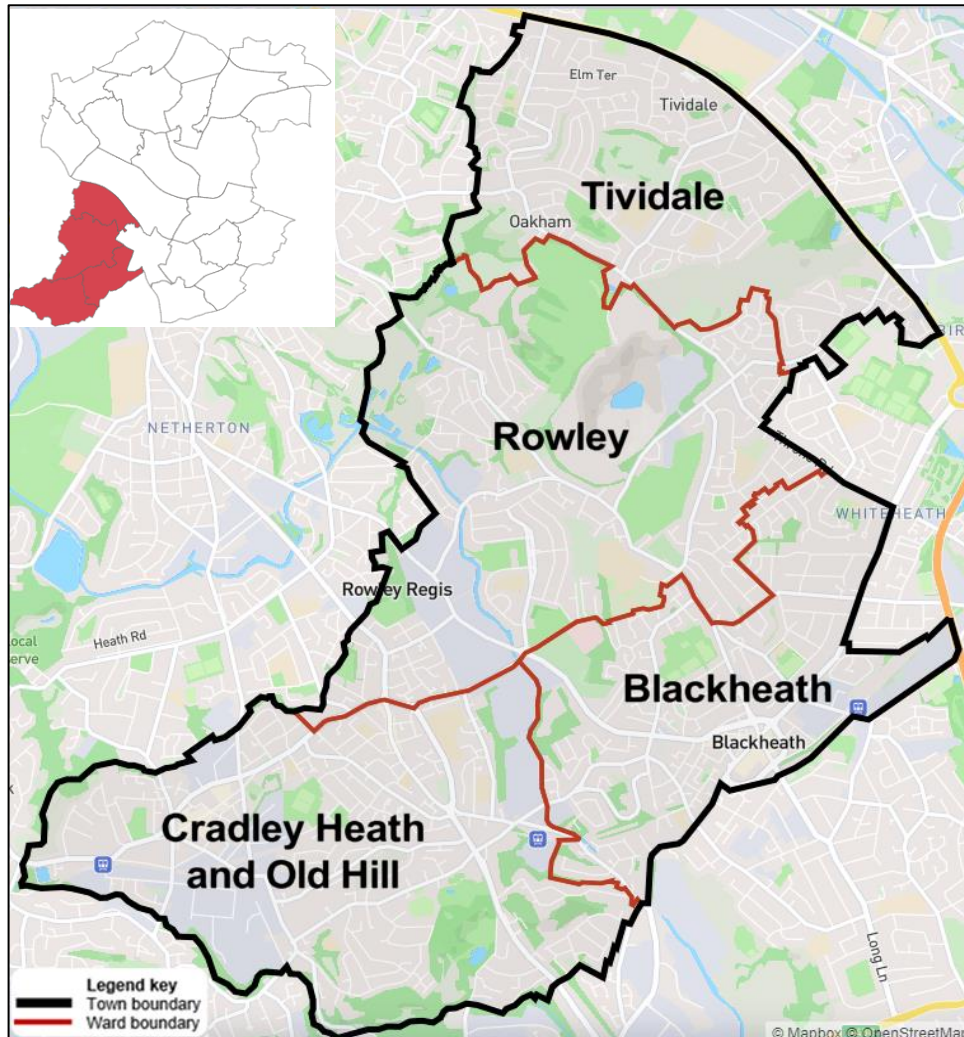


**Town Profile:**

# Rowley Regis

Rowley Regis is one of six towns in Sandwell. It is situated in the southwest of Sandwell and contains the wards of Blackheath, Cradley Heath and Old Hill, Rowley and Tividale. Rowley Regis borders Dudley to the South and West.



**Geographic Information:**

Blackheath, Cradley Heath and Old Hill, Rowley and Tividale wards are within Rowley Regis town.

Area size: 13.68 square km

Population: (2021): 53,791 residents

Town density: 3,932 residents per sq. Km


Sandwell density: 3,826 residents per sq. Km

# 1. Demographics


**Rowley Regis Population estimate, 2021**

# 53,772

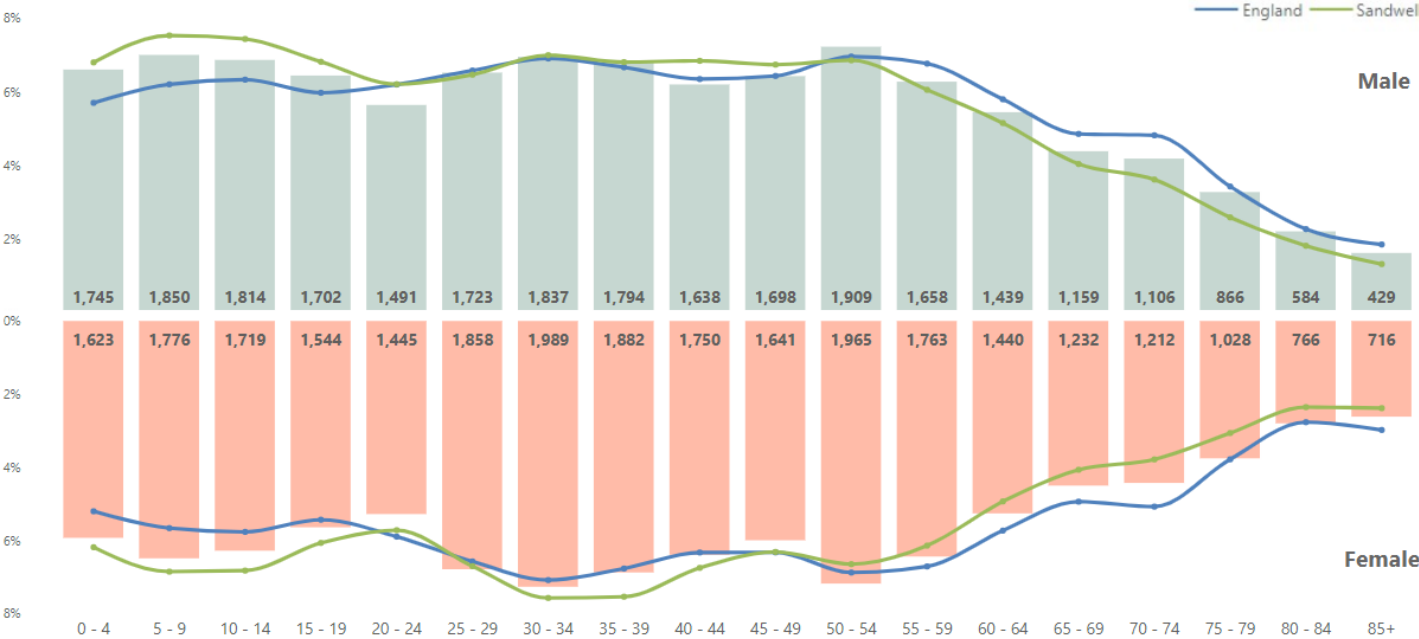
**Male**  
49.2%  
26,442



**Female**  
50.8%  
27,349



**Population of Rowley Regis Town by Age and Sex, 2021**

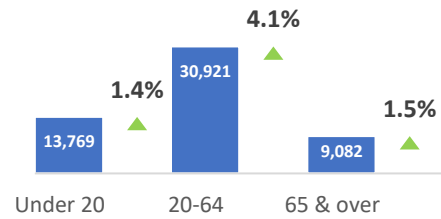


Source: Census 2021, ONS

### Population Growth, 2021

	2011	2021	% Change
Blackheath	12,292	12,060	-1.9%
Cradley Heath & Old Hill	13,565	14,961	10.3%
Rowley	11,784	13,669	16%
Tividale	12,616	13,082	3.7%
<b>Rowley Regis town</b>	<b>50,257</b>	<b>53,772</b>	<b>7.0%</b>
<b>Sandwell</b>	<b>308,063</b>	<b>341,835</b>	<b>11%</b>

