Paddock

Ward Profile

Produced by Walsall Business Insights January 2024



Welcome to Paddock





Did You Know? Leisure:

- **Walsall Arboretum -** This rural retreat at the heart of Walsall town centre opened in 1874. It spans 170 acres and includes Hatherton Lake, the country park and the extension on Broadway North. The park includes gardens, green spaces, and sports facilities. When you visit the Arboretum you will see a wide range of flora and wildlife. It has over 10,000 different species of trees and shrubs, which make a perfect backdrop for wedding photos and also within Paddock ward there is a Childrens play area, Outdoor fitness equipment, Splash pad and Skate park.
- Merrions Wood Local Nature reserve has a Green Flag award and is a Site of Importance to Nature Conservation recognised for the value of its geology, wildlife and biodiversity and given high level of protection within local planning systems.

Sports: Paddock has a Tennis Club, Rugby Union Football Club, Aston University recreation Centre and is also home to West Bromwich Albion's Training Ground.

West Midlands Army Reserve Forces Centre is based in Sutton Road and is the Walsall detachment for the Cadets association.





- Covers 4.62 sq km (462.1 ha)
- Makes up 4.4% of the total area of Walsall Borough
- Has a population density of 2,856 people per square kilometer

(This is lower than borough average of 3,159)

Councillors

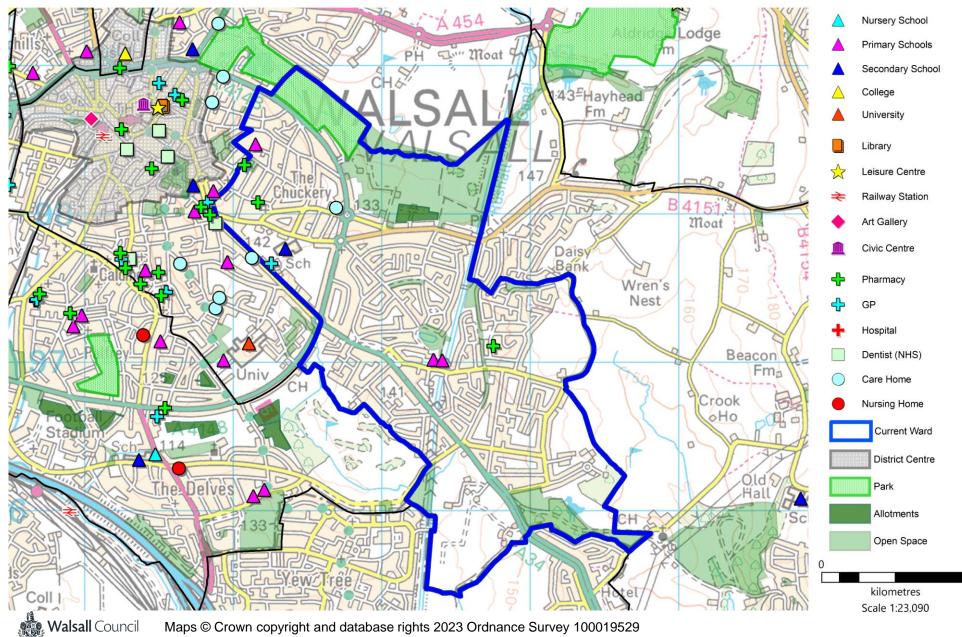




Place

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

Assets

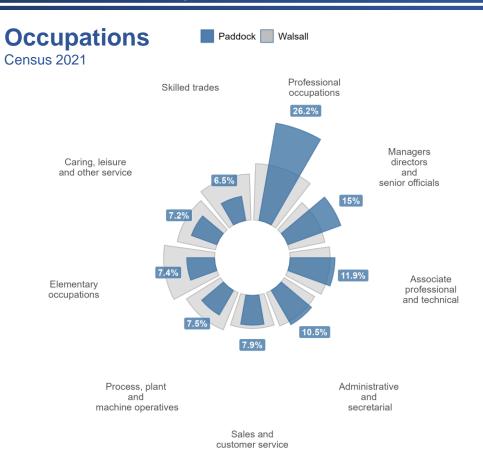


Paddock Assets Map

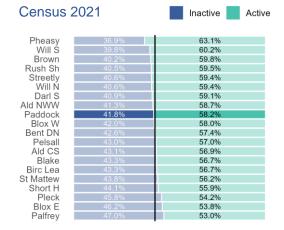
Walsall Council

Illustrates Paddock's geography and highlights key local assets.

