

Aldridge Central and South

Ward Profile

Produced by
Walsall Business Insights
February 2024

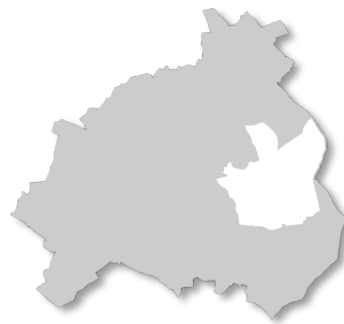
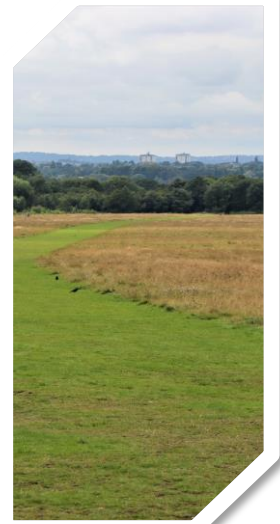


Welcome to Aldridge Central and South



Did you know?

- **Famous Residents - Ellie Simmonds OBE;** Paralympic swimmer and Gold medalist grew up in Aldridge attending Cooper & Jordan Primary and Aldridge School. She won two gold medals at the Beijing Olympics in 2008, at just age 13yrs old, she was the youngest team GB member and went on to win another two gold medals in the London 2012 Olympics, and a further gold medal in Rio in 2016.
- **Aldridge Airport –** Walsall Council purchased Aldridge lodge and 220 acres of its estate in 1930. The Aerodrome was built during early 1930's and was licensed to operate in 1938. Amy Johnson CBE- a pioneering English woman and first woman to fly solo from London to Australia, gave a glider display to a crowd of 6,000 at the airport. On her final approach the glider wingtip touched a hedge and turn the aircraft over, she was taken to hospital but not seriously injured. The airports operations were limited due to size and wet clay soil, making it unsuitable for larger aircraft. It closed in 1956 and is now used as public open space for leisure activities. However, it is still used occasionally for helicopter landings, including training exercises by West Midlands Police.



- Covers 13.74 sq km (1373.8 ha)
- Makes up 13.2% of the total area of Walsall Borough
- Has a population density of 1,000 people per square kilometer

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



Councillors



Councillor

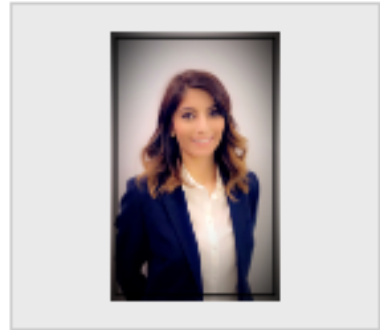
Elected

Party

Bobby Bains

09 May 2022

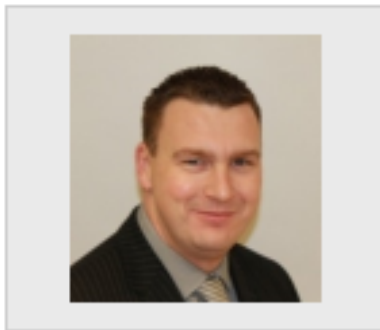
 Conservatives



Pard Kaur

02 May 2019

 Conservatives



Timothy Wilson

15 August 2013

 Conservatives



Place

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

Assets








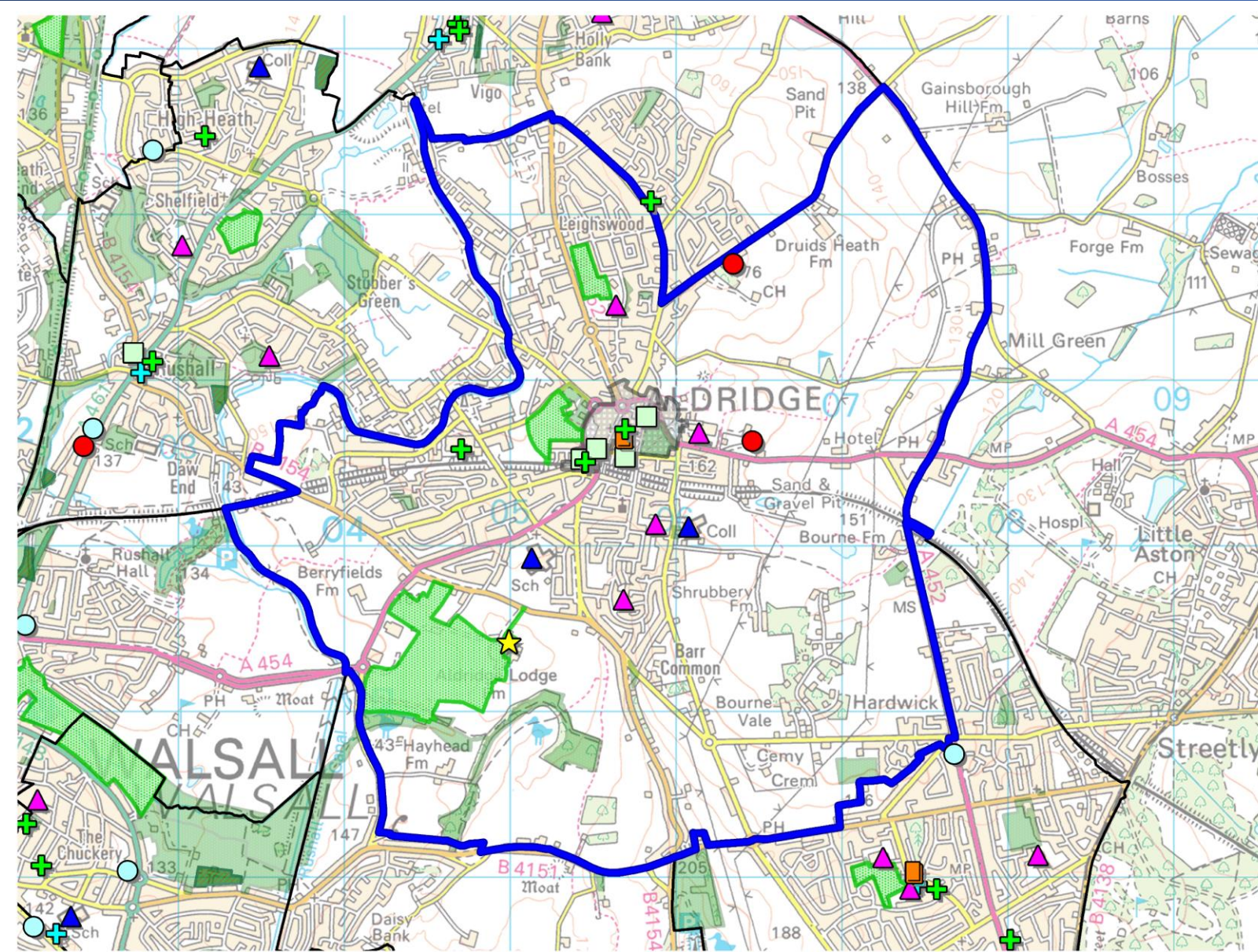
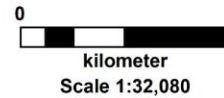
Aldridge Central and South Assets Map

Walsall Council

Illustrates the geography of Aldridge Central and South and highlights key local 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



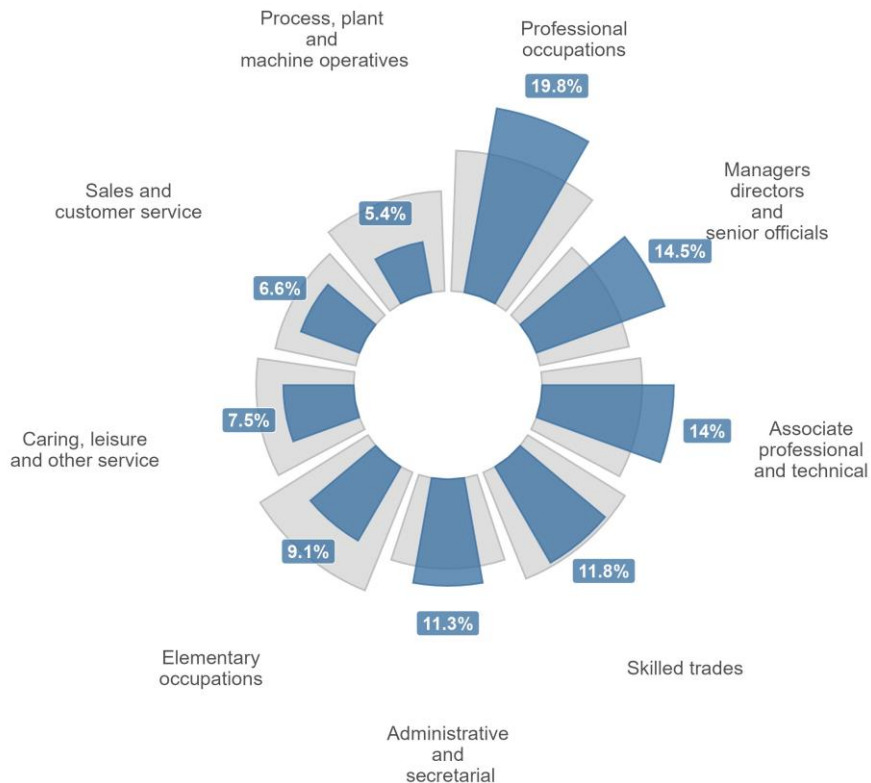
Economy and Workforce



Occupations

Census 2021

■ Aldridge Central and South ■ Walsall



- Aldridge C&S occupational profile differs from Walsall in some key areas: employment is higher in Professional Occupations (19.8% contrasted to Walsall's 14.9%), and there are substantially fewer employed in Elementary and Plant/Machinery occupations.
- This indicates the labour force is distributed more towards professional, office-focussed and non-manual occupations, than elsewhere in the borough.

