

**Census 2011**

# **South Staffordshire Ward Profile**

## **Bilbrook**

**Spring 2013**

## Document details

Title	South Staffordshire Ward Profile Bilbrook Spring 2013
Creators	Becky Harris Corporate Policy Officer, Policy and Partnership Services  Mark Rogers Intelligence Officer, Policy and Partnership Services
Data source	Source: Office for National Statistics © Crown Copyright 2012
Disclaimer	South Staffordshire Council whilst believing the information is correct in this publication, does not guarantee its accuracy nor does it accept any liability for any direct or indirect loss or damage or other consequences, however arising from the use of such information supplied.

**If you need a copy of this information in large print, Braille, another language or on cassette, please contact Policy and Partnerships.**

## Profile overview

A Census is carried out every 10 years in the UK by the Office for National Statistics (ONS) in accordance with the Census Act 1920. The last Census took place on 27th March 2011 and for over a year the ONS has been processing and checking the resulting data. The data is a quality assured estimate based on the actual response to the Census nationally.

Policy and Partnerships have analysed the data released at a ward level and produced an individual profile for every ward in South Staffordshire.

The following ward profile includes data on the following subjects-

- Population structure by gender and age
- Demographic information – age, ethnicity, religion
- Economic information – numbers of hours worked by gender, car or van availability, qualifications and unemployment
- Household composition — how many of the households are occupied by residents living on their own
- Health – long term health problems, limited day to day activities, and those residents who are providing unpaid care
- Customer Insight – generalised picture of the behaviours and motivations living in this ward

**We hope that you find this profile useful as it provides an up to date insight into the ward and also South Staffordshire.**

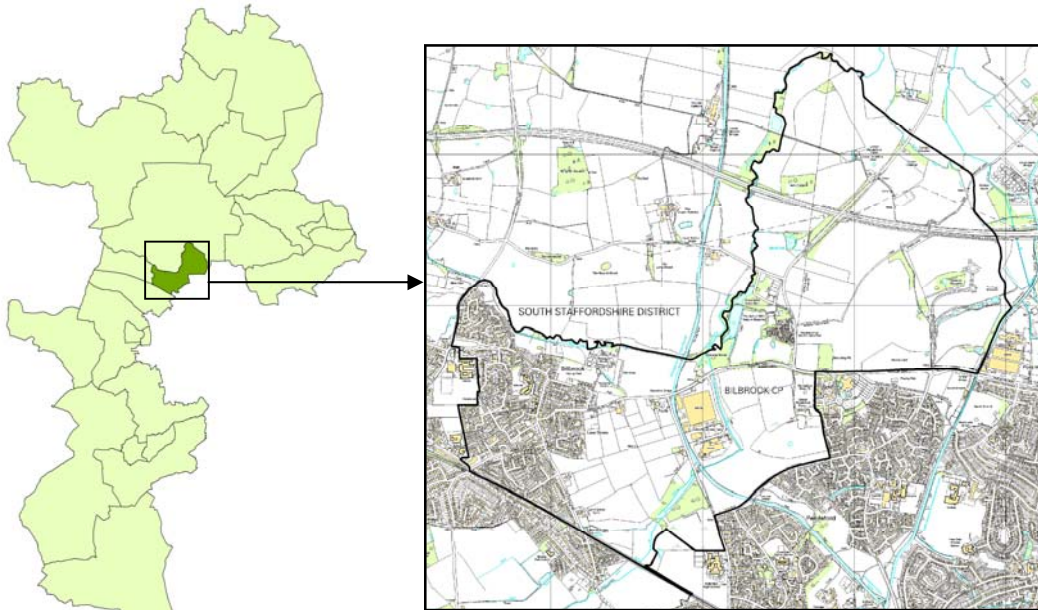
# Bilbrook Ward

## About the ward

This ward forms part of Locality 4 with the boundaries being the same as that of Bilbrook Parish. This ward shares borders with Codsall North, Codsall South and Brewwood & Coven.

