



Department for Levelling Up,  
Housing & Communities

# Sandwell – Analytical Snapshot

July 2023



**LEVELLING  
— UP —**



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# About this document

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This document presents analysis produced by DLUHC to support Levelling Up Partnership discussions in Sandwell. It does not make policy recommendations; it is intended to present challenges and opportunities for the Levelling Up Partnership programme.

- **The Spring Budget announced the rollout of new Levelling Up Partnerships, providing over £400 million and bringing the collective power of government to provide bespoke place-based regeneration in 20 of England’s areas most in need of levelling up over 2023 and 2024-25.** In each of these places, the government will work with local leaders and mayors in councils and combined authorities, local businesses from all sectors, community organisations and residents to identify and address the biggest barriers to levelling up.
- The following evidence pack is developed by DLUHC over a 12 week period in parallel to intensive engagement of local stakeholders to gather intelligence on local opportunities, challenges and priorities. Iterations of the evidence pack are delivered sequentially to support discussions and decision-making on policy prioritisation. This pack is one of multiple information sources used in decision-making.
- The evidence pack primarily utilises metrics and indicators set out in the [Levelling Up White Paper](#), all of which are publicly available. It is supplemented with analysis bespoke to the challenges and opportunities uniquely faced within Sandwell, which are revealed from discussion with local stakeholders.
- This is an analytical snapshot and thus does not take account of the implementation of current national or local policy interventions.
- All data sources used are the latest available as of 29<sup>th</sup> June 2023.
- The evidence pack consists of 3 sections:
  - 1. Key takeaways and overview of place:** covers the main features of Sandwell and provides a summary of the consistent analytical themes featured in the pack.
  - 2. Annex A:** assessment of Sandwell’s performance against the 12 Levelling Up Missions according to associated headline and supporting metrics.
  - 3. Annex B:** exploratory analysis of Sandwell’s relative strengths and weaknesses, using the 6 capitals framework as defined in the Levelling Up White Paper (physical, human, intangible, financial, social and institutional capital).



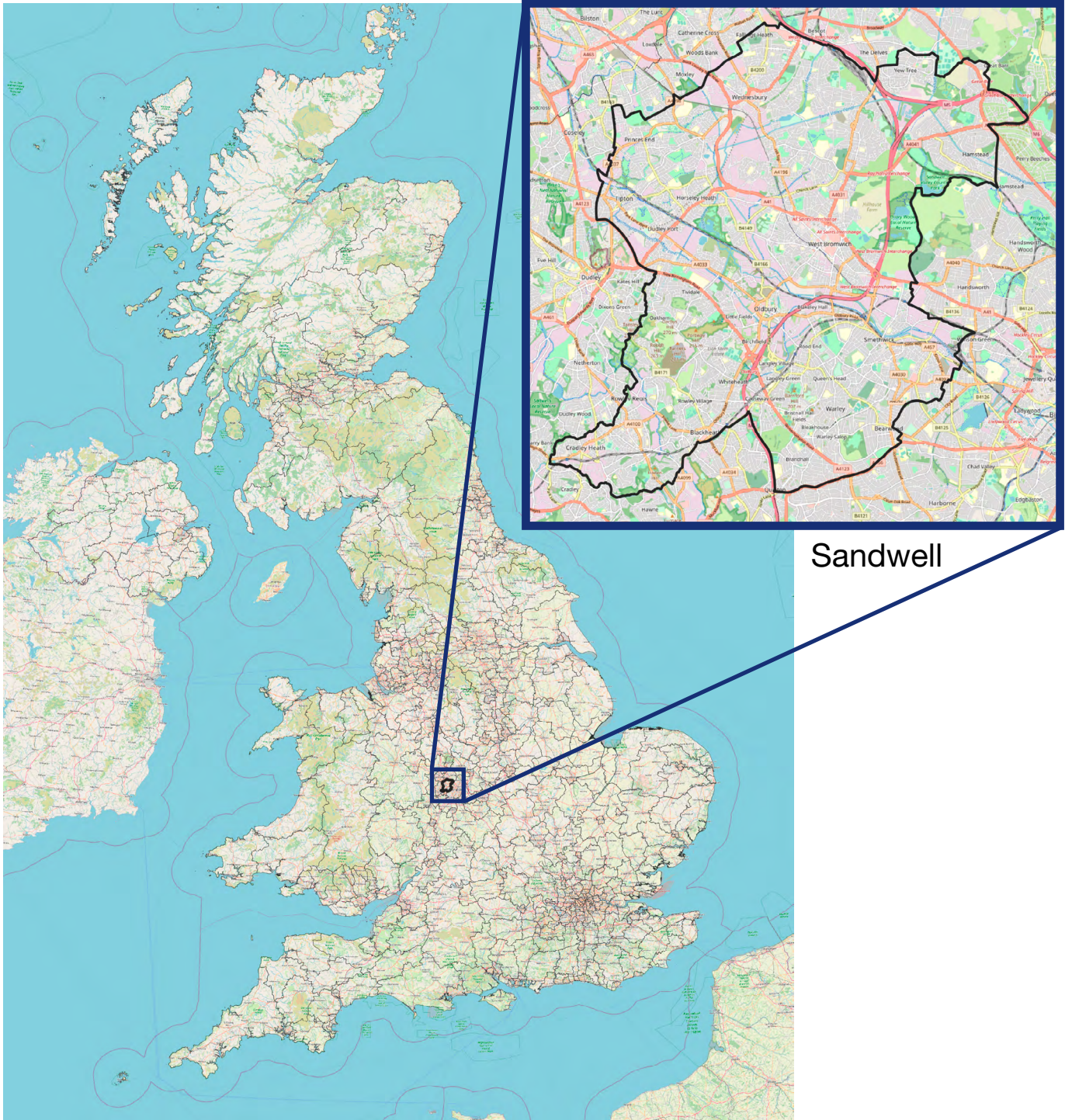
Place	Region
City of Kingston upon Hull	Yorkshire and The Humber
<b>Sandwell</b>	<b>West Midlands</b>
Mansfield	East Midlands
Middlesbrough	North East
Blackburn with Darwen	North West
Hastings	South East
Torbay	South West
Tendring	East of England
Stoke-on-Trent	West Midlands
Boston	East Midlands
Redcar and Cleveland	North East
Wakefield	Yorkshire and The Humber
Oldham	North West
Rother	South East
Torridge	South West
Walsall	West Midlands
Doncaster	Yorkshire and The Humber
South Tyneside	North East
Rochdale	North West
Bassetlaw	East Midlands

# Key takeaways

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**Sandwell is well placed to benefit from the high levels of planned investment in the West Midlands and strengthened institutions via the trailblazer devolution deal. However, major challenges in Sandwell include low levels of foundational skills and social trust, higher crime rates, and limited economic integration into the region.**

- **The wider region of the West Midlands has significant and diverse job opportunities, strong institutions and potential for economic growth.** However, jobs in Sandwell are more concentrated in lower paying, lower-productivity sectors. The share of employees in skilled or managerial occupations is well below national averages. Birmingham and the wider West Midlands Combined Authority has strength in local leadership and productivity growth, supported via recent interventions such as the trailblazer devolution deal and HS2 phase 1.
- **With a clear strategic vision, towns within Sandwell such as Wednesbury should be well placed to attract investment and development.** It is well connected to the economic centres of both Birmingham and Wolverhampton and is soon to be connected to Dudley via a metro extension. Despite this, commuter data indicates fewer people commute to Birmingham from Wednesbury relative to other towns in Sandwell.
- **Skills and education levels are a key issue limiting higher living standards.** Sandwell has high numbers of people with no qualifications, at the peak in 2016 this was 1 in 4 people. Primary education and secondary education attainment rates trail national averages, particularly at GCSE level.
- **Sandwell has the lowest levels in England on measures of social trust.** Violent crime without injury across Sandwell has increased by 15% in the year ending September 2022 and the towns of Sandwell are in the top 20% most deprived areas nationally. This limits the retention of skilled individuals and new businesses that might otherwise want to take advantage of the proximity to Birmingham.
- **The rate of new housing supply has diverged from national and regional levels since 2010.** An above average proportion of tenants live in social rented accommodation and 12% of these households are overcrowded.



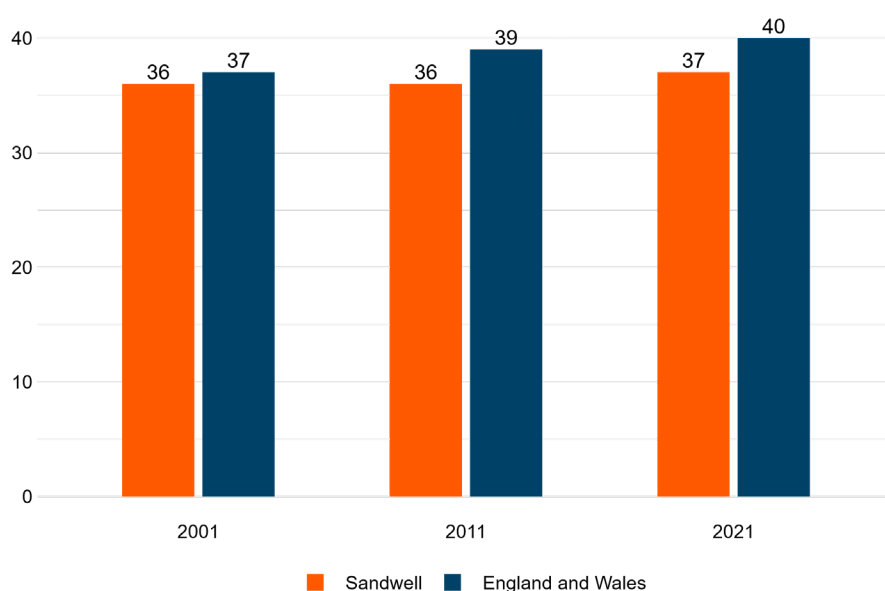
**Sandwell**

# Demographics: Age and population

Sandwell has a generally younger population than the average across England and Wales. Between 2011 and 2021, Sandwell's population increased at a greater rate than the West Midlands and England overall.

- The **median age in Sandwell is 37 years** (2021). Median age for England and Wales is 40. Median age for surrounding local authorities: Birmingham: 34; Dudley: 41; Wolverhampton: 38; Walsall: 38.
- The **median age in Sandwell increased slightly** between 2001 and 2021. The median age in England and Wales increased by a greater amount over the same period. (see *bottom left chart below*).
- Sandwell has a **population of 341,900** (2021). Between 2011 and 2021, Sandwell's **population increased by 11%**, which was higher than the overall **increase** for the West Midlands (6.2%) and England (6.6%).
- **Sandwell has a higher proportion of children aged 15 and under and 16-64 year olds** than the regional and national averages (mid-2021). The proportion of over 65 year olds in Sandwell is lower than the regional and national averages.

## Median age of population, 2001, 2011 and 2021 Census

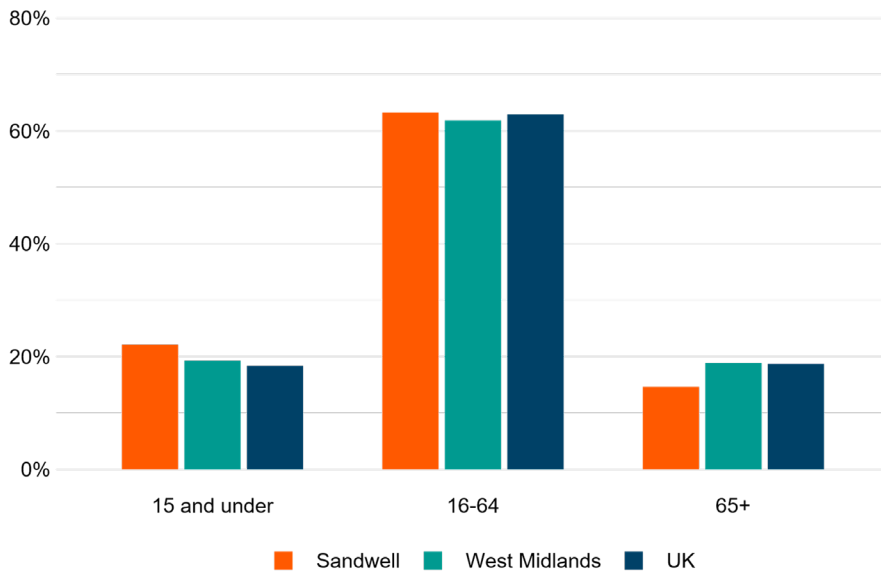


The legend is presented in the same order as the bars in the clusters.

Source: [ONS Census, 2021](#), [ONS Census, 2011](#), [ONS Census, 2001](#)

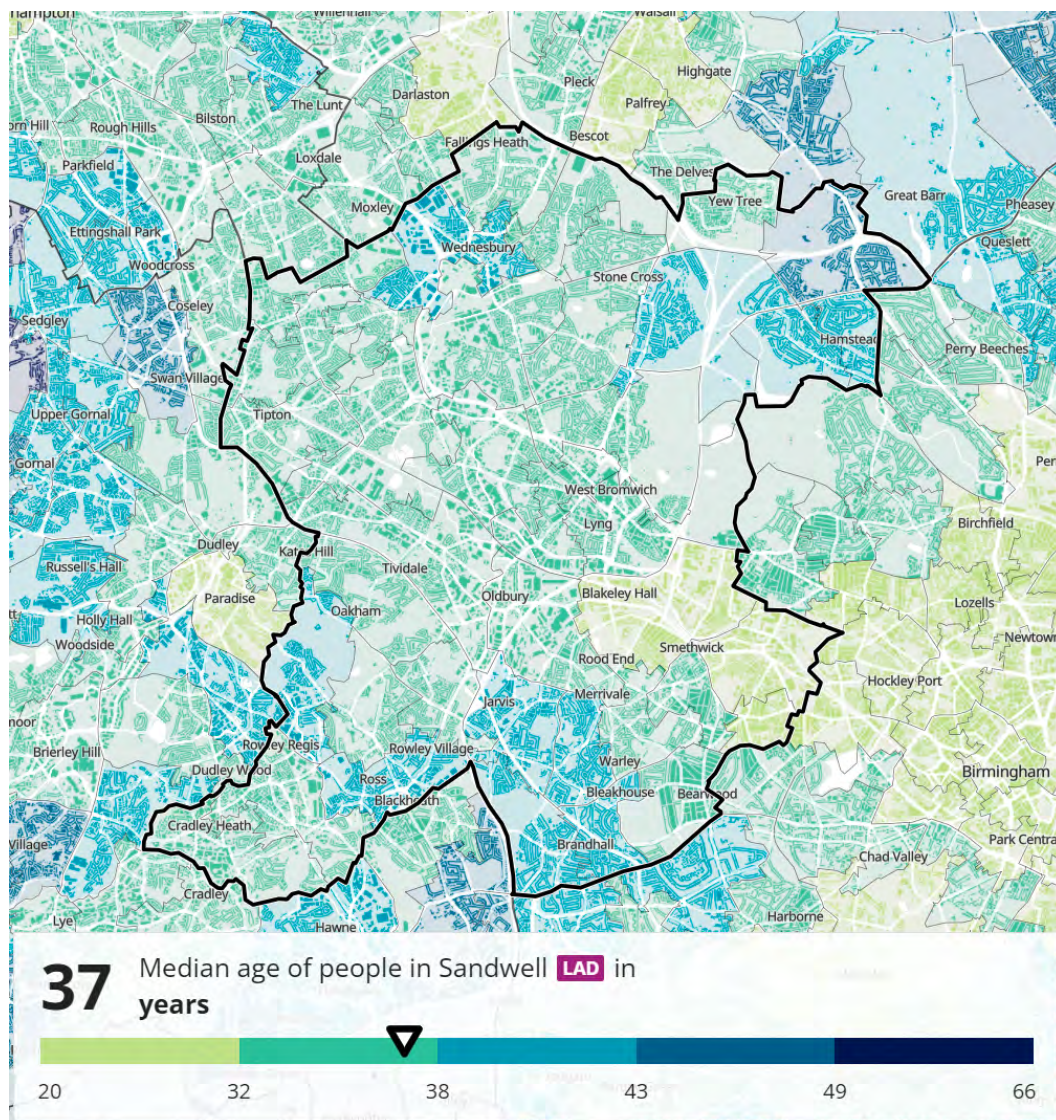


## Age profile by location, mid-2021 estimates



The legend is presented in the same order as the bars in the clusters.

Source: [ONS UK population estimates, 2022](#)



Source: [ONS Census, 2021](#)



# Deprivation: Sandwell

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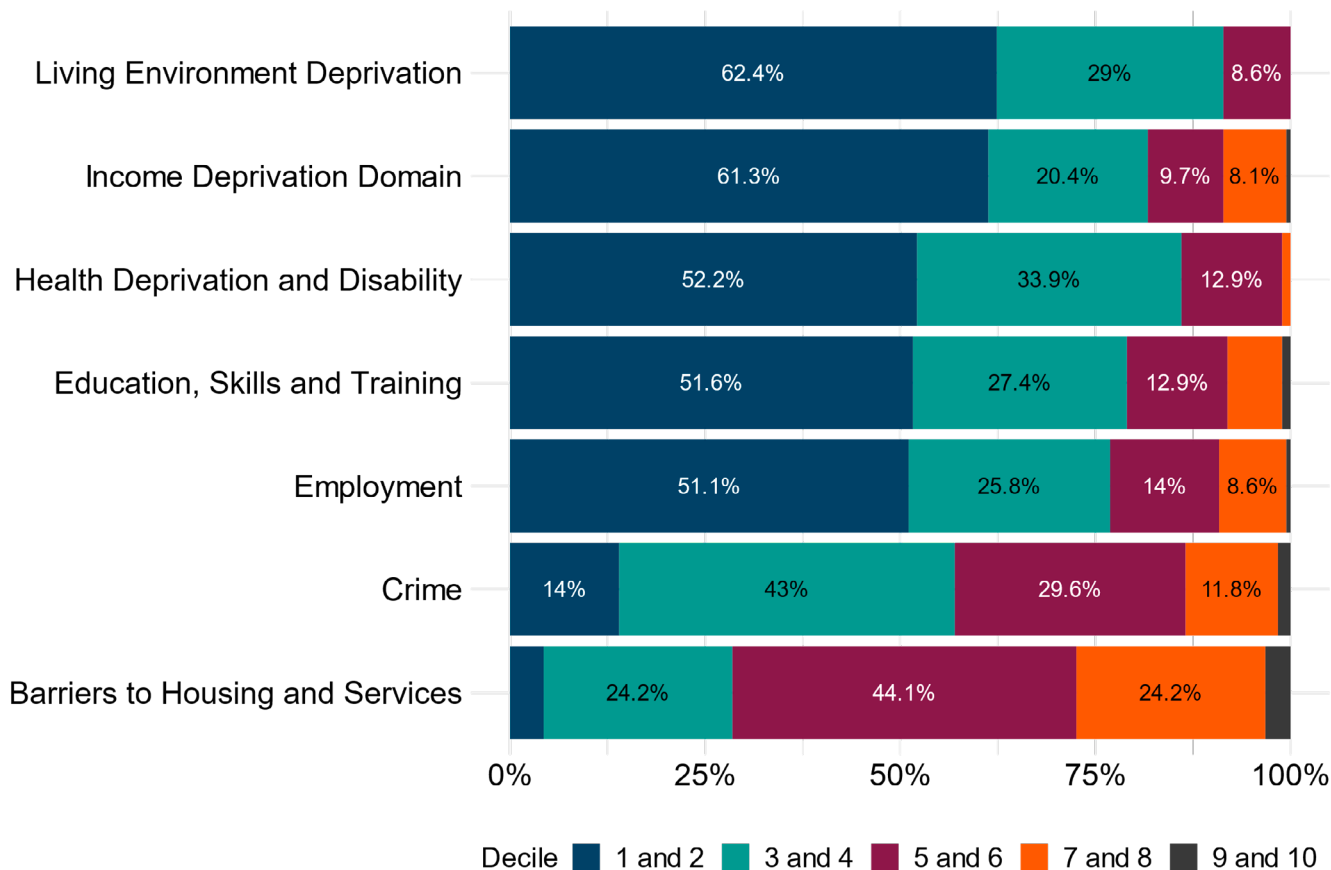
Sandwell is particularly deprived in overlapping domains such as 'education, skills and training', employment, health and income as well as living environment. As set out in the Levelling Up White Paper, deprivation prevailing across multiple of these domains can be re-enforcing and result in persistent negative economic outcomes.

## Insights:

- **Sandwell has a greater prevalence of deprivation** than the national average across all domains **except for crime and barriers to housing and services**.
- There are particularly high levels of deprivation in terms of **living environment\***, **income, health deprivation and disability, education, skills and training, and employment**, which underpin the overall index of multiple deprivation scores. Over 50% of LSOAs in Sandwell are in the top 20% most deprived (deciles 1 and 2) in England for these domains.
- **26% of LSOAs in Sandwell are top 10% most deprived in England** for the **income deprivation** domain.
- The surrounding local authorities of Birmingham, Wolverhampton and Walsall have a **higher proportion of LSOAs in the top 10% most deprived** in England for the **income deprivation** domain. However Sandwell has a **higher proportion of LSOAs in the top 20% most deprived for the same domain**. Sandwell has a **greater prevalence of income deprivation than neighbouring local authority Dudley**, indicating that Sandwell has a higher proportion of its population experiencing deprivation relating to low income.
- **Gross weekly pay (2022, by place of residence)** in Sandwell is **£549.80**, which is lower than the Great Britain average (£642.20).

*\* The Living Environment Deprivation Domain measures the quality of the local environment. The indicators fall into two sub-domains. The indoors living environment measures the quality of housing; while the outdoors living environment contains measures of air quality and road traffic accidents.*

**Deprivation levels across LSOAs within Sandwell Ranked by Decile (Decile 1 = Top 10% most deprived in England), 2019**



The legend is presented in the same order as the categories within the bars.

*Note:* Deciles have been paired together for more accessible viewing. Deciles 1 and 2 are the most deprived in England, whereas deciles 9 and 10 are the least deprived in England.

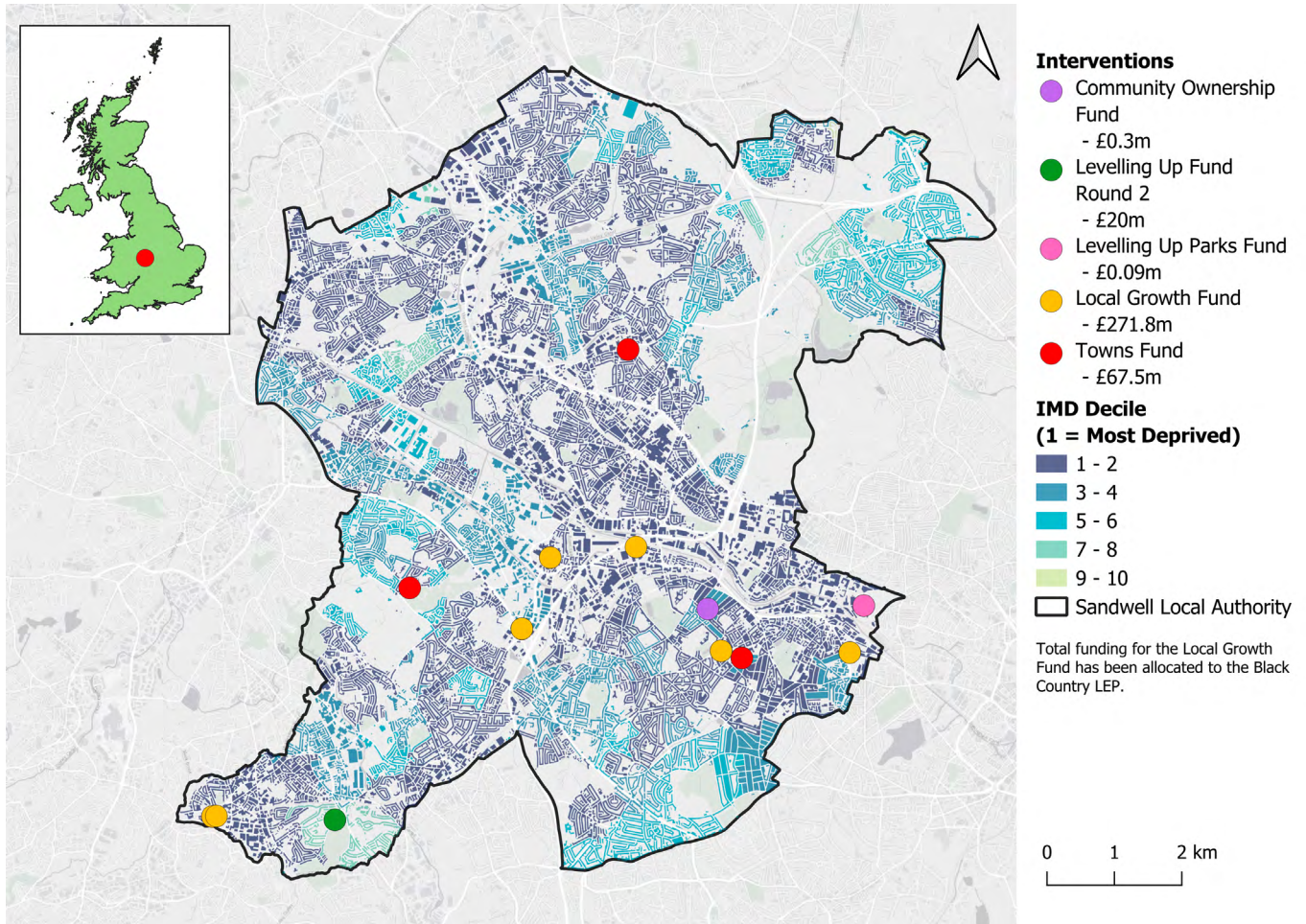
Source: [MHCLG IMD, 2019](#)

# DLUHC Place-based policy in Sandwell

There are a range of placed based policies already being delivered in Sandwell. Delivering levelling up in Sandwell needs to build on and complement what is already happening there.

## Place-based interventions/initiatives in Sandwell:

- **Levelling Up Fund** (2021-2023) - £20m awarded to areas within Sandwell in Round 2 of allocations. This will target regeneration of Tipton town centre and create new homes and new business in the area.
- **UK Shared Prosperity Fund** (2022) - £9.8m of funding for investment in Sandwell over the next 3 years.
- £67.5m allocated to Sandwell as part of the **Towns Fund**.
- As part of the **2023 Spring budget**, the West Midlands Combined Authority will receive £4m for Digital Devices and £2.7m for Metro lifecycle and renewals.
- In addition to these, the **2023 Spring budget** announced administrative changes. As part of the trailblazer devolution deals, the West Midlands will now receive a single departmental-style budget, rather than piecemeal government grants, giving more flexibility and the ability to make long-term, strategic decisions. West Midlands has been allocated a £1.1bn investment fund through **previously existing devolution deals**.
- £20m granted to Sandwell as part of **the grants for 16 regeneration projects (2023)** across England
- **Community Ownership Fund Round 2 Window 2 (2023)** awarded £300,000 to Sandwell
- **Local Growth Fund** - Sandwell is currently covered within the Black Country LEP area which, as a whole, received £271.8m Local Growth Deals from 2015/16 to 2020/21
- Sandwell has been granted £1.4m and £85,000 from the **Community Renewal and Levelling up Parks Funds** respectively.
- Sandwell is within the West Midlands Combined Authority membership, which was recipient of support through its £66m **Getting Building Fund** programme in 2020.



Source: MHCLG IMD, 2019

# Annex A – Assessment against Levelling Up Missions

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# Pride in Place, Housing and Crime

Sandwell has the lowest social trust score nationally. Hospital admissions due to violent crime are worse than regional and national levels and risk perpetuating low social trust.

