

Edgbaston

District Profile

Using the power of sport and physical activity to improve lives



Edgbaston 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 1.21million in 2027². Edgbaston is a relatively young area compared to England generally, but is slightly older than the overall population of Birmingham.

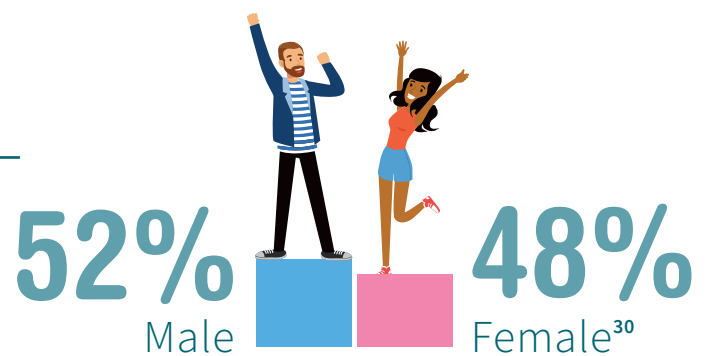


Can you help to meet the activity needs of this growing population?

127k
People in District³⁰



Average Age
vs 32 across Birmingham
and vs 39 across England³¹



57%
Aged under 30
vs 46% across Birmingham
and 38% England³¹



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DEMOGRAPHICS

The ethnic mix of Edgbaston 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.



Could you adjust your activities to make them more accessible?

3k
African

3k
Pakistani

61k
White
British

5k
Mixed



3k
Caribbean

8k
Indian

14k
Other

Source⁸

31% of the district's population were in the most deprived 20% of areas in England³⁴

Birmingham IMD 2015 Rankings
(Index of Multiple Deprivation)

Wards May 2018

IMD Decile



Source⁷

EDGBASTON

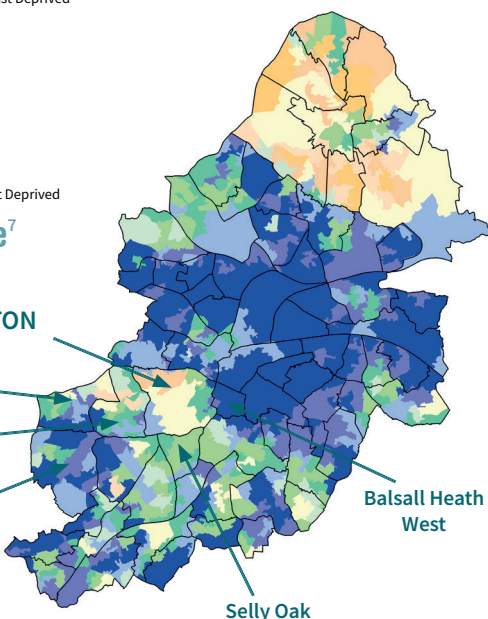
Quinton

Harborne

Bartley Green

Balsall Heath West

Selly Oak



CRIME & LIFE SATISFACTION

Crime in Edgbaston is higher than across Birmingham, with over 10.3 crimes reported per 1000 residents, compared to 8.4 across the city.

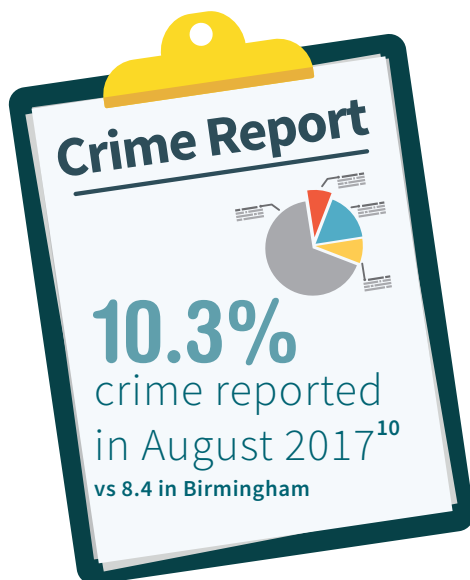


Is there an opportunity to target activities to reduce crime or increase life satisfaction?

