

Aldridge North and Walsall Wood

Ward Profile

Produced by
Walsall Business Insights
February 2024



Welcome to Aldridge North and Walsall Wood



Did you know?

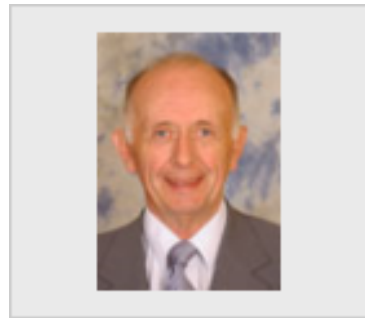
- **History** - The area now known as Coppice Wood was originally called 'Goblin's Pit Wood', and it was here that limestone was mined during the late 18th and early 19th centuries. In 1841 the population of Walsall Wood numbered 900, mainly nail makers and chain makers by trade, a home-based industry at the time, the rest being mostly boatmen and brickmakers. Brickmaking, using Etruria Marl found in plentiful supply around this area, became an important industry. At one time there were six large brickyards producing the famous Staffordshire Blue Bricks. St John's Church in Walsall Wood was constructed in 1837 at a cost of £1,200. The church, with its quadrangular tower, is in the Gothic style, whilst the parsonage house is in the Elizabethan style. The church is constructed out of blue brick with stone dressings. In 1864, the population of the settlement expanded as Walsall Wood Colliery was opened and saw the establishment of the first public services including a police station and a post office. The mine was closed in 1964 when the supply of accessible coal had been exhausted: In 2010 a memorial pithead designed by Luke Perry was erected to commemorate the historic village's mining heritage.
- **Sports & Leisure** - Walsall Wood F.C. is a football club competing in the Midland Football League 1st Division at level 10, they play their home games at their ground located at Oak Park. Walsall Wood was also home to Formula 1 team Ensign Racing from 1973 to 1980 being based opposite Castlefort Primary School. Their best result being a 4th place in the 1981 Brazilian Grand Prix. Oak Park Active Living Centre offers swimming pools and sports facilities with new for 2024, BOX12 studio.



- Covers **7.85 sq km** (784.98 ha)
- Aldridge North & Walsall Wood makes up **7.5%** of the total area of Walsall.
- Has a population density of **1,676 people per square kilometer**, compared to the ward average of 3,159.



Councillors



Anthony Harris

10 June 2004

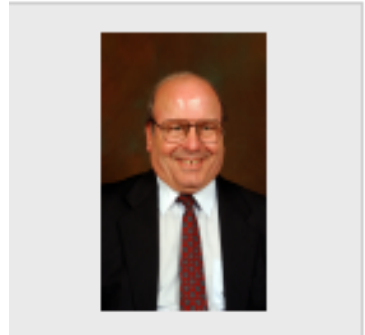
 Conservatives



Amanda Parkes

08 May 2023

 Conservatives



Keith Sears

01 May 1980

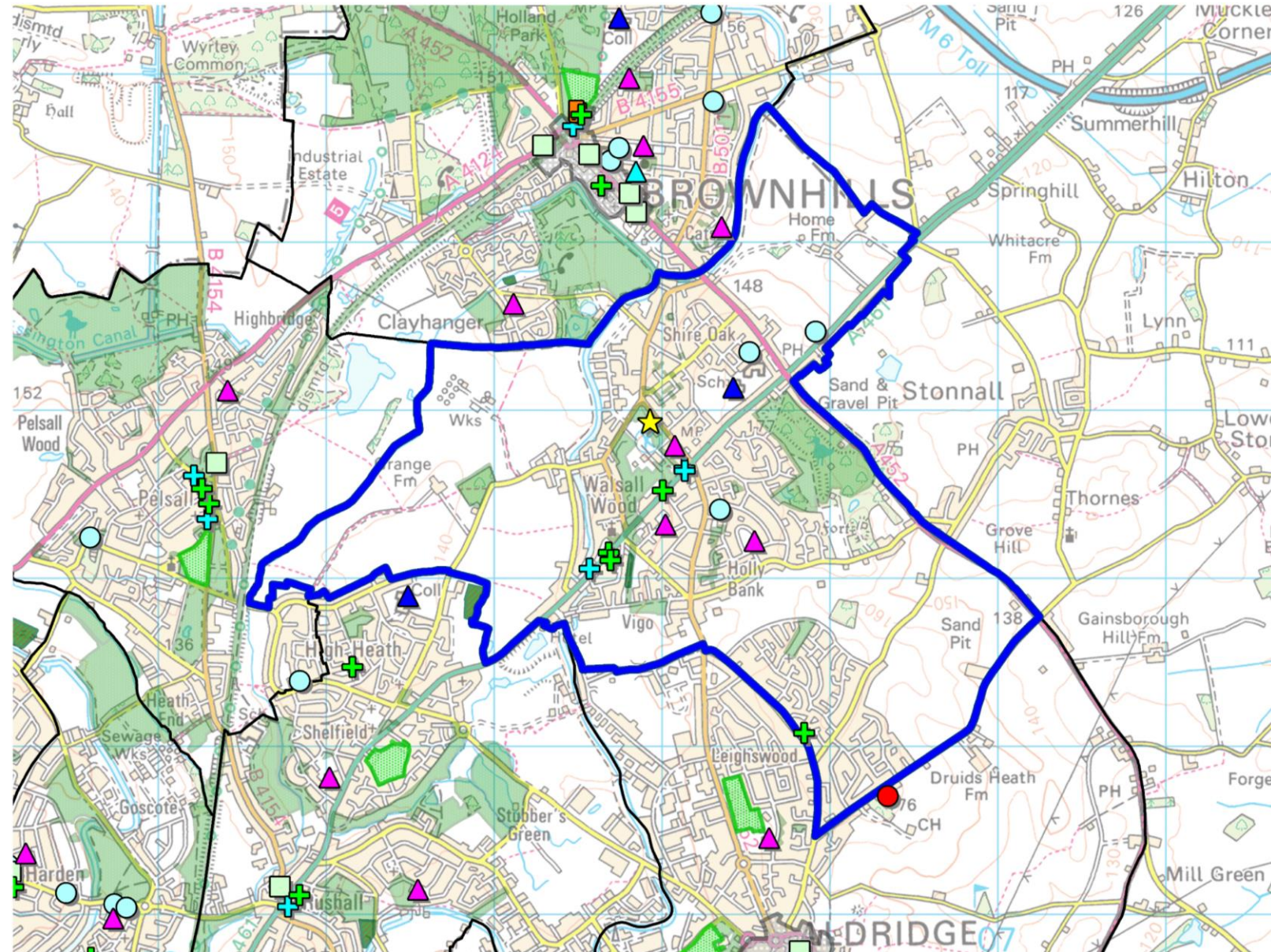
 Conservatives



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 North and Walsall Wood Assets Map

Walsall Council

Illustrates Aldridge North and Walsall Wood's geography 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

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kilometer
Scale 1:32,080



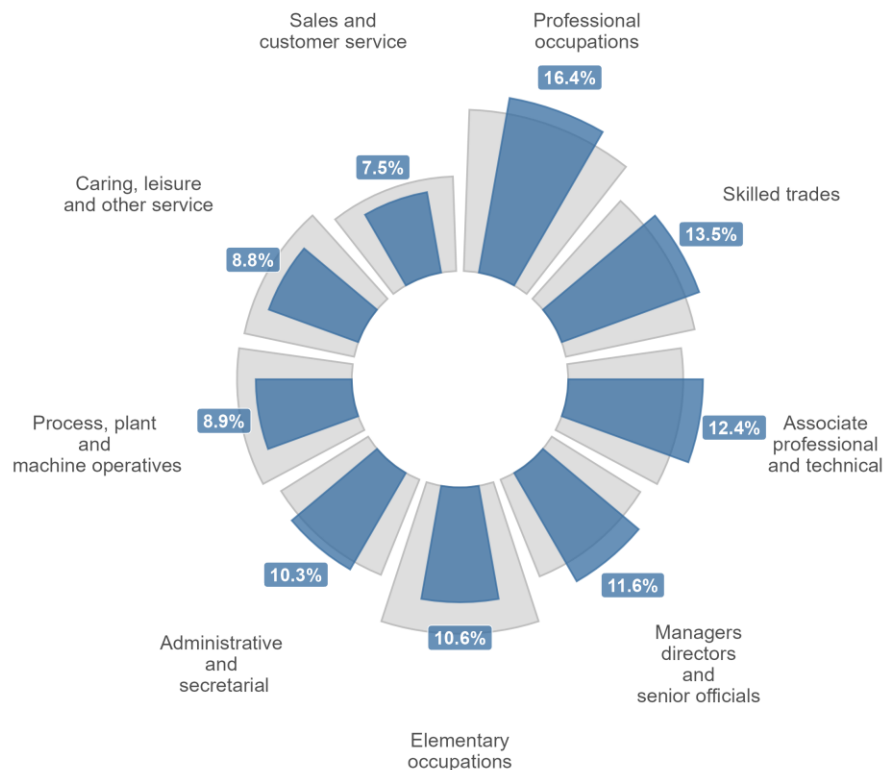
Economy and Workforce



Occupations

■ Aldridge North and Walsall Wood ■ Walsall

Census 2021



- Aldridge N&WW's occupational profile resembles Walsall, but differs in some key areas: employment is higher in Professional Occupations (16.4% contrasted to Walsall's 14.9%), and there are substantially fewer employed in Elementary occupations (manual labour).
- This indicates the labour force of Aldridge N&WW 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%
Streety	40.6%	59.4%
Will N	40.6%	59.4%
Darl S	40.9%	59.1%
Ald N&WW	41.3%	58.7%
Paddock	41.8%	58.2%
Blox W	42.0%	58.0%
Bent DN	42.6%	57.4%
Pelsall	43.0%	57.0%
Ald CS	43.1%	56.9%
Blake	43.3%	56.7%
Birc Lea	43.3%	56.7%
St Matthew	43.8%	56.2%
Short H	44.1%	55.9%
Pleck	45.8%	54.2%
Blox E	46.2%	53.8%
Palfrey	47.0%	53.0%

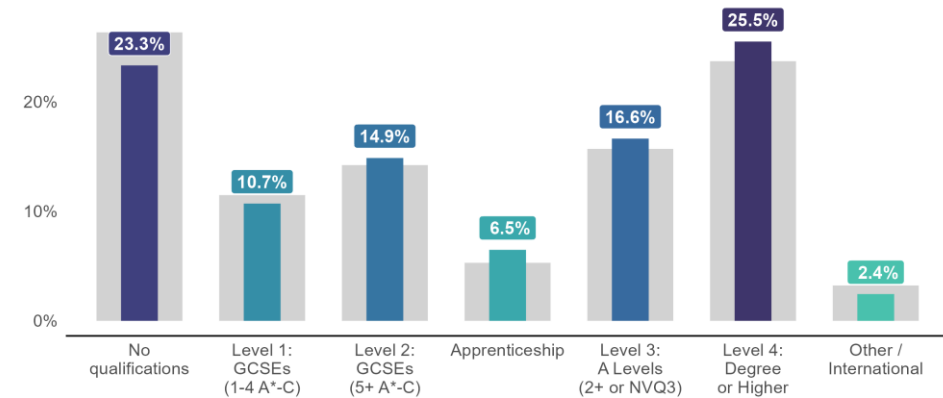
58.7%

Are Economically Active

8th highest of Walsall's 20 wards.
Inactivity includes retirees, students, long-term sick/disabled, homemaking and other.

