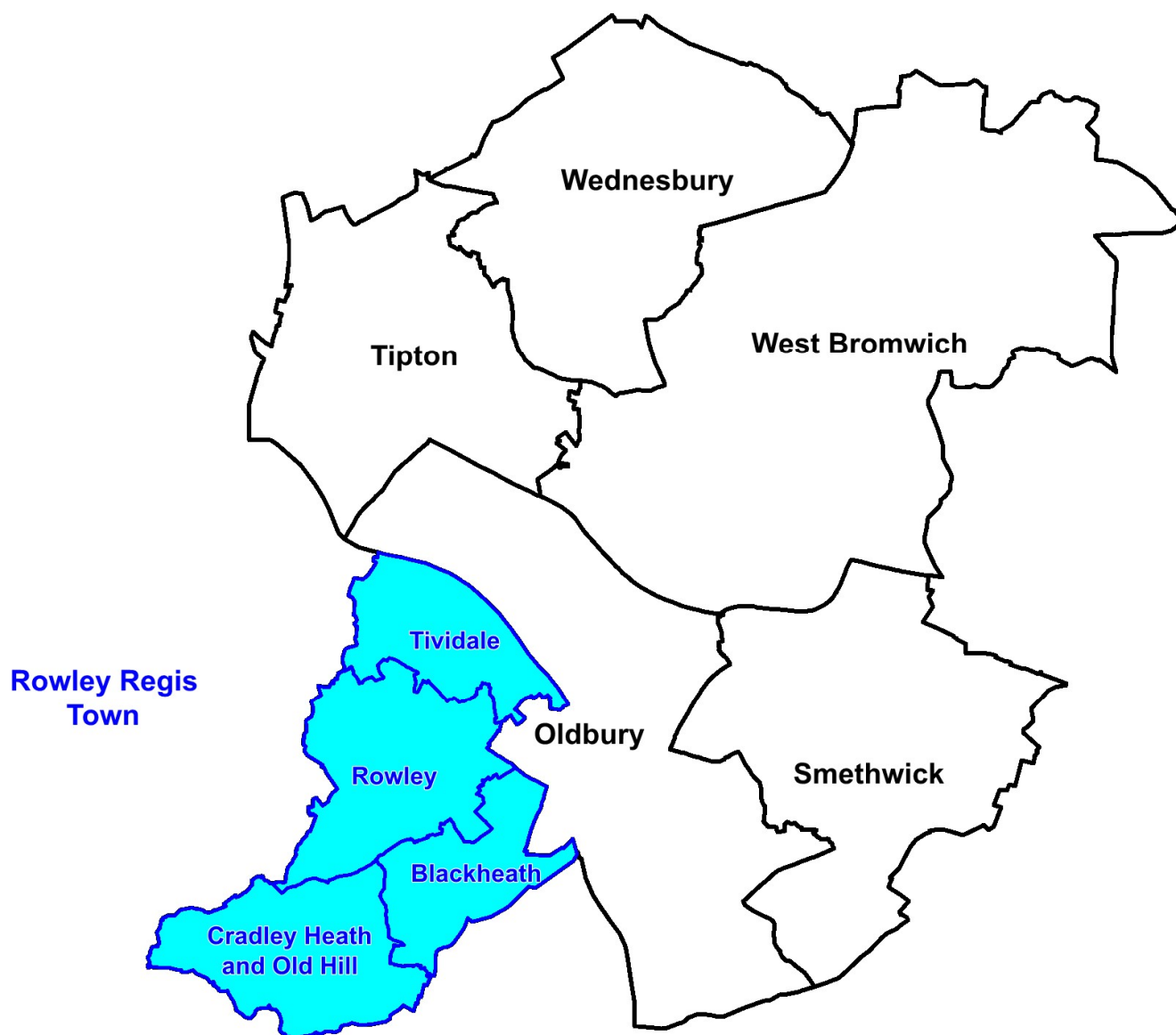


Rowley Regis Town Profile

Rowley Regis Within Sandwell

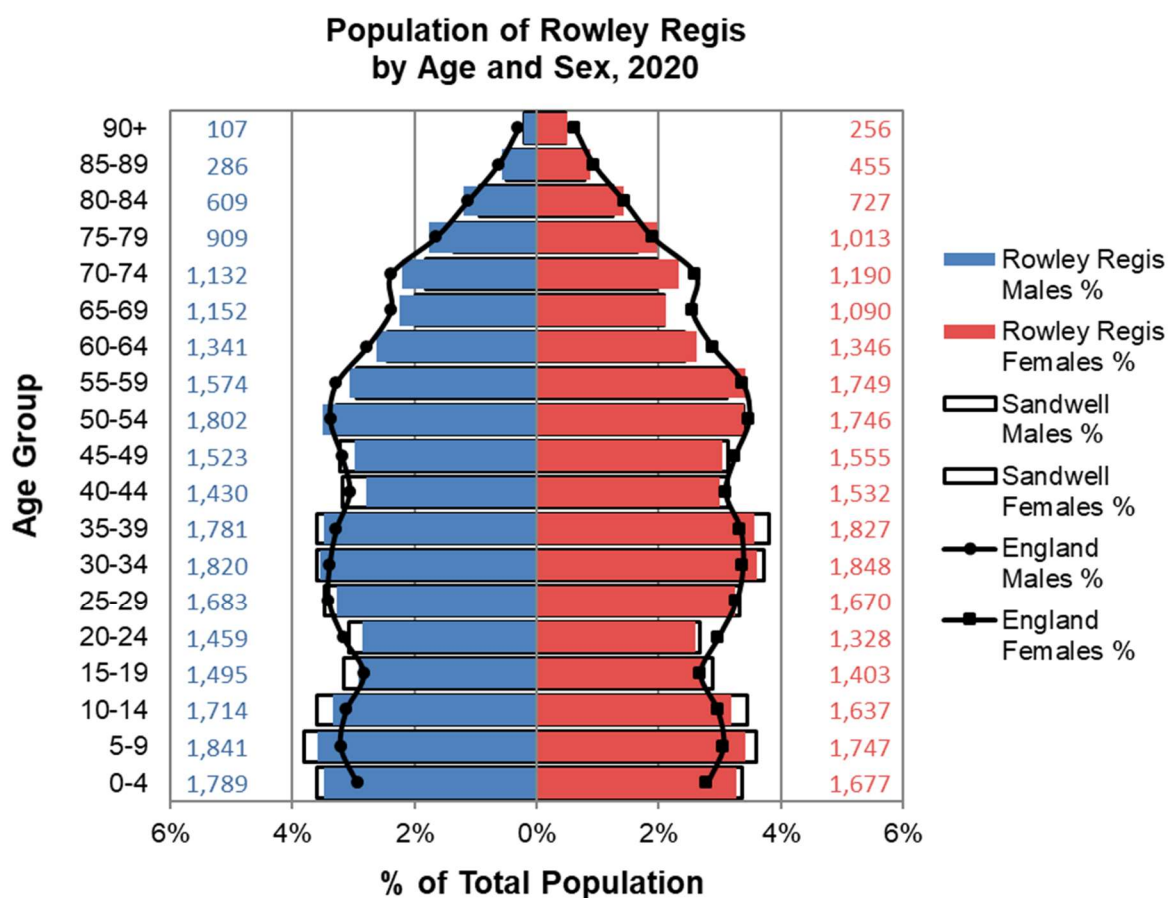
Rowley Regis is one of six towns in Sandwell. It is situated in the southwest of Sandwell and contains the wards of Blackheath, Cradley Heath and Old Hill, Rowley and Tividale. Rowley Regis borders Dudley to the South and West.



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Demographics

Age and Sex



Source: Office for National Statistics (ONS)

The population of Rowley Regis in mid-2020 was estimated to be 51,243 (males-25,447 (49.7%), females-25,796 (50.3%)).

Rowley Regis has a proportionally older age profile than Sandwell, but a younger age profile than England.