## Pride in Place:



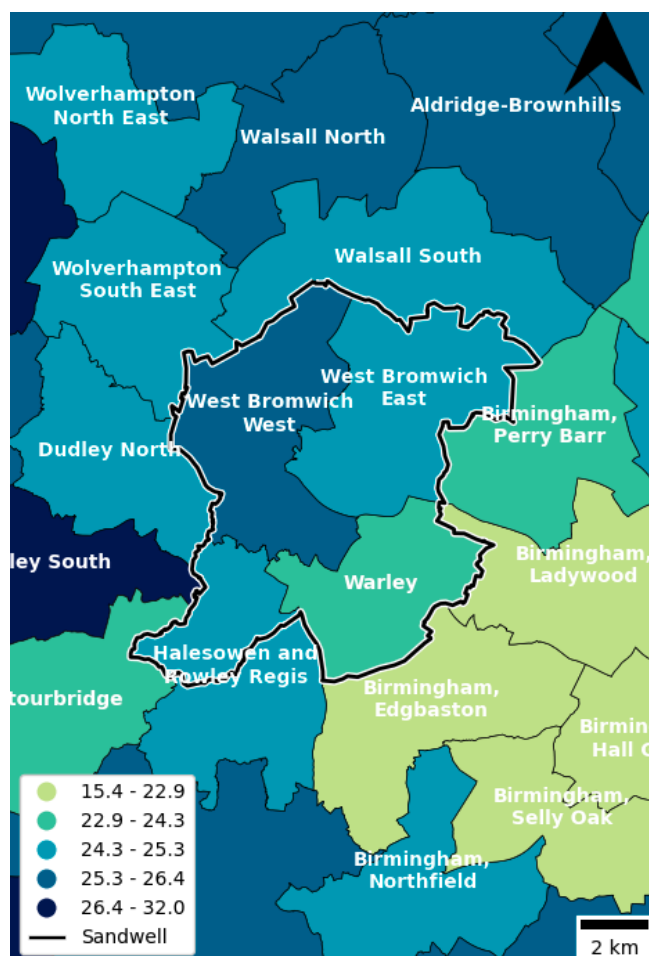
**By 2030, pride in place, such as people's satisfaction with their town centre and engagement in local culture and community, will have risen in every area of the UK, with the gap between the top performing and other areas closing.**



## Indicators

- According to *Onward (2023)*, **Sandwell has a social fabric score of 0.37**, which is lower than the national median score of 0.47. The highest score recorded by a local authority is 0.65.
- According to *Onward (2023)*, **Sandwell has a social trust score of -19.2%**, which is **the lowest in England**. England has an average of -3%.
- Based on *Legal and General's Place Satisfaction Index, 2020*, people in Halesowen and Rowley Regis and West Bromwich West think that the most important priority for improvement in their local area is good local shops, whilst people in Warley and West Bromwich East prioritise supportive communities and pleasant streets.
- The negative place satisfaction index was 24.1% in Warley, 24.9% in West Bromwich East, 25.1% in Halesowen and Rowley Regis and 25.4% in West Bromwich West. In 2022, Warley was lower than Great Britain average (24.5%) while West Bromwich East, Halesowen and Rowley Regis, and West Bromwich West were all higher.

## Population with negative place satisfaction index (%)



Source: *Legal and General, 2020*

## Housing:



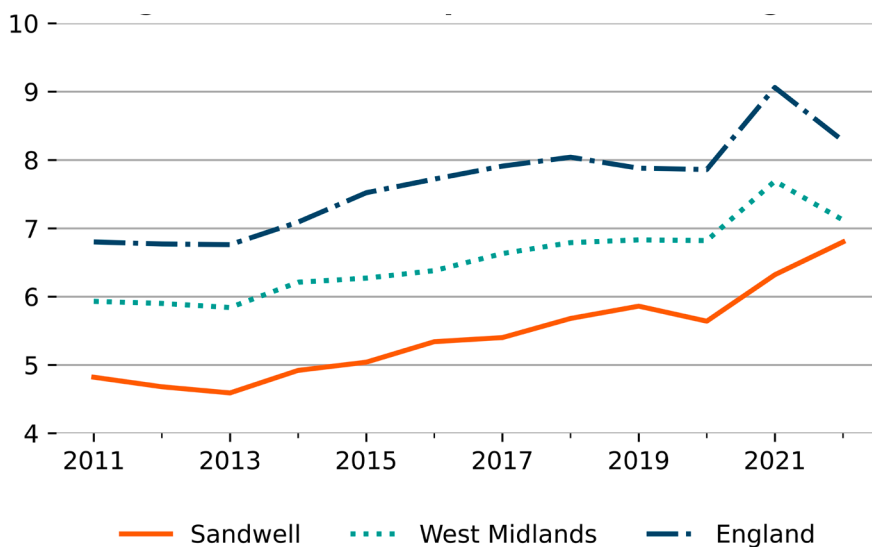
**By 2030, renters will have a secure path to ownership with the number of first-time buyers increasing in all areas; and the government's ambition is for the number of non-decent rented homes to have fallen by 50%, with the biggest improvements in the lowest performing areas.**



### Indicators

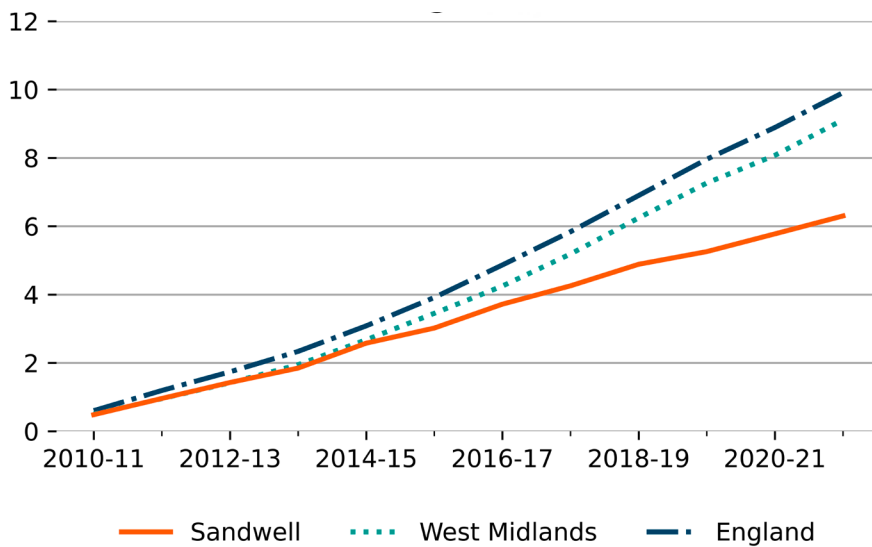
- The ratio of median house price to median gross annual workplace-based earnings in Sandwell has been lower than the England ratio for the last 12 years. In 2022, the ratio in Sandwell (**6.80**) was lower than West Midlands (**7.12**) and England (**8.28**). This means **housing is typically more affordable**.
- The proportional net additional dwellings from the 2010 baseline in Sandwell has been lower than the England percentage for the last 7 years. In 2021-22, the percentage in Sandwell (**6%**) was lower than West Midlands (**9%**) and England (**10%**).

### Ratio of median house price to median gross annual workplace-based earning



Source: [ONS, 2021](#)

## Net additional dwellings (%), from 2010 baseline



Source: [DLUHC, 2021-22](#)

## Crime:



**By 2030, homicide, serious violence, and neighbourhood crime will have fallen, focused on the worst-affected areas.**



## Indicators

- For the year ending September 2022, the percentage change for recorded crimes in **Sandwell** was **+15%** for Violence without injury, whilst the rate of recorded Sexual offence and Robbery crimes were relatively unchanged from the year before. The rate of recorded Sexual offence and Robbery crimes were similar to the England rate.
- In 2018/19-20/21, Hospital admissions due to violent crime in Sandwell (**47.6 per 100,000**) was higher than West Midlands region (**37.7 per 100,000**) and England (**41.9 per 100,000**).

# Living Standards and Research & Development

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The Sandwell employment rate is 12 percentage points lower than the GB average and the proportion of children in low-income families is almost double the national average. Whilst productivity remains far lower than the national average, it has improved towards the regional average over the last 5 years.

## Living Standards:



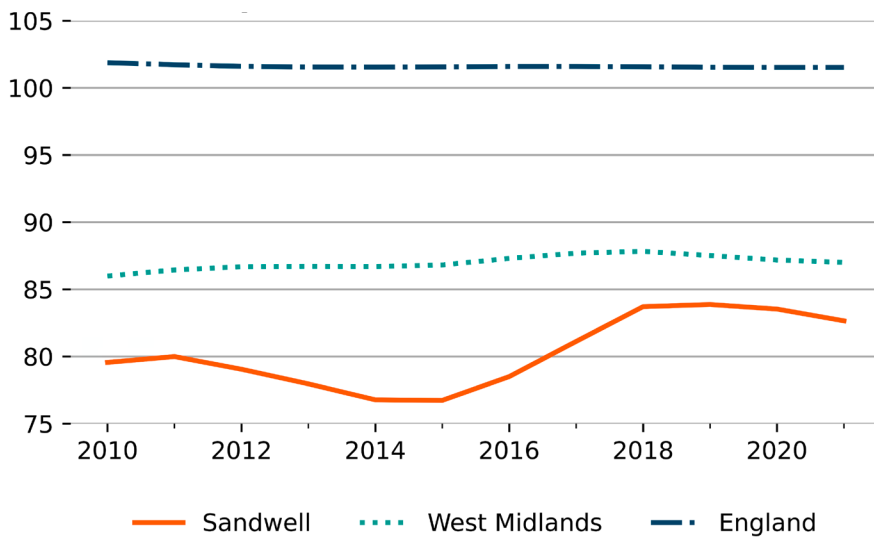
**By 2030, pay, employment and productivity will have risen in every area of the UK, with each containing a globally competitive city, with the gap between the top performing and other areas closing.**



## Indicators

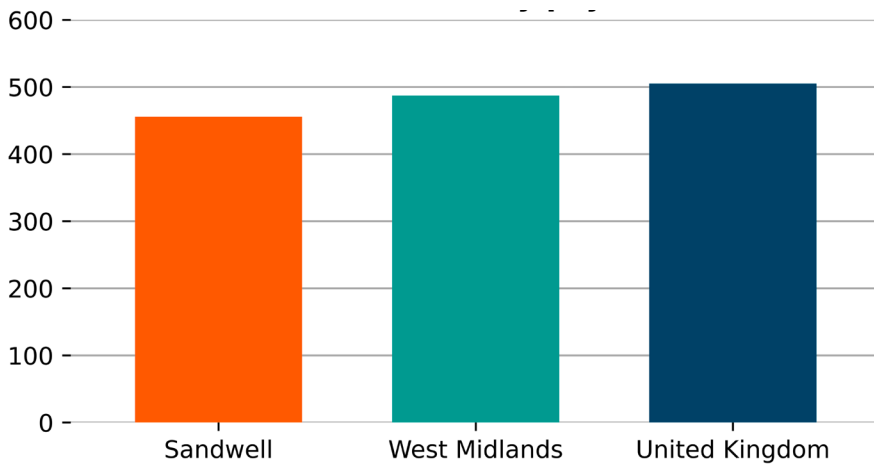
- The gross median weekly pay (2021) in Sandwell (**£455.70**) was lower than West Midlands (**£487.40**) and the United Kingdom median (**£505.10**).
- The gross value added per hour worked (2021) in Sandwell **has been lower than the England average for the last 18 years**. In 2021, the average in Sandwell (**£31.68**) was lower than West Midlands (**£33.35**) and England (**£38.91**).
- The employment rate (age 16 to 64) in Sandwell was **lower than the Great Britain average**. In the year up to September 2022, the rate in Sandwell (**64%**) was lower than the West Midlands (**74%**) and Great Britain averages (**76%**).
- The proportion of children under the age of 16 in (relative) low income families (2020/21) in Sandwell (**32.7%**) was higher than West Midlands region (**24.6%**) and England averages (**18.5%**).

### GVA per hour worked (index, UK=100)



Source: [ONS, 2023](#), [ONS, 2023](#)

### Gross median weekly pay (£), 2021



Source: [ONS, 2022](#)



## Research & Development:



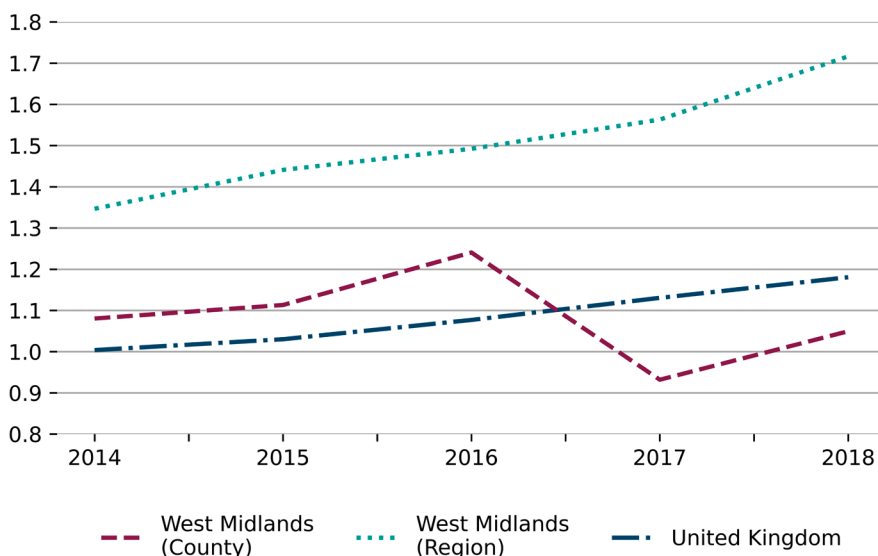
**By 2030, domestic public investment in Research & Development outside the Greater South East will increase by at least 40% and at least one third over the Spending Review period, with that additional government funding seeking to leverage at least twice as much private sector investment over the long term to stimulate innovation and productivity growth.**



### Indicators

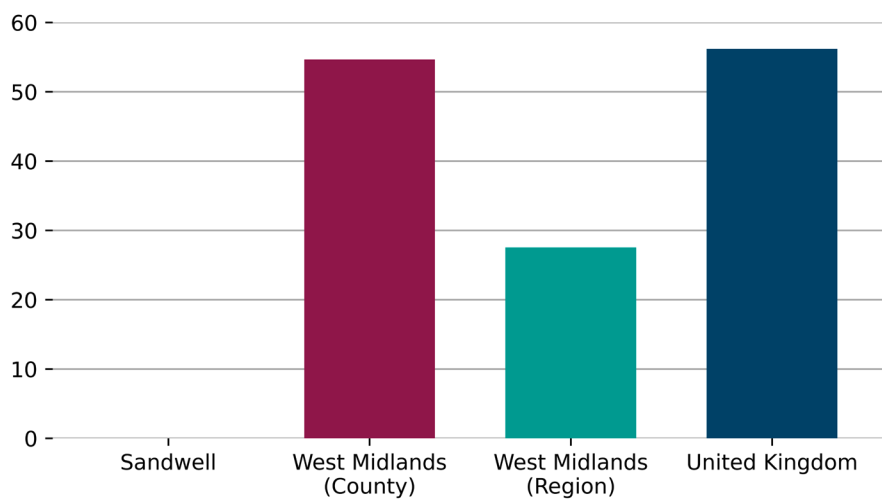
- There was no research council spend in Sandwell in 2020-21, however the West Midlands County (metropolitan boroughs surrounding Birmingham, Coventry and Wolverhampton, including Sandwell) research council spend per person was **£54.65**, which was higher than the wider West Midlands region (**£27.54**), but slightly lower than the United Kingdom as a whole (**£56.17**).
- R&D intensity (private sector R&D as a proportion of total economic output) in West Midlands (County) has been **lower than the United Kingdom percentage for the last 2 years**. In 2018, the percentage in West Midlands (County) (**1.0%**) was lower than West Midlands (Region) (**1.7%**) and the United Kingdom average (**1.2%**).

### R&D intensity (R&D expenditure by businesses as a proportion of regional GDP) (%)



Source: [BEIS, 2020](#)

## Research councils spend per person (£), 2020-2021



Source: [UKRI, 2021](#)

# Health and Well-being

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Over 70% of adults and over one third of children in Sandwell are classed as overweight or obese. Sandwell fares worse than the regional and national averages for all subjective measures of wellbeing but anxiety for the past 6 years. Unlike other places with low subjective wellbeing, hospital admissions for self-harm in Sandwell are lower than regional and national levels.

## Health:



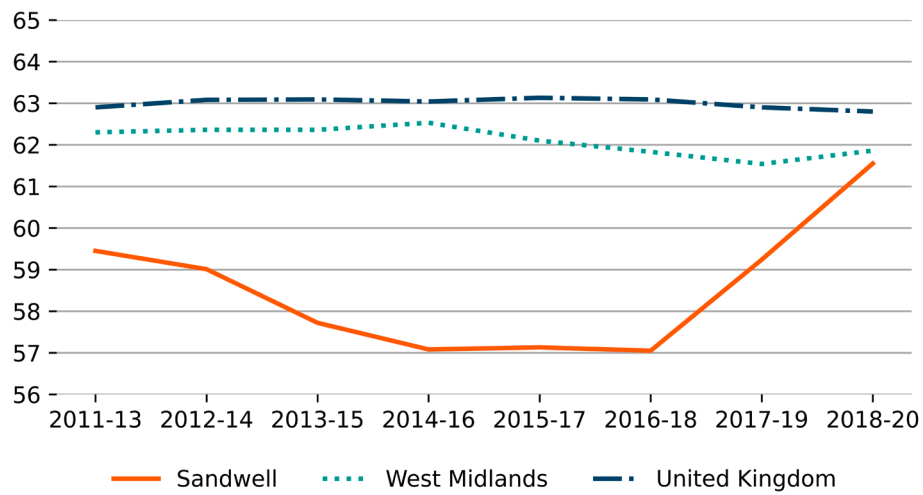
**By 2030, the gap in Healthy Life Expectancy between local areas where it is highest and lowest will have narrowed, and by 2035 Healthy Life Expectancy will rise by 5 years.**



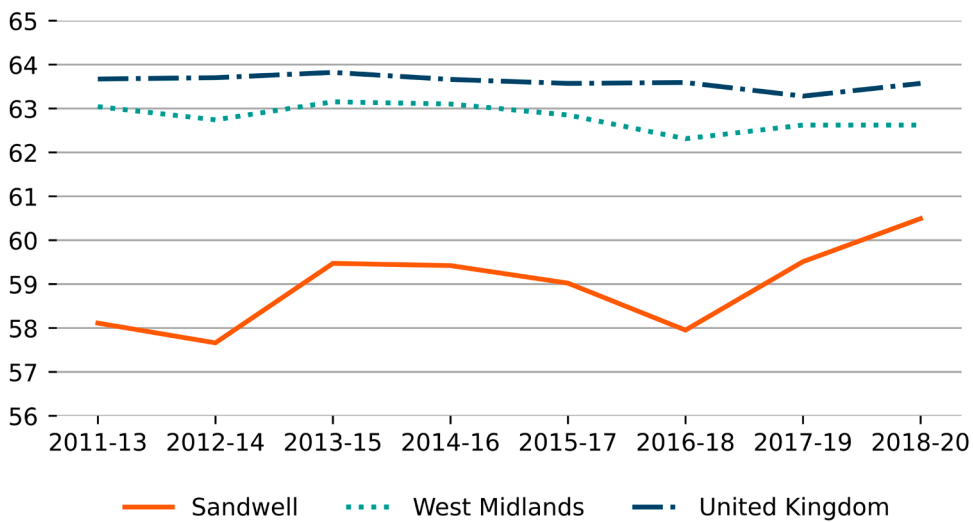
## Indicators

- Healthy life expectancy (2018-20) for females and males in Sandwell (**60.5 years** and **61.5 years** resp.) were both lower than West Midlands (**62.6 years** and **61.9 years** resp.) and the United Kingdom averages (**63.6 years** and **62.8 years** resp.).
- The under 75 mortality rate from cardiovascular diseases (2021) in Sandwell (**110.9 per 100,000**) was higher than West Midlands region (**83.5 per 100,000**) and England (**76.0 per 100,000**).
- The Smoking prevalence in adults (2021) in Sandwell (**18.1%**) was higher than West Midlands region (**13.8%**) and was higher than England (**13.0%**).
- The proportion of adults classed as overweight or obese (2020/21) in Sandwell (**70.8%**) was higher than West Midlands region (**66.8%**) and England (**66.3%**).
- Obesity (including severe obesity) prevalence in year 6 children (2021/22) in Sandwell (**34.0%**) was higher than West Midlands region (**26.2%**) and England (**23.4%**).

## Male Healthy Life Expectancy



## Female Healthy Life Expectancy



Source: [ONS, 2018-20](#)

## Well-being:



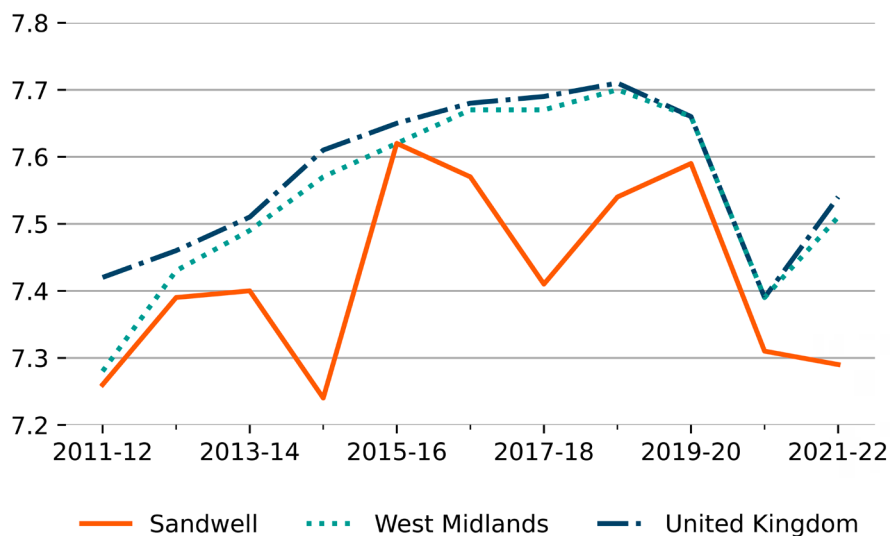
**By 2030, well-being will have improved in every area of the UK, with the gap between top performing and other areas closing.**



### Indicators

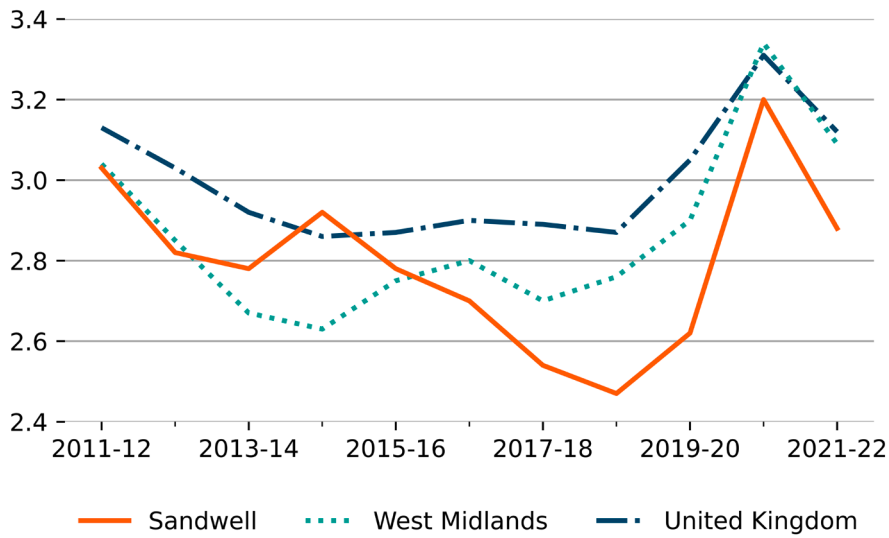
- **Sandwell has fared worse than the UK and the West Midlands** for life satisfaction, happiness and worthwhile for the past 6 years. However, during this time, Sandwell is estimated to have **lower prevalence of anxiety**.
- The rate of emergency hospital admissions for intentional self-harm (2020/21) in Sandwell (**160.0 per 100,000**) was lower than West Midlands region (**166.6 per 100,000**) and England (**181.2 per 100,000**).
- The suicide rate (2019-21) in Sandwell (**11.2%**) was slightly higher than the West Midlands region (**10.7%**) and England (**10.4%**).

### Life Satisfaction (individual score out of 10)

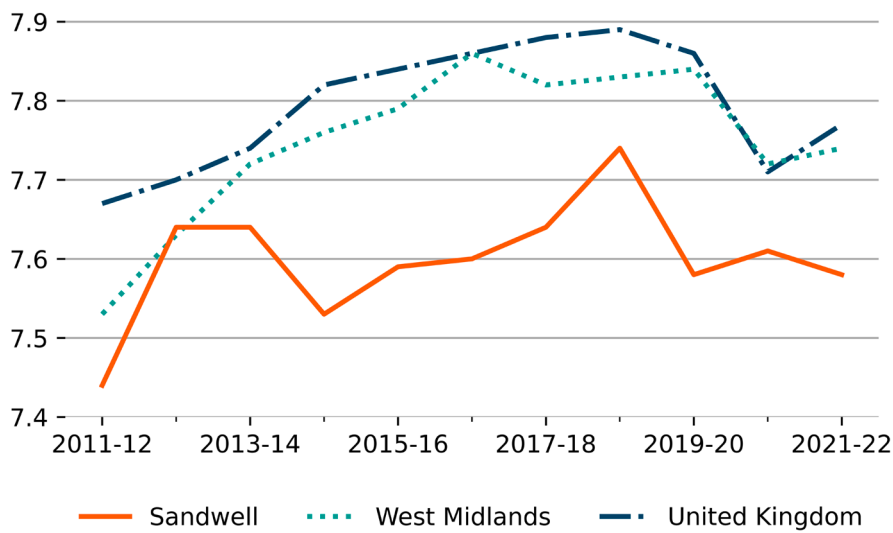




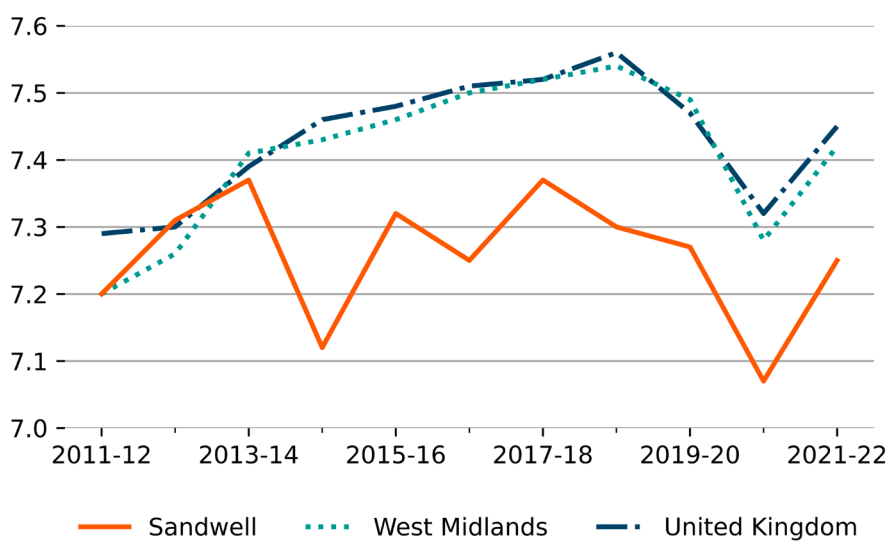
### Anxiety (individual score out of 10)



### Worthwhile (individual score out of 10)



### Happiness (individual score out of 10)



Source: [ONS Annual Personal Wellbeing Estimates, 2021-22](#)

# Education and Skills

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Sandwell performs below national averages at all stages of educational attainment. In 2016, 1 in 4 people in Sandwell had no qualifications. Sandwell has closed the gap with national and regional rates since, but the number of highly skilled individuals (NVQ3+) remains relatively low.

