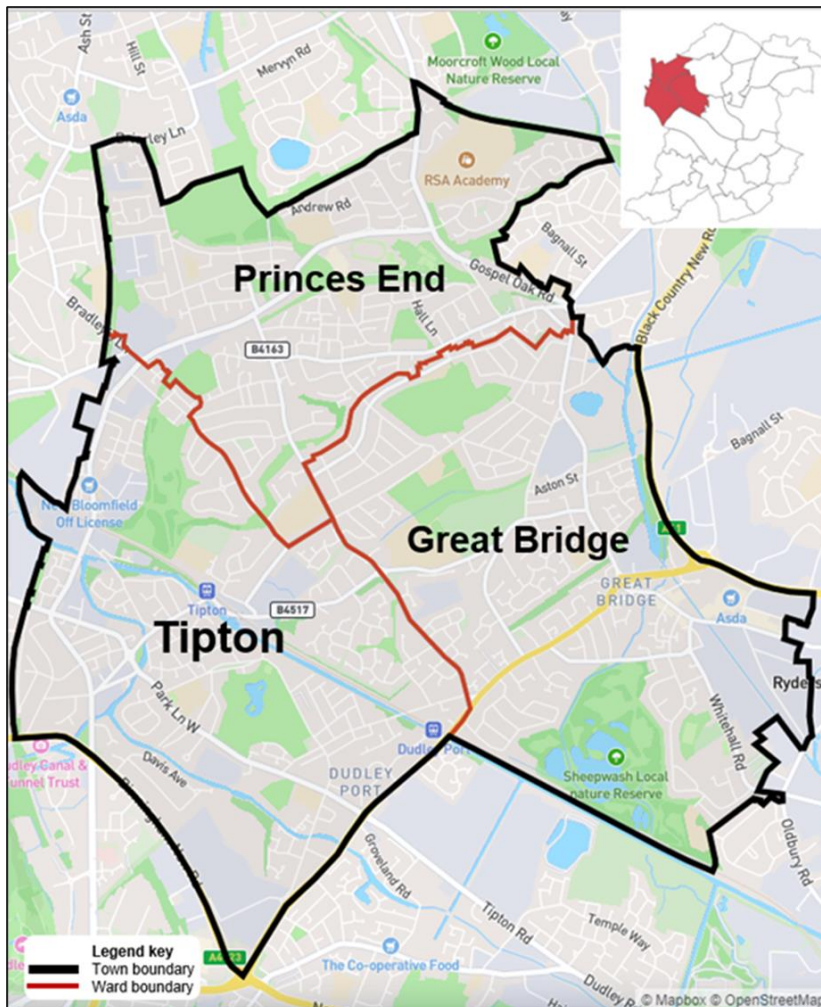


**Town Profile:**

# Tipton

Tipton is one of six towns in Sandwell. It is situated in the northwest of Sandwell and contains the wards of Great Bridge, Princes End and Tipton Green. Tipton borders Dudley, Walsall and Wolverhampton.



**Geographic Information:**

Great Bridge, Princes End and Tipton Green wards are within Tipton town.

Area size: 9.443 km<sup>2</sup>

Population: (2021): 44,125 residents

Town density: 4,673 residents per km<sup>2</sup>


Sandwell density: 3,826 residents per km<sup>2</sup>

# 1. Demographics


Tipton population estimate, 2021

# 44,125

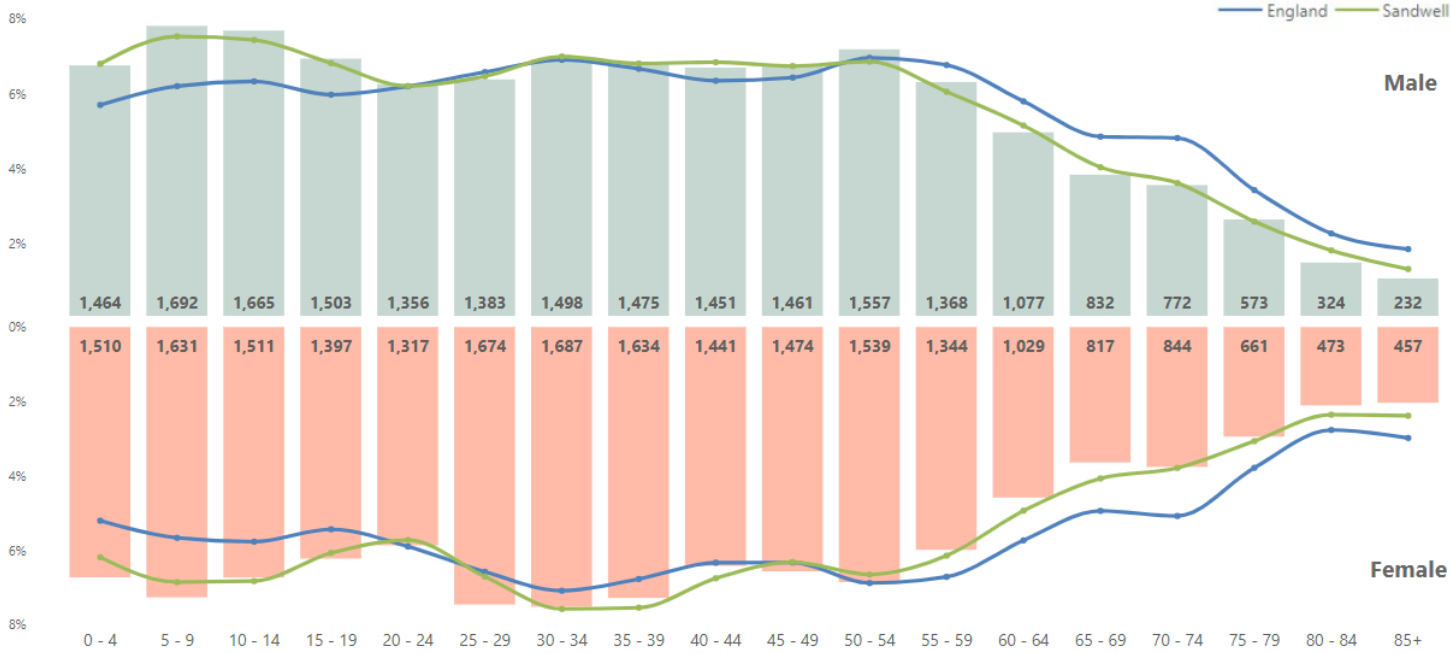
**Male**  
49.1%  
21,683



**Female**  
50.9%  
22,440



**Population of Tipton Town by Age and Sex, 2021**

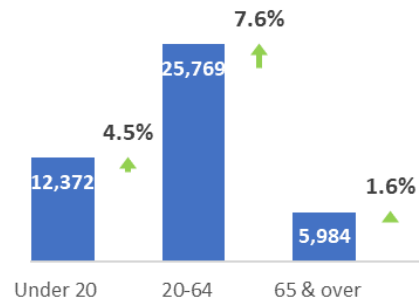


*Source: Census 2021, ONS*

### Population Growth, 2021

	2011	2021	% Change
Great Bridge	12,962	14,426	11.3%
Princes End	12,981	14,140	8.9%
Tipton Green	12,834	15,559	21.2%
<b>Tipton town</b>	<b>38,777</b>	<b>44,125</b>	<b>13.8%</b>
<b>Sandwell</b>	<b>308,063</b>	<b>341,835</b>	<b>11%</b>

