

APPENDIX 7

**Rugby and Cricket clubs & teams
Football LADs reports**

APPENDIX 7 - Rugby Clubs Teams

Local authority	Club name	Adult male	Adult female	18-19 years	16-17 years	13-14-15 years	u7-u12	u6	Total	Post code
Wychavon	Bredon Star RFC	1				2	3	6	12	GL20 7QN
Bromsgrove	Bromsgrove RFC	5		1	3	3	6		18	B60 3DH
Herefordshire	Bromyard RFC	3					2	3	8	HR7 4LW
Wyre Forest	Chaddesley Corbett RFC	2	1						3	DY10 4RH
Wychavon	Droitwich RFC	5		1	3	4	6		19	WR9 8PR
Wychavon	Evesham RFC	3			4	3	6		16	WR11 4JX
Bromsgrove	Five Ways Old Edwardians FC	2	1		1	1	1		6	B48 7BD
Herefordshire	Greyhound RFC Ltd	2	1	2	1				6	HR4 9NG
Herefordshire	Hereford RFC	4		2	3	3	6		18	HR4 0PH
Wyre Forest	Kidderminster Carolians RFC	3	1	1	2	3	6		16	DY11 5HP
Bromsgrove	Kings Norton RFC	2					1		3	B48 7BB
Herefordshire	Ledbury RFC	4			3	3	6		16	HR8 2LP
Herefordshire	Luctonians RFC	4		1	2	3	6		16	HR6 9SB
Malvern Hills	Malvern RFC	3			2	3	3		11	WR14 1AJ
Bromsgrove	Old Halesonians RFC	4		1	2	3	3		13	DY9 9JP
Wychavon	Pershore RFC	3						1	4	WR10 2JE
Redditch	Redditch RFC	4			1	2	3		10	B97 4RN
Herefordshire	Ross-On-Wye	2							2	HR9 7AG
Wyre Forest	Stourport RFC	3							3	DY13 0AA
Shrops	Tenbury RFC	3			1				4	WR15 8AP
Malvern Hills	Upton-upon-Severn RFC	3			2	3	5		13	WR8 0HW
Bromsgrove	Woodrush RFC	3			2	1	2		8	B38 0EL
Wychavon	Worcester RFC	1	1		2				4	WR3 8ZE
Wychavon	Worcester Wanderers RFC	3							3	WR3 8ZE
	Total team nos	72	5	9	36	41	69	0	232	
TGR team numbers										
Mini-rugby - mixed	8-12yrs	69								
Junior rugby - boys	13-17yrs	77								
Junior rugby - girls	13-17yrs	0								
Men's rugby	18-45yrs	81								
Women's rugby	18-45yrs	5								

APPENDIX 7 - Cricket Clubs Teams Herefordshire

Cricket Club Details - January 2010						
Cricket Club	Cricket Club Address	Post Code	Junior Boys 11-17	Jnr Girls 11-17	Adult men 18-55	Adult women 18-55
Almeley CC	Spear Marsh Common, Almeley, Herefordshire	HR3 6NE				2
Bartestree & Lugwardine CC	The Village Hall and Playing Field, Bartestree, Herefordshire	HR1 4DA	2			4
Bishop's School CC	Bishop's School Playing Fields, Hampton Dene Road, Tupsley, Hereford	HR1 1UU				1
Bosbury CC	The Bosbury Oval, Bosbury Primary School, Bosbury, Herefordshire	HR8 1PX				2
Brockhampton CC	The Parks, Brockhampton, Herefordshire	HR1 4TQ	2			4
Bromyard CC	Flaggoners Green, Bromyard, Herefordshire	HR7 4QR	2			5
Burghill & Tillington CC	The Cricket Pavilion, Brick House, Tillington Road, Tillington, Herefordshire	HR4 8EQ	2			2
Canon Frome	Canon Frome CC, Walsopthorne, Ashperton, Nr Ledbury, Herefordshire	HR8 2RU	2			2
Colwall CC	Stowe Lane, Colwall, Nr Malvern, Herefordshire	WR13 6EH	3			5
Dales CC	Mill Street, Leominster	HR6 8DY				2
Dorstone CC	Dorstone Playing Fields, Dorstone, Herefordshire	HR3 6AJ				1
Eastnor CC	Clenchers Mill Lane, Eastnor, Herefordshire	HR8 1RR	2			4
Ewyas Harold CC	Ewyas Harold Recreational Ground, Ewyas Harold, Hereford	HR2 0TX				2
Garnons CC	The Lawns, Garnons Estate, Byford, Herefordshire	HR4 7JU				2
Goodrich CC	Goodrich, Ross-on-Wye	HR9 6HT	2			3
Hay-on-Wye CC	Hay Playing Fields, Hay on Wye	HR3 5DU				1
Hereford City Sports Club CC	Racecourse Ground, Grandstand Road, Hereford	HR4 8NG	2			2
Herefordians CC	The Bishop of Hereford's Bluecoat School Sports Ground, Hampton Dene Road, Tupsley, Hereford	HR1 1UU				3
Kington CC	The Recreation Ground, Mill Street, Kington, Herefordshire	HR5 3AL	2			5
Lads CC	Widemarsh Common, Hereford	HR4 9NA				2
Ledbury CC	Full Pitcher Oval, New Street, Ledbury	HR8 2EN				2
Luctonians CC	Mortimer Park, Kingsland, Herefordshire	HR6 9RX	1			3
Marden CC	The Volunteer Inn, Marden, Hereford	HR1 3ET				2
Moccas CC	Coppice Field, Moccas, Hereford	HR2 9LG				1
Pencombe	Pencombe Playing Fields, Pencombe	HR7 4RN	0			1
Ross-on-Wye CC	The Park, Wilton Road, Ross-on-Wye	HR9 5JA	4			5
Shirebills	Kingstone High School, Kingston, Hereford	HR2 9HJ				1
Shobdon CC	The Haize, Nr Shobdon Church, Leominster	HR6 9NZ				2
Stollers CC	Ledbury Rugby Club, Ross Road, Ledbury	HR8 2LP				3
Wellington Nomads CC	Wellington Community Sports Ground, Wellington, Herefordshire	HR4 8AZ				2
Weobley CC	Weobley High School, Weobley, Hereford	HR4 8ST				2
Woolhope CC	Berryfield, Woolhope, Herefordshire	HR1 4QZ				3
Wormelow CC	Kennel Field, Wormelow, Hereford	HR2 8EJ	2			4
			28	0	85	1

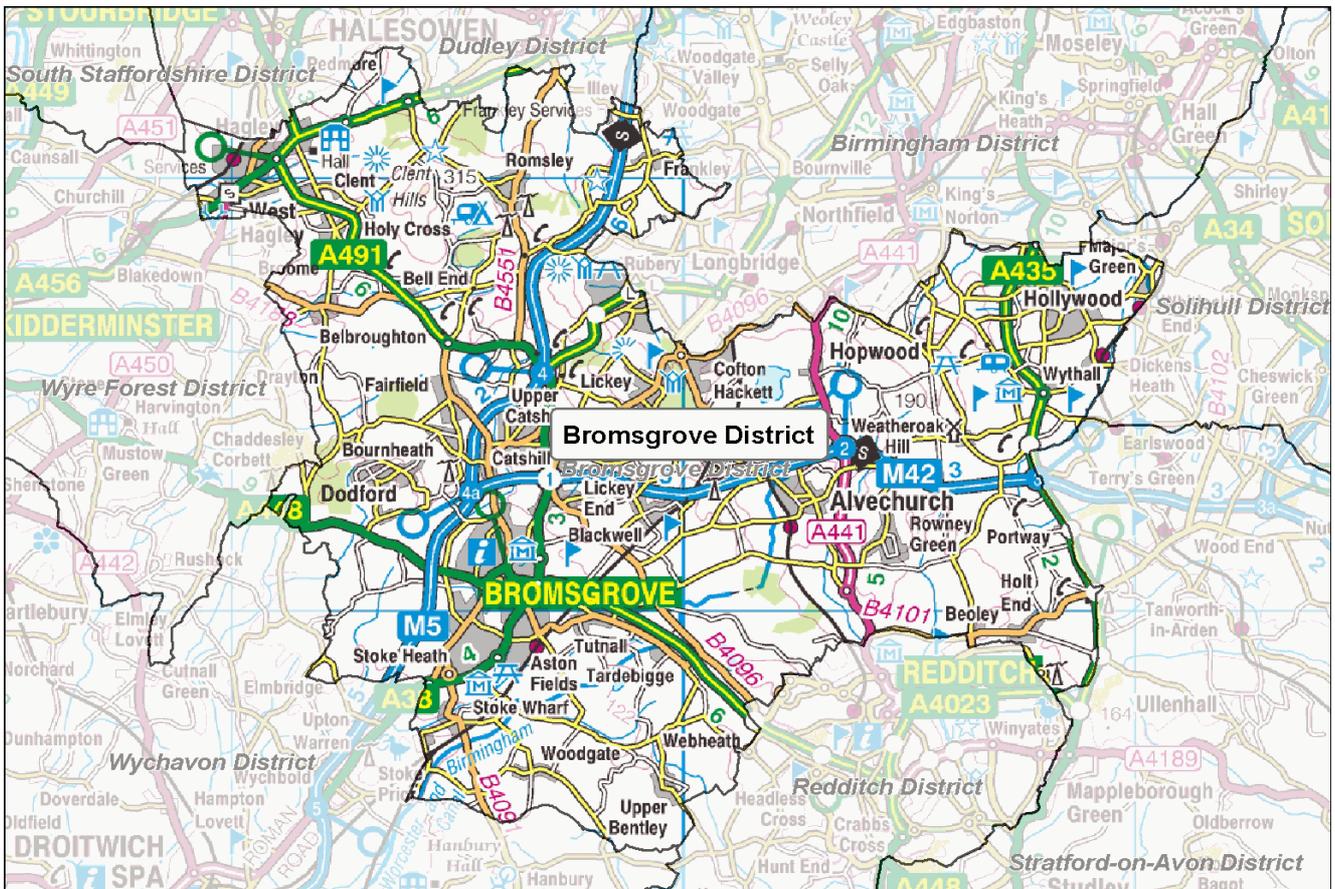
APPENDIX 7 - Cricket Clubs Teams Worcestershire

Cricket Club Details - January 2010							
Local Authority	Cricket Club	Cricket Club Address	Post Code	Junior Boys 11-17	Jnr Girls 11-17	Adult men 18-55	Adult women 18-55
Arley CC						1	
Bromsgrove	Alvechurch & Hopwood CC	Rear of 6 Birmingham Road, Alvechurch, Callow Hill, Redditch.	B48 7TA	4		4	
Bromsgrove	Avoncroft CC	Stoke Heath, Bromsgrove, Worcestershire.	B60 4DN	4		3	
Bromsgrove	Barnt Green CC	Cherry Hill Road, Barnt Green, Worcestershire.	B45 8LN	8		6	
Bromsgrove	Belbroughton CC	Hackmans, Gate Lane, Belbroughton, Stourbridge, Worcs	DY9 0DL	7	2	4	1
Bromsgrove	Bromsgrove CC	St Godwalds Park, St Godwalds Road, Bromsgrove,	B60 3BN	5		6	
Bromsgrove	Five Ways Old Edwardians CC	Masshouse, Ash Lane, Hopwood, Worcs	B48 7BD	3	2	4	1
Bromsgrove	Hagley CC	Hagley, Stourbridge, Worcs	DY9 9LG	3		6	
Bromsgrove	Hewell CC	Donkey Hole Lane, off Hewell Lane, Tardebigge, Bromsgrove, Worcestershire	B60 1LP			2	
Bromsgrove	Old Halesonians CC	Wassell Grove Road, Hagley, Worcs	DY9 9JP			1	
Bromsgrove	Romsley & Hunnington CC	Rear of 332 Bromsgrove Road, Hunnington, Hunnington, Halesowen, Worcs	B62 0JW	1		3	
Bromsgrove	Wythall CC	Wythall Park, Sliver Street, Wythall	B47 6LZ	2		3	
Malvern Hills	Abberley & Great Witley CC	Abberley Hall School, Abberley, Worcestershire.	WR6 6DD			1	
Malvern Hills	Barnards Green CC	North End Lane, Malvern, Worcs	WR14 2ET	6		6	
Malvern Hills	Barnards Green Ladies CC	Newland Ground, behind Swan Pub, Newland, Malvern	WR13 5AY		3		2
Malvern Hills	Bushley CC	Bushley Green, Bushley, Tewkesbury, Worcs	GL20 6AE			1	1
Malvern Hills	Hallow CC	Hallow's Recreation Ground, Main Road, Hallow, Worcester.	WR2 6PW			1	
Malvern Hills	Hanley Castle & Upton CC	The Glebe, Hanley Castle, Worcester	WR8 0BJ	5		2	
Malvern Hills	Holt and Grimley CC	Millenium Green, Holt Heath, Worcester	WR6 6ND	1		3	
Malvern Hills	Kempsey CC	Sports Field, off Plovers Rise, Kempsey, Worcs	WR5 3SA	2		2	
Malvern Hills	Knighton on Teme CC	Newnham Court Farm, Newnham Bridge, Worcs	WR15 8JF			1	
Malvern Hills	Malvern CC	Regency Road, Malvern	WR14 1EB	4		3	
Malvern Hills	Martley CC	The Jewry Field, Martley, Worcs	WR6 6PA	2		2	
Malvern Hills	Rushwick CC	Alf Tolley Memorial Ground, Upper Wick Lane, Rushwick, Worcester	WR2 5SU	5		4	
Malvern Hills	Worcester Nomads CC	Whitegates Farm, Station Road, Bransford, Worcester	WR6 6JH	8		5	
Malvern Hills	Swan Alfrick	Alfrick, Malvern	WR6 5HW			1	
Malvern Hills (Herefordshire)	West Malvern	Mathon Court, Mathon, Nr Malvern, Worcs	WR13 5NZ			1	
Malvern Hills (Shropshire)	Tenbury Wells CC	Penlu, Worcester Road, Tenbury Wells.	WR15 8AP			3	
Redditch	Feckenham CC	Mill Lane, Feckenham, Redditch, Worcestershire.	B96 6HS	1		5	
Redditch	Redditch CC	Bromsgrove Road, Redditch, Worcestershire.	B97 4SP	7		5	
Redditch (Stratford)	Astwood Bank CC	Sambourne Lane, Astwood Bank, Redditch, Worcestershire.	B96 6EP	8	2	6	1
Worcester	MCT CC	Cinderella Ground (OID Kays Ground), Bransford Road, Worcester	WR2 5EA			1	
Worcester	Old Vigornians CC	Slingpool Walk, Bromwich Road, St Johns, Worcester	WR2 4AD			1	
Worcester	Vine CC	Cadbury Oval, Blackpole Trading Estate, Worcester.	WR3 8TJ			1	
Worcester	Old Elizabethans CC	The Memorial Ground, Perdiswell Park, Droitwich Road, Worcs	WR3 7SN	8	2	5	1
Worcester	Worcester Dominies & Guild CC	Evendine Close, Battenhall, Worcs	WR5 2DB	6		2	
Worcester	Worcester University	Evendine Close, Battenhall, Worcs	WR5 2DB			2	
Wychavon	Ashton Under Hill CC	Playing Field, Elmley Road, Ashton-under-Hill, Evesham, Worcs	WR11 7RF	3		3	
Wychavon	Badsey CC	Ballards Park, Brewers Lane, Badsey, Evesham, Worcs	WR11 8JR	2	0	1	
Wychavon	Badsey Round of Gras	no fixed address	xx			2	
Wychavon	Birlingham CC	Birlingham Village, Near Pershore, Worcestershire	WR10 3AD			2	
Wychavon	Bredon CC	Hill Close Ground, Westmancote, Bredon, Tewkesbury, Worcs	GL20 7EU	3		3	
Wychavon	Bretforton CC	Bretforton Sports Club, Station Road, Bretforton, Worcs	WR11 7HY	2		4	
Wychavon	Broadway CC	Snowsill Road, Broadway, Worcs	WR12 7JS	2		2	
Wychavon	Cookhill CC	Neville Arms, New End, Astwood Bank, Redditch, Worcestershire. This is in Wychavon	B96 6JT			1	
Wychavon	Crowle CC	Spetchley Park, Spetchley, Worcester	WR5 1RS			3	
Wychavon	Cutnall Green CC	Addis Lane, Cutnall Green, Near Droitwich, Worcestershire.	WR15 8AP			1	
Wychavon	Droitwich Spa CC	St Peters Fields, Droitwich Spa, Worcs	WR9 7AN	6		5	
Wychavon	Eckington Cricket Club	Eckington Recreation Centre, Pershore Road, Eckington	WR10 3AP			1	
Wychavon	Elmley Castle CC	Lisdon House, Brickehampton, Pershore, Worcs	WR10 3HJ			2	
Wychavon	Evesham CC	Evesham Sports Club, Albert Road, Evesham	WR11 4LE	5		4	
Wychavon	Evesham Henricians CC	Prince Henrys High School, Victoria Avenue, Evesham, Worcs	WR11 4QH			1	

LOCAL AREA DATA:

Bromsgrove

Season 08/09



INTRODUCTION

Football has the highest participation of any team sport in the country - there are over 125,000 affiliated football teams in England, (08/09). The recently published National Game Strategy is The FA's plan for grassroots football between 2008 and 2012 and within this, there is an ambition to grow the game by a further 20,500 teams by 2012.

Over the past 5 years, The FA has invested in significant improvements to the affiliation process which has led to the development of the County Administration System (CAS). CAS allows us to chart participation within each local authority area and this report reflects the latest participation data in your particular area. These reports are freely available and it is hoped that they will be used by local authorities, developers, clubs, leagues and other interested parties to advise current and proposed activities and investments around the game at the local level.

The FA will welcome support and advice from local partners who are similarly interested in sustaining and developing the game. Since the production of the Season 08/09 Local Area Data Reports, significant effort has been put into improving data from the County Administration System (CAS). In some instances, this has resulted in changes to the 08/09 totals compared to how they appeared in the last version of the report.

Whilst the data provided is robust it is not claimed to be 100% accurate. There are a number of reasons why some errors will exist and it is critical that errors are reported back to The FA and/or CFAs so we can continually improve the quality of the information available. Please report any errors or omissions to either your local County FA or Data@TheFA.com.

Each year, the County Football Associations and The Football Association will work hard to improve methods for capturing data. As a result, in some circumstances, there may appear to be shifts in participation which are directly due to refined/improved data entry rather than actual growth or decline. Please ensure that in assessing trends, you take advice from the respective County FA.

FOOTBALL KEY FACTS - Bromsgrove

Demographics

- Bromsgrove has a population of **87,837** (Mid year estimate, Office for National Statistics, 2006) and is expected to grow to **98,800** by 2015 (Office for National Statistics, 2006).
- **2.2%** of the population in Bromsgrove come from Ethnic Minority communities compared to a national figure of **6.24%** (Census, 2001).
- **22.2%** of the adult population (16+) participate in physical activity three times per week for 30 minutes as compared to a national average of **21.4%** (Sport England Active People Survey, 2006).

Clubs and Teams

- Bromsgrove has a total of **173** teams.
- Of the **173** teams operating in Bromsgrove, **59 (34.1%)** are adult teams, **74 (42.8%)** are youth teams and **39 (22.5%)** are Mini-Soccer teams and **1 (0.6%)** are small sided.
- **61.1%** or **69** of the **113** Youth and Mini-soccer teams play in a club that has achieved a Charter Standard Award as compared to a national average of **58.1%**.
- The number of teams **has increased by 17 teams** overall in Bromsgrove from season 07/08 to season 08/09.

This comprises:

- an increase of 2 adult teams.
- an increase of 7 youth teams.
- an increase of 7 minisoccer teams.
- an increase of 1 small sided teams.

Bromsgrove

Conversion Rates

The following table and graphs show football conversion rates in the authority compared to Regional and National rates. These are calculated by comparing the number of persons playing football to the relevant population.

We estimate the number of individuals playing football by multiplying the number of teams by the average number of players involved in the different forms of football. We assume 15 players are involved in an 11 a side squad, 10 players in a mini soccer team squad and 8 in a small-sided team squad.

These numbers are then expressed as a proportion of the relevant population. This creates a percentage of the population at each age group involved in playing football, called a 'conversion rate'. We can then compare these conversion rates to Regional and National averages.

Table 1: Teams, players and conversion rates for Bromsgrove, West Midlands and England

	Adult 11-a-side		Youth 11-a-side		Mini- Soccer	Adult Small Sided	All Forms
	Male	Female	Male	Female	Mixed	Male	Total
Bromsgrove							
No of Teams 08/09	56	3	68	6	39	1	173
No of Teams 07/08	53	4	62	5	32	0	156
Variance	5.7%	-25.0%	9.7%	20.0%	21.9%	100.0%	10.9%
Players 08/09	840	45	1,020	90	390	8	2393
Players 07/08	795	60	930	75	320	0	2180
Conversion Rate 08/09	5.6%	0.3%	28.5%	2.7%	9.0%	0.1%	5.7%
Conversion Rate 07/08	5.3%	0.4%	25.9%	2.2%	7.4%	0.0%	5.2%
Variance	0.3%	-0.1%	2.5%	0.5%	1.6%	0.1%	0.5%
West Midlands							
Conversion Rates 08/09	4.4%	0.2%	23.4%	2.3%	8.3%	1.6%	5.2%
Conversion Rates 07/08	4.3%	0.2%	22.9%	2.8%	8.8%	1.2%	5.1%
Variance	0.0%	0.0%	0.5%	-0.5%	-0.5%	0.3%	0.1%
England							
Conversion Rate 08/09	5.0%	0.2%	23.9%	2.0%	8.9%	2.5%	5.8%
Conversion Rate 08/09	5.3%	0.2%	23.9%	2.3%	8.7%	2.0%	5.8%
Variance	-0.3%	0.0%	0.0%	-0.3%	0.2%	0.5%	0.1%

Notes:

- All conversion rate figures in this table are subject to rounding, so whilst the seasonal figures in the table may not imply a change, the variance may indicate a drop or increase as the 1st November data cut figures may differ.

Bromsgrove

Figure 1: Conversion rates by type of football for Bromsgrove 08/09 as set against regional and national averages.

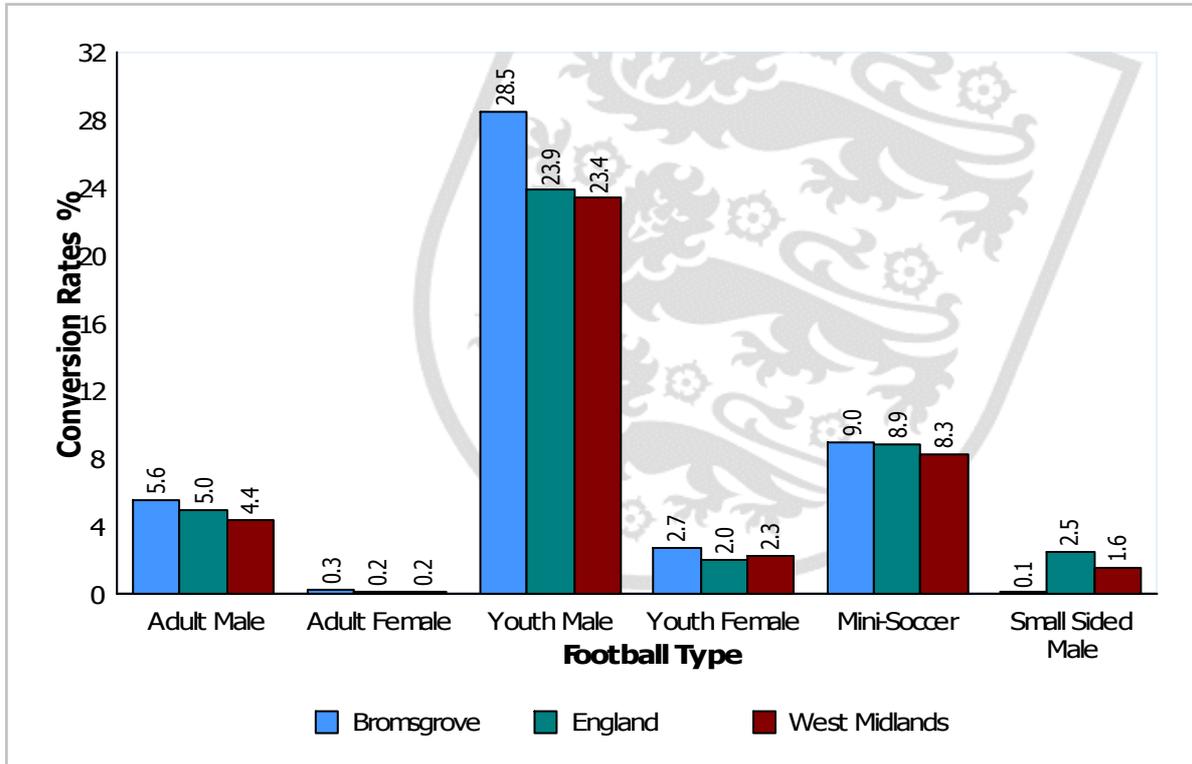
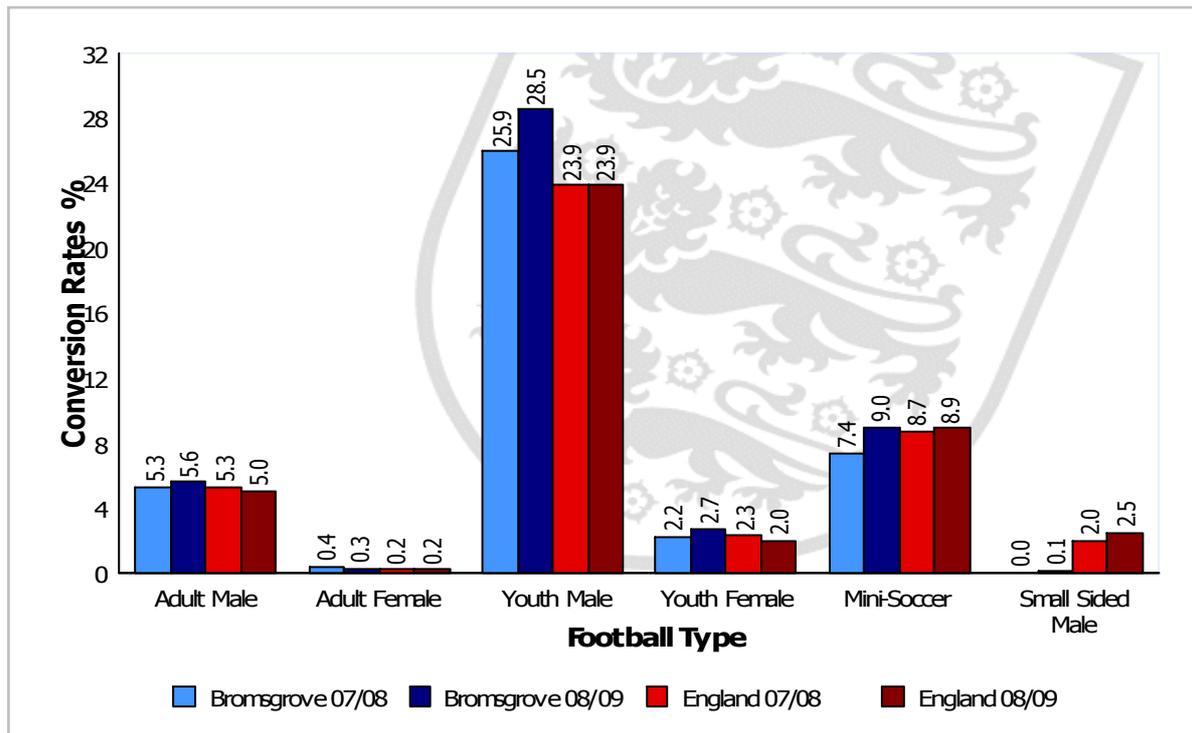


Figure 2: Conversion rate trends for different football types for Bromsgrove 07/08 and 08/09 as set against national averages.



Participation data is based on:

- 15 players in an 11-a-side team, 10 in a mini-soccer team and 8 in a small sided team
- Adult= 16-44 years, Youth = 10-15 years, Mini = 6-9 years, Small sided = 16-44yrs.

Bromsgrove

Local Authority Comparison of Conversion Rates

A comparison of conversion rates of Local Authorities can be made between those similar in nature by utilising the National Statistics 2001 Area Classification of Local Authorities (provided by the Office for National Statistics). The classification groups Local Authorities based population characteristics provided from the 2001 census.

Table 2 below shows the conversion rates for Bromsgrove compared to those most similar to it, that is, members of the same subgroup:

Ashford, Blaby, Braintree, Castle Point, Cherwell, Chorley, Congleton, Crewe and Nantwich, Daventry, East Cambridgeshire, East Northamptonshire, Eastleigh, Fareham, Fenland, Harborough, High Peak, Hinckley and Bosworth, Huntingdonshire, Kettering, Lichfield, Maidstone, Maldon, Melton, Mid Bedfordshire, Mid Suffolk, North Warwickshire, North West Leicestershire, Rugby, Selby, South Bedfordshire, South

Table 2: Comparison of Local Authorities in the same subgroup as Bromsgrove.

Football Type		Conversion Target ¹	Bromsgrove Conversion Rate	Variance	Growth Potential ²
Adult 11-a-side	Male	5.6	5.6	0.0	0
	Female	0.3	0.3	0.0	0
Youth 11-a-side	Male	29.5	28.5	-1.0	4
	Female	3.1	2.7	-0.5	3
Mini-Soccer	Mixed	12.1	9.0	-3.1	15
Adult Small Sided	Male	3.0	0.1	-2.9	17

¹ The target is the value of the upper quartile (75th Percentile) of conversion rates of all local authorities in the same subgroup. The conversion target is calculated for each type of football.

² Growth Potential represents the number of teams for each football type that the local authority would need to develop to reach the conversion target value.

Local Authorities are encouraged to discuss growth potential targets with their County Development Manager to determine a realistic programme of intervention, supported by the FA, capable of increasing participation over an agreed period.

Where the Local Authority has participation rates already above the targets consideration should be given as to how these rates can be sustained long term.

CLUBS

Bromsgrove Clubs

- In Bromsgrove the club to team ratio is 1:2.5 (i.e. each club runs on average 2.5 teams). This compares to a national ratio of 1:2.6 and a regional ratio of 1:2.2.
- 24 of the youth clubs in Bromsgrove just run youth 11-a-side teams and do not have a mini-soccer team.
- There are 3 clubs fielding both youth and adult teams.
- 62.9% of clubs in Bromsgrove have adult teams, compared to national and regional averages of 69.5% and 66.0% respectively.
- 81.8% of adult-only clubs in Bromsgrove have only one team compared to the national average of 77.2%.

Table 3 shows Bromsgrove based clubs with numbers of associated teams for each form of football during season 07/08 and season 08/09. Finally, it shows the status of clubs that have been awarded The FA Charter Standard award and the level of that award.

Where there are 0 teams shown in all the number columns, the status will reflect the reason for this. A status of 'DE' shows that a club does not exist in that season and a status of 'SS' shows that the club has only small-sided teams for that season. The clubs listed do not include counts of small-sided teams due to the different ways that small-sided teams affiliate.

The 'BC Link', 'DC Link' and 'CC Link' labels which may appear in the Charter Standard column indicate linked Basic, Development and Community level Charter Standard clubs.

Bromsgrove

Table 3: Summary of football clubs in Bromsgrove

Club Name	Club ID	07/08 Teams					08/09 Teams					Charter Standard 08/09
		Status	Adult	Youth	Mini	Total	Status	Adult	Youth	Mini	Total	
AFC Millfields	124122	DE	0	0	0	0		1	0	0	1	
Alvechurch And Rowney	113593	DE	0	0	0	0		0	5	0	5	
Alvechurch FC	112105		1	1	0	2		1	1	0	2	
Alvechurch Galacticos	147712		1	0	0	1		1	0	0	1	
Alvechurch Lions	113513		0	5	6	11		0	6	7	13	
Alvechurch Lions Girls	112519		0	3	0	3		0	4	0	4	
Alvechurch Minor	113967		0	1	0	1	DE	0	0	0	0	
Alvechurch Youth	147863		0	1	0	1		0	1	0	1	
Arden Forest	114026		0	1	0	1	DE	0	0	0	0	
Aston Fields Colts	141626		0	0	1	1		0	0	1	1	
BAM Academicals	214616	DE	0	0	0	0		0	1	0	1	
Bartley Green Youth	216772	DE	0	0	0	0		0	2	0	2	
Birmingham City (FITC)	207750		1	0	0	1		1	1	0	2	
Birmingham City FC	112291		0	1	0	1	DE	0	0	0	0	
Birmingham City Ladies	112333		1	0	0	1	DE	0	0	0	0	Charter
BMC Dons	124058	DE	0	0	0	0		1	0	0	1	
Bromsgrove Athletico	123912		1	0	0	1		1	0	0	1	
Bromsgrove Blades	210130		0	1	0	1		0	1	2	3	
Bromsgrove Corinthians	209302		1	0	0	1	DE	0	0	0	0	
Bromsgrove Dog & Pheasant	124099		1	0	0	1	DE	0	0	0	0	
Bromsgrove Rovers FC Ltd	123902		2	0	0	2		3	0	0	3	BCLink
Bromsgrove Rovers Junior	208505		0	2	0	2	DE	0	0	0	0	
Bromsgrove Rovers Youth	123959		0	3	0	3		0	7	0	7	Charter
Bromsgrove Town	124248		1	0	0	1		2	0	0	2	Charter
Bromsgrove Town (Girls)	139762		0	2	2	4	DE	0	0	0	0	
Bromsgrove Town (Youth)	124064		0	6	5	11		0	4	3	7	BCLink
Bromsgrove Victoria Veterans	113402		1	0	0	1		1	0	0	1	
Catshill (Youth)	124065		0	4	4	8		0	1	4	5	Charter
City College	139612		3	0	0	3	DE	0	0	0	0	
Cofton Celtic	112919	DE	0	0	0	0		1	0	0	1	
Corks	215905	DE	0	0	0	0		1	0	0	1	

Bromsgrove

Club Name	Club ID	07/08 Teams					08/09 Teams					Charter Standard 08/09
		Status	Adult	Youth	Mini	Total	Status	Adult	Youth	Mini	Total	
Dog & Pheasant La Coruna	124198		1	0	0	1		1	0	0	1	
Dog and Pheasant United	113932		1	0	0	1		1	0	0	1	
Fairfield Sunday	124211		1	0	0	1		1	0	0	1	
Fairfield Villa	123850		1	0	0	1		1	0	0	1	
Fairfield Villa Colts	215989	DE	0	0	0	0		0	2	0	2	
Fairfield Villa Ladies	124197		1	0	0	1		1	0	0	1	
Gate F C (Redditch)	112047		1	0	0	1	DE	0	0	0	0	
Greyhound	124152		1	0	0	1		1	0	0	1	
Greyhound Inn (The)	123818		1	0	0	1		1	0	0	1	
GSA Sports	124288		1	0	0	1		1	0	0	1	
H H F C	147616		1	0	0	1	DE	0	0	0	0	
Hanbury (Jnrs)	112616		0	3	0	3	DE	0	0	0	0	
Harborne Dynamos	140016		1	0	0	1	DE	0	0	0	0	
Headless Cross Ladies	124126	DE	0	0	0	0		1	0	0	1	
Hewell Grange	123916		1	0	0	1	DE	0	0	0	0	
Highgate	212981	DE	0	0	0	0		0	0	1	1	
Holywell Harriers	112878		0	1	0	1		0	1	0	1	
Kings Heath Concorde	114065		0	1	0	1		0	5	0	5	
Lickey End	124295		0	1	1	2	DE	0	0	0	0	
Lickey End Lads	215149	DE	0	0	0	0		0	1	0	1	
Longbridge	149257		1	0	0	1	DE	0	0	0	0	
Marlbrook	208593		1	0	0	1	DE	0	0	0	0	
Meadow Park	124358		1	0	0	1		1	0	0	1	BCLink
Meadow Park (Hanbury)	147074		1	0	0	1		1	0	0	1	
Meadow Park (Youth)	124073		0	2	2	4		0	5	3	8	Charter
Meadow Park Girls	215058	DE	0	0	0	0		0	0	2	2	BCLink
Meadows Mini Girls Soccer Club	215789	DE	0	0	0	0		0	0	1	1	BCLink
Meadows Mini Soccer Club	124174		0	0	3	3		0	0	4	4	Charter
Millfield Rovers	124270		1	0	0	1		1	0	0	1	
Millfields	142077		1	0	0	1		1	0	0	1	
Mount	113404		2	0	0	2		2	0	0	2	
Nailers Arms	124094		1	0	0	1	DE	0	0	0	0	

Bromsgrove

Club Name	Club ID	07/08 Teams					08/09 Teams					Charter Standard 08/09
		Status	Adult	Youth	Mini	Total	Status	Adult	Youth	Mini	Total	
Navigation	124360		1	0	0	1		1	0	0	1	
Northfield Saints	113563		0	1	0	1	DE	0	0	0	0	Charter
Portway Celtic	113071		1	0	0	1		1	0	0	1	
Queens Head (Bromsgrove)	216219	DE	0	0	0	0		1	0	0	1	
Redditch Ability	217081	DE	0	0	0	0	SS	0	0	0	0	
Redditch United FC	114188		1	1	0	2		2	1	0	3	CCLink
Redditch United Minor	113981		0	7	4	11	DE	0	0	0	0	Comm.
Redditch United Womens (2007)	113558		1	0	0	1		1	0	0	1	CCLink
Redditch United Youth Sat	210659		0	3	0	3		0	5	0	5	CCLink
Resolution	112308		2	0	0	2		2	0	0	2	
Romsley Rangers	114010	DE	0	0	0	0		0	1	0	1	
Rubery (Sun)	114139		1	0	0	1		1	0	0	1	DCLink
Rubery Athletic	209120	DE	0	0	0	0		1	0	0	1	
Rubery Girls	145762	DE	0	0	0	0		0	3	1	4	DCLink
Rubery RBL	124315		1	0	0	1		1	0	0	1	
Rubery Social	215192	DE	0	0	0	0		1	0	0	1	
Shirley Town Juniors	208039		0	1	0	1	DE	0	0	0	0	
Sparta DDS&S	215061	DE	0	0	0	0		1	0	0	1	
Stoke Prior	147771		1	0	0	1		1	0	0	1	
Stoneleigh Social	113717		1	0	0	1		2	0	0	2	
Stoneleigh Social Saturday	149302		1	0	0	1		1	0	0	1	
Victoria Barnt Green	124353		1	0	0	1	DE	0	0	0	0	
Wake Green Amateur	43390	DE	0	0	0	0		5	0	0	5	
Wake Green Amateur	113785		5	0	0	5		5	0	0	5	
Waseley Rangers J	112671		0	1	0	1		0	1	0	1	
Waseley United	113257		1	0	0	1		1	0	0	1	
West Bromwich Albion Womens	113007		2	0	0	2	DE	0	0	0	0	BCLink
West Hagley	124244		1	0	0	1		1	0	0	1	Comm.
West Hagley (Juniors)	124052		0	13	4	17		0	14	10	24	CCLink
West Hagley Girls	124071	SS	0	0	0	0	DE	0	0	0	0	CCLink
West Mercia Police Football Section	124309		1	0	0	1		1	0	0	1	
Wythall Town	113208		0	1	0	1		0	1	0	1	

Bromsgrove

Totals			57	67	32	156		59	74	39	172	
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Notes:

- The 'BC Link', 'DC Link' and 'CC Link' labels which may appear in the Charter Standard column indicate linked Basic, Development and Community level Charter Standard clubs.

Charter Standard

Of the 70 clubs in Bromsgrove, 6 have achieved Charter Standard. The level of status obtained by these clubs is outlined in Table 4.

Table 4: Clubs with Charter Standard in Bromsgrove

Status	Bromsgrove		England	
	Number	Percentage	Number	Percentage
Community Club	1	1.4%	371	1.1%
Development Club	0	0.0%	437	1.3%
Basic Charter Standard	5	7.1%	3185	9.8%
Total	6	8.6%	3993	12.3%

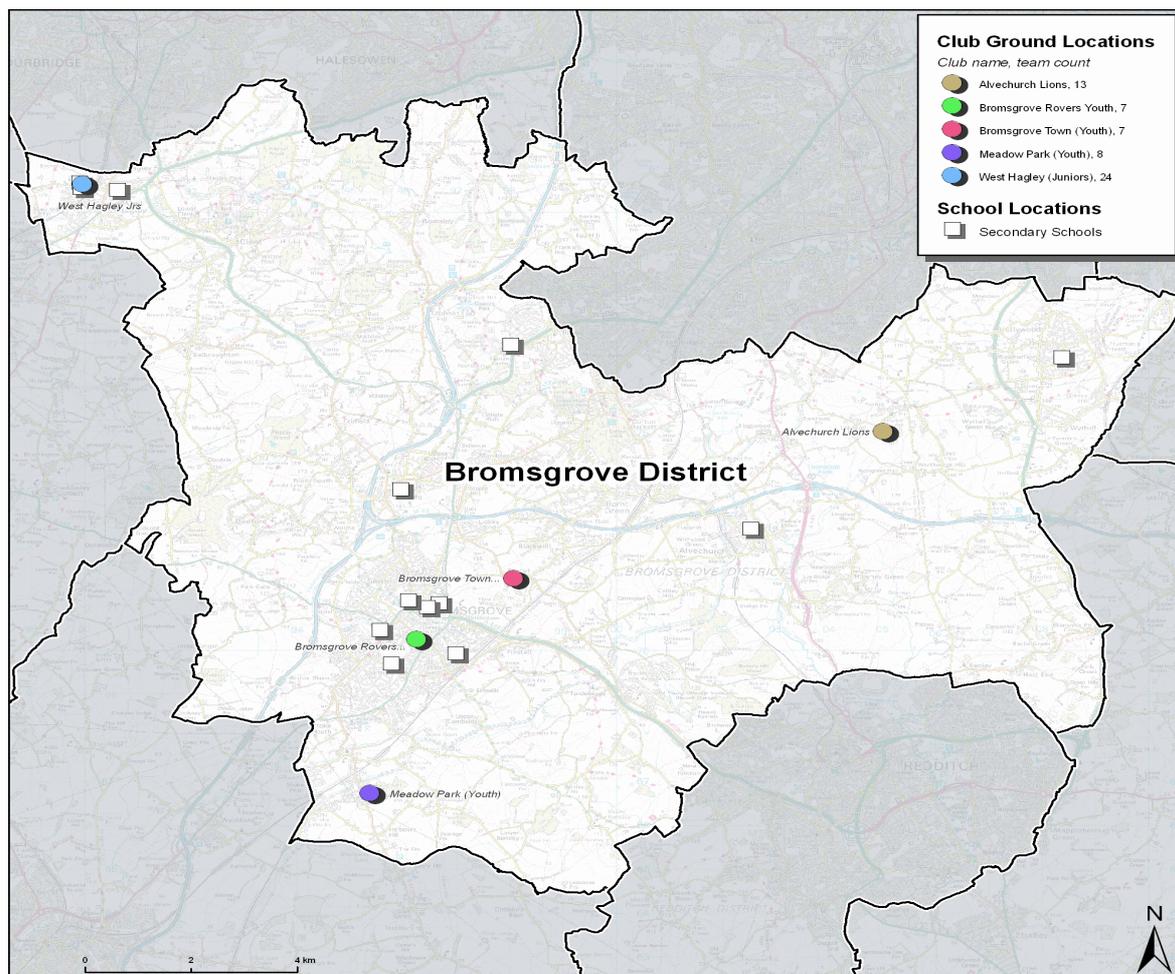
In terms of teams, 61.1% of youth and mini-soccer teams play within a club of Charter Standard status. This compares to a national average of 58.1% with a National Game Strategy target of 75% of youth and mini-soccer teams playing within a Charter Standard Club by 2012.