## Education:



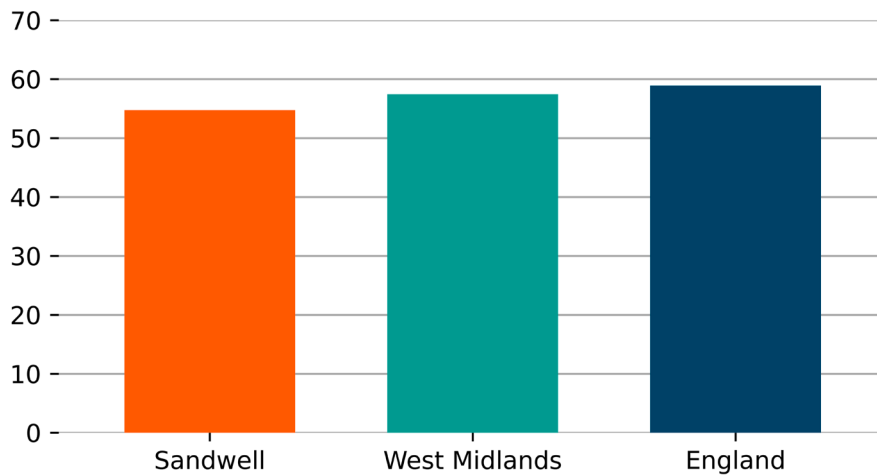
**By 2030, the number of primary school children achieving the expected standard in reading, writing and maths will have significantly increased. In England, this will mean 90% of children will achieve the expected standard, and the percentage of children meeting the expected standard in the worst performing areas will have increased by over a third.**



## Indicators

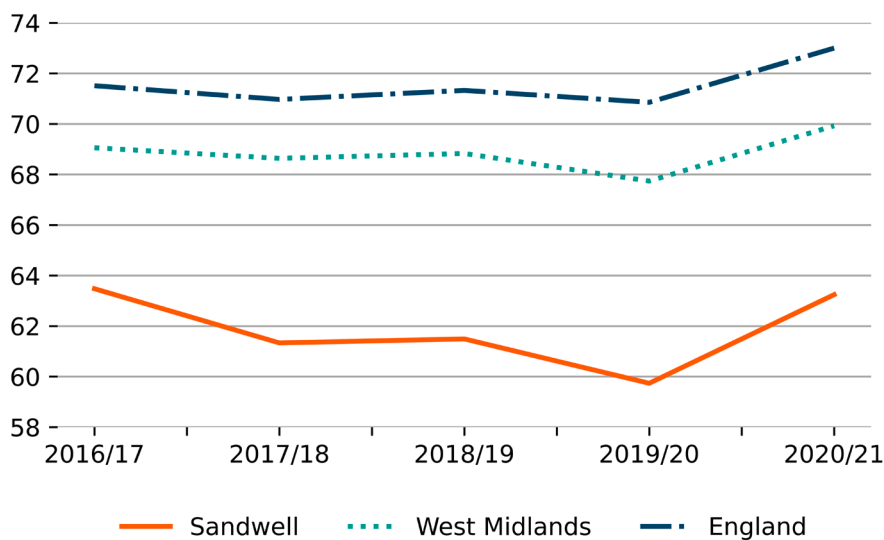
- The percentage of pupils meeting the expected standard in reading, writing and maths by the end of primary school (2021/22) in Sandwell was **lower than the England percentage**. In 2021/22, the percentage in Sandwell (**55%**) was only slightly lower than West Midlands (**57%**) and England (**59%**).
- The percentage of young people achieving GCSEs (and equivalent qualifications) in English and maths by age 19 in Sandwell was **lower than the England percentage for the 5 years up to 2020/21**. In 2020/21, the percentage in Sandwell (**63%**) was lower than West Midlands (**70%**) and England (**73%**).

## Pupils meeting expected standard in RWM by end of primary school (%), 2021/22



Source: [DfE, 2022](#)

## Students achieving GCSEs in English and Maths by age 19 (%)



Source: [DfE, 2022](#)

## Skills:



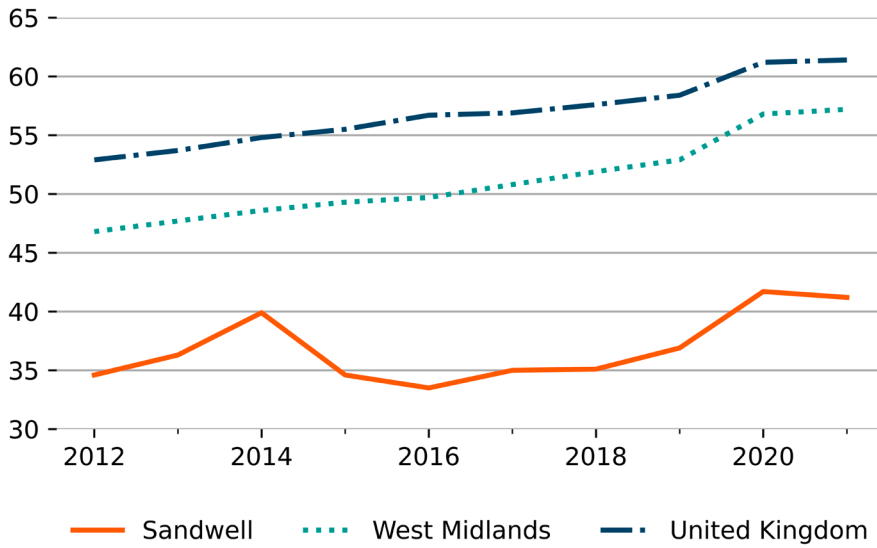
**By 2030, the number of people successfully completing high-quality skills training will have significantly increased in every area of the UK. In England, this will lead to 200,000 more people successfully completing high-quality skills training annually, driven by 80,000 more people completing courses in the lowest skilled areas.**



## Indicators

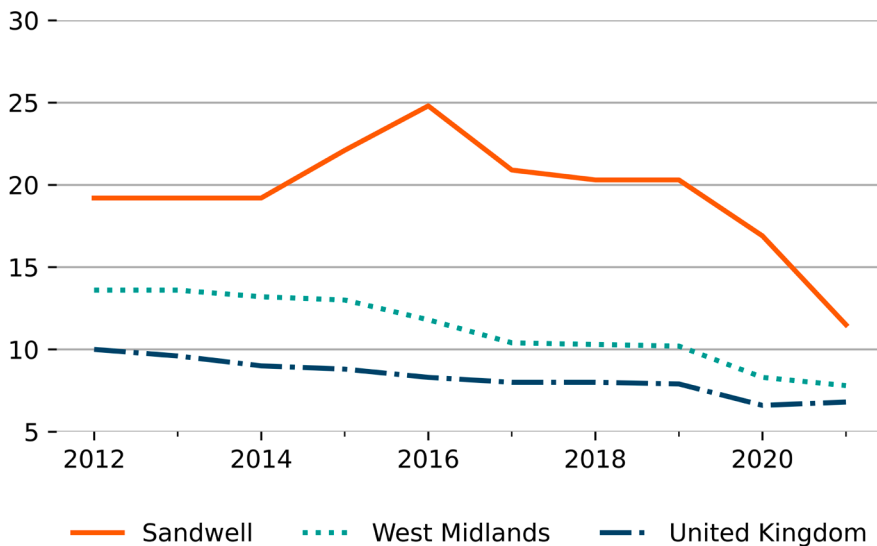
- The percentage of 16-64 year olds with no qualifications in Sandwell has been higher than the United Kingdom percentage for the last 10 years. In 2021, the percentage in Sandwell (**12%**) was only slightly higher than West Midlands (**8%**) and the United Kingdom (**7%**).
- The proportion of the population aged 16 - 64 with level 3+ qualifications in Sandwell has been lower than the United Kingdom percentage for the last 10 years. In 2021, the percentage in Sandwell (**41%**) was lower than West Midlands (**57%**) and the United Kingdom (**61%**).

### People with NVQ 3+ qualifications (%)



Source: APS survey, 2022

### People with no qualifications (%)



Source: APS survey, 2022

# Transport and Digital connectivity

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The mix of transport modes used for commuting in Sandwell differs to national averages, with a higher proportion of people using buses and relatively fewer people using rail and active travel. Measures of digital connectivity in Sandwell are above regional and national averages.

## Transport:



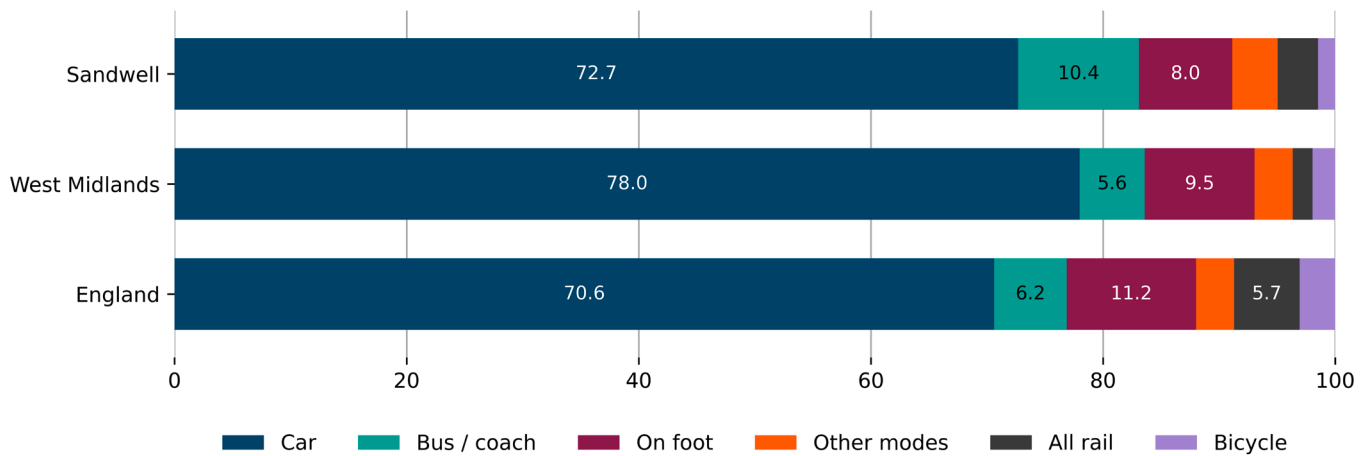
**By 2030, local public transport connectivity across the country will be significantly closer to the standards of London, with improved services, simpler fares and integrated ticketing.**



## Indicators

- The proportion of people who travel to work by bus/coach is higher in Sandwell compared to the West Midlands and England averages. A smaller proportion of people travel to work by rail in Sandwell compared to England (Census 2021).
- The proportion of people who work from home in Sandwell (**18.7%**) was lower than West Midlands (**25.7%**) and England (**31.5%**) (Census 2021).
- The time taken to travel to employment centres with 500-4,999 employees for car, cycling, public transport or walking, and walking in Sandwell (**7 mins, 9 mins, 10 mins, and 11 mins** resp.) were all lower than West Midlands (**8 mins, 10 mins, 12 mins, and 15 mins** resp.) and England (**8 mins, 10 mins, 11 mins, and 15 mins** resp.) (2019).

## Method of travel to work (%)



The legend is presented in the same order as the categories within the bars. We have excluded the “Work mainly at or from home” category from this chart to make it easier to clearly see the methods used to travel to work. Percentages do not include those working from home.

Source: [ONS, 2022](#)

## Digital connectivity:



**By 2030, the UK will have national gigabit-capable broadband and 4G coverage, with 5G coverage for majority of the population.**

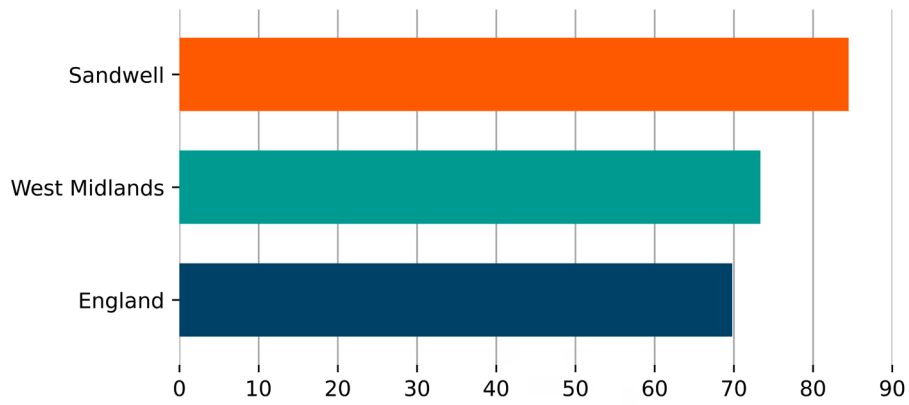


### Indicators

- The percentage of premises with gigabit capable broadband in Sandwell was **higher than the England percentage**. In September 2022, the percentage in Sandwell (**85%**) was higher than West Midlands (**73%**) and England (**70%**).
- The outdoor 4G coverage in Sandwell was **higher than the England percentage**. In September 2022, the percentage in Sandwell (**100%**) was the same as West Midlands (**100%**) and was only slightly higher than England (**99%**).

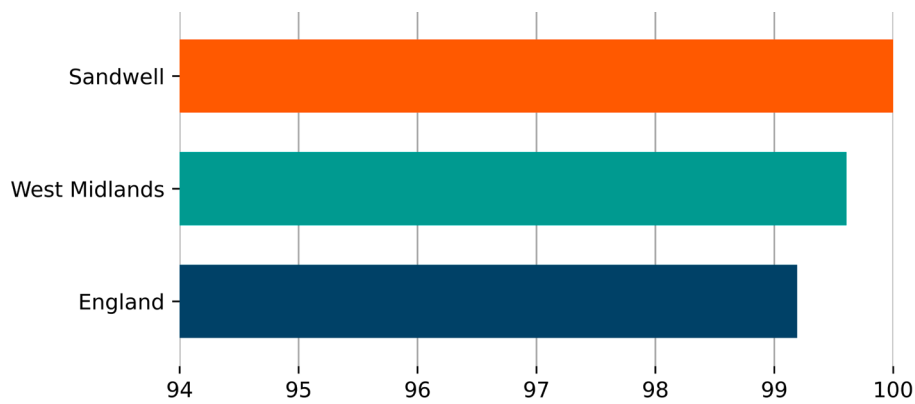


### Gigabit availability (% of premises)



Source: [Ofcom, 2022](#)

### Good outdoor 4G availability from at least one operator (%)



Source: [Ofcom, 2022](#)

# **Annex B – Assessment against the six capitals**

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**Physical Capital**

**Human Capital**

**Intangible capital**

**Financial capital**

**Social Capital**

# Physical capital

Physical capital comes in several forms – transport, housing and digital, as well as the machines and other capital stock used by industry.

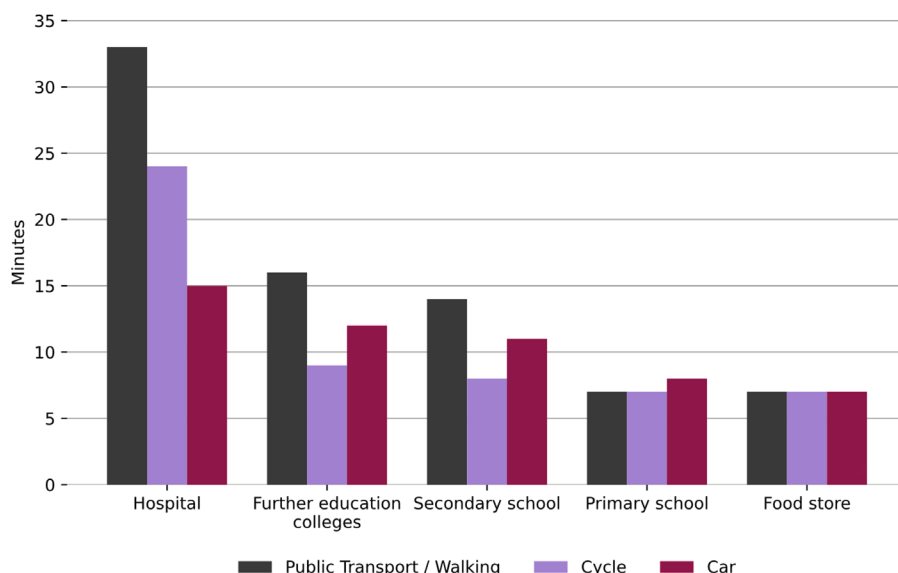


# Access to key services in Sandwell

There is a longer travel time to access most key services in Sandwell when using public transport compared to using a car. Sandwell has shorter average minimum travel time to all key service when cycling or using public transport/walking, than regional and national averages.

- Public transport commonly has the **longest travel time to key services in Sandwell**, with the exception of primary schools. All transport modes have the same travel time of 7 minutes to food stores. Car has the shortest travel time for hospitals, whilst cycling is the shortest for secondary schools and further education colleges.
- In Sandwell, hospitals have the longest travel time by any mode of transport, compared to other key service, with public transport taking over twice the travel time of the journey by car.
- However, when compared to regional and national averages, **Sandwell has shorter average minimum travel time to all key services when cycling or using public transport/walking**.
- Travel times to hospital using a car is shorter in Sandwell than regional and national averages. Travel times using cars are longer for other key services (with the exception of food stores) in Sandwell, compared to regional and national averages.

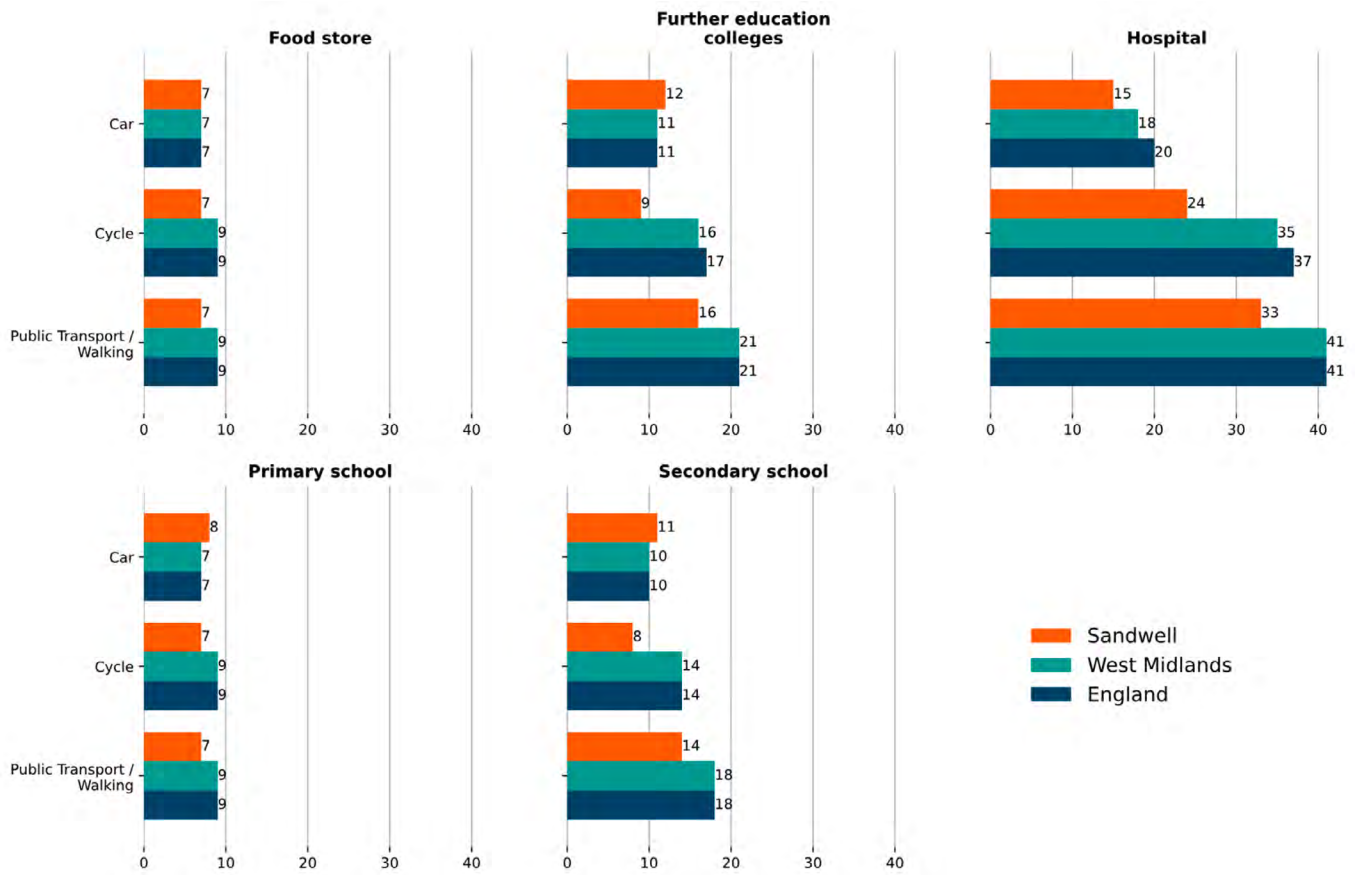
## Average minimum travel time to key services in Sandwell (minutes), 2019



The legend is presented in the same order as the bars in the clusters.

Source: [Department for Transport, 2021](#)

## Average minimum travel time to the nearest key services (minutes), 2019



The legend is presented in the same order as the bars in the clusters.

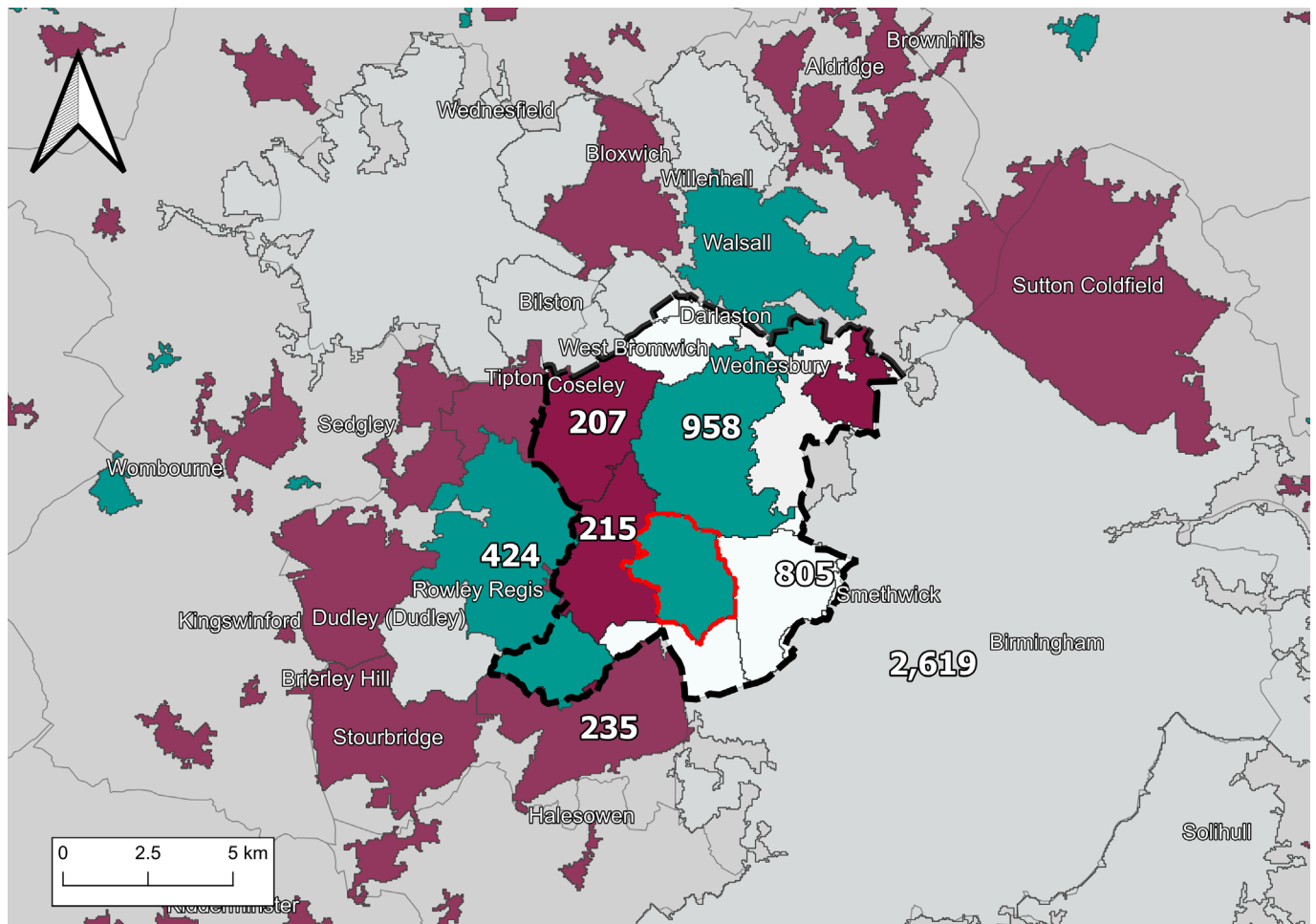
Source: [Department for Transport, 2021](#)

# Sandwell commuter flows

Oldbury (Sandwell) built-up area (BUA) is a net importer of people, attracting workers from nearby towns and Birmingham. The number of people incoming to Oldbury (Sandwell) is double the number of people outgoing the BUA.

