

Our **Big Local** Profile

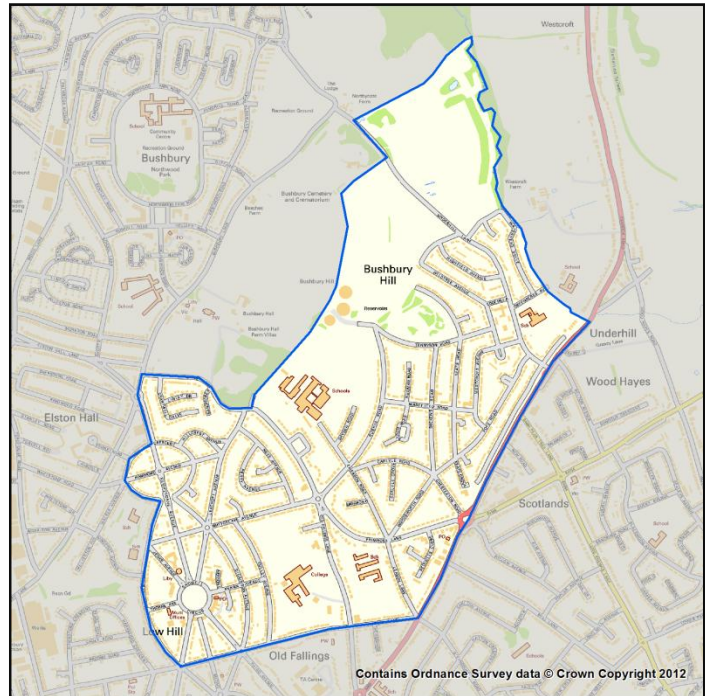
*By Scotlands & Bushbury Hill
Wolverhampton*

About Scotlands and Bushbury Hill...

Bushbury Hill is an area that is part of the suburb of Bushbury, Wolverhampton, West Midlands and is the most densely populated ward of Wolverhampton. It lies two miles north-east of the city centre and is part of the Bushbury South and Low Hill ward.

The Scotlands is a housing estate that lies within Fallings Park ward and is situated in the north-east of the city, bordering South Staffordshire and Bushbury South and Low Hill Wards.

The Scotlands and Bushbury Hill Big Local area covers The Scotlands Estate (part of Fallings Park Ward) and part of the Bushbury South and Low Hill ward.



Our history...

During the 1920's and 1930's, the area was populated predominantly by the working class. Although conditions were not easy, and there was some unemployment, there was never widespread poverty known in other parts of the country. This was due to the main Wolverhampton area not being dependent on any one particular industry.

At the start of the twentieth century many local people earned their living either from employment by the Railway companies or the Electric Construction companies. In 1922 the Star Engineering Company developed a site in Showell Road with plans to move all production to Bushbury.

Unfortunately both Star Engineering and Clyno Engineering (both large vehicle manufacturers established in the area) closed increasing local unemployment. However by the late 1930's companies including Goodyear Tyre and Rubber



Company and Guy Motors expanded production into the area and unemployment was considerably reduced.

The Bushbury Hill estate was built to provide housing for the working men and women employed in these nearby engineering and manufacturing industries. These industries provided a whole range of employment from floor sweepers to skilled engineers.

By far the greatest change in the area was the building of the Low Hill Estate of council houses. 101 acres of land was purchased from the Showell Estate and a further 232 acres from the Low Hill Bushbury Estate Company.

By 1927 2000 new houses had been built and a completely new road system lay down to replace the bridleways. Most of the new residents came from other parts of Wolverhampton and were employed outside the area. Local services began to develop including the introduction of the double decker trolley bus and a local library. The Scotlands Estate was built in the late 1930's as a continuation of the government's house building programme.

With the ever expanding population there was a need for more church accommodation. In 1929 the Mission of the Good Shepherd was built in Second Avenue and still serves the local community today.

Following the Second World War the area grew even further as surviving servicemen returned, more new houses were built to accommodate the increasing population.

In the latter half of the twentieth century as the industries gradually declined and closed the social and economic activity began a downward spiral.

The area's pubs and working men's clubs declined in popularity and gradually lost their role at the heart of the community. Slowly as the level of unemployment increased so did the level of debt till eventually the area was blacklisted by insurance companies and banks.



So far three generations lives had been blighted by the scourge of unemployment and social instability. Many families lived on state benefits and young people were growing up in a disillusioned environment.

