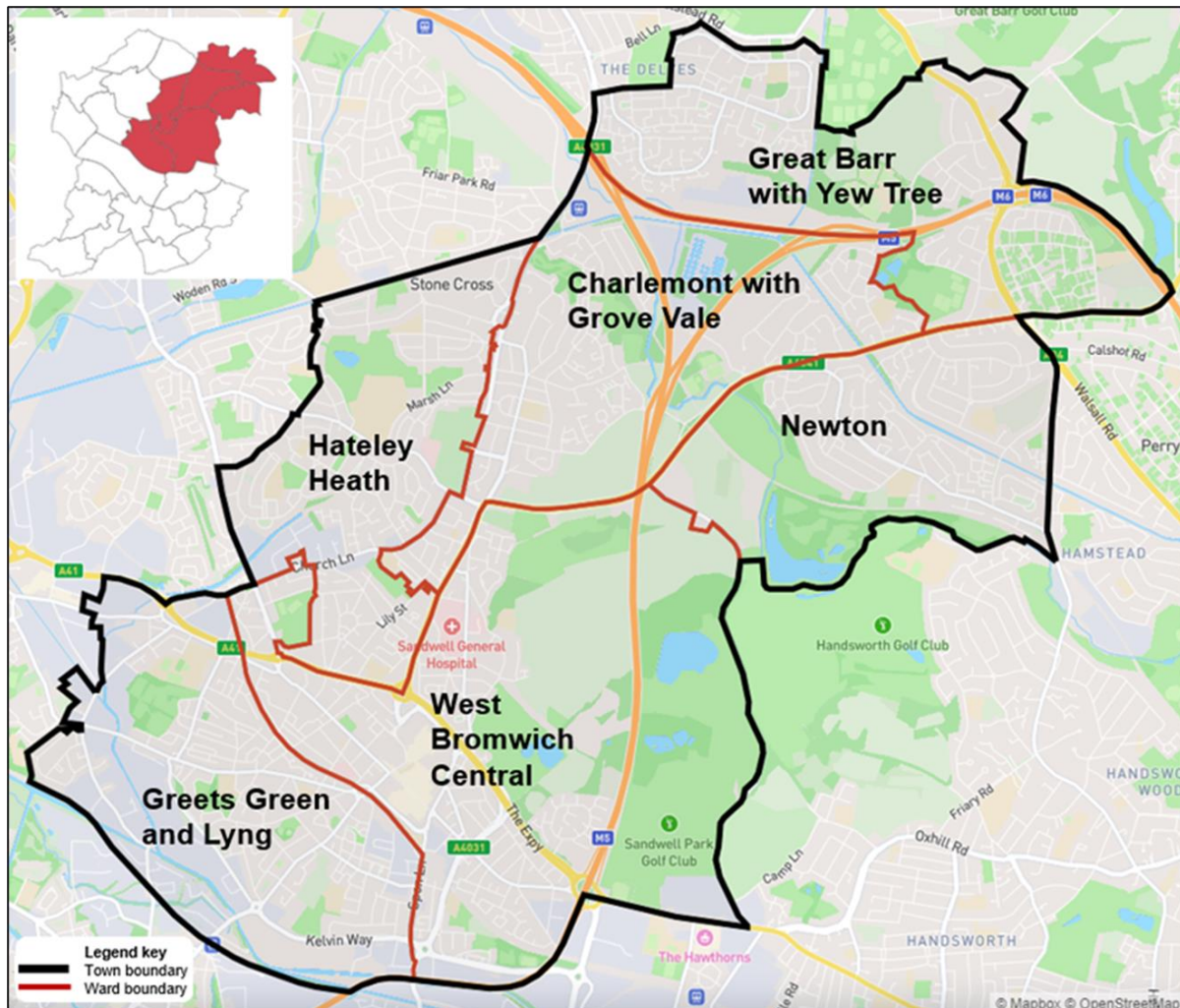


Town Profile:

West Bromwich

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, Greet's Green and Lyng, Hateley Heath, Newton and West Bromwich Central. West Bromwich borders Walsall to the North and Birmingham to the East.



Geographic Information:

Charlemont with Grove Vale, Great Barr with Yew Tree, Greet's Green and Lyng, Hateley Heath, Newton and West Bromwich Central wards are within West Bromwich town.

Area size: 25.19 square km

Population: (2021): 83,638 residents


Town density: 3,320 residents per sq. Km

1. Demographics


West Bromwich Population estimate, 2021

83,638

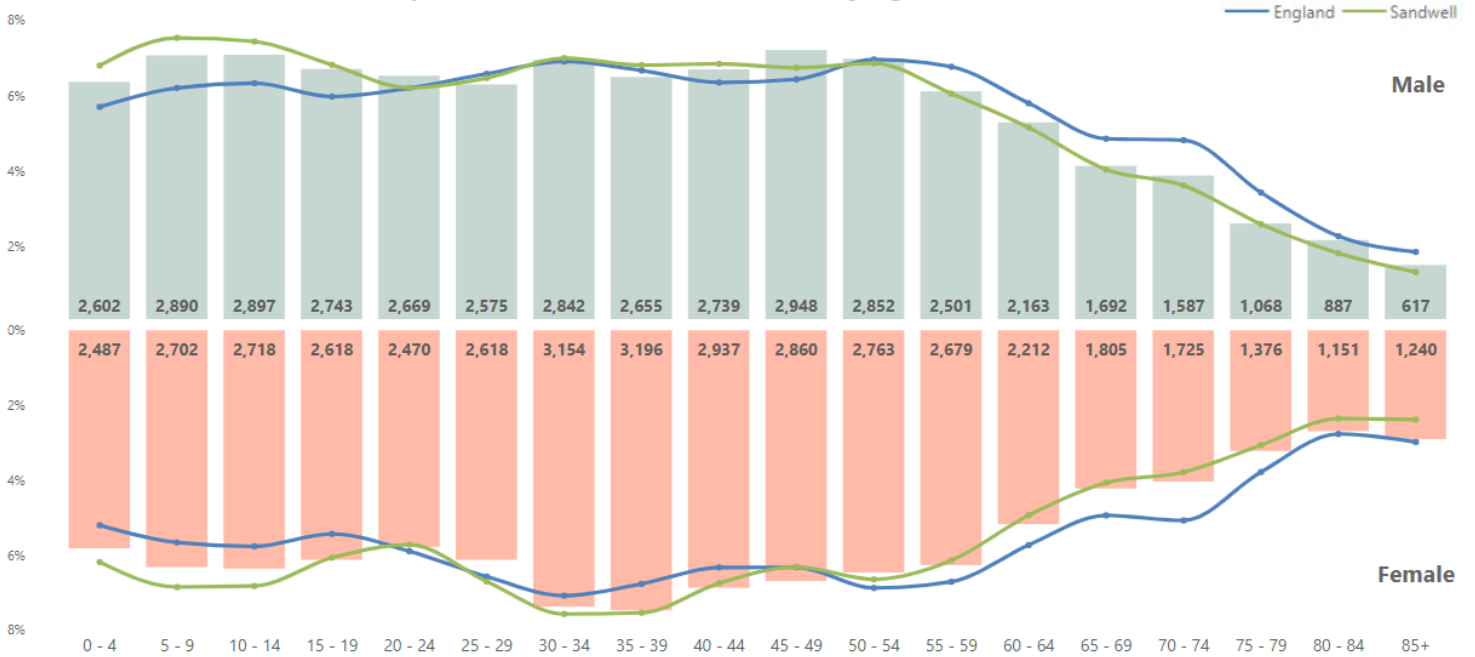
Male
48.9%
40,927



Female
51.1%
42,711



Population of West Bromwich Town by Age and Sex, 2021

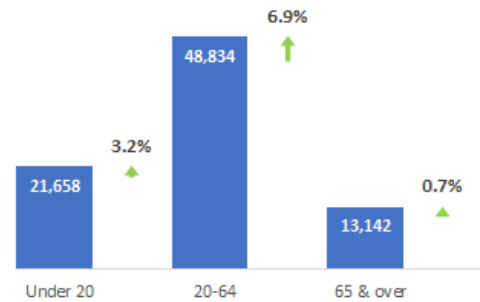


Source: Census 2021, ONS

Population Growth, 2021

	2011	2021	% Change
Charlemont with Grove Vale	11,964	12,710	6.2
Great Barr with Yew Tree	12,597	13,509	7.2
Greets Green and Lyng	11,769	14,723	25.1
Hateley Heath	14,227	15,120	6.3
Newton	11,558	12,146	5.1
West Bromwich Central	13,290	15,426	16.1
West Bromwich town	75,405	83,634	10.9
Sandwell	308,063	341,835	11

