

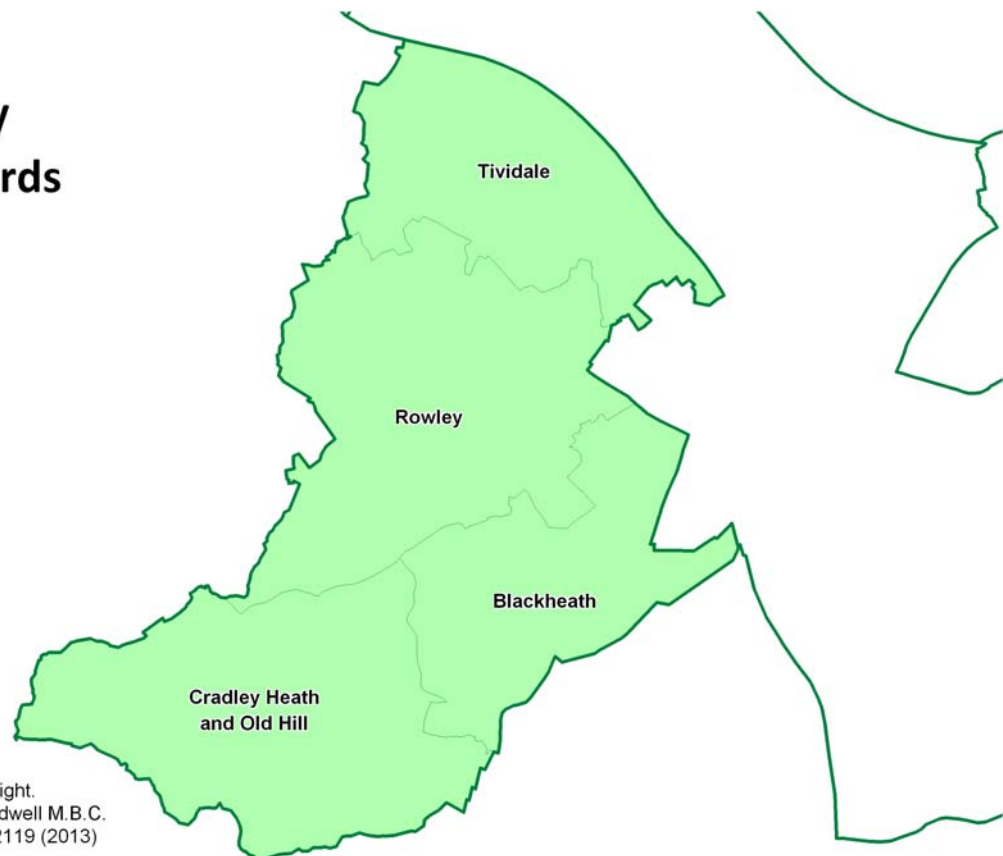
The 2011 Census Town Profiles aim to provide an overview of the socio-economic conditions within each of the six towns of Sandwell, and their constituent wards.

Further analysis and data is available on [Sandwell Trends](#).

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Rowley Town Wards



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Population Change & Structure

Since 2001, Sandwell's population has increased by 8.9%. However, there has been a large variation by ward, and whilst most wards have seen an increase in population, some have seen a fall.

- The overall rise in the number of residents in Rowley town is less than that of Sandwell - three wards within the town have seen an increase, whilst one has seen a fall.
- The fall in Rowley ward is the largest of all Sandwell wards (-3.7%).
- Blackheath has seen the largest population growth within the town, with a rise of 11.6%.

Population Change by Broad Age Band 2001-2011

	Under 20			20-64			65 & over			All Ages		
	2001	2011	% Change	2001	2011	% Change	2001	2011	% Change	2001	2011	% Change
Blackheath	2,831	3,069	+8.4	6,339	7,116	+12.3	1,845	2,107	+14.2	11,015	12,292	+11.6
Cradley Heath & Old Hill	3,184	3,419	+7.4	7,023	7,879	+12.2	2,243	2,267	+1.1	12,450	13,565	+9.0
Rowley	3,357	3,167	-5.7	7,040	6,585	-6.5	1,840	2,032	+10.4	12,237	11,784	-3.7
Tividale	3,109	3,407	+9.6	6,629	7,264	+9.6	1,847	1,945	+5.3	11,585	12,616	+8.9
TOWN	12,481	13,062	+4.7	27,031	28,844	+6.7	7,775	8,351	+7.4	47,287	50,257	+6.3
SANDWELL	75,762	82,416	+8.8	160,571	178,806	+11.4	46,571	46,841	+0.7	282,904	308,063	+8.9

Source: 2001 & 2011 Census, Key Statistics.