This ward is home to Balliol and Pendeford Business Parks, Pendeford Hall Mobile Home Park, Pendeford Mill Nature Reserve and Lane Green Depot.

This ward has both Lane Green First School and Bilbrook Middle School and is one of the few wards in South Staffordshire to have a train station. In addition, both the Shropshire Union Canal and the River Penk flow through this ward. The site of the i54 Project is located towards the east of the ward.

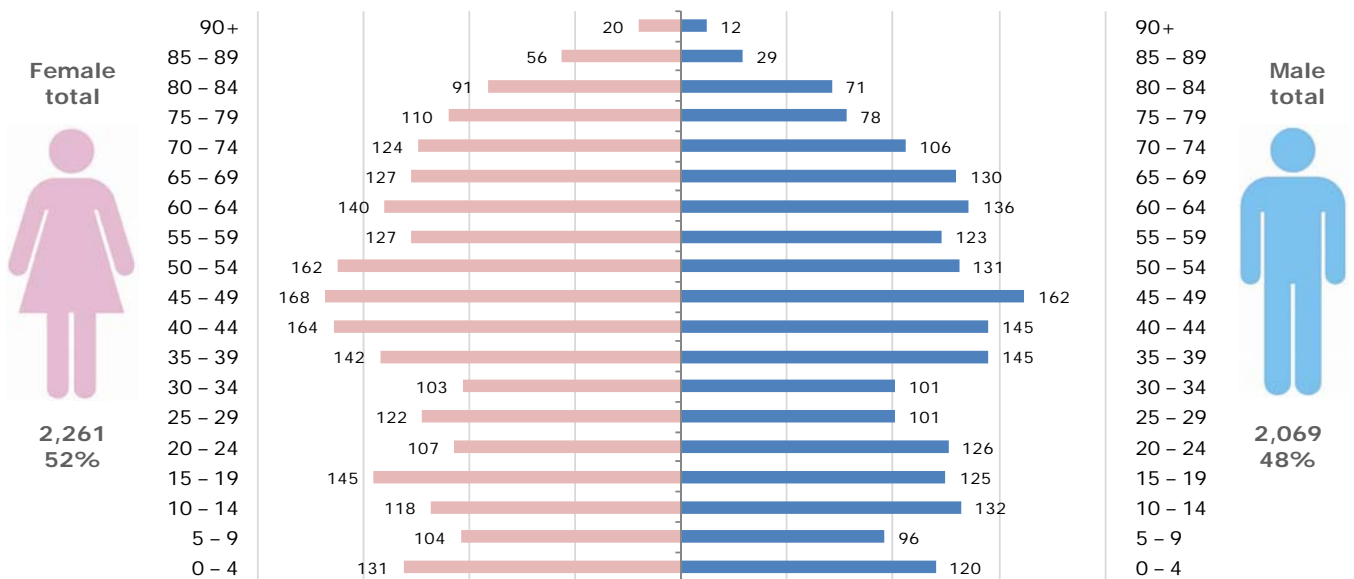


© Crown copyright and database rights 2013 Ordnance Survey 100019681

## Ward Population

In 2011, there were 4,330 residents who live in the ward of Bilbrook comprising of 2,069 males and 2,261 females. This is the second most populated ward in the locality and the 12th most populated ward in the district.

The population of the ward according to the 2001 census was 4,077, meaning there has been an increase of 6.2%.



## Age comparison

The table below gives a proportional breakdown of residents by age bands for the ward and the district.

	Bilbrook	Bilbrook %	South Staffordshire %
0-19 years old	971	22.4%	21.3%
20-39 years old	947	21.9%	20.5%
40-59 years old	1,182	27.3%	29.9%
60+	1,230	28.4%	28.3%
<b>Total</b>	<b>4,330</b>	<b>100%</b>	<b>100%</b>

Compared to the 2001 Census, the number of residents aged 0-19 was 928, which was a proportion of 22.8%. There were 1,123 residents aged 60 or over, which was a proportion of 27.5%.