Economic Status

Census 2021

■ Inactive ■ Active

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%
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 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%

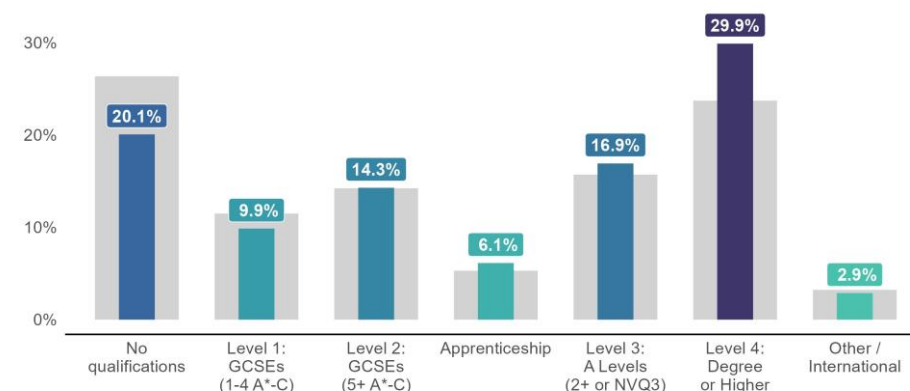
56.9%

Are Economically Active

13th of the 20 Walsall Wards. *Inactivity includes retirees, students, long-term sick/disabled, homemaking and other.*

Qualifications

Census 2021

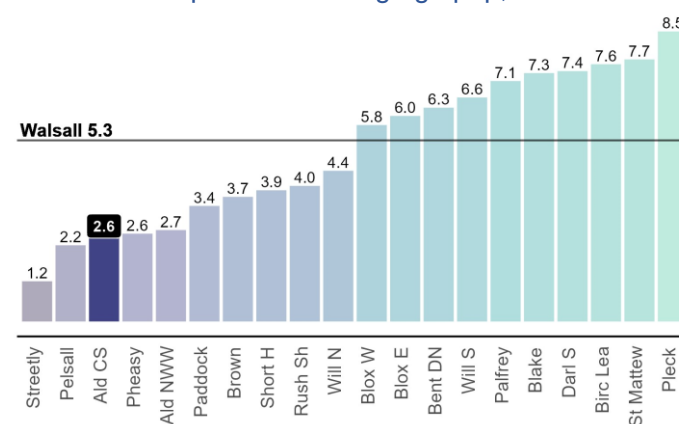


Grey bars = Walsall

- Aldridge C&S's population generally has higher qualifications than Walsall as a whole: over 1 in 4 people have a degree or higher qualification and 1 in 5, 20.1%, have no qualification (Walsall 26.3%, approx. 1 in 4).

Claimant Count

JSA Claimants per 100 working age pop, ONS Oct 2023



- Aldridge C&S's Claimant Count (Jobseekers Allowance) is very low, at 2.6 per 100 working age adults.
- This is approximately half that of Walsall's Claimant rate (5.3), and over three times lower than the highest ward (Pleck, 8.5)



Housing & Households



6,000 Households ↑

Increased since 2011, Ward makes up 5.3% of all Walsall Households



340 (5.7%) Households are Lone Parents of Dependent children



16.5% School Children & Full-time Students (aged 5yrs & over) Approximately 1:6

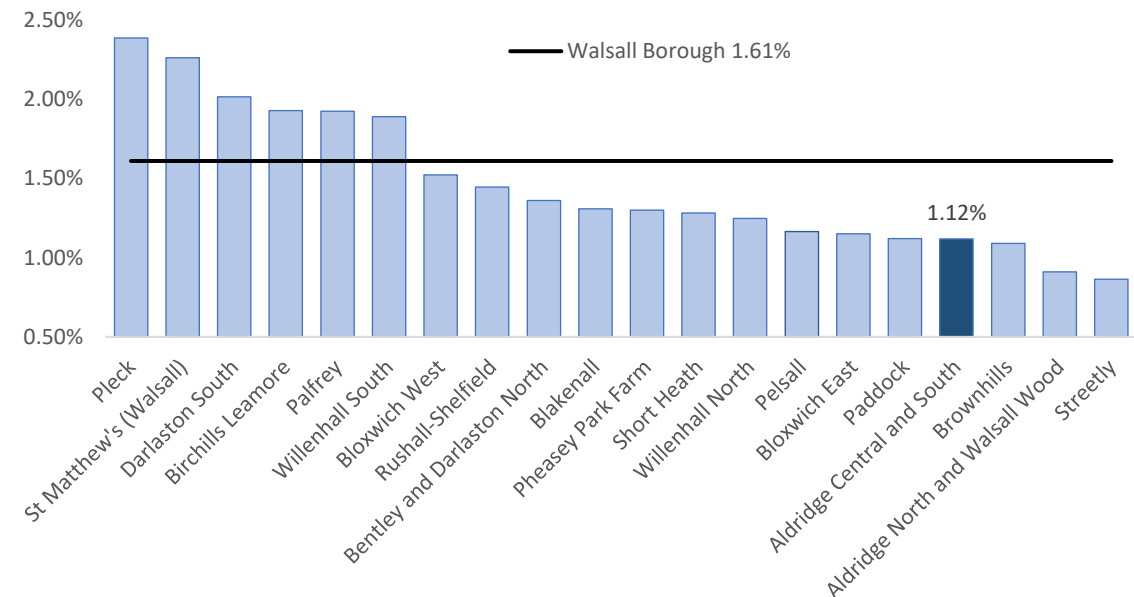


76% Homeowners

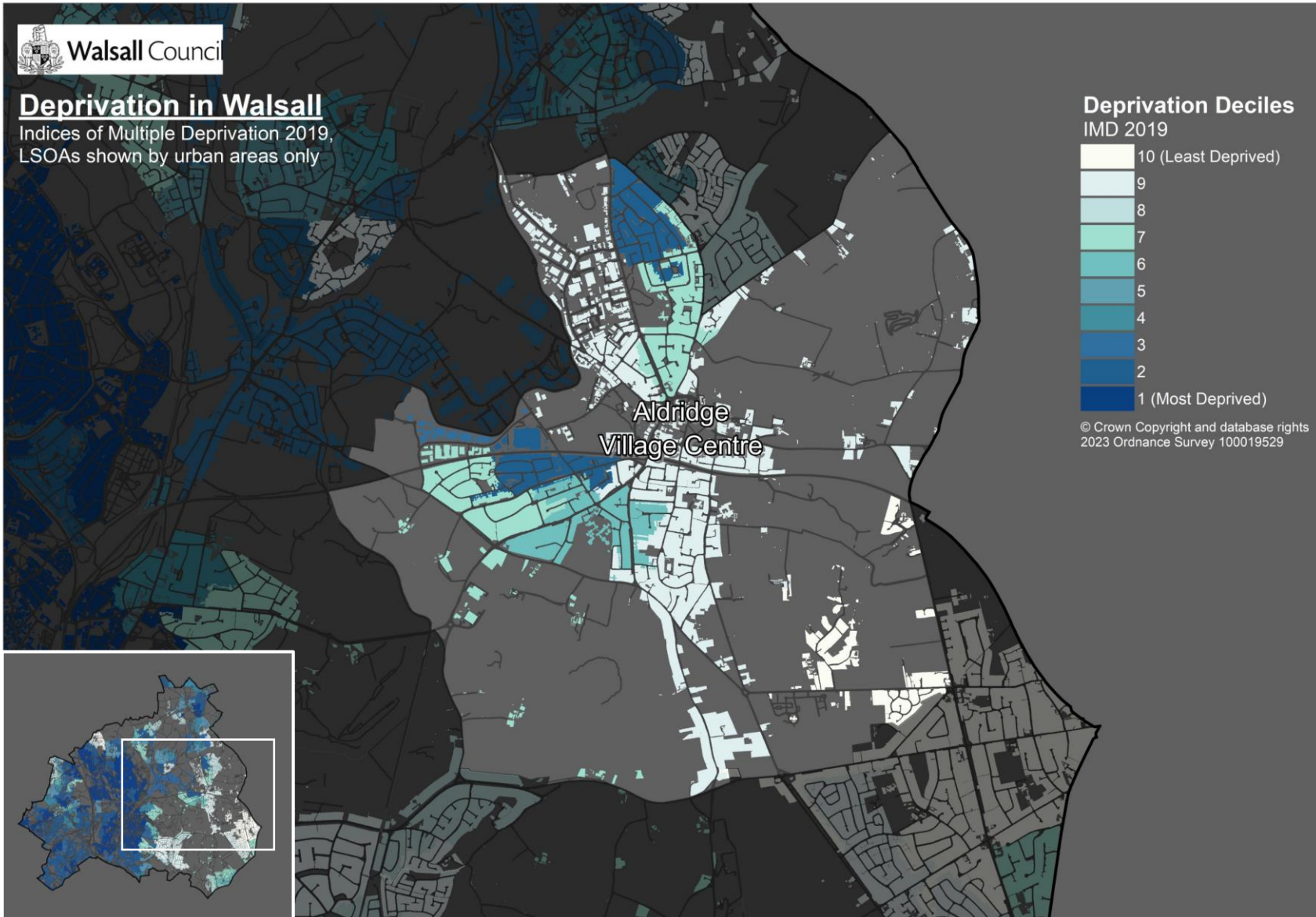
14% Socially Rented Households (Borough 23.7%)

- Aldridge Central & South has the lowest population of full-time students and school children with 16.5%, Walsall figure (22.1%) and half the number of Blakenall's ward.
- Single-family households consisting of a lone parent with dependent children, make up 5.7% of households, this is 4th lowest in Walsall. The number of lone parent households in Aldridge Central & South (340) is half that of Bentley & Darlaston North (709)
- High number of homeowners – 75.6% are owned. Of those, 59% are owned outright, without a mortgage or shared ownership. Ward has lower than average number of households (10.6%) where residents rent privately or live rent free (Walsall 16.5%). One in seven homes are socially rented (13.6%) having 4th fewest of Walsall's wards.
- The number of households living with **no** central heating across Walsall has positively decreased by about half since 2011. Aldridge Central & South has a low proportion of households living without central heating at 1.12% (Walsall is 1.61%). There are 67 households living with no central heating, ranking 4th lowest in percentage and matching Paddock, but with numbers similar to that in Short Heath (64) & Willenhall North (63)

% Households in Ward with no Central heating



Deprivation



17th Least Deprived of the 20 Walsall Wards, ranking slightly less deprived than the England average. Aldridge Central and South contains small pockets of deprivation in the urban north and west, but largely affluent in the south and east

The ward ranks worse than average (decile 4) for **proximity to services**, being the largest ward with lowest population density. It faces further challenges with **Outdoors** deprivation, such as Air Quality (decile 4).

