

# Birmingham

## City Profile

Using the power of sport and physical activity to improve lives





## Birmingham City 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](mailto: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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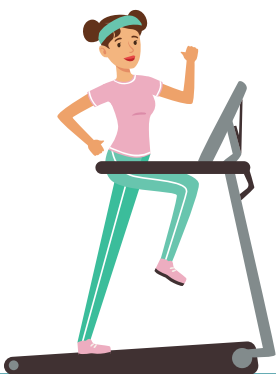


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### DEMOGRAPHICS


The population in Birmingham is due to increase by 7% to 1.21 million in 2027. The average age is 33 years, younger than the UK average of 40. Whilst the population has more under 30's than the national average, it is the over 65's that is set to increase the most over the next 10 years – growing by 17% by 2027.



Can you help to meet the activity needs of this growing population?

# 1.1m

People in Birmingham<sup>1</sup>

49% Male  51% Female<sup>1</sup>



46% Aged under 30 vs only 37% across the UK<sup>4</sup>



8% More people aged 0-19 by 2027<sup>5</sup>

# 1.21m

# 1.13m



2017 2019 2021 2023 2025 2027

Population forecast to increase by 82k (7%) by 2027<sup>2</sup>



Average Age<sup>3</sup> vs 40 across the UK<sup>4</sup>

17% More people aged 65+ by 2027<sup>5</sup>



# Birmingham

## City Profile

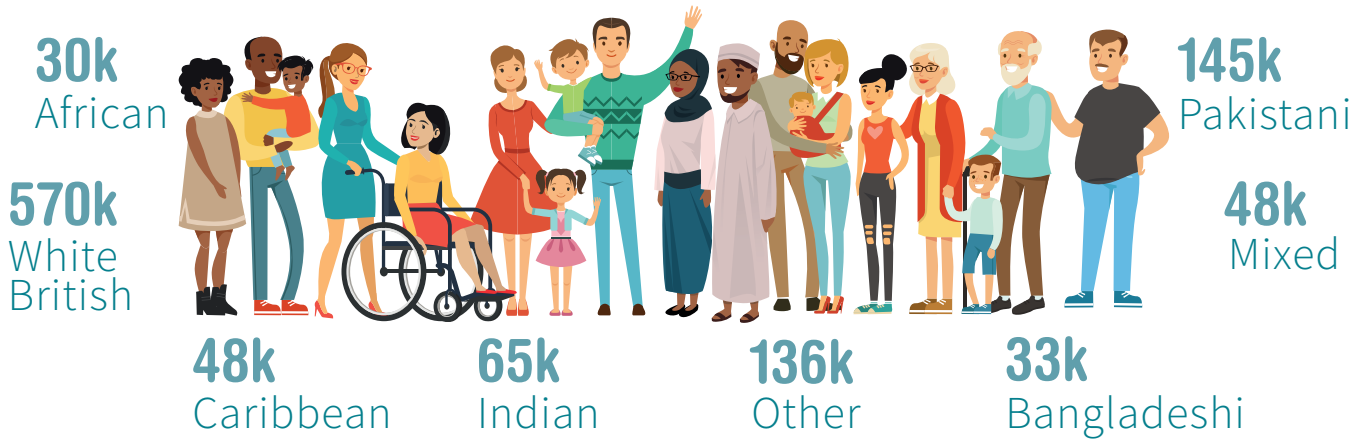


### DEMOGRAPHICS

Birmingham is a very diverse city, with many different ethnic groups. Unemployment levels are high at 6.1% compared to 2.4% across the UK and large parts of the city are relatively deprived.



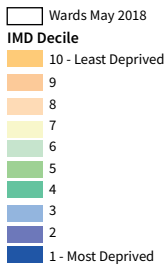
Can you tailor your services to the city's diverse population to help address health inequalities?



