# Short Heath

Ward Profile

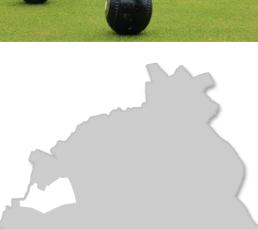
Produced by Walsall Business Insights February 2024



## Welcome to Short Heath







### Did you know?

Historically, the area around Lane Head and Sandbeds had a thriving mining community.

Remembrance Day parades run from the British Legion building down Church Rd through Lane Head to the cenotaph located on the junction of Sandbeds Road and Haley Street.

Willenhall Lawn cemetery is located on Bentley Lane.

West Midlands Premier Indoor Karting and Laser centre venue is based in Lane Head providing corporate events, childrens parties and racing competitions. There is also a Childrens Indoor soft play centre.

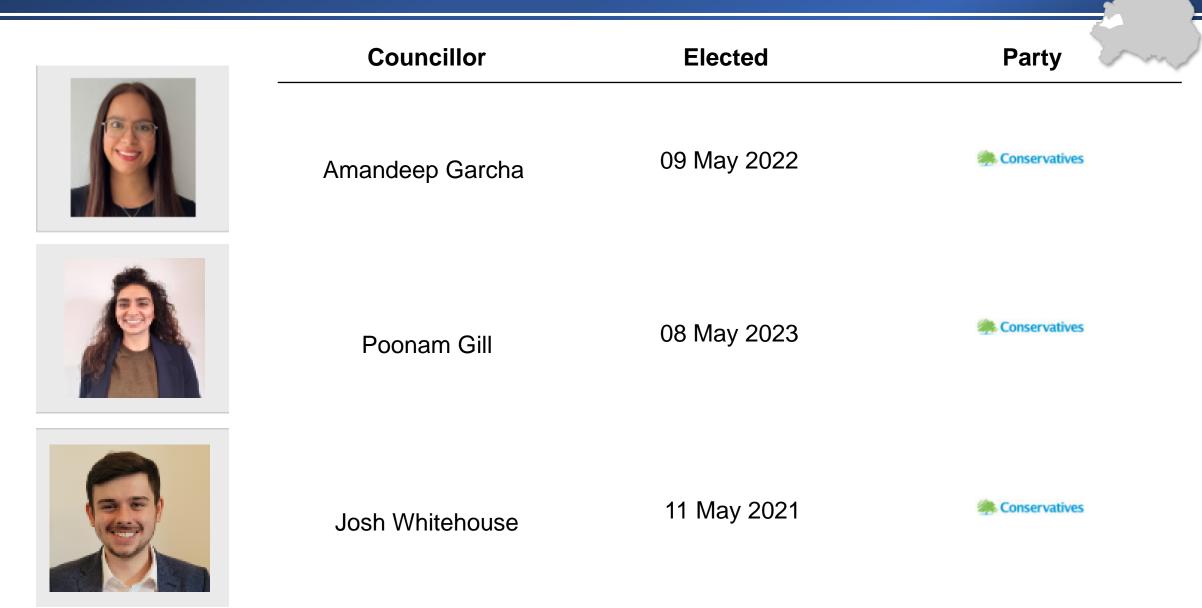
The Duke of Cambridge Pub was converted from 17<sup>th</sup> century cottages around 200 years ago. It has original wooden beams decorated with pump clips, a wood burning fire and hosts live music and traditional pub games. The Whimsey Inn is a 19<sup>th</sup> century local pub serving popular pork and stuffing sandwiches and guest beer is normally 'Olde Swan Bumble Hole' Bitter.

Short Heath has the largest Oak woodland in Walsall, known as Rough Wood and Bentley Haye is a wet grasslands, together they form Rough Wood Chase Local Nature reserve.

- Covers 3.74 sq km (373.7 ha)
- Makes up 3.6% of the total area of Walsall Borough
- Has a population density of 3,119 people per square kilometer

(This is approximately in line with than borough average of 3,159)

