West Bromwich Town Profile

Data isn’t always available for West Bromwich as a town and so data for the most relevant geography will be provided. Some datasets are only available for the Westminster Parliamentary constituencies and West Bromwich town is in the West Bromwich East constituency (as shown on map on Page 4).

West Bromwich is one of six towns in Sandwell which all contain several wards. West Bromwich is in the south of Sandwell and contains the wards of Charlemont with Grove Vale, Great Barr with Yew Tree, Greets Green and Lyng, Hateley Heath, Newton and West Bromwich Central and borders Walsall to the North and Birmingham to the West:-
Demographics

Age and Sex

West Bromwich has a proportionally older age profile (a lower proportion of people in the fewer than 44 age bands for both males and females) than Sandwell, but a younger age profile than England.

Ethnicity

<table>
<thead>
<tr>
<th>Area</th>
<th>White</th>
<th>Mixed/multiple ethnic groups</th>
<th>Asian/Asian British</th>
<th>Black/African/Caribbean/Black British</th>
<th>Other Ethnic Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>West Bromwich</td>
<td>64.5%</td>
<td>3.4%</td>
<td>23.2%</td>
<td>6.9%</td>
<td>2.0%</td>
</tr>
<tr>
<td>Sandwell</td>
<td>69.9%</td>
<td>3.3%</td>
<td>19.2%</td>
<td>6.0%</td>
<td>1.6%</td>
</tr>
<tr>
<td>England</td>
<td>85.4%</td>
<td>2.3%</td>
<td>7.8%</td>
<td>3.5%</td>
<td>1.0%</td>
</tr>
</tbody>
</table>

Source: ONS 2011 Census Data

- 35.5% of West Bromwich’s population are from ethnic minorities. This is higher than both Sandwell (30.1%) and England (14.6%).
Deprivation - 2015

West Bromwich Town Map, showing the six wards, deprivation and some key facilities

West Bromwich Town
(The darker the green shading the more deprived an area-
Index of Multiple Deprivation 2015)

Source: The English Indices of Deprivation 2015, Department for Communities and Local Government

Deprivation -
In England, the lower layer super output areas (LSOA*) are ranked into 10 deciles for Deprivation.

- Two thirds of the LSOAs in West Bromwich are in the 40% most deprived LSOA in England (Sandwell-78.5%)
- 91.1% of the LSOAs in West Bromwich are in the 60% most deprived LSOA in England (Sandwell-93.5%)
- All of the LSOAs of West Bromwich are in the 80% most deprived LSOA in England.

West Bromwich’s Income Deprivation Affecting Children Index (IDACI) and Income Deprivation Affecting Older People Index (IDAOPI) Scores are in the 30% most deprived areas in England.

Overall West Bromwich is more deprived than England and Sandwell and its deprivation score would put it in the 30% most deprived areas in England.

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

Inclusive Growth (economic growth that benefits everyone) is a key theme for Sandwell Council and the West Midlands Combined Authority. Inclusive Growth indicators are grouped into two themes which both have three dimensions. Picking one indicator for each dimension:-

<table>
<thead>
<tr>
<th>Theme</th>
<th>Dimension</th>
<th>Broad Indicator</th>
<th>Measure</th>
<th>Year</th>
<th>Smallest Geography Available</th>
<th>Sandwell</th>
<th>West Midlands Region</th>
<th>England</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economic Inclusion</td>
<td>Income</td>
<td>Low Earnings</td>
<td>20th percentile of gross weekly earnings (Twenty per cent of full-time workers receive earnings equal to or below this threshold)</td>
<td>2017</td>
<td>£337.00 (West Bromwich East)</td>
<td>£335.30</td>
<td>£356.70</td>
<td>£375.00</td>
</tr>
<tr>
<td></td>
<td>Living</td>
<td>Fuel Poverty</td>
<td>% of households classed as being ‘fuel poor’ (using Low Income-High Costs model)</td>
<td>2016</td>
<td>16.9% (West Bromwich Town)</td>
<td>16.9%</td>
<td>13.7%</td>
<td>11.1%</td>
</tr>
<tr>
<td></td>
<td>Labour</td>
<td>Unemployment</td>
<td>% of working age population not in employment but actively seeking and available to start work</td>
<td>2017</td>
<td>8.8% (West Bromwich East)</td>
<td>8.4%</td>
<td>5.4%</td>
<td>4.5%</td>
</tr>
<tr>
<td>Prosperity</td>
<td>Output</td>
<td>Wages/Earnings</td>
<td>Median gross weekly pay for full-time workers</td>
<td>2017</td>
<td>£478.80 (West Bromwich East)</td>
<td>£461.50</td>
<td>£517.40</td>
<td>£555.80</td>
</tr>
<tr>
<td></td>
<td>Employment</td>
<td>People in employment</td>
<td>% of working age population in employment (employment rate)</td>
<td>2017</td>
<td>64.2% (West Bromwich East)</td>
<td>64.3%</td>
<td>72.4%</td>
<td>75.1%</td>
</tr>
<tr>
<td></td>
<td>Human</td>
<td>Higher level skills</td>
<td>% working age population qualified at NVQ Level 2 and above</td>
<td>2017</td>
<td>53.6% (West Bromwich East)</td>
<td>53.4%</td>
<td>69.3%</td>
<td>74.6%</td>
</tr>
</tbody>
</table>

