



Town Profile Summary – Rowley Regis Town

Focus points

Demography

- The population of Rowley Regis town is less ethnically diverse than Sandwell overall.
- It has a slightly older population than Sandwell overall, and the population grew between 2011 and 2021 by 7%, which is lower than Sandwell as a whole.
- 12.9% of households comprise a lone pensioner (11.5% for Sandwell).

Economic

- The percentage of housing which is owner-occupied is higher than the Sandwell average.
- 40.3% of residents aged 16+ are economically inactive, which is slightly lower than Sandwell overall.
- The 2022 Sandwell Resident & Wellbeing survey found Rowley Regis respondents were more likely to report concerns about cost of living increases/inflation than those from other towns.
- Residents from Rowley Regis were more likely to report their IT skills as limited and more likely to access the internet from a public place than residents of other towns.

Health

- Life expectancy is slightly higher for both women and men than the Sandwell average.
- 78.1% of Rowley Regis residents said their health was good or very good, whilst 10.4% of residents said their conditions or illnesses limited their abilities to carry out day to day activities a little; and 9.1% said they were limited a lot (these are very similar to Sandwell overall).
- 43.8% of Year 6 children are estimated to be overweight or obese, similar to Sandwell overall, and there appear to be a lower number of emergency admissions for injuries in children under 5 years old than the Sandwell average.
- There are proportionally more deliveries to teenage mothers in Rowley Regis town than both the England and Sandwell averages.
- The proportion of babies born with low birth weight is higher in Rowley Regis town (8.2%) than the England average (6.8%), but slightly lower than for Sandwell overall.

Environment

- Rowley Regis respondents were more likely than those from other towns to say that 'groups hanging around the streets' was not a problem at all, or not a very big problem.
- The use of public transport, cycling or walking was less likely to be selected as a way to support climate change by Rowley Regis residents compared with other towns (only Tipton was lower).



Social

- Rowley Regis residents reported the lowest perception of community cohesion in their local area, when asked to what extent people in their local area pull together to improve the area. However, Rowley Regis respondents had the most positive reflection on people from different ethnic backgrounds getting on well together.



Demography

Rowley Regis town is in the south west of Sandwell, with a population of around 54,000 in 2021 (Census data). Its population grew between 2011 and 2021 by 7%, compared with 11% growth in Sandwell overall (Census data).

The age profile of Rowley Regis town is slightly older than that of Sandwell, with 35.8% of residents being 50+, compared with 32.5% in Sandwell (England 37.8%). The proportion of the population who are aged 0-19 is 25.6%, lower than Sandwell which is 27.2%. However, Rowley Regis town has a younger population than that of England overall (23.1% of the England population are aged 0-19) (Census data).

Rowley Regis is less ethnically diverse than Sandwell overall, with Asian and Asian British making up 11.5% of the town's population compared to 26.3% in Sandwell and 10.2% in England; and the proportion of other minority ethnic groups making up 10.3% of the population (compared to 16.5% in Sandwell and 8.7% in England). 74.9% of the Rowley Regis population are White British (compared to 52% in Sandwell and 73.5% in England) and 3.3% are White Other (compared to 5.2% in Sandwell and 7.6% in England) (all Census data). It is estimated that 687 households have no one whose main language is English (Census data). This is 3.1% of all households in Rowley Regis town, compared to 8.6% in Sandwell and 5% in England.

Economic

In Rowley Regis town, 58% of the LSOAs are in the 20% most deprived LSOAs in England (Sandwell 60%) (English Indices of Deprivation 2019, DCLG), and 19.5% of households have been identified as being fuel poor compared to 20.8% for Sandwell and 13.2% for England (OHID [Local health 2020](#)).

It is estimated that 19.4% (Source: [Fingertips](#)) of households have income deprivation compared to 21.5% in Sandwell and 12.9% in England (Ministry of Housing and Local Government 2019), whilst 24.4% (Source: [Fingertips](#)) are thought to have Income Deprivation Affecting Children (IDACI) compared to 26.3% in Sandwell and 17.1% in England, and over one in five (21.9%) (Source: [Fingertips](#)) are thought to have Income Deprivation Affecting Older People (IDAOPI) compared to 26% in Sandwell and 14.2% in England.