It ranks least deprived for **Crime**, within the 3rd decile of lowest crime areas in England, and low deprivation for **Income**, within the 7th decile.

England (2 in 10)



Borough (5 In 10)

2 in 10

Residents live in **Highly Deprived** areas Amongst the bottom 20% of areas in England.

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.

Development / Regeneration

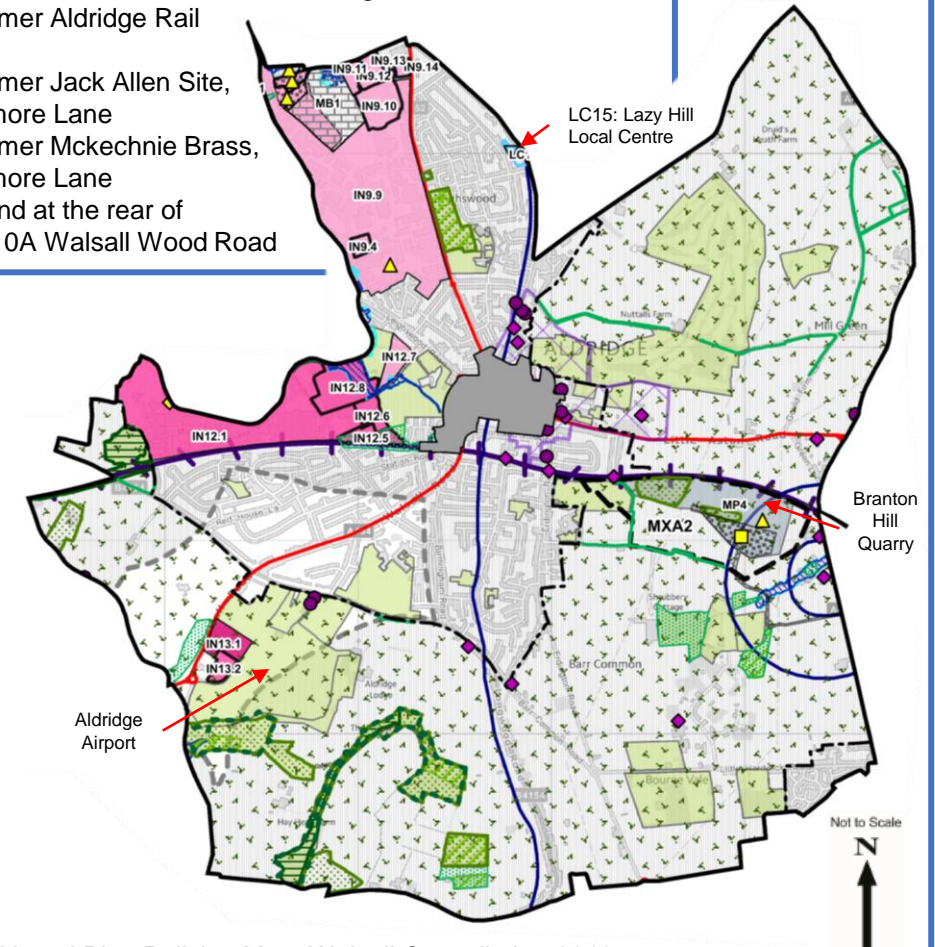
- Affluent residential area with access to the **green belt**. The Croft is a well used space with local aspirations for extended **village green status**.
- **Vibrant and attractive town centre** that provides retail and other services to meet the needs of the surrounding community in a well-maintained environment.
- The local community plays an **active role** in Aldridge and the Council has a **good relationship** with groups having delivered a number of programmes and initiatives in the area including public realm/environmental enhancements to improve the viability and vibrancy of the centre.
- Home to a number of **key Walsall businesses** including RDM Kwikform, S Jones, Theo's Foods, and Geddes Packaging.
- Accord Housing's LoCal Homes factory is located in Aldridge – the Council provided support to the developer to access grant funding to enable the development.

- Plans for a **new rail station** in Aldridge Town Centre to provide direct access to Walsall and Birmingham – proposals currently being developed.
- Potential for **highway and other improvements** around station and linkages to town centre benefiting all users. A new station may increase demand for new homes in Aldridge.
- The **new Household Waste and Recycling Centre** on the former McKechnie Brass Ltd site on the Redhouse Industrial Estate is under construction and due to open to the public in October 2025.
- Council works to provide continued support to businesses/landowners with regard to their development requirements and growth aspirations.

Site Allocation Document (SAD) Allocated Sites

Key sites:

- IN9.4 Land at Corner of Brickyard Road
- IN9.10-IN9.14 Cluster of sites around Longleat Road
- IN12.5 Former Aldridge Rail Sidings
- IN12.6 Former Jack Allen Site, Middlemore Lane
- IN12.8 Former McKechnie Brass, Middlemore Lane
- LC15A: Land at the rear of 196 - 210A Walsall Wood Road



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

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People

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

Demography



13,700
Population



16% Aged 0-15
Approximately 1 in 6 people (2,200)



58% Aged 16-64
Approximately 6 in 10 people (7,900)



26% Aged 65+
Approximately 1 in 4 people (3,600)



48 Years
Median Age (Walsall 39)

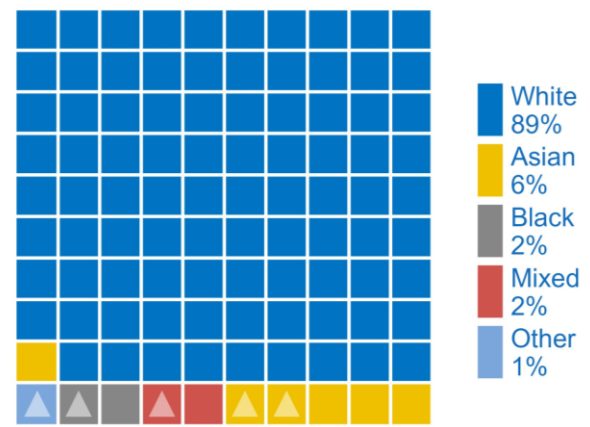


- 0.3% Population since 2011
- 39 people. Walsall increased by 5.5%



Ethnicity

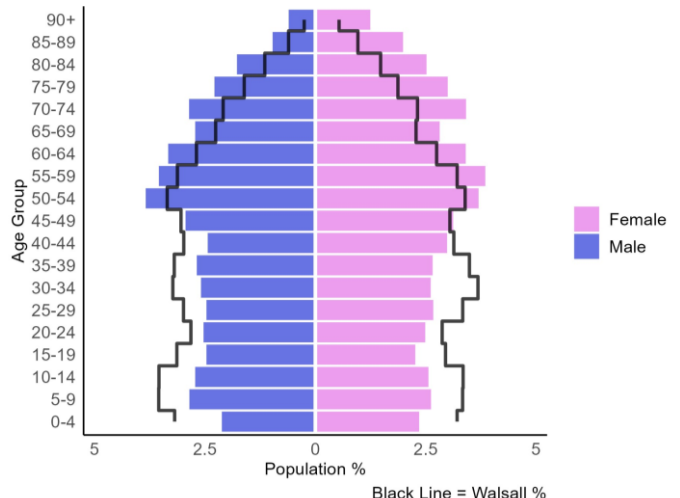
Census 2021, resident population



□ = 1% population ▲ = increase since 2011

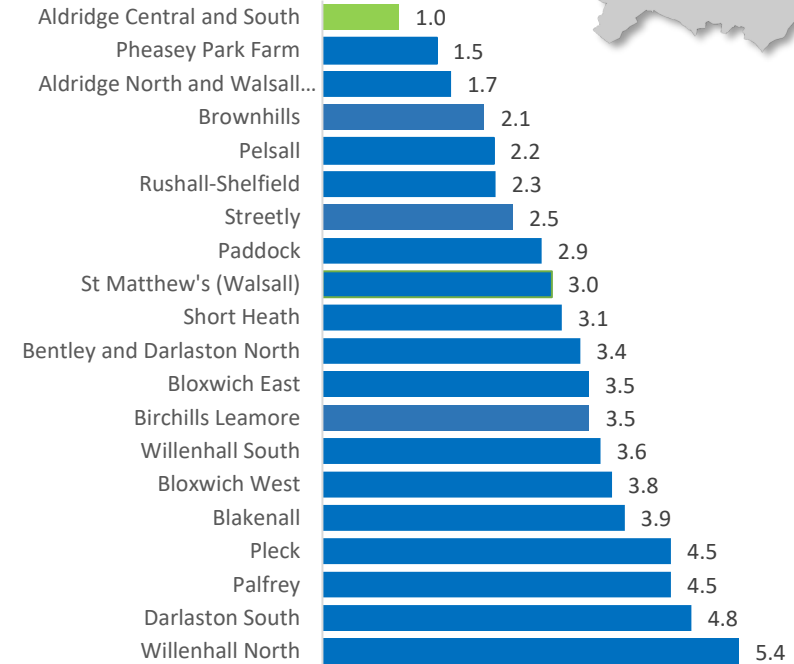
Population Pyramid

Census 2021, population age and sex



Population Density

Census 2021, population per km²



Key Points:

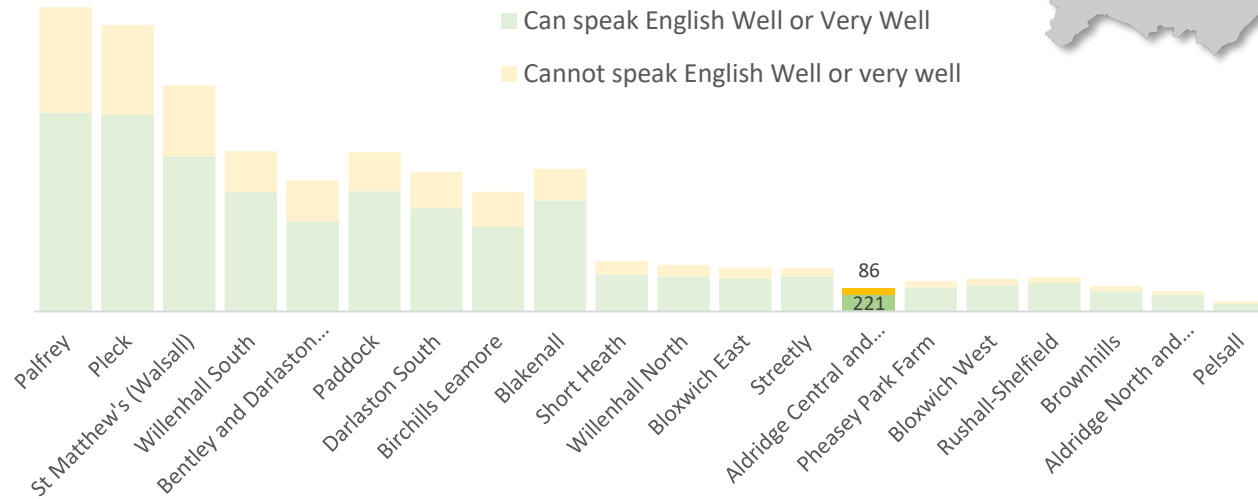
- Aldridge Central and South has the oldest population of Walsall's wards, with around 1 in 4 people over the age of 65, and a median age of 48 years old: approximately 9 years above the Borough average (39 years), and a stark contrast to the youngest wards, Blakenall and Pleck, at 32 years..
- In terms of Population Density, Aldridge is the most sparsely populated ward, with substantial areas of rural land and greenspace, equating to just 1000 people per sq km. For context: Walsall's density is 2,733, and Willenhall North, Walsall's most crowded ward, has roughly 5 times as many people per sq km (5,429).
- Ethnically, the ward is predominantly White British (89%), with small populations of Asian (6%), Black (2%), Mixed (2%) and Other (1%). These populations have increased since 2011, with the latter three groups doubling in size.

Data Source: Census 2021

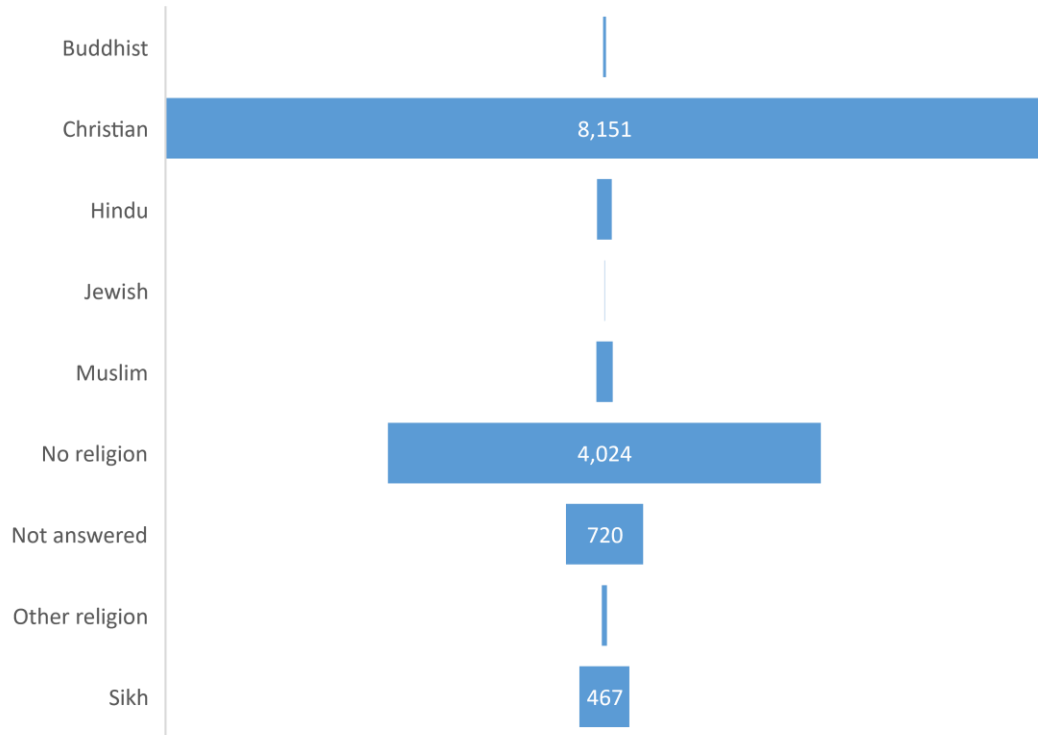
Language and Religion



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



Population By Religion

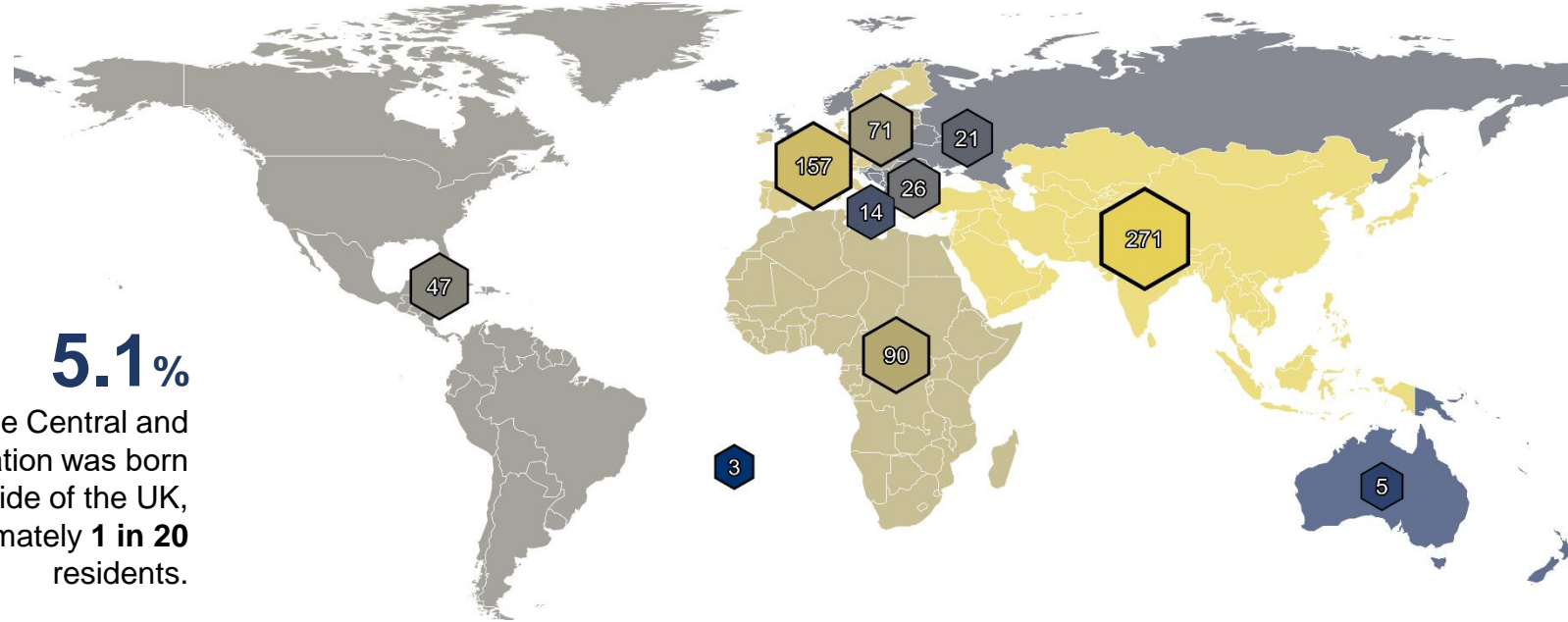


- 98.5% of households have all or at least one adult where English is the main language. When English is not the main spoken language in the home, 28% of these residents cannot speak English or cannot speak it well.
- The ward has the 3rd lowest proportion of non-English speakers in households (64). 1.1% of all households in the ward, compared to 14.2% in Pleck (788).

59% household residents are **Christian** (Borough 45%)

- Bentley and Darlaston North has a majority population of Christian residents (59.3%) this is higher than the Walsall percentage of 44.7%. It has a much lower proportion of Muslims (1.1%) than the borough (11.3%)
- 29.3% of Aldridge Central & South's residents reported in 2021 Census as having No Religion, this is just below Walsall (30.2%)

Non-UK Country of Birth



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

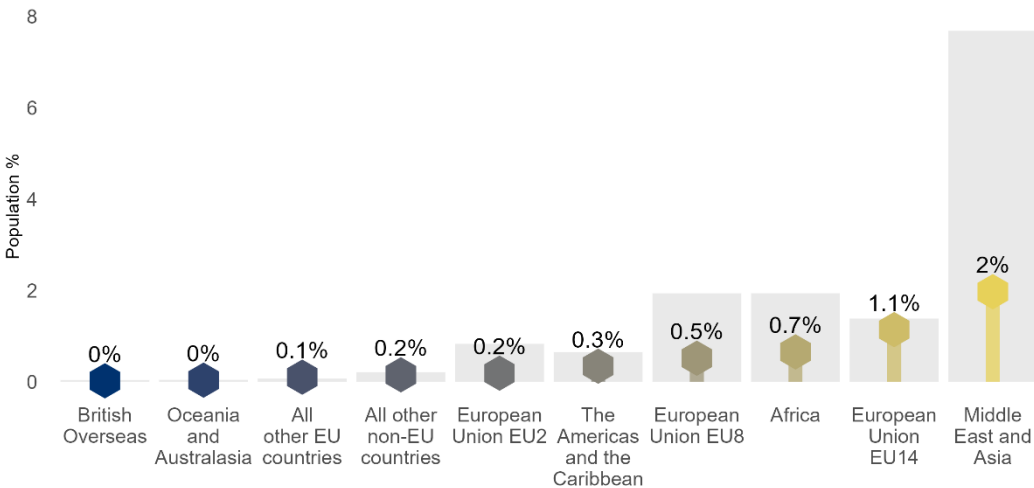


5.1%

of Aldridge Central and South's population was born outside of the UK, approximately **1 in 20** residents.

