



We Are Walsall 2040

Postal Survey of Walsall Residents

Background and Methodology

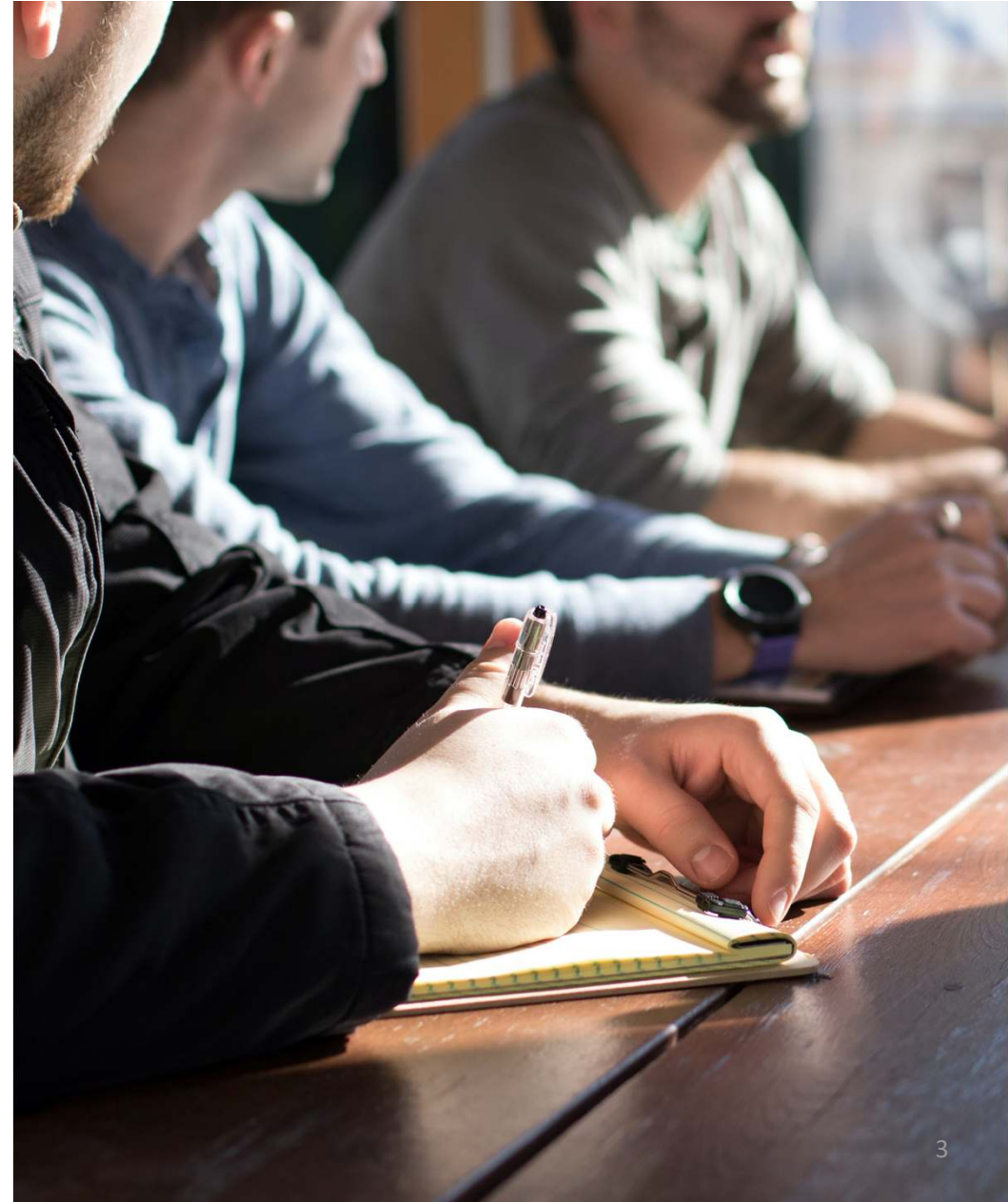
Project Background

Background

- In 2022, Walsall Borough Council commenced a 5 month programme of engagement with the community to help build their Strategic Partnership Borough Plan for the next 18 years, We Are Walsall 2040.
- As part of this, Walsall commissioned BMG Research to carry out a boroughwide survey of residents.
- The aim of this survey is to provide an up to date and accurate understanding of the priorities, concerns, hopes, wishes and aspirations of residents living in the borough, which will be used to shape the 18 year plan.

Methodology

- Sampled to be representative of the number of households by ward and Index of Multiple Deprivation (IMD) quintiles.
- Fieldwork took place between the 9th June and 15th July 2022.
- Focus groups were also held with residents of the borough to gain deeper insight.



Methodology

Survey details

- Postal survey booklet sent to 10,000 Walsall addresses
- Respondents also had the option to complete the survey online
- Sampled to be representative of the number of households by ward and IMD quintiles.
- Fieldwork took place between the 9th June and 15th July 2022.
- 1,490 residents responded (response rates by ward shown to the right)

Data

- Data is weighted based on ward, IMD quintile (1=Least deprived to 5=Most deprived), gender and age bands (16-34, 35-64 and 65+).
- Where applicable, valid responses are used with those giving invalid answers or no opinion removed. This is important with postal surveys due to respondents leaving answers blank or being illegible.
- Significance was tested to 95% within subgroups and against the total, though only significance against the total is shown in this report for simplicity.

Region	Ward	Sent	Received	Response rate
North	Birchills Leamore	582	85	15%
	Blakenall	498	59	12%
	Bloxwich East	466	67	14%
	Bloxwich West	515	68	13%
East	Aldridge Central and South	544	130	24%
	Aldridge North and Walsall Wood	492	92	19%
	Brownhills	498	80	16%
	Pelsall	425	81	19%
	Pheasey Park Farm	419	73	17%
	Rushall-Shelfield	468	52	11%
	Streetly	485	101	21%
South	Paddock	411	73	18%
	Palfrey	481	63	13%
	Pleck	507	52	10%
	St Matthew's	657	103	16%
West	Bentley and Darlaston North	489	70	14%
	Darlaston South	569	59	10%
	Short Heath	436	64	15%
	Willenhall North	449	52	12%
	Willenhall South	609	66	11%
Total		10,000	1,490	15%

Key Findings and Recommendations

Summary of Findings

- Walsall residents are much **more satisfied with their local area (60%) than the overall borough (45%) as a place to live**. However, the opposite is true for those in the most deprived areas.
- **Three quarters of residents (74%) are unlikely to recommend Walsall as a place to live**, citing the need for investment and policing amongst the reasons for this.
- While **one in ten (10%) of residents feel unsafe during the day**, this increases to **half (51%) after dark** and is higher amongst women and those in the most deprived areas.
- **Seven in ten (69%) residents believe having clean and (64%) safe streets are the most important factors** in creating an attractive area and around half believe these are highly in need of improvement.
- A third of residents **(31%) would like to see more policing and less crime and ASB** in Walsall over the next 18 years.
- Most residents would like to see **more retailers to make the town more appealing to visitors**.
- **Two thirds (62%) of residents are concerned over climate change**, with main suggestions on how to tackle climate change including more recycling and fewer vehicles on the roads (26%).
- **Three quarters (74%) of residents find it difficult to find a job in Walsall** with a quarter (25%) citing a general **lack of jobs** as a reason.
- Only half of residents **(50%) believe that young people in the borough have bright futures**.
- Two in five **(43%) residents prefer to access information, advice or support via email** from Walsall Council, while a third would prefer face to face (37%), website (34%) and leaflet (33%).
- A third of residents **would like Walsall to be known to be a desirable place to live (32%) in 18 years time** and have safer streets (29%).
- There are several differences in opinion across areas of the borough. These include **those in the East being less satisfied with the borough as a whole but more so with their local area, and those in the West and South less content with their area and being less likely to recommend Walsall as a place to live. Those living in the East of the borough also feel safer and, along with those in least deprived areas, are more likely to be concerned about environmental issues. Those in the South are more likely to think that financial and physical security (e.g. job, housing) need improving.**
- Age differences are also clear in our findings. **Those between the ages of 16 and 34 are more likely to think financial security needs improving, and want Walsall to be known for action on environmental issues.** On the other hand, **those over 65 want the borough to be a thriving place to live** and want to feel more connected to family and friends.
- Gender differences include concerns around safety, with **women feeling significantly less safe than men**. Women also think it's more important to improve access to good quality food, financial security, and work together to take environmental action.

Key Recommendations

Regeneration

- With the need for **regeneration and investment given as the key reason for a lack of advocacy for the borough as a place to live**, it is clear this is a top priority.
- More specifically this falls into several areas, with one being the desire for **more shops, restaurants and leisure activities and the belief these will make towns more pleasant for visitors**.
- **Cleanliness and upkeep is another theme** which any regeneration should include. The level of litter and fly tipping, as well as maintenance of parks, should all be priorities for improvement. These changes will be effective for both the attractiveness of the area as well as residents' wellbeing.
- **Investment in the area should also consider environmental impacts**, and aim to make Walsall more sustainable. Residents think this can be done with better recycling, less waste, and a shift to eco-friendly transport.

Crime and Safety

- **Crime is given as a key cause of residents' reluctance to recommend the borough**. Reducing crime and anti-social behaviour, along with better policing, is given as the main change residents would like to see in 18 years.
- It's clear that **residents often feel unsafe**, so improving street lighting and adding CCTV would help put more people at ease.
- **Police presence is also cited specifically as something which needs improving** to help people feel safe, and to try and deter antisocial behaviour and crimes.
- **Residents also want to feel more sense of community in the borough**, which in turn would make the area feel safer as people get to know their neighbours and the police who serve the community.

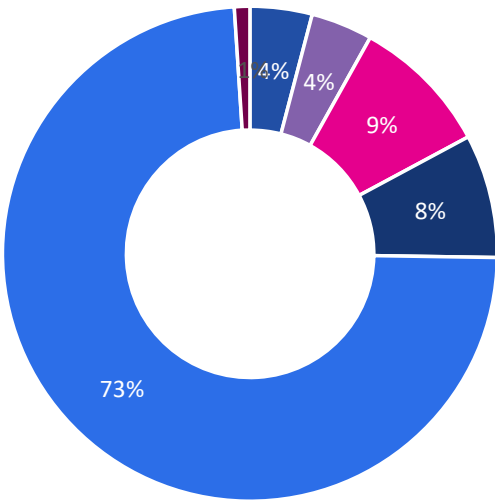
Opportunities and Security

- With **half of Walsall residents disagreeing that children and young people in the borough have bright futures and opportunities to learn, play and grow**, it's clear that this needs addressing.
- **A lack of activities for young people** is one reason for these thoughts, so investment should focus on giving young people more to do, whether this is outside spaces, vocational courses or things like a gym or theatre.
- **The majority of residents believe it is difficult to find jobs in the area**, and feel their financial security and resilience need improving. Regeneration itself should aim to **create opportunities to boost people's feelings of security, through creating new jobs**.
- In addition to feelings of security helping people's mindset, it is also key that **green spaces and the environment itself are protected**, so any regeneration should also focus on protecting these and making them good places for residents of all ages.

Experiences of Walsall

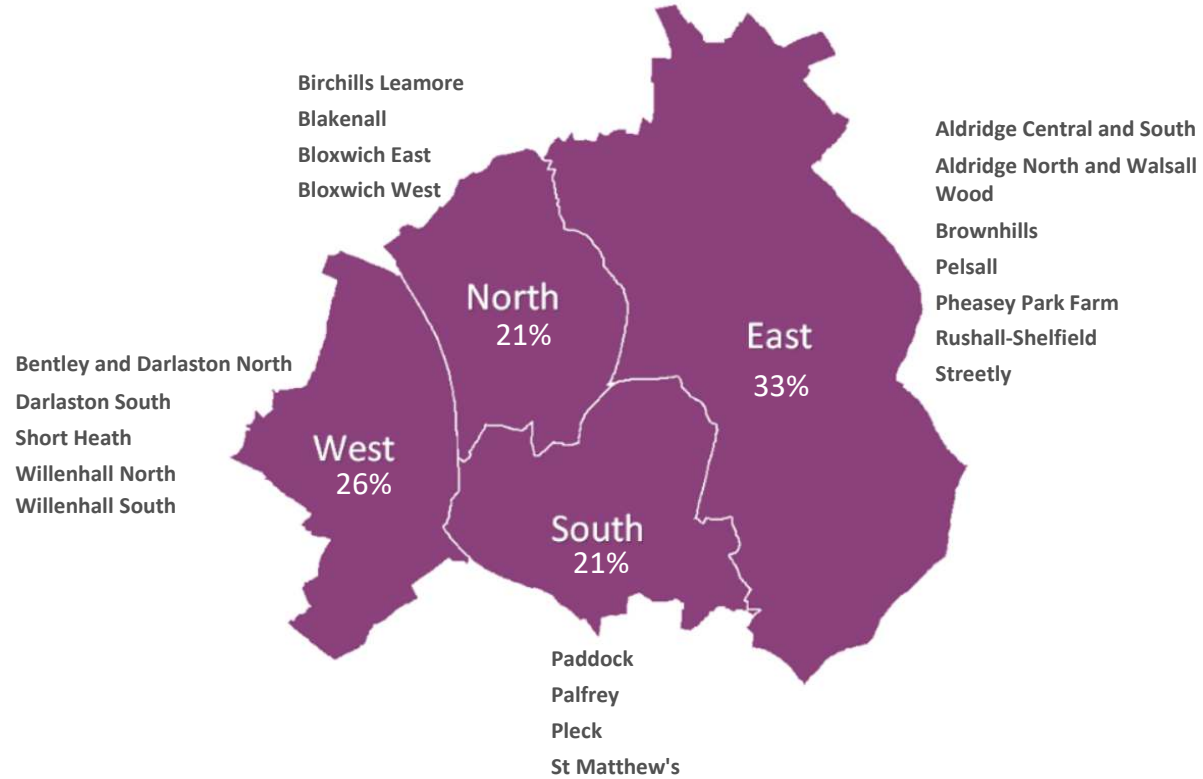
Three quarters of people have lived in the borough of Walsall for over 10 years. Most people live in the East

Length of residency in Walsall borough



- Less than 12 months
- 1-2 years
- 3-5 years
- 6-10 years
- Over 10 years
- Don't live in the borough

