

# Willenhall South

## Ward Profile

Produced by  
Walsall Business Insights  
February 2024



# Welcome to Willenhall South



## Did you know?

**History** - Willenhall is most famous for its Lock making industry with approximately 340 lock makers in 1855. These were made by hand in small workshops where apprentices would file the metal and often developed 'hump backs' as a result. The deformity became so prevalent, that Willenhall became known as 'Humpshire'. Some public houses had holes in the walls behind the benched seats, to allow patrons to sit upright to drink with their humps in the hole! The Bell Inn, in Market street, dates back to circa. 1660, is an example of such a pub ,with curved holes in the walls. The Locksmith House is now a museum situated in New road. Willenhall has a flag and coat of arms depicting Locks and keys reflects the importance of this industry to its growth, its motto is '*Salus Populi Suprema Lex*' meaning; The welfare of the people is the highest law.

**Landmarks** – Willenhall Memorial Park was opened in 1922 in honour of those killed in World War 1  
**Memorial Clock Tower** was erected in Market Place in 1892, in memory of local surgeon, Joseph Tonks. Following a balloon ascent accident in 1888 at a Willenhall Horticultural society event, Joseph never fully recovered from his injuries, his health deteriorated and died in 1891, aged 35yrs old.

**St Giles Church** - Before 1846, St Giles was a chapel of ease to the mother church of St Peters in Wolverhampton. The ancient chapel was built around the start of the 14<sup>th</sup> century for those who could not afford to get to worship, baptize or to marry. The medieval church was demolished due to decay in 1748 and rebuilt: it became a parish church of Willenhall a century later in 1848.

- Covers 4.76 sq km (475.8 ha)
- Makes up 4.6% of the total area of Walsall Borough
- Has a population density of 3,622 people per square kilometer

(This is *higher* than borough average of 3,159)



# Councillors



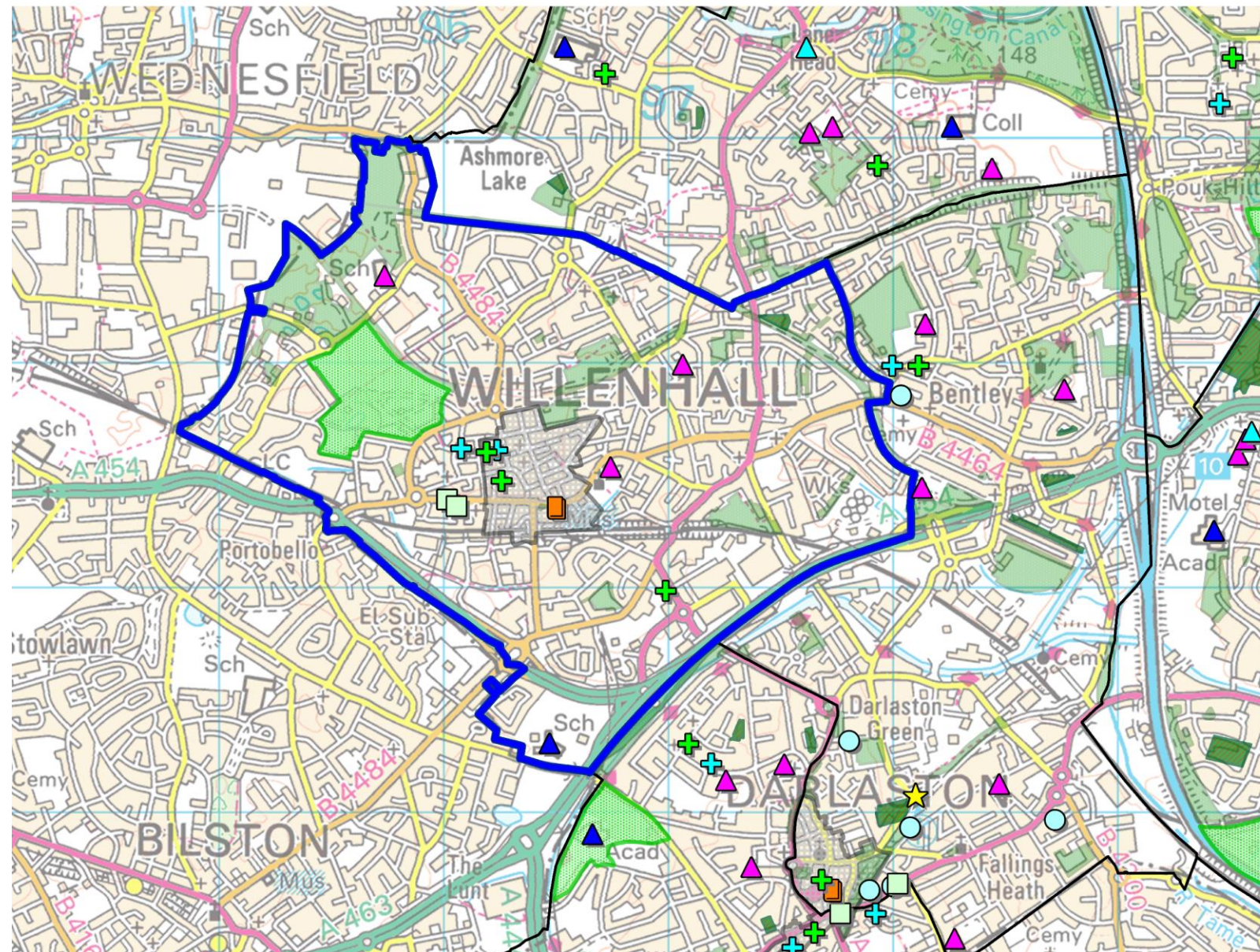
	Councillor	Elected	Party
	Simran Cheema	09 May 2022	 Labour
	Natalie Latham	08 May 2023	 Labour
	Klara Margetts	06 May 2024	 Labour



# Place

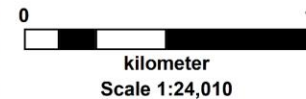
What are the attributes and assets of the local area, and how can we characterise it compared to the rest of Walsall?

# Assets



- Nursery School
- Primary Schools
- Secondary School
- Library
- Leisure Centre
- Pharmacy
- GP
- Dentist (NHS)
- Care Home
- Nursing Home

- Current Ward
- District Centre
- Park
- Allotments
- Open Space



## Willenhall South Assets Map

Walsall Council

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

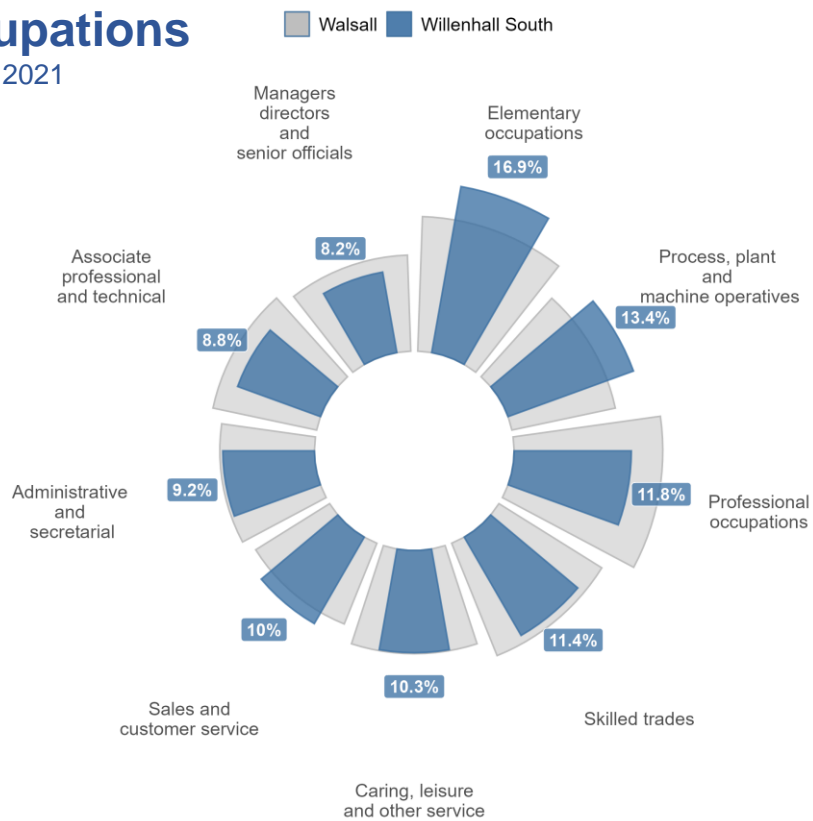


# Economy and Workforce



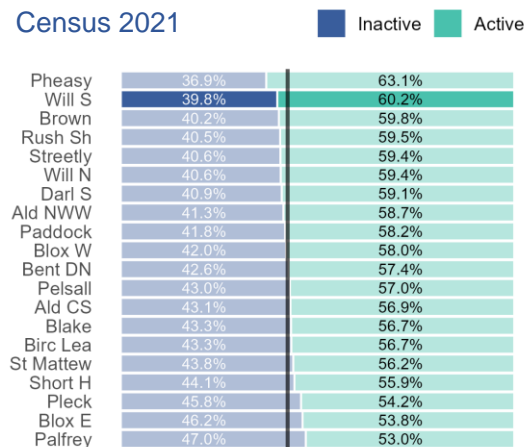
## Occupations

Census 2021



## Economic Status

Census 2021



**60.2%**

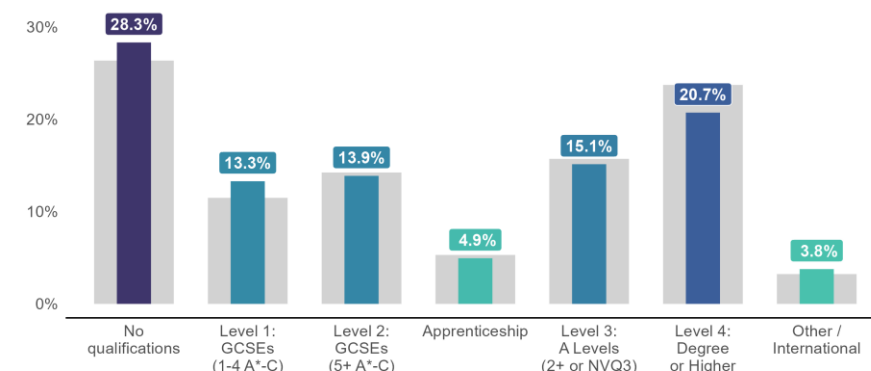
**Are Economically Active**

2<sup>nd</sup> highest of Walsall's 20 Wards.