## Councillors



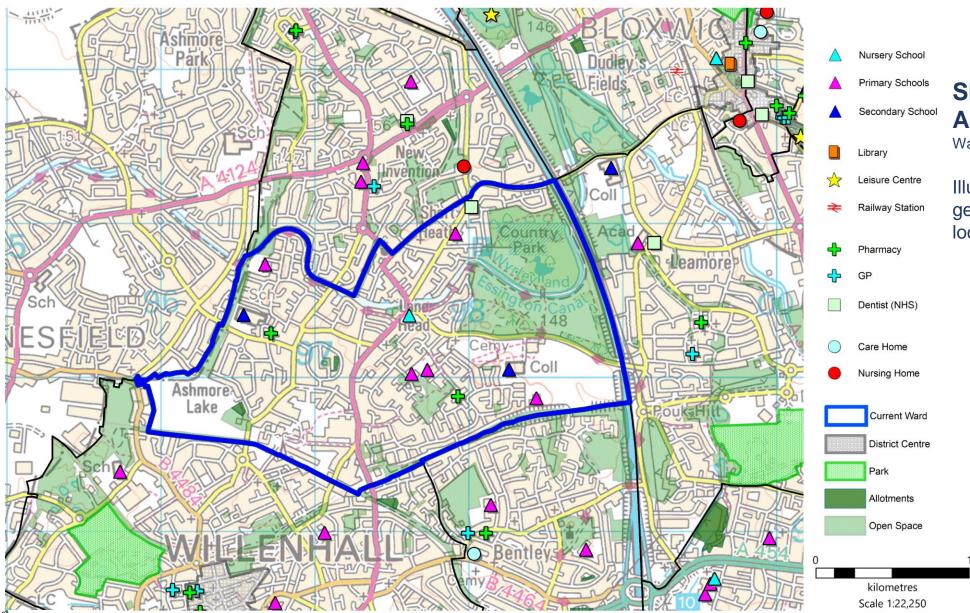


# Place

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

## Assets

, Walsall Council



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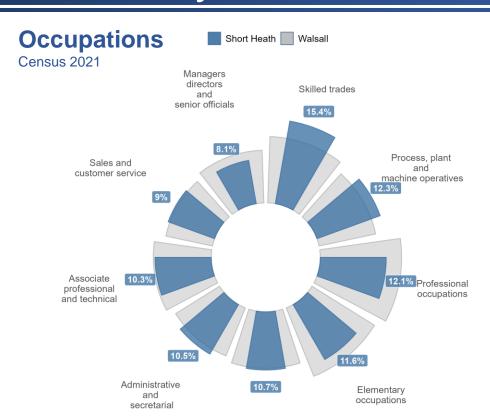
### **Shorth Heath Assets Map**

Walsall Council

Illustrates Short Heath's geography and highlights key local assets.

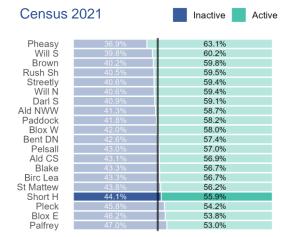
## Economy and Workforce





Caring, leisure and other service

### **Economic Status**

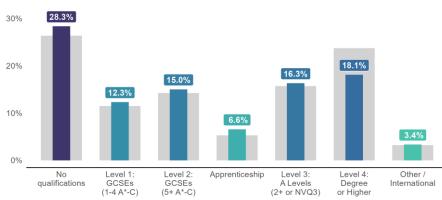


### 55.9% **Are Economically Active**

4th Lowest of the Walsall Wards. Inactivity includes retirees, students, longterm sick/disabled, homemaking and other.

### **Qualifications**

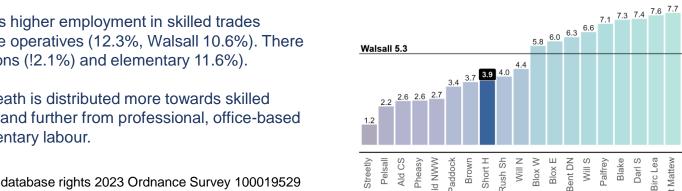




 Over 1 in 4 (28.3%) Short Heath adults have no formal qualifications, higher than the Walsall borough (26.3%). Fewer have a degree or higher (18.1%, Walsall 23.7%). Apprenticeships are relatively higher at 6.6% - likely commensurate with the prevalence of skilled trades.

### **Claimant Count**

JSA Claimants per 100 working age pop, ONS Oct 2023



- Short Heath's Claimant Count (Jobseekers Allowance) is 3.9 per 100 working age adults.
- This is below average when compared to the wider borough (5.3 per 100 working age adults) and 8th lowest of Walsall's 20 wards.

- Short Heath's occupational profile features higher employment in skilled trades (15.4%, Walsall 12.2%) and plant/machine operatives (12.3%, Walsall 10.6%). There are relatively fewer professional occupations (!2.1%) and elementary 11.6%).
- This indicates the labour force of Short Heath is distributed more towards skilled trades and industry – machine operators, and further from professional, office-based occupations and relatively unskilled elementary labour.