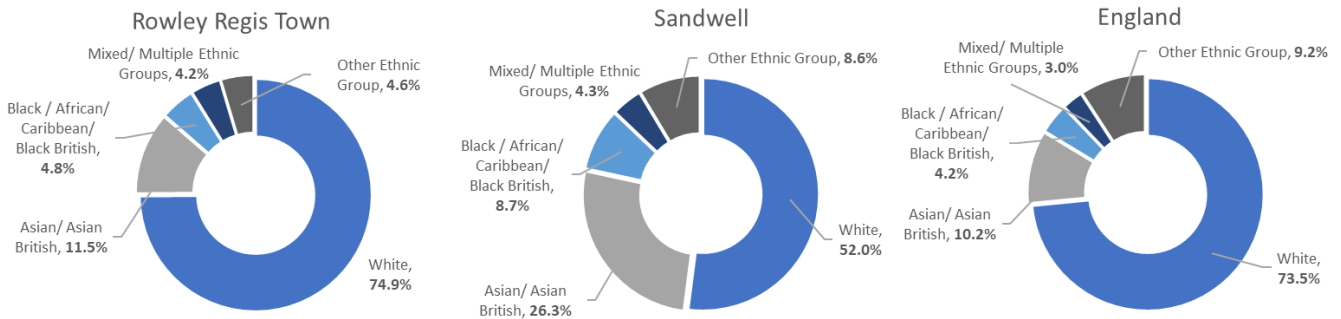
### Population growth of Rowley Regis town by age group



Source: Census 2021, ONS

The population of Rowley Regis town grew by 7% between 2011 and 2021. Cradley Heath and Old Hill ward had the largest percentage change of all the wards within Oldbury town, growing by 10.3%. Looking at broad age groups, the 20-64 group in Rowley Regis town had the largest increase, of 4.1% over the ten-year period.

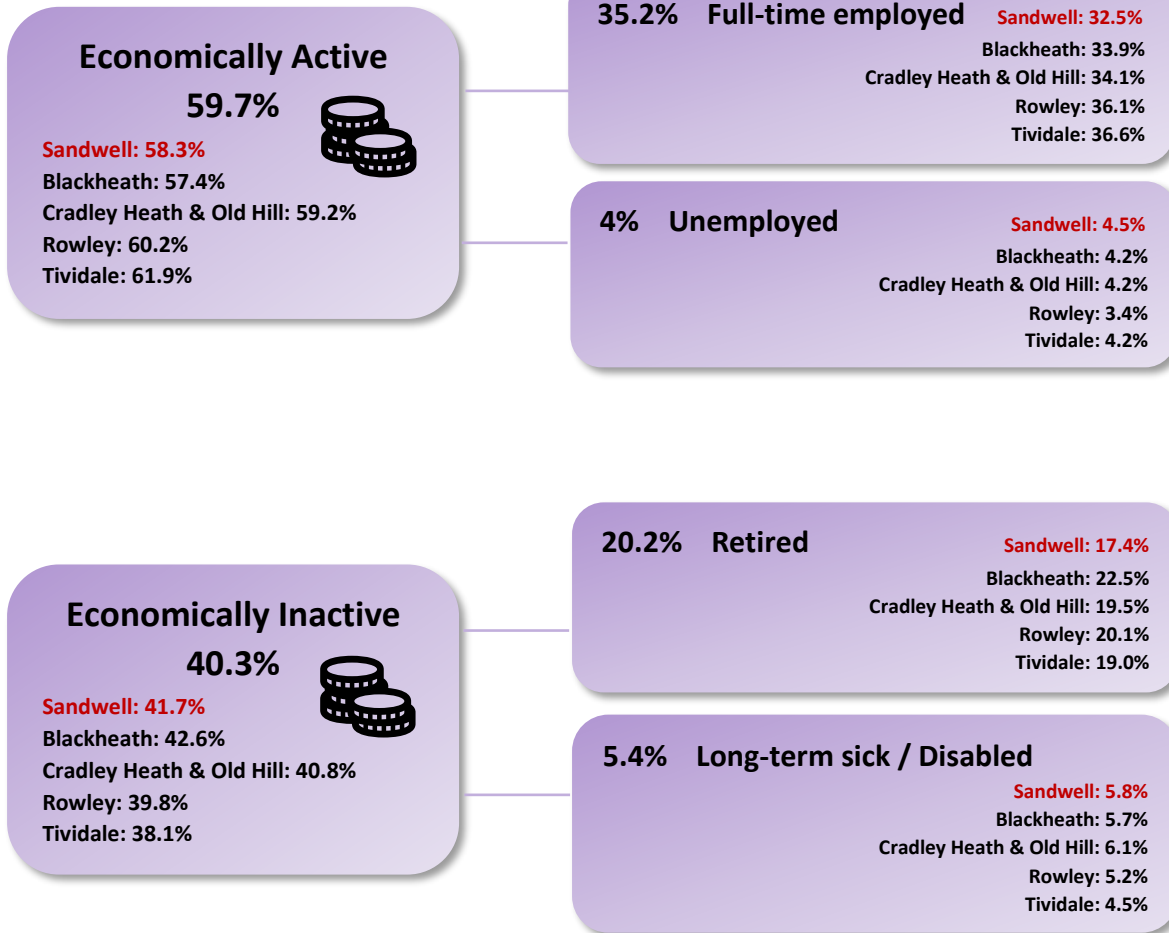
### Ethnicity, 2021



Source: Census 2021, ONS

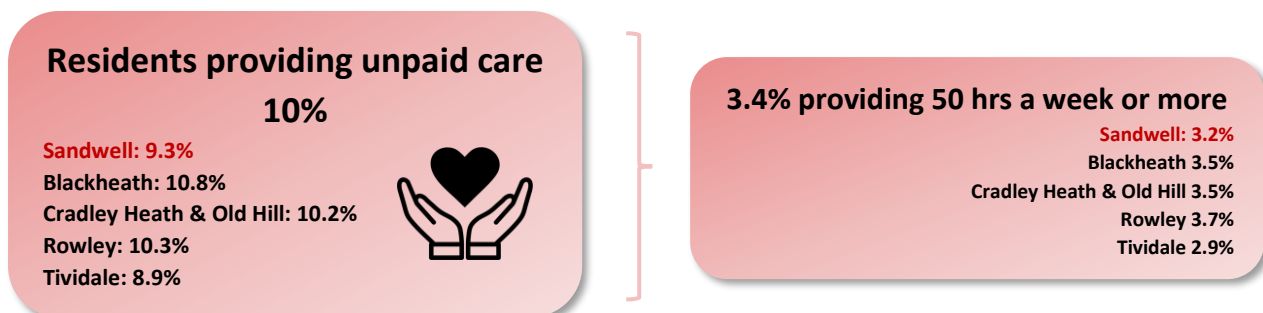
25% of Rowley Regis' population are from ethnic minorities. This is lower than Sandwell (48%) and England (27%).