Our today...

During the *Getting Started Phase* of our Big Local adventure, we asked local residents what they like most about their area. This resulted in an overwhelming number of respondents stating that they love the 'people'. This ranged from their family, friends and neighbours to the wider community and the local roots lay down for future generations.

I like to live here because...	%
<i>...of the people (family, friends, neighbors, community, my local roots)</i>	48%
<i>...of the local amenities</i>	23%
<i>...of the sense of community</i>	18%
<i>...of the local schools</i>	5%
<i>...the rent is cheap</i>	1%
<i>...I feel safe</i>	1%
<i>...it is clean</i>	1%
<i>...its great - feel good factor</i>	3%
<i>...of the rural & urban mix</i>	1%

The People of Scotlands and Bushbury Hill: -

Scotlands and Bushbury Hill currently has a population of 8038¹. Many people across the generations are born and bred within the area and there is a real sense of community amongst people.

Big local residents have highlighted some of the key attributes about the people of Scotlands and Bushbury Hill....

- 🚦 People in the area have real community spirit
- 🚦 We have pride in our area
- 🚦 We are good at working together
- 🚦 Friendly neighbours
- 🚦 People give time to help each other
- 🚦 Hard working people



There has however always been an evident divide and some contention between the people who live in the Scotlands and those that live in Bushbury Hill and Low Hill. Big Local and the boundary it has enforced means that all areas have got to work together. During the *Getting Started Phase*, the local people who have regularly been involved have gone some way in successfully achieving this, however the challenge is to now roll this out to the wider community and bring all the cross cutting areas together.

*1 approximate calculation taken across both wards – see Statistical Methodology

The average age across the area is the 25-44 age brackets (27%), with a further 24% under the age of 16. This demonstrates the high number of young families that live in Scotlands and Bushbury Hill. There is also a high number of 60+, with 18% of the area's population falling into this category.

One of Wolverhampton's most remarkable characteristics is its super-diversity and this is reflected within Scotlands and Bushbury Hill. There are both high rates and broad range of people's diverse nationalities, religions and ethnic backgrounds. We feel that the current statistics based upon the 2011 census for the two wards that cover our Big Local area do not accurately portray the diverse mix of ethnicities that are within our area. For example in The Scotlands area we work with a fairly large



population of Polish people. However, the statistics show that over 70% of our Big Local population is recorded



as White British, with the next most dominant ethnic groups being Black and Asian. Over 60% of our population is recorded as Christian with Sikhism being the next most recorded religion at 4.5% of the Big Local Population. English is in the main a first language for many people.

Big Local residents have identified the following issues...

- ✚ Over the years, with the ever changing environment, the changing family unit and with an increase of immigration into the area, the local community has changed and become a little less close knit. The need to embed the sense of local community into the younger generations, encouraging pride in the area and fostering a caring attitude towards the community is necessary
- ✚ Intergenerational activities – As part of the above, we need to ensure that the young and old communicate and integrate well, learning from each other in order to make the best of not just our area, but also the world we live in
- ✚ Break down the barriers between the different estates within the Big Local area

Our Local Community: -

Scotlands and Bushbury Hill has a strong sense of history, with generations of families living in the area, in some cases several generations of families occupying one street. The area has a long standing image of negativity and it is the combination of these factors that have lead to the development of a strong community.

There are many groups and organisations operating across the area, ranging from small informal groups of volunteers running local activities through to larger groups and organisations operating within networks and taking a more structured approach.

Groups have centred on local needs ranging from support for young families, social activities for older people and health based support groups through to gardening and cooking projects and environmental and history projects. This is just a flavour of the kinds of activities happening in the area.

An example of a project that was run by local people (in partnership with a local organisation called Women of Wolverhampton) is 'Dreams and Realities'. This encouraged women and families on the Scotlands estate to share stories and experiences that would highlight positive aspects of life in their area. Through film, photography, visual arts and digitally recorded discussions with resident's personal memories, aspirations and achievements were captured.



Low Hill & Scotlands Got Talent 2014

The 'Low Hill and Scotlands Got Talent Show' is an excellent example of community activity. Organised by local people, this event has now been running for 3 years and attracts approximately 300 people.



