



Town Profile Summary – Oldbury Town

Focus points

Demography

- On most indicators is typical of Sandwell overall.
- Age breakdown is in line with the Sandwell average.
- Slightly lower population growth between 2011 and 2021 than overall in Sandwell.
- Oldbury town has a lower proportion of households where the household has the main language as English at 83.8% compared to the Sandwell average 80.8%. However, Oldbury ward has a lower average of 75.5%.

Economic

- Over 18% of households have been identified as being fuel poor in Oldbury Town compared to 13% for England and 21% for Sandwell.
- Oldbury has a lower proportion of families who have income deprivation, income deprivation affecting Children, and income deprivation affecting Older people, but is still significantly higher than the national average.
- Greatest proportion of residents who are economically active out of all six towns at 60.3%, slightly higher than Sandwell average of 58.4%.
- More owner-occupied households and fewer social rented households than Sandwell overall.

Health

- For men, life expectancy is slightly lower than the Sandwell average.
- COPD is the most common cause of emergency admissions.
- Slightly higher number of fast-food outlets per 10,000 population than the Sandwell average.
- Almost 45% of Year 6 children are estimated to be overweight or obese.
- 5.6% being economically inactive due to having a long-term illness or disability, which is lower than the Sandwell average of 5.8%.
- About 80% of residents said their health was good or very good, whilst 8.5 % said their illness limited their activities a lot.
- When asked about barriers to healthcare access, Oldbury residents were more likely than respondents from other towns to say that cultural differences were a barrier.
- Proportion of babies born with low birth weight is higher in Oldbury town, at 8.7%.
- There are proportionally more deliveries to teenage mothers in Oldbury (1.15%).

Environment

- In 2017, Oldbury town had 12.3 fast-food outlets per 10,000 residents compared with the Sandwell average of 11.5. Both the town and borough figures are higher than England (9.5).



- Oldbury residents were least likely than those of other towns to report feeling fairly or very unsafe after dark and were least likely to disagree that people in their local area pulled together to improve the local area.
- The 2022 Sandwell Resident & Wellbeing survey revealed that 21% of residents in Oldbury town have limited digital skills, which is higher when compared to Sandwell (19%). The survey also revealed that 8% of residents at town level don't have access to the internet which is slightly lower than the Sandwell figure (9%).

Social

- The antisocial behaviour that was most likely to be identified as a problem was people using or dealing drugs.
- Oldbury residents reported the lowest rates of feeling lonely 'often, always or some of the time' and the highest rates of having as much social contact as wanted/adequate social contact of all the towns.



Demography

Oldbury town is in the south of Sandwell, with a population of around 55,000 in 2021 (Census data), on most indicators it is average for Sandwell. Its population grew between 2011 and 2021 by 8.5% (Census data).

The age structure of Oldbury is very similar to that of Sandwell overall, which compared to England, has a greater proportion of children aged 14 years and under, a greater proportion of 35-39 year olds, and a smaller proportion of those aged 65 plus (Census data).

Oldbury is ethnically diverse, with the proportion of Asian and Asian British making up 24% of the town's population; and the proportion of other minority ethnic groups making up 17.6% of the population. 53% of the Oldbury population are White British and 5% are White Other (all Census data) which is higher than the Sandwell average of 52%. However, in Oldbury ward itself there is a lower proportion at 36.8%, with high proportions of Pakistani and Black Caribbean groups, being 13.9% compared to 6.5% across Sandwell and 5.6% compared to 3.8%, respectively.

It is estimated that over 1400 households have no one whose main language is English (Census data), as a town this is higher (at 83.8%) than the Sandwell average 80.8%. However, Oldbury ward itself, has a lower average of 75.5%.

Economic

In Oldbury town 50% of LSOA's are in the 20% most deprived in England (Sandwell, 60.2%) (English Indices of Deprivation 2019, DCLG), and over 18.1% of households have been identified as being fuel poor in Oldbury town compared to 13.2 % for England and 20.8% for Sandwell. (OHID (Local health 2020))

In Oldbury town 19.1% (Source: Fingertips) of households have income deprivation compared to 21.5% in Sandwell and 12.9% in England (Ministry of Housing and Local Government 2019). Income Deprivation Affecting Children (IDACI) is 24.2% for Oldbury town which is lower than Sandwell (26.3%) but higher than England 7.1% (Source: Fingertips). Income Deprivation Affecting Older People (IDAOP) is 23.4% for Oldbury town, 26% for Sandwell and 14.2% for England.