Aldridge C&S versus Borough Comparison

Country of Origin by % Resident Population, Census 2021



Grey bars indicate Borough population %

Key Points:

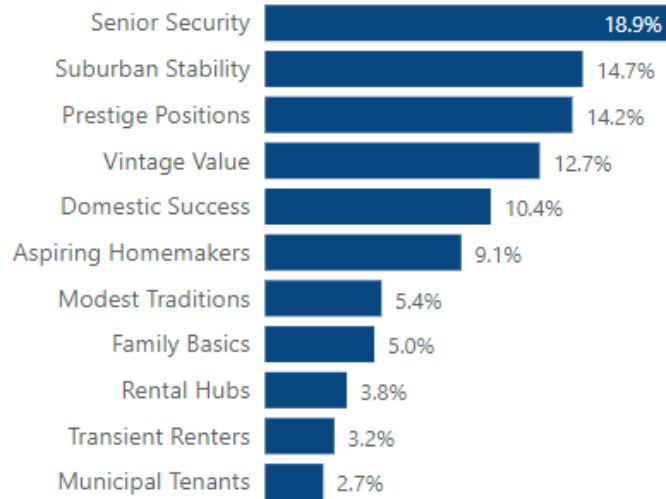
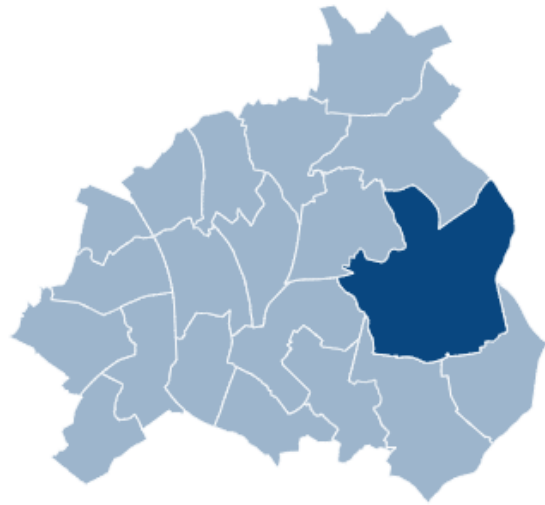
- With 94.9% of residents being UK born, Aldridge Central and South has the 4th largest proportion of UK born residents of the 20 Walsall wards.
- Approximately two thirds fewer of Aldridge Central and South's population originates from non-UK nations, at approximately 5%, when contrasted with the borough's 14.7%.
- There are substantially fewer residents whom were born in the Middle East and Asia, at around 271 residents or approximately 2% (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 roughly similar levels of EU14 born residents as the rest of the borough: founding EU states such as Germany, France, Italy and Spain, accounting for 1.1% of the ward's population (157 residents).

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

Social Segmentation

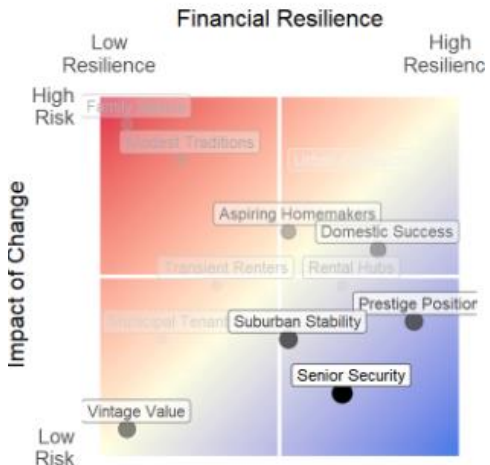


Social Segment Composition of Aldridge Central and South (% Households)



Key Points:

- Social Segmentation is a means of categorising residential populations by shared socio-economic traits and similar behaviours.
- Aldridge Central & South features a wide range of segments, with the largest three being **Senior Security**, **Suburban Stability** and **Prestige Positions**. These are defined on the right of this page.
- 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.
- However the 4th largest segment, **Vintage Value** (12.7% of households), are pensioners with very low disposable incomes whom are more likely to experience fuel poverty.



Senior Security



Elderly people with assets who are enjoying a comfortable retirement

Key Features

- Retired singles and couples
- Pre-war generation
- Established in community
- Low internet use
- Have wills
- Solar panels

£ 21,900
Household Income

66+
Age Band

Bungalow
Property Type

Suburban Stability



Mature suburban owners living settled lives in mid-range housing

Key Features

- 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

Semi-detached
Property Type

Prestige Positions



Established families in large detached homes living upmarket lifestyles

Key Features

- Own large, detached houses
- Highly educated
- High discretionary income
- Garden or allotment
- Pay credit cards in full
- Breakdown cover

£ 77,300
Household Income

56-65
Age Band

Detached
Property Type

Education



Key Points:

Attainment data by ward has been matched and is shown based on children resident in the ward who attended a Walsall school within the local authority.

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 **Aldridge Central and South** ward equal or achieve higher than the Walsall average in 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%. Students resident in the Aldridge Central and South ward do much better with 75% achieving a standard pass at GCSE.

More students who live in the ward achieve a Good pass in English and maths GCSE than locally – 8% higher than the Walsall LA figure and 5% higher 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

There are 4 Primary and 2 Secondary schools in the ward:



Primary

- Cooper and Jordan CE VA Primary School
- Leighswood School
- St Mary of The Angels Catholic Primary School
- Whetstone Field Primary School

Secondary

- Aldridge School - An Academy
- St Francis of Assisi Catholic Technology College



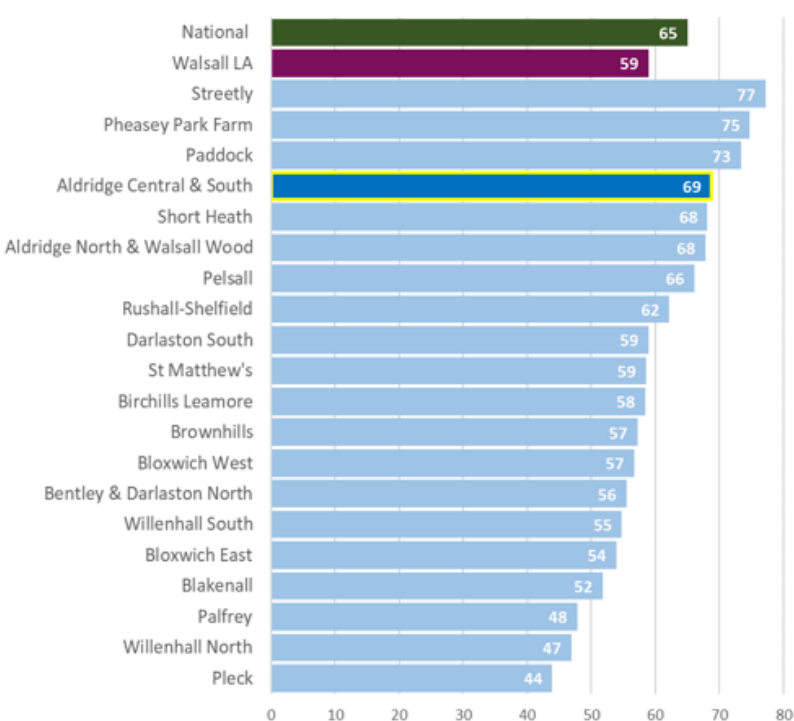
% Good or Outstanding

All schools in this ward are graded 'Good' by Ofsted

% Children who achieved the expected standard at KS2 in 2022



% Children who reached a good level of development in 2022

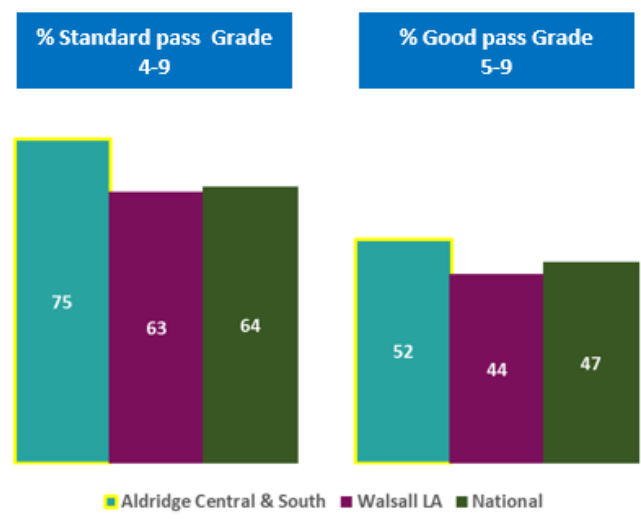


Children are defined as having reached a good level of development at the end of their Reception year if they have achieved at least the expected level in prime and specific areas of learning.