## Ethnicity

The table below gives a proportional breakdown of the ethnicity for the ward and the district.

	Bilbrook	Bilbrook %	South Staffordshire %
White	4,046	93.4%	95.9%
Mixed/multiple ethnic groups	96	2.2%	1.4%
Asian/Asian British	142	3.3%	2.0%
Black/African/ Caribbean/ Black British	21	0.5%	0.5%
Arab	6	0.1%	0.0%
Other ethnic group:	19	0.5%	0.2%
<b>Total</b>	<b>4,330</b>	<b>100%</b>	<b>100%</b>

Compared to the 2001 Census, the number of residents in the white ethnic group was 3,992, which was a proportion of 97.9%. There were 25 Asian/Asian British residents in 2001, which was a proportion of 0.6%.

## Religion

The table below gives a proportional breakdown of the religion for the ward and the district.

	Bilbrook	Bilbrook %	South Staffordshire %
Christian	3,163	73.0%	73.3%
Buddhist	8	0.2%	0.2%
Hindu	16	0.4%	0.4%
Jewish	0	0.0%	0.0%
Muslim	18	0.4%	0.3%
Sikh	87	2.0%	0.9%
Other religion	21	0.5%	0.3%
No religion	777	18.0%	18.5%
Religion not stated	240	5.5%	6.1%
<b>Total</b>	<b>4,330</b>	<b>100%</b>	<b>100%</b>

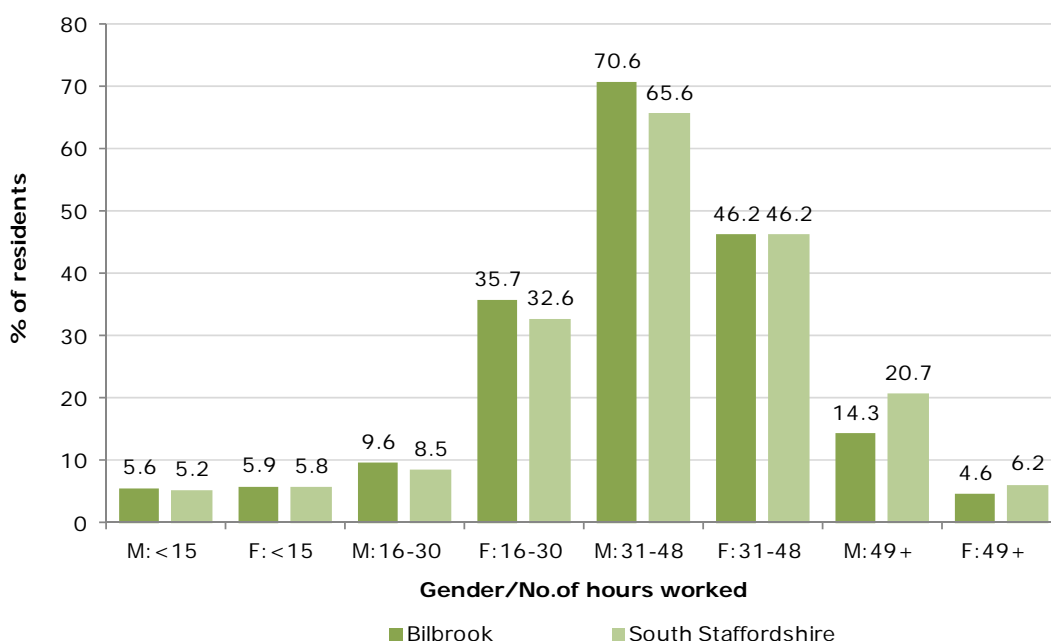
Compared to the 2001 Census, there were 3,451 Christians in Bilbrook, representing a proportion of 84.7%. There were 343 residents with no religion, which accounted for 8.4% of the population.

### Number of hours worked by gender

The number of residents aged 16-74 years old who are in employment is 1,999. The table below shows, by gender, the number of hours worked by residents on either a part or full time basis.