In terms of broad age groups, between 2001 and 2011 Rowley town has seen increases in all groups, with below average rises in under 20s and those aged 20-64 (+4.7% and +6.7% respectively), but a relatively large rise in those aged 65 & over (+7.4%).

- Rowley ward has seen a large fall in the proportion of under 20s (-5.7%). This is the second largest fall of all Sandwell wards. In contrast, Tividale has seen a 9.6% increase in those aged under 20.
- Blackheath has seen a large increase in the proportion of 20-64 year olds (+12.3%), whilst Rowley ward has seen a fall (-6.5%). This is the only Sandwell ward to see a fall in this age group.
- The proportion aged 65 & over has increased in Rowley ward (+10.4%), so the age structure of the ward has changed markedly since 2001. Blackheath has also seen a large rise in this age group (+14.2%) - the second largest rise of all Sandwell wards.

Rowley town has a total population of 50,257 in 2011, and makes up 16.3% of Sandwell's total population - a slightly lower proportion than in 2001 (16.7%). Of the four wards which comprise the town, the largest is Cradley Heath & Old Hill ward, with 13,565 residents.

- This makes Cradley Heath & Old Hill ward the sixth most populous in Sandwell, whilst Rowley is the borough's fourth smallest in terms of population.

Population by Age 2011

	0-15		16-24		25-44		45-59		60-74		75+		All Ages
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	
Blackheath	2,446	19.9	1,438	11.7	3,329	27.1	2,187	17.8	1,954	15.9	938	7.6	12,292
Cradley Heath & Old Hill	2,735	20.2	1,539	11.3	3,813	28.1	2,484	18.3	1,906	14.1	1,088	8.0	13,565
Rowley	2,513	21.3	1,405	11.9	3,139	26.6	2,061	17.5	1,825	15.5	841	7.1	11,784
Tividale	2,754	21.8	1,452	11.5	3,521	27.9	2,284	18.1	1,696	13.4	909	7.2	12,616
TOWN	10,448	20.8	5,834	11.6	13,802	27.5	9,016	17.9	7,381	14.7	3,776	7.5	50,257
SANDWELL	66,234	21.5	36,975	12.0	87,899	28.5	54,884	17.8	39,750	12.9	22,321	7.2	308,063

Source: 2011 Census, Key Statistics.

The population profile of the town in terms of age structure is fairly similar to Sandwell overall, and the wards that make up the town are also fairly similar.

- Blackheath has a lower proportion of under 16s than both the town and Sandwell overall (19.9% compared with 20.8% and 21.5% respectively), and a higher proportion of 60-74 year olds. This is markedly higher than the Borough average, and is the third highest proportion of all Sandwell wards.
- The age structure of Cradley Heath & Old Hill is similar to that of the town overall.
- Rowley ward has a lower proportion of 25-44 year olds compared Rowley town, and particularly in comparison with the Borough average (26.6% compared with 27.5% and 28.5% respectively).
- Tividale has a slightly higher proportion of under 16s than the town overall (21.8% compared with 20.8%), however this is similar to the Sandwell average.

Household Characteristics

Since 2001, Sandwell overall has seen an increase of 5.3% in the number of households, an increase mirrored by Rowley town. Within the town, Blackheath has seen the largest increase at 10.9%, whilst Rowley ward has seen a decline (-3.3%).

Considering household composition, the profile of Rowley town varies somewhat from that of Sandwell overall, and there is some variation by ward.