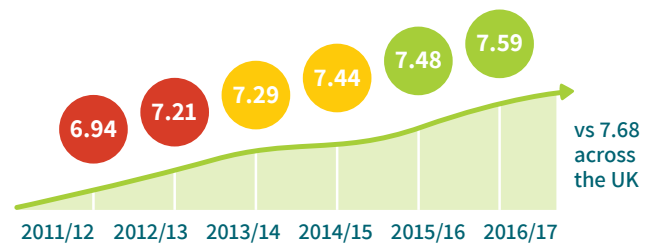


In total
992
crimes reported
in August 2017¹⁰

For every 1,000
residents¹¹, that's



Increasing Life Satisfaction across Birmingham²⁶



How satisfied are you with your life?



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

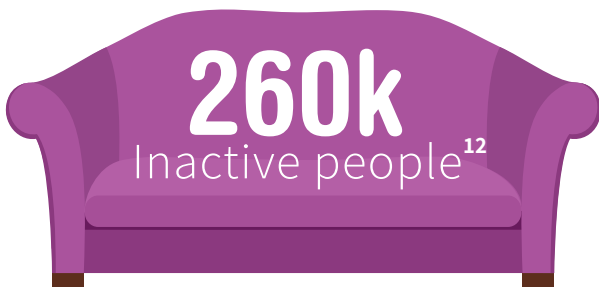
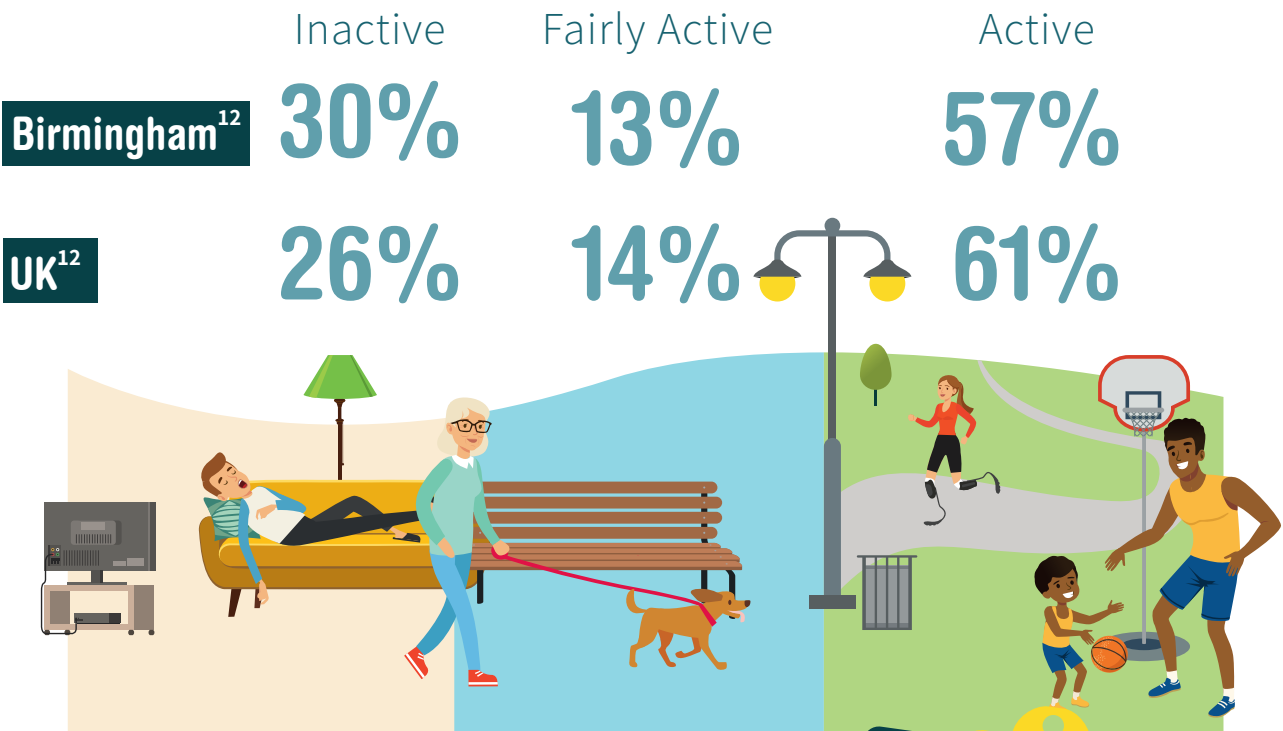


ACTIVITY

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?