Bushbury Hill EMB Fun Day 2013

Another prime example of active citizenship was the birth of the Bushbury Hill Tenant Management Group. In 1989 a small group of tenants decided they were no longer prepared to sit back and wait for Wolverhampton City Council to carry out much needed repairs to their homes. The tenants decided it was time the council invested some money into their homes as this had been lacking for years. A residents association was set up to petition the Council for repairs and home improvements. Then in the early 1990's the Estate was threatened with demolition. The tenants group decided to take up the fight. They decided to take on Goliath, Wolverhampton Council with a stated aim of securing much needed investment in their properties.

Today this group is now a well established and successful organisation - The Bushbury Hill Estate Management Board, run by local people, for local people. They continue with their fight to improve the area and bring in much needed investment. This demonstrates the commitment and resilience of local people to their community.




The Scotlands and Bushbury Hill's very own grants scheme...the Chatterbox, funded through the Getting Started and Pathway phase has today demonstrated the hunger of local people to serve their community. The Chatterbox funded a variety of activities ranging from Christmas events for children and young families, cycling for young people, a local radio station dedicated to the area through to the SIT Project (Somebody Is There) that originally started out to provide support to carers, but in response to need is now evolving into a larger scale activity and possibly a social enterprise.

Who supports the groups?

Across the area there has been in the past a good level of support for local groups and volunteers. Wolverhampton Network Consortium (WNC) provided community engagement services to enable groups to evolve and improve, providing training and support for volunteers and assisting with financial leverage into the area. Unfortunately WNC closed in 2013.

In 2006 the Low Hill and Scotlands Local Neighborhood Partnership was established to bring the many local community groups together with a shared vision to work with local service providers, elected members and the LNP Team to ensure that services meet the needs of local residents. This partnership has been very successful but unfortunately loses its funding and finishes as an LNP later this year.

Big Local residents have identified the following issues...

-  Local people, especially those experienced volunteers need to support each other and ensure the evolution of a new generation of active citizens to continue the good work. This is crucial in the success and longevity of the Big Local Programme itself
-  Local groups need to look at new means of sustainability and adapt to the changing environment in Wolverhampton
-  More inter-generational and cross thematic activities are needed to build on the current level of community cohesion within the area

Housing: -

Scotlands and Bushbury Hill is a densely populated area comprising mainly of early twentieth century council houses.

The majority of people live in council or ex council houses which are semi detached or terraced.

Our Big Local area cross cuts one of Wolverhamptons most densely populated wards. The majority of housing is occupied by people with dependent and non dependent children and has the highest percentage of lone parent households within Wolverhampton. This area also currently has the highest percentage of teenagers in comparison to other wards within the City.



Big Local Residents like the housing on the estate as it is intended for families and allows the new generations of local people to live within the area. With many people remaining in this area from birth to old age, the area also now has a significant number (12%) of lone pensioners occupying dwellings.

As an old and well established area through generations we have seen significant changes in 'family types'. This has resulted in a need for different services, for example if there are no more single person households, smaller homes are needed. The affect of this within the area has become ever more prevalent with the introduction of the bedroom tax.

The split between owner occupied and rented (various forms of rented tenure, mainly council rented) is almost 50/50.

Big Local residents have identified the following issues...

- ✚ Local service provision does not currently meet demand in the area
- ✚ Bedroom tax and the affects and consequences
- ✚ Under 25s not claiming housing benefit
- ✚ Young people being homeless or having to return to parental home
- ✚ Lack of social housing
- ✚ Benefits payments in lieu

Environment: -

The surrounding areas that border our big local area range from boasting vast green open spaces (many of which have public access) to heavily industrialised areas comprising of large factories and units.



Despite the heavy industrialisation of the area, the bordering wards remain a gateway to the Staffordshire countryside. While one end of the wider suburb is dominated by the former Goodyear plant and surrounding factories, the other end contains areas of Greenery in Northwood Park, and playing fields adjacent to Bee Lane. In particular to the north of the area bordering

North Bushbury we have Northcote farms and a large recreation ground. However within the area itself, there is little open space. There are some small parks and purpose built spaces, but many areas of spare land are derelict.



Big Local residents identified the need for...

- ✚ More local park facilities
- ✚ Things to do and safe places to go, especially for young adults
- ✚ Multi Purpose facilities for young and old
- ✚ The area needs to be 'cleaner' and 'tidier'
- ✚ We need more bins and benches
- ✚ Developing unused land
- ✚ Parking in some streets needs addressing (eg Ruskin Road)

Schools & Education: -

There are four schools within the area and a further primary school that lies just outside our big local boundary, but caters for children within our area. Berry Brook Primary School in Greenacres Avenue has 238 pupils. The majority of pupils are



of White British background. The remainder come from a range of other backgrounds including African and Caribbean. The proportion of children who speak English as an additional language is broadly average at approximately 3%. 50% of pupils are eligible for the government's pupil premium funding which provides additional funding for children in local authority care and for pupils known to be eligible for free school meals.