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

## Qualifications

Census 2021



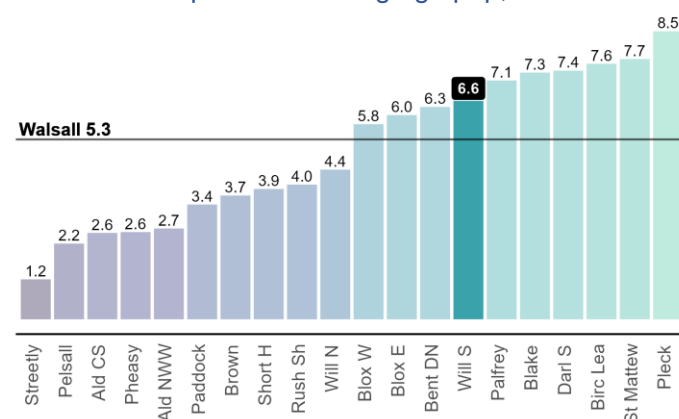
Grey bars = Walsall

- Willenhall South's qualifications profile differs from the borough: there are relatively more adults (28.3%) with no formal qualifications (Walsall 26.3%), and fewer with a degree or higher (20.7%, approximately 1 in 5 adults).

- Willenhall South's occupational profile differs from Walsall in some key areas: substantially more employed in elementary occupations (16.9%, Walsall 13.5 and plant/machine operatives (13.4%, Walsall 10.6%). Consequently, there are relatively fewer professional occupations, directors and technical occupations.
- This indicates the labour force of Willenhall South is distributed more towards manual, and industrial - factory/plant operators with relatively fewer office-based professionals and directors.

## Claimant Count

JSA Claimants per 100 working age pop, ONS Oct 2023



Walsall 5.3

- Willenhall South's Claimant Count (Jobseekers Allowance) is approximately 6.6 per 100 working age adults.
- This is above the borough rate of 5.3, and ranks as the 7<sup>th</sup> highest of Walsall's 20 wards.

Source: Census 2021

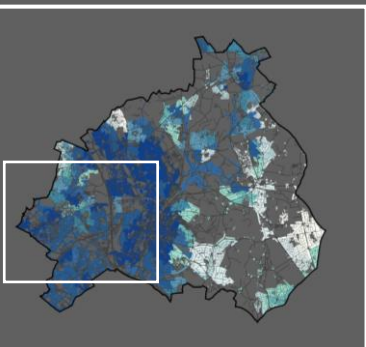
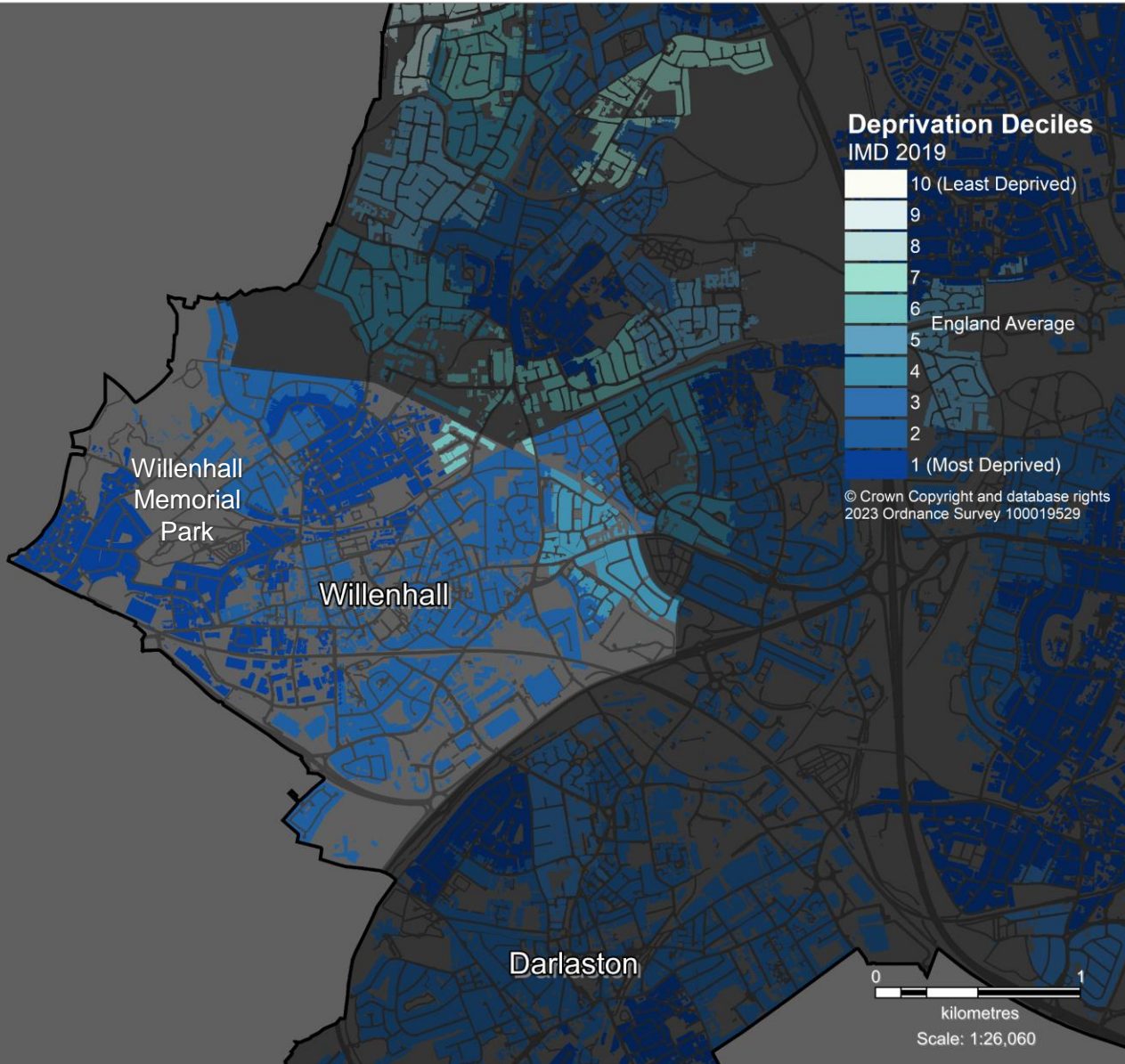
Maps © Crown copyright and database rights 2023 Ordnance Survey 100019529

# Deprivation



## Deprivation in Walsall

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



Willenhall South is an area of high deprivation, with almost all neighbourhoods falling within the 20% most deprived in England.

It faces particularly high deprivation in:

- **Adult Skills**
- **Income**

Which are within decile 1 compared to England: the amongst the 10% most deprived areas nationwide, for those particular domains.

Willenhall South is least deprived in terms of a lack of **Barriers to Housing**: which is marginally above the England average (decile 6).

England (2 in 10)



**9 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



**6,900 Households** ↑

Increased since 2011, Ward makes up **6.1%** of all Walsall Households



**703** (10.2%) Households are Lone Parents of Dependent children



**22.9%** School Children & Full-time Students

(aged 5yrs & over) Approximately 2:9

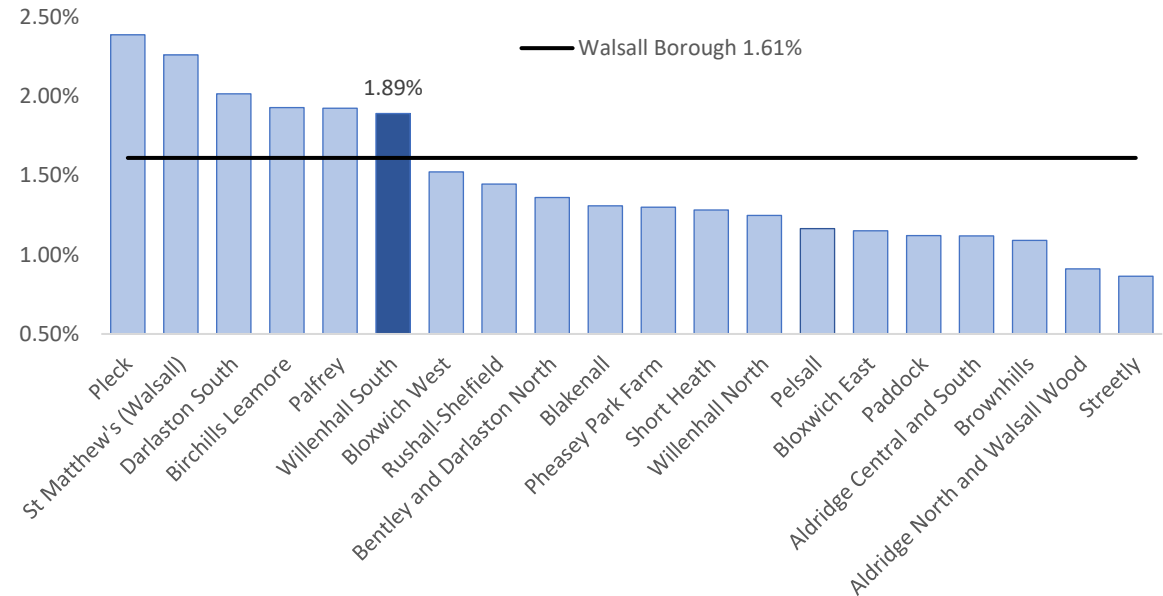


**49.5% Homeowners**

**25.1% Households are Socially Rented** (Borough 23.7%)

- Willenhall South's household population of full-time students and school children, aged over 5yrs, is 22.9% - just above the Walsall figure of 22.1% and matches St. Matthews.
- Single-family households, consisting of a lone parent with dependent children, make up 10.2% of households with similar percentages to Bloxwich East & Palfrey wards. The number of lone parent households in Willenhall South is more than double that of Short Heath Ward, which has 318 lone parent homes, and higher than average for the borough
- Willenhall South ranks 7<sup>th</sup> least with number of homeowners - **50% are owned**. Of those, 49% are owned outright, without a mortgage or shared ownership. 25% of households rent privately or live rent free. A quarter of homes in Willenhall South are socially rented, with same percentage as Pleck. This is higher than Walsall (23.7%) and ten times that of Streetly, where only 2.3% of homes are rented socially. The number of socially rented homes is on par with Bloxwich West.
- Willenhall South has very similar portion of households living with no central heating, as Palfrey, equating to 1.89% of the ward's total households. This is more than the Walsall Borough figure of 1.61% households living with **no** central heating. However, the number of households **without** central heating (130) is closest to that in Pleck (132).

