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

49% Male

51% Female

32 Average Age

vs 32 across Birmingham
and vs 39 across England

46% Aged under 30

vs 46% across Birmingham
and 38% England
Almost three-quarters of the population of Selly Oak is from a White British background, much higher than generally in Birmingham. Unemployment levels are lower than across Birmingham, but much higher than nationally.

Could you adjust your activities to make them more accessible?

30% of the district’s population were in the most deprived 20% of areas in England

JOBS

4.3% Unemployment

vs 6.2% in Birmingham vs 2.4% in the UK

Difference in unemployment levels in Birmingham

1.7% Selly Oak

3.1% Bournville

Source

Birmingham IMD 2015 Rankings
(Index of Multiple Deprivation)

Source

Weoley & Selly Oak

Bournville & Cotteridge

Bournbrook & Selly Park

Stirchley

Weoley & Selly Oak

Bournville & Cotteridge

Bournbrook & Selly Park

Stirchley
Crime in Selly Oak is marginally lower than across Birmingham, with 8.2 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 852 crimes reported in August 2017\(^1\)

For every 1,000 residents\(^1\), that’s...

Activity and sport can be a great way of engaging with young people as a diversionary tactic (see website for projects)

Increasing Life Satisfaction across Birmingham\(^{26}\)

<table>
<thead>
<tr>
<th>Year</th>
<th>Life Satisfaction</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011/12</td>
<td>6.94</td>
</tr>
<tr>
<td>2012/13</td>
<td>7.21</td>
</tr>
<tr>
<td>2013/14</td>
<td>7.29</td>
</tr>
<tr>
<td>2014/15</td>
<td>7.44</td>
</tr>
<tr>
<td>2015/16</td>
<td>7.48</td>
</tr>
<tr>
<td>2016/17</td>
<td>7.59 (\text{vs 7.68 across the UK})</td>
</tr>
</tbody>
</table>

How satisfied are you with your life?
**ACTIVITY**

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>

**260k** Inactive people

**Healthcare**

**£21.9m**

Health cost of Inactivity
There are a large number of sports facilities in Selly Oak, especially grass pitches but also tennis courts, although not all are open to the public. In fact, as we will see later almost half of these facilities are at schools.

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

159 Sports facilities in district

- **82** Grass pitches
- **2** Artificial grass pitches
- **25** Sports Halls
- **27** Tennis Courts
- **6** Health & Fitness Suites

**Access Type**

- **36%** Private Use
- **8%** Registered Membership
- **22%** Pay & Play
- **31%** Sports Club / Community Association
- **3%** 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?

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

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

Deaths of under 65 year olds from all causes  
20% 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
- 22% 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

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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 Selly Oak, almost all state-funded. Almost a fifth of pupils have Special Educational Needs, on a par with the proportion across the city.

Could you adjust your activities to make them more accessible?
SPORTS IN EDUCATION

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?

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
GRANTS

In 2017, 7 grants were made in Selly Oak totalling £161k. 5 organisations have made grants recently, with the Big Lottery Fund and Birmingham City Council the most regular funders.

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**
  - 15 grants totalling £0.9m since 2015

- **Birmingham City Council**
  - 15 grants totalling £294k since 2015

- **Sport England**
  - 5 grants totalling £321k since 2015

- **Barrow Cadbury Trust**
  - 3 grants totalling £248k since 2015

- **Barrow Cadbury Trust**
  - 2 grants totalling £45k since 2015

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7 Grants made in 2017

£161k Total value of grants in 2017

44 Total number of recipient organisations since 2015

9 Total number of funding organisations since 2015
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SOURCES


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


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.


34. 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