

PLAY ZONE PILOT

SMALL-SIDED FACILITIES

BIRMINGHAM -

REPORT - PHASE I

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SAABIR CADER

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BCC EAST BHAM REGENERATION PROGRAMME



BE BOLD BE BIRMINGHAM



Methodology

- 3000+ Online survey - 610 responses
- 30+ Cohort online consultation
- Face to Face stakeholder meetings
- Qualitative and quantitative data gathering
- Focus groups in relation to selected sites
- Reality and suitability checks

Demographics

ONLINE SURVEYS

610

ELECTRONIC DATA
PERCENTAGE

20.4%

FOOTBALL

374

61% PREFERS

WARDS

12

U18'S

33%

Birmingham showcase city
for youth

FEMALE

48%

294 women and girls
filled the survey

22% BRITISH WHITE

508

78% FROM OTHER
ETHNICITY

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PROUD
HOST
CITY



RESIDENT

95%

585 RESIDENTS RESPONDED

30%
Cost

"Its too expensive local Saltley
charge like £45 an hour"

Facility

18% Responded no outdoor
playing facilities

GROUPS

19

COMMUNITY GROUPS

Need development

57%

Area 2 has more
infrastructure but needs to
be developed

SAFETY

15%

96 people concerned
about safety when
playing outdoor
sports

TOILETS & CHANGING
ROOMS

10%

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PROUD
HOST
CITY

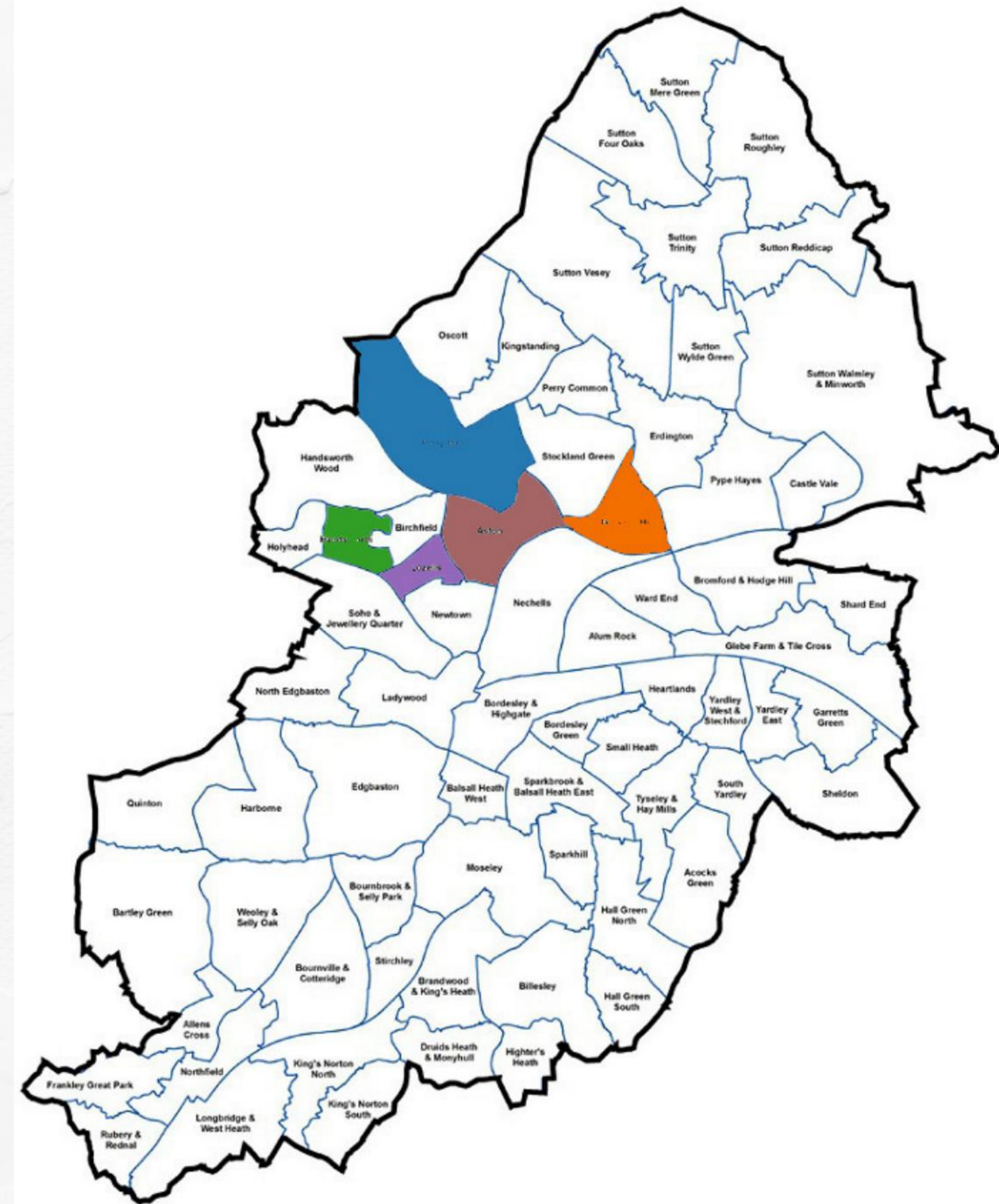


AREA 1

MARK



Qty of survey 293



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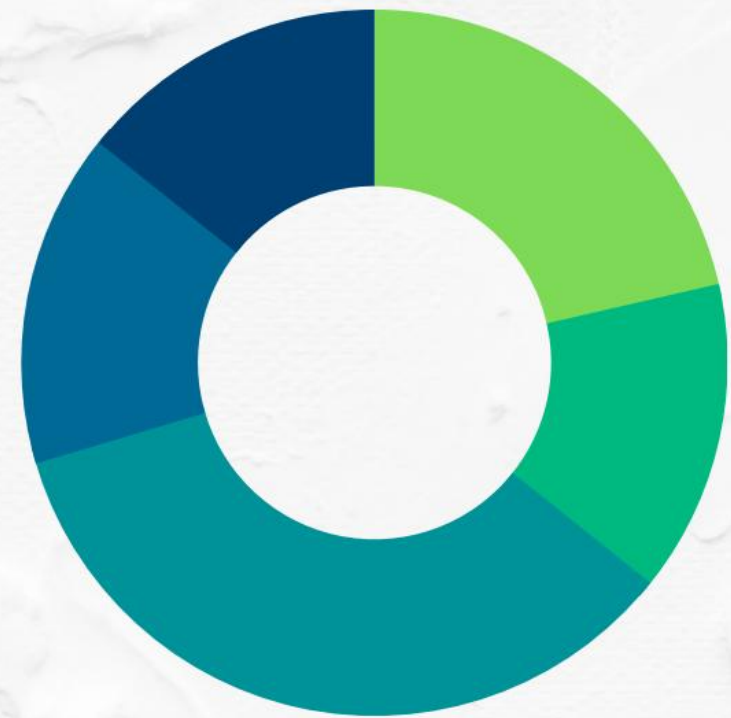
PROUD
HOST CITY



AREA 1

Demographic

ETHNICITY



21%
British
Pakistani

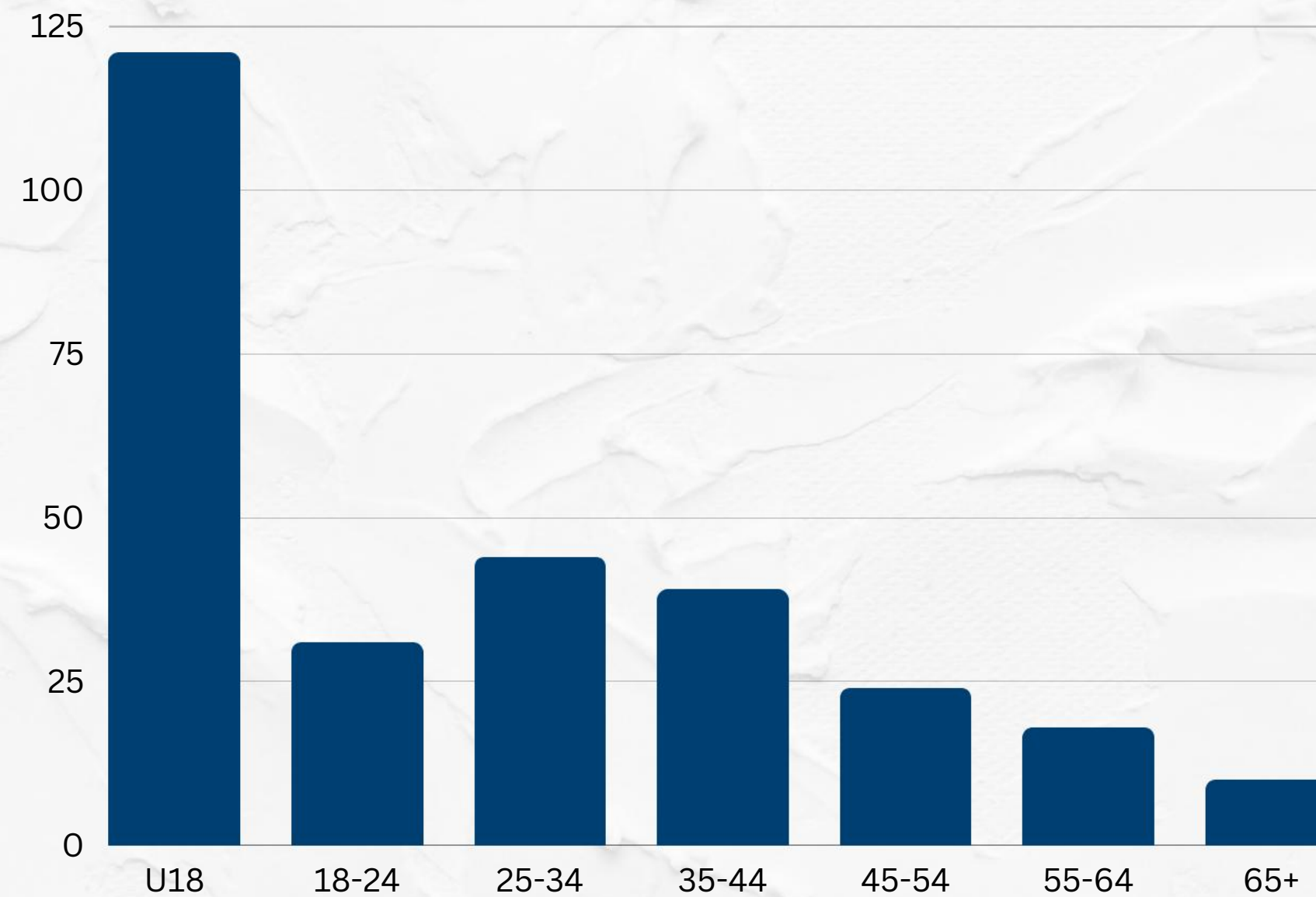
14%
Other
Asian

34%
British
White

15%
Caribbean
African

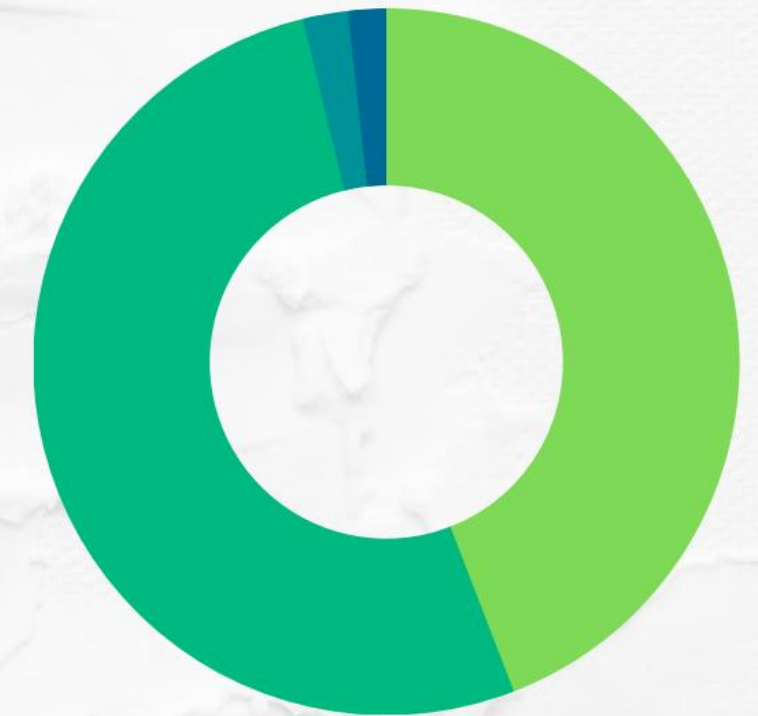
14%
British
Black

AGE



U18 = 44%

GENDER



M
126

F
151

G
6

PNS
3%

AREA 1



13%



34%



22%



15%

Sports

Less than 10%

Boxing

Running

Cycling

Swimming

Futsal

Frisbee

Gymnastics

Netball

Hockey

Trampolining

Karate

Rugby

BE BOLD BE BIRMINGHAM



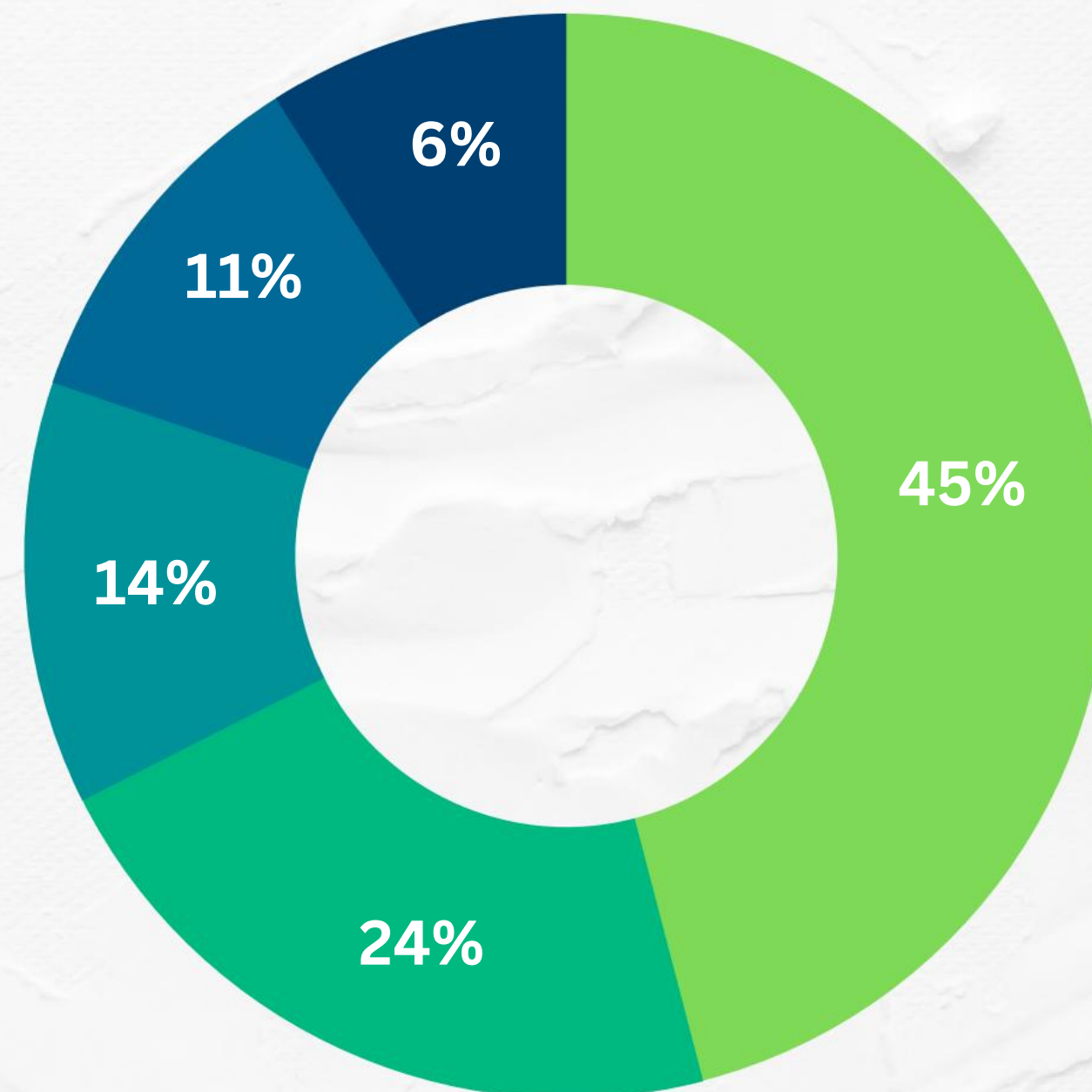
Sites

Front runner sites

Handsworth Park
Burberry Park
Rookery Park
Action Indoor Sports Centre
610 Youth Centre

Additional Sites

Lewisham Park
Sutton Park
Church Hill
Aston Hall Park
Trehurst Park
Erdington Leisure Centre
Stockland Green School
Sutton Running Hub
Action Indoor Sport
Philips Street Park
Salford Park
Brookvale Park
Witton Lakes

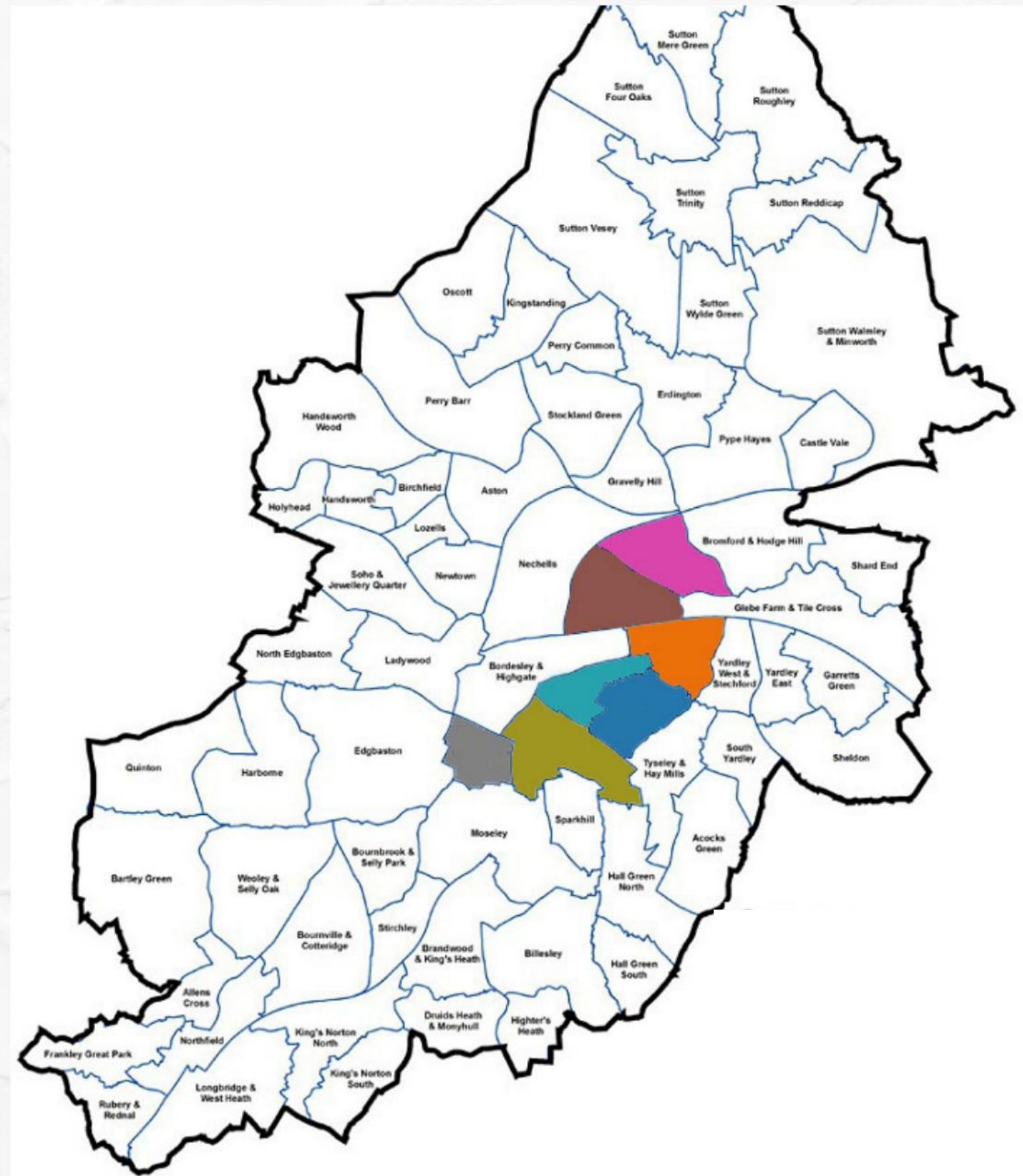


AREA 2

JAMES

- Alum Rock
- Ward End
- Balsall Heath West
- Sparkbrook & Balsall Heath East
- Bordesley Green
- Small Heath
- Heartlands
- Other

Qty of survey - 317



BE BOLD BE BIRMINGHAM



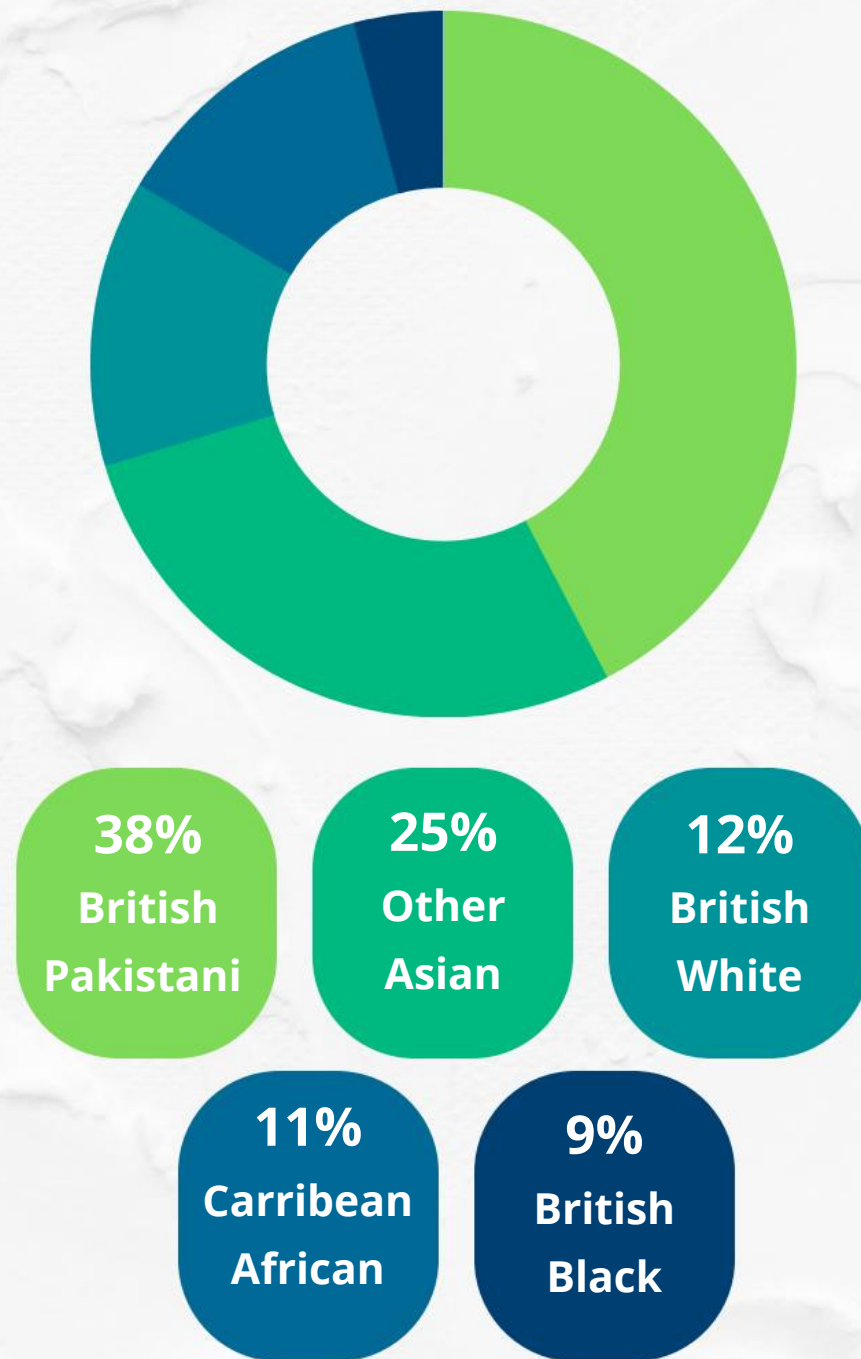
PROUD
HOST
CITY



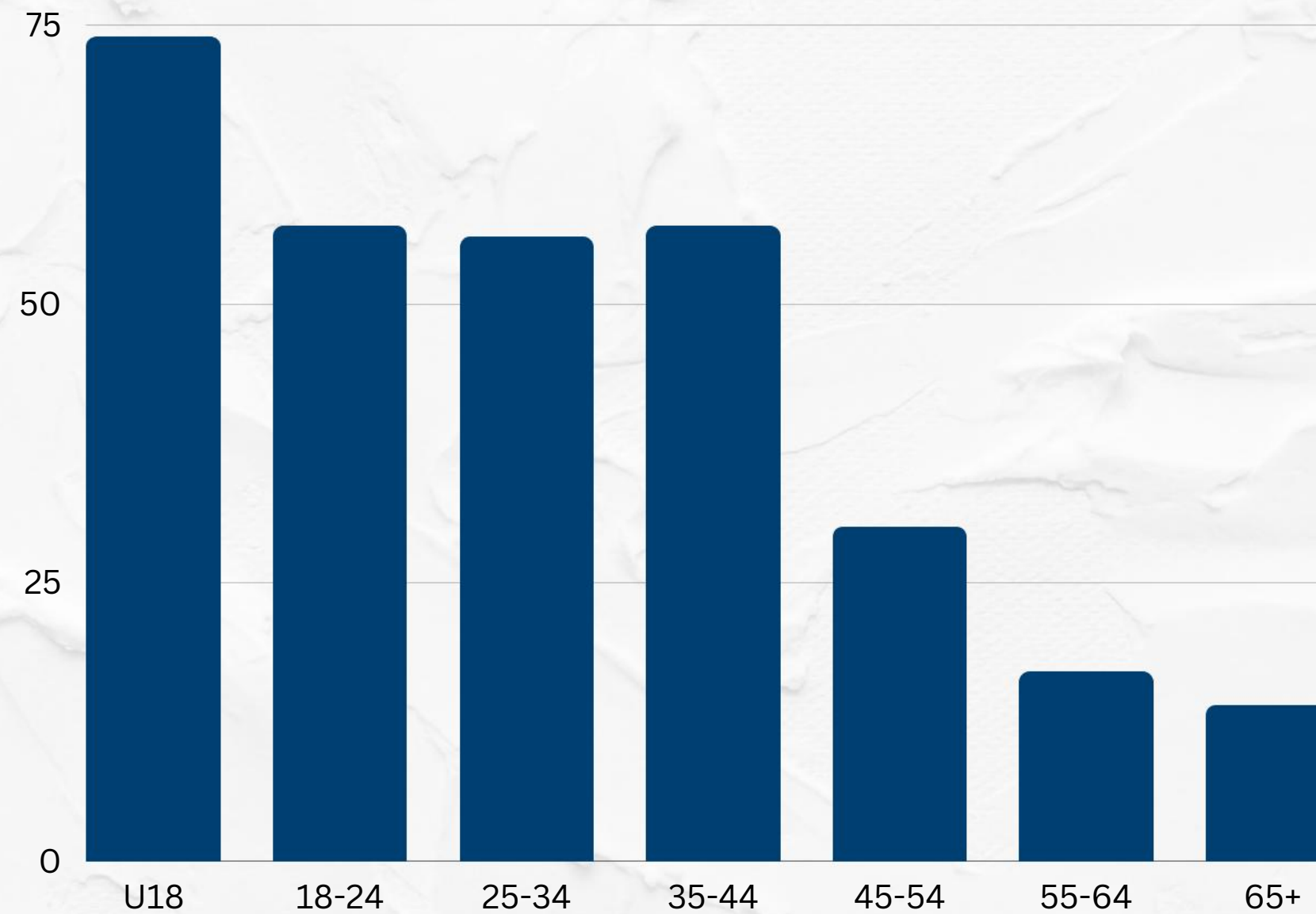
AREA 2

Demographic

ETHNICITY

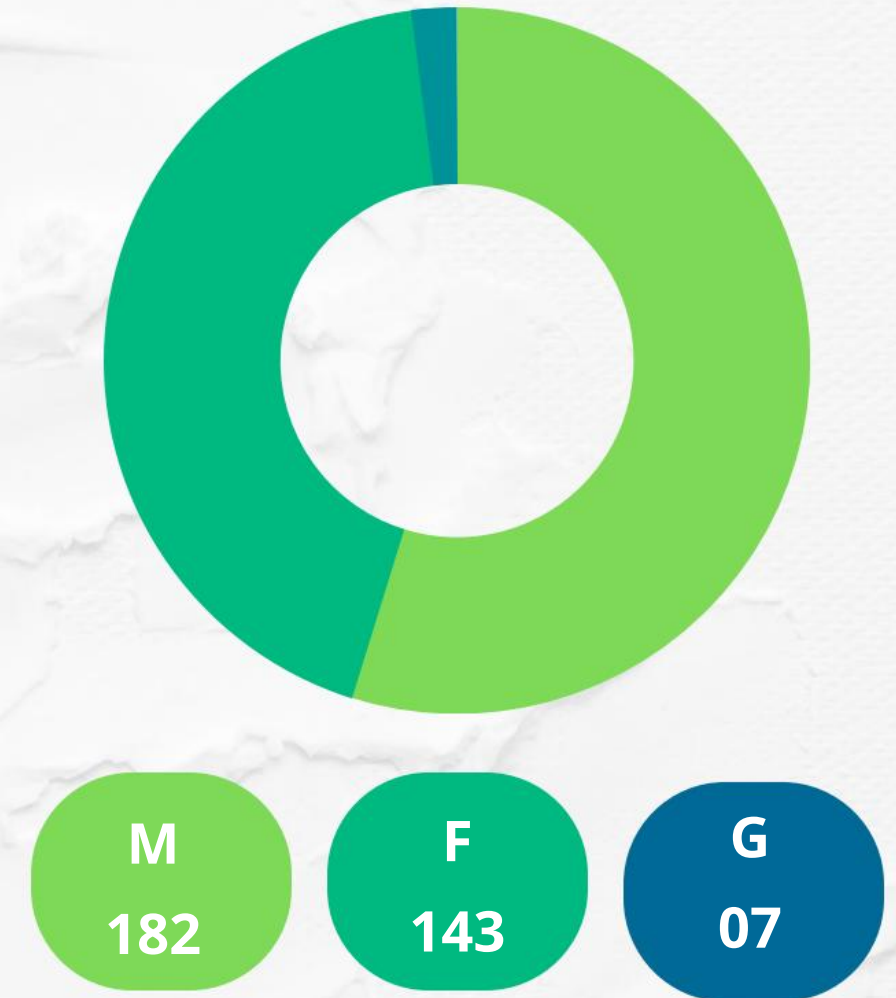


AGE



U18 = 23%

GENDER



Sports



34%



86%



52%



13%

Less than 10%

Netball

Skating

Swimming

Volleyball

Running

Archery

Squash

Hockey

Cycling

Tai Chi

Rugby

Yoga

AREA 2

Sites

Front runner sites

Concord Centre
Bachelors Farm Playing Fields
Adderley Park
Cranby Street Tennis Courts
Ward End park

Additional Sites

Wreckpark at St Margaret's Road
Alexander Way Park
Ackers Park
Hodge Hill Common
Sparkhill Park
Shakespeare Park
Stoney Lane Park
Balsall Heath Park
Farm Park
Green Lane Playing Field
Henry Barber Park