Qualifications

Census 2021

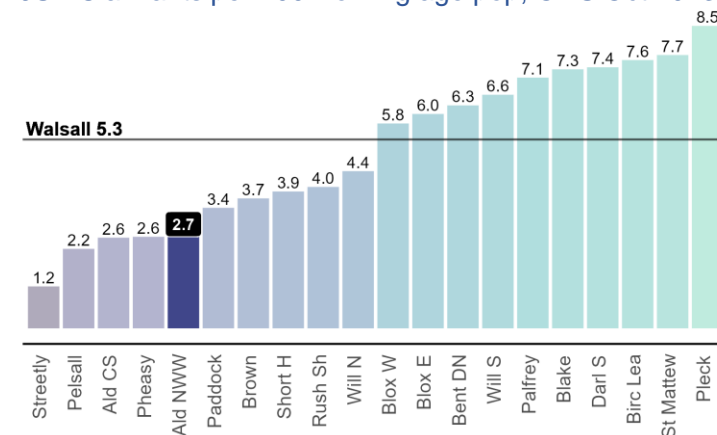


Grey bars = Walsall

- Aldridge N&WW population's level of qualifications closely resembles the borough as a whole. Slightly fewer people have no qualifications, at 23.3%, contrasted to Walsall's 26.3% (approximately 1 in 4).

Claimant Count

JSA Claimants per 100 working age pop, ONS Oct 2023

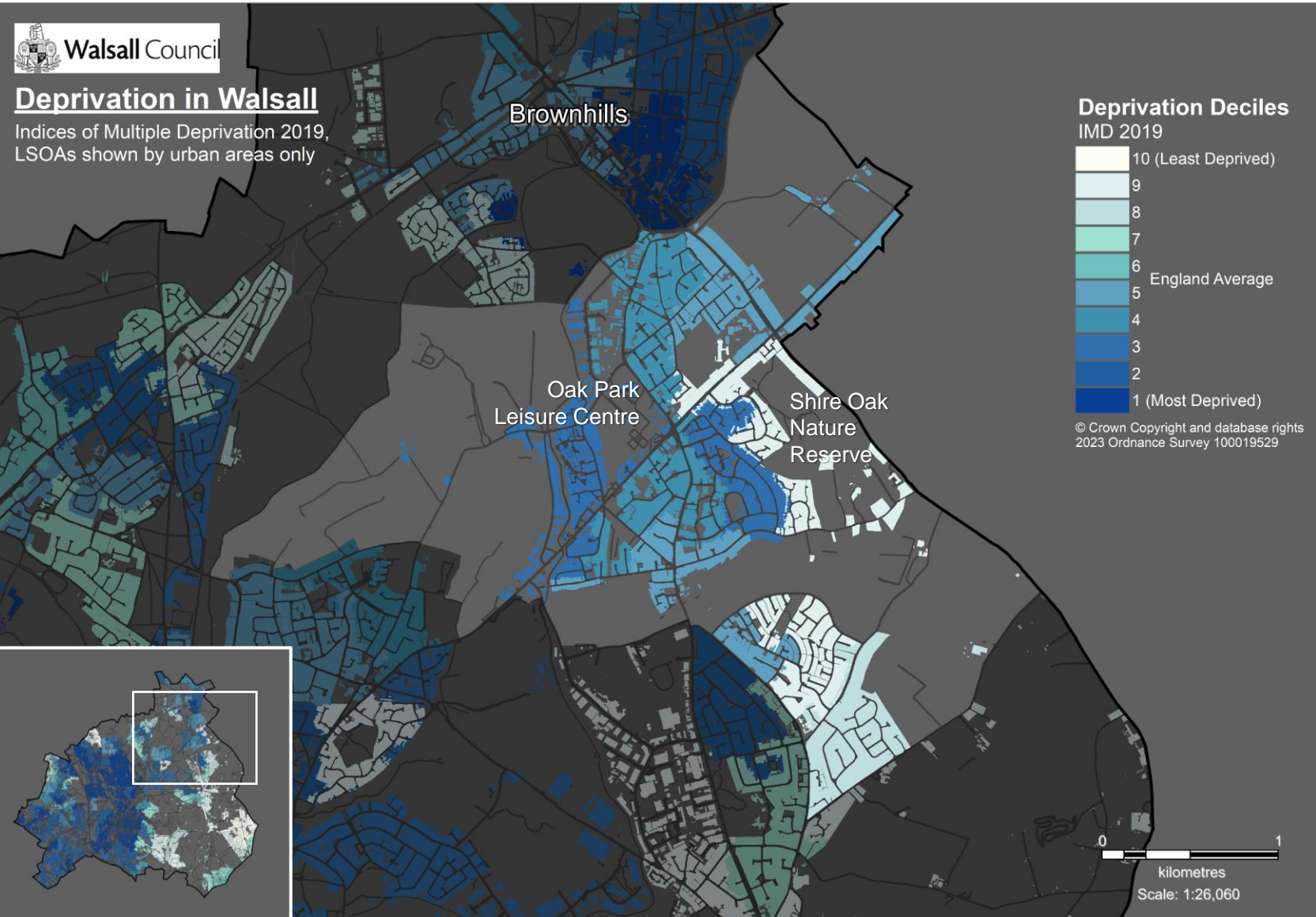


- Aldridge N&WW's Claimant Count (Jobseekers Allowance) is low, at 2.7 per 100 working age adults.
- This is approximately half that of Walsall's Claimant rate (5.3), and over three times lower than the highest ward (Pleck, 8.5)

Source: Census 2021

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Deprivation



Whilst large areas of the ward are more deprived than the England average, overall Aldridge North and Walsall Wood is a mixed picture: areas of little deprivation alongside more moderately deprived (decile 4-5) areas. None are highly deprived.

The most pressing challenges are in:

- **Health and Disability** (decile 3)
- **Adult Skills** (decile 4)

The ward ranks favourably for lower deprivation in:

- **Barriers to Housing** (decile 6)
- **Crime** (decile 6)

Ranking higher than the average area in England.



0 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



5,600 Households ↑

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



376 (6.7%) Households are Lone Parents of Dependent children



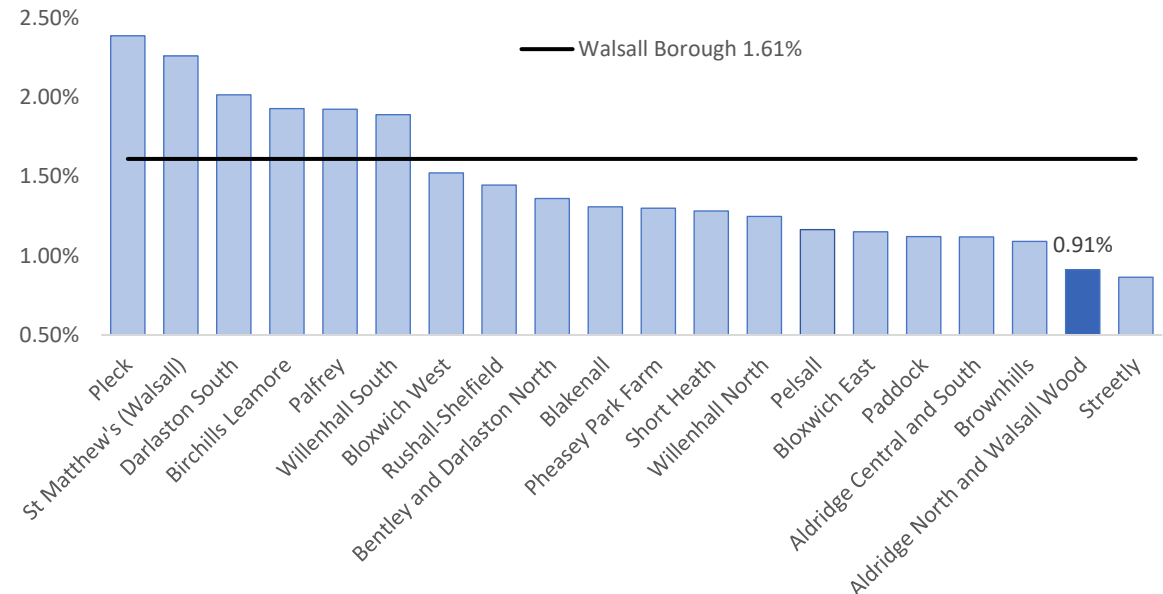
17.3% School Children & Full-time Students (aged 5yrs & over) Approximately 1:6



Tenure
72% Homeowners
15% Social Rented (Borough 23.7%)

- Aldridge North & Walsall Wood's household population of full-time students and schoolchildren, aged over 5yrs, is 17.3%. This is below the Walsall figure (22.1%) and matches both Short Heath and Streetly wards in terms of proportion.
- Single-family households, consisting of a lone parent with dependent children, make up 6.7% of homes, ranking 7th lowest in Walsall. The number of lone parent households in Aldridge North & Walsall Wood is approximately half of those in Birchills-Leamore (769)
- Higher number of homeowners – 72.1% are owned. Of those, 56% are owned outright, without a mortgage or shared ownership. 12% of households rent privately or live rent free (Borough 16.5%). One in seven homes in Aldridge North & Walsall Wood are socially rented (15.1%) with a very similar number seen in Short Heath.
- The number of households living with **no** central heating across the borough has decreased since 2011. Aldridge North & Walsall Wood has the 2nd lowest proportion of households living without central heating at 0.91%, the Walsall figure is 1.61%. Aldridge North & Walsall Wood has 51 households living with no central heating, this also ranks 2nd lowest in number, just above Streetly (48) and just below Paddock (53).

