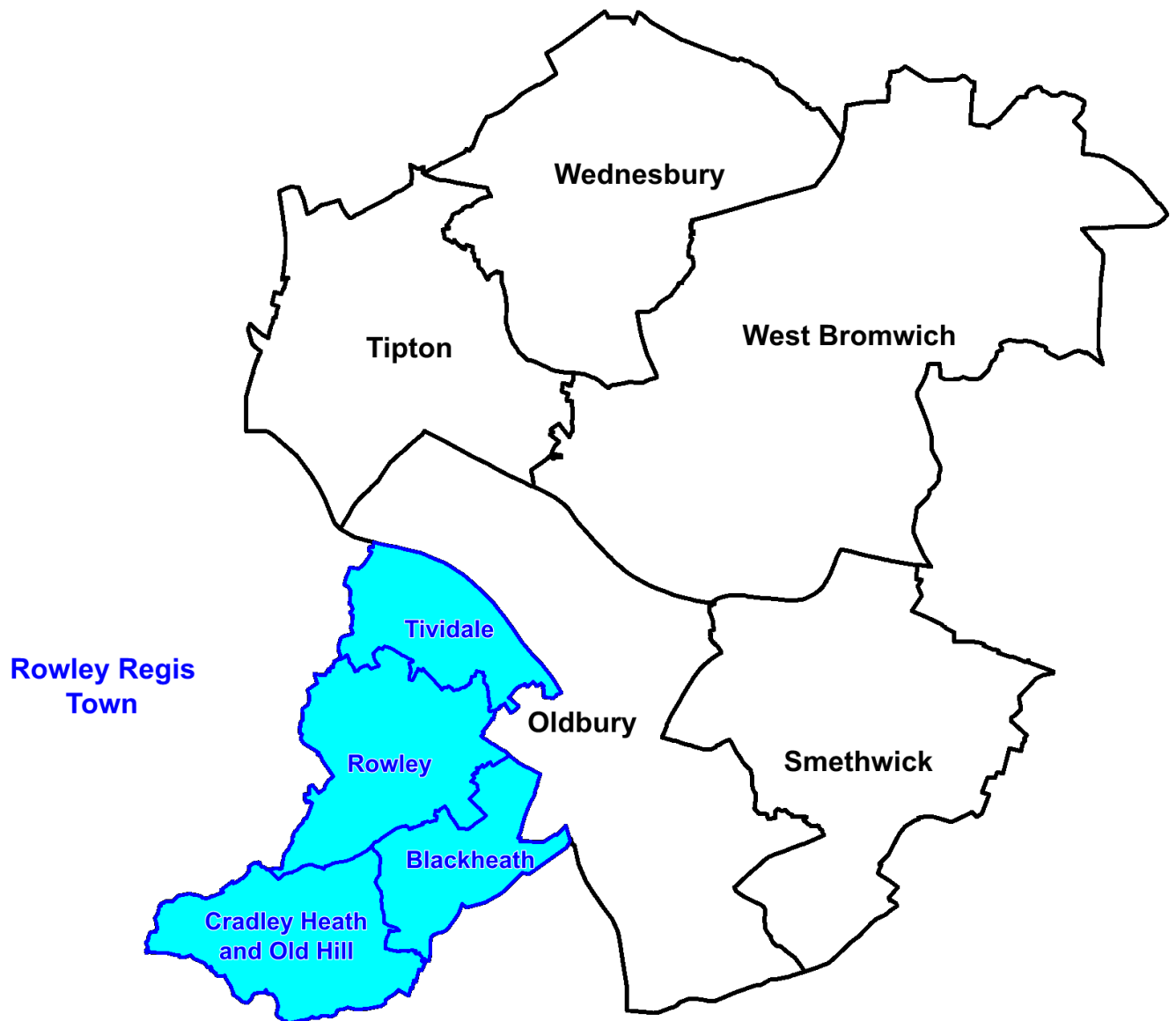# Rowley Regis Town Profile

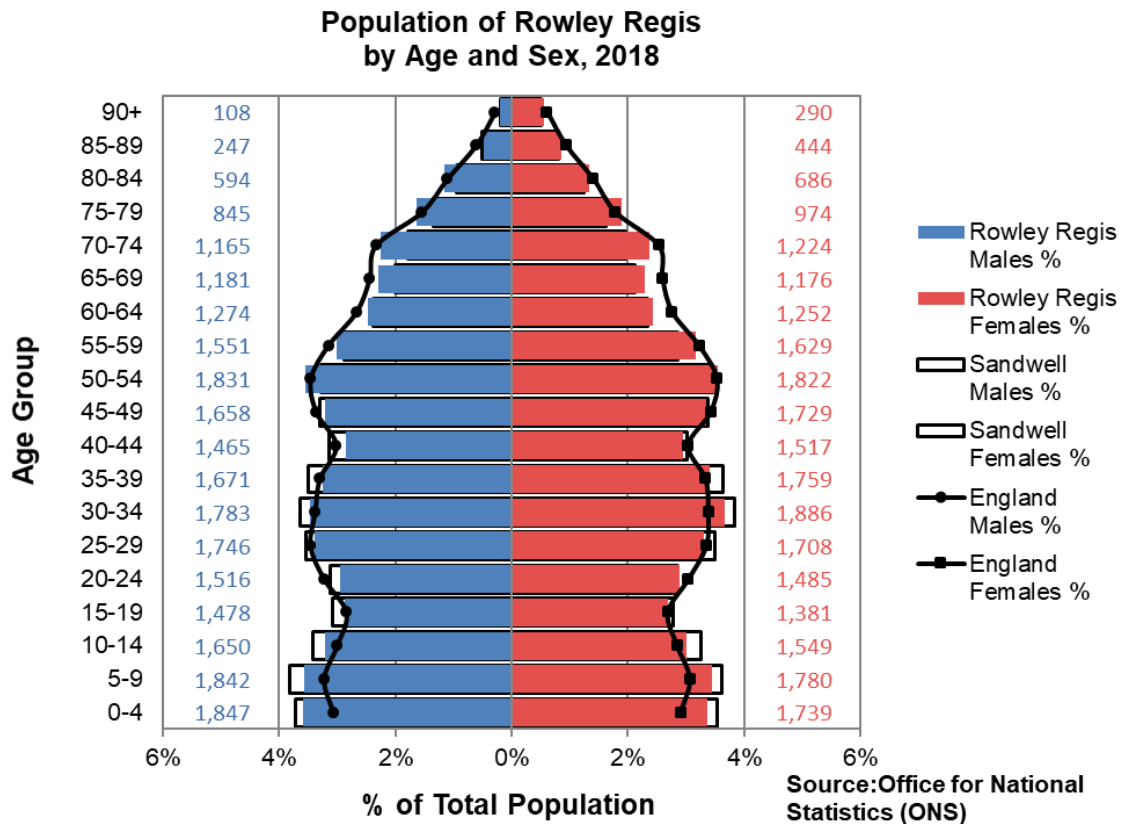## Rowley Regis Within Sandwell

Rowley Regis is one of six towns in Sandwell. It is situated in the southwest of Sandwell and contains the wards of Blackheath, Cradley Heath and Old Hill, Rowley and Tividale. Rowley Regis borders Dudley to the South and West.

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Demographics

Age and Sex

Population of Rowley Regis by Age and Sex, 2018

Age Group	Males	Females
90+	108	290
85-89	247	444
80-84	594	686
75-79	845	974
70-74	1,165	1,224
65-69	1,181	1,176
60-64	1,274	1,252
55-59	1,551	1,629
50-54	1,831	1,822
45-49	1,658	1,729
40-44	1,465	1,517
35-39	1,671	1,759
30-34	1,783	1,886
25-29	1,746	1,708
20-24	1,516	1,485
15-19	1,478	1,381
10-14	1,650	1,549
5-9	1,842	1,780
0-4	1,847	1,739

Legend: Rowley Regis Males %, Rowley Regis Females %, Sandwell Males %, Sandwell Females %, England Males %, England Females %

Source: Office for National Statistics (ONS)

The population of Rowley Regis in mid-2018 was estimated to be 51,482 (Females-26,030 (50.6%) Males-25,452 (49.4%)).