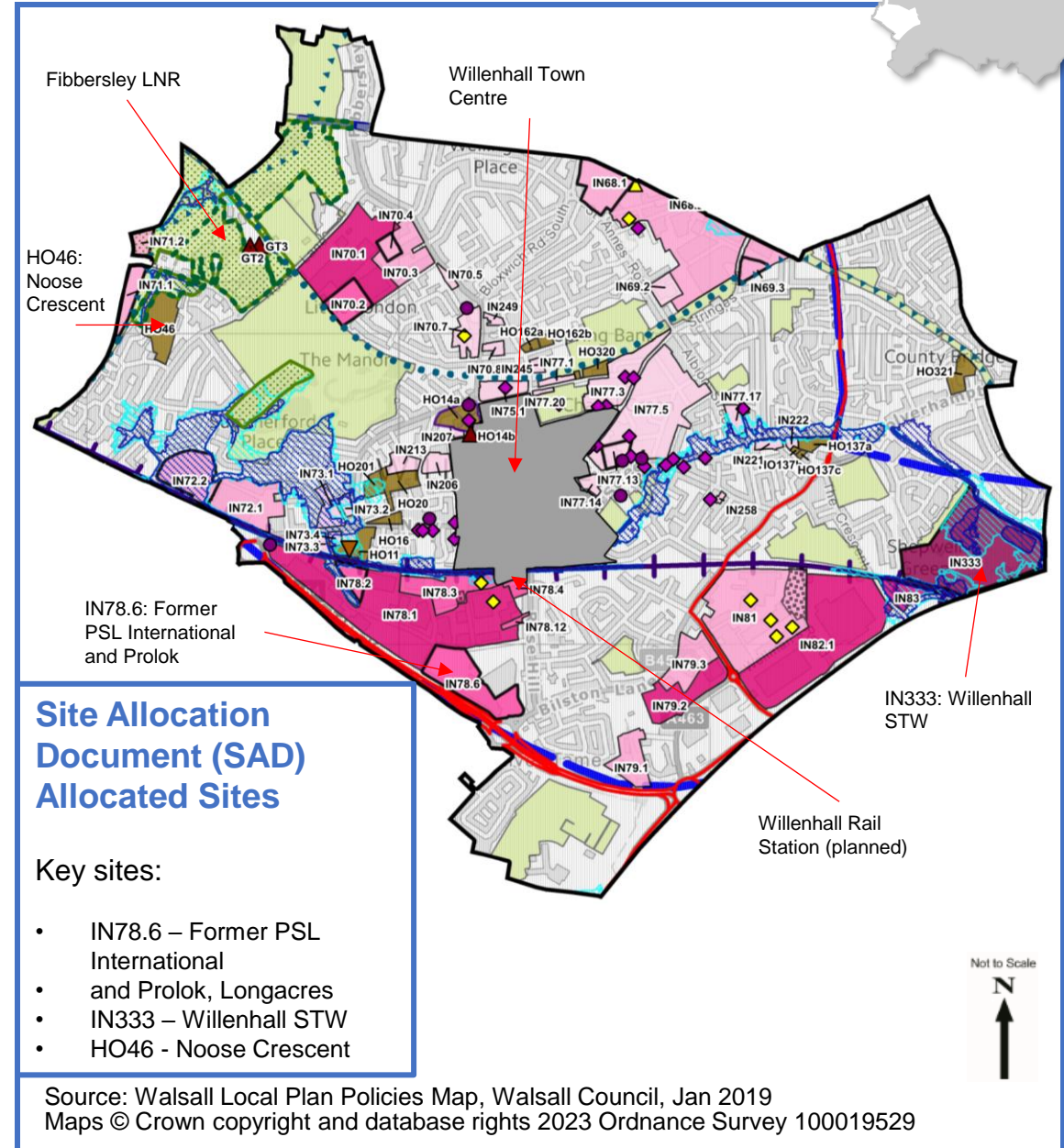
**% Households in Ward with no Central heating**





# Development / Regeneration

- Established manufacturing heartland famous for **lock making**.
  - Home to a historic district centre designated as a **conservation area**. Benefitted from Heritage Lottery funding and public realm improvements.
  - Work has started on site for a new **rail station** in Willenhall Town Centre that will be part of the reopened Walsall to Wolverhampton passenger line. The station is due to open in late 2025/early 2026.
  - Willenhall Framework Plan** supported by Walsall Council's Cabinet is a strategic priority for the Council and sets a 10-year vision that aims to promote housing growth and healthy, prosperous communities. <https://go.walsall.gov.uk/business/regeneration-and-investment/willenhall-framework>
  - External funding has been secured that includes **£20m** from the **Levelling Up Fund (LUF)** to deliver Phase 1 of the Willenhall Framework Plan: Moat Street and Villiers Street (new homes and open space) and a **Movement project** that will provide walking, cycling and junction improvements. Two schemes already delivered: Railway Lane and Willenhall Greenway. The Greenway improvements have been awarded the **National Active Travel Scheme** of the year (2024).
  - The Council has limited landholdings within the Phase 1 scheme and whilst it commenced negotiations to acquire land and property in March 2021, it made a **Compulsory Purchase Order (CPO)** in August 2023 and a CPO Inquiry was held in August 2024. The Council is awaiting the outcome of the Inquiry.
  - Continued support to businesses in the area with regard to their development requirements and growth aspirations - such as **Assa Abloy**.
- Delivery of the Willenhall Framework Plan Phase 1 scheme (subject to CPO) and remaining LUF Movement scheme (Rose Hill/Bilston Lane junction improvements).
  - Further complimentary Active Travel routes on site from January 2025.



# People

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

# Demography



**17,200**  
Population



**22% Aged 0-15**  
Approximately 2 in 9 people (3,900)



**64% Aged 16-64**  
Approximately 2 in 3 people (11,000)



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



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



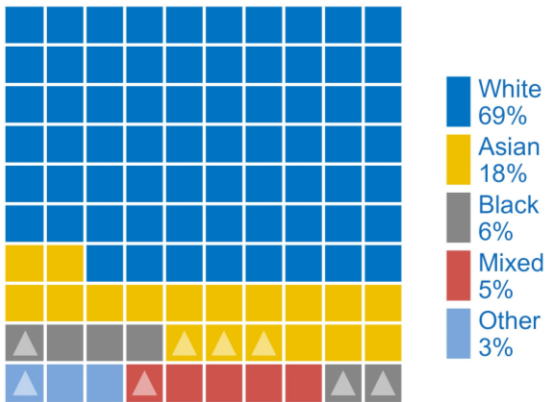
**36 Years**  
Median Age (Walsall 39)



**+ 9.2% Population since 2011**  
+ 1446 people. Walsall increased by 5.5%

## Ethnicity

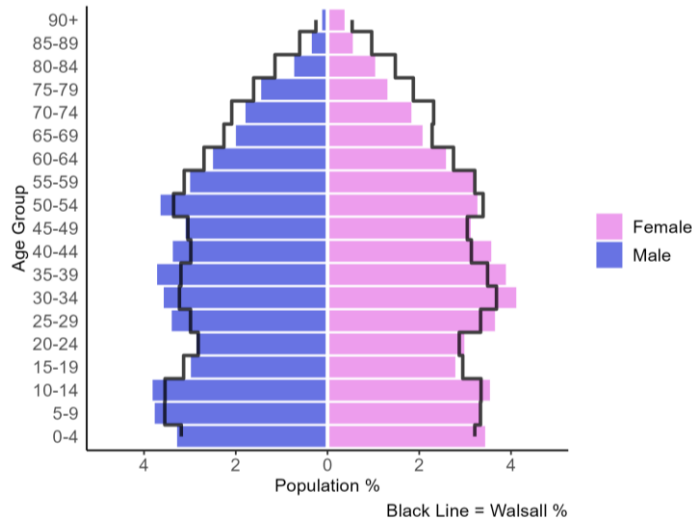
Census 2021, resident population



□ = 1% population ▲ = increase since 2011

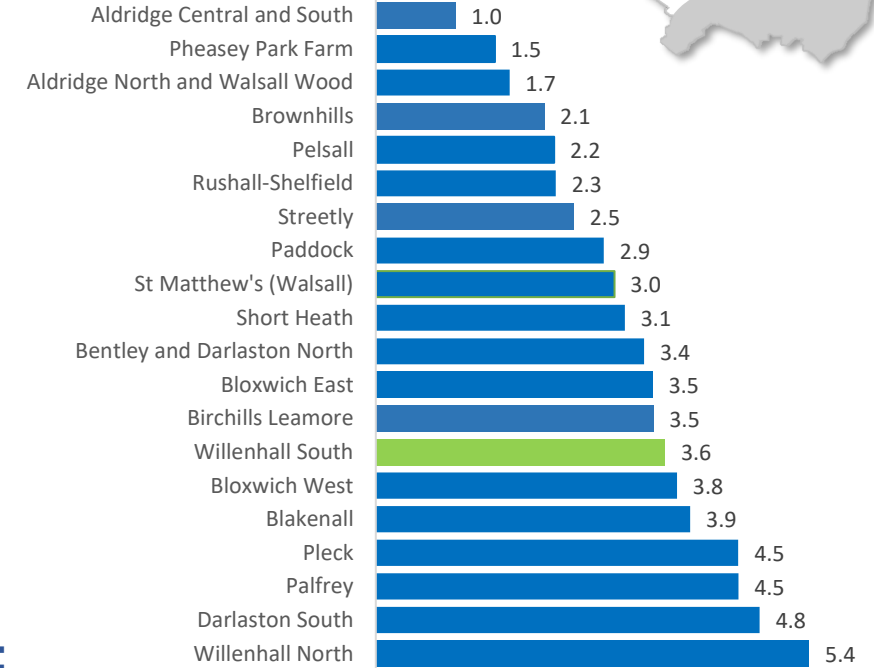
## Population Pyramid

Census 2021, population age and sex



## Population Density

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



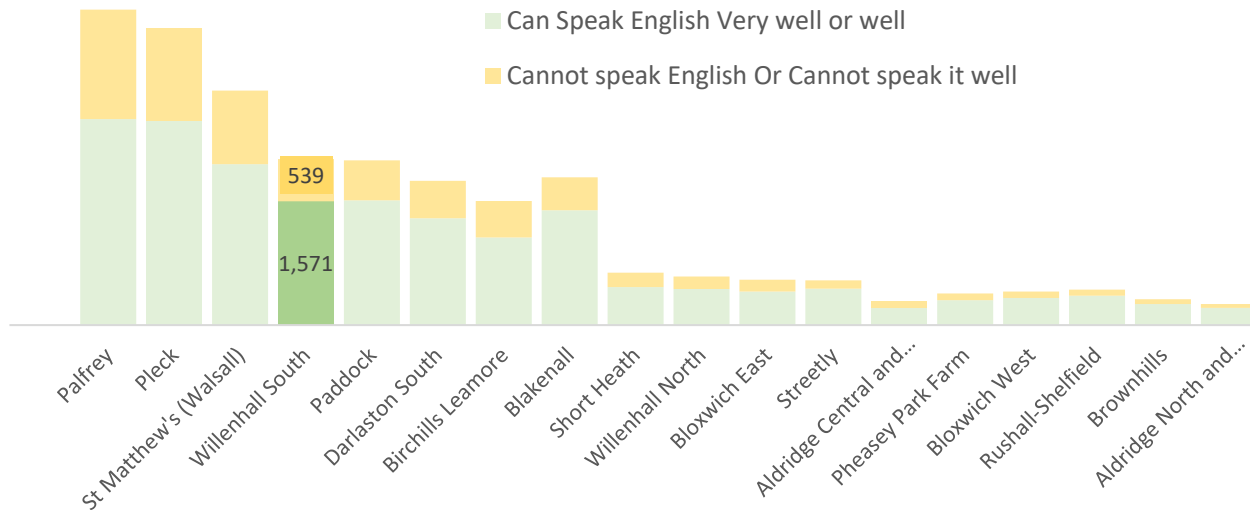
## Key Points:

- Willenhall South has the second highest proportion of working age population of 16-64yr olds and a higher number of adults aged 25-44yrs compared to Walsall. The median age of 36 years old is below Walsall Borough (39 years) and has a similar percentage of children and young people under 16yrs, as Bloxwich East.
- Willenhall South has the 2nd largest population in Walsall and is the 7<sup>th</sup> most densely populated ward, equating to 3,622 people per sq km. For context: Walsall's density is 2,733, and Aldridge North & Walsall Wood has half (1,676)
- Ethnically, the wards largest group is White British (69%), with growing populations of Asian (18%), Black (6%), Mixed (5%) and Other (3%). These populations have increased since 2011, with the Black group doubling in size.

