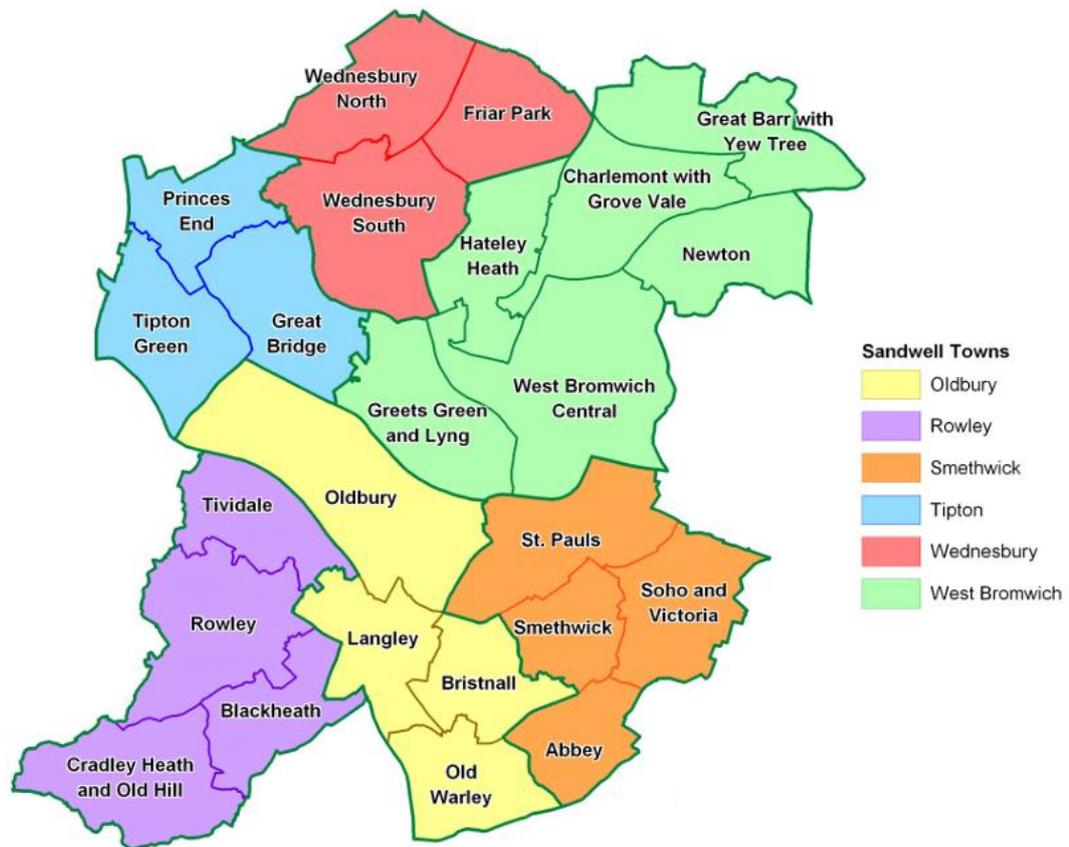


**Area Profile:**

# Sandwell

Sandwell is a metropolitan borough which was formed in 1974. The borough is made up of 24 wards within six towns: Oldbury, Rowley Regis, Smethwick, Tipton, Wednesbury and West Bromwich. Sandwell borders Birmingham, Dudley, Walsall and Wolverhampton.



**Geographic Information:**

Area size: 85.57 km<sup>2</sup>

Population: (2021): 341,835 residents

Population density: 3,994 residents per km<sup>2</sup>

# 1. Demographics

Sandwell Population estimate,  
2021

# 341,835

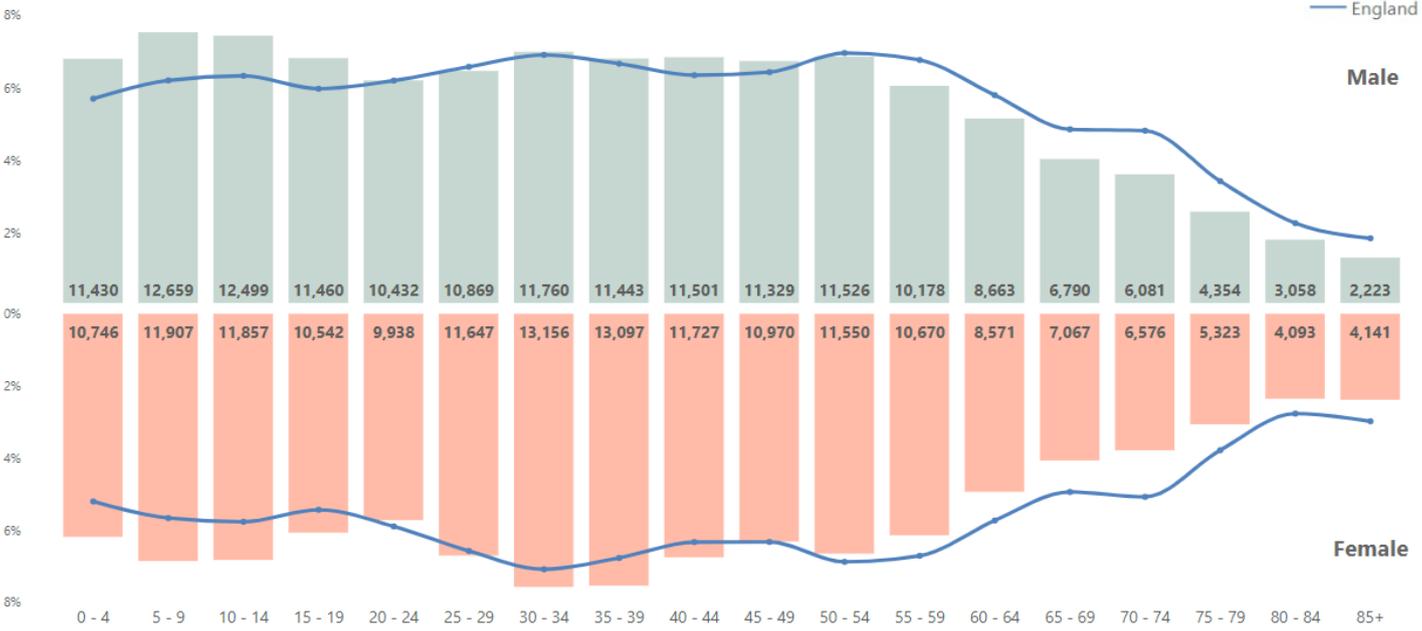
**Male**  
49.2%  
168,255



**Female**  
50.8%  
173,578



**Population of Sandwell by Age and Sex, 2021**

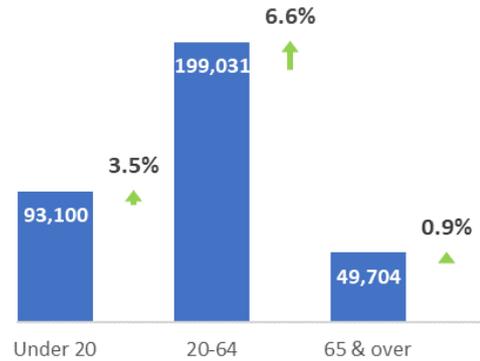


*Source: Census 2021, ONS*

### Population Growth, 2021

	2011	2021	% Change
Oldbury	50,641	54,929	8.5
Rowley Regis	50,257	53,772	7.0
Smethwick	55,166	64,007	16.0
Tipton	38,777	44,125	13.8
Wednesbury	37,817	41,335	9.3
West Bromwich	75,405	83,634	10.9
<b>Sandwell</b>	<b>308,063</b>	<b>341,835</b>	<b>11%</b>