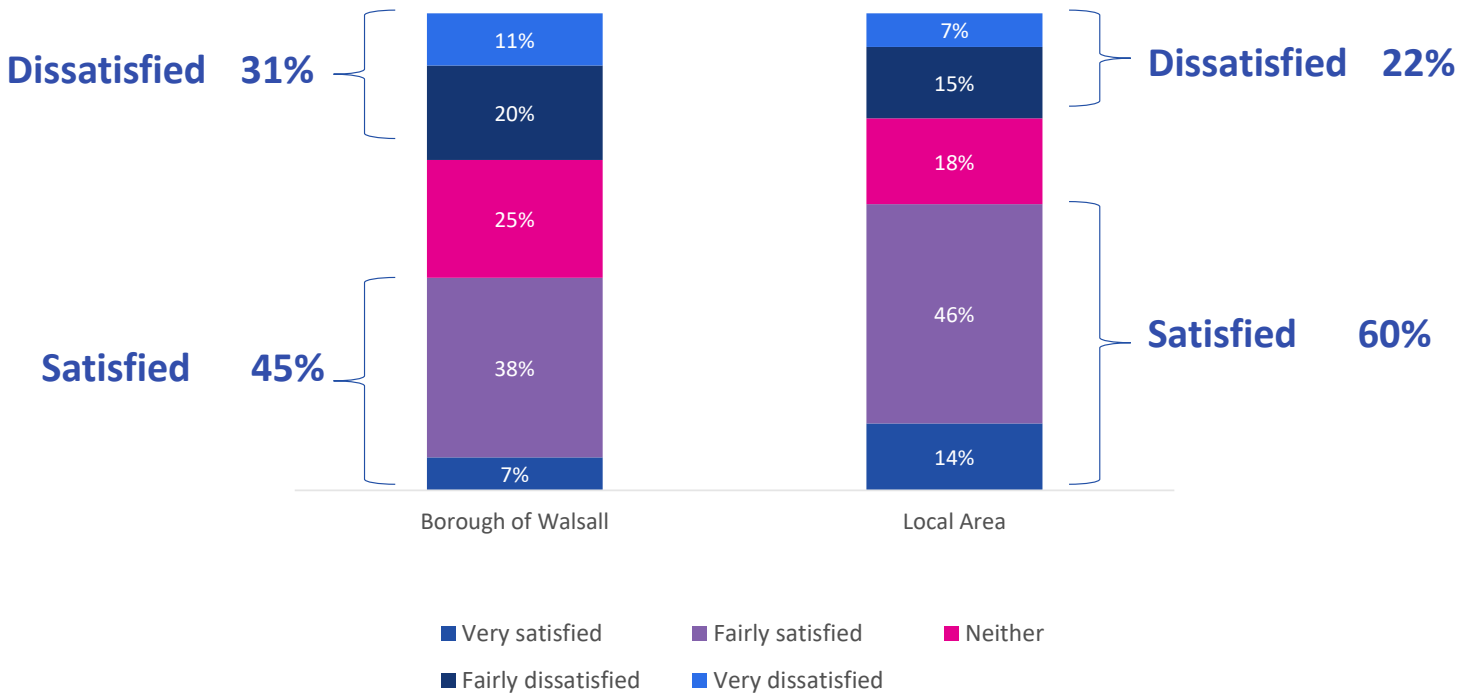
Locality



Source: We Are Walsall 2040 Postal Survey
 Q2. How long have you lived in the borough of Walsall for? Ward Base (Valid responses): All respondents (1434)

More people are satisfied with their local area than the borough overall.

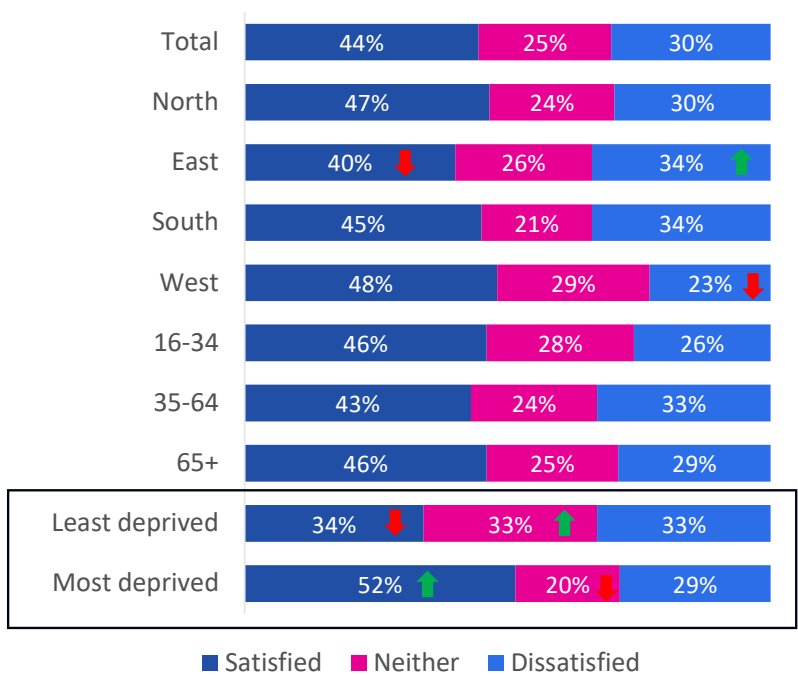
Satisfaction with borough/local area as a place to live



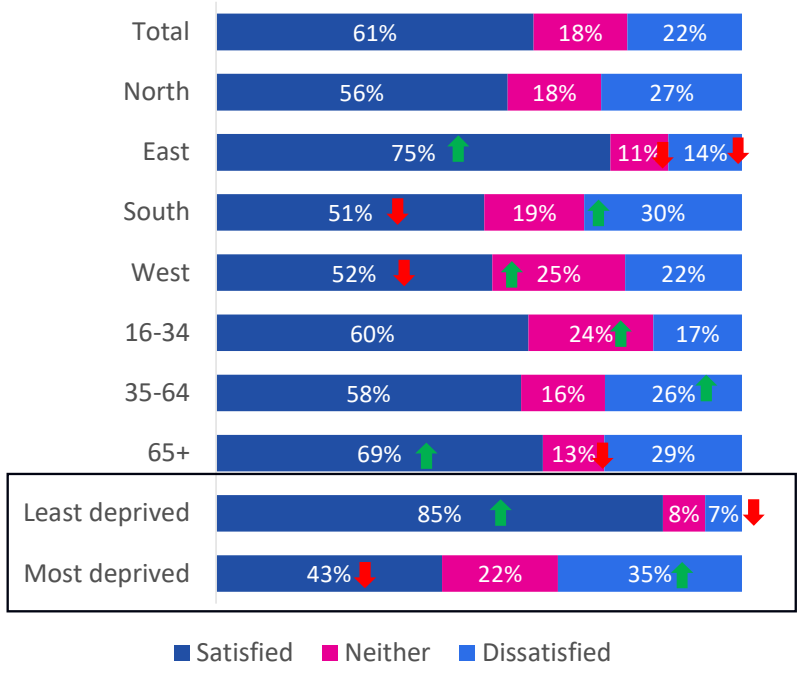
Source: We Are Walsall 2040 Postal Survey
 Q3 Overall how satisfied or dissatisfied are you with the following as a place to live? - The borough of Walsall. Base (Valid responses): Total (1374)
 Q3 Overall how satisfied or dissatisfied are you with the following as a place to live? -Your local area. Base (Valid responses): Total (1304)

Those in the least deprived areas are happier with their local area but unhappy with the borough. The reverse is true for those who are most deprived.

Satisfaction with borough



Satisfaction with local area



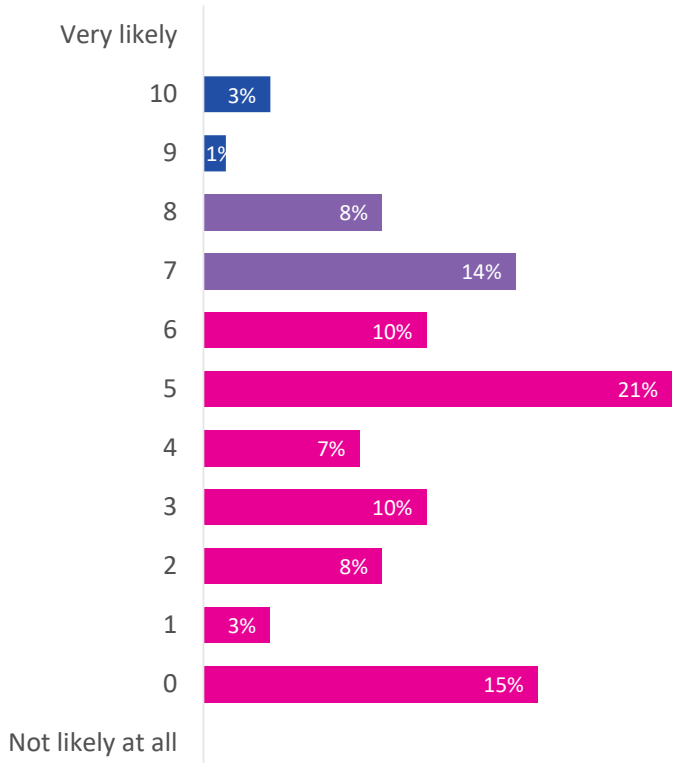
Significantly higher/lower than Total



Source: We Are Walsall 2040 Postal Survey
 Q3 Overall how satisfied or dissatisfied are you with the following as a place to live? - The borough of Walsall. Base (Valid responses): Total (1374) North (243) East (560) South (278) West (293) 16-34 (101) 35-64 (611) 65+ (611) Least deprived quintile (380) Most deprived quintile (239)
 Q3 Overall how satisfied or dissatisfied are you with the following as a place to live? -Your local area. Base (Valid responses): Total (1304) North (220) East (549) South (262) West (273) Male (545) Female (713) 16-34 (99) 35-64 (584) 65+ (574) Least deprived quintile (371) Most deprived quintile (217)

The majority of people are unlikely to recommend Walsall as a place to live. The lowest advocacy levels come from the West of the borough

Likelihood to recommend

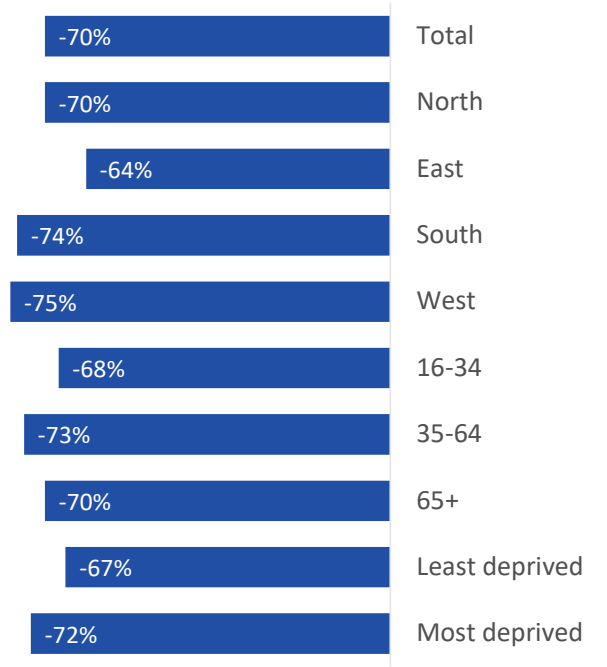


Promoters 4%

Detractors 74%

Net Promotor Score -70%

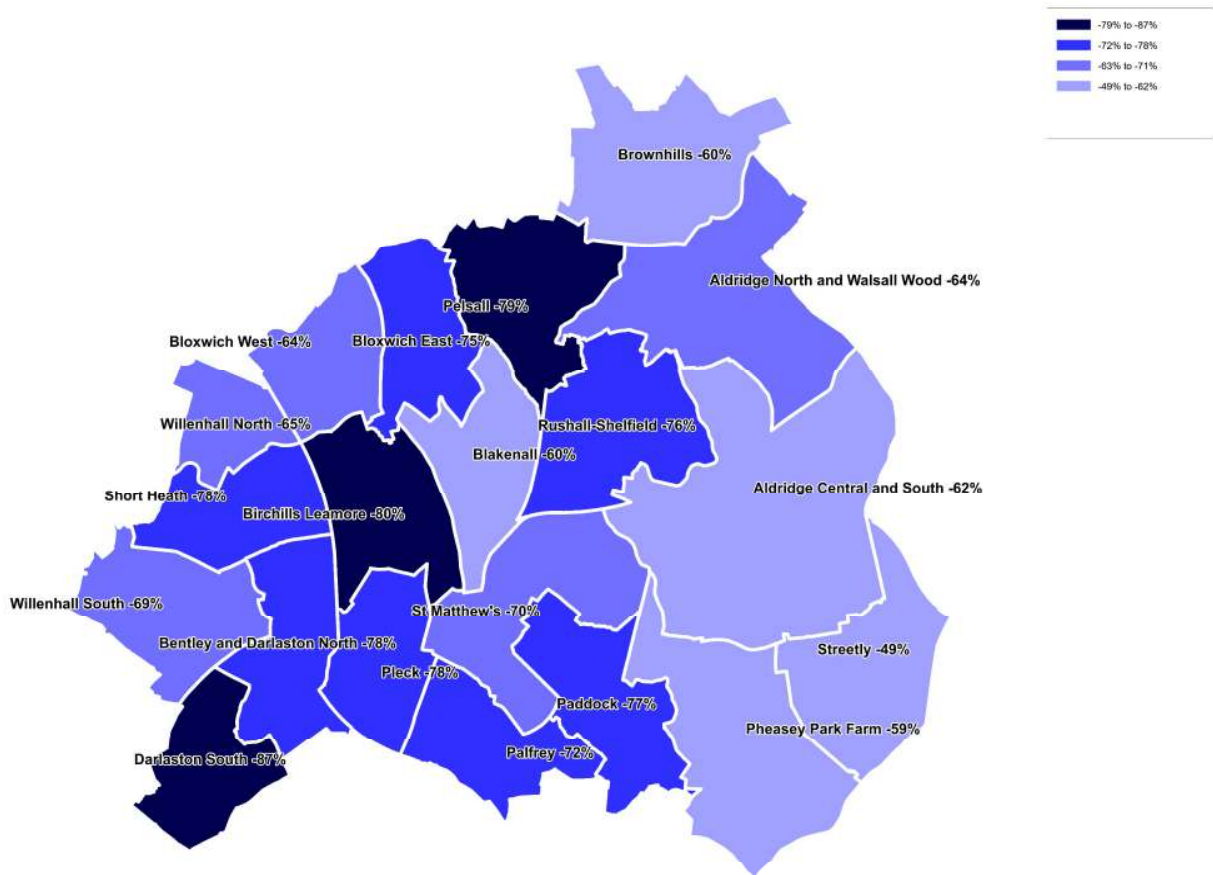
Net Promotor Score



Source: We Are Walsall 2040 Postal Survey
 Q4 How likely are you to recommend to others the borough of Walsall as a place to live?
 Base (Valid responses): All those who live in borough of Walsall (1400) North (250) East (578) South (276) West (296) Male (579) Female (766), 16-34 (101), 35-64 (615), 65+(630)