Household Composition 2011

	One person HHs ¹				Couple Households		Lone Parents				All Other Households		Total HHs
	Non-Pensioners		Lone Pensioners				Dependent children		Non-dependent children only				
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	
Blackheath	806	15.7	729	14.2	2,252	43.9	424	8.3	191	3.7	725	14.1	5,127
Cradley Heath & Old Hill	1,091	19.0	795	13.8	2,503	43.5	434	7.5	219	3.8	707	12.3	5,749
Rowley	614	13.0	651	13.8	2,114	44.7	427	9.0	200	4.2	727	15.4	4,733
Tividale	698	14.2	519	10.5	2,331	47.4	462	9.4	188	3.8	724	14.7	4,922
TOWN	3,209	15.6	2,694	13.1	9,200	44.8	1,747	8.5	798	3.9	2,883	14.0	20,531
SANDWELL	20,359	16.8	15,576	12.8	49,817	41.0	10,915	9.0	5,502	4.5	19,329	15.9	121,498

¹ HHs = Households

Source: 2011 Census, Key Statistics.

- The proportion of single person households (non-pensioners) is lower in Rowley town than the Sandwell average, whilst couple households make up a larger percentage of households than in the Borough overall. At 44.8%, this is the highest proportion of the six towns.
- Cradley Heath & Old Hill has a high prevalence of single person households (non-pensioners). At 19.0% this compares with a town average of 15.6%. Tividale has a relatively low proportion of lone pensioner households (10.5% compared with 13.1% for Rowley overall).
- Tividale and Rowley Wards have the largest proportions of couple households of all Sandwell wards (at 47.4% and 44.7% respectively).
- Cradley Heath & Old Hill has the fourth lowest proportion of lone parents with dependent children of all Sandwell wards (7.5% compared with a Sandwell average of 9.0%).
- Cradley Heath & Old Hill has the lowest proportion of 'all other households' in Sandwell. This includes households made up of unrelated adults or more than one family.

Ethnic Background

The ethnic makeup of Sandwell has seen extensive changes since 2001. Just under two-thirds of Sandwell residents now class themselves as being of White British origin, and a further 4.1% are of Other White origin (which includes Irish and Gypsy Travellers). 30.1% of Sandwell's population are from other ethnic backgrounds. These Sandwell figures compare with England & Wales averages of 80.5%, 5.5% and 14% respectively.

With the exception of Smethwick, Sandwell towns have seen increases in the proportion of residents in all Minority Ethnic groups, and a contrasting decline in the White British group since 2001. The White British population in Rowley town has fallen slightly from 90.8% in 2001 to 85.9% in 2011.

Population by Ethnic Group 2011: White & Asian Groups

	White				Asian or Asian British							
	British		Other		Indian		Pakistani		Bangladeshi		Chinese & Asian Other	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Blackheath	10,575	86.0	233	1.9	339	2.8	299	2.4	114	0.9	118	1.0
Cradley Heath & Old Hill	11,735	86.5	178	1.3	164	1.2	670	4.9	61	0.4	114	0.8
Rowley	10,516	89.2	132	1.1	259	2.2	256	2.2	13	0.1	81	0.7
Tividale	10,358	82.1	258	2.0	582	4.6	157	1.2	25	0.2	149	1.2
TOWN	43,184	85.9	801	1.6	1,344	2.7	1,382	2.7	213	0.4	462	0.9
SANDWELL	202,822	65.8	12,649	4.1	31,400	10.2	13,952	4.5	6,588	2.1	7,318	2.4

Source: 2011 Census, Key Statistics.

Population by Ethnic Group 2011: Other Ethnic Groups

	Mixed		Black or Black British						Arab		Other Ethnic Group	
			Black Caribbean		Black African		Black Other					
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Blackheath	296	2.4	144	1.2	52	0.4	39	0.3	51	0.4	32	0.3
Cradley Heath & Old Hill	322	2.4	100	0.7	92	0.7	36	0.3	60	0.4	33	0.2
Rowley	244	2.1	124	1.1	84	0.7	19	0.2	38	0.3	18	0.2
Tividale	396	3.1	387	3.1	146	1.2	71	0.6	17	0.1	70	0.6
TOWN	1,258	2.5	755	1.5	374	0.7	165	0.3	166	0.3	153	0.3
SANDWELL	10,199	3.3	11,382	3.7	4,396	1.4	2,579	0.8	901	0.3	3,877	1.3

Source: 2011 Census, Key Statistics.