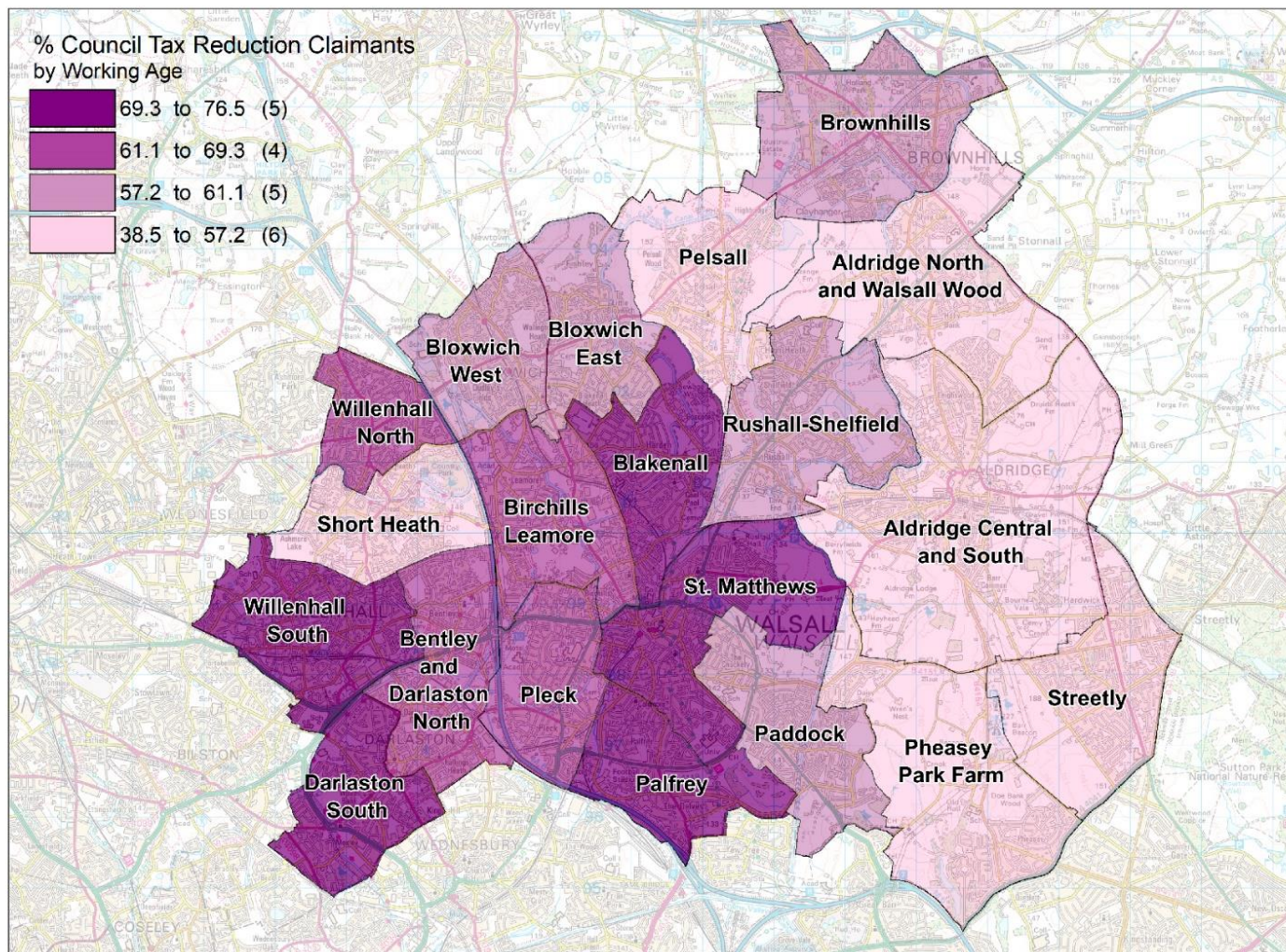
The overall GLD for Walsall in 2022 was 59%. Children who reside in the **Aldridge Central and South** ward achieved better than the LA average and were 4% higher than the national average. **Aldridge Central and South** are ranked 4th highest compared to other wards in Walsall.



Achieving GCSE English and maths in 2022



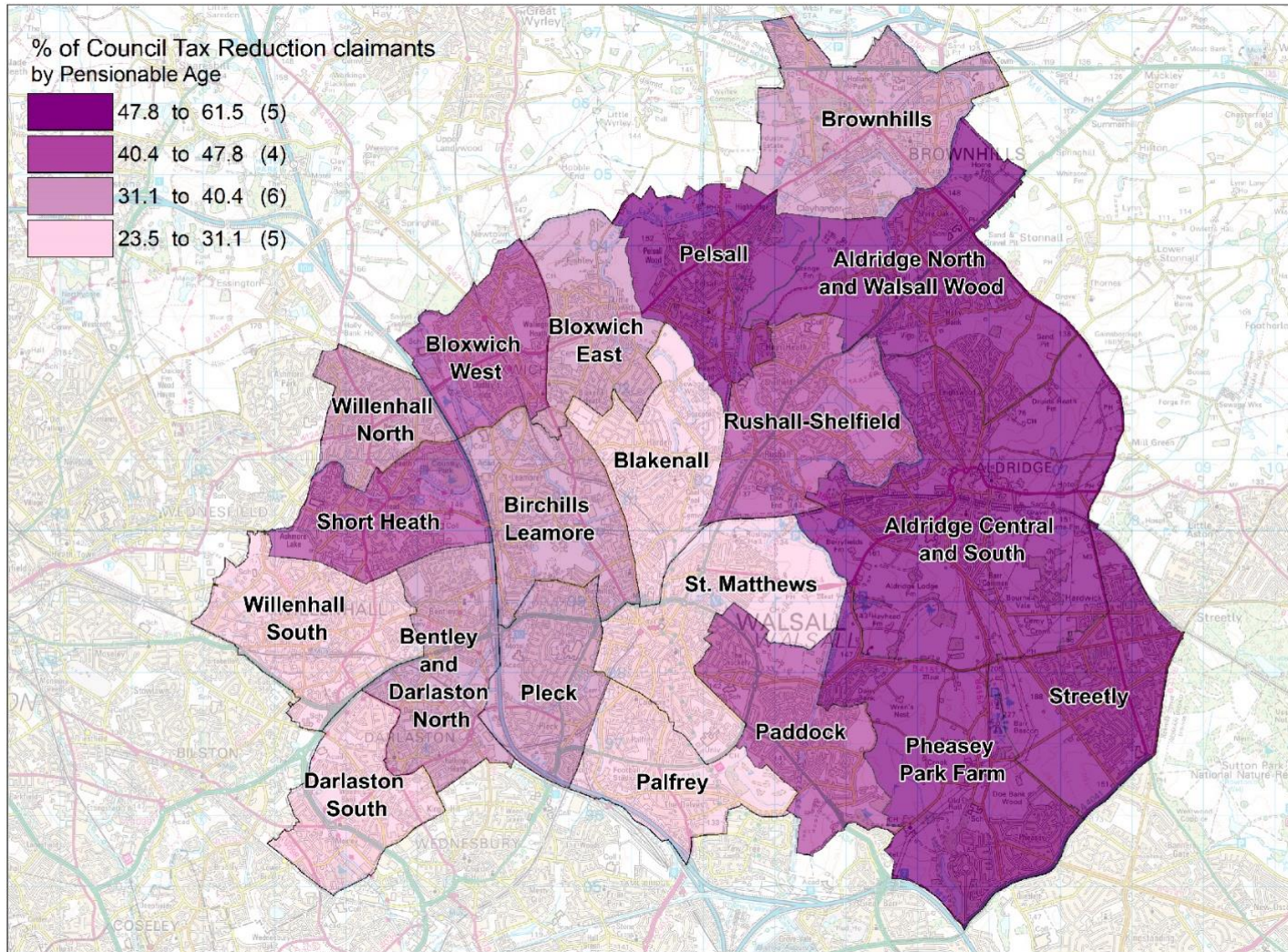
Council Tax Reduction (CTR) household claimants – working age



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

Just over half of households in Aldridge Central & South ward claim CTR by working age (fourth lowest of Walsall's wards) and is less than the Borough average of 64.1%.

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WALSALL	27,787	35.87	64.13

Almost half of households in Aldridge Central & South ward claim CTR by pensionable age (fourth highest out of Walsall's wards) and is significantly higher than the Borough average of 35.9%.

Health & Social Care

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

General Health



What is the General Health of Aldridge C&S?

Census 2021, % of resident population



- Aldridge Central and South residents report their general level of health about average for the borough, with 78.6% reporting good health or better, albeit below the England average (82.1%).
- Just over 1 in 16 residents reported living in poor health or worse, contrasted to Streetly's 1 in 27: Walsall's highest self-reported health ward.

Disability

Census 2021, resident population

20.0% Reported as Disabled

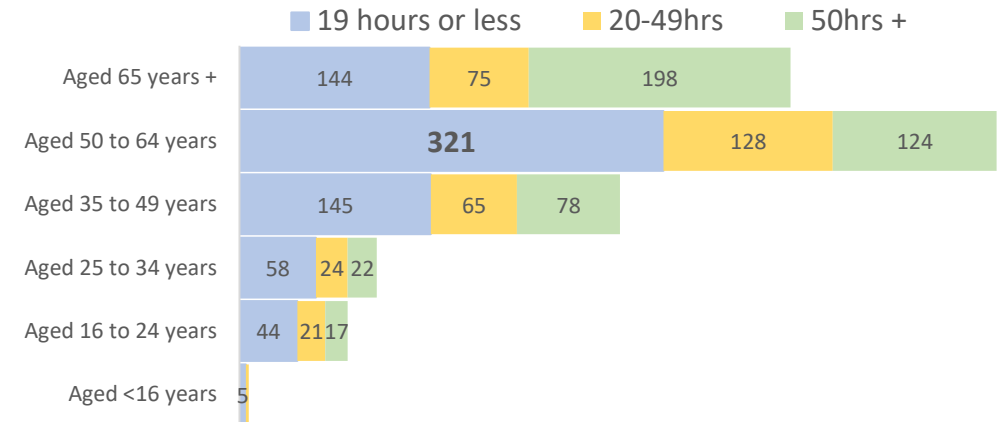
Where day-to-day activities are limited (approximately 1 in 5 residents).



- This ranks just above the Walsall Average (19.1%), and 9th highest of Walsall's 20 wards.
- A further 7.1% of residents have a long term physical or mental health condition, where daily activities are not limited. This is the **highest** in all of Walsall's 20 wards

Unpaid Care

Census 2021, resident population (aged 5yrs +)



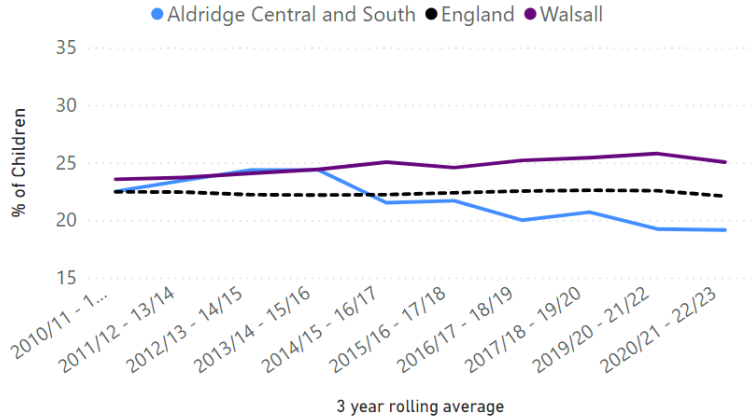
- **Highest** number of Unpaid carers in Walsall, 1,471 compared to Pheasey Park Farm with least (1,044). 1:9 residents, on par with Rushall Shelfield
- **11.2%** of residents provide weekly unpaid care, mostly 50-64yrs old and providing less than 19 hours per week