## Outgoing

Numbers represent the flows of people leaving Oldbury (Sandwell) BUASD to their respective BUAs



**Settlements**

**Commuter ratio**

- 0 - 0.75 Net exporters
- 0.76 - 1.25 Balanced fluxes
- 1.26 - 193.17 Net importers

**Local Authorities**

- Sandwell City Council
- Other Districts

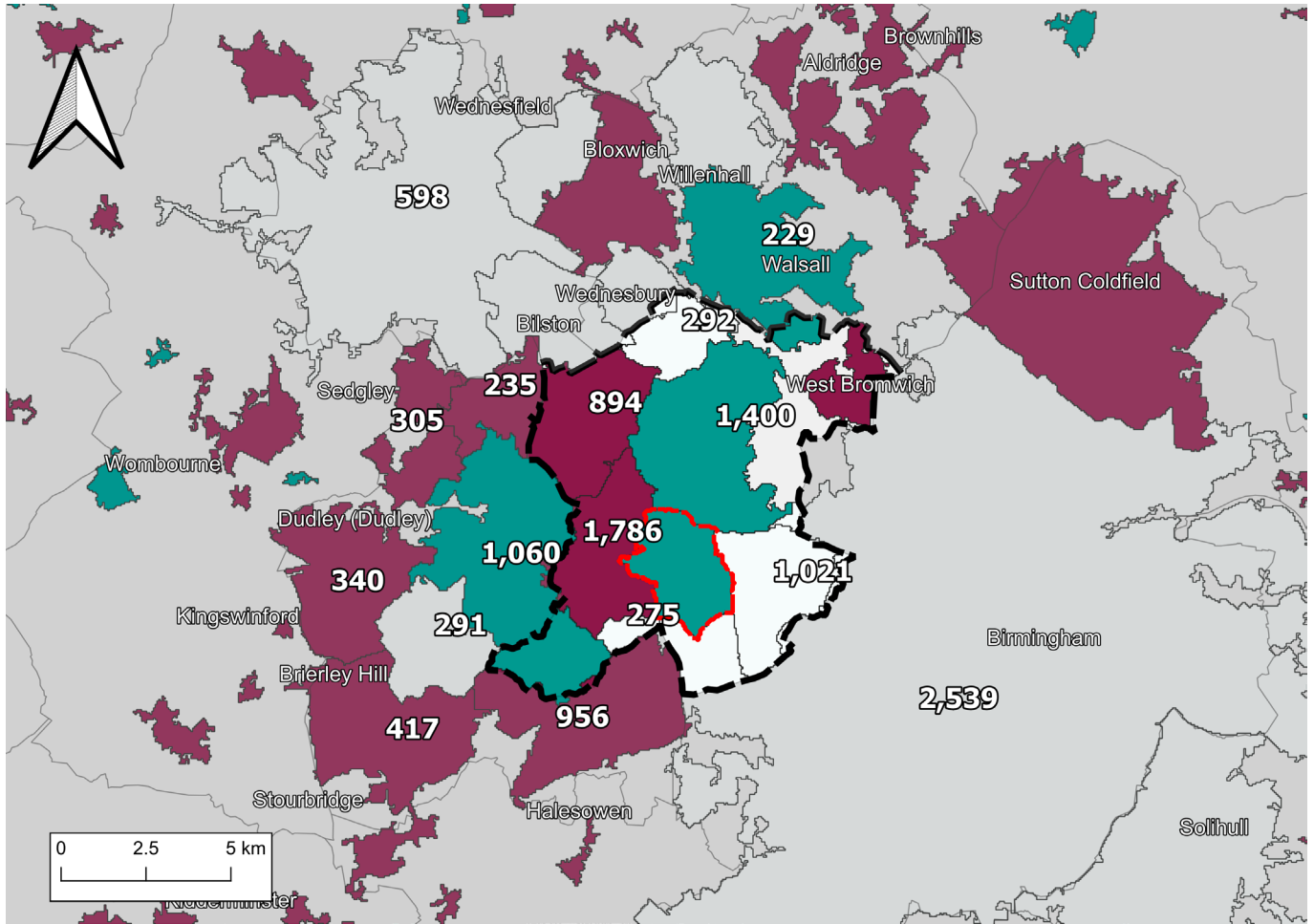
**Built-Up Area**

- Oldbury (Sandwell) BUASD



## Incoming

Numbers represent the flows of people entering Oldbury (Sandwell) BUASD from their respective BUAs



**Settlements**

**Commuter ratio**

- 0 - 0.75 Net exporters
- 0.76 - 1.25 Balanced fluxes
- 1.26 - 193.17 Net importers

**Local Authorities**

- Sandwell City Council
- Other Districts

**Built-Up Area**

- Oldbury (Sandwell) BUASD

Source: DLUHC internal analysis on Census 2011 data Note: Flows have been filtered to only show flows of 50 or more people

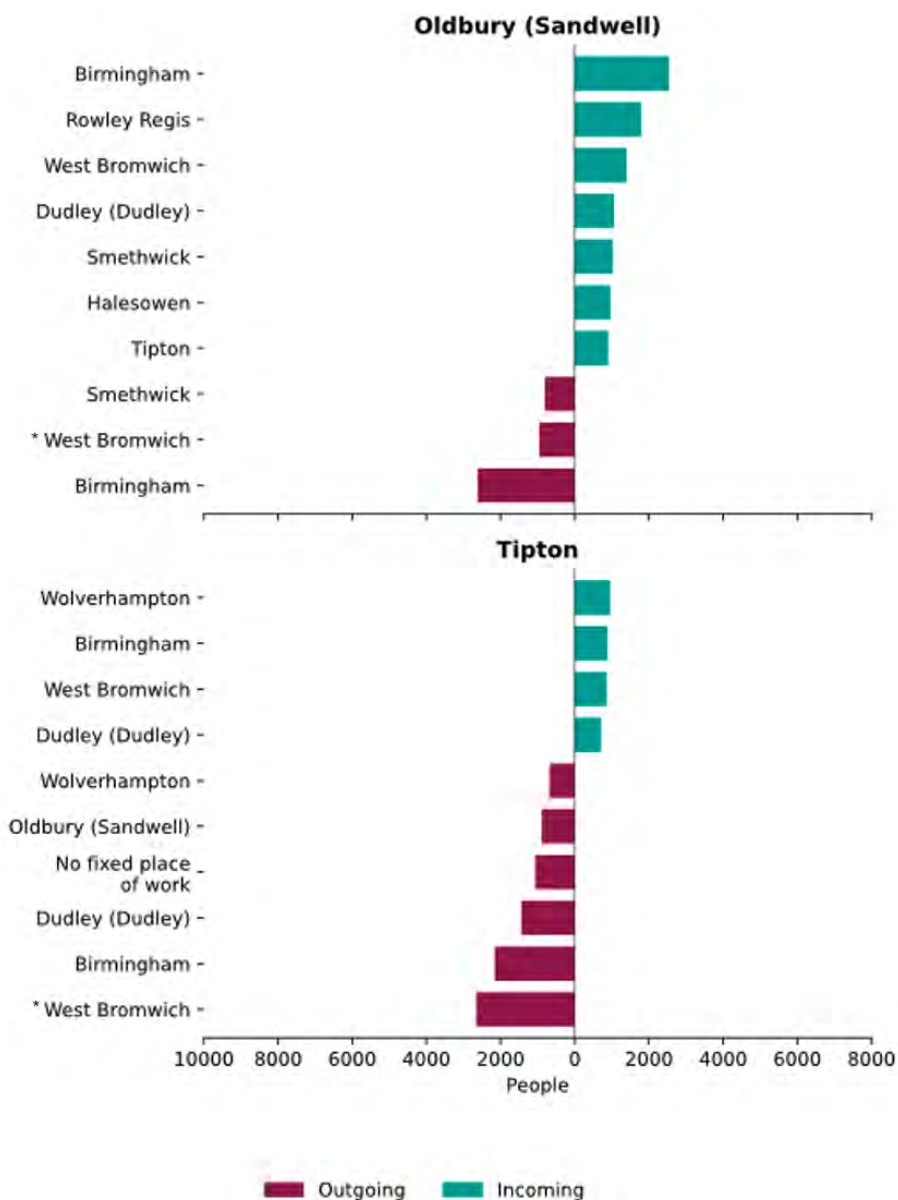
Name of built-up area	2011 Population	Incoming	Outgoing	Working local
Oldbury (Sandwell)	23,964	15,674	7,793	2,329

**Top 20 residence – work connections between BUAs where Oldbury (Sandwell) BUASD is involved**

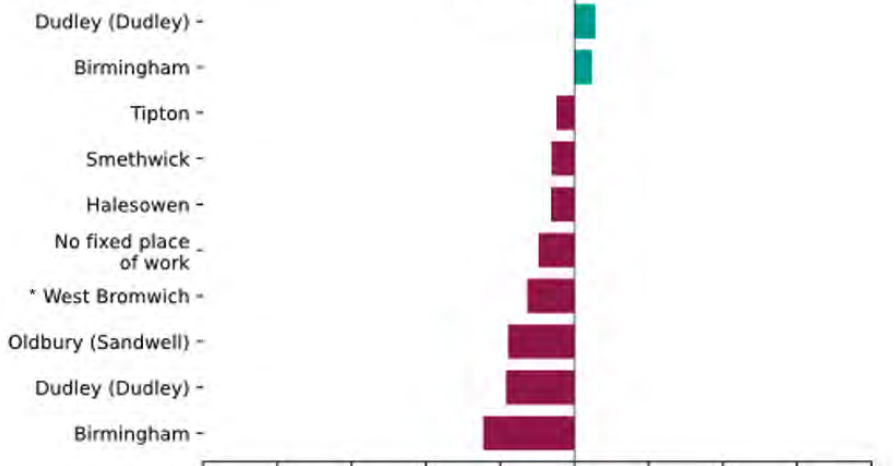
Place of residence	Place of work	People
Oldbury (Sandwell)	Birmingham	2,619
Birmingham	Oldbury (Sandwell)	2,539
Oldbury (Sandwell)	Oldbury (Sandwell)	2,329
Rowley Regis	Oldbury (Sandwell)	1,786
West Bromwich	Oldbury (Sandwell)	1,400
Dudley (Dudley)	Oldbury (Sandwell)	1,060
Smethwick	Oldbury (Sandwell)	1,021
Oldbury (Sandwell)	West Bromwich	958
Halesowen	Oldbury (Sandwell)	956
Tipton	Oldbury (Sandwell)	894
Oldbury (Sandwell)	Smethwick	805
Oldbury (Sandwell)	No fixed place of work	635
Wolverhampton	Oldbury (Sandwell)	598
Oldbury (Sandwell)	Dudley (Dudley)	424
Stourbridge	Oldbury (Sandwell)	417
Kingswinford	Oldbury (Sandwell)	340
Sedgley	Oldbury (Sandwell)	305
Wednesbury	Oldbury (Sandwell)	292
Brierley Hill	Oldbury (Sandwell)	291
Blackheath	Oldbury (Sandwell)	275

# Sandwell commuter flows: towns

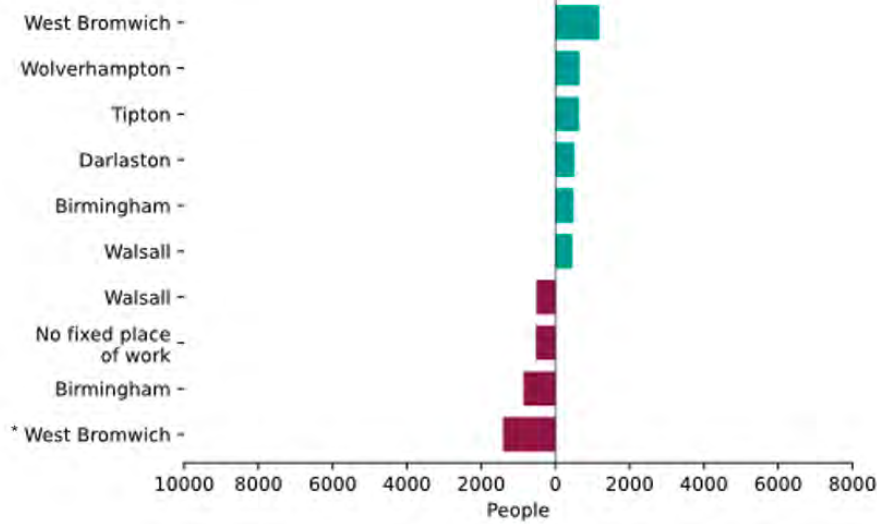
Sandwell is comprised of six towns, all experiencing different levels of commuting flows. Smethwick and West Bromwich have high flows of people going to and from Birmingham, whilst the residential town of Rowley Regis has high levels of outgoing commuter flows.



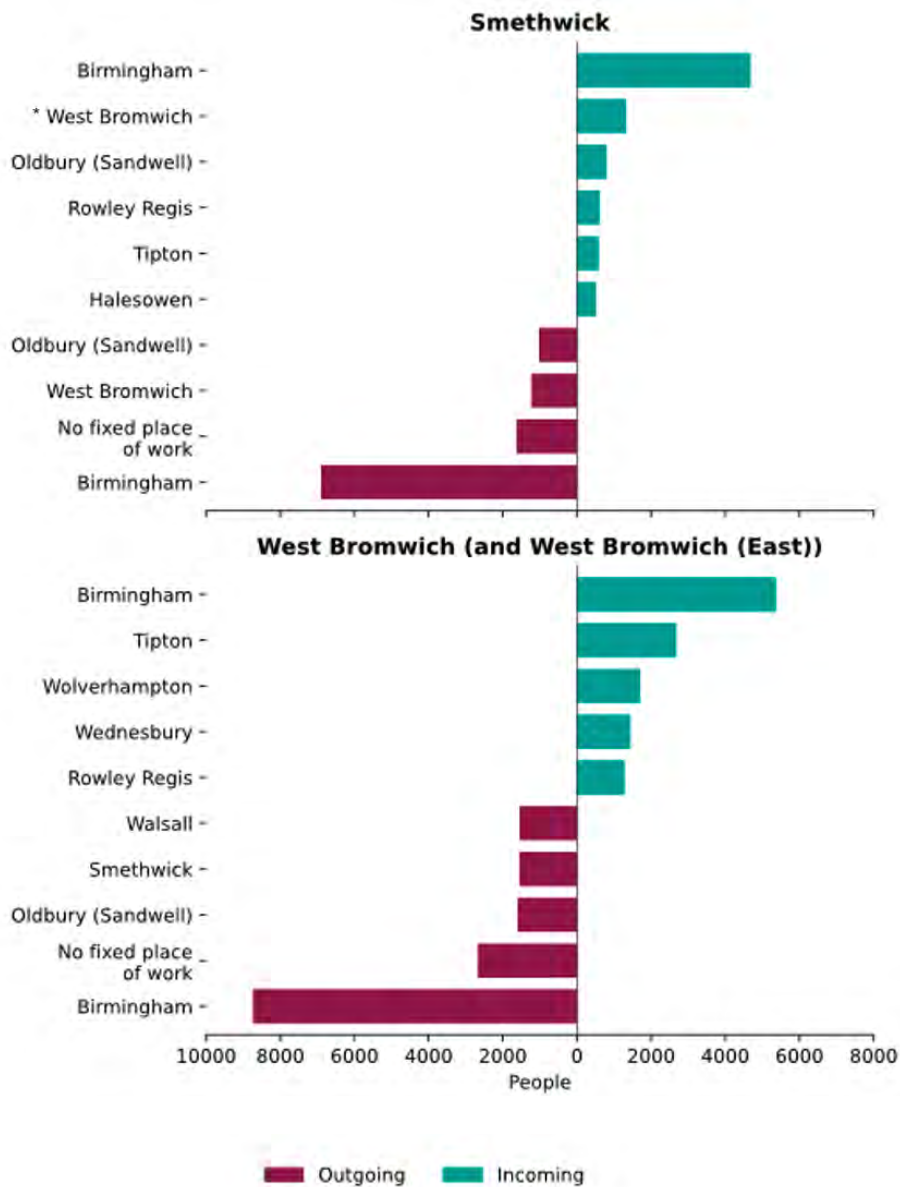
### Rowley Regis



### Wednesbury



■ Outgoing ■ Incoming



Source: DLUHC internal analysis on Census 2011 data

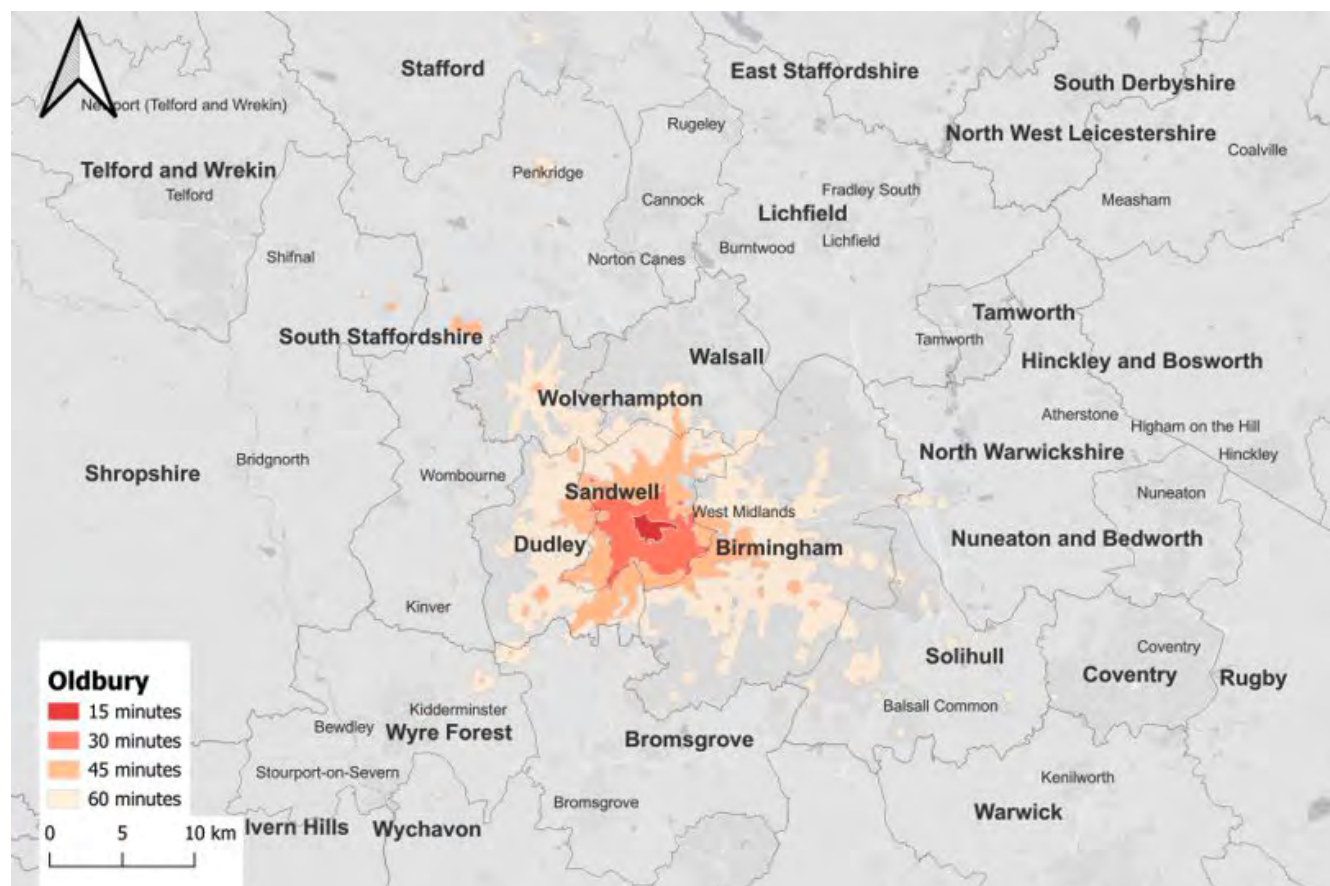
Note: West Brgraphomwich is divided into two separate built-up areas; West Bromwich and West Bromwich (East). The above has combined the statistics of both built-up areas to produce overall statistics for West Bromwich.

\* These statistics only contain West Bromwich, not West Bromwich (East)

# Travel time isochrones

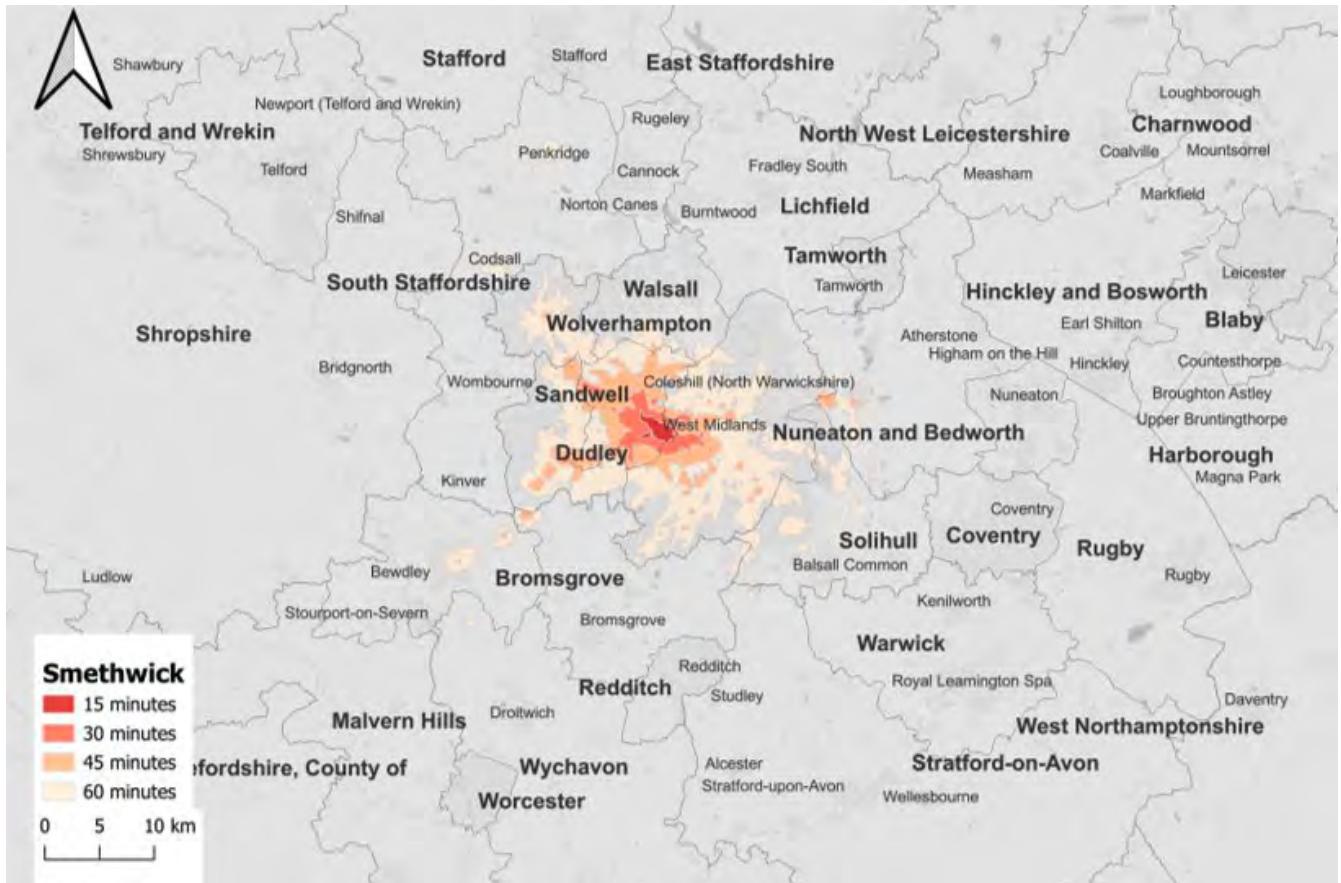
The towns of Oldbury, West Bromwich and Smethwick have the best accessibility to the employment centre of Birmingham. From Wednesbury, it is possible to reach the employment centres of Birmingham, Walsall and Wolverhampton within 45 minutes.

Public transport accessibility by journey time from Oldbury high street, between 7:15am and 9:15am

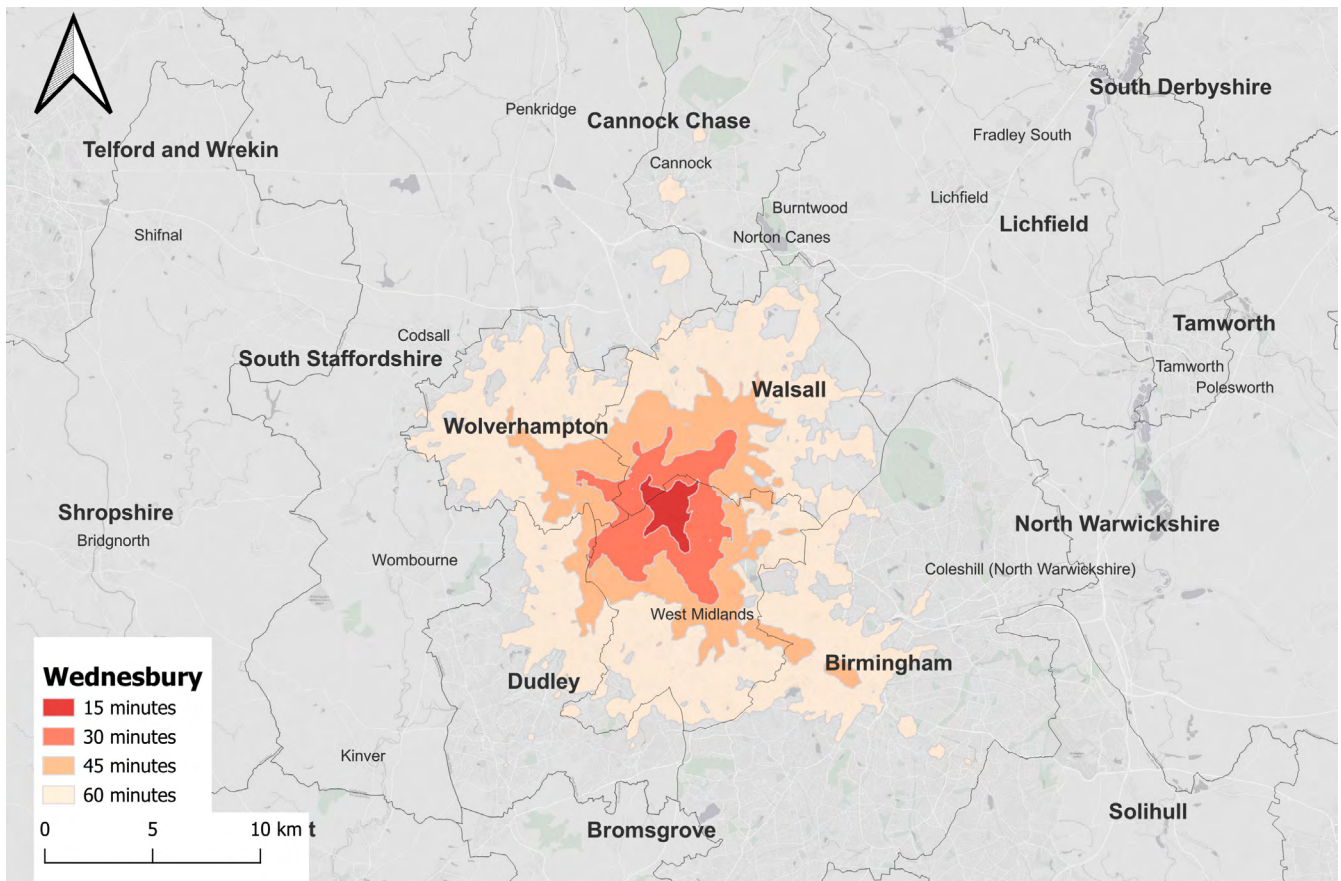




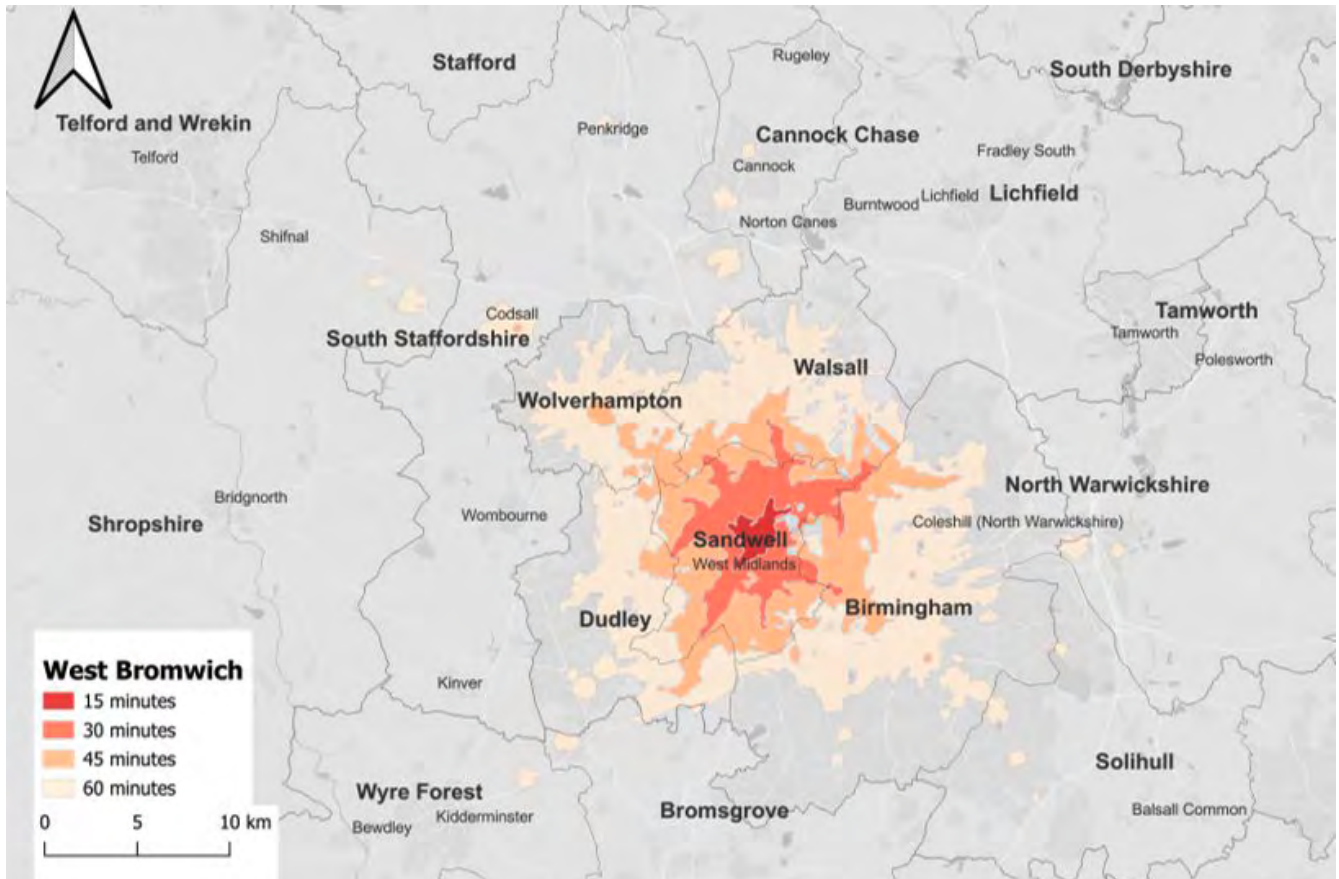
**Public transport accessibility by journey time from Smethwick high street, between 7:15am and 9:15am**



