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

Hall Green
City Profile
DEMOGRAPHICS

The population in Birmingham is due to increase by 7% to 1.21 million in 2027\(^2\). Hall Green is a relatively young area compared to Birmingham, and much younger than the overall population of England.

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

116k
People in District\(^3\)⁰

50% Male
50% Female\(^3\)⁰

31
Average Age
vs 32 across Birmingham
and vs 39 across England\(^3\)⁰

48%
Aged under 30
vs 46% across Birmingham
and 38% England\(^2\)
THE ETHNIC MIX OF HALL GREEN INCLUDES A RANGE OF BACKGROUNDS, INCLUDING A LARGE PAKISTANI COMMUNITY. UNEMPLOYMENT LEVELS ARE SLIGHTLY HIGHER THAN ACROSS BIRMINGHAM, AND THEREFORE MUCH HIGHER THAN NATIONALLY.

CAN YOU TAILOR YOUR SERVICES TO THE CITY’S DIVERSE POPULATION TO HELP ADDRESS HEALTH INEQUALITIES?

39% OF THE DISTRICT’S POPULATION WERE IN THE MOST DEPRIVED 20% OF AREAS IN ENGLAND

JOBS

6.5% UNEMPLOYMENT

6.8% SPARKBROOK

DIFFERENCE IN UNEMPLOYMENT LEVELS IN BIRMINGHAM

2% HALL GREEN

UNEMPLOYMENT

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
Crime in Hall Green is in line with that across Birmingham, with over 8.3 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 964 crimes reported in August 2017\(^{10}\)

For every 1,000 residents\(^{11}\), that’s 8.3% crime reported in August 2017\(^{10}\) 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)
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.

<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>
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</tbody>
</table>

Do you have any examples of activities you would like to share?
There are very few sports facilities in Hall Green, particularly given the size of the population, and not all are open to the public. In fact, as we will see later, over a third of these facilities are at schools.

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

**79** Sports facilities in district

- **20** Grass pitches
- **3** Artificial grass pitches
- **13** Sports Halls
- **22** Tennis Courts
- **7** Health & Fitness Suites

**Access Type**

- **11%** Private Use
- **24%** Registered Membership
- **30%** Pay & Play
- **28%** Sports Club / Community Association
- **6%** Free Public Access
Health measures typically show that Hall Green is in line with the Birmingham average, but worse than across England. 18% of people in Hall Green have a disability or long term health condition.

**80.7 Years**
Female life expectancy
82.0 years across Birmingham

**75.1 Years**
Male life expectancy
77.2 years across Birmingham

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

- **28%** 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.

Day-to-day activities affected by long term health conditions or disabilities.
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?
There are 50 schools in Hall Green, including 7 independent schools. Only about a sixth of pupils have Special Educational Needs, slightly lower than across the city.

Could you adjust your activities to make them more accessible?

- 27 State-Funded Nursery
- 13 State-Funded Across Phase
- 295 State-Funded Primary
- 83 State-Funded Secondary
- 10 16 Plus
- 24 State-Funded Special Schools
- 1 Pupil Referral Unit
- 49 Independent Schools

- 27% of state-funded pupils receive free school meals vs 14% across England
- 17% of pupils have Special Educational Needs vs 14% across England
SPORTS IN EDUCATION

Over a third of the sports facilities in Hall Green are within schools, including a relatively large number of sports halls. 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?

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
GRANTS

In 2017, 13 grants were made in Hall Green totalling £120k, with the Big Lottery Fund and Birmingham City Council regularly making grants. Grants have tended to be slightly smaller than in other areas.

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**: 43 grants totalling £1.3m since 2015
- **Birmingham City Council**: 41 grants totalling £1.1m since 2015
- **Sport England**: 3 grants totalling £58k since 2015
- **Barrow Cadbury Trust**: 2 grants totalling £66k since 2015
- **Lloyds Bank Foundation for England & Wales**: 2 grants totalling £23k since 2015
- **Wolfson Foundation**: 2 grants totalling £16k since 2015

13 Grants made in 2017

£120k Total value of grants in 2017

95 Total number of recipient organisations since 2015

12 Total number of funding organisations since 2015
Hall Green
City Profile

SOURCES


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


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 %


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 APE, 3rd January 2018.


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.


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.