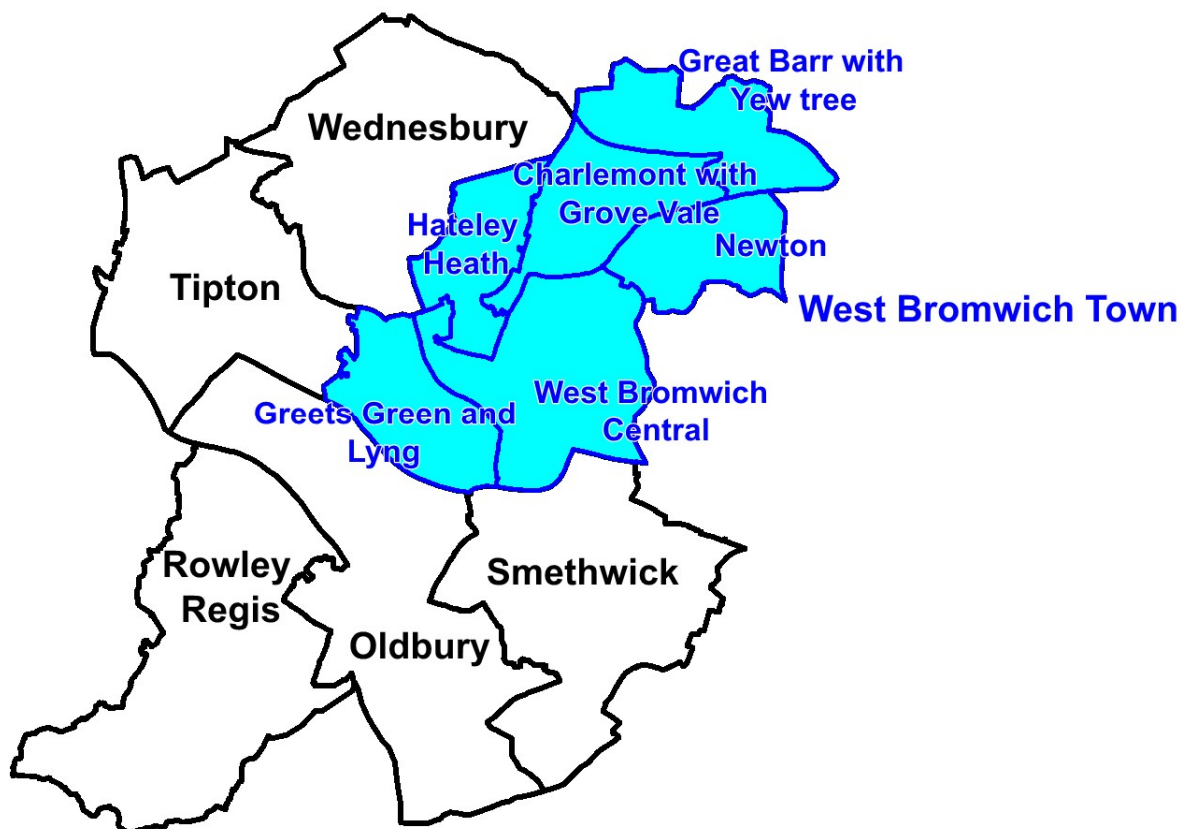


## West Bromwich Town Profile

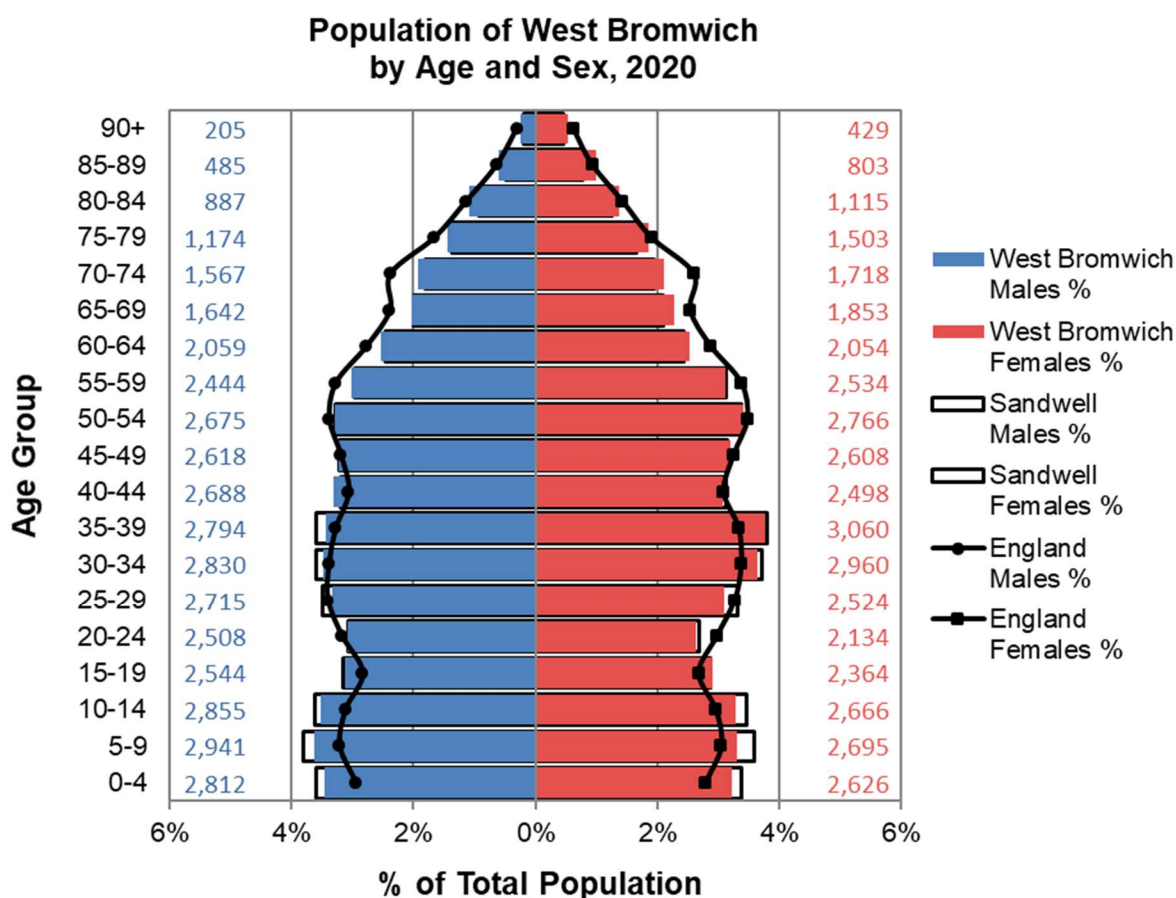
West Bromwich is one of six towns in Sandwell. It is situated in the northeast of Sandwell and contains the wards of Charlemont with Grove Vale, Great Barr with Yew Tree, Greets Green and Lyng, Hateley Heath, Newton and West Bromwich Central. West Bromwich borders Walsall to the North and Birmingham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



© Crown copyright and database rights 2021 Ordnance Survey Licence No 100032119

## Demographics

### Age and Sex



Source: Office for National Statistics (ONS)

The population of West Bromwich in mid-2020 was estimated to be 81,353 (males-40,443 (49.7%) females-40,910 (50.3%)).

West Bromwich has a proportionally older age profile than Sandwell, but a younger age profile than England.