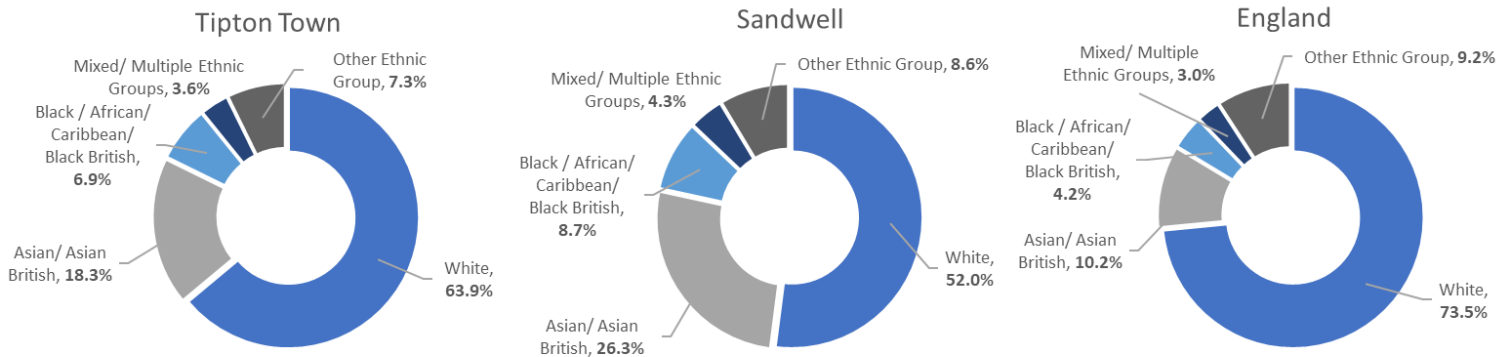
Population growth of Tipton town by age group



Source: Census 2021, ONS

The population of Tipton town grew by 13.8% between 2011 and 2021. Tipton Green ward had the largest percentage change of all the wards within Tipton town, growing by 21.2%. Looking at broad age groups, the 20-64 group in Tipton town had the largest increase, of 7.6% over the ten-year period.

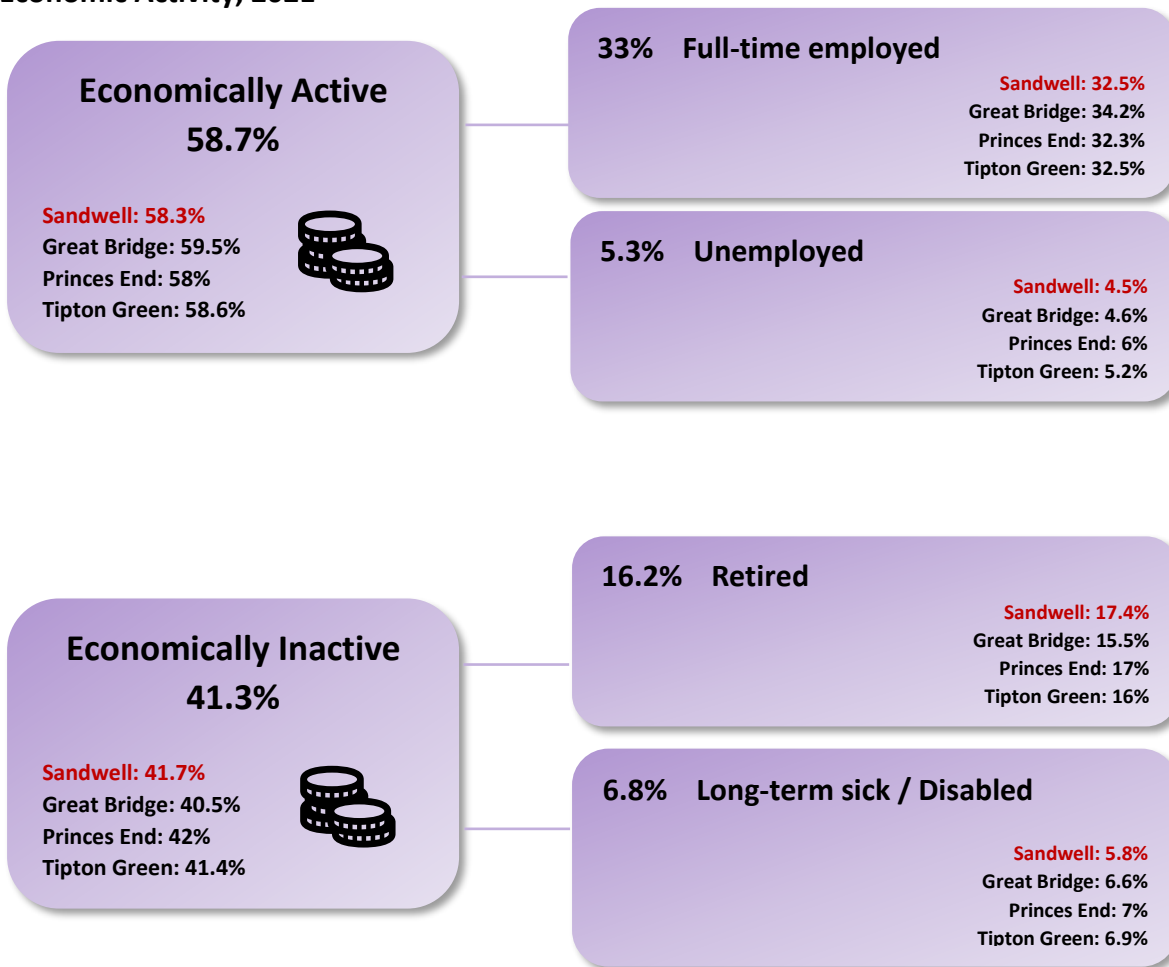
### Ethnicity, 2021



Source: Census 2021, ONS

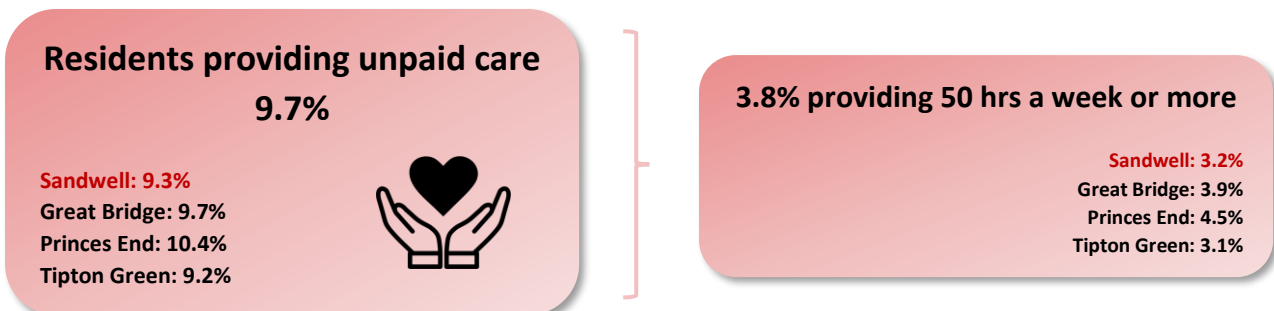
36% of Tipton’s population are from ethnic minorities. This is lower than for Sandwell (48%), but higher than England (27%). The Black/African/Caribbean/Black British and Asian/Asian British categories both have lower percentages than Sandwell, but higher than England.