Bromsgrove

Club Ground Locations - Bromsgrove

The following map indicates those clubs with six or more teams and each team's ground location. It also shows the location of the secondary schools in Bromsgrove. It may be that some clubs that have 6 or more teams are not mapped particularly where the team does not have a regular dedicated ground or where there is insufficient information to locate the team's ground. Also where two or more clubs play at the same ground only one will show up on the map as the points for all will be placed precisely on top of one another.

Figure 3: Location of clubs and secondary schools.



No	School	No	School
1	Alvechurch CofE Middle School	2	Aston Fields Middle School
3	Bromsgrove, Catshill Middle School	4	Bromsgrove, Parkside Middle School
5	Hagley Middle School	6	Hagley Roman Catholic High School
7	Haybridge High School and Sixth Form	8	North Bromsgrove High School
9	North East Worcestershire College	10	South Bromsgrove Community High School
11	St John's CofE Foundation Middle School	12	Waseley Hills High School and Sixth Form Centre
13	Woodrush Community High School		

Bromsgrove

TEAMS

Bromsgrove Teams

- There are a total of 172 teams playing competitive football in Bromsgrove excluding small-sided teams.
- According to the CAS data, there are 9 female teams playing in Bromsgrove. This is 5.2% of the total number of teams.
- The peak youth age is U12, with 15 teams playing at this level.

Table 6 shows the number of Bromsgrove based teams for each form of football.

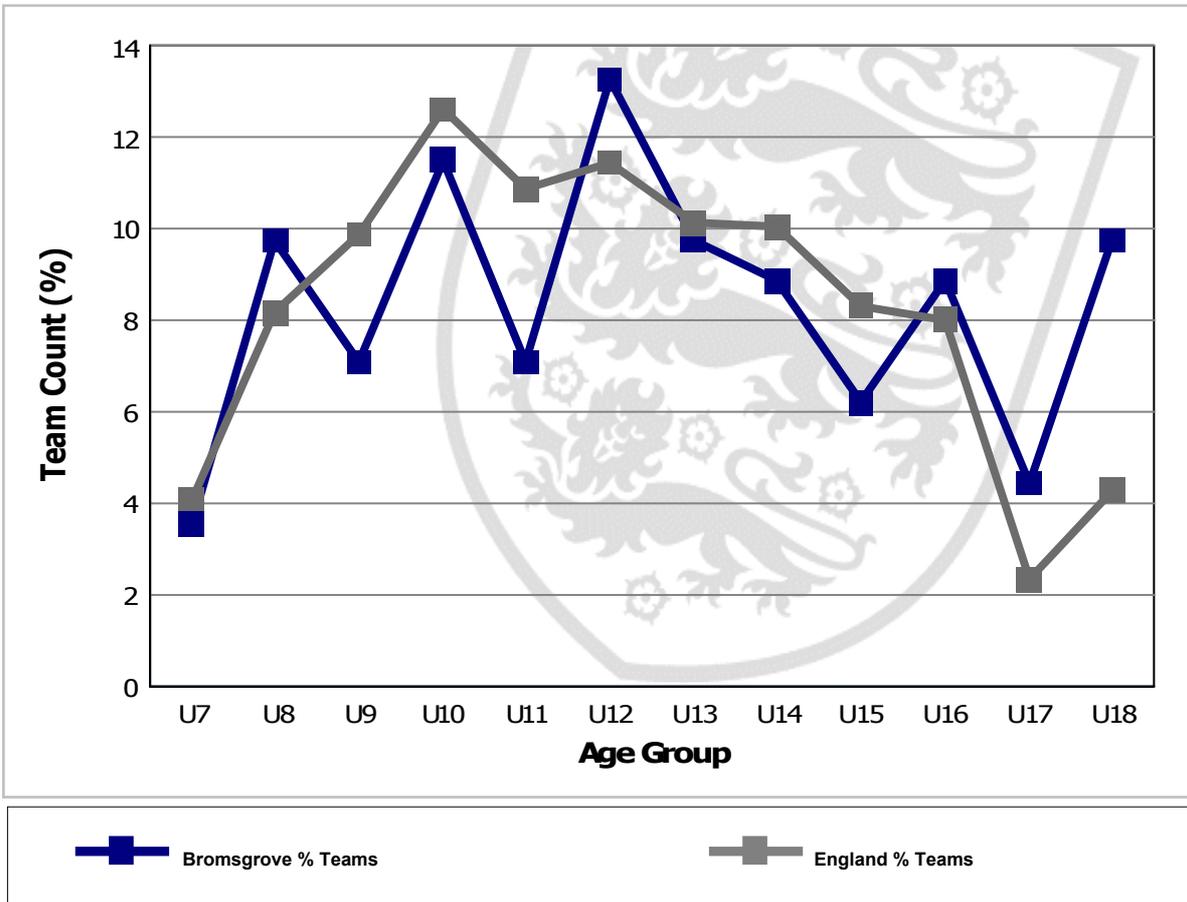
Table 6: Number of teams at each age group

Age Group	Total No. of Teams	No. of Mixed Teams	No. of Male Teams	No. of Female Teams
U7	4	4	0	0
U8	11	11	0	0
U9	8	8	0	0
U10	13	13	0	0
U11	8	1	6	1
U12	15	2	13	0
U13	11	0	10	1
U14	10	0	9	1
U15	7	0	7	0
U16	10	0	8	2
U17	5	0	4	1
U18	11	0	11	0
U19	1	0	1	0
Open Aged	57	0	54	3
Veterans	1	0	1	0
Totals	172	39	124	9

The following figure plots the change in the percentage of youth teams across age groups in Bromsgrove and highlights a peak number of teams in the U12 age group. Where there is no line on the graph for 'Teams within LA %', there are no youth teams playing in the Local Authority. The national percentages for each age group are also included for comparison.

Bromsgrove

Figure 4: Individual youth teams as a proportion of all U18 teams in Bromsgrove



Bromsgrove

LEAGUES

Leagues with Bromsgrove Teams

There are 23 leagues containing teams from Bromsgrove (see table 7).

- In total 14 of these leagues are adult leagues.
- There are 5 teams in Bromsgrove that have not been assigned to a league. Where teams have not been assigned to a league, this data could potentially be highlighting teams playing in 'friendlies' only or it could be highlighting data missing from CAS.

Table 7 summarises the main coverage of football in Bromsgrove, in respect of the age ranges of teams, numbers of teams and leagues in which they participate.

Table 7: League structures in Bromsgrove

League	Age Group	No. of Teams in League	No. of Bromsgrove Teams in League	% of Teams in League Playing in Bromsgrove
Ambassador Evesham Football League	U8	15	1	6.7
Ambassador Evesham Football League	U9	17	1	5.9
Ambassador Evesham Football League	U10	19	1	5.3
Birmingham & Dist. Amateur Football Assoc.	Open Aged	139	14	10.1
Birmingham Ability Counts League Adult	Open Aged	14	1	7.1
British Gas Business Southern League	Open Aged	65	1	1.5
Bromsgrove & District F.L.	Open Aged	30	14	46.7
Central Conference	Open Aged	6	2	33.3
Central Warwickshire Girls League	U10	17	1	5.9
Central Warwickshire Girls League	U11	12	1	8.3
Central Warwickshire Girls League	U12	21	1	4.8
Central Warwickshire Girls League	U13	16	1	6.3
Central Warwickshire Girls League	U14	25	1	4.0
Central Warwickshire Girls League	U16	30	2	6.7
Central Warwickshire Girls League	U17	14	1	7.1
Central Warwickshire Over 35S League	Open Aged	19	1	5.3
Central Warwickshire Over 35S League	Veterans	30	1	3.3
Central Warwickshire Youth League	U7	33	3	9.1
Central Warwickshire Youth League	U8	58	8	13.8

Bromsgrove

League	Age Group	No. of Teams in League	No. of Bromsgrove Teams in League	% of Teams in League Playing in Bromsgrove
Central Warwickshire Youth League	U9	72	6	8.3
Central Warwickshire Youth League	U10	75	5	6.7
Central Warwickshire Youth League	U11	75	5	6.7
Central Warwickshire Youth League	U12	84	8	9.5
Central Warwickshire Youth League	U13	80	5	6.3
Central Warwickshire Youth League	U14	67	6	9.0
Central Warwickshire Youth League	U15	53	3	5.7
Central Warwickshire Youth League	U16	56	3	5.4
Central Warwickshire Youth League	U17	15	2	13.3
Central Warwickshire Youth League	U18	9	2	22.2
Coventry & District Sun League	Open Aged	91	2	2.2
Coventry District & Warwickshire League	Open Aged	2	1	50.0
Football Conference	Open Aged	67	1	1.5
Football Conference Youth League and Cup	U19	17	1	5.9
Kidderminster & District F.L.	Open Aged	63	2	3.2
Mercian Festival Junior Football League	U10	26	1	3.8
Mercian Festival Junior Football League	U12	26	1	3.8
Mercian Festival Junior Football League	U15	23	1	4.3
Midland Floodlit Youth League	U18	59	4	6.8
Midland Football Alliance	Open Aged	23	1	4.3
Midland Football Combination	Open Aged	81	3	3.7
Midland Junior Premier League	U12	10	1	10.0
Midland Junior Premier League	U13	20	2	10.0
Midland Junior Premier League	U14	17	2	11.8
Midland Junior Premier League	U15	15	1	6.7
Midland Junior Premier League	U16	36	2	5.6
Midland Junior Premier League	U17	7	1	14.3
Redditch & South Warwickshire Combination	Open Aged	60	11	18.3
Stourbridge & District Youth League	U8	35	2	5.7
Stourbridge & District Youth League	U9	47	1	2.1

Bromsgrove

League	Age Group	No. of Teams in League	No. of Bromsgrove Teams in League	% of Teams in League Playing in Bromsgrove
Stourbridge & District Youth League	U10	48	3	6.3
Stourbridge & District Youth League	U11	54	1	1.9
Stourbridge & District Youth League	U12	45	1	2.2
Stourbridge & District Youth League	U13	47	2	4.3
Stourbridge & District Youth League	U14	38	1	2.6
Stourbridge & District Youth League	U15	39	2	5.1
Stourbridge & District Youth League	U16	36	1	2.8
Stourport & District Youth F.L.	U10	20	1	5.0
Stourport & District Youth F.L.	U11	15	1	6.7
Stourport & District Youth F.L.	U12	22	3	13.6
Stourport & District Youth F.L.	U13	15	1	6.7
Stourport & District Youth F.L.	U16	15	1	6.7
Stourport & District Youth F.L.	U18	19	5	26.3
West Midlands Regional Women's Football League	Open Aged	37	3	8.1
Count of Leagues: 23				

SUMMARY

This report has identified the status of football in Bromsgrove for 08/09 season. The report is part of an ongoing process that will allow the data to be updated and used in the development of football locally.

In closing The Football Association would like to thank you for any feedback that you may have on this report. Please convey any errors or omissions to either your local County FA or Data@TheFA.com.

APPENDIX

This section provides a brief overview of Bromsgrove's population structure and characteristics.

Demographic Profile

According to the mid-2006 population estimate data from the Office for National Statistics, Bromsgrove has a population of 87,837. 44,696 of Bromsgrove's population, 50.9%, are female compared to a national average of 51.3%.

For statistical purposes we define the number of people in a district who could potentially play football as the "relevant population". For Adult teams, the relevant population is males and females aged between 16 and 44 years, for Youth teams, the relevant population is males and females aged between 10 and 15 years, and for Mini Soccer, the relevant population is males and females aged 6 to 9 years. Table 8 outlines the numbers and percentages of the population in Adur for the population age groups relevant to football.

Table 8: Bromsgrove relevant population age groups

Population Group	Bromsgrove Relevant Population		% of Bromsgrove Relevant Population		England Relevant Population	
	Male	Female	Male	Female	Male	Female
Adult - Aged 16 to 44 Years	15,011	15,471	35.9%	37.0%	37.0%	37.8%
Youth - Aged 10 to 15 Years	3,585	3,387	8.6%	8.1%	7.8%	7.4%
Mini Soccer - Aged 6 to 9 Years	4,347		10.4%		10.0%	

In Bromsgrove 2.2% of the population come from Ethnic Minority (EM) groups, which is lower than that of England as a whole at 6.2%. The largest EM group in the authority is Indian at 0.6%, followed by Mixed White and Black Caribbean at 0.3%; the corresponding national averages are 1.4% and 0.4% respectively. (Source: 2001 Census)

Bromsgrove

Index of Multiple Deprivation (IMD)

The Index of Multiple Deprivation (2007) provides a nationally accepted means by which to identify the levels of deprivation in England.

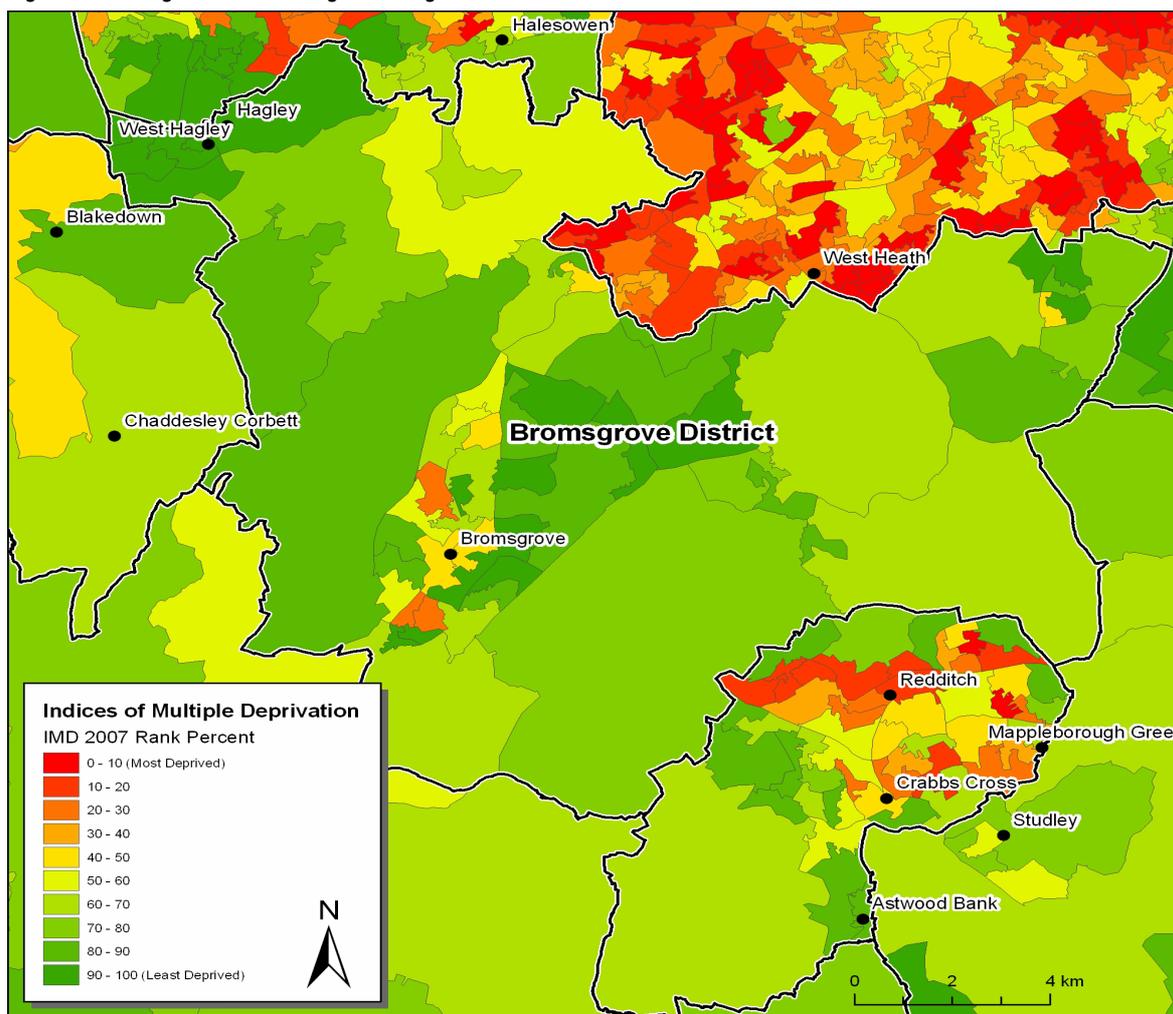
Analysis of data for Bromsgrove shows that, of the 57 super output areas (SOA) in Bromsgrove, none lie in the 20% most deprived SOAs in England.

As shown in the table below, one tenth of all SOAs nationally fall within each of the IMD bands.

Table 9: Bromsgrove deprivation analysis

IMD Rank Percent	Population in Band	% Population in Band	Cumulative Population	Cumulative % of Population
Most Deprived 0.0 - 10.0	0	0.0%	0	0.0%
10.1 - 20.0	0	0.0%	0	0.0%
20.1 - 30.0	1,538	1.8%	1,538	1.8%
30.1 - 40.0	3,630	4.1%	5,168	5.9%
40.1 - 50.0	5,881	6.7%	11,049	12.6%
50.1 - 60.0	12,172	13.9%	23,221	26.4%
60.1 - 70.0	8,750	10.0%	31,971	36.4%
70.1 - 80.0	14,135	16.1%	46,106	52.5%
80.1 - 90.0	20,483	23.3%	66,589	75.8%
Least Deprived 90.1 - 100.0	21,246	24.2%	87,835	100.0%

Figure 5: Bromsgrove IMD ranking indicating main settlements



Bromsgrove

Active People

The Active People survey (Active People Survey 2), commissioned by Sport England, provides detail on the levels of participation in sport and physical activity by adults (16+) for each local authority in England (this data is based on a sample of 500 interviews in each area). The results for Bromsgrove are shown below.

Table 10: Active People survey 2 results for Bromsgrove

Indicator	Bromsgrove			West Midlands			England		
	Tot	M	F	Tot	M	F	Tot	M	F
At least 3 days a week x 30 minutes moderate participation	22.2%	25.4%	19.1%	20.6%	23.1%	18.2%	21.4%	23.8%	19.1%
Club Member	31.6%	35.8%	27.6%	24.4%	28.8%	20.2%	25.3%	29.6%	21.3%
Taken part in organised competitive sport in last 12 months	15.3%	21.3%	9.6%	14.7%	21.3%	8.5%	15.5%	22.3%	9.1%
Football - Indoor	1.4%	2.5%	0.0%	1.9%	3.6%	0.0%	1.9%	3.7%	0.0%
Football - Outdoor	4.9%	9.0%	0.0%	5.2%	9.7%	0.5%	5.5%	10.2%	0.8%
Football - Any	5.8%	10.9%	0.0%	6.5%	12.1%	0.7%	6.8%	12.8%	1.0%

Note: Care should be taken in the interpretation of results for individual sports, due to low sample numbers

National Statistics 2001 Area Classification for Local Authorities

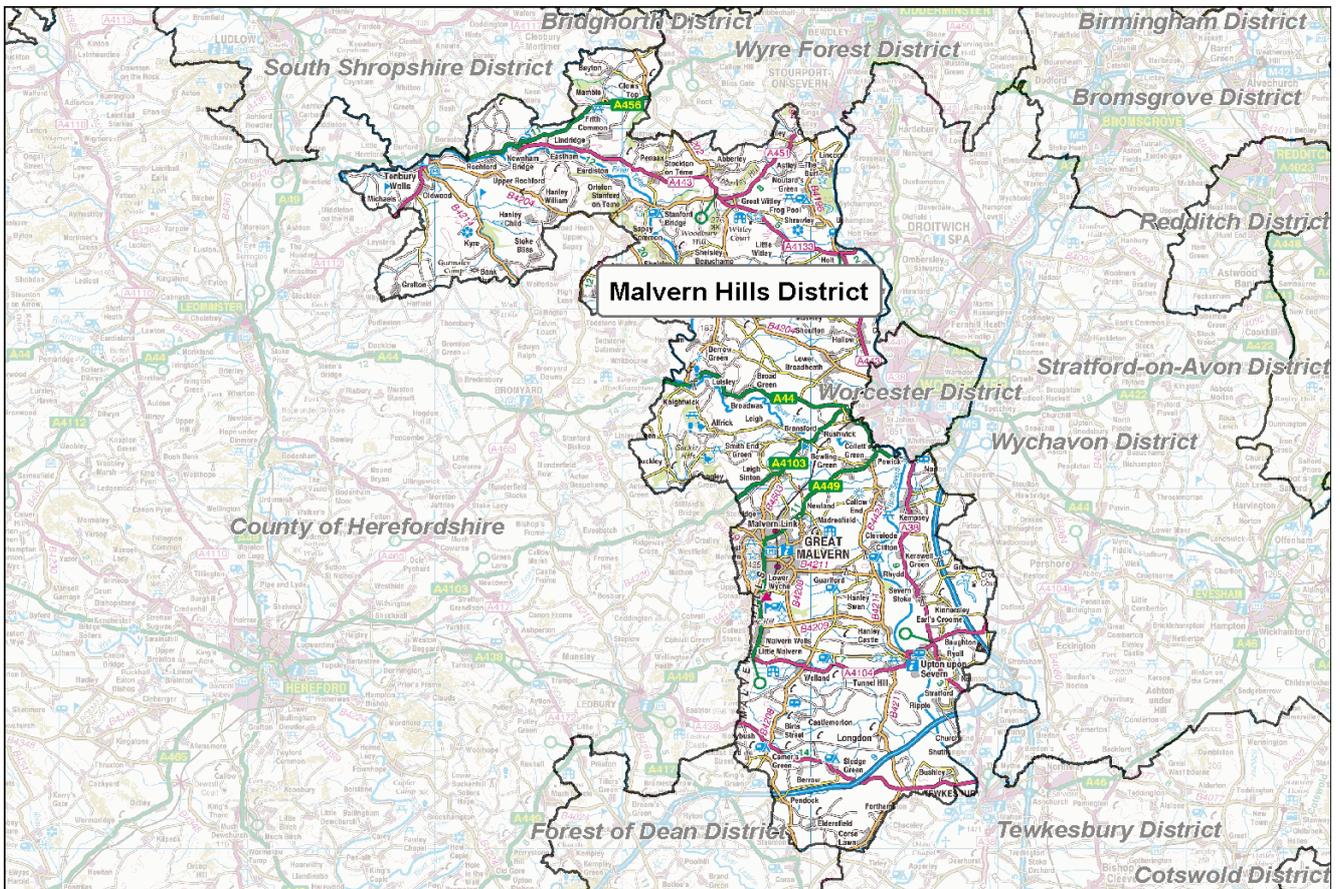
Additional information can be found on the Area Classification clusters that were used to group Local Authorities using the website below:

http://www.statistics.gov.uk/about/methodology_by_theme/area_classification/la/default.asp

LOCAL AREA DATA:

Malvern Hills

Season 08/09



INTRODUCTION

Football has the highest participation of any team sport in the country - there are over 125,000 affiliated football teams in England, (08/09). The recently published National Game Strategy is The FA's plan for grassroots football between 2008 and 2012 and within this, there is an ambition to grow the game by a further 20,500 teams by 2012.

Over the past 5 years, The FA has invested in significant improvements to the affiliation process which has led to the development of the County Administration System (CAS). CAS allows us to chart participation within each local authority area and this report reflects the latest participation data in your particular area. These reports are freely available and it is hoped that they will be used by local authorities, developers, clubs, leagues and other interested parties to advise current and proposed activities and investments around the game at the local level.

The FA will welcome support and advice from local partners who are similarly interested in sustaining and developing the game. Since the production of the Season 08/09 Local Area Data Reports, significant effort has been put into improving data from the County Administration System (CAS). In some instances, this has resulted in changes to the 08/09 totals compared to how they appeared in the last version of the report.

Whilst the data provided is robust it is not claimed to be 100% accurate. There are a number of reasons why some errors will exist and it is critical that errors are reported back to The FA and/or CFAs so we can continually improve the quality of the information available. Please report any errors or omissions to either your local County FA or Data@TheFA.com.

Each year, the County Football Associations and The Football Association will work hard to improve methods for capturing data. As a result, in some circumstances, there may appear to be shifts in participation which are directly due to refined/improved data entry rather than actual growth or decline. Please ensure that in assessing trends, you take advice from the respective County FA.

FOOTBALL KEY FACTS - Malvern Hills

Demographics

- Malvern Hills has a population of **72,172** (Mid year estimate, Office for National Statistics, 2006) and is expected to grow to **77,300** by 2015 (Office for National Statistics, 2006).
- **1.4%** of the population in Malvern Hills come from Ethnic Minority communities compared to a national figure of **6.24%** (Census, 2001).
- **23.3%** of the adult population (16+) participate in physical activity three times per week for 30 minutes as compared to a national average of **21.4%** (Sport England Active People Survey, 2006).

Clubs and Teams

- Malvern Hills has a total of **153** teams.
- Of the **153** teams operating in Malvern Hills, **30 (19.6%)** are adult teams, **41 (26.8%)** are youth teams and **35 (22.9%)** are Mini-Soccer teams and **47 (30.7%)** are small sided.
- **86.8%** or **66** of the **76** Youth and Mini-soccer teams play in a club that has achieved a Charter Standard Award as compared to a national average of **58.1%**.
- The number of teams **has increased by 43 teams** overall in Malvern Hills from season 07/08 to season 08/09.

This comprises:

- an increase of 1 adult teams.
- an increase of 1 youth teams.
- an equal number of minisoccer teams
- an increase of 41 small sided teams.

Malvern Hills

Conversion Rates

The following table and graphs show football conversion rates in the authority compared to Regional and National rates. These are calculated by comparing the number of persons playing football to the relevant population.

We estimate the number of individuals playing football by multiplying the number of teams by the average number of players involved in the different forms of football. We assume 15 players are involved in an 11 a side squad, 10 players in a mini soccer team squad and 8 in a small-sided team squad.

These numbers are then expressed as a proportion of the relevant population. This creates a percentage of the population at each age group involved in playing football, called a 'conversion rate'. We can then compare these conversion rates to Regional and National averages.

Table 1: Teams, players and conversion rates for Malvern Hills, West Midlands and England

	Adult 11-a-side		Youth 11-a-side		Mini- Soccer	Adult Small Sided	All Forms
	Male	Female	Male	Female	Mixed	Male	Total
Malvern Hills							
No of Teams 08/09	29	1	40	1	35	35	153
No of Teams 07/08	28	1	38	2	35	6	110
Variance	3.6%	0.0%	5.3%	-50.0%	0.0%	100.0%	39.1%
Players							
Players 08/09	435	15	600	15	350	280	1695
Players 07/08	420	15	570	30	350	48	1433
Conversion Rate 08/09	3.8%	0.1%	22.4%	0.6%	11.0%	2.5%	5.5%
Conversion Rate 07/08	3.7%	0.1%	21.2%	1.2%	11.0%	0.4%	4.6%
Variance	0.1%	0.0%	1.1%	-0.6%	0.0%	2.1%	0.8%
West Midlands							
Conversion Rates 08/09	4.4%	0.2%	23.4%	2.3%	8.3%	1.6%	5.2%
Conversion Rates 07/08	4.3%	0.2%	22.9%	2.8%	8.8%	1.2%	5.1%
Variance	0.0%	0.0%	0.5%	-0.5%	-0.5%	0.3%	0.1%
England							
Conversion Rate 08/09	5.0%	0.2%	23.9%	2.0%	8.9%	2.5%	5.8%
Conversion Rate 08/09	5.3%	0.2%	23.9%	2.3%	8.7%	2.0%	5.8%
Variance	-0.3%	0.0%	0.0%	-0.3%	0.2%	0.5%	0.1%

Notes:

- All conversion rate figures in this table are subject to rounding, so whilst the seasonal figures in the table may not imply a change, the variance may indicate a drop or increase as the 1st November data cut figures may differ.

Malvern Hills

Figure 1: Conversion rates by type of football for Malvern Hills 08/09 as set against regional and national averages.

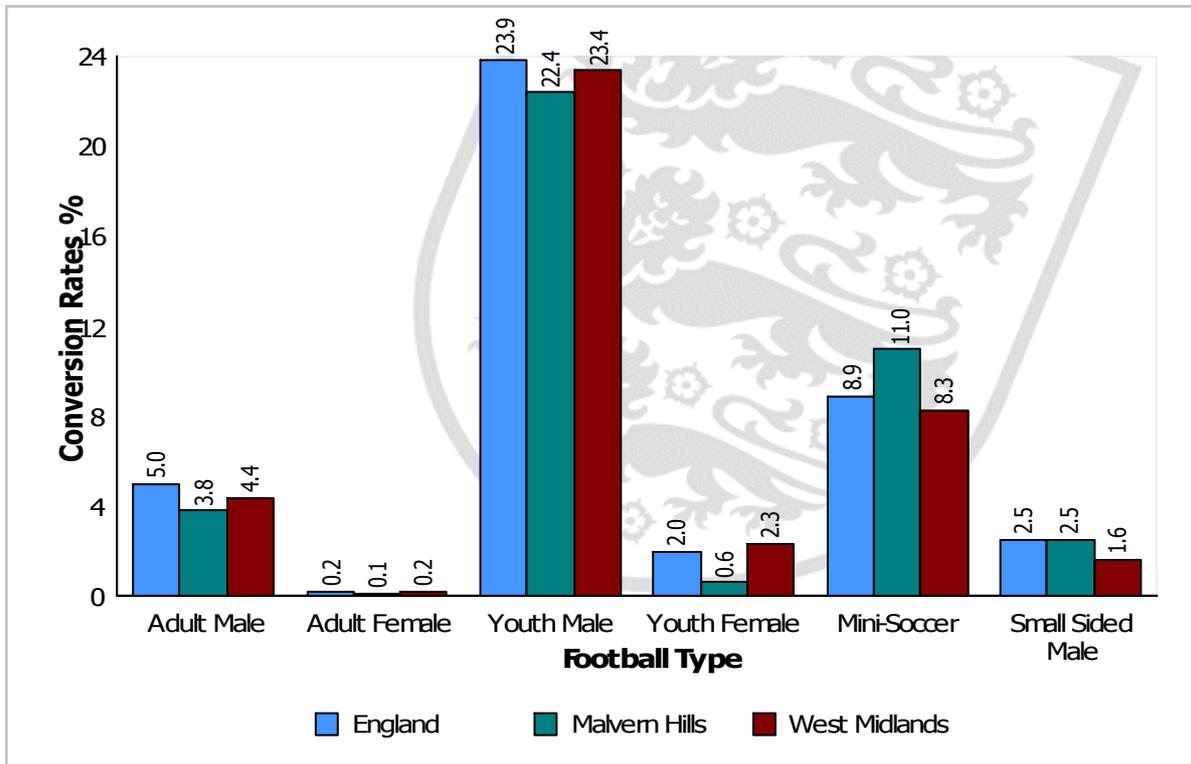
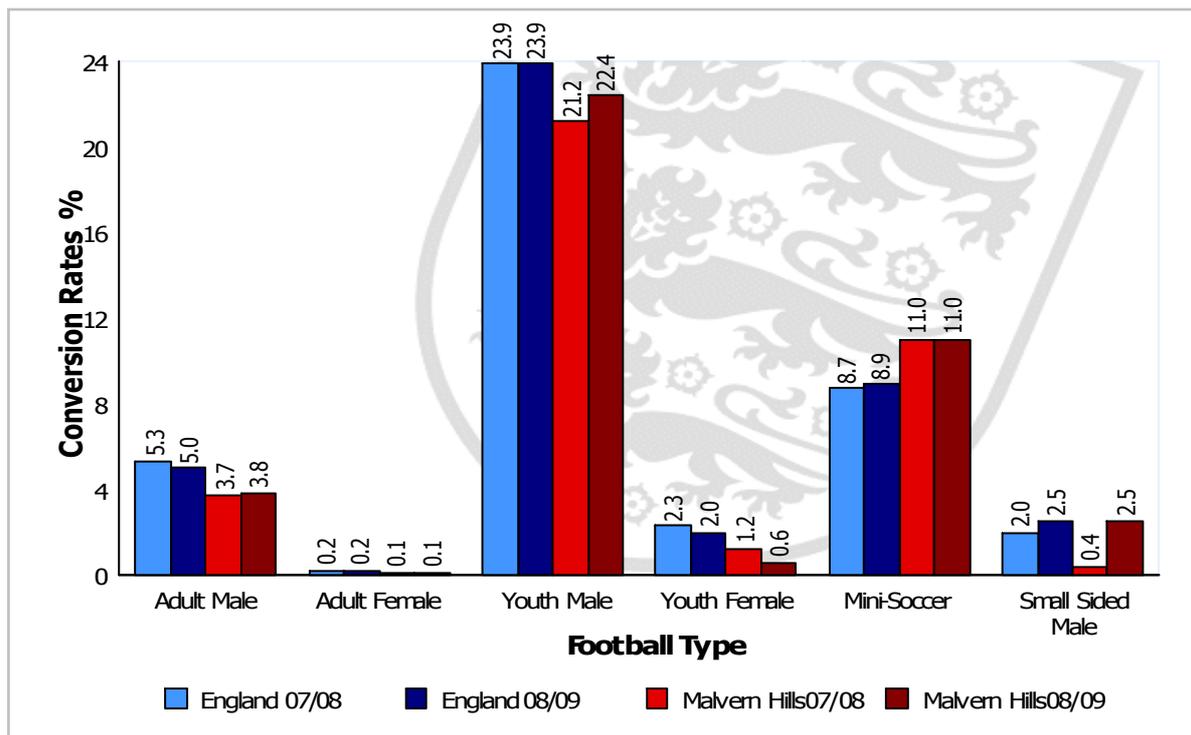


Figure 2: Conversion rate trends for different football types for Malvern Hills 07/08 and 08/09 as set against national averages.



Participation data is based on:

- 15 players in an 11-a-side team, 10 in a mini-soccer team and 8 in a small sided team
- Adult= 16-44 years, Youth = 10-15 years, Mini = 6-9 years, Small sided = 16-44yrs.

Local Authority Comparison of Conversion Rates

A comparison of conversion rates of Local Authorities can be made between those similar in nature by utilising the National Statistics 2001 Area Classification of Local Authorities (provided by the Office for National Statistics). The classification groups Local Authorities based population characteristics provided from the 2001 census.

Table 2 below shows the conversion rates for Malvern Hills compared to those most similar to it, that is, members of the same subgroup:

Babergh, Boston, Breckland, Bridgnorth, Broadland, Castle Morpeth, Cotswold, County of Herefordshire, Derbyshire Dales, East Dorset, East Riding of Yorkshire, Forest of Dean, Hambleton, Harrogate, King's Lynn and West Norfolk, Lewes, Macclesfield, Mendip, Mid Devon, New Forest, Newark and Sherwood, North Dorset, North Kesteven, North Shropshire, North Somerset, Oswestry, Ribble Valley,

Table 2: Comparison of Local Authorities in the same subgroup as Malvern Hills.

Football Type		Conversion Target ¹	Malvern Hills Conversion Rate	Variance	Growth Potential ²
Adult 11-a-side	Male	6.2	3.8	-2.3	19
	Female	0.3	0.1	-0.2	3
Youth 11-a-side	Male	27.0	22.4	-4.6	10
	Female	2.8	0.6	-2.3	5
Mini-Soccer	Mixed	11.5	11.0	-0.5	3
Adult Small Sided	Male	2.1	2.5	0.4	0

¹ The target is the value of the upper quartile (75th Percentile) of conversion rates of all local authorities in the same subgroup. The conversion target is calculated for each type of football.

² Growth Potential represents the number of teams for each football type that the local authority would need to develop to reach the conversion target value.

Local Authorities are encouraged to discuss growth potential targets with their County Development Manager to determine a realistic programme of intervention, supported by the FA, capable of increasing participation over an agreed period.

Where the Local Authority has participation rates already above the targets consideration should be given as to how these rates can be sustained long term.

CLUBS

Malvern Hills Clubs

- In Malvern Hills the club to team ratio is 1:2.9 (i.e. each club runs on average 2.9 teams). This compares to a national ratio of 1:2.6 and a regional ratio of 1:2.2.
- 11 of the youth clubs in Malvern Hills just run youth 11-a-side teams and do not have a mini-soccer team.
- There are no clubs fielding both youth and adult teams.
- 66.7% of clubs in Malvern Hills have adult teams, compared to national and regional averages of 69.5% and 66.0% respectively.
- 83.3% of adult-only clubs in Malvern Hills have only one team compared to the national average of 77.2%.

Table 3 shows Malvern Hills based clubs with numbers of associated teams for each form of football during season 07/08 and season 08/09. Finally, it shows the status of clubs that have been awarded The FA Charter Standard award and the level of that award.

Where there are 0 teams shown in all the number columns, the status will reflect the reason for this. A status of 'DE' shows that a club does not exist in that season and a status of 'SS' shows that the club has only small-sided teams for that season. The clubs listed do not include counts of small-sided teams due to the different ways that small-sided teams affiliate.

The 'BC Link', 'DC Link' and 'CC Link' labels which may appear in the Charter Standard column indicate linked Basic, Development and Community level Charter Standard clubs.

Malvern Hills

Table 3: Summary of football clubs in Malvern Hills

Club Name	Club ID	07/08 Teams					08/09 Teams					Charter Standard 08/09
		Status	Adult	Youth	Mini	Total	Status	Adult	Youth	Mini	Total	
AFC Malvern	146217		0	1	0	1	DE	0	0	0	0	
Anchor Falcons	124163		1	0	0	1		1	0	0	1	
Anchor Wolves	124324		1	0	0	1		1	0	0	1	
Bakery Allstars	149044		1	0	0	1		1	0	0	1	
Beauchamp Victoria	123867		1	0	0	1		1	0	0	1	
Callow End	124255		1	0	0	1		1	0	0	1	
Hallow WMC	123852		1	0	0	1		1	0	0	1	
Hallow Village	124199		1	0	0	1		1	0	0	1	
Hanley Swan	123853		1	0	0	1		1	0	0	1	
Junction 6	209289		1	0	0	1	DE	0	0	0	0	
Kempsey Colts	124206		0	3	4	7		0	3	4	7	Charter
Kempsey United	123857		1	0	0	1		1	0	0	1	
Keyz 04	124359		1	0	0	1		1	0	0	1	
Leigh & Bransford Badgers	123831		0	5	3	8		0	5	6	11	Charter
Malvern Radar	123861		1	0	0	1		1	0	0	1	
Malvern Rangers	124019		1	0	0	1		1	0	0	1	
Malvern Town	124238		2	0	0	2		2	0	0	2	
Malvern Town Ladies	124106		1	0	0	1		1	0	0	1	Charter
Malvern Town Wanderers	124066		0	4	4	8		0	5	3	8	Charter
Malvern Town Youth	124120		0	1	0	1		0	1	0	1	
Martley	124149		0	2	0	2		0	1	0	1	
Martley Spurs	123864		3	0	0	3		3	0	0	3	
Morgan Aero 8	124334		1	0	0	1	DE	0	0	0	0	
Newtown Sports Junior	124132		0	8	8	16		0	10	8	18	Comm.
Newtown Sports Juniors Girls	124027		0	2	1	3		0	1	1	2	CCLink
Northside	123888	DE	0	0	0	0		0	5	2	7	Charter
Nunnery Wood Colts	124338		0	2	0	2	DE	0	0	0	0	Charter
Powick	123876		3	0	0	3		3	0	0	3	
St Johns	123881		1	0	0	1	DE	0	0	0	0	
Talbot Head	124279		1	0	0	1		1	0	0	1	
Tenbury Town	216519	DE	0	0	0	0		1	0	0	1	

Malvern Hills

Club Name	Club ID	07/08 Teams					08/09 Teams					Charter Standard 08/09
		Status	Adult	Youth	Mini	Total	Status	Adult	Youth	Mini	Total	
Tenbury United	124301		1	0	0	1		1	0	0	1	
Tenbury United Youth	50161		0	1	5	6		0	3	5	8	
Tenbury United Youth	124080		0	4	5	9	DE	0	0	0	0	Charter
Upton Town	124220		2	0	0	2		2	0	0	2	
Vern 08	215794	DE	0	0	0	0		1	0	0	1	
Villagers (The)	143594	DE	0	0	0	0		1	0	0	1	
Welland Junior	123937		0	6	5	11		0	6	5	11	Charter
Welland Junior Girls	215541	DE	0	0	0	0		0	0	1	1	BCLink
West Malvern	123894		1	0	0	1		1	0	0	1	
Westside Wanderers	213797	DE	0	0	0	0		0	1	0	1	Charter
Whitehall	215032	DE	0	0	0	0		1	0	0	1	
Worcester Colts	124083		0	1	0	1	DE	0	0	0	0	
Totals			29	40	35	104		30	41	35	106	

Notes:

- The 'BC Link', 'DC Link' and 'CC Link' labels which may appear in the Charter Standard column indicate linked Basic, Development and Community level Charter Standard clubs.

Charter Standard

Of the 36 clubs in Malvern Hills, 8 have achieved Charter Standard. The level of status obtained by these clubs is outlined in Table 4.