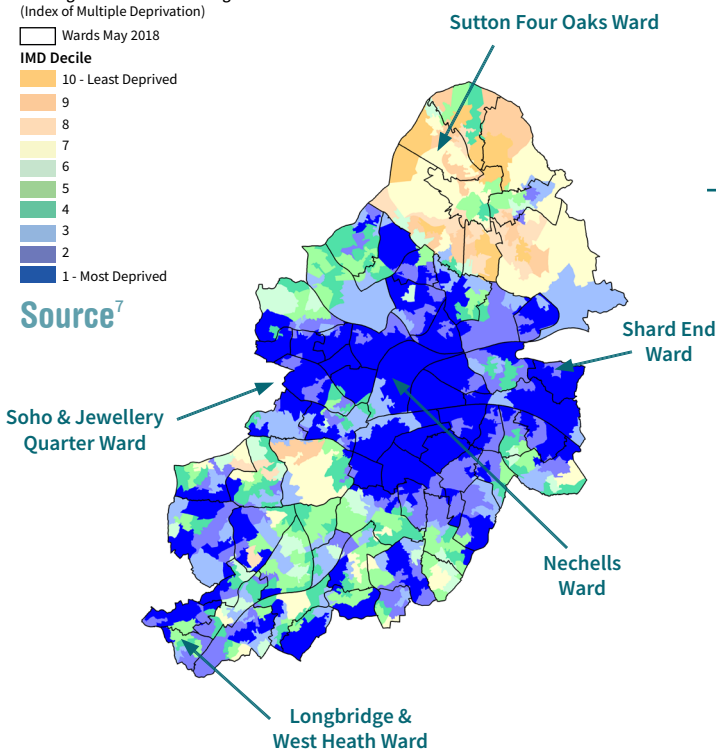
**40%** of LSOAs\* in Birmingham are in the most deprived 10% nationally, shown in dark blue below<sup>8</sup> \*Lower-layer Super Output Areas

Source<sup>6</sup>

Birmingham IMD 2015 Rankings (Index of Multiple Deprivation)



Source<sup>7</sup>



### CRIME & LIFE SATISFACTION

Life satisfaction in Birmingham has been steadily increasing over the last five years, although it remains lower than the UK average.



Is there an opportunity to target activities to reduce crime or increase life satisfaction?

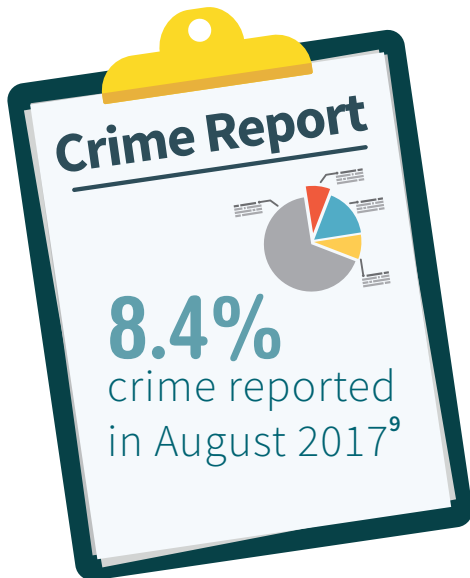


In total

# 9,060

crimes reported in August 2017<sup>9</sup>

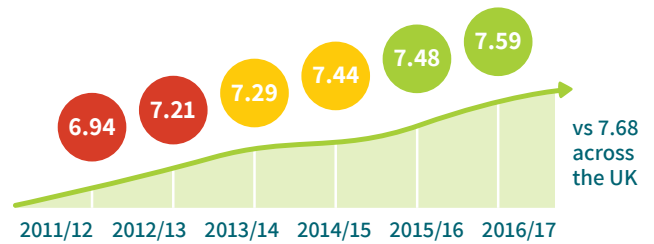
For every 1,000 residents<sup>6</sup>, that's



Activity and sport can be a great way of engaging with young people as a diversionary tactic

(see website for projects)