## Economic Activity, 2021



Source: Census 2021, ONS

## Unpaid Care, 2021

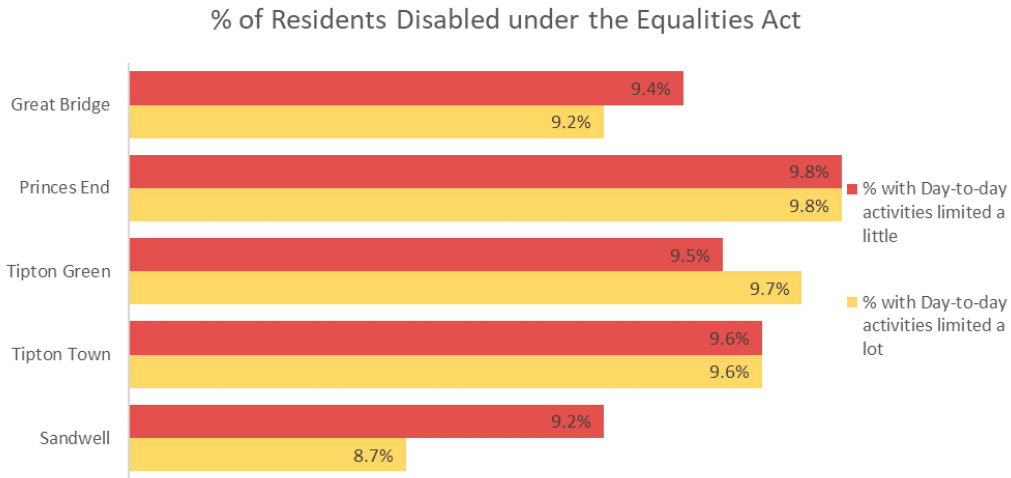


Source: Census 2021, ONS

The number of full-time employees in Tipton town is similar to Sandwell. The highest percentage of unemployed residents is in Princes End (6%) and the lowest in Great Bridge (4.6%) which is just above Sandwell. There is a higher percentage of long-term sick/disabled residents across Tipton town (6.8%) than in Sandwell (5.8%).

9.7% of residents in Tipton town provide unpaid care, with 3.8% providing 50 hours a week or more. This is slightly higher than Sandwell (3.2%).

## Long term illness/Disability, 2021



Source: Census 2021, ONS

**% of Residents Long-Term Sick / Disabled \***  
**23.9%**

**Sandwell: 22.8%**  
Great Bridge: 23.2%  
Princes End: 24.4%  
Tipton Green: 24.1%



**% of households where no resident speaks English as a main language**  
**6.9%**

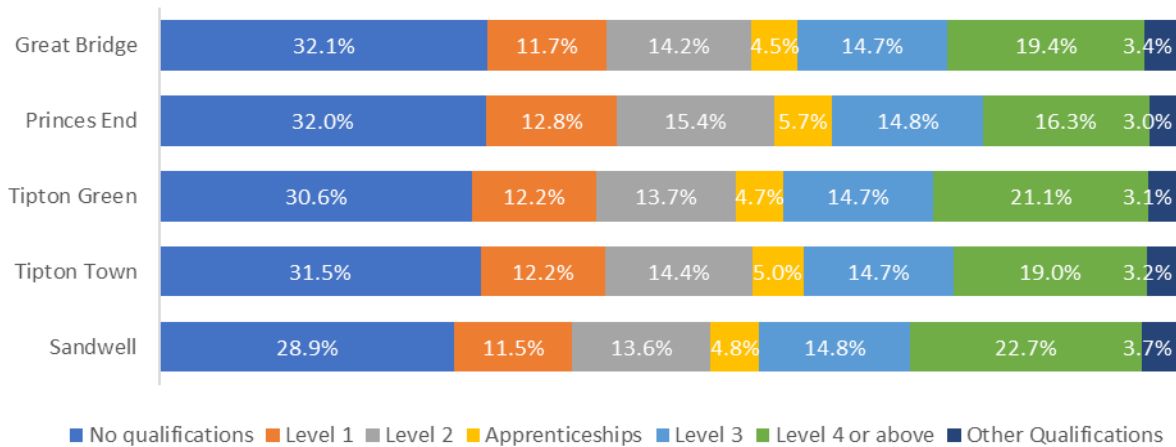
**Sandwell: 8.6%**  
Great Bridge: 8.2%  
Princes End: 4.5%  
Tipton Green: 8%



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

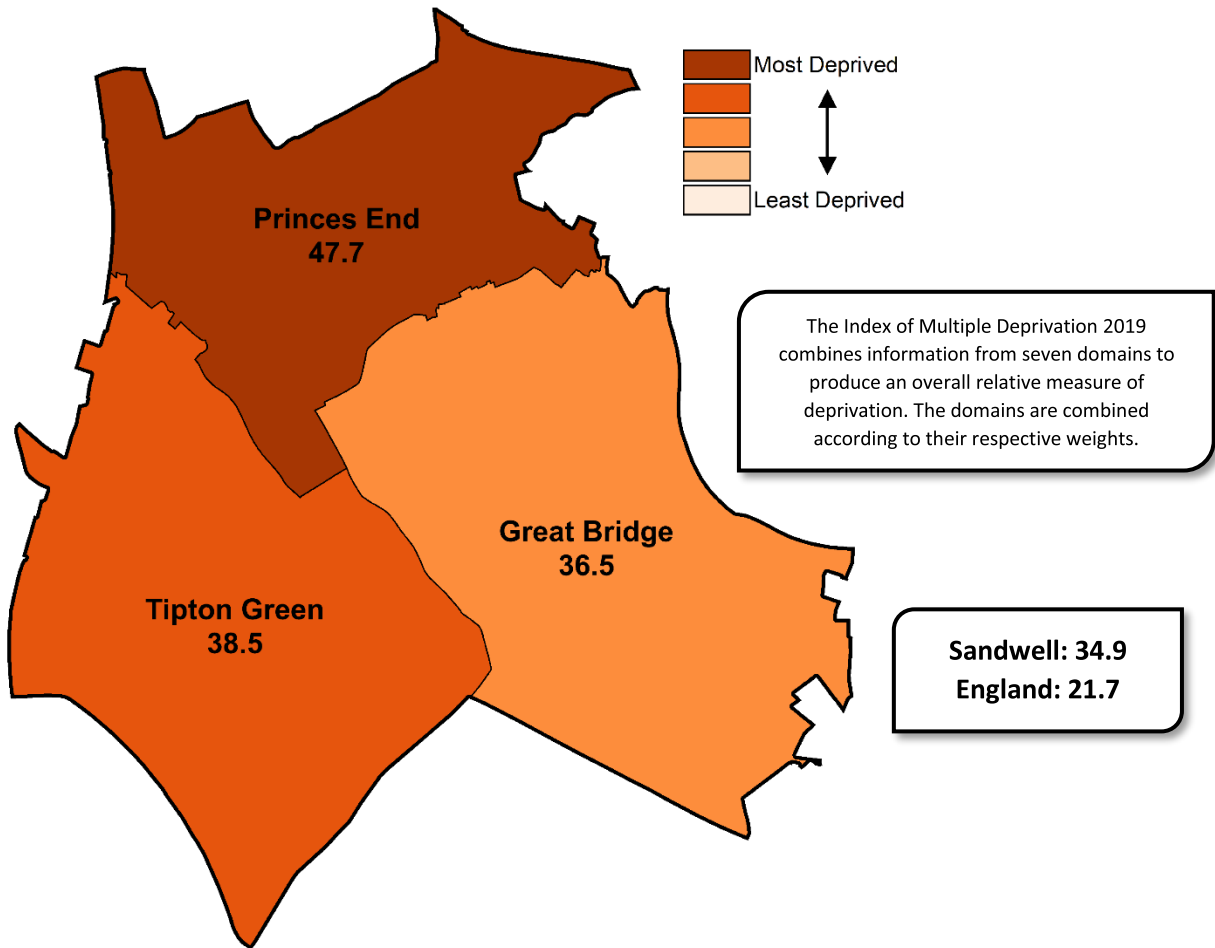
The percentage of residents who are disabled under the Equalities Act is in line with Sandwell, at 19%. The percentage of residents who are long-term sick or disabled is slightly higher, but still in line with Sandwell at 24%.