Table 4: Clubs with Charter Standard in Malvern Hills

Status	Malvern Hills		England	
	Number	Percentage	Number	Percentage
Community Club	1	2.8%	371	1.1%
Development Club	0	0.0%	437	1.3%
Basic Charter Standard	7	19.4%	3185	9.8%
Total	8	22.2%	3993	12.3%

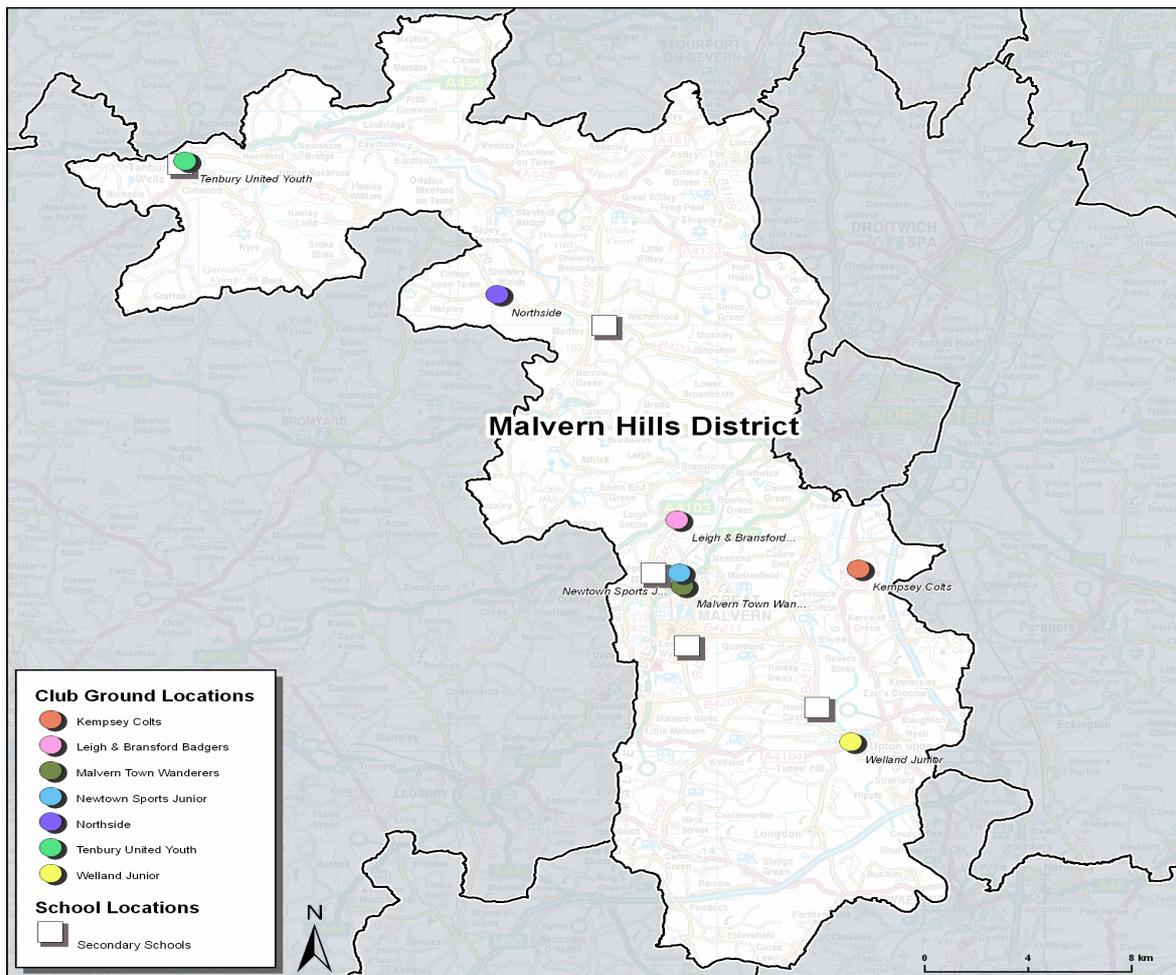
In terms of teams, 86.8% of youth and mini-soccer teams play within a club of Charter Standard status. This compares to a national average of 58.1% with a National Game Strategy target of 75% of youth and mini-soccer teams playing within a Charter Standard Club by 2012.

Malvern Hills

Club Ground Locations - Malvern Hills

The following map indicates those clubs with six or more teams and each team's ground location. It also shows the location of the secondary schools in Malvern Hills. It may be that some clubs that have 6 or more teams are not mapped particularly where the team does not have a regular dedicated ground or where there is insufficient information to locate the team's ground. Also where two or more clubs play at the same ground only one will show up on the map as the points for all will be placed precisely on top of one another.

Figure 3: Location of clubs and secondary schools.



No	School	No	School
1	Dyson Perrins CofE High School	2	Hanley Castle High School
3	Malvern, The Chase	4	Martley, The Chantry High School
5	Tenbury High School		

Malvern Hills

TEAMS

Malvern Hills Teams

- There are a total of 106 teams playing competitive football in Malvern Hills excluding small-sided teams.
- According to the CAS data, there are 2 female teams playing in Malvern Hills. This is 1.9% of the total number of teams.
- The peak youth age is U12, with 12 teams playing at this level.

Table 6 shows the number of Malvern Hills based teams for each form of football.

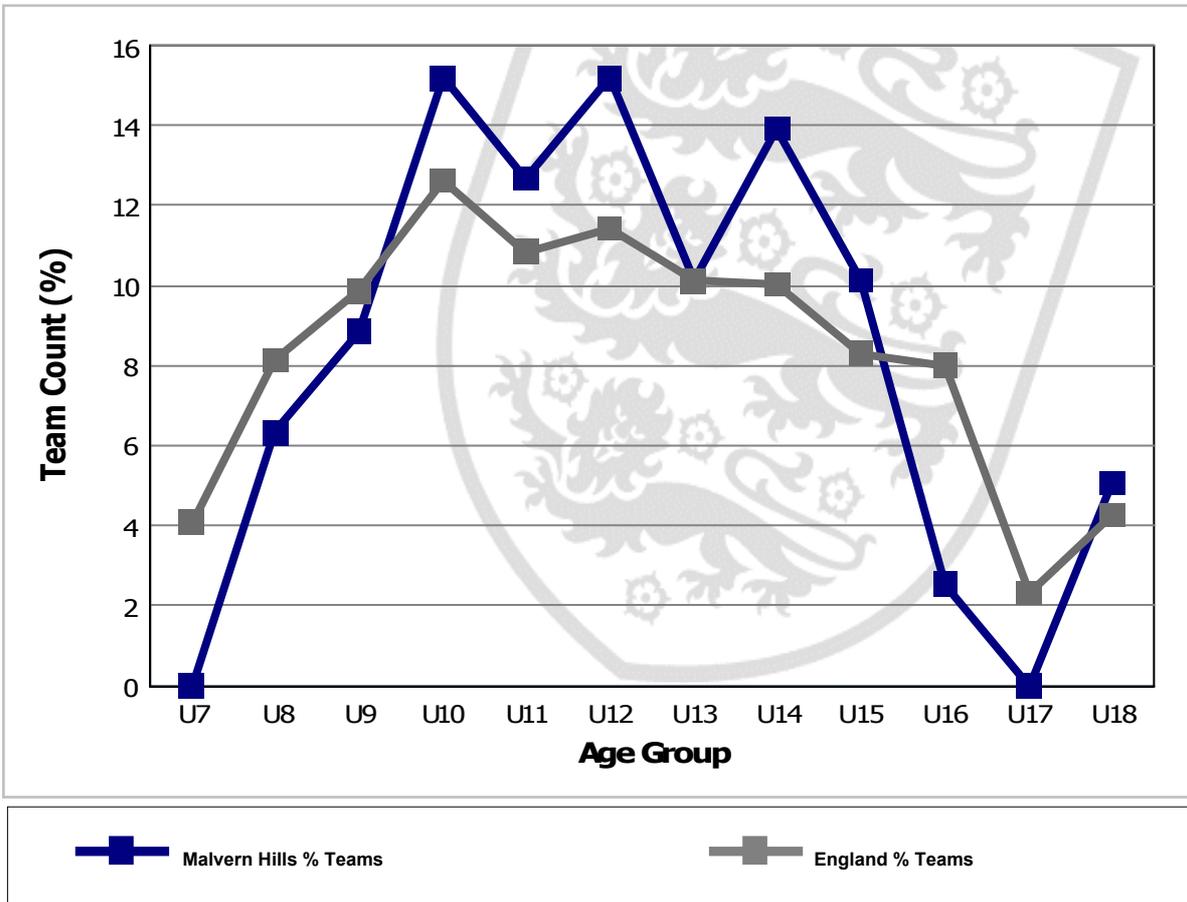
Table 6: Number of teams at each age group

Age Group	Total No. of Teams	No. of Mixed Teams	No. of Male Teams	No. of Female Teams
U8	5	5	0	0
U9	7	7	0	0
U10	12	12	0	0
U11	10	10	0	0
U12	12	1	11	0
U13	7	0	7	0
U14	9	0	9	0
U15	8	0	7	1
U16	2	0	2	0
U18	4	0	4	0
Open Aged	30	0	29	1
Totals	106	35	69	2

The following figure plots the change in the percentage of youth teams across age groups in Malvern Hills and highlights a peak number of teams in the U12 age group. Where there is no line on the graph for 'Teams within LA %', there are no youth teams playing in the Local Authority. The national percentages for each age group are also included for comparison.

Malvern Hills

Figure 4: Individual youth teams as a proportion of all U18 teams in Malvern Hills



Malvern Hills

LEAGUES

Leagues with Malvern Hills Teams

There are 10 leagues containing teams from Malvern Hills (see table 7).

- In total 6 of these leagues are adult leagues.
- There are 0 teams in Malvern Hills that have not been assigned to a league. Where teams have not been assigned to a league, this data could potentially be highlighting teams playing in 'friendlies' only or it could be highlighting data missing from CAS.

Table 7 summarises the main coverage of football in Malvern Hills, in respect of the age ranges of teams, numbers of teams and leagues in which they participate.

Table 7: League structures in Malvern Hills

League	Age Group	No. of Teams in League	No. of Malvern Hills Teams in League	% of Teams in League Playing in Malvern Hills
British Gas Business Southern League	Open Aged	65	1	1.5
Kidderminster & District F.L.	Open Aged	63	1	1.6
Kidderminster County Womens F.L.	Open Aged	8	1	12.5
Malvern Football League	Open Aged	11	6	54.5
Mercian Festival Junior Football League	U8	10	3	30.0
Mercian Festival Junior Football League	U9	19	6	31.6
Mercian Festival Junior Football League	U10	26	10	38.5
Mercian Festival Junior Football League	U11	24	9	37.5
Mercian Festival Junior Football League	U12	26	9	34.6
Mercian Festival Junior Football League	U13	23	7	30.4
Mercian Festival Junior Football League	U14	21	9	42.9
Mercian Festival Junior Football League	U15	23	8	34.8
Mercian Festival Junior Football League	U16	1	1	100.0
Midland Floodlit Youth League	U18	59	1	1.7
South Shropshire Junior League	U8	15	2	13.3
South Shropshire Junior League	U9	8	1	12.5
South Shropshire Junior League	U10	15	2	13.3
South Shropshire Junior League	U12	9	2	22.2
South Shropshire Junior League	U14	5	1	20.0

Malvern Hills

League	Age Group	No. of Teams in League	No. of Malvern Hills Teams in League	% of Teams in League Playing in Malvern Hills
Stourport & District Youth F.L.	U11	15	1	6.7
Stourport & District Youth F.L.	U12	22	1	4.5
Stourport & District Youth F.L.	U13	15	1	6.7
Stourport & District Youth F.L.	U14	18	1	5.6
Stourport & District Youth F.L.	U16	15	1	6.7
Stourport & District Youth F.L.	U18	19	3	15.8
West Midlands (Regional) League	Open Aged	53	2	3.8
Worcester & District F.L.	Open Aged	71	19	26.8
Count of Leagues: 10				

SUMMARY

This report has identified the status of football in Malvern Hills for 08/09 season. The report is part of an ongoing process that will allow the data to be updated and used in the development of football locally.

In closing The Football Association would like to thank you for any feedback that you may have on this report. Please convey any errors or omissions to either your local County FA or Data@TheFA.com.

APPENDIX

This section provides a brief overview of Malvern Hills's population structure and characteristics.

Demographic Profile

According to the mid-2006 population estimate data from the Office for National Statistics, Malvern Hills has a population of 72,172. 37,130 of Malvern Hills's population, 51.5%, are female compared to a national average of 51.3%.

For statistical purposes we define the number of people in a district who could potentially play football as the "relevant population". For Adult teams, the relevant population is males and females aged between 16 and 44 years, for Youth teams, the relevant population is males and females aged between 10 and 15 years, and for Mini Soccer, the relevant population is males and females aged 6 to 9 years. Table 8 outlines the numbers and percentages of the population in Adur for the population age groups relevant to football.

Table 8: Malvern Hills relevant population age groups

Population Group	Malvern Hills Relevant Population		% of Malvern Hills Relevant Population		England Relevant Population	
	Male	Female	Male	Female	Male	Female
Adult - Aged 16 to 44 Years	11,341	11,309	36.5%	36.4%	37.0%	37.8%
Youth - Aged 10 to 15 Years	2,683	2,571	8.6%	8.3%	7.8%	7.4%
Mini Soccer - Aged 6 to 9 Years	3,170		10.2%		10.0%	

In Malvern Hills 1.4% of the population come from Ethnic Minority (EM) groups, which is lower than that of England as a whole at 6.2%. The largest EM group in the authority is Chinese at 0.4%, followed by Mixed White and Asian at 0.2%; the corresponding national averages are 0.4% and 0.3% respectively. (Source: 2001 Census)

Malvern Hills

Index of Multiple Deprivation (IMD)

The Index of Multiple Deprivation (2007) provides a nationally accepted means by which to identify the levels of deprivation in England.

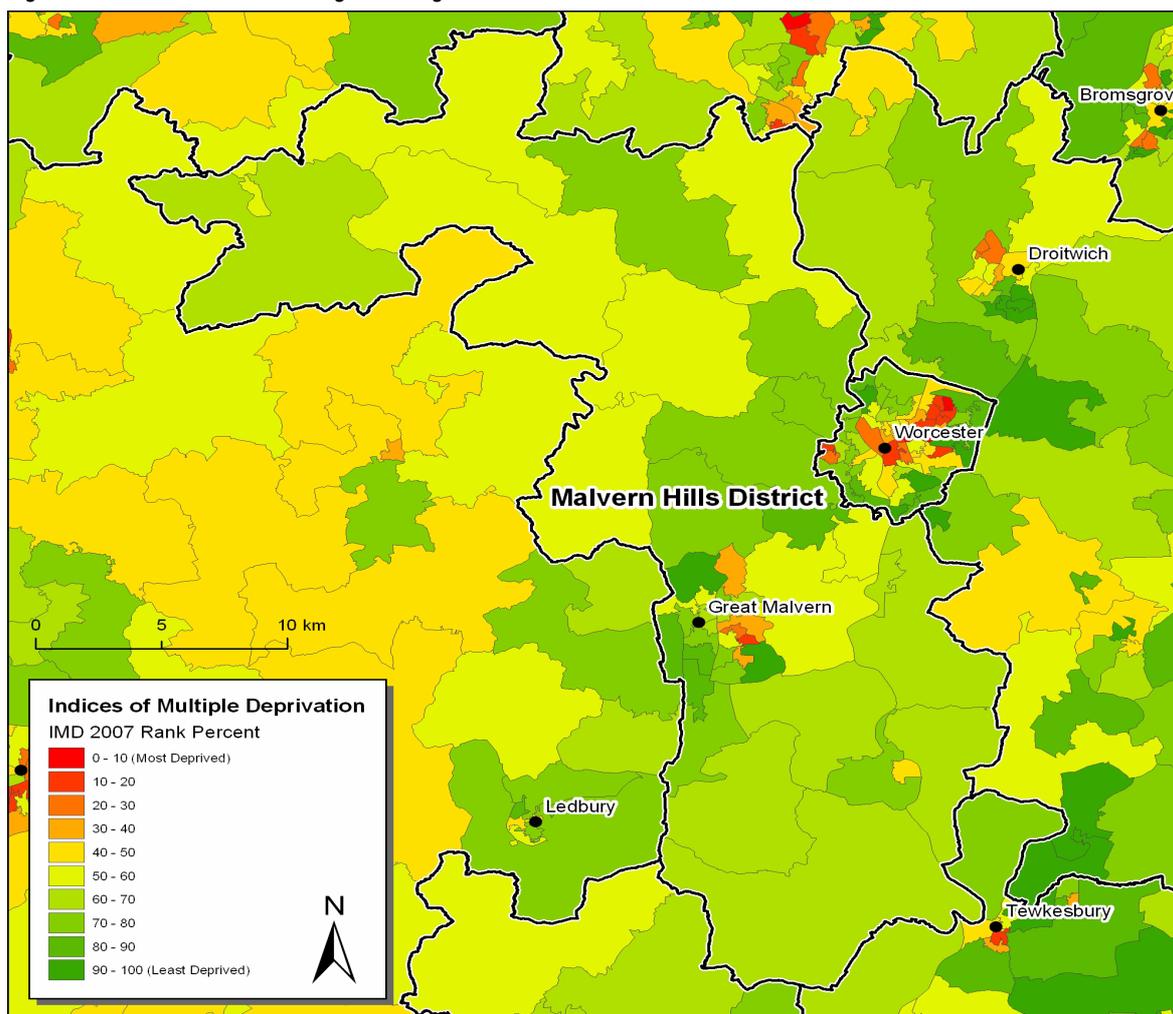
Analysis of data for Malvern Hills shows that, of the 45 super output areas (SOA) in Malvern Hills, one lies in the 20% most deprived SOAs in England.

As shown in the table below, one tenth of all SOAs nationally fall within each of the IMD bands.

Table 9: Malvern Hills deprivation analysis

IMD Rank Percent	Population in Band	% Population in Band	Cumulative Population	Cumulative % of Population
Most Deprived	0.0 - 10.0	0	0	0.0%
	10.1 - 20.0	1,514	1,514	2.1%
	20.1 - 30.0	0	1,514	2.1%
	30.1 - 40.0	3,189	4,703	6.5%
	40.1 - 50.0	3,336	8,039	11.1%
	50.1 - 60.0	14,619	22,658	31.4%
	60.1 - 70.0	23,046	45,704	63.3%
	70.1 - 80.0	13,680	59,384	82.3%
	80.1 - 90.0	12,788	72,172	100.0%
Least Deprived	90.1 - 100.0	0	72,172	100.0%

Figure 5: Malvern Hills IMD ranking indicating main settlements



Active People

The Active People survey (Active People Survey 2), commissioned by Sport England, provides detail on the levels of participation in sport and physical activity by adults (16+) for each local authority in England (this data is based on a sample of 500 interviews in each area). The results for Malvern Hills are shown below.

Table 10: Active People survey 2 results for Malvern Hills

Indicator	Malvern Hills			West Midlands			England		
	Tot	M	F	Tot	M	F	Tot	M	F
At least 3 days a week x 30 minutes moderate participation	23.3%	25.3%	21.4%	20.6%	23.1%	18.2%	21.4%	23.8%	19.1%
Club Member	26.3%	30.6%	22.4%	24.4%	28.8%	20.2%	25.3%	29.6%	21.3%
Taken part in organised competitive sport in last 12 months	17.2%	22.5%	12.3%	14.7%	21.3%	8.5%	15.5%	22.3%	9.1%
Football - Indoor	1.1%	2.3%	0.0%	1.9%	3.6%	0.0%	1.9%	3.7%	0.0%
Football - Outdoor	3.2%	6.2%	0.0%	5.2%	9.7%	0.5%	5.5%	10.2%	0.8%
Football - Any	4.0%	7.7%	0.0%	6.5%	12.1%	0.7%	6.8%	12.8%	1.0%

Note: Care should be taken in the interpretation of results for individual sports, due to low sample numbers

National Statistics 2001 Area Classification for Local Authorities

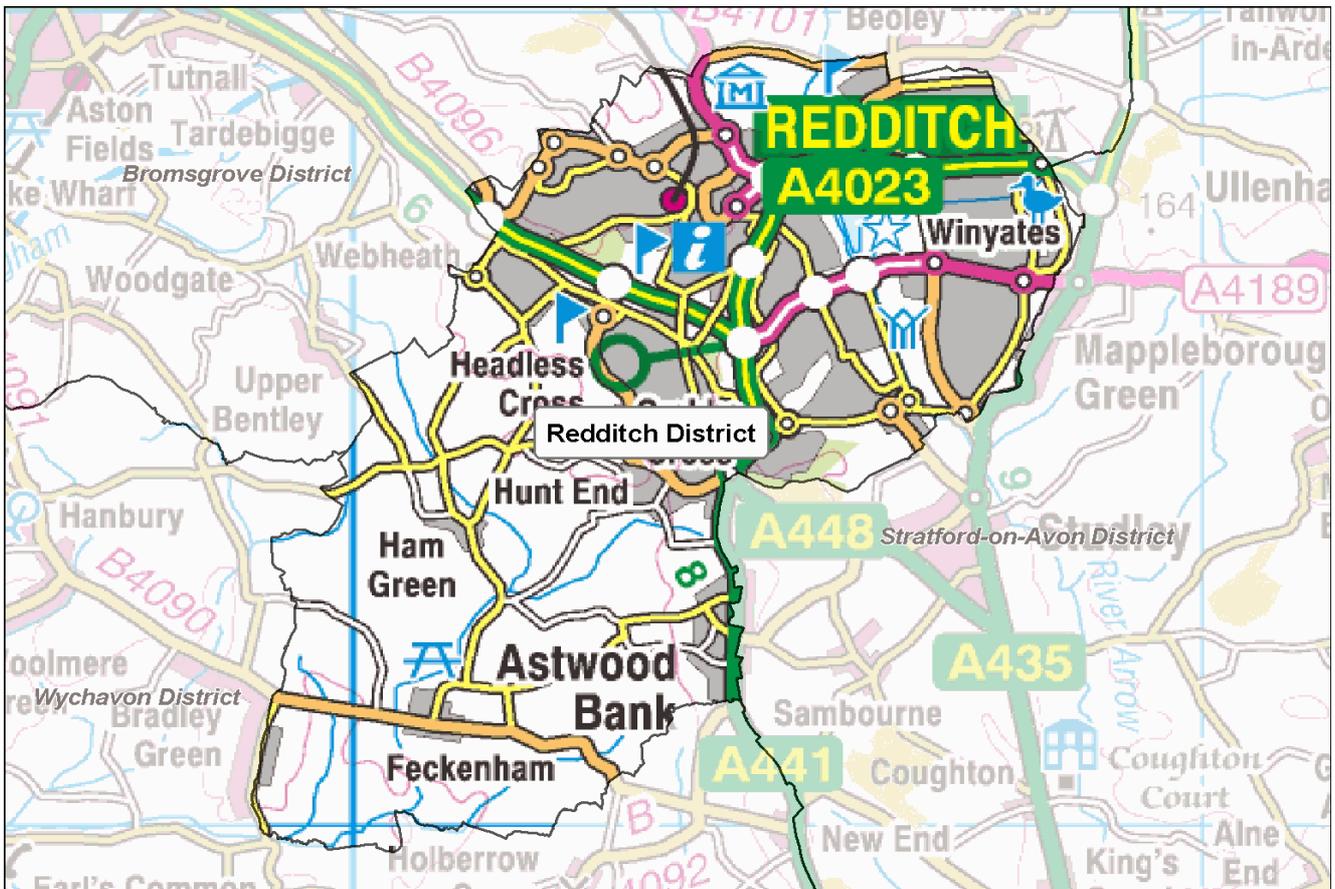
Additional information can be found on the Area Classification clusters that were used to group Local Authorities using the website below:

http://www.statistics.gov.uk/about/methodology_by_theme/area_classification/la/default.asp

LOCAL AREA DATA:

Redditch

Season 08/09



INTRODUCTION

Football has the highest participation of any team sport in the country - there are over 125,000 affiliated football teams in England, (08/09). The recently published National Game Strategy is The FA's plan for grassroots football between 2008 and 2012 and within this, there is an ambition to grow the game by a further 20,500 teams by 2012.

Over the past 5 years, The FA has invested in significant improvements to the affiliation process which has led to the development of the County Administration System (CAS). CAS allows us to chart participation within each local authority area and this report reflects the latest participation data in your particular area. These reports are freely available and it is hoped that they will be used by local authorities, developers, clubs, leagues and other interested parties to advise current and proposed activities and investments around the game at the local level.

The FA will welcome support and advice from local partners who are similarly interested in sustaining and developing the game. Since the production of the Season 08/09 Local Area Data Reports, significant effort has been put into improving data from the County Administration System (CAS). In some instances, this has resulted in changes to the 08/09 totals compared to how they appeared in the last version of the report.

Whilst the data provided is robust it is not claimed to be 100% accurate. There are a number of reasons why some errors will exist and it is critical that errors are reported back to The FA and/or CFAs so we can continually improve the quality of the information available. Please report any errors or omissions to either your local County FA or Data@TheFA.com.

Each year, the County Football Associations and The Football Association will work hard to improve methods for capturing data. As a result, in some circumstances, there may appear to be shifts in participation which are directly due to refined/improved data entry rather than actual growth or decline. Please ensure that in assessing trends, you take advice from the respective County FA.

FOOTBALL KEY FACTS - Redditch

Demographics

- Redditch has a population of **78,807** (Mid year estimate, Office for National Statistics, 2006) and is expected to grow to **82,800** by 2015 (Office for National Statistics, 2006).
- **5.2%** of the population in Redditch come from Ethnic Minority communities compared to a national figure of **6.24%** (Census, 2001).
- **19.0%** of the adult population (16+) participate in physical activity three times per week for 30 minutes as compared to a national average of **21.4%** (Sport England Active People Survey, 2006).

Clubs and Teams

- Redditch has a total of **169** teams.
- Of the **169** teams operating in Redditch, **37 (21.9%)** are adult teams, **45 (26.6%)** are youth teams and **23 (13.6%)** are Mini-Soccer teams and **64 (37.9%)** are small sided.
- **32.4%** or **22** of the **68** Youth and Mini-soccer teams play in a club that has achieved a Charter Standard Award as compared to a national average of **58.1%**.
- The number of teams **has decreased by 30 teams** overall in Redditch from season 07/08 to season 08/09.

This comprises:

- an increase of 3 adult teams.
- an equal number of youth teams
- a decrease of 10 minisoccer teams.
- a decrease of 23 small sided teams.

Conversion Rates

The following table and graphs show football conversion rates in the authority compared to Regional and National rates. These are calculated by comparing the number of persons playing football to the relevant population.

We estimate the number of individuals playing football by multiplying the number of teams by the average number of players involved in the different forms of football. We assume 15 players are involved in an 11 a side squad, 10 players in a mini soccer team squad and 8 in a small-sided team squad.

These numbers are then expressed as a proportion of the relevant population. This creates a percentage of the population at each age group involved in playing football, called a 'conversion rate'. We can then compare these conversion rates to Regional and National averages.

Table 1: Teams, players and conversion rates for Redditch, West Midlands and England

	Adult 11-a-side		Youth 11-a-side		Mini- Soccer	Adult Small Sided	All Forms
	Male	Female	Male	Female	Mixed	Male	Total
Redditch							
No of Teams 08/09	33	4	38	7	23	58	169
No of Teams 07/08	30	4	40	5	33	87	199
Variance	10.0%	0.0%	-5.0%	40.0%	-30.3%	-33.3%	-15.1%
Players 08/09	495	60	570	105	230	464	1924
Players 07/08	450	60	600	75	330	696	2211
Conversion Rate 08/09	3.1%	0.4%	16.9%	3.2%	5.5%	2.9%	4.5%
Conversion Rate 07/08	2.8%	0.4%	17.8%	2.3%	7.9%	4.4%	5.1%
Variance	0.3%	0.0%	-0.9%	0.9%	-2.4%	-1.5%	-0.7%
West Midlands							
Conversion Rates 08/09	4.4%	0.2%	23.4%	2.3%	8.3%	1.6%	5.2%
Conversion Rates 07/08	4.3%	0.2%	22.9%	2.8%	8.8%	1.2%	5.1%
Variance	0.0%	0.0%	0.5%	-0.5%	-0.5%	0.3%	0.1%
England							
Conversion Rate 08/09	5.0%	0.2%	23.9%	2.0%	8.9%	2.5%	5.8%
Conversion Rate 08/09	5.3%	0.2%	23.9%	2.3%	8.7%	2.0%	5.8%
Variance	-0.3%	0.0%	0.0%	-0.3%	0.2%	0.5%	0.1%

Notes:

- All conversion rate figures in this table are subject to rounding, so whilst the seasonal figures in the table may not imply a change, the variance may indicate a drop or increase as the 1st November data cut figures may differ.

Redditch

Figure 1: Conversion rates by type of football for Redditch 08/09 as set against regional and national averages.

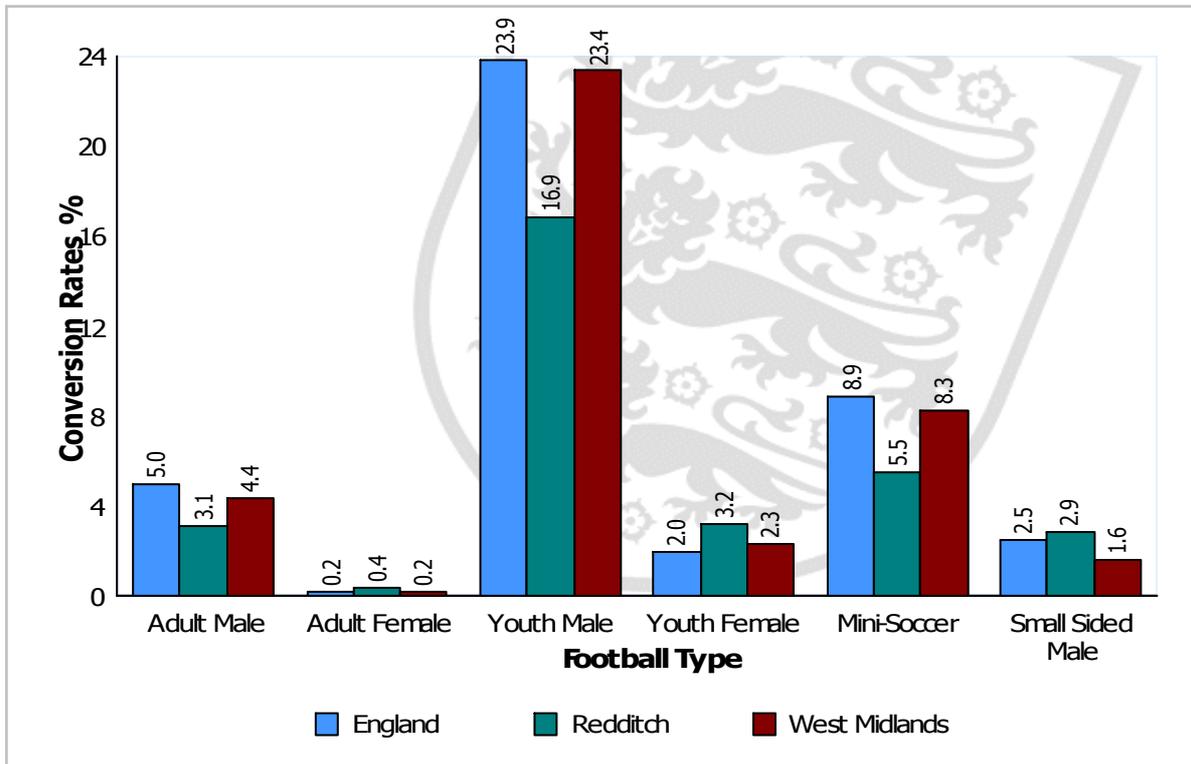
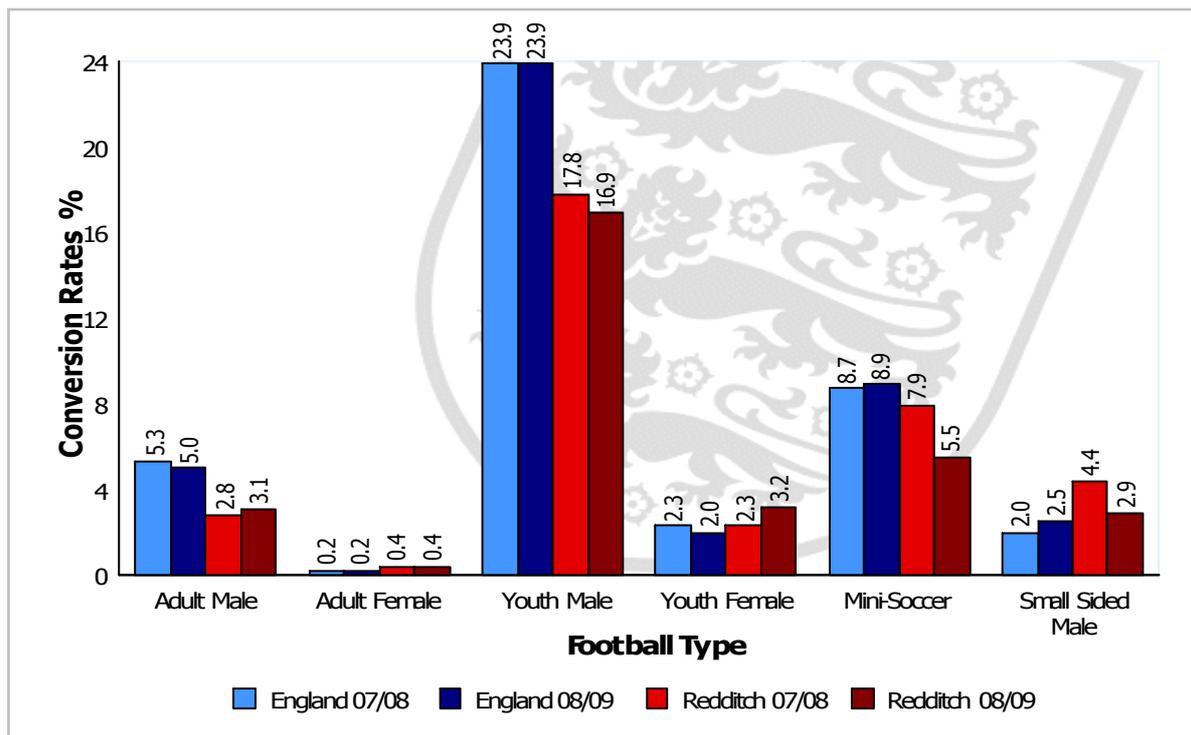


Figure 2: Conversion rate trends for different football types for Redditch 07/08 and 08/09 as set against national averages.



Participation data is based on:

- 15 players in an 11-a-side team, 10 in a mini-soccer team and 8 in a small sided team
- Adult= 16-44 years, Youth = 10-15 years, Mini = 6-9 years, Small sided = 16-44yrs.

Local Authority Comparison of Conversion Rates

A comparison of conversion rates of Local Authorities can be made between those similar in nature by utilising the National Statistics 2001 Area Classification of Local Authorities (provided by the Office for National Statistics). The classification groups Local Authorities based population characteristics provided from the 2001 census.

Table 2 below shows the conversion rates for Redditch compared to those most similar to it, that is, members of the same subgroup:

Amber Valley, Ashfield, Barnsley, Bassetlaw, Blyth Valley, Bolsover, Cannock Chase, Chesterfield, Chester-le-Street, Corby, Doncaster, Dudley, East Staffordshire, Ellesmere Port and Neston, Erewash, Havant, Mansfield, Newcastle-under-Lyme, North East Derbyshire, North East Lincolnshire, North Lincolnshire, Nuneaton and Bedworth, Rossendale, Rotherham, Stockton-on-Tees, Swale, Tamworth, Telford and

Table 2: Comparison of Local Authorities in the same subgroup as Redditch.

Football Type		Conversion Target ¹	Redditch Conversion Rate	Variance	Growth Potential ²
Adult 11-a-side	Male	4.7	3.1	-1.6	18
	Female	0.2	0.4	0.1	0
Youth 11-a-side	Male	24.3	16.9	-7.4	18
	Female	3.1	3.2	0.1	0
Mini-Soccer	Mixed	8.4	5.5	-2.9	14
Adult Small Sided	Male	2.1	2.9	0.8	0

¹ The target is the value of the upper quartile (75th Percentile) of conversion rates of all local authorities in the same subgroup. The conversion target is calculated for each type of football.

² Growth Potential represents the number of teams for each football type that the local authority would need to develop to reach the conversion target value.

Local Authorities are encouraged to discuss growth potential targets with their County Development Manager to determine a realistic programme of intervention, supported by the FA, capable of increasing participation over an agreed period.

Where the Local Authority has participation rates already above the targets consideration should be given as to how these rates can be sustained long term.

CLUBS

Redditch Clubs

- In Redditch the club to team ratio is 1:1.9 (i.e. each club runs on average 1.9 teams). This compares to a national ratio of 1:2.6 and a regional ratio of 1:2.2.
- 19 of the youth clubs in Redditch just run youth 11-a-side teams and do not have a mini-soccer team.
- There are no clubs fielding both youth and adult teams.
- 65.5% of clubs in Redditch have adult teams, compared to national and regional averages of 69.5% and 66.0% respectively.
- 97.2% of adult-only clubs in Redditch have only one team compared to the national average of 77.2%.

Table 3 shows Redditch based clubs with numbers of associated teams for each form of football during season 07/08 and season 08/09. Finally, it shows the status of clubs that have been awarded The FA Charter Standard award and the level of that award.

Where there are 0 teams shown in all the number columns, the status will reflect the reason for this. A status of 'DE' shows that a club does not exist in that season and a status of 'SS' shows that the club has only small-sided teams for that season. The clubs listed do not include counts of small-sided teams due to the different ways that small-sided teams affiliate.

The 'BC Link', 'DC Link' and 'CC Link' labels which may appear in the Charter Standard column indicate linked Basic, Development and Community level Charter Standard clubs.

Redditch

Table 3: Summary of football clubs in Redditch

Club Name	Club ID	07/08 Teams					08/09 Teams					Charter Standard 08/09
		Status	Adult	Youth	Mini	Total	Status	Adult	Youth	Mini	Total	
Abbey Athletic	206827		0	1	0	1		0	1	0	1	
Abbey Athletic Girls	214819	DE	0	0	0	0		0	1	0	1	
Alvechurch Junior	112995		0	2	0	2	DE	0	0	0	0	
Alvechurch Lions Sunday	112511		1	0	0	1		1	0	0	1	
Ams	215895	DE	0	0	0	0		1	0	0	1	
Archers	213795	DE	0	0	0	0		1	0	0	1	
Arrow Valley	113479		1	0	0	1	DE	0	0	0	0	
Astwood Colts	124143		0	2	3	5		0	3	2	5	
Athletico Redditch	112859		1	0	0	1	DE	0	0	0	0	
Barca Roma	209906		0	0	1	1	DE	0	0	0	0	
Beoley Village	112233		1	0	0	1		1	0	0	1	
Birmingham City Ladies	112333	DE	0	0	0	0		1	0	0	1	Charter
Black Horse Athletic	113405		1	0	0	1		1	0	0	1	
Bournbrook United	113361		1	0	0	1	DE	0	0	0	0	
Brockhill Warriors	207072		0	1	0	1	DE	0	0	0	0	
Bromsgrove General	123948	DE	0	0	0	0		2	0	0	2	
Church Hill Athletic	214292	DE	0	0	0	0		1	0	0	1	
Church Hill United	112470		0	2	1	3		0	2	0	2	
Connections In Design	208310	SS	0	0	0	0	DE	0	0	0	0	
Fast and Furious	208309	SS	0	0	0	0	DE	0	0	0	0	
Feckenham	123843	DE	0	0	0	0		1	0	0	1	
Feckenham Juniors	124175		0	5	3	8		0	5	3	8	Charter
Football Connection	207278		0	2	1	3	DE	0	0	0	0	
Fresh Insurance	208312	SS	0	0	0	0	DE	0	0	0	0	
Gate F C (Redditch)	112047	DE	0	0	0	0		1	0	0	1	
Greenlands	114033		0	3	1	4		0	3	1	4	
Halfords Athletic	114159		1	0	0	1		1	0	0	1	
Hayes Harriers A	113352		1	0	0	1		1	0	0	1	
Headless Cross	114154		0	5	5	10		0	4	3	7	
Headless Cross	124322		1	0	0	1		1	0	0	1	
Headless Cross Girls	143756		0	0	1	1	DE	0	0	0	0	

Redditch

Club Name	Club ID	07/08 Teams					08/09 Teams					Charter Standard 08/09
		Status	Adult	Youth	Mini	Total	Status	Adult	Youth	Mini	Total	
Headless Cross Girls	147898	DE	0	0	0	0		0	1	0	1	
Headless Cross Ladies	124126		1	0	0	1	DE	0	0	0	0	
Hizza United	124320		1	0	0	1		1	0	0	1	
Holloway Park	208850		1	0	0	1		1	0	0	1	
Hopwood Star Ladies	148870		1	0	0	1		1	0	0	1	
Hunt End Rangers	112474		0	5	4	9		0	5	3	8	
Kingfisher	146628		1	0	0	1		1	0	0	1	
Kingswood Town	143688		1	0	0	1		1	0	0	1	
Lloyds Homes	206994		1	0	0	1	DE	0	0	0	0	
Lodge Park Rangers	217231	DE	0	0	0	0		0	1	0	1	
Lodge United	207504		0	1	0	1		0	1	0	1	
Mayfly Old Boys	114765		1	0	0	1	DE	0	0	0	0	
Morton Rangers	112061		0	2	1	3	DE	0	0	0	0	
Morton Stanley Rangers	123836		0	0	2	2		0	1	1	2	
Nags Head Bees	114080		1	0	0	1		1	0	0	1	
Prudden Hire Centres	127861		1	0	0	1		1	0	0	1	
Queens Street Rangers	209900	SS	0	0	0	0	DE	0	0	0	0	
R J L	209904	SS	0	0	0	0	DE	0	0	0	0	
Red & White Army	208308	SS	0	0	0	0	DE	0	0	0	0	
Redditch Athletic	145215		0	1	2	3	DE	0	0	0	0	
Redditch Borough	145953		0	1	2	3		0	2	1	3	
Redditch Borough Girls	210653		0	1	0	1		0	1	0	1	
Redditch Cosmos	145169		0	1	0	1		0	1	0	1	
Redditch Cricket Club	143577		1	0	0	1		1	0	0	1	
Redditch Ladies	148313		1	0	0	1		1	0	0	1	
Redditch Streetz	145578		1	0	0	1		1	0	0	1	Charter
Redditch Town	133899		0	3	4	7		0	4	3	7	
Redditch United FC	114188		1	0	0	1	DE	0	0	0	0	CCLink
Redditch United Girls	113859		0	5	2	7		0	5	2	7	Charter
Redditch United Minor	113981	DE	0	0	0	0		0	3	4	7	Comm.
Rednal Rangers	150891		0	1	0	1	DE	0	0	0	0	
Rising Sun (pitch invasion)	208311	SS	0	0	0	0	DE	0	0	0	0	

Redditch

Club Name	Club ID	07/08 Teams					08/09 Teams					Charter Standard 08/09
		Status	Adult	Youth	Mini	Total	Status	Adult	Youth	Mini	Total	
Rocklands	147621		1	0	0	1		1	0	0	1	
Royal Oak Studley	216531	DE	0	0	0	0		1	0	0	1	
Seddon Athletic	147640		1	0	0	1		1	0	0	1	
Seven Stars	145755		1	0	0	1		1	0	0	1	
Sherwood	113194		1	0	0	1	DE	0	0	0	0	
South Redditch	124089		1	0	0	1		1	0	0	1	
Sporting Club Redditch	112409	DE	0	0	0	0		1	0	0	1	
Studley L C	214274	DE	0	0	0	0		1	0	0	1	
Studley Railway	112637		1	0	0	1	DE	0	0	0	0	
Studley Road Old Boys	124082		1	0	0	1		1	0	0	1	
Thomas Brothers	113186	DE	0	0	0	0		1	0	0	1	
Translift Bendi	216271	DE	0	0	0	0		1	0	0	1	
Webheath	124352		1	0	0	1	DE	0	0	0	0	
Webheath Colts Ladies	207060		1	0	0	1		1	0	0	1	
Webheath Wanderers	208001		0	1	0	1		0	1	0	1	
Winyates Wanderers	142727		1	0	0	1		1	0	0	1	
Woodrow	124157		1	0	0	1		1	0	0	1	
Totals			34	45	33	112		37	45	23	105	

Notes:

- The 'BC Link', 'DC Link' and 'CC Link' labels which may appear in the Charter Standard column indicate linked Basic, Development and Community level Charter Standard clubs.