The town of Rowley has the highest proportion of residents within the White British ethnic group of any town in Sandwell, with 85.9% of the population being part of this group compared to 65.8% for Sandwell as a whole. All of the wards within this town have more than 80% of their population from the White British group.

- 89.2% of the population in Rowley ward are from the White British community. This is the highest proportion of all wards in Sandwell.
- Within Rowley town other ethnic groups are less represented. However, although residents of Arab ethnic origin make up a relatively small proportion of the population overall, Blackheath, Cradley Heath & Old Hill and Rowley wards rank in the top six of all Sandwell wards on this indicator.

Religion 2011

	Christian		Sikh		Muslim		Hindu		Other Religion		No Religion		Not Stated	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Blackheath	7,543	61.4	259	2.1	506	4.1	88	0.7	61	0.5	3,028	24.6	807	6.6
Cradley Heath & Old Hill	7,908	58.3	91	0.7	844	6.2	69	0.5	67	0.5	3,643	26.9	943	7.0
Rowley	7,395	62.8	209	1.8	333	2.8	60	0.5	35	0.3	3,028	25.7	724	6.1
Tividale	7,902	62.6	511	4.1	267	2.1	121	1.0	50	0.4	2,899	23.0	866	6.9
TOWN	30,748	61.2	1,070	2.1	1,950	3.9	338	0.7	213	0.4	12,598	25.1	3,340	6.6
SANDWELL	170,075	55.2	26,934	8.7	25,251	8.2	6,810	2.2	2,543	0.8	57,716	18.7	18,734	6.1

Source: 2011 Census, Key Statistics.

In terms of religion, 55.2% of Sandwell residents are Christian, lower than the national average of 59.3%. This has fallen considerably since 2001, when 68.6% of Sandwell residents said they were Christian.

Rowley town overall has a higher proportion of Christian residents compared to Sandwell (the second highest of the six towns), but is considerably lower in terms of most other religious affiliations. Over a quarter of Rowley residents stated they follow no religion - the highest of all Sandwell towns.

- Rowley and Tividale rank third and fourth out of all Sandwell wards in terms of the proportion of Christian residents (62.8% and 62.6% respectively, which compares with a borough average of 55.2%).
- Tividale also has a high proportion of Sikhs compared to the rest of the town (4.1% compared with a Rowley average of 2.1%). However, this is still considerably lower than the Sandwell average.
- Cradley Heath & Old Hill ward has the highest proportion of residents within the town, who state they are not affiliated to any religion. At 26.9%, this ranks highest of all Sandwell wards, whilst Rowley ward (25.7%) also ranks highly at third.

Country of Birth and Household Language 2011

	Country of Birth								Household Language			
	UK		Ireland		Other EU		Other		All in HH have English as main language		None in HH have English as main language	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Blackheath	11,532	93.8	42	0.3	153	1.2	565	4.6	4883	95.2	94	1.8
Cradley Heath & Old Hill	12,768	94.1	34	0.3	99	0.7	664	4.9	5459	95.0	111	1.9
Rowley	11,212	95.1	39	0.3	100	0.8	433	3.7	4562	96.4	64	1.4
Tividale	11,692	92.7	33	0.3	217	1.7	674	5.3	4632	94.1	140	2.8
TOWN	47,204	93.9	148	0.3	569	1.1	2,336	4.6	19,536	95.2	409	2.0
SANDWELL	258,993	84.1	1,482	0.5	9,859	3.2	37,729	12.2	104,845	86.3	7,425	6.1

Source: 2011 Census, Key Statistics.

When considering country of birth, 84.6% of Sandwell residents were born in the United Kingdom or Ireland, compared with 87.3% nationally. One in eight Sandwell residents were born in a country outside the European Union. Rowley town is above the Sandwell average and national average in terms of the proportion of residents who were born in the United Kingdom, and ranks highest of the Borough's six towns. In contrast, the town ranks lowest for residents born in other EU countries and for those born outside of the European Union.