# Language and Religion



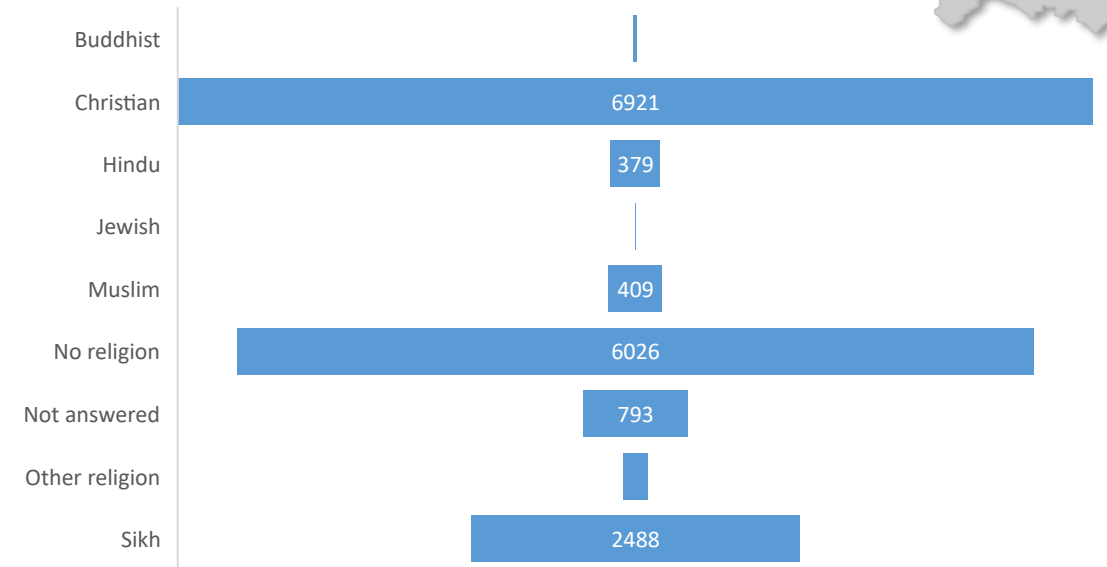
**85%** of Households where All Adults use English as the main language



- 89.7% of households in Willenhall South have all **or** at least one adult where English is spoken as the main language, compared to 99.3% in Pelsall. When English is not the main spoken language in the household, 26% of these residents either cannot speak English or cannot speak English well.
- Willenhall South has 565 Households where no residents speak English as the main language, this is 4<sup>th</sup> highest in Walsall. This equates to 8.2% of Willenhall South's households and is high compared to 109 households in Willenhall North (this equates to 2.2% of the ward).

Data Source: Census 2021, ONS  
[www.ons.gov.uk/releases/warndataenglandandwalescensus2021](http://www.ons.gov.uk/releases/warndataenglandandwalescensus2021)

Population by Religion



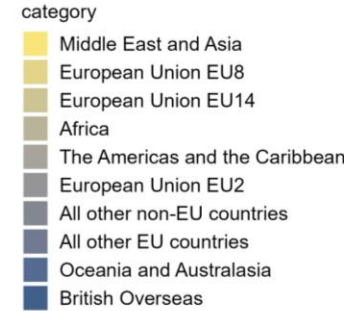
**14%** Household residents identify as Sikh  
 (Walsall Borough Sikh - 6%)

- Willenhall South has a much higher proportion of residents from Sikh communities (14.4%) which is double the proportion compared to 6% of Sikh residents across the borough. It has the second highest representation of Sikh community after Palfrey.
- Willenhall South ward has a lower than average population of residents of a Christian religion (40.1%). This is lower than the Walsall borough percentage of 45%.
- 35.0% of Willenhall South residents reported in 2021 Census as having No Religion. This is above Walsall (30.2%) and high compared to Palfrey ward with just 11.1%.

# Non-UK Country of Birth



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

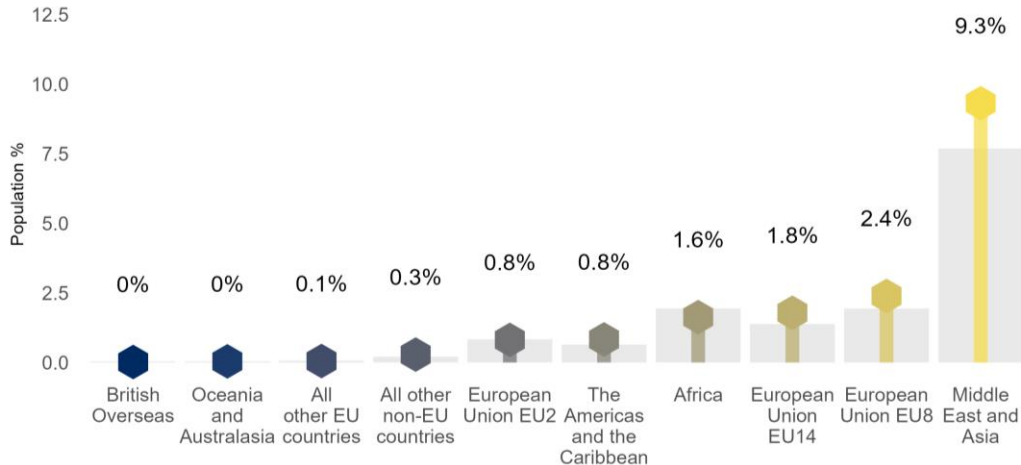


**17.2%**

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

## Willenhall South versus Borough Comparison

Country of Origin by % Resident Population, Census 2021



Grey bars = Borough %

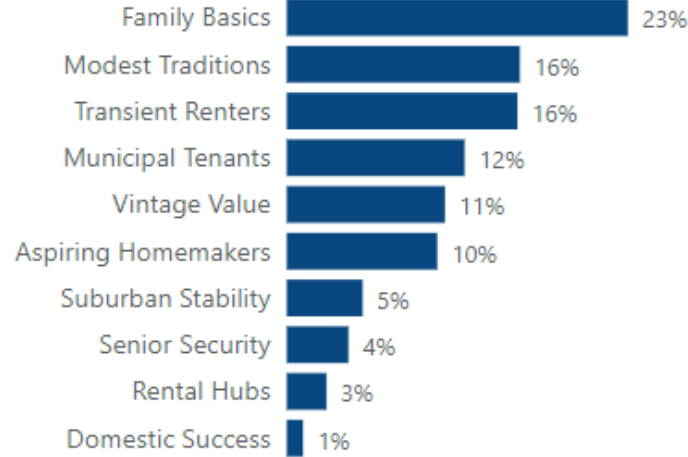
## Key Points:

- 82.8% of Willenhall South's residents were born in the UK: the 14<sup>th</sup> largest proportion of the 20 Walsall wards.
- At 17.2% Willenhall South has a relatively larger share of its population born outside of the UK, contrasted with the borough's 14.7%.
- Residents born in the Middle East and Asia represent the largest non-UK population: 9.3% of residents (1,605 people), compared to Walsall's 7.7%. There is also a relatively larger EU8 born population (2.4%): 2004 EU enlargement nations such as Poland, Hungary, Lithuania, Slovenia and Slovakia.
- EU14 born residents comprise the third largest non-UK born origins: founding EU states such as Germany, France, Italy and Spain, accounting for 1.8% of the ward's population (308 residents).

# Social Segmentation



Social Segment Composition of Willenhall South (% Households)



## Key Points:

- Social Segmentation is a means of categorising residential populations by shared socio-economic traits and similar behaviours.
- Willenhall South is diversely segmented, with the largest being **Family Basics**, followed by **Modest Traditions** and **Transient Renters**.
- These segments cover a spread of life-stages and economic circumstances, from young renters to mid-life families to older couples. However all are similarly constrained by lower incomes and potentially poorer housing quality.
- The largest segment, **Family Basics**, accounts for 23% 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

## 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

## Modest Traditions



Mature homeowners of value homes enjoying stable lifestyles

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

£ **24,300**  
Household Income

👤 **56–65**  
Age Band

🏠 **Terraced**  
Property Type

## Transient Renters



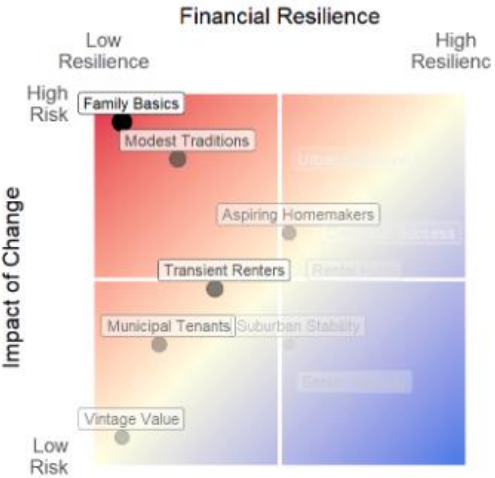
Single people renting low cost homes for the short term

- | 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 3 Primary schools, 1 Pupil referral unit and 1 Secondary school in the ward:

## Primary

- Barcroft Primary
- Fibbersley Park Primary
- St Giles CE Primary school

## Secondary

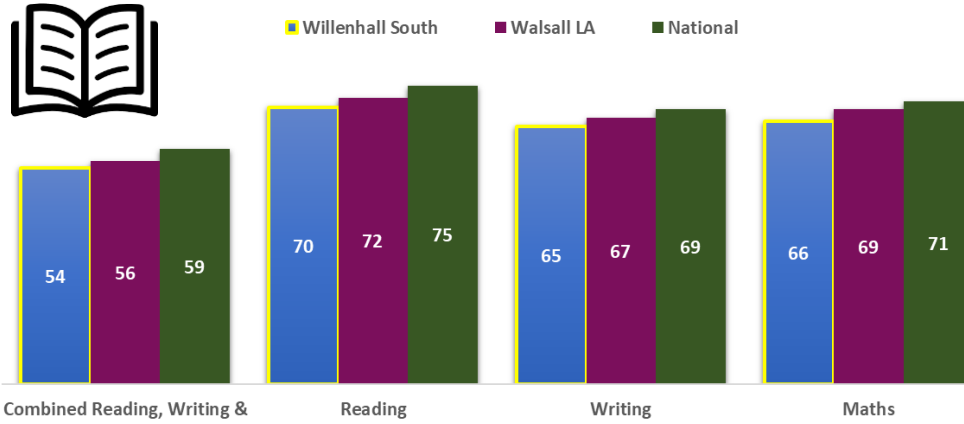
- St Thomas More Catholic School

## Pupil Referral unit

- Shepwell School & Home & Hospital Tuition Services



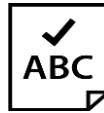
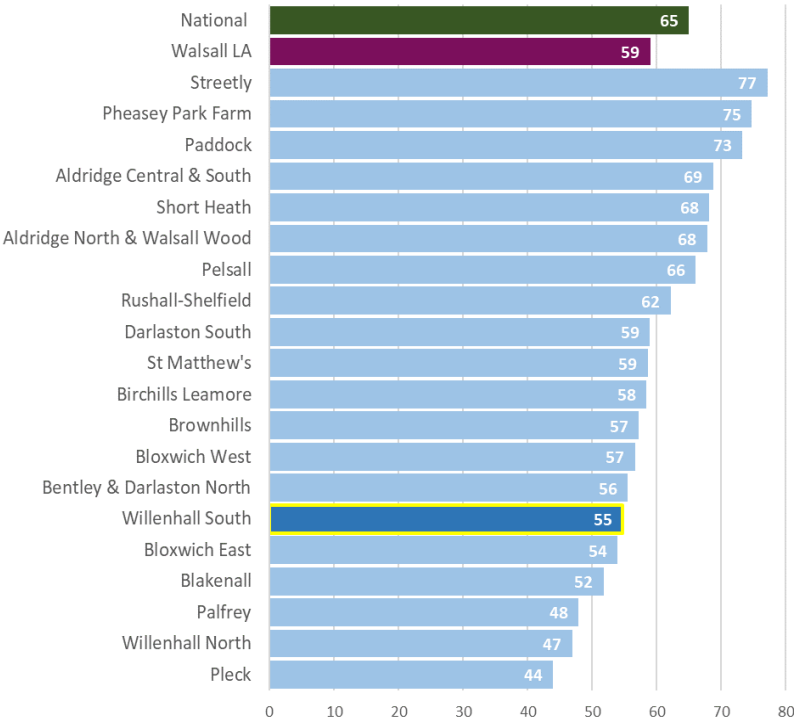
% Children who achieved the expected standard at KS2 in 2022



## 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.

% Children who reached a good level of development in 2022

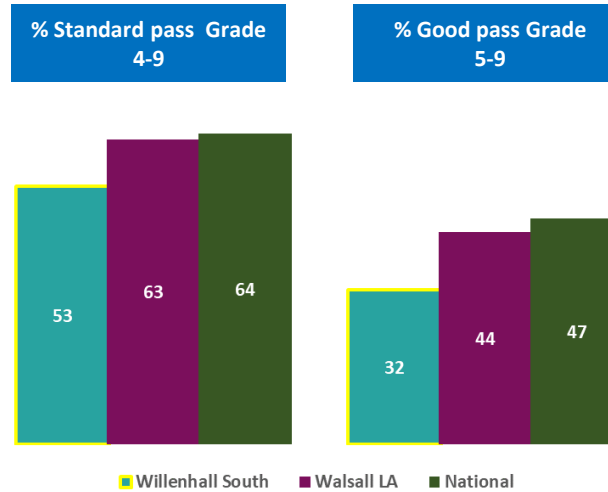


Children are defined as having reached a good level of development at the end of their Reception year if they have achieved at least the expected level in prime and specific areas of learning.

The overall GLD for Walsall in 2022 was 59%. 55% of children who reside in the **Willenhall South** ward achieved a good level of development – 4% lower than the LA average and 10% below the national average. **Willenhall South** is ranked the sixth lowest achieving ward in Walsall.



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 proportion of children in the **Willenhall South** ward that reached the expected standard at the end of KS2 is slightly below the Walsall overall performance.

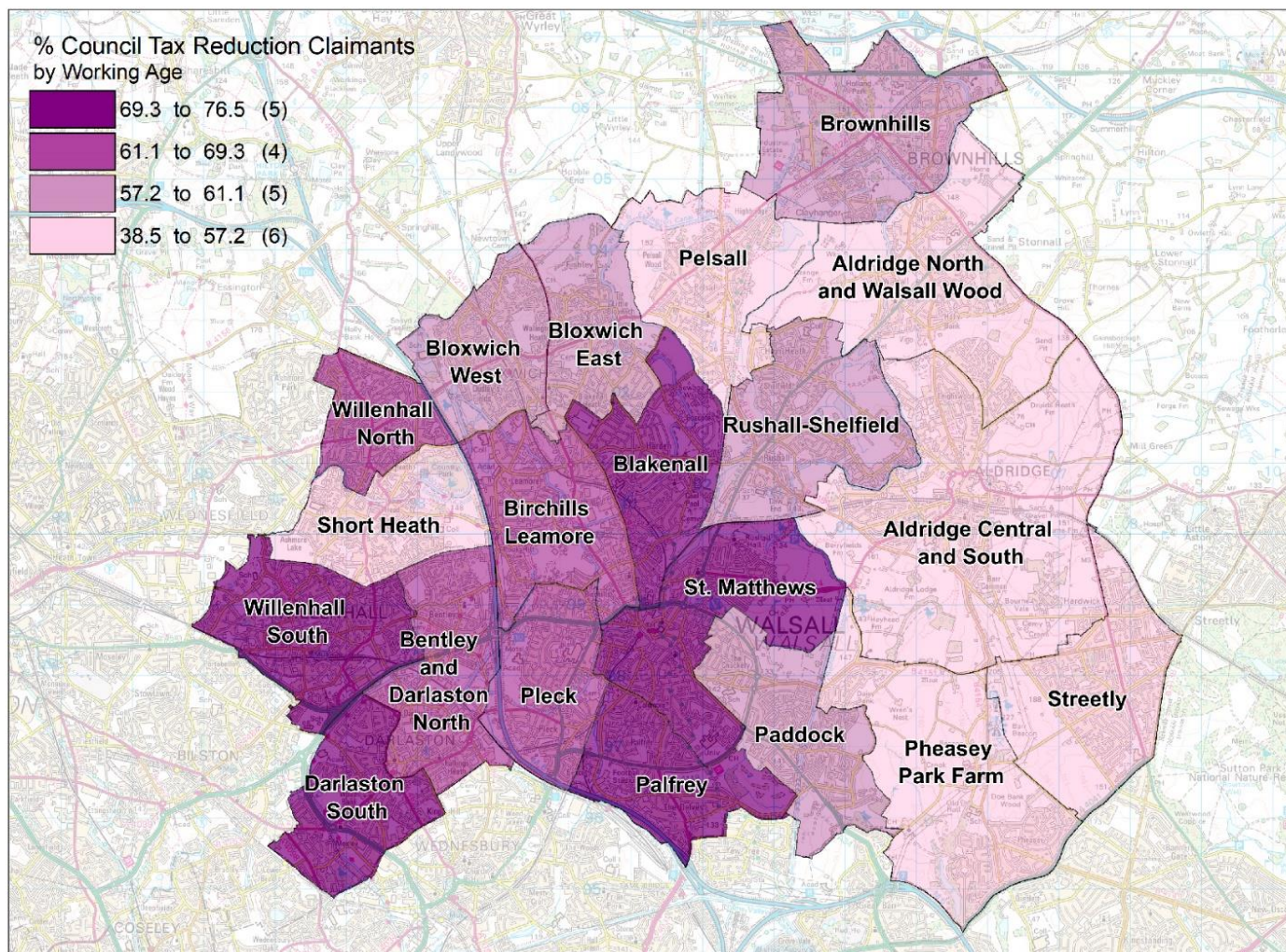
At the end of KS4 (Year 11) pupils sit examinations in a range of GCSE and other vocational qualifications.

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%. Students resident in the **Willenhall South** ward do less well with 53% achieving a standard pass at GCSE.

32% of students who live in the ward achieve a good pass in English and maths GCSE. This is below the Walsall LA average by 12% and 15% 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

