

Hall Green

City Profile

Using the power of sport and physical activity to improve lives



Hall Green 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

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 1.21 million in 2027². Hall Green is a relatively young area compared to Birmingham, and much younger than the overall population of England.

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

116k
People in District³⁰



Average Age
vs 32 across Birmingham
and vs 39 across England³⁰



48%
Aged under 30
vs 46% across Birmingham
and 38% England³⁰



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City Profile

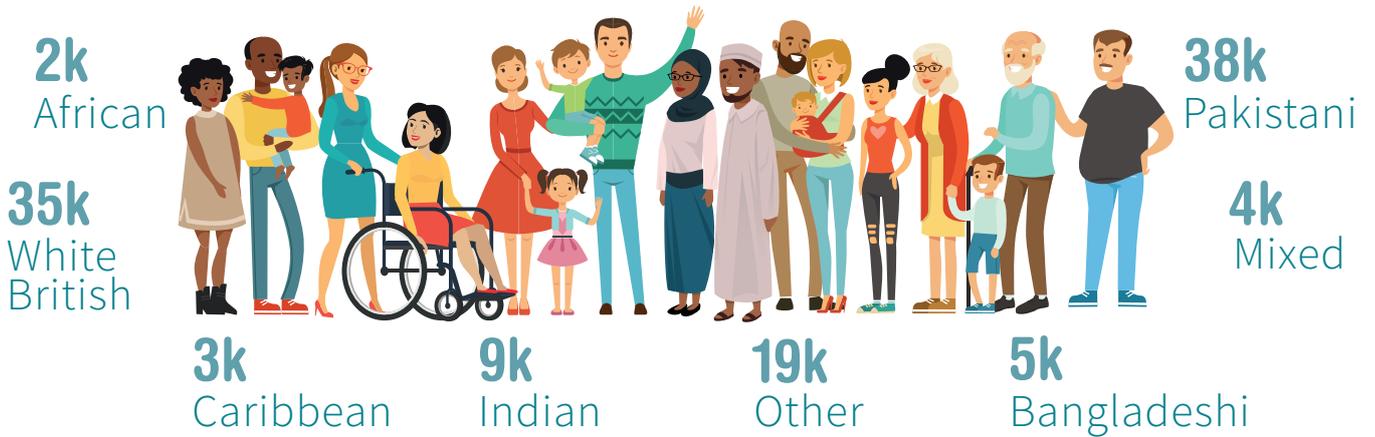


DEMOGRAPHICS

The ethnic mix of Hall Green includes a range of backgrounds, including a large Pakistani community. Unemployment levels are slightly higher than across Birmingham, and therefore much higher than nationally.



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

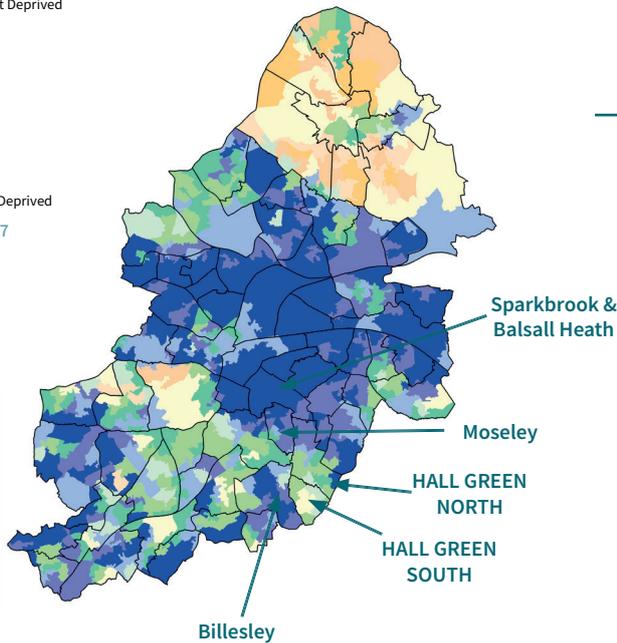


39% of the district's population were in the most deprived 20% of areas in England³⁴

Birmingham IMD 2015 Rankings (Index of Multiple Deprivation)



Source⁷



Source⁸



CRIME & LIFE SATISFACTION

Crime in Hall Green is in line with that across Birmingham, with over 8.3 crimes reported per 1000 residents, compared to 8.4 across the city.



