

Birmingham

Fundraising Intelligence Pack

13 July 2026

41.7

Child Poverty %

250,760

Youth Pop (5-19)

302

Decile 1 LSOAs

67

Underserved Wards

Bloomsbury Football Foundation

Evidence-based expansion intelligence for the fundraising team

Executive Summary

Birmingham is home to 250,760 young people aged 5-19, with 41.7% of children living in relative poverty. Analysis of 69 wards identifies 67 where youth football provision is absent, insufficient, or misaligned with the needs of low-income families. Birmingham presents a compelling opportunity for Bloomsbury Football Foundation's model of financially assisted, pathway-based football programmes.

Why This City

Birmingham, located in the West Midlands region, faces acute levels of child deprivation. 41.7% of children live in relative low-income families. This is 21.6 percentage points above the England average of 20.1%.¹

Of the city's 659 Lower Super Output Areas, 302 (45.8%) fall within the most deprived decile nationally for child income deprivation - an extreme concentration of disadvantage. The average IDACI score across the local authority is 0.568, compared to the England average of 0.168.⁷

The city's youth population (aged 5-19) stands at 250,760, supported by 430 schools and 781 sport facilities identified through OpenStreetMap analysis.

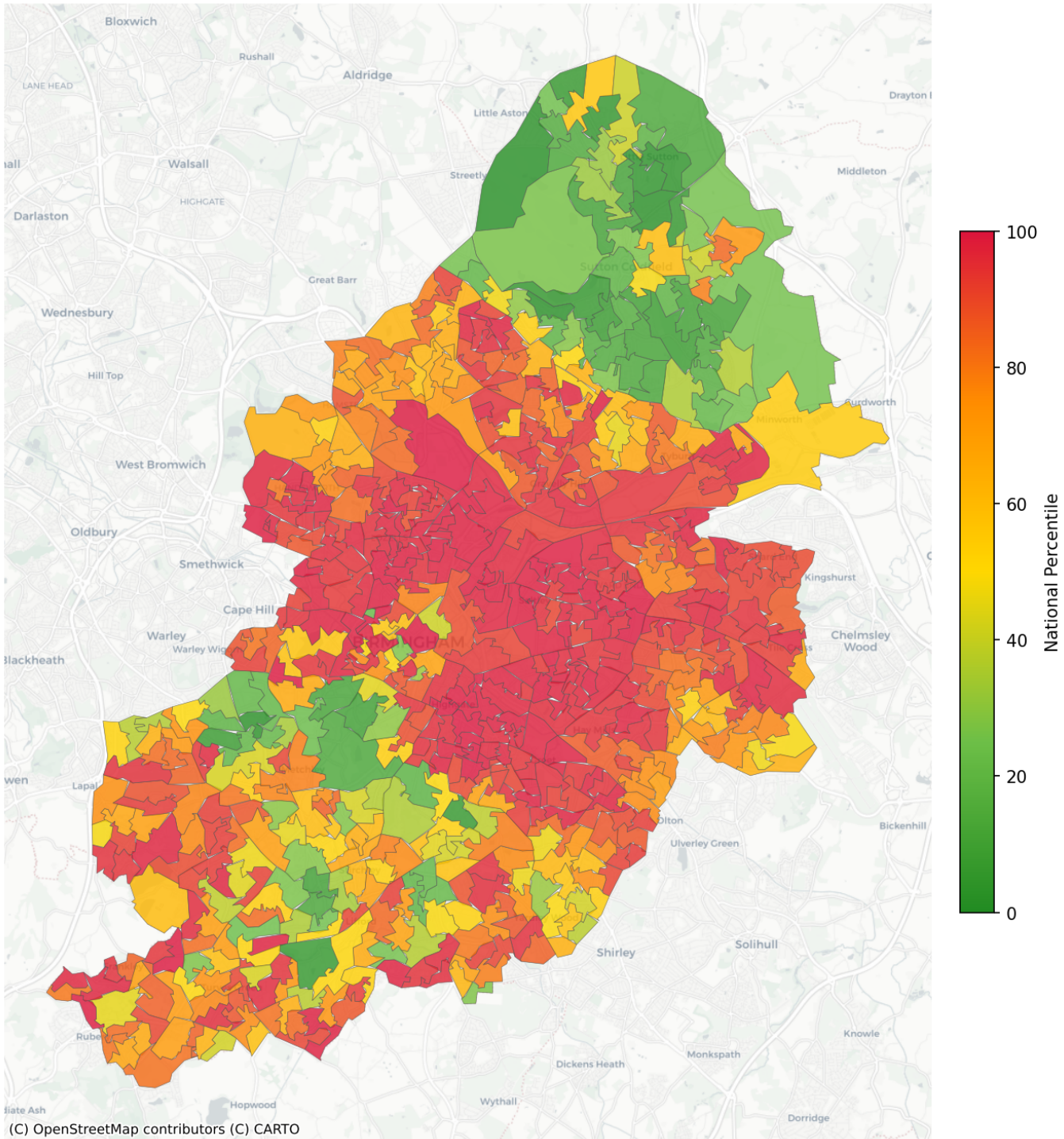
Childhood obesity is a significant concern, with overweight and obese rates of 23.1% at reception (this is broadly in line with the England average of 23.5%.²) and 41.0% at Year 6 (this is 4.8 percentage points above the England average of 36.2%.³).