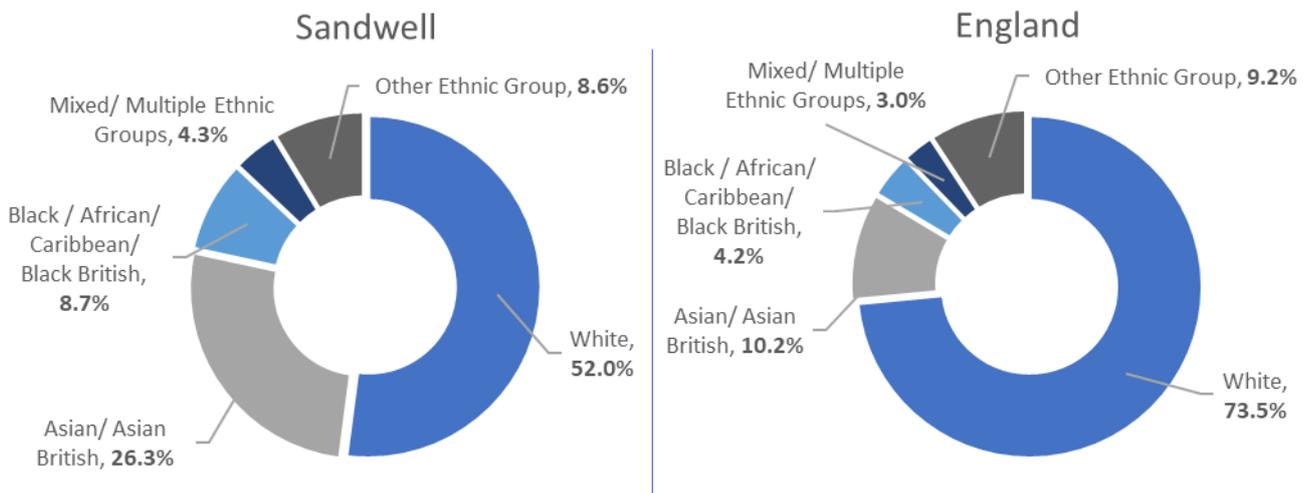
### Population growth of Sandwell by age group



Source: Census 2021, ONS

The population of Sandwell grew by 11% between 2011 and 2021. Smethwick had the largest percentage change of all the towns, growing by 16%. Looking at broad age groups, the 20-64 group had the largest increase, of 6.6% over the ten-year period.

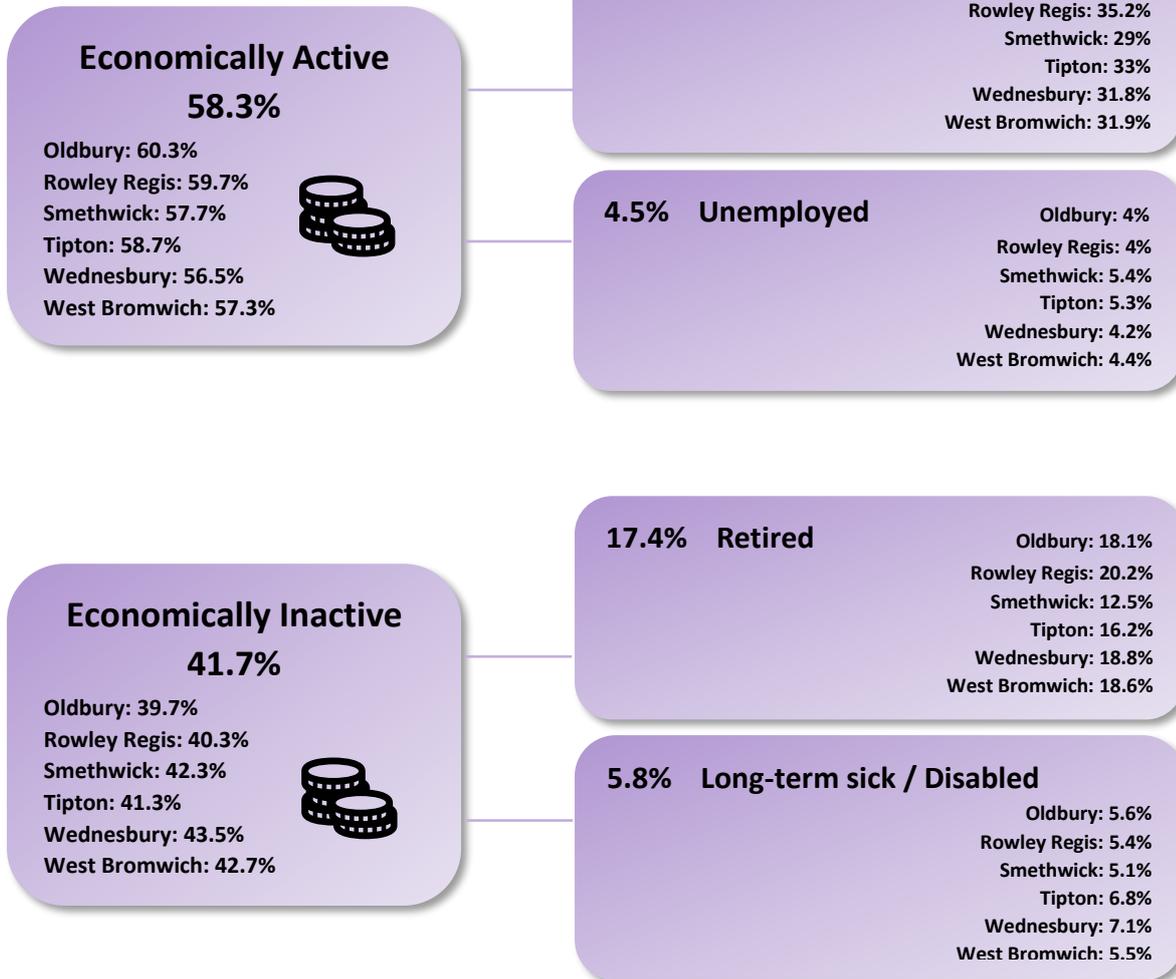
### Ethnicity, 2021



Source: Census 2021, ONS

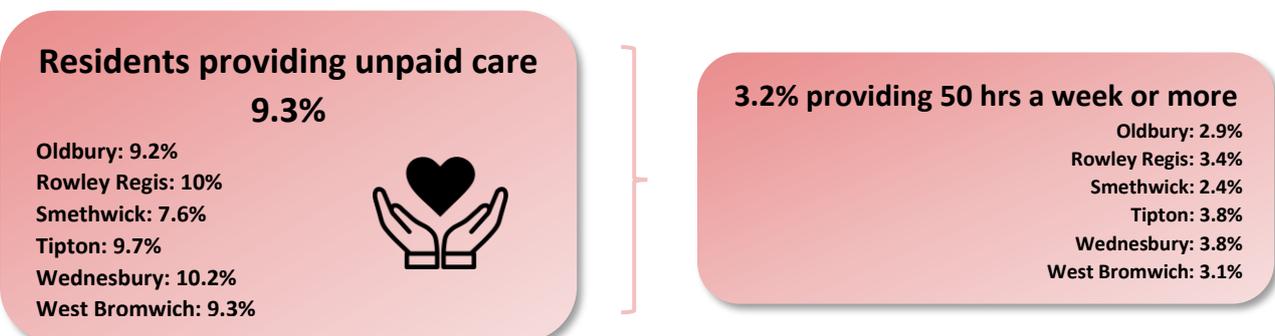
In Sandwell, 48% of the population are from ethnic minorities, which is higher than England (27%). The percentage of Black/African/Caribbean/Black British population is 8.7% in Sandwell compared to 4.2% in England. The Asian/Asian British population is also much higher in Sandwell (26.3%) than England (10.2%).

