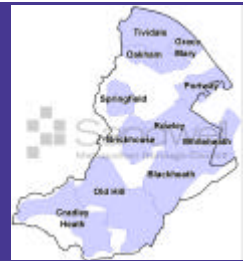


# SANDWELL NEIGHBOURHOOD INTELLIGENCE PROJECT YOUTH TOWN PROFILE



# ROWLEY

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The SNIP youth town profiles aim to provide an overview of the socio-economic conditions that concern young people within each of the six towns of Sandwell.

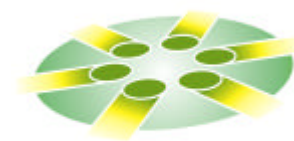
The data presented here are for neighbourhoods within each town. Borough and national averages are provided where available. Town averages are based on the Census Output Area definition of each town in 2004.

Further Census data for Sandwell's neighbourhoods are available on the SNIP website at:

<http://www.research.sandwell.gov.uk>  
or contact the team for more information:

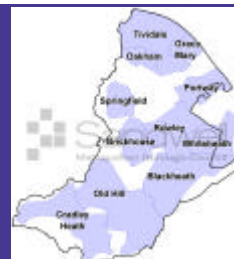


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# SANDWELL NEIGHBOURHOOD INTELLIGENCE PROJECT YOUTH TOWN PROFILE



## POPULATION

### Rowley's proportion of young people is similar to Sandwell's

- Oakham has a relatively small proportion of young people, although the neighbourhood itself is very small.
- Grace Mary has a high proportion of young people under the age of 16.
- There are a higher than average proportion of young people of all ages in Brickhouse.

Age	0-4			0-12			5-15			11-15			13-19			ALL PEOPLE
	No.	%	Rank	No.	%	Rank	No.	%	Rank	No.	%	Rank	No.	%	Rank	
Blackheath	528	6.7	29	1365	17.2	46	1167	14.7	51	526	6.6	44	678	8.6	44	7917
Brickhouse	199	7.4	19	578	21.5	11	513	19.1	10	234	8.7	7	260	9.7	29	2692
Cradley Heath	363	6.2	37	980	16.8	55	846	14.5	52	364	6.3	54	498	8.6	44	5817
Grace Mary	178	8.1	11	499	22.6	7	432	19.6	6	183	8.3	14	207	9.4	34	2207
Oakham	18	1.8	79	73	7.3	79	73	7.3	79	38	3.8	79	75	7.5	70	997
Old Hill	659	6.7	29	1736	17.6	34	1494	15.1	41	682	6.9	37	875	8.9	40	9884
Portway	244	7.1	23	601	17.6	34	493	14.4	53	229	6.7	40	344	10.1	21	3414
Rowley	257	5.8	47	768	17.4	42	752	17.1	17	367	8.3	14	453	10.3	18	4403
Springfield	196	7	26	475	17.1	48	402	14.4	53	176	6.3	54	239	8.6	44	2784
Tividale	356	5.5	55	1001	15.4	59	929	14.3	55	464	7.1	35	633	9.8	27	6492
Whiteheath	241	5.9	45	605	14.8	63	488	11.9	70	225	5.5	68	334	8.2	55	4085

Age	0-4		0-12		5-15		11-15		13-19		ALL PEOPLE
	No.	%	No.	%	No.	%	No.	%	No.	%	
<b>ROWLEY REGIS</b>	3239	6.4	8681	17.1	7589	15.0	3488	6.9	4596	9.1	<b>50692</b>
<b>SANDWELL</b>	18164	6.4	49783	17.6	43394	15.3	19661	6.9	25979	9.2	<b>282976</b>

Source: Table CAS001, 2001 Census, Census Area Statistics. Crown Copyright 2001

# SANDWELL NEIGHBOURHOOD INTELLIGENCE PROJECT YOUTH TOWN PROFILE



## ETHNICITY

Rowley has a predominantly white population, with ethnic minority populations that are considerably smaller than the borough average.