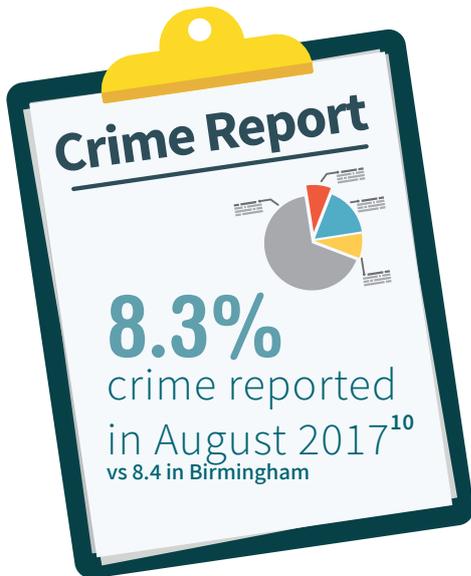
Is there an opportunity to target activities to reduce crime or increase life satisfaction?



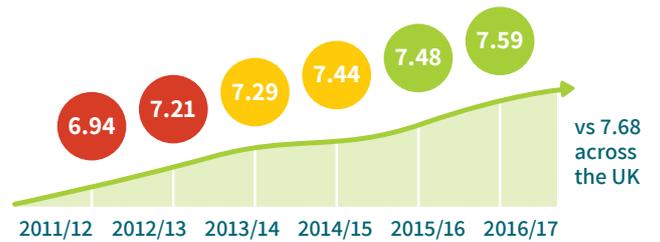
In total
964

crimes reported
in August 2017¹⁰

For every 1,000
residents¹¹, that's



Increasing Life Satisfaction²⁵



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)