Economy and Workforce

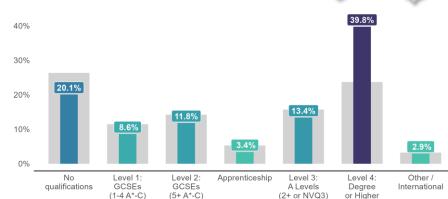


Economic Status



Qualifications





Grey bars = Walsall

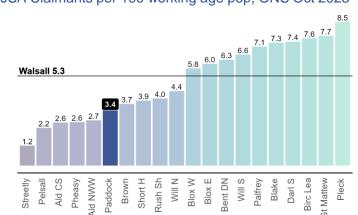
58.2%

Are Economically Active

9th highest of Walsall's 20 Wards. Inactivity includes retirees, students, long-term sick/disabled, homemaking and other. Paddock's population has very high level of qualifications: 39.8% of adults at degree or higher level, contrasted to Walsall's 23.7%), and conversely just 20.1% have no formal qualifications (Walsall is 26.3%).

Claimant Count

JSA Claimants per 100 working age pop, ONS Oct 2023



- Paddock's Claimant Count (Jobseekers Allowance) is low, at 3.4 per 100 working age adults.
- This is below Walsall's Claimant rate (5.3), and the 6th lowest rate of the 20 wards.

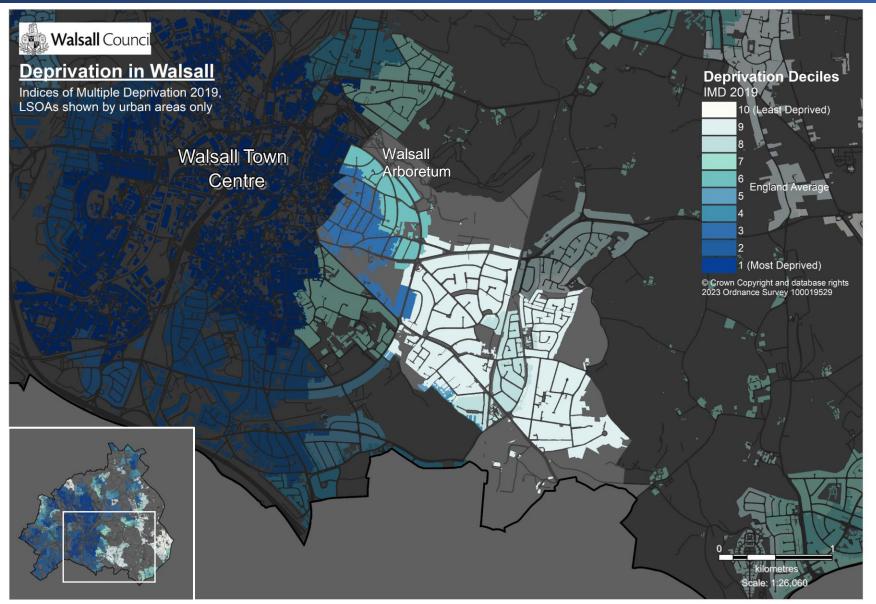
- Paddock's occupational profile differs remarkably from the wider borough, reflecting the affluence of the area: professional occupations comprise over a quarter of the workforce (26.2%, Walsall 14.9%), and a substantially higher share of Managers/Directors (15%, Walsall 9.6%).
- This indicates the labour force of Paddock is skewed towards proportionately more professional and director level occupations, with relatively fewer manual labourers, skilled trades and machine operators than elsewhere in the borough.



Source: Census 2021

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Deprivation



Paddock is a relatively affluent, low deprivation ward: none of population reside in highly deprived areas. One neighbourhood, bordering Walsall town centre, is below the England average (3rd decile).

Paddock does, however, face some challenges with specific deprivation domains, ranking poorly in deprivation for **Outdoors indicators such as Air Quality and Road Traffic** (3rd decile).

It ranks positively for **Children and Young People**, falling within the 8th decile of England areas, and in the 7th decile for **Education**, **Skills and Training**.