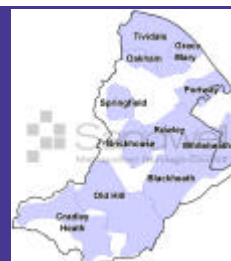
- There is a notable Pakistani community in Old Hill.
- Otherwise the ethnic mix of the town is similar in each neighbourhood.

	White Groups		Mixed Groups		Asian or Asian British						Black or Black British		Chinese or Other Ethnic Group		ALL
	No.	%	No.	%	Indian		Pakistani		Other Asian		No.	%	No.	%	
Blackheath	2345	84.3	90	3.2	134	4.8	87	3.1	56	2.0	52	1.9	18	0.6	2782
Brickhouse	1054	92.7	46	4.0	6	0.5	16	1.4	3	0.3	12	1.1	0	0.0	1137
Cradley Heath	1948	91.0	70	3.3	24	1.1	58	2.7	20	0.9	21	1.0	0	0.0	2141
Grace Mary	862	87.5	45	4.6	35	3.6	14	1.4	0	0.0	26	2.6	3	0.3	985
Oakham	231	91.7	3	1.2	15	6.0	0	0.0	0	0.0	0	0.0	3	1.2	252
Old Hill	3126	79.8	130	3.3	43	1.1	452	11.5	90	2.3	48	1.2	27	0.7	3916
Portway	1203	83.4	62	4.3	68	4.7	15	1.0	16	1.1	69	4.8	9	0.6	1442
Rowley	1506	92.3	33	2.0	45	2.8	26	1.6	0	0.0	21	1.3	0	0.0	1631
Springfield	929	88.1	61	5.8	40	3.8	12	1.1	0	0.0	12	1.1	0	0.0	1054
Tividale	2196	90.9	82	3.4	63	2.6	19	0.8	0	0.0	53	2.2	3	0.1	2416
Whiteheath	1352	86.0	41	2.6	85	5.4	21	1.3	16	1.0	45	2.9	12	0.8	1572

	White Groups		Mixed Groups		Asian or Asian British						Black or Black British		Chinese or Other Ethnic Group		ALL
	No.	%	No.	%	Indian		Pakistani		Other Asian		No.	%	No.	%	
<b>ROWLEY REGIS</b>	16752	86.7	663	3.4	558	2.9	720	3.7	201	1.0	359	1.9	75	0.4	19328
<b>SANDWELL</b>	77031	70.9	4860	4.5	13094	12.1	5610	5.2	3438	3.2	4098	3.8	471	0.4	108602

Source: Table CAS002, 2001 Census, Census Area Statistics. Crown Copyright 2001

# SANDWELL NEIGHBOURHOOD INTELLIGENCE PROJECT YOUTH TOWN PROFILE



## EDUCATION

### Rowley's neighbourhoods show striking differences in key education indicators

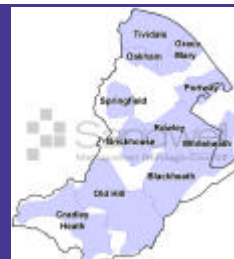
- Oakham is the only neighbourhood in Rowley where a higher proportion of pupils achieve KS2 Level 4+ in Maths, English and Science than average for England and Wales. Its pupils also receive far fewer free school meals than the borough average.
- Brickhouse's pupils also achieve a higher proportion of KS2 passes at Level 4+, than the England and Wales average, in Maths and Science. They also outperform Sandwell's pupils in English. 31.7% of its pupils receive free school meals.
- The average GCSE point score for pupils in Oakham, Rowley's best performing neighbourhood, was 72% higher than for pupils in Grace Mary, its worst performing neighbourhood.