Charter Standard

Of the 55 clubs in Redditch, 5 have achieved Charter Standard. The level of status obtained by these clubs is outlined in Table 4.

Table 4: Clubs with Charter Standard in Redditch

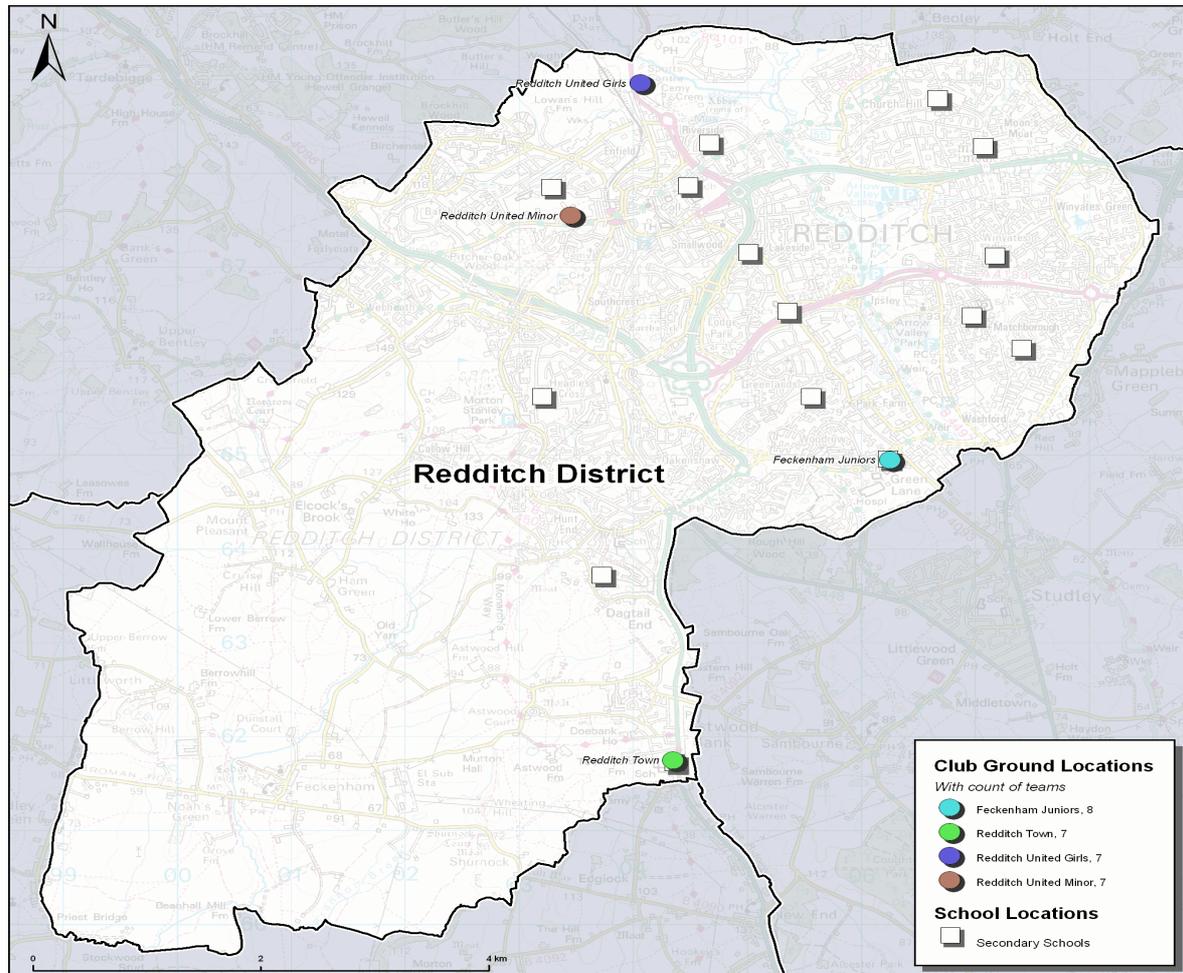
Status	Redditch		England	
	Number	Percentage	Number	Percentage
Community Club	1	1.8%	371	1.1%
Development Club	0	0.0%	437	1.3%
Basic Charter Standard	4	7.3%	3185	9.8%
Total	5	9.1%	3993	12.3%

In terms of teams, 32.4% of youth and mini-soccer teams play within a club of Charter Standard status. This compares to a national average of 58.1% with a National Game Strategy target of 75% of youth and mini-soccer teams playing within a Charter Standard Club by 2012.

Club Ground Locations - Redditch

The following map indicates those clubs with six or more teams and each team's ground location. It also shows the location of the secondary schools in Redditch. It may be that some clubs that have 6 or more teams are not mapped particularly where the team does not have a regular dedicated ground or where there is insufficient information to locate the team's ground. Also where two or more clubs play at the same ground only one will show up on the map as the points for all will be placed precisely on top of one another.

Figure 3: Location of clubs and secondary schools.



Redditch

No	School	No	School
1	Arrow Vale Community High School - a Specialist Sports College	2	Ipsley CofE Middle School
3	Kingsley College	4	Redditch, Birchensale Middle School
5	Redditch, Church Hill Middle School	6	Redditch, Dingleside Middle School
7	Redditch, Lodge Farm Middle School	8	Redditch, Moatfield Middle School
9	Redditch, Ridgeway Middle School	10	Redditch, St Peter's CofE Middle School
11	Redditch, St Stephen's CofE Middle School	12	St Augustine's Catholic High School
13	St Bede's Catholic Middle School	14	Trinity High School and Sixth Form Centre
15	Walkwood CofE Middle School	16	Woodfield Middle School

TEAMS

Redditch Teams

- There are a total of 105 teams playing competitive football in Redditch excluding small-sided teams.
- According to the CAS data, there are 11 female teams playing in Redditch. This is 10.5% of the total number of teams.
- The peak youth age is U12, with 11 teams playing at this level.

Table 6 shows the number of Redditch based teams for each form of football.

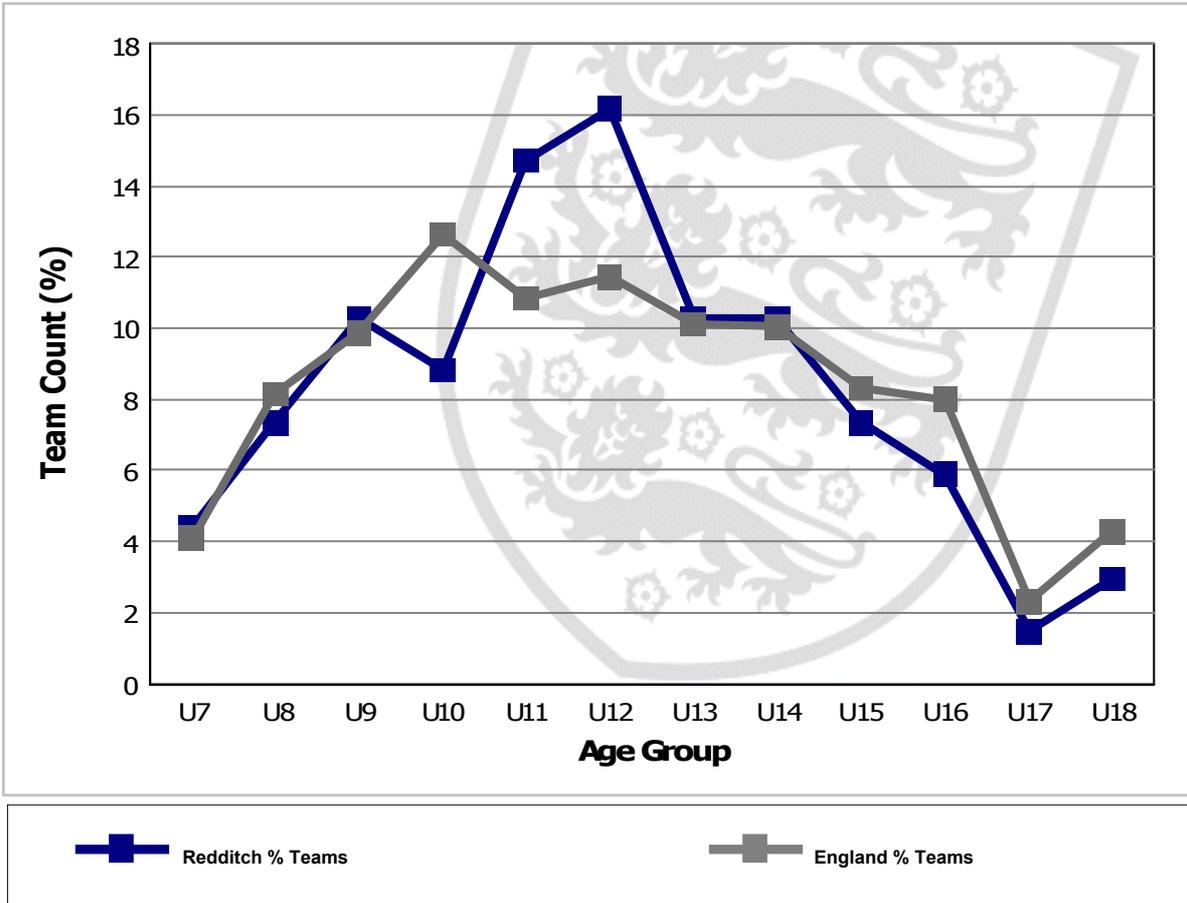
Table 6: Number of teams at each age group

Age Group	Total No. of Teams	No. of Mixed Teams	No. of Male Teams	No. of Female Teams
U7	3	3	0	0
U8	5	5	0	0
U9	7	7	0	0
U10	6	6	0	0
U11	10	1	8	1
U12	11	1	9	1
U13	7	0	6	1
U14	7	0	5	2
U15	5	0	4	1
U16	4	0	3	1
U17	1	0	1	0
U18	2	0	2	0
Open Aged	37	0	33	4
Totals	105	23	71	11

The following figure plots the change in the percentage of youth teams across age groups in Redditch and highlights a peak number of teams in the U12 age group. Where there is no line on the graph for 'Teams within LA %', there are no youth teams playing in the Local Authority. The national percentages for each age group are also included for comparison.

Redditch

Figure 4: Individual youth teams as a proportion of all U18 teams in Redditch



Redditch

LEAGUES

Leagues with Redditch Teams

There are 15 leagues containing teams from Redditch (see table 7).

- In total 7 of these leagues are adult leagues.
- There are 0 teams in Redditch that have not been assigned to a league. Where teams have not been assigned to a league, this data could potentially be highlighting teams playing in 'friendlies' only or it could be highlighting data missing from CAS.

Table 7 summarises the main coverage of football in Redditch, in respect of the age ranges of teams, numbers of teams and leagues in which they participate.

Table 7: League structures in Redditch

League	Age Group	No. of Teams in League	No. of Redditch Teams in League	% of Teams in League Playing in Redditch
Ambassador Evesham Football League	U11	15	1	6.7
Ambassador Evesham Football League	U12	17	1	5.9
Birmingham & Dist. Amateur Football Assoc.	Open Aged	139	1	0.7
Birmingham County Womens League	Open Aged	19	3	15.8
Bromsgrove & District F.L.	Open Aged	30	5	16.7
Central Warwick Girls League	U14	1	1	100.0
Central Warwickshire Girls League	U10	17	1	5.9
Central Warwickshire Girls League	U11	12	2	16.7
Central Warwickshire Girls League	U13	16	1	6.3
Central Warwickshire Girls League	U14	25	1	4.0
Central Warwickshire Girls League	U16	30	1	3.3
Central Warwickshire Youth League	U7	33	3	9.1
Central Warwickshire Youth League	U8	58	5	8.6
Central Warwickshire Youth League	U9	72	7	9.7
Central Warwickshire Youth League	U10	75	5	6.7
Central Warwickshire Youth League	U11	75	7	9.3
Central Warwickshire Youth League	U12	84	8	9.5
Central Warwickshire Youth League	U13	80	6	7.5
Central Warwickshire Youth League	U14	67	5	7.5

Redditch

League	Age Group	No. of Teams in League	No. of Redditch Teams in League	% of Teams in League Playing in Redditch
Central Warwickshire Youth League	U15	53	4	7.5
Central Warwickshire Youth League	U16	56	2	3.6
Central Warwickshire Youth League	U18	9	1	11.1
FA Women's Premier League	Open Aged	76	1	1.3
Mercian Festival Junior Football League	U12	26	2	7.7
Mercian Festival Junior Football League	U15	23	1	4.3
Midland Football Combination	Open Aged	81	1	1.2
Midland Junior Premier League	U18	10	1	10.0
Redditch & South Warwickshire Combination	Open Aged	60	24	40.0
Stourbridge & District Youth League	U17	15	1	6.7
Stourport & District Youth F.L.	U16	15	1	6.7
Stratford Upon Avon Alliance	Open Aged	33	2	6.1
Count of Leagues: 15				

SUMMARY

This report has identified the status of football in Redditch for 08/09 season. The report is part of an ongoing process that will allow the data to be updated and used in the development of football locally.

In closing The Football Association would like to thank you for any feedback that you may have on this report. Please convey any errors or omissions to either your local County FA or Data@TheFA.com.

APPENDIX

This section provides a brief overview of Redditch's population structure and characteristics.

Demographic Profile

According to the mid-2006 population estimate data from the Office for National Statistics, Redditch has a population of 78,807. 39,979 of Redditch's population, 50.7%, are female compared to a national average of 51.3%.

For statistical purposes we define the number of people in a district who could potentially play football as the "relevant population". For Adult teams, the relevant population is males and females aged between 16 and 44 years, for Youth teams, the relevant population is males and females aged between 10 and 15 years, and for Mini Soccer, the relevant population is males and females aged 6 to 9 years. Table 8 outlines the numbers and percentages of the population in Adur for the population age groups relevant to football.

Table 8: Redditch relevant population age groups

Population Group	Redditch Relevant Population		% of Redditch Relevant Population		England Relevant Population	
	Male	Female	Male	Female	Male	Female
Adult - Aged 16 to 44 Years	15,941	16,323	37.0%	37.9%	37.0%	37.8%
Youth - Aged 10 to 15 Years	3,370	3,295	7.8%	7.6%	7.8%	7.4%
Mini Soccer - Aged 6 to 9 Years	4,198		9.7%		10.0%	

In Redditch 5.2% of the population come from Ethnic Minority (EM) groups, which is lower than that of England as a whole at 6.2%. The largest EM group in the authority is Pakistani at 1.9%, followed by Mixed White and Black Caribbean at 0.8%; the corresponding national averages are 0.9% and 0.4% respectively. (Source: 2001 Census)

Redditch

Index of Multiple Deprivation (IMD)

The Index of Multiple Deprivation (2007) provides a nationally accepted means by which to identify the levels of deprivation in England.

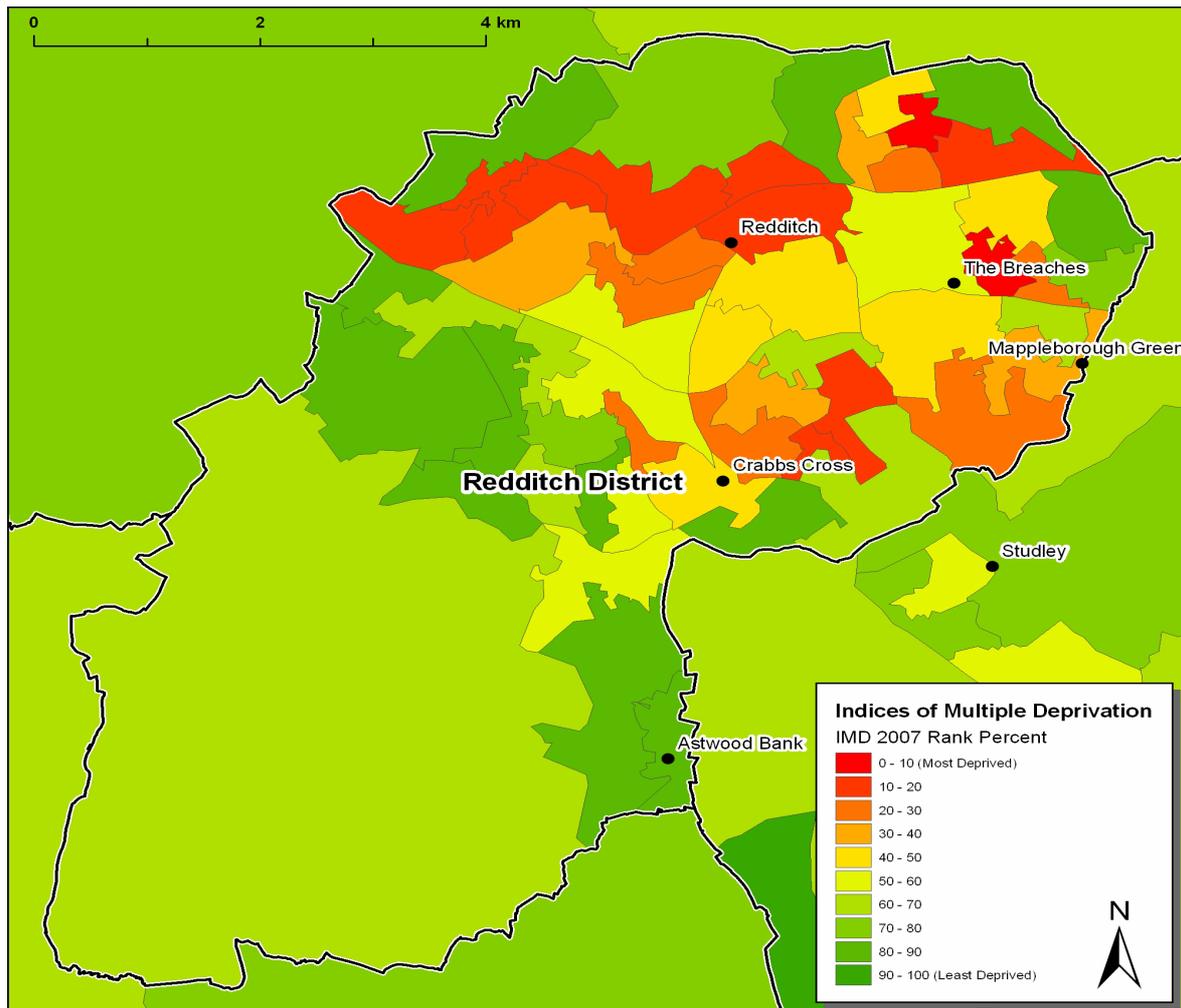
Analysis of data for Redditch shows that, of the 55 super output areas (SOA) in Redditch, 9, or 16.3% lie in the 20% most deprived SOAs in England.

As shown in the table below, one tenth of all SOAs nationally fall within each of the IMD bands.

Table 9: Redditch deprivation analysis

IMD Rank Percent	Population in Band	% Population in Band	Cumulative Population	Cumulative % of Population	
Most Deprived	0.0 - 10.0	1,450	1.8%	1,450	1.8%
	10.1 - 20.0	12,239	15.5%	13,689	17.4%
	20.1 - 30.0	12,638	16.0%	26,327	33.4%
	30.1 - 40.0	2,853	3.6%	29,180	37.0%
	40.1 - 50.0	7,564	9.6%	36,744	46.6%
	50.1 - 60.0	6,997	8.9%	43,741	55.5%
	60.1 - 70.0	5,523	7.0%	49,264	62.5%
	70.1 - 80.0	9,887	12.6%	59,151	75.1%
	80.1 - 90.0	14,329	18.2%	73,480	93.3%
Least Deprived	90.1 - 100.0	5,327	6.8%	78,807	100.0%

Figure 5: Redditch IMD ranking indicating main settlements



Active People

The Active People survey (Active People Survey 2), commissioned by Sport England, provides detail on the levels of participation in sport and physical activity by adults (16+) for each local authority in England (this data is based on a sample of 500 interviews in each area). The results for Redditch are shown below.

Table 10: Active People survey 2 results for Redditch

Indicator	Redditch			West Midlands			England		
	Tot	M	F	Tot	M	F	Tot	M	F
At least 3 days a week x 30 minutes moderate participation	19.0%	23.9%	14.2%	20.6%	23.1%	18.2%	21.4%	23.8%	19.1%
Club Member	21.9%	26.0%	17.9%	24.4%	28.8%	20.2%	25.3%	29.6%	21.3%
Taken part in organised competitive sport in last 12 months	12.1%	18.9%	5.6%	14.7%	21.3%	8.5%	15.5%	22.3%	9.1%
Football - Indoor	2.4%	4.5%	0.0%	1.9%	3.6%	0.0%	1.9%	3.7%	0.0%
Football - Outdoor	5.3%	10.1%	0.0%	5.2%	9.7%	0.5%	5.5%	10.2%	0.8%
Football - Any	7.2%	13.5%	1.2%	6.5%	12.1%	0.7%	6.8%	12.8%	1.0%

Note: Care should be taken in the interpretation of results for individual sports, due to low sample numbers

National Statistics 2001 Area Classification for Local Authorities

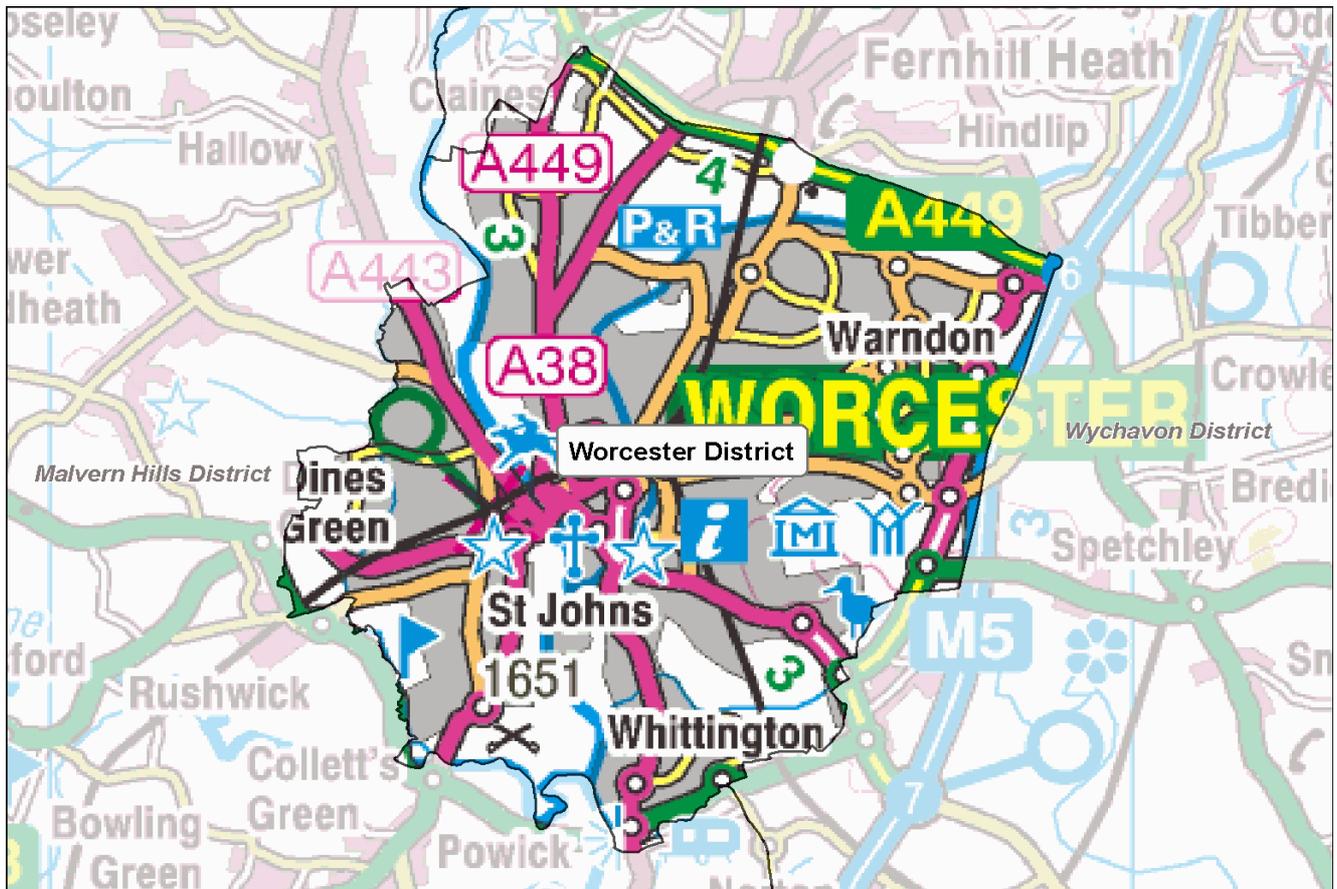
Additional information can be found on the Area Classification clusters that were used to group Local Authorities using the website below:

http://www.statistics.gov.uk/about/methodology_by_theme/area_classification/la/default.asp

LOCAL AREA DATA:

Worcester

Season 08/09



INTRODUCTION

Football has the highest participation of any team sport in the country - there are over 125,000 affiliated football teams in England, (08/09). The recently published National Game Strategy is The FA's plan for grassroots football between 2008 and 2012 and within this, there is an ambition to grow the game by a further 20,500 teams by 2012.

Over the past 5 years, The FA has invested in significant improvements to the affiliation process which has led to the development of the County Administration System (CAS). CAS allows us to chart participation within each local authority area and this report reflects the latest participation data in your particular area. These reports are freely available and it is hoped that they will be used by local authorities, developers, clubs, leagues and other interested parties to advise current and proposed activities and investments around the game at the local level.

The FA will welcome support and advice from local partners who are similarly interested in sustaining and developing the game. Since the production of the Season 08/09 Local Area Data Reports, significant effort has been put into improving data from the County Administration System (CAS). In some instances, this has resulted in changes to the 08/09 totals compared to how they appeared in the last version of the report.

Whilst the data provided is robust it is not claimed to be 100% accurate. There are a number of reasons why some errors will exist and it is critical that errors are reported back to The FA and/or CFAs so we can continually improve the quality of the information available. Please report any errors or omissions to either your local County FA or Data@TheFA.com.

Each year, the County Football Associations and The Football Association will work hard to improve methods for capturing data. As a result, in some circumstances, there may appear to be shifts in participation which are directly due to refined/improved data entry rather than actual growth or decline. Please ensure that in assessing trends, you take advice from the respective County FA.

FOOTBALL KEY FACTS - Worcester

Demographics

- Worcester has a population of **93,353** (Mid year estimate, Office for National Statistics, 2006) and is expected to grow to **96,200** by 2015 (Office for National Statistics, 2006).
- **3.5%** of the population in Worcester come from Ethnic Minority communities compared to a national figure of **6.24%** (Census, 2001).
- **23.0%** of the adult population (16+) participate in physical activity three times per week for 30 minutes as compared to a national average of **21.4%** (Sport England Active People Survey, 2006).

Clubs and Teams

- Worcester has a total of **227** teams.
- Of the **227** teams operating in Worcester, **66 (29.1%)** are adult teams, **38 (16.7%)** are youth teams and **32 (14.1%)** are Mini-Soccer teams and **91 (40.1%)** are small sided.
- **67.1%** or **47** of the **70** Youth and Mini-soccer teams play in a club that has achieved a Charter Standard Award as compared to a national average of **58.1%**.
- The number of teams **has increased by 12 teams** overall in Worcester from season 07/08 to season 08/09.

This comprises:

- an increase of 4 adult teams.
- a decrease of 4 youth teams.
- a decrease of 1 minisoccer teams.
- an increase of 13 small sided teams.

Conversion Rates

The following table and graphs show football conversion rates in the authority compared to Regional and National rates. These are calculated by comparing the number of persons playing football to the relevant population.

We estimate the number of individuals playing football by multiplying the number of teams by the average number of players involved in the different forms of football. We assume 15 players are involved in an 11 a side squad, 10 players in a mini soccer team squad and 8 in a small-sided team squad.

These numbers are then expressed as a proportion of the relevant population. This creates a percentage of the population at each age group involved in playing football, called a 'conversion rate'. We can then compare these conversion rates to Regional and National averages.

Table 1: Teams, players and conversion rates for Worcester, West Midlands and England

	Adult 11-a-side		Youth 11-a-side		Mini- Soccer	Adult Small Sided	All Forms
	Male	Female	Male	Female	Mixed	Male	Total
Worcester							
No of Teams 08/09	61	5	35	3	32	83	227
No of Teams 07/08	57	5	37	5	33	78	215
Variance	7.0%	0.0%	-5.4%	-40.0%	-3.0%	6.4%	5.6%
Players 08/09	915	75	525	45	320	664	2544
Players 07/08	855	75	555	75	330	624	2514
Conversion Rate 08/09	4.7%	0.4%	15.0%	1.4%	6.7%	3.4%	5.0%
Conversion Rate 07/08	4.4%	0.4%	15.9%	2.3%	6.9%	3.2%	4.9%
Variance	0.3%	0.0%	-0.9%	-0.9%	-0.2%	0.2%	0.1%
West Midlands							
Conversion Rates 08/09	4.4%	0.2%	23.4%	2.3%	8.3%	1.6%	5.2%
Conversion Rates 07/08	4.3%	0.2%	22.9%	2.8%	8.8%	1.2%	5.1%
Variance	0.0%	0.0%	0.5%	-0.5%	-0.5%	0.3%	0.1%
England							
Conversion Rate 08/09	5.0%	0.2%	23.9%	2.0%	8.9%	2.5%	5.8%
Conversion Rate 08/09	5.3%	0.2%	23.9%	2.3%	8.7%	2.0%	5.8%
Variance	-0.3%	0.0%	0.0%	-0.3%	0.2%	0.5%	0.1%

Notes:

- All conversion rate figures in this table are subject to rounding, so whilst the seasonal figures in the table may not imply a change, the variance may indicate a drop or increase as the 1st November data cut figures may differ.

Worcester

Figure 1: Conversion rates by type of football for Worcester 08/09 as set against regional and national averages.

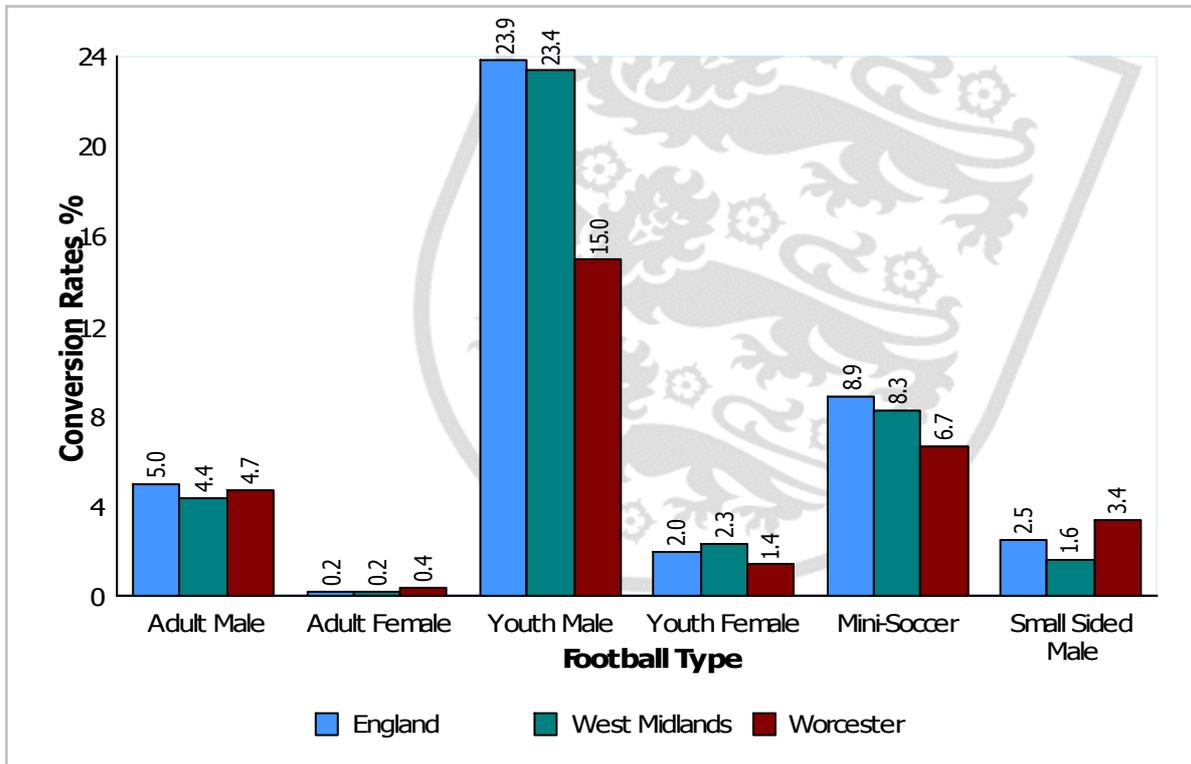
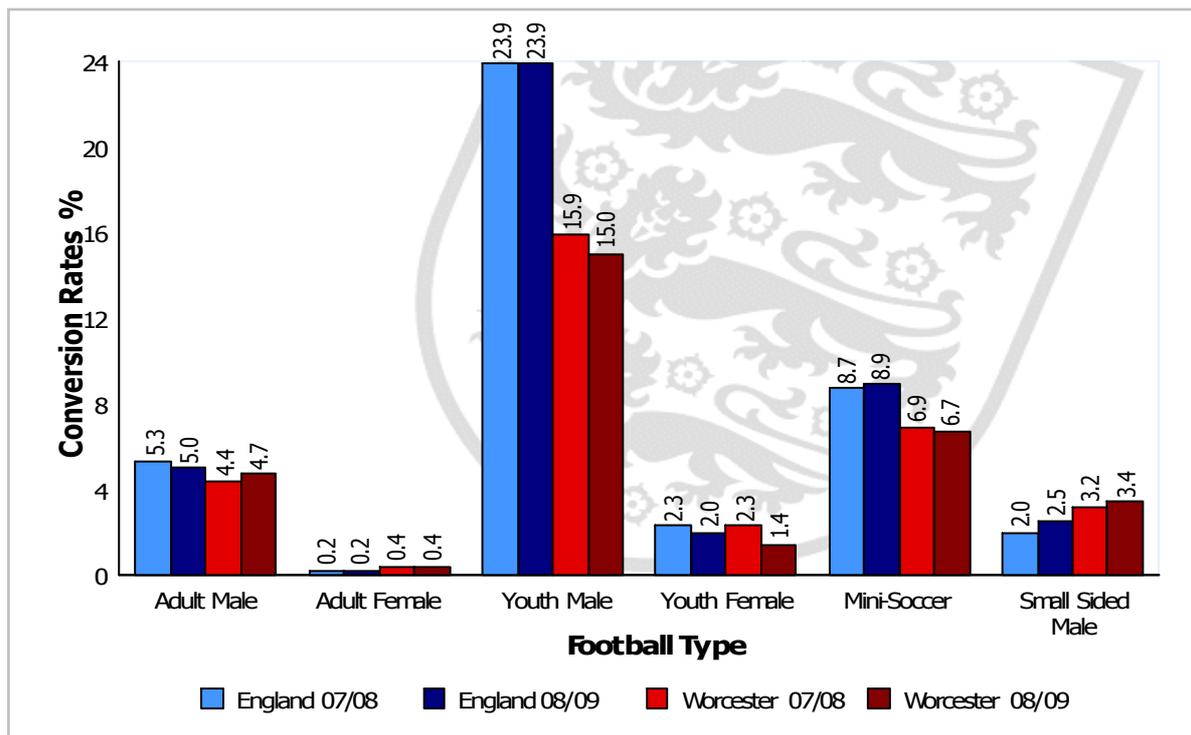


Figure 2: Conversion rate trends for different football types for Worcester 07/08 and 08/09 as set against national averages.



Participation data is based on:

- 15 players in an 11-a-side team, 10 in a mini-soccer team and 8 in a small sided team
- Adult= 16-44 years, Youth = 10-15 years, Mini = 6-9 years, Small sided = 16-44yrs.

Local Authority Comparison of Conversion Rates

A comparison of conversion rates of Local Authorities can be made between those similar in nature by utilising the National Statistics 2001 Area Classification of Local Authorities (provided by the Office for National Statistics). The classification groups Local Authorities based population characteristics provided from the 2001 census.

Table 2 below shows the conversion rates for Worcester compared to those most similar to it, that is, members of the same subgroup:

Basildon, Bedford, Bexley, Broxbourne, Crawley, Dartford, Forest Heath, Gloucester, Gosport, Gravesham, Harlow, Havering, Ipswich, Medway, Milton Keynes, Northampton, Peterborough, Rushmoor, Stevenage, Swindon, Thurrock, Wellingborough

Table 2: Comparison of Local Authorities in the same subgroup as Worcester.

Football Type		Conversion Target ¹	Worcester Conversion Rate	Variance	Growth Potential ²
Adult 11-a-side	Male	5.4	4.7	-0.7	10
	Female	0.2	0.4	0.2	0
Youth 11-a-side	Male	26.4	15.0	-11.4	28
	Female	2.6	1.4	-1.2	4
Mini-Soccer	Mixed	9.8	6.7	-3.1	16
Adult Small Sided	Male	3.6	3.4	-0.2	2

¹ The target is the value of the upper quartile (75th Percentile) of conversion rates of all local authorities in the same subgroup. The conversion target is calculated for each type of football.

² Growth Potential represents the number of teams for each football type that the local authority would need to develop to reach the conversion target value.

Local Authorities are encouraged to discuss growth potential targets with their County Development Manager to determine a realistic programme of intervention, supported by the FA, capable of increasing participation over an agreed period.

Where the Local Authority has participation rates already above the targets consideration should be given as to how these rates can be sustained long term.

CLUBS

Worcester Clubs

- In Worcester the club to team ratio is 1:1.8 (i.e. each club runs on average 1.8 teams). This compares to a national ratio of 1:2.6 and a regional ratio of 1:2.2.
- 19 of the youth clubs in Worcester just run youth 11-a-side teams and do not have a mini-soccer team.
- There are no clubs fielding both youth and adult teams.
- 71.6% of clubs in Worcester have adult teams, compared to national and regional averages of 69.5% and 66.0% respectively.
- 84.9% of adult-only clubs in Worcester have only one team compared to the national average of 77.2%.

Table 3 shows Worcester based clubs with numbers of associated teams for each form of football during season 07/08 and season 08/09. Finally, it shows the status of clubs that have been awarded The FA Charter Standard award and the level of that award.

Where there are 0 teams shown in all the number columns, the status will reflect the reason for this. A status of 'DE' shows that a club does not exist in that season and a status of 'SS' shows that the club has only small-sided teams for that season. The clubs listed do not include counts of small-sided teams due to the different ways that small-sided teams affiliate.

The 'BC Link', 'DC Link' and 'CC Link' labels which may appear in the Charter Standard column indicate linked Basic, Development and Community level Charter Standard clubs.