SPORTS FACILITIES

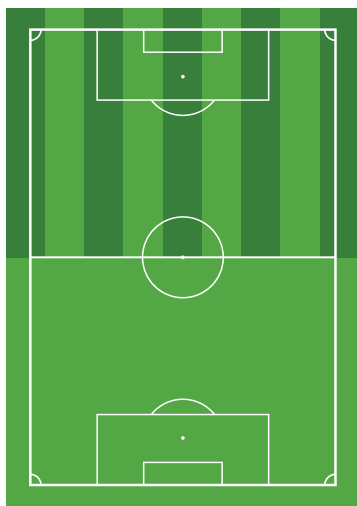
Edgbaston has no Wellbeing Centres or Wellbeing Hubs, but 4 Active Parks. Many of these facilities have schemes which engage people in activity, such as Big Birmingham Bikes.



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



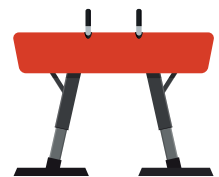
240 Sports facilities in district¹⁴



90
Grass pitches

12
Artificial grass pitches

24
Sports Halls



48
Tennis Courts



Access Type¹⁴

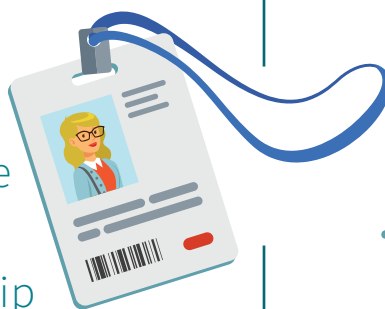
26% Private Use

20% Registered Membership

12% Pay & Play

42% Sports Club / Community Association

0% Free Public Access



13
Health & Fitness Suites



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HEALTH

Health measures typically show that Edgbaston is slightly better than the Birmingham average, but still worse than across England. 17% of people in Edgbaston have a disability or long term health condition.



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

82.9 Years

Female life expectancy¹⁵

82.0 years across Birmingham



78.3 Years

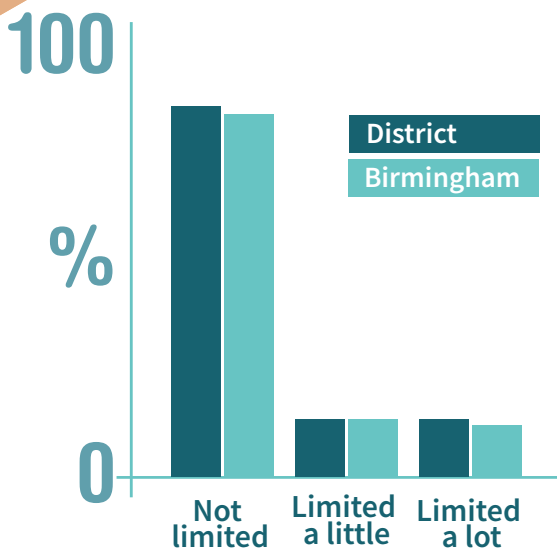
Male life expectancy¹⁵

77.2 years across Birmingham

Deaths of under 65 year olds from all causes

15% Higher

than across England. Birmingham as a whole is 28% higher¹⁷



Day-to-day activities affected by long term health conditions or disabilities¹⁶



of Adults are obese vs 26% across Birmingham and vs 24% across England¹⁸



of Children in school year 6 are obese vs 24% across Birmingham and vs 19% across England¹⁹



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HEALTH

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?



