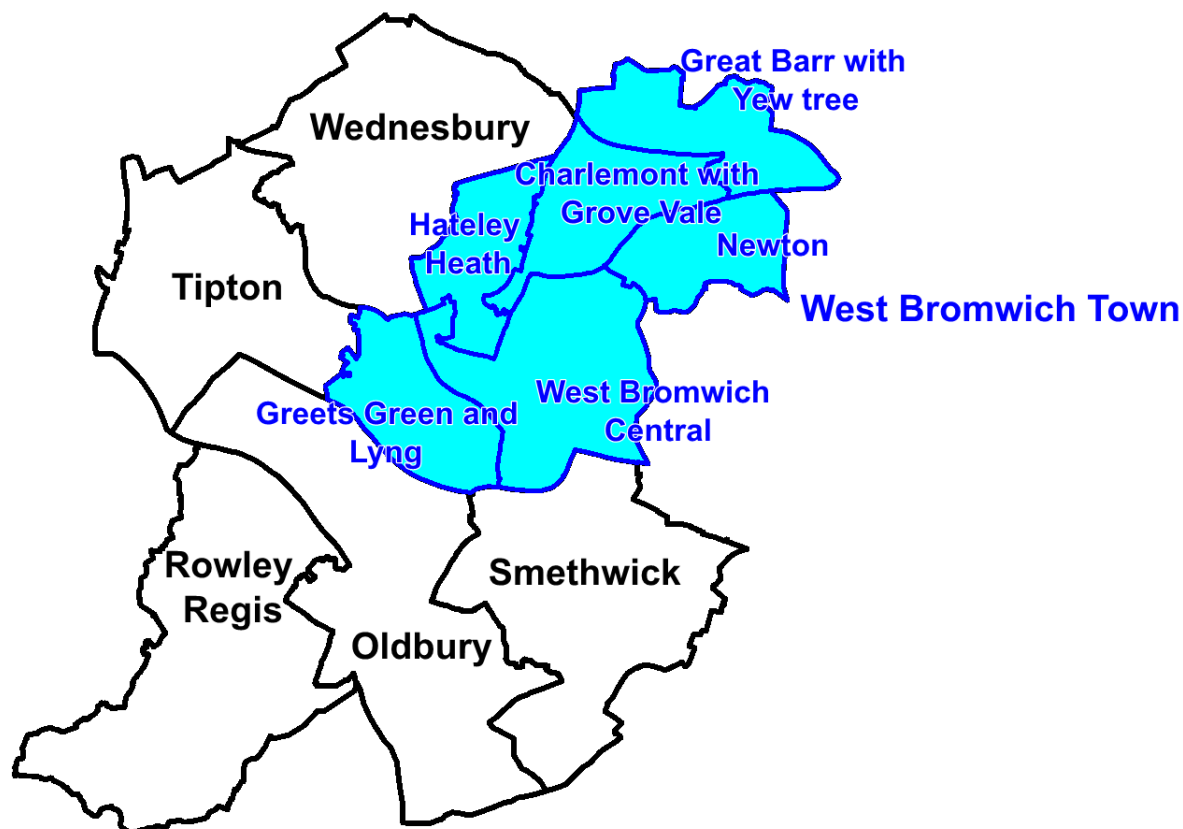


West Bromwich Town Profile

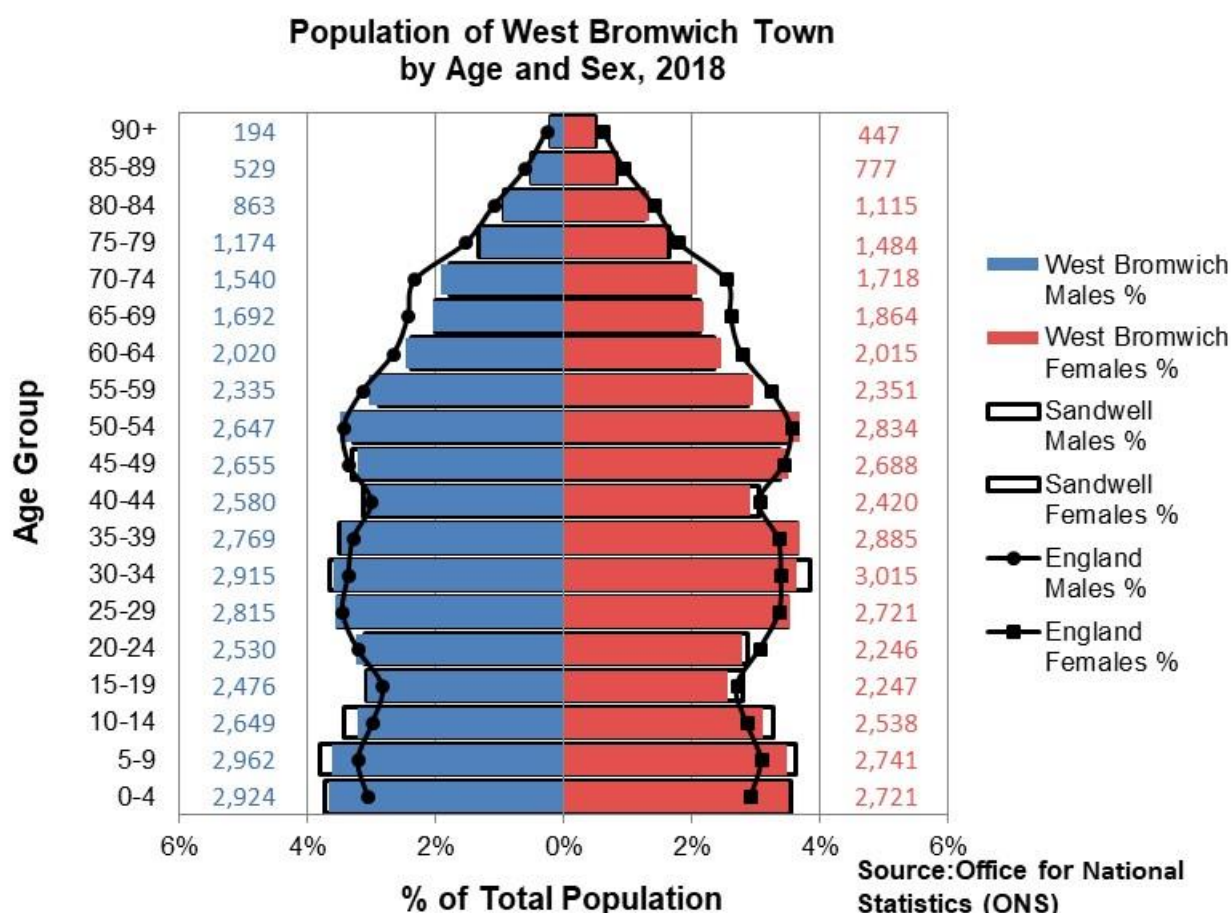
West Bromwich is one of six towns in Sandwell. It is situated in the northeast of Sandwell and contains the wards of Charlemont with Grove Vale, Great Barr with Yew Tree, Greets Green and Lyng, Hateley Heath, Newton and West Bromwich Central. West Bromwich borders Walsall to the North and Birmingham to the East.



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Demographics

Age and Sex



The population of West Bromwich in mid-2018 was estimated to be 81,096 (Females-40,827 (50.3%) Males-40,269 (49.7%)).