### Ethnicity

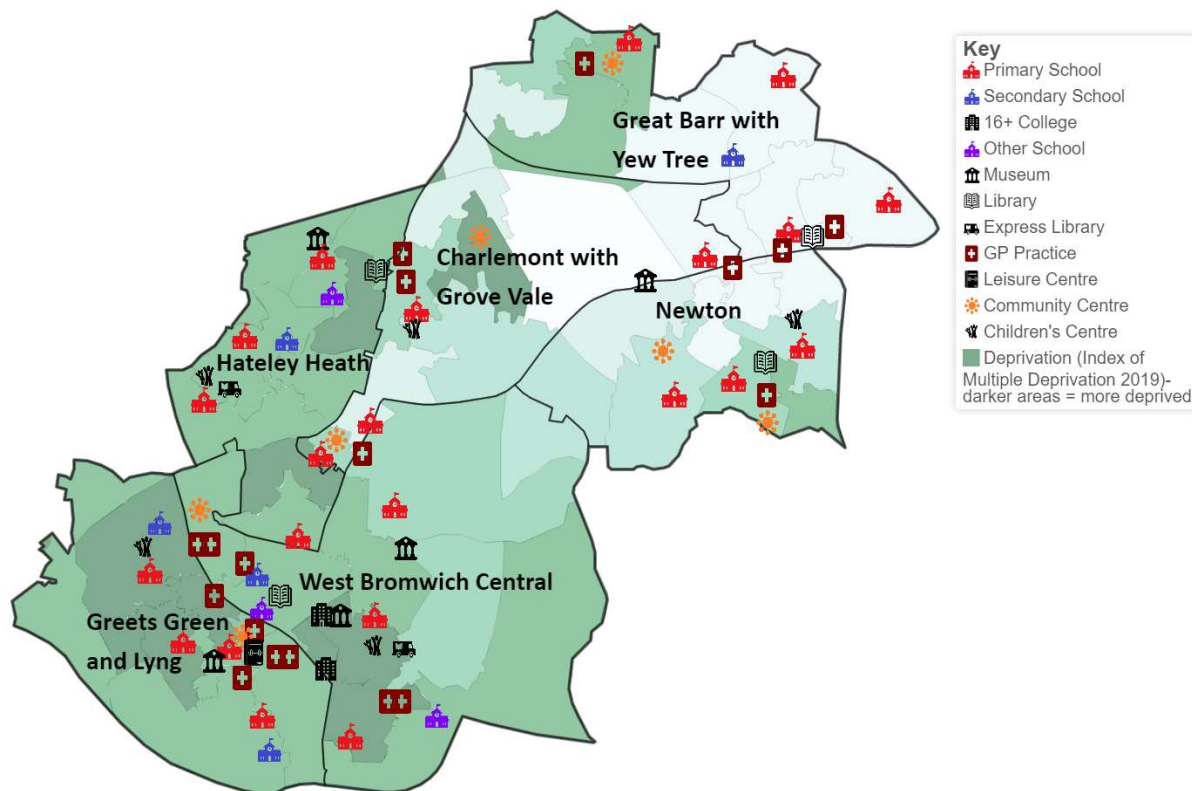
Area	White	Mixed/ multiple ethnic groups	Asian/ Asian British	Black/ African/ Caribbean/ Black British	Other Ethnic Group
West Bromwich	64.5%	3.4%	23.2%	6.9%	2.0%
Sandwell	69.9%	3.3%	19.2%	6.0%	1.6%
England	85.4%	2.3%	7.8%	3.5%	1.0%

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 at spring 2020 (some assets at the same postcode may not show as another asset may show on top of them)



© Crown copyright and database rights 2021 Ordnance Survey Licence No 100032119

**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.

- 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

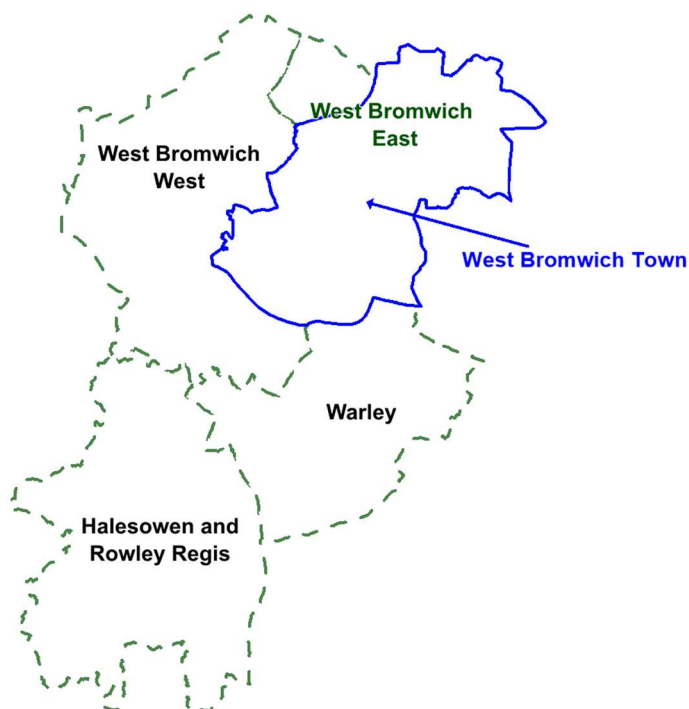
The table below gives a breakdown of the gambling premises licenses/permits in West Bromwich at January 2021.