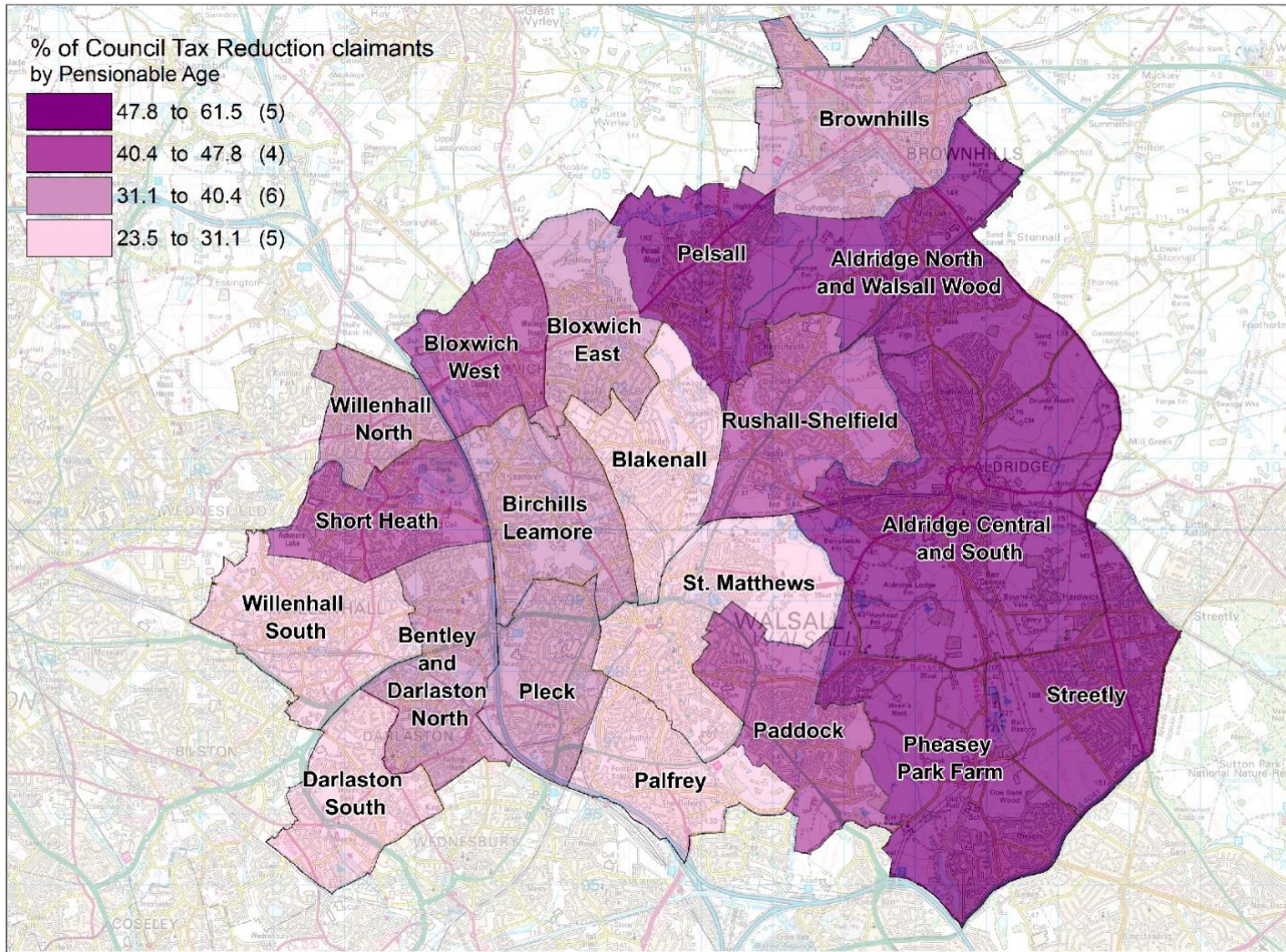


69.9% of households in Willenhall South ward claim CTR by working age, which is higher than the Borough average of 64.1%.

Ward	Total Number of Households in Receipt of Council Tax Reduction	% that are of Pensionable Age	% that are of Working Age
Aldridge Central and South	924	49.68	50.32
Aldridge North and Walsall Wood	949	47.84	52.16
Bentley and Darlaston North	1,773	33.62	66.38
Birchills Leamore	2,323	31.12	68.88
Blakenall	1,995	29.77	70.23
Bloxwich East	1,788	38.93	61.07
Bloxwich West	1,690	40.41	59.59
Brownhills	1,352	40.38	59.62
Darlaston South	2,165	29.84	70.16
Paddock	556	41.01	58.99
Palfrey	1,771	30.66	69.34
Pelsall	824	52.55	47.45
Pheasey Park Farm	444	55.18	44.82
Pleck	1,829	32.59	67.41
Rushall-Shelfield	1,138	41.74	58.26
Short Heath	1,009	42.81	57.19
St. Matthews	2,035	23.54	76.46
Streetly	309	61.49	38.51
Willenhall North	1,078	36.83	63.17
<b>Willenhall South</b>	<b>1,835</b>	<b>30.08</b>	<b>69.92</b>
<b>WALSALL</b>	<b>27,787</b>	<b>35.87</b>	<b>64.13</b>



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<b>WALSALL</b>	<b>27,787</b>	<b>35.87</b>	<b>64.13</b>

30.1% of households in Willenhall South ward claim CTR by pensionable age, which is less than the Borough average of 35.9%.

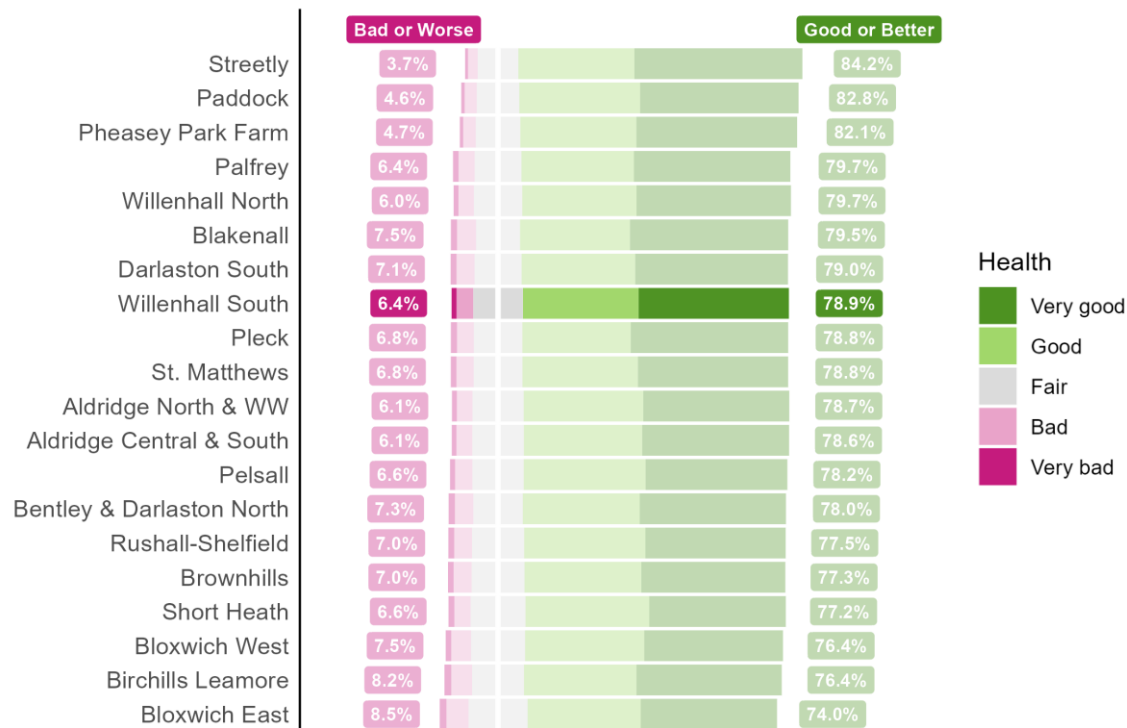
# Health & Social Care

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



## What is the General Health of Willenhall South?

Census 2021, % of resident population



- Willenhall South residents report their general level of health as relatively average for the borough, with 78.9% rating their general health as Good or Better, albeit this is lower than the England average of 82.1%.
- Approximately 1 in 16 residents in Willenhall South reported living in poor health or worse compared to approximately 1 in 27 in Streetly ward (the highest self-reported health ward).

## Disability

Census 2021, resident population



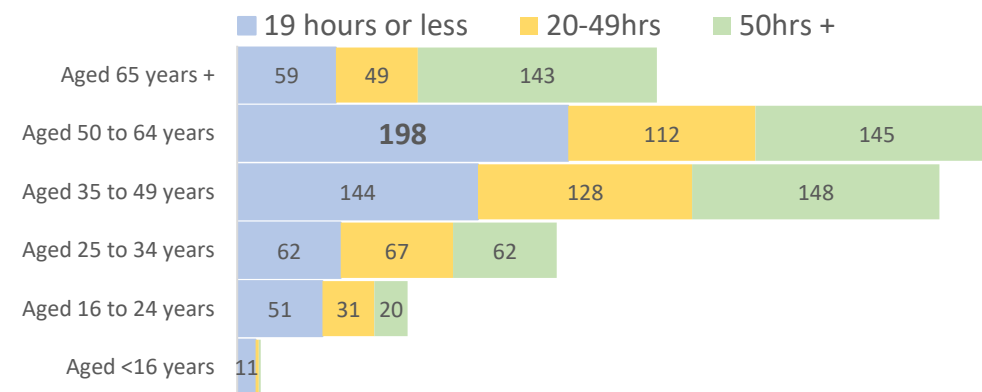
**19.3%** Reported as Disabled

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

- This is above the Walsall figure (19.1%) and ranks **average** out of Walsall's 20 wards.
- 5.2% have a long term physical or mental Health condition but daily activities are not limited, this is similar to that of Walsall overall (5.5%)

## Unpaid Care

Census 2021, resident population (aged 5yrs +)



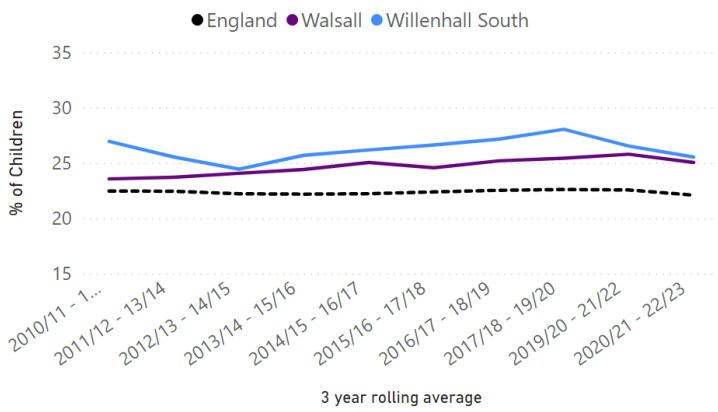
- 3rd Highest** number of unpaid carers in Walsall, 1,433 compared to Pheasey with fewest (1,044) and Aldridge Central & South with most (1,471)
- 1 in 11** residents provide weekly unpaid care. 57% of carers who are aged over 65yrs themselves, are providing more than 50hrs care per week

# Child Healthy Weight



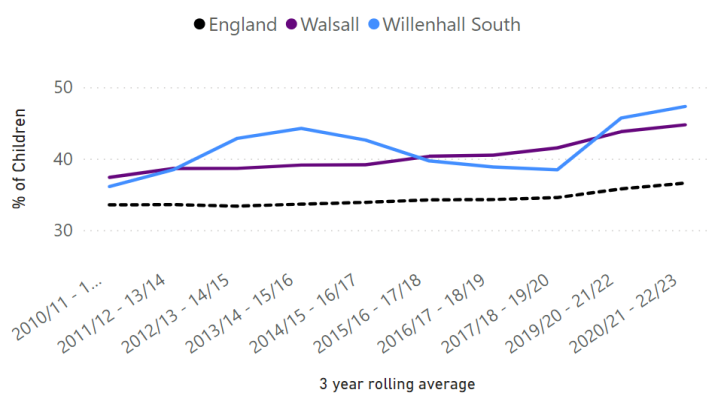
Overall, in Willenhall South  
**7 in 10**  
children are a healthy weight.

