

## DEMOGRAPHICS

Working age population: **48,693** resident  
 Aged Under 16 : **16,380** residents  
 Aged 65+ : **13,239** residents

### Gender

Male : **24,392 (50.1%)** residents  
 Female : **24,301 (49.9%)** residents

### Ethnicity

White : **63.1%**  
 Mixed/Multiple Ethnic Groups: **2.6%**  
 Asian/Asian British: **24.9%**  
 Black/Black British: **7.2%**  
 Other: **2.1%**

**Indices of deprivation:**  
**Top 32% of most deprived**

## EMPLOYMENT

Jobs: **30,890 (65.3%)** of residents in employment

**Full-time employment**  
**22,255 (72%)**  
 UK Average: 71.8%

**Part-time employment**  
**8,635 (28.%)**  
 UK Average: 28.2%

**Unemployed**  
**4,253 (12.1%)**  
 UK Average: 7.6%

Claimants : **1815 (3.7%)**

+0.2%

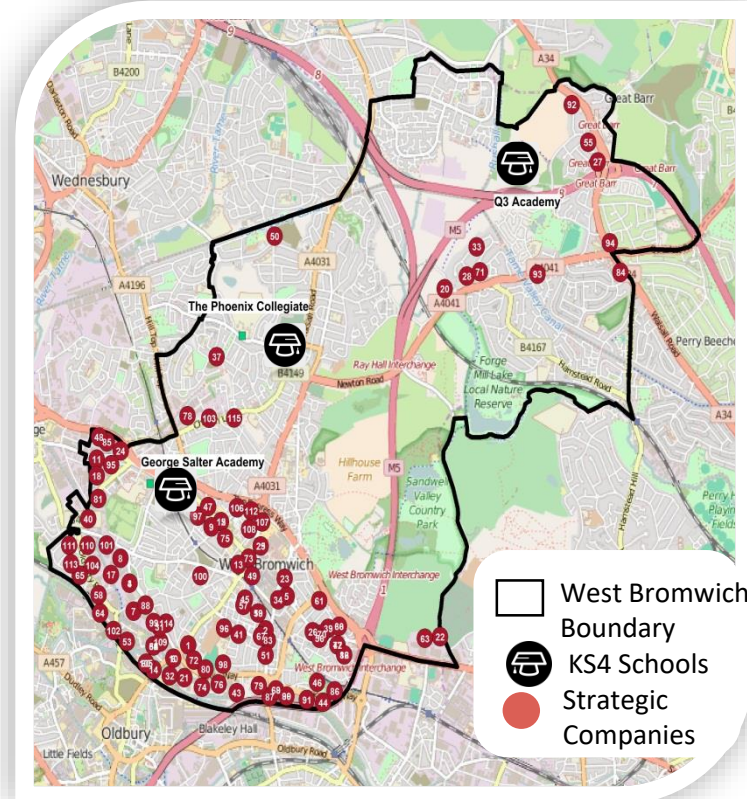


-0.2%



-4.5%

# WEST BROMWICH PROFILE (Sandwell)



## EDUCATION

### 3 KS4 Schools

#### George Salter Academy

Progress 8 score: 0  
 Attainment 8 score: 49.3  
 Academy Sponsor Led Mainstream  
 Ofsted Rating 4 (Inadequate)

#### The Phoenix Collegiate

Progress 8 score: -0.09  
 Attainment 8 score: 46.3  
 Maintained School  
 Ofsted Rating 2 (Good)

#### Q3 Academy

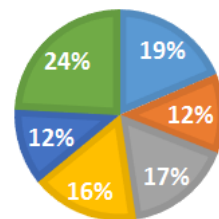
Progress 8 score: Not available  
 Attainment 8 score: Not available  
 Academy Sponsor Led Mainstream  
 Ofsted Rating 2 (Good)