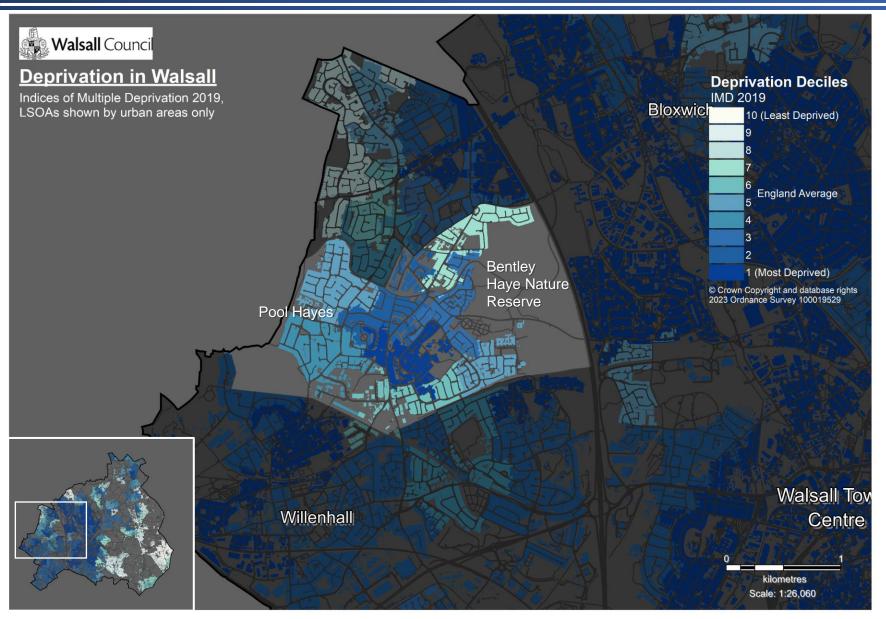


Source: Census 2021

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## Deprivation





Short Heath is a moderately deprived area, featuring in the bottom 40% of areas in England.

Short Heath faces particular deprivation in:

- Adult Skills
- Outdoors i.e. Air Quality and Road Accidents
- Crime
- Health and Disability

All within the  $2^{nd} - 4^{th}$  decile relative to other England areas.

÷

However it does rank positively for few:

Barriers to Housing

Within the 6<sup>th</sup> decile, when compared to other areas.

England (2 in 10)



3 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





5,000 Households 1

Increased since 2011, Ward makes up 4.4% of all Walsall Households



318 (6.4%) Short Heath's Households are Lone Parents of Dependent children



**17.3%** School Children & Full-time

Students (aged 5yrs & over) Approximately 1:6

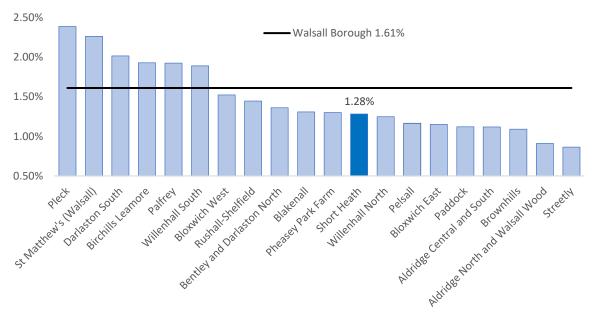


### 70% Homeowners

(61% of these are **owned outright is highest** percentage in Walsall)
17% Socially Rented (Compared to Borough 23.7%)

- Short Heath's household population of full-time students and schoolchildren, aged over 5yrs, is 17.3%, matching Aldridge North & Walsall Wood, and below Walsall at 22.1%.
- Lower number of Single-family households consisting of a lone parent with dependent children, making up 6.4% of Short Heath's households. This ranks 5<sup>th</sup> lowest in borough and on par with Pheasey Park Farm. The number of lone parent households in Short Heath is approximately half that in St. Matthews ward (614).
- Higher number of homeowners 70% are owned. Of those, 61% are owned outright, without a mortgage or shared ownership. This is highest in borough, with Pelsall having 60.3%. 13% of households rent privately or live rent free. One in six homes are socially rented (16.8%), 7th lowest in Walsall (23.7%) and has around the same number of socially rented homes as Aldridge North and Walsall Wood.
- The number of households living with **no** central heating across the borough has positively decreased by about half since 2011. Short Heath ranks 9<sup>th</sup> least number of households living with no central heating at 1.28%. This is better compared to 2.39% in Pleck, but poorer than Streetly with only 0.86%.

### % Households in Ward with no Central heating





## Development / Regeneration

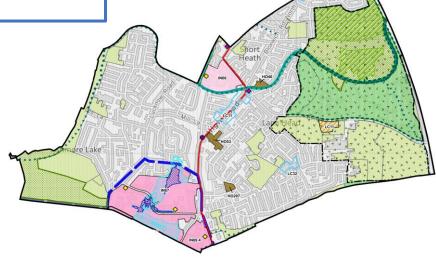
- •Well established **residential area** with access to open space including Rough Wood Chase **Local Nature Reserve.**
- •Number of **local centres** providing a range of services: Lane Head, Woodlands and Brackendale.
- •Strong presence of industrial uses e.g. Ashmore Lake.
- •Number of **key Walsall businesses** are located in the area including DX Freight and Midland Pressure Diecasting.
- •Beatwaste Site, Bentley Lane former landfill site in green belt, formerly proposed for employment allocation in Black Country Plan. Planning application has been submitted which is under consideration.
- •Former Brown Jug former vacant/derelict property– planning permission for Vets granted in 2019 but has since expired. Potential housing site which was demolished earlier this year by the private owners.

 Opportunities for employment use and housing (subject to planning) as set out above.