The percentage of residents with no qualifications is higher in Tipton town (32%) than in Sandwell (29%). The ward with the highest percentage of residents with a level 4 qualification or above is Tipton Green with 21%, however this is still lower than Sandwell (23%).

7% of households in Tipton town have no resident who speaks English as a main language, compared to 9% in Sandwell. This is slightly lower in Princes End (4.5%), with the other wards being more in line with Sandwell at 8%.

## 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.

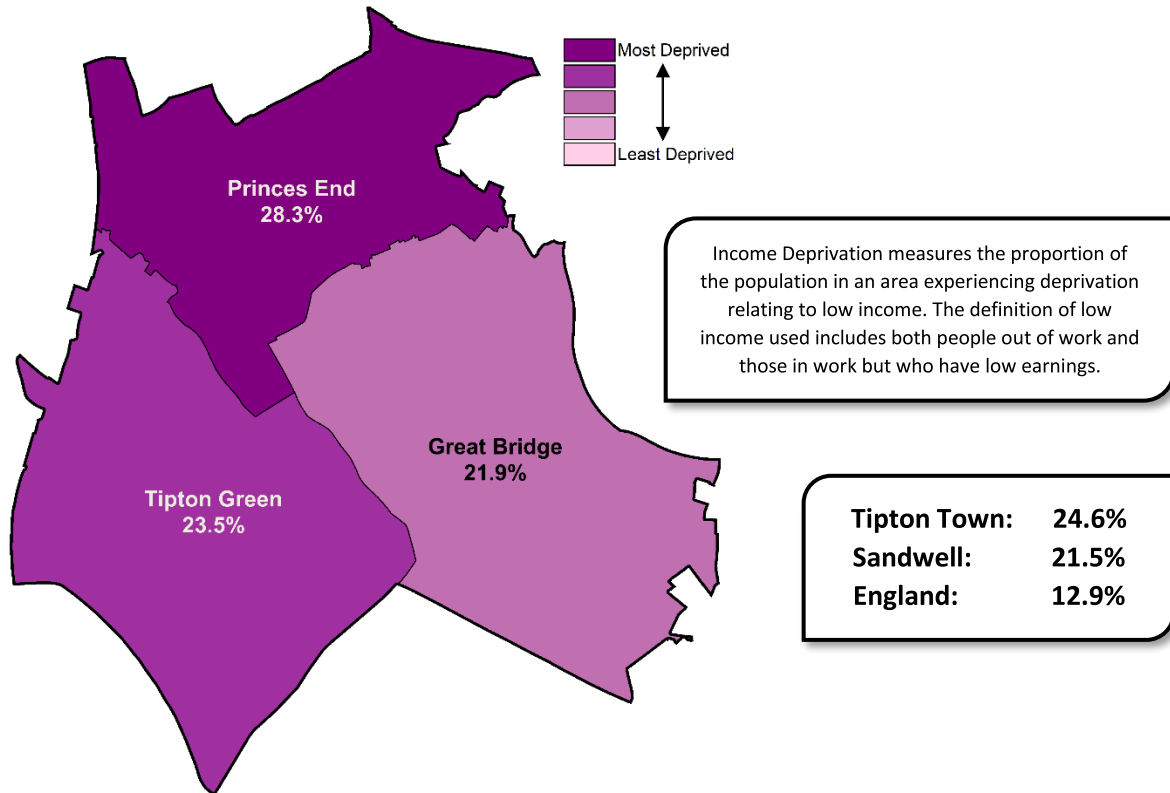
- 71% of the LSOAs in Tipton are in the 20% most deprived LSOA in England (Sandwell, 60%)

Tipton's Income Deprivation Affecting Children Index (IDACI) and Income Deprivation Affecting Older People Index (IDAOP) Scores put it in the 20% most deprived areas in England for both these indices.

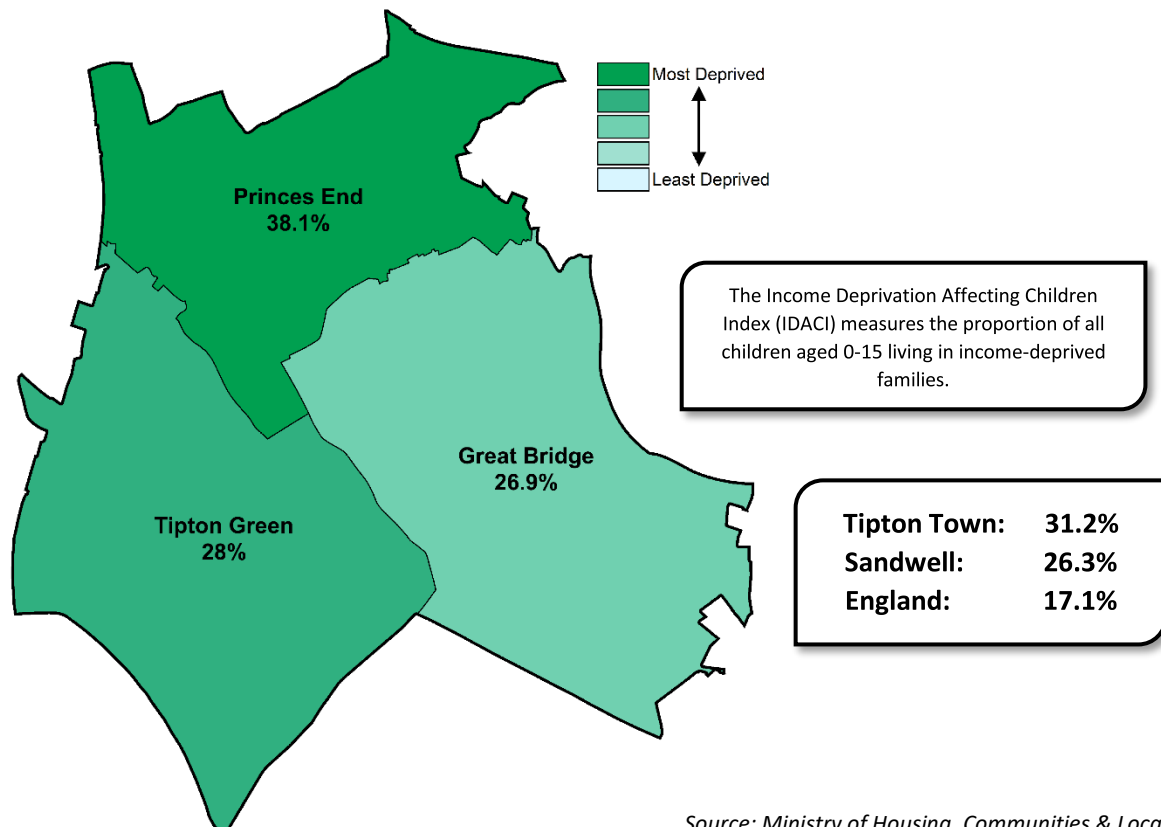
Overall Tipton is more deprived than England and Sandwell and its deprivation score puts it in the 20% most deprived areas in England.

