Birmingham
City Profile
Using the power of sport and physical activity to improve lives
Birmingham
City Profile

This is our first edition of the Birmingham profiles, a document we’re looking to improve and update throughout the next few years. The insight should provide key localised information to partners, stakeholders and those involved in sport to help shape projects. As a resource it can inform funding bids and help identify the challenges faced across the city. It is worth noting this is an easy to read guide for more information please head to our website or feel free to contact our insight officer: evie.harrison@sportbirmingham.org

If you would like to be involved in future profiles for the city be sure to give us a shout across our social media platforms.

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**Birmingham City Profile**

**DEMOGRAPHICS**

The population in Birmingham is due to increase by 7% to 1.21 million in 2027. The average age is 33 years, younger than the UK average of 40. Whilst the population has more under 30’s than the national average, it is the over 65’s that is set to increase the most over the next 10 years – growing by 17% by 2027.

Can you help to meet the activity needs of this growing population?

- **1.1m** People in Birmingham
- **51%** Female
- **49%** Male
- **46%** Aged under 30 vs only 37% across the UK
- **8%** More people aged 0-19 by 2027
- **17%** More people aged 65+ by 2027
- **33** Average Age vs 40 across the UK
- **1.13m** Population forecast to increase by 82k (7%) by 2027
- **1.21m**
Birmingham is a very diverse city, with many different ethnic groups. Unemployment levels are high at 6.1% compared to 2.4% across the UK and large parts of the city are relatively deprived.

Can you tailor your services to the city’s diverse population to help address health inequalities?

40% of LSOAs* in Birmingham are in the most deprived 10% nationally, shown in dark blue below* - Lower-layer Super Output Areas

Source:

Birmingham IMD 2015 Rankings (Index of Multiple Deprivation)
Wards May 2018

IMD Decile
10 - Least Deprived
9
8
7
6
5
4
3
2
1 - Most Deprived

Source:

JOBS
6.1% Unemployment
vs 2.4% in the UK

Difference in unemployment levels in Birmingham
1.4% Sutton Coldfield
11% Ladywood

Source:
Life satisfaction in Birmingham has been steadily increasing over the last five years, although it remains lower than the UK average. Is there an opportunity to target activities to reduce crime or increase life satisfaction?

In total 9,060 crimes reported in August 2017⁹
For every 1,000 residents ⁶, that's

8.4% crime reported in August 2017⁹

How satisfied are you with your life?

Activity and sport can be a great way of engaging with young people as a diversionary tactic (see website for projects)
In Birmingham, 260,000 people are inactive, representing 30% of the population and which is higher than across the UK. The health cost of this inactivity is £21.9m.

Do you have any examples of activities you would like to share?

<table>
<thead>
<tr>
<th></th>
<th>Inactive</th>
<th>Fairly Active</th>
<th>Active</th>
</tr>
</thead>
<tbody>
<tr>
<td>Birmingham</td>
<td>30%</td>
<td>13%</td>
<td>57%</td>
</tr>
<tr>
<td>London</td>
<td>26%</td>
<td>14%</td>
<td>61%</td>
</tr>
</tbody>
</table>

260k Inactive people

£21.9m Health cost of Inactivity
Birmingham offers 7 Wellbeing Centres, 7 Wellbeing Hubs and 84 Active Parks. Many of these facilities have schemes which engage people in activity, such as Big Birmingham Bikes.

Is there an opportunity for you to link up with one of these schemes?

1,473 Sports facilities in Birmingham

- 635 Grass pitches
- 110 Artificial grass pitches
- 192 Sports Halls
- 165 Tennis Courts
- 126 Health & Fitness Suites

Access Type

- 24% Private Use
- 15% Registered Membership
- 25% Pay & Play
- 33% Sports Club / Community Association
- 2% Free Public Access
Both male and female life expectancy is lower in Birmingham than across England with 5,541 preventable deaths each year.

How can you work to address some of Health inequalities and improve health in Birmingham?

82 Years
Female life expectancy
83.2 years across England

77.2 Years
Male life expectancy
79.6 years across England

Deaths from preventable causes each year
5,541
Mortality rate of 229.3 is 25% higher than across England (182.8)
We have already seen that life expectancy in Birmingham is much lower than nationally, but there is considerable variation within the city. For example, male life expectancy in Shard End is 10.6 years shorter than in Sutton Four Oaks, while the female life expectancy gap between these wards is 8.2 years.