% Households in Ward with no Central heating



Development / Regeneration



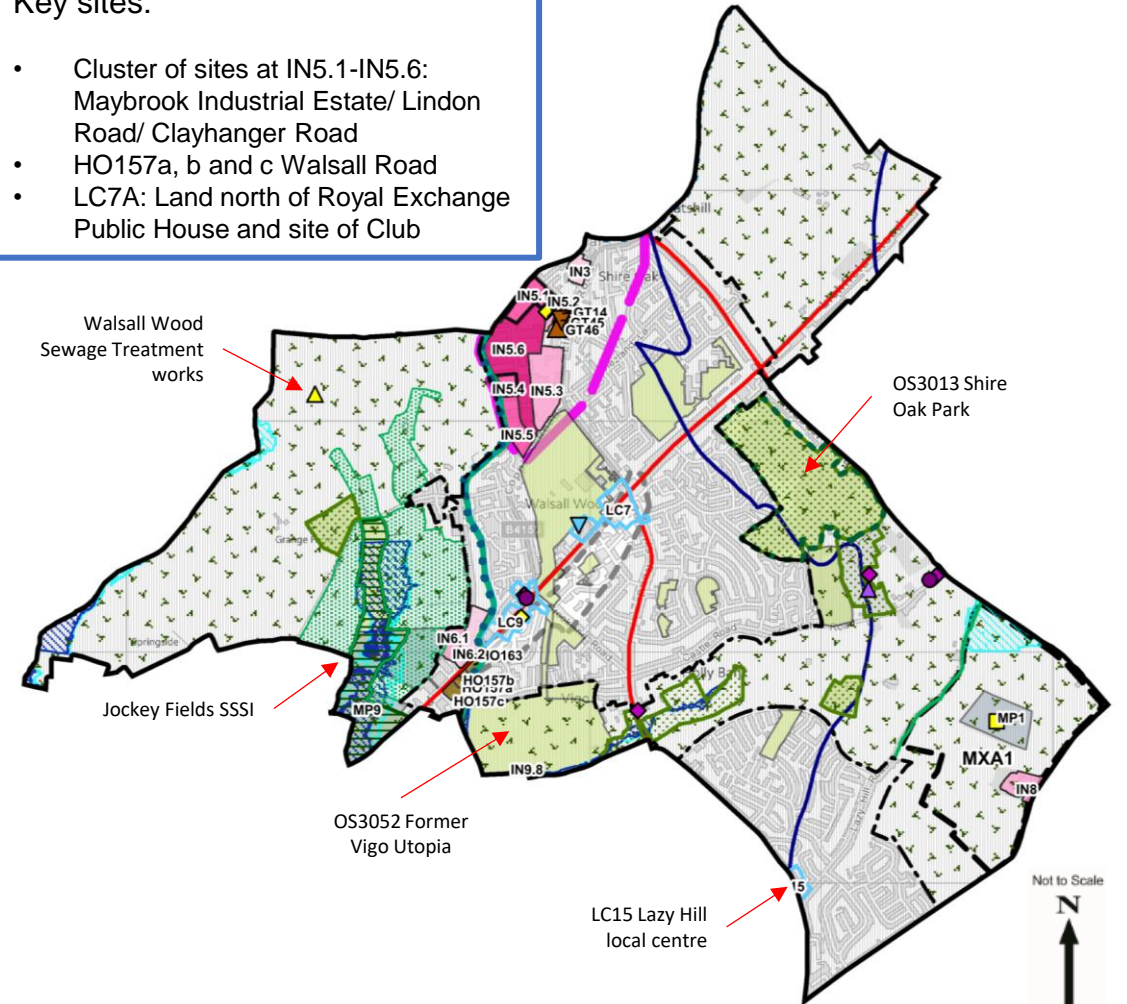
- Well established residential areas with good access to **greenbelt and open space such as Shire Oak Park.**
- Local centres providing a range of good service: **Walsall Wood and Streets Corner.**
- The ward is home to the **Oak Park Active Living Centre** which offers a wide range of leisure and sports facilities for the local community.
- The **Maybrook Industrial Estate** to north of the ward is home to several manufacturing and engineering businesses, such as European Heathyards, ATSolutionsUK and Gerrymet.

- A new **Lidl Supermarket** is currently under construction in the south of the ward at the former Horse and Jockey Public House site on Walsall Road creating 40 new jobs.
- **Walsall Road** – contains a future housing opportunity site for a potential 57 units and is allocated in the Walsall Site Allocation Document.
- Planning consent granted in 2024 for residential scheme at the **former Walsall Wood Library** site.
- 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:

- Cluster of sites at IN5.1-IN5.6: Maybrook Industrial Estate/ Lindon Road/ Clayhanger Road
- HO157a, b and c Walsall Road
- LC7A: Land north of Royal Exchange Public House and site of Club



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



13,100
Population



51% Female
49% Male



46 Years
Median Age (Walsall 39)



17% Aged 0-15
Approximately 1 in 6 people (2,300)



60% Aged 16-64
Approximately 3 in 5 people (7,900)



23% Aged 65+
Approximately 2 in 9 people (3,000)

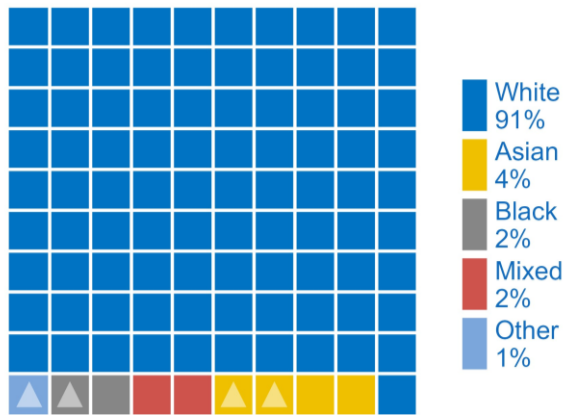


- 0.4% Population since 2011
- 48 people. Walsall increased by 5.5%



Ethnicity

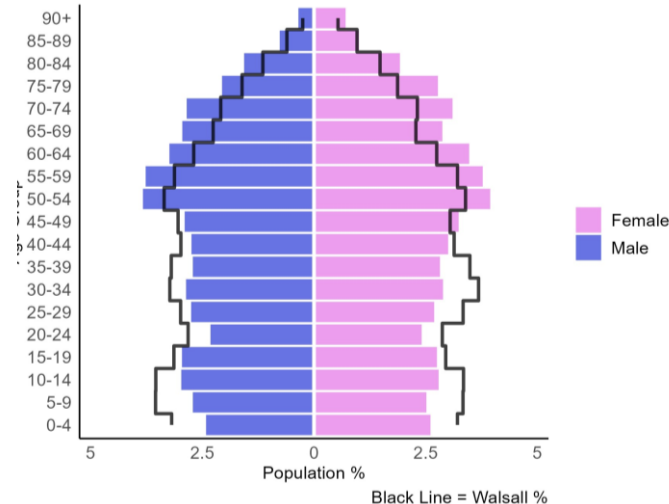
Census 2021, resident population



□ = 1% population ▲ = increase since 2011

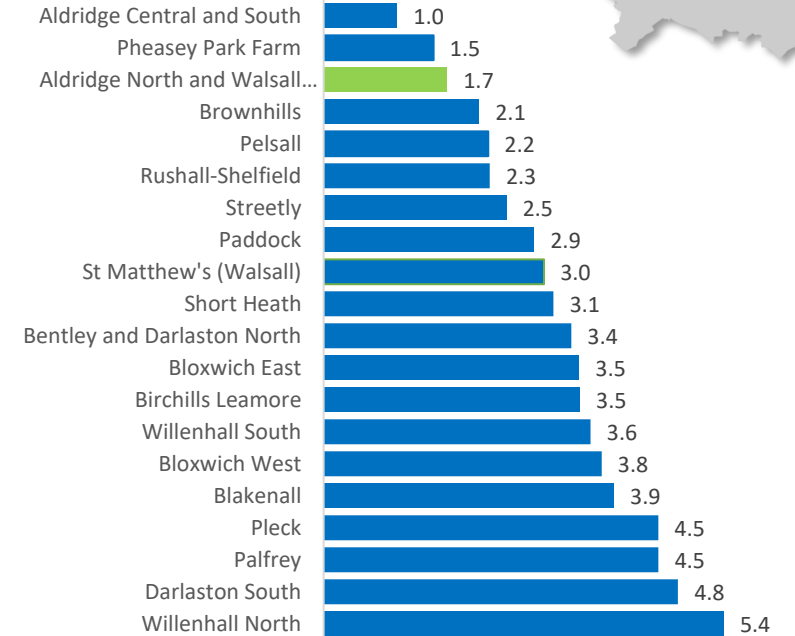
Population Pyramid

Census 2021, population age and sex



Population Density

Census 2021, population per km²



Key Points:

- Aldridge North and Walsall Wood has one of the oldest populations in Walsall, with around 2 in 9 people over the age of 65, and a median age of 46 years old: approximately 7 years above the Borough average (39 years), and a stark contrast to the youngest wards, Blakenall and Pleck, at 32 years.
- Aldridge North and Walsall Wood is one of only 4 x wards that have seen a decline in its population since 2011, it is the 3rd most sparsely populated ward, equating to just 1,676 people per sq. km. For context, Walsall's borough density is 2,733, and Bentley & Darlaston North, has roughly twice as many people per sq. km (3,359).
- Ethnically, the ward is predominantly White British (91%), with small populations of Asian (4%), Black (2%), Mixed (2%) and Other (1%). The Asian, Black and Other populations have doubled since 2011, however the White group decreased by 4%.