Child Healthy Weight

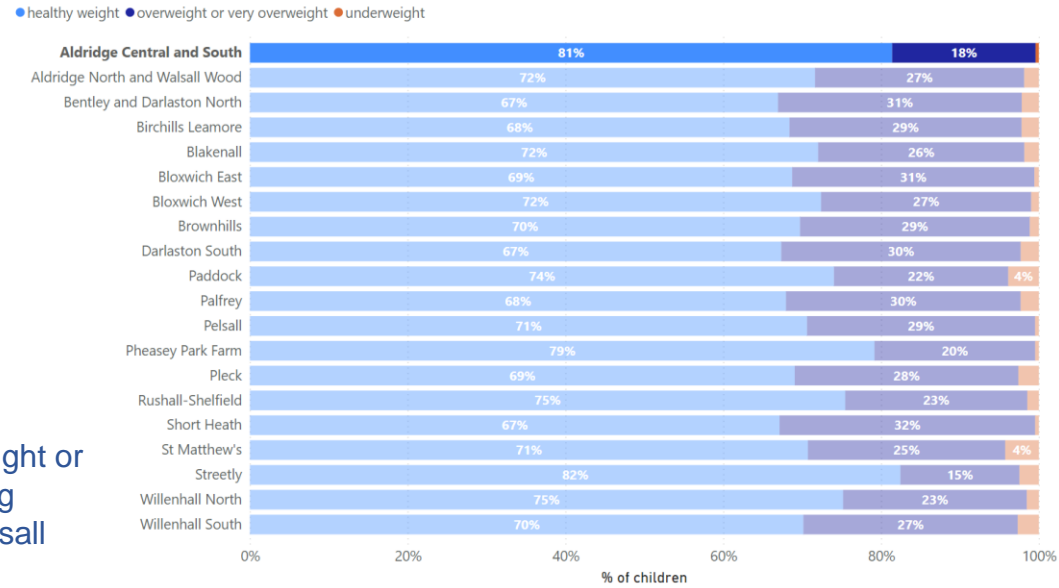


Prevalence of Overweight and Obesity in Reception Year



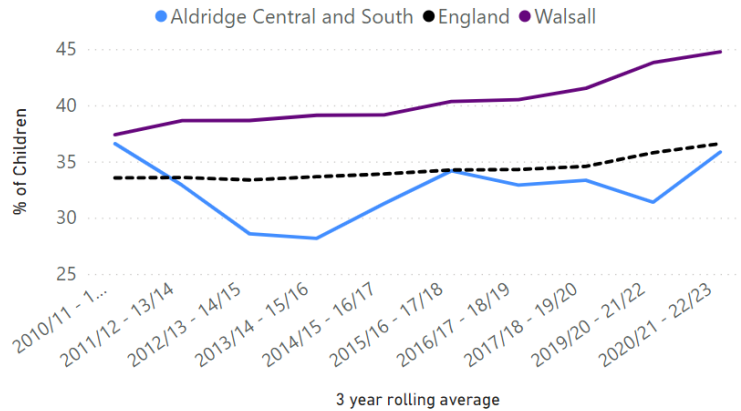
The prevalence of Reception-aged children who are overweight or obese in Aldridge Central and South has shown a decreasing trend since 2014 and is significantly lower than both the Walsall average and the national rate.

Weight category of children by ward



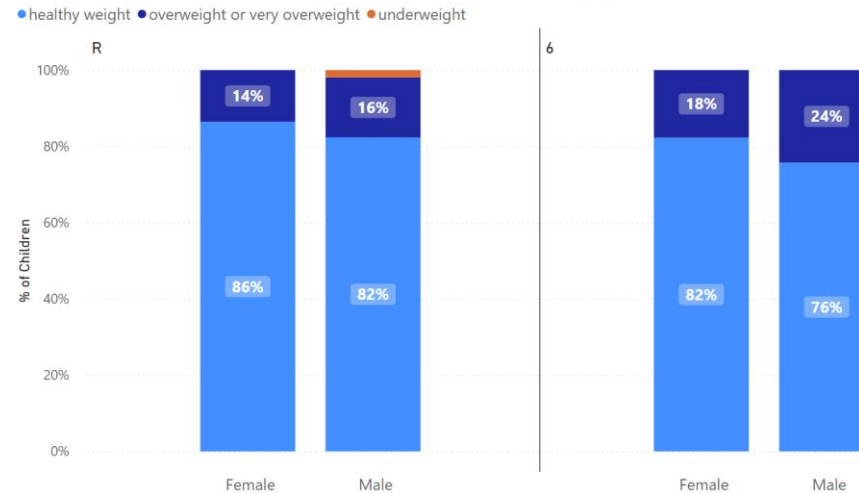
In Aldridge Central and South more than **8 in 10** children are a healthy weight.

Prevalence of Overweight and Obesity in Year 6



The prevalence of Year 6 children who are overweight or obese in Aldridge C&S increased in recent years, but is still significantly lower than the Walsall average and similar to the national rate.

Weight Category of Children by Sex



In Reception aged children in this ward, less than 2 in 10 children are overweight or obese, although the rate is slightly higher in boys.

In Year 6, a significantly higher proportion of boys are overweight or obese than girls, with around 1 in 4 boys being overweight.

Adult Social Care



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

714

New requests for support, received from

436 individuals



5 people aged 18-24, 55 aged 25-64 and 376 aged 65+

165

People received an assessment



3 people aged 18-24, 25 aged 25-64 and 137 aged 65+

60 assessments resulted in a long term service

16

Carers were assessed and supported during the year



0 people aged 18-24, 6 aged 25-64 and 10 aged 65+

177

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



4 people aged 18-24, 24 aged 25-64 and 149 aged 65+

128

Safeguarding concerns were received, relating to

93 individuals



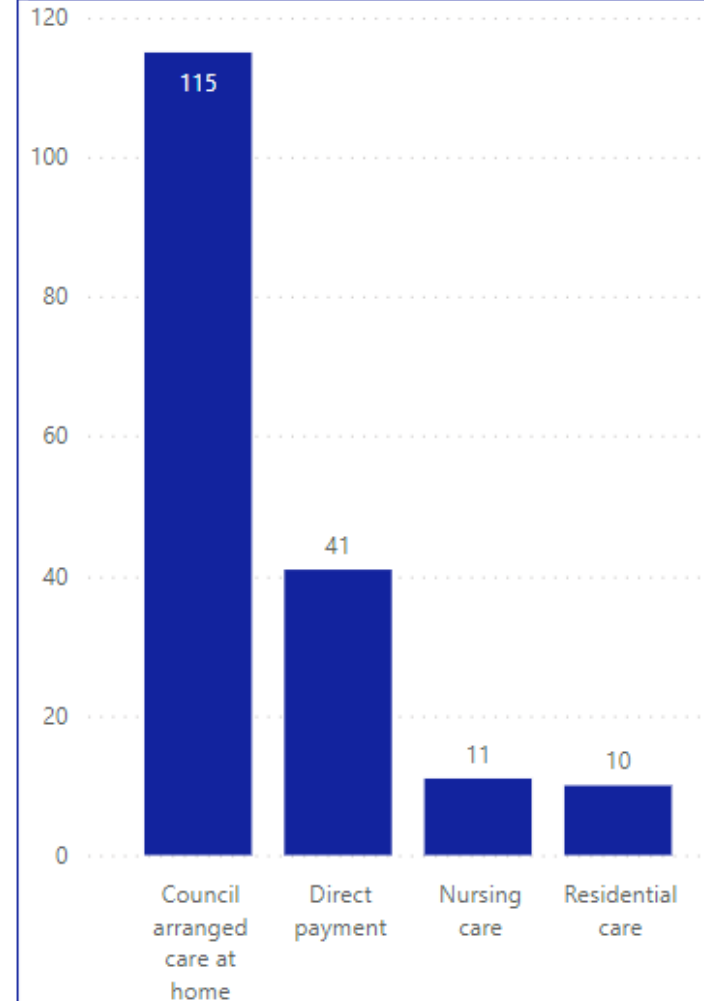
0 people aged 18-24, 20 aged 25-64 and 73 aged 65+

