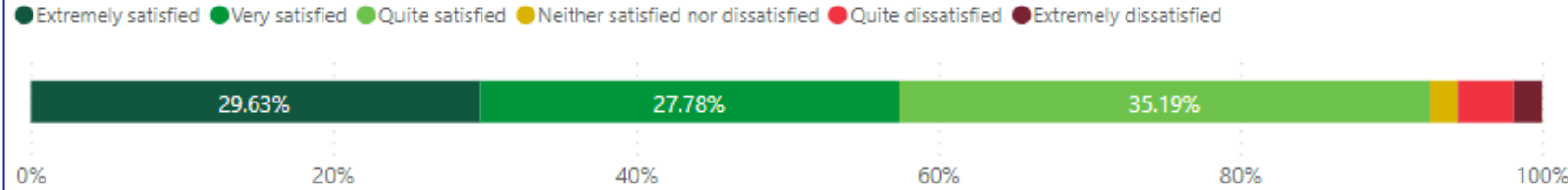
**Responses were received from**

**54** People residing in their own home  
**1** People residing in nursing care  
**0** People residing in residential care

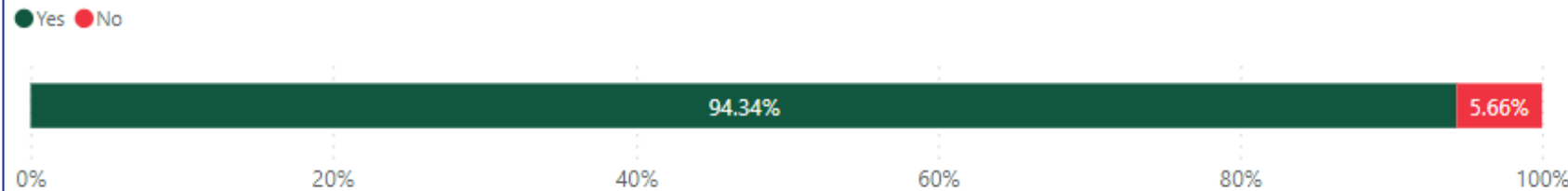
## Respondents by age and gender



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



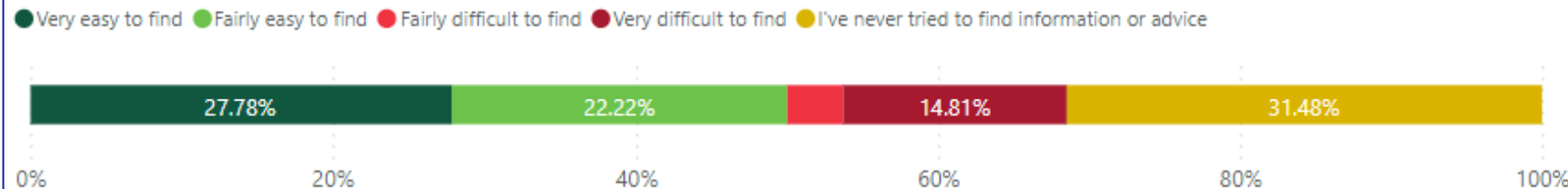
## Do care and support services help you to have a better quality of life?



## 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?



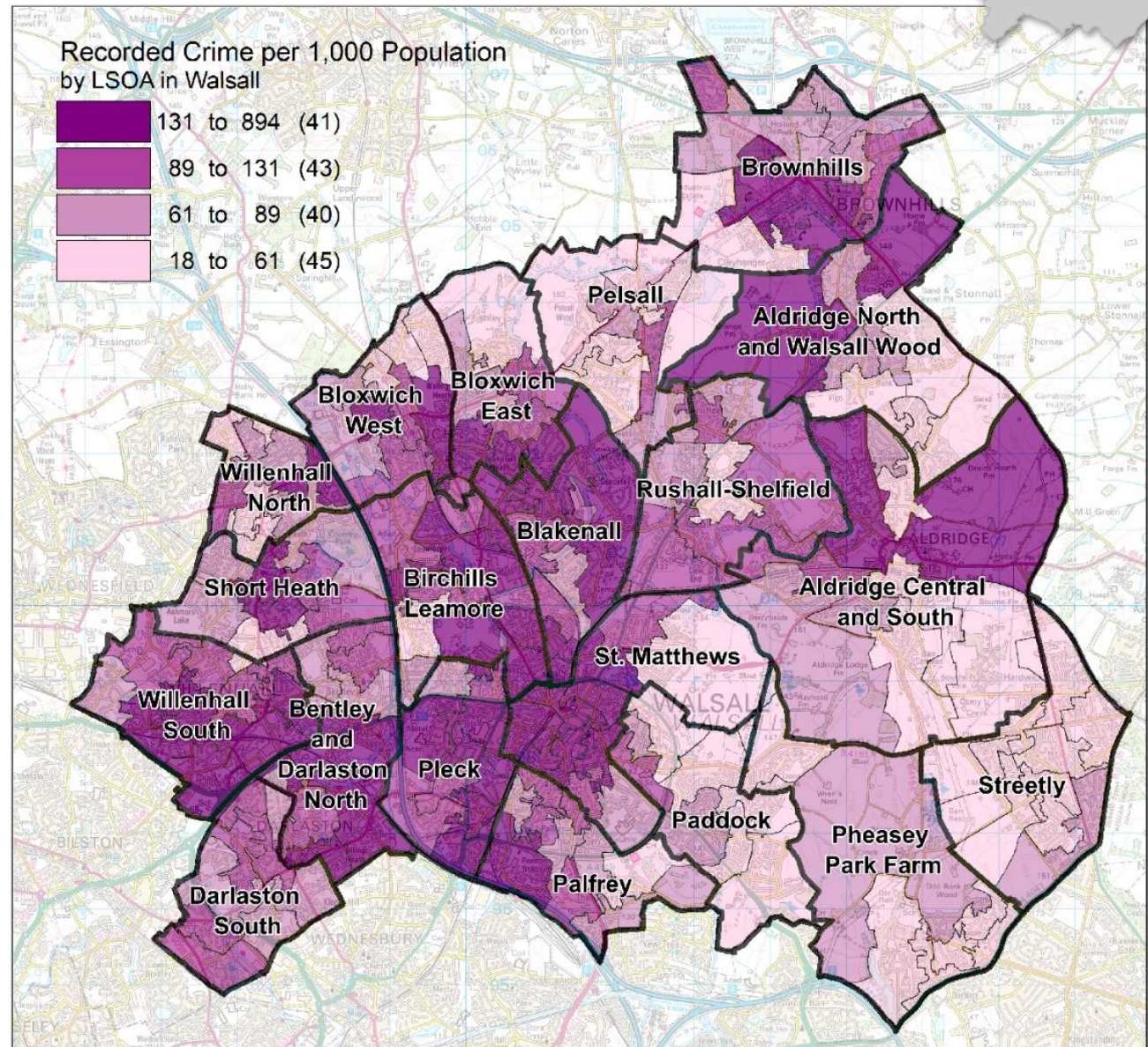
# Crime

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
<b>Bloxwich West</b>	<b>1487</b>	<b>13680</b>	<b>108.70</b>
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>



Bloxwich West ward ranks 9th highest for recorded crime, with a rate of 108.7. This is lower than the borough average, but with variations at a LSOA level.

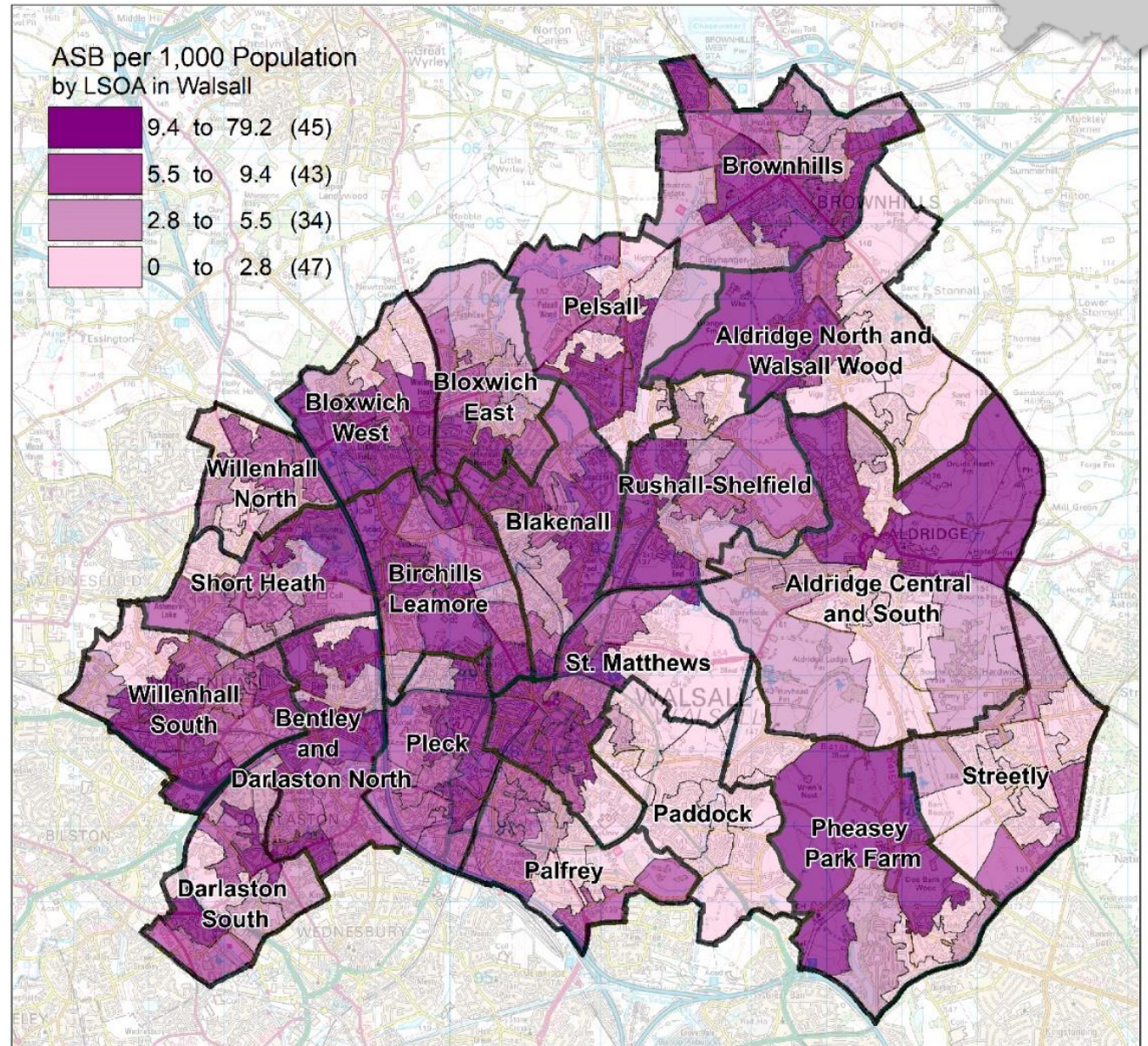




# Anti-social Behaviour



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



Bloxwich West ward ranks, 3rd highest for recorded anti-social behaviour, with a rate of 13.4. 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/>

# Acknowledgements

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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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