England (2 in 10)



0 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



4,700 Households 1

Increased since 2011, Ward makes up **4.2%** of all Walsall Households



223 (4.7%) Paddock's Households are Lone Parents of Dependent children



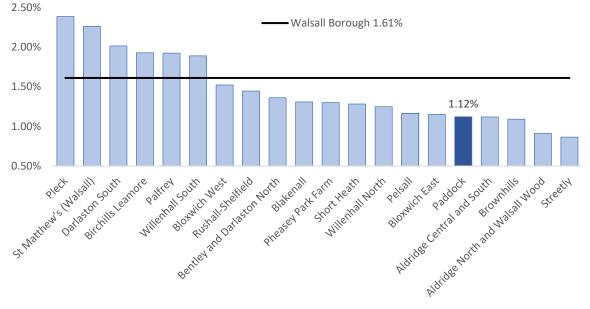
21.5% School Children & Full- time Students (aged 5yrs & over) Approximately 2:9



81% Homeowners 4.0% Socially Rented (Compared to Borough 23.7%)

- Paddock's household population of full-time students and schoolchildren, aged over
 5yrs, is 21.5%,levelling Walsall (22.1%) with a similar number to Bloxwich East (21.2%)
- Paddock has the 2nd lowest number of Single-family households consisting of a lone parent with dependent children, making up 4.7% of the ward's households. The number of lone parent households in Paddock, is approximately half that of Willenhall North (432) and less than one third of Willenhall South (703)
- Paddock has 3rd highest number of homeowners 81% owned. Of those, 58% are owned outright, without a mortgage or shared ownership, this is 2nd highest in Walsall with Short Heath having 60.6%. 15% of households rent privately or live rent free. Approximately 1 in 25 homes are socially rented (4%), 2nd lowest in Walsall and very low compared to Birchills Leamore where there is ten times more, (40.7%) rent socially
- The number of households living with **no** central heating across the borough has
 positively decreased by about half since 2011. Paddock ranks 5th fewest with 1.12% of
 households living with no central heating. This is much better compared to Pleck
 (2.39%) and 3rd lowest in terms of number, only 53 households without central heating.

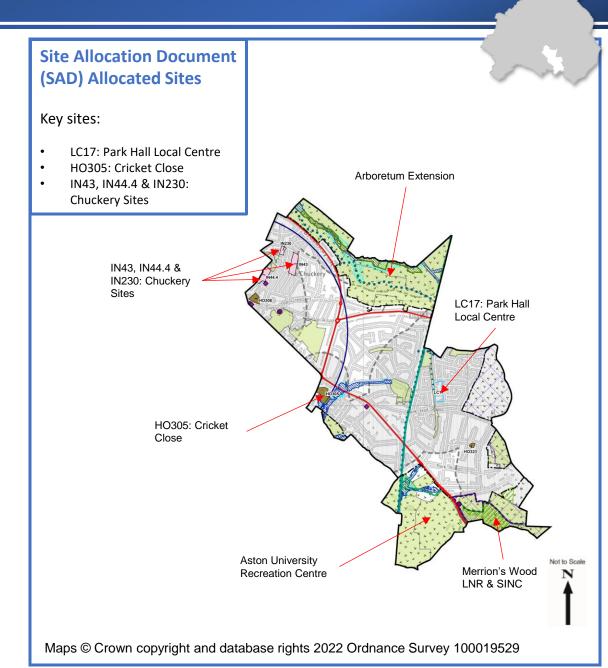
% Households in Ward with no Central heating





Development / Regeneration

- · Easy access to facilities in Walsall Town Centre.
- Includes considerable Greenspace such as Walsall Arboretum and Merrions Wood. Part of the ward is in Green Belt.
- Home to several SMEs and WBA FC's training ground is located off Birmingham Road.
- Residential Developments completed in area: Broadway North and Adjacent Mali Jenkins; Woodside Close - Change of use of former shops to residential.
- Cricket Close planning permission for residential (granted on appeal) with the
 exception of the tennis courts themselves for which there is a current
 application for residential development awaiting determination. Understood that
 the tennis club have found an alternative site.
- Chamberlin & Hill prominent business with Headquarters in Chuckey has recently closed.
- Transport Improvements A34 Route: existing road safety facilities along the route include average speed enforcement cameras in partnership with WM Police. EV Chargepoint installed and live on Lincoln Road. One of our first public EV chargepoints in the borough's roll out.
- Transport improvements include **A34 Sprint** (bus rapid transit scheme) phase 2 infrastructure and new articulated vehicles pending.
- Chamberlin & Hill future use of the site to be considered as part of the Walsall Borough Local Plan.