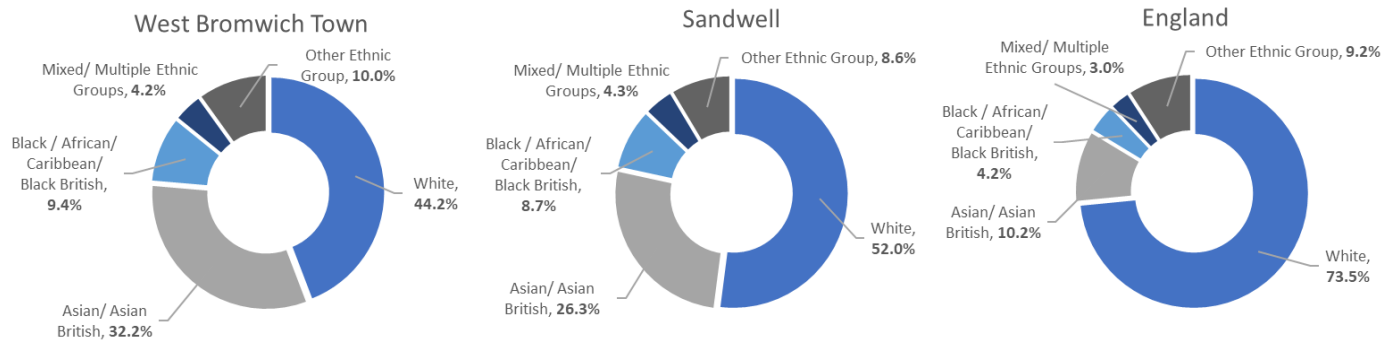
Population growth of West Bromwich town by age group



Source: Census 2021, ONS

The population of West Bromwich town grew by 11% between 2011 and 2021. Greets Green and Lyng ward had the largest percentage change of all the wards within West Bromwich town, growing by 25.1%. Looking at broad age groups, the 20-64 group in West Bromwich town had the largest increase, of 6.9% over the ten-year period.

Ethnicity, 2021



Source: Census 2021, ONS

56% of West Bromwich town's population are from ethnic minorities. This is higher than Sandwell (48%) and England (27%).

Economic Activity, 2021

Economically Active

57.3%



Sandwell: 58.3%

Charlemont with Grove Vale: 58.1%
Great Barr with Yew Tree: 61.0%
Greets Green and Lyng: 54.2%
Hateley Heath: 57.2%
Newton: 58.5%
West Bromwich Central: 55.4%

31.9% Full-time employed

Sandwell: 32.5%

Charlemont with Grove Vale: 32.9%
Great Barr with Yew Tree: 35.8%
Greets Green and Lyng: 28.1%
Hateley Heath: 31.3%
Newton: 34.4%
West Bromwich Central: 29.4%

4.4% Unemployed

Sandwell: 4.5%

Charlemont with Grove Vale: 3.9%
Great Barr with Yew Tree: 3.6%
Greets Green and Lyng: 5.0%
Hateley Heath: 4.7%
Newton: 3.3%
West Bromwich Central: 5.6%

Economically Inactive

42.7%



Sandwell: 41.7%

Charlemont with Grove Vale: 41.9%
Great Barr with Yew Tree: 39.0%
Greets Green and Lyng: 45.8%
Hateley Heath: 42.8%
Newton: 41.5%
West Bromwich Central: 44.6%

18.6% Retired

Sandwell: 17.4%

Charlemont with Grove Vale: 22.8%
Great Barr with Yew Tree: 19.9%
Greets Green and Lyng: 14.3%
Hateley Heath: 17.0%
Newton: 22.7%
West Bromwich Central: 16.1%

5.5% Long-term sick / Disabled

Sandwell: 5.8%

Charlemont with Grove Vale: 4.2%
Great Barr with Yew Tree: 4.5%
Greets Green and Lyng: 6.8%
Hateley Heath: 7.0%
Newton: 3.5%
West Bromwich Central: 6.3%

Unpaid Care, 2021

Residents providing unpaid care

9.3%



Sandwell: 9.3%

Charlemont with Grove Vale: 9.9%
Great Barr with Yew Tree: 9.9%
Greets Green and Lyng: 8.6%
Hateley Heath: 9.6%
Newton: 10.1%
West Bromwich Central: 7.9%

3.1% providing 50 hrs a week or more

Sandwell: 3.2%

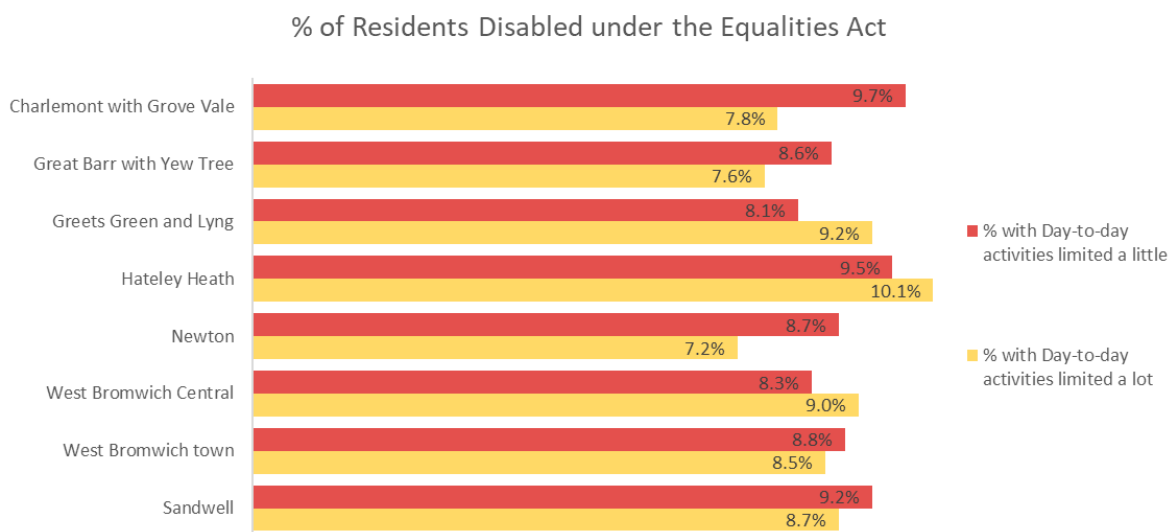
Charlemont with Grove Vale: 3.1%
Great Barr with Yew Tree: 3.3%
Greets Green and Lyng: 3.1%
Hateley Heath: 3.6%
Newton: 2.9%
West Bromwich Central: 2.6%

Source: Census 2021, ONS

The number of full-time employees in West Bromwich town is slightly lower than Sandwell. West Bromwich Central ward has the highest unemployment at 5.6% with Newton the lowest at 3.3%. Charlemont with Grove Vale has the highest percentage of retired residents (22.8%) compared to 17.4% across Sandwell.

9.3% of residents in West Bromwich town provide unpaid care. Charlemont with Grove Vale (9.9%) and Great Barr with Yew Tree (9.9%) have the highest percentage providing unpaid care.