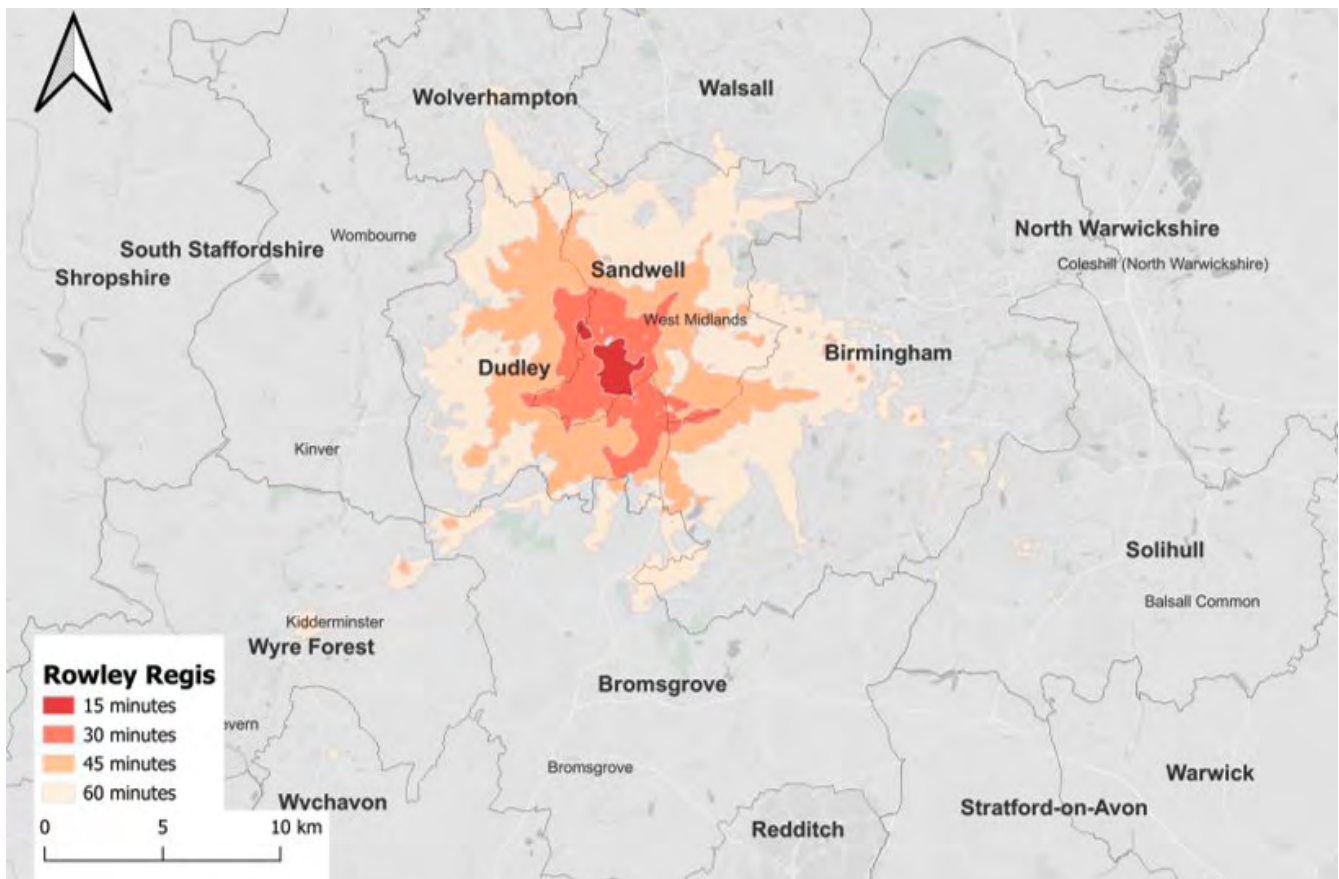
**Public transport accessibility by journey time from Wednesbury high street, between 7:15am and 9:15am**



**Public transport accessibility by journey time from West Bromwich high street, between 7:15am and 9:15am**

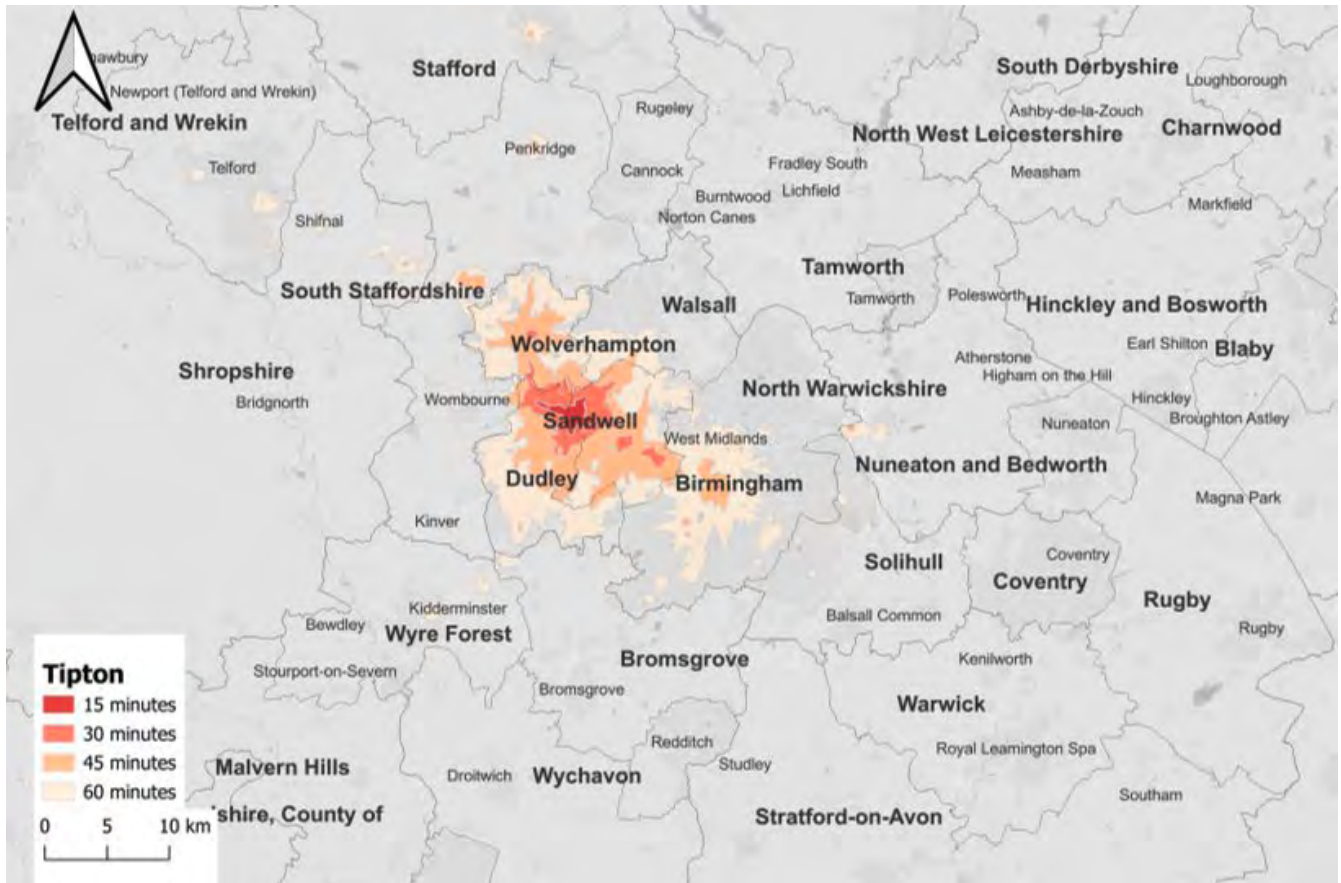


**Public transport accessibility by journey time from Rowley Regis high street, between 7:15am and 9:15am**





**Public transport accessibility by journey time from Tipton high street, between 7:15am and 9:15am**



Source: [ONS, 2023](#)

# Sandwell – access to broadband

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**Over three-quarters of premises in Sandwell are gigabit capable, however, there are pockets of areas with only 0-20% premises which are gigabit available.**

In September 2022, 84% of premises in Sandwell were gigabit capable, which was above the England average of 70% ([Ofcom, 2022](#)).

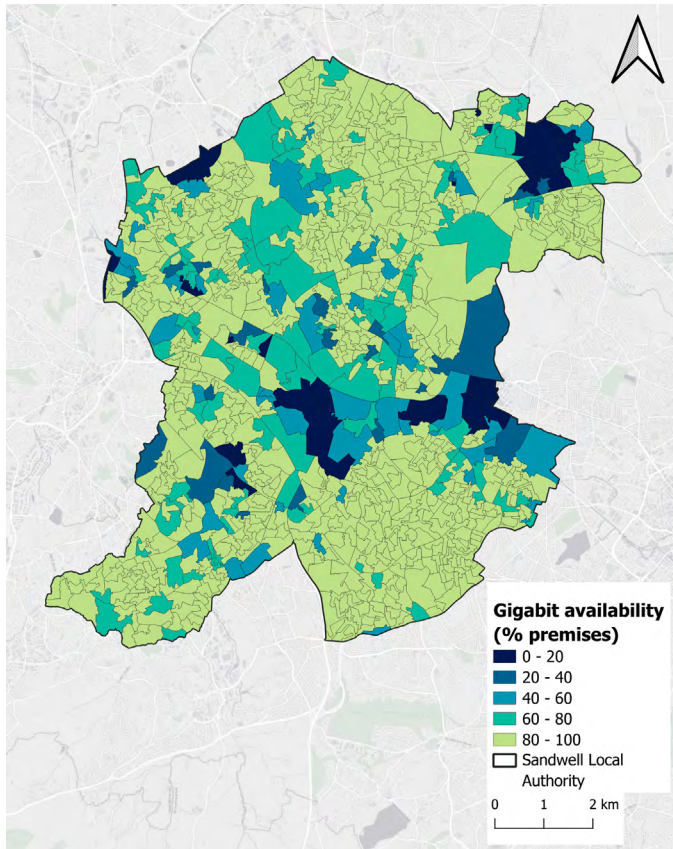
## **In Sandwell:**

- Less than 1% of premises (715 premises) were unable to receive decent broadband (with at least 10Mbit/s download, 1Mbit/s upload speeds)
- 13 premises were eligible for [Broadband Universal Obligation](#)\*
- 99% of premises (142,183 premises) had superfast download speeds of at least 30Mbit/s
- 87% of premises had ultrafast download speeds of at least 300Mbit/s, whilst 36% of premises had access to full fibre.

Whilst 44 output areas showed less than 20% of premises had gigabit availability, postcode-level data indicates the lack of gigabit availability is widespread across Sandwell. This is especially prevalent in Smethwick and Oldbury.

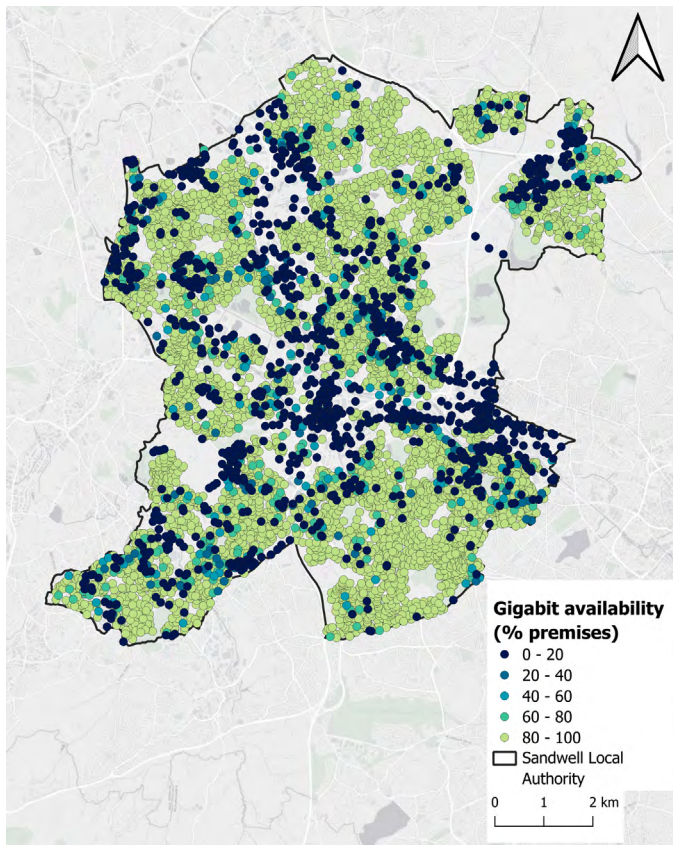
*\* A home or business is eligible for Universal Service Obligation if it has no access to existing decent broadband and if it will not be covered by a public broadband scheme offered by the UK or devolved governments in the next 12 months.*

## Gigabit availability (% premises) by output area



Source: [Ofcom, 2022](#)

## Gigabit availability (% premises) by postcode



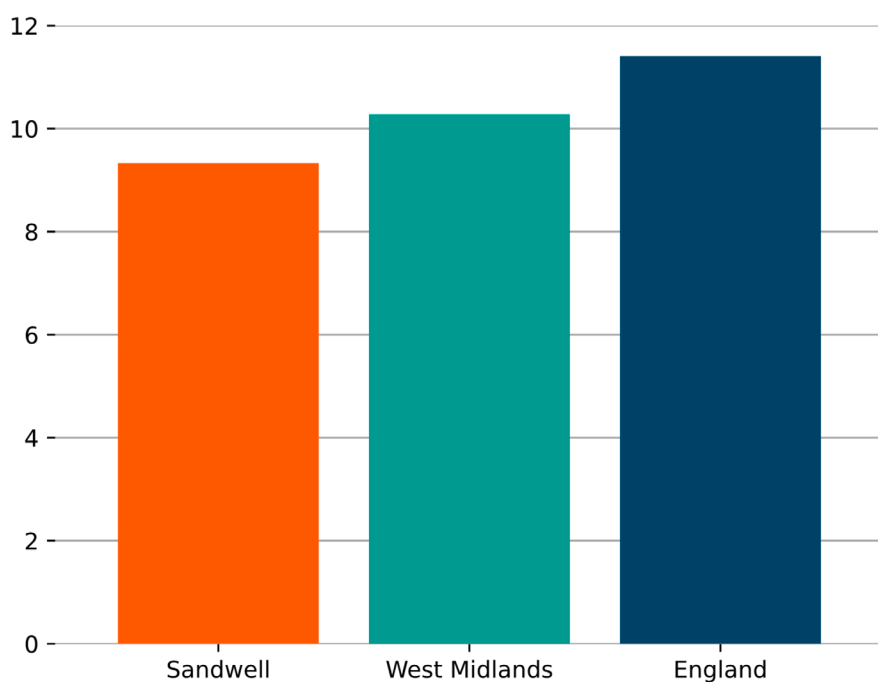
Source: [Ofcom, 2022](#)

# Housing – quality, overcrowding, homelessness

**Social renters are more prevalent in Sandwell relative to other types of tenure, and 8% of homes are overcrowded.**

- In Sandwell the majority of household own their own home – either outright (28%) or with a mortgage (26%) – however the rate of ownership is lower than the wider West Midlands region and England. 27% of household are social renters, which is higher than the England average but the private rental market does not follow this trend.
- In Sandwell the rate of households owed a duty under the homelessness reduction act is lower than the England and West Midland averages.
- Over 8% of households are overcrowded, this is above the England and Wales average as is expected within a densely populated urban area. For social and private rented properties 12% and 13% of households are overcrowded, respectively, whereas owned properties are less overcrowded (6%).

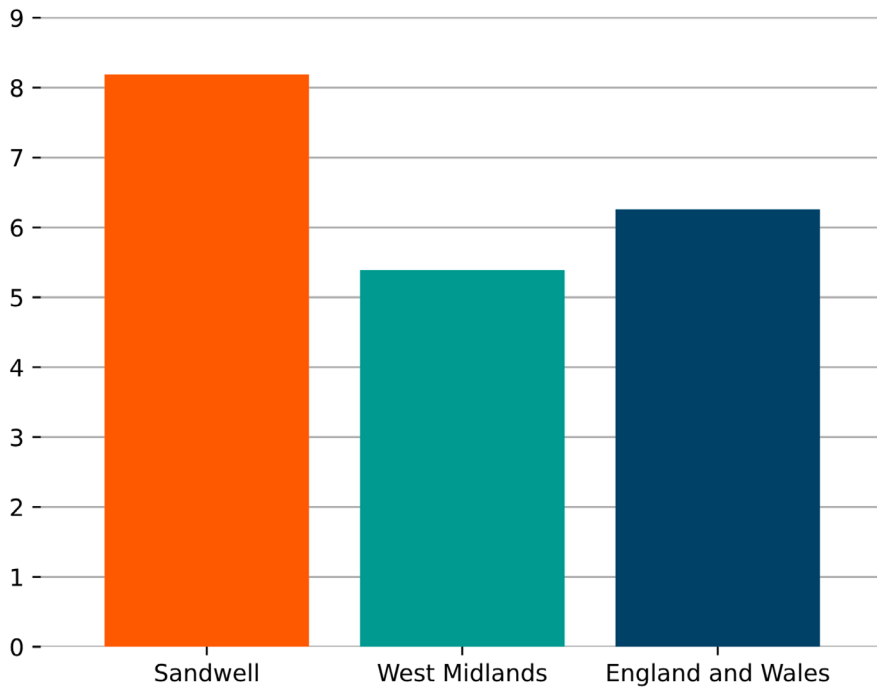
## Households owed a duty under the homelessness reduction act, rate per 1,000 (2020-21)



Source: [DLUHC, 2021](#)



## Overcrowded households (%), with an occupancy rating of -1 or less



Source: [ONS Census, 2021](#)

## Housing tenure in Sandwell (%)



Source: [ONS Census, 2021](#)

Note: The legend is presented in the same order as the bars in the clusters.

# Human capital

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Human capital is typically defined as the stock of knowledge, skills, competencies, health and other attributes embodied in people that are acquired during their life.

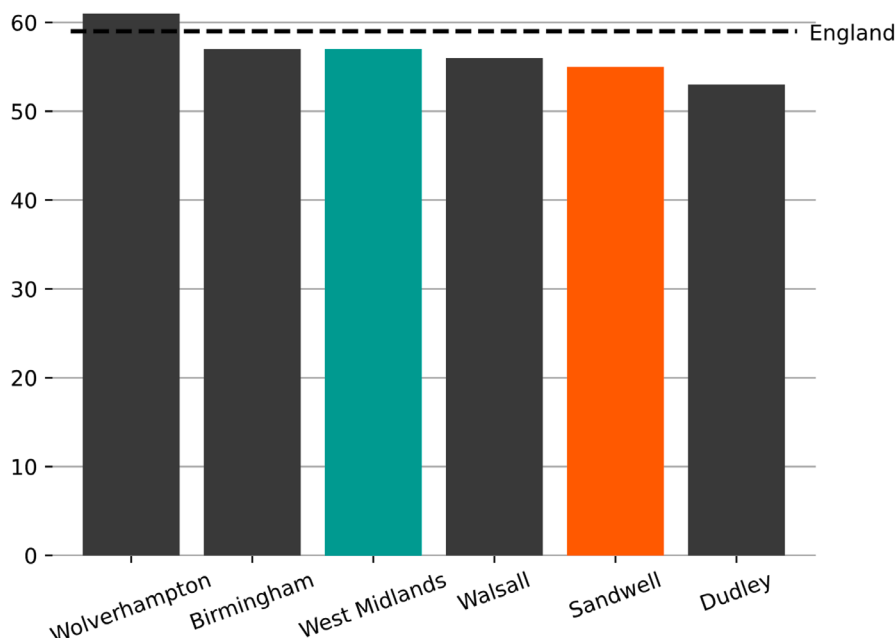


# Education inequalities in Sandwell

In the most recent Key Stage 2 results, Sandwell fared worse than regional and national averages, which constituted a significant drop from previous years. In the most deprived areas of Sandwell, less than two-thirds of pupils met the expected standard in reading, writing and maths in 2018/19.

- As of 2022, there are 143 schools and colleges in Sandwell, 114 of which are primary schools.
- The average percentage of pupils meeting the expected standard in reading, writing and maths by the end of primary school in Sandwell was 55% in 2021-22. This is lower than the averages of neighbouring local authorities of Wolverhampton (61%), Birmingham (57%), and Walsall (56%) but higher than the average in Dudley (53%).
- The Sandwell average (55%) was lower than the West Midlands (57%), and the England (59%) averages. Primary school attainment dropped in all areas following the COVID-19 period.
- As shown on the map on the right, many schools that had a lower percentage of students meeting the expected standard at Key Stage 2 outcomes in 2018/19 are located in pockets of multiple deprivation within Sandwell.

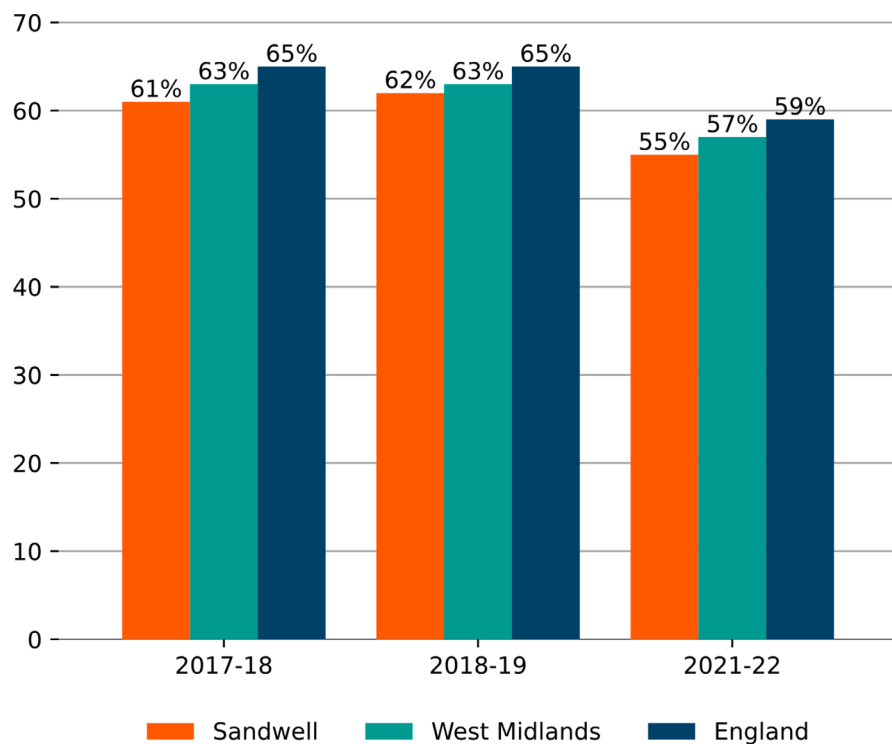
## Pupils meeting expected standard in RWM by end of primary school (%), 2021/22



Source: DfE, 2022

Note: Graph compares Sandwell to neighbouring local authorities

## Percentage of pupils meeting expected standard in RWM by end of primary school, 2018 to 2022

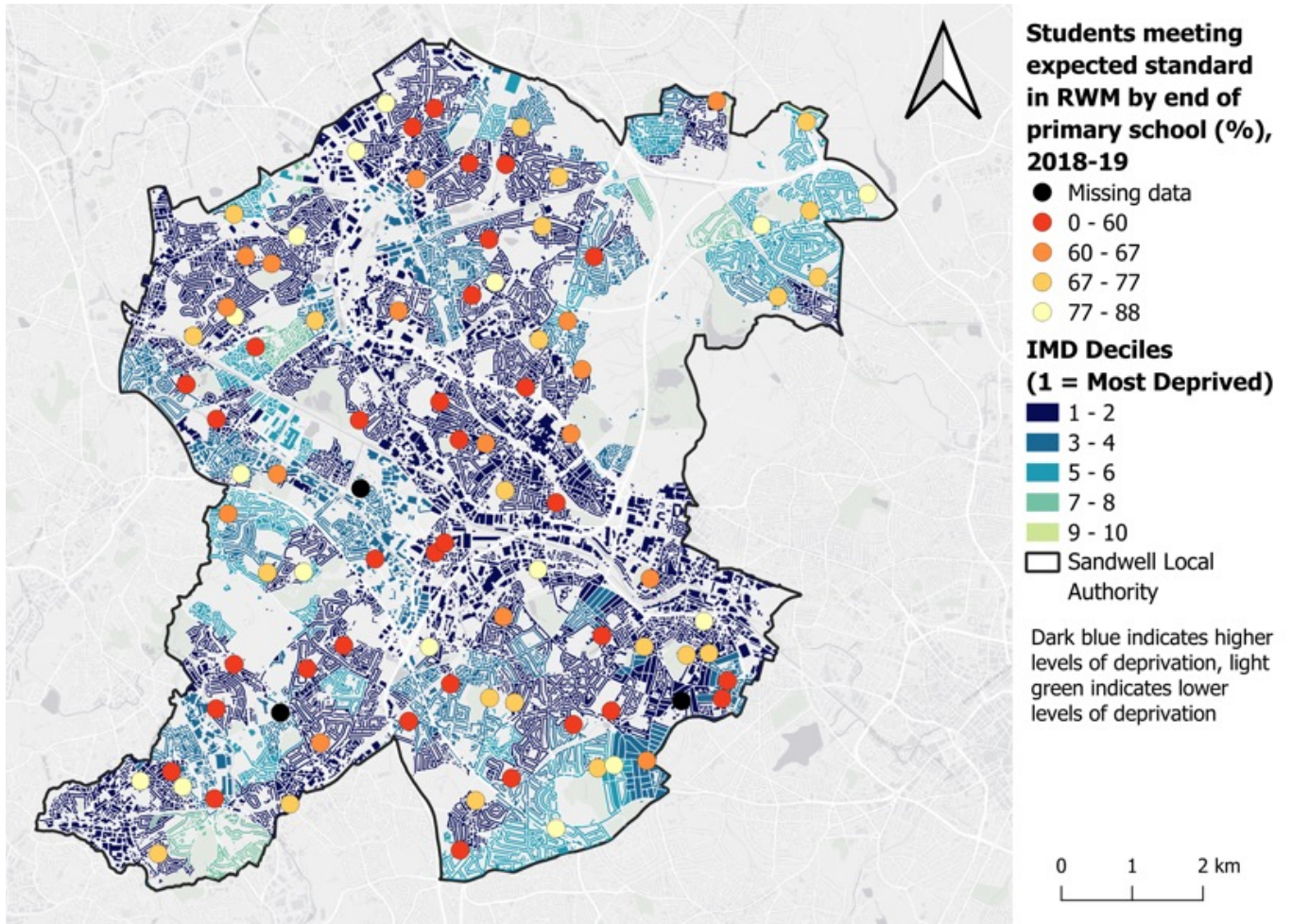


*The legend is presented in the same order as the bars in the clusters.*

Source: [DfE, 2022](#)

Note: Academic years 2019-20 and 2020-21 are missing because of no examinations during COVID restrictions





Source: [DfE, 2022](#)

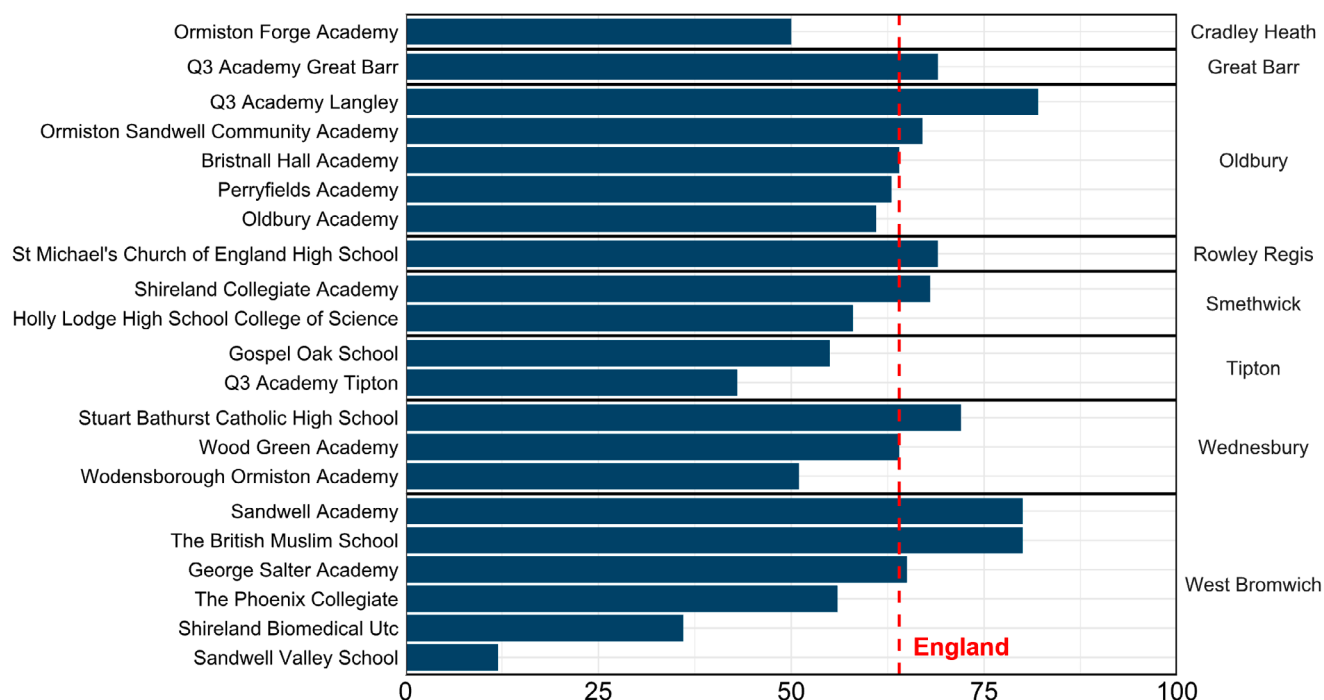
Note: The latest Key Stage 2 results at school-level is for 2018-19

# Education inequalities in Sandwell

In Sandwell, the percentage of pupils passing GCSEs in both English and Maths varied greatly by school and town. There are particularly high levels of attainment disparity in West Bromwich, with schools' results varying by 68 percentage points.