The weakest advocacy levels come from those in Darlaston South

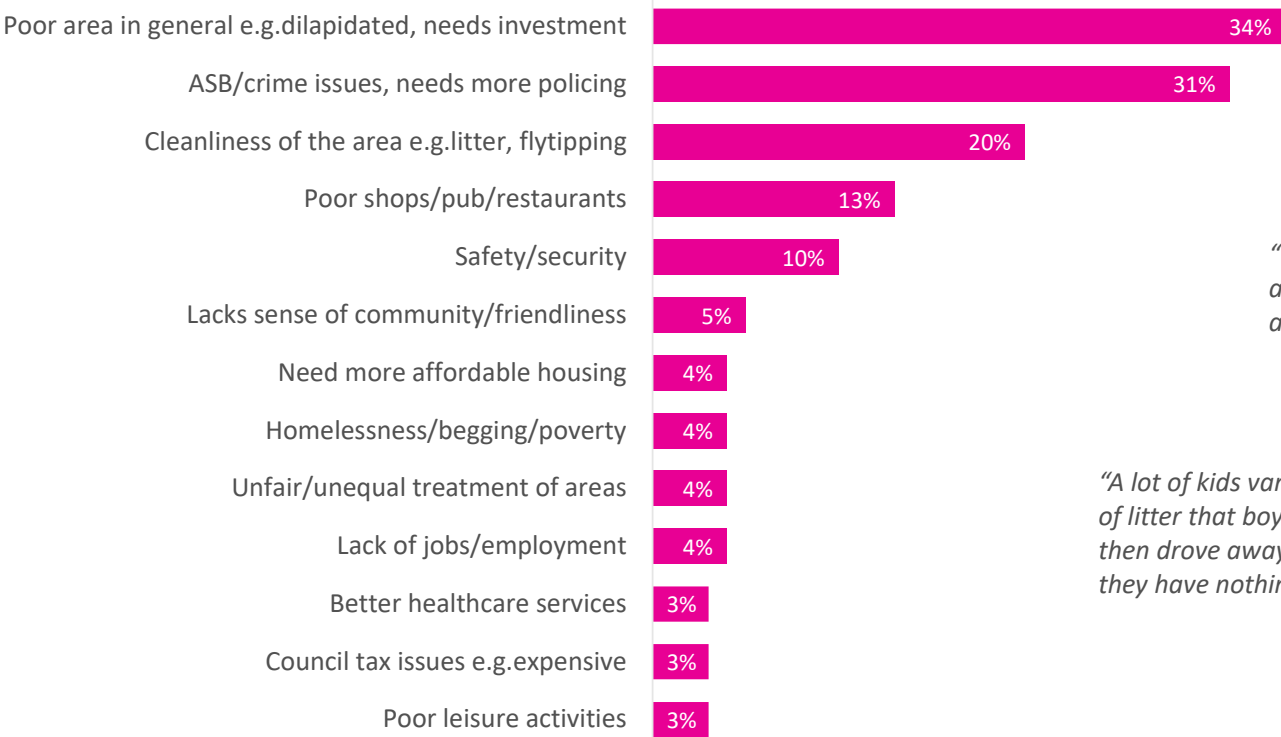
Net Promotor Score



Source: We Are Walsall 2040 Postal Survey
 Q4 How likely are you to recommend to others the borough of Walsall as a place to live?
 Base (Valid responses): All those who live in borough of Walsall (1400) Aldridge Central and South (122) Aldridge North and Walsall Wood (89) Bentley and Darlaston North (65) Birchills Leamore (73) Blakenall (53) Bloxwich East (61) Bloxwich West (63) Brownhills (74) Darlaston South (53) Paddock (68) Palfrey (59) Pelsall (79) Pheasey Park Farm (68) Pleck (50), Rushall-Sheffield (51) Short Heath (63) St Matthew's (99) Streetly (95) Willenhall North (52) Willenhall South (63)

Residents cite a general need for investment, crime issues and lack of cleanliness as key reasons for not recommending the borough

Reasons for unlikeliness to recommend (Detractors)



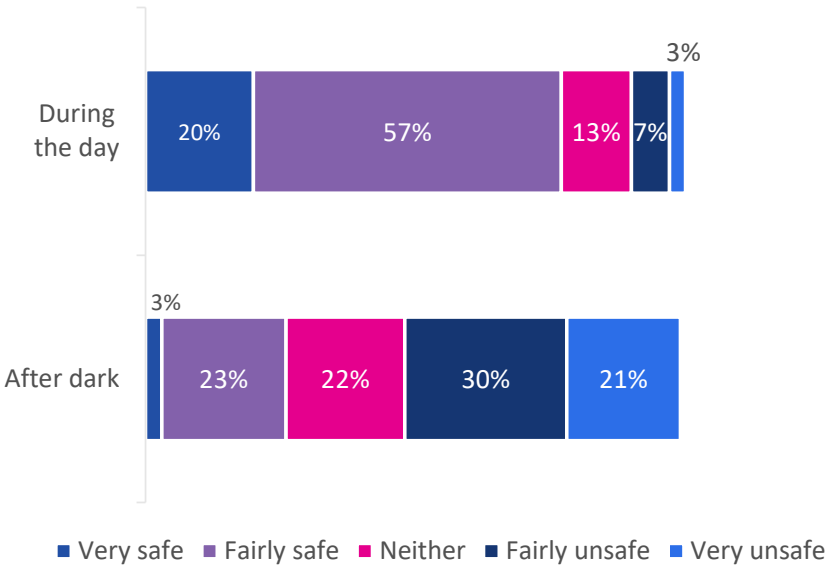
"It's just not a happy place to go to...definitely needs some TLC."

"You never know what people's intentions are when they are looking at you, you're always on egg shells."

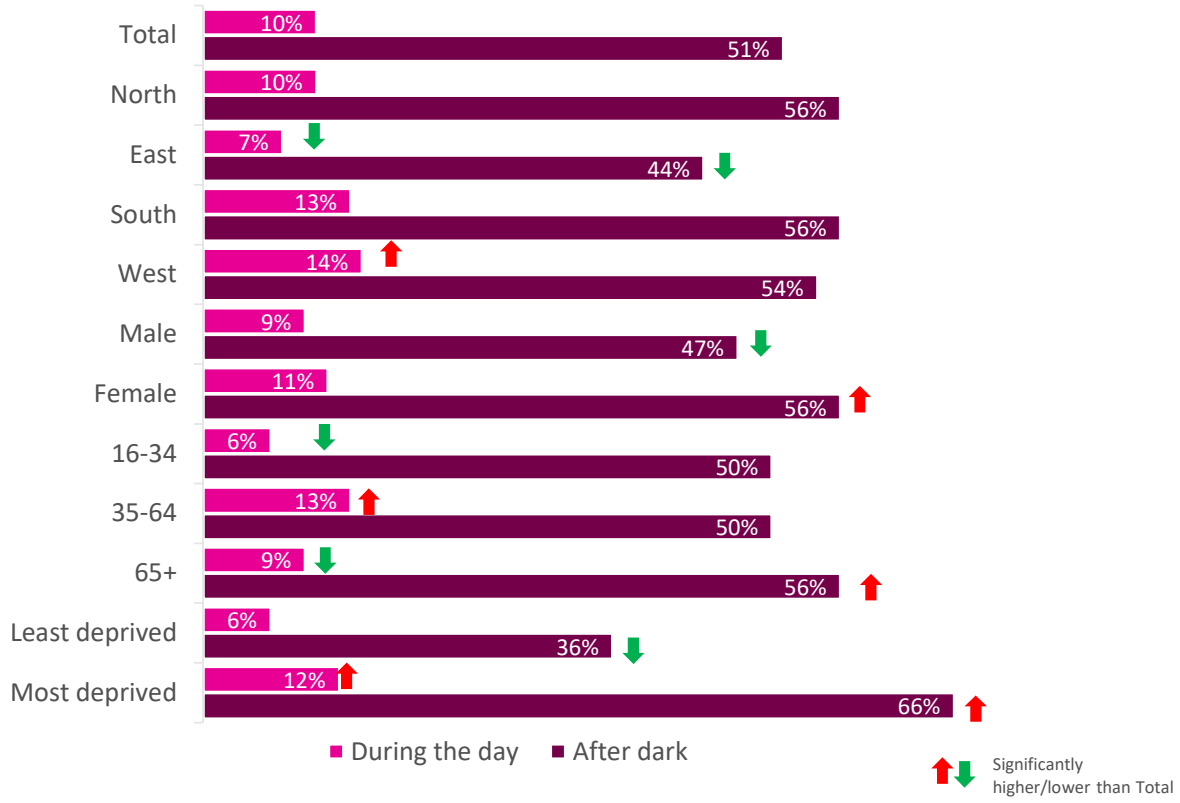
"A lot of kids vandalise shops. In the park there was a lot of litter that boys set fire to. A police car stopped and then drove away. The police only have handcuffs and they have nothing to scare people to not do crime."

While one in ten residents feel unsafe during the day, this rises to half after dark. The greatest difference in feeling unsafe (day to night) is seen amongst females and those living in the most deprived areas

Feeling of safety in local area



Those feeling unsafe

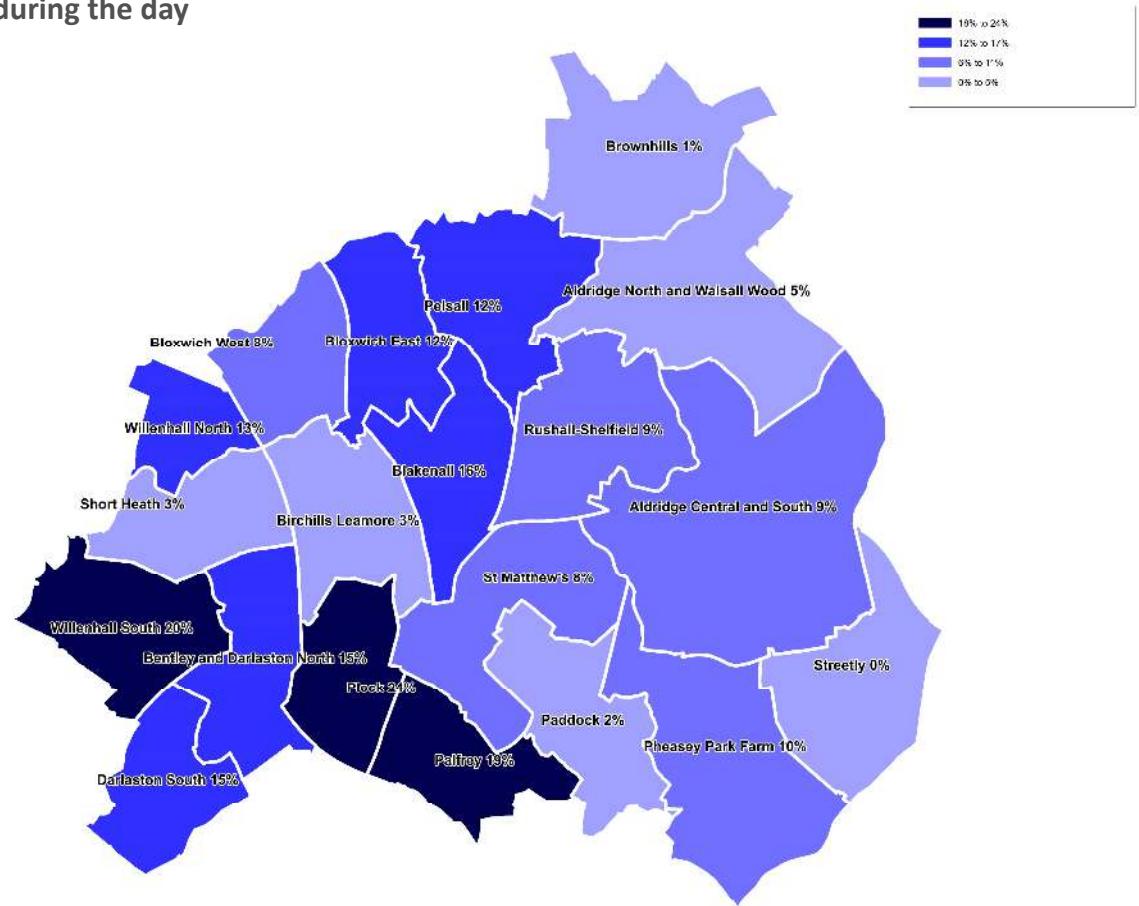


Source: We Are Walsall 2040 Postal Survey
 Q7. How safe do you feel when out and about in your local area during the day? Base (Valid responses) All those who live in borough of Walsall (1400) North (251) East (575) South (279) West (295) Male (584) Female (762) 16-34 (100) 35-64 (616) 65+ (631) Least deprived (387) Most deprived (242)
 Q7. How safe do you feel when out and about in your local area after dark?
 Base (Valid responses) All those who live in borough of Walsall (1333) North (238) East (545) South (268) West (282) Male (566) Female (716) 16-34 (100) 35-64 (601) 65+ (583) Least deprived (368) Most deprived (233)