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

### Income Deprivation, 2019



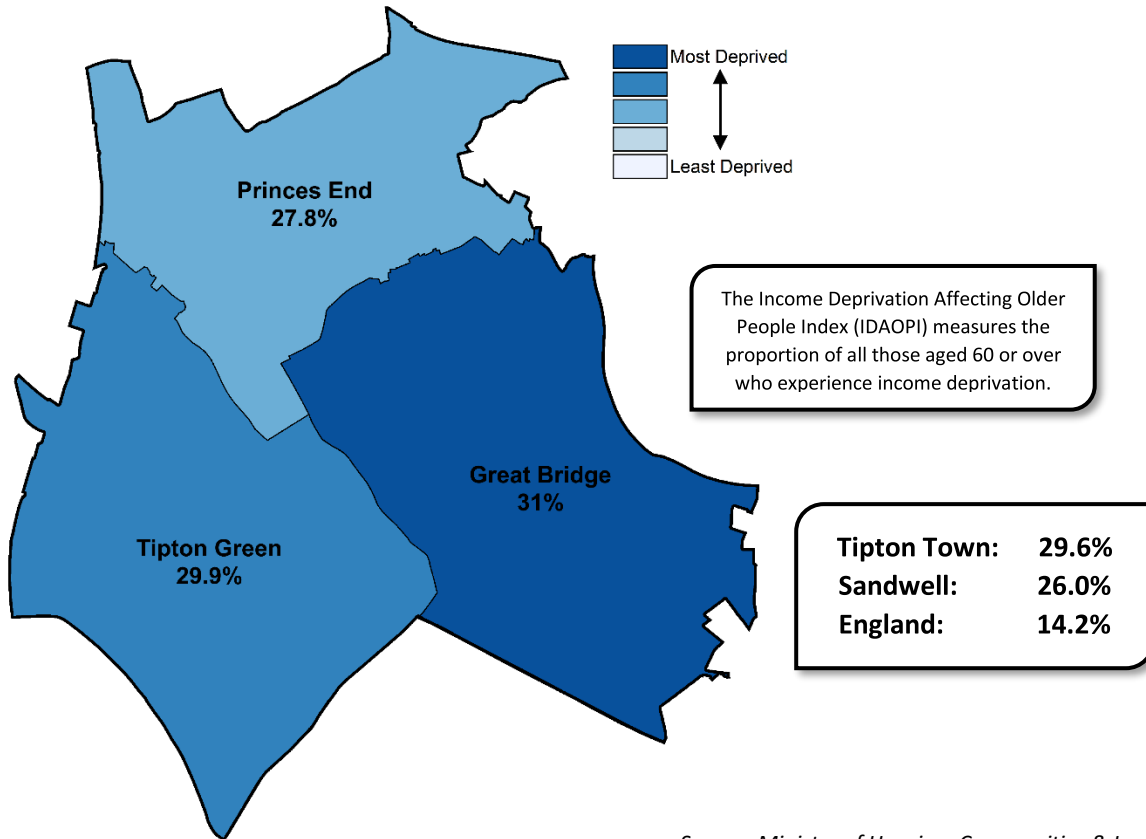
### Income Deprivation Affecting Children Index, 2019