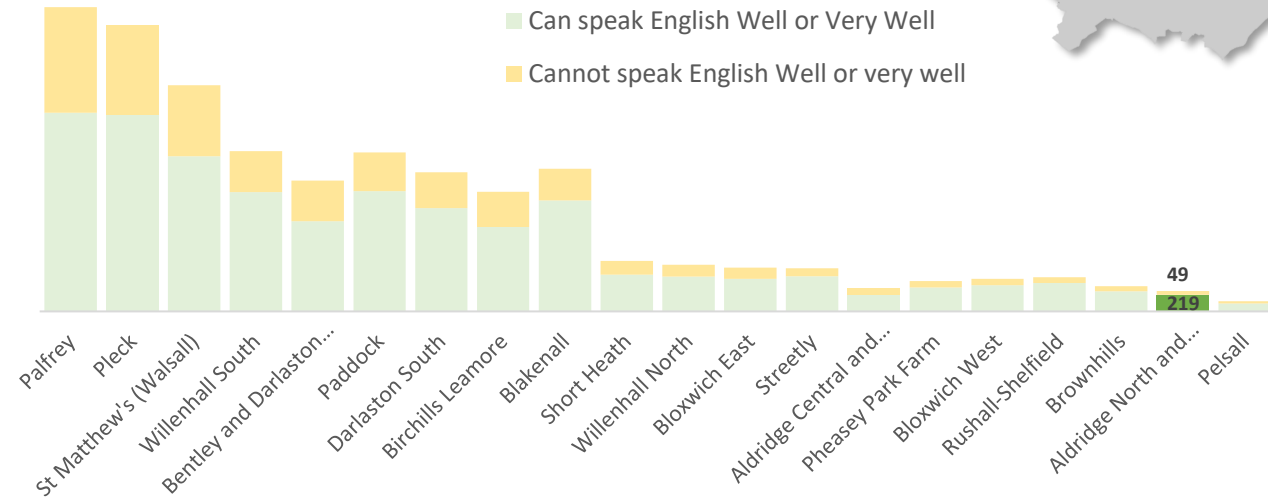
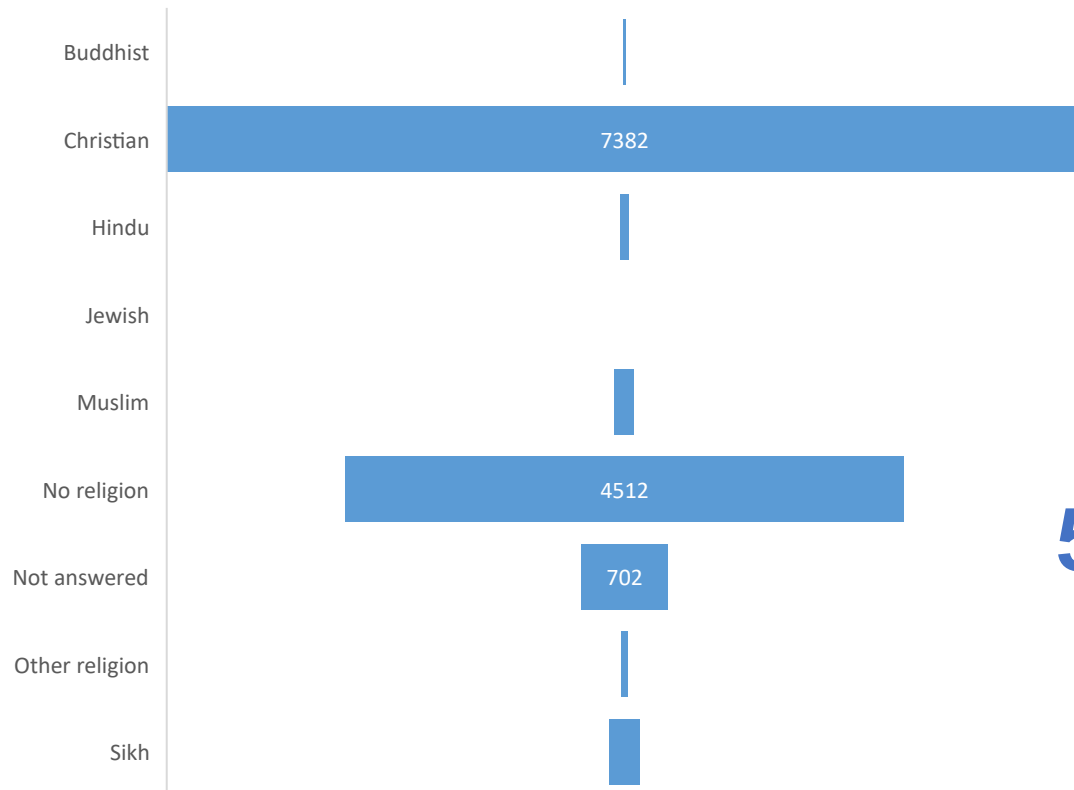
Data Source: Census 2021

Language and Religion



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

Population by Religion

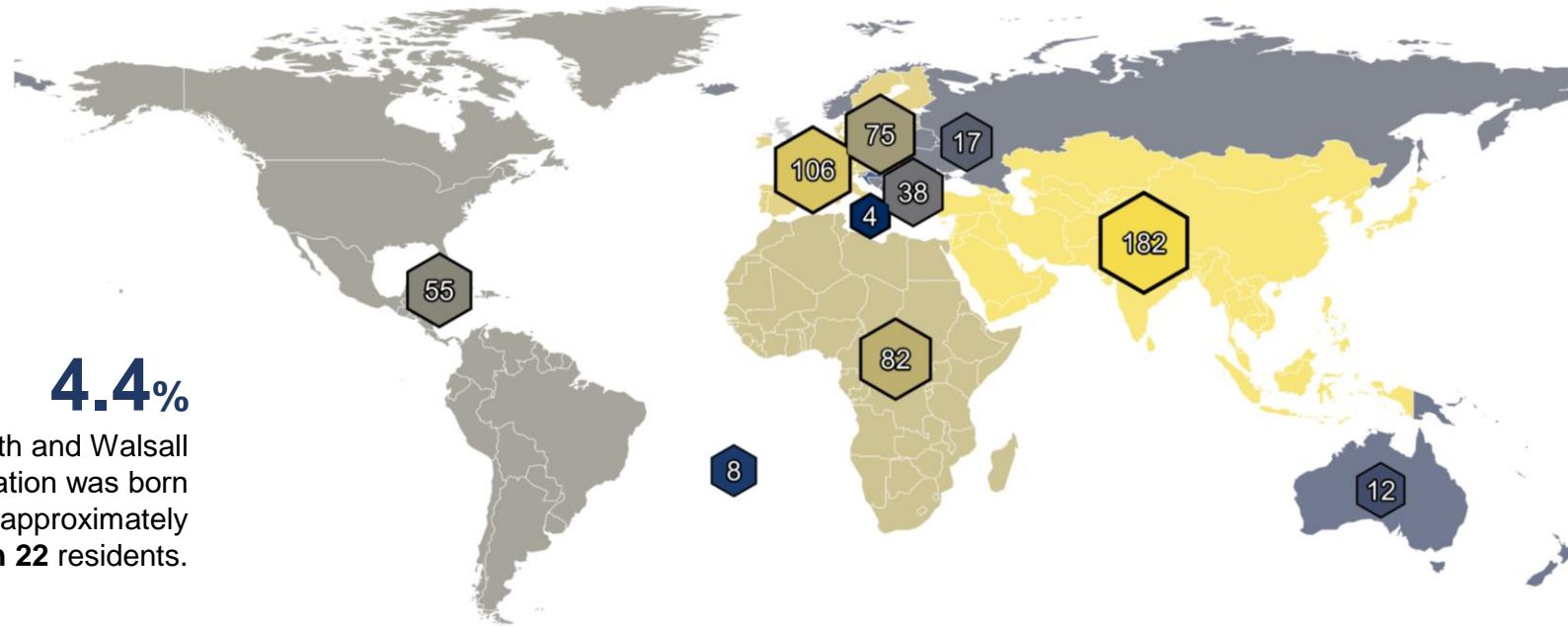


- 98.8% of households have all or at least one adult where English is the main language, 2nd highest in borough in contrast to 81.1% of Palfrey households. When English is not the main spoken language, there are fewer (18%) residents who cannot speak English or cannot speak it well, compared with Palfrey (35%)
- Aldridge North & Walsall Wood has the second lowest proportion of Non-English speakers in households (53), equating to only 0.9% of all households in the ward, compared to only 14.2% in Pleck ward (788).

56% household residents are **Christian** (Borough 45%)

- Aldridge North ward has a majority population of Christians (56.1%). This has the third highest percentage population in Walsall's wards. It has the fourth highest number of Christians in the borough.
- 34.3% of residents reported in 2021 Census as having No Religion, higher than Walsall (30.2%) and much higher Palfrey (11.1%), Walsall's most religious ward.

Non-UK Country of Birth



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

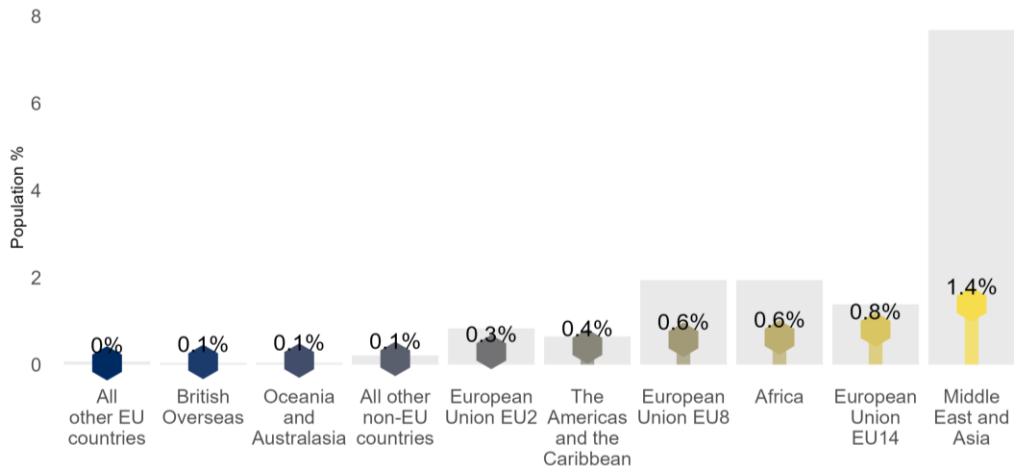
- category
- Middle East and Asia
 - European Union EU14
 - Africa
 - European Union EU8
 - The Americas and the Caribbean
 - European Union EU2
 - All other non-EU countries
 - Oceania and Australasia
 - British Overseas
 - All other EU countries

4.4%

of Aldridge North and Walsall Wood's population was born outside of the UK, approximately **1 in 22** residents.