Source: ONS and BEIS- based on the work of the Inclusive Growth Analysis Unit

In the latest data available (2016 or 2017) at the best fit geography to West Bromwich town:-
- Three indicators are positively different to Sandwell
- Three indicators are negatively different to Sandwell

As shown on the map below West Bromwich is in the West Bromwich East Westminster parliamentary constituency which also contains a small part of Wednesbury town.
Child Development at age 5

Percentage of pupils achieving a good level of development at age 5, 2013/14

West Bromwich Town (55.2%), Sandwell (53.7%) and England (60.4%)

Source: Department for Education, 2014

GCSE Achievement

% GCSE Grade 5+ in English & Maths 2017 State-funded mainstream schools

West Bromwich Central Learning Community (27.8%), West Bromwich North Learning Community (32.9%), Sandwell (28.7%) and England (42.6%)

Source: Sandwell Council

Life Expectancy and Healthy Life Expectancy

At Birth by 2011 Census wards - 2009 to 2013

<table>
<thead>
<tr>
<th>Ward</th>
<th>Life Expectancy (Years)</th>
<th>Healthy Life Expectancy (Years)</th>
<th>Proportion of life spent in &quot;Good&quot; health</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Male</td>
<td>Female</td>
<td>Male</td>
</tr>
<tr>
<td>Charlemont with Grove Vale</td>
<td>77.9</td>
<td>84.2</td>
<td>61.5</td>
</tr>
<tr>
<td>Great Barr with Yew Tree</td>
<td>81.7</td>
<td>83.0</td>
<td>63.4</td>
</tr>
<tr>
<td>Greets Green and Lyng</td>
<td>75.5</td>
<td>80.9</td>
<td>54.8</td>
</tr>
<tr>
<td>Hateley Heath</td>
<td>76.2</td>
<td>80.4</td>
<td>55.9</td>
</tr>
<tr>
<td>Newton</td>
<td>79.0</td>
<td>85.9</td>
<td>61.9</td>
</tr>
<tr>
<td>West Bromwich Central</td>
<td>76.5</td>
<td>80.5</td>
<td>56.3</td>
</tr>
<tr>
<td>England</td>
<td>79.1</td>
<td>83.0</td>
<td>63.5</td>
</tr>
</tbody>
</table>

Source: ONS

Data in Red Indicates the ward is significantly lower than England
Data in Green Indicates the ward is significantly higher than England
Proportion of life spent in ‘Good’ health= Healthy Life Expectancy/ Life Expectancy

Within the six wards life expectancy (LE) and healthy life expectancy (HLE) varies but:-

- HLE was significantly lower than England in all six wards for both genders except Males in Great Barr with Yew Tree and Females in Newton where it was closer to the England estimate
- LE is significantly lower than England for both genders in Greets Green and Lyng, Hateley Heath and West Bromwich Central wards
- LE is significantly higher than England in the Charlemont with Grove Vale and Newton wards for Females and the Great Barr with Yew Tree for Males
- LE is closer to the England estimate than England in the Charlemont with Grove Vale and Newton wards for Males and the Great Barr with Yew Tree for Females
Health and Wider Indicators

The spine chart below shows indicators for West Bromwich compared to Sandwell and England.

Red dots – West Bromwich significantly worse than England, Yellow dots - West Bromwich not any different to England & Green dots – West Bromwich significantly better than England

Source: www.localhealth.org.uk the spreadsheet in the following link explains each indicator: - http://www.localhealth.org.uk/assets/Spreadsheets/Local%20Health%20Metadata%20File%20Nov%202017.xlsx - listed by Indicator ID- Crown Copyright-Sources include ONS and PHE.

On the above Spine Charts:-

- The light grey is the range of values in England at that geography
- The dark grey is the range of values in the middle 50% of values in England at that geography. Any values outside of this area are in the lowest or highest 25% of values.
- The figure for England is shown by the vertical black line
- The coloured dot shows where this geography is within England and the colours indicate significance compared to England (as described above and below the spine chart)
- Standardised Admission Ratio (SAR)/ Standardised Mortality Ratio (SMR) - Standardisation compares actual figures with expected figures if they followed the structure of that population e.g. age and gender.
- SAR/SMR Interpretation: - Figures over 100 are higher than expected and less than 100 are lower than expected. England is 100 because the England population structure is used in this data.