## Economic Activity, 2021



Source: Census 2021, ONS

## Unpaid Care, 2021



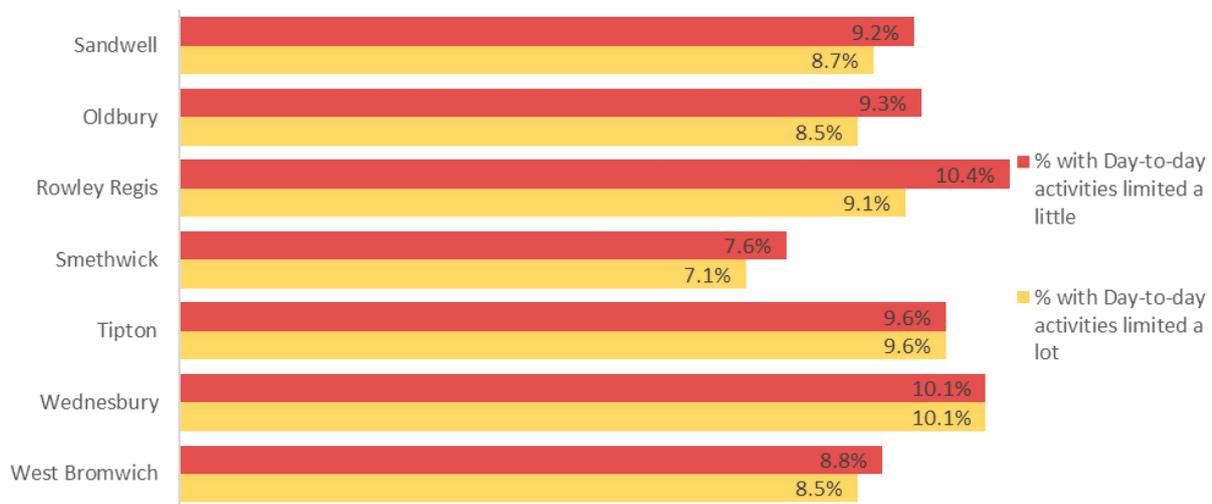
Source: Census 2021, ONS

The highest percentage of unemployment is in Smethwick and Tipton and the lowest is in Oldbury and Rowley Regis. There is a higher percentage of long-term sick/disabled residents in Wednesbury (7.1%).

The town with the highest percentage of residents providing unpaid care is Wednesbury (10.2%), with Smethwick being the lowest (7.6%). The highest percentage of residents providing 50 hours of care a week or more is Tipton and Wednesbury, with 3.8%.

### Long term illness/Disability, 2021

% of Residents Disabled under the Equalities Act



Source: Census 2021, ONS

### % of Residents Long-Term Sick / Disabled \*

**22.8%**

Oldbury: 22.9%  
 Rowley Regis: 25.7%  
 Smethwick: 18.6%  
 Tipton: 23.9%  
 Wednesbury: 25.3%  
 West Bromwich: 22.2%



### % of households where no resident speaks English as a main language

**8.6%**

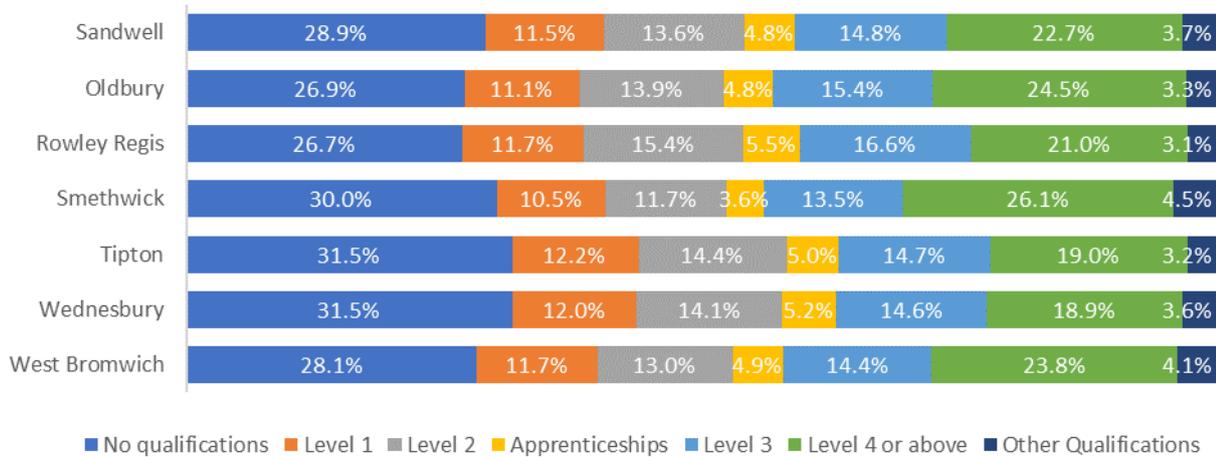
Oldbury: 6.7%  
 Rowley Regis: 3.1%  
 Smethwick: 16.4%  
 Tipton: 6.9%  
 Wednesbury: 5.9%  
 West Bromwich: 10.4%



Source: Census 2021, ONS

\* This includes people disabled under the equality act and people with long term conditions with no limits on day-to-day activities (not disabled under equality act)

## Highest Level of Qualification, 2021



Source: Census 2021, ONS

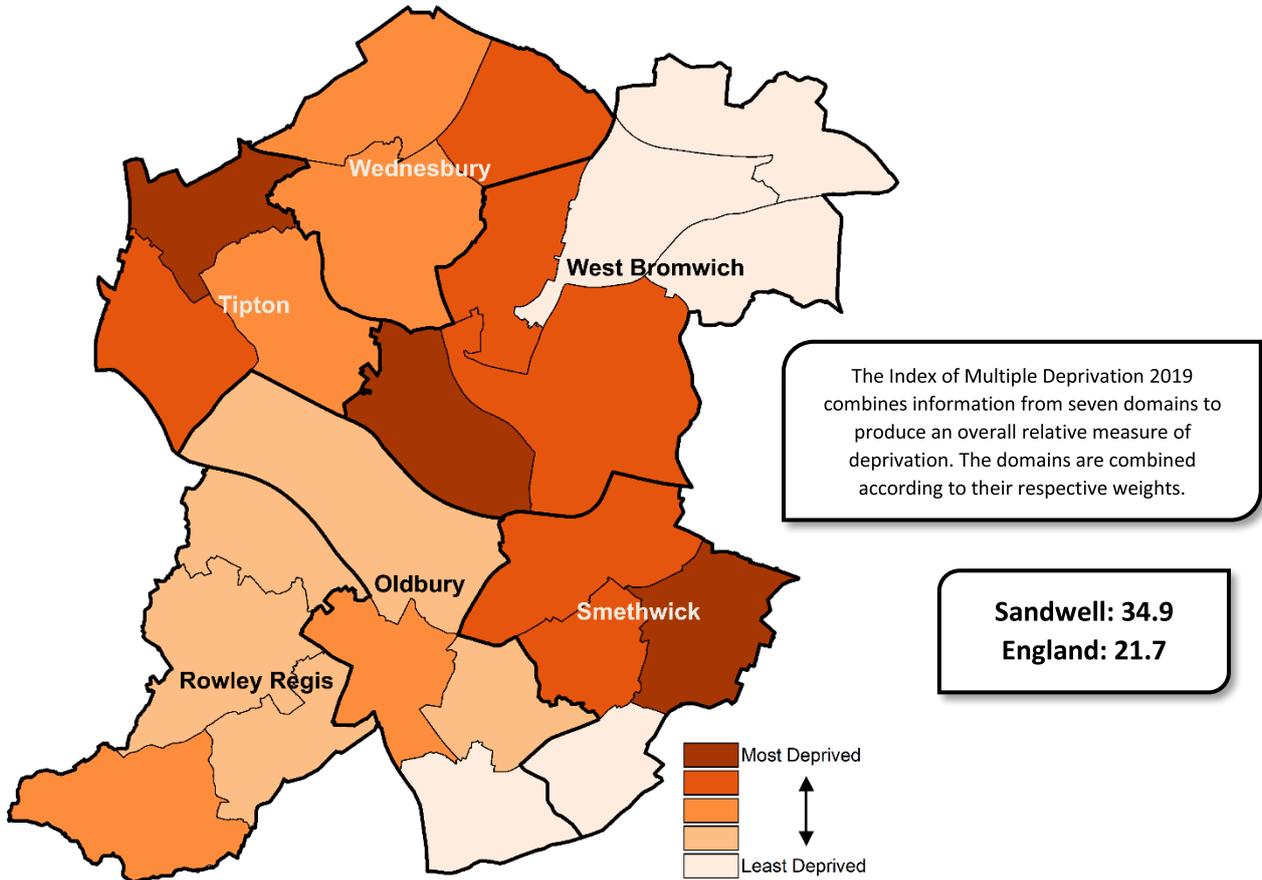
The percentage of residents who are disabled under the Equalities Act is highest in Wednesbury (20.2%) and lowest in Smethwick (14.7). The percentage of residents who are long-term sick or disabled is highest in Rowley Regis (25.7%).