	KS2 Maths Level 4+		KS2 English Level 4+		KS2 Science Level 4+		Avg. Point Score GCSE		Receiving Free School Meals		Unauthorised Absenteeism	
	%	Rank	%	Rank	%	Rank	Score	Rank	%	Rank	%	Rank
Blackheath	73.7	60	84.2	63	87.4	51	221.2	7	20.5	50	0.8	56
Brickhouse	76.2	65	71.4	39	90.5	68	236.7	18	31.7	22	0.8	56
Cradley Heath	57.6	25	67.8	29	72.9	22	276.0	40	31.1	25	0.6	64
Grace Mary	60.0	30	64.0	23	64.0	5	218.7	6	33.6	16	0.2	77
Oakham	80.0	70	90.0	74	90.0	63	376.9	76	8.8	69	10.8	2
Old Hill	57.1	23	60.7	15	76.8	33	330.9	68	23.8	38	0.3	74
Portway	52.8	13	61.1	18	69.4	15	329.9	67	23.7	40	1.0	47
Rowley	53.4	15	72.4	43	67.2	9	243.2	23	22.8	41	0.4	71
Springfield	75.9	64	82.8	61	79.3	44	322.9	66	8.2	73	3.8	4
Tividale	69.9	49	72.6	44	90.4	67	306.2	54	10.7	66	1.1	42
Whiteheath	70.6	50	70.6	38	78.4	39	307.7	55	15.1	61	0.9	51

	KS2 Maths Level 4+		KS2 English Level 4+		KS2 Science Level 4+		Avg. Point Score GCSE		Receiving Free School Meals		Unauthorised Absenteeism	
	%		%		%		Score		%	Rank	%	
<b>SANDWELL LEA</b>	<b>64.1</b>	-	<b>70.7</b>	-	<b>79.1</b>	-	<b>290.5</b>	-	<b>25.1</b>	-	<b>1.1</b>	-
<b>ENGLAND &amp; WALES</b>	<b>74.0</b>	-	<b>78.0</b>	-	<b>86.0</b>	-	-	-	-	-	-	-

Source: Sandwell LEA, September 2003 - July 2004

# SANDWELL NEIGHBOURHOOD INTELLIGENCE PROJECT YOUTH TOWN PROFILE



## ECONOMIC ACTIVITY

Rowley's young people have high levels of economic activity, at all ages.

- Tividale, Portway and Grace Mary's 16-17 yr olds are less likely to be economically active than young people of the same age elsewhere in the borough.
- Almost 90% of 20-24 yr olds in Brickhouse are economically active, a far higher rate than for the borough overall.
- 42% of 18-19 yr olds in Whiteheath are economically inactive.

	Aged 16-17				Aged 18-19				Aged 20-24				All Ages
	E/A	%	E/I	%	E/A	%	E/I	%	E/A	%	E/I	%	
Blackheath	89	48.1	96	51.9	112	70.9	46	29.1	260	77.4	76	22.6	7917
Brickhouse	28	42.4	38	57.6	38	76.0	12	24.0	107	89.9	12	10.1	2692
Cradley Heath	73	48.0	79	52.0	87	70.7	36	29.3	246	79.4	64	20.6	5817
Grace Mary	27	40.3	40	59.7	23	71.9	9	28.1	80	74.1	28	25.9	2207
Oakham	15	45.5	18	54.5	26	81.3	6	18.8	41	87.2	6	12.8	997
Old Hill	111	46.1	130	53.9	171	76.7	52	23.3	434	73.7	155	26.3	9884
Portway	31	39.7	47	60.3	69	73.4	25	26.6	157	79.7	40	20.3	3414
Rowley	69	57.0	52	43.0	65	75.6	21	24.4	146	81.6	33	18.4	4403
Springfield	36	45.0	44	55.0	28	82.4	6	17.6	114	82.0	25	18.0	2784
Tividale	64	37.6	106	62.4	134	83.2	27	16.8	285	85.6	48	14.4	6492
Whiteheath	42	46.2	49	53.8	65	58.6	46	41.4	218	80.1	54	19.9	4085

