Erdington District Profile
Using the power of sport and physical activity to improve lives
Erdington
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 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.

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
The population in Birmingham is due to increase by 7% to 1.21 million in 2027. Erdington 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?

**Demographics**

- **People in District**: 98k
- **Average Age**: 35
  - vs 32 across Birmingham
  - vs 39 across England
- **Gender Distribution**:
  - Male: 48%
  - Female: 52%
- **Aged under 30**
  - 42%
  - vs 46% across Birmingham
  - vs 38% England
The ethnic mix of Erdington includes a range of backgrounds, although White British ethnicity is the majority. Unemployment levels are slightly higher than across Birmingham, and triple those seen nationally.

Could you adjust your activities to make them more accessible?

<table>
<thead>
<tr>
<th>Ethnic Group</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>White British</td>
<td>65k</td>
</tr>
<tr>
<td>African</td>
<td>2k</td>
</tr>
<tr>
<td>Caribbean</td>
<td>6k</td>
</tr>
<tr>
<td>Indian</td>
<td>3k</td>
</tr>
<tr>
<td>Bangladeshi</td>
<td>1k</td>
</tr>
<tr>
<td>Other</td>
<td>11k</td>
</tr>
<tr>
<td>Pakistani</td>
<td>5k</td>
</tr>
<tr>
<td>Mixed</td>
<td>5k</td>
</tr>
</tbody>
</table>

45% of the district’s population were in the most deprived 20% of areas in England.

7.8% Unemployment vs 6.2% Birmingham and 2.4% in the UK.

Difference in unemployment levels in Birmingham.

5.5% Unemployment in Kingstanding.
Crime in Erdington is higher than across Birmingham, with over 10.6 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 1,038 crimes reported in August 2017. For every 1,000 residents, that’s 10.6% crime reported in August 2017 vs 8.4 in Birmingham.

Activity and sport can be a great way of engaging with young people as a diversionary tactic (see website for projects).
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**ACTIVITY**

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

**260k**

Inactive people

**£21.9m**

Health cost of Inactivity
There are relatively few sports facilities in Erdington, especially considering the size of the population, and not all are open to the public.

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

98 Sports facilities in district

54 Grass pitches
4 Artificial grass pitches
11 Sports Halls
9 Tennis Courts
9 Health & Fitness Suites

Access Type
11% Private Use
13% Registered Membership
14% Pay & Play
9% Free Public Access
Health measures typically show that Erdington is worse than the Birmingham average, and much worse than across England. 22% of people in Erdington have a disability or long term health condition.

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

Female life expectancy in Erdington is 80.7 years, compared to 82.0 years across Birmingham.

Male life expectancy in Erdington is 75.1 years, compared to 77.2 years across Birmingham.

Deaths of under 65 year olds from all causes in Erdington are 50% higher than across England. Birmingham as a whole is 28% higher.

- 28% of adults in Erdington are obese, compared to 26% across Birmingham and 24% across England.
- 24% of children in Erdington are obese, compared to 24% across Birmingham and 19% across England.

Day-to-day activities affected by long term health conditions or disabilities: 16% in Erdington compared to the Birmingham average.
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 Erdington is 7 years shorter than in Four Oaks, only a few miles away.

How can you work to address some of these differences and improve health in Birmingham?
There are 47 schools in Erdington, including 4 independent schools. Almost a fifth of pupils have Special Educational Needs, slightly higher than nationally.

Could you adjust your activities to make them more accessible?

- 4 State-Funded Nursery
- 1 State-Funded Across Phase
- 28 State-Funded Primary
- 6 State-Funded Secondary
- 1 16 Plus
- 3 State-Funded Special Schools
- 0 Pupil Referral Unit
- 4 Independent Schools

19% of pupils have Special Educational Needs, vs 18% across Birmingham.
SPORTS IN EDUCATION

Only around a fifth of the sports facilities in Erdington are within schools, and there are no school swimming pools. No schools in the district have 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?

People Receiving Certified Vocational Qualification in PE

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grass Pitches</td>
<td>9</td>
</tr>
<tr>
<td>Sports Halls</td>
<td>6</td>
</tr>
<tr>
<td>Artificial Grass Pitches</td>
<td>2</td>
</tr>
<tr>
<td>Health &amp; Fitness Suites</td>
<td>2</td>
</tr>
<tr>
<td>Studios</td>
<td>2</td>
</tr>
<tr>
<td>Swimming Pools</td>
<td>0</td>
</tr>
</tbody>
</table>

Level 2 Qualification in Supporting Learning in PE & Support Sport: 139

Level 3 Qualification in Supporting the Delivery of PE & Support Sport: 187

Level 5/6 Qualification in Primary School of Physical Education: 93
In 2017, 8 grants were made in Erdington totalling £1.6m. 6 funding organisations have made more than one grant in the district in the last three years, often of relatively large amounts.

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**: 23 grants totalling £0.6m since 2015
- **The Big Lottery Fund**: 21 grants totalling £1.1m since 2015
- **Sport England**: 7 grants totalling £1.4m since 2015
- **Esmée Fairbairn Foundation**: 2 grants totalling £180k since 2015
- **BBC Children in Need**: 2 grants totalling £166k since 2015
- **Barrow Cadbury Trust**: 2 grants totalling £68k since 2015

- **Grants made in 2017**: 8
- **Total value of grants in 2017**: £1.6m
- **Total number of recipient organisations since 2015**: 60
- **Total number of funding organisations since 2015**: 11
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SOURCES


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


23. NOTE: to calculate total % of pupils with SEN, need to add together number of pupils from different school types in Table S5, then calculate the %


26. 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


29. 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.


31. NOTE: The life expectancies quoted on this website for Birmingham and England at typically 0.1 years less than those in the District Health Profiles.


37. 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