Using the Power of Sport & Physical Activity to Improve Lives
It is an incredibly exciting time for Birmingham; a city 'on the up' and 'on the move', looking forward to hosting the 2022 Commonwealth Games and at the centre of the new West Midlands Combined Authority. Sport and Physical Activity has never had a better opportunity to demonstrate the positive difference it can make to people’s lives.

Mike Chamberlain, Chief Executive
Sport Birmingham

Vision for Impact:

• Individuals leading more active, healthier, happier and more successful lives
• Communities that are stronger, more inclusive, more integrated and more resilient
WHY WE DO IT...

Inactivity and health inequalities - 27.5% of the Birmingham population is inactive. Life expectancy varies by up to 10 years between the most affluent and deprived areas.

Cultural diversity - outside of London, Birmingham is the UK’s most diverse city. Research suggests that culture and upbringing can influence participation levels.

Young people fulfilling their potential - Our city is the youngest in Europe, with 46% aged under 30. Sport and activity provides a key diversion for young people and can relieve boredom, prevent crime, promote social inclusion and develop skills.

Barriers to participation - helping inspire citizens to regularly access sport and physical activity by removing barriers and creating high quality experiences.

Influencing behaviour - A positive experience of sport and activity plays an important part in an individual’s decision to lead an active lifestyle.

The difference we want to make!

Reduced inactivity - leading to improved physical and mental wellbeing, particularly those most disadvantaged and under represented.

Cultural integration and understanding - joining communities together through activity and communication in order to break down barriers and develop a greater respect for one another.

Enhanced life skills - helping inspire citizens to regularly access sport and physical activity by removing barriers and creating high quality experiences.

Increased sport and activity for disabled people - raising awareness and sharing best practice in disability equality across the city.

Creation of a skilled workforce - to help inspire citizens to have a positive relationship with sport and activity.
“The contact via Sport Birmingham is excellent. The team are very proactive, accessible and inclusive. For support with sport in Birmingham, this would be the place to go.”

Peter Millington, Disability Resource Centre

“Sport Birmingham would be the key organisation in the development of legacy from the Commonwealth Games and embedding this in the sporting community.”

Yuri Matischen, MLS Events