Aldridge North and Walsall Wood versus Borough Comparison

Country of Origin by % Resident Population, Census 2021



Grey bars = Borough %

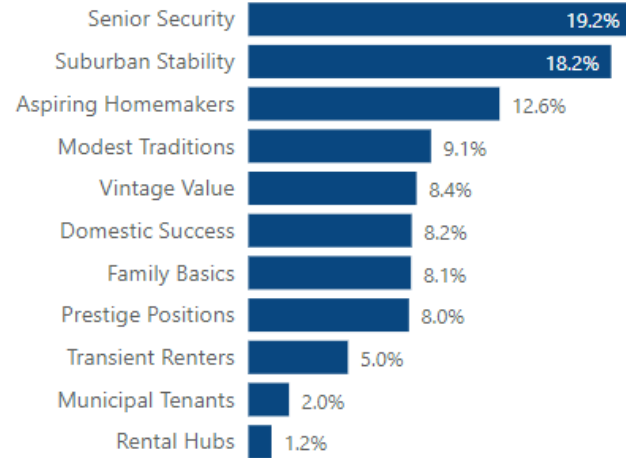
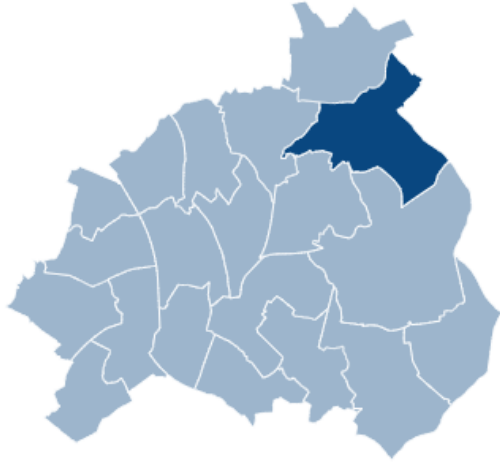
Key Points:

- With 95.6% of residents being UK born, Aldridge North and Walsall Wood has the 3rd largest proportion of UK born residents of the 20 Walsall wards.
- Approximately 4.4% of Aldridge North and Walsall Wood's population originates from non-UK nations, relatively less than the borough's 14.7%.
- The largest area of non-UK birth is the Middle East and Asia, at around 182 residents or approximately 1.4% of the ward's population (Borough 8%). This is followed by EU14 born residents: founding EU states such as Germany, France, Italy and Spain, accounting for 0.8% of the ward's population (106 residents).
- It suggests that the non-UK born communities of Aldridge North and Walsall Wood are relatively smaller than typical of the Walsall borough.

Social Segmentation

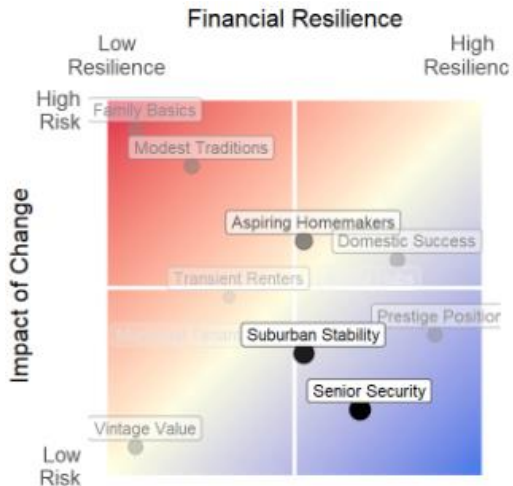


Social Segment Composition of Aldridge North & Walsall Wood (% Households)



Key Points:

- Social Segmentation is a means of categorising residential populations by shared socio-economic traits and similar behaviours.
- Aldridge N&WW 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.
- It is a broad mix of segments covering various life stages: young aspiring homemakers, settled older families and seniors enjoying financially comfortable retirement.
- These segments are generally more financially resilient and able to better weather economic shocks and turmoil than other segments within the Borough.



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

Bungalow
Property Type

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

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

26–35
Age Band

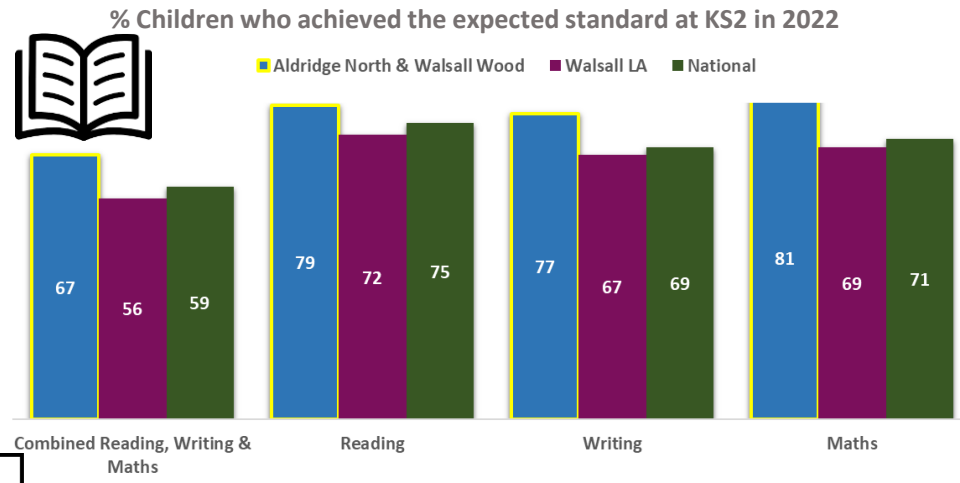
Semi-detached
Property Type

Education



There are 3 Primary, 1 Special and 1 Secondary school in the ward:

Primary	Castlefort JMI St John's Church of England Primary School Walsall Wood Primary
Secondary	Shire Oak Academy
Special	Oakwood School

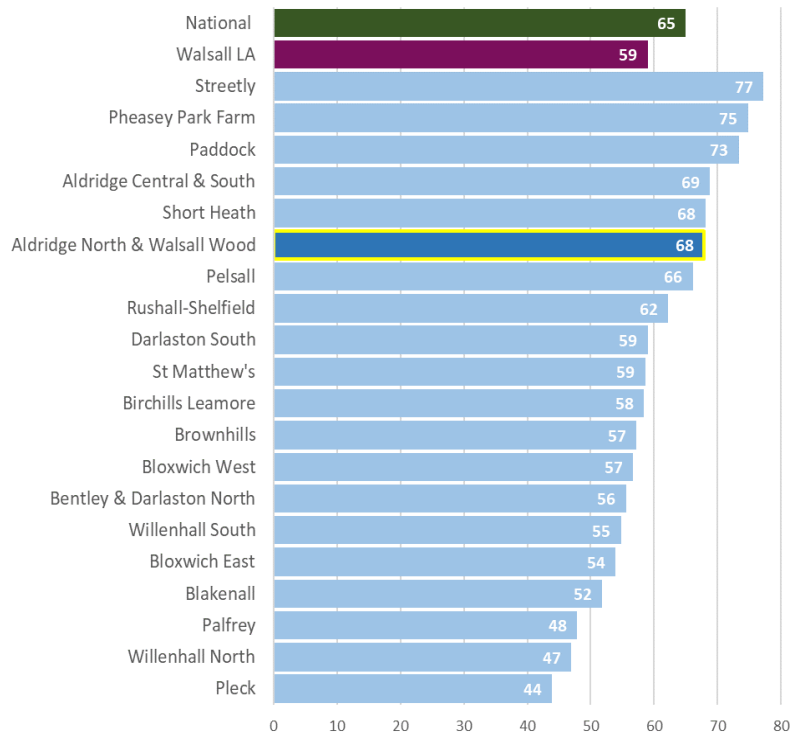


Key Points:

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. A higher proportion of children who reside in the **Aldridge North and Walsall Wood** ward achieve the expected standard when compared to the Walsall and National averages particularly in maths.

% Children who reached a good level of development in 2022

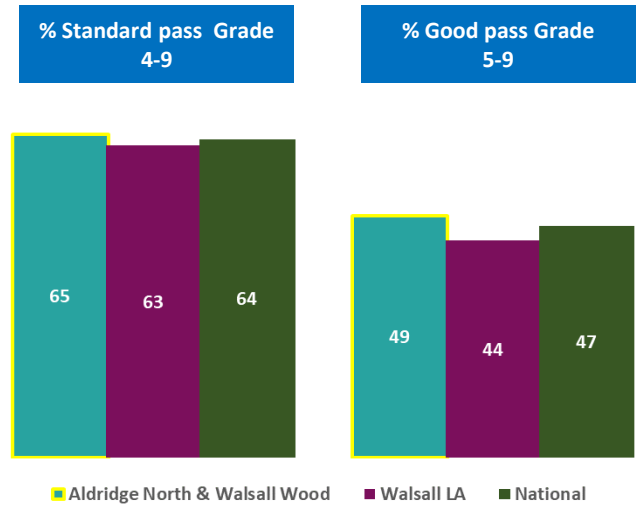


Children are defined as having reached a good level of development at the end of their Reception year if they have achieved at least the expected level in prime and specific areas of learning.

The overall GLD for Walsall in 2022 was 59%. 68% of children resident in the **Aldridge North and Walsall Wood** ward achieved a GLD, better than the LA and National figures. **Aldridge North & Walsall Wood** are ranked 6th highest achieving compared to other wards in Walsall.