People

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

Demography



13,200

Population



52% Female **48%** Male



19% Aged 0-15 Approximately 1 in 5 people (2,500)



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



21% Aged 65+ Approximately 1 in 5 people (2,800)



41 YearsMedian Age (Walsall 39)



Asian

White

38%

Other

Black

Mixed

8%

3%

3%

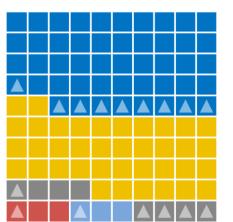
48%

+ 1.5% Population since 2011

+ 196 people. Walsall increased by 5.5%

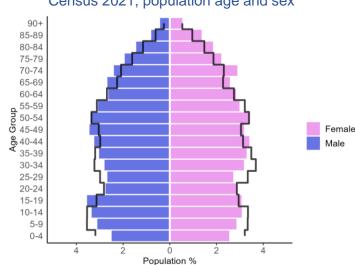
Ethnicity

Census 2021, resident population



Population Pyramid

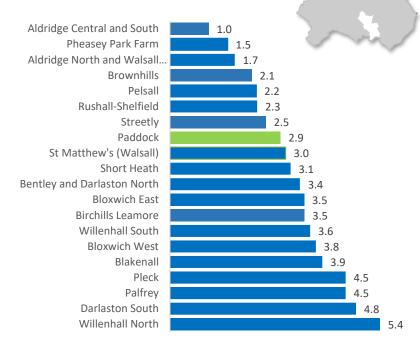
Census 2021, population age and sex



Black Line = Walsall 9

Population Density

Census 2021, population per km²

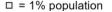


Key Points:

- Paddock has the 6th oldest population of Walsall's wards, with around 1 in 5
 people over the age of 65yrs, with a median age of 41 years old. This is
 approximately 2 years above the Borough average (39 years), and a contrast to
 Walsall's youngest wards, Blakenall and Pleck, at 32 years.
- In terms of Population Density, Paddock is the 8th least populated ward in Walsall, with similar density to St. Matthews ward, equating to 2,856 people per sq. km. For context, Walsall's density is 2,733 and Paddock has almost twice the population density of Pheasey Park Farm, with 1,492 people per sq.km
- Despite a small population growth since 2011, ethnically, the ward has seen a shift to now majority Asian population (48%), with the White British group reducing by 15% within the last decade. Black (3%) and Mixed (3%) have both increased by 1% and the Other Ethnic Group has also seen a jump from 3% to 8%

Data Source: Census 2021



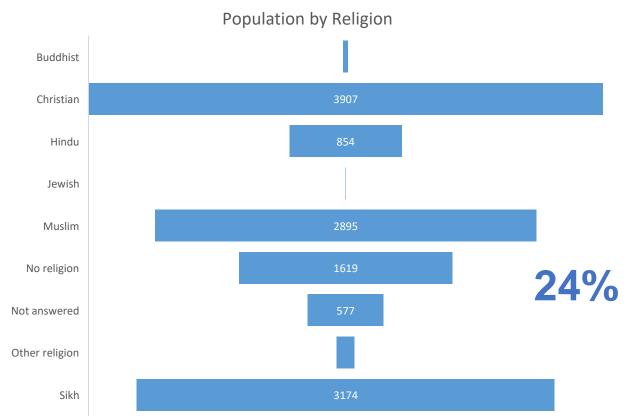


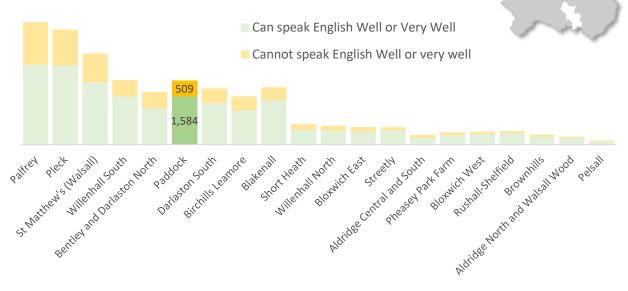
▲ = increase since 2011

Language and Religion



78% of Paddock's Households where All Adults use English as main language





- 90.5% of households have all or at least one adult where English is the main language, compared to 81.1% in Palfrey & Pleck. When English is not the main spoken language, 24% of these residents cannot speak English or cannot speak it well.
- Paddock has higher numbers of non-English speakers in household (371) equating to 7.8% of ward, but still half that of Palfrey (752),14.2% of it's ward.