Part-time: 15 hours or less worked		Part-time: 16 to 30 hours worked		Full-time: 31 to 48 hours worked		Full-time: 49 or more hours worked	
Males	Females	Males	Females	Males	Females	Males	Females
57	131	98	347	724	450	147	45
188		445		1174		192	

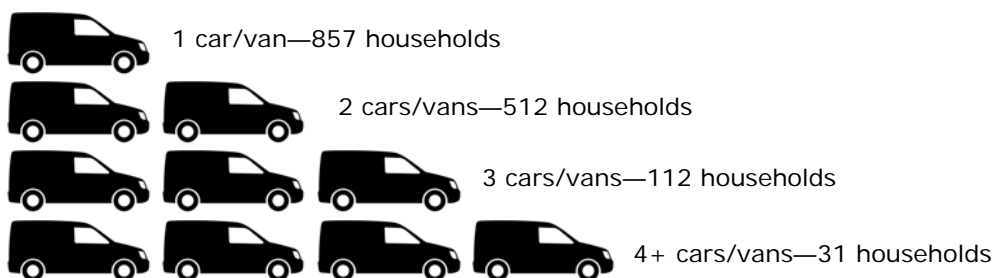
Additionally, the percentage rates for the ward and for the district are shown below. For instance, it can be seen that 70.6% of males in Bilbrook work between 31 and 48 hours a week. This proportion is 5% more than the district rate.



### Car or van availability

There are 2,345 cars or vans in the Bilbrook area. Despite this, there are 390 households in the ward that do not have access to either a car or a van.

No cars or vans-390 households



The rate of households in the ward that don't have access is 20.5%, which is the highest in the district. The rate for South Staffordshire is 13.2%.

### Household composition

In Bilbrook, there are 1,902 households and the house composition varies greatly. The figures below give a total and a percentage rate of households who are of a single occupant, aged 65 or over and lone parents (of both dependent and non-dependent).



One person household  
All ages

Total=578  
Ward rate=30.4%  
District rate=25.3%



One person household:  
Aged 65+

Total=316  
Ward rate=16.6%  
District rate=13.3%



Lone parent:  
Dependent children

Total=155  
Ward rate=8.1%  
District rate=5.1%



Lone parent: All children  
non-dependent

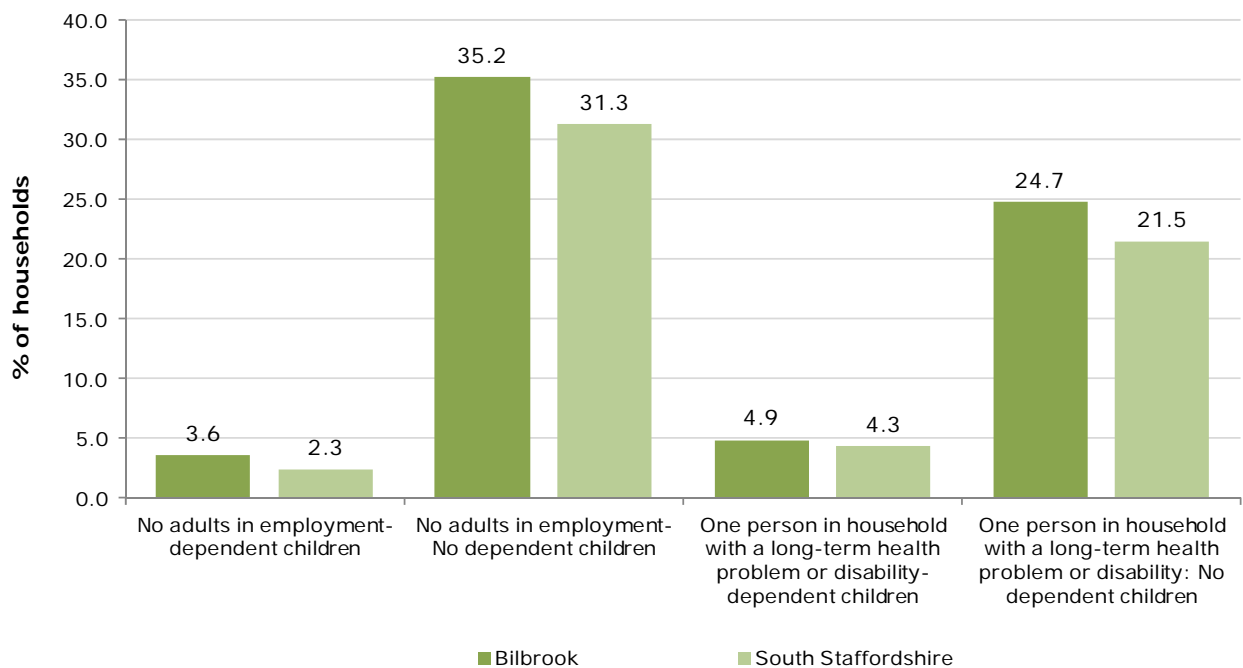
Total=79  
Ward rate=4.2%  
District rate=3.2%

