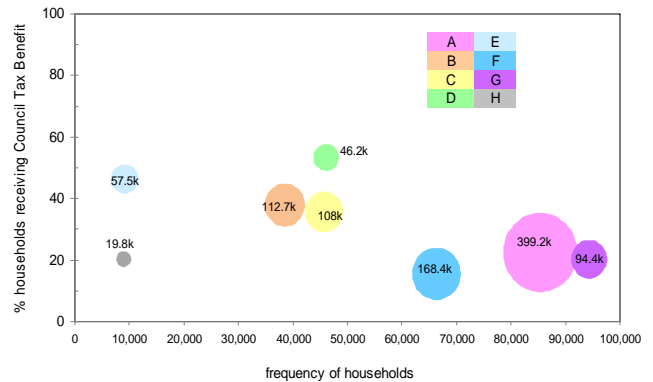




## Counting and household profiling Birmingham's population

### Aims

The aim of the project, undertaken for the Birmingham Health and Wellbeing Partnership (BHWP), was to provide an assessment of the current resident population of the Birmingham City Council area and so provide a key information source for customer segmentation across the city. The project provided a confirmed resident population for Birmingham and a selection of population analyses by age, gender, housing tenure, benefit status and geographical area .



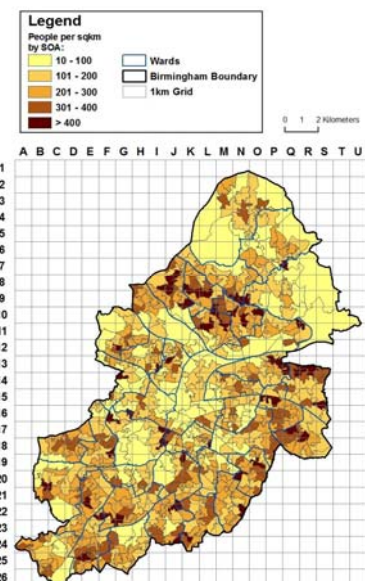
Percentage entitlement to Council Tax benefit versus the number of households by type and population

### What we did

After agreeing data sharing protocols with both Birmingham CC and the three local Primary Care Trusts (PCTs) we joined up data at an individual and household level from eight existing local administrative databases to form a single anonymised, up to date, accurate, and geo-referenced database of the total confirmed resident population of Birmingham.

### Outputs

The total confirmed population of Birmingham as at 30th June 2007 was found to be 1,006k almost identical to that given by the ONS 2006 mid-year estimates. However, it is likely that there are between 25k and 75k 'additional' persons resident in Birmingham, giving a total nearer 1,050k. The difference is largely due to the incomplete residential addresses—a problem which is now being rectified. In terms of the overall household structure we found a fairly even distribution of housing wealth but there were considerable disparities in income with older persons living alone (household type D), single parent families (B), three-generational households (E) and older cohabiting person households (C) being the most deprived. Other household types, families with dependent children (A), cohabiting adults with no children (F), single adults (G) and other (H) are less deprived. We produced the following profile among others, as shown in the adjacent map for older people (65+) living alone.



Population density of older people (65+) living alone in Birmingham by SOA within ward

Such maps enable Birmingham to target their services more accurately—in this case to vulnerable older people.

*Tailoring services to local needs*

NEIGHBOURHOOD KNOWLEDGE MANAGEMENT

Mayhew Harper Associates Ltd  
 www.nkm.org.uk  
 email: lesmayhew@googlemail.com