24% household residents are Sikh (Borough 6%)

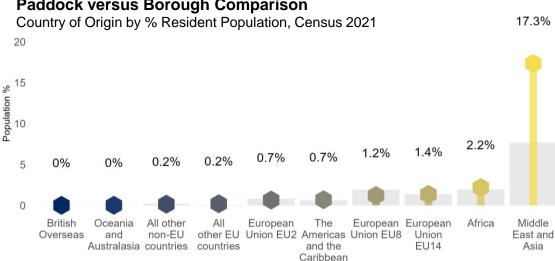
- Paddock ,along with Pleck ward ,has the second lowest population of Christian residents (29.6%),and below the borough percentage of 45%. Sikh (24%), Muslim (22%) and Hindu (6.5%) populations, are all higher than Walsall overall.
- 12.3% of Paddock residents reported in 2021 Census as having No Religion and only 4.4% did not answer the census question.(Borough 30.2%)



Non-UK Country of Birth



Paddock versus Borough Comparison



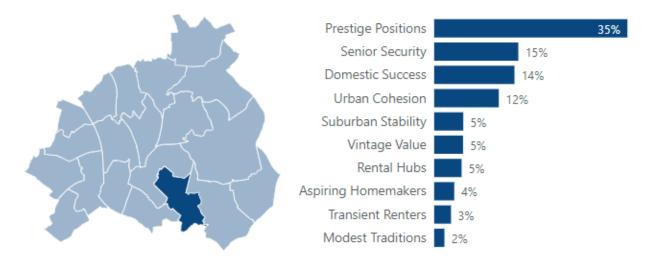
Key Points:

- With 76.1% of residents being UK born, Paddock has the 4th largest proportion of non-UK born residents of the 20 Walsall wards, substantially above the borough's 14.7%.
- A large proportion of Paddock's population were born in the Middle East and Asia, at around 2,290 residents or approximately 17.3% (Walsall 7.9%).
- African born residents are relatively similar levels as the wider borough, at 2.2%, as are EU14 born residents: founding EU states such as Germany, France, Italy and Spain, accounting for 1.4% of the population.
- There appear to be relatively fewer whom were born in EU8 states (2004 EU enlargement nations such as Poland, Hungary, Lithuania, Slovenia and Slovakia).



Social Segmentation

Social Segment Composition of Walsall Wards (% Households)



Prestige Position Financial Resilience High Resilience

Key Points:

- Social Segmentation is a means of categorising residential populations by shared socio-economic traits and behaviours.
- Paddock features a range of segments with the largest being
 Prestige Positions, followed by Senior Security and Domestic
 Success. 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 shock than other segments across the Walsall borough.
- The largest segment, Prestige Positions (35% of households), tend to be high earning, highly educated older couples.

Prestige Positions



Established families in large detached homes living upmarket lifestyles

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

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

Domestic Success



Thriving families who are busy bringing up children and following careers

Families with children

Mid to high household income

Monthly discretionary income under £1000

Very high mortgage debt

Internet via smartphone

Online shoppers



71,200

Household Income



Age Band





Property Type



Education



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

Primary

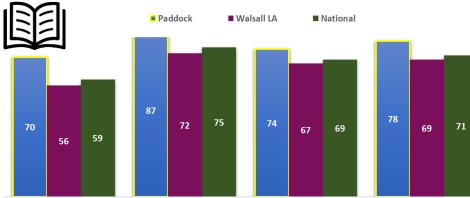
Chuckery Primary Park Hall Infant Academy Park Hall Junior Academy

Secondary

Queen Mary's Grammar School

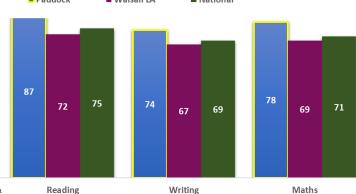


% Good or **Outstanding**



% Children who achieved the expected standard at KS2 in 2022

Combined Reading, Writing & Maths



Achieving GCSE English and maths 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.

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 percentage of children who reside in the Paddock ward and who reached the expected standard is higher than both the Walsall and National averages in all core subjects.

