Yardley City Profile

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

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
Yardley
City Profile

DEMOGRAPHICS

The population in Birmingham is due to increase by 7% to 1.21 million in 2027. Yardley 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 District³⁰

49%
Male

51%
Female³⁰

34
Average Age

vs 32 across Birmingham
and vs 39 across England³⁰

44%
Aged under 30

vs 46% across Birmingham
and 38% England³⁰
The ethnic mix of Yardley includes a range of backgrounds, although White British ethnicity is the majority. Unemployment levels are slightly lower than across Birmingham, but much higher than nationally.

Can you tailor your services to the city’s diverse population to help address health inequalities?

40% of the district’s population were in the most deprived 20% of areas in England.

-demographics

5.8% Unemployment

Source

Jobs

Birmingham IMD 2015 Rankings
(Index of Multiple Deprivation)

Wards May 2018

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

Source

Difference in unemployment levels in Birmingham

3.4% Sheldon

4.6% Stechford/ Yardley North
Crime in Yardley is higher than across Birmingham, with 9.6 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 1,022 crimes reported in August 2017

For every 1,000 residents, that’s

9.6% 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)
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>Birmingham</td>
<td>30%</td>
<td>13%</td>
<td>57%</td>
</tr>
<tr>
<td>London</td>
<td>26%</td>
<td>14%</td>
<td>61%</td>
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</tbody>
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260k Inactive people

£21.9m Health cost of Inactivity

Healthcare
There are a good number of sports facilities in Yardley, especially grass & artificial grass pitches, although not all are open to the public. In fact, as we will see later, almost four in ten of these facilities are at schools.

Is there an opportunity for you to link up with one of these schemes?
Health measures typically show that Yardley is slightly worse than the Birmingham average, and much worse than across England. 20% of people in Yardley have a disability or long term health condition.

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

80.9 Years
Female life expectancy
82.0 years across Birmingham

76.9 Years
Male life expectancy
77.2 years across Birmingham

Deaths of under 65 year olds from all causes
31% Higher than across England. Birmingham as a whole is 28% higher

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

28% 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
We have already seen that life expectancy in Birmingham is much lower than nationally, but there is considerable variation within the city. In Acocks Green, life expectancy is 7 years shorter than in Sutton Four Oaks, although two years longer than in the city centre.

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

Source: ONS Deaths 2013/15
© Birmingham Public Health 2017
Source 29
There are 47 schools in Yardley, including 7 independent schools. Almost a fifth of pupils have Special Educational Needs, slightly higher than across the city.

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

Almost four in ten of the sports facilities in Yardley are within schools, including a large number of grass pitches. Cedars Academy in Acocks Green is the only school in Yardley 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?

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

Yardley City Profile
In 2017, 6 grants were made in Yardley totalling £187k. 5 funding organisations have recently made grants in the district, with Birmingham City Council and The Big Lottery Fund most frequent 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

- **Birmingham City Council**
  - 16 grants totalling £260k since 2015

- **The Big Lottery Fund**
  - 12 grants totalling £498k since 2015

- **Sport England**
  - 4 grants totalling £170k since 2015

- **Barrow Cadbury Trust**
  - 2 grants totalling £82k since 2015

- **Esmée Fairbairn Foundation**
  - 2 grants totalling £190k since 2015

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**GRANTS**

- Grants made in 2017: 6
- Total value of grants in 2017: £187k
- Total number of recipient organisations since 2015: 37
- Total number of funding organisations since 2015: 6


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