## Site Allocation Document (SAD) Allocated Sites

### Key achievements since 2019:

- IN10.2 Adj Shaylors, Wharf Approach Aldridge: under construction
- MP2 Atlas Quarry Extension: open
- MP4 Branton Hill Quarry: open





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# People

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

## Demography



11,700





51% Female49% Male



17% Aged 0-15 Approximately 1 in 6 people (2,000)



**59%** Aged 16-64 Approximately 3 in 5 people (6,800)



**24%** Aged 65+ Approximately 1 in 4 people (2,800)



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

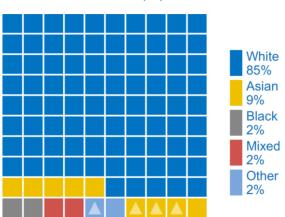


+ 1.9% Population since 2011

+ 217 people. Walsall increased by 5.5%

### **Ethnicity**

Census 2021, resident population



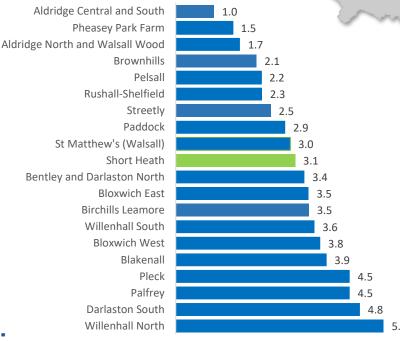
### **Population Pyramid**

Census 2021, population age and sex 85-89 80-84 75-79 70-74 65-69 60-64 55-59 50-54 **ចំ** 45-49 <sub>ම්</sub> 40-44 **₹** 35-39 30-34 25-29 20-24 15-19 10-14 Population %

Black Line = Walsall %

# Population Density

Census 2021, population per km²



### **Key Points:**

- Short Heath has a similar age distribution to Pelsall with 4th highest proportion of people over the age of 65yrs. The median age of 45 years old is approximately 6 years above the Borough average (39 years) This is a contrast to the youngest wards, Blakenall and Pleck, both at 32 years.
- The Population Density of Short Heath is in line with average for the borough. There is a substantial area of country park greenspace, equating to just 3,119 people per sq km but around twice as dense as Pheasey.
- Ethnically, the ward is mostly White British (85%), with growing population of Asian (9%) and Other (2%) Groups. Both the Black (2%) and Mixed (2%) populations have remained fairly static since 2011.

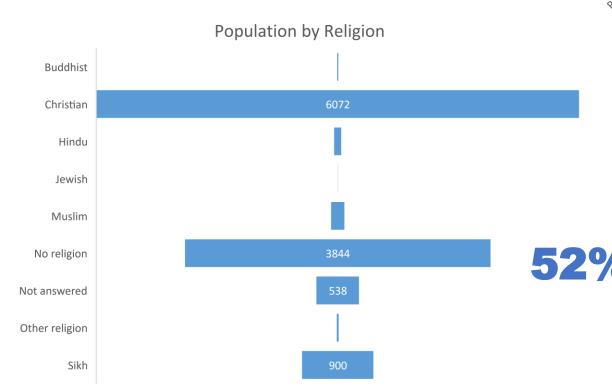


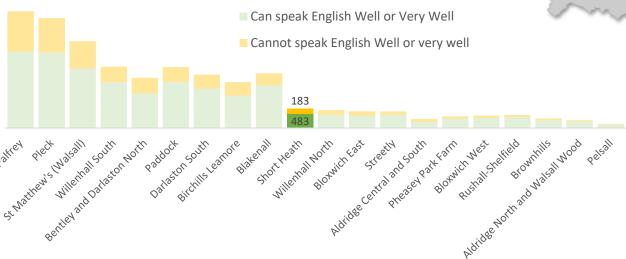
## Language and Religion





**94%** of Short Heath's Households where Adults use English as main language





- 96.5% of households have all or at least one adult where English is the main language, compared to 81.1% in Palfrey & Pleck. When English is not the main spoken language, 27% of these residents cannot speak English or cannot speak it well.
- Short Heath has lower than average non-English speakers in households (135) equating to 2.7% of the ward, aligning with Bloxwich East.

## 52% household residents are Christian (Borough 45%)

- Short Heath ward has a majority population of Christian religion residents (52.1%). This is higher the Walsall borough percentage of 45%. It also has the 4<sup>th</sup> highest percentage of Sikh representation in all of Walsall's wards.
- 33% of Short Heath residents reported in 2021 Census as having No Religion and a further 4.6% did not answer the census question.