Fallings Park Primary School is a larger than average-sized primary school with 443 pupils. The proportion of disabled pupils and those with special educational needs is higher than the national average. The

proportion of pupils from minority ethnic groups is also above the national average as is the number of pupils eligible for pupil premium funding.

There are two Senior School that falls within our big local area. Moreton Community School is a smaller than average-sized comprehensive school housing 738 pupils. The proportion of students eligible for the pupil premium is nearly three times the national average. Around 15% of students are supported at school action plus or with a statement of special educational needs. This is much higher than the national average.



Our Lady and St Chad Catholic Sports College is a senior school housing 794 pupils. Although the majority of students come from White British backgrounds the proportion of students from minority ethnic backgrounds is above average, as is the percentage of students who are supported through the pupil premium. Some students in the sixth form attend some of their lessons at four other local partner schools including Heath Park School, North East Wolverhampton Academy, Moreton School and Moseley Park School.

It is well known that children growing up in disadvantaged areas emerge from school with substantially lower levels of educational attainment. Such 'achievement gaps' are a major contributing factor to patterns of social mobility in later life. This is apparent in our area as the following statistics show.

Over one third of people aged 16+ within our area has no qualifications, with little over 10% reaching A-Level Stage. Apprenticeship take up in the area is low, but this is also due to the lack of opportunities available.

Big Local residents identified the need for...

- ✚ Actively support schools by providing opportunities for pupils to become active citizens, supporting their local area and the people in it.
- ✚ Ensure schools are linked into current and future big local schemes, especially around enterprise and employment

Economy & Employment: -

In the latest index of multiple deprivations The Scotlands part of our area was ranked 104 out of 32,482 in England, where 1 was the most deprived and 32,482 the least. Both the Scotlands (Fallings Park) and South Bushbury and Low Hill are Wolverhamptons two most deprived areas in the city, with the Scotlands seeing an increase in deprivation since 2007.





The recession has caused a significant increase in the number of people receiving out of work benefits in Wolverhampton. A lack of vacancies has meant that people who have been made redundant, including skilled workers, have been unable to re-enter employment as competition for posts has become much greater.

However of the economically active age groups over a third of our area are in full time work and a further 15% in part time work. The current unemployment rate out of those who could work is 8.7% of which 8.4% claim Job Seekers Allowance. This is higher than the national average which up to February 2014 was 6.9% of the labour force (those unemployed plus those employed).

The current economic climate has had a profound effect, not just nationally, but locally too. Changes in unemployment signify changes in people's life and economic circumstance.

Even though educational attainment across the area is low, we still have almost one quarter of our working population in managerial, professional or technical jobs. The low level of educational attainment is however directly related to the type of employment taken up by the other three quarters of the working population with the majority of those work in jobs such as machine operatives, kitchen assistants, hairdressers or administration.

Big Local residents identified the need for...

-  Creating local opportunities such as apprenticeships
-  Supporting local businesses and organisations through cost effective local promotion and possibly investment
-  Support businesses (including social enterprises) to establish and set up
-  Ensure local people have access to good into work support

Access to services & transport: -




In the area there are many shops ranging in size and offering a good range of products. There are a high number of take away restaurants within the area. There is also good local access to health centres and doctors surgeries; however access to some local services is limited. For example there is some access to libraries at the Bushbury end of our Big Local patch and very limited local access for The Scotlands.

The way people live influences the way services are delivered and we have seen this evolution begin within our area. For example the distribution of pensioner households affects the level of services for older people. In our area there are some increasing and emerging gaps in provision for our local people.

Wolverhampton itself boasts a whole range of services and amenities within its city centre, however in order for people from our area to access these, travel is required.

Almost 40% of households within Scotlands and Bushbury Hill do not own a car and only 12% of people needing to commute use the bus. Affordability of transport, coupled with the lack of some local amenities is an issue.

Big Local residents identified the need for...