- At 95.1% Rowley ward ranks highest out of the Sandwell wards in terms of the proportion of residents born in the UK, and all four wards feature in Sandwell's top six on this indicator.
- All of the Rowley wards have a low proportion of residents born outside of the EU compared with the Sandwell average - at 5.3%, Tividale has the highest proportion of the four wards, and this ranks only 19th of all Sandwell wards.

The 2011 Census collected information for the first time on main language and English language skills. It should be noted that people who did not report English as a main language may be fluent English speakers. In Rowley town, only 2% of households have no residents who have English as a main language - below the average for the Borough, and the lowest of the six towns.

- Rowley ward has a high proportion of households where all residents have English as a main language (96.4% compared with a Sandwell average of 86.3%). This is the highest proportion of all Sandwell wards.
- Rowley ward, Blackheath and Cradley Heath & Old Hill feature in the bottom three Sandwell wards in terms of the proportion of households where no residents have English as a main language. This reflects residents' country of birth.

Economic Status & Qualifications

Economically Active

A resident is considered economically active if employed, self-employed, unemployed but looking for work and able to start within two weeks, or a full-time student who also has a job. At 68%, Rowley town has the second highest proportion of residents (aged 16-74) who are economically active and the proportion of those who are unemployed is lower than the average for Sandwell as a whole.

- Within the town, Tividale ward has the highest levels of economic activity, with 40.5% of 16-74 year olds in full time and 15% in part time employment.
- Levels of self employment are similar to the Borough average, although this is quite low when compared to national levels.

Economic Activity 2011 (Residents aged 16-74)

	Economically Active					Economically Inactive					All aged 16-74
	Employees:		Self-employed %	Un-employed %	Full-time student %	Retired %	Student %	Looking after home or family %	Long term sick/ disabled %	Other %	
	Full-time %	Part-time %									
Blackheath	38.6	14.0	6.3	5.9	2.5	15.7	4.3	5.0	5.2	2.5	8,908
Cradley Heath & Old Hill	38.3	13.5	6.4	6.8	2.6	14.2	4.5	5.4	6.1	2.2	9,742
Rowley	37.8	13.9	5.8	6.0	2.5	16.2	4.6	6.1	4.9	2.2	8,430
Tividale	40.5	15.0	6.1	6.5	2.8	13.2	4.0	5.2	4.6	2.0	8,953
TOWN	38.8	14.1	6.1	6.3	2.6	14.8	4.3	5.4	5.2	2.3	36,033
SANDWELL	37.1	13.6	6.0	7.3	2.9	13.0	5.3	5.9	5.8	3.2	219,508

Source: 2011 Census, Key Statistics.

Economically Inactive

Among those 16-74 year olds who are classed as economically inactive, Rowley town has a greater proportion of retired people than Sandwell overall but lower proportions in all the other categories. Within the town:

- Rowley ward has the highest proportions who are retired (16.2%) or look after the home or family (6.1%).
- The proportion who are long term sick or disabled is highest in Cradley Heath & Old Hill (6.1%) and lowest in Tividale (4.6%).
- There is a lower proportion of students in all wards in the town than in Sandwell overall.

Highest Level of Qualification of usual residents aged 16 & over

	No Qualifications		Level 1		Level 2		Apprenticeships		Level 3		Level 4 or above		% Other Qualifications	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Blackheath	3,505	35.6	1,489	15.1	1,518	15.4	356	3.6	1,146	11.6	1,343	13.6	489	5.0
Cradley Heath & Old Hill	3,774	34.8	1,560	14.4	1,739	16.1	298	2.8	1,229	11.3	1,741	16.1	489	4.5
Rowley	3,534	38.1	1,487	16.0	1,499	16.2	290	3.1	940	10.1	1,112	12.0	409	4.4
Tividale	3,259	33.0	1,545	15.7	1,693	17.2	314	3.2	1,161	11.8	1,324	13.4	566	5.7
TOWN	14,072	35.3	6,081	15.3	6,449	16.2	1,258	3.2	4,476	11.2	5,520	13.9	1,953	4.9
SANDWELL	85,040	35.2	34,723	14.4	35,543	14.7	6,451	2.7	25,245	10.4	37,151	15.4	17,676	7.3

Source: 2011 Census, Key Statistics.