Achieving GCSE English and maths in 2022



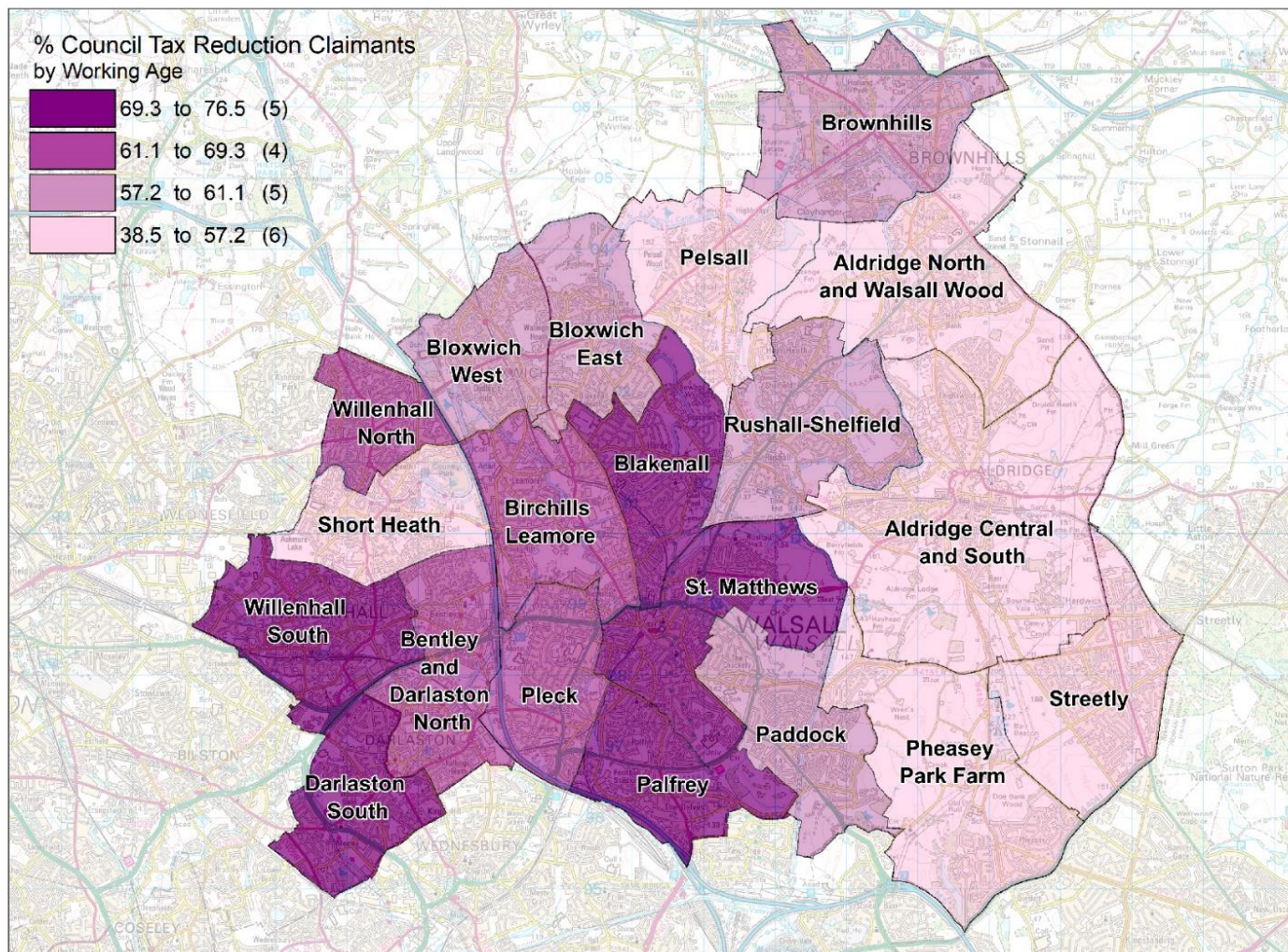
Attainment data for 2022 matched to January school census pupil address/postcode information. Includes only those whose address is located within a ward and who achieved assessments in a Walsall LA school

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 North and Walsall Wood** ward do better with 65% achieving a 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.

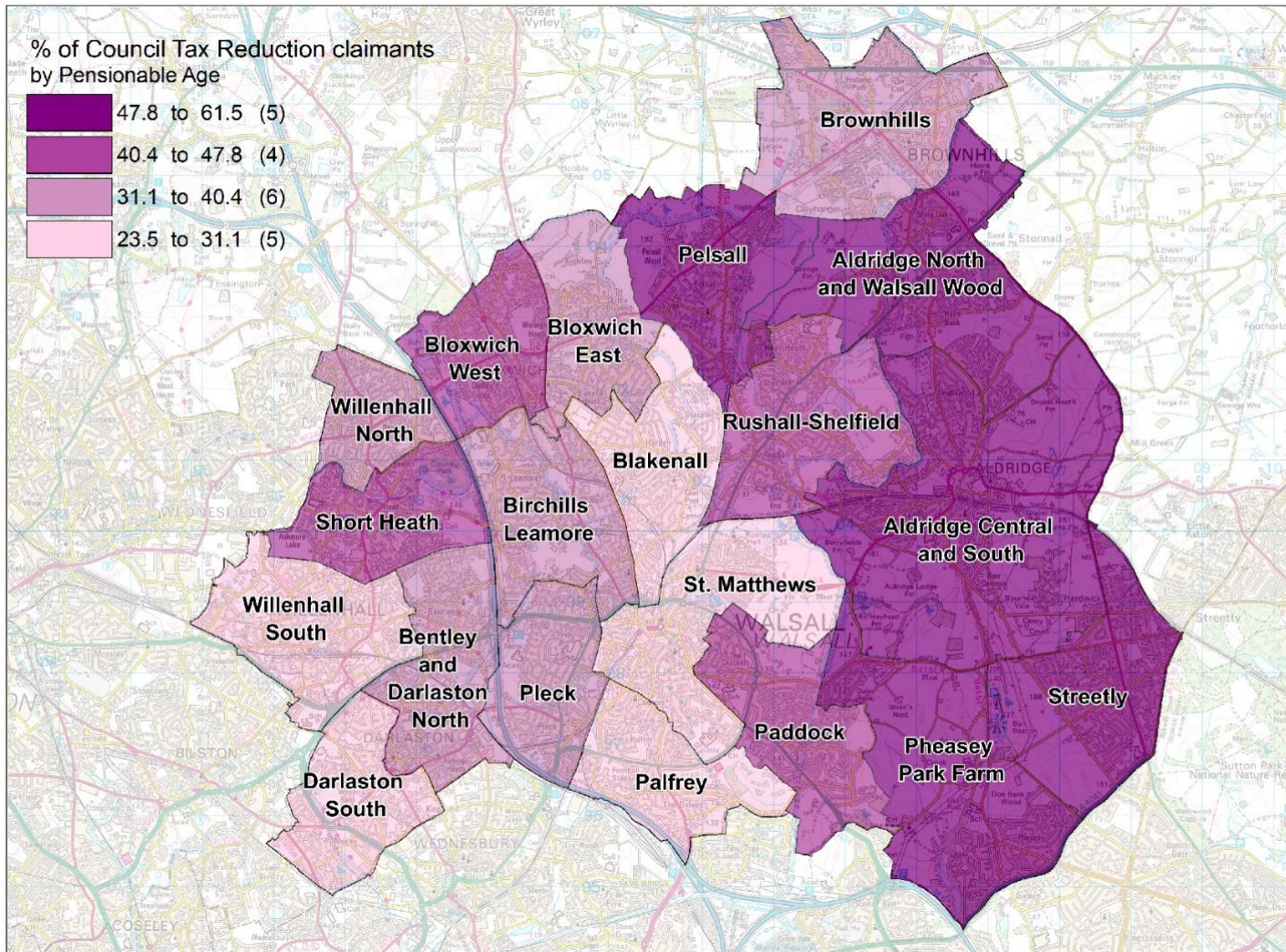
Council Tax Reduction (CTR) household claimants – working age



52.2% of households in Aldridge North & Walsall Wood claim CTR by working age (fifth lowest of Walsall's wards) and is less 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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47.8% of households in Aldridge North & Walsall Wood claim CTR by pensionable age (fifth 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 N&WW?

Census 2021, % of resident population



- Aldridge North and Walsall Wood residents report their general level of health favourable, with 78.7% reporting good health or better this is approximately average for Walsall Wards, but below the England average (82.1%).
- At 6.1% of the population, just over 1 in 16 residents reported living in poor health or worse.

Disability

Census 2021, resident population

20.2% Reported as Disabled

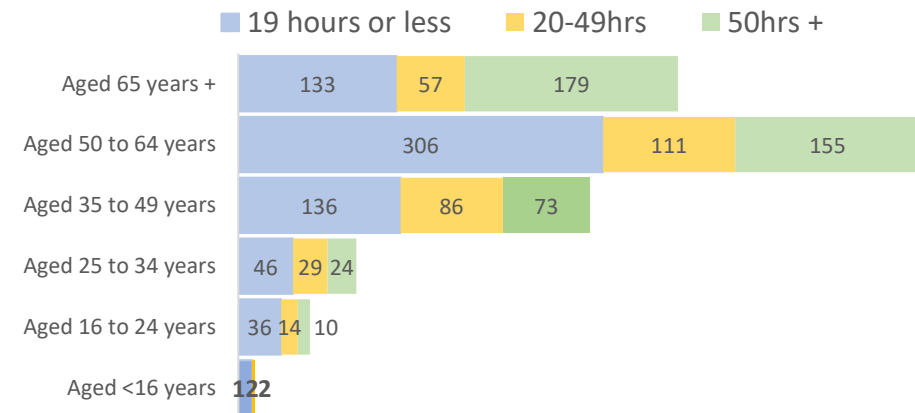
Where day-to-day activities are limited (approximately 1 in 5 residents).



- This ranks higher than the Walsall Average (19.1%), and 8th highest of Walsall's 20 wards.
- A further 6.6% have a long term physical or mental Health condition where daily activities are not limited.

Unpaid Care

Census 2021, resident population (aged 5yrs +)



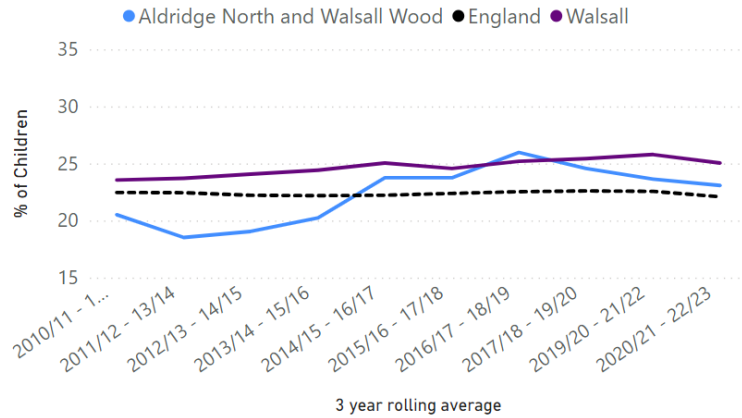
- 5th Highest** number of Unpaid carers in Walsall, (1,409) compared to Aldridge Central & South (1,471) and on par with Bloxwich East (1,407)
- 11.3%** of residents provide unpaid care, who are mostly 50-64yrs old and providing less than 19 hours per week. The ward has 14 young carers matching both Willenhall North and Willenhall South.