- In 2021/22, **10 out of the 21** mainstream schools (with examination results) in Sandwell had a **lower percentage of pupils passing GCSEs in both English and Maths than the national average (64%)**.
- **All schools in Cradley Heath and Tipton had a lower percentage** of pupils passing GCSEs in both English and Maths than the England average. In comparison, **all schools in Great Barr and Rowley Regis had a higher percentage** than the England average.
- In **West Bromwich, the percentage of pupils passing both English and Maths GCSEs varied greatly by school**. For example, 80% of pupils passed GCSEs in both English and Maths at Sandwell Academy and the British Muslim School, compared to just 12% of pupils at Sandwell Valley School.

## Percentage of pupils passing GCSEs in English & Maths, by school (%)



Note: This chart shows data for mainstream schools only. Data is not available for West Bromwich Collegiate Academy as the school is new and has no examination results currently.

Source: [DfE, 2022](#)

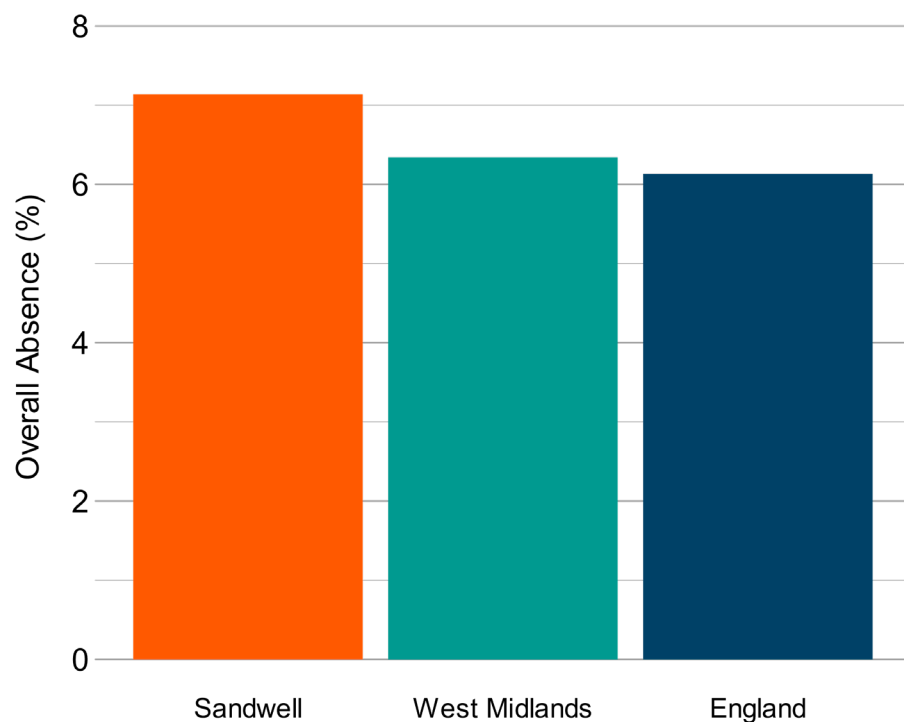


# Primary school attendance analysis

**Sandwell has one of the highest levels of primary school overall absences in 2022/23.**

- The percentage of overall primary school absences (2022/23 academic year to date up to 21st April) in **Sandwell is 7.1%**, which is greater than the regional (6.3%) and national (6.1%) averages. Additionally, Sandwell has the **7th highest overall primary school absence percentage** out of all local authorities in England. Newham has the highest percentage of overall absences (7.7%), whilst Rutland has the lowest (4.8%). *Note: Data for City of London is not included.*
- In the 2018/19 academic year, **52 out of 98 primary schools in Sandwell had a higher percentage of overall absences than the national average** at the time (4%).
- The percentage of overall absences varied by primary school. The highest percentage of overall absences was 15.6% at Shenstone Lodge School and the lowest was 2.5% at Lightwoods Primary School. Shenstone Lodge School is a special school. All primary schools in Sandwell that had a percentage of overall absences higher than 10% were special schools. Not including special schools, Tameside Primary Academy had the highest percentage of overall absences (6.8%).

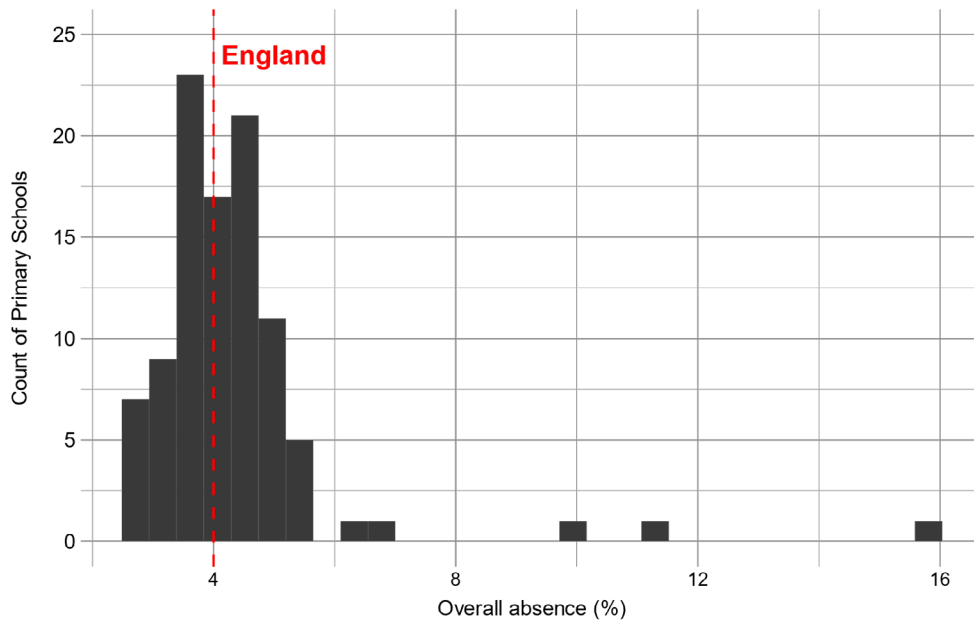
## Percentage of overall primary school absences, 2022/23 academic year to date up to 21st April



Source: [DfE, 2023](#)

*Note: These are experimental statistics. Aggregate figures include fee-paying schools where data is publicly reported by DfE.*

## Percentage of overall absences by primary school, 2018/19 academic year



Source: [DfE, 2018/19](#)

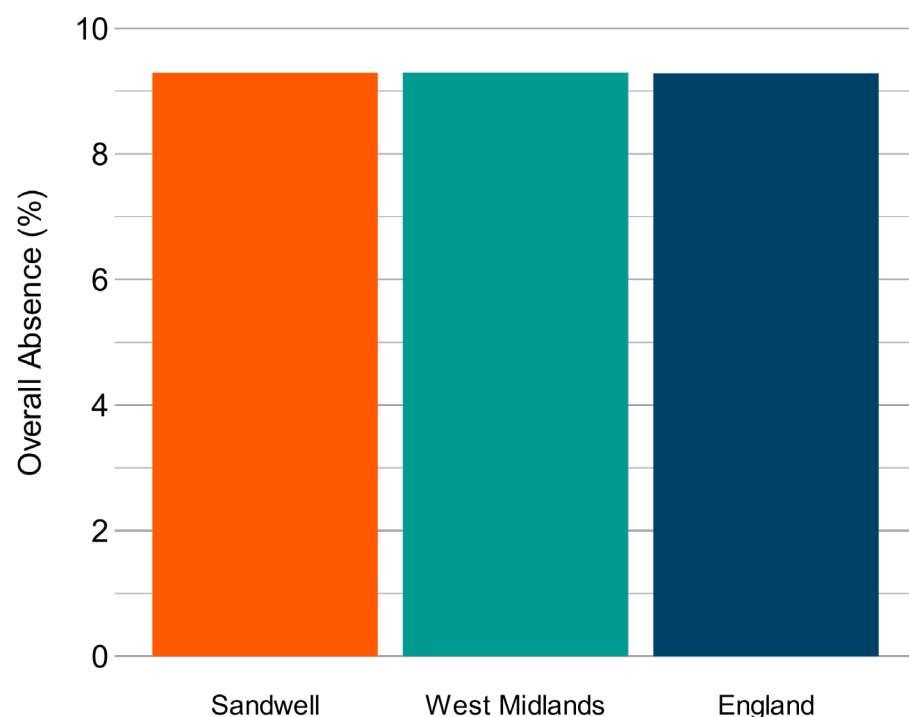
Note: School-level data includes fee-paying schools where data is publicly reported by DfE

# Secondary school attendance analysis

Secondary school attendance in Sandwell is in line with regional and national averages.

- The percentage of overall secondary school absences (2022/23 academic year to date up to 21st April) is **9.3% for Sandwell, the West Midlands and England** as a whole. Bradford has the highest percentage of overall absences (13.2%), whilst Trafford has the lowest (6.4%). *Note: Data for Isles of Scilly is not included.*
- In the 2018/19 academic year, **8 out of 22 secondary schools in Sandwell had a higher percentage of overall absences than the national average** at the time (5.5%).
- The percentage of overall absences varied by secondary school. The percentage of overall absences was 15.6% at Shenstone Lodge School, but just 1.8% at Q3 Academy Langley. Shenstone Lodge School is a special school. Not including special schools, Shireland Biomedical UTC had the highest percentage of overall absences (9.1%).

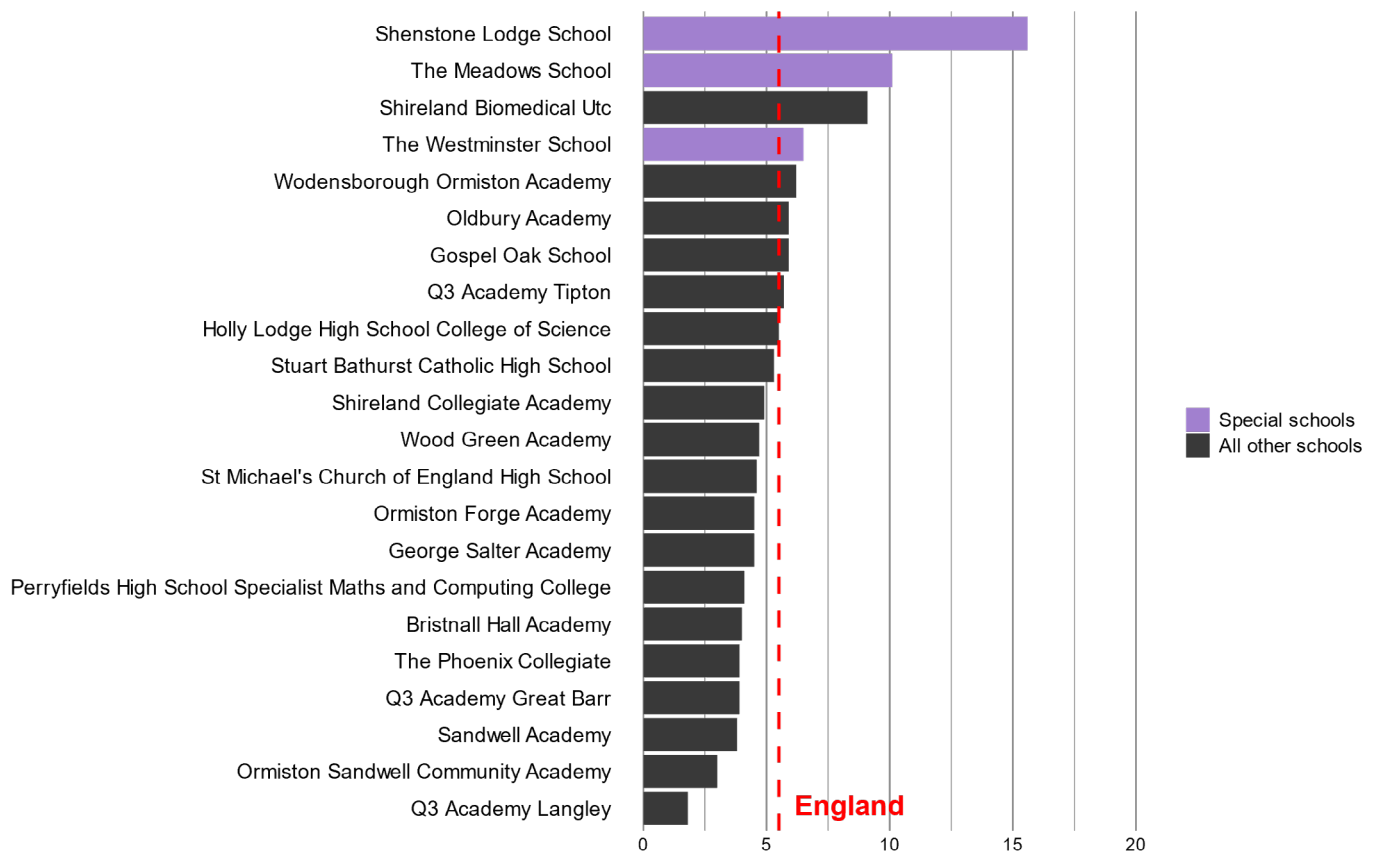
**Percentage of overall secondary school absences, 2022/23 academic year to date up to 21st April**



Source: [DfE, 2023](#)

*Note: These are experimental statistics. Aggregate figures include fee-paying schools where data is publicly reported by DfE.*

## Percentage of overall absences by secondary school, 2018/19 academic year



Source: [DfE, 2018/19](#)

Note: School-level data includes fee-paying schools where data is publicly reported by DfE

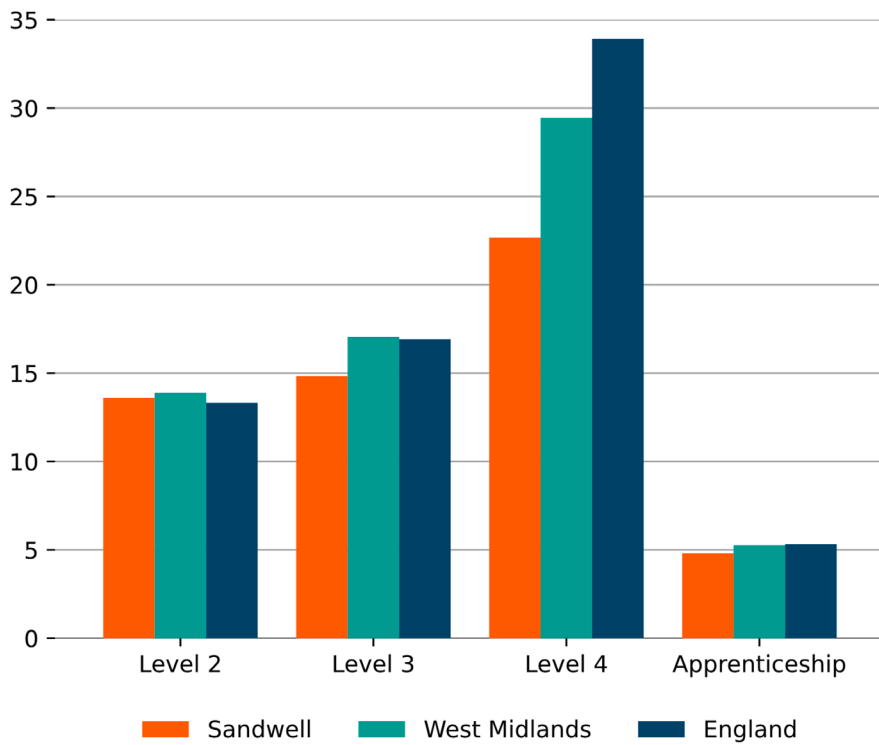
# Education: Post-16 education

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Sandwell fares worse than national and regional averages on higher-level qualifications, with a significantly lower proportion of people with Level 4 and above as their highest qualification. Although the total vacancies with skill shortages and gaps are lower than national averages across most occupancy types, there are higher than average skill gaps in high skilled vacancies.

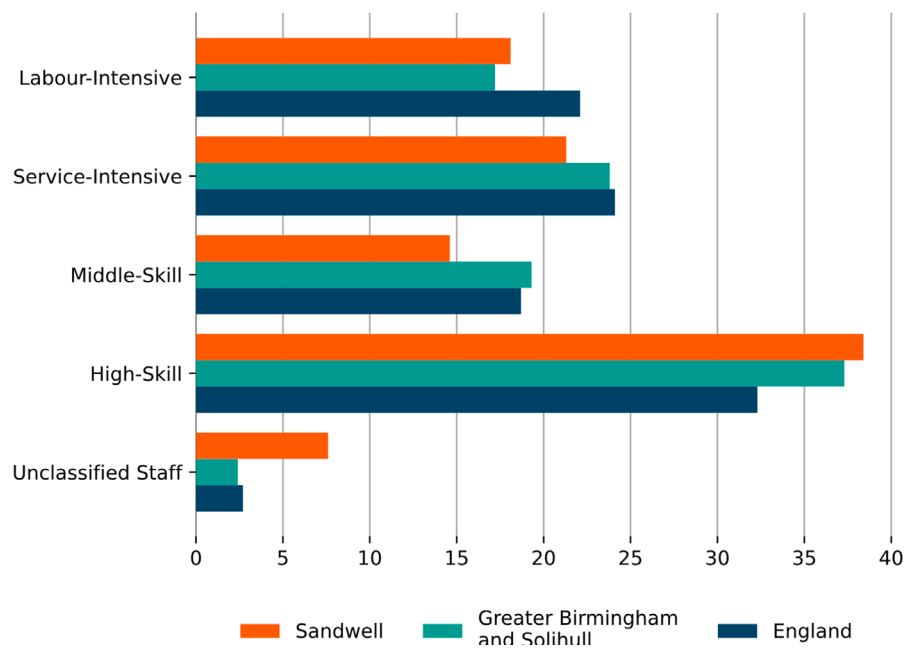
- The percentage of post-16 sustained education, apprenticeships or employment was (75.2%) in Sandwell in 2020/21, lower than the England average (79.4%) and the West Midlands average of (78.7%).
- When compared to the England, has a higher **percentage of people** who have **level 2 (13.6%)**, but **lower** for **Level 3 (14.8%)** and **apprenticeships (6.9%)** as their highest qualification.
- Sandwell has a **significantly lower proportion of people with level 4 qualifications and above (22.7%)** relative to the England and Wales **(33.8%)** and West Midlands average. This is in part driven by the observed disparities and relative low education attainment prior to post-16 education.
- In 2019, **(31.3%) and (21.4%) of Sandwell employment was classified as employed in high-skilled and middle-skilled occupations, respectively.** This is compared to (37.6%) and (20.1%) for England, whilst the greater Birmingham and Solihull had an average of (35.3%) and (20.5%) respectively.
- In 2019, (12%) of all Sandwell establishments had either a skill gap or skill shortage vacancy, **lower than the national (17%) and regional (14%) average.**
- Sandwell has a **higher proportion (38%) of skills gap or shortage vacancies in high skill employment** compared to England (32%). **This suggests skill gaps in high-skill jobs** in the local population, whilst rates of skills gap or shortage vacancies in middle-skilled, labour intensive, and service-intensive are **lower than the England averages.**

### Highest level of qualification achieved (%), 2021



Source: [ONS Census, 2021](#); [ONS Census, 2023](#)

### Profile of skill shortage and skill gap vacancies by occupation type (%), 2019



Source: [DfE, 2019](#)



# Health: Sandwell

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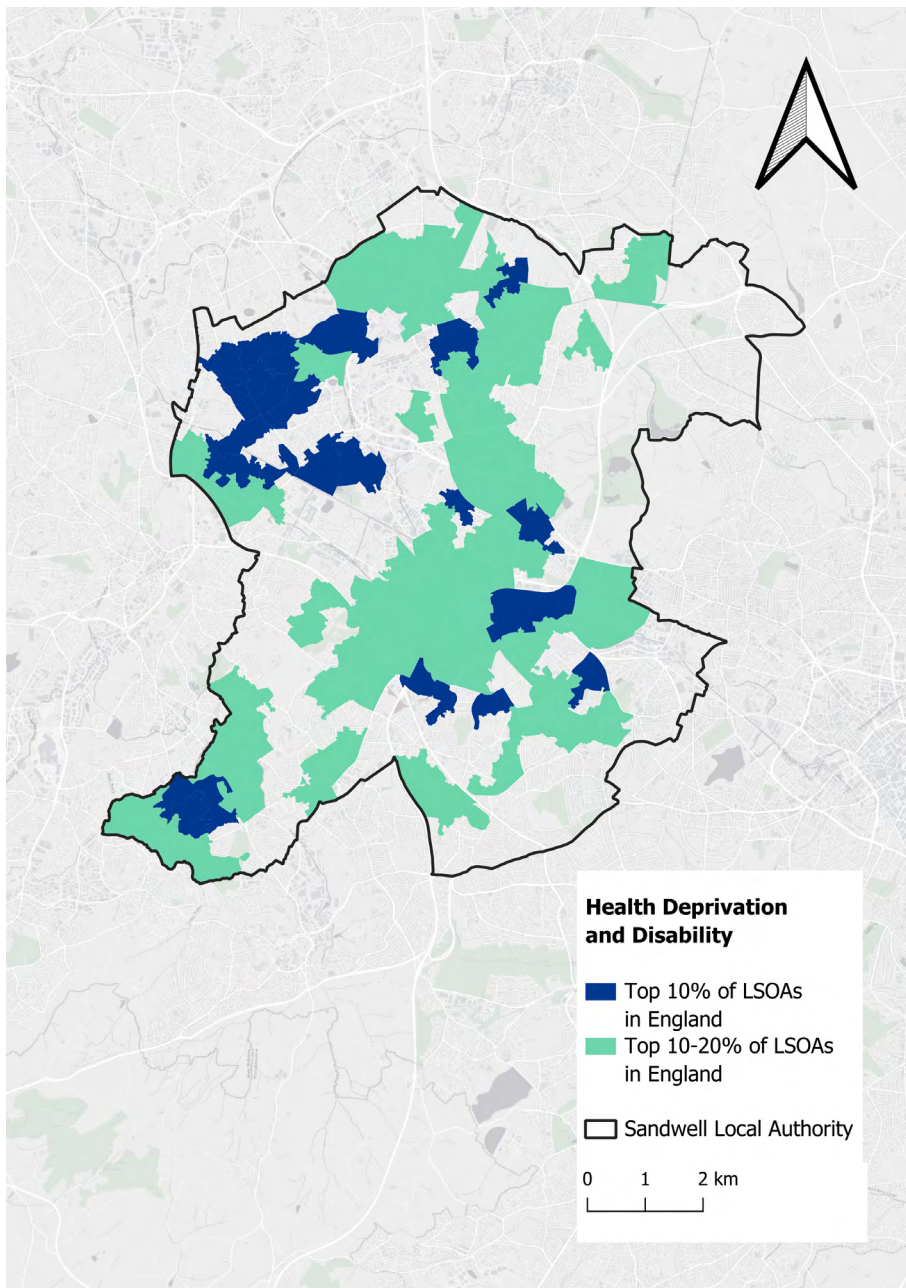
**Sandwell has high levels of health deprivation. This is reflected by low healthy life expectancy and life expectancy at birth. Sandwell performs poorly on associated behavioural metrics, with an above average prevalence of obesity and smoking.**

The Health Deprivation and Disability Domain measures the risk of **premature death and the impairment of quality of life through poor physical or mental health**. The domain measures morbidity, disability and premature mortality but not aspects of behaviour or environment that may be predictive of future health deprivation.