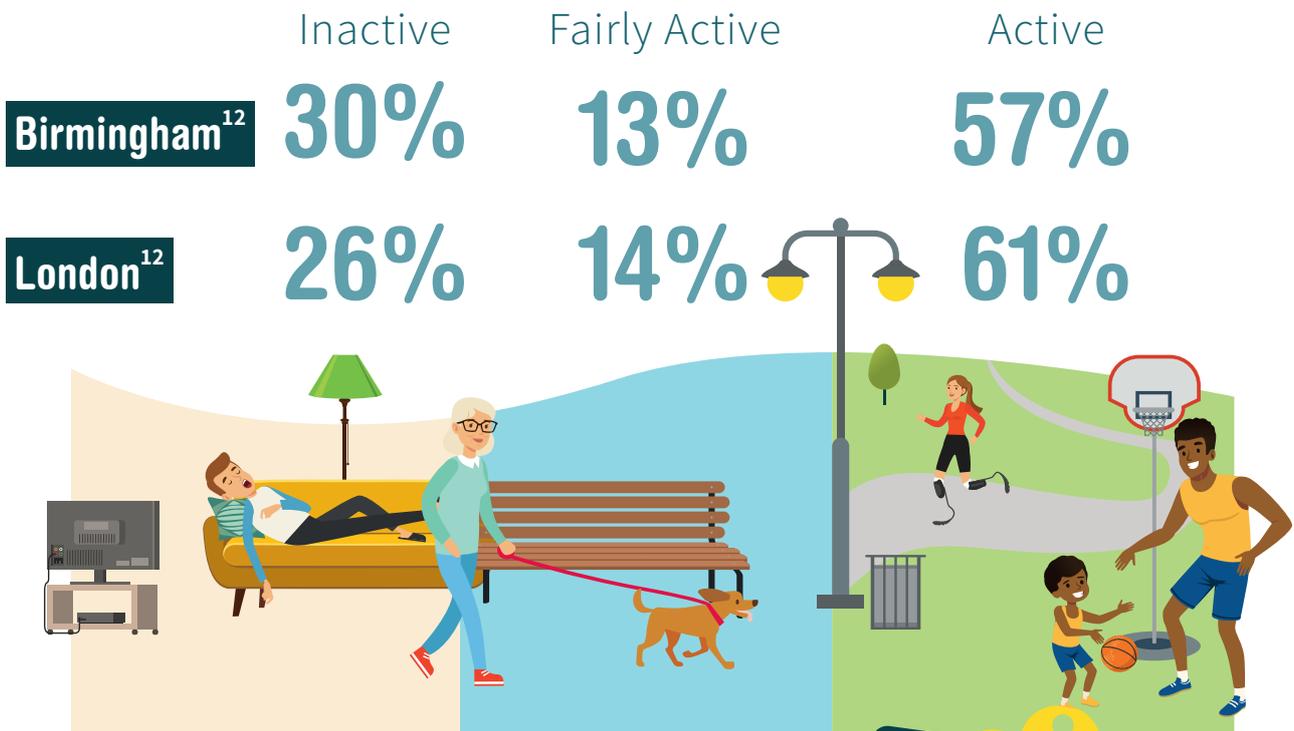


ACTIVITY

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

There are very few sports facilities in Hall Green, particularly given the size of the population, and not all are open to the public. In fact, as we will see later, over a third of these facilities are at schools.

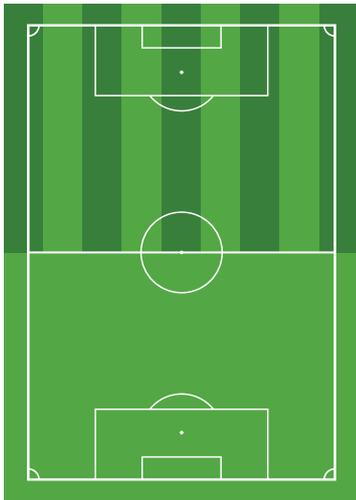


Is there an opportunity for you to link up with one of these schemes?



79

Sports facilities in district¹⁴



20

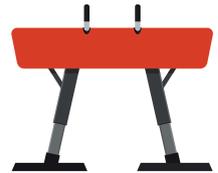
Grass pitches

3

Artificial grass pitches

13

Sports Halls



22

Tennis Courts



Access Type¹⁴

11%

Private Use

24%

Registered Membership

30%

Pay & Play

28%

Sports Club / Community Association

6%

Free Public Access



7

Health & Fitness Suites



HEALTH

Health measures typically show that Hall Green is in line with the Birmingham average, but worse than across England. 18% of people in Hall Green have a disability or long term health condition.



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



80.7 Years

Female life expectancy¹⁵

82.0 years across Birmingham



75.1 Years

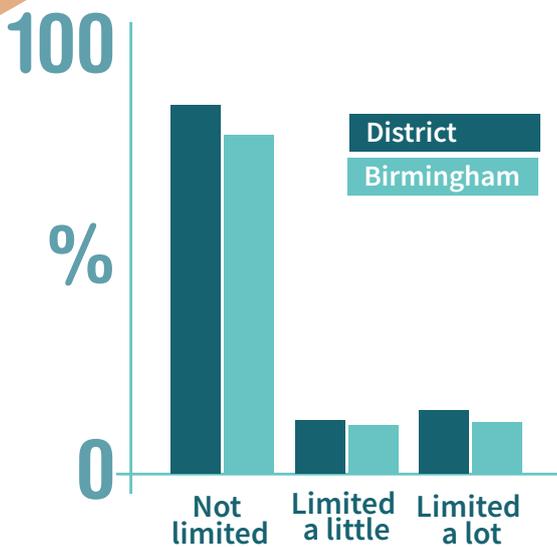
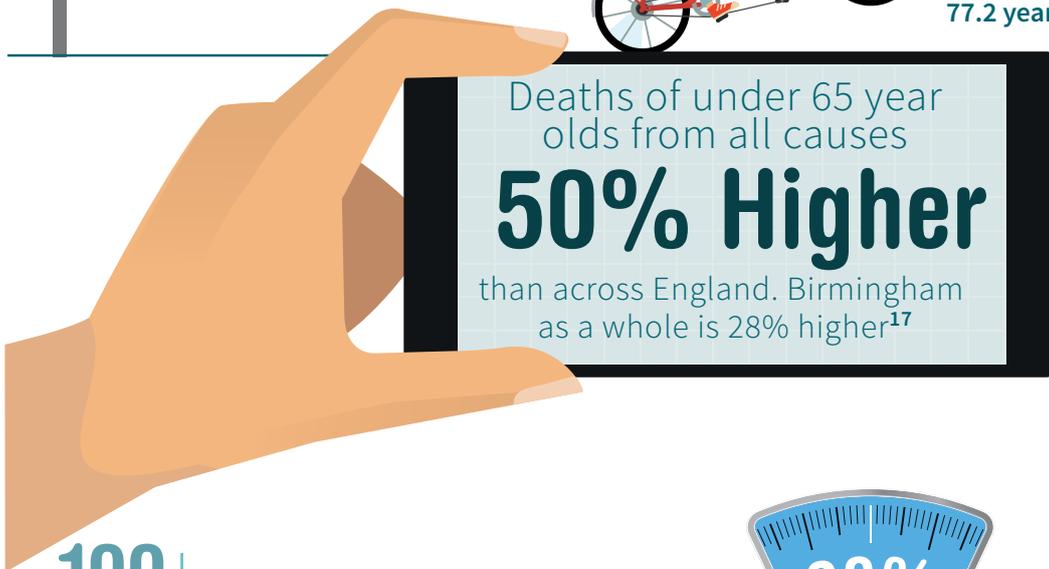
Male life expectancy¹⁵