## Economic Activity, 2021



Source: Census 2021, ONS

## Unpaid Care, 2021



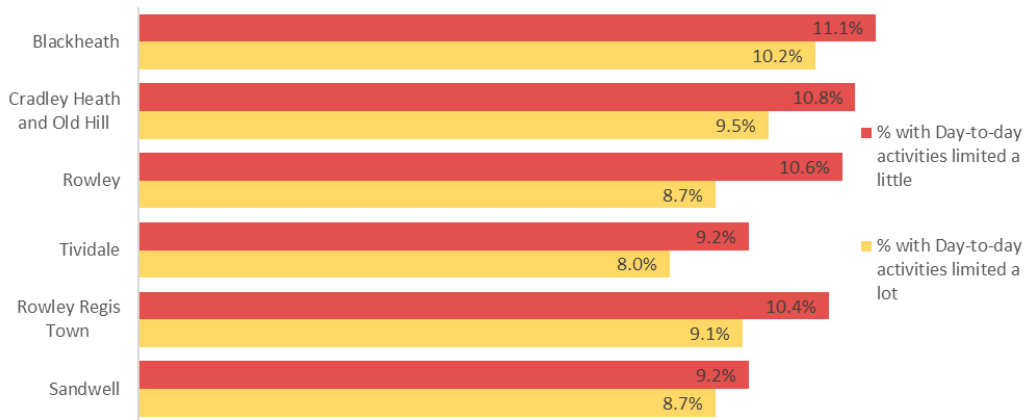
Source: Census 2021, ONS

The number of full-time employees in Rowley Regis town is slightly higher than Sandwell. All the wards have unemployment at 4.2% except Rowley at 3.4%. These figures are slightly lower than Sandwell (4.5%). Blackheath also has the highest percentage of retired residents, with 22.5% compared to 17.4% across Sandwell.

10% of residents in Rowley Regis town provide unpaid care, with 3.4% providing 50 hours a week or more. This is slightly higher than Sandwell (3.2%).

## Long term illness/Disability, 2021

% of Residents Disabled under the Equalities Act



Source: Census 2021, ONS

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

**25.7%**

**Sandwell: 22.8%**  
**Blackheath: 28.1%**  
**Cradley Heath & Old Hill: 26.6%**  
**Rowley: 25.4%**  
**Tividale: 22.7%**



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

**3.1%**

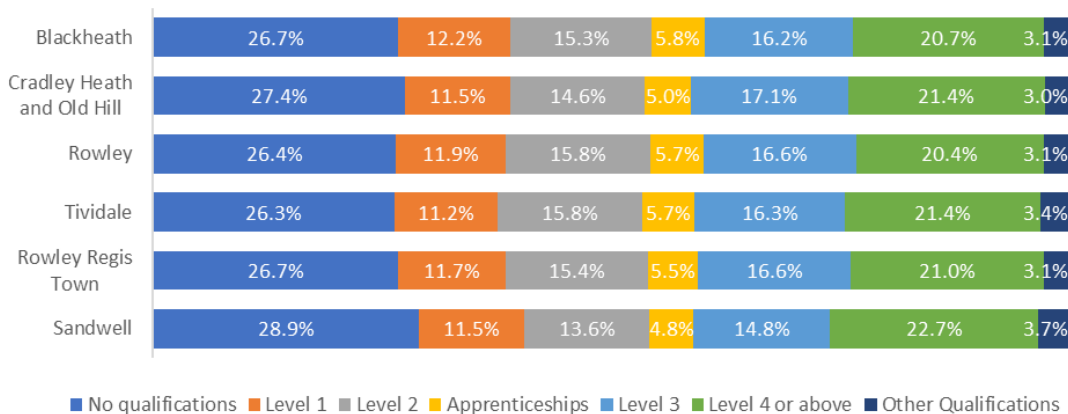
**Sandwell: 8.6%**  
**Blackheath: 2.7%**  
**Cradley Heath & Old Hill: 2.5%**  
**Rowley: 2.4%**  
**Tividale: 5.2%**



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



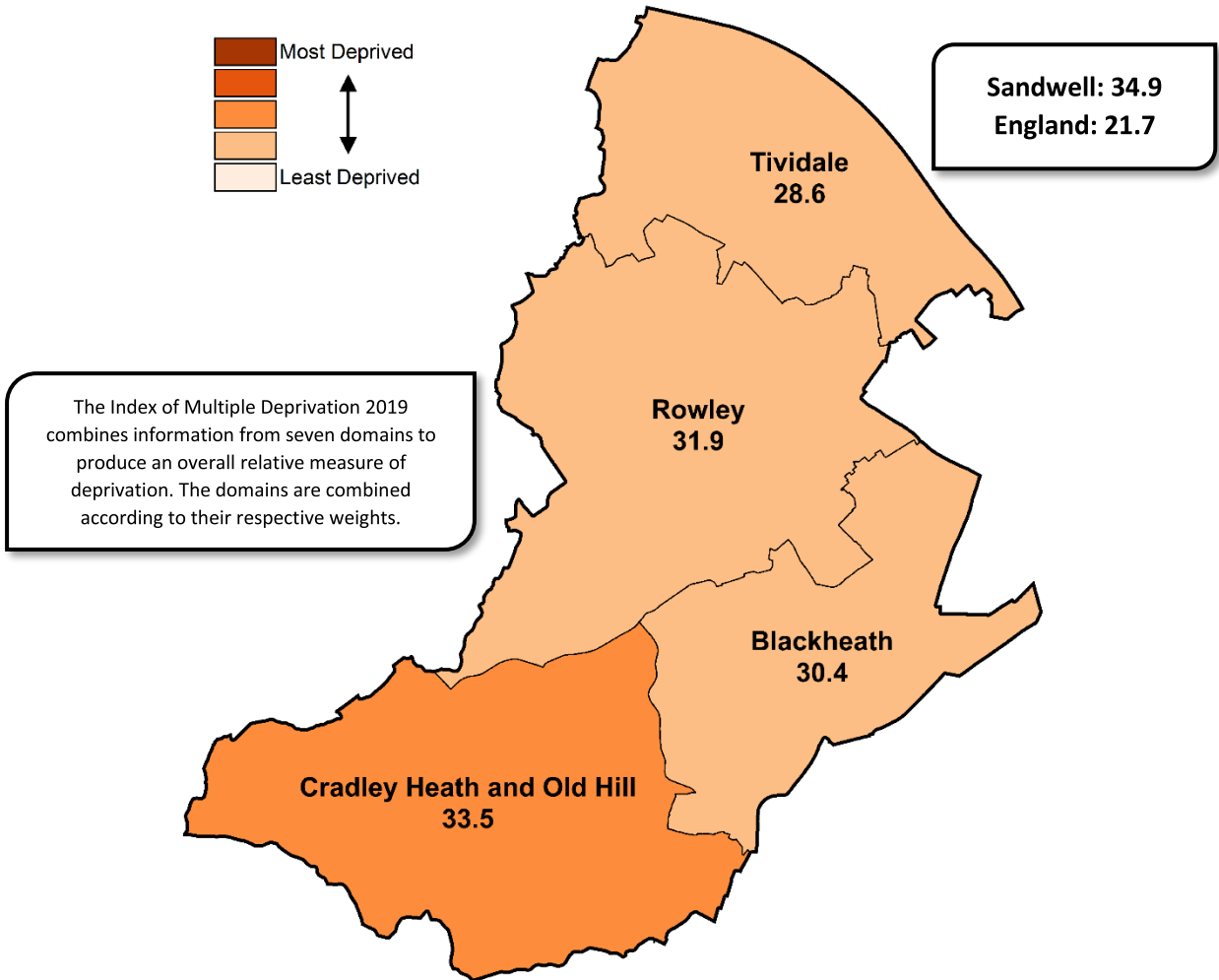
The percentage of residents who are disabled under the Equalities Act is in line with Sandwell, at 20%. The percentage of residents who are long-term sick or disabled is slightly higher than Sandwell at 25.7%.

The percentage of residents with no qualifications is lower in Rowley Regis town (27%) than in Sandwell (29%). Tividale and Cradley Heath have the highest percentage of residents with a Level 4 qualification or above (21%) which is slightly lower than Sandwell (23%).