Significantly higher/lower than Total

Across wards, Pleck is considered most unsafe during the day

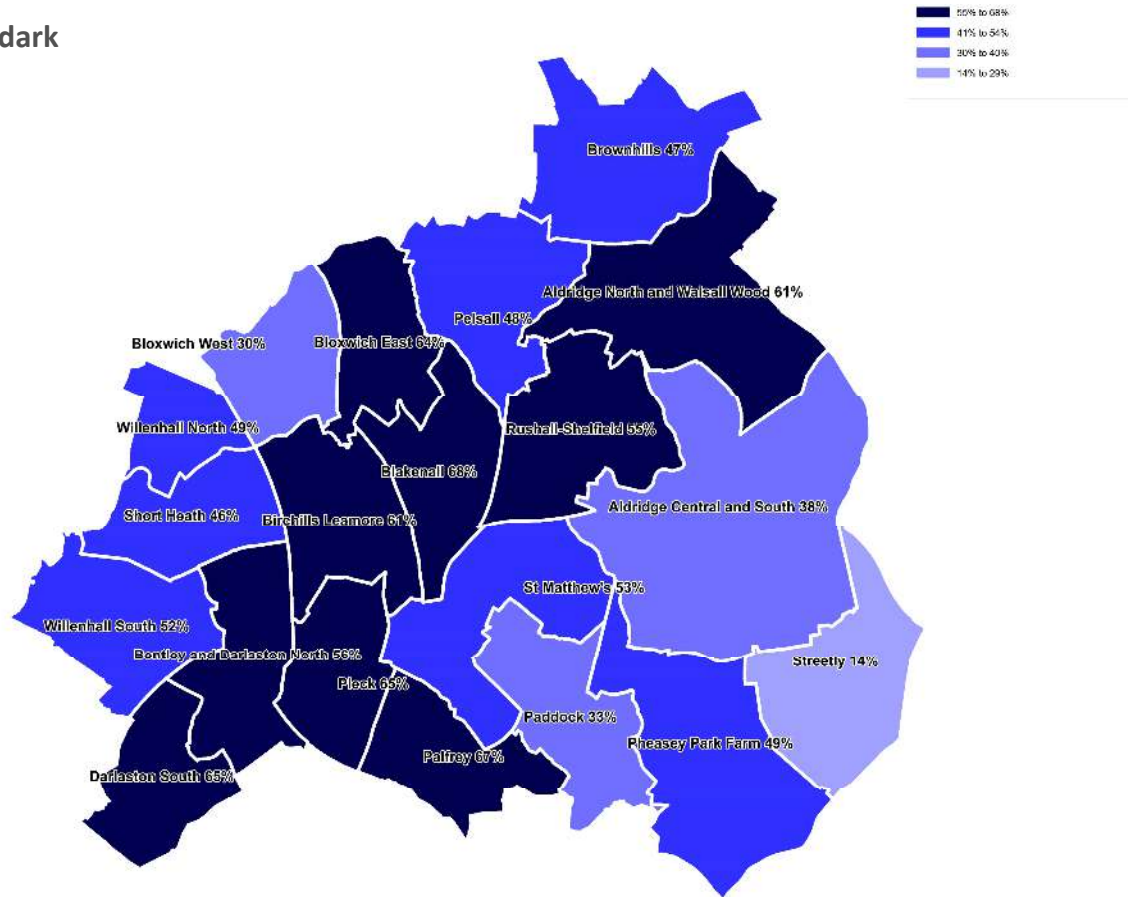
Those feeling unsafe by ward-during the day



Source: We Are Walsall 2040 Postal Survey
 Q7. How safe do you feel when out and about in your local area during the day? Base (Valid responses) All those who live in borough of Walsall (1400) Aldridge Central and South (122) Aldridge North and Walsall Wood (88) Bentley and Darlaston North (66) Birchills Leamore (74) Blakenall (53) Bloxwich East (61) Bloxwich West (63) Brownhills (74) Darlaston South (52) Paddock (67) Palfrey (61) Pelsall (77) Pheasey Park Farm (68) Pleck (52), Rushall-Sheffield (50) Short Heath (63) St Matthew's (99) Streetly (96) Willenhall North (51) Willenhall South (63)

At night people in Palfrey and Blakenall report feeling most unsafe

Those feeling unsafe by ward-after dark

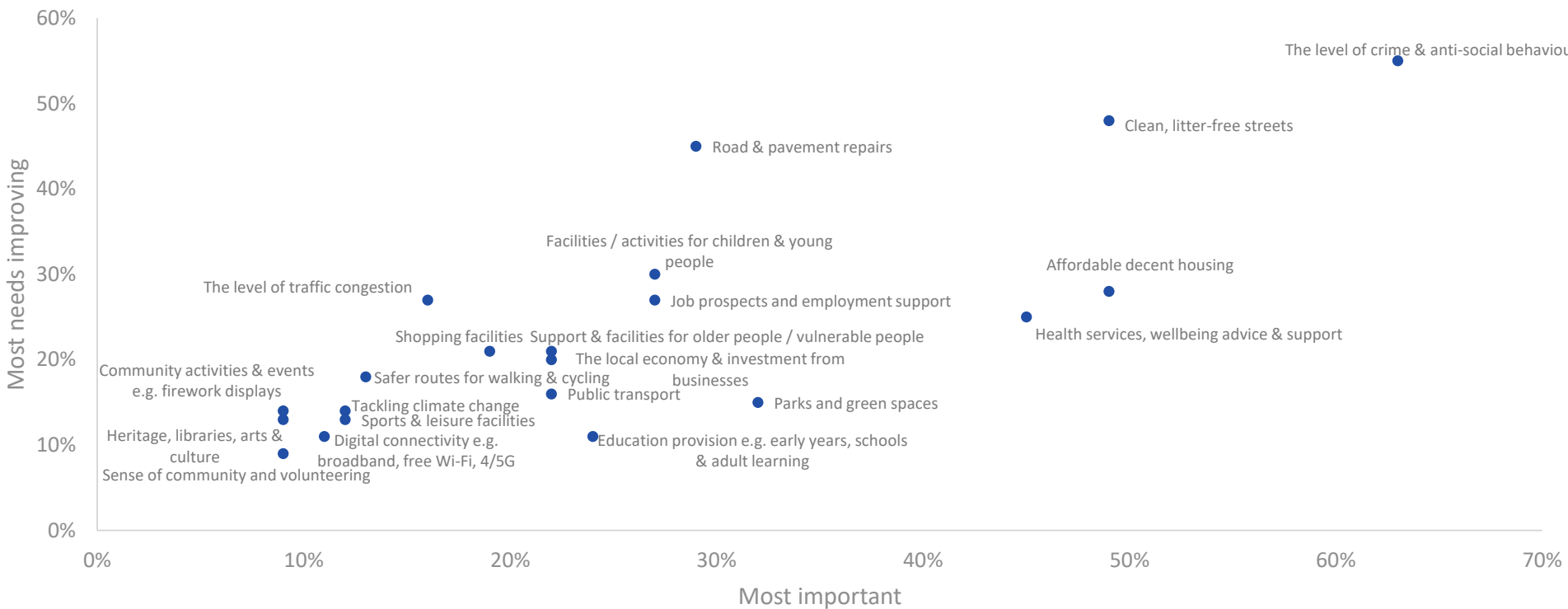


Source: We Are Walsall 2040 Postal Survey
 Q7. How safe do you feel when out and about in your local area after dark?
 Base (Valid responses) All those who live in borough of Walsall (1333) Aldridge Central and South (116) Aldridge North and Walsall Wood (85) Bentley and Darlaston North (65) Birchills Leamore (69) Blakenall (51) Bloxwich East (59) Bloxwich West (59) Brownhills (69) Darlaston South (53) Paddock (64) Palfrey (59) Pelsall (71) Pheasey Park Farm (65) Pleck (51), Rushall-Shelfield (47) Short Heath (58) St Matthew's (94) Streeley (92) Willenhall North (48) Willenhall South (58)

Priorities for Change

A good place to live: Some of the most important features for a good place to live are also considered most in need of improvement

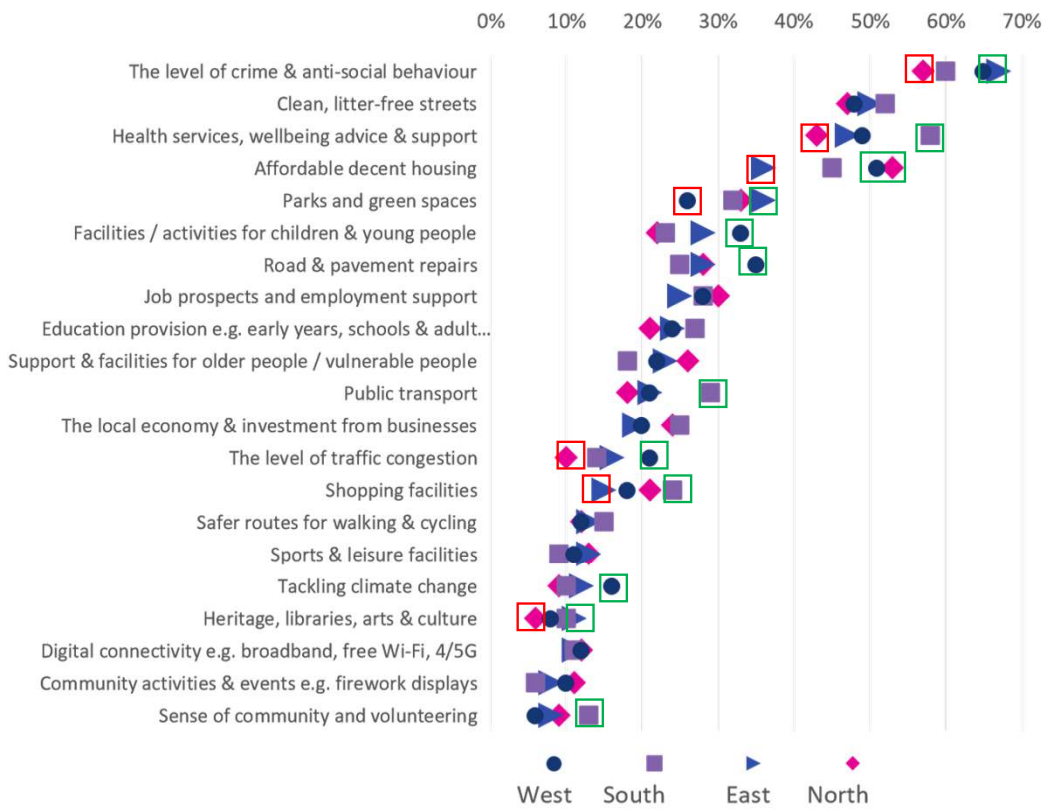
Importance and improvement needed



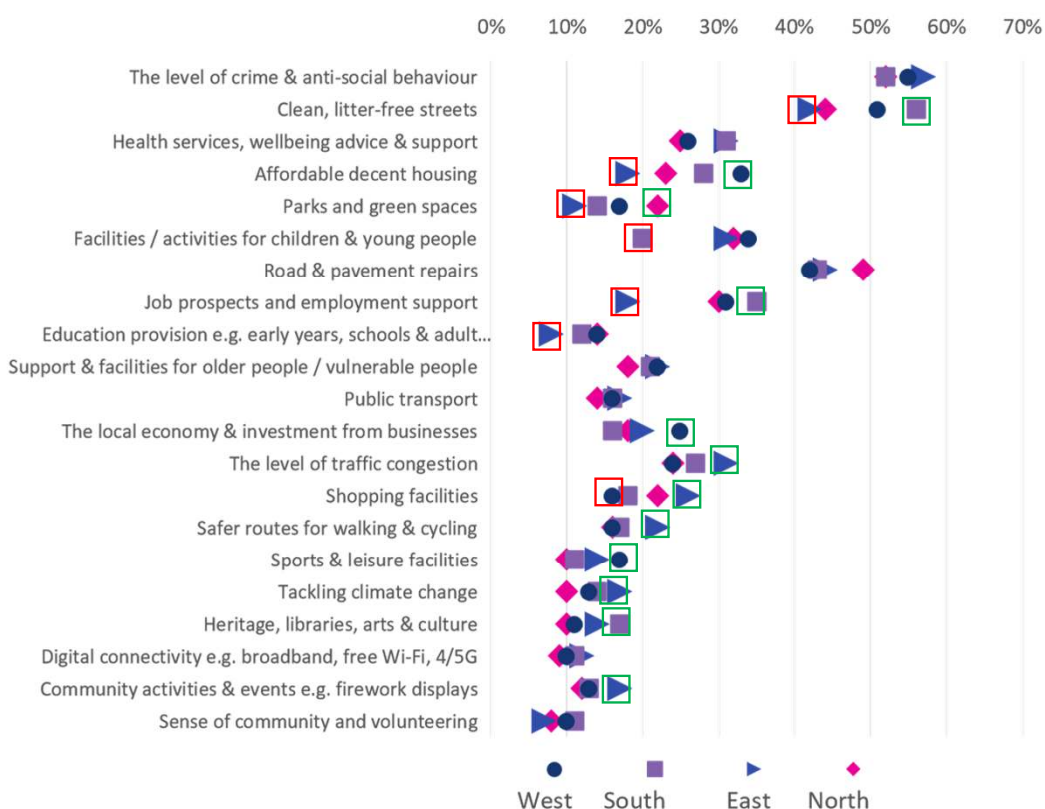
Source: We Are Walsall 2040 Postal Survey
 Q1a Thinking generally, which of the things below would you say are most important in making somewhere a good place to live? Base (Valid responses): All respondents (1428)
 Q1b. And thinking about the borough of Walsall, which of the things below, if any, do you think most need improving? Base (Valid responses): All respondents (1312)

Those in the East of the borough are less likely to think there need to be improvements to clean streets, green spaces, job prospects and education provision

Most important



Most improvement needed



Source: We Are Walsall 2040 Postal Survey
 Q1a Thinking generally, which of the things below would you say are most important in making somewhere a good place to live? Base (Valid responses): All respondents (1428) North (258) East (592) South (280) West (298)
 Q1b. And thinking about the borough of Walsall, which of the things below, if any, do you think most need improving? Base (Valid responses): All respondents (1312) North (229) East (538) South (265) West (280)

More details came out around services and support in the focus groups

*“I **didn’t have anything from a health visitor** [in the first year after giving birth], I had to constantly reach out and I felt like I really needed it. I was told I could attend drop-in sessions but they were all closed and this was after Covid.”*

*“I’m a single parent... **free/affordable childcare was dropped** when they realised I was 23, not under 20. The rest of my family are working, so there’s not really any people I can rely on [for childcare]. Those my age **don’t get the support of getting back into employment** anymore.”*