Data Source: Census, 2021

Child Healthy Weight

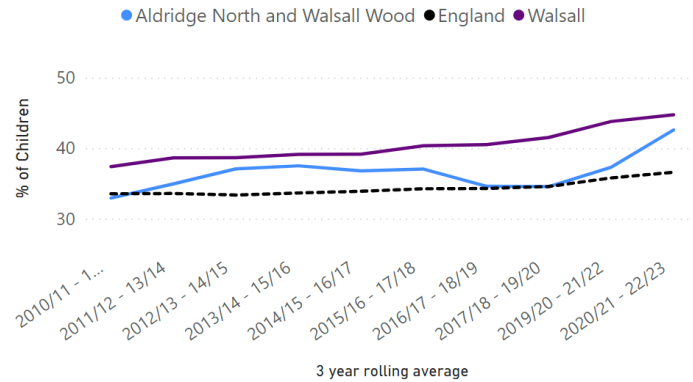


Prevalence of Overweight and Obesity in Reception Year



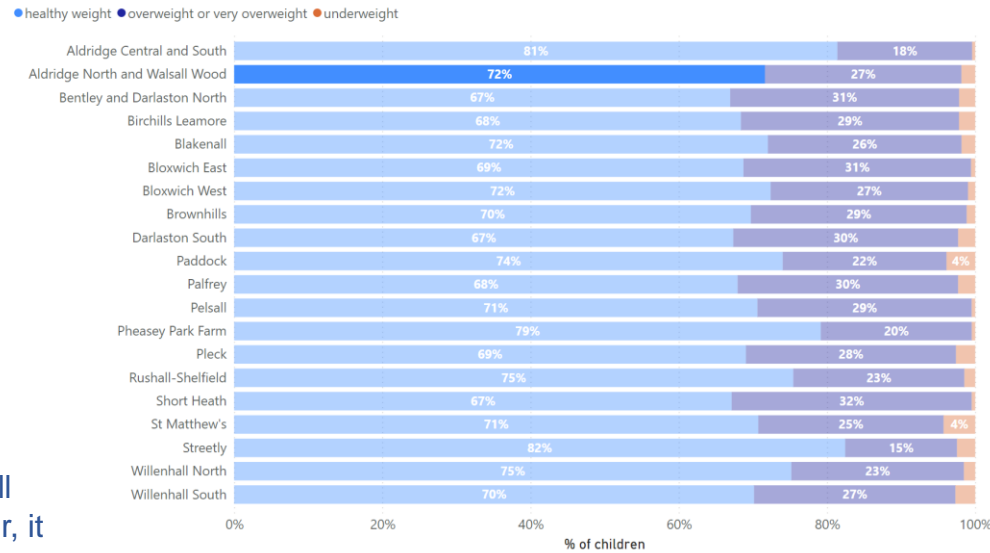
The prevalence of Reception-aged children who are overweight or obese in Aldridge North and Walsall Wood is lower than the Walsall average and has been decreasing in trend since 2018/19. However, it is still higher than the national rate.

Prevalence of Overweight and Obesity in Year 6



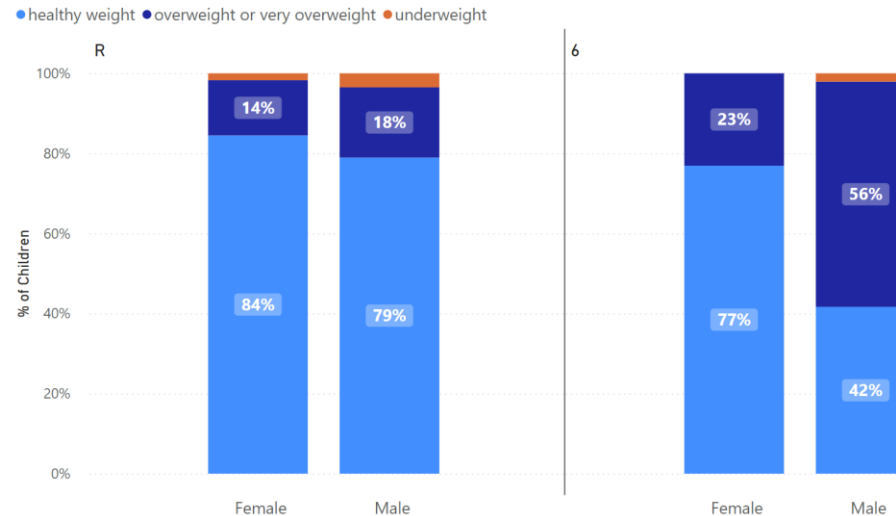
The prevalence of Year 6 children who are overweight or obese in Aldridge North and Walsall Wood is also lower than the Walsall average, but has seen an increase in trend since 2019/20, and is significantly higher than the national rate.

Weight category of children by ward



Overall, in Aldridge North and Walsall Wood, around **7 in 10** children are a healthy weight.

Weight Category of Children by Sex



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

In Year 6, the rate of overweight and obesity is significantly higher in boys than in girls, with more than half of boys being overweight or obese.

Adult Social Care



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

684

New requests for support, received from

407 individuals



7 people aged 18-24, 62 aged 25-64 and 338 aged 65+

170

People received an assessment



4 people aged 18-24, 31 aged 25-64 and 135 aged 65+

73 assessments resulted in a long term service

27

Carers were assessed and supported during the year



0 people aged 18-24, 16 aged 25-64 and 11 aged 65+

194

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



10 people aged 18-24, 37 aged 25-64 and 147 aged 65+

287

Safeguarding concerns were received, relating to

177 individuals



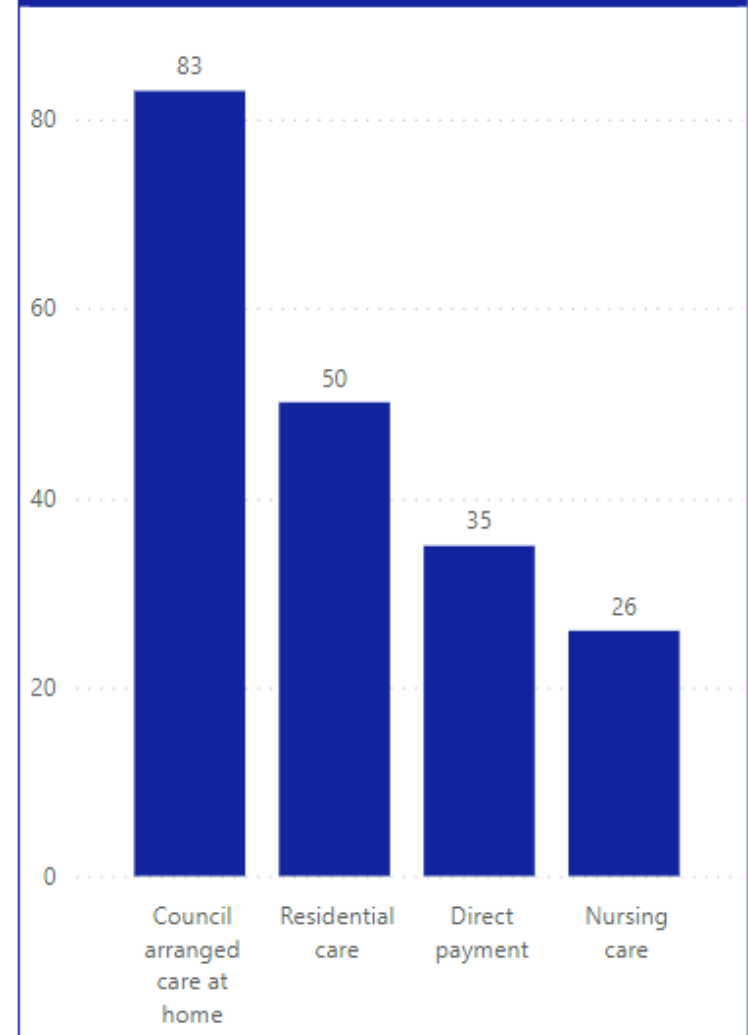
4 people aged 18-24, 31 aged 25-64 and 142 aged 65+