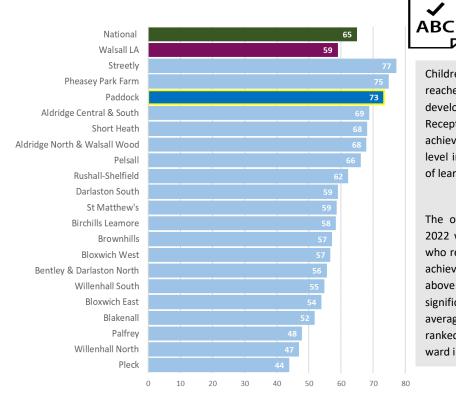
At the end of KS4 (Year 11) pupils sit examinations in a range of GCSE and other vocational qualifications.

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%.

A higher proportion of students resident in the Paddock ward achieve a standard pass in GCSE English and maths.

66% of students achieve a good pass in English and maths GCSE which is significantly higher than the national average by 11%

% Children who reached a good level of development in 2022

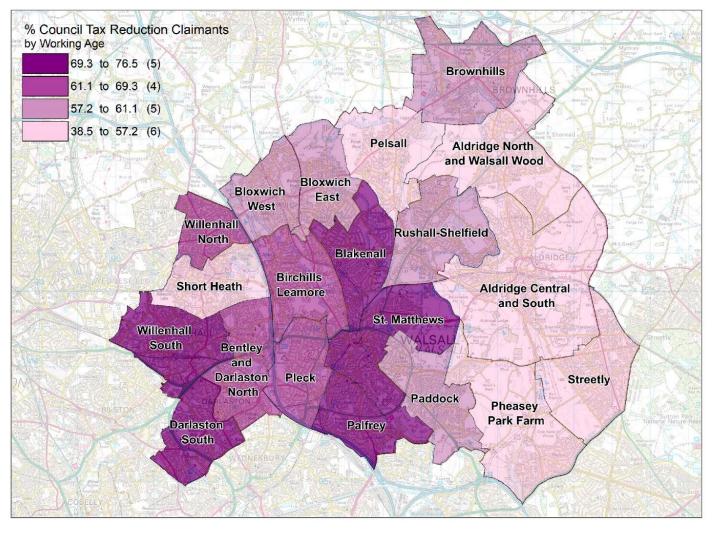


Children are defined as having reached a good level of development at the end of their Reception year if they have achieved at least the expected level in prime and specific areas of learning.

The overall GLD for Walsall in 2022 was 59%. 73% of children who reside in the Paddock ward achieved this threshold, 14% above the LA average and significantly above the National average by 8%. Paddock ward is ranked 3rd highest performing ward in Walsall

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 **Walsall** Council

Council Tax Reduction (CTR) household claimants – working age

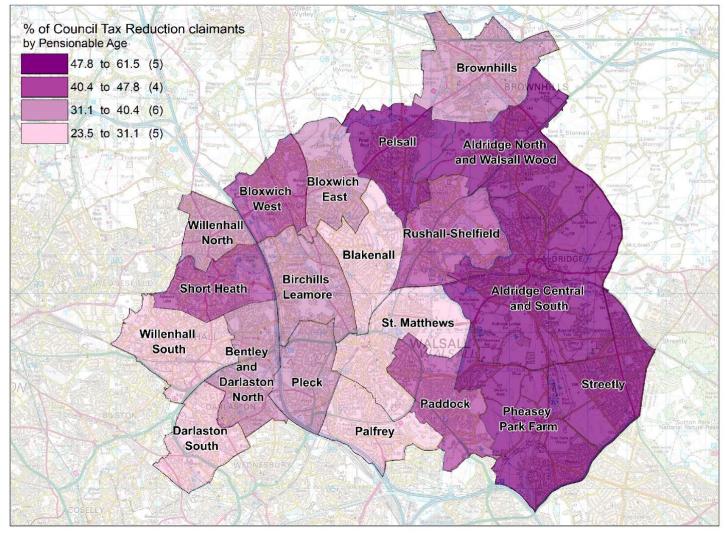


59.0% of households in Paddock claim CTR by working age (eighth lowest of Walsall's wards) but is lower than the Borough average of 64.1%.

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



Council Tax Reduction (CTR) household claimants – pensionable age



41% of households in Paddock claim CTR by pensionable age (ranking 8th highest out of Walsall's wards), and above the Borough average of 35.9%.

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Health & Social Care

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

General Health

What is the General Health of Streetly?

Census 2021, % of resident population



- Paddock's residents report their general level of health well with 82.8% being rated good or better, ranking 2nd highest of Walsall's wards, and exceeding the England average of 82.1%
- Approximately 1 in 22 Paddock residents reported living in poor health or worse compared to approx. 1 in 12 in Bloxwich East (the ward with the poorest self-reported general health).