Qualifications

The table shows the highest level of academic, vocational or professional qualifications obtained by residents aged 16 and over. Briefly, the categories are as follows:

- No qualifications: No formal qualifications;
- Level 1: 1-4 GCSEs or equivalent qualifications;
- Level 2: 5 GCSEs or equivalent qualifications;
- Apprenticeships;
- Level 3: 2 or more A-levels or equivalent qualifications;
- Level 4 or above: Bachelors degree or equivalent, and higher qualifications;
- Other qualifications including foreign qualifications.

The qualifications information in the 2011 Census is not directly comparable with that in 2001 because it now includes all people over 16, in 2001, it only covered those aged 16-74.

Rowley town has a similar proportion of residents with no qualifications as the Borough average, a higher proportion with levels 1, 2 and 3 and a slightly lower proportion of residents with the highest level qualifications (level 4 or above). Within the town:

- Rowley ward has the highest proportion with no qualifications (38.1%) and the lowest proportion with level 4 or above (12%).
- Cradley Heath & Old Hill has the most highly qualified residents, 16.1% are qualified to level 4 or above (degree level or higher).
- Tividale has the lowest proportion with no qualifications and the highest proportions qualified to level 2 (5 GCSEs) and level 3 (2 or more A levels).

The 2011 Census asked for the first time whether any qualifications had been gained outside the UK. Only a small proportion of Rowley town residents held a foreign qualification (2.3%), the lowest of the six towns.

Transport

In 2011, 33.9% of Sandwell households do not have access to a car or van, which has fallen from 37.5% in 2001. Car ownership levels in Rowley town overall are higher than the Sandwell average, with a total of 21,792 cars and vans available to households living within the town.

- 30.9% of households in Cradley Heath & Old Hill are without a car or van in the town (the highest of all Rowley wards), but this is still below the Sandwell average.
- 28.9% of households in Tividale and 28.3% in Rowley have access to 2 or more cars or vans, which puts both wards in the top six of all Sandwell wards on this indicator.

Car Ownership 2011

	HHs ¹ without a car or van		HHs with 1 car or van		HHs with 2 or more cars or vans	
	No.	%	No.	%	No.	%
Blackheath	1,515	29.5	2,251	43.9	1,361	26.6
Cradley Heath & Old Hill	1,732	30.1	2,507	43.6	1,510	26.2
Rowley	1,283	27.1	2,111	44.6	1,339	28.3
Tividale	1,349	27.4	2,155	43.8	1,418	28.9
TOWN	5,879	28.6	9,024	44.0	5,628	27.4
SANDWELL	41,197	33.9	51,922	42.7	28,379	23.4

¹ Households

Source: 2011 Census, Key Statistics.

Health & Provision of Unpaid Care

In 2011, those reporting a long term health problem or disability (including those related to age) that limited their day-to-day activities and that had lasted, or was expected to last, at least 12 months, were asked to assess whether their daily activities were limited a lot, a little or not at all by such a health problem. In Rowley town, 10.3% of residents said they were limited a little, whilst 10.7% said they were limited a lot, similar to the Sandwell average.

- Tividale ward fairs much better on this indicator, at 9.7% and 9.3% respectively - the fifth lowest of Sandwell's wards on both indicators.
- Cradley Heath & Old Hill is higher than the town average in terms of those whose daily activities are limited a lot (11.6% compared with 10.7%).

Residents were asked to assess their general state of health on a five point scale: very good, good, fair, bad or very bad. Again, Rowley town is fairly similar to the Sandwell average on this measure.

- Tividale ward is relatively high in terms of those stating their level of health is good or very good - at 78.7% this is third highest of the Sandwell wards (the same as adjacent Oldbury ward).
- 6.1% of those aged 16-74 in Cradley Heath & Old Hill are unable to work due to being long-term sick or disabled. This compares with a town average of 5.2%.

A person is a provider of unpaid care if they look after or give help or support to family members, friends, neighbours or others because of long-term physical or mental ill health or disability, or problems related to old age. This does not include any activities as part of paid employment. 11.1% of Rowley town residents provide unpaid care, slightly higher than the Sandwell average.

