Edgbaston District Profile

Using the power of sport and physical activity to improve lives
Edgbaston
District 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 a 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.

Sport Birmingham is a trading name of Birmingham Sport and Physical Activity Trust limited, a company with charitable status registered in England & Wales registered company number: 08177159 registered charity number: 1155171. With its registered office at Sport Birmingham, Floor 11, Cobalt Square, 83-85 Hagley Rd, Birmingham, West Midlands, B16 8QG
DEMOGRAPHICS

The population in Birmingham is due to increase by 7% to 1.21 million in 2027\(^2\). Edgbaston is a relatively young area compared to England generally, but is slightly older than the overall population of Birmingham.

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

Edgbaston District Profile

127k People in District\(^3\)\(^0\)

52% Male

48% Female\(^3\)\(^0\)

33 Average Age

vs 32 across Birmingham

and vs 39 across England\(^3\)\(^1\)

57% Aged under 30

vs 46% across Birmingham

and 38% England\(^3\)\(^1\)
The ethnic mix of Edgbaston includes a range of backgrounds, although White British ethnicity is the majority. Unemployment levels are slightly lower than across Birmingham, but much higher than nationally.

31% of the district's population were in the most deprived 20% of areas in England.

EDGBASTON
- Quinton
- Balsall Heath West
- Bartley Green
- Selly Oak West
- Selly Oak

Birmingham IMD 2015 Rankings
(Index of Multiple Deprivation)

5.3% Unemployment
vs 6.2% in Birmingham vs 2.4% in the UK

Difference in unemployment levels in Birmingham

4.7% Bartley Green
2.6% Harborne

Could you adjust your activities to make them more accessible?
Crime in Edgbaston is higher than across Birmingham, with over 10.3 crimes reported per 1000 residents, compared to 8.4 across the city.

Is there an opportunity to target activities to reduce crime or increase life satisfaction?

In total 992 crimes reported in August 2017

For every 1,000 residents, that’s

Increasing Life Satisfaction across Birmingham

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?
Edgbaston has no Wellbeing Centres or Wellbeing Hubs, but 4 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?

240 Sports facilities in district

<table>
<thead>
<tr>
<th>Access Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Private Use</td>
<td>26%</td>
</tr>
<tr>
<td>Registered Membership</td>
<td>20%</td>
</tr>
<tr>
<td>Pay &amp; Play</td>
<td>12%</td>
</tr>
<tr>
<td>Sports Club / Community Association</td>
<td>42%</td>
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<tr>
<td>Free Public Access</td>
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</tbody>
</table>
Health measures typically show that Edgbaston is slightly better than the Birmingham average, but still worse than across England. 17% of people in Edgbaston have a disability or long term health condition.

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

82.9 Years
Female life expectancy
82.0 years across Birmingham

78.3 Years
Male life expectancy
77.2 years across Birmingham

Deaths of under 65 year olds from all causes
15% Higher than across England. Birmingham as a whole is 28% higher

Day-to-day activities affected by long term health conditions or disabilities

23% of adults are obese vs 26% across Birmingham and vs 24% across England

24% of children in school year 6 are obese vs 24% across Birmingham and vs 19% across England
We have already seen that life expectancy in Birmingham is much lower than nationally, but there is considerable variation within the city. Life expectancy in Edgbaston ward is 6 years shorter than in Four Oaks, but 3 years longer than in the centre of Birmingham.

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
Source²⁹
There are 46 schools in Edgbaston, including 12 independent schools. This means that almost a quarter of the city’s independent schools are in Edgbaston. Almost a fifth of pupils have Special Educational Needs, slightly higher than nationally.

Could you adjust your activities to make them more accessible?

Of pupils have Special Educational Needs

vs 18% across Birmingham
Almost half of the sports facilities in Edgbaston are within schools, including a large number of sports halls. King Edward VI Five Ways School has the AfPE Quality Mark.

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?

**Sports Facilities at Schools (including Sixth Forms)**

- 18 Grass Pitches
- 22 Sports Halls
- 11 Artificial Grass Pitches
- 7 Health & Fitness Suites
- 5 Studios
- 3 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
In 2017, 13 grants were made in Edgbaston totalling £422k, with 5 funding organisations recently making grants in the district, particularly the Big Lottery Fund and Birmingham City Council.

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**

- The Big Lottery Fund
  - 25 grants totalling £1.3m since 2015
- Birmingham City Council
  - 20 grants totalling £288k since 2015
- Sport England
  - 5 grants totalling £254k since 2015
- Co-operative Group
  - 4 grants totalling £9k since 2015
- Barrow Cadbury Trust
  - 3 grants totalling £76k since 2015
- Wolfson Foundation
  - 2 grants totalling £35k since 2015
- BBC Children in Need
  - 2 grants totalling £148k since 2015
- The Henry Smith Charity
  - 1 grant totalling £48k since 2015
13. 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


20. Schools database, provided by Birmingham City Council, accessed on 8th November 2017


25. 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


28. 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


35. 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