Rowley Regis has a proportionally older age profile (a lower proportion of people aged 0-44 for both males and females) than Sandwell, but a younger age profile than England.
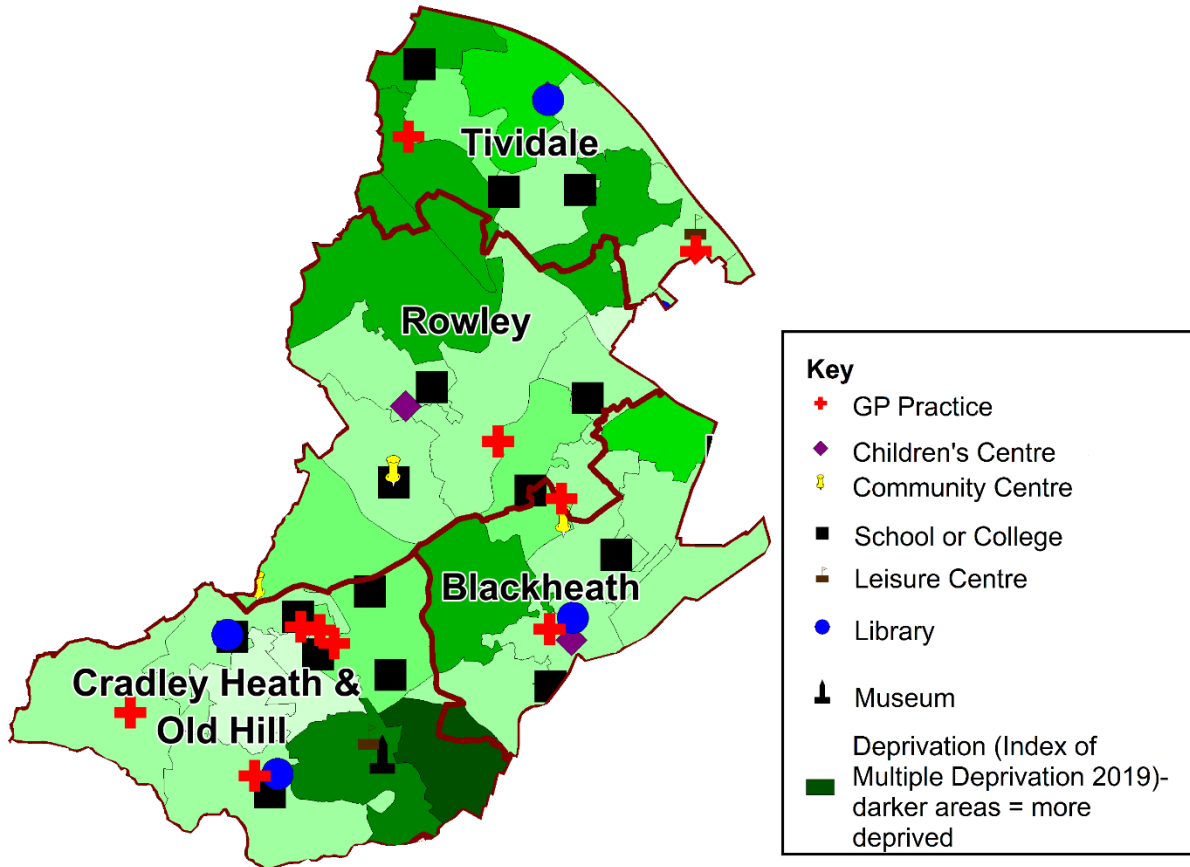
Ethnicity

Area	White	Mixed/ multiple ethnic groups	Asian/ Asian British	Black/ African/ Caribbean/ Black British	Other Ethnic Group
Rowley Regis	87.5%	2.5%	6.8%	2.6%	0.6%
Sandwell	69.9%	3.3%	19.2%	6.0%	1.6%
England	85.4%	2.3%	7.8%	3.5%	1.0%

Source: ONS 2011 Census Data

- 12.5% of Rowley Regis's population are from ethnic minorities. This is lower than both Sandwell (30.1%) and England (14.6%).