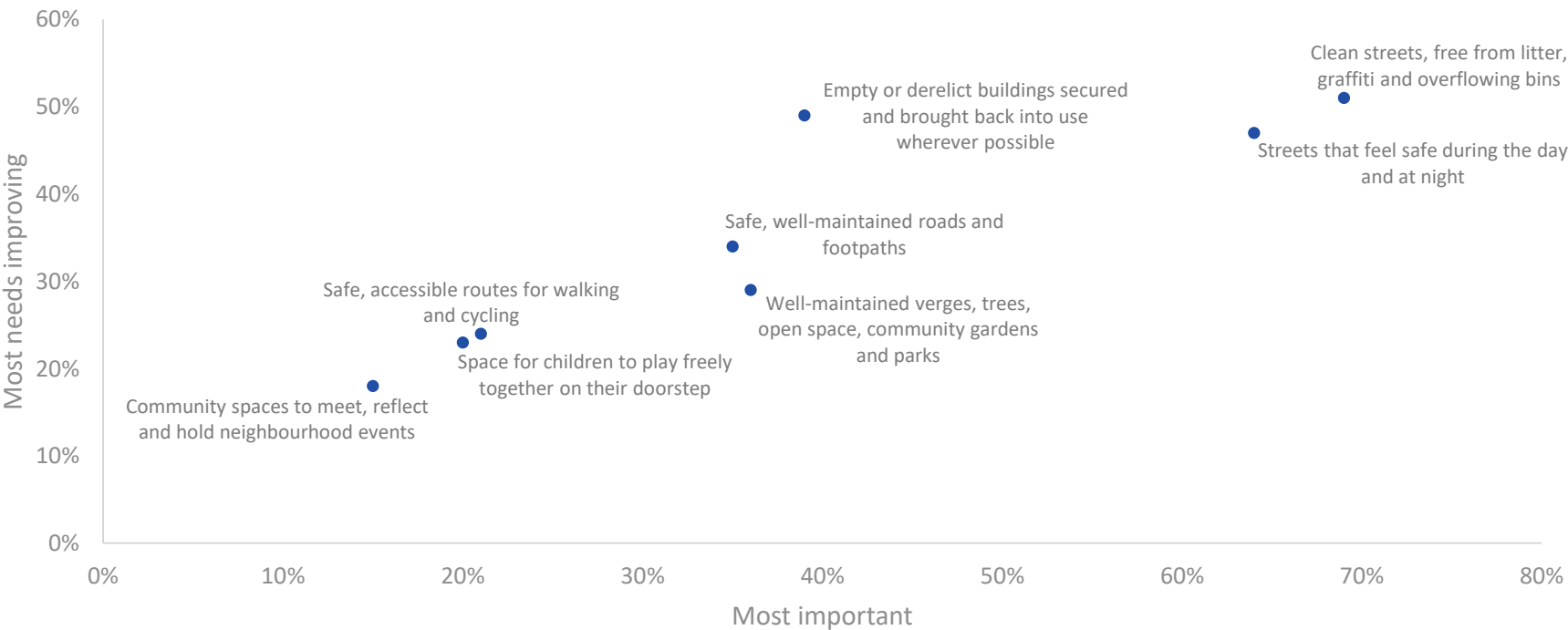
*“My daughter goes to nursery in Birmingham, I’m at uni so **I needed a nursery** and I couldn’t find one close to where I live.”*

*“I know my grandma is lonely and there’s **not a lot of options for the elderly.**”*

*“I dropped out of college due to bullying, I found it very difficult to find another college or apprenticeship. Job Centre didn’t offer anything. **No support** around what I wanted to do, didn’t feel listened to.”*

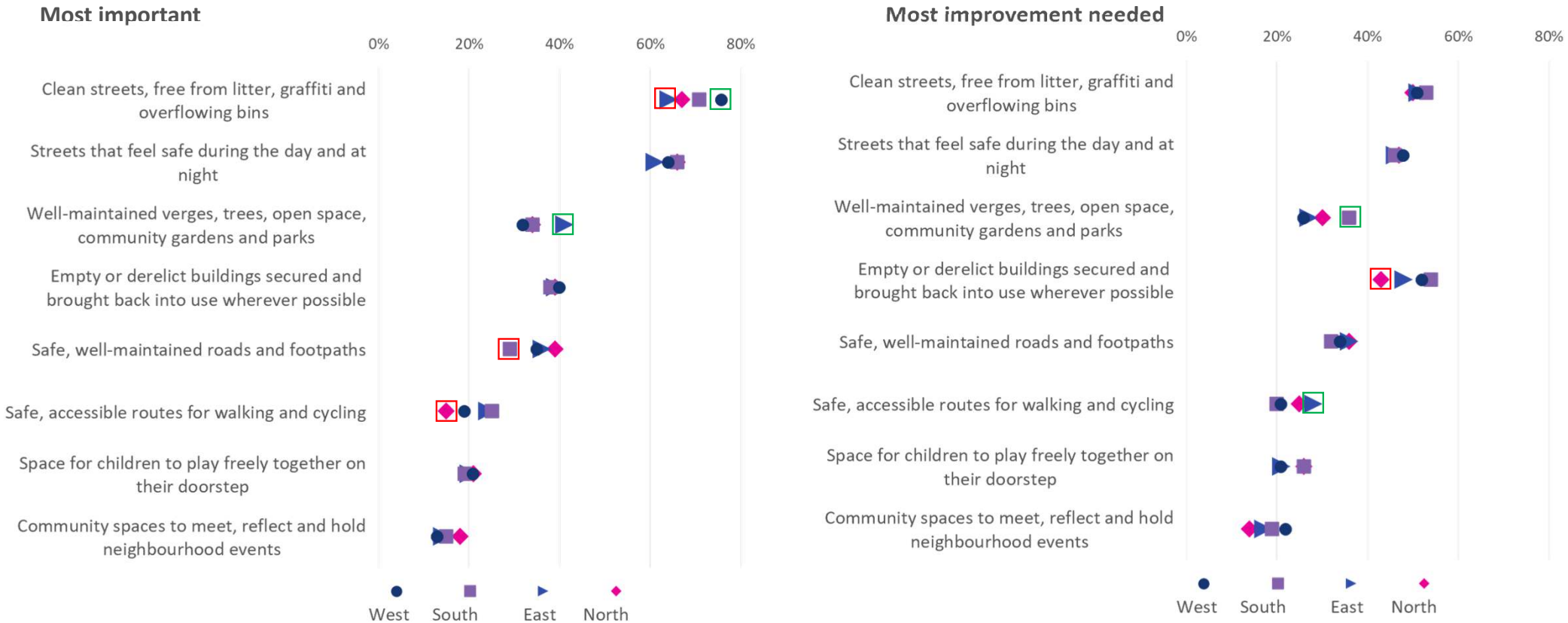
Streetscene: Having clean, safe streets are the most important factors in creating an attractive area, and the most in need of improvement

Importance and improvement needed



Source: We Are Walsall 2040 Postal Survey
 Q6A. Thinking generally, which of the things below would you say are most important in making your local area cleaner, greener and more attractive? Base (Valid responses): All respondents (1393)
 Q6B. And thinking about the borough of Walsall, which of the things below, if any, do you think most need improving? Base (Valid responses): All respondents (1227)

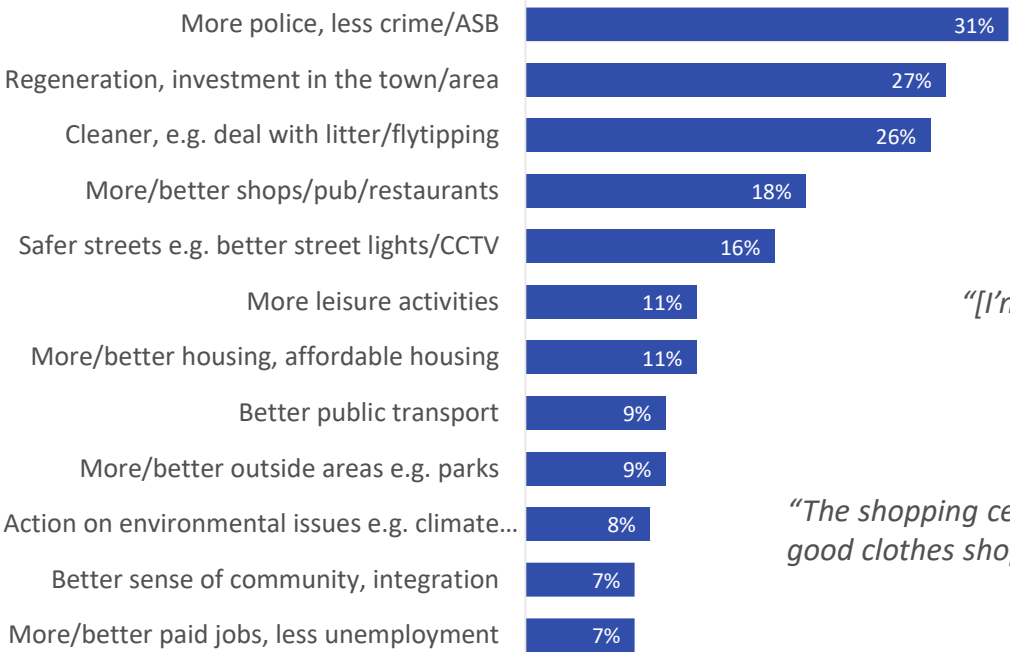
Priorities differ to some extent across areas with having clean streets more of a priority for the South



Source: We Are Walsall 2040 Postal Survey
 Q6A. Thinking generally, which of the things below would you say are most important in making your local area cleaner, greener and more attractive? Base (Valid responses): All respondents (1393) North (256) East (575) South (272) West (290)
 Q6B. And thinking about the borough of Walsall, which of the things below, if any, do you think most need improving? Base (Valid responses): All respondents (1227) North (213) East (506) South (246) West (262)

Over a quarter of people believe that more police, regeneration and making the borough cleaner are key changes they'd like over the next 18 years

Preferred changes



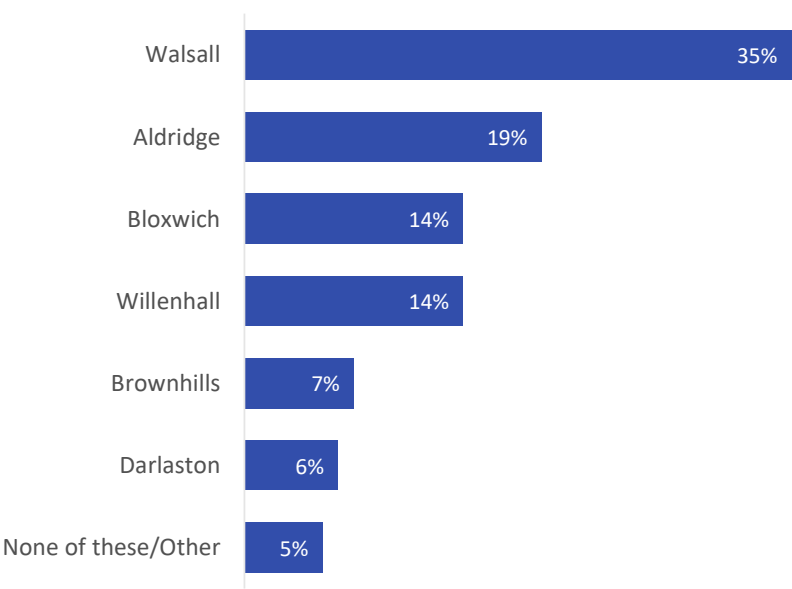
"[The city centre is] dull, dark and depressing. We need to brighten it up again."

"[I'm always] looking over my shoulder."

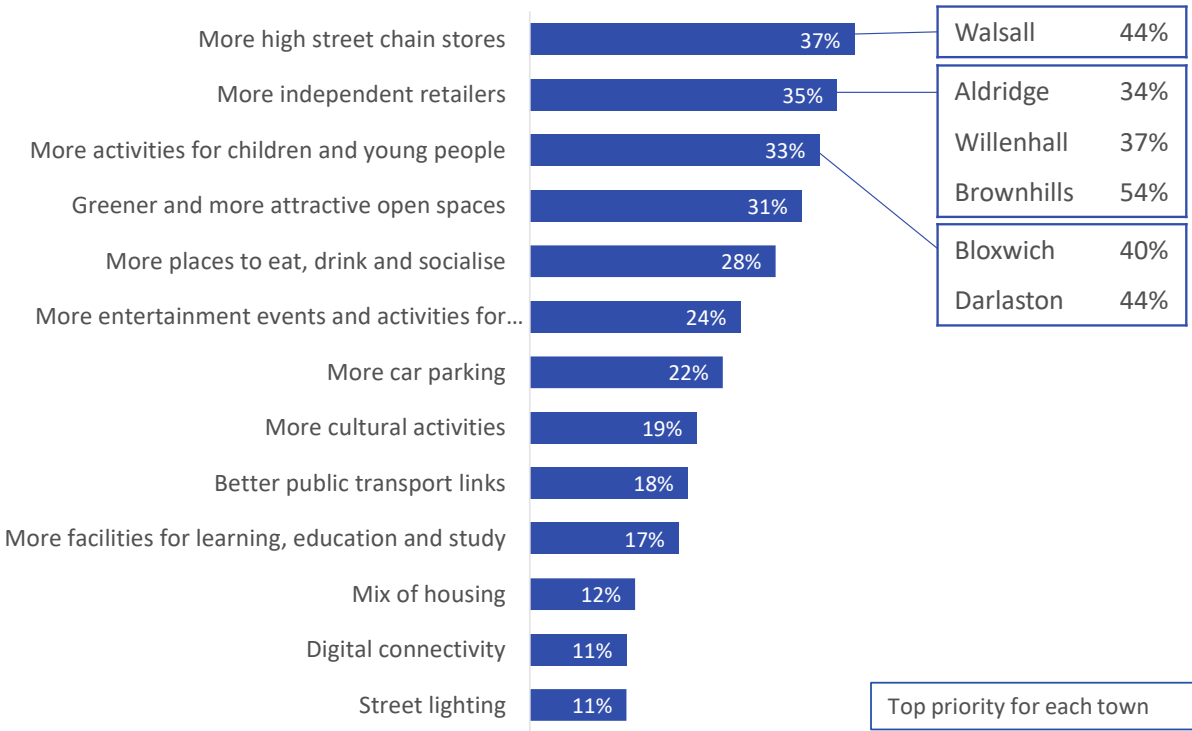
"The shopping centre is quite boring now; all the good clothes shops are closed."