Physical activity levels among children paint a concerning picture: only 41.0% of children aged 5-15 meet the recommended 60 minutes of daily physical activity (this is 6.6 percentage points below the England average of 47.6%.¹⁵); 35.8% are classified as less active, doing fewer than 30 minutes per day (this is 5.6 percentage points above the England average of 30.2%.¹⁶). The city falls in decile 1 nationally for child physical activity, placing it among the areas of greatest need. The deprivation-linked activity gap stands at 14.9%. This is 7.3 percentage points above the England average of 7.6%.¹⁷

Education indicators further illustrate the challenges: an overall school absence rate of 6.9% (this is broadly in line with the England average of 7.1%.⁴), persistent absence at 20.0% (this is broadly in line with the England average of 20.0%.⁵), a suspension rate of 2.9 per 100 pupils (this is 8.4 below the England average of 11.31.¹⁰), KS2 attainment (reading, writing, maths) at 64.7% (this is 2.7 percentage points above the England average of 62.0%.¹³), KS4 Attainment 8 averaging 47.3 (this is 0.5 above the England average of 46.8.¹⁴).

Wider vulnerability indicators reinforce the case for intervention: a NEET rate of 3.2% among 16-17 year olds (this is 1.5 percentage points below the England average of 4.7%.⁶), mental health admissions of 81.2 per 100,000 under-18s (this is 1.0 above the England average of 80.2.⁸), youth justice first-time entrants at 188.6 per 100,000 (this is 50.9 above the England average of 137.7.⁹).

Birmingham — IDACI Deprivation (National Percentile)