77.2 years across Birmingham

Deaths of under 65 year olds from all causes

50% 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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City Profile



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?



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
 Source¹⁵



EDUCATION

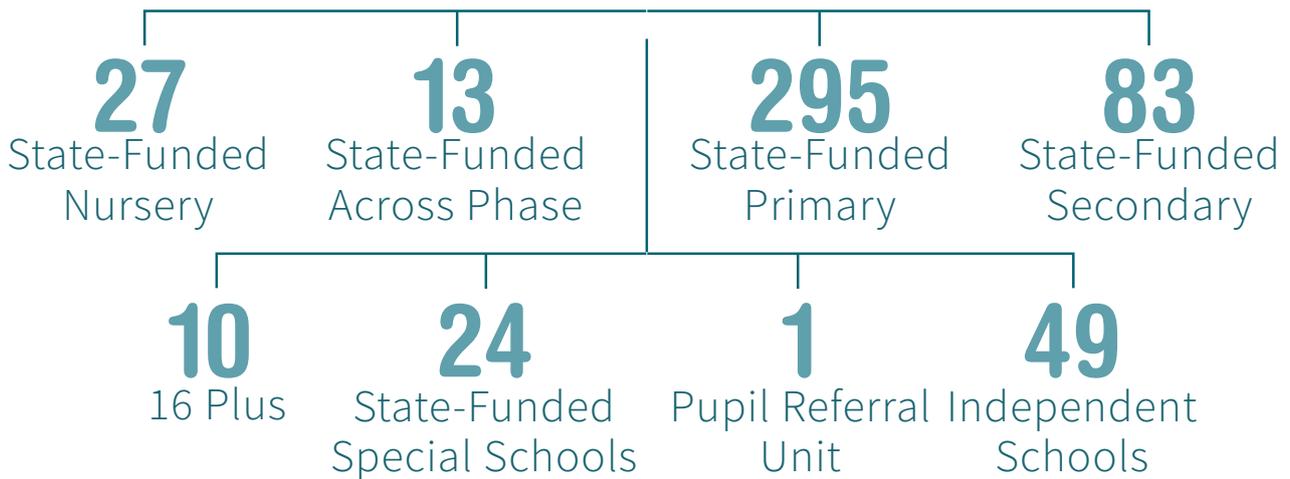
There are 50 schools in Hall Green, including 7 independent schools. Only about a sixth of pupils have Special Educational Needs, slightly lower than across the city.



Could you adjust your activities to make them more accessible?



502²⁰



of state-funded pupils receive free school meals vs 14% across England²¹



of pupils have Special Educational Needs vs 14% across England³⁵



SPORTS IN EDUCATION

Over a third of the sports facilities in Hall Green are within schools, including a relatively large number of sports halls. 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?



5 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 Hall Green totalling £120k, with the Big Lottery Fund and Birmingham City Council regularly making grants. Grants have tended to be slightly smaller than in other areas.



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

£120k Total value of grants in 2017

95 Total number of recipient organisations since 2015

12 Total number of funding organisations since 2015

Most Frequent Funders²⁵



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



Birmingham City Council
41 grants totalling £1.1m since 2015



Sport England
3 grants totalling £58k since 2015



Barrow Cadbury Trust
2 grants totalling £66k since 2015



Lloyds Bank Foundation for England & Wales
2 grants totalling £23k since 2015



Wolfson Foundation
2 grants totalling £16k since 2015



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