Worcester

Table 3: Summary of football clubs in Worcester

Club Name	Club ID	07/08 Teams					08/09 Teams					Charter Standard 08/09
		Status	Adult	Youth	Mini	Total	Status	Adult	Youth	Mini	Total	
Acocks Green Athletic	112508	DE	0	0	0	0		1	0	0	1	
AFC Claines	124125		1	0	0	1		1	0	0	1	
AFC Heenans	124054		1	0	0	1		1	0	0	1	
AFC Mazak	124342		1	0	0	1		1	0	0	1	
AFC Severnside	124103		1	0	0	1		1	0	0	1	
AFC West Midlands	124119		1	0	0	1		1	0	0	1	
Anchor	147782		1	0	0	1		1	0	0	1	
Archdale 73	123816		2	0	0	2		1	0	0	1	
Archdale 73 Youth	207862		0	2	0	2		0	4	0	4	
Arrow 2000	123860		1	0	0	1		2	0	0	2	
Barbourne Celtic	123953		1	0	0	1		1	0	0	1	
Berwick Rangers	215022	DE	0	0	0	0		1	0	0	1	
BJH Motors	151258		1	0	0	1	DE	0	0	0	0	
Blackpole	123971		1	0	0	1		1	0	0	1	
Blackpole Saints	146361		0	1	1	2		0	2	0	2	Charter
Blue Star	215060	DE	0	0	0	0		1	0	0	1	
Bridge Rangers	124060		1	0	0	1		1	0	0	1	
Brooklyn Rangers	151259		1	0	0	1	DE	0	0	0	0	
Burlish Olympic Youth (Jun)	124123		0	0	1	1	DE	0	0	0	0	Charter
CMB Sports	124329		1	0	0	1		1	0	0	1	
Coppertops Athletic	123979	DE	0	0	0	0		1	0	0	1	
Crown	147444		1	0	0	1		1	0	0	1	
Droitwich Spa Eagles	124133		1	0	0	1		1	0	0	1	
Evesham United	123904		1	0	0	1		2	0	0	2	Comm.
Falcons Youth	209578		0	0	1	1		0	1	0	1	
FC Grosvenor	124290	DE	0	0	0	0		1	0	0	1	
FC Tything	123847		1	0	0	1		1	0	0	1	
GDL Athletic	141560		1	0	0	1		1	0	0	1	
Glovers Needle	216888	DE	0	0	0	0		1	0	0	1	
Goodrest Juniors	124332		0	1	0	1		1	0	0	1	
Grosvenor Sports	209581		1	0	0	1		1	0	0	1	

Worcester

Club Name	Club ID	07/08 Teams					08/09 Teams					Charter Standard 08/09
		Status	Adult	Youth	Mini	Total	Status	Adult	Youth	Mini	Total	
Harborne Dynamos	140016	DE	0	0	0	0		1	0	0	1	
HDNL Sports	124291		1	0	0	1		1	0	0	1	
Hornets	147355		1	0	0	1		1	0	0	1	Charter
Inter Town	141822		1	0	0	1		1	0	0	1	
Kays	123856		1	0	0	1	DE	0	0	0	0	
KGV Ladies	209325		1	0	0	1		1	0	0	1	
Kings Heath Concorde	114065		0	2	0	2	DE	0	0	0	0	
Lakes Sports	124225		1	0	0	1		1	0	0	1	
Lloyds Homes	206994	DE	0	0	0	0		1	0	0	1	
Lower Wick Sports	124134		1	0	0	1		1	0	0	1	
MEC Chestnut	215249	DE	0	0	0	0		1	0	0	1	
New AFC Barbourne	124263		1	0	0	1		1	0	0	1	
New Metro	143761		1	0	0	1	DE	0	0	0	0	
North Worcester Rangers	147364		1	0	0	1	DE	0	0	0	0	
Northside	123888		0	3	1	4	DE	0	0	0	0	Charter
Northwick Sports	141380		1	0	0	1	DE	0	0	0	0	
Northwick Vale	127640		1	0	0	1		1	0	0	1	
Nunnery Wood Colts	124338		0	3	7	10		0	5	7	12	Charter
Old Vigornians	147773		1	0	0	1		1	0	0	1	
Oldbury Park Tigers	123915		0	4	7	11		0	4	6	10	Devel.
Perdiswell	124154	DE	0	0	0	0		1	0	0	1	
Perdiswell & Worcester Girls	124350		0	1	1	2		0	0	1	1	Charter
Perdiswell House	141313		1	0	0	1		1	0	0	1	
Perowne Park Rangers	123966		1	0	0	1		1	0	0	1	
Perrywood	123873		2	0	0	2		2	0	0	2	
Perrywood Youth	209854		0	1	0	1		0	1	0	1	
Prinner Sports	124243		2	0	0	2		2	0	0	2	
Raven (The)	123812		1	0	0	1		1	0	0	1	
Severn City Junior	123926		0	1	0	1	DE	0	0	0	0	
Sin XI	143920		1	0	0	1		1	0	0	1	
Skyparts	124273		1	0	0	1	DE	0	0	0	0	
Speedy Sports	208866		1	0	0	1	DE	0	0	0	0	

Worcester

Club Name	Club ID	07/08 Teams					08/09 Teams					Charter Standard 08/09
		Status	Adult	Youth	Mini	Total	Status	Adult	Youth	Mini	Total	
Sporting Worcester	124095		1	0	0	1	DE	0	0	0	0	
St Johns	123881	DE	0	0	0	0		1	0	0	1	
Suffolk Rangers	124087		0	1	0	1	DE	0	0	0	0	
Tolladine Sports	123883		1	0	0	1	DE	0	0	0	0	
University of Worcester Ladies	123998		2	0	0	2		2	0	0	2	
University of Worcester Mens	123825		6	0	0	6		6	0	0	6	
VBL Sports	141592		1	0	0	1		1	0	0	1	
Villagers (The)	143594		1	0	0	1	DE	0	0	0	0	
Warndon Athletic	147762		1	0	0	1		1	0	0	1	
Warndon Villages	124181		0	2	7	9		0	2	9	11	Devel.
Warndon Villages Girls	123980		0	3	0	3		0	2	1	3	DCLink
Whittington St. Peters Juniors	123824	DE	0	0	0	0		0	1	0	1	Charter
Worcester (City) College of Technology	207482		0	1	0	1		0	1	0	1	
Worcester Bosch	215727	DE	0	0	0	0		1	0	0	1	
Worcester City	124062		2	0	0	2		3	0	0	3	
Worcester City U18 Youth	124231		0	1	0	1		0	1	0	1	
Worcester City Wanderers	207275		0	1	0	1		0	1	0	1	Charter
Worcester City Wanderers Girls	207621		0	1	1	2		0	1	0	1	BCLink
Worcester City Women	124306		2	0	0	2		2	0	0	2	Charter
Worcester City Youth Development	124093		0	4	0	4		0	2	0	2	
Worcester Colts	124083		0	4	3	7		0	5	4	9	
Worcester Falcons	123955		0	1	0	1		0	1	0	1	
Worcester Hawks	206989		0	0	1	1		0	0	1	1	Charter
Worcester Lynx	146907		0	1	0	1		0	1	0	1	
Worcester Raiders	124341		0	2	1	3		0	1	3	4	Charter
Worcester Wizards	124222		0	1	1	2		0	2	0	2	
Worcester Y.M.C.A.	207636		1	0	0	1		1	0	0	1	
Worcestershire Disability (Seniors)	129350	SS	0	0	0	0	SS	0	0	0	0	Charter
Worcestershire Disability (Youth)	144503	SS	0	0	0	0	SS	0	0	0	0	BCLink
Totals			62	42	33	137		66	38	32	136	

Worcester

Notes:

- The 'BC Link', 'DC Link' and 'CC Link' labels which may appear in the Charter Standard column indicate linked Basic, Development and Community level Charter Standard clubs.

Charter Standard

Of the 74 clubs in Worcester, 13 have achieved Charter Standard. The level of status obtained by these clubs is outlined in Table 4.

Table 4: Clubs with Charter Standard in Worcester

Status	Worcester		England	
	Number	Percentage	Number	Percentage
Community Club	1	1.4%	371	1.1%
Development Club	2	2.7%	437	1.3%
Basic Charter Standard	10	13.5%	3185	9.8%
Total	13	17.6%	3993	12.3%

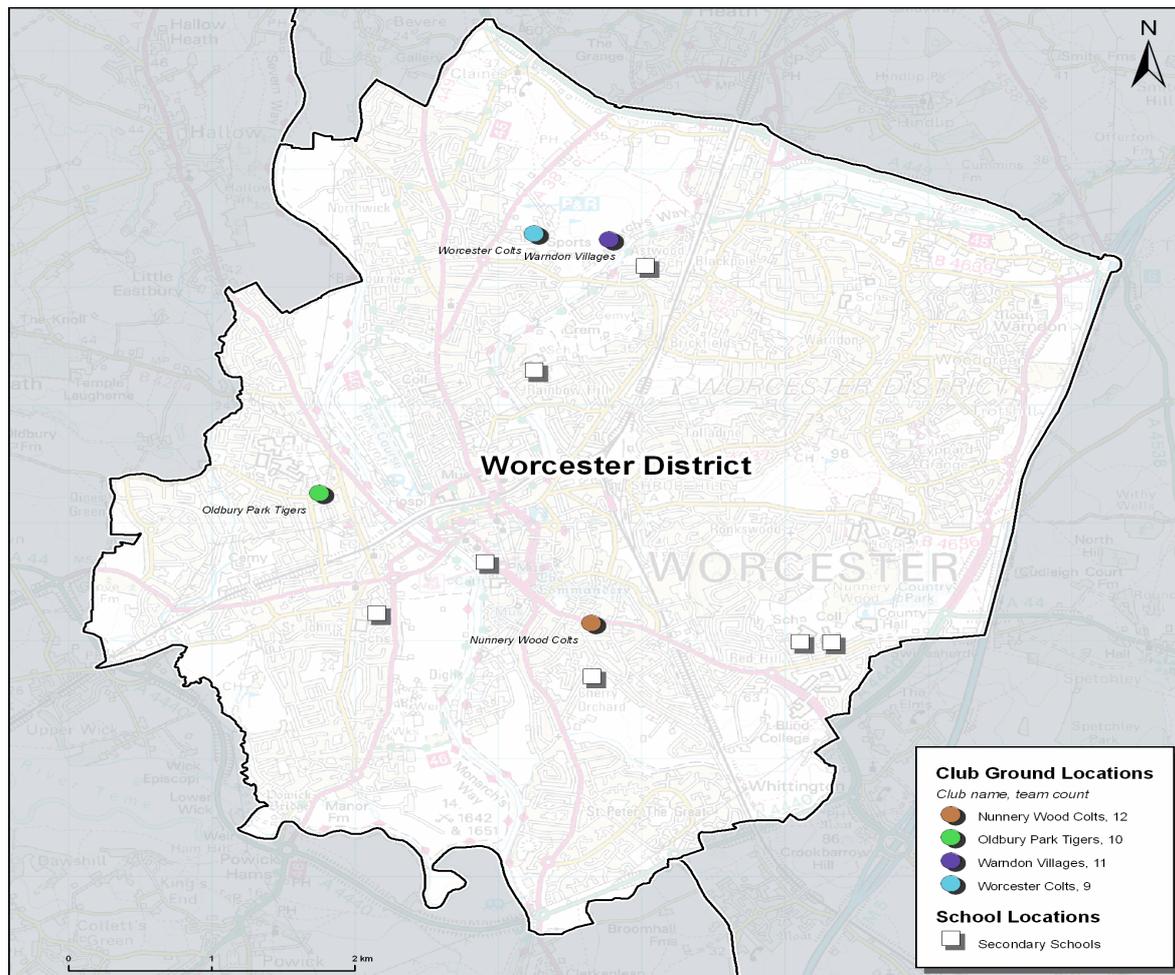
In terms of teams, 67.1% of youth and mini-soccer teams play within a club of Charter Standard status. This compares to a national average of 58.1% with a National Game Strategy target of 75% of youth and mini-soccer teams playing within a Charter Standard Club by 2012.

Worcester

Club Ground Locations - Worcester

The following map indicates those clubs with six or more teams and each team's ground location. It also shows the location of the secondary schools in Worcester. It may be that some clubs that have 6 or more teams are not mapped particularly where the team does not have a regular dedicated ground or where there is insufficient information to locate the team's ground. Also where two or more clubs play at the same ground only one will show up on the map as the points for all will be placed precisely on top of one another.

Figure 3: Location of clubs and secondary schools.



No	School	No	School
1	Bishop Perowne CofE College	2	Blessed Edward Oldcorne Catholic College
3	Christopher Whitehead Language College	4	Elgar Technology College
5	Worcester College of Technology	6	Worcester Sixth Form College
7	Worcester, Nunnery Wood High School		

TEAMS

Worcester Teams

- There are a total of 136 teams playing competitive football in Worcester excluding small-sided teams.
- According to the CAS data, there are 8 female teams playing in Worcester. This is 5.9% of the total number of teams.
- The peak youth age is U11, with 10 teams playing at this level.

Table 6 shows the number of Worcester based teams for each form of football.

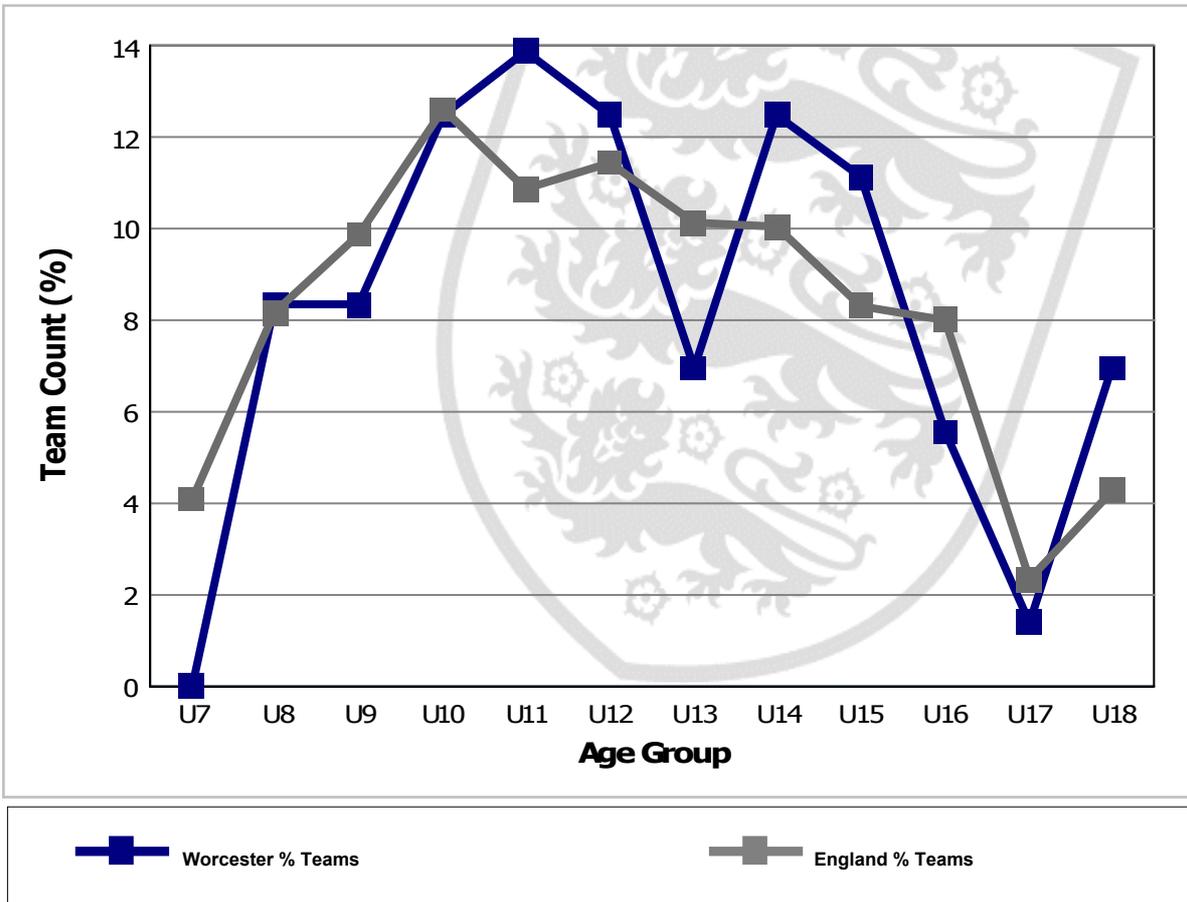
Table 6: Number of teams at each age group

Age Group	Total No. of Teams	No. of Mixed Teams	No. of Male Teams	No. of Female Teams
U8	6	6	0	0
U9	6	6	0	0
U10	9	9	0	0
U11	10	10	0	0
U12	9	1	8	0
U13	4	0	4	0
U14	9	0	9	0
U15	8	0	6	2
U16	3	0	3	0
U17	1	0	0	1
U18	5	0	5	0
Open Aged	66	0	61	5
Totals	136	32	96	8

The following figure plots the change in the percentage of youth teams across age groups in Worcester and highlights a peak number of teams in the U11 age group. Where there is no line on the graph for 'Teams within LA %', there are no youth teams playing in the Local Authority. The national percentages for each age group are also included for comparison.

Worcester

Figure 4: Individual youth teams as a proportion of all U18 teams in Worcester



LEAGUES

Leagues with Worcester Teams

There are 22 leagues containing teams from Worcester (see table 7).

- In total 14 of these leagues are adult leagues.
- There are 2 teams in Worcester that have not been assigned to a league. Where teams have not been assigned to a league, this data could potentially be highlighting teams playing in 'friendlies' only or it could be highlighting data missing from CAS.

Table 7 summarises the main coverage of football in Worcester, in respect of the age ranges of teams, numbers of teams and leagues in which they participate.

Table 7: League structures in Worcester

League	Age Group	No. of Teams in League	No. of Worcester Teams in League	% of Teams in League Playing in Worcester
Birmingham & Dist. Amateur Football Assoc.	Open Aged	139	1	0.7
Birmingham Ability Counts League	U16	6	1	16.7
Birmingham Ability Counts League Adult	Open Aged	14	1	7.1
British Gas Business Southern League	Open Aged	65	1	1.5
Bromsgrove & District F.L.	Open Aged	30	1	3.3
BUSA Competition	Open Aged	260	5	1.9
BUSA Women's Competition	Open Aged	49	2	4.1
Central Conference	Open Aged	6	1	16.7
Central Warwickshire Girls League	U15	11	1	9.1
Central Warwickshire Girls League	U17	14	1	7.1
Cheltenham Youth League	U15	18	1	5.6
English Colleges Football League	U18	24	1	4.2
Football Conference	Open Aged	67	1	1.5
Kidderminster County Womens F.L.	Open Aged	8	2	25.0
Mercian Festival Junior Football League	U8	10	4	40.0
Mercian Festival Junior Football League	U9	19	2	10.5
Mercian Festival Junior Football League	U10	26	5	19.2
Mercian Festival Junior Football League	U11	24	6	25.0
Mercian Festival Junior Football League	U12	26	6	23.1

Worcester

League	Age Group	No. of Teams in League	No. of Worcester Teams in League	% of Teams in League Playing in Worcester
Mercian Festival Junior Football League	U13	23	3	13.0
Mercian Festival Junior Football League	U14	21	3	14.3
Mercian Festival Junior Football League	U15	23	4	17.4
Midland Floodlit Youth League	U14	2	1	50.0
Midland Floodlit Youth League	U18	59	1	1.7
Midland Football Combination	Open Aged	81	4	4.9
Midland Junior Premier League	U13	20	1	5.0
Midland Junior Premier League	U15	15	1	6.7
Midland Junior Premier League	U16	36	1	2.8
Redditch & South Warwickshire Combination	Open Aged	60	1	1.7
Stourport & District Youth F.L.	U8	9	2	22.2
Stourport & District Youth F.L.	U9	17	3	17.6
Stourport & District Youth F.L.	U10	20	4	20.0
Stourport & District Youth F.L.	U11	15	4	26.7
Stourport & District Youth F.L.	U12	22	3	13.6
Stourport & District Youth F.L.	U13	15	1	6.7
Stourport & District Youth F.L.	U14	18	5	27.8
Stourport & District Youth F.L.	U15	11	1	9.1
Stourport & District Youth F.L.	U16	15	2	13.3
Stourport & District Youth F.L.	U18	19	2	10.5
Warley Sunday League	Open Aged	84	1	1.2
West Midlands Regional Women's Football League	Open Aged	37	1	2.7
Worcester & District F.L.	Open Aged	71	45	63.4
Count of Leagues: 22				

SUMMARY

This report has identified the status of football in Worcester for 08/09 season. The report is part of an ongoing process that will allow the data to be updated and used in the development of football locally.

In closing The Football Association would like to thank you for any feedback that you may have on this report. Please convey any errors or omissions to either your local County FA or Data@TheFA.com.

APPENDIX

This section provides a brief overview of Worcester's population structure and characteristics.

Demographic Profile

According to the mid-2006 population estimate data from the Office for National Statistics, Worcester has a population of 93,353. 47,867 of Worcester's population, 51.3%, are female compared to a national average of 51.3%.

For statistical purposes we define the number of people in a district who could potentially play football as the "relevant population". For Adult teams, the relevant population is males and females aged between 16 and 44 years, for Youth teams, the relevant population is males and females aged between 10 and 15 years, and for Mini Soccer, the relevant population is males and females aged 6 to 9 years. Table 8 outlines the numbers and percentages of the population in Adur for the population age groups relevant to football.

Table 8: Worcester relevant population age groups

Population Group	Worcester Relevant Population		% of Worcester Relevant Population		England Relevant Population	
	Male	Female	Male	Female	Male	Female
Adult - Aged 16 to 44 Years	19,457	19,966	38.1%	39.1%	37.0%	37.8%
Youth - Aged 10 to 15 Years	3,491	3,334	6.8%	6.5%	7.8%	7.4%
Mini Soccer - Aged 6 to 9 Years	4,770		9.4%		10.0%	

In Worcester 3.5% of the population come from Ethnic Minority (EM) groups, which is lower than that of England as a whole at 6.2%. The largest EM group in the authority is Pakistani at 1.3%, followed by Indian at 0.3%; the corresponding national averages are 0.9% and 1.4% respectively. (Source: 2001 Census)

Worcester

Index of Multiple Deprivation (IMD)

The Index of Multiple Deprivation (2007) provides a nationally accepted means by which to identify the levels of deprivation in England.

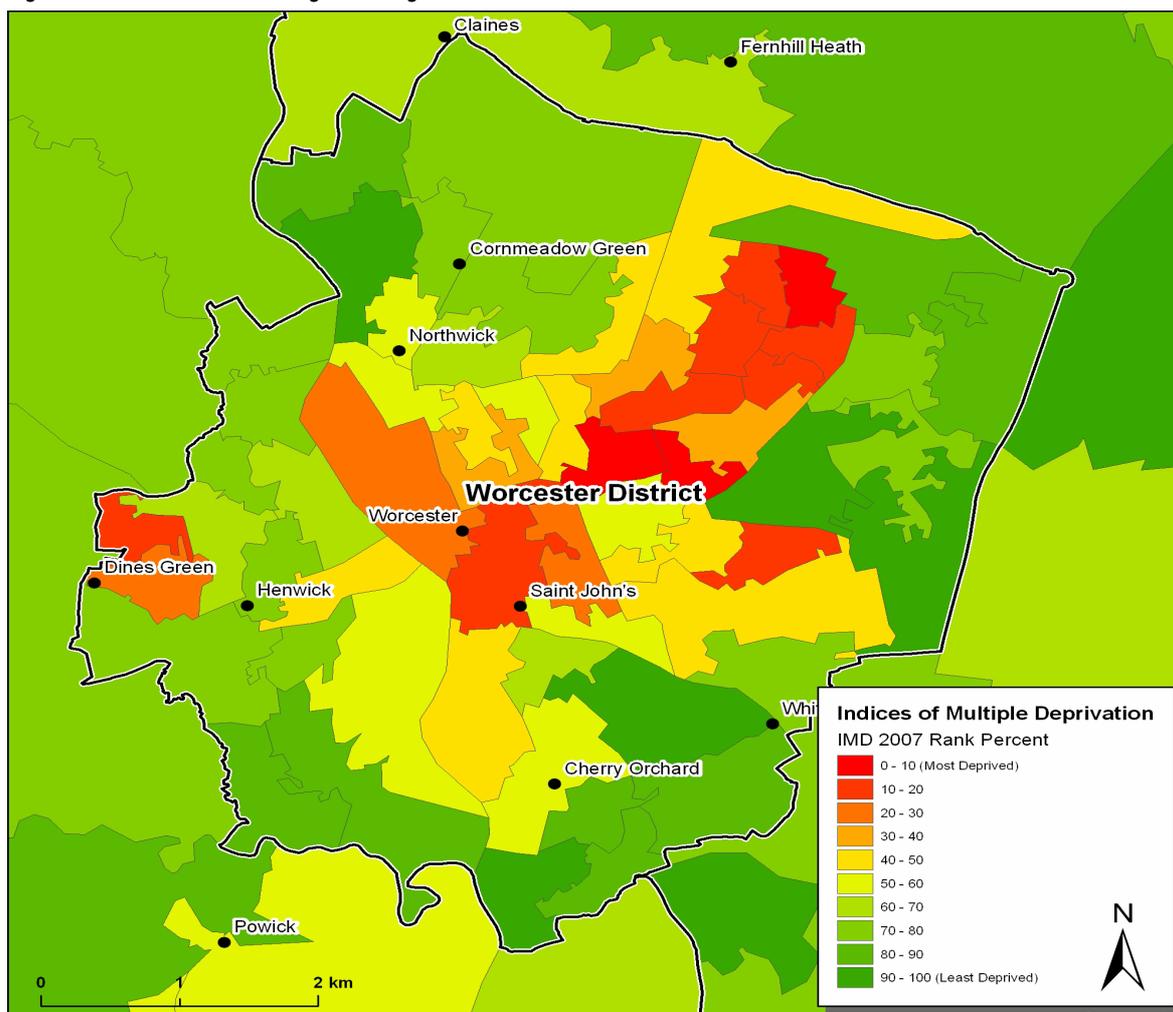
Analysis of data for Worcester shows that, of the 61 super output areas (SOA) in Worcester, 11, or 18.0% lie in the 20% most deprived SOAs in England.

As shown in the table below, one tenth of all SOAs nationally fall within each of the IMD bands.

Table 9: Worcester deprivation analysis

IMD Rank Percent	Population in Band	% Population in Band	Cumulative Population	Cumulative % of Population	
Most Deprived	0.0 - 10.0	2,504	2.7%	2,504	2.7%
	10.1 - 20.0	13,410	14.4%	15,914	17.1%
	20.1 - 30.0	1,542	1.7%	17,456	18.7%
	30.1 - 40.0	9,044	9.7%	26,500	28.4%
	40.1 - 50.0	13,234	14.2%	39,734	42.6%
	50.1 - 60.0	8,854	9.5%	48,588	52.1%
	60.1 - 70.0	8,408	9.0%	56,996	61.1%
	70.1 - 80.0	8,040	8.6%	65,036	69.7%
	80.1 - 90.0	17,536	18.8%	82,572	88.5%
Least Deprived	90.1 - 100.0	10,779	11.6%	93,351	100.0%

Figure 5: Worcester IMD ranking indicating main settlements



Active People

The Active People survey (Active People Survey 2), commissioned by Sport England, provides detail on the levels of participation in sport and physical activity by adults (16+) for each local authority in England (this data is based on a sample of 500 interviews in each area). The results for Worcester are shown below.

Table 10: Active People survey 2 results for Worcester

Indicator	Worcester			West Midlands			England		
	Tot	M	F	Tot	M	F	Tot	M	F
At least 3 days a week x 30 minutes moderate participation	23.0%	27.0%	19.3%	20.6%	23.1%	18.2%	21.4%	23.8%	19.1%
Club Member	24.7%	29.8%	19.9%	24.4%	28.8%	20.2%	25.3%	29.6%	21.3%
Taken part in organised competitive sport in last 12 months	16.3%	25.2%	7.9%	14.7%	21.3%	8.5%	15.5%	22.3%	9.1%
Football - Indoor	1.6%	3.0%	0.0%	1.9%	3.6%	0.0%	1.9%	3.7%	0.0%
Football - Outdoor	7.1%	13.6%	0.9%	5.2%	9.7%	0.5%	5.5%	10.2%	0.8%
Football - Any	8.1%	15.7%	0.9%	6.5%	12.1%	0.7%	6.8%	12.8%	1.0%

Note: Care should be taken in the interpretation of results for individual sports, due to low sample numbers

National Statistics 2001 Area Classification for Local Authorities

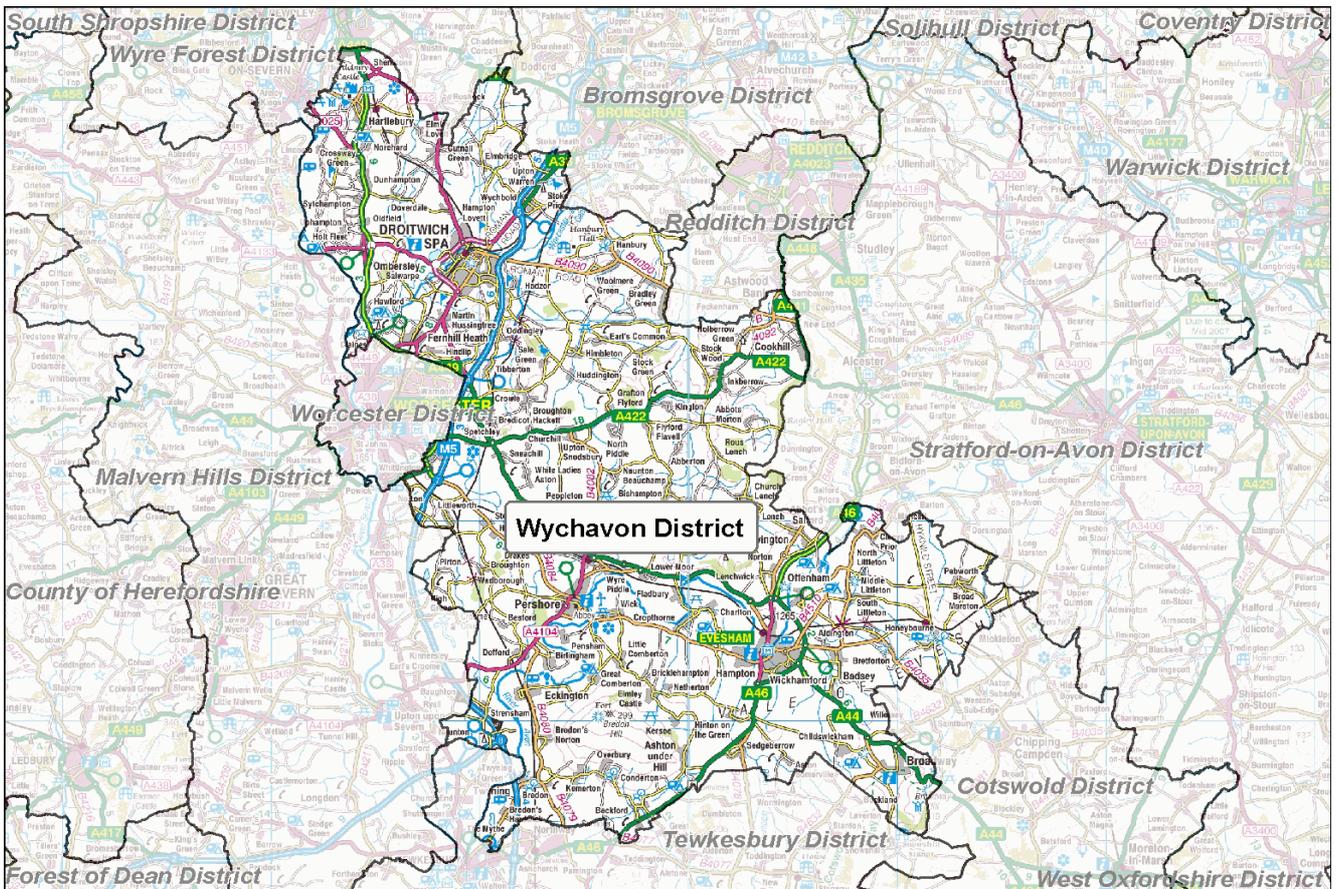
Additional information can be found on the Area Classification clusters that were used to group Local Authorities using the website below:

http://www.statistics.gov.uk/about/methodology_by_theme/area_classification/la/default.asp

LOCAL AREA DATA:

Wychavon

Season 08/09



INTRODUCTION

Football has the highest participation of any team sport in the country - there are over 125,000 affiliated football teams in England, (08/09). The recently published National Game Strategy is The FA's plan for grassroots football between 2008 and 2012 and within this, there is an ambition to grow the game by a further 20,500 teams by 2012.

Over the past 5 years, The FA has invested in significant improvements to the affiliation process which has led to the development of the County Administration System (CAS). CAS allows us to chart participation within each local authority area and this report reflects the latest participation data in your particular area. These reports are freely available and it is hoped that they will be used by local authorities, developers, clubs, leagues and other interested parties to advise current and proposed activities and investments around the game at the local level.

The FA will welcome support and advice from local partners who are similarly interested in sustaining and developing the game. Since the production of the Season 08/09 Local Area Data Reports, significant effort has been put into improving data from the County Administration System (CAS). In some instances, this has resulted in changes to the 08/09 totals compared to how they appeared in the last version of the report.

Whilst the data provided is robust it is not claimed to be 100% accurate. There are a number of reasons why some errors will exist and it is critical that errors are reported back to The FA and/or CFAs so we can continually improve the quality of the information available. Please report any errors or omissions to either your local County FA or Data@TheFA.com.

Each year, the County Football Associations and The Football Association will work hard to improve methods for capturing data. As a result, in some circumstances, there may appear to be shifts in participation which are directly due to refined/improved data entry rather than actual growth or decline. Please ensure that in assessing trends, you take advice from the respective County FA.

FOOTBALL KEY FACTS - Wychavon

Demographics

- Wychavon has a population of **112,957** (Mid year estimate, Office for National Statistics, 2006) and is expected to grow to **124,000** by 2015 (Office for National Statistics, 2006).
- **1.2%** of the population in Wychavon come from Ethnic Minority communities compared to a national figure of **6.24%** (Census, 2001).
- **21.5%** of the adult population (16+) participate in physical activity three times per week for 30 minutes as compared to a national average of **21.4%** (Sport England Active People Survey, 2006).

Clubs and Teams

- Wychavon has a total of **281** teams.
- Of the **281** teams operating in Wychavon, **74 (26.3%)** are adult teams, **88 (31.3%)** are youth teams and **83 (29.5%)** are Mini-Soccer teams and **36 (12.8%)** are small sided.
- **73.7%** or **126** of the **171** Youth and Mini-soccer teams play in a club that has achieved a Charter Standard Award as compared to a national average of **58.1%**.
- The number of teams **has decreased by 12 teams** overall in Wychavon from season 07/08 to season 08/09.

This comprises:

- a decrease of 6 adult teams.
- a decrease of 5 youth teams.
- an increase of 9 minisoccer teams.
- a decrease of 10 small sided teams.

Conversion Rates

The following table and graphs show football conversion rates in the authority compared to Regional and National rates. These are calculated by comparing the number of persons playing football to the relevant population.

We estimate the number of individuals playing football by multiplying the number of teams by the average number of players involved in the different forms of football. We assume 15 players are involved in an 11 a side squad, 10 players in a mini soccer team squad and 8 in a small-sided team squad.

These numbers are then expressed as a proportion of the relevant population. This creates a percentage of the population at each age group involved in playing football, called a 'conversion rate'. We can then compare these conversion rates to Regional and National averages.

Table 1: Teams, players and conversion rates for Wychavon, West Midlands and England

	Adult 11-a-side		Youth 11-a-side		Mini- Soccer	Adult Small Sided	All Forms
	Male	Female	Male	Female	Mixed	Male	Total
Wychavon							
No of Teams 08/09	73	1	82	6	83	36	281
No of Teams 07/08	78	2	86	7	74	46	293
Variance	-6.4%	-50.0%	-4.7%	-14.3%	12.2%	-21.7%	-4.1%
Players 08/09	1,095	15	1,230	90	830	288	3548
Players 07/08	1,170	30	1,290	105	740	368	3703
Conversion Rate 08/09	5.6%	0.1%	28.2%	2.3%	14.7%	1.5%	6.6%
Conversion Rate 07/08	5.9%	0.2%	29.6%	2.6%	13.1%	1.9%	6.9%
Variance	-0.4%	-0.1%	-1.4%	-0.4%	1.6%	-0.4%	-0.3%
West Midlands							
Conversion Rates 08/09	4.4%	0.2%	23.4%	2.3%	8.3%	1.6%	5.2%
Conversion Rates 07/08	4.3%	0.2%	22.9%	2.8%	8.8%	1.2%	5.1%
Variance	0.0%	0.0%	0.5%	-0.5%	-0.5%	0.3%	0.1%
England							
Conversion Rate 08/09	5.0%	0.2%	23.9%	2.0%	8.9%	2.5%	5.8%
Conversion Rate 08/09	5.3%	0.2%	23.9%	2.3%	8.7%	2.0%	5.8%
Variance	-0.3%	0.0%	0.0%	-0.3%	0.2%	0.5%	0.1%

Notes:

- All conversion rate figures in this table are subject to rounding, so whilst the seasonal figures in the table may not imply a change, the variance may indicate a drop or increase as the 1st November data cut figures may differ.

Wychavon

Figure 1: Conversion rates by type of football for Wychavon 08/09 as set against regional and national averages.

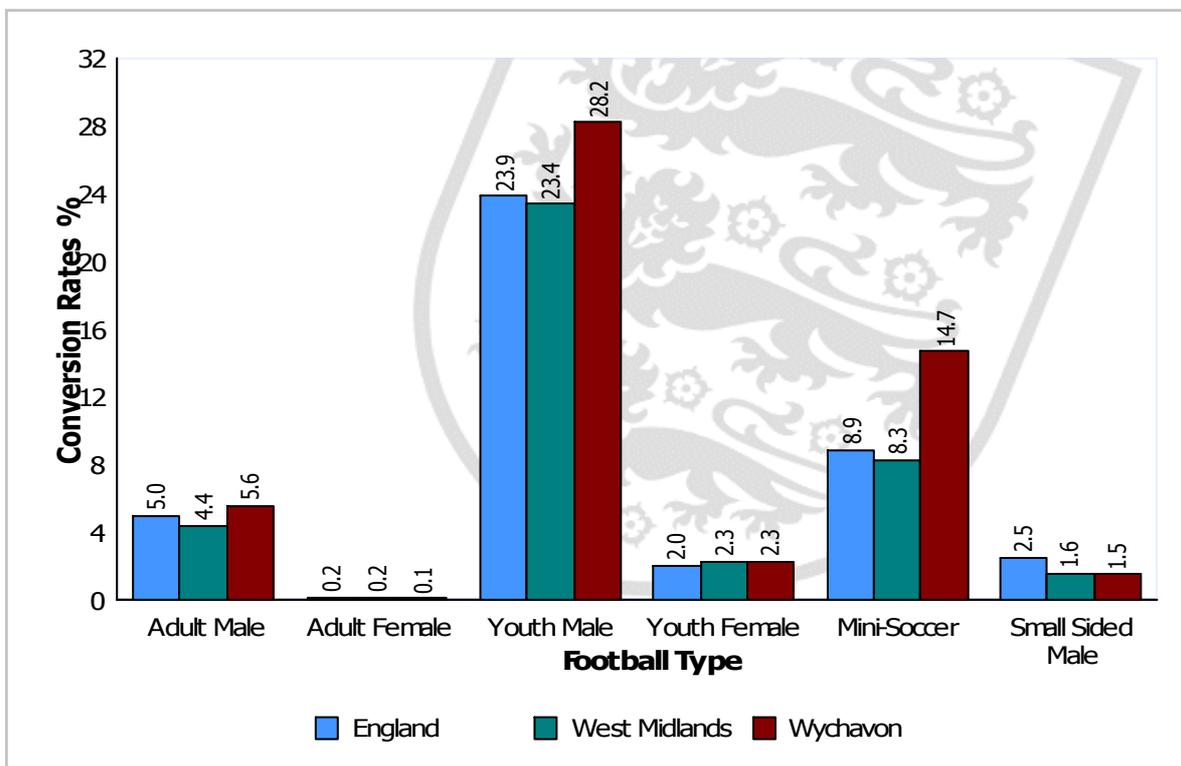
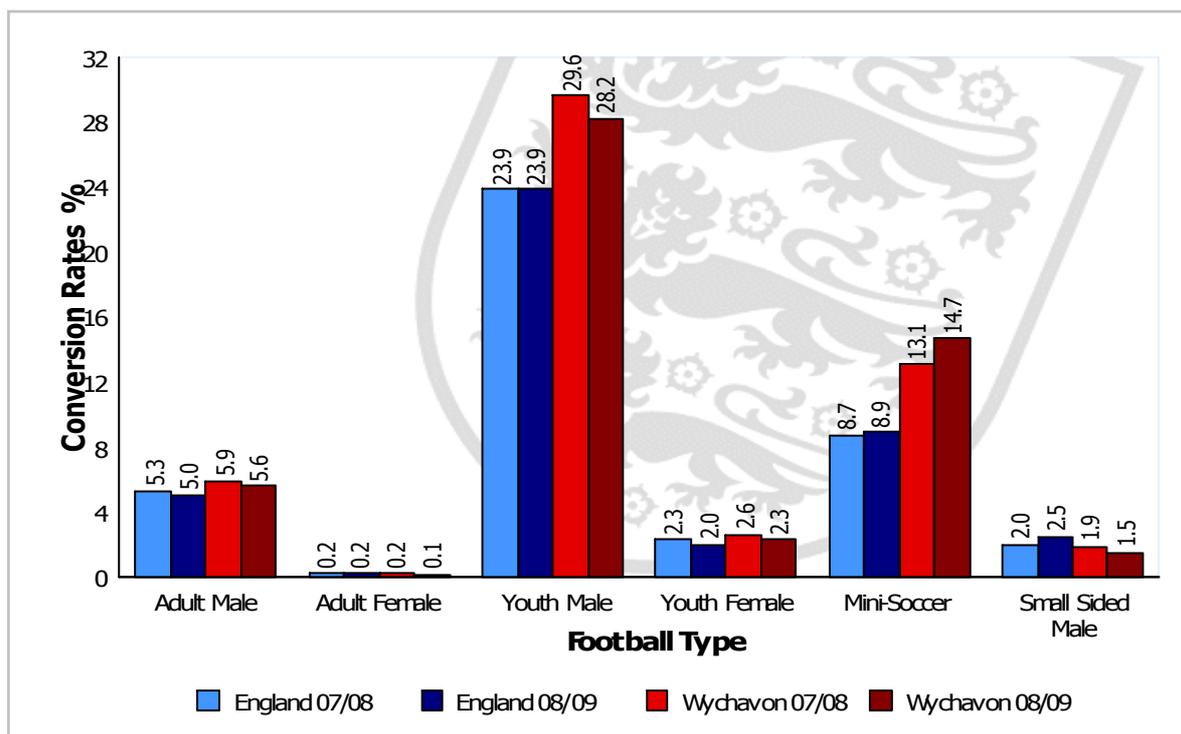


Figure 2: Conversion rate trends for different football types for Wychavon 07/08 and 08/09 as set against national averages.



Participation data is based on:

- 15 players in an 11-a-side team, 10 in a mini-soccer team and 8 in a small sided team
- Adult= 16-44 years, Youth = 10-15 years, Mini = 6-9 years, Small sided = 16-44yrs.

Local Authority Comparison of Conversion Rates

A comparison of conversion rates of Local Authorities can be made between those similar in nature by utilising the National Statistics 2001 Area Classification of Local Authorities (provided by the Office for National Statistics). The classification groups Local Authorities based population characteristics provided from the 2001 census.