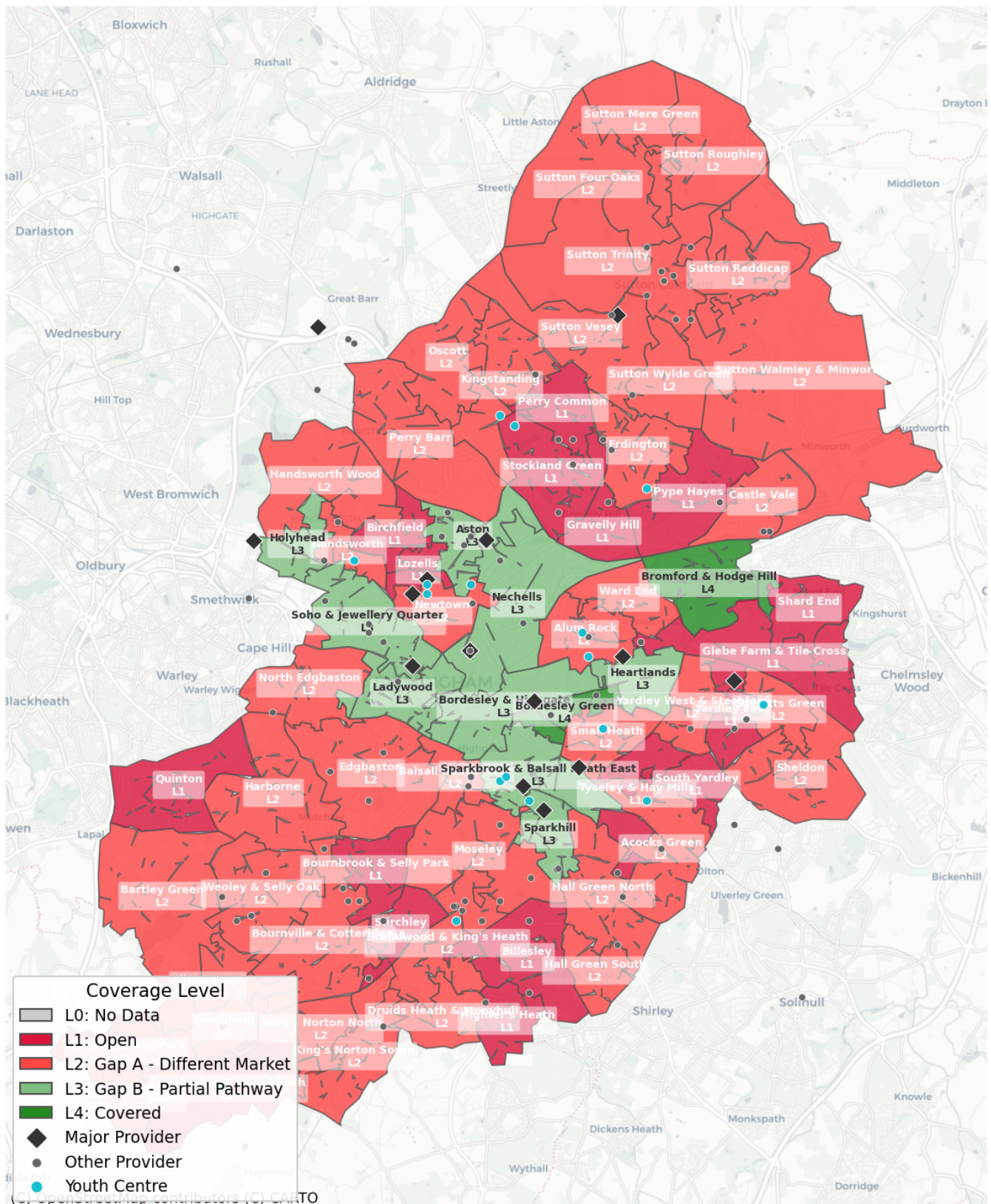
Provision Gap Analysis

A systematic review of youth football provision across Birmingham's 69 wards reveals that 67 (97.1%) are either unserved or inadequately served by existing providers. Just 2 wards (2.9%) meet the threshold for comprehensive coverage.

17 wards are classified as open cold spots - areas with no meaningful youth football provision despite high deprivation need. Among the most deprived are Billesley, Birchfield, Bournbrook & Selly Park, Glebe Farm & Tile Cross, Gravelly Hill, and 12 others.

A further 50 wards have some youth football activity but with significant gaps. This includes 41 where providers target a different market segment (premium pricing or narrow age range); 9 with partial pathway coverage (a major provider offers financial assistance but does not cover all four BFF programme channels).

Birmingham — Ward Provision Coverage



Priority Wards

#	Ward	Priority	Youth Pop	D1	Facilities	Coverage
1	Small Heath	0.805	6,251	10	5	Gap A - Different Market
2	Ward End	0.786	4,114	6	8	Gap A - Different Market
3	Newtown	0.784	3,995	6	11	Gap A - Different Market
4	Handsworth	0.758	3,134	7	5	Gap A - Different Market
5	Tyseley & Hay Mills	0.756	3,426	7	4	Open
6	Glebe Farm & Tile Cross	0.75	6,274	13	9	Open
7	Birchfield	0.75	3,007	5	6	Open
8	Balsall Heath West	0.742	2,949	6	3	Gap A - Different Market
9	Alum Rock	0.735	7,712	13	8	Gap A - Different Market
10	Castle Vale	0.734	2,078	5	7	Gap A - Different Market

- Open** - No youth football provider operates in this ward
- Gap A** - Providers exist but none offer financial assistance or structured pathways
- Gap B** - Major provider with financial assistance but incomplete pathway (missing 1+ BFF channels)
- Covered** - Major provider with financial assistance covers 3-4 BFF channels

Provider Ecosystem

The youth provision ecosystem in Birmingham extends beyond football. Our desk research maps 123 football providers alongside youth and community centres with structured sports programmes (including Concord Youth Centre, Birmingham Settlement Sports Centre, Ackers Adventure) and social mobility organisations such as StreetGames, Envision, Ahead Partnership. Together these layers reveal a community landscape where pockets of provision exist but significant gaps remain - particularly in affordable, structured football pathways for low-income families.