Long term illness/Disability, 2021



Source: Census 2021, ONS

% of Residents Long-Term Sick / Disabled *

22.2%

- Sandwell: 22.8%
- Charlemont with Grove Vale: 22.9%
- Great Barr with Yew Tree: 21.4%
- Greets Green and Lyng: 21.0%
- Hateley Heath: 24.1%
- Newton: 21.5%
- West Bromwich Central: 22.0%



% of households where no resident speaks English as a main language

10.4%

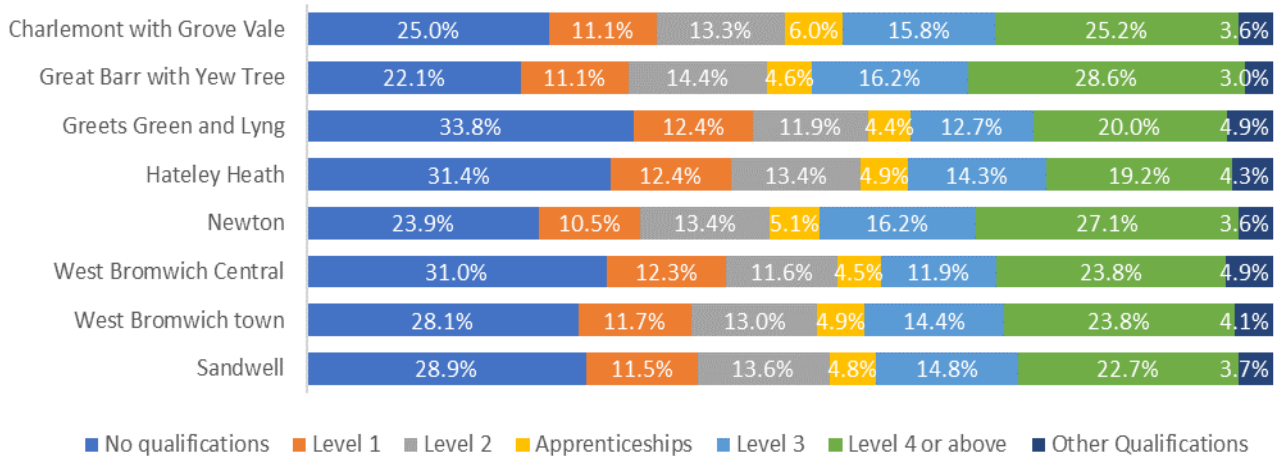
- Sandwell: 8.6%
- Charlemont with Grove Vale: 6.6%
- Great Barr with Yew Tree: 4.5%
- Greets Green and Lyng: 15.7%
- Hateley Heath: 9.6%
- Newton: 6.1%
- West Bromwich Central: 18.3%



Source: Census 2021, ONS

* This includes people disabled under the equality act and people with long term conditions with no limits on day-to-day activities (not disabled under equality act)

Highest Level of Qualification, 2021



Source: Census 2021, ONS

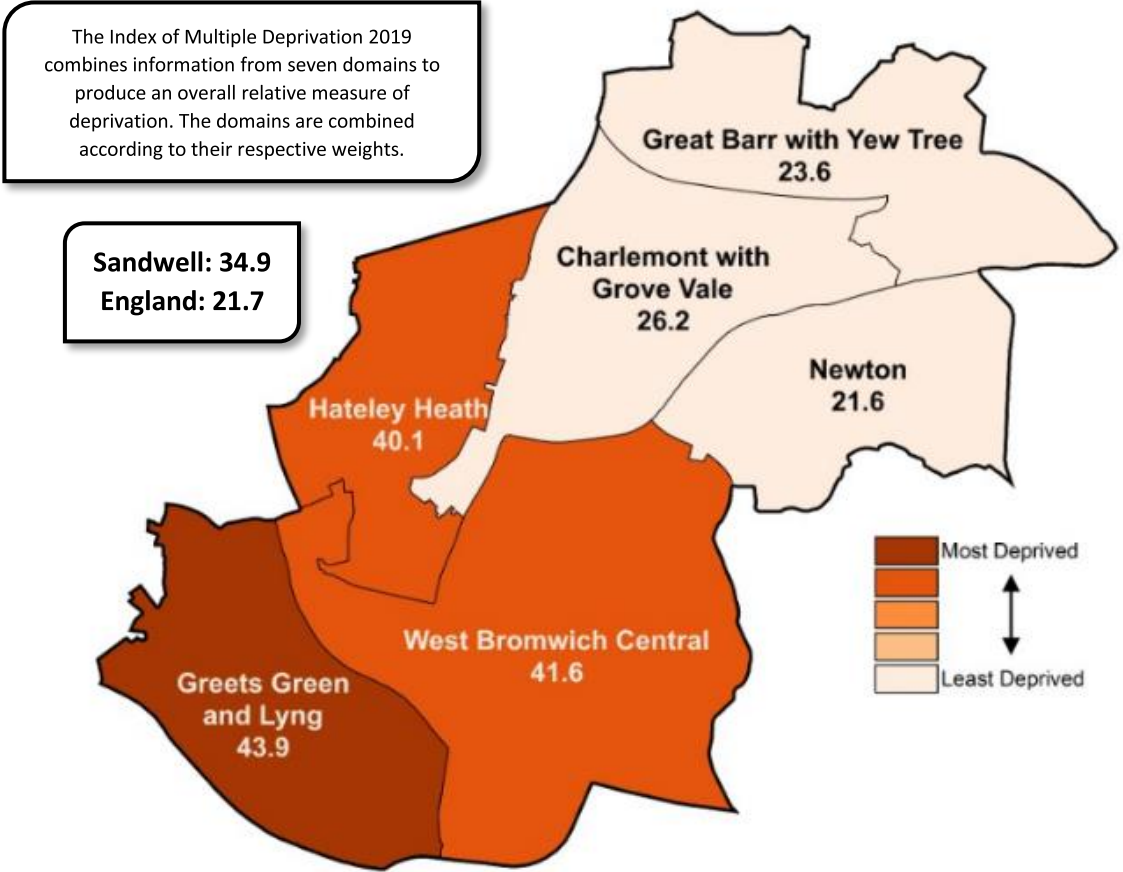
The percentage of residents who are disabled under the Equalities Act is in line with Sandwell, at 18%. The percentage of residents who are long-term sick or disabled is slightly lower than Sandwell at 22.2%.

The percentage of residents with no qualifications in West Bromwich town (28%) is in line with Sandwell. Newton and Great Barr with Yew Tree have the highest percentage of residents with a level 4 qualification or above, 27% & 29% respectively, which is higher than Sandwell (23%).

10.4% of households in West Bromwich town have no residents who speak English as a main language, compared to 9% in Sandwell. This is particularly high in Greet Green and Lyng (16%) and West Bromwich Central (18%).

2. Deprivation

Index of Multiple Deprivation (IMD) Score, 2019



Source: Ministry of Housing, Communities & Local Government, 2019

In England, the lower layer super output areas (LSOA*) are ranked into 10 deciles for Deprivation.