-  More access to information services to allow better access to opportunities
-  Bring key services into the local area to ensure those that can't afford to travel can access them.
-  Improved safety for pedestrians to encourage walking

Health: -

Life expectancy within our area for both men and women (estimated at 76.5 and 81 years respectively) are both lower than the national averages.

Deprivation has strong links to life expectancy, so if we can reduce deprivation, this should have a positive impact on health.

Six conditions account for the difference in life expectancy between our Big Local Area and the rest of England. These are heart disease, stroke, infant mortality, lung cancer, suicide and alcohol.

Our residents also identified the following as health issues affecting local people...

- ✚ Diabetes
- ✚ Sexual Health and teenage pregnancy
- ✚ Mental health, depression and self harm
- ✚ Obesity
- ✚ Substance/Drug misuse

Crime & Community Safety: -

Crime and reduction of crime is a priority for the area. Total crime recorded is at 51.1 per 1000 of the population with anti-social behaviour being the most reported crime.

Crime rates, coupled with the perception of crime provide valuable information. If perceptions of crime are high, we know this has an impact on quality of life.

During the past year issues including anti-social behaviour, drug dealing and fly tipping have been raised as issues.

Initiatives across the area to tackle such issues have included...

- ✚ Reducing reoffending –Research has shown a large proportion of crime is committed by the same repeat offenders, by breaking the re-offending cycle crime can reduce significantly.
- ✚ Tackling serious violence – this encompasses all types of serious violence and delves in to the underlying issues of why serious violence occurs. For example as part of this priority the issue of ‘Gangs’ is being explored, which has proven to be a key issue in relation to serious violence.
- ✚ Tackling substance misuse (drugs/alcohol) - The addiction to substance is usually the reason behind perpetrators committing offences and can also be the reason why the re- offending cycle is impenetrable. Through a support package offenders are offered ongoing support to exit this way of life.

Big Local residents identified the need for ...

- ✚ Security cameras in key areas that actually work
- ✚ Groups to support the lonely, elderly and vulnerable
- ✚ Address speeding on the island between cross section of Cannock Road and Deyncourt Road
- ✚ Brighter street lights like the ones on Primrose Lane
- ✚ Crack down on drug users and sellers on the streets
- ✚ Crack down on anti-social behavior (education and respect)

The Statistics...



Statistics	Bushbury South & Low Hill	Fallings Park (Incl. The Scotlands)	Scotlands & Bushbury Hill Big Local Area (Average Stats)
Population (Census 2011)	14983	12410	8038
Gender...			
Male	47.5%	48.1%	47.9%
Female	52.5%	51.9%	52.1%
Age...			
0-4	9.6%	7.1%	8.0%
5-15	17.2%	14.8%	15.7%
16-24	13.7%	13.1%	13.3%
25-44	29.0%	25.8%	27.0%
45-59	15.7%	18.9%	17.7%
60-74	10.1%	12.6%	11.7%
75+	4.8%	7.7%	6.6%
Ethnic Group....			
White British	63.3%	80.0%	71.7%
White Other	5.2%	2.6%	3.6%
Mixed	8.1%	4.8%	6.0%
Asian	9.6%	6.2%	7.5%
Black	12.8%	5.6%	8.3%
Chinese	1.0%	0.8%	3.1%

Religion...			
Christian	56.5%	62.8%	60.5%
Buddhist	0.2%	0.1%	0.1%
Hindu	1.8%	0.9%	1.2%
Judaism	0.0%	0.0%	0.0%
Islam	0.7%	0.3%	0.4%
Sikh	5.0%	4.2%	4.5%
Other	1.0%	0.6%	0.7%
No Religion	27.1%	24.7%	25.6%
Not stated	7.7%	6.4%	6.9%
Households...			
Couple only	10.4%	12.7%	11.8%
Lone Parent + dependent children	16.9%	11.5%	13.5%
Other households + dependent children	26.5%	24.5%	25.2%
Other households + non dependent children	12.3%	13.2%	12.9%
Multi person households aged 65+	4.2%	8.1%	6.7%
Lone Pensioner (aged 65+)	9.1%	13.2%	11.7%
Student only	0.1%	0.0%	0.0%
All other lone persons	16.2%	14.0%	14.8%
Other	4.4%	2.9%	3.5%
Tenure...			
Owner occupied	37.9%	59.9%	51.8%
Shared ownership	0.4%	0.4%	0.4%
Social rented - Council	37.0%	28.4%	31.6%
Social rented - Other	9.0%	1.5%	4.3%
Private rented	13.9%	7.9%	10.1%
Rent free	1.8%	1.9%	1.9%