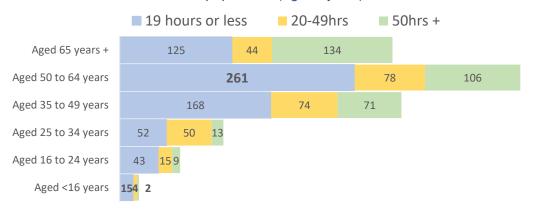
14.8% Reported as Disabled

Where day-to-day activities are limited (approximately 1 in 7 residents).

- This is lower than Walsall figure (19.1%) and ranks 2nd lowest out of Walsall's 20 wards above Streetly
- 5.6% have a long term physical or mental Health condition but daily activities are not limited, this ranks about average and in line with Bloxwich West (5.7%)

Unpaid Care

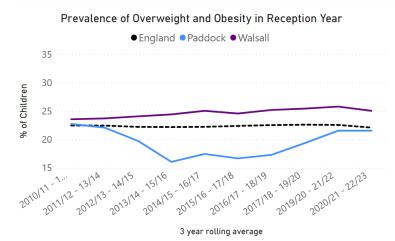
Census 2021, resident population (aged 5yrs +)



- **5th Lowest** number of Unpaid carers in Walsall, 1,264 compared to Aldridge Central & South with highest (1,471) but has higher number of young carers.
- **10.1%** of residents provide weekly unpaid care. 40% of carers providing more than 50hrs care per week are aged over 65yrs themselves.

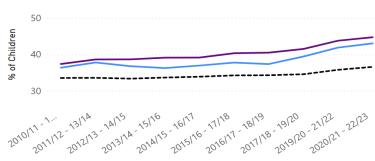


Child Healthy Weight



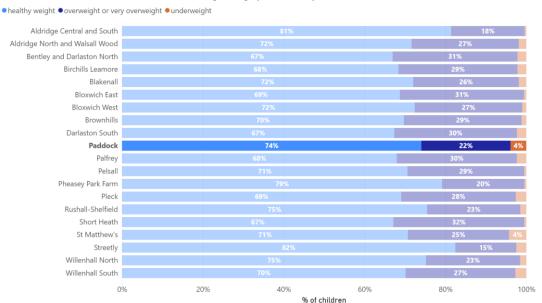
The prevalence of Reception-aged children who are overvobese in Paddock has increased significantly in recent year However, it is still below the national rate and significantly than the Walsall average.





The prevalence of Year 6 children who are overweight or obese in Paddock has also increased in trend since 2018 and, although it is slightly lower than the Walsall average, it is significantly higher than the national rate.

Weight category of children by ward



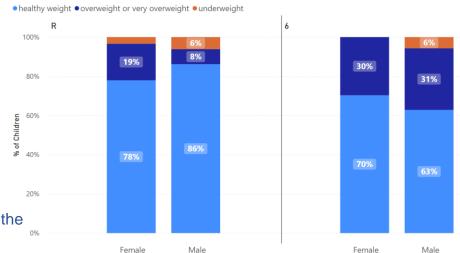


Overall, in Paddock around

3 in 4

children are a healthy weight, which is similar to the Walsall average.

Weight Category of Children by Sex



In Reception aged children in this ward, a significantly higher proportion of boys are of a healthy weight than girls, although 6% of boys were underweight, which is significantly higher than the local and national rate.

In Year 6, the proportion of children that are overweight or obese is similar in boys and girls. However, because 6% of boys are underweight, this means that the number of boys than are a healthy weight is lower in boys than girls in this ward.