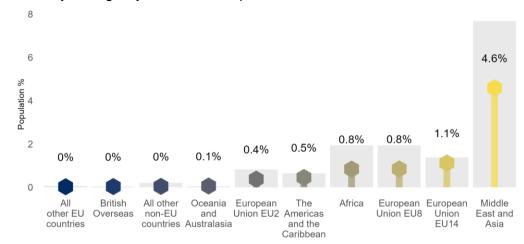


## Non-UK Country of Birth



### **Short Heath versus Borough Comparison**

Country of Origin by % Resident Population, Census 2021



**Key Points:** 

- With 91.6% of residents being UK born, Shorth Heath has the 11<sup>th</sup> largest proportion of UK born residents of the 20 Walsall wards.
- 8.4% of Short Heath's population was born outside of the UK, contrasted with the borough's 14.7%.
- The largest area of non-UK birth is the Middle East and Asia, at around 535 residents or approximately 4.6% (Borough 7.7%). There are also fewer from Africa and EU8 (2004 EU enlargement nations such as Poland, Hungary, Lithuania, Slovenia and Slovakia) at approximately 0.8% each.
- The second largest area of non-UK are EU14 born residents: founding EU states such as Germany, France, Italy and Spain, accounting for 1.1% of the ward's population (131 residents).



## Social Segmentation

Social Segment Composition of (% Households)

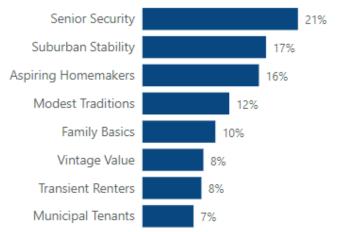


Financial Resilience

Aspiring Homemakers

Suburban Stability

Senior Security



### **Key Points:**

Resilienc

- Social Segmentation is a means of categorising residential populations by shared socio-economic traits and similar behaviours.
- Short Heath features a wide range of segments, with the largest three being Senior Security, Suburban Stability and Aspiring Homemakers. These are defined on the right of this page.
- 58% of these segments tend to be older, are more affluent, with assets and are more likely to own their own homes. They are largely financially resilient and better able to weather economic shocks.
- The largest segment, Senior Security (21% of households), are relatively comfortable pensioners, whom make less use of the internet than other segments and are established within their communities

### **Senior Security**



Elderly people with assets who are enjoying a comfortable retirement Retired singles and couples

Pre-war generation

Established in community

Low internet use

Have wills

Solar panels

**£** 21,900

Household Income



66+ Age Band

Property Type

**B**ungalow

### **Suburban Stability**



Mature suburban owners living settled lives in mid-range housing Older families, no children

Own mid-value semis

3 bedrooms

Established in community

News and media sites

Solar panels

£

37,300

Household Income

56-65

Age Band

C----: -|------|

Semi-detached

Property Type

### **Aspiring Homemakers**



Younger households settling down in housing priced within their means Families with young children

3 bedrooms

High outstanding mortgages

Internet via smartphone

Texts and photos on smartphone

Order from takeaways

£

45,800
Household Income

Household Incor



26–35 Age Band

Age ban





Low

Resilience

High Risk

Impact of Change

Low

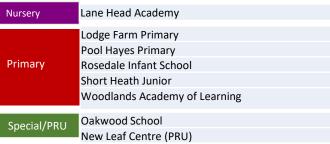
Risk

## Education



Secondary

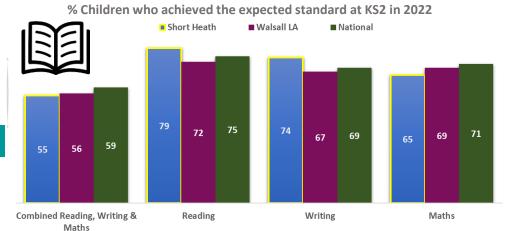
There is 1 Nursery school, 5 Primary schools, 1 Special, 1 Pupil Referral Unit and 2 Secondary schools in the ward:



Pool Haves Academy

Willenhall E-ACT 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.

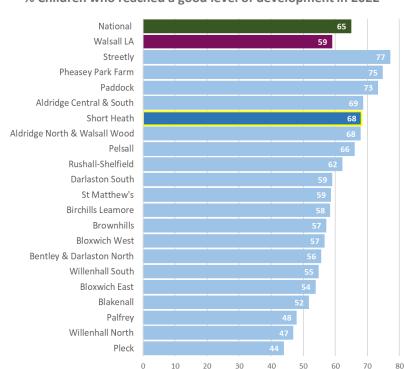
Pupils take national curriculum assessments in year 6 at the end of KS2, when most will reach the age of 11. Pupils take tests commonly referred to as SATs. In Reading and writing, a higher proportion of children in the Short Heath ward reached the expected standard than both the Walsall and National averages, although slightly less achieved in maths.

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 lower proportion of students resident in the Short Heath ward achieve a standard pass at GCSE compared to the LA.

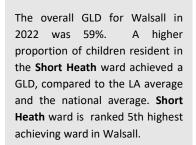
35% students who live in the ward achieve a good

% 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.