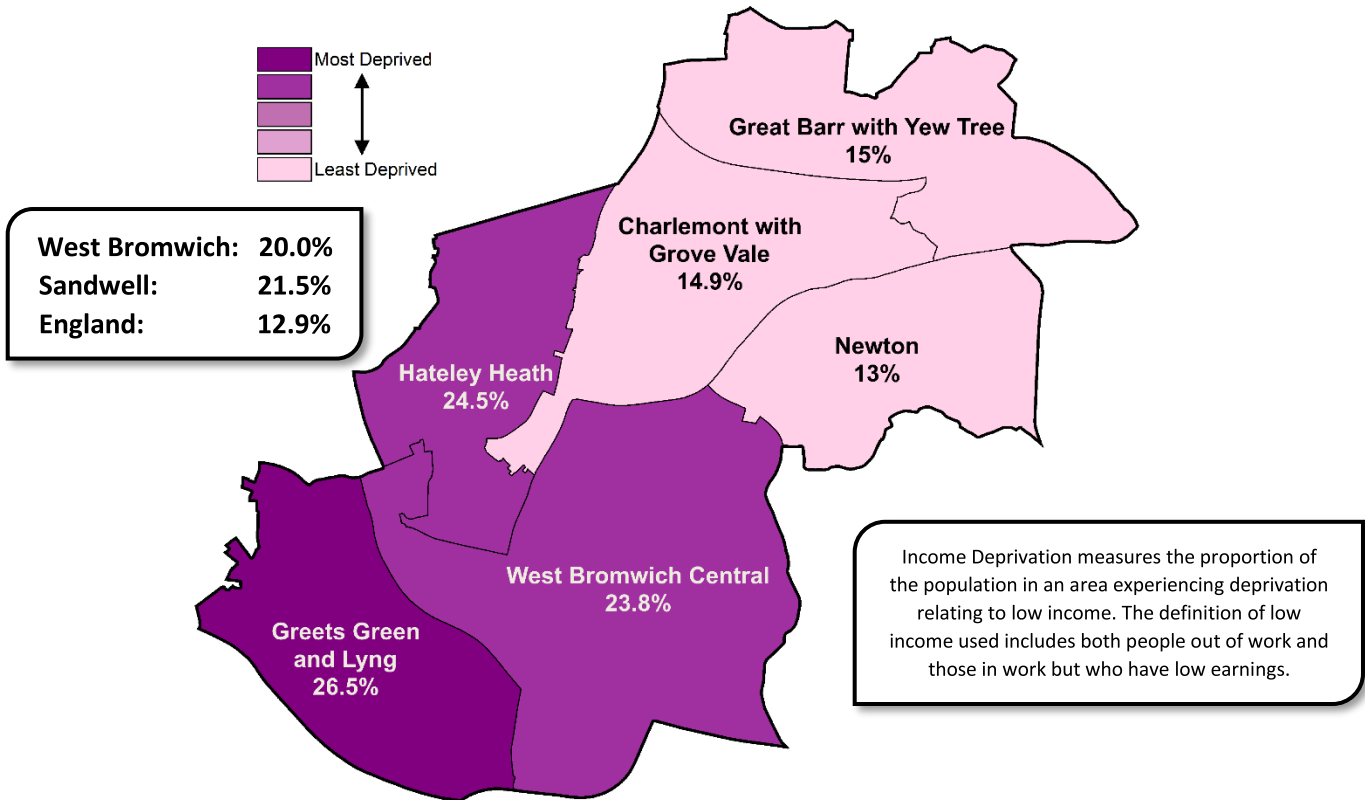
- 56% of the LSOAs in West Bromwich town are in the top 20% most deprived LSOAs in England (Sandwell, 60%)

West Bromwich towns average Income Deprivation Affecting Children Index (IDACI) and Income Deprivation Affecting Older People Index (IDAOP) Scores are in the 25% and 23% most deprived deciles areas in England respectively.

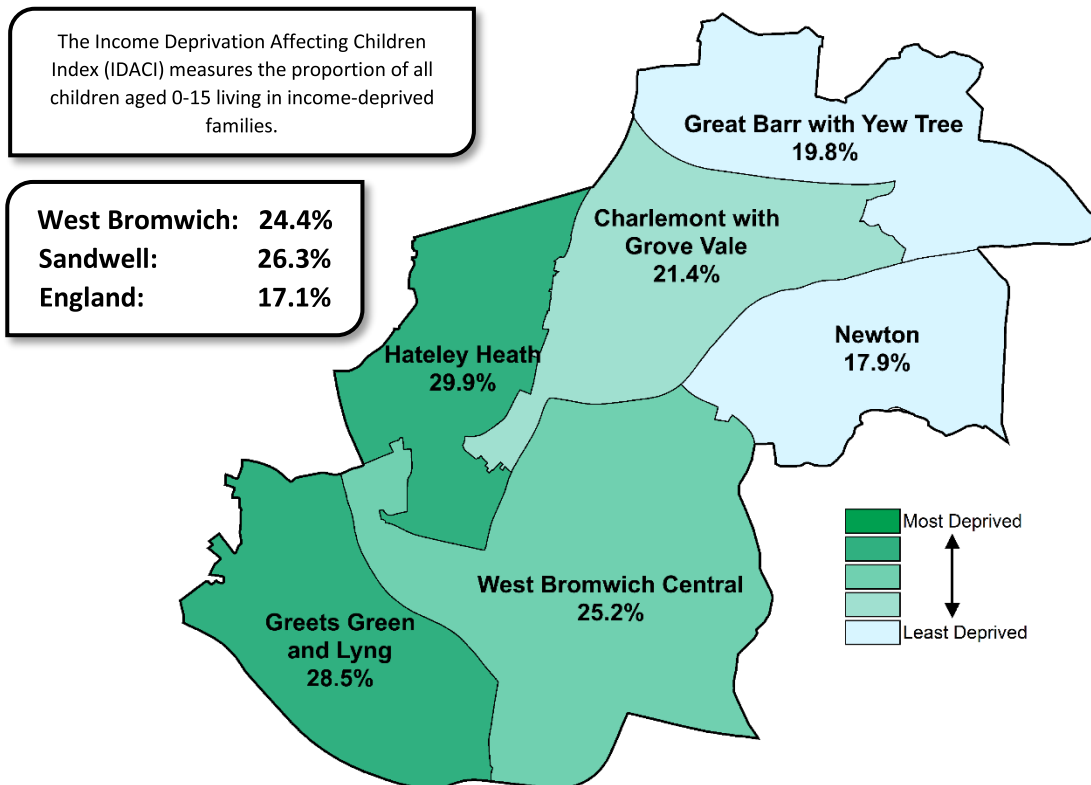
On average West Bromwich town is less deprived than Sandwell but more deprived than England and its deprivation score puts it in the 23% most deprived areas in England.