#### National Averages

Progress 8: 0.00  
 Attainment 8: 48.5

## RESIDENT QUALIFICATIONS

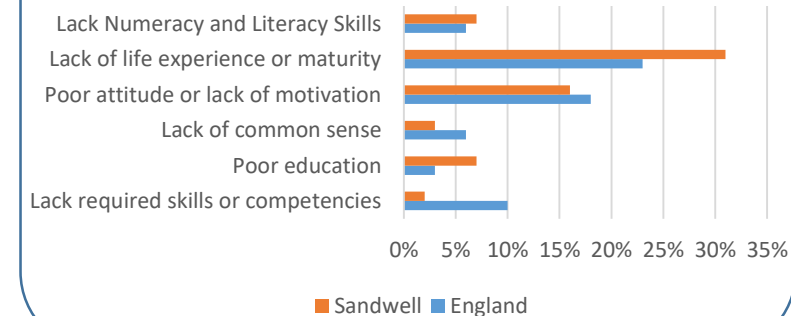
Level 4+    Level 3    Level 2  
 Level 1    Apprenticeships    No Qualifications



## SANDWELL SCHOOL LEAVER DESTINATIONS

- Sustained education destinations (87%)
- Sustained employment destination (2%)
- FE Colleges (40%)
- Apprenticeships (5%)
- State-funded sixth form (34%)

## Skills lacking among 16 year old school leavers in Sandwell



BUSINESS

115 Strategic Companies:

ID	Company_name	Major_sector
1	3 Dimensional Limited	Machinery, equipment, furniture, recycling
2	A.B.R. (Specialist Welding) Limited	Machinery, equipment, furniture, recycling
3	AB Waste Management Limited	Other services
4	Acme Spring CO. Limited(The)	Metals & metal products
5	Airport Travel Limited	Other services
6	AL Building Systems Limited	Metals & metal products
7	Albion Sections Limited	Metals & metal products
8	Allied Products UK Limited	
9	Amojess Limited	Wholesale & retail trade
10	Ash & Lacy Building Systems Limited	Metals & metal products
11	Ashmore Properties Limited	Other services
12	Aztec Centreline Limited	Metals & metal products
13	B D Healthcare Limited	Wholesale & retail trade
14	B.G.N. Boards Company Limited	Wholesale & retail trade
15	Bains Builders Limited	Construction
16	Baker Boys Limited	Food, beverages, tobacco
17	Beeswift Limited	Wholesale & retail trade
18	Benbow Steels Limited	Metals & metal products
19	Berck Limited	Metals & metal products
20	Birmingham County Football Association Limited	Other services
21	Bromford Iron And Steel Company Limited	Metals & metal products
22	Burcas Limited	Metals & metal products
23	C.M. Electrical Wholesalers Limited	Wholesale & retail trade
24	Carlyle Bus & Coach Limited	Transport
25	Chapel Ascote Farms Limited	Primary Sector (agriculture, mining, etc.)
26	Chapel Tyres Limited	Wholesale & retail trade
27	Charnat Care Limited	Other services
28	Cherry Garden Properties Limited	Construction
29	Clark Brookes Turner Cary Limited	Other services
30	Cormax Ltd	Wholesale & retail trade
31	County Stationery Limited	Wholesale & retail trade
32	D&J (Steels) Limited	Metals & metal products
33	Digital-Ash Limited	Other services
34	Esprit UK Limited	Construction
35	Eurohire Vehicle Rentals (Birmingham) Limited	Other services
36	Eurohire Vehicle Rentals (Oldbury) Limited	Other services
37	Fairdon Services Ltd	Wholesale & retail trade
38	Ferdotti Motor Services Limited	Other services
39	Flexello Limited	Machinery, equipment, furniture, recycling
40	Fontana Fasteners UK Limited	Wholesale & retail trade
41	Fred Smith & Sons (Motor Bodies) Limited	Machinery, equipment, furniture, recycling
42	FRY Housing Trust	Education, Health
43	Giffords Property Limited	Machinery, equipment, furniture, recycling
44	Guest Motors Limited	Wholesale & retail trade
45	Gurdal Ltd	Wholesale & retail trade
46	IAN Guest Holdings Limited	Other services
47	Ideal Employment Limited	Other services
48	Industrial Power Units Limited	Metals & metal products
49	J S Convenience Stores Limited	Wholesale & retail trade
50	J.H. Lavender & Company Limited	Metals & metal products