This analysis is based on publicly available data and desk research. We recognise that the full picture of community need and provision will emerge from direct engagement - being on the ground, building relationships with local stakeholders, and listening to the families and young people these programmes are designed to serve.

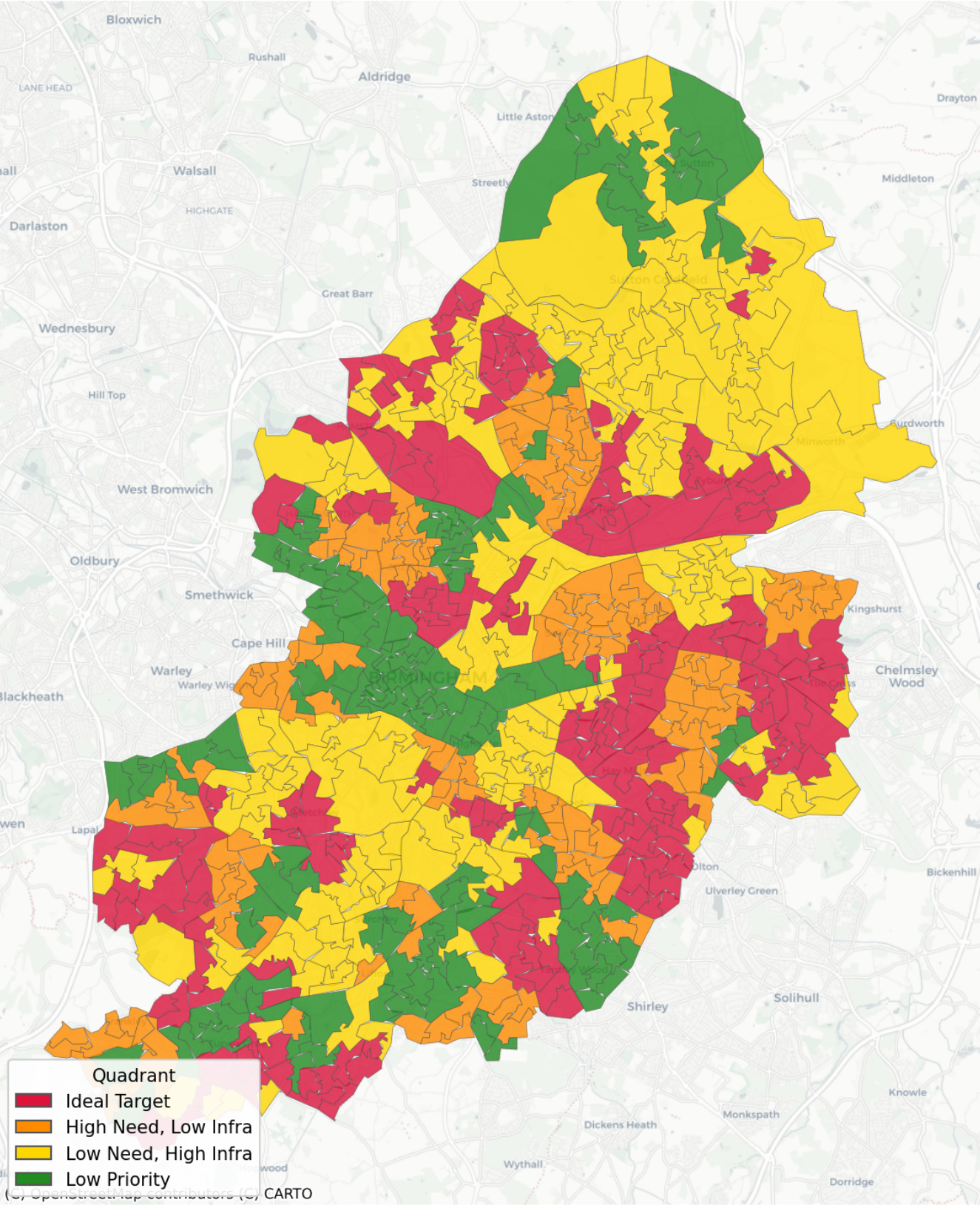
The research identifies 123 youth football providers operating across Birmingham. Of these, 16 are classified as major providers with meaningful scale and programme breadth.