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

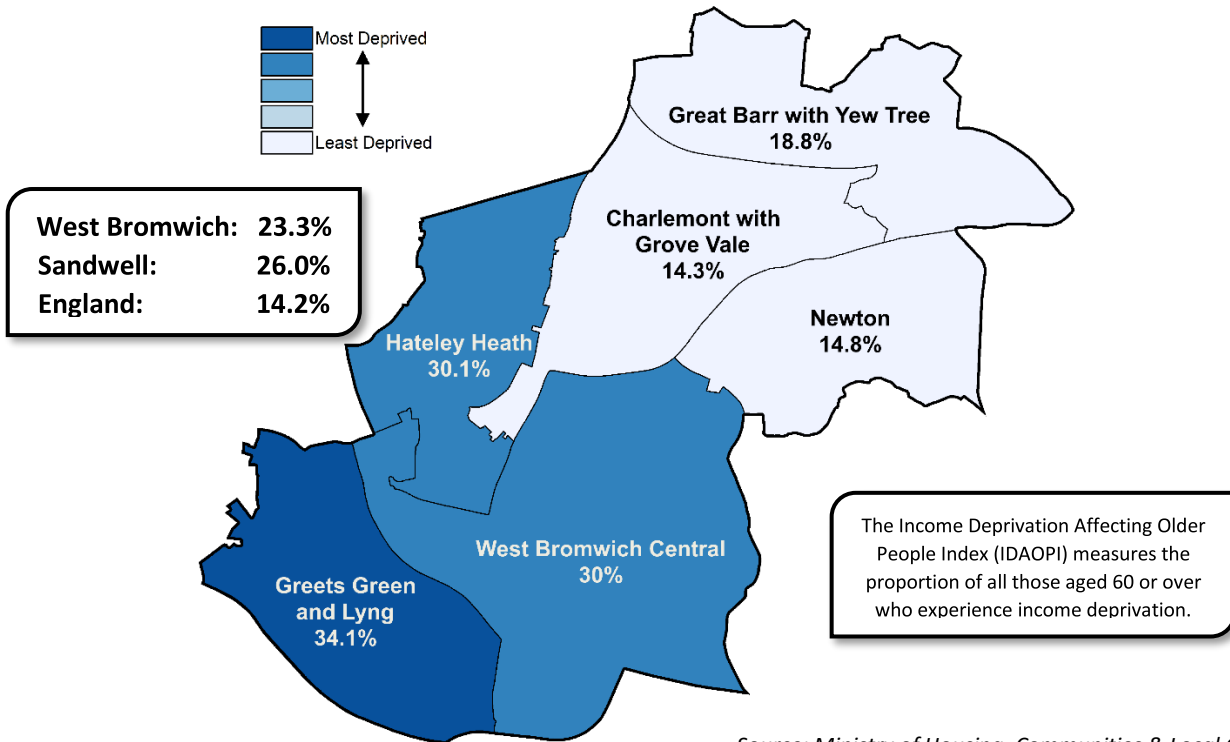
Income Deprivation, 2019



Income Deprivation Affecting Children Index, 2019

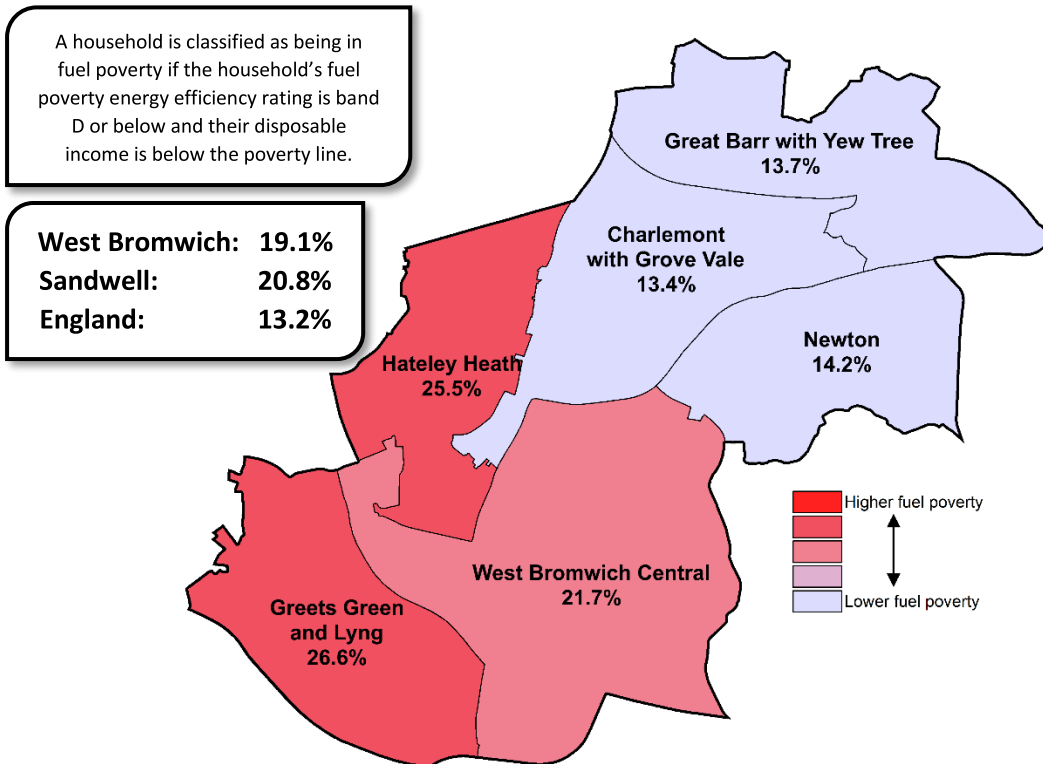


Income Deprivation Affecting Older People Index, 2019



Source: Ministry of Housing, Communities & Local Government, 2019

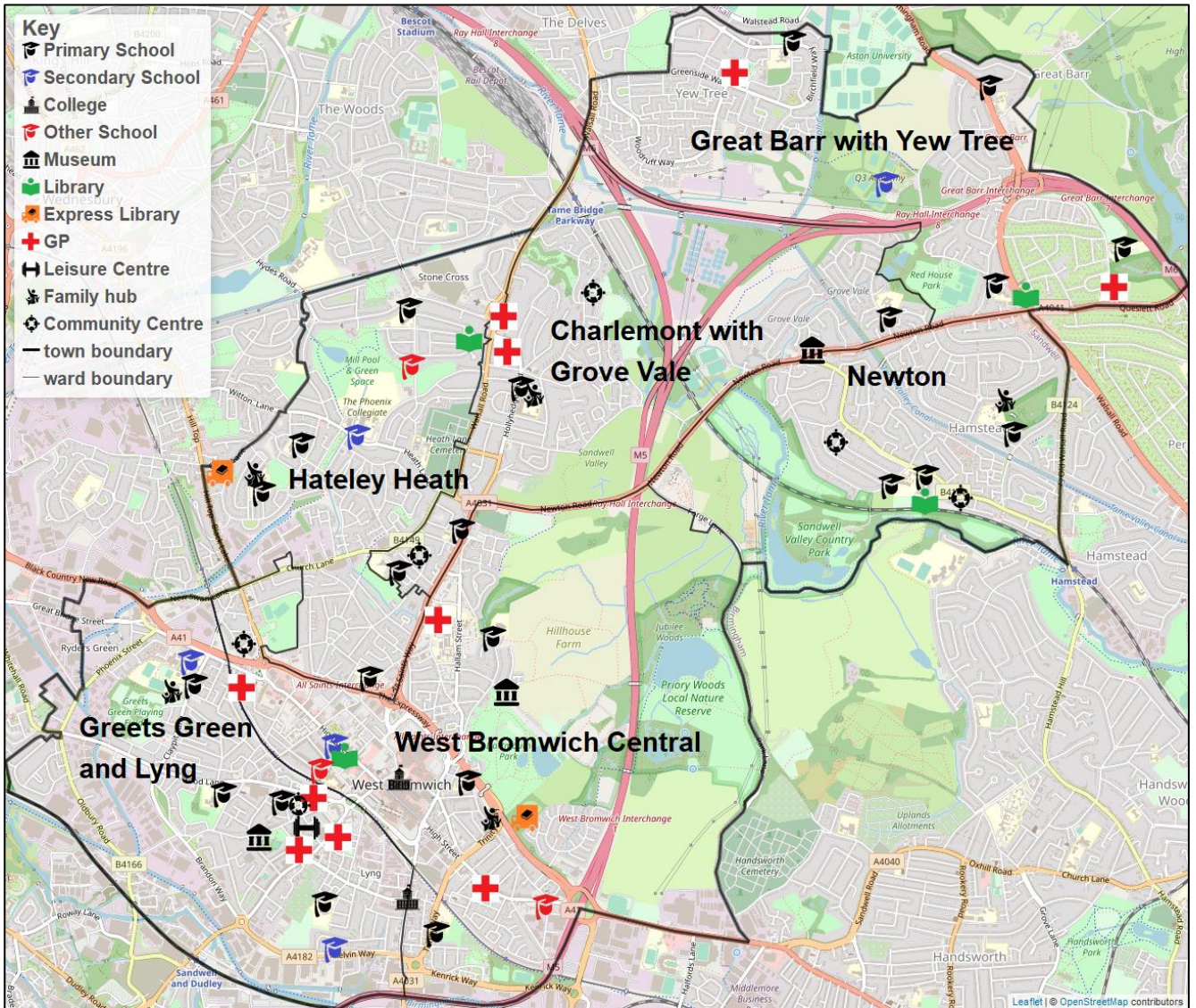
Fuel Poverty, 2020



Source: Department for Business, Energy & Industrial Strategy, 2020

3. Asset Map

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



4. Housing

Tenure, 2021

	Owner-occupied	Social rented	Private rented	Shared Ownership
Charlemont with Grove Vale	64.5%	18.8%	16.0%	0.4%
Great Barr with Yew Tree	66.4%	17.3%	15.7%	0.5%
Greets Green and Lyng	43.8%	35.5%	19.2%	1.0%
Hateley Heath	48.2%	34.0%	17.1%	0.1%
Newton	71.1%	13.2%	15.4%	0.0%
West Bromwich Central	41.2%	33.8%	23.3%	0.5%
West Bromwich Town	55.2%	25.9%	18.0%	0.4%
Sandwell	53.7%	26.6%	18.6%	0.5%