Table 2 below shows the conversion rates for Wychavon compared to those most similar to it, that is, members of the same subgroup:

Babergh, Boston, Breckland, Bridgnorth, Broadland, Castle Morpeth, Cotswold, County of Herefordshire, Derbyshire Dales, East Dorset, East Riding of Yorkshire, Forest of Dean, Hambleton, Harrogate, King's Lynn and West Norfolk, Lewes, Macclesfield, Malvern Hills, Mendip, Mid Devon, New Forest, Newark and Sherwood, North Dorset, North Kesteven, North Shropshire, North Somerset, Oswestry, Ribble

Table 2: Comparison of Local Authorities in the same subgroup as Wychavon.

Football Type		Conversion Target ¹	Wychavon Conversion Rate	Variance	Growth Potential ²
Adult 11-a-side	Male	6.2	5.6	-0.6	9
	Female	0.3	0.1	-0.2	4
Youth 11-a-side	Male	27.0	28.2	1.3	0
	Female	2.8	2.3	-0.6	3
Mini-Soccer	Mixed	11.5	14.7	3.2	0
Adult Small Sided	Male	2.1	1.5	-0.6	2

¹ The target is the value of the upper quartile (75th Percentile) of conversion rates of all local authorities in the same subgroup. The conversion target is calculated for each type of football.

² Growth Potential represents the number of teams for each football type that the local authority would need to develop to reach the conversion target value.

Local Authorities are encouraged to discuss growth potential targets with their County Development Manager to determine a realistic programme of intervention, supported by the FA, capable of increasing participation over an agreed period.

Where the Local Authority has participation rates already above the targets consideration should be given as to how these rates can be sustained long term.

CLUBS

Wychavon Clubs

- In Wychavon the club to team ratio is 1:2.7 (i.e. each club runs on average 2.7 teams). This compares to a national ratio of 1:2.6 and a regional ratio of 1:2.2.
- 30 of the youth clubs in Wychavon just run youth 11-a-side teams and do not have a mini-soccer team.
- There are no clubs fielding both youth and adult teams.
- 62.6% of clubs in Wychavon have adult teams, compared to national and regional averages of 69.5% and 66.0% respectively.
- 82.5% of adult-only clubs in Wychavon have only one team compared to the national average of 77.2%.

Table 3 shows Wychavon based clubs with numbers of associated teams for each form of football during season 07/08 and season 08/09. Finally, it shows the status of clubs that have been awarded The FA Charter Standard award and the level of that award.

Where there are 0 teams shown in all the number columns, the status will reflect the reason for this. A status of 'DE' shows that a club does not exist in that season and a status of 'SS' shows that the club has only small-sided teams for that season. The clubs listed do not include counts of small-sided teams due to the different ways that small-sided teams affiliate.

The 'BC Link', 'DC Link' and 'CC Link' labels which may appear in the Charter Standard column indicate linked Basic, Development and Community level Charter Standard clubs.

Wychavon

Table 3: Summary of football clubs in Wychavon

Club Name	Club ID	07/08 Teams					08/09 Teams					Charter Standard 08/09
		Status	Adult	Youth	Mini	Total	Status	Adult	Youth	Mini	Total	
AFC Millfields	124122		1	0	0	1	DE	0	0	0	0	
Ambassador	123849		2	0	0	2		2	0	0	2	
Anchor Fladbury	208603		1	0	0	1		1	0	0	1	
Ashton Under Hill	123890		1	0	0	1		1	0	0	1	
Badsey Rangers	123909		1	0	0	1		1	0	0	1	Charter
Badsey Rangers Youth	124169		0	4	2	6		0	4	4	8	
Badsey Recreation	123923		1	0	0	1		1	0	0	1	
Badsey United	123924		2	0	0	2		1	0	0	1	
Barbourne Royals	123833		0	1	0	1	DE	0	0	0	0	
Barley Monners	209582		1	0	0	1		1	0	0	1	
Bear	124276		1	0	0	1		1	0	0	1	
Bengeworth Rovers	124330		1	0	0	1		1	0	0	1	
Bengeworth Sports	124114		1	0	0	1		1	0	0	1	
Bidford	112207		2	0	0	2		2	0	0	2	
BMC Dons	124058		1	0	0	1	DE	0	0	0	0	
Bredon	123829		4	0	0	4		4	0	0	4	
Bredon Colts	124194		0	3	3	6		0	5	5	10	Devel.
Bredon Colts Girls	124188		0	1	0	1	DE	0	0	0	0	
Bredon Veterans	124296		1	0	0	1	DE	0	0	0	0	
Bredon Youth (U18)	142319		0	1	0	1	DE	0	0	0	0	
Bretforton Juniors	124302		0	2	1	3		0	3	0	3	Charter
Bretforton Old Boys	124053		2	0	0	2		2	0	0	2	
Broadway United	123946		3	0	0	3		3	0	0	3	
Broadway United Youth	123922		0	3	3	6		0	5	2	7	Charter
Bromsgrove General	123948		2	0	0	2	DE	0	0	0	0	
Churchfields United	215529	DE	0	0	0	0		1	0	0	1	
Cider Mill	124173		1	0	0	1		1	0	0	1	
Cornerstone United	149050		1	0	0	1		1	0	0	1	
Crowle	124124		1	0	0	1		1	0	0	1	
Crowle Searchers	141695		0	0	3	3		0	0	4	4	
Cutnall Green	123838		1	0	0	1		1	0	0	1	

Wychavon

Club Name	Club ID	07/08 Teams					08/09 Teams					Charter Standard 08/09
		Status	Adult	Youth	Mini	Total	Status	Adult	Youth	Mini	Total	
Defford & Besford United	123960		1	0	0	1		1	0	0	1	
Drakes Broughton Rangers (Youth)	124067		0	4	2	6		0	2	4	6	
Drakes Broughton Rangers Veterans FC	207506		1	0	0	1		1	0	0	1	
Droitwich RBL	124340		1	0	0	1		1	0	0	1	
Droitwich Spa	123841		4	0	0	4		3	0	0	3	CCLink
Droitwich Spa Boys	124068		0	13	9	22		0	7	10	17	Comm.
Droitwich Spa Girls	123949		0	1	3	4		0	1	3	4	CCLink
Droitwich Spa Ladies	124097		1	0	0	1	DE	0	0	0	0	
Droitwich Spa Veterans	124162		3	0	0	3		3	0	0	3	
Eckington	123863		1	0	0	1		1	0	0	1	
Eckington Junior	215589	DE	0	0	0	0		0	0	1	1	
Evesham College	124196		0	1	0	1		1	0	0	1	
Evesham United	123904		1	0	0	1	DE	0	0	0	0	Comm.
Evesham United Girls	123947		0	2	0	2		0	2	0	2	CCLink
Evesham United Juniors	124170		0	12	10	22		0	8	10	18	CCLink
Evesham Working Mens Club	124209		1	0	0	1		1	0	0	1	
FC Grosvenor	124290		1	0	0	1	DE	0	0	0	0	
Fladbury (Yth)	215399	DE	0	0	0	0		0	1	0	1	
George & Dragon	148992		1	0	0	1		1	0	0	1	
Golden Cross	124112	DE	0	0	0	0		1	0	0	1	
Hadley Rangers	123887		0	1	0	1	DE	0	0	0	0	
Halcyon Swans	139867		1	0	0	1		1	0	0	1	
Hartlebury Harriers	124308		0	1	0	1	DE	0	0	0	0	
Harvington	124312	DE	0	0	0	0		0	3	2	5	Devel.
Harvington Girls	217019	DE	0	0	0	0		0	1	0	1	DCLink
Honeybourne Gate Inn	124115		1	0	0	1		1	0	0	1	
Hop Pole	207917		1	0	0	1		1	0	0	1	
Inkberrow	123855		3	0	0	3		3	0	0	3	Comm.
Inkberrow Eagles	124205		0	5	8	13		0	6	8	14	CCLink
Inkberrow Eagles (Girls)	215881	DE	0	0	0	0		0	0	1	1	CCLink
Inkberrow Veterans	210188		1	0	0	1		1	0	0	1	CCLink
Karma	124213		1	0	0	1		1	0	0	1	

Wychavon

Club Name	Club ID	07/08 Teams					08/09 Teams					Charter Standard 08/09
		Status	Adult	Youth	Mini	Total	Status	Adult	Youth	Mini	Total	
Lenches Cubs	209324		0	0	1	1		0	1	2	3	Charter
Lenches Lions	124265		1	0	0	1		1	0	0	1	
Lickey End	124295		0	1	0	1		0	1	0	1	
Littleton	123859		2	0	0	2		2	0	0	2	Charter
Littleton Juniors	123921		0	7	4	11		0	7	2	9	
Nailers Arms	124094	DE	0	0	0	0		1	0	0	1	
Offenham Rovers	124253		1	0	0	1		1	0	0	1	
Old Cock	214973	DE	0	0	0	0		1	0	0	1	
Ombersley	123817		0	3	5	8		0	3	6	9	Devel.
Ombersley Terriers	141187		0	1	0	1		0	1	0	1	
Pebworth	124257		1	0	0	1		1	0	0	1	
Peopleton	124259		1	0	0	1	DE	0	0	0	0	
Peopleton Junior	123839		0	5	4	9		0	5	1	6	Devel.
Peopleton Junior Girls	148282		0	1	1	2		0	1	0	1	DCLink
Pershore 2007	209335		0	2	4	6		0	3	3	6	Charter
Pershore Manor Rovers	124151		1	0	0	1		1	0	0	1	
Pershore Town '88 Girls	124190		0	1	1	2		0	1	1	2	Charter
Pershore Town 88	123874		1	0	0	1		1	0	0	1	BCLink
Pershore Town 88 Fc (Juniors)	124136		0	3	2	5		0	3	3	6	
Pershore Town Ladies	140706		1	0	0	1		1	0	0	1	
Pershore Town Veterans	124299		1	0	0	1		1	0	0	1	
Pershore Town Youth (U18)	124076		0	1	0	1		0	1	0	1	
Pinvin United	124261		1	0	0	1		1	0	0	1	
Queens Head Veterans	216884	DE	0	0	0	0		1	0	0	1	
Red Horse	124269		1	0	0	1		1	0	0	1	
Riverside	123983		1	0	0	1		1	0	0	1	
Sheppey Swifts	123896		0	2	3	5		0	1	4	5	
Star & Garter	124144		1	0	0	1	DE	0	0	0	0	
Sugarbrook (The)	124280		1	0	0	1		1	0	0	1	
Tesco United	142200		1	0	0	1		1	0	0	1	
Upton Snodsbury	123885		1	0	0	1		1	0	0	1	Charter
Vale Wanderers	124300		0	2	0	2	DE	0	0	0	0	

Wychavon

Club Name	Club ID	07/08 Teams					08/09 Teams					Charter Standard 08/09
		Status	Adult	Youth	Mini	Total	Status	Adult	Youth	Mini	Total	
Wessie	148428		1	0	0	1		1	0	0	1	
Westbury Celtic	124285		2	0	0	2		3	0	0	3	
Westbury Celtic Youth	124116		0	2	3	5		0	3	4	7	Charter
Whittington St. Peters Juniors	123824		0	1	0	1	DE	0	0	0	0	Charter
Wickhamford	215059	DE	0	0	0	0		1	0	0	1	
Worcester Youth AFC	146110		0	3	2	5		0	3	1	4	Charter
Worcester Youth AFC Girls	209285		0	1	0	1	DE	0	0	0	0	
Worcestershire County FA Representative Teams	129086	DE	0	0	0	0		0	2	0	2	
Worcestershire FA Centre of Excellence	214545	DE	0	0	0	0		0	3	1	4	
Worcestershire FA Youth	150547		0	2	0	2	DE	0	0	0	0	
Working Mens Nomads	208875		2	0	0	2	DE	0	0	0	0	
Wychbold Juniors	214492	DE	0	0	0	0		0	0	1	1	
Wychbold RBL	124153		1	0	0	1		1	0	0	1	
Wychbold RBL Reserves	213945	DE	0	0	0	0		1	0	0	1	
Wychbold RBL Wanderers	124232		1	0	0	1	DE	0	0	0	0	
Wychbold Stags	216225	DE	0	0	0	0		0	1	0	1	
Totals			80	93	74	247		74	88	83	245	

Notes:

- The 'BC Link', 'DC Link' and 'CC Link' labels which may appear in the Charter Standard column indicate linked Basic, Development and Community level Charter Standard clubs.

Charter Standard

Of the 91 clubs in Wychavon, 16 have achieved Charter Standard. The level of status obtained by these clubs is outlined in Table 4.

Table 4: Clubs with Charter Standard in Wychavon

Status	Wychavon		England	
	Number	Percentage	Number	Percentage
Community Club	2	2.2%	371	1.1%
Development Club	4	4.4%	437	1.3%
Basic Charter Standard	10	11.0%	3185	9.8%
Total	16	17.6%	3993	12.3%

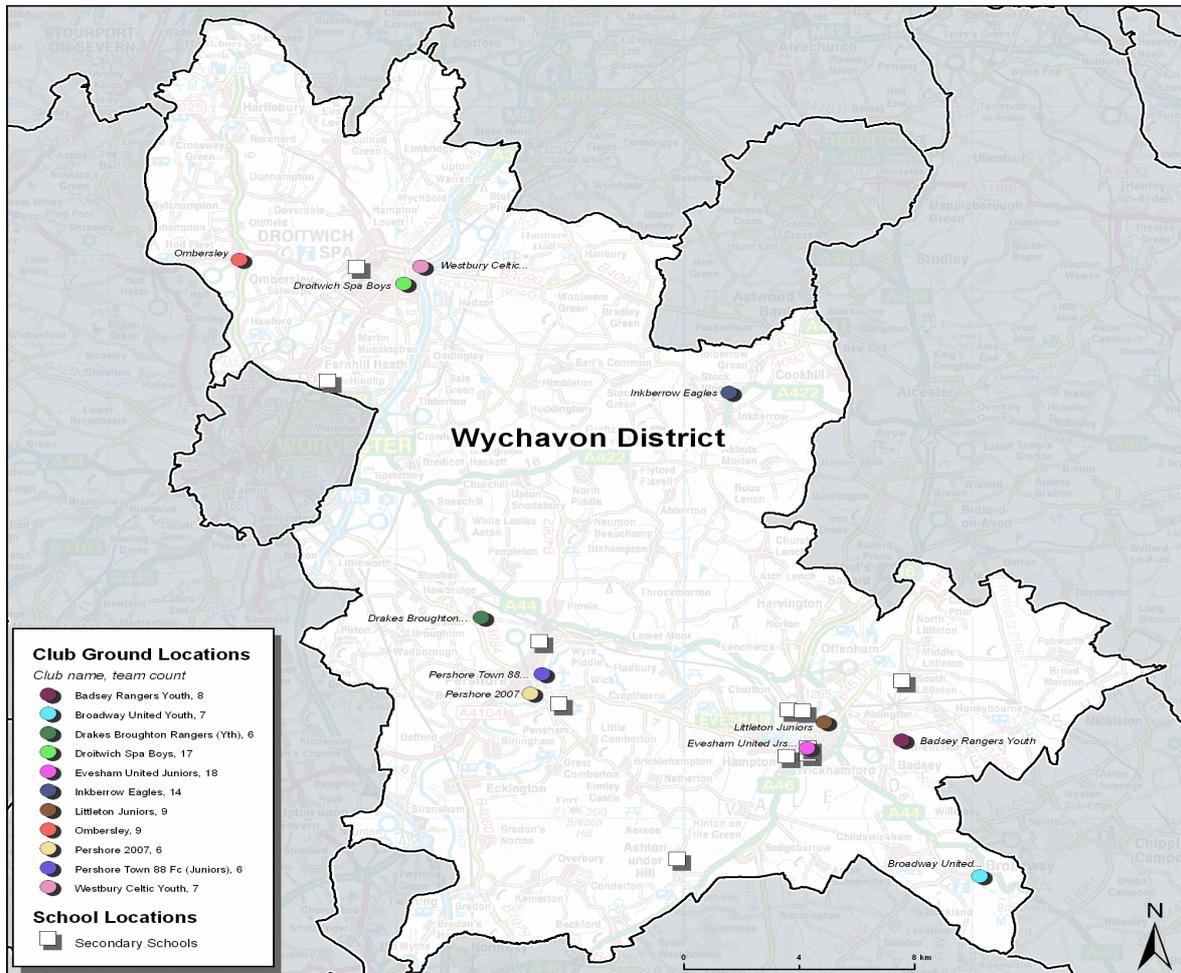
In terms of teams, 73.7% of youth and mini-soccer teams play within a club of Charter Standard status. This compares to a national average of 58.1% with a National Game Strategy target of 75% of youth and mini-soccer teams playing within a Charter Standard Club by 2012.

Wychavon

Club Ground Locations - Wychavon

The following map indicates those clubs with six or more teams and each team's ground location. It also shows the location of the secondary schools in Wychavon. It may be that some clubs that have 6 or more teams are not mapped particularly where the team does not have a regular dedicated ground or where there is insufficient information to locate the team's ground. Also where two or more clubs play at the same ground only one will show up on the map as the points for all will be placed precisely on top of one another.

Figure 3: Location of clubs and secondary schools.



No	School	No	School
1	Blackminster Middle School	2	Bredon Hill Middle School
3	Droitwich Spa High School	4	Evesham and Malvern Hills College
5	Evesham High School	6	Evesham, Simon de Montfort Middle School
7	Evesham, St Egin's CofE Middle School	8	Pershore Group of Colleges
9	Pershore High School	10	Prince Henry's High School
11	Worcestershire College of Agriculture		

TEAMS

Wychavon Teams

- There are a total of 245 teams playing competitive football in Wychavon excluding small-sided teams.
- According to the CAS data, there are 7 female teams playing in Wychavon. This is 2.9% of the total number of teams.
- The peak youth age is U9, with 22 teams playing at this level.

Table 6 shows the number of Wychavon based teams for each form of football.

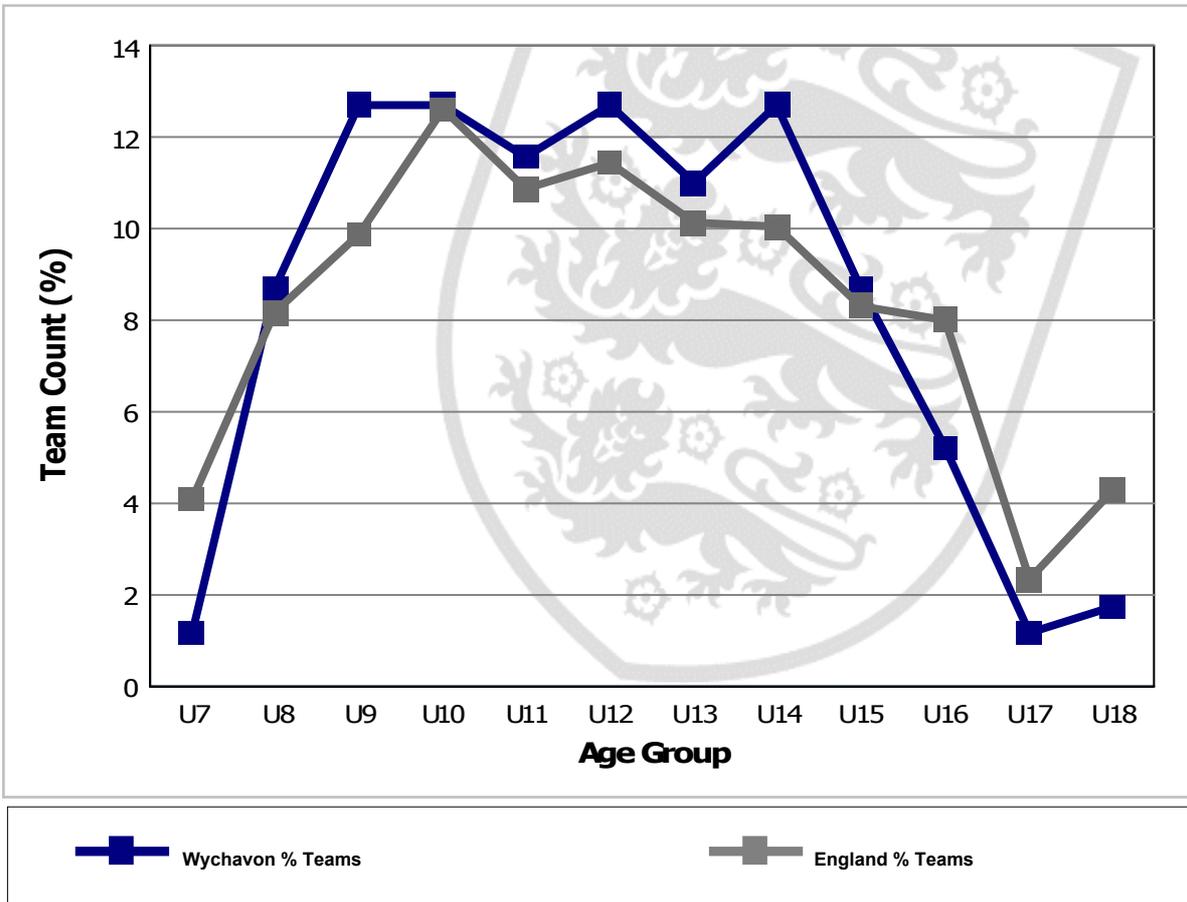
Table 6: Number of teams at each age group

Age Group	Total No. of Teams	No. of Mixed Teams	No. of Male Teams	No. of Female Teams
U7	2	2	0	0
U8	15	15	0	0
U9	22	22	0	0
U10	22	22	0	0
U11	20	20	0	0
U12	22	2	20	0
U13	17	0	17	0
U14	22	0	19	3
U15	15	0	13	2
U16	9	0	9	0
U17	2	0	1	1
U18	3	0	3	0
U19	1	0	1	0
Open Aged	68	0	67	1
Veterans	5	0	5	0
Totals	245	83	155	7

The following figure plots the change in the percentage of youth teams across age groups in Wychavon and highlights a peak number of teams in the U9 age group. Where there is no line on the graph for 'Teams within LA %', there are no youth teams playing in the Local Authority. The national percentages for each age group are also included for comparison.

Wychavon

Figure 4: Individual youth teams as a proportion of all U18 teams in Wychavon



LEAGUES

Leagues with Wychavon Teams

There are 19 leagues containing teams from Wychavon (see table 7).

- In total 11 of these leagues are adult leagues.
- There are 16 teams in Wychavon that have not been assigned to a league. Where teams have not been assigned to a league, this data could potentially be highlighting teams playing in 'friendlies' only or it could be highlighting data missing from CAS.

Table 7 summarises the main coverage of football in Wychavon, in respect of the age ranges of teams, numbers of teams and leagues in which they participate.

Table 7: League structures in Wychavon

League	Age Group	No. of Teams in League	No. of Wychavon Teams in League	% of Teams in League Playing in Wychavon
Ambassador Evesham Football League	U7	1	1	100.0
Ambassador Evesham Football League	U8	15	12	80.0
Ambassador Evesham Football League	U9	17	11	64.7
Ambassador Evesham Football League	U10	19	12	63.2
Ambassador Evesham Football League	U11	15	9	60.0
Ambassador Evesham Football League	U12	17	13	76.5
Ambassador Evesham Football League	U13	11	8	72.7
Ambassador Evesham Football League	U14	10	9	90.0
Ambassador Evesham Football League	U15	10	7	70.0
Ambassador Evesham Football League	U16	5	4	80.0
Bromsgrove & District F.L.	Open Aged	30	6	20.0
Central Warwickshire Girls League	U14	25	2	8.0
Central Warwickshire Girls League	U17	14	1	7.1
Central Warwickshire Youth League	U10	75	1	1.3
Central Warwickshire Youth League	U13	80	1	1.3
Cheltenham Saturday League	Open Aged	77	3	3.9
Cheltenham Youth League	U10	18	1	5.6
Cheltenham Youth League	U12	18	1	5.6
Cheltenham Youth League	U14	18	2	11.1

Wychavon

League	Age Group	No. of Teams in League	No. of Wychavon Teams in League	% of Teams in League Playing in Wychavon
Cheltenham Youth League	U15	18	1	5.6
Cheltenham Youth League	U16	10	2	20.0
Cotswold Churches League	Open Aged	10	1	10.0
Evesham & District Sunday F.L.	Open Aged	40	32	80.0
Gloucestershire Northern Senior League	Open Aged	32	1	3.1
Kidderminster County Womens F.L.	Open Aged	8	1	12.5
Mercian Festival Junior Football League	U8	10	3	30.0
Mercian Festival Junior Football League	U9	19	10	52.6
Mercian Festival Junior Football League	U10	26	6	23.1
Mercian Festival Junior Football League	U11	24	7	29.2
Mercian Festival Junior Football League	U12	26	4	15.4
Mercian Festival Junior Football League	U13	23	6	26.1
Mercian Festival Junior Football League	U14	21	6	28.6
Mercian Festival Junior Football League	U15	23	6	26.1
Midland Floodlit Youth League	U18	59	1	1.7
Midland Football Combination	Open Aged	81	5	6.2
Midland Junior Premier League	U12	10	1	10.0
Midland Junior Premier League	U16	36	1	2.8
Midland Junior Premier League	U18	10	1	10.0
Redditch & South Warwickshire Combination	Open Aged	60	2	3.3
Stourport & District Youth F.L.	U9	17	1	5.9
Stourport & District Youth F.L.	U10	20	2	10.0
Stourport & District Youth F.L.	U11	15	1	6.7
Stourport & District Youth F.L.	U12	22	2	9.1
Stourport & District Youth F.L.	U13	15	3	20.0
Stourport & District Youth F.L.	U14	18	3	16.7
Stourport & District Youth F.L.	U16	15	1	6.7
Stourport & District Youth F.L.	U17	5	1	20.0
Stratford Upon Avon Alliance	Open Aged	33	8	24.2
Umbro Veterans League	Veterans	8	1	12.5

Wychavon

League	Age Group	No. of Teams in League	No. of Wychavon Teams in League	% of Teams in League Playing in Wychavon
Worcester & District F.L.	Open Aged	71	7	9.9
Count of Leagues: 19				

SUMMARY

This report has identified the status of football in Wychavon for 08/09 season. The report is part of an ongoing process that will allow the data to be updated and used in the development of football locally.

In closing The Football Association would like to thank you for any feedback that you may have on this report. Please convey any errors or omissions to either your local County FA or Data@TheFA.com.

APPENDIX

This section provides a brief overview of Wychavon's population structure and characteristics.

Demographic Profile

According to the mid-2006 population estimate data from the Office for National Statistics, Wychavon has a population of 112,957. 57,230 of Wychavon's population, 50.7%, are female compared to a national average of 51.3%.

For statistical purposes we define the number of people in a district who could potentially play football as the "relevant population". For Adult teams, the relevant population is males and females aged between 16 and 44 years, for Youth teams, the relevant population is males and females aged between 10 and 15 years, and for Mini Soccer, the relevant population is males and females aged 6 to 9 years. Table 8 outlines the numbers and percentages of the population in Adur for the population age groups relevant to football.

Table 8: Wychavon relevant population age groups

Population Group	Wychavon Relevant Population		% of Wychavon Relevant Population		England Relevant Population	
	Male	Female	Male	Female	Male	Female
Adult - Aged 16 to 44 Years	19,706	20,043	36.7%	37.3%	37.0%	37.8%
Youth - Aged 10 to 15 Years	4,356	3,983	8.1%	7.4%	7.8%	7.4%
Mini Soccer - Aged 6 to 9 Years	5,637		10.5%		10.0%	

In Wychavon 1.2% of the population come from Ethnic Minority (EM) groups, which is lower than that of England as a whole at 6.2%. The largest EM group in the authority is Mixed White and Black Caribbean at 0.2%, followed by Mixed White and Asian at 0.2%; the corresponding national averages are 0.4% and 0.3% respectively. (Source: 2001 Census)

Wychavon

Index of Multiple Deprivation (IMD)

The Index of Multiple Deprivation (2007) provides a nationally accepted means by which to identify the levels of deprivation in England.

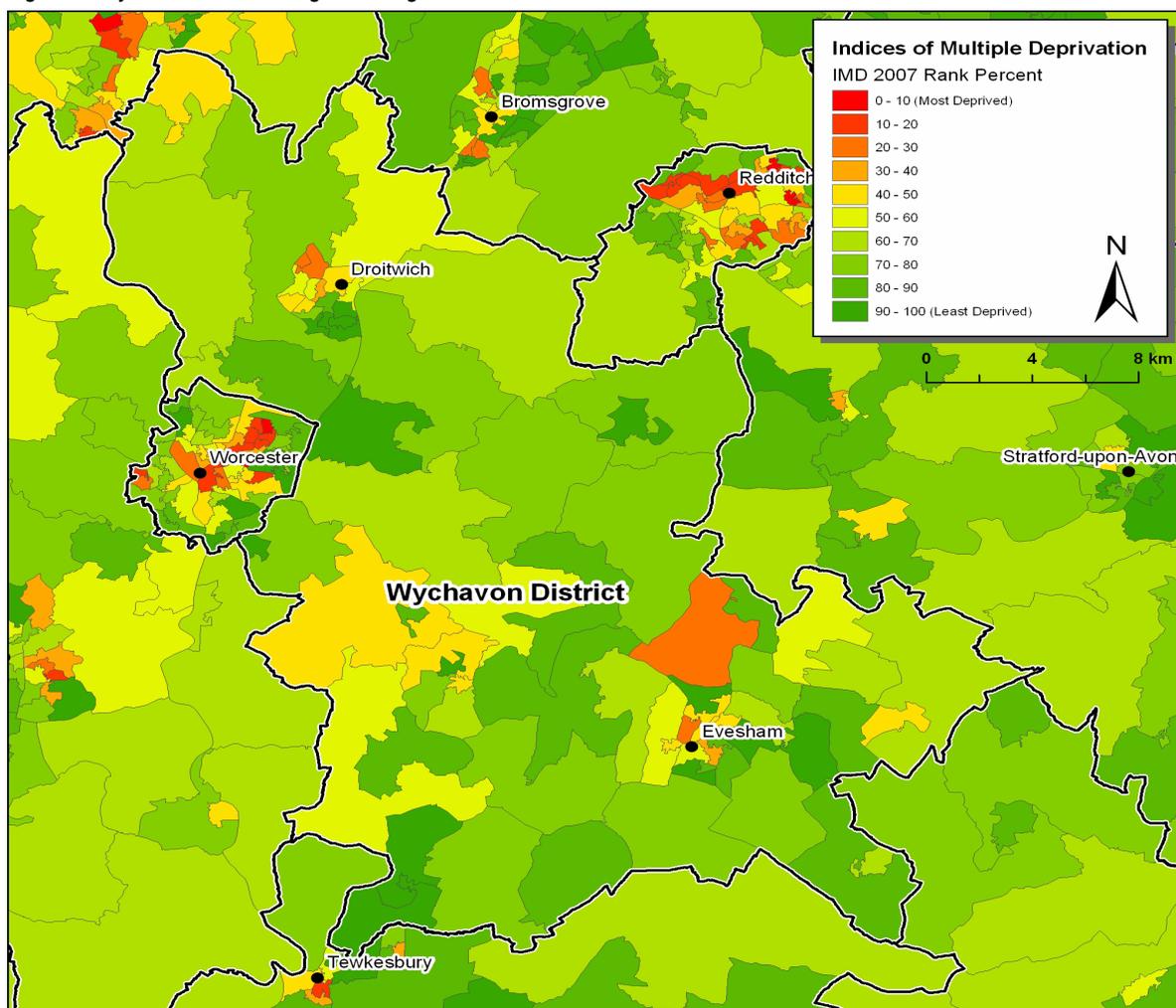
Analysis of data for Wychavon shows that, of the 78 super output areas (SOA) in Wychavon, none lie in the 20% most deprived SOAs in England.

As shown in the table below, one tenth of all SOAs nationally fall within each of the IMD bands.

Table 9: Wychavon deprivation analysis

IMD Rank Percent	Population in Band	% Population in Band	Cumulative Population	Cumulative % of Population
Most Deprived	0.0 - 10.0	0	0	0.0%
	10.1 - 20.0	0	0	0.0%
	20.1 - 30.0	2,538	2,538	2.3%
	30.1 - 40.0	4,730	7,268	6.4%
	40.1 - 50.0	11,102	18,370	16.3%
	50.1 - 60.0	14,899	33,269	29.5%
	60.1 - 70.0	19,712	52,981	46.9%
	70.1 - 80.0	20,613	73,594	65.2%
	80.1 - 90.0	14,450	88,044	78.0%
Least Deprived	90.1 - 100.0	24,912	112,956	100.0%

Figure 5: Wychavon IMD ranking indicating main settlements



Active People

The Active People survey (Active People Survey 2), commissioned by Sport England, provides detail on the levels of participation in sport and physical activity by adults (16+) for each local authority in England (this data is based on a sample of 500 interviews in each area). The results for Wychavon are shown below.

Table 10: Active People survey 2 results for Wychavon

Indicator	Wychavon			West Midlands			England		
	Tot	M	F	Tot	M	F	Tot	M	F
At least 3 days a week x 30 minutes moderate participation	21.5%	21.7%	21.3%	20.6%	23.1%	18.2%	21.4%	23.8%	19.1%
Club Member	26.5%	31.4%	21.8%	24.4%	28.8%	20.2%	25.3%	29.6%	21.3%
Taken part in organised competitive sport in last 12 months	16.5%	24.2%	9.1%	14.7%	21.3%	8.5%	15.5%	22.3%	9.1%
Football - Indoor	0.5%	0.0%	0.0%	1.9%	3.6%	0.0%	1.9%	3.7%	0.0%
Football - Outdoor	4.6%	9.2%	0.0%	5.2%	9.7%	0.5%	5.5%	10.2%	0.8%
Football - Any	4.9%	9.7%	0.0%	6.5%	12.1%	0.7%	6.8%	12.8%	1.0%

Note: Care should be taken in the interpretation of results for individual sports, due to low sample numbers

National Statistics 2001 Area Classification for Local Authorities

Additional information can be found on the Area Classification clusters that were used to group Local Authorities using the website below:

http://www.statistics.gov.uk/about/methodology_by_theme/area_classification/la/default.asp

INTRODUCTION

Football has the highest participation of any team sport in the country - there are over 125,000 affiliated football teams in England, (08/09). The recently published National Game Strategy is The FA's plan for grassroots football between 2008 and 2012 and within this, there is an ambition to grow the game by a further 20,500 teams by 2012.

Over the past 5 years, The FA has invested in significant improvements to the affiliation process which has led to the development of the County Administration System (CAS). CAS allows us to chart participation within each local authority area and this report reflects the latest participation data in your particular area. These reports are freely available and it is hoped that they will be used by local authorities, developers, clubs, leagues and other interested parties to advise current and proposed activities and investments around the game at the local level.

The FA will welcome support and advice from local partners who are similarly interested in sustaining and developing the game. Since the production of the Season 08/09 Local Area Data Reports, significant effort has been put into improving data from the County Administration System (CAS). In some instances, this has resulted in changes to the 08/09 totals compared to how they appeared in the last version of the report.

Whilst the data provided is robust it is not claimed to be 100% accurate. There are a number of reasons why some errors will exist and it is critical that errors are reported back to The FA and/or CFAs so we can continually improve the quality of the information available. Please report any errors or omissions to either your local County FA or Data@TheFA.com.

Each year, the County Football Associations and The Football Association will work hard to improve methods for capturing data. As a result, in some circumstances, there may appear to be shifts in participation which are directly due to refined/improved data entry rather than actual growth or decline. Please ensure that in assessing trends, you take advice from the respective County FA.

FOOTBALL KEY FACTS - Wyre Forest

Demographics

- Wyre Forest has a population of **96,981** (Mid year estimate, Office for National Statistics, 2006) and is expected to grow to **101,900** by 2015 (Office for National Statistics, 2006).
- **1.8%** of the population in Wyre Forest come from Ethnic Minority communities compared to a national figure of **6.24%** (Census, 2001).
- **20.1%** of the adult population (16+) participate in physical activity three times per week for 30 minutes as compared to a national average of **21.4%** (Sport England Active People Survey, 2006).

Clubs and Teams

- Wyre Forest has a total of **177** teams.
- Of the **177** teams operating in Wyre Forest, **69 (39.0%)** are adult teams, **62 (35.0%)** are youth teams and **45 (25.4%)** are Mini-Soccer teams and **1 (0.6%)** are small sided.
- **80.4%** or **86** of the **107** Youth and Mini-soccer teams play in a club that has achieved a Charter Standard Award as compared to a national average of **58.1%**.
- The number of teams **has decreased by 27 teams** overall in Wyre Forest from season 07/08 to season 08/09.

This comprises:

- an increase of 5 adult teams.
- a decrease of 2 youth teams.
- a decrease of 10 minisoccer teams.
- a decrease of 20 small sided teams.

Wyre Forest

Conversion Rates

The following table and graphs show football conversion rates in the authority compared to Regional and National rates. These are calculated by comparing the number of persons playing football to the relevant population.

We estimate the number of individuals playing football by multiplying the number of teams by the average number of players involved in the different forms of football. We assume 15 players are involved in an 11 a side squad, 10 players in a mini soccer team squad and 8 in a small-sided team squad.

These numbers are then expressed as a proportion of the relevant population. This creates a percentage of the population at each age group involved in playing football, called a 'conversion rate'. We can then compare these conversion rates to Regional and National averages.

Table 1: Teams, players and conversion rates for Wyre Forest, West Midlands and England

	Adult 11-a-side		Youth 11-a-side		Mini- Soccer	Adult Small Sided	All Forms
	Male	Female	Male	Female	Mixed	Male	Total
Wyre Forest							
No of Teams 08/09	65	4	56	6	45	1	177
No of Teams 07/08	60	4	56	8	55	21	204
Variance	8.3%	0.0%	0.0%	-25.0%	-18.2%	-95.2%	-13.2%
Players 08/09	975	60	840	90	450	8	2423
Players 07/08	900	60	840	120	550	168	2638
Conversion Rate 08/09	5.6%	0.3%	22.6%	2.5%	9.5%	0.1%	5.1%
Conversion Rate 07/08	5.1%	0.3%	22.6%	3.4%	11.6%	1.0%	5.6%
Variance	0.4%	0.0%	0.0%	-0.8%	-2.1%	-0.9%	-0.5%
West Midlands							
Conversion Rates 08/09	4.4%	0.2%	23.4%	2.3%	8.3%	1.6%	5.2%
Conversion Rates 07/08	4.3%	0.2%	22.9%	2.8%	8.8%	1.2%	5.1%
Variance	0.0%	0.0%	0.5%	-0.5%	-0.5%	0.3%	0.1%
England							
Conversion Rate 08/09	5.0%	0.2%	23.9%	2.0%	8.9%	2.5%	5.8%
Conversion Rate 08/09	5.3%	0.2%	23.9%	2.3%	8.7%	2.0%	5.8%
Variance	-0.3%	0.0%	0.0%	-0.3%	0.2%	0.5%	0.1%

Notes:

- All conversion rate figures in this table are subject to rounding, so whilst the seasonal figures in the table may not imply a change, the variance may indicate a drop or increase as the 1st November data cut figures may differ.

Wyre Forest

Figure 1: Conversion rates by type of football for Wyre Forest 08/09 as set against regional and national averages.

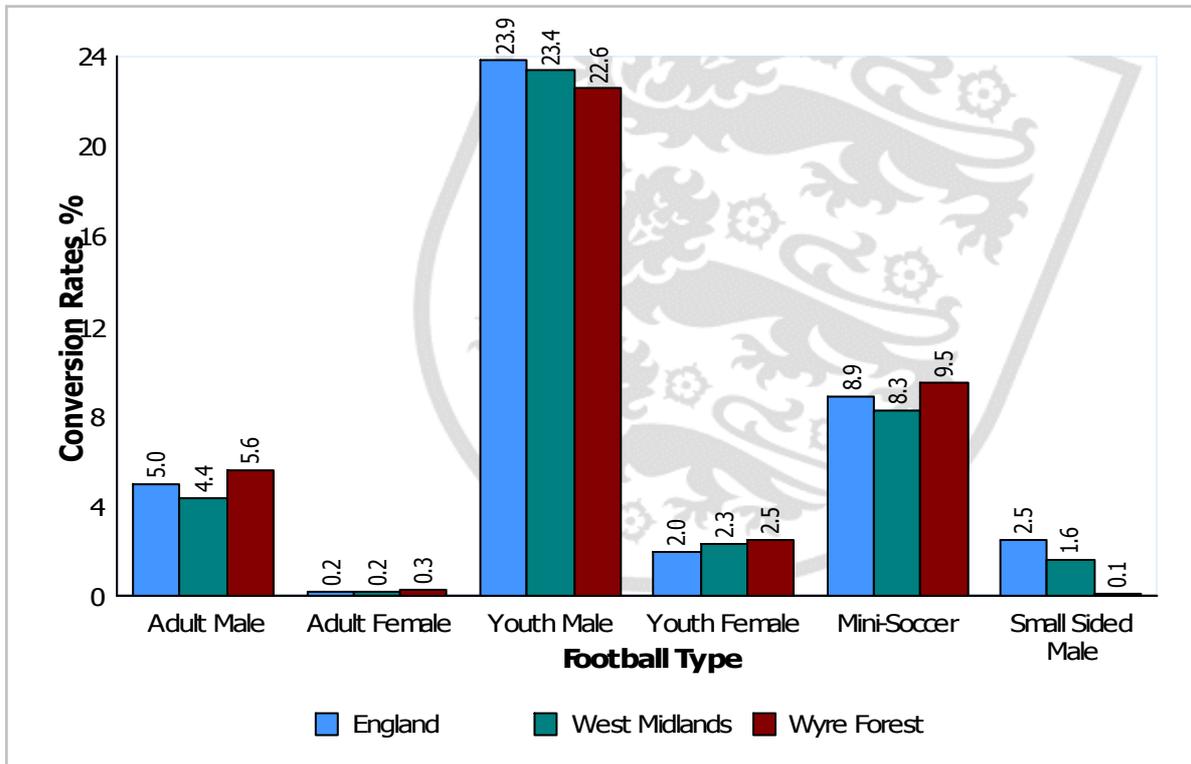
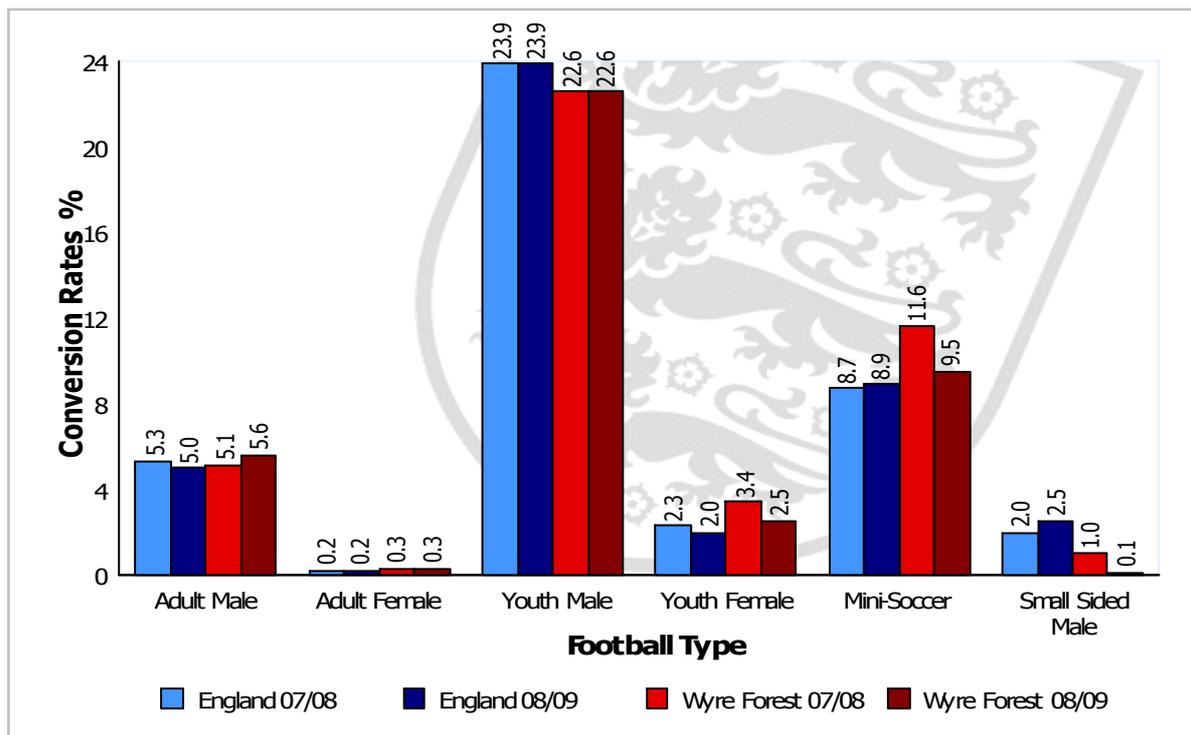


Figure 2: Conversion rate trends for different football types for Wyre Forest 07/08 and 08/09 as set against national averages.