### Increasing Life Satisfaction<sup>25</sup>



### How satisfied are you with your life?

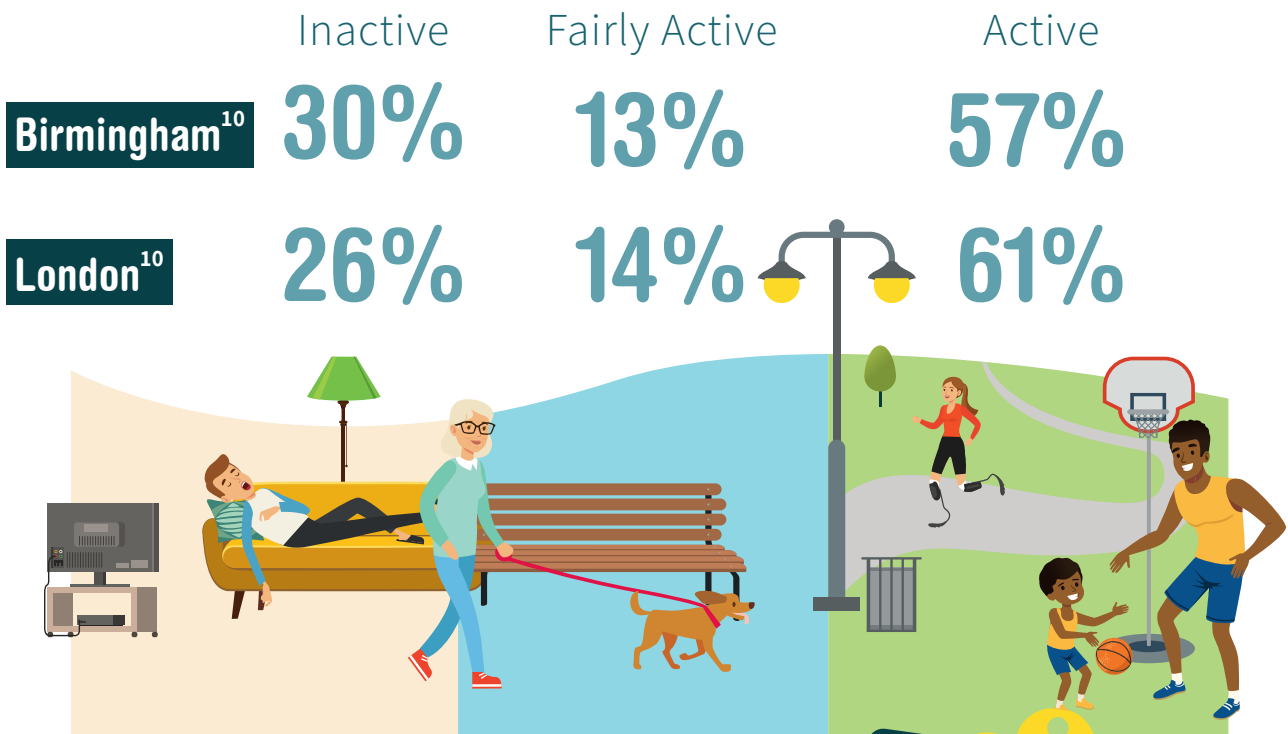


### ACTIVITY

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?



### SPORTS FACILITIES

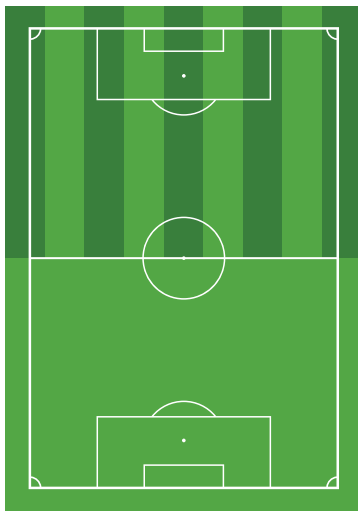
Birmingham offers 7 Wellbeing Centres, 7 Wellbeing Hubs and 84 Active Parks. Many of these facilities have schemes which engage people in activity, such as Big Birmingham Bikes.



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



**1,473** Sports facilities in Birmingham<sup>14</sup>



**635**

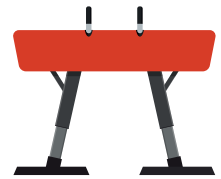
Grass pitches

**110**

Artificial grass pitches

**192**

Sports Halls



**165**

Tennis Courts



#### Access Type<sup>14</sup>

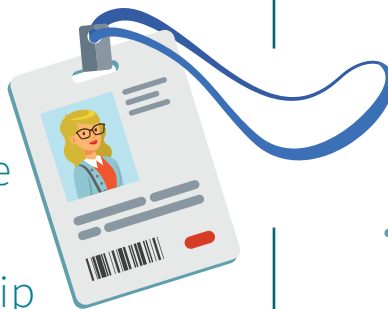
**24%** Private Use

**15%** Registered Membership

**25%** Pay & Play

**33%** Sports Club / Community Association

**2%** Free Public Access



**126**

Health & Fitness Suites



## HEALTH

Both male and female life expectancy is lower in Birmingham than across England with 5,541 preventable deaths each year.



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



### 82 Years

Female life expectancy<sup>13</sup>

83.2 years across England



### 77.2 Years

Male life expectancy<sup>13</sup>

79.6 years across England

Deaths from preventable causes each year



# 5,541



Mortality rate of 229.3 is 25% higher than across England (182.8)<sup>14</sup>





### HEALTH

We have already seen that life expectancy in Birmingham is much lower than nationally, but there is considerable variation within the city. For example, male life expectancy in Shard End is 10.6 years shorter than in Sutton Four Oaks, while the female life expectancy gap between these wards is 8.2 years.