The percentage of residents with no qualifications is highest in Tipton and Wednesbury (31.5%). The town with the highest percentage of residents with a level 4 qualification or above is Smethwick, with 26.1%.

The town with the highest percentage of households where no resident speaks English as a main language is Smethwick, with 16.4%, compared to the lowest in Rowley Regis with 3.1%.

## 2. Deprivation

### Index of Multiple Deprivation (IMD) Score, 2019



Source: Ministry of Housing, Communities & Local Government, 2019

In England, the lower layer super output areas (LSOA\*) are ranked into 10 deciles for Deprivation.

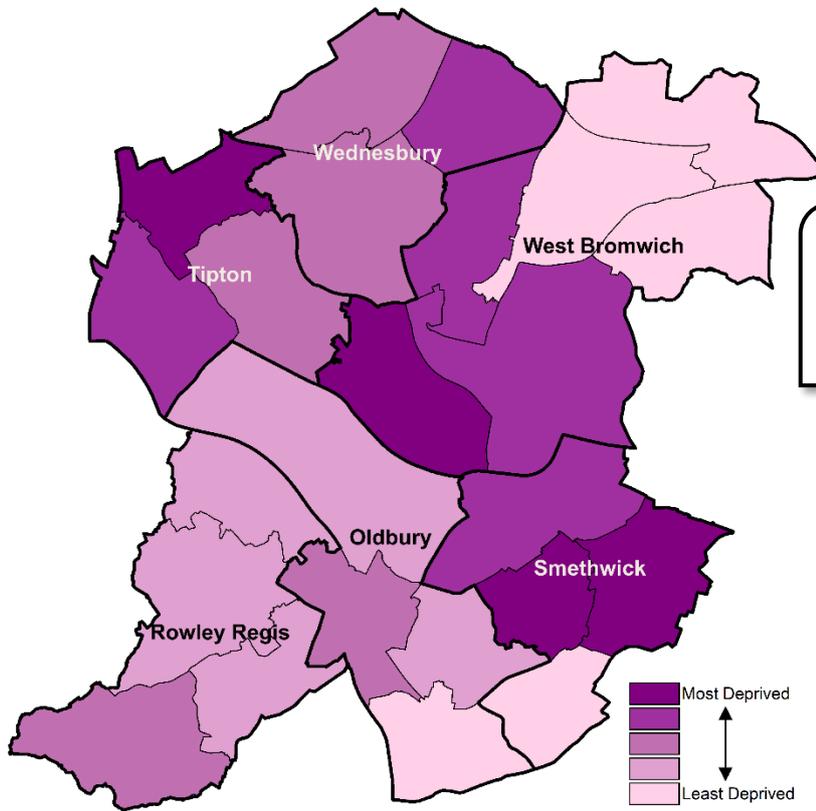
60% of the LSOAs in Sandwell are in the 20% most deprived LSOAs in England.

One in five of Sandwell's LSOAs fall into the most deprived 10% nationally.

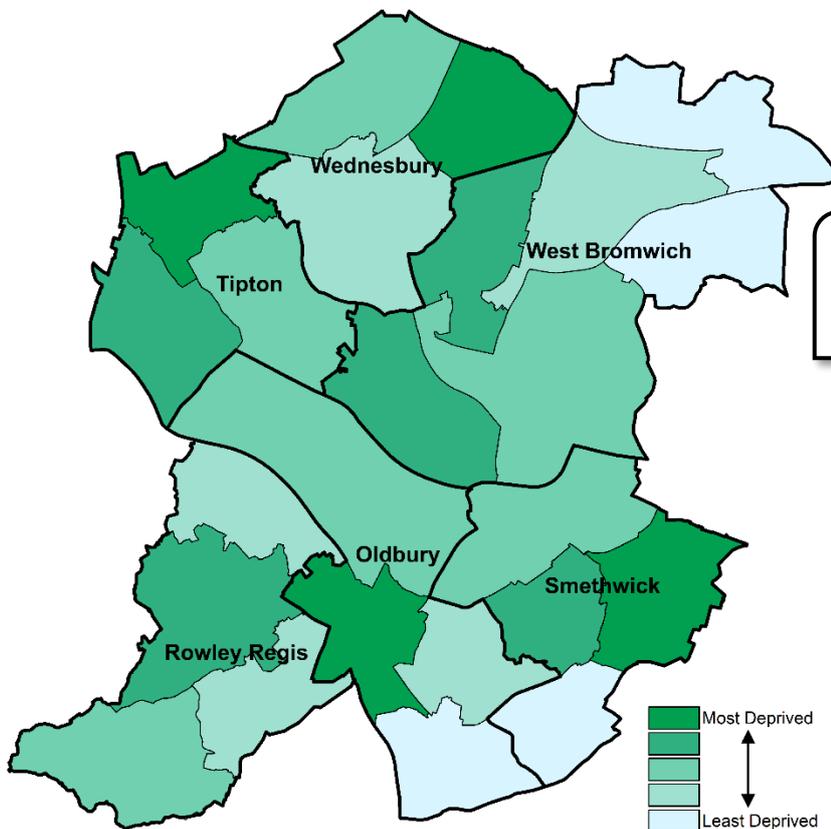
The Indices of Multiple Deprivation (IMD) 2019 shows Sandwell's average deprivation score as ranked the 12<sup>th</sup> most deprived local authority in England, out of a total of 317.