### Adults not in employment

In Bilbrook, there are 737 households where there are no adults in employment (68 with children who are dependent and 669 with no dependent children). The number of households with one person with a long term disability is 563 (93 with dependent children and 470 without).

	No adults in employment in household		One person in household with a long-term health problem or disability	
Bilbrook	With dependent children	No dependent children	With dependent children	No dependent children
<b>Total</b>	<b>68</b>	<b>669</b>	<b>93</b>	<b>470</b>

For comparison purposes, the proportion rates for the district can be seen in the graph below with those of the ward.

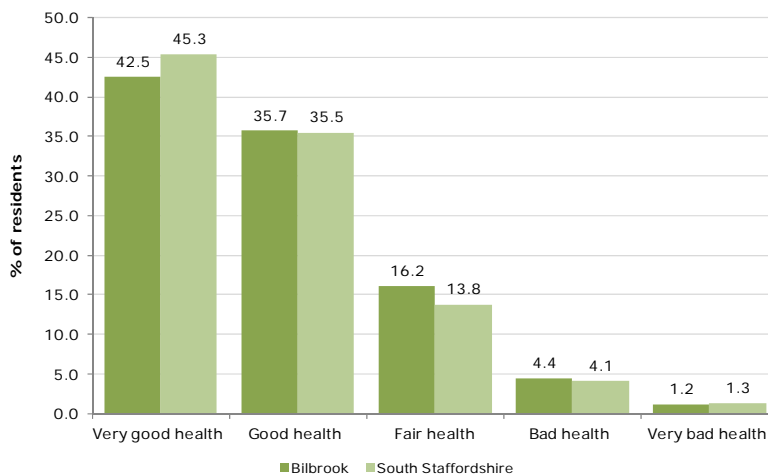




## Long term health problems

In Bilbrook, there are 1,840 residents who consider themselves in very good health. This equates to 42.5% of the population. A table giving the numeric breakdown is below, along with a graph showing the percentage proportion compared with the district.

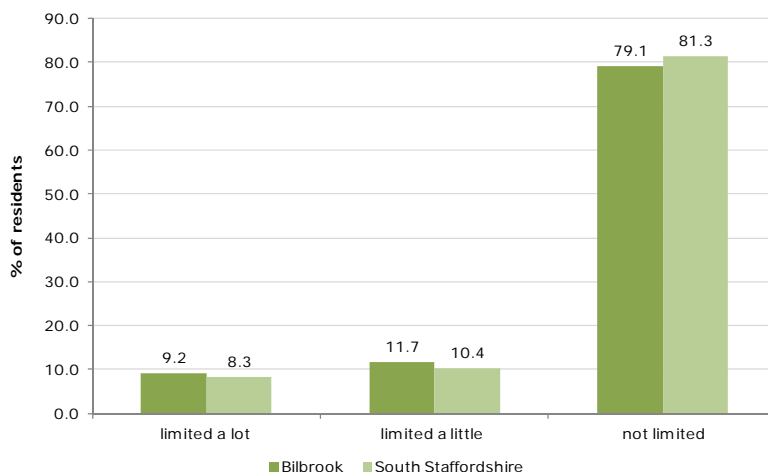
	No. of residents
Very good health	1,840
Good health	1,547
Fair health	700
Bad health	191
Very bad health	52
<b>Total</b>	<b>4,330</b>