Gambling Premises Licenses/Permits*	Number
Gaming Machine Permits	11
Club Machine Permits	5
Adult Gaming Centre	3
Betting Premises Licences	13
Bingo Premises Licences	1
Casino Premises Licences	1
Track Betting Premises Licence	0
Unlicensed Family Entertainment Centre	0
Family Entertainment Centre	0
<b>Total</b>	<b>34</b>

\*Data excludes automatic entitlements

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.



© Crown copyright and database rights 2021 Ordnance Survey Licence No 100032119

## 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	£357.20 (West Bromwich East)	£365.70	£386.30	£402.90
	Living Costs	Fuel Poverty	% of households classed as being 'fuel poor' (using Low Income-High Costs model)	2018	11.7% (West Bromwich 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	7.5% (West Bromwich East)	5.3%	4.9%	4.0%
Prosperity	Output Growth	Wages/Earnings	Median gross weekly pay for full-time workers	2020	£500.80 (West Bromwich East)	£502.50	£551.70	£589.80
	Employment	People in employment	% of working age population in employment (employment rate)	2019	65.4% (West Bromwich East)	70.7%	73.9%	76.0%
	Human Capital	Intermediate & higher level skills	% working age population qualified at NVQ Level 2 and above	2019	56.4% (West Bromwich East)	55.8%	71.7%	75.7%

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

**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 not statistically significantly different to England

### Life Expectancy at Birth, 2016 to 2020

Area	Life Expectancy (Years)	
	Female	Male
Charlemont with Grove Vale	83.7	79.9
Great Barr with Yew Tree	84.7	78.8
Greets Green and Lyng	79.7	74.5
Hateley Heath	79.0	75.5
Newton	83.7	78.7
West Bromwich Central	80.3	75.1
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 Charlemont with Grove Vale, Great Barr with Yew Tree and Newton was similar to England's. In the other three wards it was statistically significantly lower than England's.
- Male life expectancy at birth in Charlemont with Grove Vale, Great Barr with Yew Tree and Newton 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**

Area	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%
<b>England</b>	<b>64.8</b>	<b>63.5</b>	<b>78.1%</b>	<b>80.2%</b>

**Source: ONS**








































- Female healthy life expectancy was similar to England's in Newton ward but was statistically significantly lower in all the other five wards in West Bromwich.
- Male healthy life expectancy was similar to England's in Great Barr with Yew Tree but was statistically significantly lower in all the other five wards in West Bromwich.
- 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 all six wards in West Bromwich than for England.
- Healthy life expectancy was close for both females and males, but the proportion of life spent in "Good" health was higher for males because male life expectancy in 2009 to 2013 was lower than female life expectancy.
- Healthy life expectancy for both females and males was lower than the present state pension age (66) 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.



## 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
<b>Theme 1: Our Community</b>						
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	
<b>Theme 2 : Behavioural Risk Factors and Child Health</b>						
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	
<b>Theme 3: Disease and poor health</b>						
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	
<b>Theme 4: Life expectancy and causes of death</b>						
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](http://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.

Produced by Research Sandwell, Sandwell MBC Public Health, [Research\\_Sandwell@sandwell.gov.uk](mailto:Research_Sandwell@sandwell.gov.uk)