ABC



Achieving GCSE English and maths in 2022 % Standard pass Grade % Good pass Grade 4-9 5-9

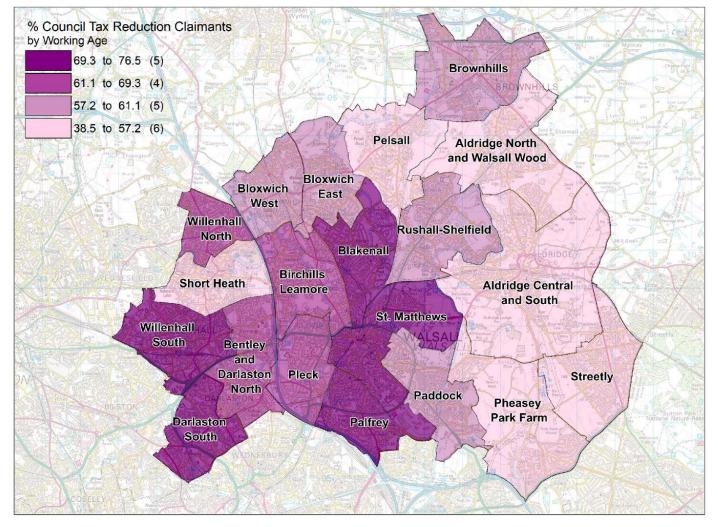


pass in English and maths GCSE which is 9% lower than the Walsall LA figure and 12% below the National average.

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

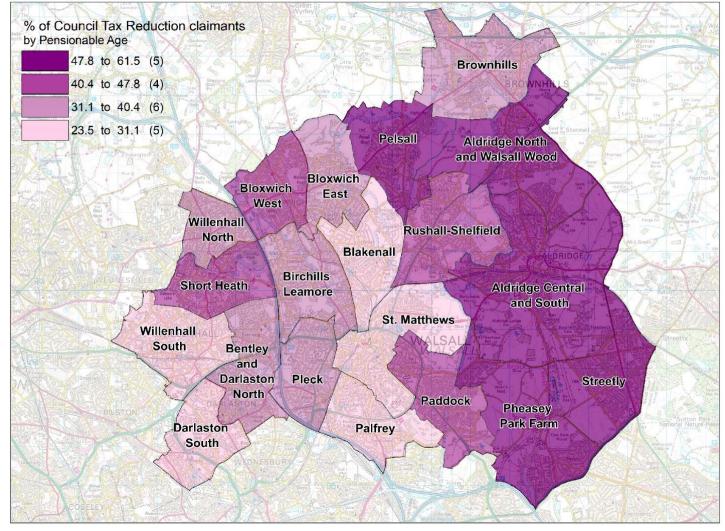


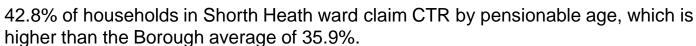
57.2% of households in Short Heath ward claim CTR by working age which is lower than the Borough average of 64.1%.

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	
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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# Health & Social Care

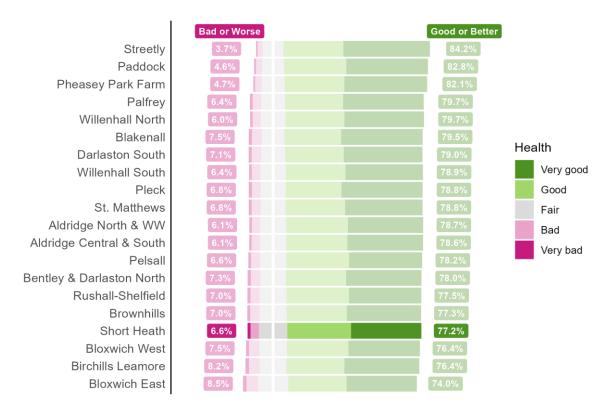
What are the health and social care needs of the Ward?

### General Health



### What is the General Health of Short Heath?

Census 2021, % of resident population



- Short Heath residents report their general level of health as relatively poor compared to most other wards, with 6.6% rated as Bad or Worse. 77.2% rate their general health Good or Better, this is lower than the England average of 82.1%.
- Approximately 1 in 15 residents in Short Heath reported living in poor health or worse compared to approximately 1 in 27 in Streetly (the highest self-reported health in Walsall).

### **Walsall** Council

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### **Disability**

Census 2021, resident population



**20.6%** Reported as Disabled
Where day-to-day activities are limited

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

- This is above the Walsall figure (19.1%) and ranks
   5th highest out of Walsall's 20 wards.
- A further 6.0% have a long term physical or mental Health condition, but daily activities are not limited, this is above that of Walsall overall (5.5%)

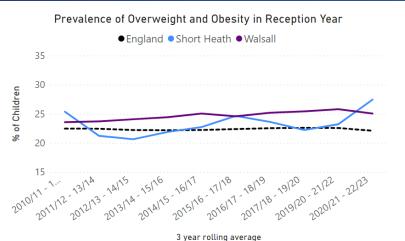
### **Unpaid Care**

Census 2021, resident population (aged 5yrs +)