53 providers (43.1%) offer some form of financial assistance, while 70 operate on a purely commercial basis. For families in the most deprived wards, affordability is a primary barrier to participation - provision without financial assistance does not meaningfully serve these communities.

Across BFF's four programme channels, coverage is uneven: 108 providers offer community training, 66 run club football, 37 deliver holiday camps, 23 operate schools programmes. The schools channel is the most underrepresented, which is significant given that schools programmes are BFF's primary entry point into communities.

The ecosystem is dominated by 35 community organisations, 29 grassroots clubs, 14 private coaching companies, 12 club community foundations.

Birmingham — Cold-Spot Quadrants



The Opportunity

Birmingham presents a compelling opportunity for BFF's expansion. With 67 of 69 wards (97.1%) lacking adequate youth football provision, and acute levels of child deprivation, the conditions strongly align with BFF's mission.

BFF's model - delivering financially assisted, pathway-based football programmes through trusted adult relationships - directly addresses the gaps identified in this analysis. While 123 providers operate in the city, 56.9% do not offer financial assistance, leaving the most deprived families without meaningful access. Sport England data shows 35.8% of children in the city are physically less active, reinforcing the demand for accessible, affordable football programmes.

Operational readiness is supported by existing infrastructure: 781 sport facilities and 430 schools provide potential delivery venues. BFF's schools-first entry strategy can leverage these existing relationships to build community presence before scaling to community training, club football, and holiday camps.

Provider Directory

Provider	Type	Ward	Sch	Trn	Cmp	Clb	FA
Albion Foundation (Great Barr)	club foundation	Great Barr with Yew Tr	Y	Y	Y	-	Y
Alum Rock Football Academy	grassroots club	Alum Rock	-	Y	-	Y	Y
Aston Villa Foundation	club foundation	Aston	Y	Y	Y	-	Y
Aston Villa Foundation (PL Kicks)	club foundation	Sparkbrook & Balsall H	Y	Y	-	-	Y
Aston Villa Foundation (PL Kicks)	club foundation	Holyhead	Y	Y	-	-	Y
Aston Villa Foundation (PL Kicks)	club foundation	Soho & Jewellery Quart	Y	Y	-	-	Y
Aston Villa Foundation (PL Kicks)	club foundation	Ladywood	Y	Y	-	-	Y
BCFC Community Trust (Junior Blues)	club foundation	Bromford & Hodge Hill	Y	Y	Y	Y	Y
BYSA	charity	Heartlands	-	Y	-	Y	Y
BYSA	charity	Sparkhill	-	Y	-	Y	Y
Birmingham City FC Community Trust	club foundation	Bordesley & Highgate	Y	Y	Y	Y	Y
Birmingham City FC Community Trust	club foundation	Bordesley Green	Y	Y	Y	Y	Y
Boldmere St Michaels FC (Juniors)	grassroots club	Sutton Vesey	-	Y	-	Y	N
Football Beyond Borders	community org	Nechells	Y	-	-	-	Y
StreetGames (Bring it on Brum)	community org	Nechells	-	Y	Y	-	Y
The Albion Foundation	club foundation	West Bromwich	Y	Y	Y	Y	Y
610 Youth Centre PlayZone	youth centre	Kingstanding	-	Y	-	-	Y
Abijah Trust (Faith and Football)	community org	Nechells	-	Y	-	-	Y
Academy De Skillz	private coaching	Wednesbury (Sandwell)	-	Y	Y	-	Y
Ace Targets Sports Academy	private coaching	Handsworth	-	Y	-	-	N
Ackers Adventure	community centre	Sparkbrook & Balsall H	-	-	-	-	N
Action Indoor Sports PlayZone	youth centre	Erdington	-	Y	-	-	Y
Adderley Park PlayZone	youth centre	Alum Rock	-	Y	-	-	Y
Aspire Sports Trust	community org	Nechells	-	Y	-	-	Y
BCFC Foundation (multi-sport)	club foundation	Frankley Great Park	-	Y	-	-	Y
Bartley Reds FC	community org	Northfield	-	Y	-	Y	N
Bartley Reds FC	community org	Bartley Green	-	Y	-	Y	N
Batchelors Farm PlayZone	youth centre	Bordesley Green	-	Y	-	-	Y
Birmingham City Boxing Club	community centre	Sparkbrook & Balsall H	-	-	-	-	Y
Birmingham County FA	county fa	Great Barr with Yew Tr	Y	-	-	Y	N
Birmingham Impact FC	community org	Garretts Green	-	Y	Y	Y	Y
Birmingham Impact FC	community org	Yardley West & Stechfo	-	Y	Y	Y	N
Birmingham Primary Schools FA	county fa	Nechells	Y	-	-	-	N
Birmingham Settlement Sports Centre	community centre	Kingstanding	-	Y	-	-	Y
Birmingham United Foundation	community org	Balsall Heath West	-	Y	Y	-	Y
Birmingham Youth Sports Academy (BY	community org	Aston	-	Y	Y	Y	Y
Boldmere Falcons FC	grassroots club	Sutton Vesey	-	Y	-	Y	N
Bournville Warriors FC	grassroots club	Bournville & Cotteridg	-	Y	Y	Y	N
Cadbury Athletic FC	community org	Bournville & Cotteridg	-	Y	Y	Y	N
Castle Vale JKS FC	community org	Castle Vale	-	Y	-	Y	N
Castle Vale Youth Development Club	community org	Castle Vale	-	Y	-	Y	N
Centre of Light	community org	Nechells	-	Y	-	-	N
Compass Support FA Wildcats	community org	Erdington	-	Y	-	-	Y