3.1% of households in Rowley Regis town have no resident who speaks English as a main language, compared to 9% in Sandwell. This is particularly low in Rowley (2%) and higher in Tividale ward (5%).

## 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.

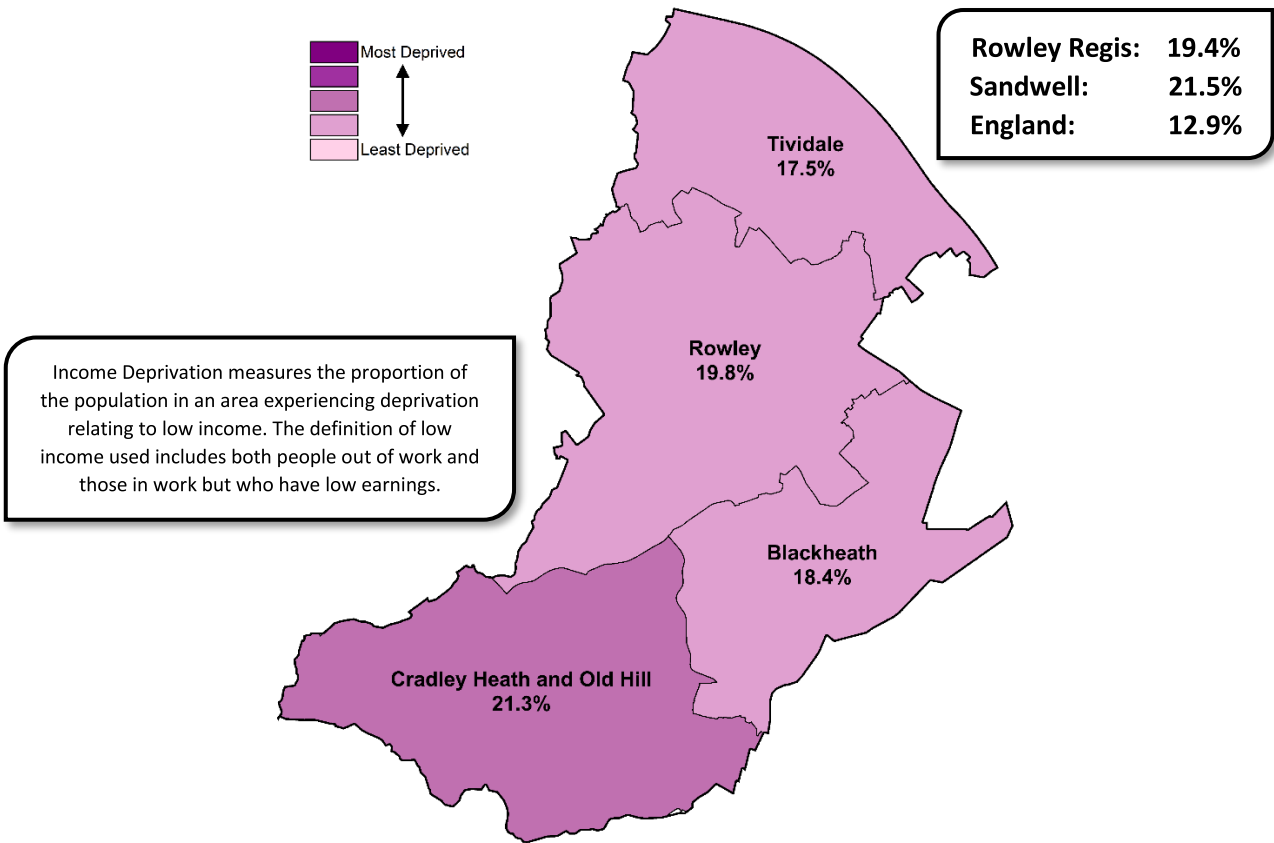
- 58% of the LSOAs in Rowley Regis town are in the top 20% most deprived LSOAs in England (Sandwell, 60%)

Rowley Regis's average Income Deprivation Affecting Children Index (IDACI) and Income Deprivation Affecting Older People Index (IDAOP) Scores are in the 30 and 35% most deprived deciles areas in England respectively.

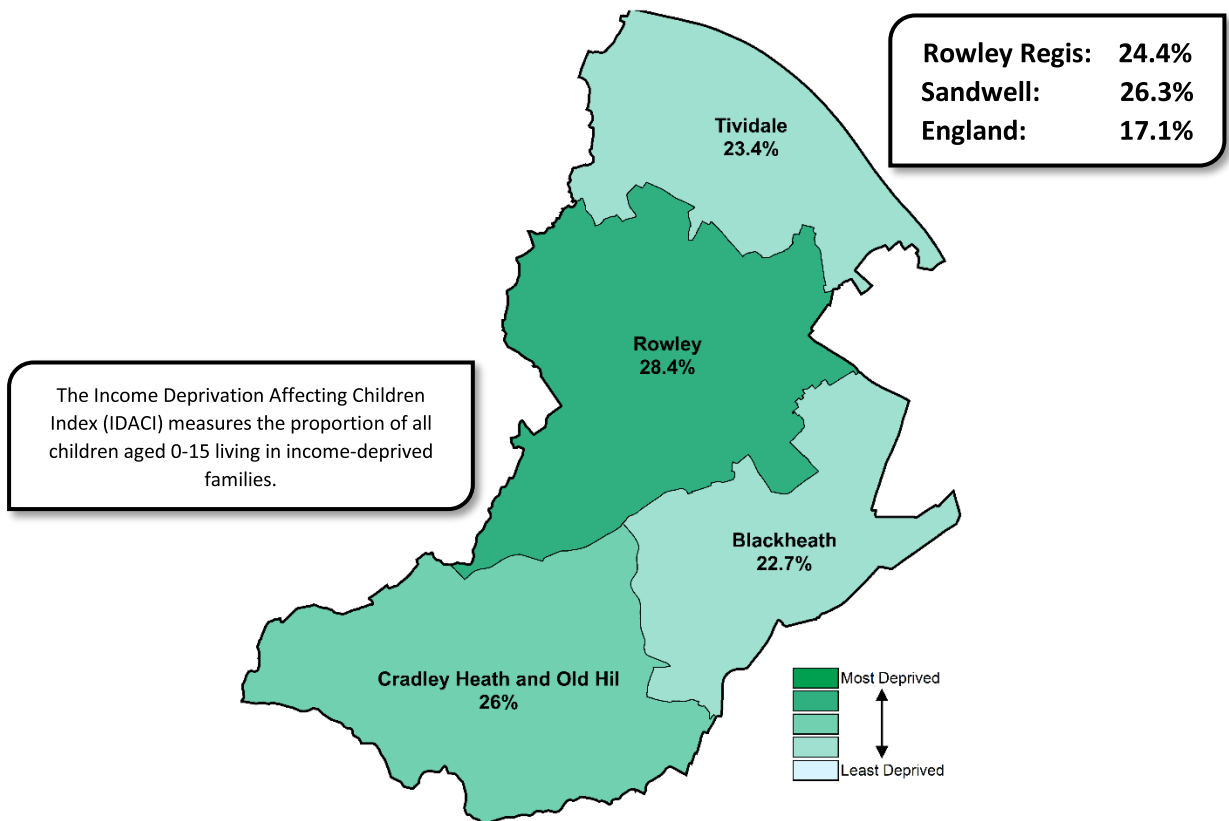
On average Rowley Regis town is less deprived than Sandwell but more deprived than England and its deprivation score would put it in the 31% most deprived areas in England.