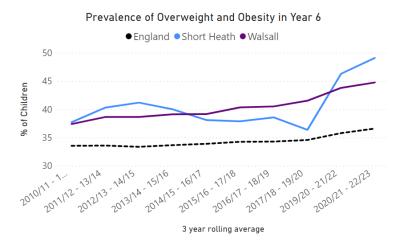


- **2nd Lowest** number of unpaid carers in Walsall, 1,171 compared to Aldridge Central & South with most carers (1,471)
- 10.6% of residents provide weekly unpaid care. Over half of carers aged over 65yrs themselves, are providing more than 50hrs care per week

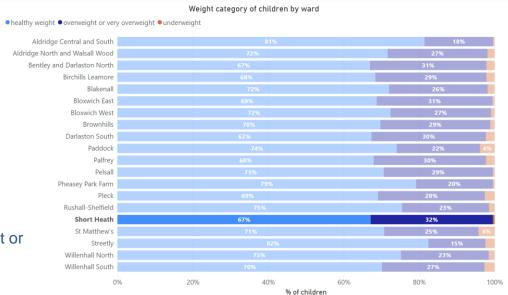
## Child Healthy Weight



The prevalence of Reception-aged children who are overweight or obese in Short Heath has increased in trend since 2019 and is higher than both the Walsall average and the national rate.



Similarly, the prevalence of Year 6 children who are overweight or obese in Short Heath has sharply increased in the most recent years and is higher than the Walsall average and the national rate.



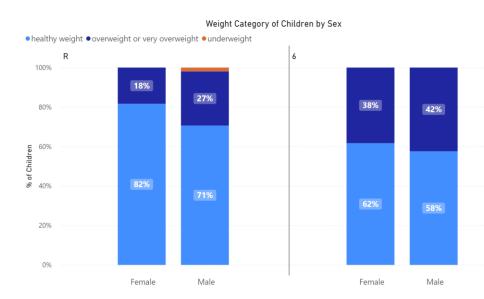


In Short Heath less than

7 in 10

children are a healthy weight.

More than 1 in 3 children are
overweight or obese, which is the
highest rate in the borough.



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

In Year 6, around 6 in 10 children of both sexes in Short Heath are a healthy weight.

## **Adult Social Care**

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

526

New requests for support, received from

318 individuals

9 people aged 18-24, 55 aged 25-64 and 254 aged 65+

147

People received an assessment

5 people aged 18-24, 28 aged 25-64 and 114 aged 65+

70 assessments resulted in a long term service

24

Carers were assessed and supported during the year



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

192

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



122

Safeguarding concerns were received, relating to

83 individuals

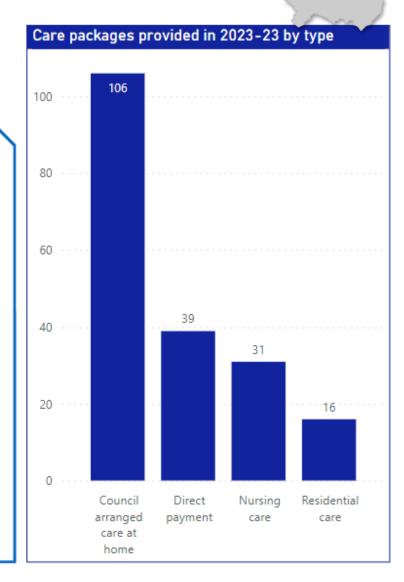
4 people aged 18-24, 19 aged 25-64 and 60 aged 65+

17.21%

Of safeguarding concerns received progressed to a formal investigation





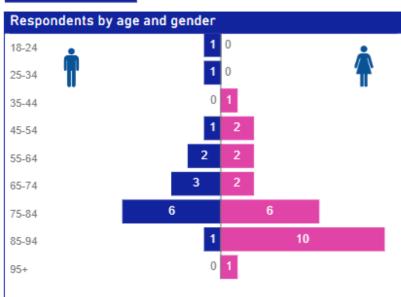


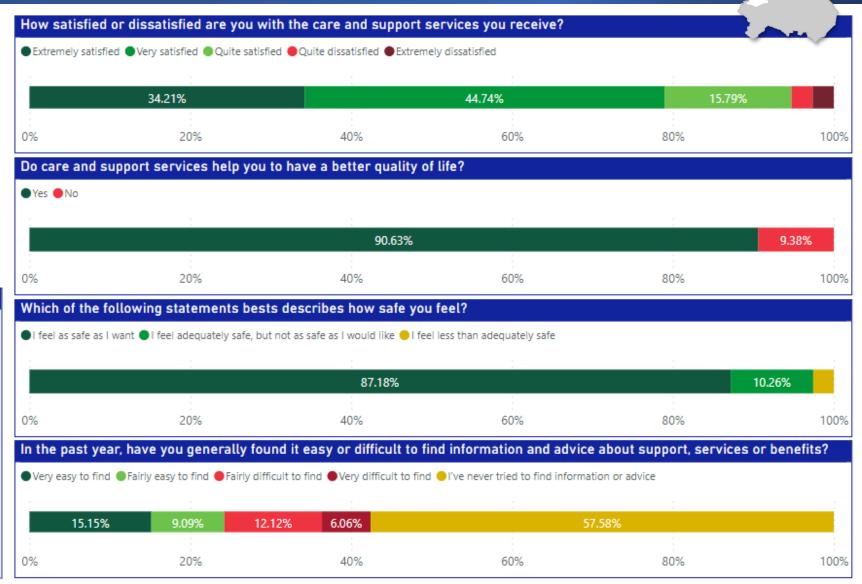
## Adult Social Care Adult User Survey 2022-23

