

Wellbeing Index City Spotlight

Birmingham

Wellbeing is on the rise, with the city jumping up two places to 4th place in the latest Wellbeing Index city league table.

Whilst almost half of people in Birmingham get the recommended amount of exercise each week, 54% fail to hit the target. This presents an opportunity for businesses to step up and improve physical wellbeing across the city — currently just 48% of people have access to physical activity provision and facilities at work.



Exercise overview:

People in Birmingham like to exercise, however more can be done to improve their physical wellbeing.

46% of people in Birmingham get the recommended amount of exercise a week or more.

19% people in Birmingham feel relatively supported by their employers as 19% report feeling excellently provided for.

28% of respondents exercise 2-3 days a week.

Top reasons to exercise:



Stay physically healthy



Boost mental health



To look good



1 in 4 say gym sessions are their choice of exercise.

25% of respondents in Birmingham are members of a gym, a higher amount than the average rate of 22%.

72%

The majority of respondents in Birmingham sit for 4-8 hours a day.

For the duration of time they spend sitting down, residents in Birmingham aren't as sedentary as the average, as 33% say they don't often sit continuously for more than an hour.

But Birmingham residents are conscientious, as 46% are somewhat worried about a sedentary lifestyle and a further 13% are very worried.

52%

are not offered any facilities through their place of work.

16%

of those that do have facilities, 16% use them everyday, and 33% use them once a week or more.



37% say their reason for not using the facilities more is a lack of time.

Most common facilities:



Showers



Changing rooms



Bike park

Although people in Birmingham are gym lovers, exercise classes and an on-site gym are the least likely facilities to be offered to employees. This could be a golden opportunity to engage employees and further improve the cities wellbeing ranking.