Priorities for making towns more appealing to visitors are similar across towns and revolve around more activities for children and more retail

Town most visited



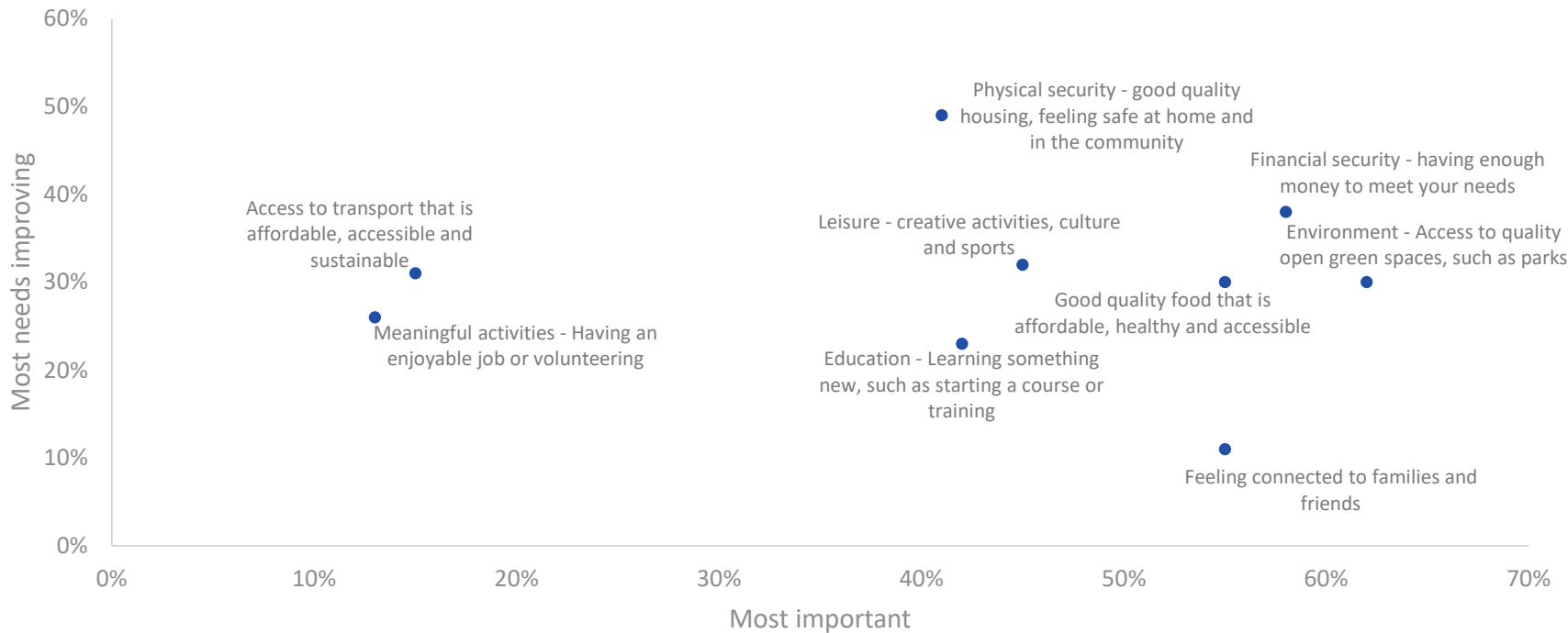
Priorities for improving visitor experience across all towns visited



Source: We Are Walsall 2040 Postal Survey
 Q12. Which town in the borough of Walsall, if any, do you visit most often? Base (Valid responses): All respondents (1408)
 Q13. Thinking about the town in the borough of Walsall you visit most often, which of the following do you think should be prioritised in terms of improving the visitor experience? Base (Valid responses): Visiting any town most often (1278) Aldridge (350) Bloxwich (186) Brownhills (102) Darlaston (66) Walsall (426) Willenhall (148)

Wellbeing: Financial and physical security, as well as the environment are considered important to wellbeing and in need of improvement

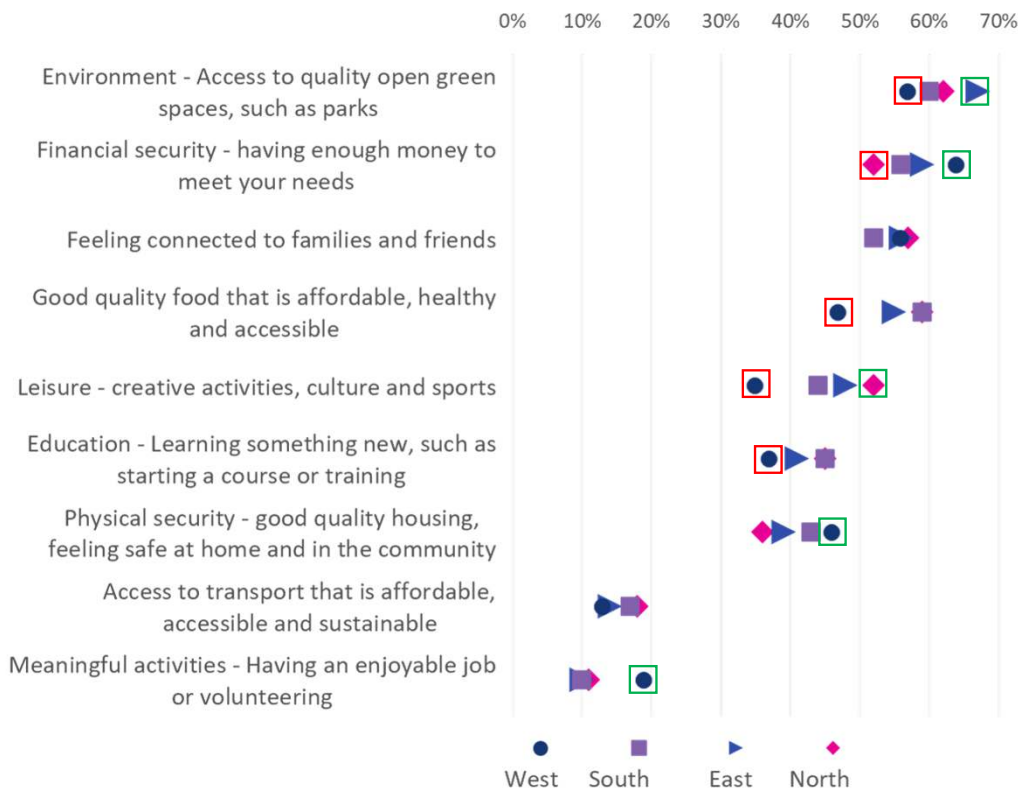
Importance and improvement needed



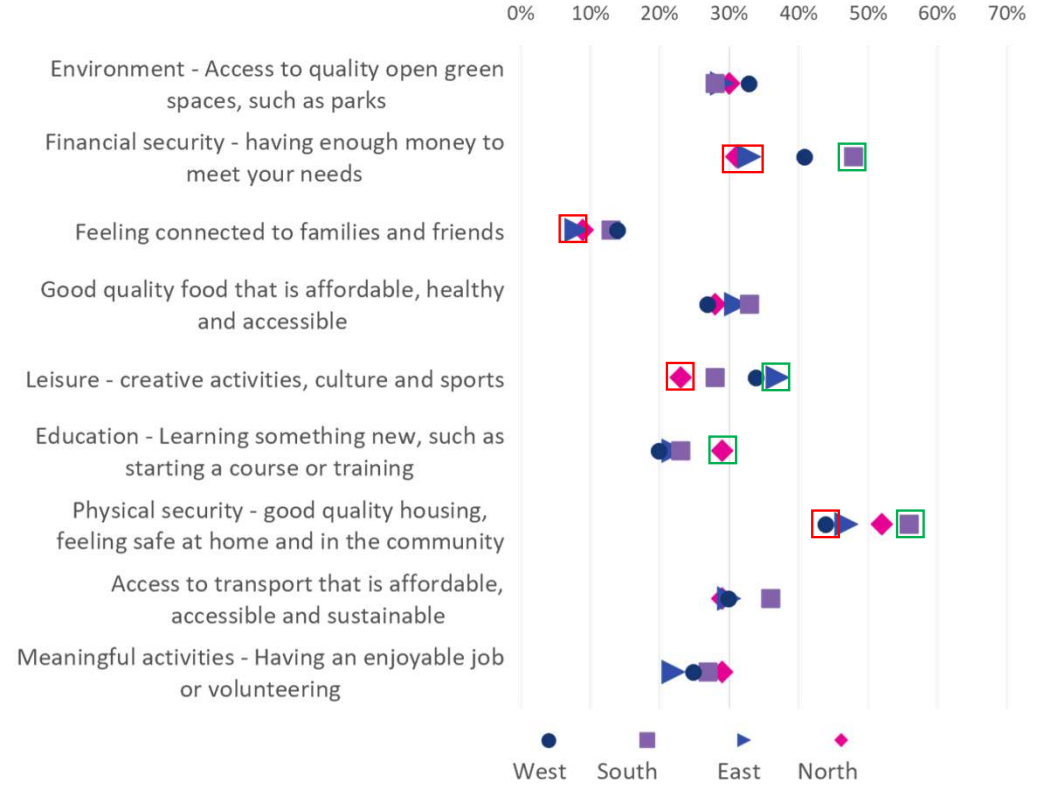
Source: We Are Walsall 2040 Postal Survey Q19A. Thinking generally, which of the things below would you say are most important for your wellbeing? Base (Valid responses All respondents (1440) Q19B. And thinking about the borough of Walsall, which of the things below (including existing support services), if any, do you think most need improving? Base (Valid responses All respondents (1147)

Wellbeing: Those in the South of the borough are more likely to think financial and physical security needs improving

Most important for wellbeing



Most improvement needed



Source: We Are Walsall 2040 Postal Survey
 Q19A. Thinking generally, which of the things below would you say are most important for your wellbeing? Base (Valid responses): All respondents (1440) North (262) East (590) South (283) West (305)
 Q19B. And thinking about the borough of Walsall, which of the things below (including existing support services), if any, do you think most need improving? Base (Valid responses): All respondents (1147) North (202) East (466) South (229) West (250)

Priorities for Change-other significant demographic differences

Area

- Those in the **North** are more likely to think that **education and training courses** are in need of more improvement.
- Those in the **West** are more likely to consider **improved parks and public transport** as priority areas. They're also more likely to consider financial and physical security as top priorities for wellbeing.
- Residents in the **East** are more likely to think **safe and accessible cycling and walking routes** need improving. They're also more likely to consider regeneration and environmental action as priorities for change, and are more likely to consider leisure activities as needing improvement.
- Residents in the **South** are more likely to prioritise **having more shops, pubs and restaurants**. This group is more likely to say that financial and physical security need improving.

Age and gender

- The youngest residents, aged **16-34** are more likely to want **more leisure activities and a cleaner area**, as well as wanting more places to eat and drink. They think more than others do that financial security needs most improvement.
- Those **35-64** are more likely to place **unemployment as a priority** they'd like to tackle, and to want more cultural activities and independent retailers. They believe that there need to be improvements in leisure activities and accessible transport.
- Residents **over 65** are more likely to consider **well maintained roads and paths** as both important and in need of improvement. They'd like to see more independent retailers, more car parking and better public transport. They also want better social connectedness.
- Male residents are more likely to think roads, footpaths and green spaces need improving.
- Females are more likely to think there needs to be improvement in making streets safe, and in having space for children to play, as well as wanting more financial security improvements.

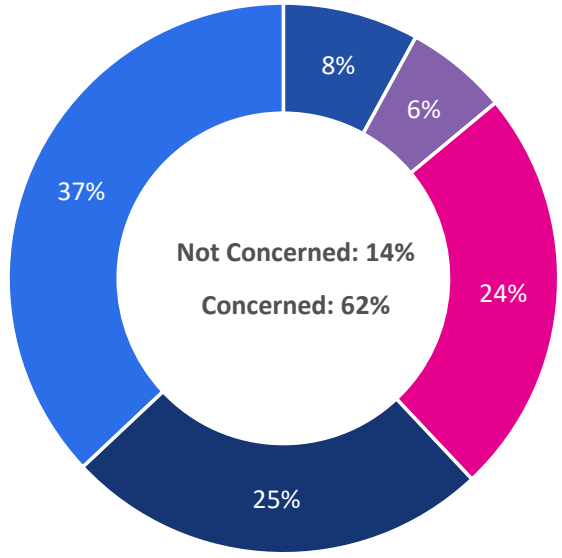
Other demographics

- **Least deprived areas** are also keen to prioritise regeneration and investment.
- Those in the **most deprived areas** are more likely to want improvements to space children can play in.
- Residents belonging to **minority ethnic groups** want improvements in learning facilities, more places to eat and drink, and better street lighting. These groups also think improvements need to be made to accessible and affordable transport.
- **White residents** want more independent retailers.
- **Residents with limiting or impacting conditions** are more likely to think there need to be improvements in financial security and education. They are more likely than most to feel unsafe during the day and night, and would like to prioritise tackling crime,

Opportunities and hopes for the future

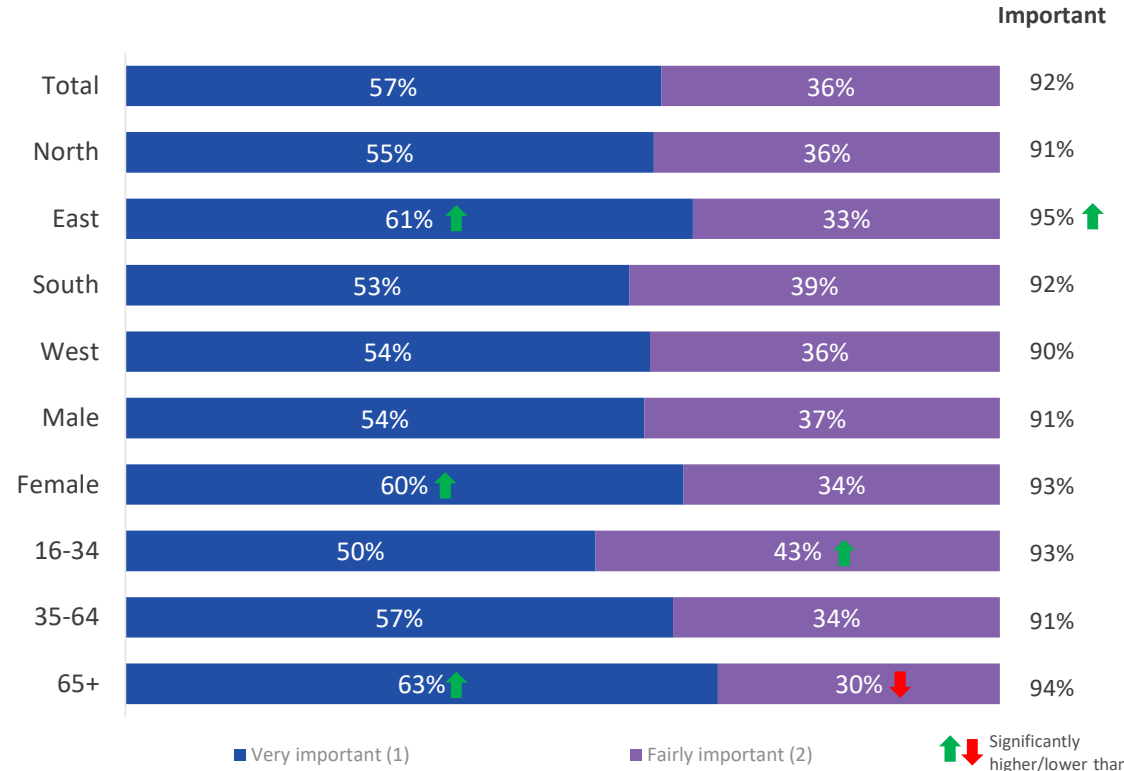
Six in ten residents are concerned about climate change and nine in ten think it is important for organisations and people to work together to reduce impact on the environment