Provider	Type	Ward	Sch	Trn	Cmp	Clb	FA
Concord Youth Centre	youth centre	Sparkbrook & Balsall H	-	Y	-	-	Y
Continental Star FC	community org	Perry Barr	-	Y	Y	Y	Y
Crusaders FC	grassroots club	Bournville & Cotteridg	-	Y	-	Y	N
Diamond Academy Sports CIC	community org	Handsworth Wood	-	Y	-	Y	N
Dream Chaser Youth Club	community org	Small Heath	-	Y	Y	Y	Y
Edgbaston Spartans FC	grassroots club	Edgbaston	-	Y	-	Y	N
Empire Football School	private coaching	Sutton Wylde Green	-	Y	-	-	N
FC Elite Academy	grassroots club	Erdington	Y	Y	-	Y	N
FC Elite Academy	grassroots club	Oscott	Y	Y	-	Y	N
FC Elite Football Academy	local club	Kingstanding	-	Y	Y	Y	N
FC Premier	grassroots club	Great Barr with Yew Tr	-	Y	-	Y	N
FDC Academy	private coaching	Balsall Heath West	-	Y	Y	-	N
Football FUNatics	private coaching	Brandwood & King's Hea	Y	Y	Y	-	N
Football Fun Factory	national franchise	Aston	-	Y	Y	-	N
FootieBugs	national franchise	Brandwood & King's Hea	Y	Y	Y	-	N
Four Oaks FC	grassroots club	Sutton Four Oaks	-	Y	-	Y	N
Goal2Goal Futsal Academy	private coaching	Soho & Jewellery Quart	-	Y	-	Y	N
Great Barr Harriers FC	grassroots club	Great Barr with Yew Tr	-	Y	-	Y	N
Hall Green Sports Club	local club	Hall Green North	-	Y	-	Y	N
Hall Green United JFC	grassroots club	Hall Green North	-	Y	-	Y	N
Hall Green United JFC	grassroots club	Hall Green North	-	Y	-	Y	N
Hall Green United JFC	grassroots club	Hall Green South	-	Y	-	Y	N
Harborne Football Coaching	private coaching	Harborne	Y	Y	Y	-	N
Hollyfields FC	local club	Nechells	-	-	-	Y	N
Holy Name FC	grassroots club	Great Barr with Yew Tr	-	Y	-	Y	N
JABS B8 FC	grassroots club	Alum Rock	-	Y	-	Y	Y
JABS B8 FC	grassroots club	Ward End	-	Y	-	Y	Y
Junior Football Training & Coaching	private coaching	Moseley	-	Y	-	Y	N
Kings Eleven FC	grassroots club	Brandwood & King's Hea	-	Y	-	Y	N
Kings Heath Concorde FC	grassroots club	Brandwood & King's Hea	-	Y	-	Y	N
Kings Heath Panthers	grassroots club	Brandwood & King's Hea	-	Y	-	Y	N
Kixx	national franchise	Moseley	-	Y	-	-	N
Little Kickers	national franchise	Harborne	-	Y	-	-	N
Little League Football	community org	Northfield	-	Y	-	-	Y
Loves Football	private coaching	Moseley	-	Y	Y	Y	N
Loves Football	private coaching	King's Norton South	-	Y	Y	-	N
Loves Football	private coaching	King's Norton North	-	Y	-	-	N
Loves Football / Loves Sport CIC	private coaching	Brandwood & King's Hea	-	Y	Y	Y	Y
Lozells Recreation Centre	youth centre	Lozells	-	-	-	-	Y
Maypole FC	community org	Druids Heath & Monyhul	-	Y	Y	Y	N
N.E.S.C North Edgbaston Sports Club	community org	North Edgbaston	-	Y	-	Y	N
N.E.S.C North Edgbaston Sports Club	community org	North Edgbaston	-	Y	-	Y	N
Naseby Youth Centre	youth centre	Alum Rock	-	-	-	-	Y
Northfield Town Foundation	community org	Northfield	-	Y	-	Y	Y
Northfield Town Foundation	community org	Allens Cross	-	Y	-	Y	Y