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

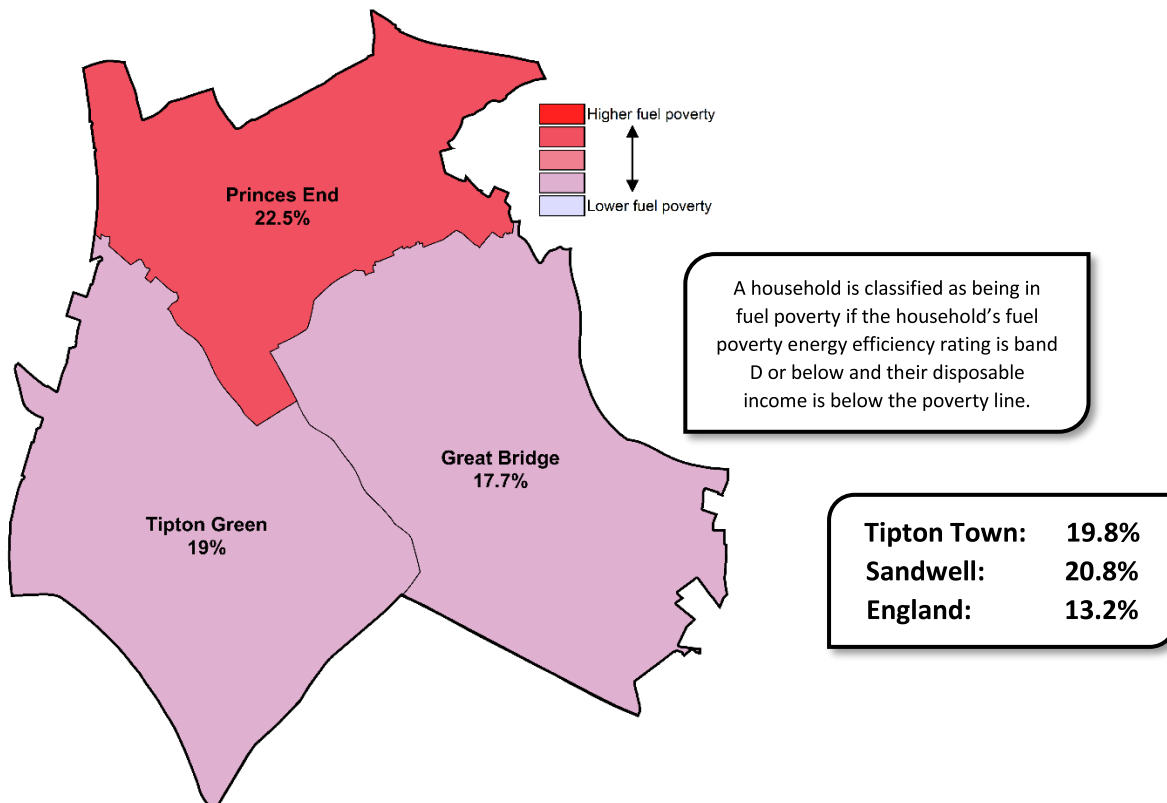


### Income Deprivation Affecting Older People Index, 2019



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

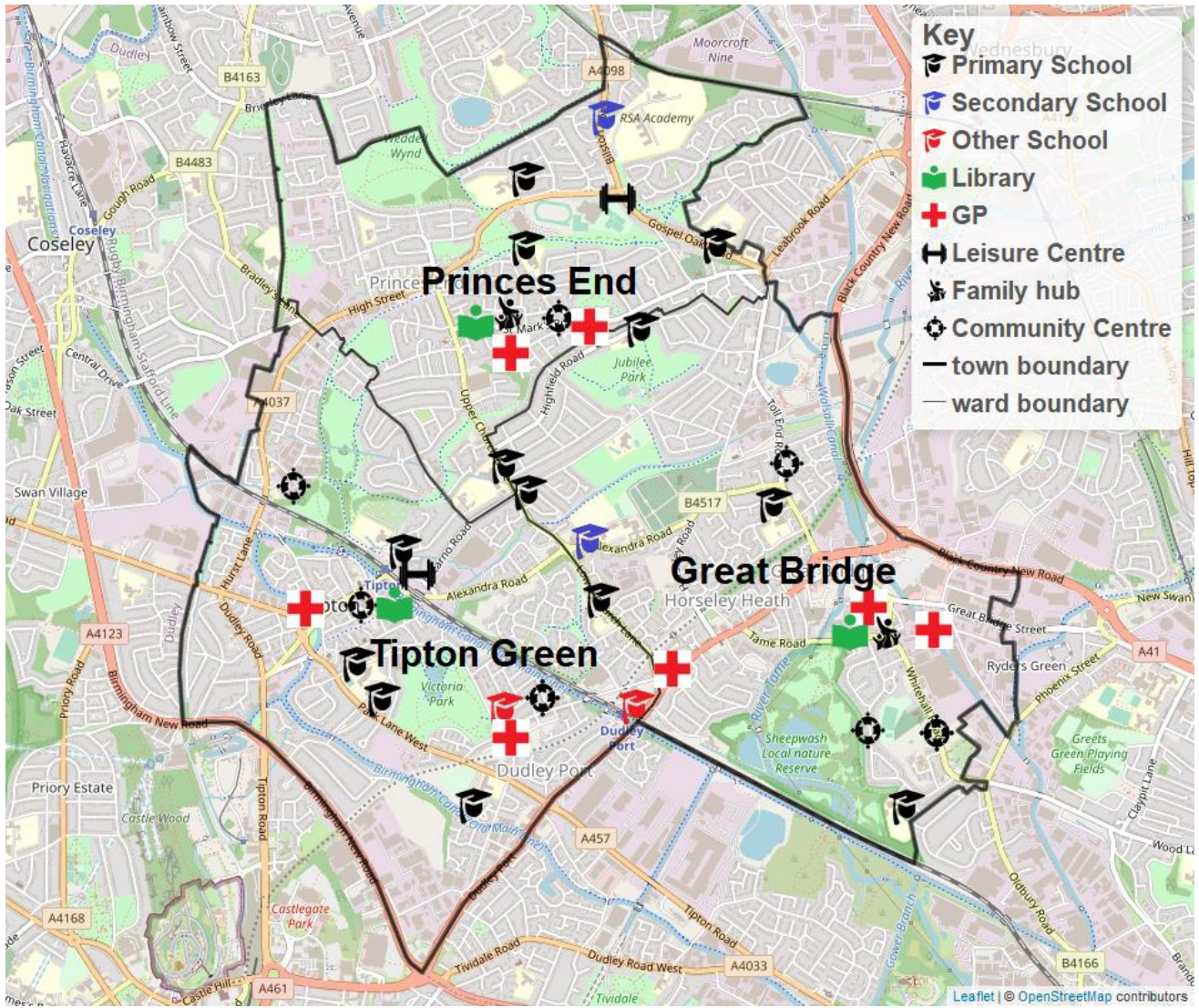
### Fuel Poverty, 2020



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
Great Bridge	49.8%	30.8%	18.6%	0.3%
Princes End	43.5%	43.9%	11.7%	0.4%
Tipton Green	48.9%	32.1%	17.4%	0.8%
<b>Tipton town</b>	47.4%	35.6%	15.9%	0.5%
<b>Sandwell</b>	53.7%	26.6%	18.6%	0.5%

Source: Census 2021, ONS

### Households lacking central heating

1.7%

**Sandwell: 1.8%**  
Great Bridge: 1.6%  
Princes End: 1.7%  
Tipton Green: 1.7%



### Overcrowded households

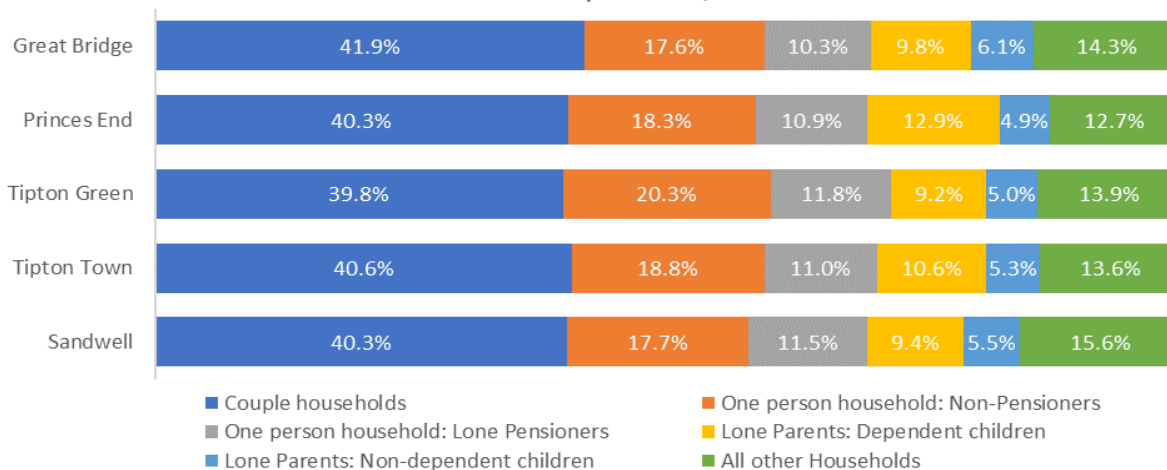
8%

**Sandwell: 8.2%**  
Great Bridge: 7.3%  
Princes End: 8.2%  
Tipton Green: 8.6%



Source: Census 2021, ONS

### Household Composition, 2021



Source: Census 2021, ONS

The majority of housing in Tipton town is owner-occupied (47%). Social rented housing in Princes End is higher than owner-occupied. Private renting is the same as Sandwell in Great Bridge and is lower in all other wards.

Overcrowding in Tipton town is at the same level as Sandwell (8%), but is slightly higher in Tipton Green (9%). Household composition within Tipton town is mostly in line with Sandwell, however there are more lone parents with dependent children in Tipton town.