Ethnicity

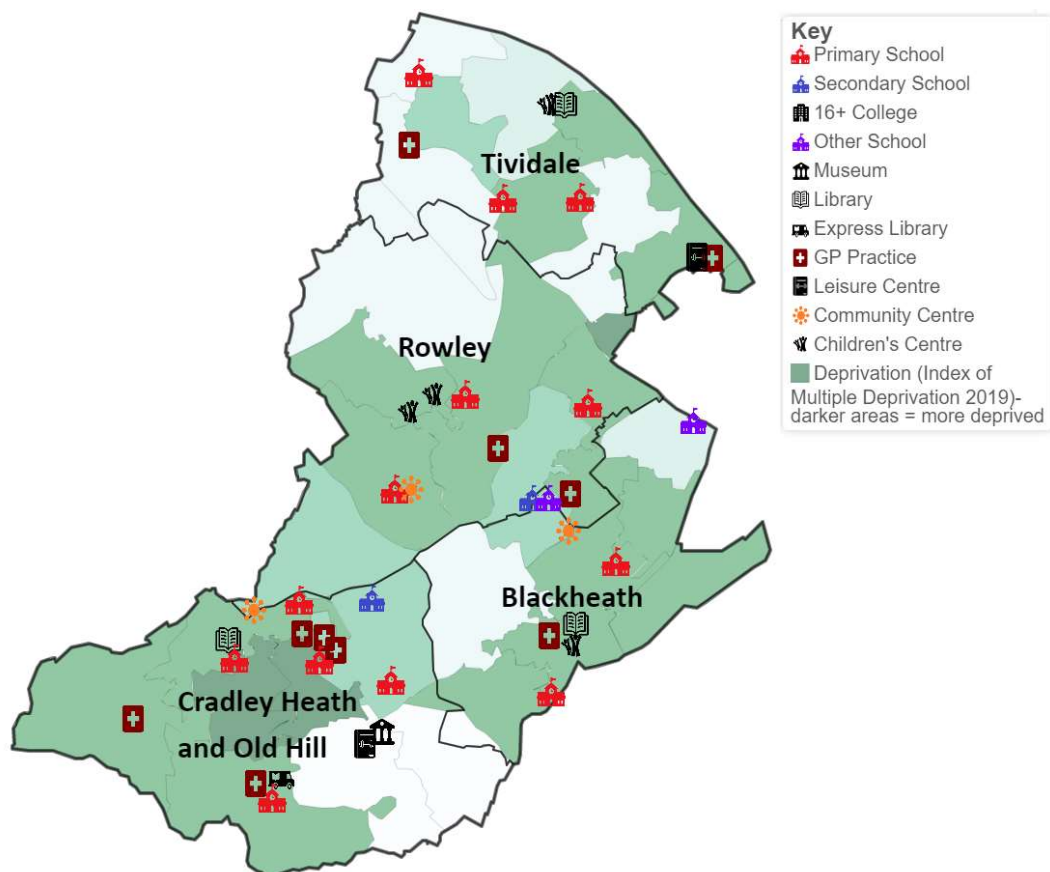
Area	White	Mixed/ multiple ethnic groups	Asian/ Asian British	Black/ African/ Caribbean/ Black British	Other Ethnic Group
Rowley Regis	87.5%	2.5%	6.8%	2.6%	0.6%
Sandwell	69.9%	3.3%	19.2%	6.0%	1.6%
England	85.4%	2.3%	7.8%	3.5%	1.0%

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 at spring 2020
(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

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 (IDAOP) 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