Prevalence of Overweight and Obesity in Reception Year



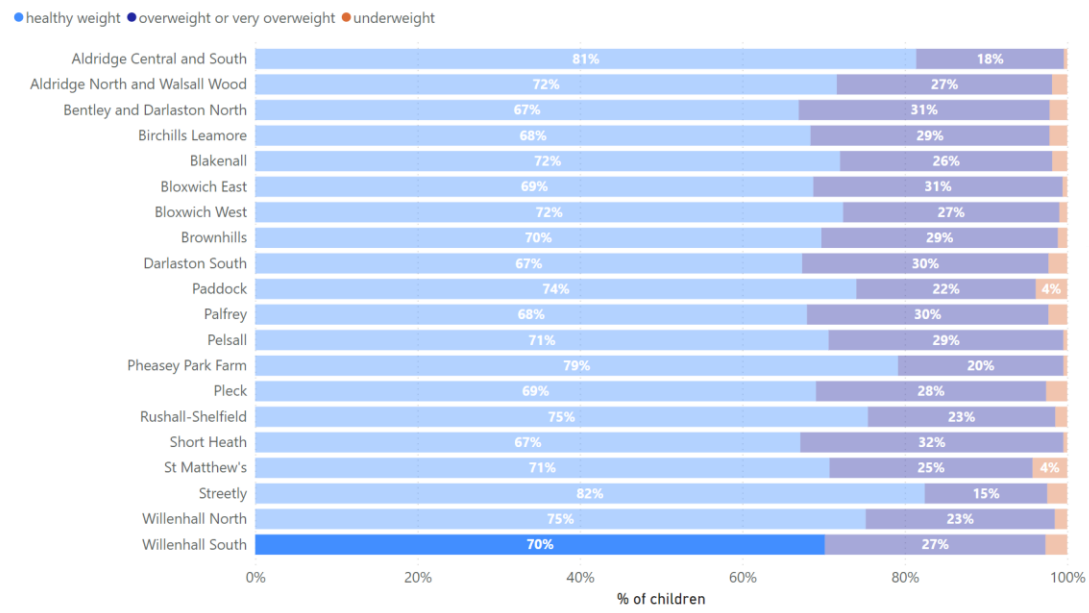
The prevalence of Reception-aged children who are overweight or obese in Willenhall South has slightly decreased trend in recent years, and is similar to the Walsall average. However, it is significantly higher than the national rate.

Prevalence of Overweight and Obesity in Year 6

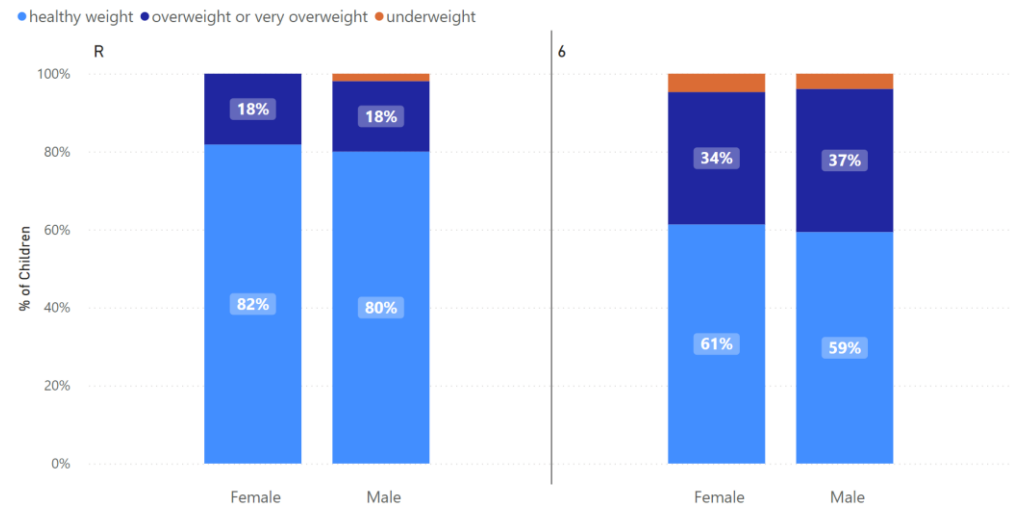


The prevalence of Year 6 children who are overweight or obese in Willenhall South however, has increased in trend in recent years and is now higher than the average for Walsall, and is significantly higher than the national rate.

Weight category of children by ward



Weight Category of Children by Sex



In Reception aged children in this ward, the rate of overweight and obesity is the same in both girls and boys with around 8 in 10 children being a healthy weight.

In Year 6, the rate of overweight and obesity is slightly higher in boys than in girls.

# Adult Social Care



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

564



New requests for support, received from

**381** individuals

11 people aged 18-24, 121 aged 25-64 and 249 aged 65+

184



People received an assessment

4 people aged 18-24, 59 aged 25-64 and 121 aged 65+

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

23



Carers were assessed and supported during the year

1 people aged 18-24, 17 aged 25-64 and 5 aged 65+

222



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

10 people aged 18-24, 43 aged 25-64 and 169 aged 65+

197



Safeguarding concerns were received, relating to

**125** individuals

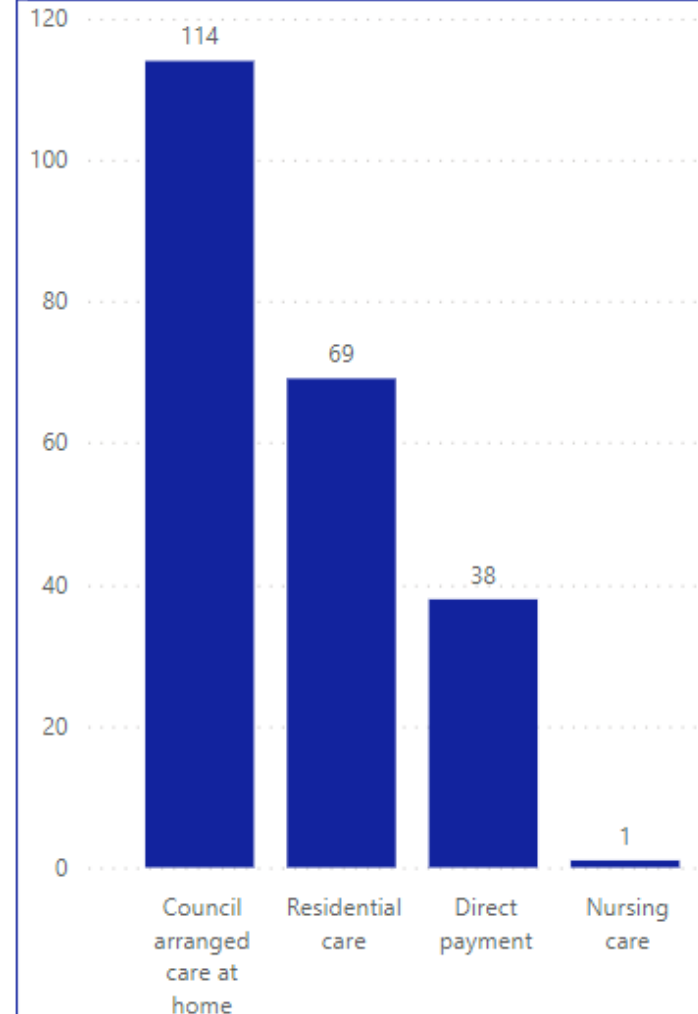
12 people aged 18-24, 48 aged 25-64 and 65 aged 65+

20.30%



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



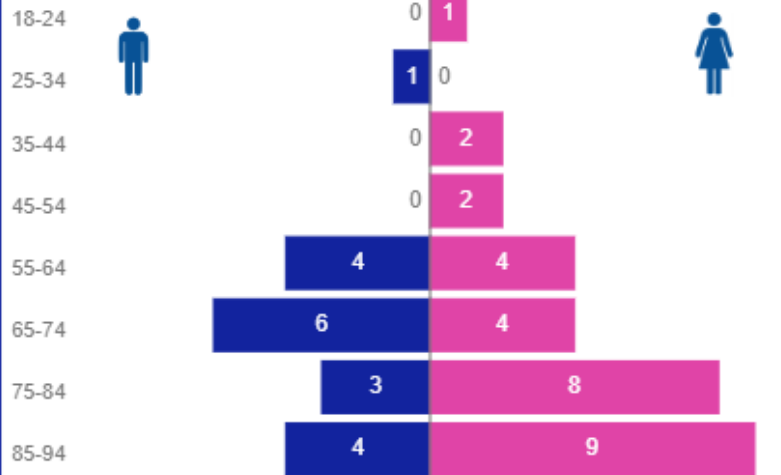
## Responses from Ward residents

**138** People surveyed  
**48** Responses  
**34.78%** Response rate

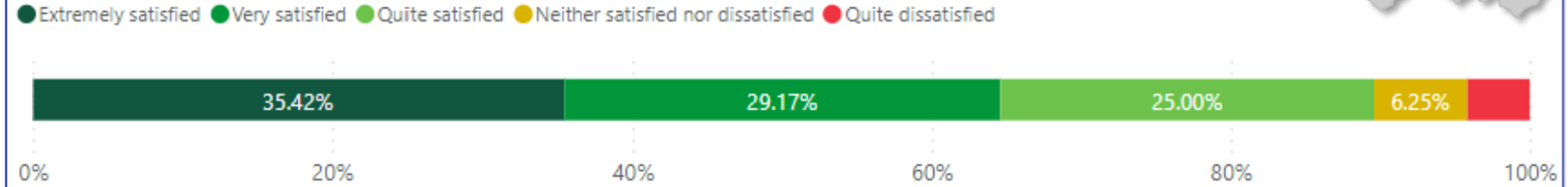
**Responses were received from**

**37** People residing in their own home  
**0** People residing in nursing care  
**11** People residing in residential care

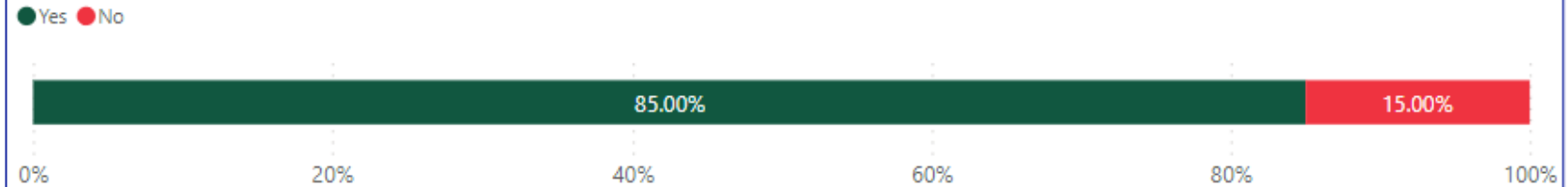
## Respondents by age and gender



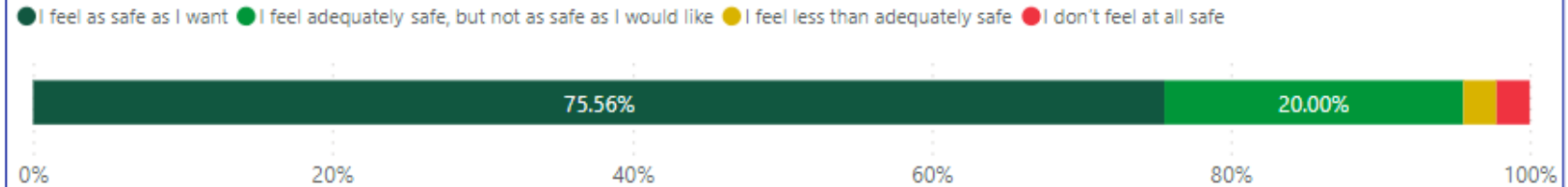
## How satisfied or dissatisfied are you with the care and support services you receive?