## 5. Life Expectancy

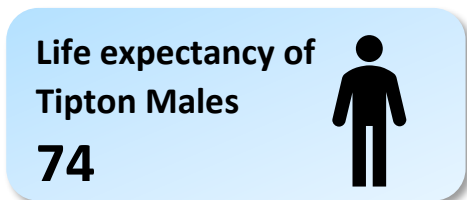
### Life Expectancy at Birth, 2016 to 2020

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

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

Area	Life Expectancy (Years)	
	Female	Male
Great Bridge	76.5	74.4
Princes End	80.2	73.7
Tipton Green	79.6	74.7
<b>Tipton Town</b>	78.8	74.3
<b>Sandwell</b>	80.9	76.4
England	83.2	79.5

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



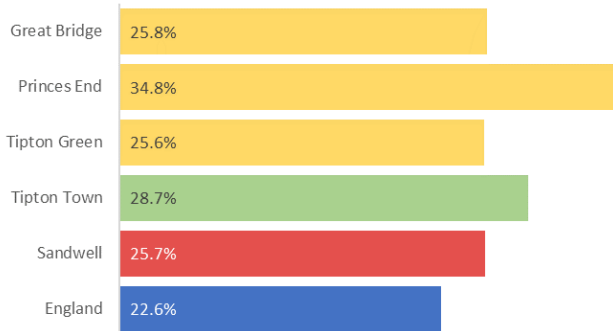
Both female and male life expectancy at birth in all areas is statistically significantly lower than England.

Great Bridge has the lowest life expectancy for females (77) with other wards much closer to the Sandwell figure (81). Male life expectancy is consistent across the town at 74, which is slightly lower than Sandwell (76).

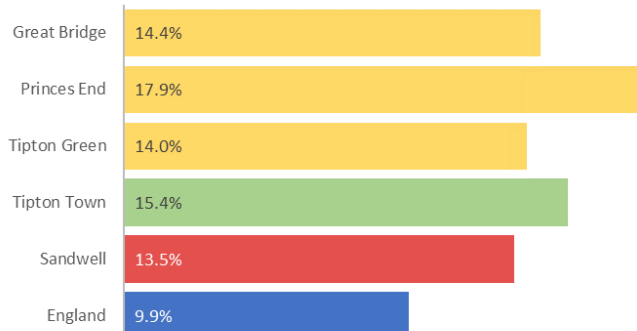
## 6. Health and Wider Indicators

### Overweight/Obesity in Children

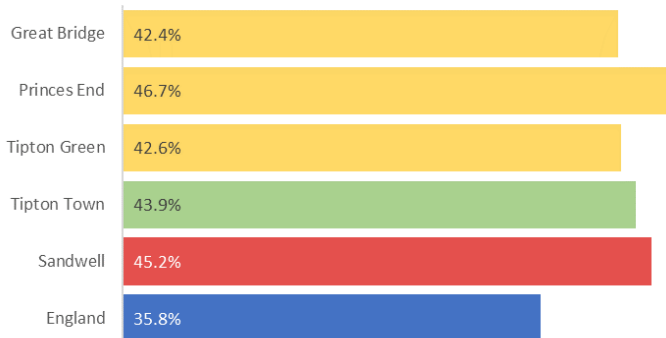
Prevalence of overweight (including obesity) at Reception, 3-year period 2019/20 - 2021/22



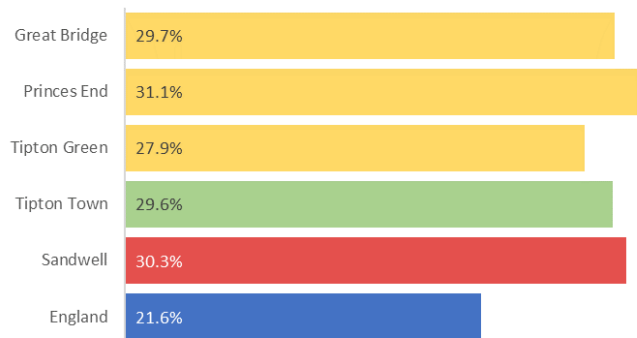
Prevalence of obesity (including severe obesity) at Reception, 3-year period 2019/20 - 2021/22



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 – 201/22

**Fast food outlets**

**10.1**

per 10,000 population

Sandwell: 11.5  
England: 9.5





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

**152.7**

Great Bridge: 126  
Princes End: 204.3  
Tipton Green: 127.5



Sandwell: 133.4  
England: 119.3

### Low birth weight

**8.8%**

Great Bridge: 8.9%  
Princes End: 8.7%  
Tipton Green: 8.7%



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

**1.07%**

Sandwell: 1.07%  
England: 0.67%



Source: OHID, 2016/17 – 2020/21

The prevalence of overweight (including obesity) at Year 6 is higher in Tipton town (44%) than England (36%). The rate of emergency admissions for injuries in children under 5 years old is significantly higher in Tipton town (152.7) than both England and Sandwell. Princes End is particularly high with a rate of 204.3.

Deliveries to teenage mothers were the same in Tipton town as Sandwell (1.07%). Low birth weight is in line with Sandwell (9%), and this is consistent across all wards.

### 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
Great Bridge	86.3	144.7
Princes End	104.4	159.4
Tipton Green	75.4	161.8
<b>Tipton Town</b>	<b>88.4</b>	<b>155.6</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 statistically higher than England

Data in green indicates the ward is statistically lower than England

Area	Emergency Hospital Admissions, standardised admission ratio				Hospital admissions for alcohol attributable conditions
	Heart Attack	Coronary Heart Disease	COPD	Stroke	
Great Bridge	126.4	127.9	214.3	131.1	132.1
Princes End	139.1	129.0	242.8	122.4	127.7
Tipton Green	127.6	108.2	188.2	122.9	138.3
<b>Tipton Town</b>	131.0	121.7	215.1	125.5	132.9
<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\*

188.9

Great Bridge: 201.7  
Princes End: 164.4  
Tipton Green: 201.2



**Sandwell: 148.5**  
**England: 100**

\*Standardised Mortality Ratio, 2016 – 2020

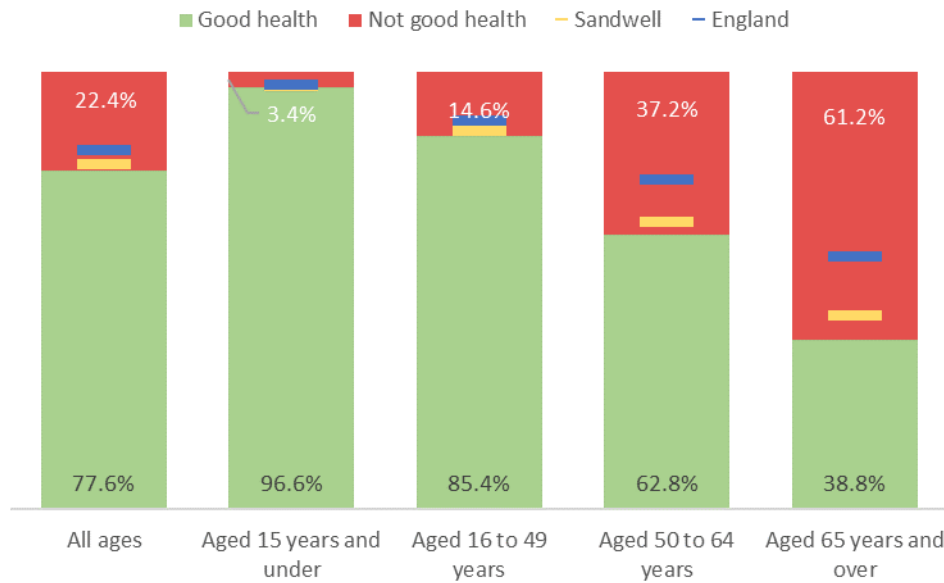
Source: OHID, 2016 – 2020

Incidence of lung cancer is higher in Sandwell than England, with Tipton town having a significantly higher rate (155.6). Breast cancer is much lower, with Tipton having a lower rate than Sandwell and England. The rate in Princes End however is higher than England.

