Sutton Coldfield District Profile

Using the power of sport and physical activity to improve lives
Sutton Coldfield
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.

[Social Media Icons: facebook.com/sportbham, twitter.com/sportbirmingham, instagram.com/sportbirmingham]

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\(^2\). Sutton Coldfield 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?

Sutton Coldfield District Profile

95k
People in District\(^3\)

48%
Male

52%
Female\(^3\)

43
Average Age
vs 32 across Birmingham and vs 39 across England\(^3\)

33%
Aged under 30
vs 46% across Birmingham and 38% England\(^3\)
Sutton Coldfield is the least diverse of Birmingham’s districts, with a population that is largely from a White British background. Unemployment levels are lower than nationally and much lower than across Birmingham generally.

Could you adjust your activities to make them more accessible?

81k White British
1k Pakistani
1k Caribbean
4k Indian
5k Other
2k Mixed

12% of the district’s population were in the most deprived 20% of areas in England

JOBS
1.4% Unemployment vs 6.2% in Birmingham vs 2.4% in the UK

Difference in unemployment levels in Birmingham

1% Four Oaks
1.6% Sutton Trinity

Source

Birmingham IMD 2015 Rankings
(Index of Multiple Deprivation)

IMD Decile
10 - Least Deprived
9
8
7
6
5
4
3
2
1 - Most Deprived

Source

DEMOGRAPHICS

Sutton Wylde Green
Sutton Vesey
Sutton Four Oaks
Sutton Mere Green
Sutton Roughley
Sutton Wyilde Green
Sutton Reddicap
Crime in Sutton Coldfield is lower than across Birmingham, with 5.7 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, 544 crimes were reported in August 2017. For every 1,000 residents, that’s

5.7% 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)

Increasing Life Satisfaction across Birmingham

How satisfied are you with your life?

vs 7.68 across the UK
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>London</strong></td>
<td>26%</td>
<td>14%</td>
<td>61%</td>
</tr>
</tbody>
</table>

- **260k Inactive people**
- **£21.9m Health cost of Inactivity**
There are a large number of sports facilities in Sutton Coldfield, especially grass pitches, although not all of the facilities are open to the public. A relatively large proportion are accessed via sports clubs or community associations and, as we will see later, almost half of the facilities are at schools.

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

235 Sports facilities in district

119 Grass pitches
6 Artificial grass pitches
21 Sports Halls
28 Tennis Courts
17 Health & Fitness Suites

Access Type
18% Private Use
17% Registered Membership
7% Pay & Play
58% Sports Club / Community Association
0% Free Public Access
How can you work to address some of Health inequalities and improve health in Birmingham?

85.9 Years
Female life expectancy
82.0 years across Birmingham

81.7 Years
Male life expectancy
77.2 years across Birmingham

Deaths of under 65 year olds from all causes
25% Lower
than across England. Birmingham as a whole is 28% higher

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

District
Birmingham

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

of Children in school year 6 are obese vs 24% across Birmingham and vs 19% across England

Health measures typically show that Sutton Coldfield is better than the England average, and much better than across Birmingham, although adult obesity is on a par with the rest of England. 17% of people in Sutton Coldfield have a disability or long term health condition.
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 Sutton Four Oaks is 9 years longer than in the centre of Birmingham.

How can you work to address some of these differences and improve health in Birmingham?

Source: ONS Deaths 2013/15
© Birmingham Public Health 2017
There are 35 schools in Sutton Coldfield, the lowest number of any district reflecting its relatively small population which is older than most. Just 12% of pupils have Special Educational Needs, much lower than any other district in the city.

Could you adjust your activities to make them more accessible?
Almost half of the sports facilities in Sutton Coldfield are within schools, including a large number of 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

- 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
In 2017, 9 grants were made in Sutton Coldfield totalling £135m, with 7 funding organisations recently making grants in the district. Birmingham City Council and the Big Lottery Fund are the most frequent.

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**

- **Birmingham City Council**: 15 grants totalling £1m since 2015
- **The Big Lottery Fund**: 8 grants totalling £74k since 2015
- **Sport England**: 2 grants totalling £18k since 2015
- **Barrow Cadbury Trust**: 2 grants totalling £78k since 2015
- **Esmée Fairbairn Foundation**: 2 grants totalling £120k since 2015
- **Co-operative Group**: 1 grants totalling £3k since 2015

**Grants**

- 9 grants made in 2017
- £135k total value of grants in 2017
- 30 total number of recipient organisations since 2015
- 7 total number of funding organisations since 2015


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.


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