\*LSOA are areas with between 1,000 and 3,000 people

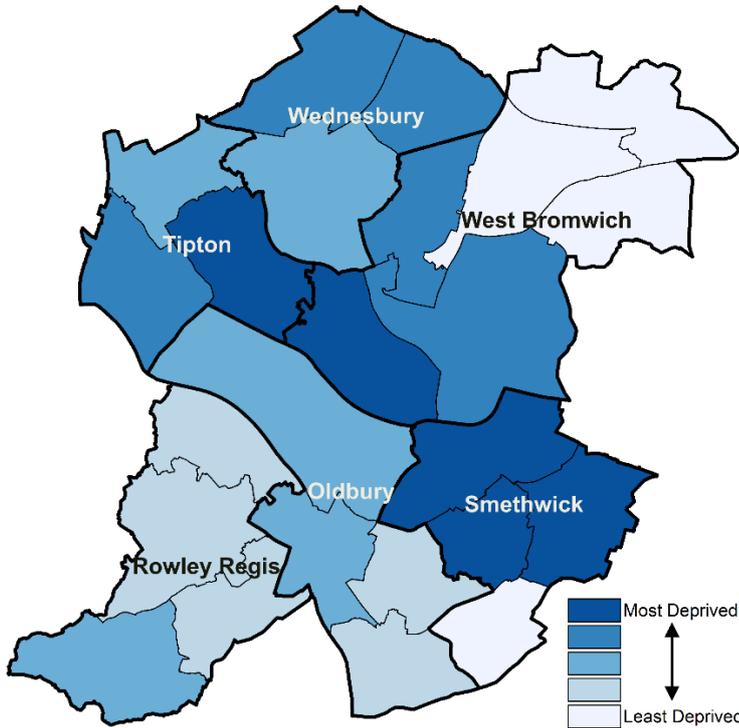
### Income Deprivation, 2019



### Income Deprivation Affecting Children Index, 2019



### Income Deprivation Affecting Older People Index, 2019

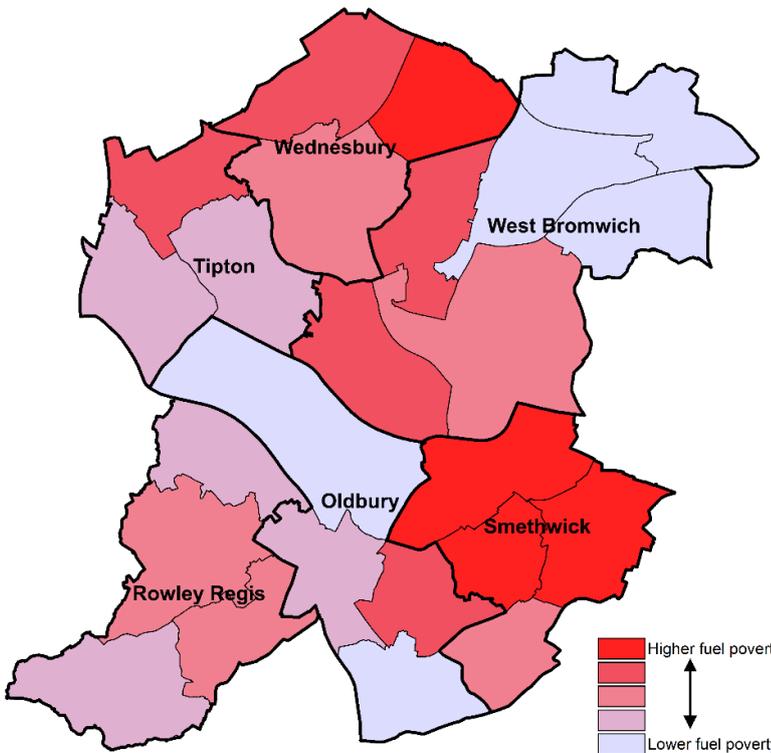


The Income Deprivation Affecting Older People Index (IDAOP) measures the proportion of all those aged 60 or over who experience income deprivation.

<b>Sandwell:</b>	<b>26.0%</b>
<b>England:</b>	<b>14.2%</b>
Oldbury:	23.4%
Rowley Regis:	21.9%
Smethwick:	34.7%
Tipton:	29.6%
Wednesbury:	28.2%
West Bromwich:	23.3%

Source: Ministry of Housing, Communities & Local Government, 2019

### Fuel Poverty, 2020



A household is classified as being in fuel poverty if the household's fuel poverty energy efficiency rating is band D or below and their disposable income is below the poverty line.

<b>Sandwell:</b>	<b>20.8%</b>
<b>England:</b>	<b>13.2%</b>
Oldbury:	18.1%
Rowley Regis:	19.5%
Smethwick:	27.7%
Tipton:	19.8%
Wednesbury:	23.9%
West Bromwich:	19.1%

Source: Department for Business, Energy & Industrial Strategy, 2020

### 3. Housing

#### Tenure, 2021

	Owner-occupied	Social rented	Private rented	Shared Ownership
Oldbury	58.8%	21.7%	18.5%	0.5%
Rowley Regis	58.3%	25.7%	14.9%	0.5%
Smethwick	47.3%	22.9%	28.4%	0.5%
Tipton	47.4%	35.6%	15.9%	0.5%
Wednesbury	53.3%	31.1%	14.6%	0.4%
West Bromwich	55.2%	25.9%	18.0%	0.4%
<b>Sandwell</b>	<b>53.7%</b>	<b>26.6%</b>	<b>18.6%</b>	<b>0.5%</b>

Source: Census 2021, ONS

#### Households lacking central heating

**1.8%**

Oldbury: 1.7%  
Rowley Regis: 1.6%  
Smethwick: 2.1%  
Tipton: 1.7%  
Wednesbury: 1.7%  
West Bromwich: 1.9%



#### Overcrowded households

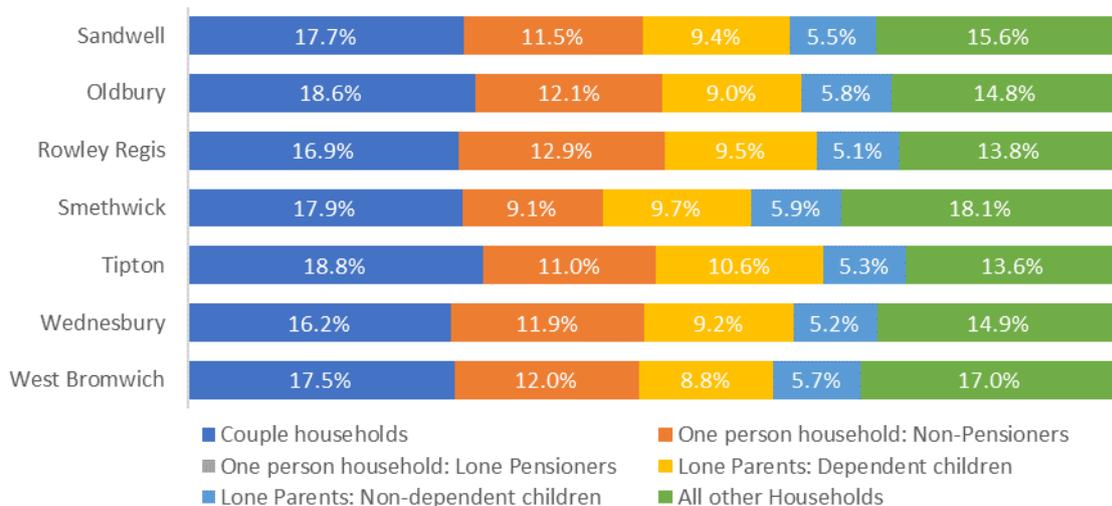
**8.2%**

Oldbury: 6.4%  
Rowley Regis: 6.2%  
Smethwick: 11.8%  
Tipton: 8%  
Wednesbury: 8.3%  
West Bromwich: 8.3%



Source: Census 2021, ONS

#### Household Composition, 2021



Source: Census 2021, ONS

The largest percentage of owner-occupied housing is in Oldbury (58.8%). Social rented housing is highest in Tipton (35.6%) and lowest in Oldbury (21.7%). Private renting is a lot higher in Smethwick at 28.4% than the other towns, and is lowest in Wednesbury (14.6%).

Overcrowding is highest in Smethwick (11.8%) and lowest in Rowley Regis (6.2%). Households lacking central heating is consistent across towns, apart from Smethwick which is slightly higher at 2.1%.

Household composition is fairly consistent across towns, however Smethwick had a lower percentage of non-pensioner one-person households, with 9.1%. Smethwick also had a larger percentage of 'other' households compared to the other towns.

## 4. Life Expectancy

### Life Expectancy at Birth, 2016 to 2020

Area	Life Expectancy (Years)	
	Female	Male
Oldbury	82.2	76.3
Rowley Regis	81.9	77.3
Smethwick	80.9	76.0
Tipton	78.8	74.3
Wednesbury	80.3	75.2
West Bromwich	<b>81.9</b>	<b>77.1</b>
<b>Sandwell</b>	<b>80.9</b>	<b>76.4</b>
<b>England</b>	<b>83.2</b>	<b>79.5</b>

Source: Office for Health Improvement & Disparities, 2016 – 2020

Life expectancy of  
Sandwell Males

**76**



Life Expectancy of  
Sandwell Females

**81**



Both female and male life expectancy at birth in Sandwell is lower than England.