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<sup>15</sup>



### HEALTH

Just under a fifth of people in Birmingham (200,000) have some sort of disability or long term health condition, but very few of these regularly take part in physical activity or sport. Obesity levels, particularly amongst children are higher in Birmingham than across England.

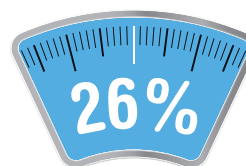
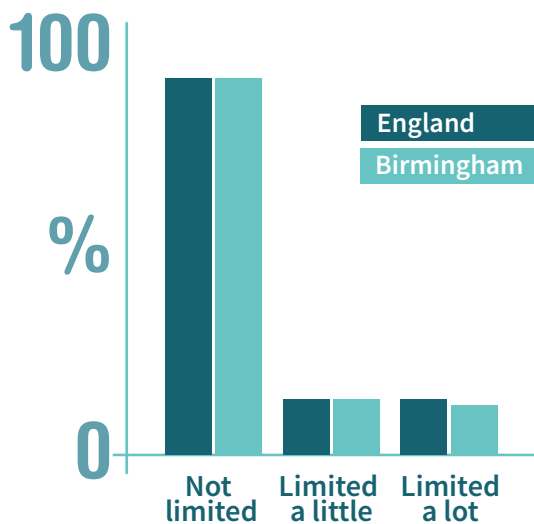


Could you tailor your activities to make them more accessible?



of people in Birmingham have long term health conditions or disabilities which affect their day-to-day activities<sup>16</sup>

of these people regularly access physical activity or sport



of Adults are obese<sup>17</sup>

of Children in school year 6 are obese vs 19% across England<sup>18</sup>

Day-to-day activities affected by long term health conditions or disabilities<sup>16</sup>

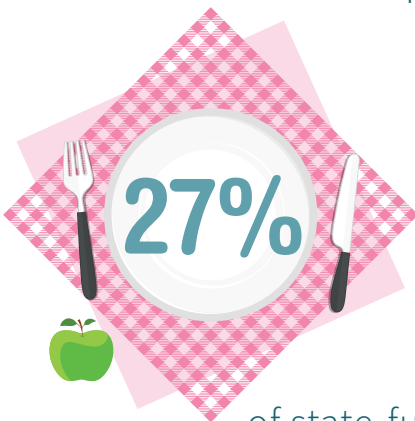
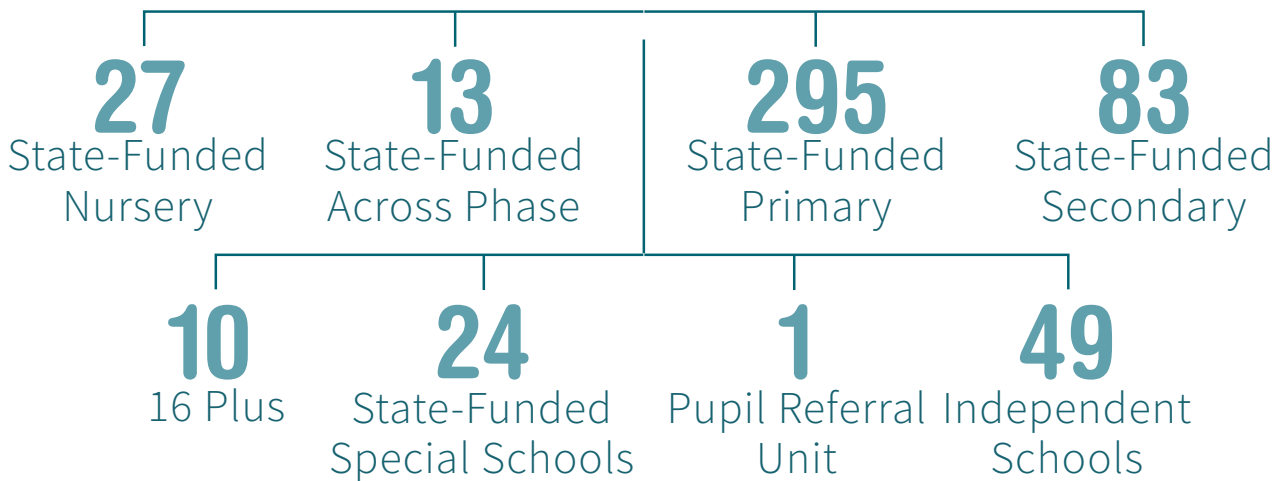