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

Ethnicity

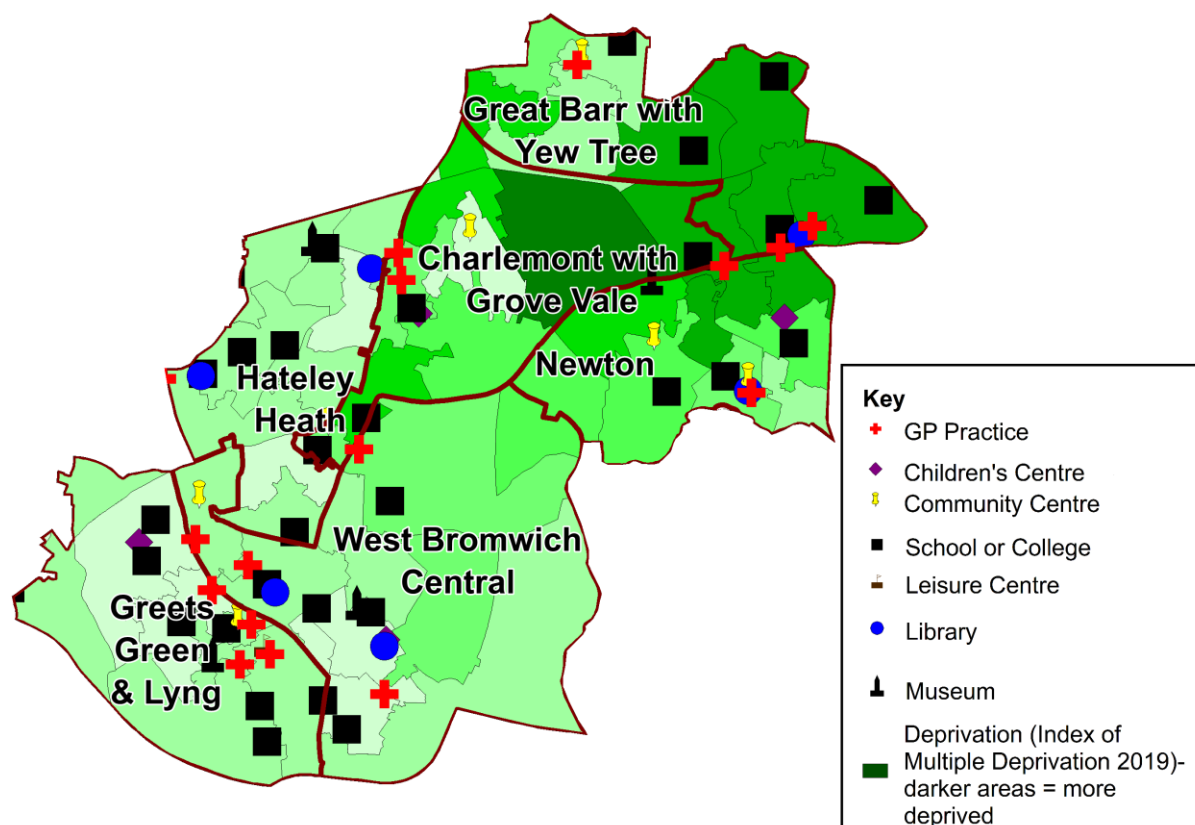
| Area | White | Mixed/ multiple ethnic groups | Asian/ Asian British | Black/ African/ Caribbean/ Black British | Other Ethnic Group |
|---------------|-------|-------------------------------------|-------------------------|---|-----------------------|
| West Bromwich | 64.5% | 3.4% | 23.2% | 6.9% | 2.0% |
| 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

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

Deprivation- 2019

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



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 30% most deprived LSOA in England (Sandwell- 74.2%)
- 82.2% of the LSOAs in West Bromwich are in the 50% most deprived LSOA in England (Sandwell- 87.1%)
- All of the LSOAs in West Bromwich are in the 70% 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 less deprived than Sandwell but more deprived than England its deprivation score would put it in the 20% most deprived areas in England.

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

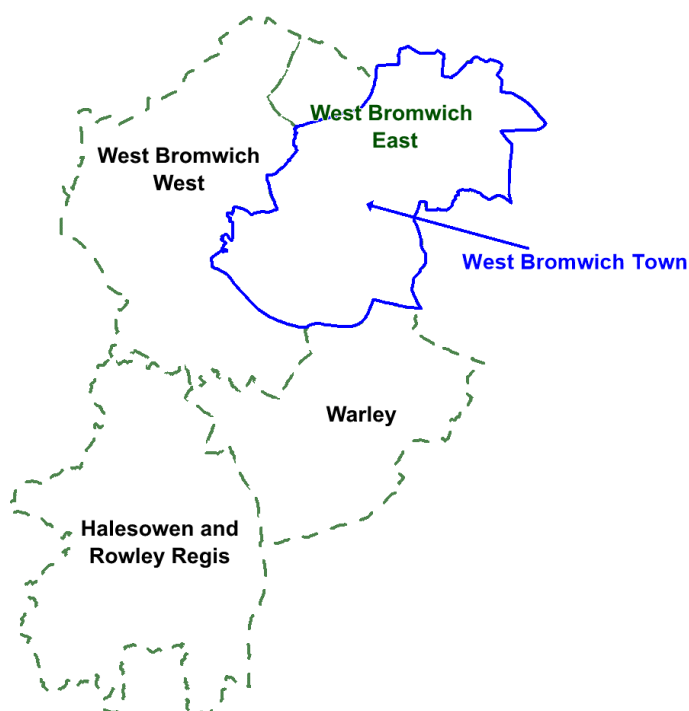
Gambling

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

| Gambling Premises Licenses/Permits | Number | Percentage |
|---|---------------|-------------------|
| Automatic Entitlements | 45 | 51.7% |
| Gaming Machine Permits | 11 | 12.6% |
| Club Machine Permits | 6 | 6.9% |
| Adult Gaming Centre | 2 | 2.3% |
| Betting Premises Licences | 18 | 20.7% |
| Bingo Premises Licences | 2 | 2.3% |
| Casino Premises Licences | 1 | 1.1% |
| Track Betting Premises Licence | 1 | 1.1% |
| Unlicensed Family Entertainment Centre | 1 | 1.1% |
| Family Entertainment Centre | 0 | 0.0% |
| Total | 87 | 100.0% |

Source: Sandwell Trading Standards

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.



