



## Town Profile Summary – West Bromwich Town

### Focus Points

#### Demography

- West Bromwich has the largest population of all the towns in Sandwell.
- It is similar on many indicators to Sandwell overall, although has greater ethnic diversity.
- 10.4% of all households in West Bromwich town have no one whose main language is English, compared to 8.6% in Sandwell and 5% in England.

#### Economic

- 42.7% of residents aged 16+ are economically inactive, just slightly higher than the Sandwell figure.
- Fuel poverty, income poverty, children in poverty and older people in poverty are all slightly lower than the Sandwell average.
- West Bromwich residents were least likely of all respondents to say they were concerned about cost of living increases/inflation.

#### Health

- Life expectancy is lower than the England average for both men and women, but is higher than the Sandwell average.
- People's perceptions of their own health are the same as Sandwell overall, with 79% of residents saying their health was good or very good.
- 45% of Year 6 children are estimated to be overweight or obese, which is the same as for Sandwell overall, and there appears to be a slightly higher number of emergency admissions for injuries in children under 5 years old than the Sandwell average.

#### Environment

- West Bromwich residents reported the worst perceptions of community safety after dark among Sandwell towns, with around 46% of respondents saying that they felt fairly or very unsafe.
- West Bromwich residents were more likely than respondents from other towns to say they did not have access to the internet.

#### Social

- 13.5% of respondents reported that they felt lonely often, always or some of the time, which was the second lowest in all the towns.



## **Demography**

West Bromwich town is in the north east of Sandwell, has a population of around 84,000 in 2021 (Census data), and on most indicators is similar to Sandwell overall. Its population grew between 2011 and 2021 by 10.9%, very similar to growth seen in the Sandwell population (11%) (Census data).

The age structure of West Bromwich is very similar to that of Sandwell overall. West Bromwich town has a similar proportion of children aged 14 years and under (West Bromwich 19.5%, Sandwell 20.8%, England 17.4%), of 35-39 year olds (West Bromwich 7%, Sandwell 7.2%, England 6.7%), and those aged 65 plus (West Bromwich 15.7%, Sandwell 14.5%, England 18.4%) (all Census data).

West Bromwich town is ethnically diverse, with the proportion of Asian and Asian British making up 32.2% 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 17.8% of the population (compared to 16.5% in Sandwell and 8.7% in England). 44.2% of the West Bromwich town population are White British (compared to 52% in Sandwell and 73.5% in England) and 5.8% are White Other (compared to 5.2% in Sandwell and 7.6% in England) (all Census data). It is estimated that 3,327 households have no one whose main language is English (Census data). This is 10.4% of all households in West Bromwich town, compared to 8.6% in Sandwell and 5% in England.

## **Economic**

In West Bromwich town, 56% of the LSOAs are in the top 20% most deprived LSOAs in England (Sandwell, 60%) (English Indices of Deprivation 2019, DCLG. 19.1% of households have been identified as being fuel poor compared to 20.8% for Sandwell and 13.2% for England (OHID (Local Health, 2020) ). This is highest in Greets Green and Lyng (26.6%) and Hateley Heath wards (25.5%).

20% of households have income deprivation compared to 21.5% in Sandwell and 12.9% in England (Source: [Fingertips](#)) (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 23.3% (Source: [Fingertips](#)) are thought to have Income Deprivation Affecting Older People (IDAOP) (compared to 26% in Sandwell and 14.2% in England).

The percentage of housing which is owner-occupied is similar to that of Sandwell overall at 55.2% (53.7% for Sandwell). 8.3% of households in West Bromwich town are overcrowded compared to 8.2% in Sandwell, while 1.9% lack central heating compared to 1.8% in Sandwell. 8.8% of households (2,817 households) comprise a lone parent with dependent children (9.4% for Sandwell) and 12% of households (3,824 households) comprise a lone pensioner (11.5% for Sandwell) (all Census data).

42.7% of West Bromwich town residents aged 16+ are economically inactive compared to 41.7% for Sandwell, with 5.5% having a long-term illness or disability compared to 5.8% for Sandwell. 28.1% of residents aged 16 and over have no formal qualifications (including no GCSEs), compared to 28.9% in Sandwell (all Census data).



There are 34 gambling premises, licences or permits in West Bromwich town and 115 across Sandwell, this equates to 4.07 and 3.36 per 10,000 residents respectively (Sandwell Trading Standards, 2021).

### **Health**

Life expectancy at birth for females is 81.9 which is higher than the Sandwell average of 80.9, but lower than the England average (83.2). Life expectancy at birth for males is 77.1 which is higher than Sandwell (76.4) but lower than England (79.5) (OHID, mid-year population estimates, 2016-2020).

The rate of deaths from circulatory disease (153.6) was higher than both Sandwell (148.5) and the England benchmark (100), and the rate of emergency hospital admissions for COPD was the highest cause of admission (133.7), lower than Sandwell (157.3), but higher than the England benchmark (100), (2016-2020 OHID, from ONS data, annual mortality extracts).

79.4% of residents said their health was good or very good (compared to 79.1% in Sandwell and 82.2% in England), whilst 8.8% of residents said their health conditions or illnesses limited their abilities to carry out day to day activities a little (compared to 9.2% in Sandwell); and 8.5% said they were limited a lot (compared to 8.7% in Sandwell). 9.3% of West Bromwich town residents (7,284) provide unpaid care compared to 9.3% in Sandwell (all Census data).

45% 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 slightly higher number of emergency admissions for injuries in children under 5 years old in West Bromwich than Sandwell (136.9 and 133.4 respectively, with England at 119.3 per 10,000) (2016/17 – 2020/21 data HES, ONS).

The proportion of deliveries to teenage mothers in West Bromwich (1.0%) is slightly lower than in Sandwell overall (1.1%) but higher than the England average (0.7%), (2016/17 – 2020/21 OHID Fingertips). The proportion of babies born with low birth weight in West Bromwich town, is the same as for Sandwell overall (8.9%), but higher than the England average of 6.8% (2019 [ONS link](#)).

### **Environment**

In 2017, West Bromwich town had 11.3 fast food outlets per 10,000 population, which is similar to Sandwell (11.5) but higher than England (9.5) (source PHE).

The 2022 Sandwell Resident & Wellbeing survey revealed that 17.4% of residents in West Bromwich town rated their digital skills as limited, which is lower than Sandwell (18.7%). The survey also revealed that 11.7% of residents at town level don't have access to the internet which is higher than the Sandwell figure (8.9%).

In 2022, West Bromwich residents reported the worst perceptions of community safety after dark among Sandwell towns, with around 46% of respondents saying that they felt fairly or very unsafe. They were least likely of all respondents to say they were concerned about cost of living increases/inflation (2022, Sandwell resident wellbeing and perception survey).



## **Social**

13.5% of respondents reported that they felt lonely often, always or some of the time, which was the second lowest in all the towns, and they were more likely than respondents from other towns to say they did not have access to the internet(2022, Sandwell resident wellbeing and perception survey).