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

### Income Deprivation, 2019



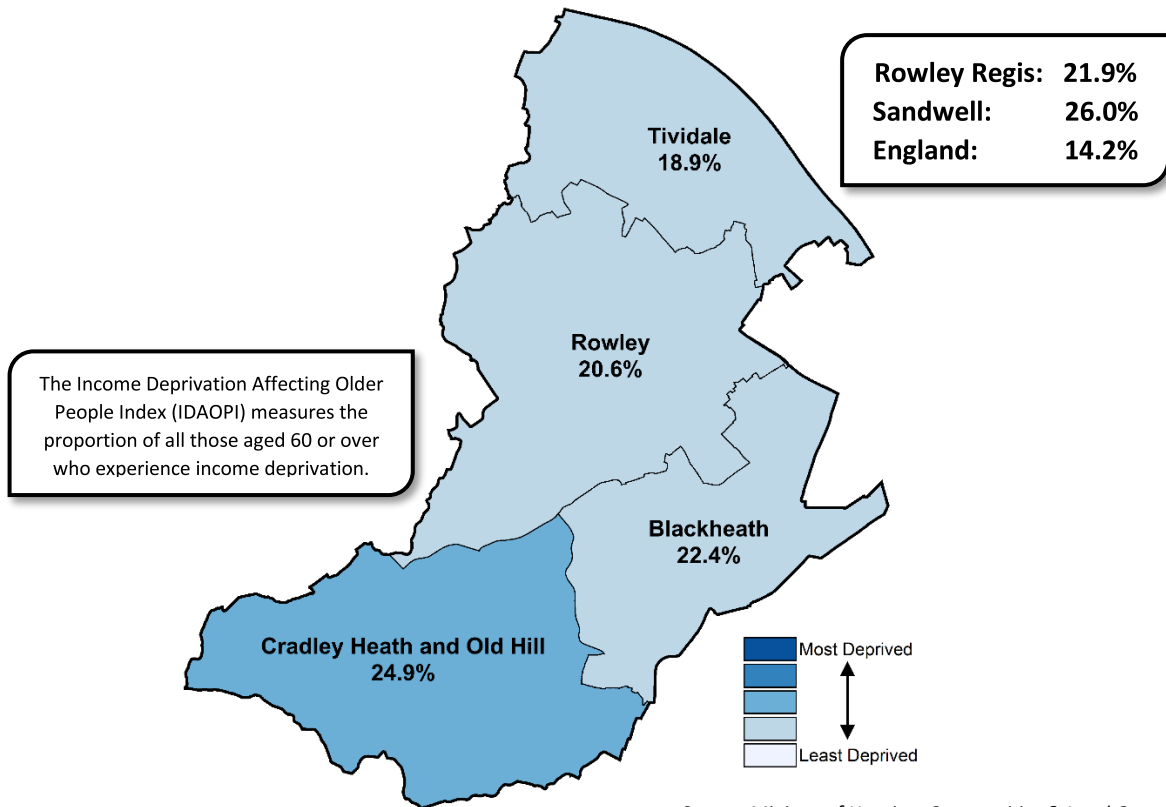
### Income Deprivation Affecting Children Index, 2019