Deprivation- 2019

Rowley Regis Town Map, showing the four wards, deprivation and some key facilities (some assets at the same postcode may not show as another asset may show on top of them)

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Source: The English Indices of Deprivation 2019, Department for Communities and Local Government

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Deprivation-

In England, the lower layer super output areas (LSOA*) are ranked into 10 deciles for Deprivation.
- 71% of the LSOAs in Rowley Regis are in the 30% most deprived LSOA in England (Sandwell- 74.2%)
- 93.5% of the LSOAs in Rowley Regis are in the 60% most deprived LSOA in England (Sandwell- 97.3%)
- All of the LSOAs of Rowley Regis are in the 80% most deprived LSOA in England

In Rowley Regis the Income Deprivation Affecting Children Index (IDACI) score and the Income Deprivation Affecting Older People Index (IDAOPI) score are in the 30% most deprived areas in England.

Overall Rowley Regis is less deprived than Sandwell but more deprived than England and its deprivation score would put it in the 30% most deprived areas in England.

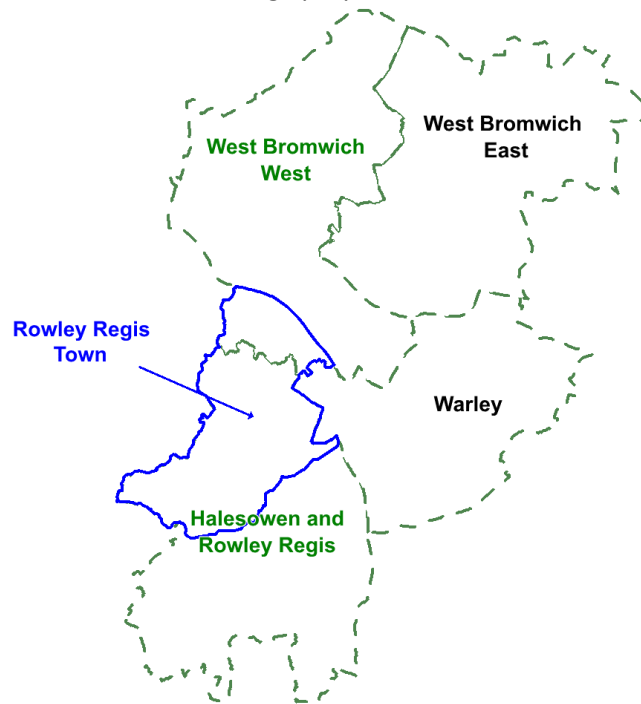*LSOA are areas with between 1,000 and 3,000 people

Gambling

The table below gives a breakdown of the gambling premises licenses/permits in Rowley Regis at July 2019.

Gambling Premises Licenses/Permits	Number	Percentage
Automatic Entitlements	27	57.4%
Gaming Machine Permits	5	10.6%
Club Machine Permits	2	4.3%
Adult Gaming Centre	3	6.4%
Betting Premises Licences	7	14.9%
Bingo Premises Licences	1	2.1%
Casino Premises Licences	0	0.0%
Track Betting Premises Licences	0	0.0%
Unlicensed Family Entertainment Centre	2	4.3%
Family Entertainment Centre	0	0.0%
Total	**47**	**100.0%**

Source: Sandwell Trading Standards

Data isn't always available for Rowley Regis 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 Rowley Regis town is in the Halesowen and Rowley Regis (closest match) and West Bromwich West constituencies which also includes a large proportion of other towns.

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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: -

Theme	Dimension	Broad Indicator	Measure	Year	Smallest Geography Data Available	Sandwell	West Midlands Region	England
Economic Inclusion	Income	Low Earnings	20th percentile of gross weekly earnings (Twenty per cent of full-time workers receive earnings equal to or below this threshold)	2019	£365.6 (Halesowen and Rowley Regis)	£360.00	£382.60	£402.50
	Living Costs	Fuel Poverty	% of households classed as being 'fuel poor' (using Low Income-High Costs model)	2017	13.4% (Rowley Regis Town)	15.2%	12.6%	10.9%
	Labour Market Inclusion	Unemployment	% of working age population not in employment but actively seeking and available to start work	2018	6.3% (Halesowen and Rowley Regis)	6.2%	4.8%	4.2%
Prosperity	Output Growth	Wages/Earnings	Median gross weekly pay for full-time workers	2019	£541.60 (Halesowen and	£495.60	£550.80	£591.30
	Employment	People in employment	% of working age population in employment (employment rate)	2018	70.2% (Halesowen and Rowley Regis)	69.0%	73.3%	75.4%
	Human Capital	Intermediate & higher level skills	% working age population qualified at NVQ Level 2 and above	2018	66.4% (Halesowen and Rowley Regis)	56.4%	70.4%	75.0%