Insights:

- **52% of Sandwell's LSOAs are in the top 20% most health deprived nationally** indicating a significantly greater prevalence of health deprivation in Sandwell compared to England. 13% of Sandwell's LSOAs are in the top 10% most deprived nationally.
- **Healthy life expectancy (HLE)** in Sandwell was **lower** than the regional and national averages between 2018-2020 ([see slide 7](#)). Additionally, **life expectancy at birth (2021) for males and females in Sandwell, is the second and third lowest**, respectively, in the **West Midlands**. **Life expectancy at birth for males** in Sandwell is also the **10th lowest in England**.
- Prevalence of **obesity** is an **issue** in Sandwell, particularly in year 6 **children** (See slide 7). **59.9% of adults in Sandwell are physically active**, which is lower than the regional (63%) and national (65.9%) averages.
- Smoking prevalence in adults is **higher in Sandwell** than regional and national levels ([see slide 7](#)). Despite this, **admission episodes for alcohol-related conditions** (per 1,000) is **less** in Sandwell (427) than England (494).
- **Under 75 mortality rate from cancer** (2021) in Sandwell (142.4 per 100,000) is **higher** than the regional average (124.7) and the national average (121.5). Sandwell has the **fourth highest rate** in West Midlands.
- Sandwell **fares worse** than the UK and the West Midlands averages for life satisfaction, happiness and worthwhile. However, Sandwell is estimated to have a lower prevalence of anxiety ([see slide 7](#)).

## Most deprived areas in Sandwell, in comparison to England (Health), 2019



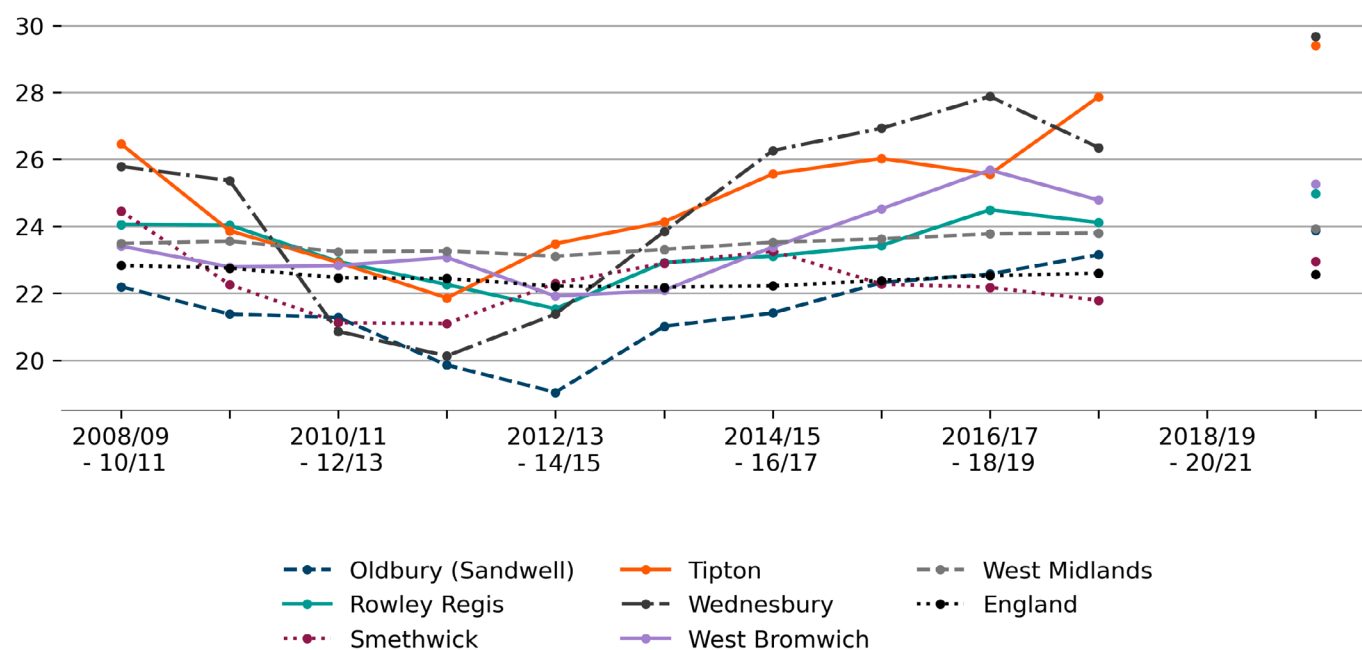
Source: [MHCLG Index of Multiple Deprivation, 2019](#)

# Health: overweight (including obesity) prevalence in school-aged children

**Overweight (including obesity) prevalence in both reception and year 6 children is higher in Sandwell compared to regional and national averages**

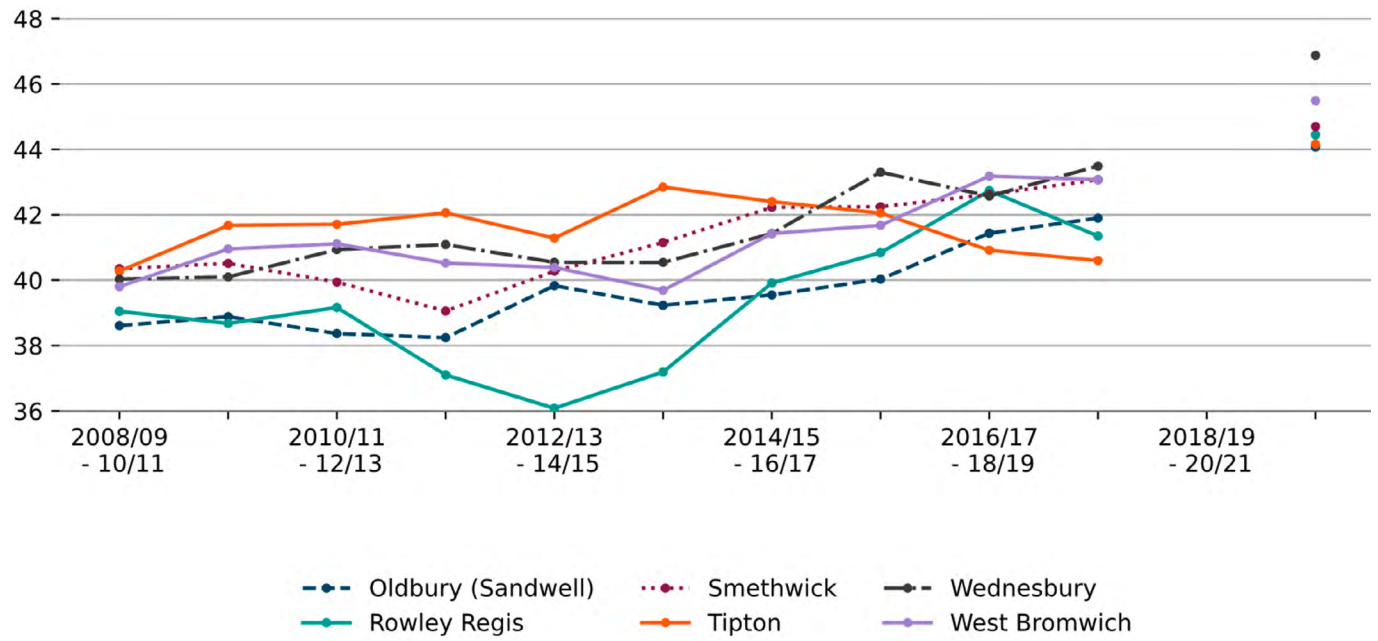
- Overweight (including obesity) prevalence in reception year children (2019/2020-21/22) in Sandwell (**25.7%**) was higher than West Midlands (**23.9%**) and England (**22.6%**).
- Prevalence of overweight (including obesity) in reception aged children has been higher in most Sandwell BUAs than the England and West Midland value since 2008/09-10/11.
- Overweight (including obesity) prevalence in year 6 children (2019/2020-21/22) in Sandwell (**45.2%**) was higher than West Midlands (**38.9%**) and than England (**35.8%**).
- Prevalence of overweight (including obesity) in year 6 children has been higher in every Sandwell BUA than the England and West Midland value since 2008/09-10/11.
- In the most recent 3-year period, 2019/20-21/22, the prevalence of overweight (including obesity) in reception aged children (**29.7%**) and in year 6 children (**46.9%**) was highest in Wednesbury.

## Prevalence of children in Reception (aged 4-5 years) classified as overweight (including obesity)



Source: [Fingertips, 2022](#)

## Prevalence of children in Year 6 (aged 10-11 years) classified as overweight (including obesity)



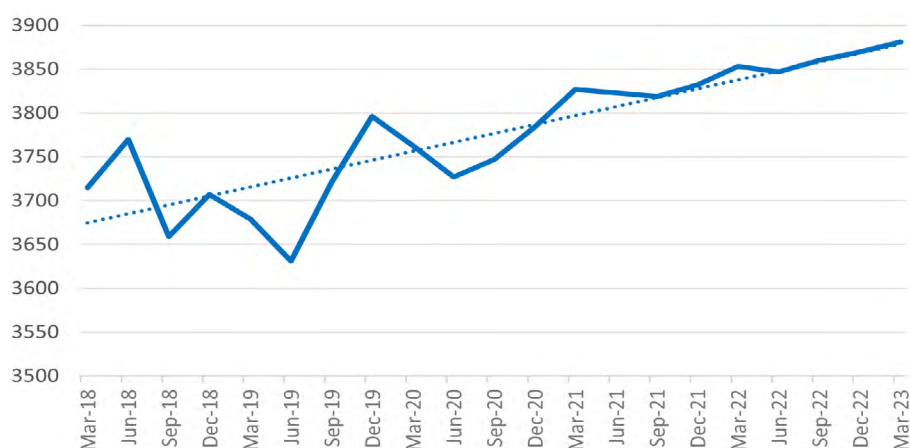
Source: [Fingertips, 2022](#)

# Health: primary care coverage

Sandwell's share of primary care coverage per 100,000 patients is similar to the national average.

- Sandwell sits within the NHS Black Country Integrated Care Board.
- **The Black Country has a lower headcount of general practice staff per 100,000 patients** compared to national levels.
- **The share of GP's** (73.96 per 100,000 patients) is less than neighbouring ICB Birmingham and Solihull (81.75) but higher than Staffordshire and Stoke-on-Trent (72.93) **and the England average** (73.24).
- The NHS workforce in the Black Country has been sharply increasing in size in recent years.

## NHS workforce headcount in Black Country

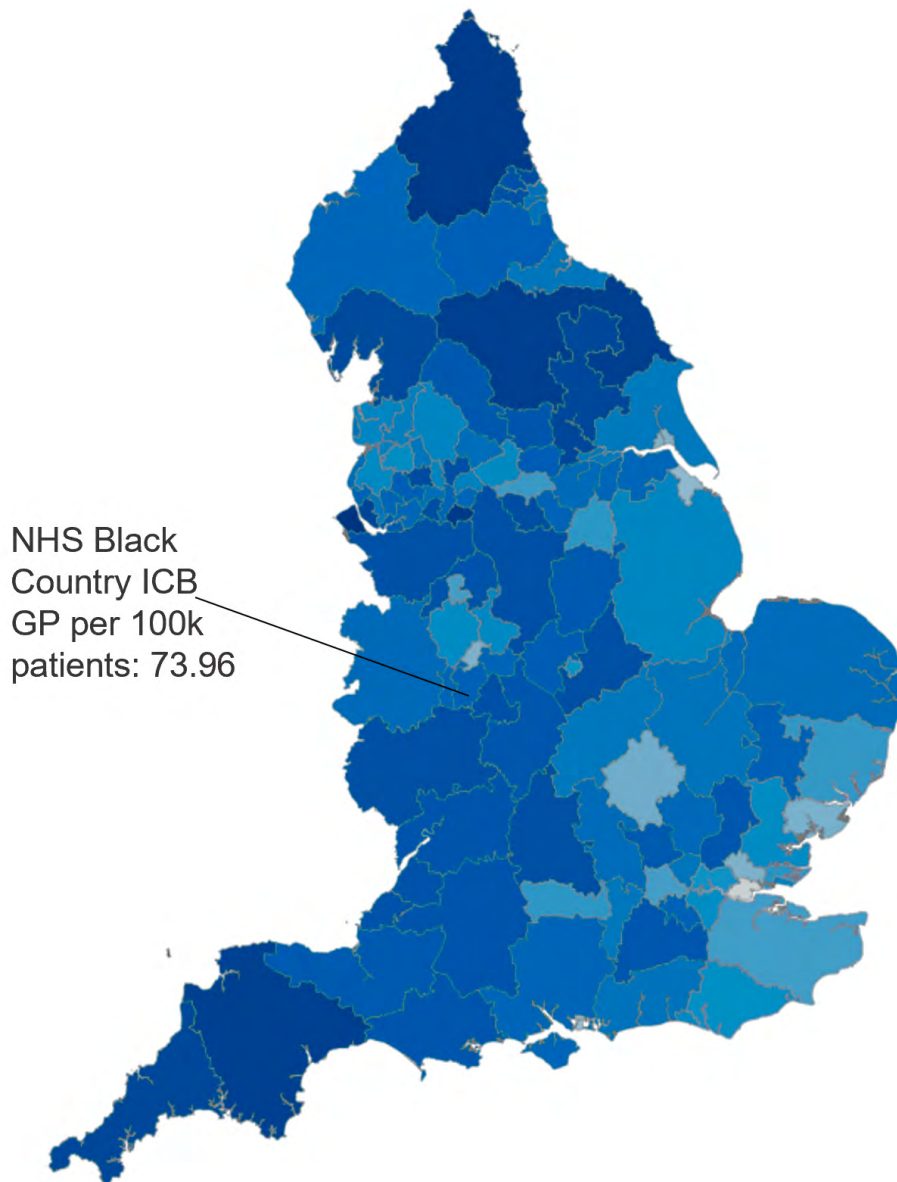


Source: [NHS, 2023](#)

## NHS workforce headcount in Black Country

Staff Group	Headcount per 100k patients	
	Black Country	England
All	295.72	308.15
Admin/ Non-Clinical	162.95	162.95
Direct Patient Care	30.13	35.42
Nurses	36.23	37.47
GP	73.96	73.24

## GP headcount per 100k patients in England by ICB (Integrated Care Board)



Source: [NHS, 2023](#)

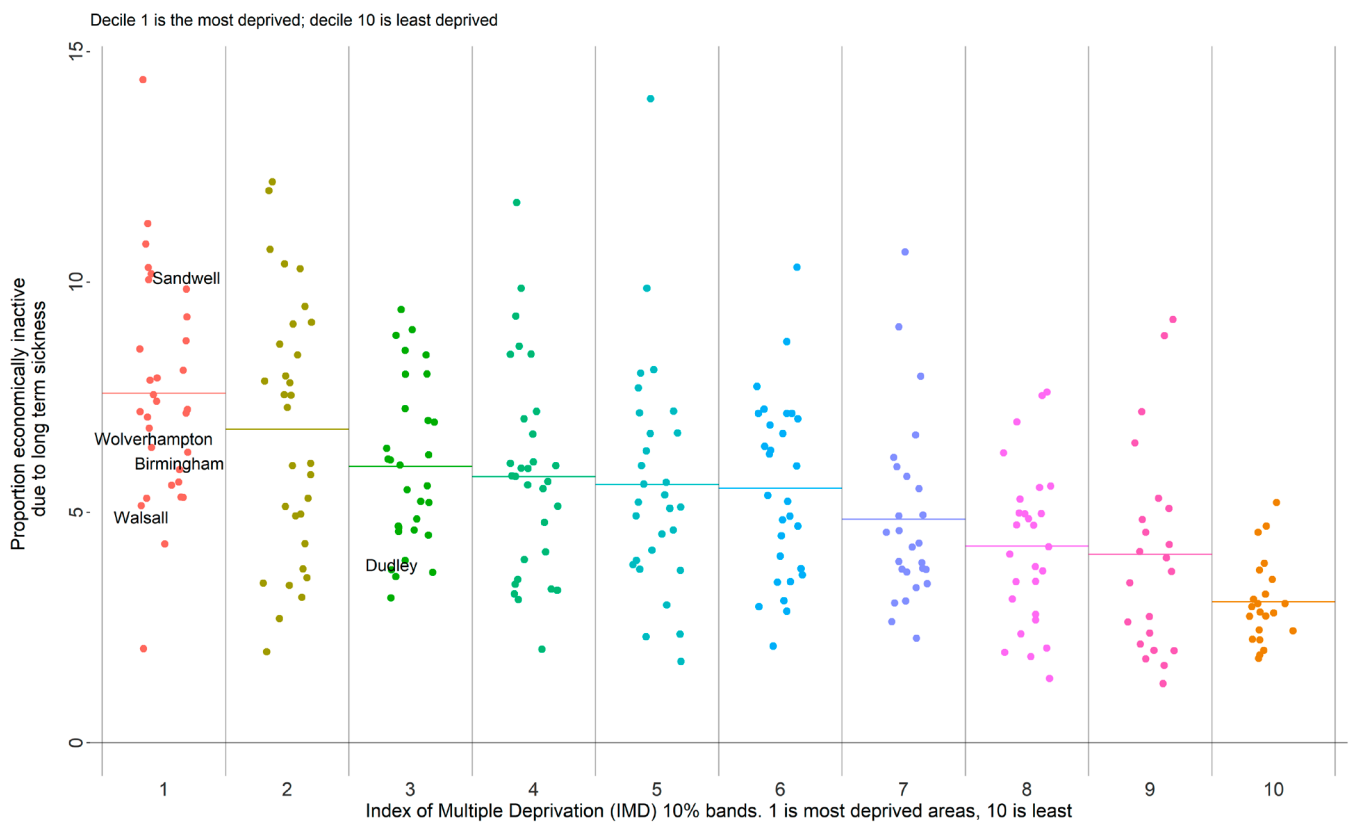
Note: *The darker the shade, the higher the count.*



# Sandwell economic inactivity due to sickness

Sandwell has one of the highest levels of economic inactivity due to long term sickness relative to other local authorities in the most deprived 10%, and is significantly above that seen in neighbouring areas.

## Economic inactivity and IMD



Source: [NOMIS](#), [MHCLG IMD \(2019\)](#)

# Intangible capital

Intangible capital is made up of formal forms of investment, such as intellectual property, software and patents, and informal forms, such as embedded processes and practices. Stock of this capital is a key determinant of productivity.



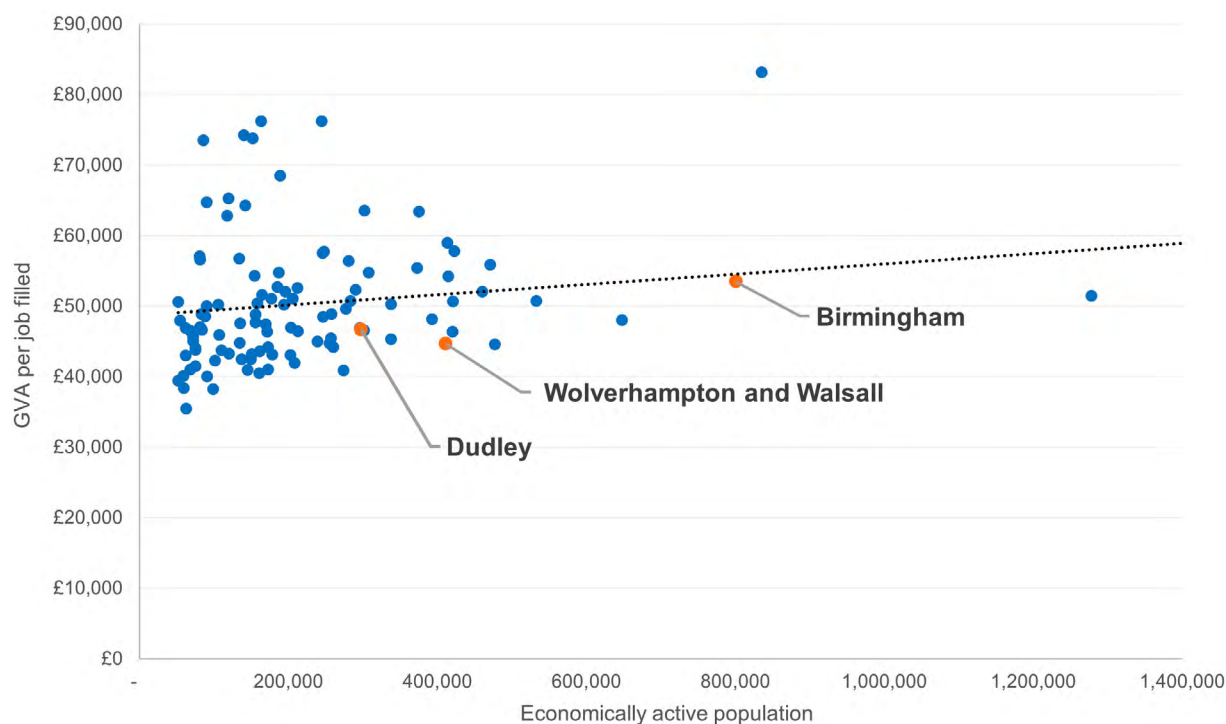
# Functional economic geography of Sandwell

Sandwell's proximity to Birmingham, which is only slightly below the national trend for productivity per worker given its size, is a clear asset given it is one of the largest functional economic areas in the country.

- Sandwell is located in the Travel to Work Areas (TTWAs) of both Dudley and Birmingham. Both of these TTWAs show below national trend for productivity per worker. Dudley and Birmingham TTWAs have an estimated output gap of £1.6bn and £3.5bn in GVA per annum respectively, if productivity moved towards the national trend.
- The nearby functional economic area of Wolverhampton and Walsall is also below the national trend for productivity per worker given its size.
- In 2019, Sandwell local authority contributed £6,736m in GVA to the Economy. GVA grew 41% between 2010 and 2019, higher than the national growth rate in that period (37.6%).
- In 2019, the Built Up Area Sub-division of Wednesbury contributed £399m in GVA to the economy and since 2010 was the 4th fastest growing area of the 11 within Sandwell.

Source: ONS, 2021.

## TTWA productivity by size (2019)



Source: ONS, 2021

Note: London TTWA has been cropped from the scatter plot due to its high productivity and economically active population. It is still featured in the trendline.

# Sandwell's economy in the context of West Midlands

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This slide explores how Sandwell's economy compares to the West Midlands and Great Britain:

- **Productivity in Sandwell** (£32.8 per hour) is **less** than the West Midlands average (£33.7) and Great Britain (£37.7).
- **Average weekly pay in Sandwell is significantly lower** than in the West Midlands and Great Britain.
- **Sandwell has lower economic activity rates for males and females.** However, the proportion of workless households is similar to regional and GB levels, implying **less people** are looking for work.
- **It has disproportionately more employment in lower-skilled jobs** (such as sales and customer service occupations) and **less employment in higher-skilled jobs** (such as managerial occupations).
- The proportion of the population with **qualifications** (at all levels) is **consistently less** than the regional and GB average. The proportion with **no qualifications** in Sandwell is almost **double** the GB average.

Measure	Sandwell	West Midlands	Great Britain
<b>Productivity:</b> GVA per hour (W)	£32.8	£33.7	UK = £37.7
<b>Employment:</b> Economic activity rate – males (R)	73.2%	82.2%	82.2%
<b>Employment:</b> Economic activity rate – females (R)	63.6%	72.9%	74.7%
<b>Employment:</b> Percentage of households that are workless (R)	14.2%	14.2%	14.0%
<b>Employment:</b> Claimant count (R)	6.2%	4.8%	3.7%
<b>Occupations:</b> Employment in SOC 1-3 (managers, directors and senior officials; professional occupations; associate professional & technical) (R)	41.9%	46.8%	51.6%
<b>Occupations:</b> Employment in SOC 6-7 (caring, leisure and other service occupations; sales and customer service occupations) (R)	17.7%	13.8%	14.5%
<b>Skills:</b> Population with NVQ4 and above (R)	27.2%	38.9%	43.6%
<b>Skills:</b> Population with NVQ3 and above (R)	41.2%	57.2%	61.5%
<b>Skills:</b> Population with No Qualifications	11.5%	7.8%	6.6%
<b>Earnings:</b> Weekly pay (R)	£549.8	£613.3	£642.2
<b>Earnings:</b> Weekly pay (W)	£537.9	£617.5	£642.0

R = residence-based measure    W = workplace-based measure

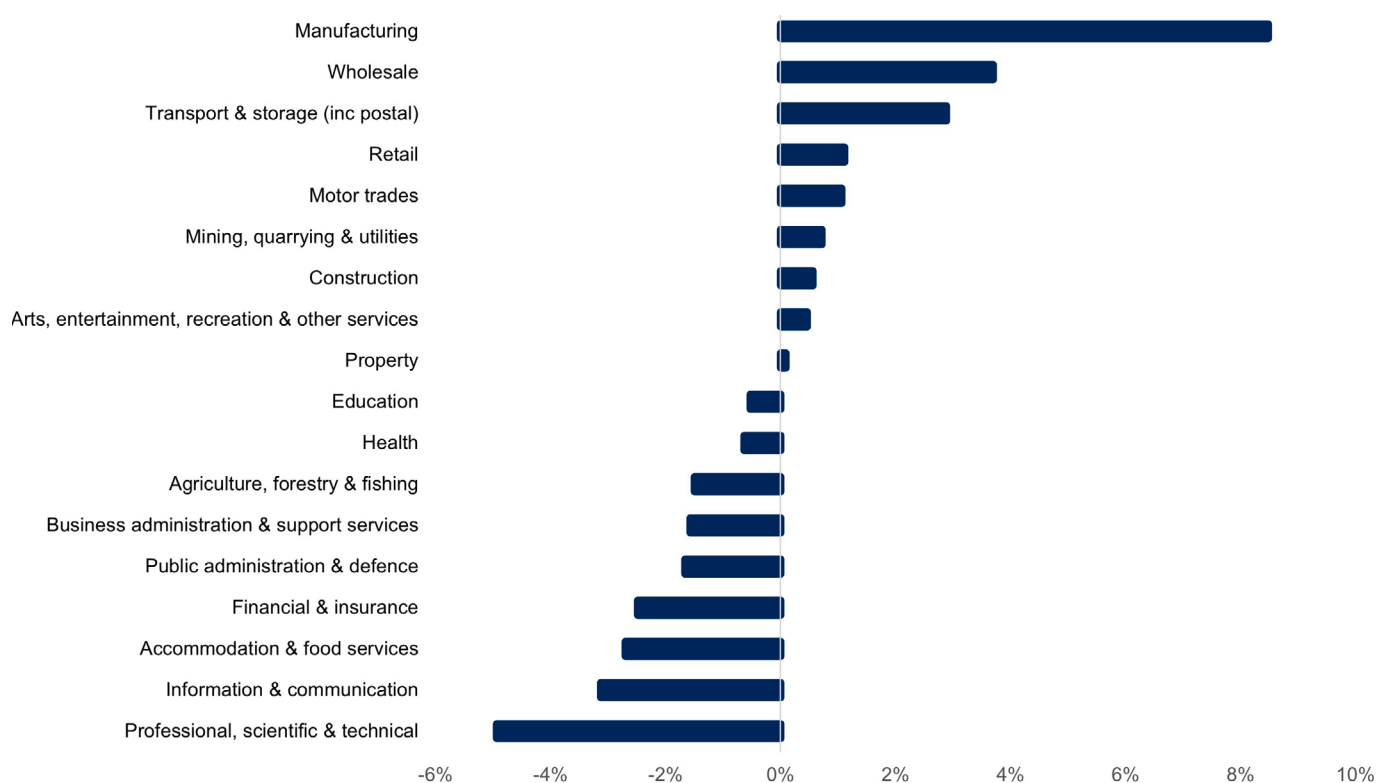
Source: [NOMIS Labour Market Profile, 2021-2022](#), [ONS Subregional productivity, 2020](#)

# Economy: Local Industrial Profile

The local economy is highly dependent on jobs and revenue streams from businesses operating in the manufacturing sector.

- Sandwell has a much **larger** share of employment in the **Manufacturing, Wholesale and Transport & storage** industries compared to the UK average.
- It has a **smaller** share in **Professional, scientific & technical, Information & communication** and **accommodation & food service** industries.