Community Safety (% per 1000 of the population/dwellings)...			
Total Crime Recorded	57.1	47.6	51.1
Burglary	11.1	9.8	10.3
Robbery	1.5	1.5	1.5
Serious Acquisitive Crime	9.8	10.5	10.2
Vehicle Crime	4.2	5.2	4.8
Violent Crime	0.4	0.4	0.4
Anti Social Behavior	20.5	11.9	15.1
Economy & Enterprise...			
Economically Active...			
Full Time	30.7%	36.9%	34.6%
Part Time	14.2%	15.1%	14.8%
Self Employed	4.2%	5.5%	5.0%
Unemployed (as a % of total economically active age range 16-74)	11.0%	7.4%	8.7%
Full Time Student	3.4%	3.4%	3.4%
Economically Inactive...			
Retired	9.9%	12.4%	11.5%
Looking after home	8.8%	6.1%	7.1%
Permanently sick/disabled	7.2%	5.4%	6.1%
Full Time Student	6.2%	5.0%	5.4%
Other	4.4%	2.8%	3.4%
% People working age (16-64) claiming JSA	10.9%	6.9%	8.4%

Employment			
Managers	5.4%	6.3%	6.0%
Professional	9.7%	9.9%	9.8%
Technical	6.6%	8.6%	7.9%
Admin	9.8%	11.4%	10.8%
Skilled Trades	12.4%	15.1%	14.1%
Personal Services (eg hairdressing)	13.4%	11.1%	12.0%
Sales/Customer Service	9.3%	9.8%	9.6%
Plan & Machine operatives	13.2%	10.8%	11.7%
Elementary (ie kitchen assistants)	20.2%	17.0%	18.2%
Qualifications...			
None	37.2%	34.2%	35.3%
Level 1 (1+ GCSE)	16.7%	15.6%	16.0%
Level 2 (5+ GCSE)	15.0%	16.4%	15.9%
Level 3 (2+ A-Levels)	9.4%	10.7%	10.2%
Level 4/5 (Degree & above)	12.6%	14.5%	13.8%
Apprenticeships	1.8%	3.1%	2.6%
Other	7.3%	5.5%	6.2%
Health & Wellbeing			
Life Expectancy Men (Age in Years)	76.5	76.5	76.5
Life Expectance Women (Age in Years)	81.0	81.0	81.0
Alcohol Related Deaths (Years life lost under 75 between 2008-2012)	278	143	111
Infant Mortality (Per 1000 births 2002-2011)	8%	12%	10.5%
Lung Cancer Mortality (Years Life Lost under 75 2008-2012)	370	234	284

Housing...			
Detached	7.0%	8.0%	7.6%
Semi Detached	57.0%	67.0%	63.3%
Terraced	28.0%	13.0%	18.6%
Flats	6.0%	10.0%	8.5%
Shared/converted	1.0%	1.0%	1.0%
Maisonette	1.0%	1.0%	1.0%
Transport (Modes of travel to work by % population)...			
Train	2.6%	1.5%	1.9%
Bus	15.2%	10.6%	12.3%
Metro	1.1%	0.7%	0.8%
Motorcycle	0.7%	0.9%	0.8%
Car/Van	62.6%	71.4%	68.1%
Taxi	1.1%	0.7%	0.8%
Bicycle	2.5%	2.3%	2.4%
Foot	11.8%	9.7%	10.5%
Work at home	1.9%	1.8%	1.8%
Other	0.5%	0.4%	0.4%
Car ownership (% of households)...			
Households with no car	45%	36.0%	39.3%
Households with 1 car	42.0%	44.0%	43.3%
Households with 2+ cars	13.0%	20.0%	17.4%

Statistical Methodology...



Our Big Local area cuts across two wards and incorporates three areas/estates. In order to gain a set of statistics for our area that are as accurate as possible we have used the following calculations....

- We have taken the official statistical data for each of the two wards
- Calculated the number of dwellings in our big local area from each ward
- Calculated the average number of people per dwelling, per ward
- Multiplied the number of dwellings by average number of people per dwelling to gain a total sum of population per ward within the Big Local Area.
- Divided the Big Local population as calculated above by the total ward population to create a percentage per ward
- Added by ward percentages together to create a Big Local percentage
- Applied the Big Local percentage against all statistics