Perry Barr
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.

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

- **107k** People in District
- **32** Average Age
  vs 32 across Birmingham and vs 39 across England
- **49%** Male
- **51%** Female
- **46%** Aged under 30
  vs 46% across Birmingham and 38% England
Perry Barr has a very diverse ethnic mix, including White British, Indian, Pakistani, Caribbean, Bangladeshi and others. Unemployment levels are slightly higher than across Birmingham, and much higher than 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.

Source

JOBS

6.6% Unemployment

vs 6.2% in Birmingham vs 2.4% in the UK

Difference in unemployment levels in Birmingham

3.3% Perry Barr
9.2% Lozells

Source
Crime in Perry Barr is marginally lower than across Birmingham, with 8.1 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 864 crimes reported in August 2017

For every 1,000 residents, that’s 8.1% crime reported in August 2017 vs 8.4 in Birmingham

Increasing Life Satisfaction across Birmingham

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>Birmingham</td>
<td>30%</td>
<td>13%</td>
<td>57%</td>
</tr>
<tr>
<td>UK</td>
<td>26%</td>
<td>14%</td>
<td>61%</td>
</tr>
</tbody>
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Healthcare

£21.9m

Health cost of Inactivity

260k

Inactive people
There are a large number of sports facilities in Perry Barr, especially grass & artificial grass pitches, with a relatively high number of pay & play facilities. Is there an opportunity for you to link up with one of these schemes?

Sports facilities in district

- **172**
- **85** Grass pitches
- **20** Artificial grass pitches
- **18** Sports Halls
- **13** Tennis Courts
- **9** Health & Fitness Suites

Access Type

- **13%** Private Use
- **12%** Registered Membership
- **45%** Pay & Play
- **22%** Sports Club / Community Association
- **5%** Free Public Access
Health measures typically show that Perry Barr is slightly better than the Birmingham average, but still worse than across England, although obesity levels are higher in Perry Barr than elsewhere in the city. 18% of people in Perry Barr have a disability or long term health condition.

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

82.8 Years
Female life expectancy
82.0 years across Birmingham

77.4 Years
Male life expectancy
77.2 years across Birmingham

Deaths of under 65 year olds from all causes
29% 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

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. 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?
There are 47 schools in Perry Barr, almost all state-funded. Almost a fifth of pupils have Special Educational Needs, slightly higher than across Birmingham.

Could you adjust your activities to make them more accessible?
There are 51 sports facilities within schools in Perry Barr, the majority being grass pitches. 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?
In 2017, 7 grants were made in Perry Barr totalling £748k. The Big Lottery Fund and Birmingham City Council are the two most regular funders in this area.

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 31 grants totalling £1.1m since 2015
- Birmingham City Council 24 grants totalling £0.7m since 2015
- Sport England 2 grants totalling £211k since 2015
- Barrow Cadbury Trust 2 grants totalling £21k since 2015

- **7** Grants made in 2017
- **£748k** Total value of grants in 2017
- **62** Total number of recipient organisations since 2015
- **10** Total number of funding organisations since 2015


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 Censuses. Data provided by Birmingham City Council, 27th October 2016