Life expectancy for females in Oldbury is similar to England (82.2 and 83.2 respectively) and is higher than the Sandwell figure. For males in Oldbury, life expectancy is similar to the Sandwell figure.

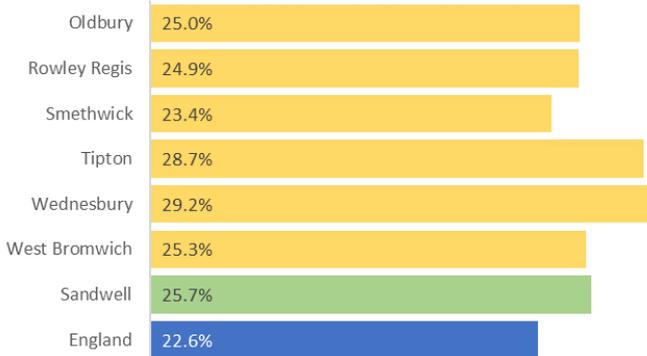
Life expectancy for males is highest in Rowley Regis (77.3), however this is still below the national figure (79.5).

The lowest life expectancy for both females and males is Tipton with 78.8 and 74.3 respectively.

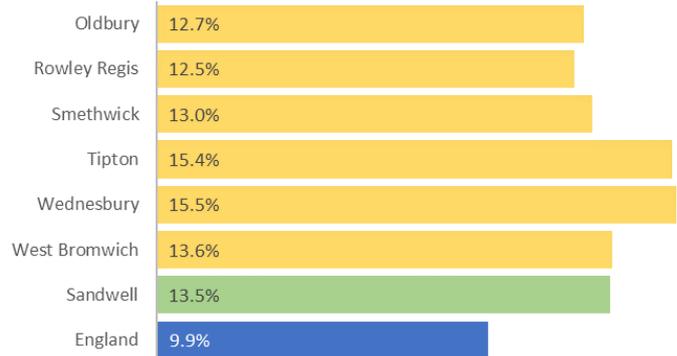
## 5. Health and Wider Indicators

### Overweight/Obesity in Children

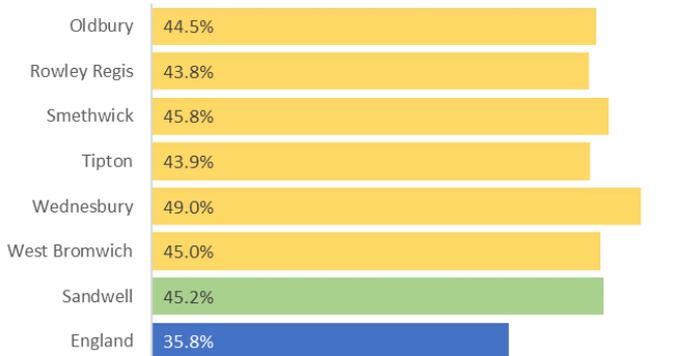
Prevalence of overweight (including obesity) at Reception, 3-year period 2019/20 - 2021/22



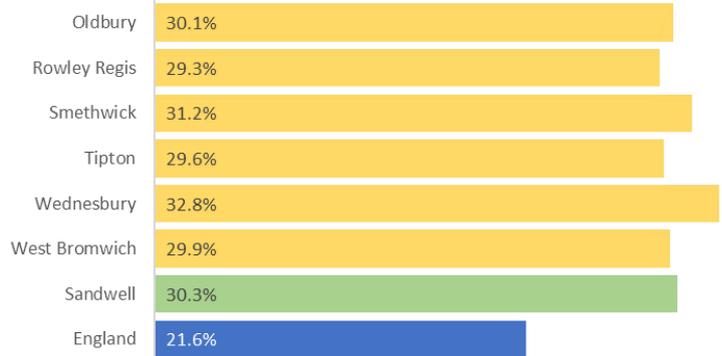
Prevalence of obesity (including severe obesity) at Reception, 3-year period 2019/20 - 2021/22



Prevalence of overweight (including obesity) at Year 6, 3-year period 2019/20 - 2021/22



Prevalence of obesity (including severe obesity) at Year 6, 3-year period 2019/20 - 2021/22



Source: Office for Health Improvement & Disparities, 2019/20 – 201/22

### Fast food outlets

## 11.5

per 10,000 population

**Oldbury: 12.3**

**Rowley Regis: 12.6**

**Smethwick: 11.8**

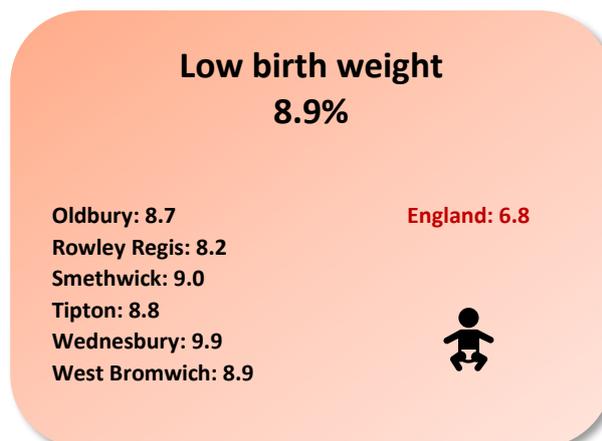
**Tipton: 10.1**

**Wednesbury: 10.7**

**West Bromwich: 24.3**

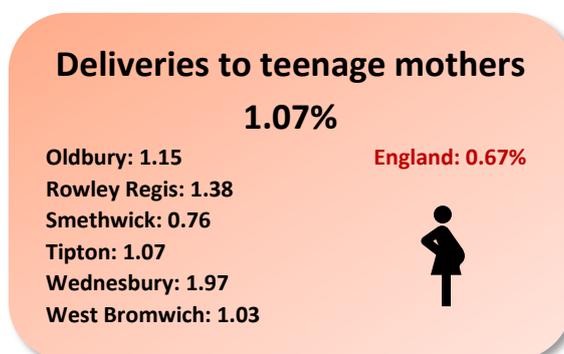
**England: 9.5**





\*Crude rate per 10,000, (2016/17 – 2020/21)

Source: Office for Health Improvement & Disparities, 2016/17 – 2020/21



Source: OHID, 2016/17 – 2020/21

The prevalence of overweight (including obesity) is higher across Sandwell than England. Wednesbury has the highest percentage of overweight and obesity at both Reception and Year 6.

The rate of emergency admissions for injuries in children under 5 years old is highest in Tipton (152.7). Deliveries to teenage mothers were highest in Wednesbury (1.97) and lowest in Smethwick (0.76). Low birth weight was higher than England, although fairly consistent across all towns.

### Incidence of breast cancer & lung cancer, standardised incidence ratio, 5-year period 2015-19

Data in red is higher than England

Data in green is lower than England

Area	Breast cancer	Lung cancer
Oldbury	97.8	113.5
Rowley Regis	104.0	88.2
Smethwick	89.0	106.7
Tipton	88.4	155.6
Wednesbury	84.9	146.6
West Bromwich	88.0	105.0
<b>Sandwell</b>	<b>92.2</b>	<b>115</b>
<b>England</b>	<b>100</b>	<b>100</b>

Source: Office for Health Improvement & Disparities, 2015-19

## Hospital Admissions Data, 2016/17 – 2020/21

Data in red is higher than England

Data in green is lower than England

Area	Emergency Hospital Admissions, standardised admission ratio				Hospital admissions for alcohol attributable conditions
	Heart Attack	Coronary Heart Disease	COPD	Stroke	
Oldbury	116.8	101.7	144.8	103.8	105.9
Rowley Regis	112.8	112.2	134.2	100.4	109.5
Smethwick	123.3	128.0	163.5	112.9	110.8
Tipton	131.0	121.7	215.1	125.5	132.9
Wednesbury	107.6	124.6	196.4	105.2	119.0
West Bromwich	103.5	103.8	133.7	97.5	110.6
<b>Sandwell</b>	113.9	112.9	157.3	105.4	113.5
<b>England</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Source: Office for Health Improvement & Disparities, 2016/17 – 2020/21