The percentage of housing which is owner-occupied is higher than the Sandwell average at 58.8% (Census data). Over 6% of households in Oldbury are thought to be overcrowded (Census data), while 1.7% lack central heating (Census data). Over 9% of households (1947 households) comprise a lone parent with dependent children (Census data) and around 12.1% of households (2623 households) comprise a lone pensioner (Census data).

39.7% of residents aged 16+ are economically inactive (Census data), with 5.6% having a long-term illness or disability, both of which are better than the Sandwell figures of 41.7% and 5.8% (Census data). Some 26.9% of residents aged 16 and over have no formal qualifications (including no GCSEs) which is the lowest in Sandwell, all wards being equal to or better than the Sandwell average of 28.9% (Census data).

There are 17 gambling premises licences or permits in Oldbury town and 115 across Sandwell, this equates to 3.09 and 3.36 per 10,000 residents (Sandwell Trading Standards, 2021).



Health

Life expectancy at birth in Oldbury town is on average 77.9 for males & 82 for females . This is lower than the England average for of 79.5 (males) & 83.2 (females), but higher than the Sandwell average (males 76.4 & 80.9 females) (OHID, mid-year population estimates, 2016-2020).

The rate of hospital admissions from Coronary Heart Disease (all ages) was significantly higher at town level (101.7 standardised admission ratio) than England (100), and the most common cause of emergency hospital admission in Oldbury was COPD (144.8) which was lower than Sandwell (157.3) (2016/17 to 2020/21 OHID, from ONS data, annual mortality extracts).

About 80% of residents said their health was good or very good, just over 9% of residents said their conditions or illnesses limited their abilities to carry out day to day activities a little; and 8.5% limited a lot. 9.2% of town residents provide unpaid care (4756 individuals) (all Census data).

Almost 44.5% of Year 6 children are estimated to be overweight or obese in Oldbury town which is line with the Sandwell average (45.2%) but higher when compared to England (35.8%) (NCMP 2019/2022). There appears to be a lower number of emergency admissions for injuries in children under 5 years old in Oldbury town (128.2 per 10,000) than Sandwell and England (133.44, 119.3 per 10,000 respectively) (2016/17 – 2020/21 data HES, ONS).

There are proportionally more deliveries to teenage mothers in Oldbury town (1.15%) than the England average (0.7%), and the rate is higher than Sandwell (1.07%) (2016/17 – 2020/21 OHID Fingertips). The proportion of babies born with low birth weight is higher in Oldbury Town, at 8.7% (2016 – 2020 data OHID Fingertips), than the England average of 6.8% (2019 [ONS link](#)) but slightly lower than Sandwell (8.9%).

Environment

In 2017, Oldbury town had 12.3 fast-food outlets per 10,000 residents compared with the Sandwell average (11.5). Both the town and authority figures are higher than England (9.5) (PHE).

The 2022 Sandwell Resident & Wellbeing survey revealed that 21% of residents in Oldbury town have limited digital skills, which is higher when compared to Sandwell (19%). The survey also revealed that 8% of residents at town level don't have access to the internet which is slightly lower than the Sandwell figure (9%).

Oldbury residents were least likely than those of other towns to report; feeling fairly or very unsafe after dark, were least likely to disagree that people in their local area pulled together to improve the local area, were least likely to say that rubbish or litter lying around, vandalism/graffiti, or people being drunk, or rowdy were problems.

Social

The antisocial behaviour that was most likely to be identified as a problem was people using or dealing drugs.

Oldbury residents reported the lowest rates of feeling lonely 'often, always or some of the time' and the highest rates of having as much social contact as wanted/adequate social contact of all the towns. When asked about barriers to healthcare access, Oldbury residents were more likely than respondents from other towns to say that cultural differences were a barrier. Respondents reported the highest rate of broadband at home (2022, Sandwell resident wellbeing and perception survey).