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

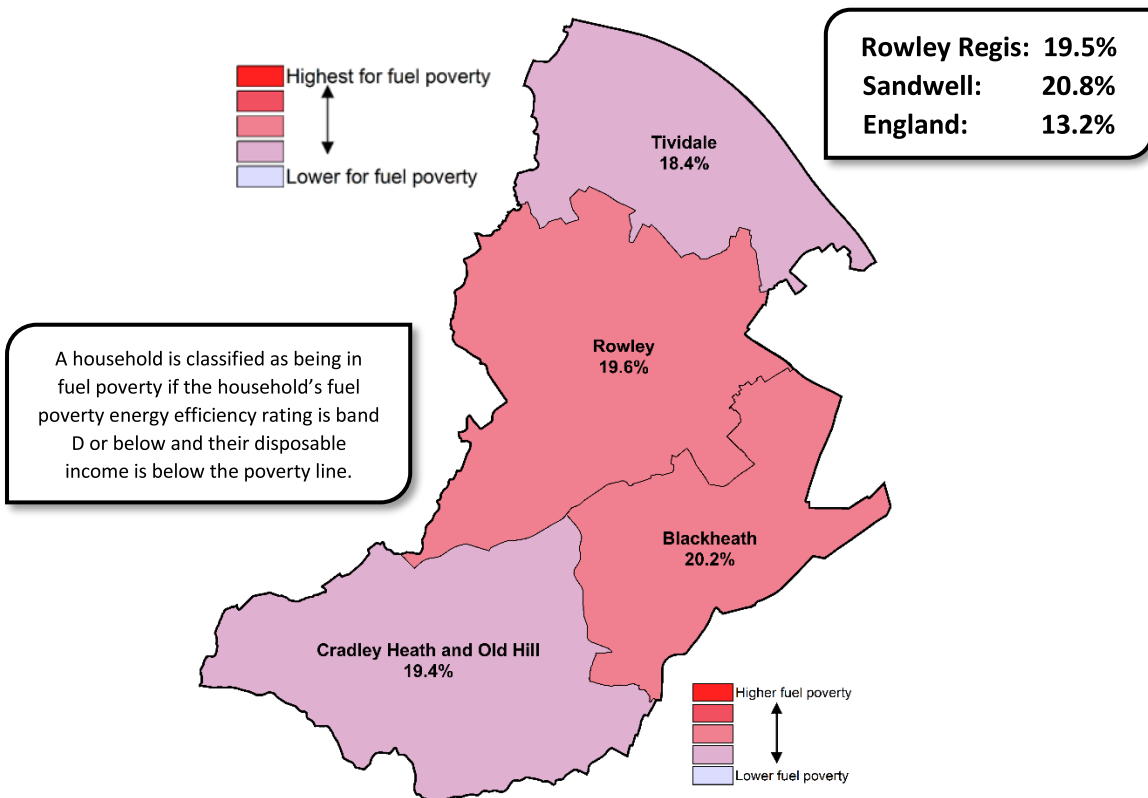


### Income Deprivation Affecting Older People Index, 2019



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

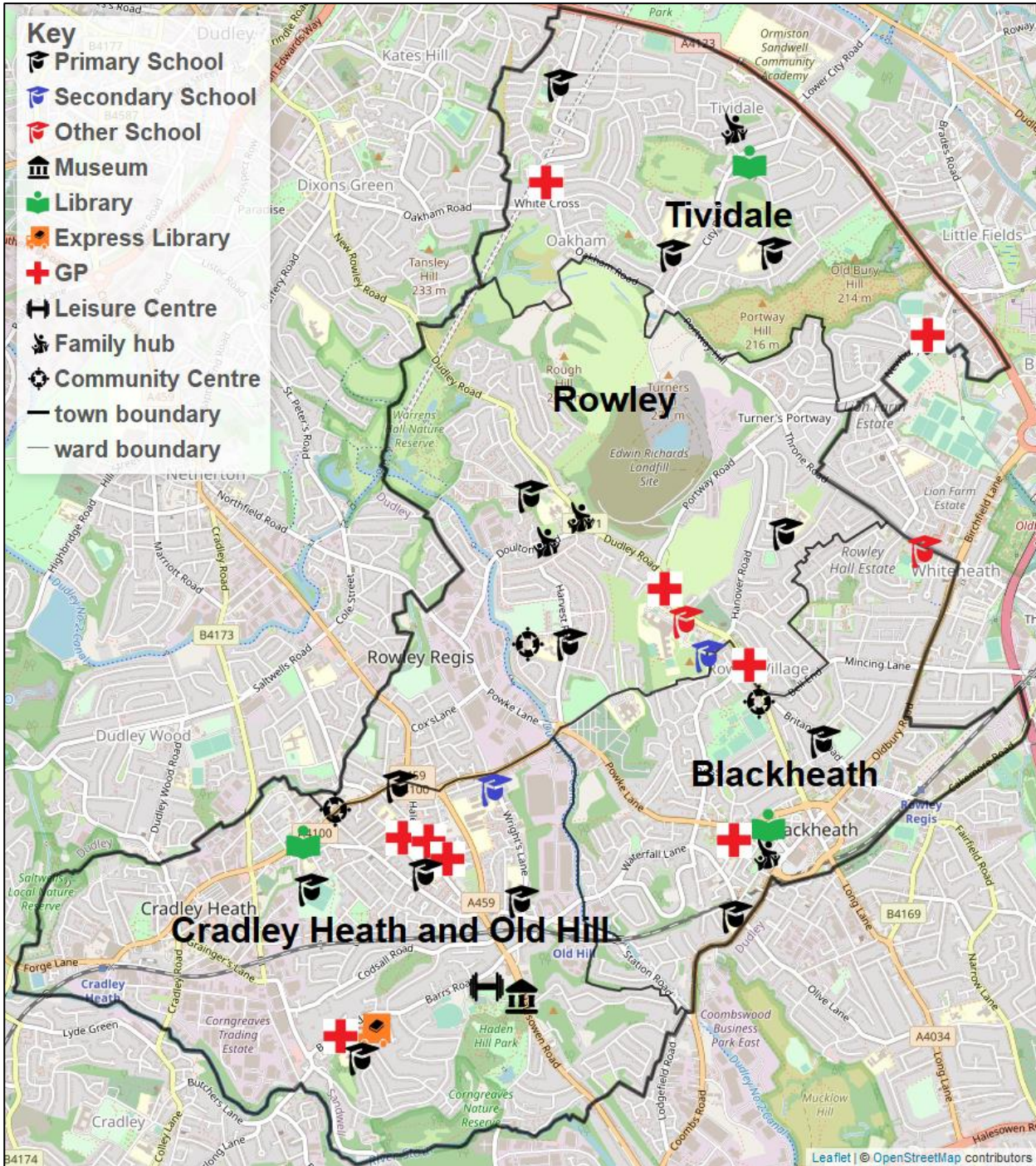
### Fuel Poverty, 2020



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

### 3. Asset Map

(Some assets at the same postcode may not show as another asset may show on top of them)



## 4. Housing

### Tenure, 2021

	Owner-occupied	Social rented	Private rented	Shared Ownership
Blackheath	59.9%	26.2%	13.0%	0.5%
Cradley Heath & Old Hill	52.3%	28.5%	17.8%	0.6%
Rowley	60.4%	24.7%	13.9%	0.4%
Tividale	61.9%	22.7%	14.5%	0.3%
Rowley Regis town	58.3%	25.7%	14.9%	0.5%
Sandwell	53.7%	26.6%	18.6%	0.5%

Source: Census 2021, ONS

### Households lacking central heating

**1.6%**

**Sandwell: 1.8%**  
 Blackheath 1.7%  
 Cradley Heath & Old Hill 1.4%  
 Rowley 1.5%  
 Tividale 1.8%



### Overcrowded households

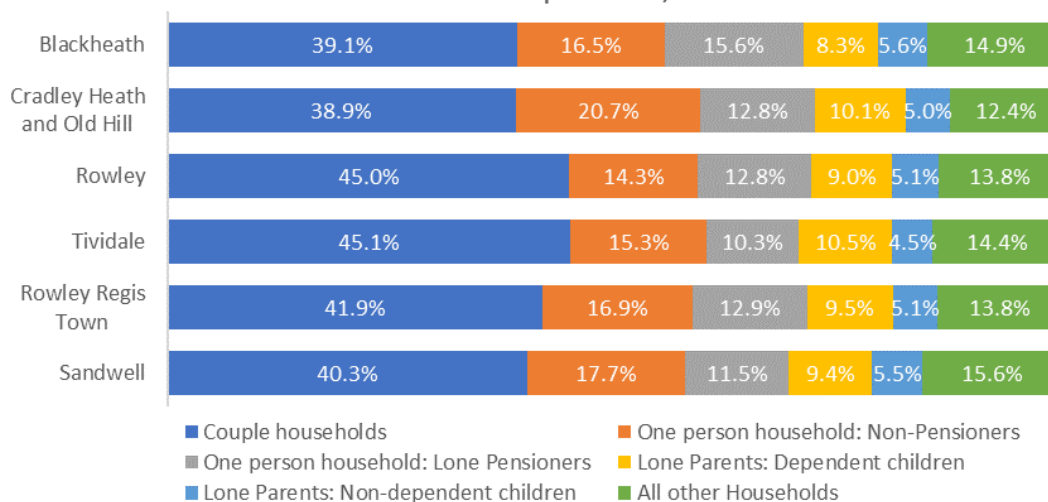
**6.2%**

**Sandwell: 8.2%**  
 Blackheath 5.5%  
 Cradley Heath & Old Hill 7.0%  
 Rowley 5.2%  
 Tividale 6.4%



Source: Census 2021, ONS

### Household Composition, 2021



Source: Census 2021, ONS

The majority of housing in Rowley Regis town is owner-occupied (58%). Apart from Cradley Heath & Old Hill, social renting is lower than Sandwell (29% and 27% respectively). Private renting is also lower than Sandwell at 19%.

Overcrowding is lower in Rowley (5%) than in Sandwell (8%), however it is higher in Cradley Heath and Old Hill ward (7%).

Household composition within Rowley Regis town is mostly in line with Sandwell.

## 5. Life Expectancy

### Life Expectancy at Birth, 2016 to 2020

Data in red indicates the ward is statistically significantly lower than England

Data in amber indicates the ward is not statistically significantly different to England


Data in green indicates the ward is not statistically significantly different to England

Area	Life Expectancy (Years)	
	Female	Male
Blackheath	81.8	76.6
Cradley Heath and Old Hill	80.3	76.5
Rowley	85.6	78.2
Tividale	79.8	77.7
<b>Rowley Regis Town</b>	<b>81.9</b>	<b>77.3</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  
Rowley Regis Males**

77



**Life Expectancy of  
Rowley Regis Females**

82



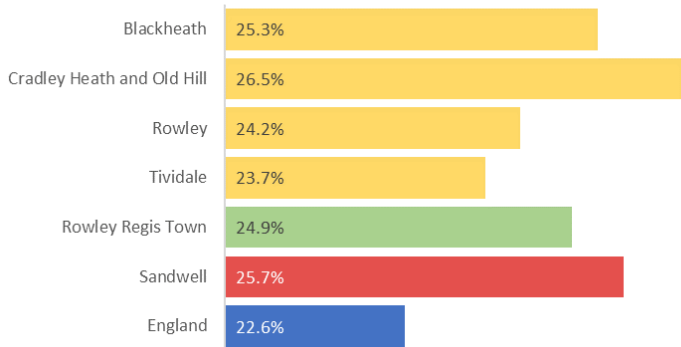
Female life expectancy at birth in Cradley Heath and Old Hill and Tividale was statistically significantly lower than England's. However, Rowley exceeded England's figure.

Male life expectancy at birth in all the wards was lower than the England figure. All three wards apart from Rowley were also statistically significantly lower than England's.