Concern over Climate Change



■ Not at all concerned (1) ■ 2 ■ 3 ■ 4 ■ Very concerned (5)

Importance of organisations and people to work together to reduce impact on the environment in Walsall



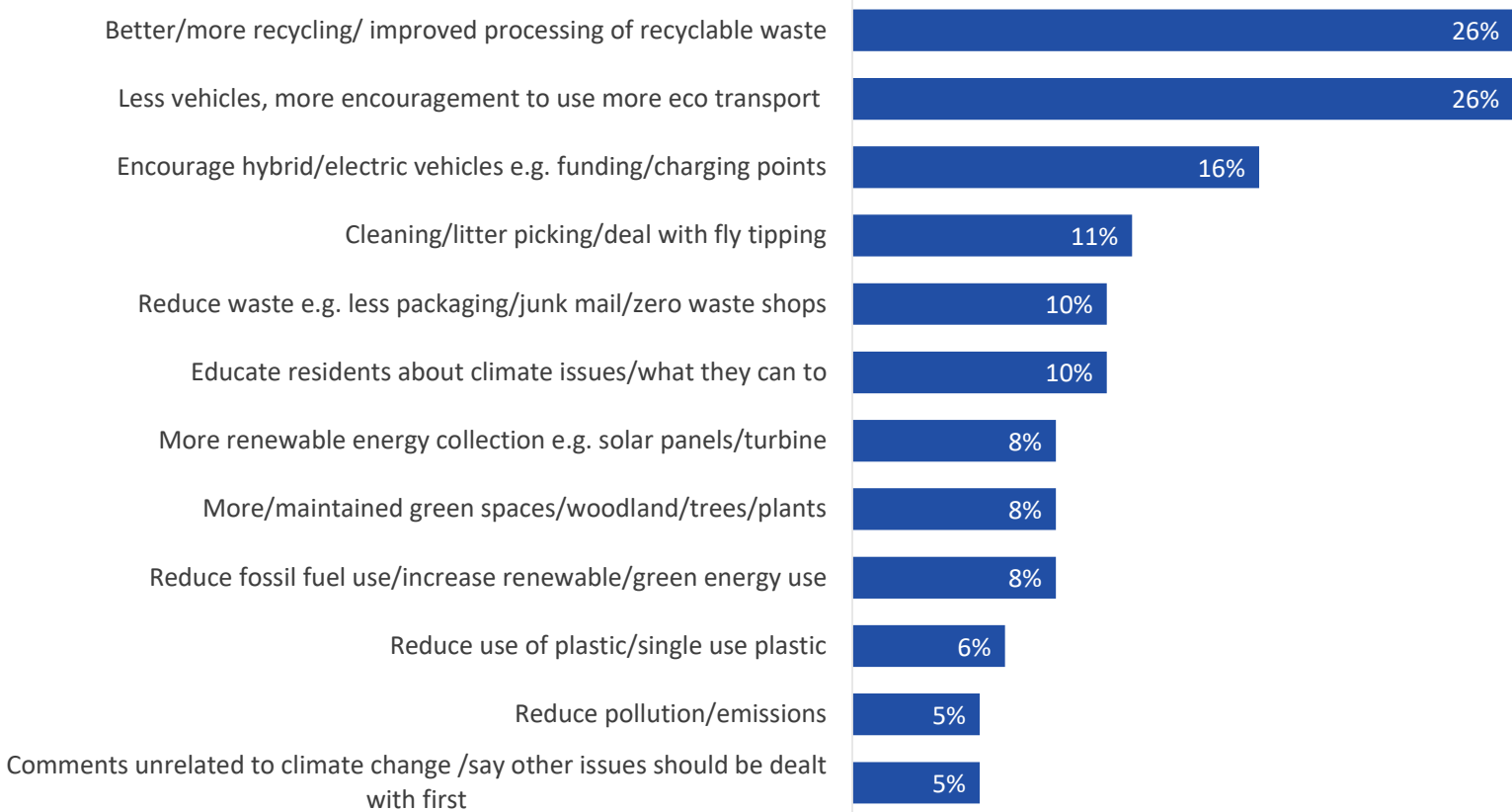
■ Very important (1) ■ Fairly important (2) ↑ ↓ Significantly higher/lower than Total



Source: We Are Walsall 2040 Postal Survey Q9. On a scale of 1 to 5, how concerned, if at all, are you about the effects of climate change? Base (Valid responses): All respondents (1349) East (561) Q10. In your view, how important, if at all, is it for people and organisations in the borough to work together to reduce our impact on the environment in the borough of Walsall? Base (Valid responses): All respondents (1407), North (255) East (577) South (276) West (299) Male (581) Female (773) 16-34 (102) 35-64 (613) 65+ (640)

A quarter of residents suggest more recycling and less vehicles as ways to tackle climate change

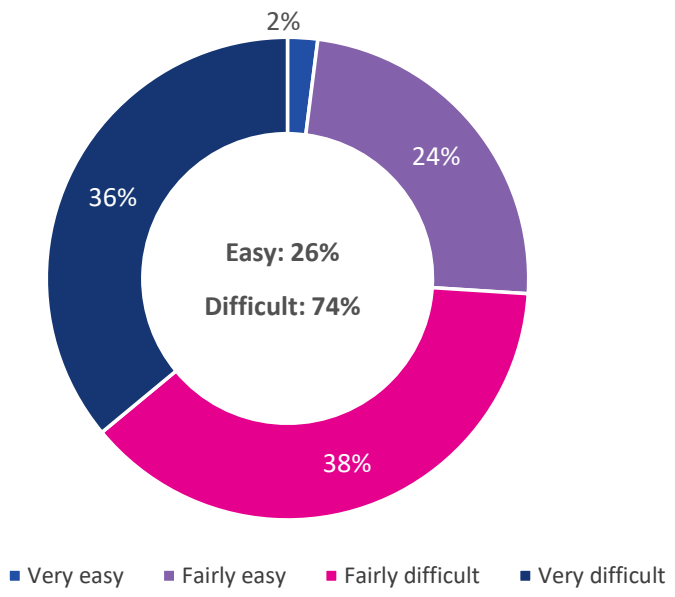
Suggestions to tackle climate change



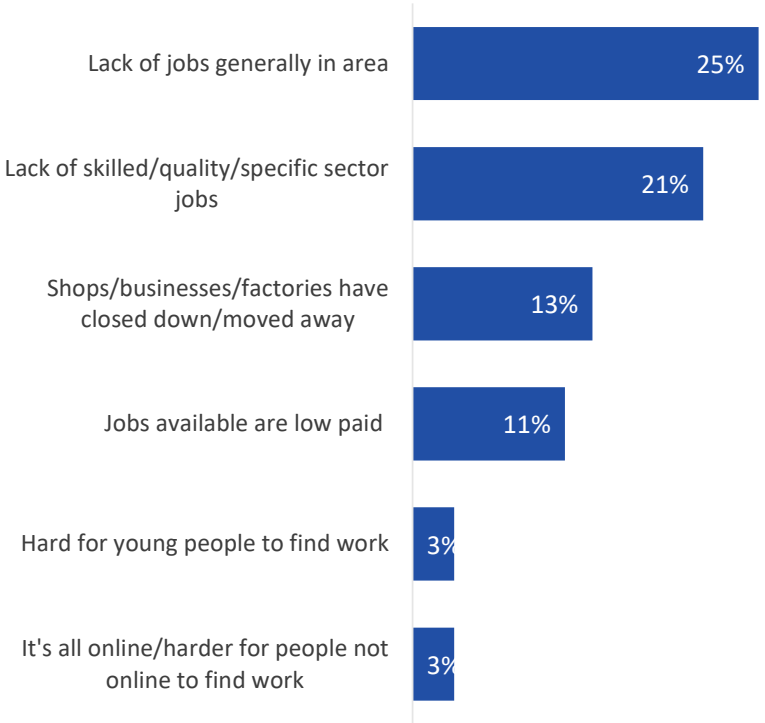
Source: We Are Walsall 2040 Postal Survey
 Q11. What or what more do you think people and organisations in the borough could do to tackle climate change? Base (Valid responses All respondents (692) [answers reported over 5%]

Three quarters of residents find it difficult to find work within Walsall with a quarter citing this due to lack of jobs generally and two in ten citing lack of skilled jobs

How easy it is to find work within Walsall

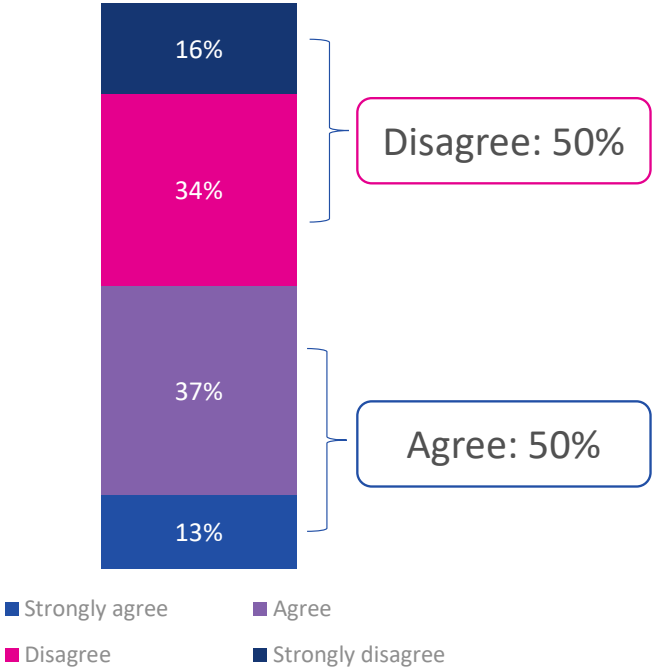


Why is it easy or difficult to find work within Walsall

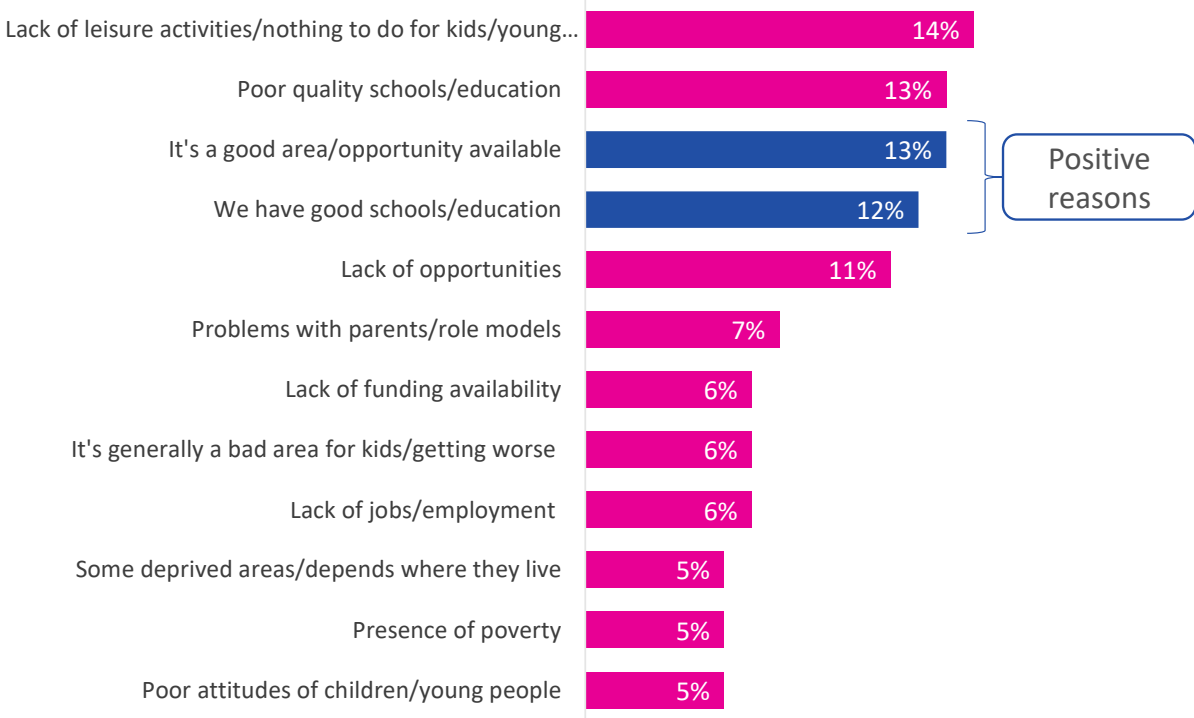


Residents are split 50/50 when asked whether they agree that young people in the borough have bright futures

Agreement that young people growing up in the borough have bright futures with opportunities to learn, play and grow

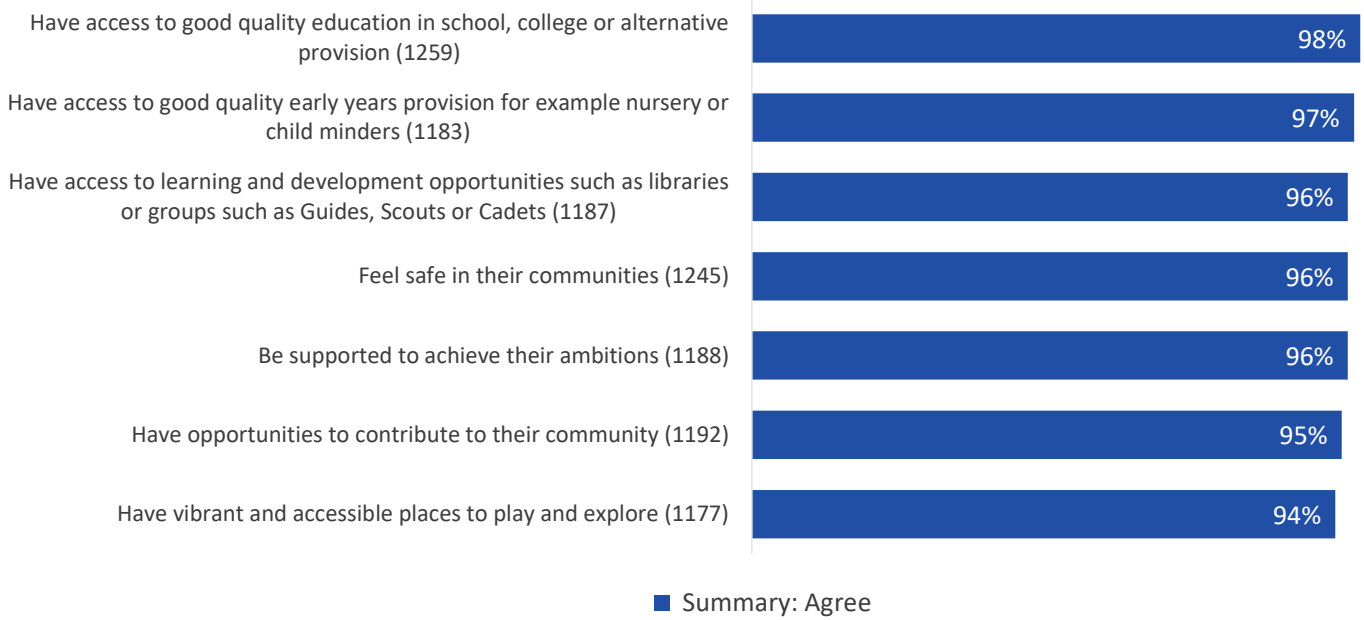


Reasons for agreeing/disagreeing



There is general consensus across all statements surrounding young people's education and development opportunities, with females significantly more likely to agree

Agreement that young people (up to 16) within the borough should be able to...?