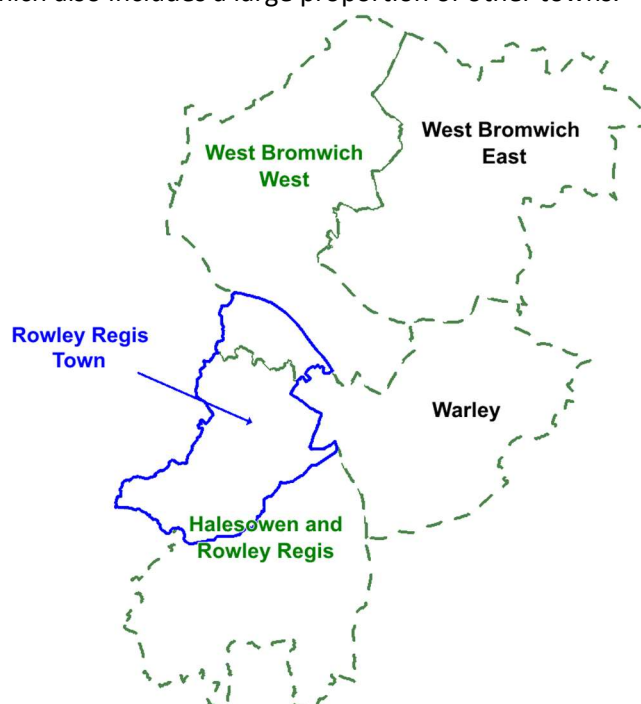
The table below gives a breakdown of the gambling premises licenses/permits in Rowley Regis at January 2021.

Gambling Premises Licenses/Permits*	Number
Gaming Machine Permits	4
Club Machine Permits	3
Adult Gaming Centre	3
Betting Premises Licences	6
Bingo Premises Licences	0
Casino Premises Licences	0
Track Betting Premises Licence	0
Unlicensed Family Entertainment Centre	1
Family Entertainment Centre	0
Total	17

*Data excludes automatic entitlements

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)	2020	£382.8 (Halesowen and Rowley Regis)	£365.70	£386.30	£402.90
	Living Costs	Fuel Poverty	% of households classed as being 'fuel poor' (using Low Income-High Costs model)	2018	10.6% (Rowley Regis Town)	12.0%	11.4%	10.3%
	Labour Market Inclusion	Unemployment	% of working age population not in employment but actively seeking and available to start work	2019	2.8%* (Halesowen & Rowley Regis)	5.3%	4.9%	4.0%
Prosperity	Output Growth	Wages/Earnings	Median gross weekly pay for full-time workers	2020	£536.6 (Halesowen and Rowley Regis)	£502.50	£551.70	£589.80
	Employment	People in employment	% of working age population in employment (employment rate)	2019	77.2% (Halesowen and Rowley Regis)	70.7%	73.9%	76.0%
	Human Capital	Intermediate & higher level skills	% working age population qualified at NVQ Level 2 and above	2019	63.4% (Halesowen and Rowley Regis)	55.8%	71.7%	75.7%

* Estimate unreliable since the group sample size is small (3-9).

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

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 not statistically significantly different to England

Data in Green Indicates the ward is statistically significantly higher than England

Life Expectancy at Birth, 2016 to 2020

Area	Life Expectancy (Years)	
	Female	Male
Blackheath	81.8	76.6
Cradley Heath and Old Hill	80.3	76.5
Rowley	85.6	78.2
Tividale	79.8	77.7
Sandwell	80.9	76.4
England	83.2	79.5

Source: The Office for Health Improvement and Disparities analysis of ONS death registration data and mid-year population estimates.

- Female life expectancy at birth in Rowley was statistically significantly higher than England's. In Blackheath it was similar to England's. In Cradley Heath and Old Hill and in Tividale it was statistically significantly lower than England's.
- Male life expectancy at birth in Rowley was similar to England's. In the other three wards it was statistically significantly lower than England's.

Healthy life expectancy at birth is only available for the 2009-13 period for wards.

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 were statistically significantly lower than England's in all four wards in Rowley Regis.
- The proportion of life spent in 'Good' health (healthy life expectancy for 2009 to 2013 divided by life expectancy for 2009 to 2013) was lower for both females and males in 2009 to 2013 in all four wards in Rowley Regis than for England.
- Healthy life expectancy for both females and males is lower than the present state pension age (66) for all four wards in Rowley Regis and in England and so people may not necessarily be healthy enough to work until the state pension age.

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 : Behavioural 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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