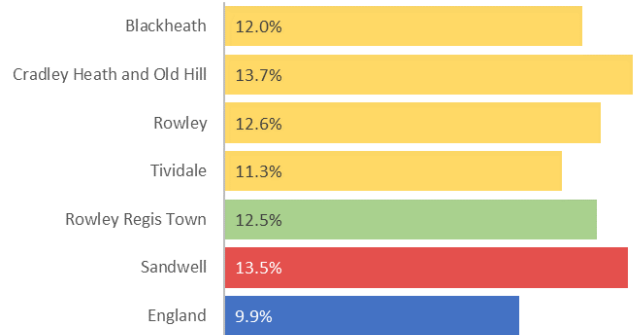
## 6. Health and Wider Indicators

### Overweight/Obesity in Children

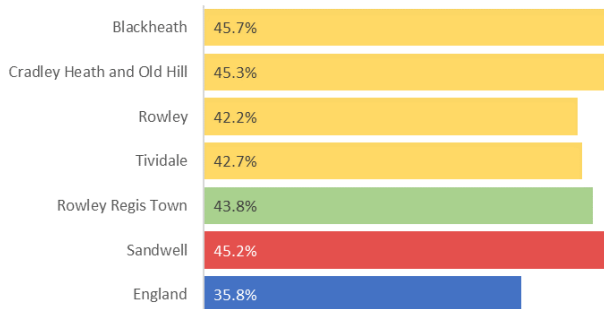
**Prevalence of overweight (including obesity) at Reception, 3-year period 2019/20 - 2021/22**



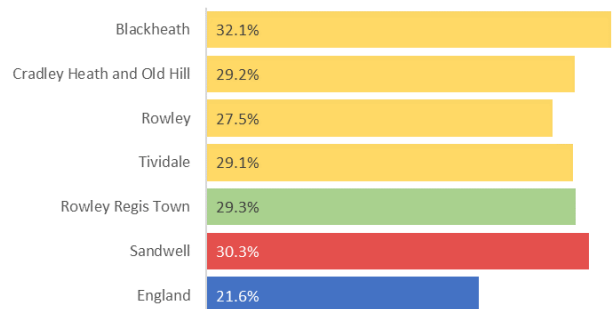
**Prevalence of obesity (including severe obesity) at Reception, 3-year period 2019/20 - 2021/22**



**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 – 2021/22

**Fast food outlets**  
**12.6**  
per 10,000 population

**Sandwell: 11.5**  
**England: 9.5**



### Emergency admissions for injuries in children under 5 years old\*

**127.1**

Blackheath: 102.3  
Cradley Heath: 112.1  
Rowley: 126.8  
Tividale: 165.0



**Sandwell: 133.4**  
**England: 119.3**

### Low birth weight

**8.2%**

Blackheath: 6.9%  
Cradley Heath: 7.3%  
Rowley: 8.2%  
Tividale: 10.0%



**Sandwell: 8.9%**  
**England: 6.8%**

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

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

### Deliveries to teenage mothers

**1.38%**

**Sandwell: 1.07%**  
**England: 0.67%**



Source: OHID, 2016/17 – 2020/21

The prevalence of overweight (including obesity) at Year 6 is higher in Rowley Regis town (44%) than England (36%). The rate of emergency admissions for injuries in children under 5 years old is higher in Rowley Regis town (127.1) than England (119.3), however is still lower than Sandwell (133.4). Tividale ward is particularly high with a rate of 165.0.

Deliveries to teenage mothers were higher in Rowley Regis town (1.38%) than Sandwell (1.07%). Low birth weight is in line with Sandwell (9%), however Tividale was much higher than the other wards, with 10%.

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

Data in red indicates the ward is statistically higher than England

Data in green indicates the ward is statistically lower than England

Area	Breast cancer	Lung cancer
Blackheath	103.8	102.8
Cradley Heath and Old Hill	96.7	83.0
Rowley	132.6	77.1
Tividale	84.6	89.6
<b>Rowley Regis Town</b>	<b>104.0</b>	<b>88.2</b>
<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 indicates the ward is higher than England

Data in green indicates the ward is lower than England

Area	Emergency Hospital Admissions, standardised admission ratio				Hospital admissions for alcohol attributable conditions
	Heart Attack	Coronary Heart Disease	COPD	Stroke	
Blackheath	103.4	120.8	133.3	104.6	117.9
Cradley Heath and Old Hill	118.5	115.1	145.9	108.6	119.6
Rowley	129.0	112.6	145.0	91.4	98.7
Tividale	100.3	100.3	112.7	97.1	103.1
<b>Rowley Regis Town</b>	112.8	112.2	134.2	100.4	109.5
<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\*

124.7

Blackheath: 132.3  
Cradley Heath: 131.5  
Rowley: 111.3  
Tividale: 121.9



Sandwell: 148.5  
England: 100

\*Standardised Mortality Ratio, 2016 – 2020

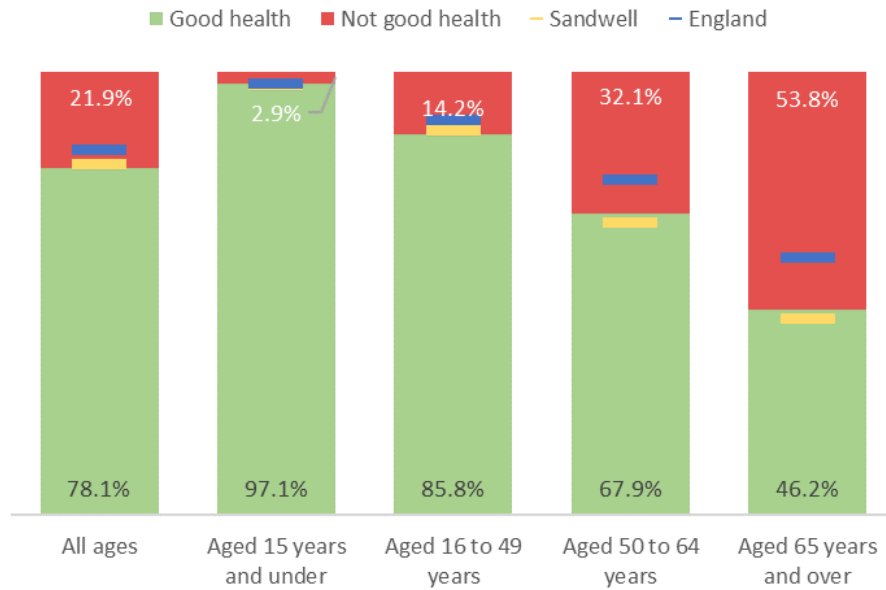
Source: OHID, 2016 – 2020

Incidence of lung cancer is lower in Rowley Regis than England, however Sandwell is higher. Breast cancer is much lower, however is higher in Rowley Regis town than Sandwell and England. Breast cancer in Rowley ward is statistically significantly higher than England.

Emergency hospital admissions for heart attack are slightly lower in Rowley Regis town (SAR 112.8) than Sandwell (113.9). This is significantly higher in Rowley ward (129). Emergency admissions for COPD are lower at town level (134.2) compared to Sandwell (157.3).