27.18%

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



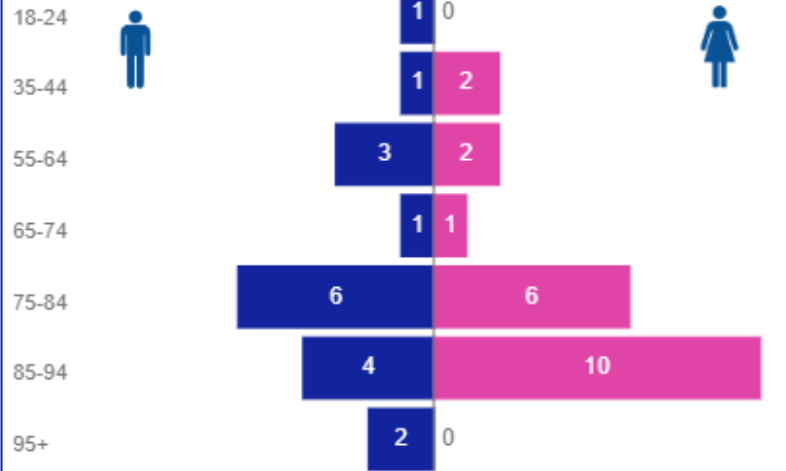
Responses from Ward residents

104 People surveyed
39 Responses
37.50% Response rate

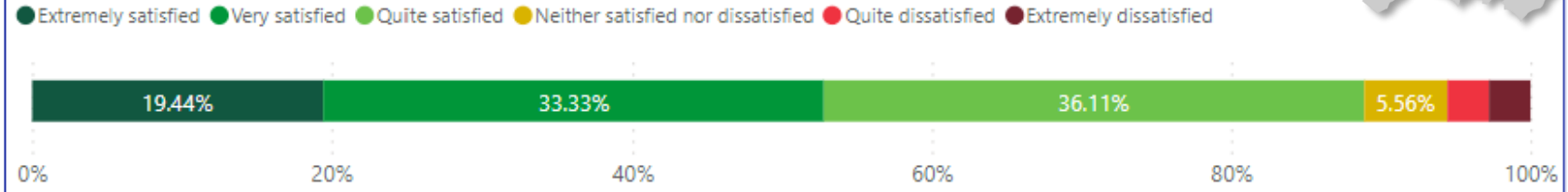
Responses were received from

26 People residing in their own home
1 People residing in nursing care
12 People residing in residential care

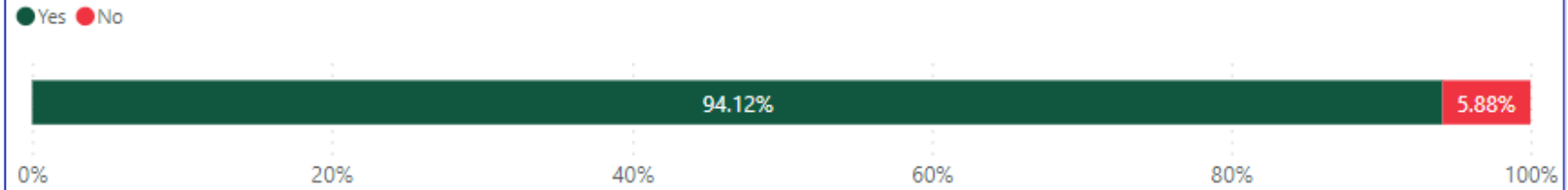
Respondents by age and gender



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



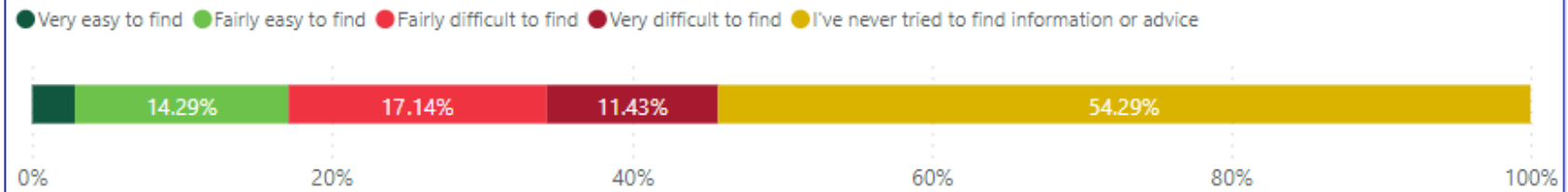
Do care and support services help you to have a better quality of life?



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?



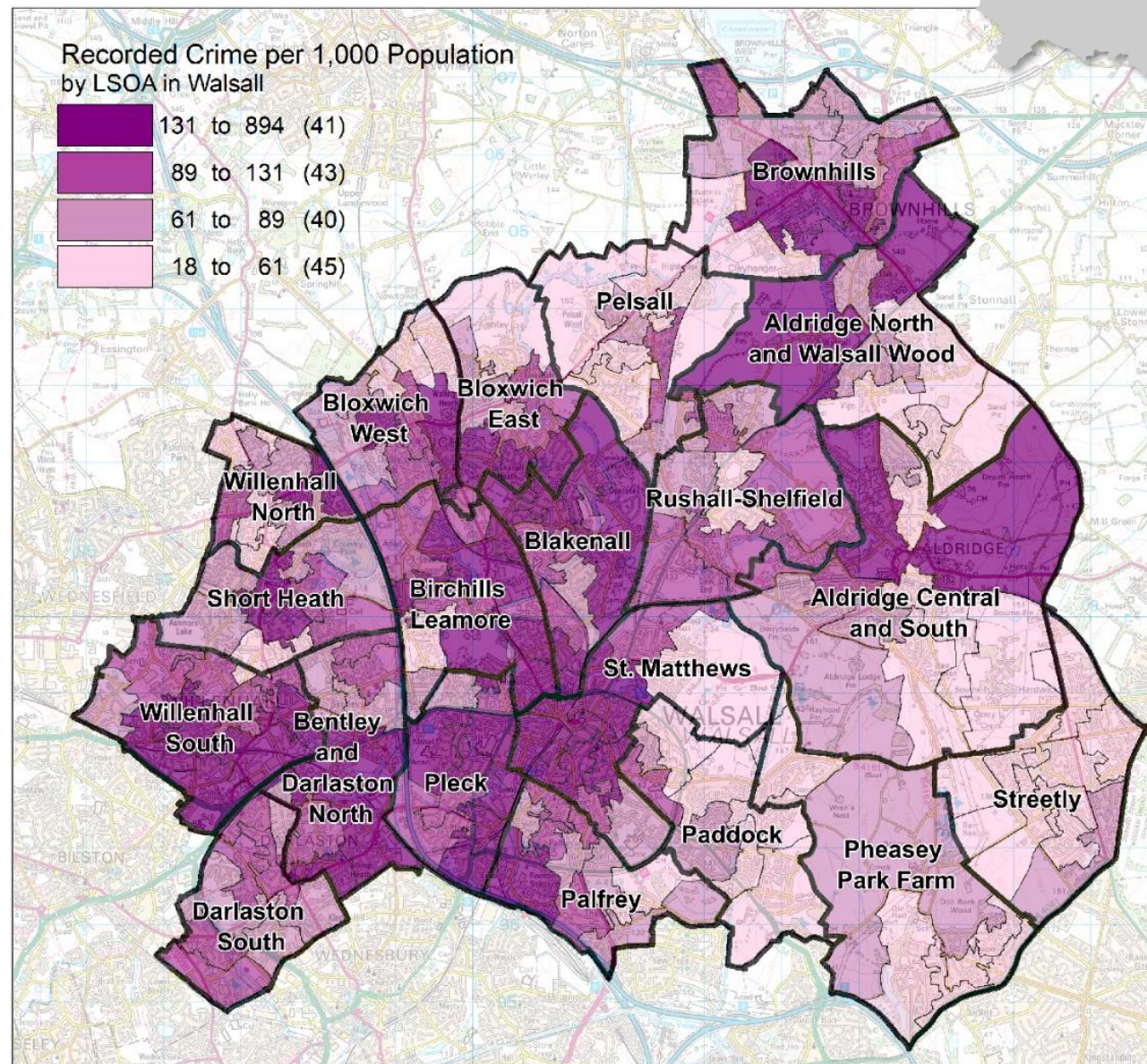
Crime

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



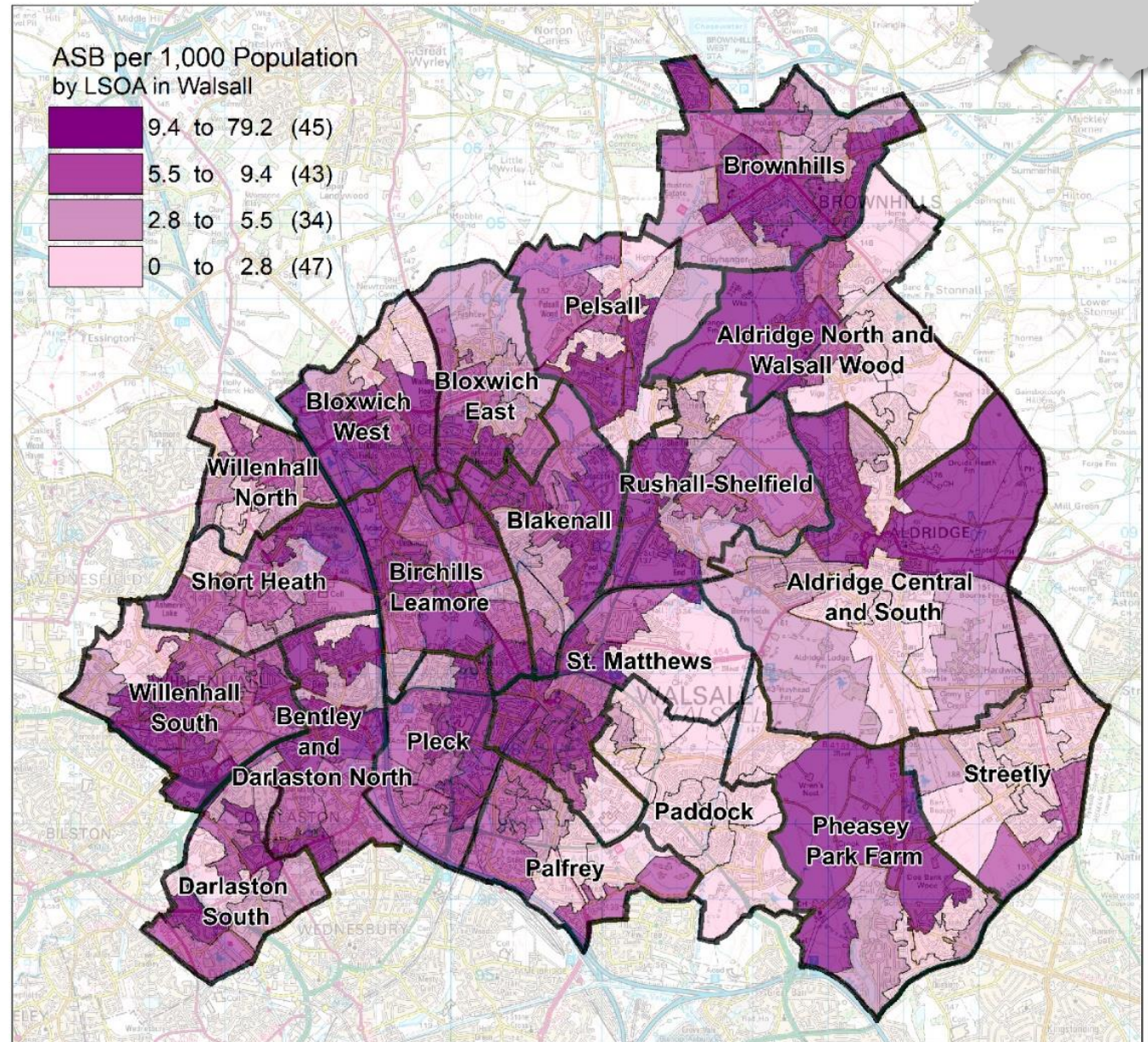
Aldridge North & Walsall Wood ward ranks at 13th for recorded crime (a rate of 93.1) and is below the borough average, but with variations at a LSOA level.



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 North & Walsall Wood rate is 5.6 and ranks 14th highest for recorded anti-social behaviour. It is below 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** - [Homepage](#) | [Walsall Council](#)
- **Economic Intelligence Unit (EIU)** - <https://www.theeiu.org>
- **Office for National Statistics (ONS)** -
 - Census 2021 Ward data, England and Wales
<https://www.ons.gov.uk/releases/warddataenglandandwalescensus2021>
 - Census 2021 Walsall Population Summary
<https://www.ons.gov.uk/visualisations/censuspopulationchange/E08000030>
- **NOMIS** Official Census and Labour Market Statistics - <https://www.nomisweb.co.uk/>

Acknowledgements

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For more information and Business Insights please visit our website:

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

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