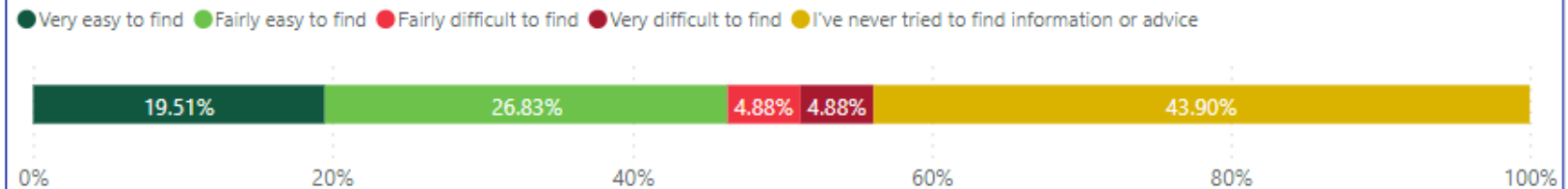
## Do care and support services help you to have a better quality of life?



## Which of the following statements best describes how safe you feel?



## In the past year, have you generally found it easy or difficult to find information and advice about support, services or benefits?



# Crime

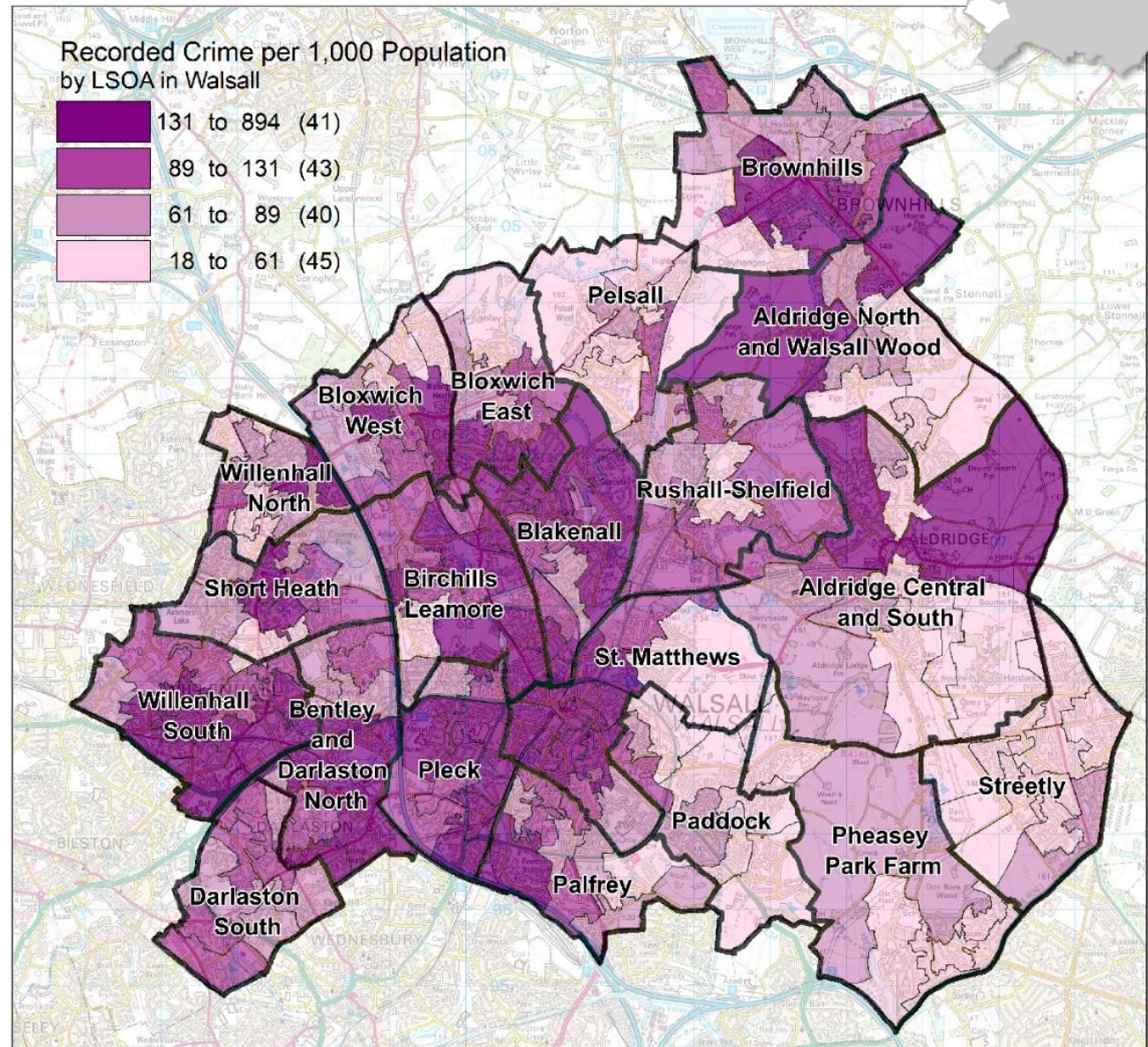
What do we know about local crime levels and how do they compare to the wider Borough?

# Recorded Crime



Ward	Count	Popn	Rate per 1,000 Popn
Aldridge Central and South	1203	14695	81.86
Aldridge North and Walsall Wood	1226	13167	93.11
Bentley and Darlaston North	1887	13994	134.84
Birchills Leamore	2655	16523	160.69
Blakenall	2375	16003	148.41
Bloxwich East	1584	13655	116.00
Bloxwich West	1487	13680	108.70
Brownhills	1607	13437	119.60
Darlaston South	1693	17596	96.22
Paddock	765	13206	57.93
Palfrey	1604	16692	96.09
Pelsall	695	11350	61.23
Pheasey Park Farm	594	11428	51.98
Pleck	2596	16534	157.01
Rushall-Shelfield	1125	12434	90.48
Short Heath	1227	11662	105.21
St. Matthews	4655	15564	299.09
Streetly	582	12578	46.27
Willenhall North	1147	12717	90.19
<b>Willenhall South</b>	<b>2939</b>	<b>17242</b>	<b>170.46</b>
<b>Walsall Borough</b>	<b>33646</b>	<b>284157</b>	<b>118.41</b>

Willenhall South ward ranks second highest for recorded crime, with a rate of 170.7. This is higher than the Borough average of 118.4 but with variations at a LSOA level.

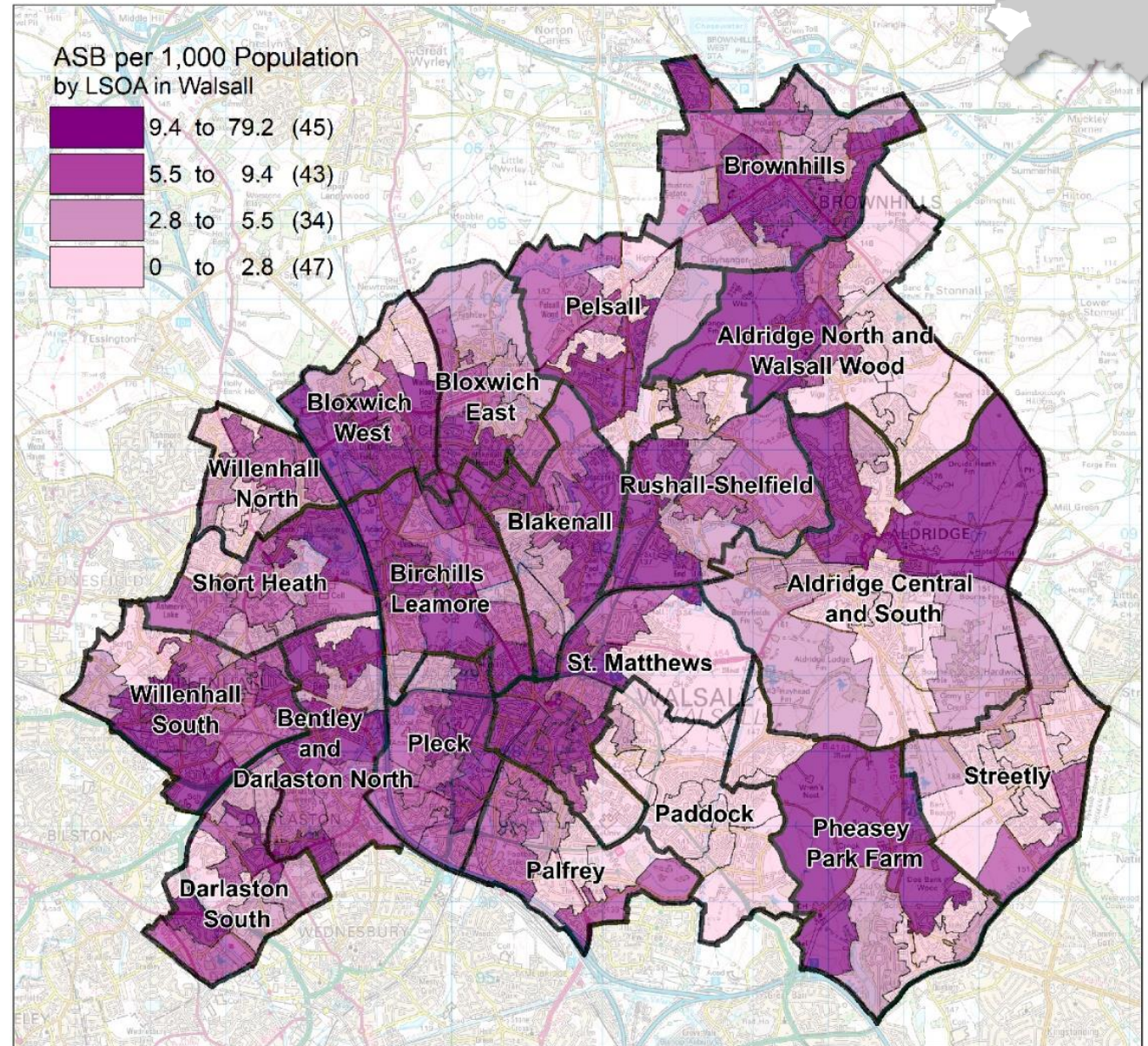




# Anti-social Behaviour



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



Willenhall South ward ranks as 8th highest for recorded anti-social behaviour, with a rate of 8.3. This is higher than the Borough average of 8.2, but with variations at a LSOA level.



- **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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