Emergency hospital admissions for heart attack are higher in Tipton (131) than Sandwell (113.9). Emergency admissions for COPD are particularly high in Tipton (215.1) compared to Sandwell (157.3). The rate is highest in Princes End, at 242.8.

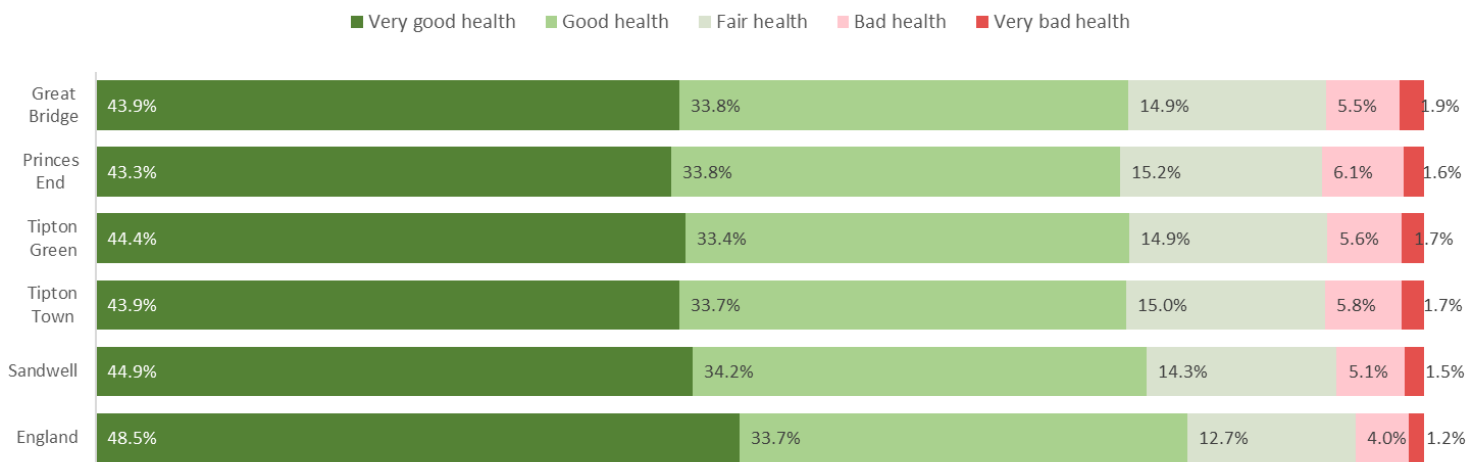
Looking at deaths from circulatory diseases in the under 75's, Tipton town has a significantly higher standardised mortality ratio (SMR) than Sandwell (188.9 and 148.5 respectively). Great Bridge and Tipton Green both have the highest SMR.

### General Health of Tipton Town 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. 61% of residents aged 65 and over said they were not in good health. This is much lower than England (42%) and slightly lower than Sandwell (56%).



## 7. Crime



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
Great Bridge	46.1%	7.1%	8.0%	7.7%	6.9%	3.4%	1.6%	19.1%
Princes End	50.2%	6.9%	7.2%	11.4%	6.9%	2.5%	2.3%	12.6%
Tipton Green	49.4%	8.4%	9.2%	9.1%	6.9%	3.1%	1.7%	12.1%
<b>Tipton Town</b>	48.7%	7.4%	8.0%	9.6%	6.9%	2.9%	2.0%	14.4%
<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>

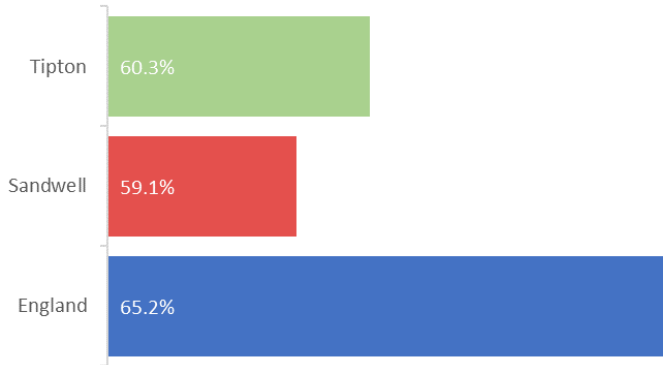
Source: Police data, July 2022 – June 2023

The crime rate per 1,000 residents is lower in Tipton town (111.5) than in Sandwell (121.7). Princes End has a particularly high crime rate, with 142.1.

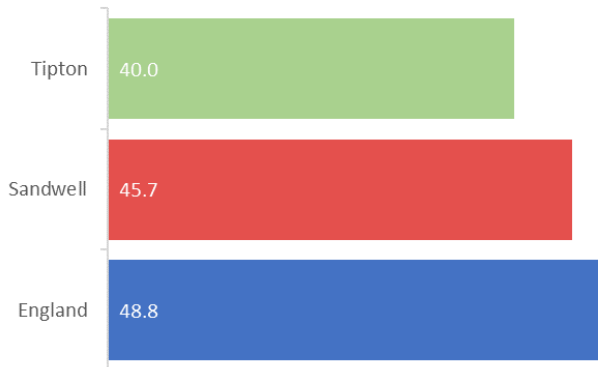
Violence and sexual offences were the most prevalent type of crime across all areas. Criminal damage and arson is highest in Princes End (11.4%) compared to 7.7% in Sandwell.

## 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

\*Attainment 8 score out of 90

The percentage of children achieving a good level of development at the end of Reception is slightly higher in Tipton town (60.3%) than Sandwell (59.1%). Both are lower than the national figure of 65.2%.

The average Attainment 8 score in Tipton town is 40, which is lower than the national figure. Sandwell is slightly lower with 45.7.

The average Progress 8 score for Tipton is lower than both England and Sandwell, at -0.7.

## 9. Gambling

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

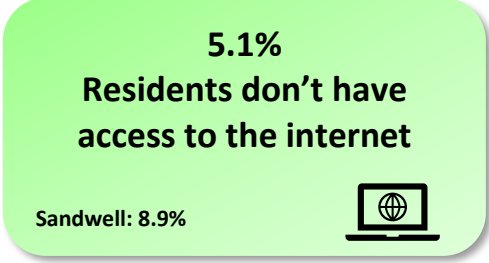
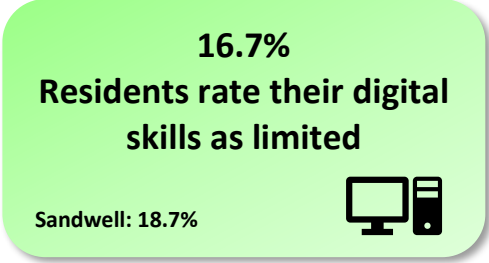
Gambling Premises Licences/Permits	Number
Gaming Machine Permits	1
Club Machine Permits	0
Adult Gaming Centre	2
Betting Premises Licences	6
Bingo Premises Licences	0
Casino Premises Licences	0
Track Betting Premises Licence	0
Unlicensed Family Entertainment Centre	1
Family Entertainment Centre	0
<b>Total</b>	<b>10</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	Investment *
Tipton Town Centre Regeneration	Housing	Tipton town centre	In progress	£22,700,000

\* See website for breakdown on funding

Samples of planned and completed regenerations:

