

Keep The Faith!

Adrian Phillips

A very young city

35

Average age in Birmingham

39 England & Wales

27%

Of Birmingham population U18

Significantly higher than other core cities

82k

Under 4s in Birmingham

17% increase 2011 Vs 2001

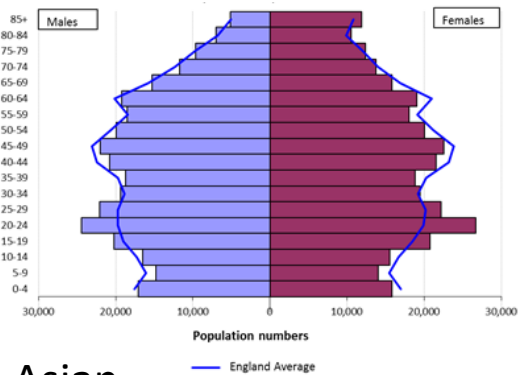
16.6

Birth rate per 1,000 population

17% increase 2011 Vs 2001

Variation by Ethnicity

White



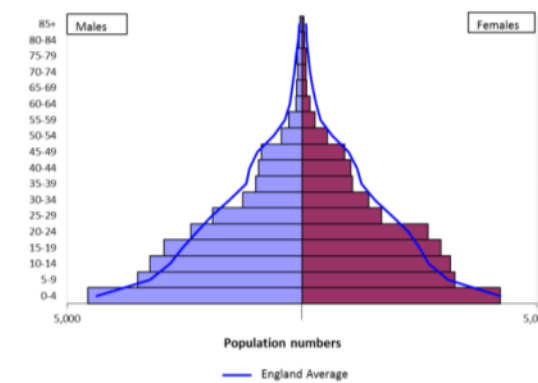
Asian



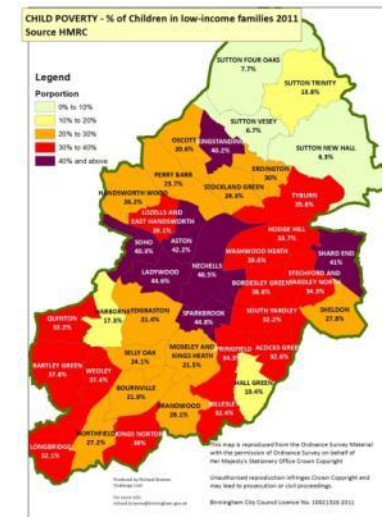
Black



Mixed



Children living in poverty



1 in 5 children are below the poverty line (before housing costs)

42%

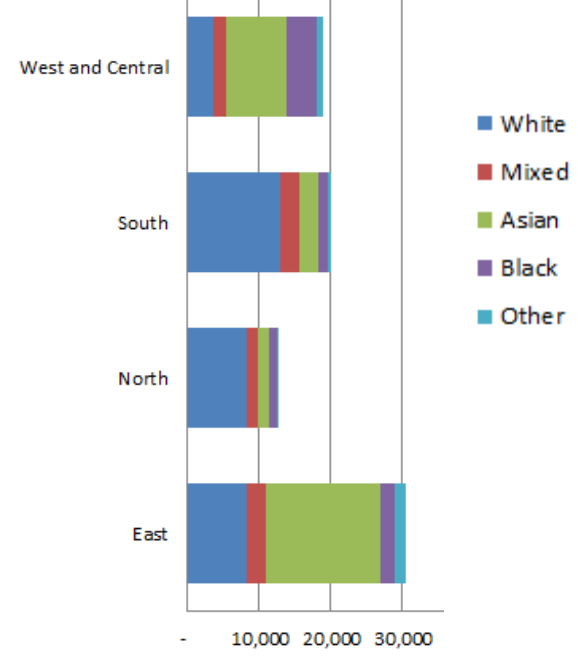
In child Poverty 4th highest UK constituency

7%

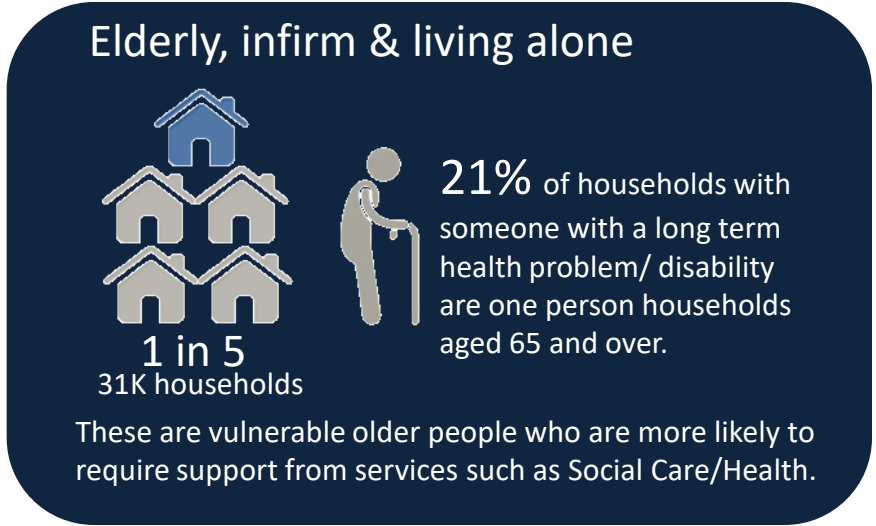
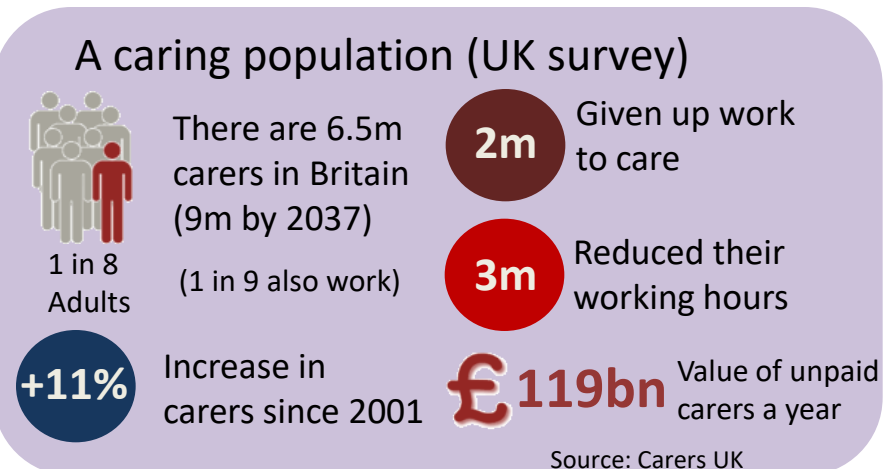
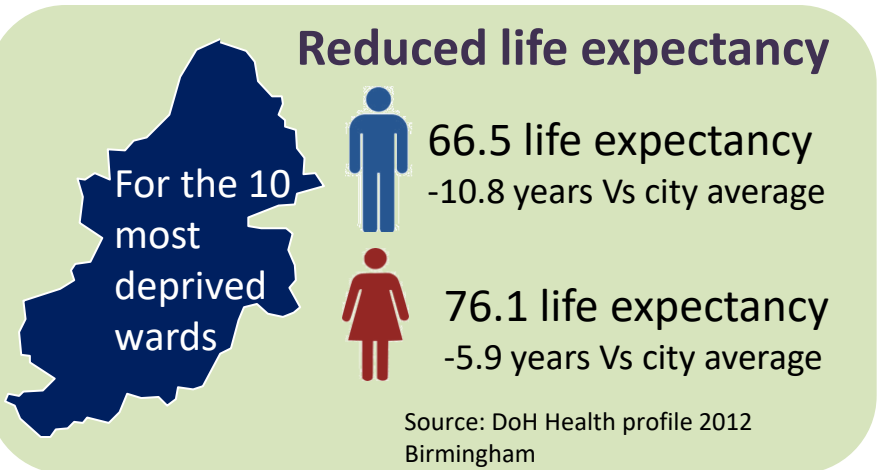
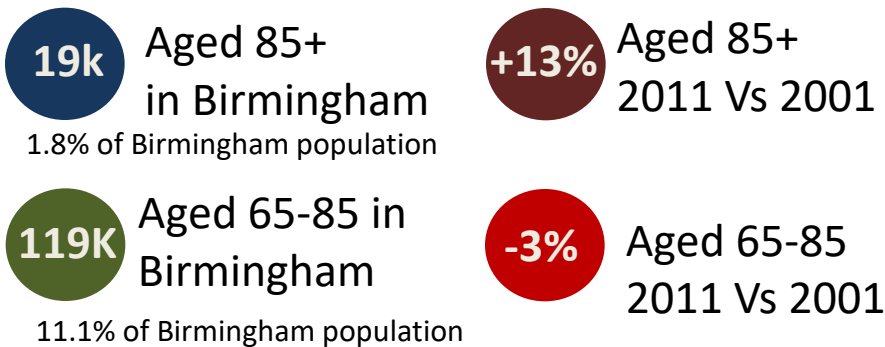
x6 fewer

Variation by Geography

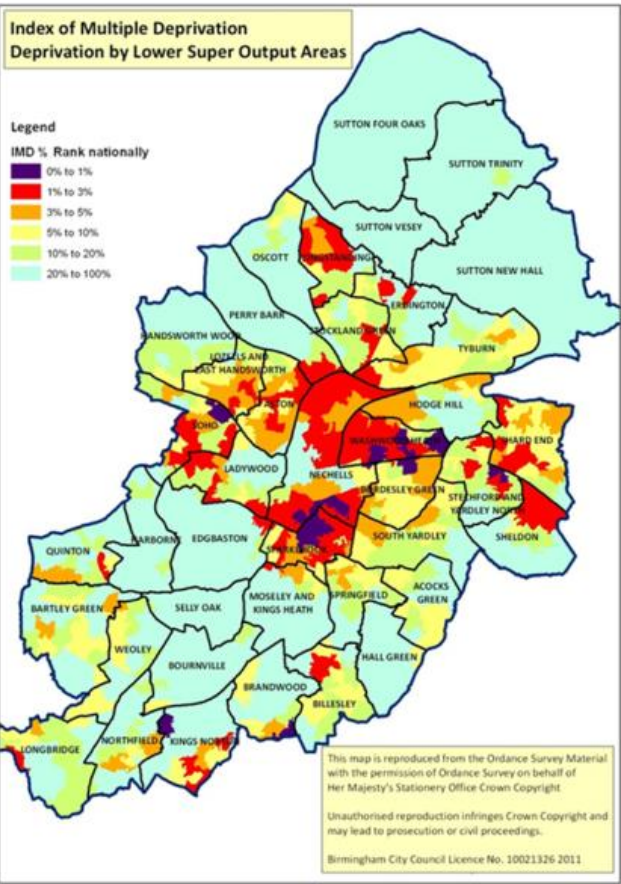
Under 5 population by Quadrant (LPU)



Ageing population

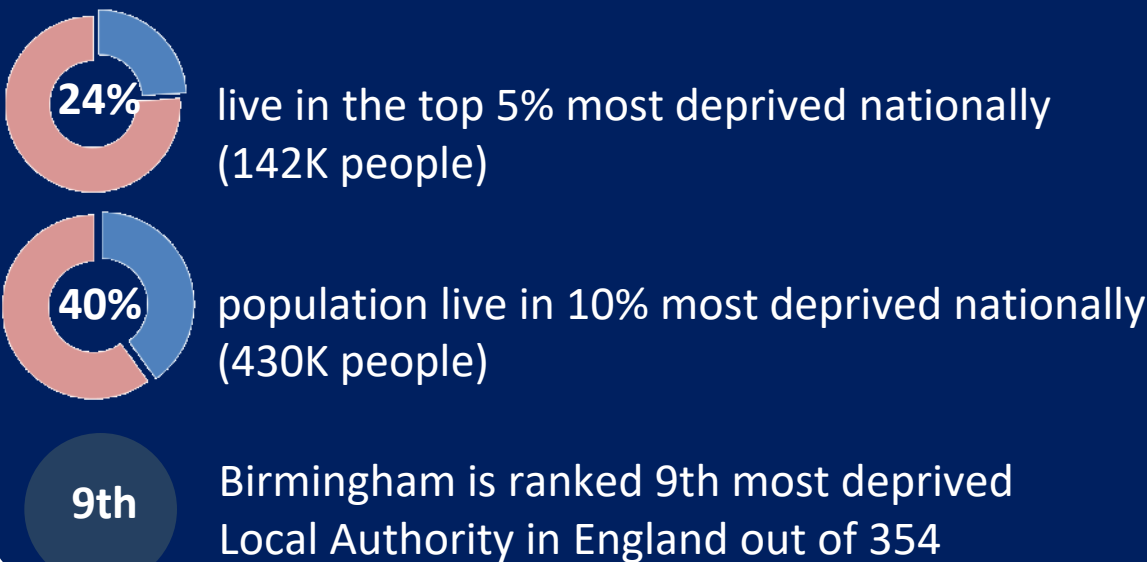


Deprivation

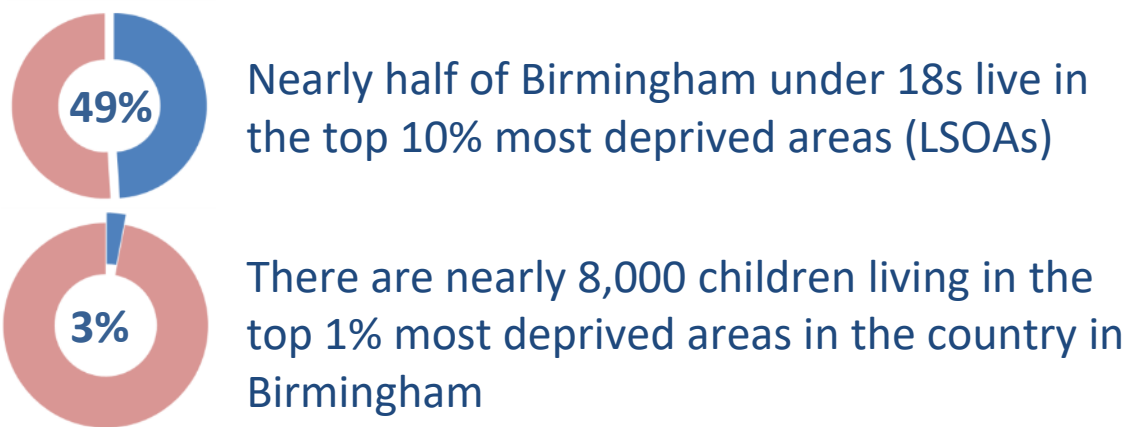


Deprivation is concentrated in the inner city and east of the city with pockets elsewhere

Prevalence of Birmingham's deprivation



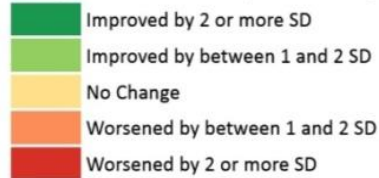
Deprivation and children



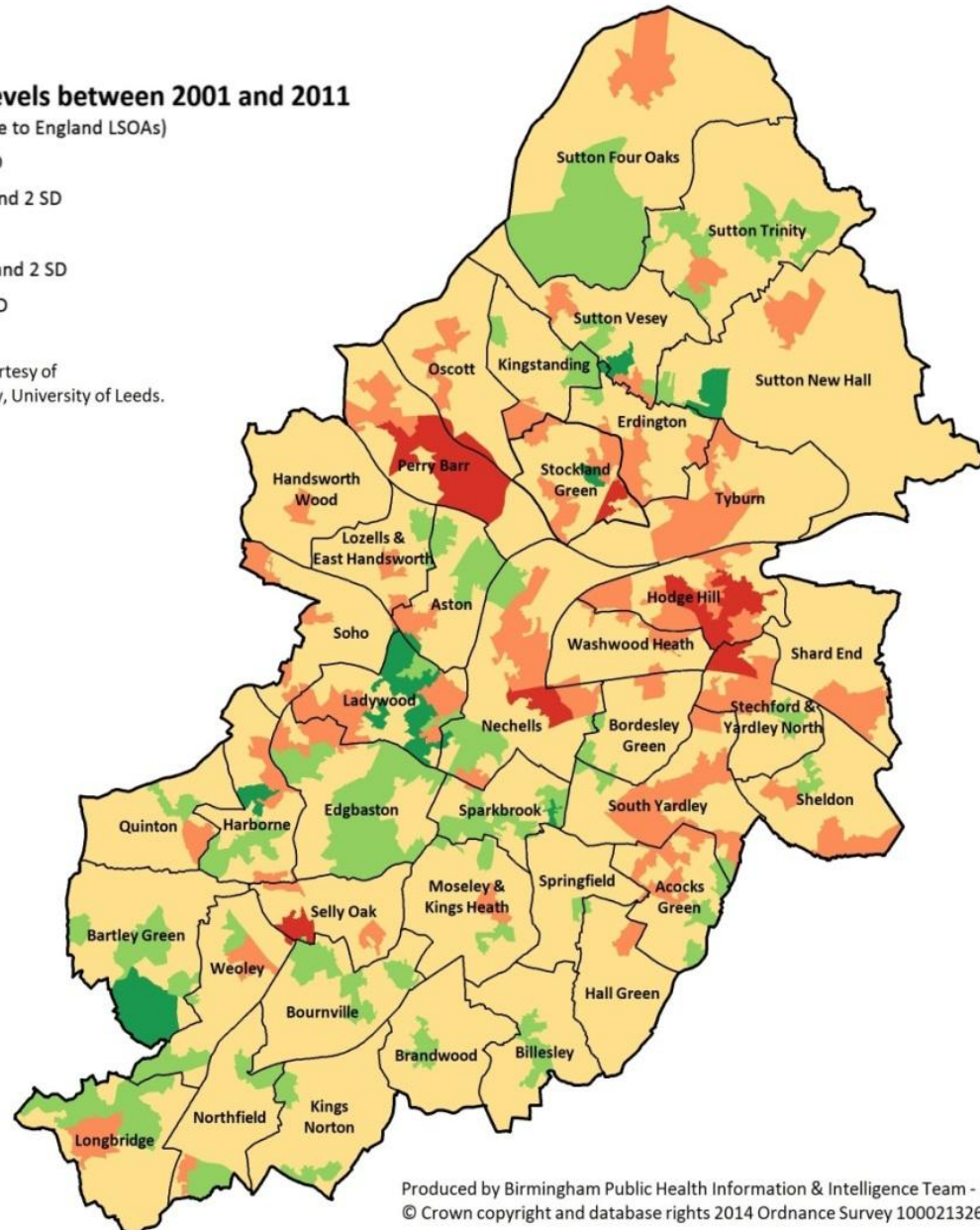
Deprivation Comparison

Change in deprivation levels between 2001 and 2011

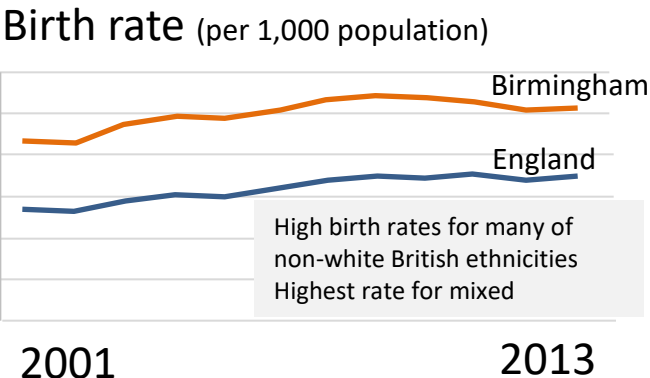
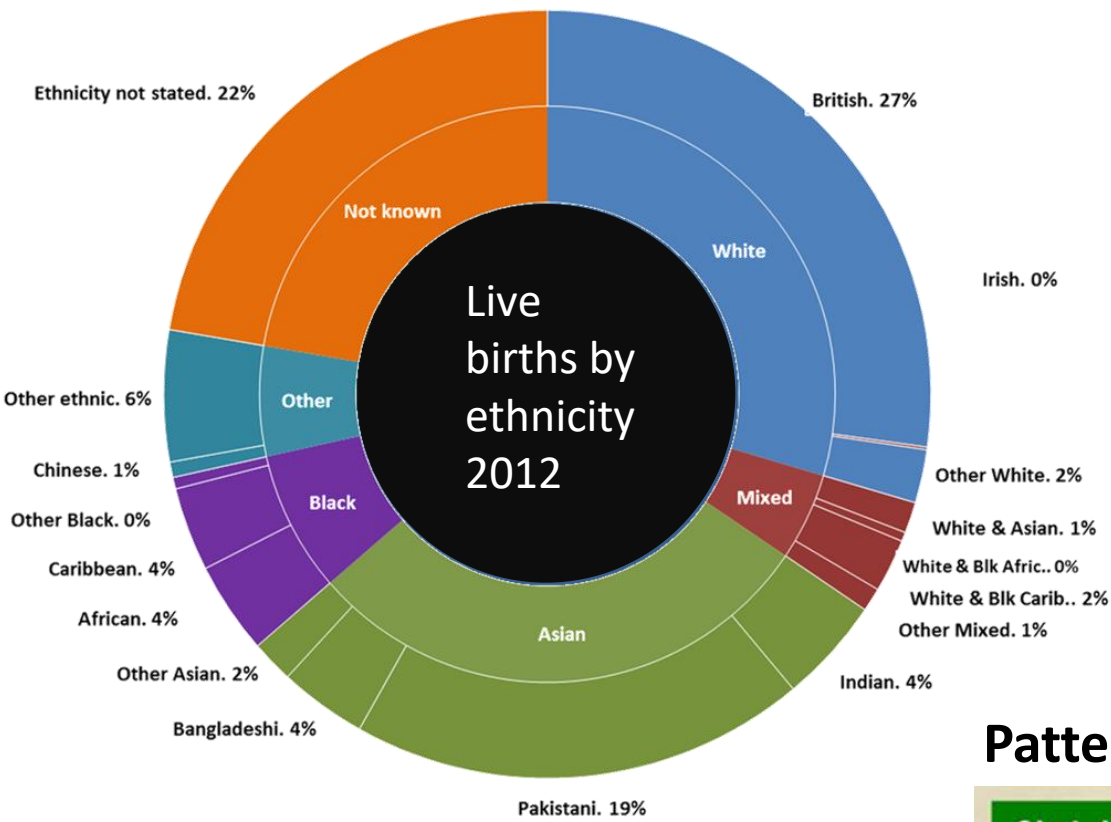
Change in Townsend score (relative to England LSOAs)



Townsend Scores for 2011 LSOAs courtesy of
Dr Paul Norman, School of Geography, University of Leeds.



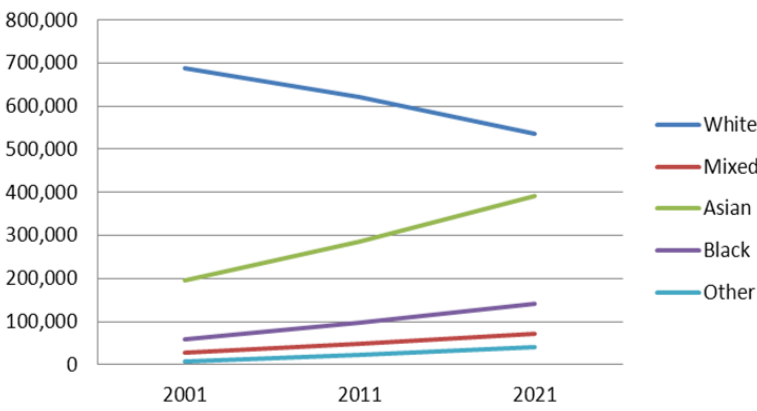
Increasingly superdiverse.....



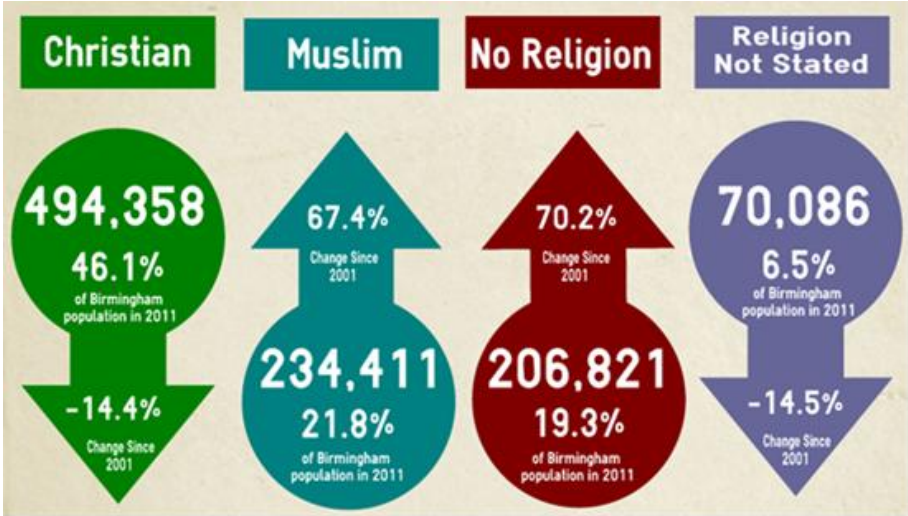
9.6% (103,682) of Birmingham’s residents were born outside of the UK and arrived in the UK since 2001.

5.1% arrived from outside the UK in the past 5 years. This is significantly higher than regional average (2.9%)

Census 2021 Ethnicity Projections



Patterns of Religion



SUPERDIVERSITY IN BIRMINGHAM

Residents born outside of the UK
ARRIVALS SINCE 2001
Proportion in each LSOA

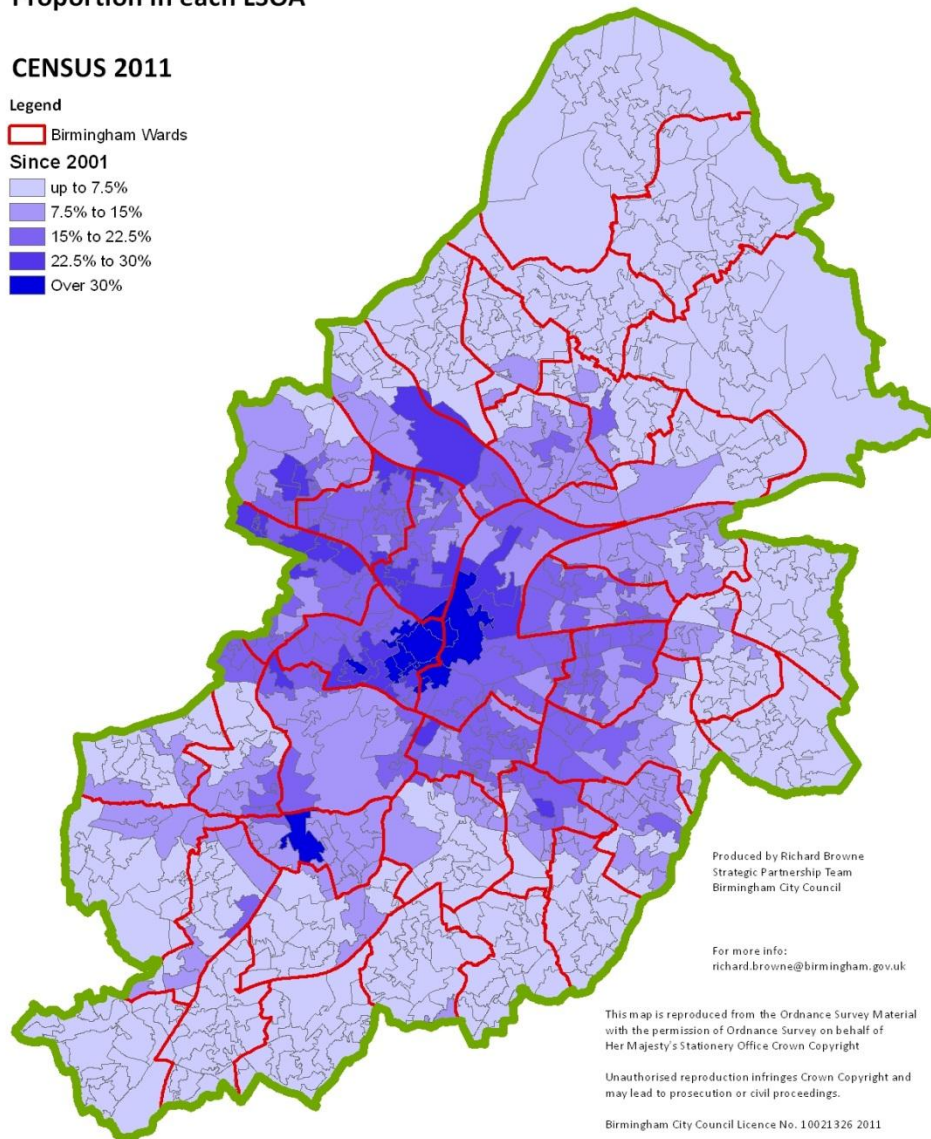
CENSUS 2011

Legend

Birmingham Wards

Since 2001

- up to 7.5%
- 7.5% to 15%
- 15% to 22.5%
- 22.5% to 30%
- Over 30%

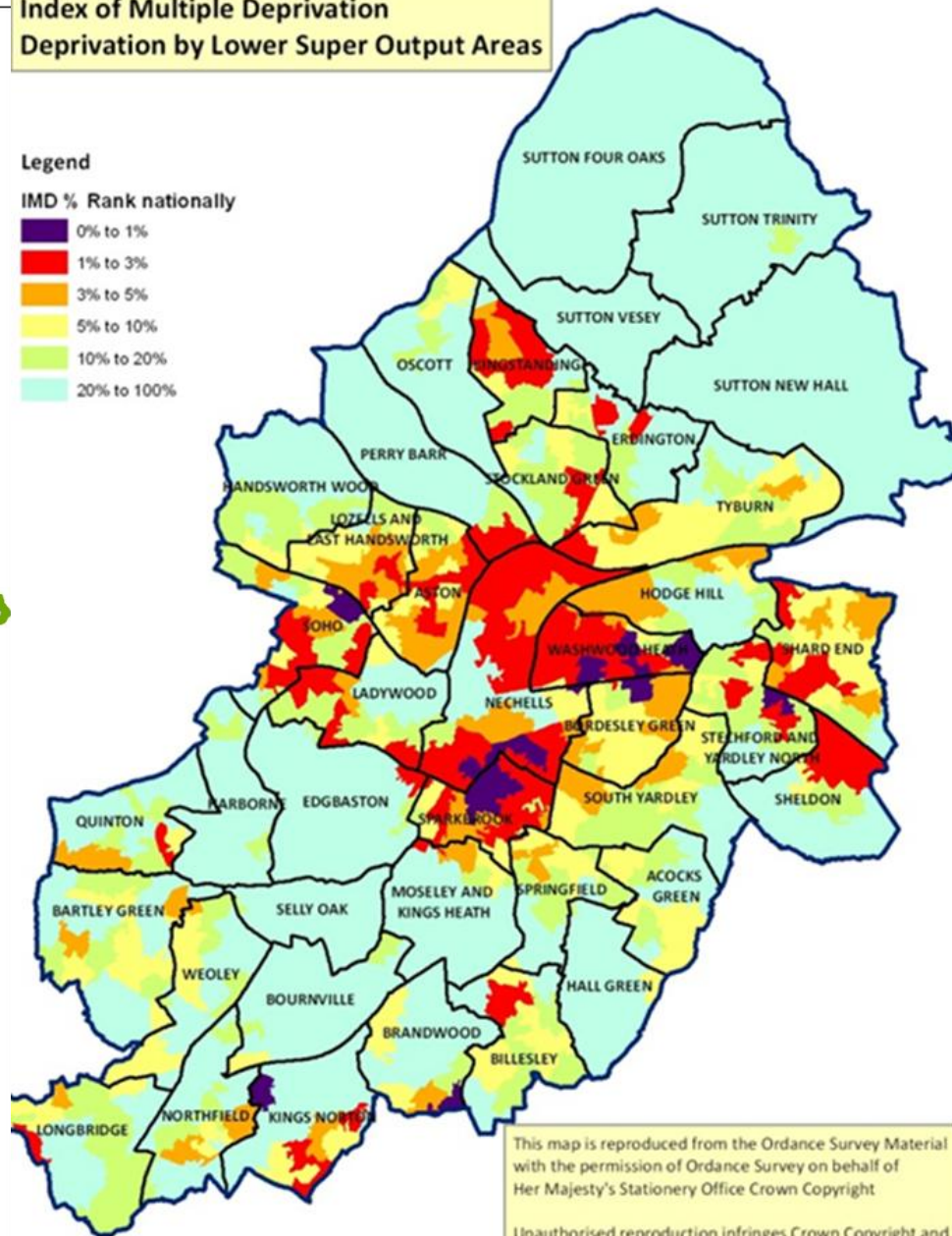


Index of Multiple Deprivation Deprivation by Lower Super Output Areas

Legend

IMD % Rank nationally

- 0% to 1%
- 1% to 3%
- 3% to 5%
- 5% to 10%
- 10% to 20%
- 20% to 100%



Life Expectancy

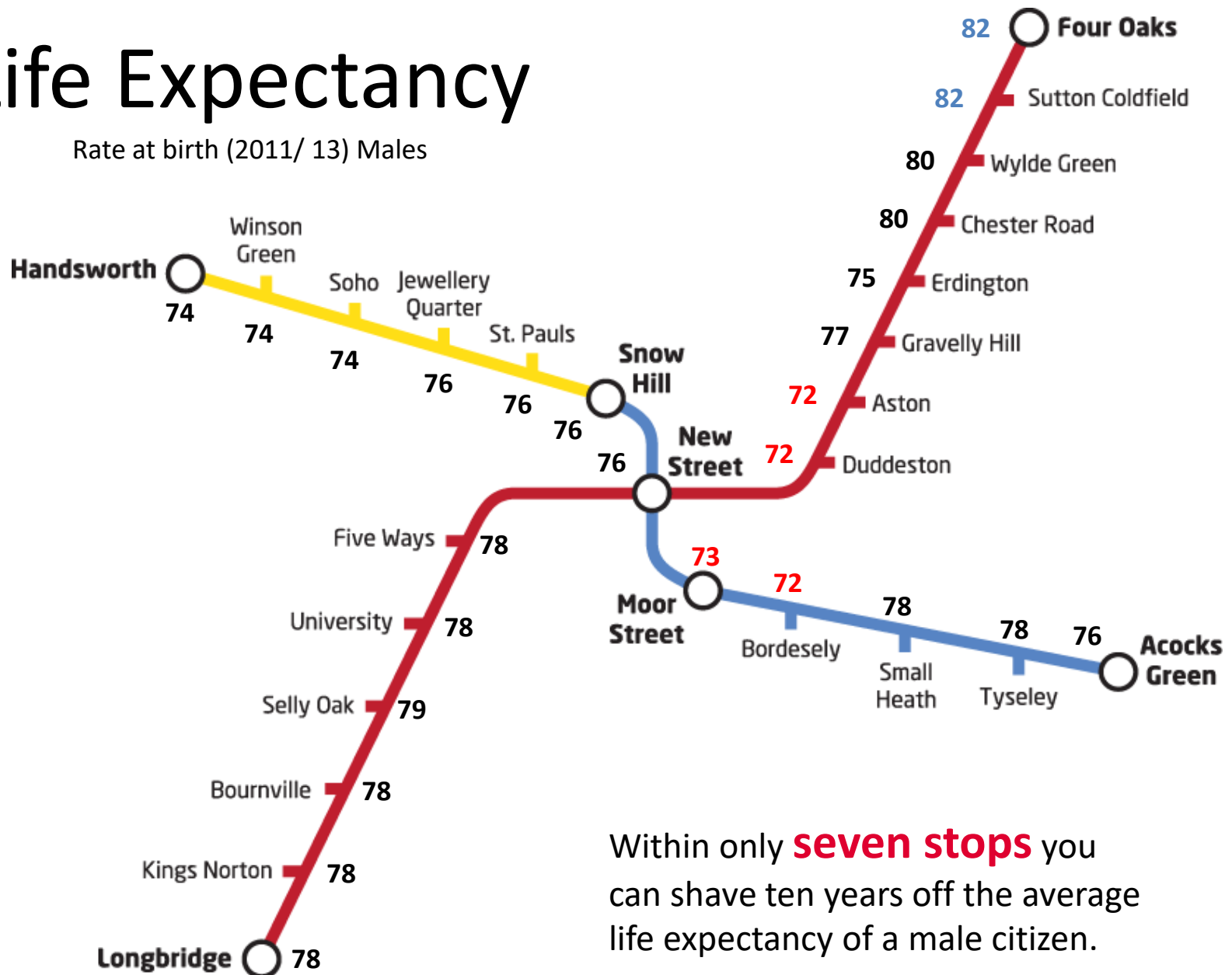
Rate at birth (2011/ 13) All Persons



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

Life Expectancy

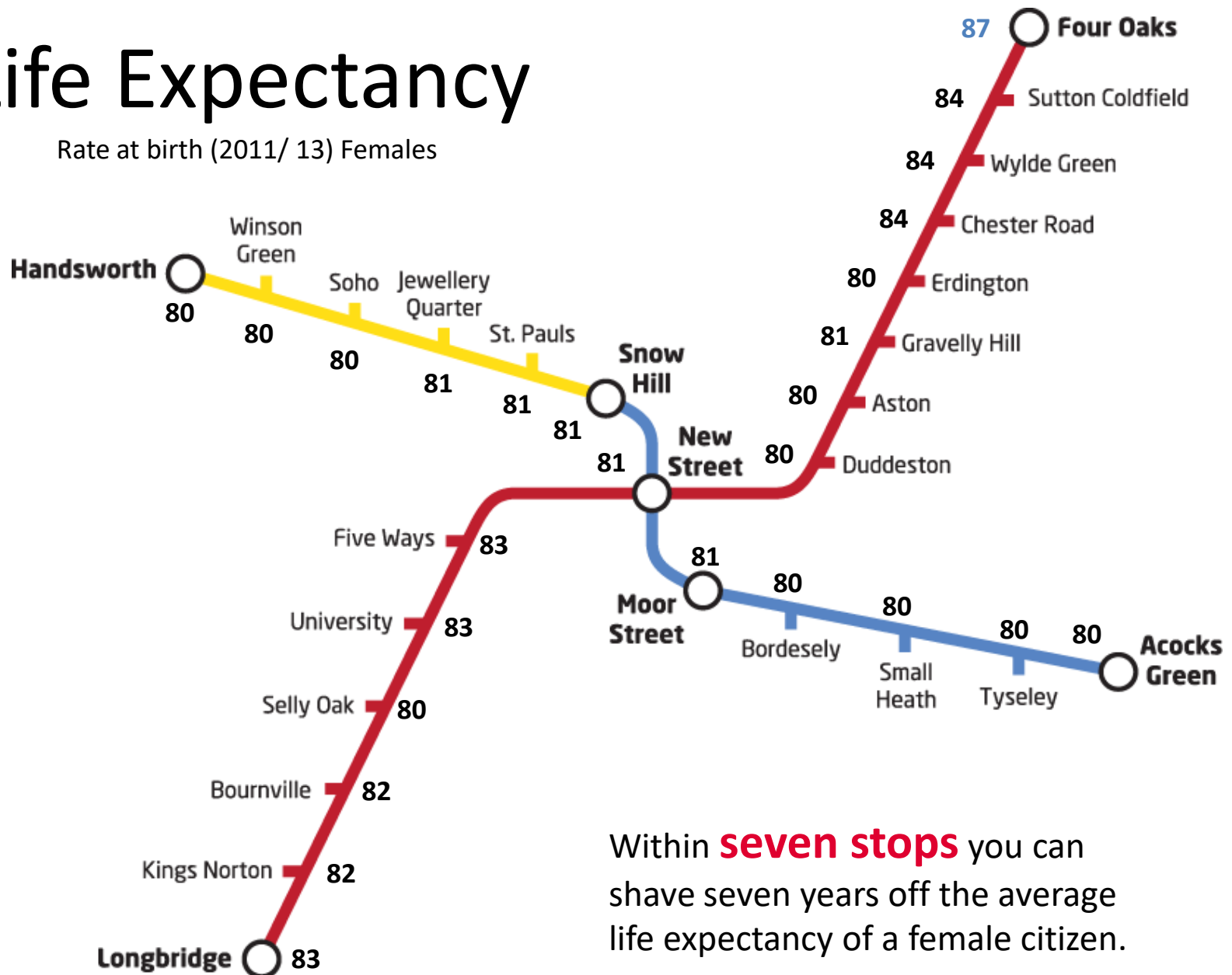
Rate at birth (2011/ 13) Males



Within only **seven stops** you can shave ten years off the average life expectancy of a male citizen.

Life Expectancy

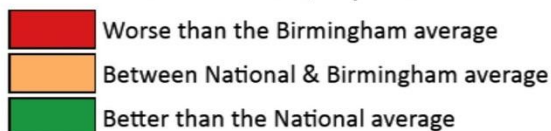
Rate at birth (2011/ 13) Females



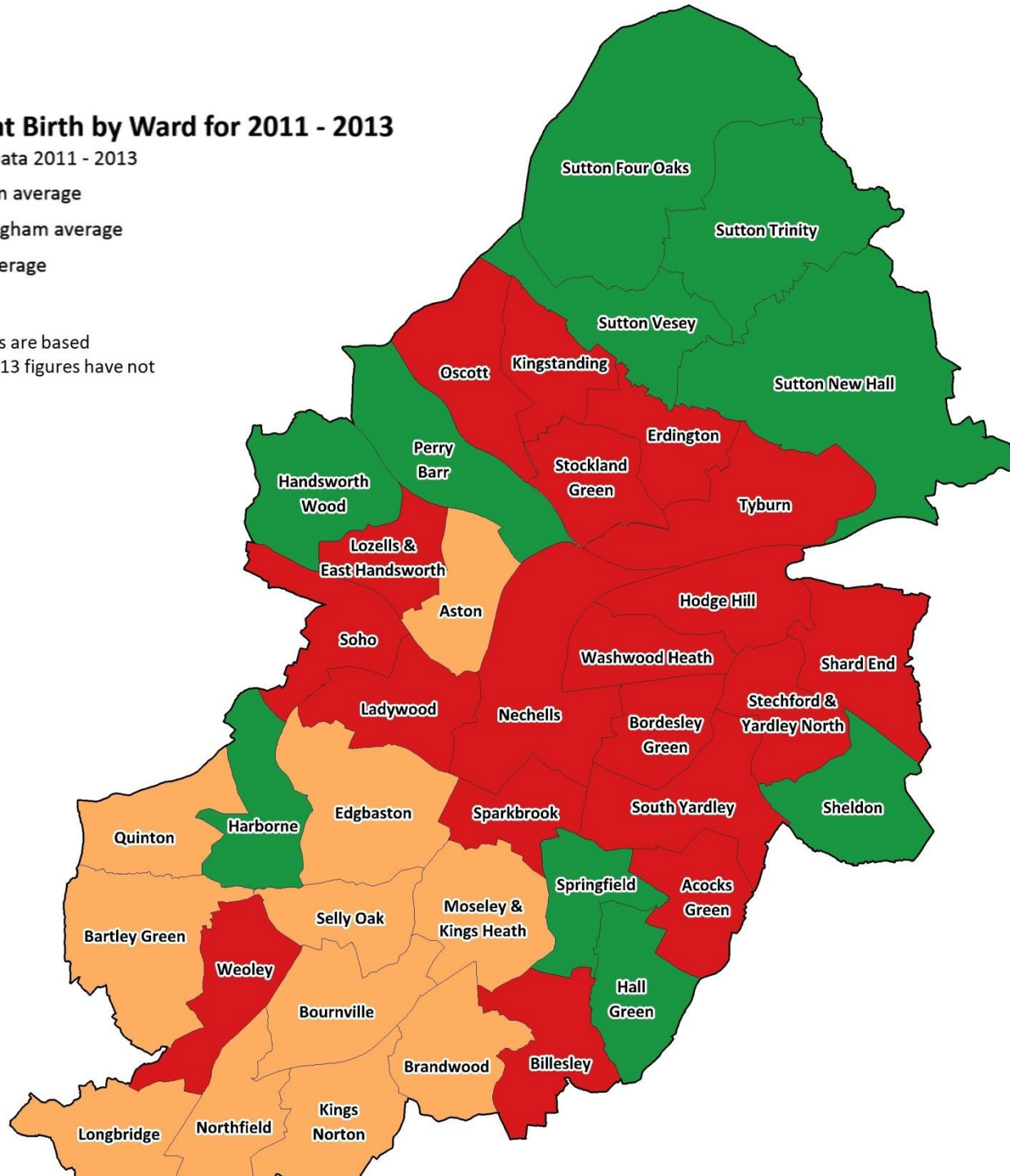
Within **seven stops** you can shave seven years off the average life expectancy of a female citizen.

Persons Life Expectancy at Birth by Ward for 2011 - 2013

Source: ONS Annual Deaths/ Pops Data 2011 - 2013

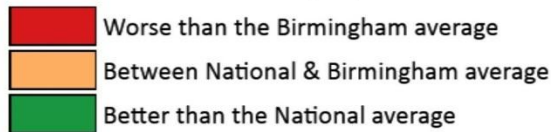


The Life Expectancy for England figures are based on the 2010-2012 data as the 2011-2013 figures have not yet been released.

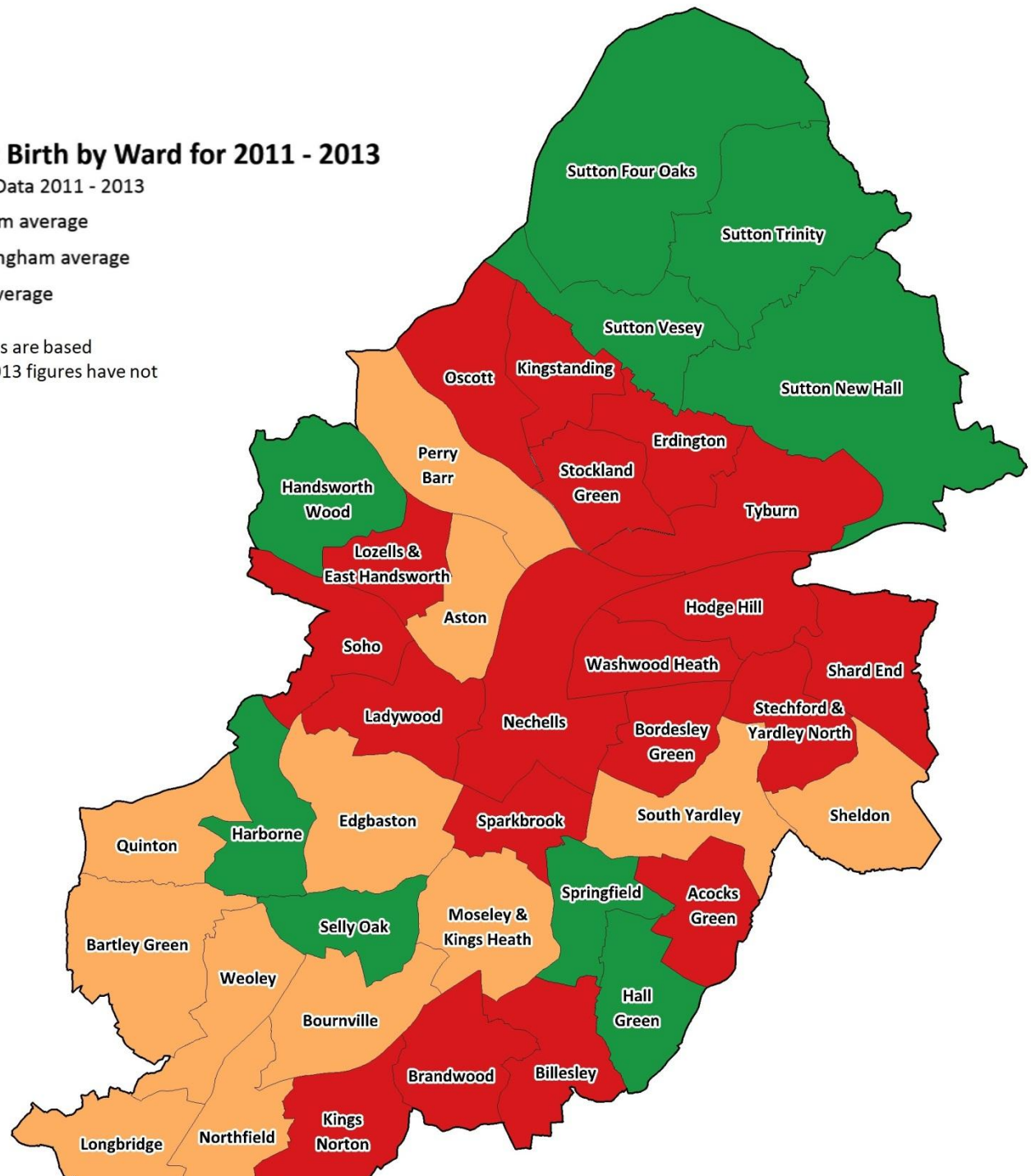


Males Life Expectancy at Birth by Ward for 2011 - 2013

Source: ONS Annual Deaths/ Pops Data 2011 - 2013

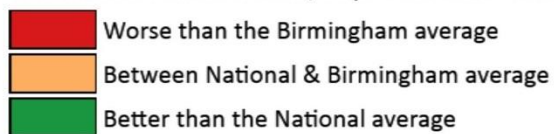


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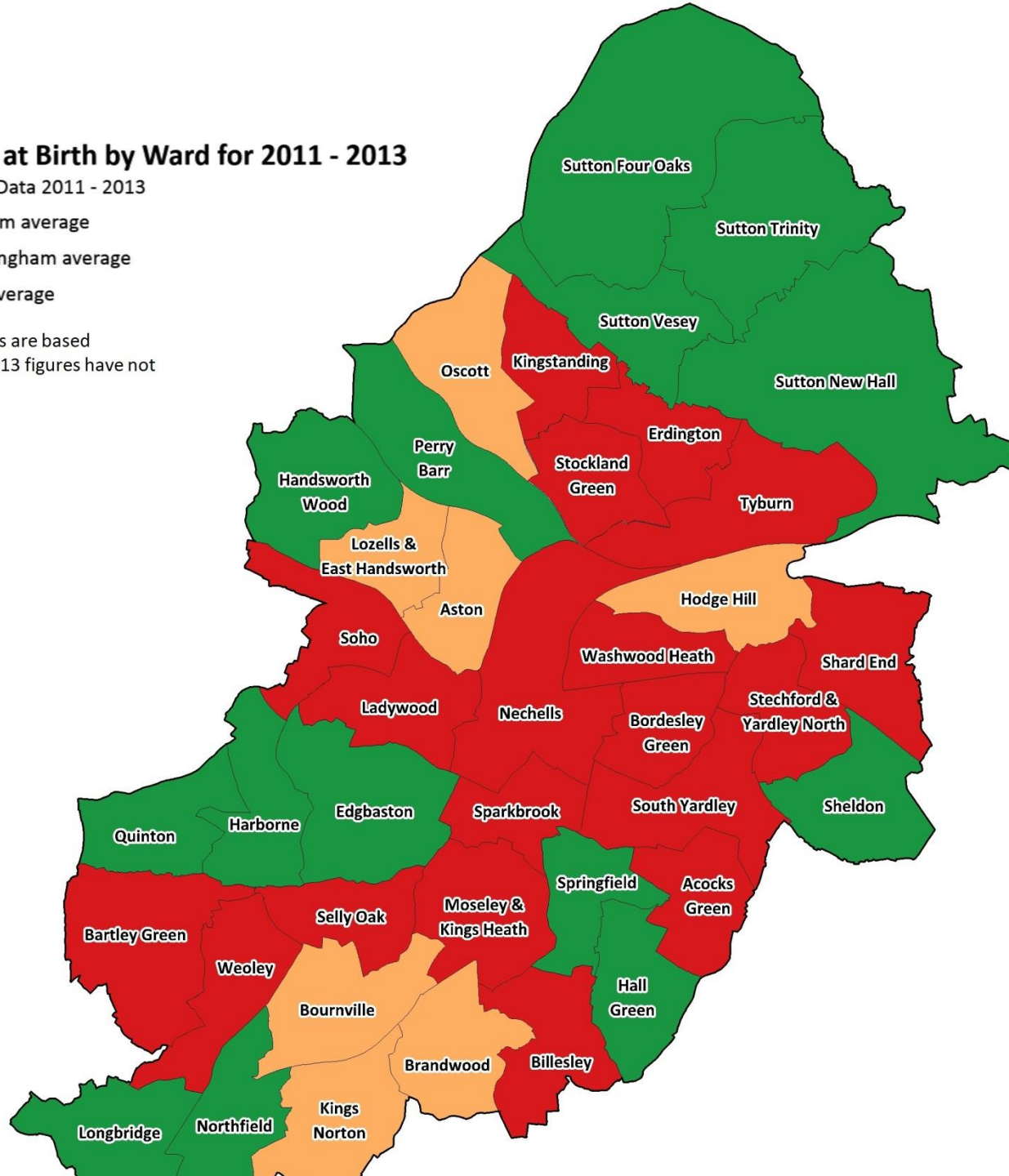


Females Life Expectancy at Birth by Ward for 2011 - 2013

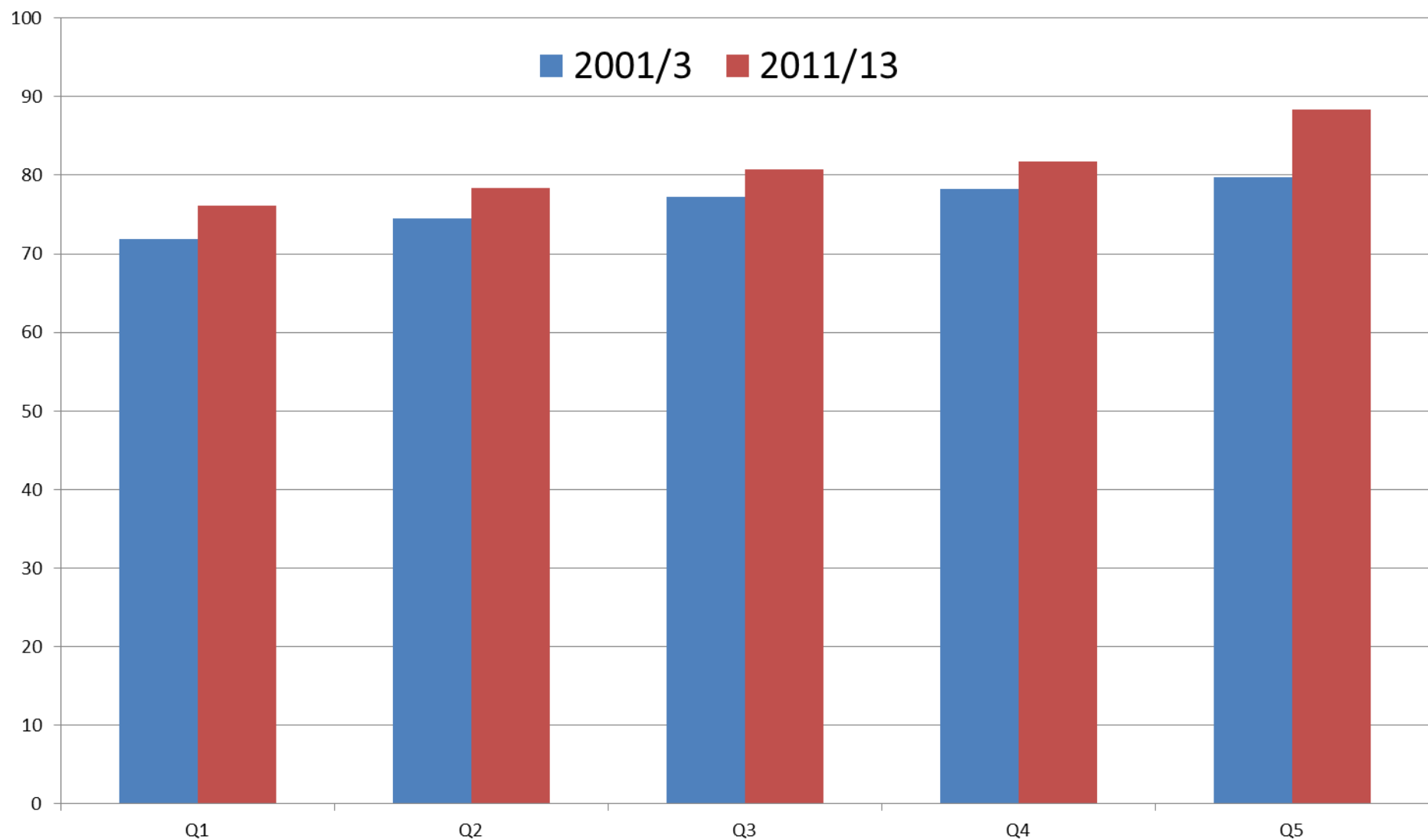
Source: ONS Annual Deaths/ Pops Data 2011 - 2013



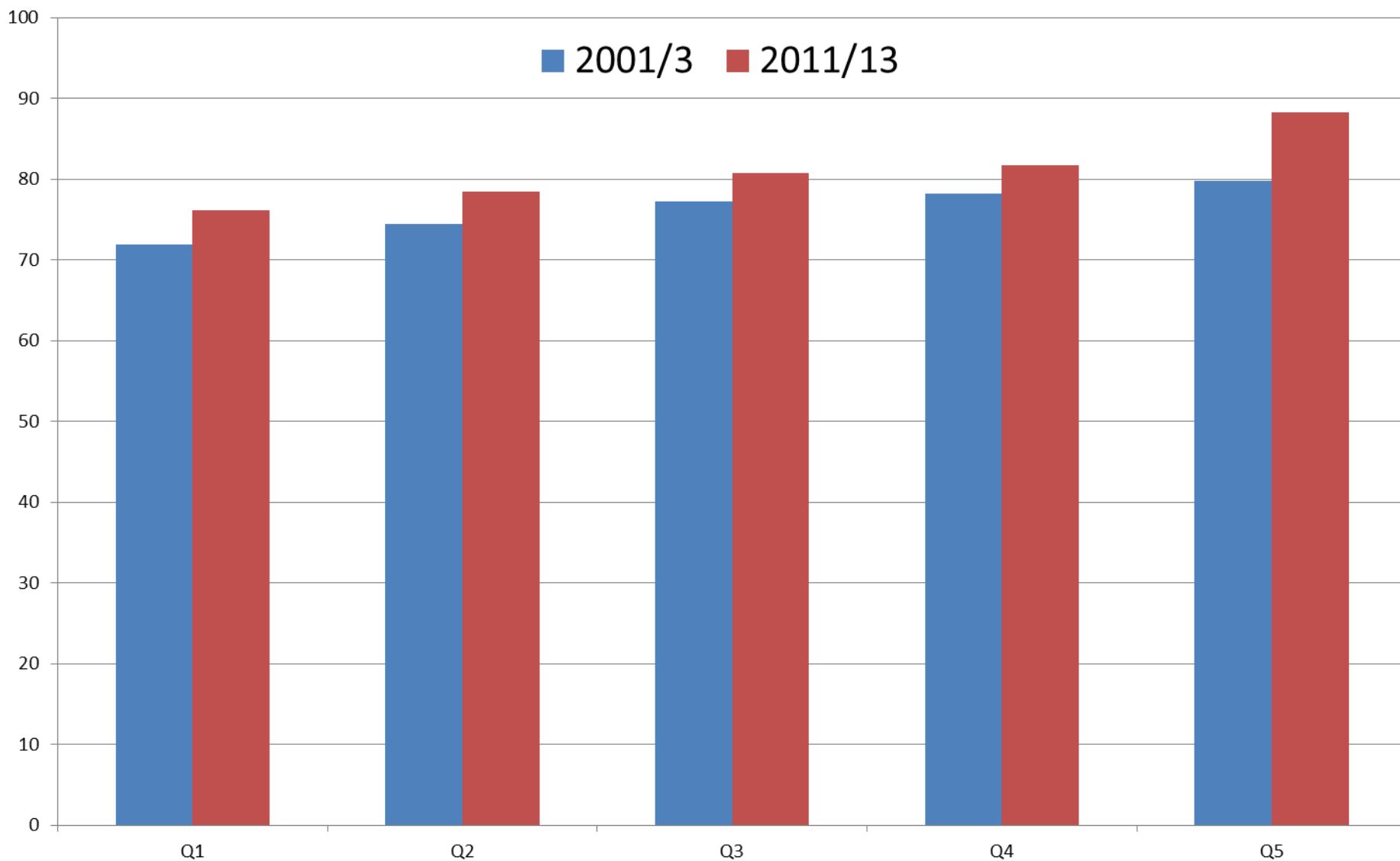
The Life Expectancy for England figures are based on the 2010-2012 data as the 2011-2013 figures have not yet been released.



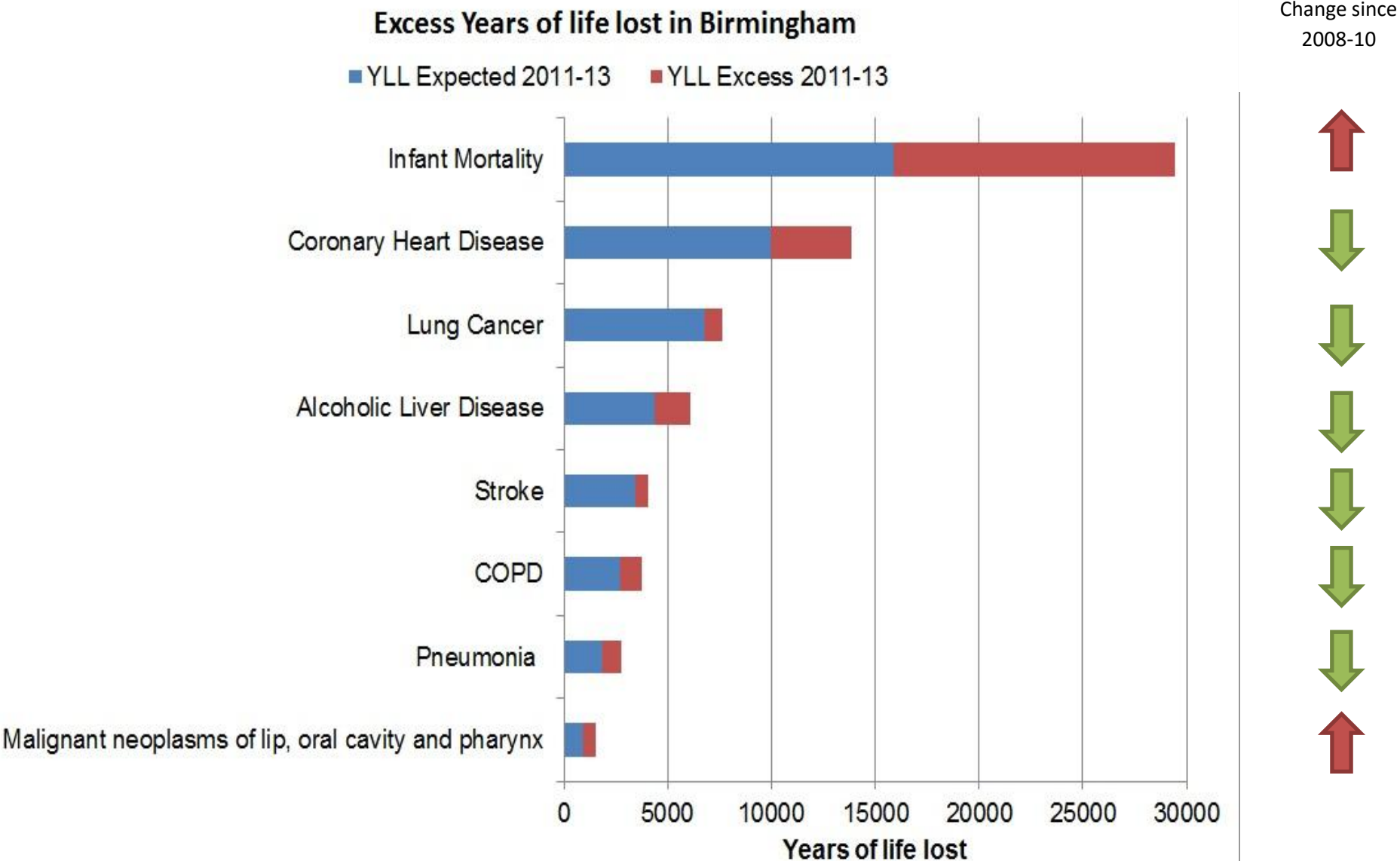
Male Life Expectancy Change by Deprivation Quintile over the Last Decade



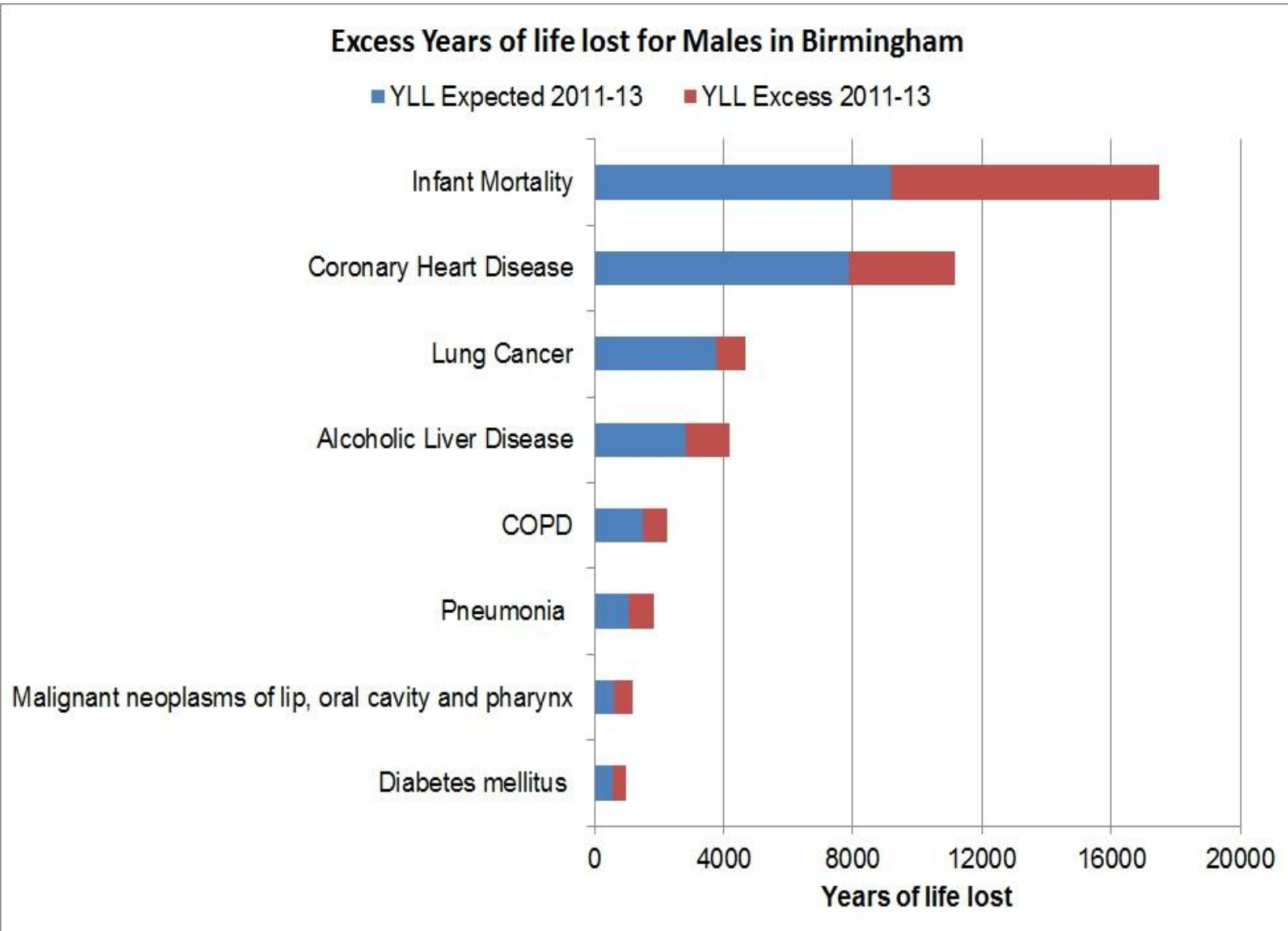
Female Life Expectancy Change by Deprivation Quintile over the Last Decade



Excess years of life lost in Birmingham



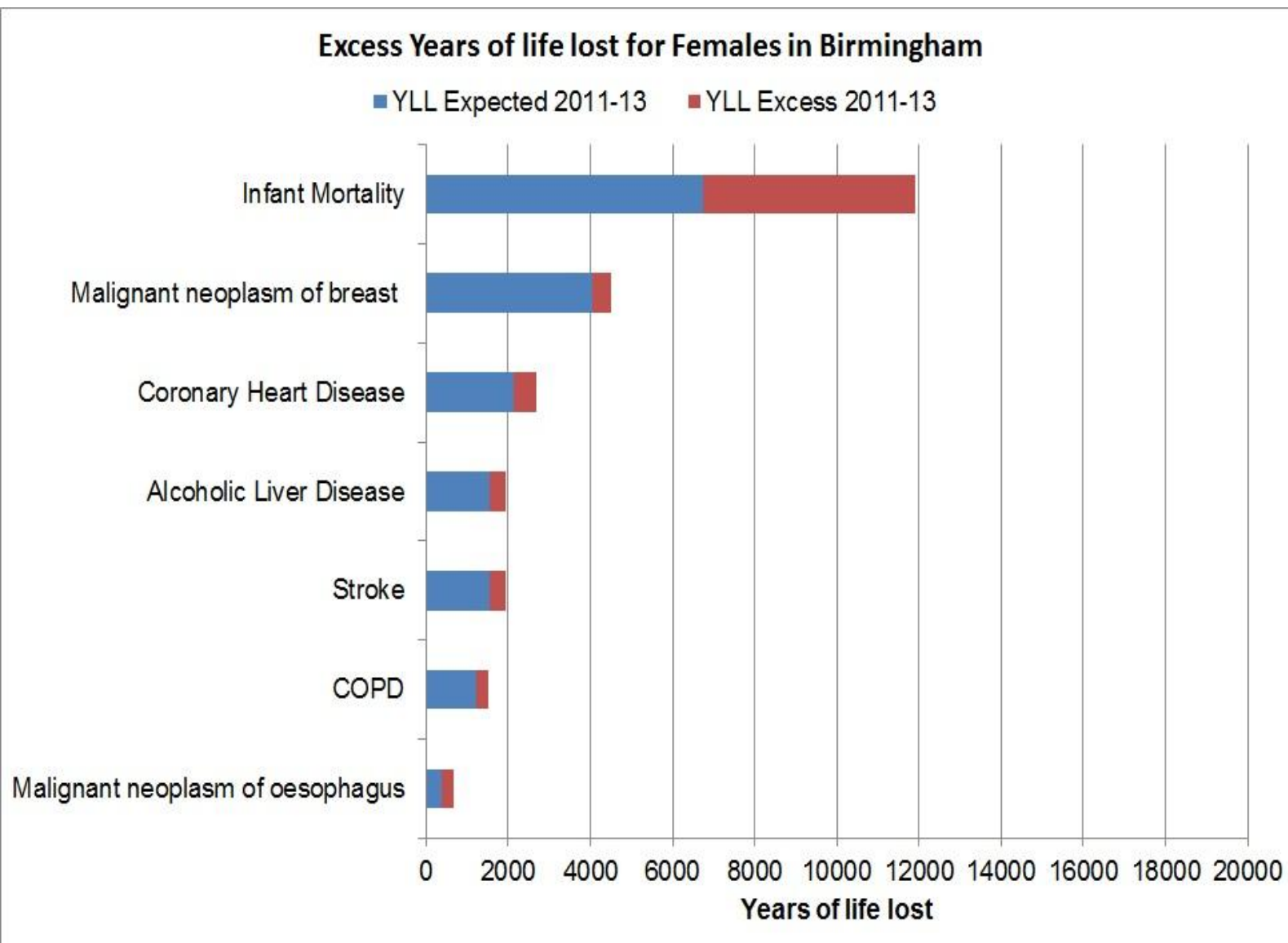
Excess years of life lost for Males in Birmingham



Change since
2008-10



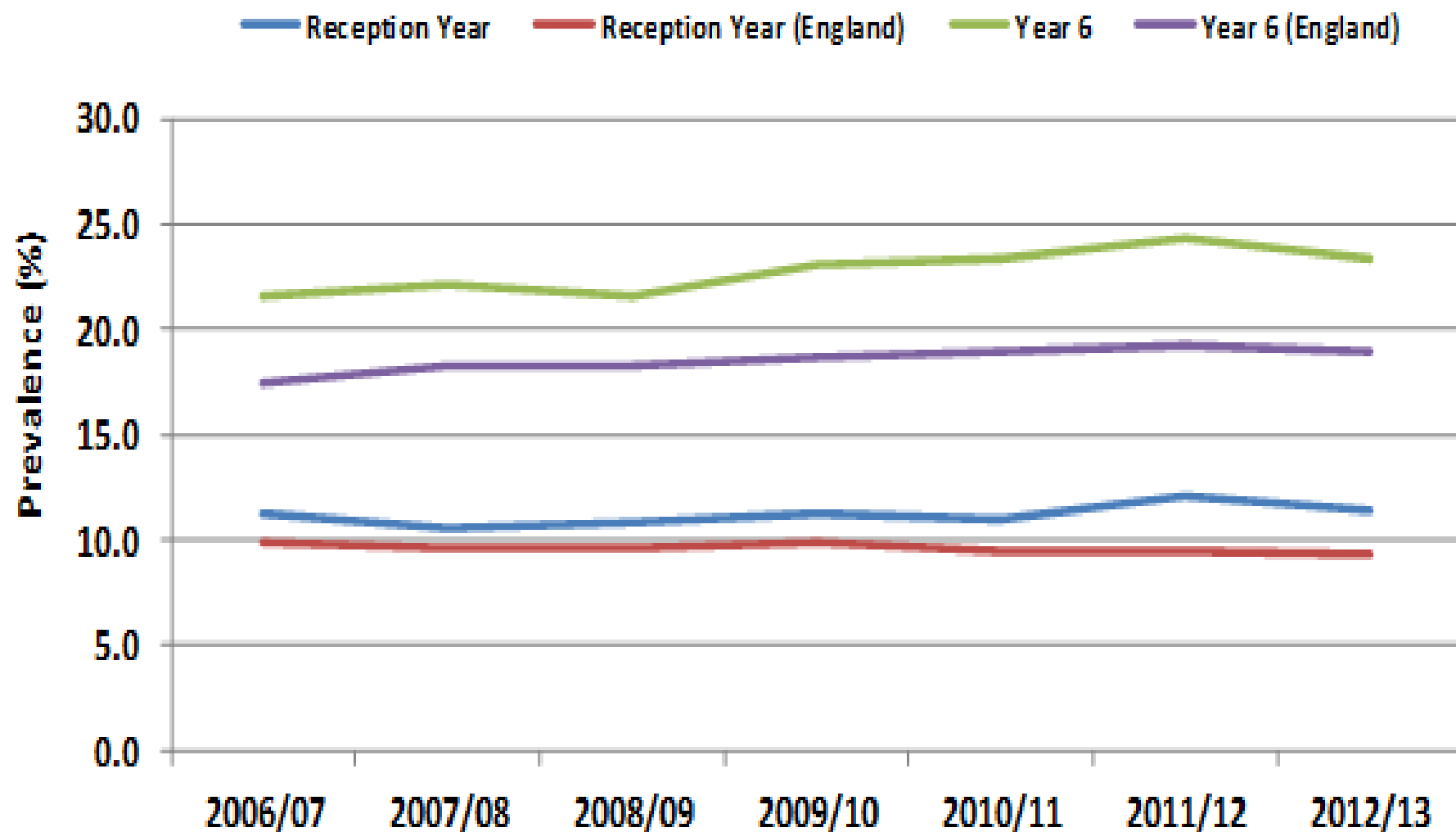
Excess years of life lost for Females in Birmingham



Change since
2008-10



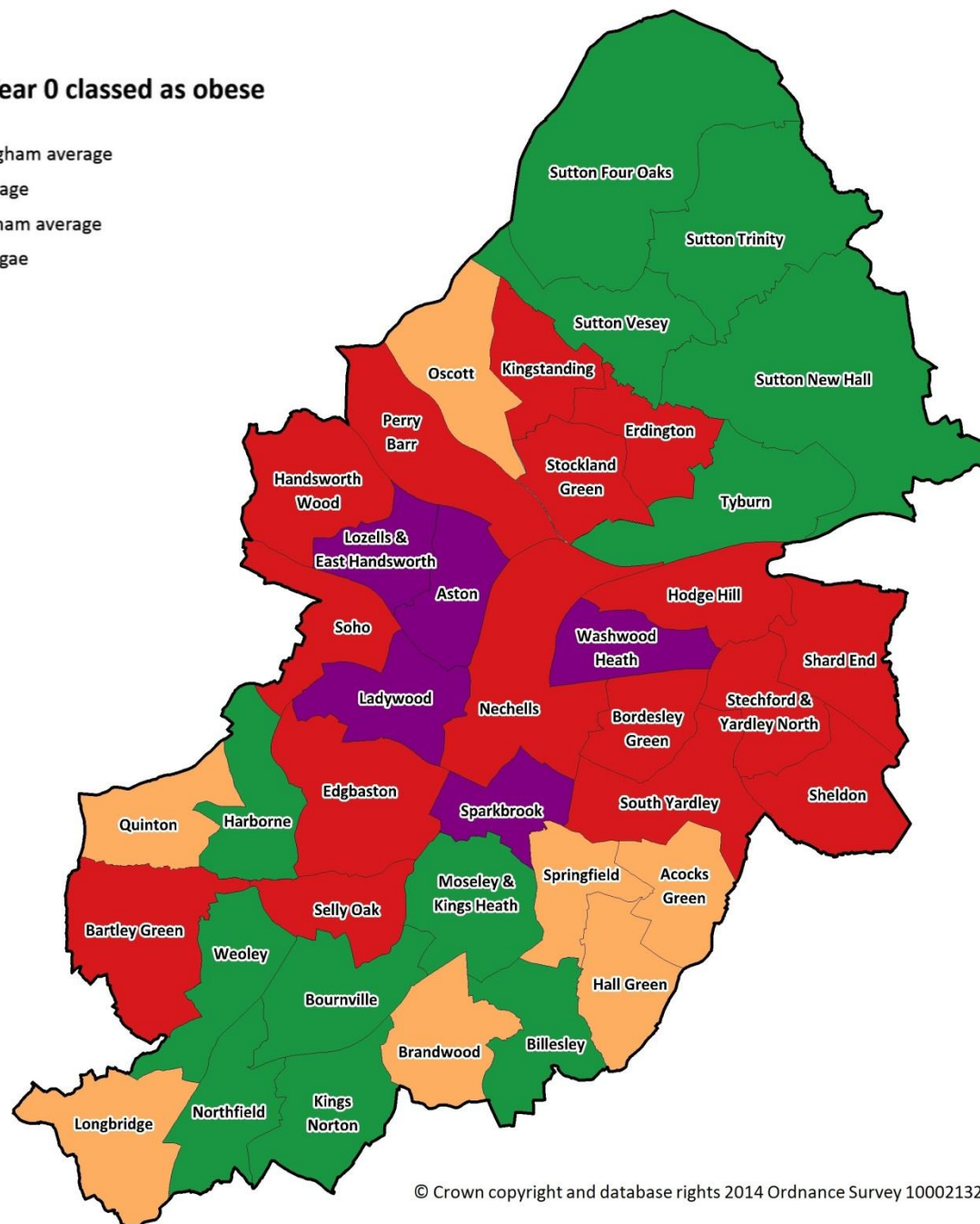
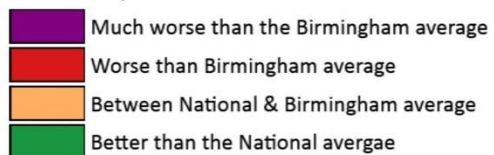
Childhood Obesity Prevalence in Birmingham & England



Source: NCMP 2006/07 - 2012/13

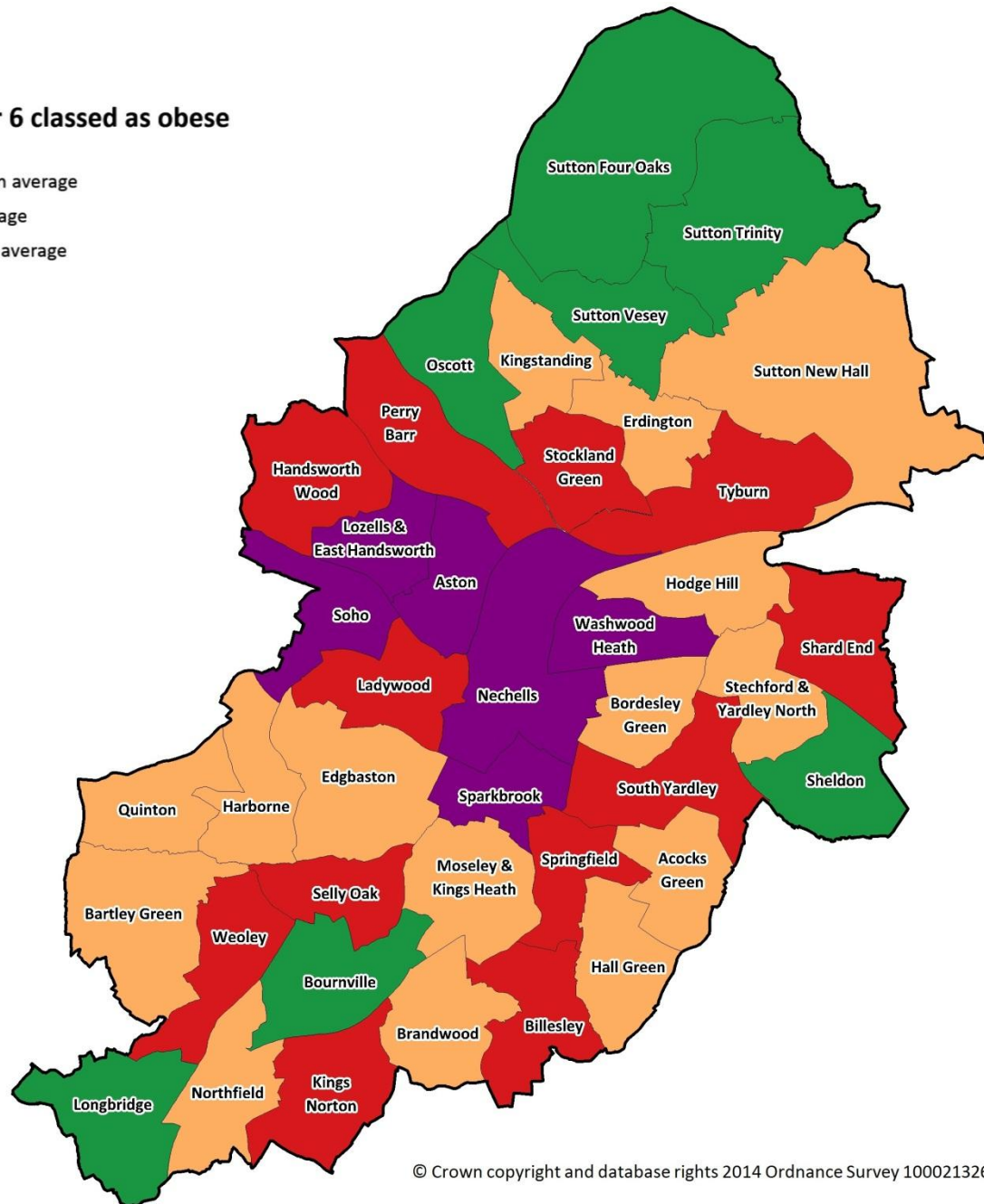
Proportion of children in Year 0 classed as obese

NCMP 2012/ 2013 Data

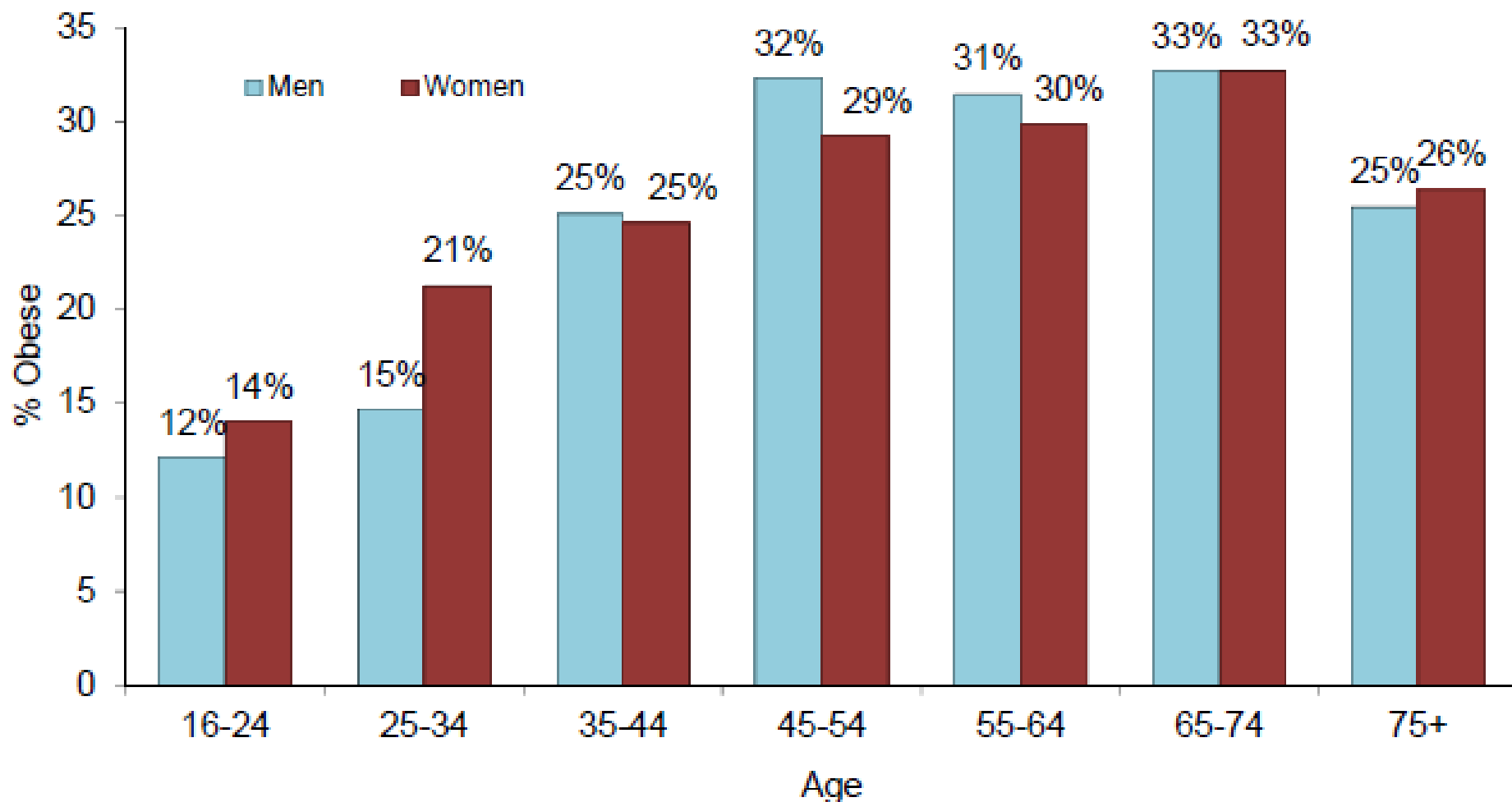


NCMP 2012/ 2013 Data

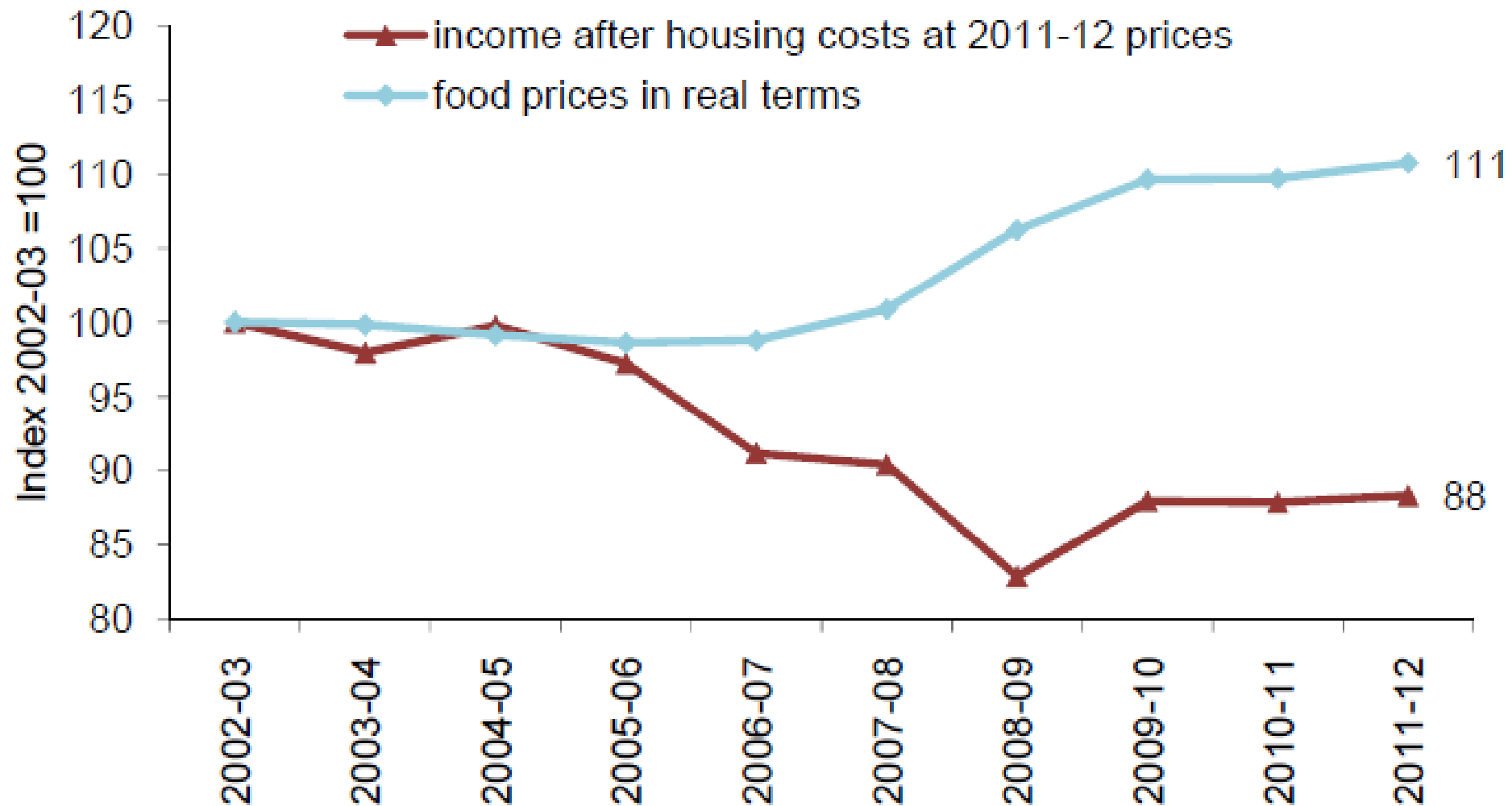
NCMP 2012/ 2013 Data



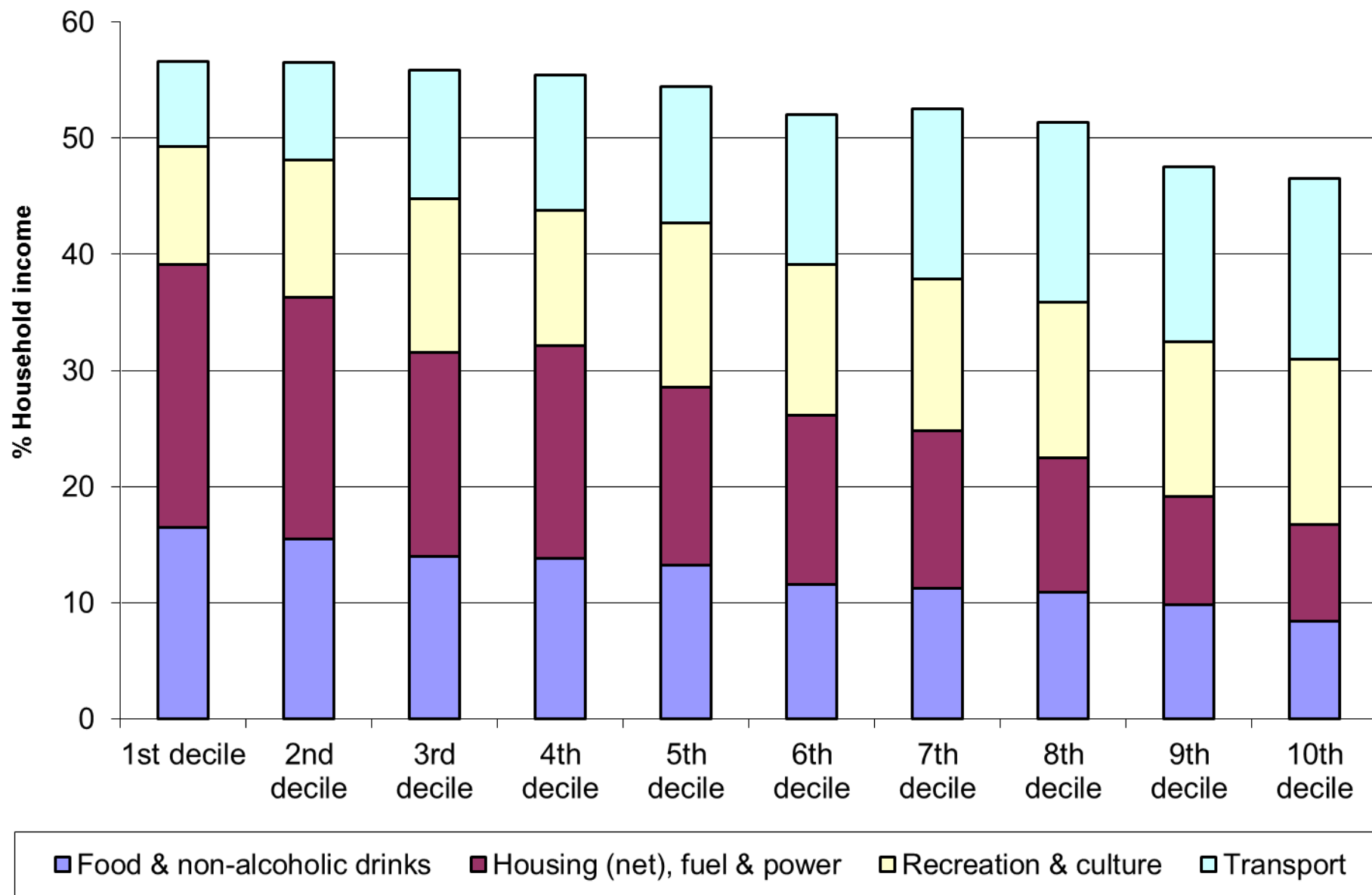
Adult Obesity by Age Group, England 2012



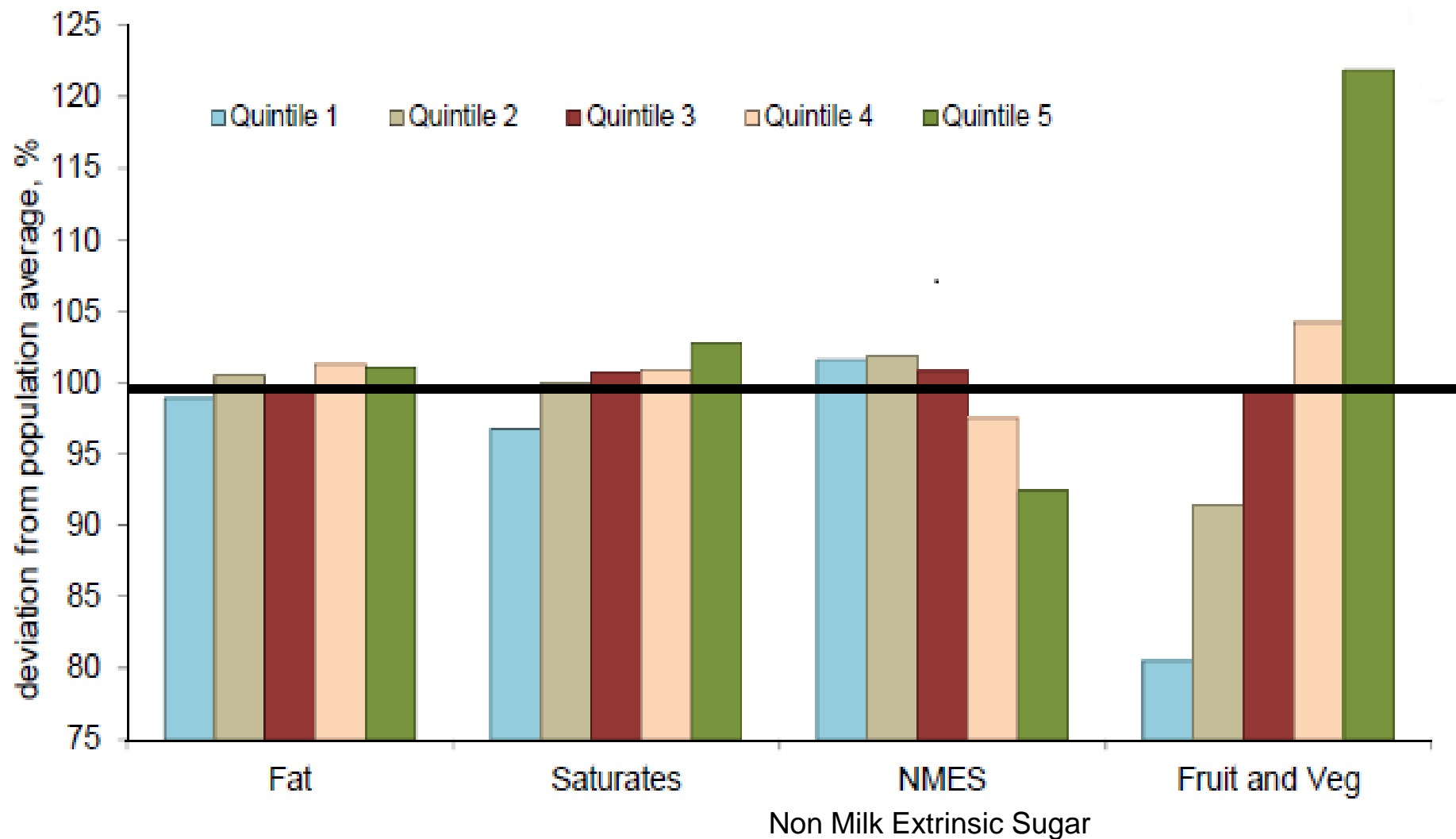
Income and Food Prices 2002 - 2012



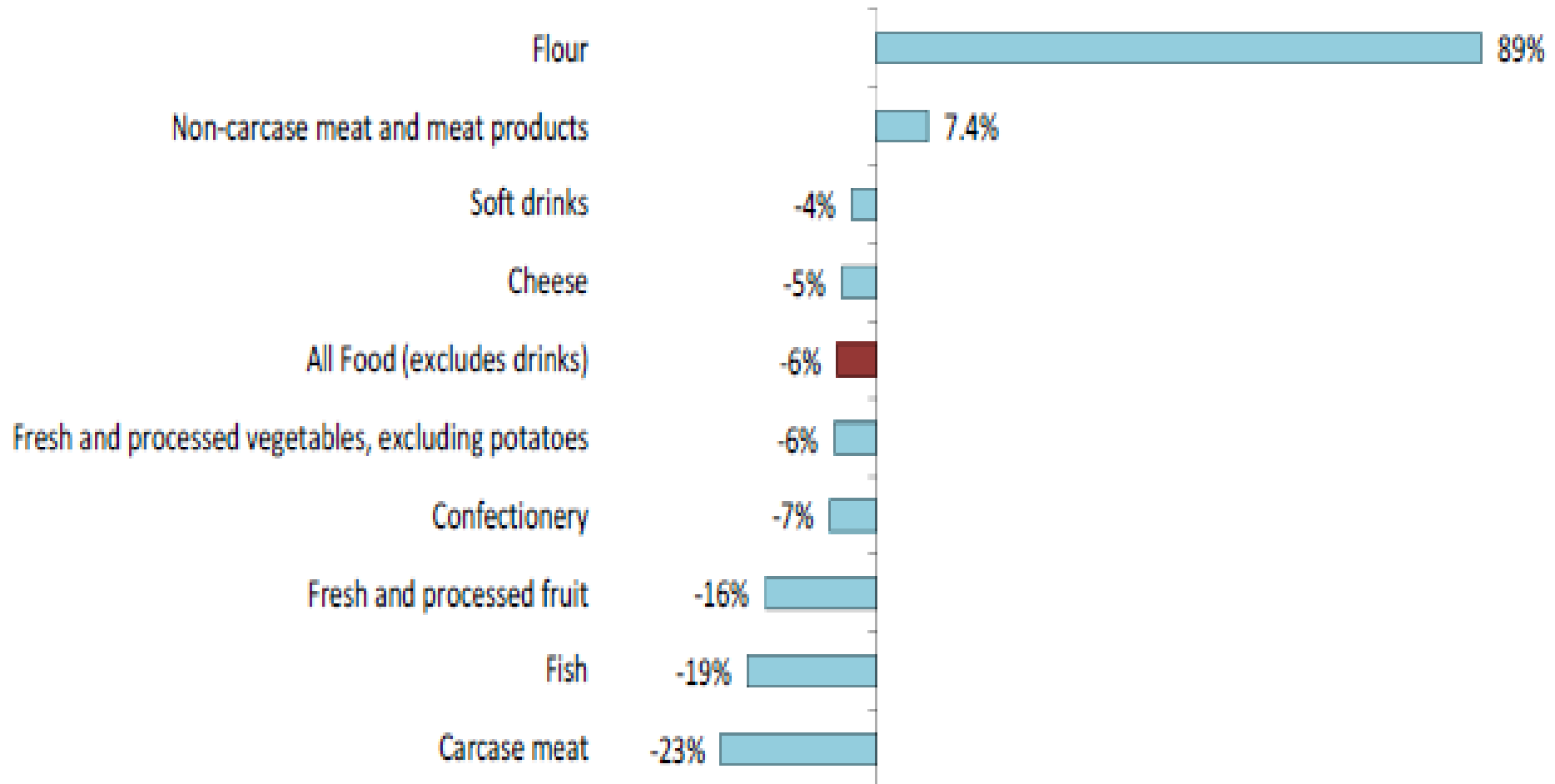
Proportion Expenditure on Key Household Items by Deprivation Decile, 2012



Change in Food Type Intake by Deprivation Quintile



Change in Food Purchases by the Most Disadvantaged Decile 2007 - 2012



Observations

- Obesity increases with age and a third of those over 65 are obese
- Women gain weight earlier than men
- Our diet is over-rich in foods high in fat and sugar
- Food is increasingly expensive
- Food costs account for over 16% of the income of the most disadvantaged but less than 9% of the most advantaged



So..

- Who is your audience?
 - Young, old, specific, general
- Do you look at their problems or what they want to achieve?
 - Deficit or asset
- Local or city and beyond?
 - The audience, energy, and synergy
- Beware unbridled singular growth
- How do you define your "army"?
 - By faith, by deficit, by achievement, by colour, by creed, by geography?

And..

- Be clear on the outcome, what you want to achieve
- Local influence
 - Grow the coalition (around what?) Direct (do yourself) or indirect (getting others to do)
- Maximise the skills within the faith
- Think outside the box (new technology, crowd funding etc)
- Role model, develop new norms

So What Does That Mean?

- Few forces for positive change at the macro level
 - **Mobilisation of local assets is key**
- “Normal” behaviour is important
 - **Food, Activity (5 steps...)**
- Key advocates locally and at city level (and beyond)
- Join health and care services and wider social life

And Also..

- Improve Independence
 - Falls, dementia, just getting older..
- Diabetes, Hi BP etc.
- TB
- Combined Authority
 - Troubled Individuals
 - Mental Health

Summary

- Major disadvantage across the city
- Large numbers of (very) vulnerable people
- Heady mix of young, diverse populations, migration
- Significant health challenges (linked to disadvantage)
- Obesity and poverty a major conundrum
 - 1 in 4 children obese at 11
 - Large numbers of free school meals
 - Increasing reliance on food banks
- Role of profit in driving behaviour