How can you work to address some of these differences and improve health in Birmingham?

Within only six stops you can shave nine years off the average life expectancy of a citizen.

Source: ONS Deaths 2013/15
© Birmingham Public Health 2017
HEALTH

Just under a fifth of people in Birmingham (200,000) have some sort of disability or long term health condition, but very few of these regularly take part in physical activity or sport. Obesity levels, particularly amongst children are higher in Birmingham than across England.

Could you tailor your activities to make them more accessible?

of people in Birmingham have long term health conditions or disabilities which affect their day-to-day activities\(^\text{16}\)

of these people regularly access physical activity or sport

Day-to-day activities affected by long term health conditions or disabilities\(^\text{16}\)

Children in school year 6 are obese\(^\text{18}\) vs 19% across England
There are 500 schools in Birmingham, with the vast majority state-funded. Over a quarter of state-funded pupils in Birmingham receive free school meals, which is much higher than the national average. Around one in six pupils have Special Educational Needs, 3% higher compared to the rest of the UK.

Could you adjust your activities to make them more accessible?
Four in ten of all sports facilities in Birmingham are within schools, including a large number of sports halls. There are also a large number of people who have completed vocational qualifications in PE.

Could your organisation partner with a local school to improve the range of activities they can offer in order to help children lead healthy active lifestyles outside of school time?

5,541 Sports facilities at schools (including Sixth Forms)

316 Grass Pitches
139 Sports Halls
37 Artificial Grass Pitches
32 Health & Fitness Suites
30 Studios
16 Swimming Pools

People Receiving Certified Vocational Qualification in PE

139 Level 2 Qualification in Supporting Learning in PE & Support Sport
187 Level 3 Qualification in Supporting the Delivery of PE & Support Sport
93 Level 5/6 Qualification in Primary School of Physical Education
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GRANTS

In 2017, 214 grants were made in Birmingham totalling £16.1m, with 11 funding organisations frequently providing grants in the city.

Could you benefit from grant funding to develop your activities, to improve the lives of the people of Birmingham and helping to address the inequalities we have seen in this report?

Most Frequent Funders

- Birmingham City Council: 599 grants totalling £16.2m since 2015
- The Big Lottery Fund: 584 grants totalling £23.8m since 2015
- Sport England: 78 grants totalling £14.8m since 2015
- Barrow Cadbury Trust: 41 grants totalling £1.3m since 2015
- BBC Children in Need: 31 grants totalling £1.1m since 2015
- Esmée Fairbairn Foundation: 24 grants totalling £3m since 2015
- The Henry Smith Charity: 23 grants totalling £1.3m since 2015
- Wolfson Foundation: 20 grants totalling £0.5m since 2015
- Co-operative Group: 20 grants totalling £59k since 2015
- Comic Relief: 17 grants totalling £1.8m since 2015
- Lloyds Bank Foundation for England & Wales: 16 grants totalling £0.7m since 2015

214 Grants made in 2017
£16.1m Total value of grants in 2017
932 Total number of recipient organisations since 2015
23 Total number of funding organisations since 2015

Source

Image 319x327 to 374x355
Image 319x485 to 372x528
Image 320x365 to 377x394
Image 322x273 to 369x312
Image 323x401 to 368x445
SOURCES

11. Sport England commissioned data from British Heart Foundation Health Promotion Research Group for PCTs, reworked into estimates for LAs by TBR. Measure: Health costs of physical inactivity, split by disease type. Time period(s): 2009/10 Local Sport Profile for Birmingham. © Copyright Sport England 2015, accessed on 8th November 2017. / 
14. Mortality rate from causes considered preventable (directly standardised rate per 100,000), 2014-2016, accessed on 8th November 2017. Source: Public Health England (based on ONS source data), licensed under the Open Government Licence
Sources


20. SEN Children by Home Address Ward, as at Jan 2016 School Census, Reception to Y11* Source: School Censes. Data provided by Birmingham City Council, 27th October 2016


23. Number of delegates certified at Level 2/3 since 2011 and at Level 5/6 since January 2015. Data provided by AfPE, 3rd January 2018

24. Data from GrantNav a 360Giving application, accessed on 7th March 2018, released under the terms of the Creative Commons Attribution Sharealike license (CC-BY-SA). http://grantnav.threesixtygiving.org The original datasets also have their own copyright and attribution statements; for full details see http://grantnav.threesixtygiving.org/datasets/#copyright