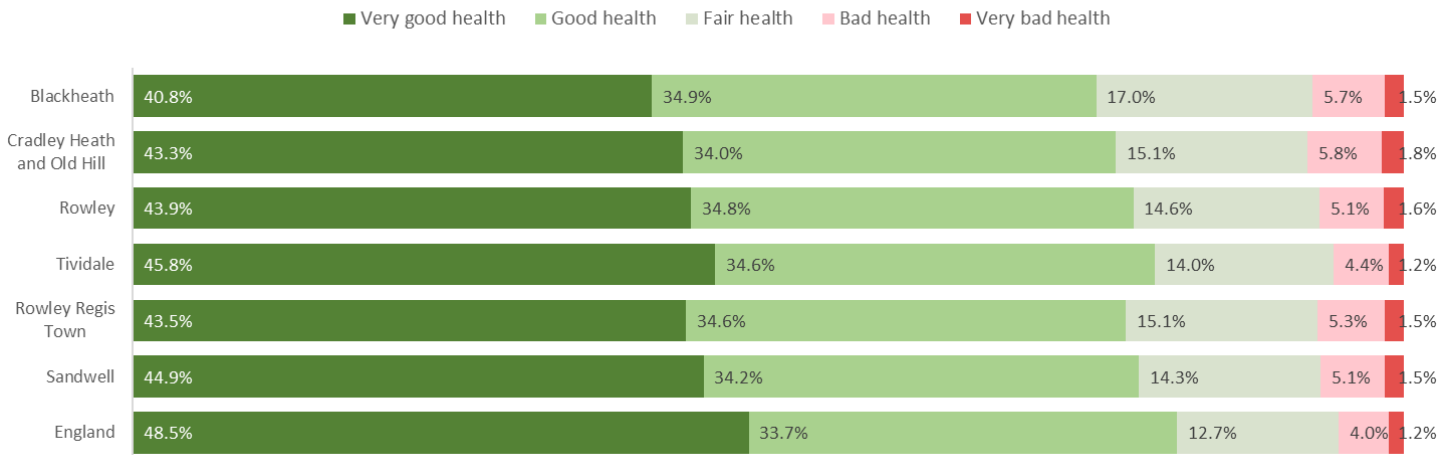
Looking at deaths from circulatory diseases in the under 75's, Sandwell has a significantly higher standardised mortality ratio than Rowley Regis town (148.5 and 124.7 respectively). Rowley is the ward with the lowest SMR, at 111.3.

### General Health of Rowley Regis residents by Age, 2021



Source: Census 2021, ONS

### General Health of Residents by Ward, 2021



Source: Census 2021, ONS

About 78% of residents said their health was good or very good. 54% of residents aged 65 and over said they were not in good health. This was similar in Sandwell but higher than for England.



## 7. Crime

**Crime rate per 1,000**  
**113.4**

Blackheath: 141.5  
Cradley Heath: 124.1  
Rowley: 123.9  
Tividale: 64.6  
**Sandwell: 121.7**



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
<b>Blackheath</b>	41.7%	10.3%	7.4%	7.2%	5.7%	3.5%	0.9%	23.2%
<b>Cradley Heath</b>	46.9%	7.0%	9.3%	8.5%	5.7%	7.0%	1.2%	14.3%
<b>Rowley</b>	47.0%	10.5%	7.7%	7.9%	4.9%	5.4%	1.4%	15.2%
<b>Tividale</b>	49.6%	7.1%	9.5%	8.4%	6.7%	6.4%	1.4%	10.9%
<b>Rowley Regis Town</b>	45.9%	8.9%	8.4%	8.0%	5.6%	5.5%	1.2%	16.6%
<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>

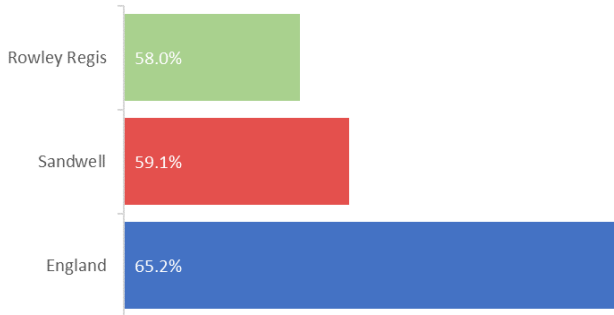
Source: Police data, July 2022 – June 2023

The crime rate per 1,000 residents is lower in Rowley Regis town (113.4) than in Sandwell (121.7). Blackheath ward has a particularly high crime rate, with 141.5.

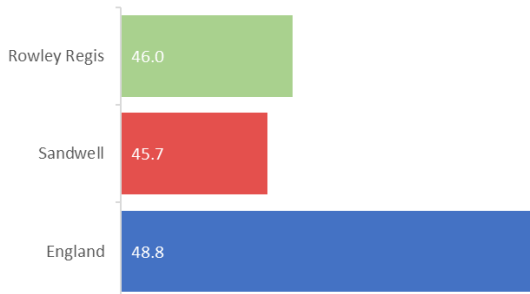
Violence and sexual offences were the most prevalent type of crime across all areas. Vehicle crime was highest in Rowley (11%) compared to 10% in Sandwell. Burglary was highest in Cradley Heath & Old Hill (7%), when compared to Rowley Regis town (6%) and Sandwell (5%).

## 8. Child Development – Education

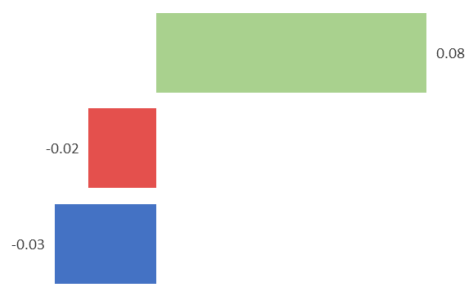
Early Years: % of children achieving a good level of development, 2022



Key Stage 4: Attainment 8 Score, 2022



Key Stage 4: Progress 8 Score, 2022



Source: Sandwell Council – Children & Education, 2023

The percentage of children achieving a good level of development at the end of Reception is slightly lower in Rowley Regis town (58.0%) than Sandwell (59.1%). Both are lower than the national figure of 65.2%.

The average Attainment 8 score in Rowley Regis town is 46.0, which is in line with the national figure (48.8%). Sandwell is slightly lower with 45.7%.

The average Progress 8 score for Rowley Regis is higher than both England and Sandwell, at 0.08.

## 9. Gambling

The table below gives a breakdown of the gambling premises licences/permits in Rowley Regis town at January 2021.

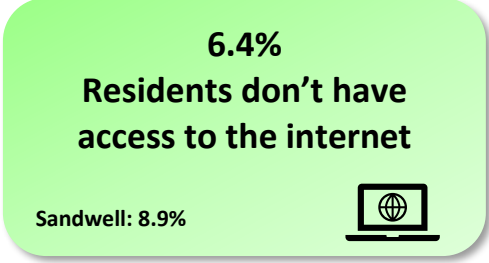
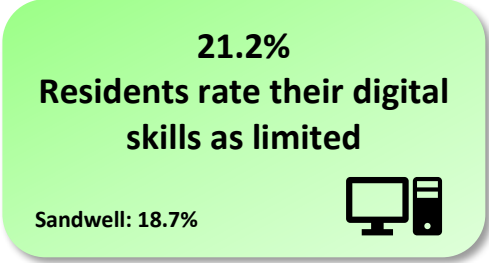
<b>Gambling Premises Licences/Permits*</b>	<b>Number</b>
Gaming Machine Permits	4
Club Machine Permits	3
Adult Gaming Centre	3
Betting Premises Licences	6
Bingo Premises Licences	0
Casino Premises Licences	0
Track Betting Premises Licence	0
Unlicensed Family Entertainment Centre	1
Family Entertainment Centre	0
<b>Total</b>	<b>17</b>

Source: Sandwell Trading Standards, 2021



Source: PHE, 2017

## 10. Digital Exclusion



Source: Sandwell Resident & Wellbeing Survey, 2022

## 11.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)*

Reservation	Reservation type	Location	Start date	Delivery date	Investment *
Reservoir Road housing development	Housing	Reservoir Road, Rowley Regis B65 9PG	April 2021	November 2022	£4,500,000
Canal Network Connectivity	Transportation	Old Main Line Canal (Oldbury) and Dudley No.2 Canal (Rowley Regis)	June 2022	August 2023	£2,550,000
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

\* See website for breakdown on funding

Samples of some planned and completed regenerations *(shown in order of table from left to right)*

