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

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The population in Birmingham is due to increase by 7% to 1.21 million in 2027. Hodge Hill is one of the youngest districts of Birmingham and with over half the population aged under 30.

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

122k People in District

Average Age
vs 32 across Birmingham and vs 39 across England

49% Male
51% Female

52% Aged under 30
vs 46% across Birmingham and 38% England
The ethnic mix of Hodge Hill includes a range of backgrounds, with a large number of people of Pakistani ethnicity. Unemployment levels are higher than across Birmingham and much higher than nationally.

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

50% of the district’s population were in the most deprived 20% of areas in England.

**JOBS**

8.3% Unemployment

vs 6.2% in Birmingham vs 2.4% in the UK

Difference in unemployment levels in Birmingham

5.1% Shard End

Source
Crime in Hodge Hill is lower than across Birmingham, with 7.3 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 884 crimes reported in August 2017\(^\text{10}\)

For every 1,000 residents\(^\text{11}\), that’s 7.3% crime reported in August 2017\(^\text{10}\)

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>City</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>

260k Inactive people

£21.9m Health cost of Inactivity
Although Hodge Hill is one of the biggest districts in terms of population, it has the lowest number of sports facilities of any district, with a third of these being for private use and relatively few sports clubs/community associations, meaning that some of these facilities will not be accessible to the public.

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

Sports facilities in district: 75

- 47 Grass pitches
- 5 Artificial grass pitches
- 12 Sports Halls
- 0 Tennis Courts
- 6 Health & Fitness Suites

Access Type:
- 37% Private Use
- 11% Registered Membership
- 33% Pay & Play
- 15% Sports Club / Community Association
- 4% Free Public Access
Health measures typically show that Hodge Hill is worse than the Birmingham average, and much worse than England generally. 19% of people in Hodge Hill have a disability or long term health condition.

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

79.9 Years
Female life expectancy
82.0 years across Birmingham

74.9 Years
Male life expectancy
77.2 years across Birmingham

Deaths of under 65 year olds from all causes
48% Higher than across England. Birmingham as a whole is 28% higher

Day-to-day activities affected by long term health conditions:

- 28% of Adults are obese vs 26% across Birmingham and vs 24% across England
- 27% 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. 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 51 schools in Hodge Hill, including 3 independent schools. Almost a fifth of pupils have Special Educational Needs, on a par with the average for Birmingham.

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

17%
of pupils have Special Educational Needs

vs 14% across England

vs 14% across England
Almost a third of the sports facilities in Hodge Hill are within schools, including a large number of sports halls. No schools however hold 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**

- **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

**Sports facilities at schools (including Sixth Forms)**

- **24** total facilities
- **15** Grass Pitches
- **6** Sports Halls
- **2** Artificial Grass Pitches
- **0** Health & Fitness Suites
- **0** Studios
- **1** Swimming Pools

0 Schools have AfPE Quality Mark
GRANTS

In 2017, 6 grants were made in Hodge Hill totalling £391k, with 4 funding organisations making grants in the district, typically of a large amount.

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**: 584 grants totalling £23.8m since 2015
- **Birmingham City Council**: 599 grants totalling £16.2m since 2015
- **Barrow Cadbury Trust**: 41 grants totalling £1.3m since 2015
- **Esmée Fairbairn Foundation**: 24 grants totalling £3m since 2015

6 Grants made in 2017

£391k Total value of grants in 2017

50 Total number of recipient organisations since 2015

7 Total number of funding organisations since 2015


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


22. Schools, pupils and their characteristics: January 2016, Local authority and regional tables SFR20/2016, accessed on 8th November 2017. Source: https://www.gov.uk/government/statistics/schools-pupils-and-their-characteristics-january-2016 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 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