### Responses from Ward residents

126
People surveyed Responses Response rate

Responses
Were received from 2
People residing in heir own home
2
People residing in nursing care
People residing in residential care









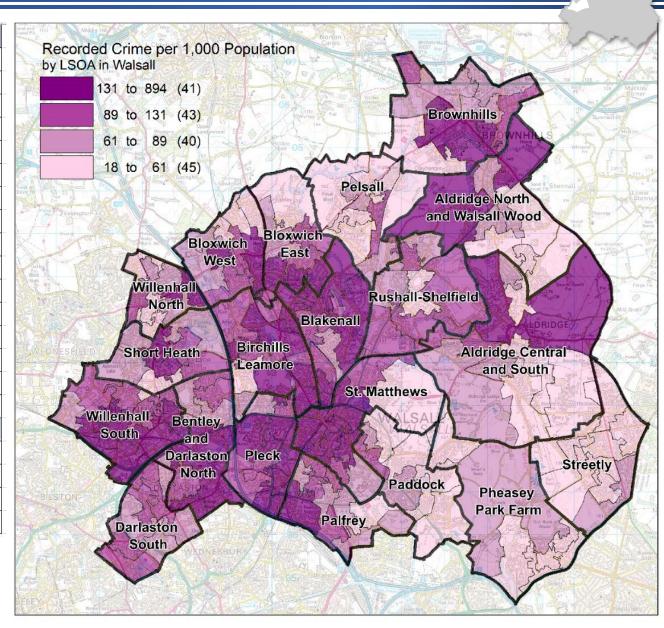
# Crime

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

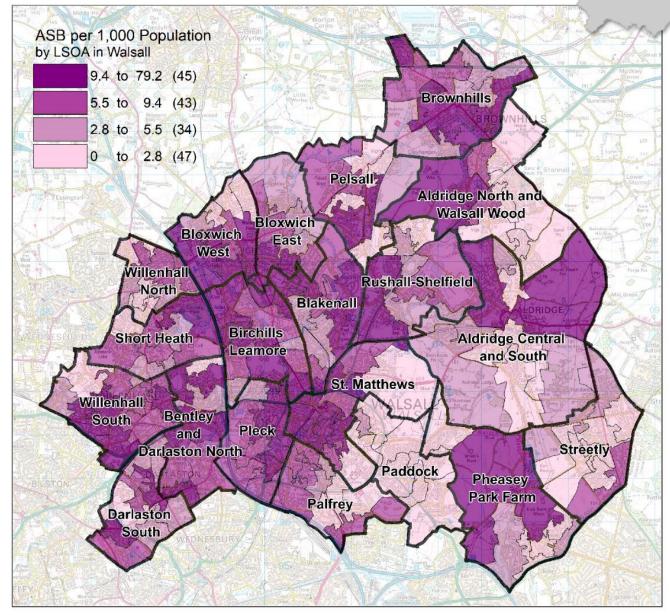
Shorth Health ward ranks 10th out of 20 for recorded crime, with a rate of 105.2, lower than the Borough average of 118.4, but with variations at a LSOA level.



## **Anti-social Behaviour**

Ward	Count	Popn	Rate p	er 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

Shorth Heath ward ranks as 11th (out of 20) for recorded anti-social behaviour, with a rate of 6.3. 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 <a href="https://www.walsallintelligence.org.uk">https://www.walsallintelligence.org.uk</a>
- Walsall Council Homepage | Walsall Council
- Economic Intelligence Unit (EIU) <a href="https://www.theeiu.org">https://www.theeiu.org</a>
- Office for National Statistics (ONS) -
  - Census 2021 Ward data, England and Wales
     <a href="https://www.ons.gov.uk/releases/warddataenglandandwalescensus2021">https://www.ons.gov.uk/releases/warddataenglandandwalescensus2021</a>
  - Census 2021 Walsall Population Summary
     <a href="https://www.ons.gov.uk/visualisations/censuspopulationchange/E08000030">https://www.ons.gov.uk/visualisations/censuspopulationchange/E08000030</a>
- NOMIS Official Census and Labour Market Statistics <a href="https://www.nomisweb.co.uk/">https://www.nomisweb.co.uk/</a>



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