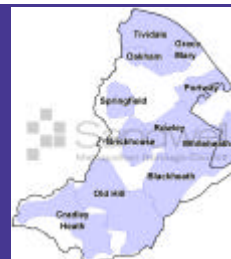
	Aged 16-17				Aged 18-19				Aged 20-24				All Ages
	E/A	%	E/I	%	E/A	%	E/I	%	E/A	%	E/I	%	
<b>ROWLEY REGIS</b>	<b>585</b>	<b>45.6</b>	<b>699</b>	<b>54.4</b>	<b>818</b>	<b>74.1</b>	<b>286</b>	<b>25.9</b>	<b>2088</b>	<b>79.4</b>	<b>541</b>	<b>20.6</b>	<b>50692</b>
<b>SANDWELL</b>	<b>3085</b>	<b>41.2</b>	<b>4401</b>	<b>58.8</b>	<b>4615</b>	<b>69.9</b>	<b>1986</b>	<b>30.1</b>	<b>11707</b>	<b>75.0</b>	<b>3911</b>	<b>25.0</b>	<b>282976</b>

Source: Table CAS028, 2001 Census, Census Area Statistics. Crown Copyright 2001

E/A: Economically Active

E/I: Economically Inactive

# SANDWELL NEIGHBOURHOOD INTELLIGENCE PROJECT YOUTH TOWN PROFILE



## HEALTH & FAMILY

**Rowley's young people are less likely to provide unpaid care, or live without central heating, than other young people in Sandwell.**

- Over 6% of Grace Mary's children were referred to Social Services in 2003.
- 34% of children in Brickhouse live in a lone parent family.
- Only 1 child in 50 in Oakham lives without central heating, as opposed to 1 child in 3 in Brickhouse.
- In Portway, almost 2% of children aged under 16 provide unpaid care.

	CHILD REFERRALS TO SOC. SERVICES*			IN LONE PARENT FAMILY			NO CENTRAL HEATING			AGED UNDER 16 - PROVIDE UNPAID CARE			NOT IN GOOD HEALTH		
	No.	%	Rank	No.	%	Rank	No.	%	Rank	No.	%	Rank	No.	%	Rank
Blackheath	-	3.2	45	447	24.5	48	120	6.6	69	18	0.9	54	27	1.5	33
Brickhouse	-	2.7	50	252	34.0	13	265	35.8	4	0	0.0	72	9	1.2	43
Cradley Heath	-	3.5	40	400	30.5	27	105	8.0	66	18	1.3	41	12	0.9	58
Grace Mary	-	6.0	15	215	33.0	19	91	14.0	42	9	1.3	39	9	1.4	36
Oakham	-	2.8	48	24	16.6	73	3	2.1	77	0	0.0	72	3	2.1	14
Old Hill	-	4.4	30	559	23.4	55	154	6.5	70	33	1.4	38	24	1.0	54
Portway	-	5.3	19	249	30.6	26	101	12.4	51	15	1.8	22	12	1.5	34
Rowley	-	5.1	21	262	24.8	47	137	13.0	47	6	0.5	65	12	1.1	48
Springfield	-	2.4	56	163	24.1	49	87	12.9	49	0	0.0	72	6	0.9	62
Tividale	-	1.8	63	285	19.4	68	330	22.5	21	15	1.0	51	21	1.4	35

<b>ROWLEY REGIS</b>	-	<b>3.8</b>	-	<b>3060</b>	<b>25.6</b>	-	<b>1515</b>	<b>12.7</b>	-	<b>114</b>	<b>1.0</b>	-	<b>144</b>	<b>1.2</b>	-
<b>SANDWELL</b>	-	<b>3.9</b>	-	<b>18217</b>	<b>26.7</b>	-	<b>11179</b>	<b>16.4</b>	-	<b>972</b>	<b>1.4</b>	-	<b>957</b>	<b>1.4</b>	-

Source: Table CAST01, 2001 Census. Crown Copyright 2001, Includes children aged 0-15 and children aged 16-18 who are full-time students in a family with parent(s).

\*Source: SMBC Social Services, April 2004 – March 2003. Population data from Table KS02, 2001 Census. Crown Copyright 2001. Includes all children aged 0-17

Some data blanked out to protect individuals.