Female respondents are significantly more likely to agree with all statements, while men are significantly less so.

Focus groups brought out some specific concerns around children and young people in Walsall

"I dropped out of college due to bullying, I found it very difficult to find another college or apprenticeship. Job Centre didn't offer anything. Went with mum to find something to do, ended up at a college for more vulnerable/less educated people. No support around what I wanted to do, didn't feel listened to."

"Kids are slipping under the radar and being missed because the services aren't picking them up."

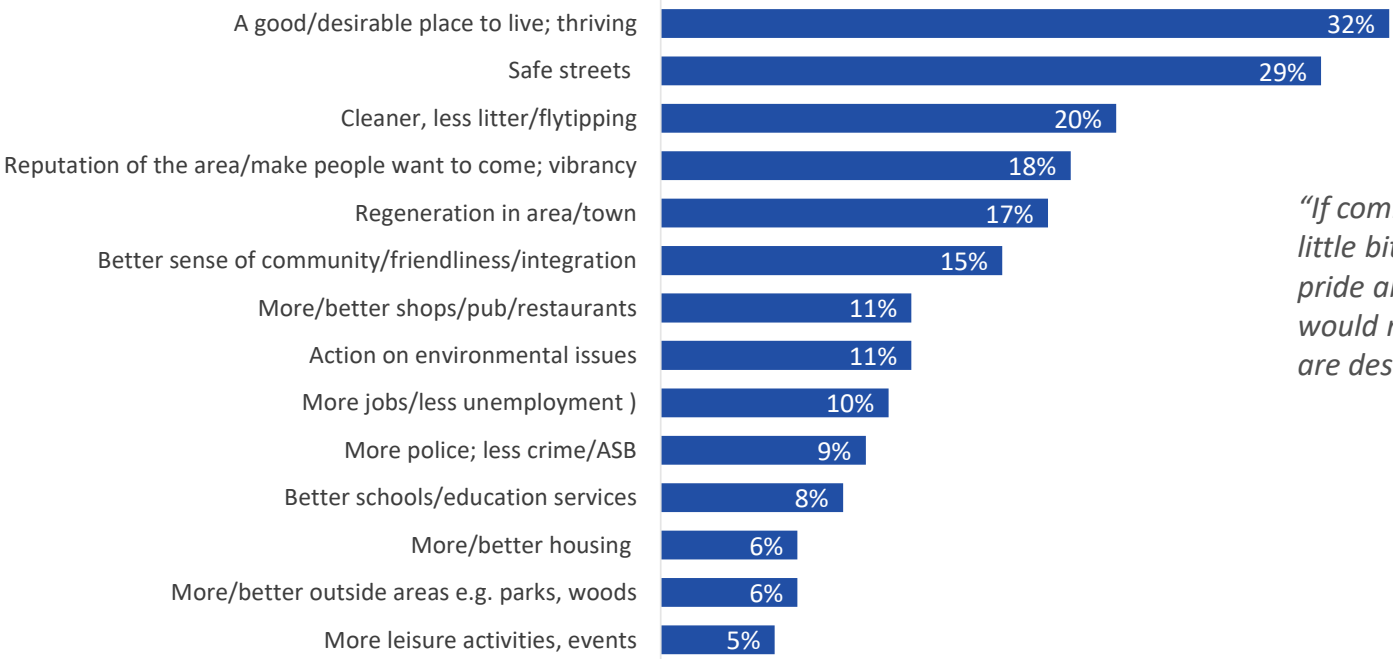
"It feels like there is nothing for children. When I first came there were SMART child centres but they have all closed down. I don't know where to take my child because there are limited facilities."

"No youth centres or anywhere to go...if you want to chill with your friends. I used to go to a place in Sutton Coldfield to sit with friends, play music, get food...nothing like that to do in Walsall."

"For youngsters there's not much leisure facilities or activities for them."

A third of residents would like Walsall to be known to be a desirable place to live in 18 years time

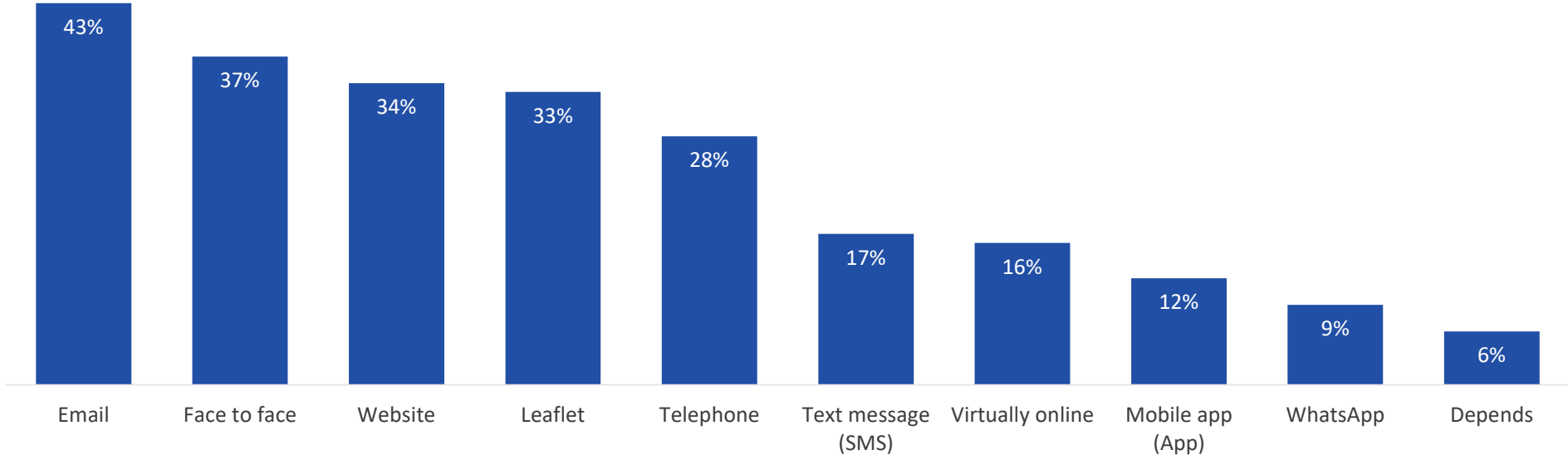
What would residents want the borough of Walsall to be known for in 18 years time?



“If community spaces were maintained and a little bit more attractive, I think people have pride about their areas and I think people would respect it a little bit more because they are destroyed or vandalised very quickly.”

Two fifths of residents would like to access information, advice and support via Email and a third would prefer methods like face to face, website, leaflet and telephone

Preferred way to access information, advice and support



		Email	Face to face	Website	Leaflet	Telephone	Text message (SMS)	Virtually online	Mobile app (App)	WhatsApp
	Total	43%	37%	34%	33%	28%	17%	16%	12%	9%
Locality	North	42%	41%	30%	34%	25%	20%	15%	12%	4%
	East	46%	29%	34%	32%	28%	18%	14%	13%	9%
	South	42%	44%	35%	30%	26%	15%	20%	13%	14%
	West	41%	39%	35%	34%	31%	15%	18%	10%	11%
Gender	Male	39%	45%	34%	26%	31%	17%	19%	13%	8%
	Female	47%	29%	35%	39%	25%	17%	14%	10%	11%
Age Groups	16-34	55%	19%	42%	31%	17%	19%	24%	19%	11%
	35-64	43%	39%	38%	28%	27%	15%	17%	12%	10%
	65+	30%	51%	18%	44%	42%	20%	4%	5%	7%
Limiting/impacting conditions	Any	35%	48%	28%	32%	35%	18%	13%	8%	10%
	None	46%	33%	36%	33%	25%	17%	17%	13%	9%
Ethnicity Summary	White	43%	38%	35%	32%	30%	16%	16%	11%	8%
	Minority Ethnic Groups Total	46%	29%	32%	33%	22%	19%	18%	18%	14%
IMD Quintile	1=Least Deprived	50%	30%	41%	30%	26%	15%	21%	8%	12%
	2	44%	35%	37%	32%	25%	24%	15%	17%	10%
	3	38%	40%	34%	34%	31%	14%	8%	8%	7%
	4	44%	39%	28%	33%	28%	13%	21%	10%	8%
	5=Most Deprived	40%	40%	31%	33%	29%	20%	16%	15%	10%

Opportunities and hopes – other significant demographic differences

Area

- Those in the **North worry about children's futures due to a lack of opportunities**. They want the borough to be seen as having less crime in 20 years.
- Residents in the **East of the borough are more likely to be concerned about climate change and to believe it's important residents and organisations work together to combat it**. They're more likely to consider education and better recycling as key ways to do this. This area's residents are more likely to think young people in the borough have bright futures.
- Residents in the **West are more likely to consider lowering emissions as key to fighting climate change**. They want Walsall to be known for better housing in 20 years.
- Residents in the **South are more likely to think say that finding a job is difficult**. They worry about children's futures due to a lack of opportunities and because of the presence of poverty. They want the borough to be known for less crime.

Age and gender

- Those **16-34 are more likely to consider the use of electric vehicles as important to fighting climate change. They'd like Walsall to be known for environmental action**. This group also considers the borough as having good schools. Young people are most likely to want communications from the council by email, online or by app.
- Those **35-64 are more likely to believe the difficulty in finding employment is due to a lack of skilled jobs available**. They are more negative about young people's opportunities.
- Residents **over 65 are more likely to agree that the borough's young people have bright futures**. This group would rather receive communication face to face or with a leaflet.
- Male residents are less likely to believe young people should have access to good quality education, and other learning and development opportunities.
- **Females are more concerned about climate change** and more likely to say improved recycling, less waste and green energy use are ways to tackle it. This group's concerns about young people's futures attributes this to a lack of activities for kids.

Other demographics

- **Least deprived areas show more concern over climate change**. They want Walsall to have a good reputation and be known for regeneration.
- **Most deprived areas are less concerned about climate change, but more likely to consider well maintained green space as key to fighting it**. They want the area to be known for less crime.
- **Residents belonging to minority ethnic groups believe it is more difficult to find work in Walsall**. They are more likely than other groups to consider the borough as having good schools. They want the borough to be known for low crime, as well as better jobs and education.
- **White residents are more likely to say that finding a job in the area is easy**.
- Residents with limiting conditions are also more likely to be concerned about climate change, and about young people's futures. This group of people would most like to receive communications face to face or over the phone. They'd like the borough to have better support for residents in 20 years time.

Key Findings and Recommendations

Key Recommendations

Regeneration

- With the need for **regeneration and investment given as the key reason for a lack of advocacy for the borough as a place to live**, it is clear this is a top priority.
- More specifically this falls into several areas, with one being the desire for **more shops, restaurants and leisure activities and the belief these will make towns more pleasant for visitors**.
- **Cleanliness and upkeep is another theme** which any regeneration should include. The level of litter and fly tipping, as well as maintenance of parks, should all be priorities for improvement. These changes will be effective for both the attractiveness of the area as well as residents' wellbeing.
- **Investment in the area should also consider environmental impacts**, and aim to make Walsall more sustainable. Residents think this can be done with better recycling, less waste, and a shift to eco-friendly transport.

Crime and Safety

- **Crime is given as a key cause of residents' reluctance to recommend the borough**. Reducing crime and anti-social behaviour, along with better policing, is given as the main change residents would like to see in 18 years.
- It's clear that **residents often feel unsafe**, so improving street lighting and adding CCTV would help put more people at ease.
- **Police presence is also cited specifically as something which needs improving** to help people feel safe, and to try and deter antisocial behaviour and crimes.
- **Residents also want to feel more sense of community in the borough**, which in turn would make the area feel safer as people get to know their neighbours and the police who serve the community.

Opportunities and Security

- With **half of Walsall residents disagreeing that children and young people in the borough have bright futures and opportunities to learn, play and grow**, it's clear that this needs addressing.
- **A lack of activities for young people** is one reason for these thoughts, so investment should focus on giving young people more to do, whether this is outside spaces, vocational courses or things like a gym or theatre.
- **The majority of residents believe it is difficult to find jobs in the area**, and feel their financial security and resilience need improving. Regeneration itself should aim to **create opportunities to boost people's feelings of security, through creating new jobs**.
- In addition to feelings of security helping people's mindset, it is also key that **green spaces and the environment itself are protected**, so any regeneration should also focus on protecting these and making them good places for residents of all ages.



BMG

success decoded