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

In the latest data available (2017, 2018 or 2019) at the best fit geography to Rowley Regis town: -
- Five indicators are positively different to Sandwell
- One indicator was negatively different to Sandwell

Child Development at Age 5

Early Years (% of children achieving a good level of development)-2019

Percentage of pupils achieving a good level of development at age 5, 2019

Rowley Regis town (68%), Sandwell (67%) and England (72%)

Source: Sandwell Council/Department for Education

Key Stage 4 Outcomes (2019)

Attainment 8

Rowley Regis town (41.3), Sandwell (42.2) and England (46.7)

Pupils who attended a school in Rowley Regis achieved a lower attainment 8 score than Sandwell which was also below England state funded schools.

Progress 8

Rowley Regis town (-0.17), Sandwell (-0.19) and England (-0.03)

Pupils who attended a school in Rowley Regis had a better level of progress than Sandwell but not as good as England (state funded schools). The score for Sandwell is -0.19 which means that pupils made less progress, on average, than pupils across England who got similar results at the end of key stage 2. A negative progress score does not mean that pupils did not make any progress; rather it means they made less progress than other pupils nationally with similar starting points.

Source: Sandwell Council/Department for Education

For further information please refer to the ‘Secondary accountability measures’ guide.

Life Expectancy and Healthy Life Expectancy at Birth

Data in Red Indicates the ward is statistically significantly lower than England
Data in Amber Indicates the ward is statistically like England

Life Expectancy at Birth by 2011 Census wards – 2013 to 2017

Ward	Life Expectancy (Years)	
	Female	**Male**
Blackheath	82.4	78.5
Cradley Heath and Old Hill	80.8	76.6
Rowley	83.8	78.9
Tividale	80.1	78.0
England	**83.1**	**79.5**

Source: Public Health England (PHE)

- Female and Male Life Expectancy in Blackheath and Rowley was statistically similar to England but was statistically lower than England in Cradley Heath and Old Hill and Tividale

Unfortunately, 2009-13 and 2013-17 Life Expectancy by Ward is not comparable and Healthy Life Expectancy is only available for the 2009-13 period.

Healthy Life Expectancy at Birth by 2011 Census wards – 2009 to 2013

Ward	Healthy Life Expectancy (Years)		Proportion of life spent in "Good" health	
	Female	Male	Female	Male
Blackheath	59.4	59.1	73.4%	75.1%
Cradley Heath and Old Hill	58.5	57.1	72.9%	75.4%
Rowley	60.5	58.3	71.8%	76.8%
Tividale	59.6	61.1	74.1%	78.0%
England	**64.8**	**63.5**	**78.1%**	**80.2%**

Source: ONS

- Female and Male Healthy Life Expectancy was statistically lower than England in all four wards in Rowley
- The proportion of life spent in 'Good' health (Healthy Life Expectancy divided by Life Expectancy) was lower for both females and males in all four wards in Rowley than for England
- Healthy Life Expectancy for both Females and Males is lower than the present state pension age (67) for all four wards in Rowley and in England and so people may not necessarily be healthy enough to work until the state pension age requiring support

Health and Wider Indicators

The spine chart below shows indicators for Rowley Regis compared to Sandwell and England.