OUR Community Foundation	community org	Alum Rock	-	Y	-	-	Y
Oakland Young People's Centre	youth centre	Handsworth	-	Y	-	-	Y
Paget Rangers Juniors	grassroots club	Erdington	-	Y	-	Y	Y
Pat Benson Boxing Academy	community centre	Brandwood & King's Hea	-	-	-	-	Y
Phoenix United FC	community org	Erdington	-	Y	Y	Y	N
Pound 4 Pound Boxing Academy	community centre	Lozells	-	-	-	-	N
Premier Education	national franchise	Nechells	Y	-	Y	-	N
Premier Soccer Coaching	private coaching	Sutton Trinity	-	Y	Y	-	N
Pro Football Academy	private coaching	Perry Barr	-	Y	Y	-	N
Real Aston Football Academy	local club	Aston	-	Y	-	Y	N
Rising Stars Sports Academy	community org	Aston	-	Y	-	-	N
Rising Stars Sports Academy	community org	Weoley & Selly Oak	-	Y	-	-	N
Rubery Juniors FC	grassroots club	Rubery & Rednal	-	Y	-	Y	N
Saltley Stallions Football Club	community org	Bordesley Green	-	Y	Y	Y	Y
Shard End Youth Centre	youth centre	Garretts Green	-	-	-	-	Y
Sheldon Royals FC	grassroots club	Sheldon	-	Y	-	Y	N
Signpost Inclusion	community org		-	Y	-	-	Y
Smethwick United Academy	community org	Smethwick	-	Y	-	Y	N
Soho Albion FC	grassroots club	Soho & Jewellery Quart	-	Y	-	Y	N
Sport Birmingham	active partnership	Nechells	Y	-	-	-	N
Sport4Kids (S4K)	national franchise	Nechells	Y	Y	Y	-	N
Sport4Life Friday Football	community org	Perry Barr	-	Y	-	-	Y
Sportsco FC	community org	Sutton Trinity	-	Y	Y	Y	N
Sutton Coldfield Town Boys & Youth	community org	Sutton Trinity	-	Y	-	Y	N
Sutton Coldfield Town Juniors	grassroots club	Sutton Walmley & Minwo	-	Y	Y	Y	N
Sutton Coldfield Town Juniors	grassroots club	Sutton Mere Green	-	Y	Y	Y	N
Sutton United FC	grassroots club	Sutton Walmley & Minwo	-	Y	-	Y	N
Sutton United FC	grassroots club	Sutton Reddicap	-	Y	-	Y	N
Sutton United FC	grassroots club	Sutton Roughley	-	Y	-	Y	N
The Factory Young People's Centre	youth centre	Northfield	-	-	-	-	Y
The Lighthouse Youth Centre	youth centre	Aston	-	-	-	-	Y
The Vibe Youth Centre	youth centre	Acocks Green	-	Y	-	-	Y
Walsall FC Foundation	club foundation	Walsall	Y	Y	Y	Y	Y
We Make Footballers	national franchise	Nechells	Y	Y	Y	-	N
Zesh Rehman Foundation	community org	Newtown	-	Y	-	-	Y