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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 | £356.7 (West Bromwich East) | £360.00 | £382.60 | £402.50 |
| | Living Costs | Fuel Poverty | % of households classed as being 'fuel poor' (using Low Income-High Costs model) | 2017 | 14.7% (West Bromwich 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 | 5.7% (West Bromwich East) | 6.2% | 4.8% | 4.2% |
| Prosperity | Output Growth | Wages/Earnings | Median gross weekly pay for full-time workers | 2019 | £513.6 (West Bromwich East) | £495.60 | £550.80 | £591.30 |
| | Employment | People in employment | % of working age population in employment (employment rate) | 2018 | 69.7% (West Bromwich East) | 69.0% | 73.3% | 75.4% |
| | Human Capital | Intermediate & higher level skills | % working age population qualified at NVQ Level 2 and above | 2018 | 61.0% (West Bromwich East) | 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 West Bromwich 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

West Bromwich town (67%), Sandwell (67%) and England (72%)

Source: Sandwell Council/Department for Education

Key Stage 4 Outcomes (2019)

Attainment 8

West Bromwich town (43.5), Sandwell (42.2) and England (46.7)

Pupils who attended a school in West Bromwich achieved a higher attainment 8 score than Sandwell. However, this is still below England state funded schools.

Progress 8

West Bromwich town (-0.02), Sandwell (-0.19) and England (-0.03)

Pupils who attended a school in West Bromwich had a better level of progress than Sandwell and 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 |
| Charlemont with Grove Vale | 84.4 | 79.5 |
| Great Barr with Yew Tree | 83.4 | 79.2 |
| Greets Green and Lyng | 81.0 | 75.0 |
| Hateley Heath | 80.3 | 75.8 |
| Newton | 84.0 | 79.8 |
| West Bromwich Central | 81.7 | 75.7 |
| England | 83.1 | 79.5 |

Source: Public Health England (PHE)

- Female Life Expectancy in Charlemont with Grove Vale, Great Barr with Yew Tree, Newton and West Bromwich Central was statistically similar to England but in Greets Green and Lyng and Hateley Heath is statistically lower than England
- Male Life Expectancy in Charlemont with Grove Vale, Great Barr with Yew Tree and Newton was statistically similar to England but in Greets Green, Lyng and Hateley Heath and West Bromwich Central is statistically lower than England

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 |
| Charlemont with Grove Vale | 63.8 | 61.5 | 75.8% | 79.0% |
| Great Barr with Yew Tree | 62.1 | 63.4 | 74.8% | 77.5% |
| Greets Green and Lyng | 55.3 | 54.8 | 68.3% | 72.6% |
| Hateley Heath | 56.9 | 55.9 | 70.9% | 73.4% |
| Newton | 63.8 | 61.9 | 74.3% | 78.3% |
| West Bromwich Central | 56.2 | 56.3 | 69.8% | 73.6% |
| England | 64.8 | 63.5 | 78.1% | 80.2% |








































Source: ONS

- Female Healthy Life Expectancy was statistically similar to England in Newton ward but was statistically lower in all the other five wards in West Bromwich
- Male Healthy Life Expectancy was statistically similar to England in Great Barr with Yew Tree but was statistically lower in all the other five wards in West Bromwich
- The proportion of life spent in 'Good' health (Healthy Life Expectancy divided by Life Expectancy) was lower for both females and males in all six wards in West Bromwich than for England
- Healthy Life Expectancy is close for both Females and Males, but the Proportion of life spent in "Good" health is higher for Males because Male life expectancy is lower than Female life expectancy
- Healthy Life Expectancy for both Females and Males is lower than the present state pension age (67) in all six wards in West Bromwich 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 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