## Employment across Broad Industrial Groups in Sandwell compared to UK average, 2021



Source: [NOMIS Business and Register Employment, 2021](#)

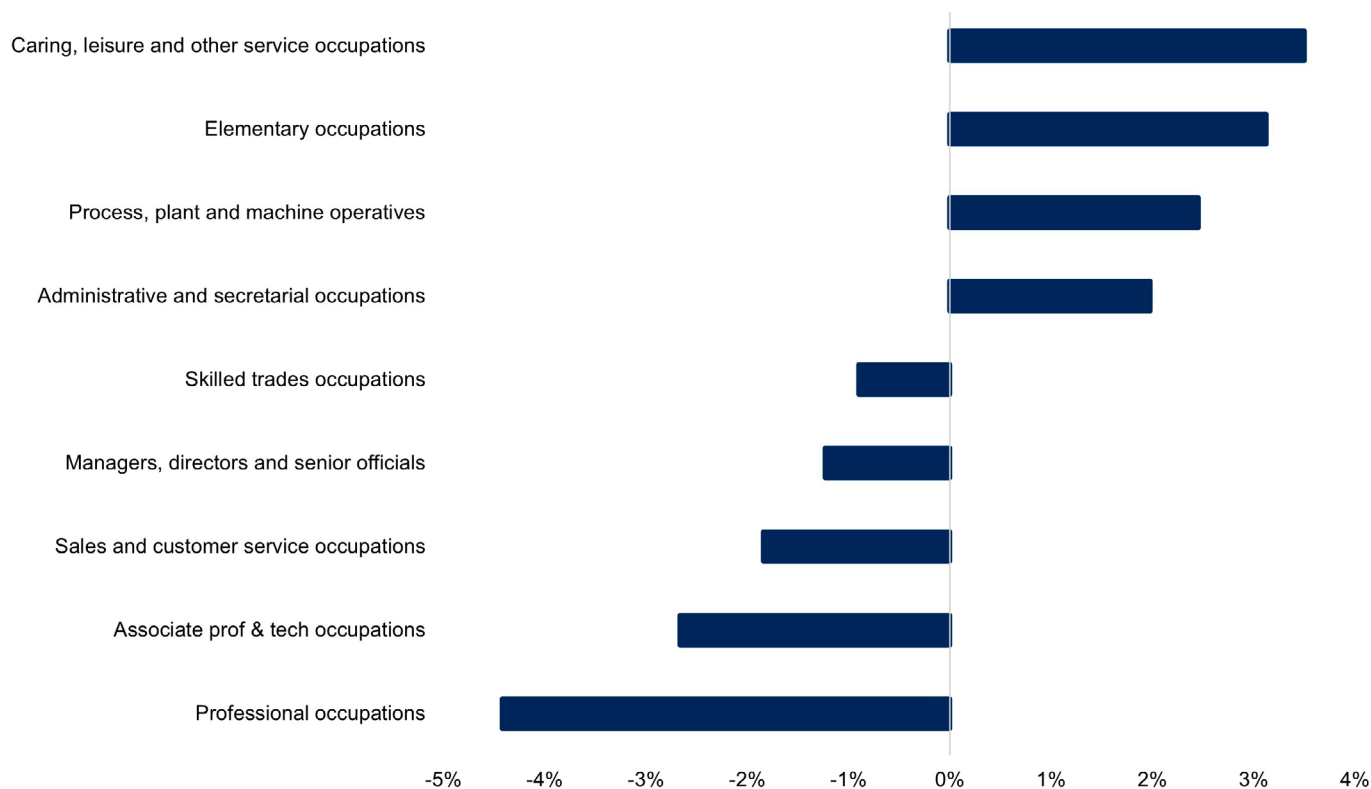


# Economy: Local Industrial Profile (Continued)

The local economy is dependent on low-skill employment including caring and leisure services, elementary and administrative occupations.

- Sandwell has a larger share of employment in caring, leisure and service occupations as well as elementary occupations compared to the UK average.
- In contrast, it has a smaller share of employees working in managerial, director and senior official occupations as well as professional & tech occupations.

## Employment across Standard Occupation Classes in Sandwell compared to UK average, 2021



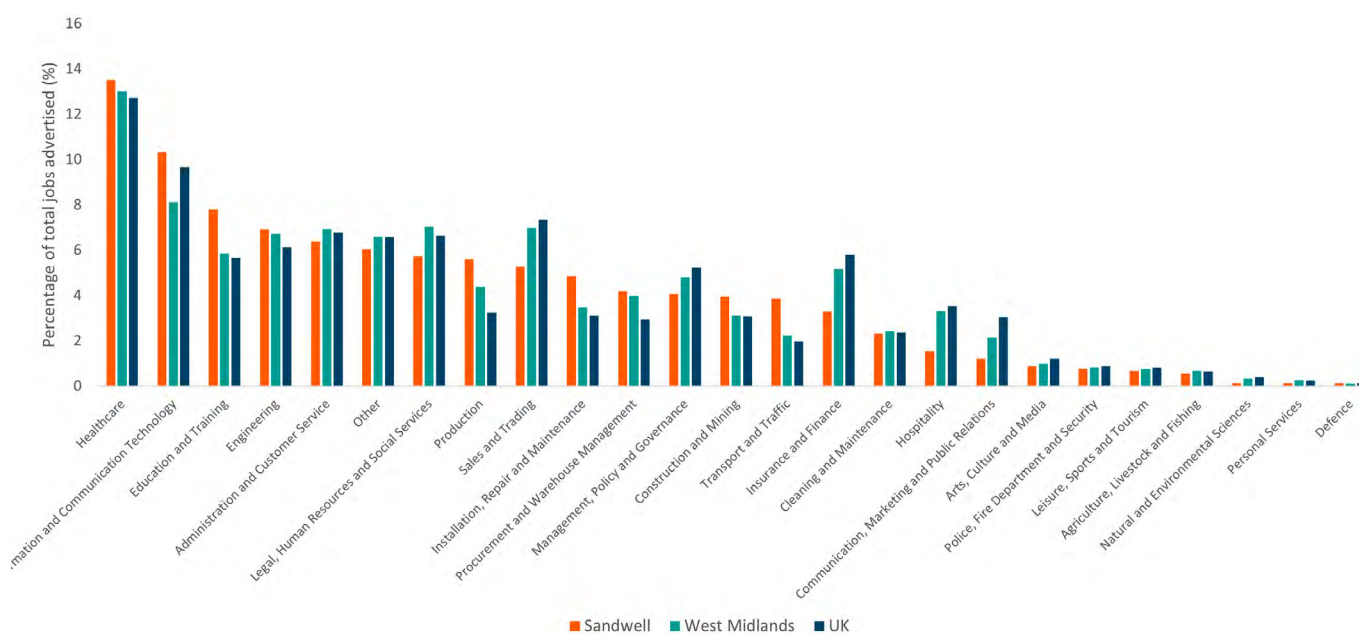
Source: [NOMIS Annual Population Survey, 2021](#)

# Skills and Labour market: Job Vacancy Analysis

Sandwell shows a higher-than-average proportion of job vacancies in ICT, education and training, and manual occupations such as production or installation.

- The highest sharer of jobs advertised is in the **Healthcare** sector.
- The proportion of jobs advertised in the **Information and Communication technology** sector and the **Education and Training** sector is **higher** than the regional and UK average.
- Conversely, the proportion of vacancies in **Sales and Trading** and **Insurance and Finance** in Sandwell is **considerably lower** than regional and UK levels.

## Percentage of total jobs advertised, by sector (December 2022)



The legend is presented in the same order as the bars in the clusters.

Source: [ONS, 2022](#)

# Financial capital

There are sharp differences in access to financial capital across different parts of the UK, with financial activity concentrated in relatively few areas. This actively contributes to spatial differences in productivity, jobs and living standards.



# Economy: Business

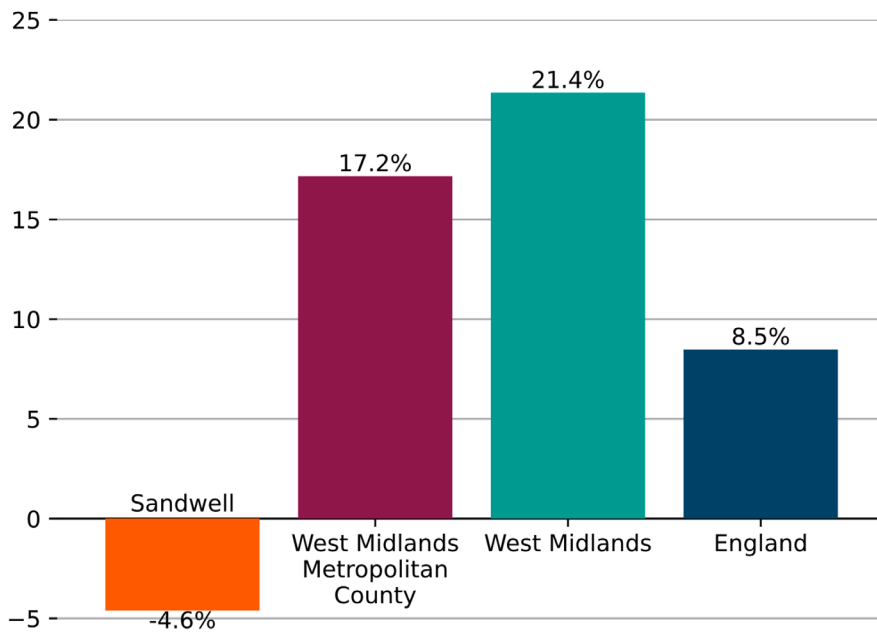
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**Sandwell fares significantly worse than national and regional averages for business births and patents, despite recent increases in 1 year business survival rates. It ranked 6th amongst 30 local authorities in the region for the number of high growth business enterprises, with recent growth higher than national levels.**

- A business birth is identified as a business that had either employment or turnover in year t, but did not exist in year t-1 or t-2.
- Sandwell **fares worse for business births**, with a **percentage decrease of (5%)**, whereas the **wider areas** of West Midlands Metropolitan County (17%) and West Midlands Region (21%) **had results which exceed the UK average (9%)**. This suggests that **Sandwell is failing to attract new businesses ahead of other regions**, including nearby areas.
- In Sandwell, the survival of newly born enterprises after 1 year in 2020 was 94.9%. This is **above the national average** and an **increase from 93.8% in 2016**. This **contrasts with the regional and national trend** which has seen the one-year survival rate of newly born enterprises fall.
- The total number of IPO and EPO patents\* per 100,000 was **significantly lower in Sandwell (2.31)** in 2020 compared to the England (15.05) average, suggesting a lower than average level of business innovation in Sandwell.
- Sandwell had the **joint 3rd highest number of high growth enterprises** in 2021 for employment **out of 30 local authorities** within the West Midlands region and the **3rd highest out of 7 local authorities** in the West Midlands Metropolitan County.
- In 2021, Sandwell (0%) had no rate of growth of high-growth enterprises, but **this is better compared to the regional (-10%), England (-10%) and the metropolitan county average (-11%)**.

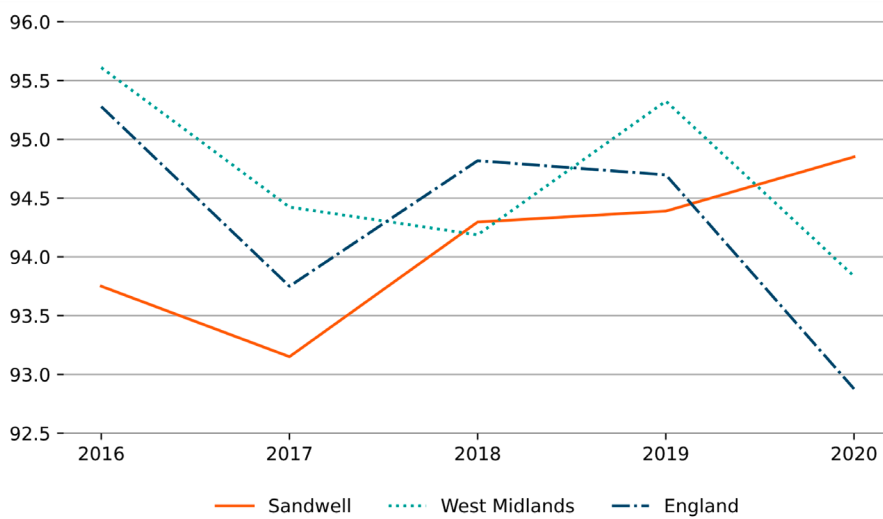
*\*Intellectual Property and European Property Office*

## Percentage change in business births (%), 2020-2021



Source: [ONS, 2021](#)

## 1-year survival rate of newly born enterprises (%), 2016-2020



Source: [ONS, 2021](#)



# Social capital

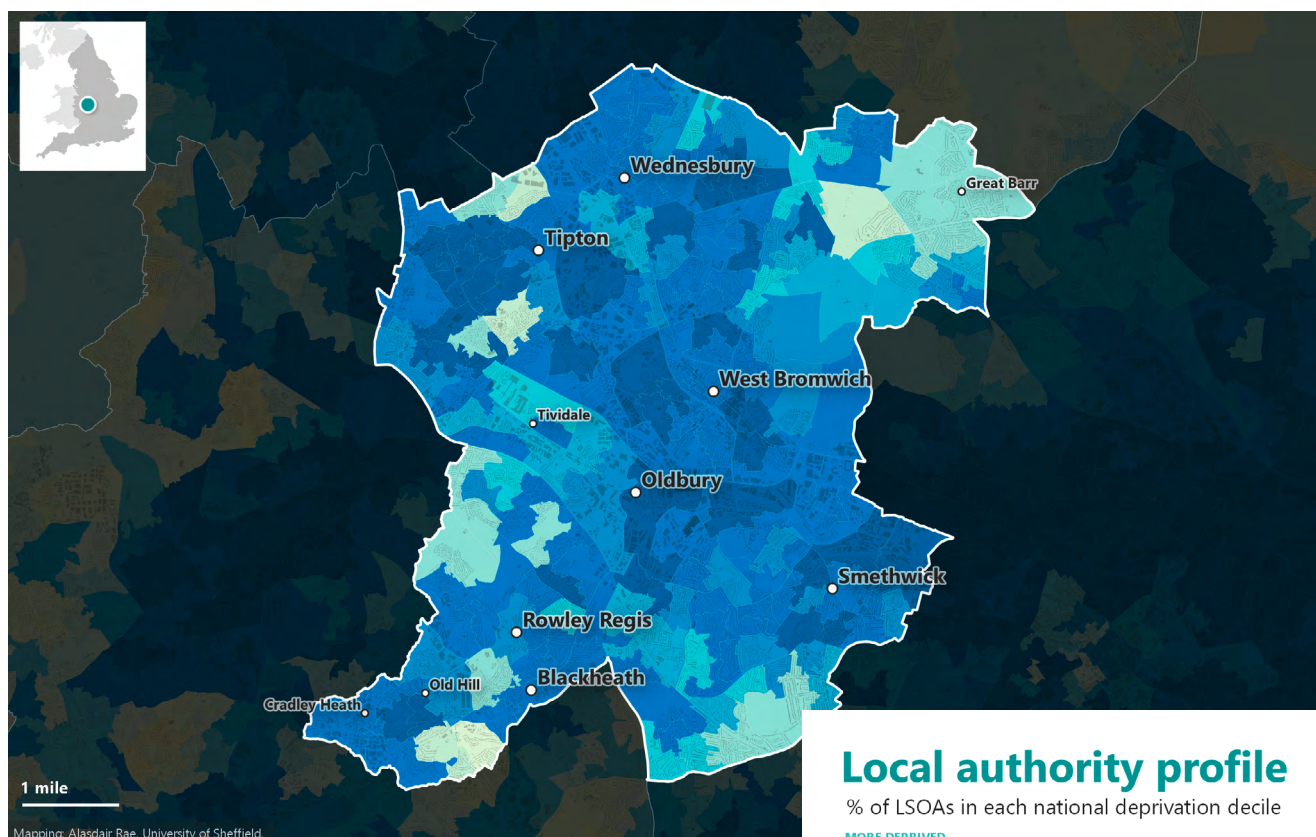
Measures of social capital reflect social infrastructure, connectedness, the degree to which a community is active and engaged, and subjective indicators such as local satisfaction.





# Index of Multiple Deprivation for Sandwell

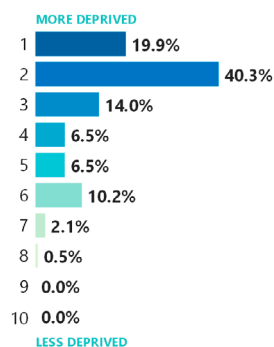
Sandwell is the second most deprived local authority in the West Midlands, behind only Birmingham.



Source: [MySociety, 2019](#)

## Local authority profile

% of LSOAs in each national deprivation decile



## What this map shows

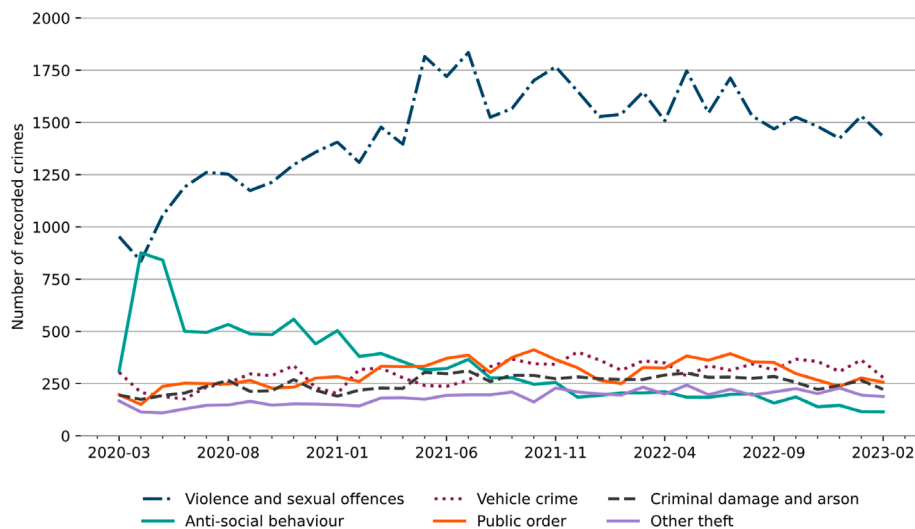
This is a map of Index of Multiple Deprivation (IMD) 2019 data for **Sandwell**. The colours on the map indicate the deprivation decile of each Lower Layer Super Output Area (LSOA) for England as a whole, and the coloured bars above indicate the proportion of LSOAs in each national deprivation decile. The most deprived areas (decile 1) are shown in blue. It is important to keep in mind that the data relate to small areas and do not tell us how deprived, or wealthy, individual people are. LSOAs have an average population of just under 1,700 (as of 2017).



# Crime: hotspots and types of crime

Over the past three years violence and sexual offences are the highest police reported crimes in Sandwell. Recorded anti-social behaviour has declined since 2020.

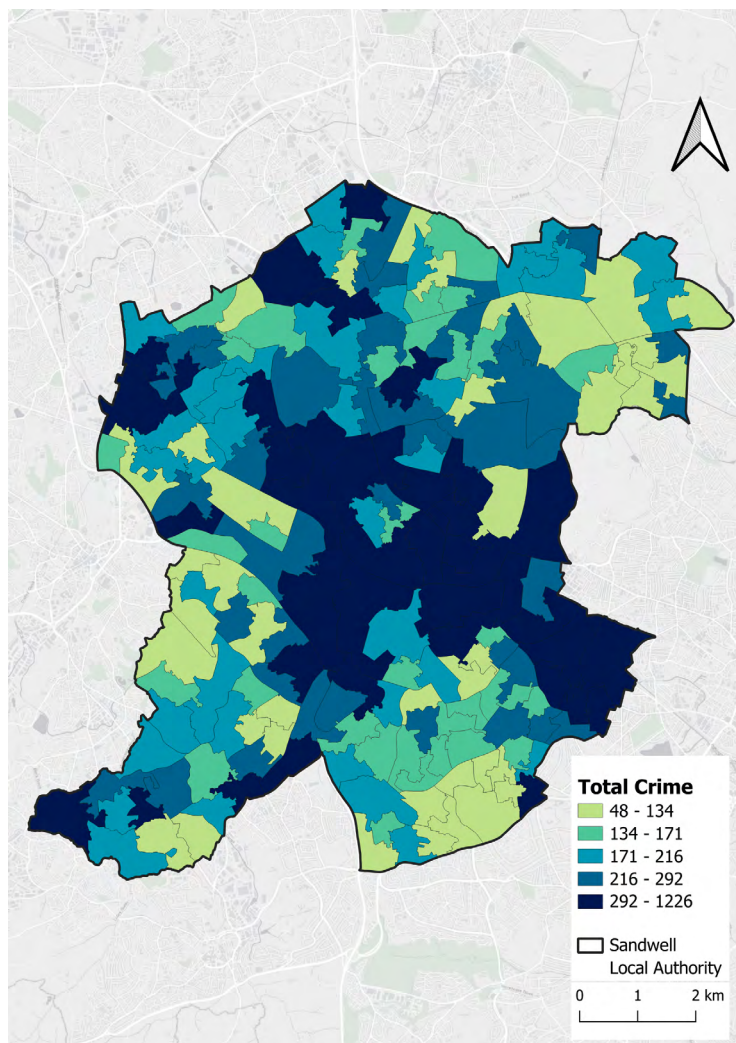
## Top 6 recorded crimes in Sandwell, March 2020 to February 2023



Source: [Police.uk](https://www.police.uk), 2023

Note: This data source uses counts reported to the police and therefore may be missing the true counts of crime from underreporting.

## Total recorded crime by LSOA in Sandwell, 2022



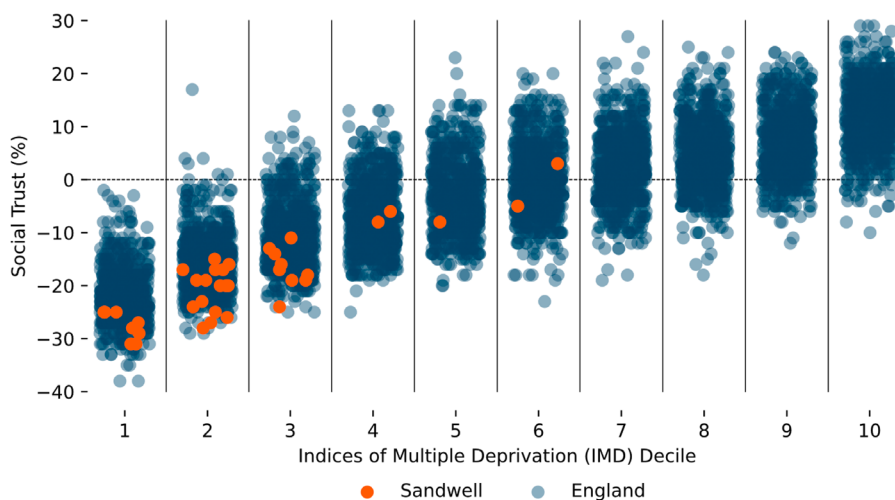
Source: [Police.uk](https://www.police.uk), 2022

# Social Trust

**Sandwell shows the lowest social trust levels of all local authorities in England. The lowest scores are recorded in areas of higher deprivation.**

- Social Trust is a metric designed to understand whether people trust their neighbours. A high social trust score is indicative of a strong community ([UK Onward, 2023](#)).
- **Social trust across Sandwell is almost consistently negative**, with Sandwell having the lowest average social trust score (-19.2%) in England. England's average social trust was -3.1%, showing that Sandwell fared worse than the national average.
- However, **social trust is not spatially equal** within the local authority. The most negative MSOAs scored -31% (Sandwell 004; Sandwell 026), whilst the highest social trust score was the only positive social trust score in Sandwell, at +3% (Sandwell 006).
- Comparing social trust to IMD deciles shows that the more deprived areas of England have a lower social trust level, showing more distrust within those areas. **Most of Sandwell has a low social trust score and falls within the lowest IMD deciles.**

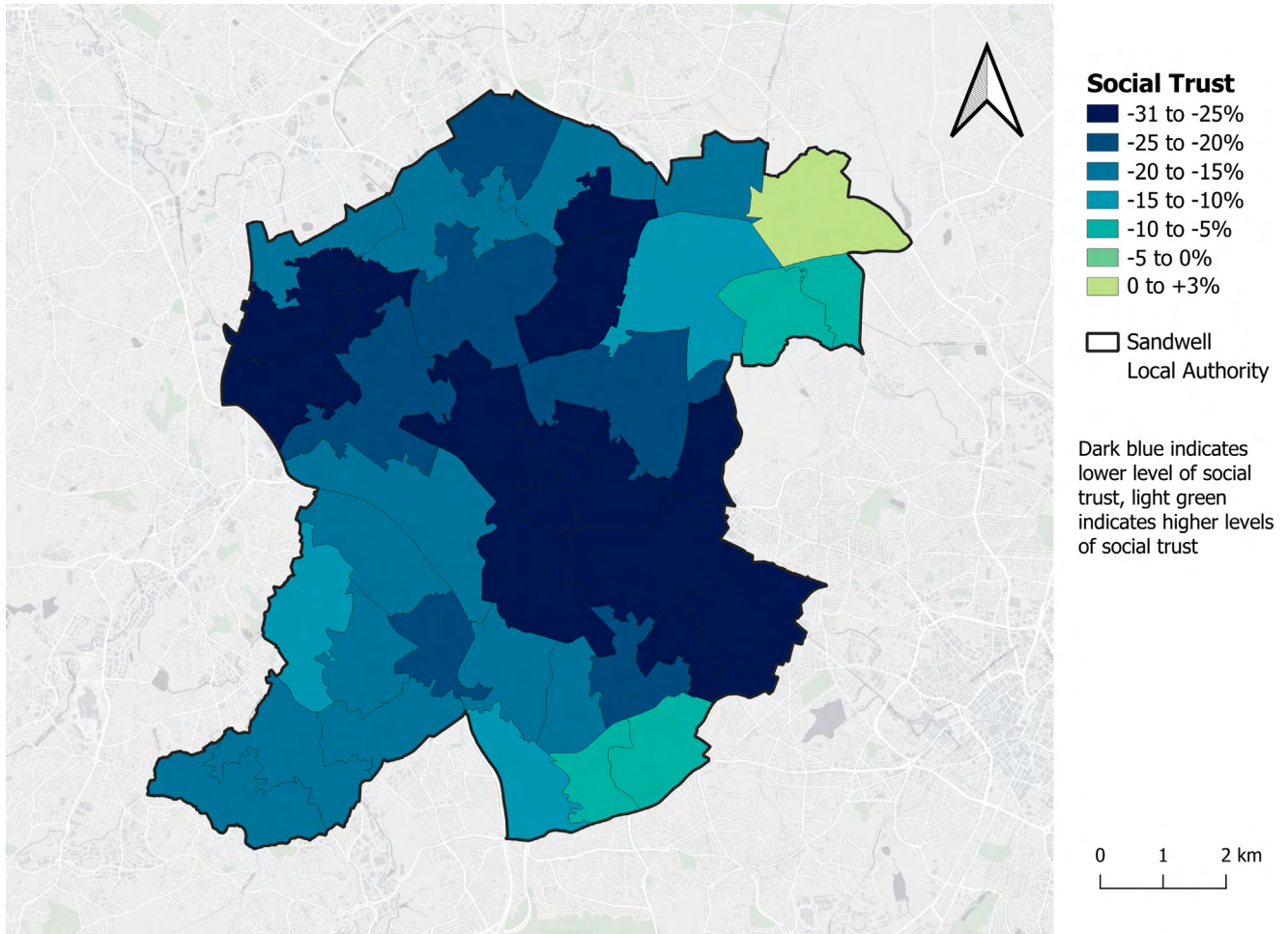
## Social Trust (%) and IMD Deciles (IMD Decile 1 = Most Deprived)



Source: [MHCLG IMD, 2019](#); [Onward, 2023](#)

Note: Data is at MSOA-level, resulting in multiple MSOAs per local authority. There was an average of 7 respondents per MSOA.





Source: Onward, 2023