### EDUCATION

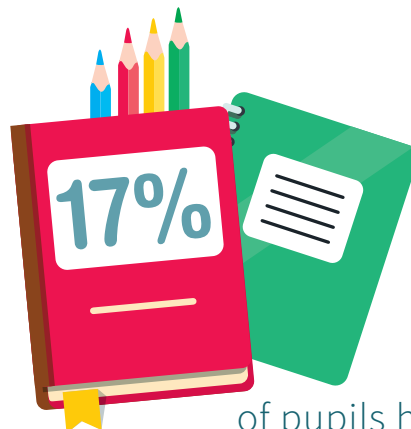
There are 500 schools in Birmingham, with the vast majority state-funded. Over a quarter of state-funded pupils in Birmingham receive free school meals, which is much higher than the national average. Around one in six pupils have Special Educational Needs, 3% higher compared to the rest of the UK.



Could you adjust your activities to make them more accessible?



of state-funded pupils receive free school meals vs 14% across England<sup>21</sup>



of pupils have Special Educational Needs vs 14% across England<sup>20</sup>

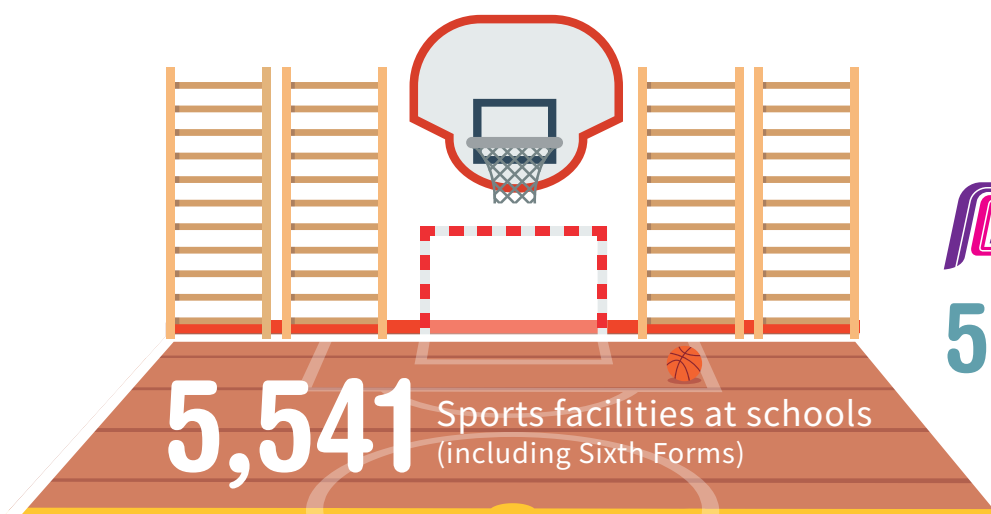


### SPORTS IN EDUCATION

Four in ten of all sports facilities in Birmingham are within schools, including a large number of sports halls. There are also a large number of people who have completed vocational qualifications in PE.



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?



**5** Schools have AfPE Quality Mark<sup>22</sup>



### People Receiving Certified Vocational Qualification in PE<sup>23</sup>



**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



## GRANTS

In 2017, 214 grants were made in Birmingham totalling £16.1m, with 11 funding organisations frequently providing grants in the city.



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?



**214** Grants made in 2017

**£16.1m** Total value of grants in 2017

**932** Total number of recipient organisations since 2015

**23** Total number of funding organisations since 2015

### Most Frequent Funders<sup>24</sup>

	<b>Birmingham City Council</b> 599 grants totalling £16.2m since 2015
	<b>The Big Lottery Fund</b> 584 grants totalling £23.8m since 2015
	<b>Sport England</b> 78 grants totalling £14.8m since 2015
	<b>Barrow Cadbury Trust</b> 41 grants totalling £1.3m since 2015
	<b>BBC Children in Need</b> 31 grants totalling £1.1m since 2015
	<b>Esmée Fairbairn Foundation</b> 24 grants totalling £3m since 2015
	<b>The Henry Smith Charity</b> 23 grants totalling £1.3m since 2015
	<b>Wolfson Foundation*</b> 20 grants totalling £0.5m since 2015
	<b>Co-operative Group</b> 20 grants totalling £59k since 2015
	<b>Comic Relief</b> 17 grants totalling £1.8m since 2015
	<b>Lloyds Bank Foundation for England &amp; Wales</b> 16 grants totalling £0.7m since 2015



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