Source: Census 2021, ONS

Households lacking central heating

1.9%

Sandwell: 1.8%

Charlemont with Grove Vale: 2.1%

Great Barr with Yew Tree: 1.7%

Greets Green and Lyng: 2.0%

Hateley Heath: 1.7%

Newton: 1.9%

West Bromwich Central: 2.2%



Overcrowded households

8.3%

Sandwell: 8.2%

Charlemont with Grove Vale: 5.4%

Great Barr with Yew Tree: 5.0%

Greets Green and Lyng: 12.6%

Hateley Heath: 8.5%

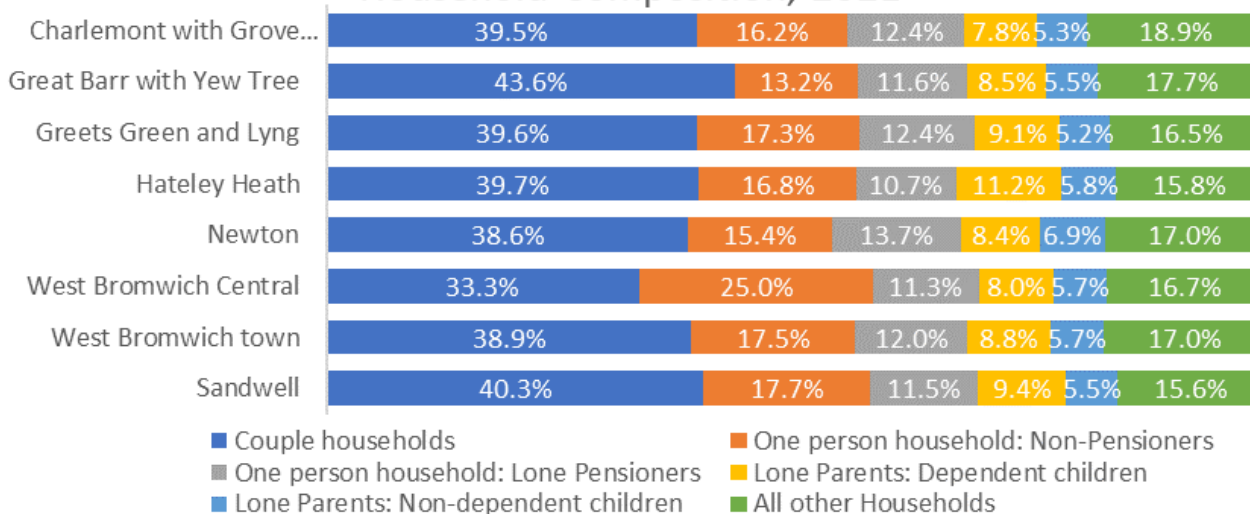
Newton: 5.0%

West Bromwich Central: 12.3%



Source: Census 2021, ONS

Household Composition, 2021



Source: Census 2021, ONS

The majority of housing in West Bromwich town is owner-occupied (55%). Greets Green and Lyng has the highest proportion of people in social renting (36%) and this is higher than Sandwell (27%). The lowest figure is Newton at 13%. Private renting at town level is in line with Sandwell (19%). Overcrowding at town level is generally in line with the Sandwell figure (8%). However, Greets Green & Lyng and West Bromwich Central (13%) are the highest for overcrowding.

Household composition within West Bromwich town is mostly in line with Sandwell, with a higher percentage of one person households in West Bromwich Central (25%) compared to town level (18%).

5. Life Expectancy

Life Expectancy at Birth, 2016 to 2020

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 not statistically significantly different to England

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	75.5
Newton	83.7	78.7
West Bromwich Central	80.3	75.1
West Bromwich Town	81.9	77.1
Sandwell	80.9	76.4
England	83.2	79.5

Source: Office for Health Improvement & Disparities, 2016 – 2020

Life expectancy of West
Bromwich Males

77



Life expectancy of West
Bromwich Females

82



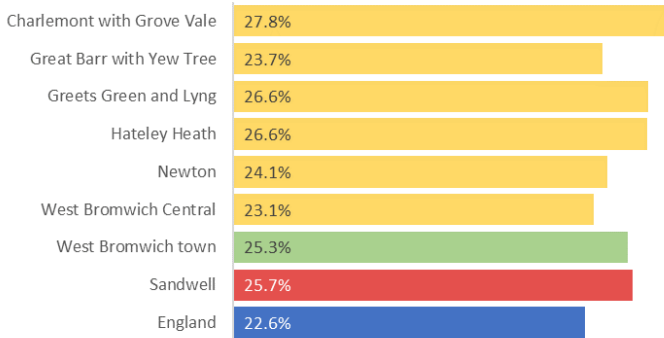
Female life expectancy at birth in Greets Green and Lyng, Hateley Heath and West Bromwich Central was statistically significantly lower than England's.

Male life expectancy at birth in Greets Green and Lyng, Hateley Heath and West Bromwich Central was lower than the England figure.

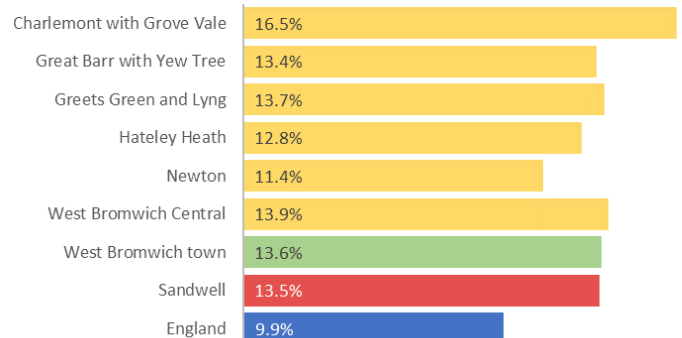
6. Health and Wider Indicators

Overweight/Obesity in Children

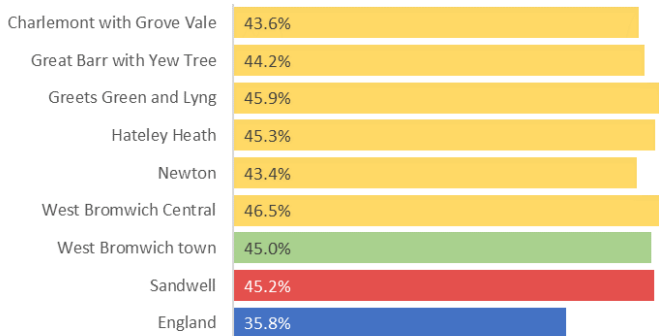
Prevalence of overweight (including obesity) at Reception, 3-year period 2019/20 - 2021/22



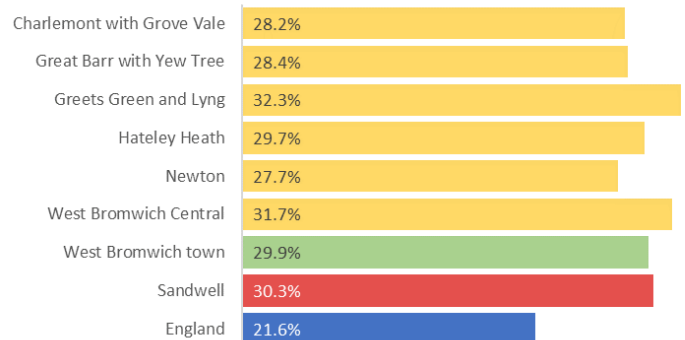
Prevalence of obesity (including severe obesity) at Reception, 3-year period 2019/20 - 2021/22