Within only **six stops** you can shave nine years off the average life expectancy of a citizen

Source: ONS Deaths 2013/15
 © Birmingham Public Health 2017
 Source²⁹

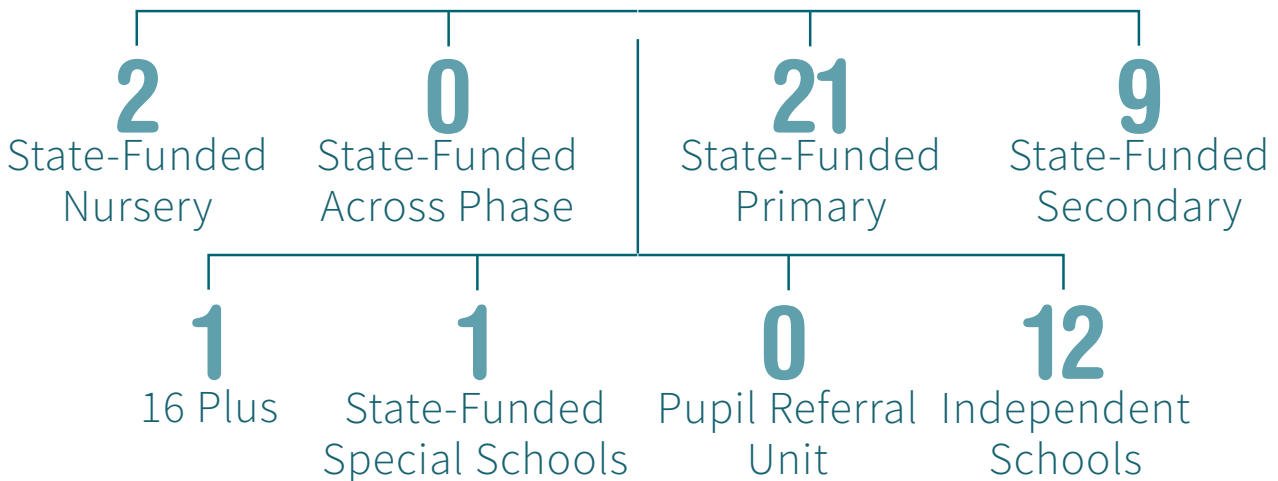
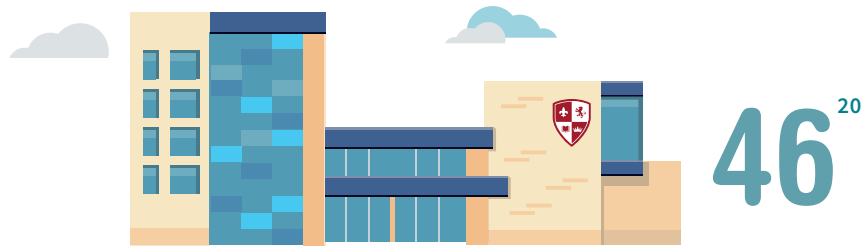


EDUCATION

There are 46 schools in Edgbaston, including 12 independent schools. This means that almost a quarter of the city's independent schools are in Edgbaston. Almost a fifth of pupils have Special Educational Needs, slightly higher than nationally.



Could you adjust your activities to make them more accessible?



of pupils have Special Educational Needs vs 18% across Birmingham³⁵



SPORTS IN EDUCATION

Almost half of the sports facilities in Edgbaston are within schools, including a large number of sports halls. King Edward VI Five Ways School has 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?



2 Schools have AfPE Quality Mark²⁴



People Receiving Certified Vocational Qualification in PE²⁸



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, 13 grants were made in Edgbaston totalling £422k, with 5 funding organisations recently making grants in the district, particularly the Big Lottery Fund and Birmingham City Council.



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?



- 13** Grants made in 2017
- £422k** Total value of grants in 2017
- 62** Total number of recipient organisations since 2015
- 9** Total number of funding organisations since 2015

Most Frequent Funders²⁵



The Big Lottery Fund
25 grants totalling £1.3m since 2015



Birmingham City Council
20 grants totalling £288k since 2015



Sport England
5 grants totalling £254k since 2015



Co-operative Group
4 grants totalling £9k since 2015



Barrow Cadbury Trust
3 grants totalling £76k since 2015



Wolfson Foundation
2 grants totalling £35k since 2015



BBC Children in Need
2 grants totalling £148k since 2015



The Henry Smith Charity
1 grant totalling £48k since 2015



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