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

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DEMOGRAPHICS
The population in Birmingham is due to increase by 7% to 1.21 million in 2027\textsuperscript{2}. Northfield 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?

101k
People in District\textsuperscript{30}

48%
Male

52%
Female\textsuperscript{30}

37
Average Age

vs 32 across Birmingham and vs 39 across England\textsuperscript{30}

40%
Aged under 30

vs 46% across Birmingham and 38% England\textsuperscript{30}
Northfield is a less diverse district than most others in Birmingham, with the majority of people having White British ethnicity. Unemployment levels are slightly lower than across Birmingham, but double those seen nationally.

Could you adjust your activities to make them more accessible?

37% of the district’s population were in the most deprived 20% of areas in England

Birmingham IMD 2015 Rankings (Index of Multiple Deprivation)

Source

JOBS

5.1% Unemployment vs 6.2% in Birmingham vs 2.4% in the UK

3.7% Northfield

4.7% Weoley
Crime in Northfield is higher than across Birmingham, with 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

10.3% crime reported in August 2017 vs 8.4 in Birmingham

Increasing Life Satisfaction across Birmingham


6.94 7.21 7.29 7.44 7.48 7.59

vs 7.68 across the UK

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?

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

Healthcare

£21.9m
Health cost of Inactivity

260k
Inactive people
Northfield has relatively few facilities for the size of the population, and a large proportion of these are for private use. As we will see later, almost half of the district's sports facilities are at schools.

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

115 Sports facilities in district

59 Grass pitches
4 Artificial grass pitches
22 Sports Halls
8 Tennis Courts
10 Health & Fitness Suites

Access Type
41% Private Use
16% Registered Membership
27% Pay & Play
17% Sports Club / Community Association
0% Free Public Access
Northfield
District Profile

**HEALTH**

More adults are obese in Northfield than across the city as a whole. Other health measures show that Northfield is on a par with the Birmingham average, which is worse than the England average. 21% of people in Northfield have a disability or long term health condition, which is slightly higher than across the city.

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

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

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. 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
There are 48 schools in the district, but no independent schools. Almost a quarter of pupils have Special Educational Needs, with Northfield having the highest rate of SEN of any Birmingham District.

Could you adjust your activities to make them more accessible?

- 5 State-Funded Nursery
- 1 State-Funded Across Phase
- 31 State-Funded Primary
- 7 State-Funded Secondary
- 1 16 Plus State-Funded Special Schools
- 2 Pupil Referral Unit
- 0 Independent Schools

23% of pupils have Special Educational Needs, vs 18% across Birmingham.
Northfield District Profile

SPORTS IN EDUCATION

Almost half of the sports facilities in Northfield are within schools, including a large number of sports halls. West Heath Primary School is the only school in the district to 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?

57 Sports facilities at schools (including Sixth Forms)

- 30 Grass Pitches
- 18 Sports Halls
- 1 Artificial Grass Pitches
- 3 Health & Fitness Suites
- 3 Studios
- 0 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

1 Schools have AfPE Quality Mark
In 2017, 11 grants were made in Northfield totalling £858k. 4 funding organisations have made grants in the district recently, often of quite 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?

**GRANTS**

11 Grants made in 2017
£858k Total value of grants in 2017
40 Total number of recipient organisations since 2015
6 Total number of funding organisations since 2015

**Most Frequent Funders**

- **The Big Lottery Fund**
  20 grants totalling £1.7m since 2015

- **Birmingham City Council**
  14 grants totalling £212k since 2015

- **Sport England**
  3 grants totalling £41k since 2015

- **Barrow Cadbury Trust**
  2 grants totalling £63k since 2015
Northfield District 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


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