Prevalence of overweight (including obesity) at Year 6, 3-year period 2019/20 - 2021/22



Prevalence of obesity (including severe obesity) at Year 6, 3-year period 2019/20 - 2021/22



Source: Office for Health Improvement & Disparities, 2019/20 – 2021/22

Fast food outlets

11.3

per 10,000 population

Sandwell: 11.5
England: 9.5



Emergency admissions for injuries in children under 5 years old*

136.9

Charlemont with Grove Vale: 152.9
Great Barr with Yew Tree: 128.3
Greets Green and Lyng: 126.6
Hateley Heath: 133.9
Newton: 121.5
West Bromwich Central: 156.1

Sandwell: 133.4
England: 119.3



Low birth weight 8.9%

Charlemont with Grove Vale: 8%
Great Barr with Yew Tree: 8.5%
Greets Green and Lyng: 8.9%
Hateley Heath: 8.7%
Newton: 8.1%
West Bromwich Central: 10.4%

Sandwell: 8.9%
England: 6.8%



*Crude rate per 10,000, (2016/17 – 2020/21)

Source: Office for Health Improvement & Disparities, 2016/17 – 2020/21

Deliveries to teenage mothers

1.03%

Sandwell: 1.07%
England: 0.67%



Source: OHID, 2016/17 – 2020/21

The prevalence of overweight (including obesity) at Year 6 is higher in West Bromwich town (45%) than England (36%). The rate of emergency admissions for injuries in children under 5 years old is higher in West Bromwich (136.9) than England (119.3) and is slightly higher than Sandwell (133.4). West Bromwich Central ward is particularly high with a rate of 156.1.

Deliveries to teenage mothers were similar in West Bromwich town (1.03%) to Sandwell (1.07%). Low birth weight is in line with Sandwell (9%), however West Bromwich Central was higher than the other wards, with 10%.

Incidence of breast cancer & lung cancer, standardised incidence ratio, 5-year period 2015-19

Data in red indicates the ward is higher than England

Data in green indicates the ward is lower than England

Area	Breast cancer	Lung cancer
Charlemont with Grove Vale	109.0	110.7
Great Barr with Yew Tree	90.8	89.4
Greets Green and Lyng	72.5	106.9
Hateley Heath	83.2	124.2
Newton	78.0	81.7
West Bromwich Central	92.7	118.6
West Bromwich town	88.0	105.0
Sandwell	92.2	115
England	100	100

Source: Office for Health Improvement & Disparities, 2015-19

Hospital Admissions Data, 2016/17 – 2020/21

Data in red indicates the ward is higher than England

Data in green indicates the ward is lower than England

Area	Emergency Hospital Admissions, standardised admission ratio				Hospital admissions for alcohol attributable conditions
	Heart Attack	Coronary Heart Disease	COPD	Stroke	
Charlemont with Grove Vale	79.8	81.3	92.6	91.3	100.8
Great Barr with Yew Tree	120.7	116.4	97.5	96.5	92.7
Greets Green and Lyng	133.0	139.9	215.8	110.6	129.1
Hateley Heath	88.9	93.9	207.2	112.2	127.3
Newton	74.8	79.3	58.5	71.3	80.6
West Bromwich Central	124.0	112.2	130.6	103.0	132.1
West Bromwich town	103.5	103.8	133.7	97.5	110.6
Sandwell	113.9	112.9	157.3	105.4	113.5
England	100	100	100	100	100

Source: Office for Health Improvement & Disparities, 2016/17 – 2020/21

Deaths from Circulatory Disease, under 75 years old*

153.6

Charlemont with Grove Vale: 112.8 **Sandwell: 148.5**
 Great Barr with Yew Tree: 102.6 **England: 100**
 Greets Green and Lyng: 265.0
 Hateley Heath: 133.5
 Newton: 143.2
 West Bromwich Central: 182.3



*Standardised Mortality Ratio, 2016 – 2020

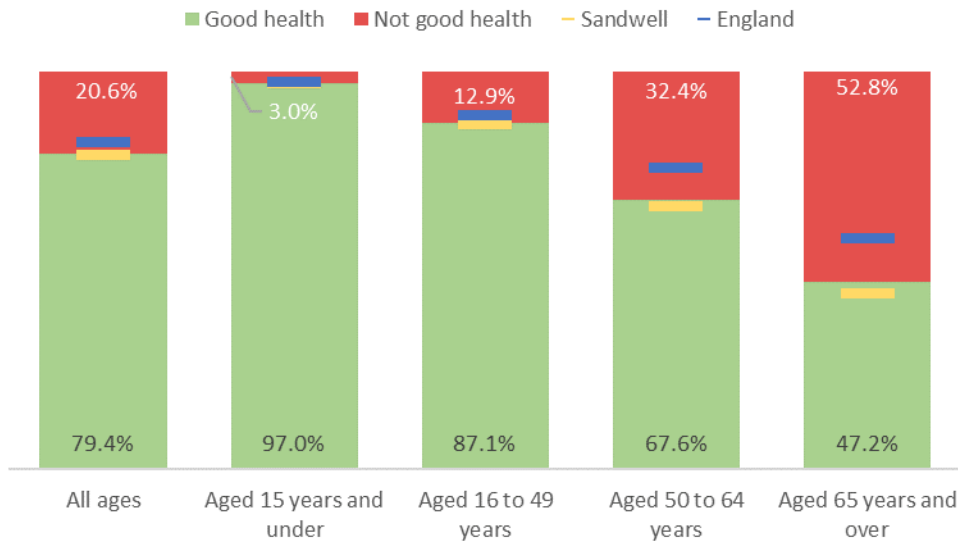
Source: OHID, 2016 – 2020

Incidence of lung cancer in West Bromwich is higher than England but lower than Sandwell. Breast cancer is much lower, however is higher in Charlemont with Grove Vale than England.

Emergency hospital admissions for heart attack are lower in West Bromwich town (SAR 103.5) than Sandwell (113.9). This is significantly higher in Greets Green and Lyng (133). Emergency admissions for COPD are lower at town level (133.7) compared to Sandwell (157.3).

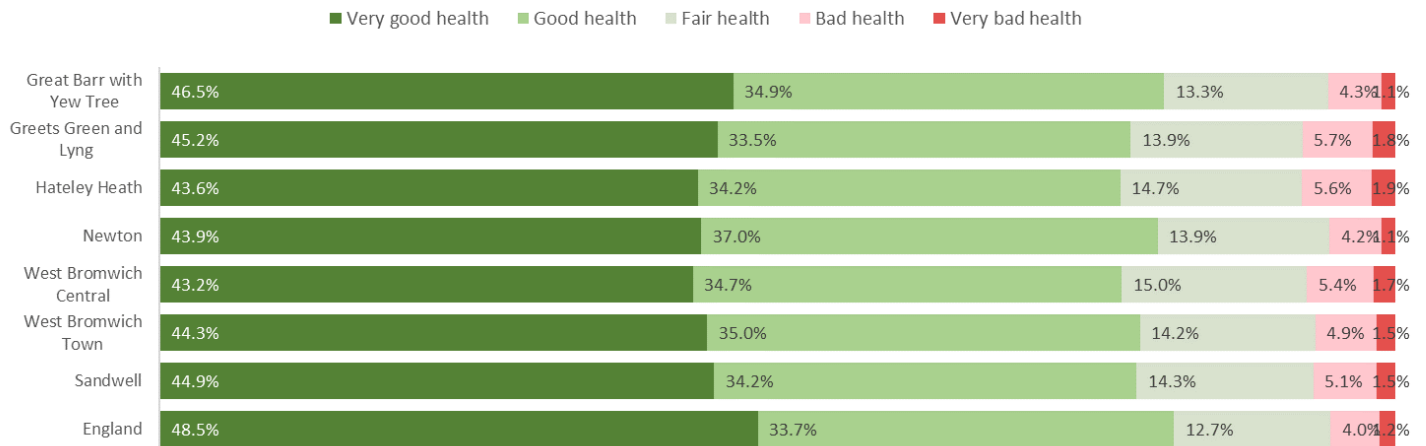
Looking at deaths from circulatory diseases in the under 75's, West Bromwich has a higher standardised mortality ratio than Sandwell (153.6 and 148.5 respectively). Great Barr with Yew Tree has the lowest SMR (102.6) and Greets Green and Lyng has the highest (265.0).