- Tividale is the fourth lowest of Sandwell wards in terms of residents providing unpaid care for 50 hours a week or more.

Health Indicators 2011

	Limited Long-term Illness		Level of Health			% Long-term Sick/Disabled ¹	Provides Unpaid Care	
	% with Day-to-day activities limited a lot	% with Day-to-day activities limited a little	% Good or Very Good	% Fair	% Bad or Very Bad		% Providing Care	% Providing 50 hours a week or more
Blackheath	11.0	10.8	76.1	16.5	7.4	5.2	11.3	3.2
Cradley Heath & Old Hill	11.6	10.5	75.6	16.2	8.2	6.1	11.3	3.2
Rowley	10.8	10.4	77.0	15.4	7.6	4.9	11.2	3.7
Tividale	9.3	9.7	78.7	14.8	6.6	4.6	10.5	2.8
TOWN	10.7	10.3	76.8	15.7	7.4	5.2	11.1	3.2
SANDWELL	10.8	10.1	76.7	15.6	7.7	5.8	10.9	3.2

¹ As a % of those aged 16 to 74
Source: 2011 Census, Key Statistics.

Housing

The Census asks various questions relating to housing, including, the type of accommodation people live in, its tenure (whether the household owns or rents their accommodation), whether it has central heating and how many rooms it has. The occupancy ratings of rooms and bedrooms are indicators of deprivation and overcrowding in a household. An occupancy rating of -1 implies that there is one room too few for the number of people living in the household (*shown as % overcrowded on the table*).

Nationally, the census has shown an increase in private rented accommodation, a fall in owner occupation and a shift in the social rented sector from councils to other registered social landlords since 2001. Rowley town has the second highest level of owner-occupation of the six towns It has a similar proportion of social rented households to Sandwell as a whole and a slightly lower level of households in private rented accommodation although

Housing Indicators 2011

	Tenure (% of households)				Dwelling Type				Suitability of Accommodation	
	% Owner-occupied	% Social Rented ¹	% Private Rented ²	% Shared Ownership	Total household spaces	Vacant %	Detached %	Terraced %	% HHs ³ lacking central heating	% Over-crowded HHs ⁴
Blackheath	61.4	26.4	9.9	0.4	5,339	4.0	17.5	26.2	2.7	6.9
Cradley Heath & Old Hill	54.9	28.6	13.4	0.9	6,078	5.4	16.1	26.2	2.4	6.1
Rowley	62.1	26.7	8.7	0.7	4,970	4.8	14.6	25.5	3.0	6.8
Tividale	64.7	24.7	8.7	0.4	5,127	4.0	17.9	6.9	3.9	6.8
TOWN	60.5	26.7	10.3	0.6	21,514	4.6	16.5	21.4	3.0	6.6
SANDWELL	56.9	27.5	12.9	0.6	127,196	4.5	11.2	26.2	3.4	8.7

¹ Social Rented includes Social Rented: from Council and Social Rented: Other

² Private Rented includes Private Rented: from private landlord or letting agency and Private Rented: Other

³ Households

⁴ Households with an occupancy rating of -1 or less

Source: 2011 Census, Key Statistics.

the number of households renting from a private landlord or letting agency has increased by 1,219 since 2001. Within the town:

- Only Cradley Heath & Old Hill has a lower level of owner-occupation than the Borough average. It has the highest proportion of social and private renting and shared ownership in the town. The proportion of households renting from a private landlord or letting agency has increased from 232 (4.4%) in 2001 to 721 (12.5%) in 2011.

Vacancy rates are similar to those for Sandwell as a whole. The town has a higher proportion of detached properties than the Borough average (16.5% compared with 11.2%). The proportion of households lacking central heating is similar to that for Sandwell and there is slightly less overcrowding. Within the town:

- Vacancy rates are highest in Cradley Heath & Old Hill, at 5.4% this is the third highest of all Sandwell wards.
- Tividale and Blackheath have the highest proportions of detached properties (17.9% and 17.5% respectively).
- Tividale has the highest proportion of households without central heating (3.9%).

Further Census data for Sandwell's wards is available on Sandwell Trends at:

<http://www.sandwelltrends.info/themedpages/Census2011>

or contact the team for more information:



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