



Insights Strategy Communications

Palfrey

Ward Profile

Produced by Walsall Business Insights February 2024



Welcome to Palfrey





Did you know?

Etymology - The word 'Palfrey' refers to a small riding horse which is particularly suitable for women.[2] It is possible that Palfrey's name originated from the keeping of such horses on the land which has since become Palfrey.

Landmarks - Palfrey Park is significant landmark cited as one of Walsall Council's flagship greenspaces and the first in the borough to achieve the national Green Flag Award in 2007, which was thereafter retained annually in 2008, 2009 and 2010. It has a reconstructed historical bandstand and Palfrey horse sculpture, created in stainless steel by the sculptor, John McKenna. Palfrey is also home to Walsall's main mosques. **Sports -** Palfrey is home to Bescot Stadium, the current grounds of Walsall Football Club, nicknamed 'The Saddlers'. The club was formed in 1888 when Walsall Town FC and Walsall Swifts FC amalgamated to form Walsall Town Swifts. The club's crest features a swift. Bescot Stadium was built in 1989/90 and replaced the football club's previous ground Fellows Park, which was the club's home for 94 years. Their first match result in August 1990 against Torquay United, was 2-2, following an own goal by Walsall after 65 seconds! The stadium was also known as Banks' Stadium from 2007-2022 after sponsorship by the brewery. The stadium has also hosted two music concerts, The Wonder Stuff in 1991 and in June 2015 Sir Elton John played in front of 14,000 fans. It was reported by Express & Star newspaper in June 2008, that the club attempted to sell the stadium to Walsall council and rent it back to secure their financial future, but it was stated the council did not have the funds. In July 2011 council voted 28-24 against purchasing Bescot Stadium.



- Covers 3.67sq km (367.48 ha)
- Palfrey makes up 3.5% of the total area of Walsall
- Has a population density of 4,541 people per Square Kilometer - (*Higher than Walsall average of 3,159*)

Walsall Council Maps © Crown copyright and database rights 2023 Ordnance Survey 100019529

Councillors

Councillor	Elected	Party	
Hajran Bashir	02 May 2019	Walsall Independent Group	
Sabina Ditta	05 May 2016	Walsall Independent Group	
Shakila Begum Hussain	09 May 2022	Independent	

Walsall Council Maps © Crown copyright and database rights 2023 Ordnance Survey 100019529

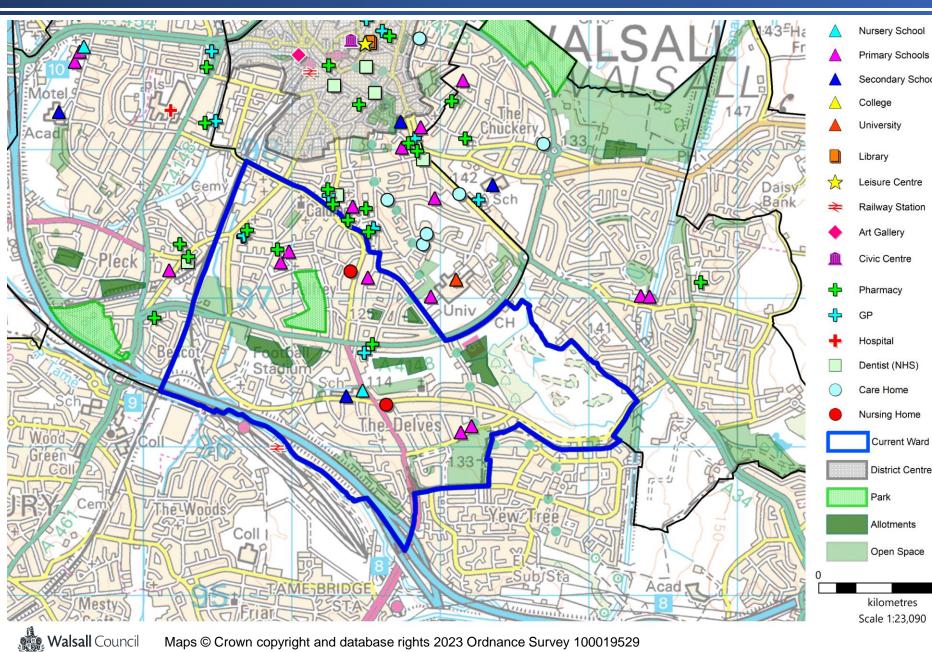
Source: Walsall Council's Committee Management & Information System (CMIS)



Place

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

Assets



Secondary School University Leisure Centre Railway Station Art Gallery Civic Centre

Current Ward

District Centre

Allotments

Open Space

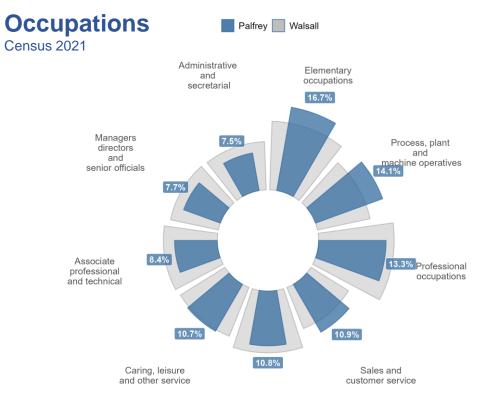
Park

Palfrey **Assets Map**

Walsall Council

Illustrates Palfrey's geography and highlights key local assets.