## Day to day activities

In Bilbrook, there are 398 residents whose day to day activities are limited a lot. This equates to 9.2% of the population. A table giving the numeric breakdown is below, along with a graph showing the percentage proportion compared with the district.

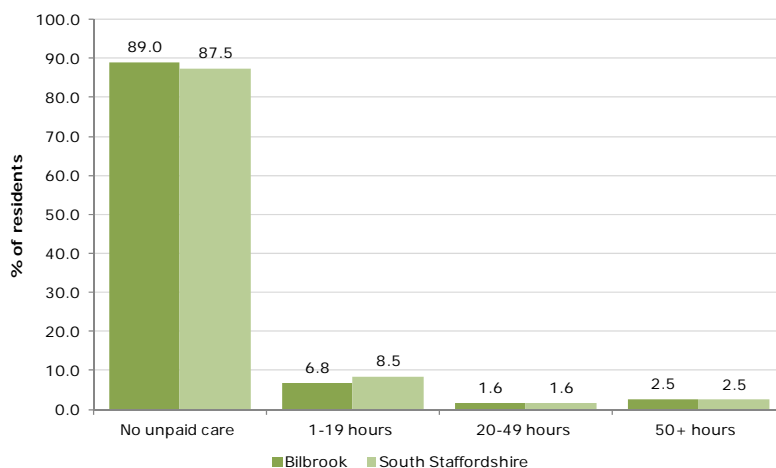
	No. of residents
Limited a lot	398
Limited a little	508
Not limited	3,424
<b>Total</b>	<b>4,330</b>



## Unpaid care

In Bilbrook, there are 110 residents who provide 50 or more hours of unpaid care on a weekly basis. This equates to 2.5% of the population. A table giving the numeric breakdown is below, along with a graph showing the percentage proportion compared with the district.

	No. of residents
No unpaid care	3,854
1-19 hours	296
20-49 hours	70
50+ hours	110
<b>Total</b>	<b>4,330</b>



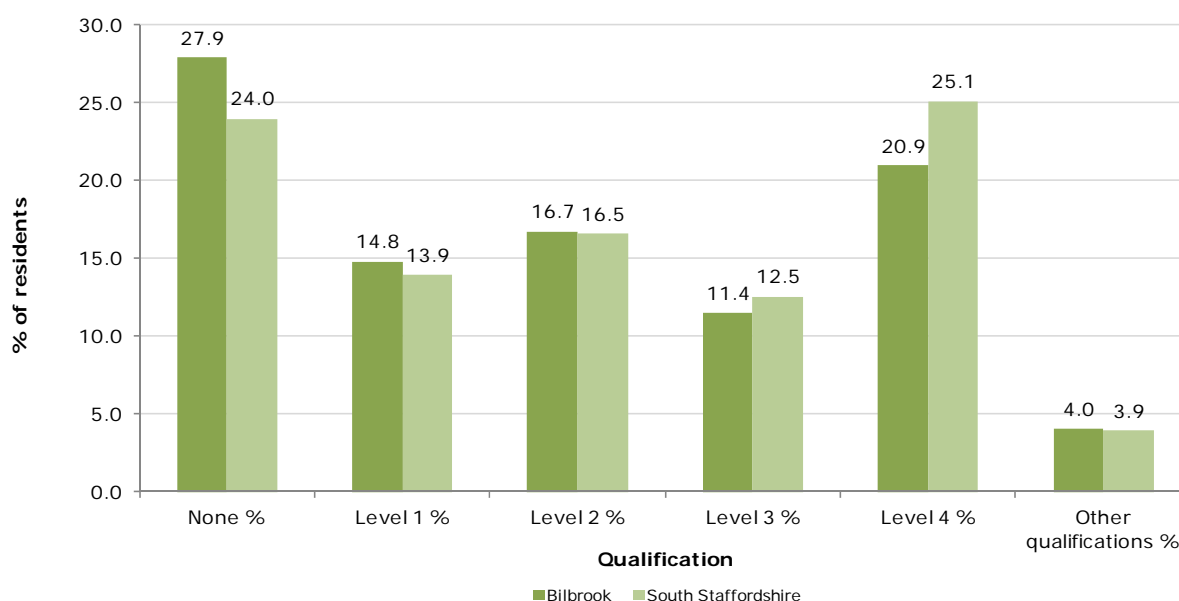
## Qualifications

The table below gives a breakdown of levels of qualification for residents aged 16 and over for this ward.

Highest level of qualification					
No qualifications	Level 1	Level 2	Level 3	Level 4	Other qualifications
997	529	598	409	749	143

In addition to this table, there are also 151 residents who have achieved an apprenticeship. From looking at the table, it can be seen there are 997 residents aged 16 or over in this ward who have no qualifications. This equates to 27.9% of the population (aged 16 and over).

This ward proportion can be seen, along with the other levels of qualification in the graph below. For comparison purposes, the district rates are included.



It can be seen that the ward of Billbrook has a higher rate of residents who have no qualifications while also having a lower rate of those who have attained Level 4 qualifications when compared to the district.

The definition of the levels of qualification are below and have been taken from the Office of National Statistics.

**Level 1:** e.g. fewer than 5 GCSEs at grades A-C, foundation GNVQ, NVQ 1, intermediate 1 national qualification (Scotland) or equivalent.

**Level 2:** e.g. 5 or more GCSEs at grades A-C, intermediate GNVQ, NVQ 2, intermediate 2 national qualification (Scotland) or equivalent.

**Level 3:** e.g. 2 or more A levels, advanced GNVQ, NVQ 3, 2 or more higher or advanced higher national qualifications (Scotland) or equivalent.

**Level 4 and above:** e.g. HND, Degree and Higher Degree level qualifications or equivalent.

The definition for **other qualifications** is "includes foreign qualifications and some professional qualifications".



## Customer Insight

In partnership with Staffordshire Observatory, South Staffordshire Council has utilised MOSAIC Public Sector software which uses information from a number of sources to categorise types of people living at different postcodes.

This allows us to produce a generalised picture of the behaviours and motivations of groups of people living in particular areas.

The groups listed below are the most populated in the ward of Bilbrook and the respective percentage proportion of residents who fall into these groups.

### Residents with sufficient incomes in right-to-buy social housing (12%)

#### Key features

- Council tenants
- Right to buy
- Comfortable lifestyles
- Few qualifications
- Hard workers
- Self reliant
- Value for money



### Elderly people reliant on state support (11%)

#### Key features

- Older people
- Retired
- Public rented
- Nursing homes
- Familiar brands
- Post offices
- Grandchildren

### Residents of small and mid-sized towns with strong local roots (26%)

#### Key features

- Strong roots
- Lower incomes
- Varying ages
- Mid-market papers
- Mixed housing
- Small towns
- Traditional



### Middle income families living in moderate suburban semis (13%)

#### Key features

- Manual and white collar
- Married
- Middle age
- Family life
- Leafy suburbs
- Comfortable affordable housing
- Industrious
- Mainstream brands



### Active elderly people living in pleasant retirement locations (9%)

#### Key features

- Retired
- Bought a smaller property
- Pensions
- Specialist shops
- Heritage sites
- Grandchildren



**South  
Staffordshire  
Council**

**South Staffordshire Council  
Council Offices  
Codsall  
WV8 1PX**

**[sstaffs.gov.uk](http://sstaffs.gov.uk)**

**01902 696000**