17.97%

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



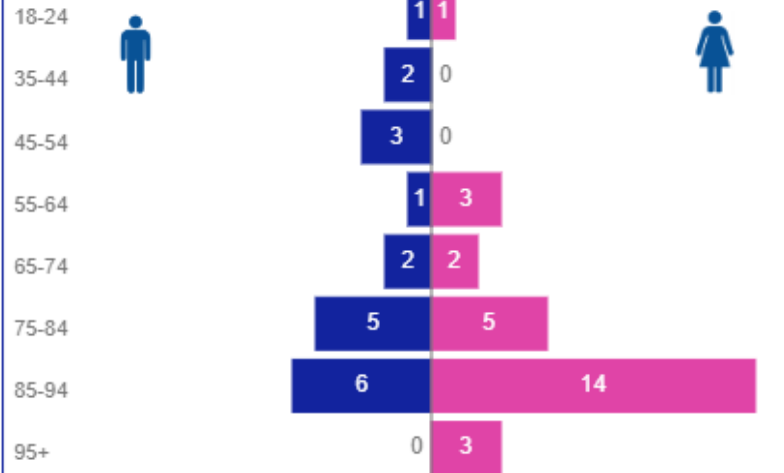
Responses from Ward residents

140 People surveyed
48 Responses
34.29% Response rate

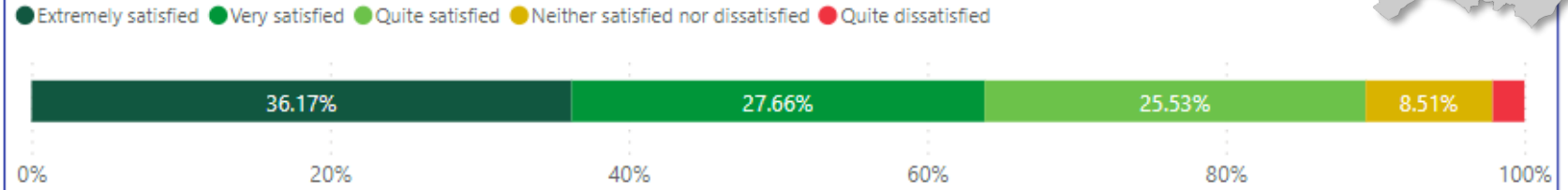
Responses were received from

46 People residing in their own home
1 People residing in nursing care
1 People residing in residential care

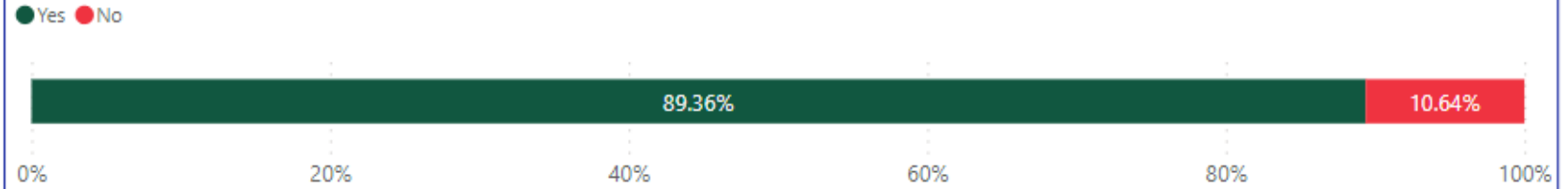
Respondents by age and gender



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



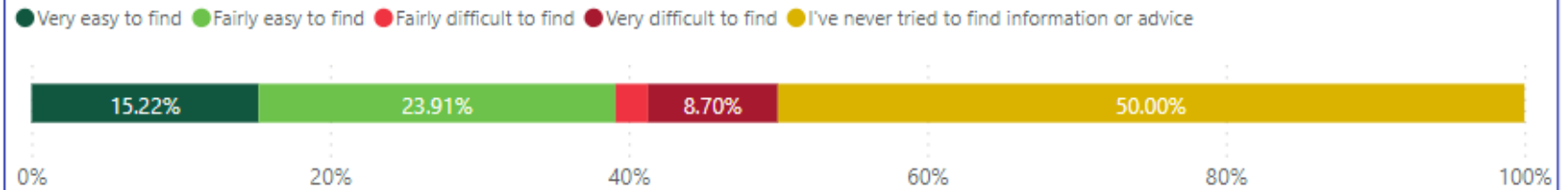
Do care and support services help you to have a better quality of life?



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?



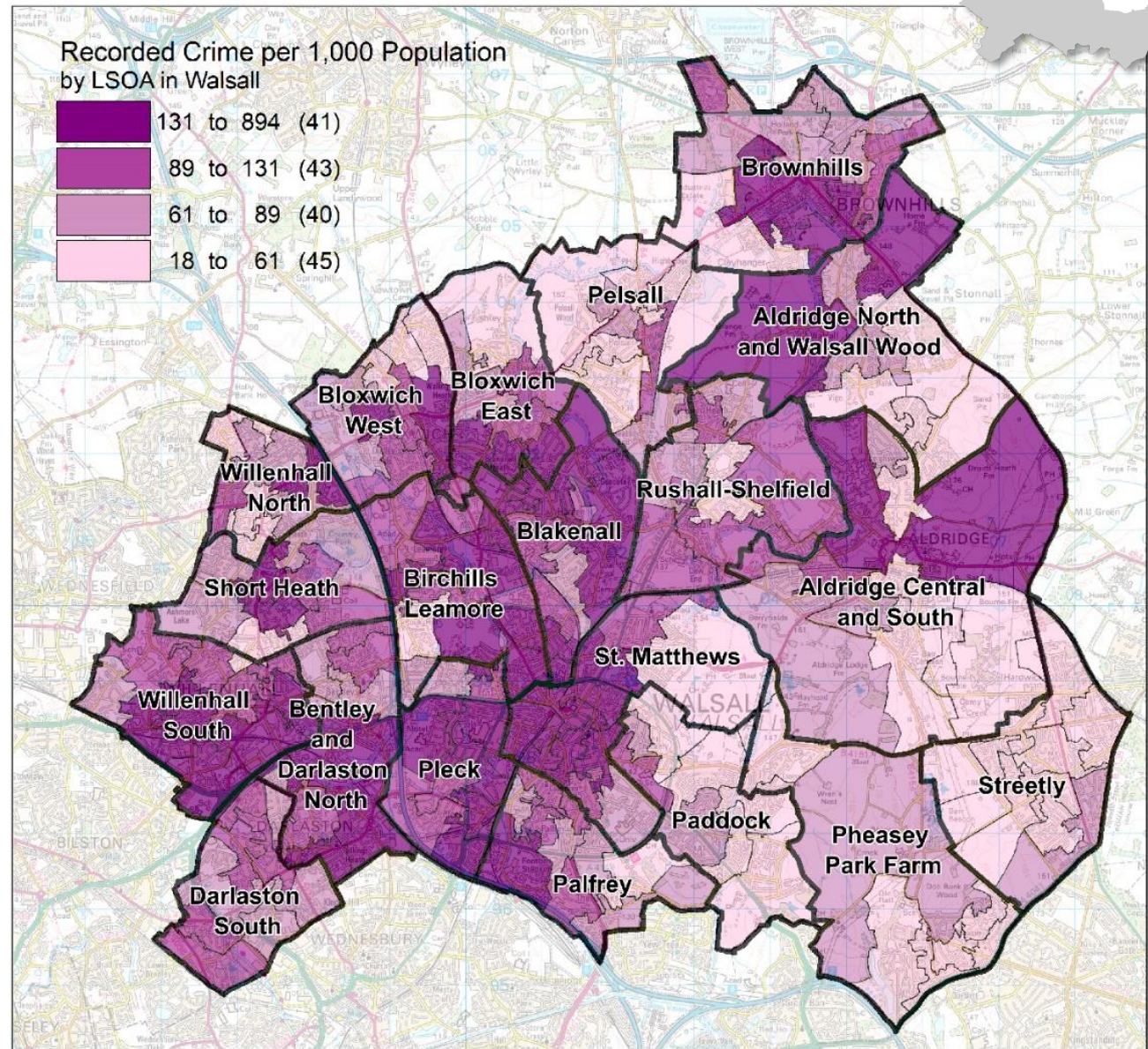
Crime

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
Willenhall South	2939	17242	170.46
Walsall Borough	33646	284157	118.41



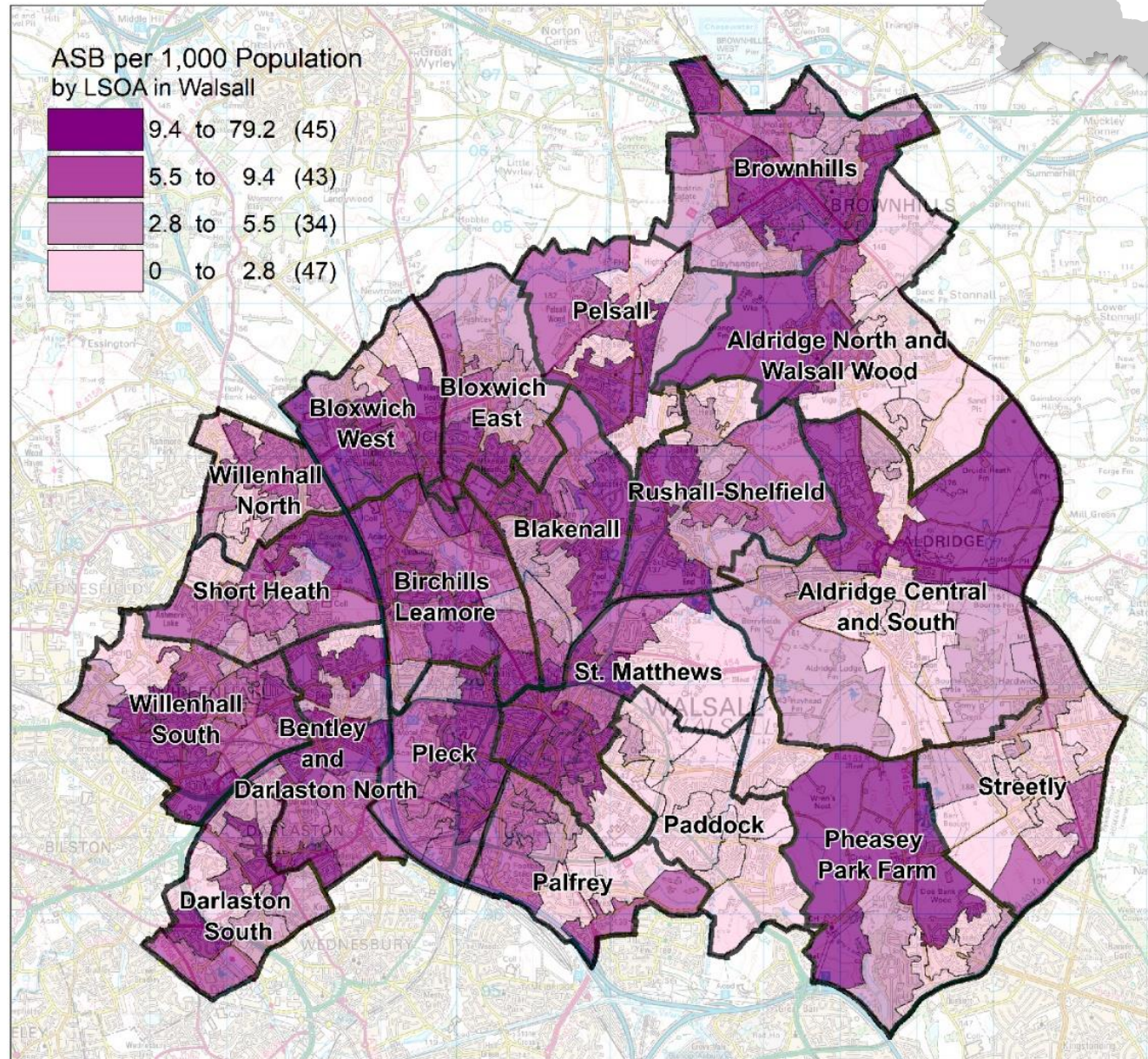
Aldridge Central & South ward ranks as 16th lowest for recorded crime. It is significantly lower than the Borough average but with variations at a LSOA level.



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
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



Aldridge Central & South ward ranks as 17th lowest for recorded anti-social behaviour, with a rate of 3.5, but with variations at a LSOA level.



Useful Links

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

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For more information and Business Insights please visit our website:

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

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