Source: National Child Measurement Programme (NCMP) 2023

Adult Social Care

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

414

New requests for support, received from

262 individuals

7 people aged 18-24, 44 aged 25-64 and 211 aged 65+

112

People received an assessment

4 people aged 18-24, 17 aged 25-64 and 91 aged 65+

30 assessments resulted in a long term service

18

Carers were assessed and supported during the year



0 people aged 18-24, 8 aged 25-64 and 10 aged 65+

100

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



3 people aged 18-24, 30 aged 25-64 and 67 aged 65+

92

Safeguarding concerns were received, relating to

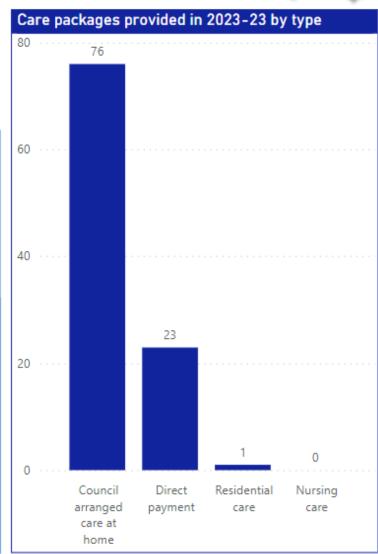
71 individuals

9 people aged 18-24, 24 aged 25-64 and 38 aged 65+

26.09%

Of safeguarding concerns received progressed to a formal investigation

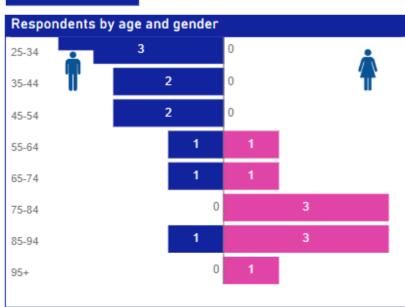




Adult Social Care Adult User Survey 2022-23

Responses from Ward residents

75 19 25.33% People surveyed Response rate Responses 19 Responses People residing in their own home were 0 received People residing in nursing care from 0 People residing in residential care









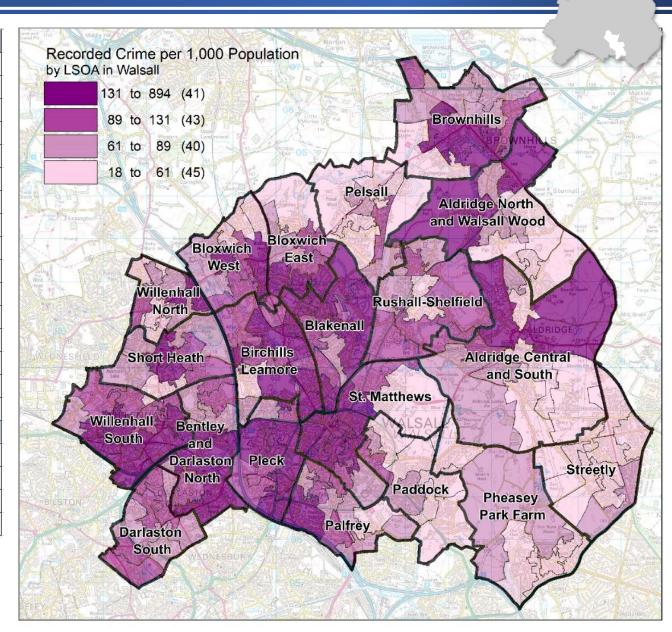
Crime

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

Recorded Crime

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

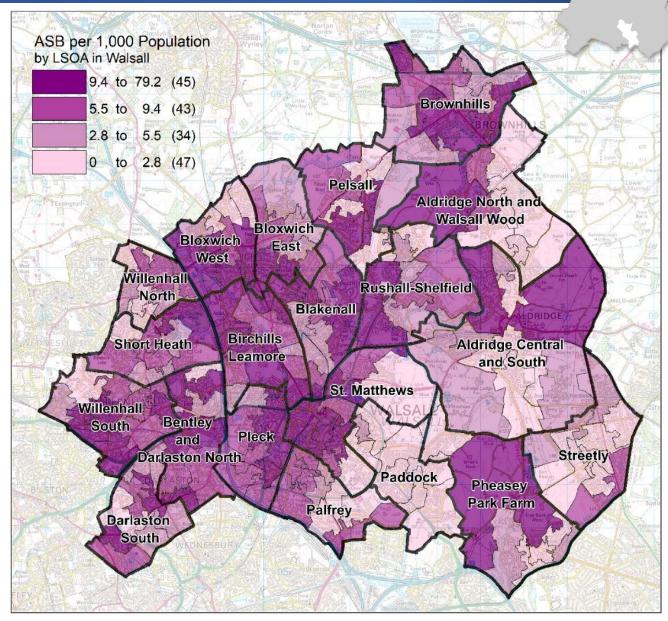
Paddock ward ranks low for recorded crime, at a rate of 57.9, considerably lower than the borough average and with only slight variations at a LSOA level.



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

Paddock ward ranks lowest for recorded anti-social behaviour, with a rate of 1.6, lower than the borough average of 8.2 and only slight 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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