Participation data is based on:

- 15 players in an 11-a-side team, 10 in a mini-soccer team and 8 in a small sided team
- Adult= 16-44 years, Youth = 10-15 years, Mini = 6-9 years, Small sided = 16-44yrs.

Wyre Forest

Local Authority Comparison of Conversion Rates

A comparison of conversion rates of Local Authorities can be made between those similar in nature by utilising the National Statistics 2001 Area Classification of Local Authorities (provided by the Office for National Statistics). The classification groups Local Authorities based population characteristics provided from the 2001 census.

Table 2 below shows the conversion rates for Wyre Forest compared to those most similar to it, that is, members of the same subgroup:

Ashford, Blaby, Braintree, Bromsgrove, Castle Point, Cherwell, Chorley, Congleton, Crewe and Nantwich, Daventry, East Cambridgeshire, East Northamptonshire, Eastleigh, Fareham, Fenland, Harborough, High Peak, Hinckley and Bosworth, Huntingdonshire, Kettering, Lichfield, Maidstone, Maldon, Melton, Mid Bedfordshire, Mid Suffolk, North Warwickshire, North West Leicestershire, Rugby, Selby, South

Table 2: Comparison of Local Authorities in the same subgroup as Wyre Forest.

Football Type		Conversion Target ¹	Wyre Forest Conversion Rate	Variance	Growth Potential ²
Adult 11-a-side	Male	5.6	5.6	0.0	2
	Female	0.3	0.3	0.1	0
Youth 11-a-side	Male	29.5	22.6	-6.9	18
	Female	3.1	2.5	-0.6	3
Mini-Soccer	Mixed	12.1	9.5	-2.6	14
Adult Small Sided	Male	3.0	0.1	-2.9	18

¹ The target is the value of the upper quartile (75th Percentile) of conversion rates of all local authorities in the same subgroup. The conversion target is calculated for each type of football.

² Growth Potential represents the number of teams for each football type that the local authority would need to develop to reach the conversion target value.

Local Authorities are encouraged to discuss growth potential targets with their County Development Manager to determine a realistic programme of intervention, supported by the FA, capable of increasing participation over an agreed period.

Where the Local Authority has participation rates already above the targets consideration should be given as to how these rates can be sustained long term.

CLUBS

Wyre Forest Clubs

- In Wyre Forest the club to team ratio is 1:2.1 (i.e. each club runs on average 2.1 teams). This compares to a national ratio of 1:2.6 and a regional ratio of 1:2.2.
- 22 of the youth clubs in Wyre Forest just run youth 11-a-side teams and do not have a mini-soccer team.
- There are no clubs fielding both youth and adult teams.
- 74.4% of clubs in Wyre Forest have adult teams, compared to national and regional averages of 69.5% and 66.0% respectively.
- 92.2% of adult-only clubs in Wyre Forest have only one team compared to the national average of 77.2%.

Table 3 shows Wyre Forest based clubs with numbers of associated teams for each form of football during season 07/08 and season 08/09. Finally, it shows the status of clubs that have been awarded The FA Charter Standard award and the level of that award.

Where there are 0 teams shown in all the number columns, the status will reflect the reason for this. A status of 'DE' shows that a club does not exist in that season and a status of 'SS' shows that the club has only small-sided teams for that season. The clubs listed do not include counts of small-sided teams due to the different ways that small-sided teams affiliate.

The 'BC Link', 'DC Link' and 'CC Link' labels which may appear in the Charter Standard column indicate linked Basic, Development and Community level Charter Standard clubs.

Wyre Forest

Table 3: Summary of football clubs in Wyre Forest

Club Name	Club ID	07/08 Teams					08/09 Teams					Charter Standard 08/09
		Status	Adult	Youth	Mini	Total	Status	Adult	Youth	Mini	Total	
Abberley Vale	123967		1	0	0	1		1	0	0	1	
AFC Romsley	208136		1	0	0	1		1	0	0	1	
Albron Sat	113857		1	0	0	1	DE	0	0	0	0	
Areley Kings	123889		2	0	0	2		2	0	0	2	
Areley Kings Youth	124168		0	5	3	8		0	6	2	8	
Arley	123908		1	0	0	1		1	0	0	1	
Bewdley Talbot	124254		1	0	0	1		1	0	0	1	
Bewdley Town	123819		2	0	0	2		2	0	0	2	BCLink
Bewdley Town Youth	124118		0	4	6	10		0	5	7	12	Charter
Black Boy	209264		1	0	0	1		1	0	0	1	
Black Country Old Boys	112319		1	0	0	1	DE	0	0	0	0	
Blakedown	123935		1	0	0	1		1	0	0	1	
Brintons Athletic	124344		0	1	0	1		0	1	0	1	
Broadwaters Inn	123963		1	0	0	1		1	0	0	1	
Burlish Olympic Ladies	123997		1	0	0	1	DE	0	0	0	0	
Burlish Olympic Youth	123913		2	0	0	2		2	0	0	2	
Burlish Olympic Youth (Jun)	124123		0	1	0	1		0	1	0	1	Charter
Burlish Olympic Youth Girls	124036		0	1	1	2		0	2	0	2	BCLink
Cally	214099	DE	0	0	0	0		1	0	0	1	
Chaddesley Corbett	123952		1	0	0	1		1	0	0	1	
Chaddesley Corbett Youth	113996		0	1	0	1	DE	0	0	0	0	
Chainwire	124328		1	0	0	1		1	0	0	1	
Clarkes Allstars	148504		1	0	0	1		1	0	0	1	
Colleygate Chainmaker	113138		1	0	0	1		1	0	0	1	
Cookley	123958		1	0	0	1	DE	0	0	0	0	
Cookley Boys	124159		0	2	2	4		0	3	3	6	Charter
Cookley Girls	149783		0	1	0	1		0	1	0	1	BCLink
Cookley Social	124361		1	0	0	1	DE	0	0	0	0	
Crestwood Star	113161		1	0	0	1	DE	0	0	0	0	
Dudley Metz	124283		0	1	0	1	DE	0	0	0	0	
Dudley Metz Youth	113649		0	2	0	2	DE	0	0	0	0	

Wyre Forest

Club Name	Club ID	07/08 Teams					08/09 Teams					Charter Standard 08/09
		Status	Adult	Youth	Mini	Total	Status	Adult	Youth	Mini	Total	
Ferndale Ladies	115762		1	0	0	1		1	0	0	1	BCLink
Ferndale Youth	124069		0	5	4	9		0	6	4	10	Charter
Ferndale Youth Girls	124246		0	1	2	3		0	2	4	6	BCLink
Foley Celtic	112485		1	0	0	1		1	0	0	1	
Forest Athletic	216507	DE	0	0	0	0		1	0	0	1	
Forest Rangers	215537	DE	0	0	0	0		1	0	0	1	
Franch Village Club	124258		1	0	0	1		1	0	0	1	
Gilt Edge	124098		1	0	0	1		1	0	0	1	
Golden Cross	124112		1	0	0	1	DE	0	0	0	0	
Great Western Rangers	215651	DE	0	0	0	0		1	0	0	1	
Greyhound Athletic	146535		1	0	0	1	DE	0	0	0	0	
Harriers Arms	124294		1	0	0	1		1	0	0	1	
Harriers Trust	123928		2	0	0	2		2	0	0	2	
Harvington	124312		0	3	3	6	DE	0	0	0	0	Devel.
Hire It Harriers	124070		0	1	0	1		1	0	0	1	
Honved	206814	DE	0	0	0	0		1	0	0	1	
Kewford Eagles Senior	143638		1	0	0	1		1	0	0	1	CCLink
Kidderminster Athletic	124145		0	2	1	3		0	1	2	3	Charter
Kidderminster Harriers F.I.T.C.	149370		0	4	4	8		0	6	4	10	Charter
Kidderminster Harriers FC	123906		1	0	0	1		1	0	0	1	
Kidderminster Harriers Girls Centre of Excellence	144142		0	3	1	4		0	1	2	3	BCLink
Kidderminster Harriers Ladies	123969		1	0	0	1		1	0	0	1	
Kidderminster Harriers Youth	124127	DE	0	0	0	0		0	1	0	1	
Kidderminster Lions	124331		0	6	9	15		0	7	9	16	Devel.
Kidderminster Lions Girls	208671		0	0	1	1	SS	0	0	0	0	DCLink
Kidderminster Tigers	216881	DE	0	0	0	0		1	0	0	1	
Kingswinford Bridge	113945	DE	0	0	0	0		1	0	0	1	
KS Athletic	124326		1	0	0	1		1	0	0	1	
Liberty's Athletic	123884		1	0	0	1		1	0	0	1	
Lickey End Social	141565	DE	0	0	0	0		1	0	0	1	
Lodgefield Park	208980		1	0	0	1		1	0	0	1	
Meta Sports	124333		1	0	0	1		1	0	0	1	

Wyre Forest

Club Name	Club ID	07/08 Teams					08/09 Teams					Charter Standard 08/09
		Status	Adult	Youth	Mini	Total	Status	Adult	Youth	Mini	Total	
Mitre	215845	DE	0	0	0	0		1	0	0	1	
Mostyn Rangers	124148		2	0	0	2		1	0	0	1	
Mostyn Rangers Ladies	207618		1	0	0	1		1	0	0	1	
Mostyn Rangers Youth	124128		0	7	6	13		0	5	7	12	Charter
Ocean Designs Rangers	123962		1	0	0	1		1	0	0	1	
Olympic Cheshire	124235		1	0	0	1		1	0	0	1	
Phoenix (Kidderminster)	124121		1	0	0	1		1	0	0	1	
Princess	112026		1	0	0	1		1	0	0	1	
Queens Head	124135		1	0	0	1		1	0	0	1	
Rock Sports	124277		1	0	0	1		1	0	0	1	BCLink
Rock Sports Youth	123827		0	2	1	3		0	3	0	3	Charter
Sporting Hagley	149265		1	0	0	1		1	0	0	1	
St Johns Tigers Youth	124078		0	1	0	1	DE	0	0	0	0	
Station	124284		1	0	0	1		1	0	0	1	
Stour Park Rangers	112366		1	0	0	1		1	0	0	1	
Stourbridge Glass Boys	114039		1	0	0	1		1	0	0	1	Charter
Stourport	124317		1	0	0	1		1	0	0	1	
Stourport Royals Girls	140820		0	1	0	1	DE	0	0	0	0	
Stourport Swift Ladies	215148	DE	0	0	0	0		1	0	0	1	BCLink
Stourport Swifts	124059		1	0	0	1		1	0	0	1	Charter
Stourport Swifts Youth	123986		0	3	0	3		0	6	0	6	
Swindon Dell	112309	DE	0	0	0	0		1	0	0	1	
Three Crowns United	123973		1	0	0	1		1	0	0	1	
W H Sports	112146		1	0	0	1		1	0	0	1	
West Hagley (Juniors)	124052		0	0	7	7	DE	0	0	0	0	CCLink
White Horse Celtic	141413		1	0	0	1		1	0	0	1	
Wilden Village	124245		2	0	0	2		2	0	0	2	
Wilden Wanderers	215457	DE	0	0	0	0		0	1	0	1	
Wilden Warriors	207491		0	0	1	1	DE	0	0	0	0	
Wollaston Celtic	113245	DE	0	0	0	0		1	0	0	1	
Wolverley Athletic	124313		1	0	0	1		1	0	0	1	
Wordsley Lions	147077		1	0	0	1		1	0	0	1	

Wyre Forest

Club Name	Club ID	07/08 Teams					08/09 Teams					Charter Standard 08/09
		Status	Adult	Youth	Mini	Total	Status	Adult	Youth	Mini	Total	
Worths	124318		1	0	0	1		1	0	0	1	
Wribbenhall Social Club	141491		1	0	0	1		1	0	0	1	
Wribbenhall Wasps	123970		0	2	0	2		0	1	0	1	Charter
Wribbenhall Wasps Girls	124343		0	1	0	1	DE	0	0	0	0	
Wyre Forest	124321		1	0	0	1		1	0	0	1	
Wyre Forest Panthers (Blakedown)	123821		0	1	2	3		0	1	1	2	
Wyre Forest Panthers (Mens)	214727	DE	0	0	0	0		1	0	0	1	
Wyre Forest Wilden Warriors	215680	DE	0	0	0	0		0	1	0	1	
Wyre Forest Youth	123941		0	2	1	3		0	1	0	1	
Totals			64	64	55	183		69	62	45	176	

Notes:

- The 'BC Link', 'DC Link' and 'CC Link' labels which may appear in the Charter Standard column indicate linked Basic, Development and Community level Charter Standard clubs.

Charter Standard

Of the 86 clubs in Wyre Forest, 12 have achieved Charter Standard. The level of status obtained by these clubs is outlined in Table 4.

Table 4: Clubs with Charter Standard in Wyre Forest

Status	Wyre Forest		England	
	Number	Percentage	Number	Percentage
Community Club	0	0.0%	371	1.1%
Development Club	1	1.2%	437	1.3%
Basic Charter Standard	11	12.8%	3185	9.8%
Total	12	14.0%	3993	12.3%

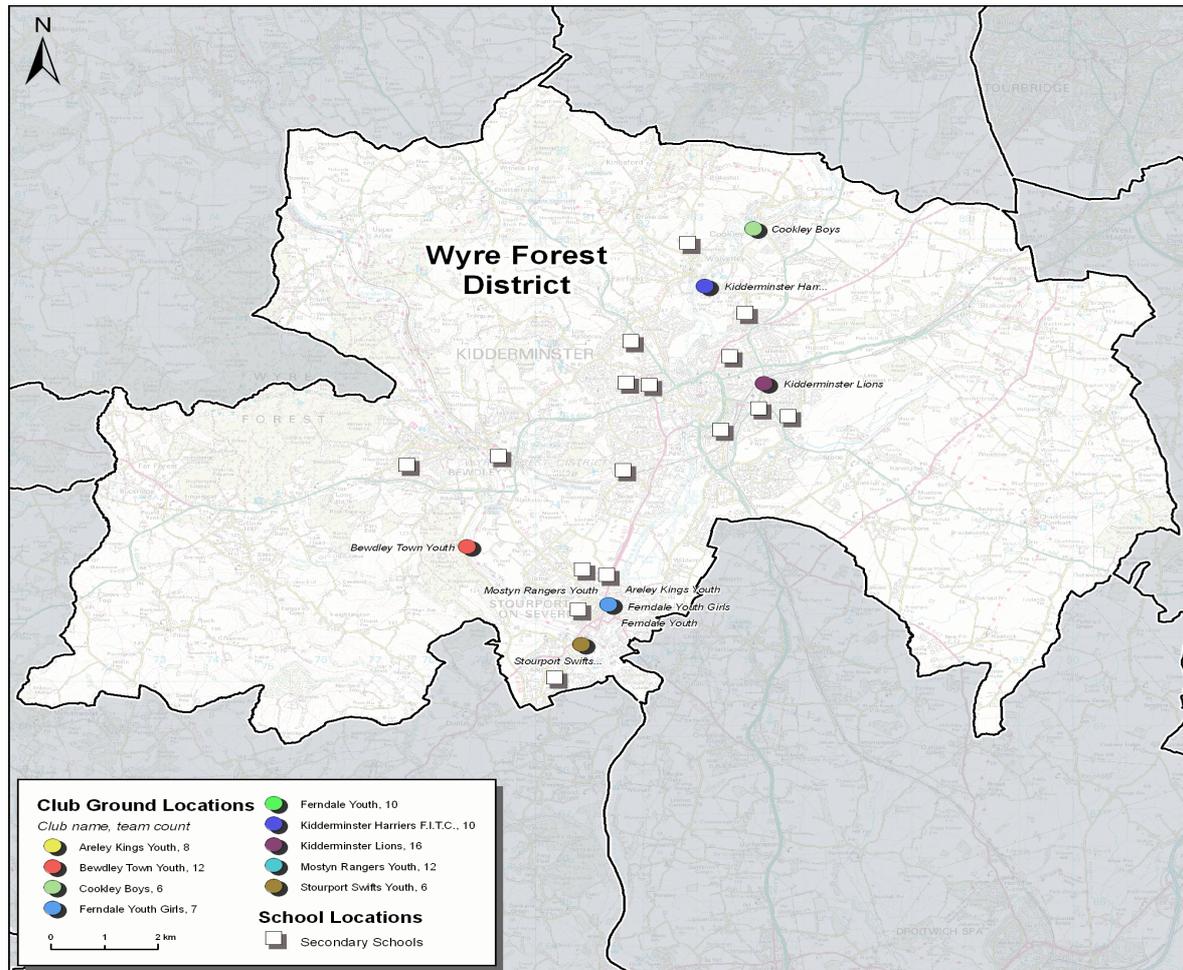
In terms of teams, 80.4% of youth and mini-soccer teams play within a club of Charter Standard status. This compares to a national average of 58.1% with a National Game Strategy target of 75% of youth and mini-soccer teams playing within a Charter Standard Club by 2012.

Wyre Forest

Club Ground Locations - Wyre Forest

The following map indicates those clubs with six or more teams and each team's ground location. It also shows the location of the secondary schools in Wyre Forest. It may be that some clubs that have 6 or more teams are not mapped particularly where the team does not have a regular dedicated ground or where there is insufficient information to locate the team's ground. Also where two or more clubs play at the same ground only one will show up on the map as the points for all will be placed precisely on top of one another.

Figure 3: Location of clubs and secondary schools.



Wyre Forest

No	School	No	School
1	Baxter Business & Enterprise College	2	Baxter College
3	Bewdley Community Secondary School	4	Bewdley High School and Sixth Form Centre
5	Bewdley, St Anne's Middle School	6	Kidderminster College
7	Kidderminster, Birchen Coppice Middle School	8	Kidderminster, Comberton Middle School
9	Kidderminster, Franche Middle School	10	Kidderminster, Sion Hill Middle School
11	Kidderminster, St John's CoFE Middle School	12	King Charles I School
13	King Charles I Secondary School	14	Stourport High School-Language College
15	Stourport Secondary School	16	Stourport-on-Severn, Burlish Middle School
17	Stourport-on-Severn, Lickhill Middle School	18	The Sladen CoFE Middle School
19	Windmill CoFE Middle School	20	Wolverley CoFE Secondary School
21	Wolverley High School	22	Wribbenhall Middle School

Wyre Forest

TEAMS

Wyre Forest Teams

- There are a total of 176 teams playing competitive football in Wyre Forest excluding small-sided teams.
- According to the CAS data, there are 10 female teams playing in Wyre Forest. This is 5.7% of the total number of teams.
- The peak youth age is U12, with 16 teams playing at this level.

Table 6 shows the number of Wyre Forest based teams for each form of football.

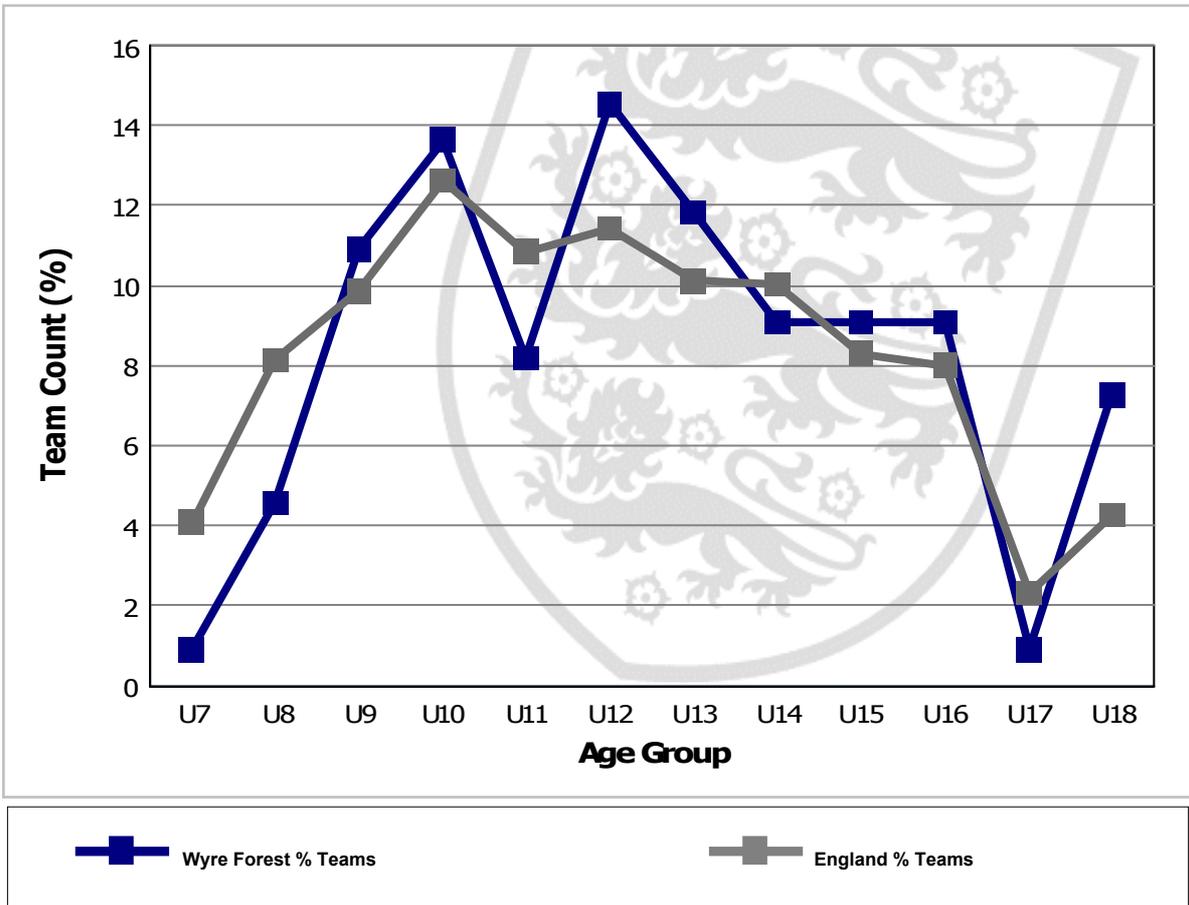
Table 6: Number of teams at each age group

Age Group	Total No. of Teams	No. of Mixed Teams	No. of Male Teams	No. of Female Teams
U7	1	1	0	0
U8	5	5	0	0
U9	12	12	0	0
U10	15	15	0	0
U11	9	9	0	0
U12	16	3	13	0
U13	11	0	10	1
U14	9	0	9	0
U15	10	0	8	2
U16	10	0	8	2
U17	1	0	0	1
U18	8	0	8	0
Open Aged	69	0	65	4
Totals	176	45	121	10

The following figure plots the change in the percentage of youth teams across age groups in Wyre Forest and highlights a peak number of teams in the U12 age group. Where there is no line on the graph for 'Teams within LA %', there are no youth teams playing in the Local Authority. The national percentages for each age group are also included for comparison.

Wyre Forest

Figure 4: Individual youth teams as a proportion of all U18 teams in Wyre Forest



Wyre Forest

LEAGUES

Leagues with Wyre Forest Teams

There are 15 leagues containing teams from Wyre Forest (see table 7).

- In total 8 of these leagues are adult leagues.
- There are 4 teams in Wyre Forest that have not been assigned to a league. Where teams have not been assigned to a league, this data could potentially be highlighting teams playing in 'friendlies' only or it could be highlighting data missing from CAS.

Table 7 summarises the main coverage of football in Wyre Forest, in respect of the age ranges of teams, numbers of teams and leagues in which they participate.

Table 7: League structures in Wyre Forest

League	Age Group	No. of Teams in League	No. of Wyre Forest Teams in League	% of Teams in League Playing in Wyre Forest
British Gas Business Southern League	Open Aged	65	1	1.5
Central Warwickshire Girls League	U15	11	1	9.1
Central Warwickshire Girls League	U16	30	1	3.3
Central Warwickshire Girls League	U17	14	1	7.1
Football Conference	Open Aged	67	1	1.5
Kidderminster & District F.L.	Open Aged	63	43	68.3
Kidderminster County Womens F.L.	Open Aged	8	2	25.0
Kidderminster Sunday F L	Open Aged	55	18	32.7
Mercian Festival Junior Football League	U10	26	1	3.8
Mercian Festival Junior Football League	U11	24	1	4.2
Mercian Festival Junior Football League	U12	26	1	3.8
Mercian Festival Junior Football League	U13	23	4	17.4
Mercian Festival Junior Football League	U15	23	2	8.7
Midland Floodlit Youth League	U18	59	3	5.1
Midland Junior Premier League	U12	10	1	10.0
Midland Junior Premier League	U13	20	2	10.0
Midland Junior Premier League	U14	17	1	5.9
Midland Junior Premier League	U15	15	1	6.7
Midland Junior Premier League	U16	36	2	5.6

Wyre Forest

League	Age Group	No. of Teams in League	No. of Wyre Forest Teams in League	% of Teams in League Playing in Wyre Forest
Shapla Football League	Open Aged	19	1	5.3
Stourbridge & District Youth League	U7	21	1	4.8
Stourbridge And District Girls Youth	U12	7	1	14.3
Stourport & District Youth F.L.	U8	9	5	55.6
Stourport & District Youth F.L.	U9	17	12	70.6
Stourport & District Youth F.L.	U10	20	13	65.0
Stourport & District Youth F.L.	U11	15	8	53.3
Stourport & District Youth F.L.	U12	22	12	54.5
Stourport & District Youth F.L.	U13	15	7	46.7
Stourport & District Youth F.L.	U14	18	8	44.4
Stourport & District Youth F.L.	U15	11	6	54.5
Stourport & District Youth F.L.	U16	15	6	40.0
Stourport & District Youth F.L.	U18	19	5	26.3
West Midlands (Regional) League	Open Aged	53	1	1.9
West Midlands Regional Women's Football League	Open Aged	37	2	5.4
Count of Leagues: 15				

SUMMARY

This report has identified the status of football in Wyre Forest for 08/09 season. The report is part of an ongoing process that will allow the data to be updated and used in the development of football locally.

In closing The Football Association would like to thank you for any feedback that you may have on this report. Please convey any errors or omissions to either your local County FA or Data@TheFA.com.

APPENDIX

This section provides a brief overview of Wyre Forest's population structure and characteristics.

Demographic Profile

According to the mid-2006 population estimate data from the Office for National Statistics, Wyre Forest has a population of 96,981. 49,318 of Wyre Forest's population, 50.9%, are female compared to a national average of 51.3%.

For statistical purposes we define the number of people in a district who could potentially play football as the "relevant population". For Adult teams, the relevant population is males and females aged between 16 and 44 years, for Youth teams, the relevant population is males and females aged between 10 and 15 years, and for Mini Soccer, the relevant population is males and females aged 6 to 9 years. Table 8 outlines the numbers and percentages of the population in Adur for the population age groups relevant to football.

Table 8: Wyre Forest relevant population age groups

Population Group	Wyre Forest Relevant Population		% of Wyre Forest Relevant Population		England Relevant Population	
	Male	Female	Male	Female	Male	Female
Adult - Aged 16 to 44 Years	17,517	17,589	37.2%	37.3%	37.0%	37.8%
Youth - Aged 10 to 15 Years	3,716	3,556	7.9%	7.6%	7.8%	7.4%
Mini Soccer - Aged 6 to 9 Years	4,743		10.1%		10.0%	

In Wyre Forest 1.8% of the population come from Ethnic Minority (EM) groups, which is lower than that of England as a whole at 6.2%. The largest EM group in the authority is Bangladeshi at 0.5%, followed by Mixed White and Black Caribbean at 0.3%; the corresponding national averages are 0.4% and 0.4% respectively. (Source: 2001 Census)

Wyre Forest

Index of Multiple Deprivation (IMD)

The Index of Multiple Deprivation (2007) provides a nationally accepted means by which to identify the levels of deprivation in England.

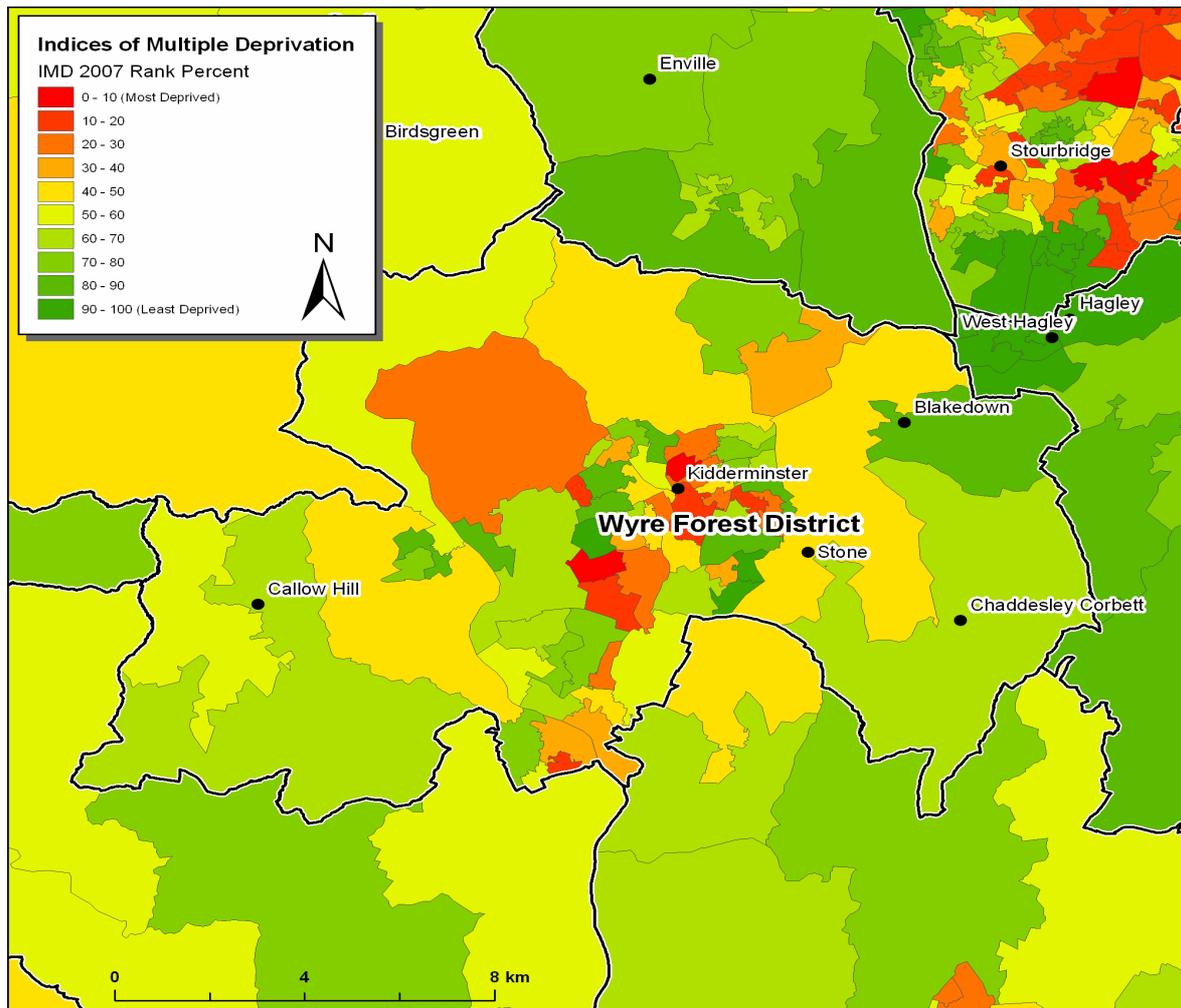
Analysis of data for Wyre Forest shows that, of the 65 super output areas (SOA) in Wyre Forest, 4, or 6.1% lie in the 20% most deprived SOAs in England.

As shown in the table below, one tenth of all SOAs nationally fall within each of the IMD bands.

Table 9: Wyre Forest deprivation analysis

IMD Rank Percent	Population in Band	% Population in Band	Cumulative Population	Cumulative % of Population	
Most Deprived	0.0 - 10.0	3,233	3.3%	3,233	3.3%
	10.1 - 20.0	3,266	3.4%	6,499	6.7%
	20.1 - 30.0	13,804	14.2%	20,303	20.9%
	30.1 - 40.0	13,443	13.9%	33,746	34.8%
	40.1 - 50.0	5,891	6.1%	39,637	40.9%
	50.1 - 60.0	12,141	12.5%	51,778	53.4%
	60.1 - 70.0	11,650	12.0%	63,428	65.4%
	70.1 - 80.0	14,783	15.2%	78,211	80.6%
	80.1 - 90.0	14,272	14.7%	92,483	95.4%
Least Deprived	90.1 - 100.0	4,495	4.6%	96,978	100.0%

Figure 5: Wyre Forest IMD ranking indicating main settlements



Wyre Forest

Active People

The Active People survey (Active People Survey 2), commissioned by Sport England, provides detail on the levels of participation in sport and physical activity by adults (16+) for each local authority in England (this data is based on a sample of 500 interviews in each area). The results for Wyre Forest are shown below.

Table 10: Active People survey 2 results for Wyre Forest

Indicator	Wyre Forest			West Midlands			England		
	Tot	M	F	Tot	M	F	Tot	M	F
At least 3 days a week x 30 minutes moderate participation	20.1%	23.5%	16.8%	20.6%	23.1%	18.2%	21.4%	23.8%	19.1%
Club Member	24.1%	27.0%	21.4%	24.4%	28.8%	20.2%	25.3%	29.6%	21.3%
Taken part in organised competitive sport in last 12 months	14.2%	22.7%	6.3%	14.7%	21.3%	8.5%	15.5%	22.3%	9.1%
Football - Indoor	1.7%	3.5%	0.0%	1.9%	3.6%	0.0%	1.9%	3.7%	0.0%
Football - Outdoor	5.2%	9.1%	1.6%	5.2%	9.7%	0.5%	5.5%	10.2%	0.8%
Football - Any	5.9%	10.5%	1.6%	6.5%	12.1%	0.7%	6.8%	12.8%	1.0%

Note: Care should be taken in the interpretation of results for individual sports, due to low sample numbers

National Statistics 2001 Area Classification for Local Authorities

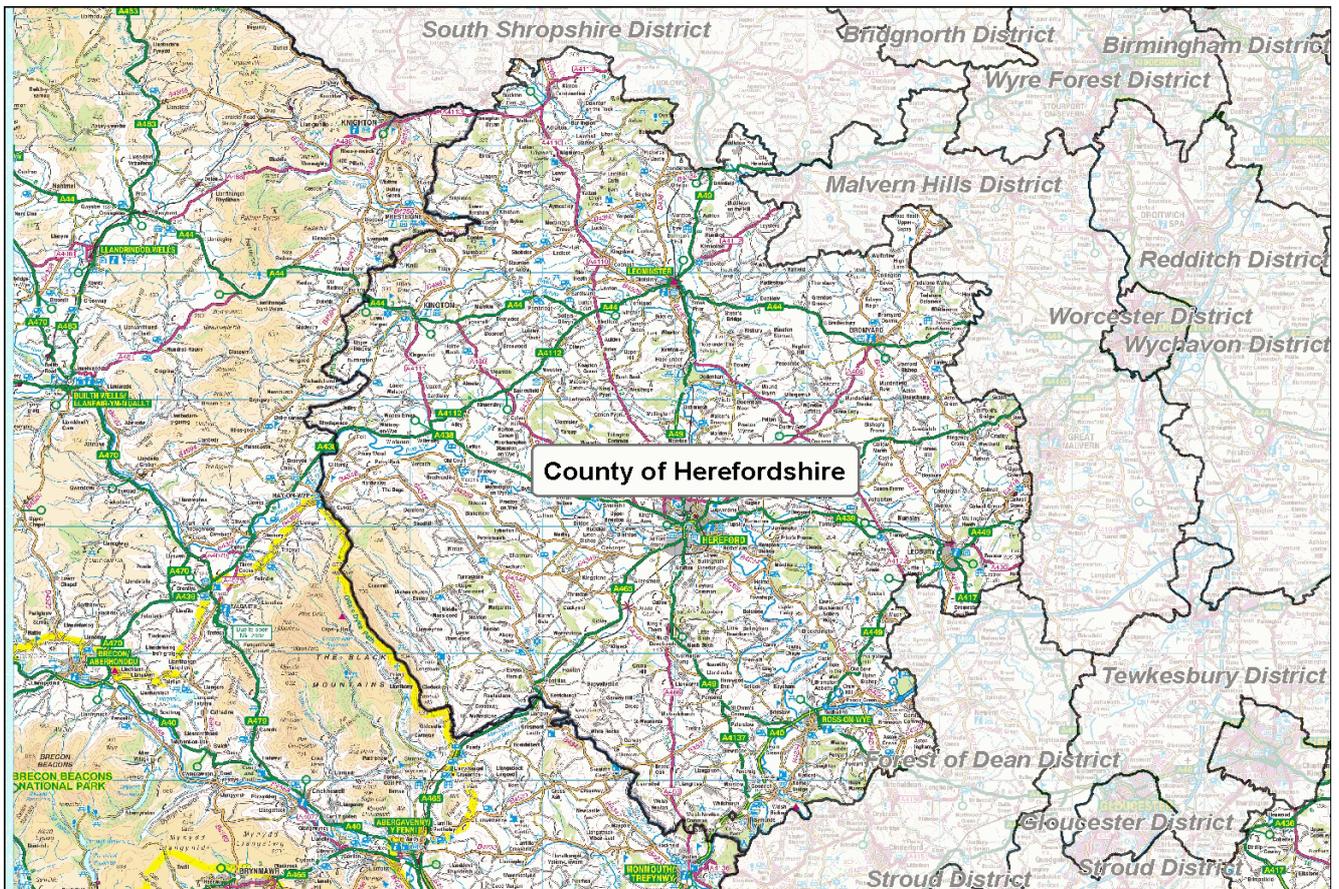
Additional information can be found on the Area Classification clusters that were used to group Local Authorities using the website below:

http://www.statistics.gov.uk/about/methodology_by_theme/area_classification/la/default.asp

LOCAL AREA DATA:

Herefordshire, County of

Season 08/09



INTRODUCTION

Football has the highest participation of any team sport in the country - there are over 125,000 affiliated football teams in England, (08/09). The recently published National Game Strategy is The FA's plan for grassroots football between 2008 and 2012 and within this, there is an ambition to grow the game by a further 20,500 teams by 2012.

Over the past 5 years, The FA has invested in significant improvements to the affiliation process which has led to the development of the County Administration System (CAS). CAS allows us to chart participation within each local authority area and this report reflects the latest participation data in your particular area. These reports are freely available and it is hoped that they will be used by local authorities, developers, clubs, leagues and other interested parties to advise current and proposed activities and investments around the game at the local level.

The FA will welcome support and advice from local partners who are similarly interested in sustaining and developing the game. Since the production of the Season 08/09 Local Area Data Reports, significant effort has been put into improving data from the County Administration System (CAS). In some instances, this has resulted in changes to the 08/09 totals compared to how they appeared in the last version of the report.

Whilst the data provided is robust it is not claimed to be 100% accurate. There are a number of reasons why some errors will exist and it is critical that errors are reported back to The FA and/or CFAs so we can continually improve the quality of the information available. Please report any errors or omissions to either your local County FA or Data@TheFA.com.

Each year, the County Football Associations and The Football Association will work hard to improve methods for capturing data. As a result, in some circumstances, there may appear to be shifts in participation which are directly due to refined/improved data entry rather than actual growth or decline. Please ensure that in assessing trends, you take advice from the respective County FA.

FOOTBALL KEY FACTS - Herefordshire, County of

Demographics

- Herefordshire, County of has a population of **174,871** (Mid year estimate, Office for National Statistics, 2006) and is expected to grow to **187,300** by 2015 (Office for National Statistics, 2006).
- **0.9%** of the population in Herefordshire, County of come from Ethnic Minority communities compared to a national figure of **6.24%** (Census, 2001).
- **22.0%** of the adult population (16+) participate in physical activity three times per week for 30 minutes as compared to a national average of **21.4%** (Sport England Active People Survey, 2006).

Clubs and Teams

- Herefordshire, County of has a total of **379** teams.
- Of the **379** teams operating in Herefordshire, County of, **111 (29.3%)** are adult teams, **88 (23.2%)** are youth teams and **115 (30.3%)** are Mini-Soccer teams and **65 (17.2%)** are small sided.
- **63.1%** or **128** of the **203** Youth and Mini-soccer teams play in a club that has achieved a Charter Standard Award as compared to a national average of **58.1%**.
- The number of teams **has increased by 35 teams** overall in Herefordshire, County of from season 07/08 to season 08/09.