### Deaths from Circulatory Disease, under 75 years old\*

**148.5**

Oldbury: 126  
Rowley Regis: 124.7  
Smethwick: 169.2  
Tipton: 188.9  
Wednesbury: 138.8  
West Bromwich: 153.6



England: 100

\*Standardised Mortality Ratio, 2016 – 2020

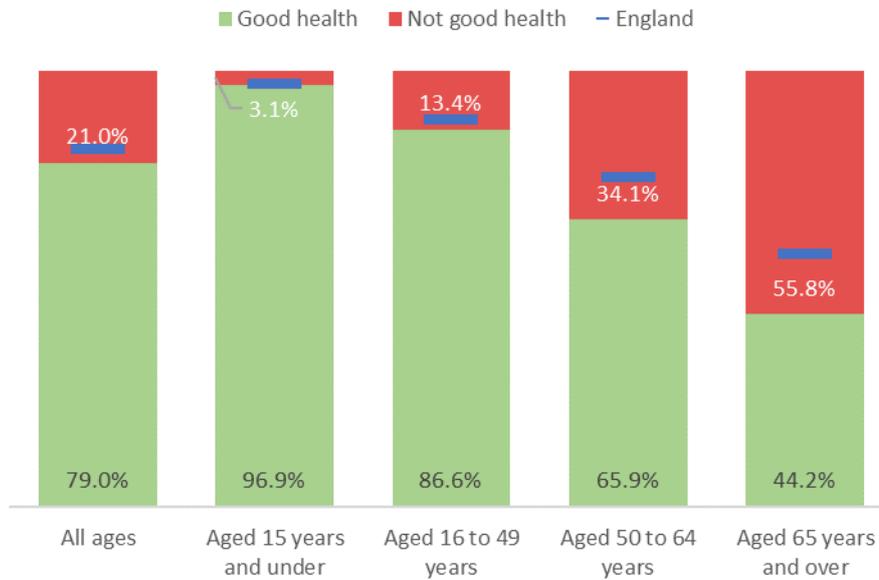
Source: OHID, 2016 – 2020

Incidence of lung cancer is highest in Tipton (155.6) and lowest in Rowley Regis (88.2) which is the only town lower than England. In Sandwell, incidence of breast cancer is lower than England in all towns apart from Rowley Regis (104).

Emergency hospital admissions for heart attack, COPD and stroke are highest in Tipton, along with hospital admissions for alcohol attributable conditions. West Bromwich has the lowest admissions for stroke, with 97.5 – lower than the England benchmark.

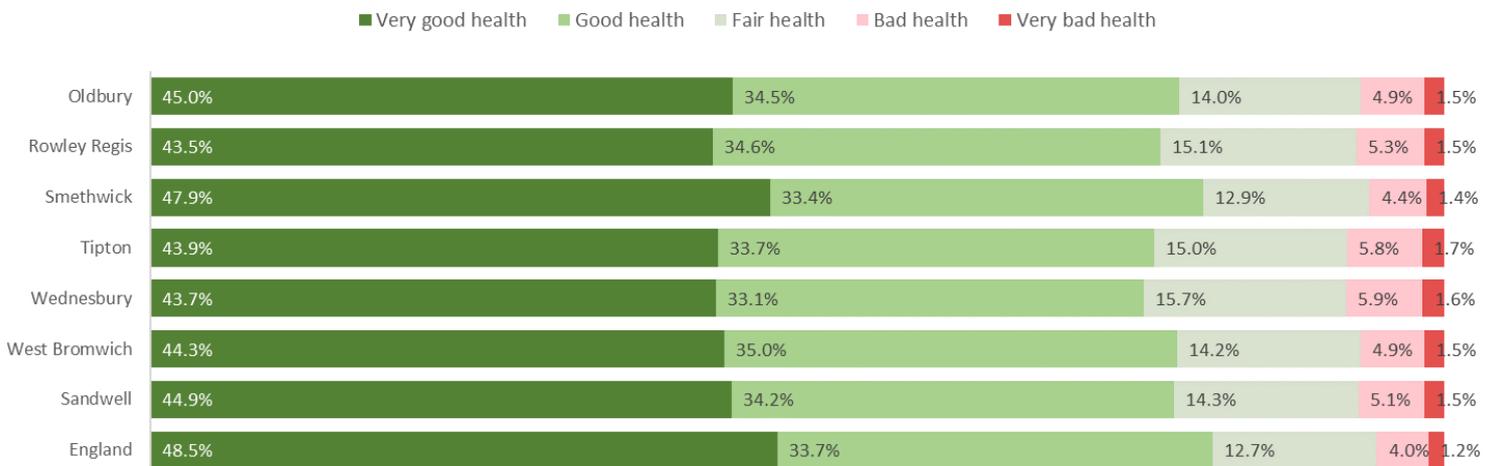
Tipton had the highest standardised mortality ratio (SMR) for deaths from circulatory diseases in the under 75's, with 188.9, compared to 148.5 for Sandwell.

### General Health of Sandwell residents by Age, 2021



Source: Census 2021, ONS

### General Health of Residents by Town, 2021



Source: Census 2021, ONS

79% of residents said their health was good or very good. 55.8% of residents aged 65 and over said they were not in good health, compared to 42.1% for England.

## 6. Crime

### Crime rate per 1,000

**121.7**

Oldbury: 112.7

Rowley Regis: 113.4

Smethwick: 119.8

Tipton: 111.5

Wednesbury: 120.6

West Bromwich: 140.4



Source: Police data, July 2022 – June 2023

### Crime Type (July 2022 – June 2023)

	Violence and sexual offences	Vehicle crime	Public order	Criminal damage and arson	Anti-social behaviour	Burglary	Drugs	Other Crime
Oldbury	44.0%	10.5%	9.8%	7.3%	4.9%	5.0%	1.7%	16.9%
Rowley Regis	45.9%	8.9%	8.4%	8.0%	5.6%	5.5%	1.2%	16.6%
Smethwick	43.5%	10.3%	8.6%	7.1%	5.0%	5.0%	2.1%	18.5%
Tipton	48.7%	7.4%	8.0%	9.6%	6.9%	2.9%	2.0%	14.4%
Wednesbury	41.3%	11.1%	7.3%	8.4%	4.0%	5.1%	1.4%	21.3%
West Bromwich	43.1%	9.0%	8.8%	7.0%	4.6%	4.1%	3.1%	20.2%
<b>Sandwell</b>	<b>44.2%</b>	<b>9.5%</b>	<b>8.6%</b>	<b>7.7%</b>	<b>5.1%</b>	<b>4.6%</b>	<b>2.1%</b>	<b>18.3%</b>

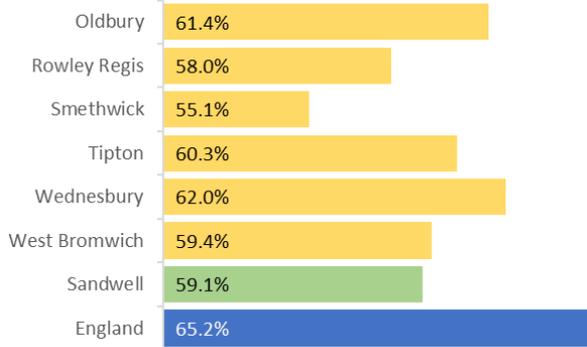
Source: Police data, July 2022 – June 2023

The crime rate is highest in West Bromwich with 140.4 crimes per 1,000 residents compared to the lowest town which is Tipton with 111.5.