| Indicator ID | Indicators | Time Period | West Bromwich Town Statistic | Sandwell Statistic | England Statistic | Summary chart |
|--|--|-----------------|------------------------------|--------------------|-------------------|---|
| Theme 1: Our Community | | | | | | |
| 93268 | Income deprivation - English Indices of Deprivation 2015 (%) | 2015 | 22.2 | 24.1 | 14.6 |  |
| 93094 | Child Poverty - English Indices of Deprivation 2015 (%) | 2015 | 28 | 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 | 11 | 10.6 | 3.6 |  |
| 93103 | Older people living alone (%) | 2011 | 32.6 | 33.3 | 31.5 |  |
| 93279 | Older People in Deprivation - English Indices of Deprivation 2015 (%) | 2015 | 25.8 | 29.2 | 16.2 |  |
| Theme 2 : Behavioural Risk Factors and Child Health | | | | | | |
| LH20020 | Emergency admissions in under 5s (Crude rate per 1000) | 2013/14-2015/16 | 204.2 | 208.6 | 149.2 |  |
| LH20021 | A&E attendances in under 5s (Crude rate per 1000) | 2013/14-2015/16 | 615.1 | 579.1 | 551.6 |  |
| LH20022 | Obese adults (%) | 2006-2008 | 28.8 | 28.7 | 24.1 |  |
| LH20001 | Obese Children (Reception Year) (%) | 2013/14-2015/16 | 11.7 | 11.4 | 9.3 |  |
| LH20002 | Children with excess weight (Reception Year) (%) | 2013/14-2015/16 | 21.9 | 22.7 | 22.2 |  |
| LH20003 | Obese Children (Year 6) (%) | 2013/14-2015/16 | 25.1 | 25.5 | 19.3 |  |
| LH20004 | Children with excess weight (Year 6) (%) | 2013/14-2015/16 | 39.5 | 40.6 | 33.6 |  |
| LH20018 | Deliveries to teenage mothers (%) | 2011/12-2015/16 | 1.7 | 1.9 | 1.1 |  |
| Theme 3: Disease and poor health | | | | | | |
| 93227 | Emergency hospital admissions for all causes (SAR) | 2013/14 | 120 | 126.9 | 100 |  |
| 93229 | Emergency hospital admissions for CHD (SAR) | 2013/14 | 111.7 | 115.4 | 100 |  |
| 93231 | Emergency hospital admissions for stroke (SAR) | 2013/14 | 93.1 | 101.3 | 100 |  |
| 93232 | Emergency hospital admissions for Myocardial Infarction (heart attack) (SAR) | 2013/14 | 111.7 | 113.1 | 100 |  |
| 93233 | Emergency hospital admissions for Chronic Obstructive Pulmonary Disease (COPD) (SAR) | 2013/14 | 140.3 | 163.3 | 100 |  |
| 93234 | Incidence of all cancer (SIR / per 100) | 2012-16 | 95.3 | 99.1 | 100 |  |
| 93235 | Incidence of breast cancer (SIR / per 100) | 2012-16 | 90.6 | 91.7 | 100 |  |
| 93236 | Incidence of colorectal cancer (SIR / per 100) | 2012-16 | 86.3 | 97.1 | 100 |  |
| 93237 | Incidence of lung cancer (SIR / per 100) | 2012-16 | 100 | 115.7 | 100 |  |
| 93238 | Incidence of prostate cancer (SIR / per 100) | 2012-16 | 103.9 | 93.8 | 100 |  |
| 93239 | Hospital stays for self harm (SAR) | 2013/14 | 114.4 | 109.5 | 100 |  |
| 93240 | Hospital stays for alcohol related harm (Narrow definition) (SAR) | 2013/14 | 110.7 | 118.3 | 100 |  |
| 93465 | Hospital stays for alcohol related harm (Broad definition) (SAR) | 2013/14 | 121.8 | 125.7 | 100 |  |
| 93241 | Emergency hospital admissions for hip fracture in 65+ (SAR) | 2013/14 | 102.7 | 109.6 | 100 |  |
| Theme 4: Life expectancy and causes of death | | | | | | |
| 93276 | Limiting long-term illness or disability (%) | 2011 | 21.1 | 20.9 | 17.6 |  |
| 93250 | Deaths from all causes, all ages (SMR) | 2013-17 | 106.3 | 117.4 | 100 |  |
| 93252 | Deaths from all causes, under 75 years (SMR) | 2013-17 | 120.9 | 129.5 | 100 |  |
| 93253 | Deaths from all cancer, all ages (SMR) | 2013-17 | 102.5 | 114.1 | 100 |  |
| 93254 | Deaths from all cancer, under 75 years (SMR) | 2013-17 | 104.7 | 116.9 | 100 |  |
| 93255 | Deaths from circulatory disease, all ages (SMR) | 2013-17 | 99.7 | 115.9 | 100 |  |
| 93256 | Deaths from circulatory disease, under 75 years (SMR) | 2013-17 | 127.9 | 138.8 | 100 |  |
| 93257 | Deaths from coronary heart disease, all ages (SMR) | 2013-17 | 115 | 129.1 | 100 |  |
| 93259 | Deaths from stroke, all ages, all persons (SMR) | 2013-17 | 68.4 | 97.7 | 100 |  |
| 93260 | Deaths from respiratory diseases, all ages, all persons (SMR) | 2013-17 | 111.4 | 124.4 | 100 |  |
| 93480 | Deaths from causes considered preventable (SMR) | 2013-17 | 128 | 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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