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

Indicator ID	Indicators	Time Period	Rowley Regis Town Statistic	Sandwell Statistic	England Statistic	Summary Chart
	Theme 1:Our Community					
93268	Income deprivation - English Indices of Deprivation 2015 (%)	2015	21.8	24.1	14.6	
93094	Child Poverty - English Indices of Deprivation 2015 (%)	2015	28.1	29.9	19.9	
93097	Unemployment (%)	2017/18	3.5	3.5	1.9	
93098	Long Term Unemployment (Rate/1,000 working age population)	2017/18	9.6	10.6	3.6	
93103	Older people living alone (%)	2011	32.3	33.3	31.5	
93279	Older People in Deprivation - English Indices of Deprivation 2015 (%)	2015	25	29.2	16.2	
	Theme 2 : Behavourial Risk Factors and Child Health					
LH20020	Emergency admissions in under 5s (Crude rate per 1000)	2013/14-2015/16	189.8	208.6	149.2	
LH20021	A&E attendances in under 5s (Crude rate per 1000)	2013/14-2015/16	445.2	579.1	551.6	
LH20022	Obese adults (%)	2006-2008	29.6	28.7	24.1	
LH20001	Obese Children (Reception Year) (%)	2013/14-2015/16	10.6	11.4	9.3	
LH20002	Children with excess weight (Reception Year) (%)	2013/14-2015/16	23.7	22.7	22.2	
LH20003	Obese Children (Year 6) (%)	2013/14-2015/16	24	25.5	19.3	
LH20004	Children with excess weight (Year 6) (%)	2013/14-2015/16	39.9	40.6	33.6	
LH20018	Deliveries to teenage mothers (%)	2011/12-2015/16	2.7	1.9	1.1	
	Theme 3: Disease and poor health					
93227	Emergency hospital admissions for all causes (SAR)	2013/14	125.1	126.9	100	
93229	Emergency hospital admissions for CHD (SAR)	2013/14	94.2	115.4	100	
93231	Emergency hospital admissions for stroke (SAR)	2013/14	99.2	101.3	100	
93232	Emergency hospital admissions for Myocardial Infarction (heart attack) (SAR)	2013/14	88.1	113.1	100	
93233	Emergency hospital admissions for Chronic Obstructive Pulmonary Disease (COPD) (SAR)	2013/14	141.2	163.3	100	
93234	Incidence of all cancer (SIR / per 100)	2012-16	97.3	99.1	100	
93235	Incidence of breast cancer (SIR / per 100)	2012-16	98.6	91.7	100	
93236	Incidence of colorectal cancer (SIR / per 100)	2012-16	103.9	97.1	100	
93237	Incidence of lung cancer (SIR / per 100)	2012-16	101.7	115.7	100	
93238	Incidence of prostate cancer (SIR / per 100)	2012-16	94.5	93.8	100	
93239	Hospital stays for self harm (SAR)	2013/14	126.4	109.5	100	
93240	Hospital stays for alcohol related harm (Narrow definition) (SAR)	2013/14	129.5	118.3	100	
93465	Hospital stays for alcohol related harm (Broad definition) (SAR)	2013/14	127	125.7	100	
93241	Emergency hospital admissions for hip fracture in 65+ (SAR)	2013/14	107	109.6	100	
93276	Limiting long-term illness or disability (%)	2011	21	20.9	17.6	
	Theme 4 : Life Expectancy and Causes of Death					
93250	Deaths from all causes, all ages (SMR)	2013-17	117.6	117.4	100	
93252	Deaths from all causes, under 75 years (SMR)	2013-17	118	129.5	100	
93253	Deaths from all cancer, all ages (SMR)	2013-17	116.4	114.1	100	
93254	Deaths from all cancer, under 75 years (SMR)	2013-17	111.8	116.9	100	
93255	Deaths from circulatory disease, all ages (SMR)	2013-17	119.7	115.9	100	
93256	Deaths from circulatory disease, under 75 years (SMR)	2013-17	120.5	138.8	100	
93257	Deaths from coronary heart disease, all ages (SMR)	2013-17	119.2	129.1	100	
93259	Deaths from stroke, all ages, all persons (SMR)	2013-17	125.1	97.7	100	
93260	Deaths from respiratory diseases, all ages, all persons (SMR)	2013-17	121.3	124.4	100	
93480	Deaths from causes considered preventable (SMR)	2013-17	123.6	133.8	100	

● significantly worse ● significantly better ○ not significantly different from average

Source: www.localhealth.org.uk the spreadsheet in the following link explains each indicator: -
Spine Chart Indicator Definitions Spring 2020

On the previous Spine Chart: -

- 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.

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