Ladywood District Profile

Using the power of sport and physical activity to improve lives
Ladywood
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
DEMOGRAPHICS

The population in Birmingham is due to increase by 7% to 1.21 million in 2027. Ladywood has the largest population of all districts in Birmingham, it is the only district with more men than women, and is also the youngest district in the city, with a large proportion of the population aged under 30.

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

122k People in District

49% Male

27 Average Age

51% Female

49% vs 32 across Birmingham and vs 39 across England

57% Aged under 30

49% vs 46% across Birmingham and 38% England
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DEMOGRAPHICS

The ethnic mix of Ladywood includes a wide range of backgrounds. Unemployment levels are the highest in Birmingham, and four times the rate nationally.

Could you adjust your activities to make them more accessible?

49% of the district’s population were in the most deprived 20% of areas in England.

JOBS

11.3% Unemployment

1.3% Unemployment in Birmingham and 2.4% in the UK.

Difference in unemployment levels in Birmingham:

3.7% Ladywood 8% Aston
Crime in Ladywood is lower than across Birmingham, with 6.7 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 853 crimes reported in August 2017

For every 1,000 residents, that’s

6.7% 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)
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?
There are a large number of sports facilities in Ladywood, including many all weather facilities, although 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?

240 Sports facilities in district

90 Grass pitches
12 Artificial grass pitches
24 Sports Halls
48 Tennis Courts
13 Health & Fitness Suites

Access Type
26% Private Use
20% Registered Membership
12% Pay & Play
42% Sports Club / Community Association
0% Free Public Access
Health measures typically show that Ladywood is worse than the Birmingham average, and much worse than across England. 16% of people in Ladywood have a disability or long term health condition, which is lower than across Birmingham perhaps because the population is younger.

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

80.5 Years
Female life expectancy
82.0 years across Birmingham

74.8 Years
Male life expectancy
77.2 years across Birmingham

Deaths of under 65 year olds from all causes
58% Higher
than across England. Birmingham as a whole is 28% higher

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

District
Birmingham

Not limited
Limited a little
Limited a lot

27%
of Adults are obese
vs 26% across Birmingham
and vs 24% across England

28%
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
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EDUCATION

There are 84 schools in Ladywood, including 13 independent schools. This means that over a quarter of the city’s independent schools are in this district. Over a fifth of pupils have Special Educational Needs, one of the highest rates across the city.

Could you adjust your activities to make them more accessible?

- 4 State-Funded Nursery
- 4 State-Funded Across Phase
- 40 State-Funded Primary
- 17 State-Funded Secondary
- 4 16 Plus
- 2 State-Funded Special Schools
- 0 Pupil Referral Unit
- 13 Independent Schools

21% of pupils have Special Educational Needs vs 18% across Birmingham.
SPORTS IN EDUCATION

Over a third of the sports facilities in Ladywood are within schools, including a large number of sports halls. Two schools have the AfPE Quality Mark: James Watt Primary School & Cape Primary School.

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?
In 2017, 36 grants were made in Ladywood totalling £8.3m. This was the greatest number of grants to any district in the city. 9 funding organisations frequently making grants in the district.

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?

**GRANTS**

**Most Frequent Funders**

- The Big Lottery Fund
  - 104 grants totalling £3.9m since 2015
- Birmingham City Council
  - 76 grants totalling £1.8m since 2015
- Sport England
  - 14 grants totalling £9.5m since 2015
- Co-operative Group
  - 6 grants totalling £18k since 2015
- Esmée Fairbairn Foundation
  - 5 grants totalling £0.7m since 2015
- Wolfson Foundation
  - 5 grants totalling £328k since 2015
- Barrow Cadbury Trust
  - 5 grants totalling £162k since 2015
- The Henry Smith Charity
  - 2 grants totalling £180k since 2015
- Lloyds Bank Foundation for England & Wales
  - 2 grants totalling £64k since 2015
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SOURCES


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 AfPE, 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.