General Health of West Bromwich Town residents by Age, 2021



Source: Census 2021, ONS

General Health of Residents by Ward, 2021



Source: Census 2021, ONS

About 79% of residents said their health was good or very good. 53% of residents aged 65 and over said they were not in good health. This was similar in Sandwell but higher than for England.

7. Crime

Crime rate per 1,000
140.4

Sandwell: 121.7

Charlemont with Grove Vale: 129.9

Great Barr with Yew Tree: 68.3

Greets Green and Lyng: 174.7

Hateley Heath: 107.3

Newton: 94.9

West Bromwich Central: 247.9



Source: Police data, July 2022 – June 2023

Crime Type (July 2022 – June 2023)

	Violence and sexual offences	Vehicle crime	Public order	Criminal damage and arson	Anti-social behaviour	Burglary	Drugs	Other Crime
Charlemont with Grove Vale	44.9%	14.4%	8.0%	6.8%	4.1%	4.6%	1.0%	16.2%
Great Barr with Yew Tree	38.8%	16.1%	7.7%	7.0%	5.4%	5.4%	1.6%	17.9%
Greets Green and Lyng	43.6%	7.9%	9.4%	7.7%	6.0%	2.8%	5.0%	17.6%
Hateley Heath	52.7%	6.9%	8.9%	8.9%	4.1%	5.5%	1.4%	11.5%
Newton	36.7%	8.7%	7.6%	5.7%	4.2%	7.2%	2.0%	27.9%
West Bromwich Central	40.9%	6.7%	9.5%	6.1%	4.2%	2.7%	4.2%	25.7%
West Bromwich town	43.1%	9.0%	8.8%	7.0%	4.6%	4.1%	3.1%	20.2%
Sandwell	44.2%	9.5%	8.6%	7.7%	5.1%	4.6%	2.1%	18.3%

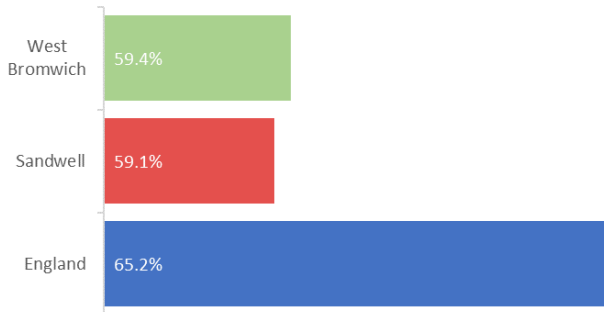
Source: Police data, July 2022 – June 2023

The crime rate per 1,000 residents is higher in West Bromwich town (140.4) than in Sandwell (121.7). West Bromwich Central ward has a particularly high crime rate, with 247.9.

Violence and sexual offences were the most prevalent type of crime across all areas. Vehicle crime was highest in Great Barr with Yew Tree (16%) compared to 10% in Sandwell. Burglary was highest in Newton (7%), when compared to West Bromwich town (4%) and Sandwell (5%).

8. Child Development – Education

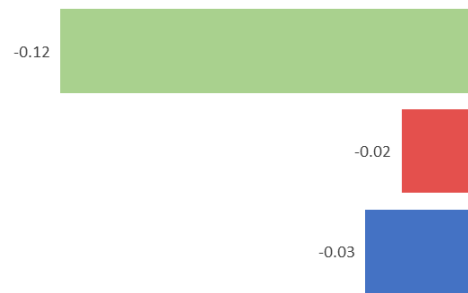
Early Years: % of children achieving a good level of development, 2022



Key Stage 4: Attainment 8 Score, 2022



Key Stage 4: Progress 8 Score, 2022



Source: Sandwell Council – Children & Education, 2023

The percentage of children achieving a good level of development at the end of Reception is slightly higher in West Bromwich town (59.4%) than Sandwell (59.1%). Both are lower than the national figure of 65.2%.

The average Attainment 8 score in West Bromwich town is 43.6, which is lower than the national figure (48.8%). Sandwell is slightly higher than West Bromwich with 45.7%.

The average Progress 8 score for West Bromwich town is lower than both England and Sandwell, at -0.12.

9. Gambling

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

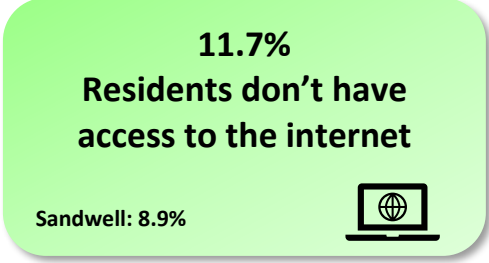
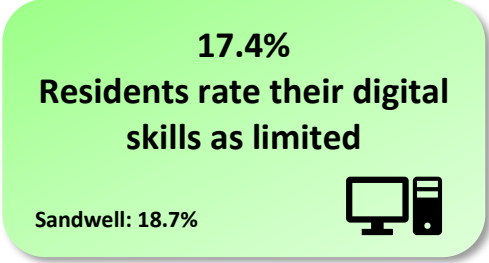
Gambling Premises Licences/Permits*	Number
Gaming Machine Permits	11
Club Machine Permits	5
Adult Gaming Centre	3
Betting Premises Licences	13
Bingo Premises Licences	1
Casino Premises Licences	1
Track Betting Premises Licence	0
Unlicensed Family Entertainment Centre	0
Family Entertainment Centre	0
Total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

Source: Sandwell Trading Standards, 2021



Source: PHE, 2017

10. Digital Exclusion



Source: Sandwell Resident & Wellbeing Survey, 2022

11. Regeneration

Completed and ongoing regenerations within the town are shown in the table below. Click the [link](#) to access the Sandwell Projects website for further information. *(Website current as of September 2023)*

Reservation	Reservation type	Location	Start date	Delivery date	Investment *
West Bromwich masterplan	Town centres	West Bromwich	Ongoing		£165,000,000
Albion road & Bull lane housing development	Housing	Albion Road, B70 9PA and Bull Lane, B70 8QX	June 2021	January 2022	£1,100,000
Digital Den	Digital, Education and Skills	Wood Lane Community Centre, 157 Wood Lane, B70 9PT	February 2022	March 2022	£154,000
Sandwell Civil Mechanical Engineering	Education & skills	404 High Street, West Bromwich B70 9LB	November 2021	September 2023	£4,800,000
Shireland CBSO academy	Education & skills	Providence Place, West Bromwich, B70 8SZ	July 2022	September 2023	£16,500,000
Town Hall Quarter	Heritage	West Bromwich	June 2021	July 2024	£7,558,000
Swan lane housing	Sustainability & Health	Swan Lane, West Bromwich	July 2023	July 2025	£29,800,000
Retail diversification programme	Sustainability & Health	West Bromwich town	June 2022	September 2025	£13,000,000
Waste to energy plant	Sustainability & Health	Kelvin Way, West Bromwich town	June 2021	December 2025	£400,000,000
Urban Greening	Town centres	West Bromwich	November 2021	March 2026	£1,220,000
West Bromwich connected	Transportation	West Bromwich	June 2022	March 2026	£1,100,000

* See website for breakdown on funding

Samples of some planned and completed regenerations (shown in order of table from left to right)



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