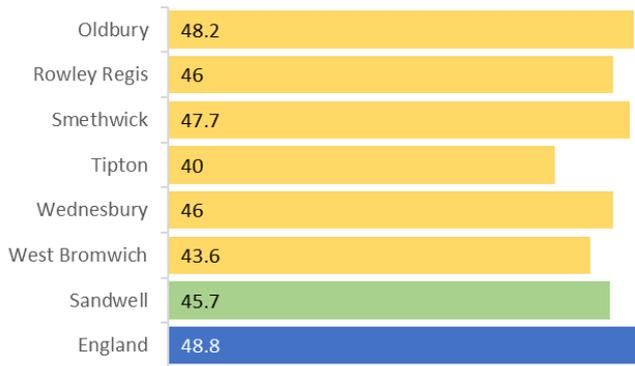
Anti-social behaviour was highest in Tipton (6.9%) and lowest in Wednesbury (4%), and vehicle crime was highest in Wednesbury (11.1%) and lowest in Tipton (7.4%). Public order offences were highest in Oldbury (9.8%) and drug offences were highest in West Bromwich (3.1).

## 7. Child Development – Education

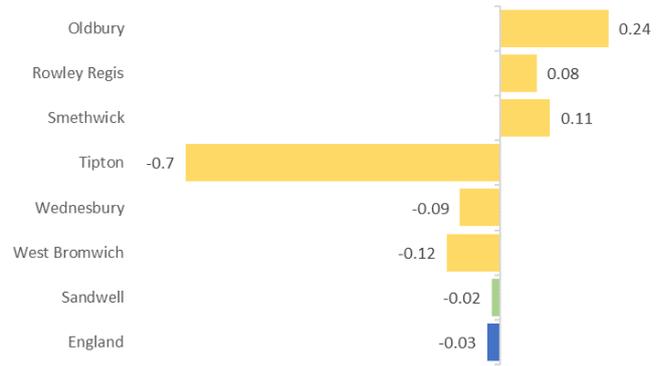
**Early Years: % of children achieving a good level of development, 2022**



**Key Stage 4: Attainment 8 Score, 2022**



**Key Stage 4: Progress 8 Score, 2022**



*Source: Sandwell Council – Children & Education, 2023*

*\*Attainment 8 score out of 90*

The percentage of children achieving a good level of development at the end of Reception is below the national percentage across all towns in Sandwell, with the lowest being in Smethwick at 55.1% compared to 65.2% in England.

The average Attainment 8 score was lowest in Tipton (40) and highest in Oldbury (48.2), although all towns were lower than the national figure of 48.8.

The average Progress 8 score was lowest for Tipton but overall Sandwell matched the national figure.

## 8. Gambling

The table below gives a breakdown of the gambling premises licences/permits in Sandwell towns at January 2021.

Gambling Premises Licences/Permits	Oldbury	Rowley Regis	Smethwick	Tipton	Wednesbury	West Bromwich	Total
Gaming Machine Permits	4	4	2	1	7	11	29
Club Machine Permits	3	3	4	0	1	5	16
Adult Gaming Centre	1	3	1	2	1	3	11
Betting Premises Licences	6	6	11	6	5	13	47
Bingo Premises Licences	1	0	0	0	2	1	4
Casino Premises Licences	1	0	0	0	2	1	4
Track Betting Premises Licence	0	0	1	0	0	0	1
Unlicensed Family Entertainment Centre	1	1	0	1	0	0	3
Family Entertainment Centre	0	0	0	0	0	0	0
<b>Total</b>	<b>17</b>	<b>17</b>	<b>19</b>	<b>10</b>	<b>18</b>	<b>34</b>	<b>115</b>

Source: Sandwell Trading Standards, 2021

### Gambling Premises Licences, rate per 10,000 3.36

Oldbury: 3.09  
Rowley Regis: 3.16  
Smethwick: 2.97  
Tipton: 2.27  
Wednesbury: 4.35  
West Bromwich: 4.07



Source: PHE, 2017

## 9. Digital Exclusion

### 18.7% Residents rate their digital skills as limited

Oldbury: 21.2%  
Rowley Regis: 21.2%  
Smethwick: 20.9%  
Tipton: 16.7%  
Wednesbury: 14.1%  
West Bromwich: 17.4%



### 8.9% Residents don't have access to the internet

Oldbury: 7.9%  
Rowley Regis: 6.4%  
Smethwick: 10.7%  
Tipton: 5.1%  
Wednesbury: 9.4%  
West Bromwich: 11.7%



Source: Sandwell Resident & Wellbeing Survey, 2022

The towns where the highest percentage of residents rated their digital skills as limited were Oldbury and Rowley Regis, with 21.2% and the lowest was Wednesbury with 14.1%.

The town with the highest percentage of residents who said they don't have access to the internet was West Bromwich with 11.7%, with Tipton having the lowest percentage (5.1%).

## 10. Regeneration

Completed and ongoing regenerations within the town are shown in the table below. Click the [link](#) to access the Sandwell Projects website for further information. (Website current as of September 2023)

- Oldbury
  Rowley Regis
  Smethwick
- Tipton
  Wednesbury
  West Bromwich

Reservation	Reservation type	Location	Start date	Delivery date	Investment *
Fountain Lane Housing Development	Housing	Fountain Lane, Oldbury	October 2021	March 2025	£47,000,000
Brandhall Village	Housing	Former Brandhall Golf Club, Oldbury	April 2024	June 2027	£55,000,000
Birchley Island M5 Junction 2 Improvement Scheme	Transportation	Birchley Island, Oldbury	July 2016	November 2027	£30,000,000
Britannia Park Greenspace and Community Hub	Sustainability & Health	Britannia Park, Rowley Regis	June 2022	March 2024	£2,488,000
Rowley Regis Satellite Education Hub	Education & skills	Lower High Street, Cradley Heath B64 5AB	June 2022	August 2024	£9,000,000
Blackheath Bus Interchange and Public Realm	Transportation	Blackheath	June 2022	March 2025	£4,296,000
Rowley Regis Connected	Transportation	Selected sites within Rowley Regis	June 2022	April 2025	£1,500,000
Haden Hill Leisure Centre	Sustainability & Health	Cradley heath	July 2024	January 2026	£22,400,000
Grove lane masterplan	Housing	Grove lane	In progress		£100,000,000 +
Midland Metropolitan University Hospital	Sustainability & Health	Cranford St, B66 2RT	In progress		Not available
Rolfe Street Canalside Regeneration	Housing	Smethwick Enterprise Centre, Rolfe Street, B66 2AL	June 2022	December 2024	£2,000,000
Midland Met Learning Campus	Education & skills	Cradley Heath	June 2022	February 2025	£15,798,000
Smethwick Connected	Transportation	Selected sites	February 2022	March 2026	£3,872,800
Grove Lane Regeneration	Housing	Grove lane	September 2022	March 2026	£4,350,000



Tipton Town Centre Regeneration	Housing	Tipton town centre	In progress		£22,700,000
Wednesbury High Street Heritage Action Zone	Heritage Regeneration	Wednesbury	March 2020	March 2024	£3,400,000
Friar Park Urban Village	Housing	Friar Park Road, Wednesbury	June 2024	March 2031	Up to £150,000,000
West Bromwich masterplan	Town centres	West Bromwich	Ongoing		£165,000,000
Town Hall Quarter	Heritage	West Bromwich	June 2021	July 2024	£7,558,000
Swan lane housing	Sustainability & Health	Swan Lane, West Bromwich	July 2023	July 2025	£29,800,000
Retail diversification programme	Sustainability & Health	West Bromwich town	June 2022	September 2025	£13,000,000
Waste to energy plant	Sustainability & Health	Kelvin Way, West Bromwich town	June 2021	December 2025	£400,000,000
Urban Greening	Town centres	West Bromwich	November 2021	March 2026	£1,220,000
West Bromwich connected	Transportation	West Bromwich	June 2022	March 2026	£1,100,000

\* See website for breakdown on funding