51	Jack Moody's Limited	Wholesale & retail trade
52	Jacopa Limited	Gas, Water, Electricity
53	JBR Recovery Limited	Machinery, equipment, furniture, recycling
54	JBS Industries Limited	Machinery, equipment, furniture, recycling
55	Joinpoint Contractors Limited	Other services
56	Khaira Care Ltd	Wholesale & retail trade
57	Lindstorm Direct Ltd	Wholesale & retail trade
58	Lion-Fpg Limited	Publishing, printing
59	M & S Alloys Limited	Wholesale & retail trade
60	Majorsell Limited	Wholesale & retail trade
61	McIaren House Limited	Education, Health
62	Megadyne UK Limited	Wholesale & retail trade
63	Memsaab (UK) Limited	Wholesale & retail trade
64	Metal Assemblies Ltd	Metals & metal products
65	Mick Kirk Property Management Ltd	Wholesale & retail trade
66	Midland Industrial Metals Limited	Wholesale & retail trade
67	Mi-King Limited	Metals & metal products
68	Millennium Assemblies Limited	Metals & metal products
69	Millennium Pressed Metal Limited	Metals & metal products
70	Mohs Workplace Health Limited	Education, Health
71	Morgan Sinclair (Properties) Limited	Hotels & restaurants
72	Natralight Limited	Construction
73	New Generation Courier Logistics Ltd	Post and telecommunications
74	P.K. Engineering (West Bromwich) Limited	Metals & metal products
75	Performance Scaffolding Limited	Construction
76	Protega Paints Limited	Chemicals, rubber, plastics, non-metallic products
77	Redditch Co-Operative Homes	Other services
78	Rimstock PLC	Machinery, equipment, furniture, recycling
79	Robert Hopkins And Son Limited	Other services
80	Robin Reed International Limited	Wholesale & retail trade
81	Robinson Brothers Limited	Chemicals, rubber, plastics, non-metallic products
82	S & D (Non-Ferrous Stockholders) Limited	Wholesale & retail trade
83	Sandwell Garages Limited	Wholesale & retail trade
84	Scott Arms Associates Limited	Education, Health
85	Sheldon Clayton Logistics Limited	Transport
86	Sherwood Truck And Van Ltd	Wholesale & retail trade
87	Smethwick Industrial Services Limited	Construction
88	Solair Limited	Machinery, equipment, furniture, recycling
89	Spire Homewares Limited	Metals & metal products
90	Spire Manufacturing Limited	Other services
91	Steel & Alloy Processing Limited	Metals & metal products
92	Sure Care (UK) Limited	Education, Health
93	T J Metals Limited	Wholesale & retail trade
94	Tabitha Home Care Limited	Other services
95	Target Stati-Cal Limited	Construction
96	Telideal Limited	Machinery, equipment, furniture, recycling
97	Tentec Limited	Machinery, equipment, furniture, recycling
98	The Independent Coatings Group Limited	Wholesale & retail trade
99	Tiger Stationery Limited	Wholesale & retail trade
100	Turford Bros Limited	Chemicals, rubber, plastics, non-metallic products
101	Unistrut Limited	Metals & metal products
102	Valbruna UK Limited	Wholesale & retail trade
103	Vogue Ceramics Limited	Wholesale & retail trade
104	Warley Carriers Limited	Transport
105	Weatherite Air Conditioning Limited	Machinery, equipment, furniture, recycling
106	West Bromwich Commercial Limited	Banks
107	West Bromwich Homes Limited	Other services
108	West Bromwich Mortgage Company Limited	Banks
109	West Midlands Foundry CO. Limited	Metals & metal products
110	Westlands Limited	Wholesale & retail trade
111	Westlands Limited	Wholesale & retail trade
112	White Label Lending Limited	Banks
113	William King Limited	Metals & metal products
114	Wrights Plastics Limited	Chemicals, rubber, plastics, non-metallic products
115	Xinex Limited	Other services



**Data Sources**  
Demographics: ONS Ward-level Mid-Year Population Estimates  
GOV.UK: IMD: English Indices of Multiple Deprivation 2015  
UKCES Skills Survey 2015  
GOV.UK: Destinations of Key Stage 4 and Key Stage 5 Pupils 2015  
Education: Schools, Pupils and their Characteristics  
Resident Qualifications: Census 2011

Indices of deprivation:

Top 0-20% most deprived:  
21 – 35%  
36 – 50 %  
51 -65%  
66 – 89%  
Least deprived 10%