At 58.3%, the percentage of housing which is owner-occupied is higher than the Sandwell average (53.7%). 6.2% of households in Rowley Regis town are overcrowded, compared to 8.2% in Sandwell, while 1.6% lack central heating (compared to 1.8% in Sandwell). 9.5% of households (2,090 households) comprise a lone parent with dependent children (9.4% for Sandwell) and 12.9% of households (2,823 households) comprise a lone pensioner compared to 11.5% for Sandwell (all Census data).

40.3% of residents aged 16+ are economically inactive compared to 41.7% for Sandwell, with 5.4% having a long-term illness or disability (5.8% for Sandwell). 26.7% of residents aged 16 and over have no formal qualifications (including no GCSEs), compared to 28.9% in Sandwell (all Census data).

There are 17 gambling premises licences or permits in Rowley Regis town and 115 across Sandwell - this equates to 3.16 & 3.36 per 10,000 residents respectively (Sandwell Trading Standards, 2021).

Health

Life expectancy at birth for females is 81.9, which is lower than England (83.2) but higher than Sandwell (80.9). Life expectancy at birth for males is 77.3, which is lower than England (79.5) but higher than Sandwell (76.4) (OHID, mid-year population estimates, 2016-2020).

The rate of emergency hospital admissions from Coronary Heart Disease (112.2, compared to Sandwell 112.9) was higher than the England benchmark (100), and the rate of emergency hospital admission in Rowley Regis for COPD was highest but not as high as Sandwell overall (134.2, compared to 157.3 in Sandwell) (2016-2020 OHID).

78.1% of residents said their health was good or very good (Sandwell 79.1%, England 82.2%). 10.4% of residents said their health conditions or illnesses limited their abilities to carry out day to day activities a little (Sandwell 9.2%); and 9.1% were limited a lot (Sandwell 8.7%). 10% of Rowley Regis town residents (5,060) provide unpaid care (Sandwell 9.3%) (all Census data).

43.8% of Year 6 children are estimated to be overweight or obese, compared to 45.2% in Sandwell and 35.8% in England (NCMP 2019/2022). There are a lower number of emergency admissions for injuries in children under 5 years old in Rowley Regis than Sandwell (127.1 and 133.4 respectively, with England at 119.3 per 10,000) (2016/17 – 2020/21 data HES, ONS).

There are proportionally more deliveries to teenage mothers in Rowley Regis town (1.4%) than the England average (0.7%), and the rate is higher than in Sandwell overall (1.1%) (2016/17 – 2020/21 OHID Fingertips). The proportion of babies born with low birth weight in Rowley Regis town is slightly lower than for Sandwell overall at 8.2% compared to 8.9%, but higher than England at 6.8% (2019 [ONS link](#)).

Environment

In 2017, Rowley Regis town had 12.6 fast-food outlets per 10,000 population which is higher than both Sandwell (11.5) and England (9.5) (source PHE).

The 2022 Sandwell Resident & Wellbeing survey revealed that 21.2% of Rowley Regis respondents rated their digital skills as limited, which is higher than Sandwell (18.7%). The survey also revealed that 6.4% of residents of the town don't have access to the internet which is lower than the Sandwell figure (8.9%).

Rowley Regis respondents were more likely to say that 'groups hanging around the streets' was not a problem at all, or not a very big problem. The use of public transport, cycling or walking was less likely to be selected as a way to support climate change by Rowley Regis residents compared with other towns (only Tipton was lower) (Sandwell Resident Wellbeing and Perception Survey, 2022).



Social

Of the Sandwell towns, Rowley Regis residents reported the lowest perception of community cohesion in their local area, with only 48% saying that people pull together to improve the local area. However, of all the towns, Rowley Regis respondents had the most positive reflection on people from different ethnic backgrounds getting on well together, with 82% agreeing that this happened in their local area. Rowley Regis respondents were also more likely to report concerns about cost of living increases/inflation than respondents from other towns. Residents from Rowley Regis were more likely to access the internet from a public place than other town residents (Sandwell Resident Wellbeing and Perception Survey, 2022).