Economy and Workforce



Skilled trades

Palfrey's occupational profile differs from Walsall in some key areas: substantially more employed in elementary occupations (16.7%, Walsall 13.5%), machine operators (14.1%, Walsall 12.6%), and customer services (10.9%). A small proportion are employed within professional occupation, administrative, directors and technical occupations.

This indicates the labour force Palfrey is distributed more towards manual and unskilled occupations and factory/plant operators with relatively fewer office-based administrative, professionals and directors.

Source: Census 2021 Walsall Council

Maps © Crown copyright and database rights 2023 Ordnance Survey 100019529

Economic Status

Pheasy	36.9%	63.1%
Will Ś	39.8%	60.2%
Brown	40.2%	59.8%
Rush Sh	40.5%	59.5%
Streetly	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 Mattew	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%

53%

Census 2021

Are Economically Active

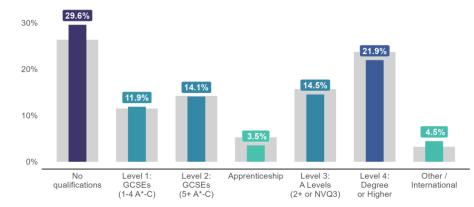
The least economically active ward. Inactivity includes retirees, students, longterm sick/disabled, homemaking and other.

Qualifications

Census 2021

Active

Inactive

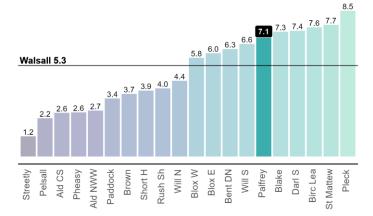


Grev bars = Walsall

· Palfrey's qualifications profile is similar to Walsall's but differs with relatively more adults (29.6%) having no formal gualifications (Walsall 26.3%), and fewer with a degree or higher (21.9%, approximately 1 in 5 adults). 4.5% have gualifications that are other/international (not recognised).

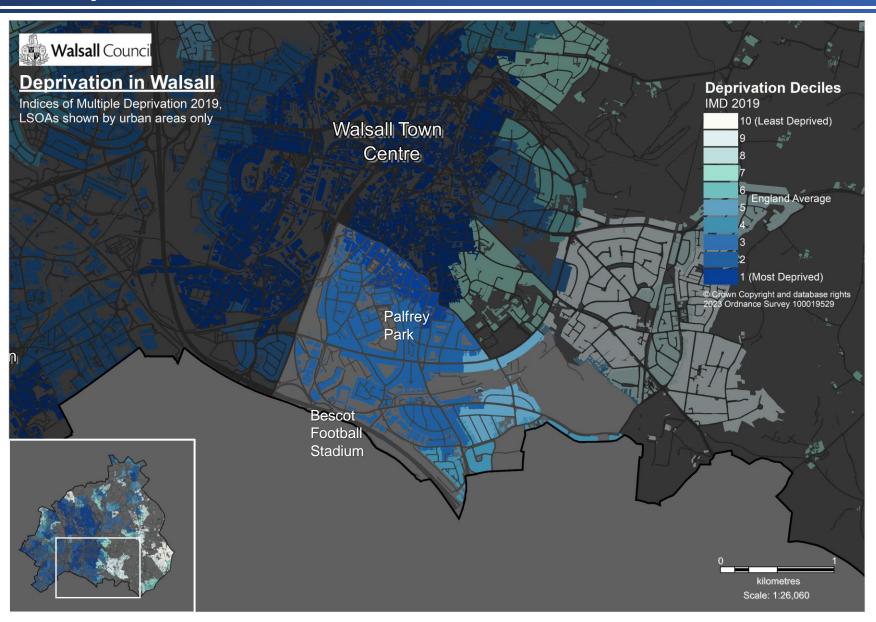
Claimant Count

JSA Claimants per 100 working age pop, ONS Oct 2023



- Palfrey's Claimant **Count (Jobseekers** Allowance) is approximately 7.1 per 100 working age adults.
- This is above the borough rate of 5.3, and ranks the ward as the 6th highest claimant rate.

Deprivation



Palfrey ranks highly for deprivation, with most of its neighbourhoods falling within the 20% most deprived areas in England (2nd Decile).

Palfrey faces particular deprivation challenges with:

- Adult Skills (1st decile)
- **Income** (1st decile)
- **Deprivation Affecting Children** (2nd decile) .

It ranks very positively for lack of Barriers to Housing and Services, falling within the 8th decile of England areas.

England (2 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.

Walsall Council Maps © Crown copyright and database rights 2023 Ordnance Survey 100019529

Housing & Households



Increased since 2011, Ward makes up 4.7% of all Walsall Households **518** (9.8%) Palfrey's Households are Lone Parents of Dependent children

- Palfrey's household population of full-time students and schoolchildren, aged over 5yrs, is **29.7%**, above the Walsall figure (22.1%) and is the *highest* of all Walsall's wards.
- Single-family households consisting of a lone parent with dependent children, make up 9.8% of Palfrey's households, this is approximately average in Walsall. The number of lone parent households in Palfrey is more than double that of Paddock ward (223)
- Palfrey has an average number of homeowners 53.2% are owned. Of those, 52% are owned outright, without a mortgage or shared ownership. Palfrey has the 4th largest percentage (24%) of households where residents either rent privately or live rent free. Around 2:9 homes in Palfrey are socially rented (22.4%) just below borough average
- The number of households living with **no** central heating across the borough has positively decreased by about half since 2011. Palfrey has the 5th highest proportion of households living without central heating at 1.92%, above the Walsall figure of 1.61%. Palfrey has 102 households living without central heating, this ranks 6th in terms of number, and double the number of households in Aldridge North & Walsall Wood (51)



29.7% School Children & Full- time Students

(aged 5yrs & over) Approximately 2:7

Tenure

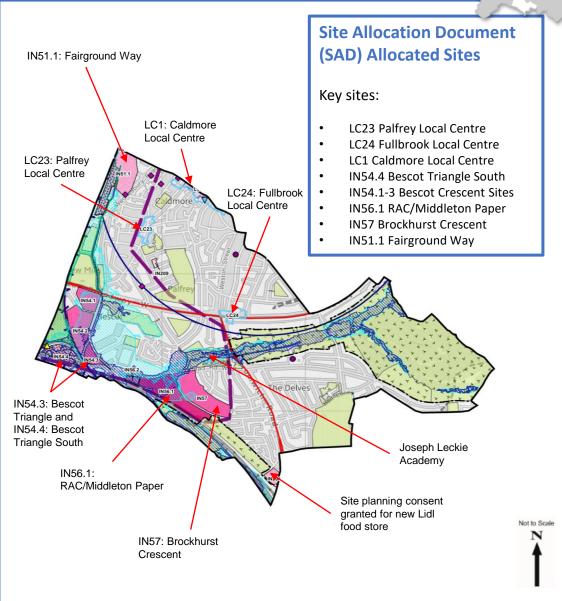


2.50% - Walsall Borough 1.61% 1.92% 2.00% 1.50% 1.00% 0.50% Adridge North and Waterly Nood Vard Dataston North Adrides central and south st wattren's watch Dataston South Hennall South RUSTOLSHEITER illenhallworth BirchillsLeanore BlocknichWest -sev Part Farm Short Heath Pattrey Blakenall Pelsall streetly

% Households in Ward with no Central heating

Development & Regeneration

- The ward has several local centres providing services: Caldmore, Palfrey and Fullbrook as well as Bescot Retail Park.
- **Palfrey Park** is a significant local landmark and is cited as one of Walsall Council's flagship greenspaces.
- Key **businesses** are located in Palfrey including: Barhale, Middleton Paper, and head office of the RAC Group Limited.
- Excellent transport links with Bescot Train Station (links to Walsall and Birmingham) and M6, J9.
- Home to Walsall Football Club since 1990 with an all-seater stadium capacity of 11,300.
- Joseph Leckie Academy provides secondary education. The Academy has benefitted from expansion in recent years.
- A4148 Broadway/Broadway West road safety improvements completed in 2023, including central islands and road markings.
- The former Palfrey CA building is occupied by a community group providing services for the area.
- Outline planning consent granted at Bescot Triangle for an industrial unit and open storage.
- Planning consent for change of use of Unit 1 & 2 at Bescot Retail Park for industrial warehouse use.
- Planning consent granted for a new Lidl food store at Walsall Road.
- Former Dale Street Family Centre demolished (declared surplus to requirements) and will be marketed in due course.
- 4 EV charge-points are proposed for installation in 2024/25 for on-street residential EV charging.



Maps © Crown copyright and database rights 2023 Ordnance Survey 100019529





People

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

Demography

16,700 Population



33 Years Median Age (Walsall 39) **26%** Aged 0-15 Approximately 1 in 4 people (4,400)

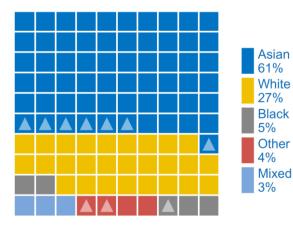
62% Aged 16-64 Approximately 5 in 8 people (10,400)

11% Aged 65+ Approximately 1 in 9 people (1,900)

+ 0.9% Population since 2011 +153 people. Walsall increased by 5.5%

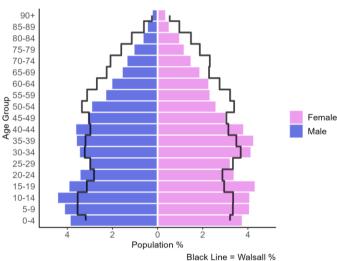
Ethnicity

Census 2021, resident population



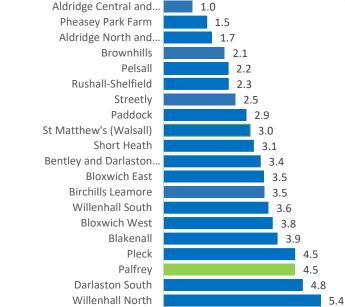
Population Pyramid

Census 2021, population age and sex









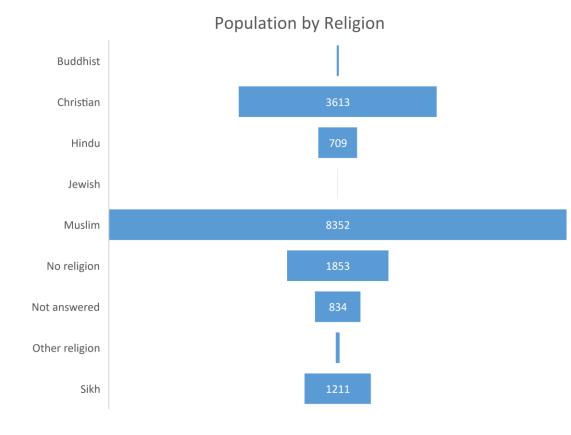
Key Points:

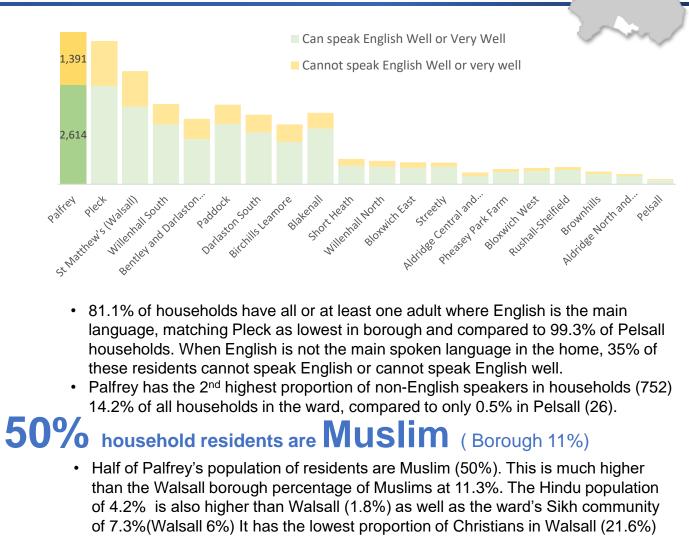
- Palfrey has one of the youngest populations of Walsall's wards, with three quarters of the ward's population aged under 50yrs old and a median age of 33 years old. This reflects a similar age distribution to that in Pleck ward.
- In terms of Population Density, Palfrey is the 3rd most densely populated ward, equating to just 4,542 people per sq. km. For context, Walsall's overall density is 2,733, and Rushall-Shelfield's density is less than half (2,254 people per sq. km)
- Palfrey has a growing population of Asian ethnicity and accounts for the largest group (61%), with an 11% decrease in White group (27%). Mixed group has remained fairly static(3%) while the number and portion of Other Ethnic Group (4%) has doubled since 2011



Language and Religion

61% of Palfrey's Households where All Adults use English as main language

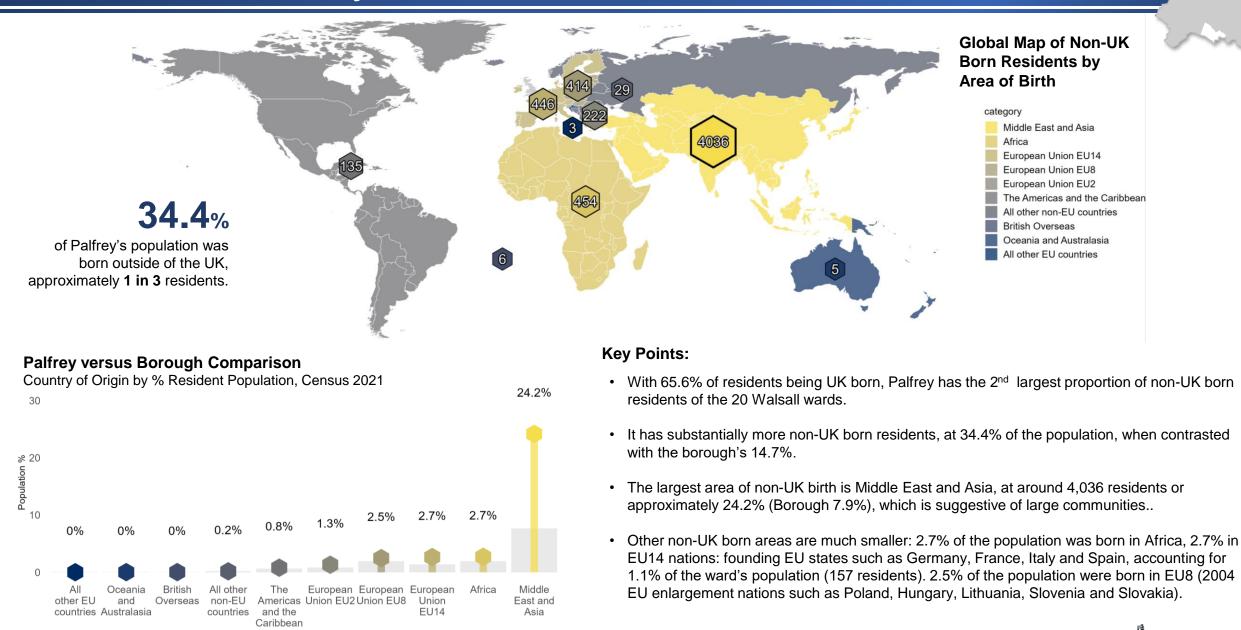




 Only 11.1% of Palfrey residents are reported as having No Religion. Palfrey has the highest population with identified religions in Walsall, compared with Brownhills, Walsall's least religious ward at 41% reporting No Religion



Non-UK Country of Birth



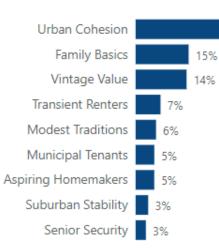
Grey bars = Borough %

Walsall Council

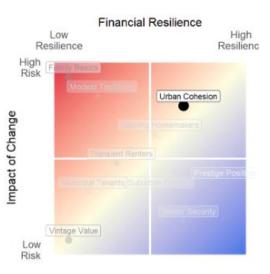
Social Segmentation

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.

42%

- Whilst Palfrey features a range of segments, **Urban Cohesion** is by far the largest, followed by **Family Basics** and **Vintage Value**. These are defined on the right of this page.
- 42% of Palfrey's households could be described as **Urban Cohesion**: diverse urban communities, with a strong sense of identity, making much use of online services, leisure and information. This segment is relatively more resilient to economic shock than others in Palfrey.
- **Family Basics** and **Vintage Value** (a combined 29% of households), are segments that, whilst experiencing different life-stages, face similarly constrained incomes and limited educations. They have potential to experience fuel poverty and are susceptible to economic turmoil/crises.

Urban Cohesion



Residents of settled urban communities with a strong sense of identity

Family Basics



Families with limited resources who budget to make ends meet



33,600

Household Income

56 - 65

Age Band

Terraced

Property Type

Vintage Value



Homesharers in terraces

Free mobile phone apps

Read news and shop online

Visual arts and design sites

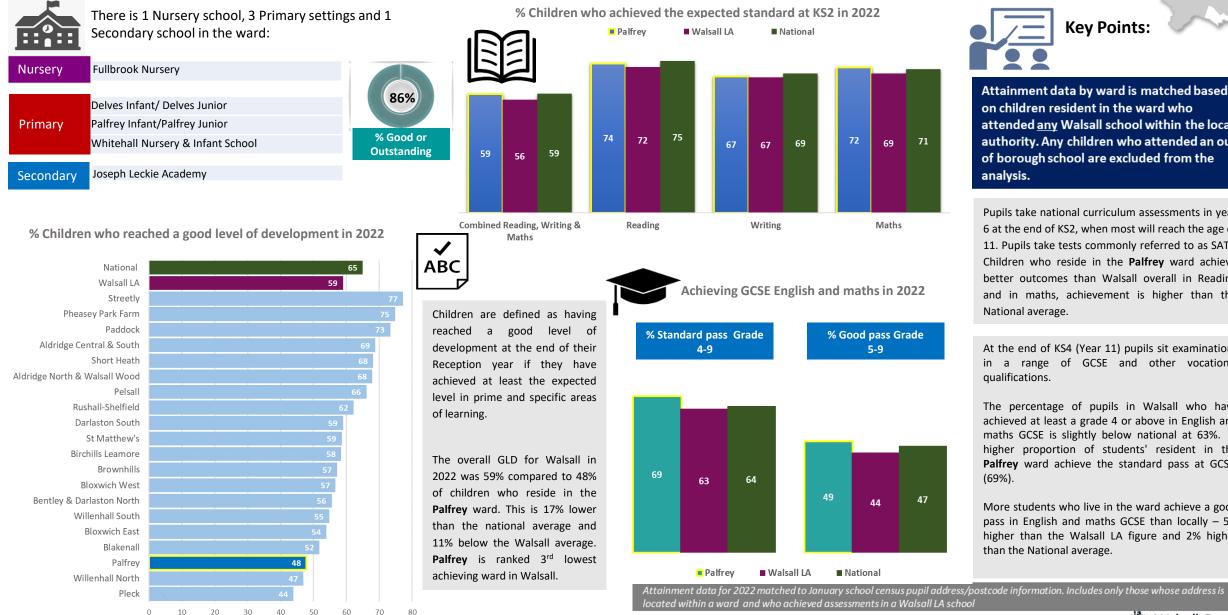
Uber passengers

Watch TV

Walsall Council Maps © Crown copyright and database rights 2023 Ordnance Survey 100019529

Data sourced from MOSAIC social segmentation 2022, Experian Ltd.

Education



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

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. Children who reside in the Palfrey ward achieve better outcomes than Walsall overall in Reading and in maths, achievement is higher than the National average.

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%. A higher proportion of students' resident in the Palfrey ward achieve the standard pass at GCSE.

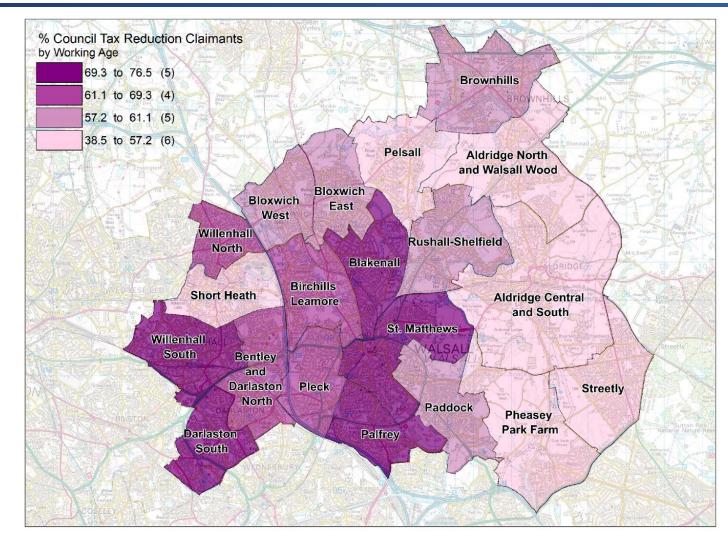
More students who live in the ward achieve a good pass in English and maths GCSE than locally - 5% higher than the Walsall LA figure and 2% higher than the National average.



10 20 30

40 50 60 70

Council Tax Reduction (CTR) household claimants – working age



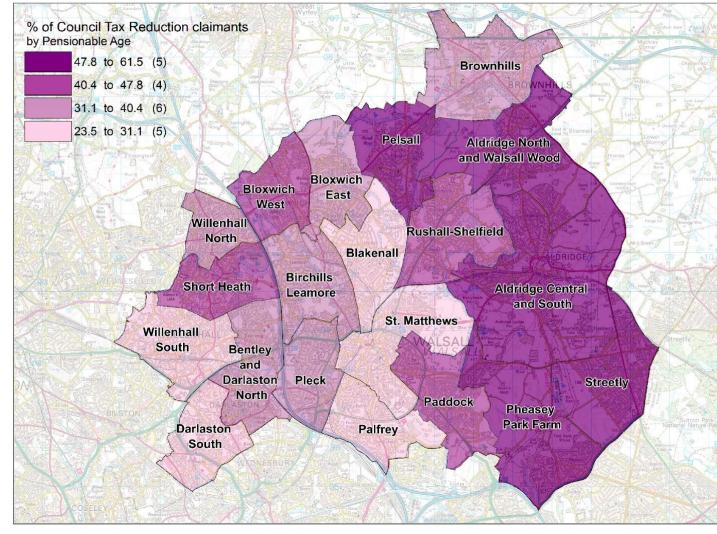
69.3% of households in Palfrey ward claim CTR by working age, higher than the Borough average of 64.1%. This ranks 5th highest out of Walsall's 20 wards.

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

Walsall Council

Council Tax Reduction (CTR) household claimants – pensionable age





30.7% of households in Palfrey ward claim CTR by pensionable age, which is lower than the Borough average of 35.9%.

Ward	Total Number of Households in Receipt of Council Tax Reduction	% that are of Pensionable 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	<mark>66.3</mark> 8
Birchills Leamore	2,323	31.12	<mark>68.88</mark>
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

Walsall Council



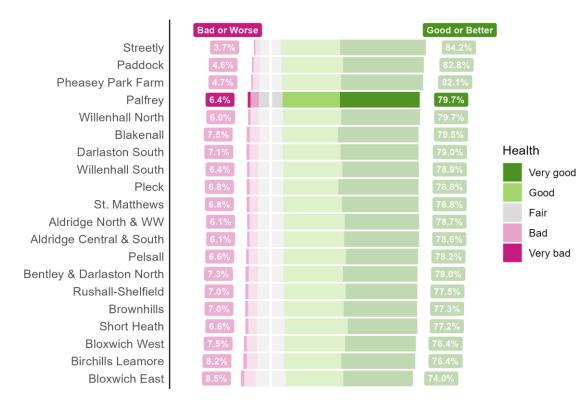


Health & Social Care

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

What is the General Health of Palfrey?

Census 2021, % of resident population



- Palfrey's residents report their general level of health as 79.7% being rated good or better, ranking 4th highest of all Walsall's wards, albeit below the England average of 82.1%
- At 6.4%, approximately 1 in 16 residents reported living in poor health or worse.

Walsall Council Maps © Crown copyright and database rights 2023 Ordnance Survey 100019529

Disability Census 2021, resident population



16.0% Reported as Disabled Where day-to-day activities are limited (approximately 1 in 6 residents).

- This is lower than Walsall figure (**19.1%**) and ranks 4th lowest out of Walsall's 20 wards.
- **3.5%** have a long term physical or mental Health condition but daily activities are not limited, this ranks **lowest in Walsall**

Unpaid Care

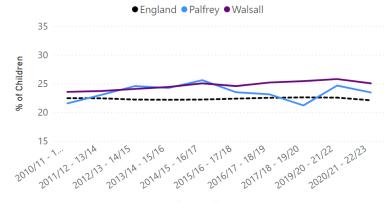




- Palfrey ranks average for number of Unpaid carers in Walsall, 1,300 compared to Pheasey with fewest (1,044) & Aldridge Central & South with most (1,471)
- **8.4%** of Palfrey residents provide weekly unpaid care. This is Walsall **lowest** proportion of carers in all wards. However, higher numbers of young carers (21)

Child Healthy Weight

Prevalence of Overweight and Obesity in Reception Year

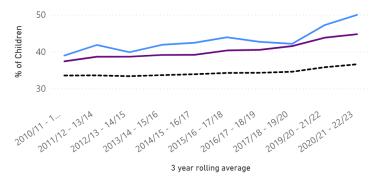


3 year rolling average

The prevalence of Reception-aged children who are overweight or obese in Palfrey has remained stable in the most recent years, but has increased since 2020. The rate is lower than the Walsall average, but higher than the national rate.

Prevalence of Overweight and Obesity in Year 6

England Palfrey Walsall

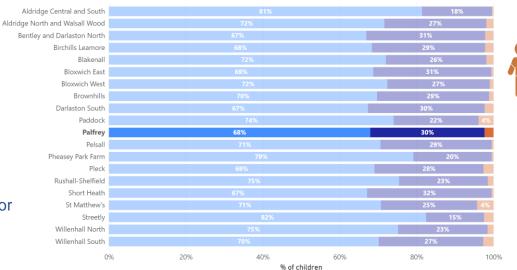


However, the prevalence of Year 6 children who are overweight or obese in Palfrey has sharply increased in trend and is higher than the Walsall average and the national rate.

Walsall Council Source: National Child Measurement Programme (NCMP) 2023

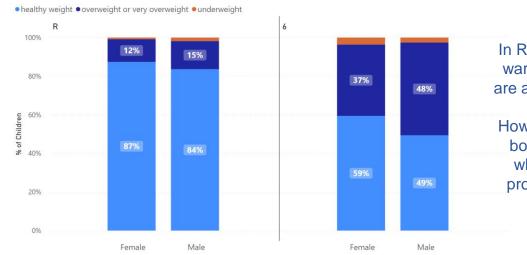
Weight category of children by ward

healthy weight • overweight or very overweight • underweight



In Palfrey less than

7 in 10 children are a healthy weight and 1 in 3 children are overweight or obese.



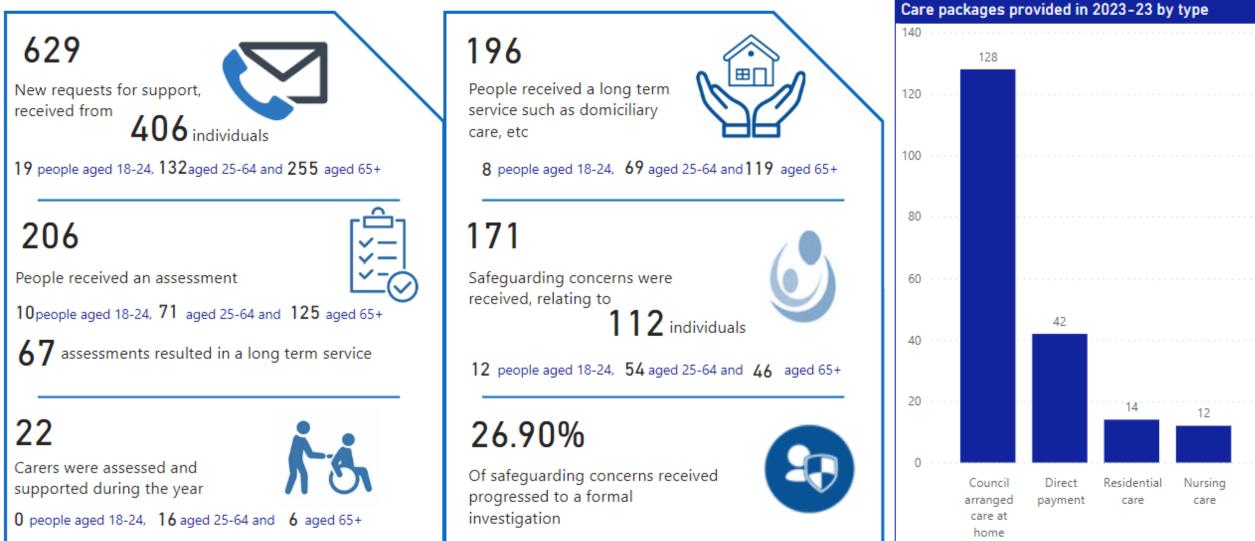
Weight Category of Children by Sex

In Reception-aged children in this ward, more than 8 in 10 children are a healthy weight in both sexes.

However, by Year 6 almost half of boys are overweight or obese, which is a significantly higher proportion than girls, where the rate is 4 in 10.

Adult Social Care

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



Walsall Council Maps © Crown copyright and database rights 2022 Ordnance Survey 100019529

Adult Social Care Adult User Survey 2022-23

Responses from Ward residents 37 145 25.52% People surveyed Responses Response rate 38.89% 34 0% 20% Responses People residing in their own home were 1 Yes No received People residing in nursing care from 2 People residing in residential care 0% 20% Respondents by age and gender 18-24 25-34 35-44 45-54 0% 20% 3 -3 55-64 6 65-74 75-84 85-94 6.25% 21.88% 12.50% 95 +0% 20%

How satisfied or dissatisfied are you with the care and support services you receive? Extremely satisfied Very satisfied Quite satisfied Neither satisfied nor dissatisfied Quite dissatisfied Extremely dissatisfied 5.56% 19.44% 25.00% 40% 60% 80% 100% Do care and support services help you to have a better quality of life? 94.29% 5.71% 40% 60% 80% 100% Which of the following statements bests describes how safe you feel? ● I feel as safe as I want ● I feel adequately safe, but not as safe as I would like ● I feel less than adequately safe ● I don't feel at all safe 74.29% 20.00% 40% 60% 80% 100% In the past year, have you generally found it easy or difficult to find information and advice about support, services or benefits? Very easy to find Fairly easy to find Fairly difficult to find Very difficult to find I very easy to find I very easy to find Fairly easy to find Very difficult to find I very easy to 56.25%

60%

40%

Walsall Council Maps © Crown copyright and database rights 2022 Ordnance Survey 100019529

Source: Adult Social Care User Survey (ASCS) 2022-23

100%

80%



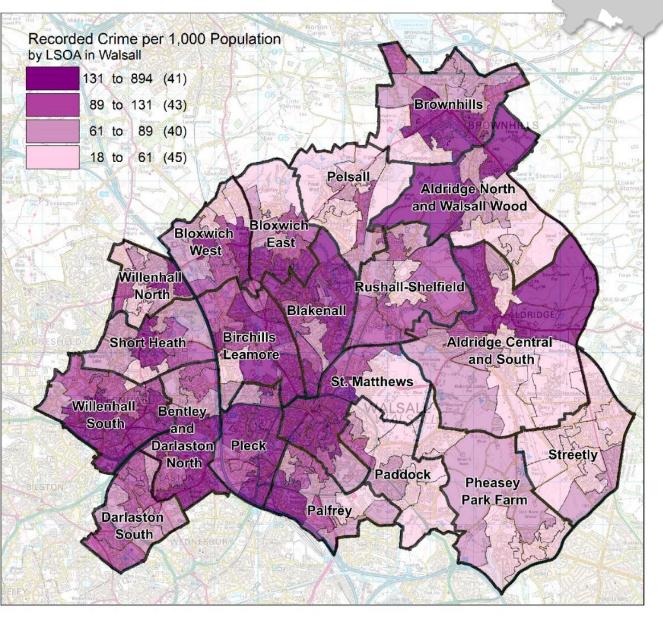
Crime

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

Recorded Crime

Ward	Count	Popn	Rate p	er 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

Palfrey ward ranks 12th highest, with a rate of 96.1, lower than the Borough average of 118.4, but with variations at a LSOA level.

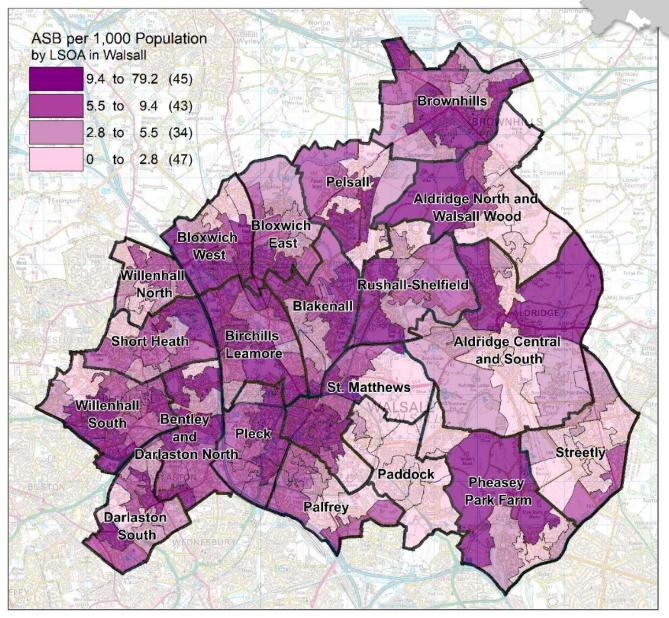


Walsall Council Maps © Crown copyright and database rights 2023 Ordnance Survey 100019529

Anti-social Behaviour

Ward	Count	Popn	Rate pe	r 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

Palfrey ward ranks low for recorded anti-social behaviour, with a rate of 4.6. 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 <u>Homepage | Walsall Council</u>
- Economic Intelligence Unit (EIU) https://www.theeiu.org
- Office for National Statistics (ONS) -
 - Census 2021 Ward data, England and Wales <u>https://www.ons.gov.uk/releases/warddataenglandandwalescensus2021</u>
 - Census 2021 Walsall Population Summary <u>https://www.ons.gov.uk/visualisations/censuspopulationchange/E08000030</u>
- NOMIS Official Census and Labour Market Statistics <u>https://www.nomisweb.co.uk/</u>



Acknowledgements

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

Emma Thomas Lee Harley Gemma Russell Anita Lee	Claire Heath Elizabeth Forster Joseph Andrews Kauser Agha	Amy Davies Frances Evans Adele Horton			
Jill Brittle Valdheer Rajania For more information and Business Insights please visit our website: <u>https://www.walsallintelligence.org.uk</u>					

If you have any queries or feedback, please email us at: insight@walsall.gov.uk

The following notice applies to this entire document:

Maps reproduced from the Ordnance Survey mapping with the permission of the Controller of His Majesty's Stationery Office. © Crown copyright. Unauthorised reproduction infringes Crown copyright and may lead to prosecution or civil proceedings. © Crown copyright and database rights 2023 Ordnance Survey 100019529. NO FURTHER COPIES MAY BE MADE.

Reproduced by permission of Geographers' A-Z Map Co. Ltd. Licence No. B3934. Crown Copyright 2020. All rights reserved. Licence number 100017302. NO FURTHER COPIES MAY BE MADE.

Walsall Council