This comprises:

- an increase of 1 adult teams.
- a decrease of 5 youth teams.
- an increase of 2 minisoccer teams.
- an increase of 37 small sided teams.

Herefordshire, County of

Conversion Rates

The following table and graphs show football conversion rates in the authority compared to Regional and National rates. These are calculated by comparing the number of persons playing football to the relevant population.

We estimate the number of individuals playing football by multiplying the number of teams by the average number of players involved in the different forms of football. We assume 15 players are involved in an 11 a side squad, 10 players in a mini soccer team squad and 8 in a small-sided team squad.

These numbers are then expressed as a proportion of the relevant population. This creates a percentage of the population at each age group involved in playing football, called a 'conversion rate'. We can then compare these conversion rates to Regional and National averages.

Table 1: Teams, players and conversion rates for Herefordshire, County of, West Midlands and England

	Adult 11-a-side		Youth 11-a-side		Mini- Soccer	Adult Small Sided	All Forms
	Male	Female	Male	Female	Mixed	Male	Total
Herefordshire, County of							
No of Teams 08/09	107	4	87	1	115	65	379
No of Teams 07/08	104	6	88	5	113	23	344
Variance	2.9%	-33.3%	-1.1%	-80.0%	1.8%	100.0%	10.2%
Players 08/09	1,605	60	1,305	15	1,150	520	4655
Players 07/08	1,560	90	1,320	75	1,130	184	4359
Conversion Rate 08/09	5.4%	0.2%	18.5%	0.2%	13.2%	1.7%	5.7%
Conversion Rate 07/08	5.2%	0.3%	18.7%	1.1%	12.9%	0.6%	5.3%
Variance	0.2%	-0.1%	-0.2%	-0.9%	0.2%	1.1%	0.4%
West Midlands							
Conversion Rates 08/09	4.4%	0.2%	23.4%	2.3%	8.3%	1.6%	5.2%
Conversion Rates 07/08	4.3%	0.2%	22.9%	2.8%	8.8%	1.2%	5.1%
Variance	0.0%	0.0%	0.5%	-0.5%	-0.5%	0.3%	0.1%
England							
Conversion Rate 08/09	5.0%	0.2%	23.9%	2.0%	8.9%	2.5%	5.8%
Conversion Rate 08/09	5.3%	0.2%	23.9%	2.3%	8.7%	2.0%	5.8%
Variance	-0.3%	0.0%	0.0%	-0.3%	0.2%	0.5%	0.1%

Notes:

- All conversion rate figures in this table are subject to rounding, so whilst the seasonal figures in the table may not imply a change, the variance may indicate a drop or increase as the 1st November data cut figures may differ.

Herefordshire, County of

Figure 1: Conversion rates by type of football for Herefordshire, County of 08/09 as set against regional and national averages.

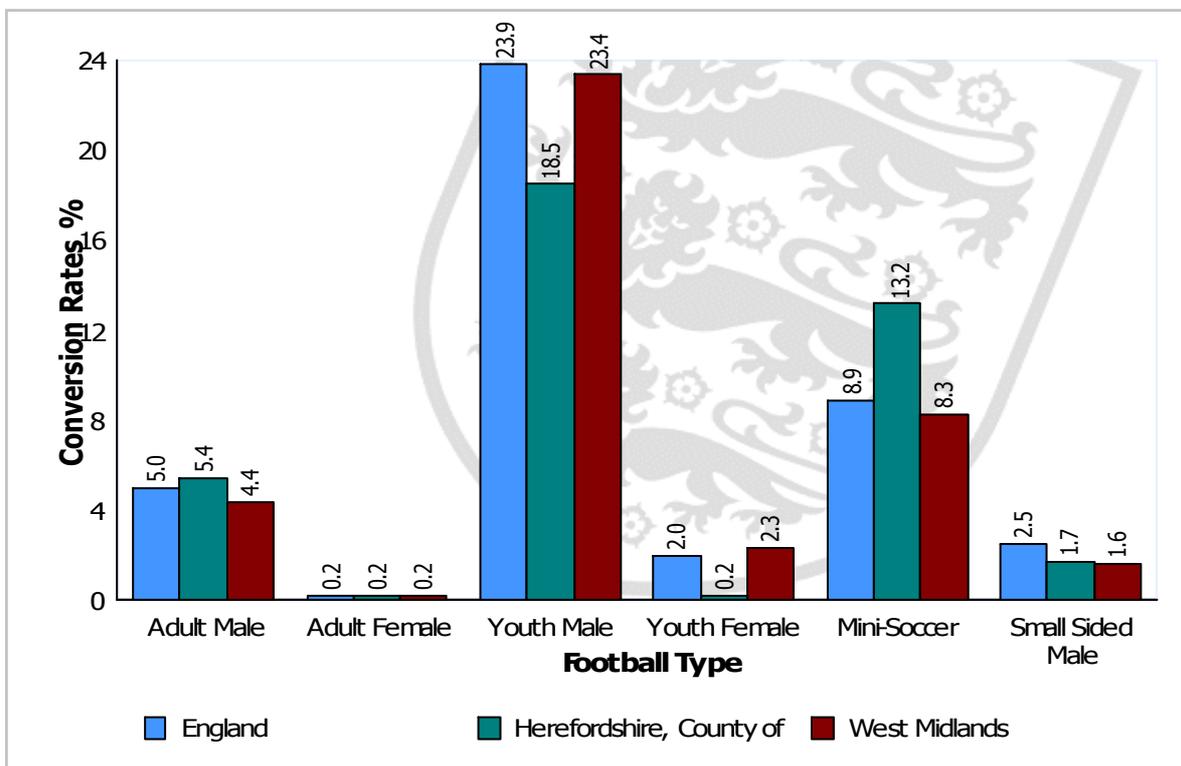
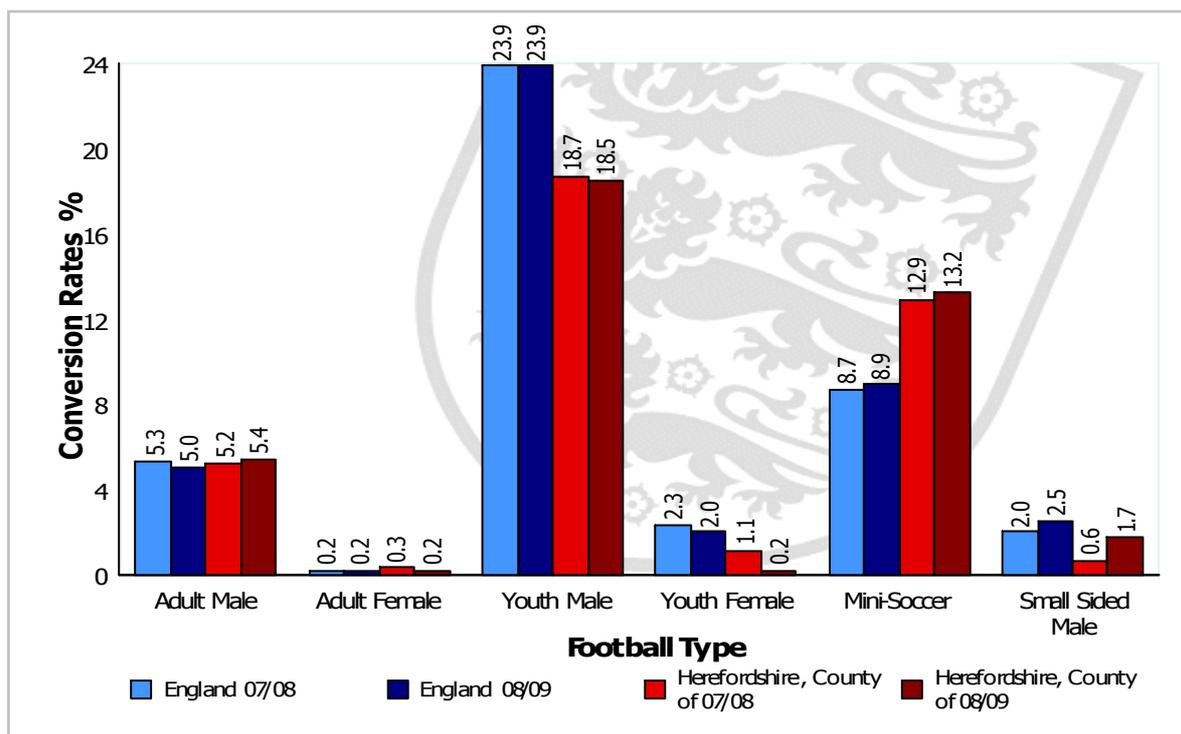


Figure 2: Conversion rate trends for different football types for Herefordshire, County of 07/08 and 08/09 as set against national averages.



Participation data is based on:

- 15 players in an 11-a-side team, 10 in a mini-soccer team and 8 in a small sided team
- Adult= 16-44 years, Youth = 10-15 years, Mini = 6-9 years, Small sided = 16-44yrs.

Local Authority Comparison of Conversion Rates

A comparison of conversion rates of Local Authorities can be made between those similar in nature by utilising the National Statistics 2001 Area Classification of Local Authorities (provided by the Office for National Statistics). The classification groups Local Authorities based population characteristics provided from the 2001 census.

Table 2 below shows the conversion rates for Herefordshire, County of compared to those most similar to it, that is, members of the same subgroup:

Babergh, Boston, Breckland, Bridgnorth, Broadland, Castle Morpeth, Cotswold, Derbyshire Dales, East Dorset, East Riding of Yorkshire, Forest of Dean, Hambleton, Harrogate, King's Lynn and West Norfolk, Lewes, Macclesfield, Malvern Hills, Mendip, Mid Devon, New Forest, Newark and Sherwood, North Dorset, North Kesteven, North Shropshire, North Somerset, Oswestry, Ribble Valley,

Table 2: Comparison of Local Authorities in the same subgroup as Herefordshire, County of.

Football Type		Conversion Target ¹	Herefordshire, County of Conversion Rate	Variance	Growth Potential ²
Adult 11-a-side	Male	6.2	5.4	-0.8	17
	Female	0.3	0.2	-0.1	3
Youth 11-a-side	Male	27.0	18.5	-8.5	41
	Female	2.8	0.2	-2.6	13
Mini-Soccer	Mixed	11.5	13.2	1.6	0
Adult Small Sided	Male	2.1	1.7	-0.3	2

¹ The target is the value of the upper quartile (75th Percentile) of conversion rates of all local authorities in the same subgroup. The conversion target is calculated for each type of football.

² Growth Potential represents the number of teams for each football type that the local authority would need to develop to reach the conversion target value.

Local Authorities are encouraged to discuss growth potential targets with their County Development Manager to determine a realistic programme of intervention, supported by the FA, capable of increasing participation over an agreed period.

Where the Local Authority has participation rates already above the targets consideration should be given as to how these rates can be sustained long term.

CLUBS

Herefordshire, County of Clubs

- In Herefordshire, County of the club to team ratio is 1:2.3 (i.e. each club runs on average 2.3 teams). This compares to a national ratio of 1:2.6 and a regional ratio of 1:2.2.
- 36 of the youth clubs in Herefordshire, County of just run youth 11-a-side teams and do not have a mini-soccer team.
- There are 7 clubs fielding both youth and adult teams.
- 69.1% of clubs in Herefordshire, County of have adult teams, compared to national and regional averages of 69.5% and 66.0% respectively.
- 83.0% of adult-only clubs in Herefordshire, County of have only one team compared to the national average of 77.2%.

Table 3 shows Herefordshire, County of based clubs with numbers of associated teams for each form of football during season 07/08 and season 08/09. Finally, it shows the status of clubs that have been awarded The FA Charter Standard award and the level of that award.

Where there are 0 teams shown in all the number columns, the status will reflect the reason for this. A status of 'DE' shows that a club does not exist in that season and a status of 'SS' shows that the club has only small-sided teams for that season. The clubs listed do not include counts of small-sided teams due to the different ways that small-sided teams affiliate.

The 'BC Link', 'DC Link' and 'CC Link' labels which may appear in the Charter Standard column indicate linked Basic, Development and Community level Charter Standard clubs.

Herefordshire, County of

Table 3: Summary of football clubs in Herefordshire, County of

Club Name	Club ID	07/08 Teams					08/09 Teams					Charter Standard 08/09
		Status	Adult	Youth	Mini	Total	Status	Adult	Youth	Mini	Total	
Allstars	216770	DE	0	0	0	0		1	0	0	1	
Bar Spirit	111564		1	0	0	1		1	0	0	1	
Barcelona	217713	DE	0	0	0	0	SS	0	0	0	0	
Barrels	110081		1	0	0	1		1	0	0	1	
Barrels Indoor	144180	SS	0	0	0	0	SS	0	0	0	0	
Bartestree	44088		3	4	6	13		2	3	5	10	Charter
Bartestree Sunday	208090		1	0	0	1	DE	0	0	0	0	
Bartonsham FC	146156		1	0	0	1	DE	0	0	0	0	
Bell	44315		1	0	0	1		1	0	0	1	
Bell Inn 98	44151		1	0	0	1	DE	0	0	0	0	
Belmont	43898		1	2	1	4		1	2	1	4	Charter
Blackmarston Juniors FC	207164		0	0	1	1	DE	0	0	0	0	
Brewers	140679		1	0	0	1		1	0	0	1	
Bringsty Sports (Sunday)	43959		1	0	0	1		1	0	0	1	
Broken Metatarsal FC	210643	SS	0	0	0	0	DE	0	0	0	0	
Bromyard Colts	140691		1	0	0	1		1	0	0	1	BCLink
Bromyard Town	43852		2	1	0	3		2	1	0	3	Charter
Bromyard Town Youth	44253		0	4	4	8		0	2	3	5	Charter
Bulmers (Sunday)	140791		1	0	0	1		1	0	0	1	
Burghill	43854		1	0	0	1		1	0	0	1	
C Stanley Jones	106646	SS	0	0	0	0	DE	0	0	0	0	
Carlesberg	140652	DE	0	0	0	0		1	0	0	1	
Civil Service	43855		1	0	0	1		1	0	0	1	Charter
Clehonger	141578		1	0	0	1	DE	0	0	0	0	
Club RBL	146578	DE	0	0	0	0		1	0	0	1	
Cradley Sports Club	146525		0	0	3	3		0	1	5	6	Charter
Credenhill Juniors	44070		0	2	2	4		0	2	2	4	Charter
Crown Inn	207998		1	0	0	1	DE	0	0	0	0	
Dawley United	111295		1	0	0	1	DE	0	0	0	0	
Dore Valley	141633		1	0	0	1		1	0	0	1	
Duck and Cover	214065	DE	0	0	0	0		1	0	0	1	

Herefordshire, County of

Club Name	Club ID	07/08 Teams					08/09 Teams					Charter Standard 08/09
		Status	Adult	Youth	Mini	Total	Status	Adult	Youth	Mini	Total	
Dynamo Hop Pole	208168		1	0	0	1		1	0	0	1	
Echo	217117	DE	0	0	0	0	SS	0	0	0	0	Charter
Elite	210638	SS	0	0	0	0	DE	0	0	0	0	
Ewyas Harold	43860		2	0	0	2		2	0	0	2	Charter
Exchange FC	44119		1	0	0	1		1	0	0	1	
Fir Tree	141391		1	0	0	1		1	0	0	1	
Flights FC	212029		0	0	1	1		0	1	4	5	
Football 4 All Academy	148360		0	1	1	2	DE	0	0	0	0	
Fownhope	43861		2	0	0	2		2	1	0	3	
Frome Tigers	43951		1	0	0	1		1	0	0	1	
Garway Juniors	146145		0	0	5	5		0	1	5	6	Charter
Gods Gift 2 Football	149610	SS	0	0	0	0	SS	0	0	0	0	
Golden Valley Girls	150828	DE	0	0	0	0		0	0	1	1	Charter
Golden Valley Juniors	44133		0	2	3	5		0	2	2	4	
Gorsley Village	214301	DE	0	0	0	0		0	0	1	1	
Greyhound City Sports Youth	110034		0	0	1	1		0	1	0	1	
Hampton Dene Girls United	212968	DE	0	0	0	0		0	0	2	2	
Hampton Park Rangers	44118		1	0	0	1		1	0	0	1	
Hay St Marys	146959	DE	0	0	0	0		1	0	0	1	
Hay St Marys Sunday	215063	DE	0	0	0	0		1	0	0	1	
Hay U18	44325	DE	0	0	0	0		0	1	0	1	
Heart of Oak FC	146518		1	0	0	1		1	0	0	1	
Hereford City Sports	215491	DE	0	0	0	0		0	0	1	1	
Hereford Girls FC	209323		0	0	2	2		0	0	3	3	
Hereford Junior Dynamos Youth	44101		0	1	2	3		0	1	2	3	Charter
Hereford Lads Club	43909		2	0	0	2		2	0	0	2	
Hereford Lads Club Youth	44225		0	6	8	14		0	5	11	16	
Hereford Pegasus Ladies	43996		1	0	0	1		1	0	0	1	CCLink
Hereford United FC	43954		1	1	0	2		1	1	0	2	
Herefordshire Council	215089	DE	0	0	0	0	SS	0	0	0	0	
Herefordshire Mind FC	210484	SS	0	0	0	0	SS	0	0	0	0	Charter
HFA County Team	44160		0	1	0	1		0	1	0	1	

Herefordshire, County of

Club Name	Club ID	07/08 Teams					08/09 Teams					Charter Standard 08/09
		Status	Adult	Youth	Mini	Total	Status	Adult	Youth	Mini	Total	
HFA Futsal	216802	DE	0	0	0	0	SS	0	0	0	0	
HFA Girls Centre	128780		0	0	1	1	SS	0	0	0	0	
HFA School of Excellence	44159		1	0	0	1		0	1	0	1	
Hinton	43866		2	0	0	2		2	0	0	2	BCLink
Hinton Girls	147775		1	0	2	3		0	0	3	3	BCLink
Hinton U18	140779		0	1	0	1		0	1	0	1	Charter
Hinton Youth	140778		0	3	3	6		0	3	6	9	BCLink
Holme Lacy	43867		2	0	0	2		2	0	0	2	
Holmer Athletic	44255		1	0	0	1		1	0	0	1	
Holmer FC	215119	DE	0	0	0	0		1	0	0	1	
HWX United	44318		1	0	0	1		1	0	0	1	
Hylton	139415		0	1	0	1	DE	0	0	0	0	
Inter The Pub	106629	SS	0	0	0	0	DE	0	0	0	0	
Karlos AFC	146427		1	0	0	1	DE	0	0	0	0	
Kegville United	44249		1	0	0	1		1	0	0	1	
Kimbolton Junior FC	146149		0	0	1	1		0	0	2	2	Charter
Kingstone Rovers	43900		1	0	0	1		1	0	0	1	
Kington Town	43894		2	0	0	2		2	0	0	2	
Kington Town Youth	44107		0	5	2	7		0	3	2	5	
Knucklas & District Youth Club	217292	DE	0	0	0	0		0	0	1	1	
La Mano De Dios 86	209753		1	0	0	1		1	0	0	1	
Ledbury Colts	208927		1	0	0	1		1	0	0	1	
Ledbury Swifts FC	146214		0	8	7	15		0	8	5	13	Charter
Ledbury Town	43870		2	0	0	2		2	0	0	2	
Leigh & Bransford Badgers	123831		0	0	5	5	DE	0	0	0	0	Charter
Leintwardine Colts	43871		1	0	0	1		1	0	0	1	
Leintwardine School Sports Club	140832		0	0	1	1		0	0	3	3	
Leominster Minors	50169		0	0	1	1		0	0	1	1	
Leominster Minors	146568		0	7	6	13		0	9	8	17	Charter
Leominster Town	43872		1	0	0	1		2	0	0	2	
Leominster Town Girls	67923		0	0	1	1	DE	0	0	0	0	
Leominster Town Ladies	67922		1	0	0	1		1	0	0	1	

Herefordshire, County of

Club Name	Club ID	07/08 Teams					08/09 Teams					Charter Standard 08/09
		Status	Adult	Youth	Mini	Total	Status	Adult	Youth	Mini	Total	
Lionel Lions	147620		1	0	0	1		1	0	0	1	
Litten Tree	43953		1	0	0	1		1	0	0	1	
Llandrindod Wells U18	44320	DE	0	0	0	0		0	1	0	1	
Longtown	43906		1	0	0	1		1	0	0	1	
Maidenhead FC	146519		1	0	0	1		1	0	0	1	
Marden	43926		1	0	0	1		1	0	0	1	
Mighty Roys	214924	DE	0	0	0	0		1	0	0	1	
MLC Youth	114752		0	1	0	1	DE	0	0	0	0	
Moorfields	44127		1	0	0	1		1	0	0	1	
Mosty	216768	DE	0	0	0	0		1	0	0	1	
Newcastle	49524		1	0	0	1		1	0	0	1	
Newport County	44289		1	0	0	1		1	0	0	1	
One life, Live It	56185	SS	0	0	0	0	DE	0	0	0	0	
Orcop	43946		1	0	0	1		1	0	0	1	
Orcop Juniors	44269		1	0	0	1		1	0	0	1	
Orleton	43874		1	0	0	1		1	0	0	1	BCLink
Orleton (Sunday)	111562		1	0	0	1		1	0	0	1	BCLink
Orleton Colts	213811	DE	0	0	0	0		1	0	0	1	
Orleton Youth	44158		0	0	4	4		0	0	4	4	Charter
Painters FC	218073	DE	0	0	0	0	SS	0	0	0	0	
Pegasus	44082		2	0	0	2		2	0	0	2	CCLink
Pegasus Juniors	43876		1	0	0	1		1	0	0	1	Comm.
Pegasus Juniors U18	43972		0	1	0	1		0	1	0	1	CCLink
Pegasus Youth	44276		0	5	5	10		0	7	9	16	CCLink
Pencombe	43877		1	0	0	1		1	0	0	1	
Pencombe (Sunday)	43947		1	0	0	1		1	0	0	1	
Pencombe Juniors	106655		0	0	1	1	DE	0	0	0	0	
Phoenix	44260		1	7	8	16		1	5	8	14	
Phoenix Sunday	213821	DE	0	0	0	0		1	0	0	1	
Polska PGL	111294		1	0	0	1		1	0	0	1	
Presteigne Colts	123576		0	3	3	6		0	3	3	6	
Presteigne St Andrews Colts	44227		1	1	0	2		1	1	0	2	

Herefordshire, County of

Club Name	Club ID	07/08 Teams					08/09 Teams					Charter Standard 08/09
		Status	Adult	Youth	Mini	Total	Status	Adult	Youth	Mini	Total	
PSG Hereford	106670		0	0	1	1	SS	0	0	0	0	
Rapid Moorfields	207959		1	0	0	1		1	0	0	1	
Real Morrisons	210639	SS	0	0	0	0	DE	0	0	0	0	
Re-Rack Rovers	44243		1	0	0	1		1	0	0	1	
Richards Castle	43878	DE	0	0	0	0		1	0	0	1	
Robots In Disguise	210110		1	0	0	1	DE	0	0	0	0	
Ross Dynamos	141415		0	0	3	3		0	0	1	1	
Ross FC	148088		1	0	0	1	DE	0	0	0	0	
Ross Juniors	147028		0	3	5	8		0	2	5	7	Charter
Ross Rockets	148196		0	0	1	1		0	0	1	1	
Ross Town FC	44050		2	0	0	2		2	0	0	2	
Ross Town Strikers	208536		1	0	0	1		1	0	0	1	
Ross United	208444		0	0	1	1		0	1	1	2	Charter
Royal National College for the Blind	151119		1	0	0	1	SS	0	0	0	0	
Samba Boys	210642	SS	0	0	0	0	SS	0	0	0	0	
Sasoc	216202	DE	0	0	0	0		1	0	0	1	
Seven Allstars	44331		1	0	0	1		1	0	0	1	
Seven Stars Athletic	115408		1	0	0	1	DE	0	0	0	0	
Seven United	217148	DE	0	0	0	0		1	0	0	1	
Shobdon	43882		1	0	0	1		1	0	0	1	
Shobdon (Sunday)	44165		1	0	0	1	DE	0	0	0	0	
Sinkum	146157		1	0	0	1		1	0	0	1	
Smiths Allstars	149360	SS	0	0	0	0	SS	0	0	0	0	
Sporting Stars	216800	DE	0	0	0	0		1	0	0	1	
St Johns Howle Hill	43896		1	0	0	1		1	0	0	1	
Stoke Prior	43884		1	0	0	1		1	0	0	1	
Sutton Scorpions Youth	44176		0	1	0	1		0	1	0	1	
Sutton Slopers	210641	SS	0	0	0	0	DE	0	0	0	0	
Sutton United	43885		1	0	0	1		1	0	0	1	
Taylor Lane	140686		1	0	0	1	DE	0	0	0	0	
The Untouchables	210640	SS	0	0	0	0	DE	0	0	0	0	
Three Elms FC	213993	DE	0	0	0	0		1	0	0	1	

Herefordshire, County of

Club Name	Club ID	07/08 Teams					08/09 Teams					Charter Standard 08/09
		Status	Adult	Youth	Mini	Total	Status	Adult	Youth	Mini	Total	
Toros FC	207452		1	0	0	1		1	0	0	1	BCLink
Toros FC (Sunday)	207453		1	0	0	1		1	0	0	1	Charter
Tupsley Poker	217307	DE	0	0	0	0	SS	0	0	0	0	
Vaga	43924		1	0	0	1		1	0	0	1	
Vaga Colts	140689		1	0	0	1		1	0	0	1	
Wellington	43890		3	0	0	3		3	0	0	3	Charter
Wellington Youth	44145		0	7	2	9		0	6	0	6	Charter
Weobley	43919		1	0	0	1		1	0	0	1	Charter
Weobley Youth	44192		0	3	1	4		0	1	1	2	Charter
Westfields	43891		2	0	0	2		2	0	0	2	Charter
Westfields Youth	43984		0	4	4	8		0	4	3	7	Charter
Weston Park United	207159		0	0	1	1	DE	0	0	0	0	
Weston Under Penyard	43892		1	0	0	1		2	0	0	2	
Weston Youth	44080		0	4	0	4		0	3	0	3	
Whitecross Wanderers	43989		1	0	0	1		1	0	0	1	
Widemarsh Rangers	44268		1	0	0	1	DE	0	0	0	0	
Wigmore Albion	141006		1	0	0	1		1	0	0	1	
Wigmore Warriors	109963		0	1	3	4	DE	0	0	0	0	
Woofferton	43893		2	0	0	2		2	0	0	2	
Woofferton Youth	141265		0	2	0	2		0	1	0	1	
Woolhope Allstar	43990		1	0	0	1		1	0	0	1	
Totals			110	93	113	316		111	88	115	314	

Notes:

- The 'BC Link', 'DC Link' and 'CC Link' labels which may appear in the Charter Standard column indicate linked Basic, Development and Community level Charter Standard clubs.

Charter Standard

Of the 136 clubs in Herefordshire, County of, 28 have achieved Charter Standard. The level of status obtained by these clubs is outlined in Table 4.

Table 4: Clubs with Charter Standard in Herefordshire, County of

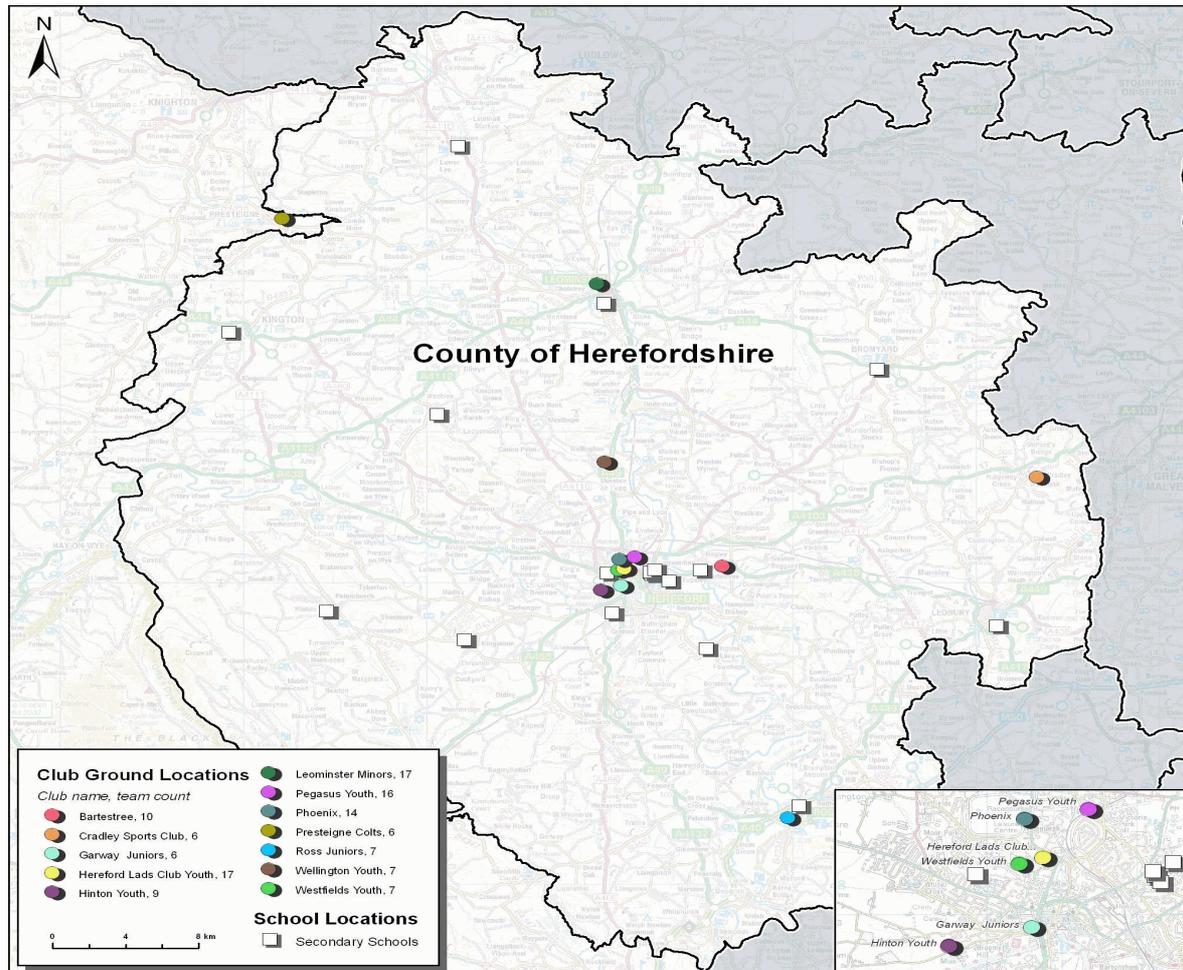
Status	Herefordshire, County of		England	
	Number	Percentage	Number	Percentage
Community Club	1	0.7%	371	1.1%
Development Club	0	0.0%	437	1.3%
Basic Charter Standard	27	19.9%	3185	9.8%
Total	28	20.6%	3993	12.3%

In terms of teams, 63.1% of youth and mini-soccer teams play within a club of Charter Standard status. This compares to a national average of 58.1% with a National Game Strategy target of 75% of youth and mini-soccer teams playing within a Charter Standard Club by 2012.

Club Ground Locations - Herefordshire, County of

The following map indicates those clubs with six or more teams and each team's ground location. It also shows the location of the secondary schools in Herefordshire, County of. It may be that some clubs that have 6 or more teams are not mapped particularly where the team does not have a regular dedicated ground or where there is insufficient information to locate the team's ground. Also where two or more clubs play at the same ground only one will show up on the map as the points for all will be placed precisely on top of one another.

Figure 3: Location of clubs and secondary schools.



Herefordshire, County of

No	School	No	School
1	Aylestone High School	2	Fairfield High School
3	Hereford Sixth Form College	4	Herefordshire College of Art and Design
5	Herefordshire College of Technology	6	Holme Lacy College
7	John Kyrle High School and Sixth Form Centre	8	John Masefield High School
9	Kingstone High School	10	Lady Hawkins High School
11	Queen Elizabeth High School	12	St Mary's RC High School 'A Specialist Science College'
13	The Bishop of Hereford's Bluecoat School	14	The Minster College
15	Weobley High School	16	Whitecross High School
17	Wigmore High School	18	Wyebridge Sports College

TEAMS

Herefordshire, County of Teams

- There are a total of 314 teams playing competitive football in Herefordshire, County of excluding small-sided teams.
- According to the CAS data, there are 5 female teams playing in Herefordshire, County of. This is 1.6% of the total number of teams.
- The peak youth age is U11, with 31 teams playing at this level.

Table 6 shows the number of Herefordshire, County of based teams for each form of football.

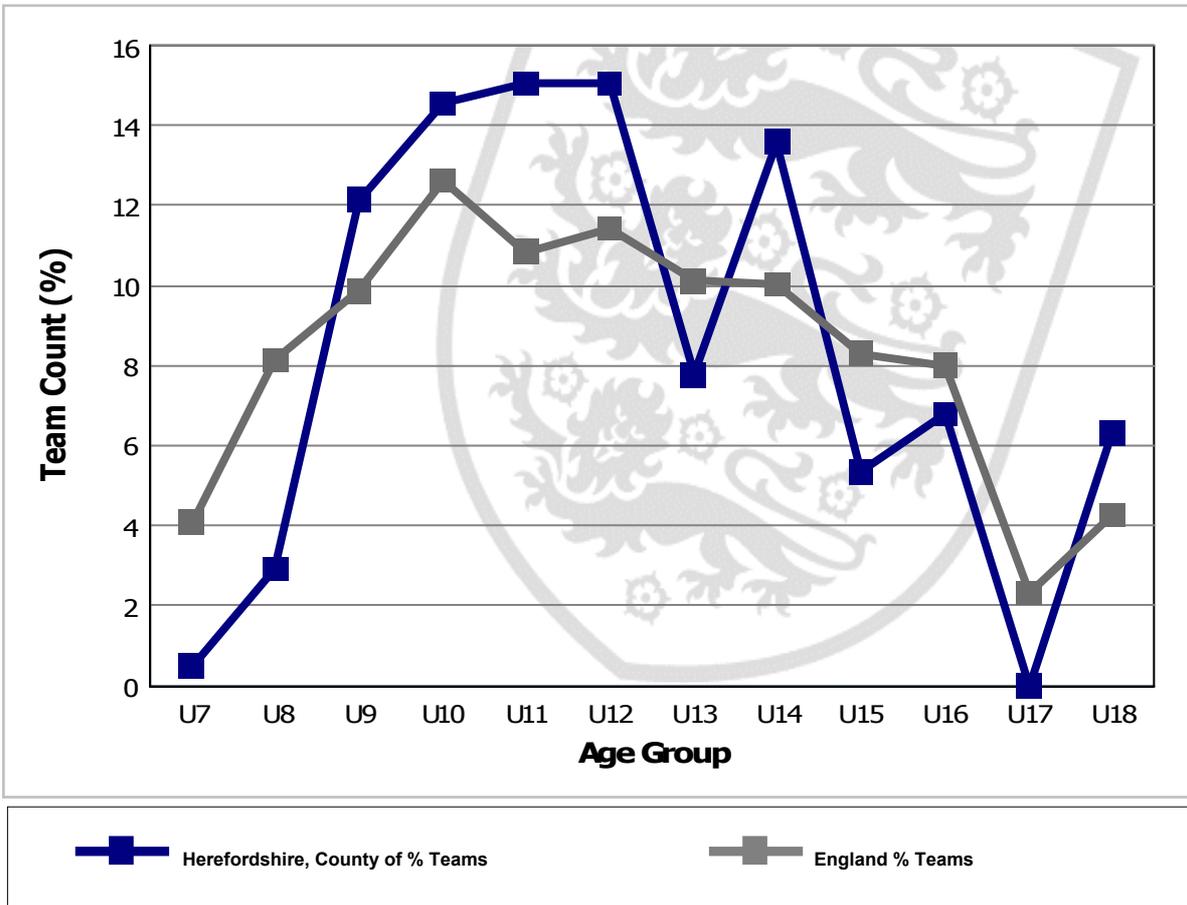
Table 6: Number of teams at each age group

Age Group	Total No. of Teams	No. of Mixed Teams	No. of Male Teams	No. of Female Teams
U7	1	1	0	0
U8	6	6	0	0
U9	25	25	0	0
U10	30	30	0	0
U11	31	28	3	0
U12	30	11	19	0
U13	16	0	16	0
U14	25	9	16	0
U15	10	0	10	0
U16	12	1	10	1
U18	13	0	13	0
Open Aged	115	4	107	4
Totals	314	115	194	5

The following figure plots the change in the percentage of youth teams across age groups in Herefordshire, County of and highlights a peak number of teams in the U11 age group. Where there is no line on the graph for 'Teams within LA %', there are no youth teams playing in the Local Authority. The national percentages for each age group are also included for comparison.

Herefordshire, County of

Figure 4: Individual youth teams as a proportion of all U18 teams in Herefordshire, County of



Herefordshire, County of

LEAGUES

Leagues with Herefordshire, County of Teams

There are 22 leagues containing teams from Herefordshire, County of (see table 7).

- In total 15 of these leagues are adult leagues.
- There are 34 teams in Herefordshire, County of that have not been assigned to a league. Where teams have not been assigned to a league, this data could potentially be highlighting teams playing in 'friendlies' only or it could be highlighting data missing from CAS.

Table 7 summarises the main coverage of football in Herefordshire, County of, in respect of the age ranges of teams, numbers of teams and leagues in which they participate.

Table 7: League structures in Herefordshire, County of

League	Age Group	No. of Teams in League	No. of Herefordshire, County of Teams in League	% of Teams in League Playing in Herefordshire, County of
Birmingham Ability Counts League Adult	Open Aged	14	2	14.3
Football League	Open Aged	79	1	1.3
Hellenic Football League	Open Aged	95	1	1.1
Herefordshire Football Association Floodlit League	U18	11	9	81.8
Herefordshire Football League	Open Aged	50	49	98.0
Herefordshire Girls League	U10	5	5	100.0
Herefordshire Girls League	U12	10	10	100.0
Herefordshire Girls League	U14	10	10	100.0
Herefordshire Girls League	U16	3	3	100.0
Herefordshire Indoor League	Open Aged	4	4	100.0
Herefordshire Junior Football League	U9	21	21	100.0
Herefordshire Junior Football League	U10	21	21	100.0
Herefordshire Junior Football League	U11	25	25	100.0
Herefordshire Junior Football League	U12	18	17	94.4
Herefordshire Junior Football League	U13	16	16	100.0
Herefordshire Junior Football League	U14	15	15	100.0
Herefordshire Junior Football League	U15	11	10	90.9
Herefordshire Junior Football League	U16	8	8	100.0
Herefordshire Sunday Football League	Open Aged	39	39	100.0

Herefordshire, County of

League	Age Group	No. of Teams in League	No. of Herefordshire, County of Teams in League	% of Teams in League Playing in Herefordshire, County of
Kidderminster County Womens F.L.	Open Aged	8	2	25.0
Malvern Football League	Open Aged	11	5	45.5
Mercian Festival Junior Football League	U9	19	1	5.3
Mercian Festival Junior Football League	U10	26	1	3.8
Mercian Festival Junior Football League	U11	24	1	4.2
Mercian Festival Junior Football League	U12	26	1	3.8
Mercian Festival Junior Football League	U14	21	1	4.8
Midland Floodlit Youth League	U18	59	3	5.1
Midland Football Alliance	Open Aged	23	1	4.3
Midland Junior Premier League	Open Aged	1	1	100.0
Mid-Wales South	Open Aged	2	1	50.0
North Gloucestershire League	Open Aged	65	1	1.5
Shrop.County Sun. Jnr. F Lg.	U8	1	1	100.0
Shrop.County Sun. Jnr. F Lg.	U9	1	1	100.0
Shrop.County Sun. Jnr. F Lg.	U10	1	1	100.0
South Shropshire Junior League	U8	15	3	20.0
South Shropshire Junior League	U9	8	1	12.5
South Shropshire Junior League	U10	15	1	6.7
South Shropshire Junior League	U11	4	1	25.0
South Shropshire Junior League	U12	9	1	11.1
South Shropshire Junior League	U14	5	1	20.0
West Midlands (Regional) League	Open Aged	53	3	5.7
West Midlands Regional Women's Football League	Open Aged	37	2	5.4
Worcester & District	Open Aged	2	1	50.0
Count of Leagues: 22				

SUMMARY

This report has identified the status of football in Herefordshire, County of for 08/09 season. The report is part of an ongoing process that will allow the data to be updated and used in the development of football locally.

In closing The Football Association would like to thank you for any feedback that you may have on this report. Please convey any errors or omissions to either your local County FA or Data@TheFA.com.

APPENDIX

This section provides a brief overview of Herefordshire, County of's population structure and characteristics.

Demographic Profile

According to the mid-2006 population estimate data from the Office for National Statistics, Herefordshire, County of has a population of 174,871. 89,521 of Herefordshire, County of's population, 51.2%, are female compared to a national average of 51.3%.

For statistical purposes we define the number of people in a district who could potentially play football as the "relevant population". For Adult teams, the relevant population is males and females aged between 16 and 44 years, for Youth teams, the relevant population is males and females aged between 10 and 15 years, and for Mini Soccer, the relevant population is males and females aged 6 to 9 years. Table 8 outlines the numbers and percentages of the population in Adur for the population age groups relevant to football.

Population Group	Herefordshire, County of Relevant Population		% of Herefordshire, County of Relevant Population		England Relevant Population	
	Male	Female	Male	Female	Male	Female
Adult - Aged 16 to 44 Years	29,812	29,943	36.2%	36.4%	37.0%	37.8%
Youth - Aged 10 to 15 Years	7,051	6,787	8.6%	8.2%	7.8%	7.4%
Mini Soccer - Aged 6 to 9 Years	8,739		10.6%		10.0%	

In Herefordshire, County of 0.9% of the population come from Ethnic Minority (EM) groups, which is lower than that of England as a whole at 6.2%. The largest EM group in the authority is Mixed White and Asian at 0.2%, followed by Chinese at 0.1%; the corresponding national averages are 0.3% and 0.4% respectively. (Source: 2001 Census)

Herefordshire, County of

Index of Multiple Deprivation (IMD)

The Index of Multiple Deprivation (2007) provides a nationally accepted means by which to identify the levels of deprivation in England.

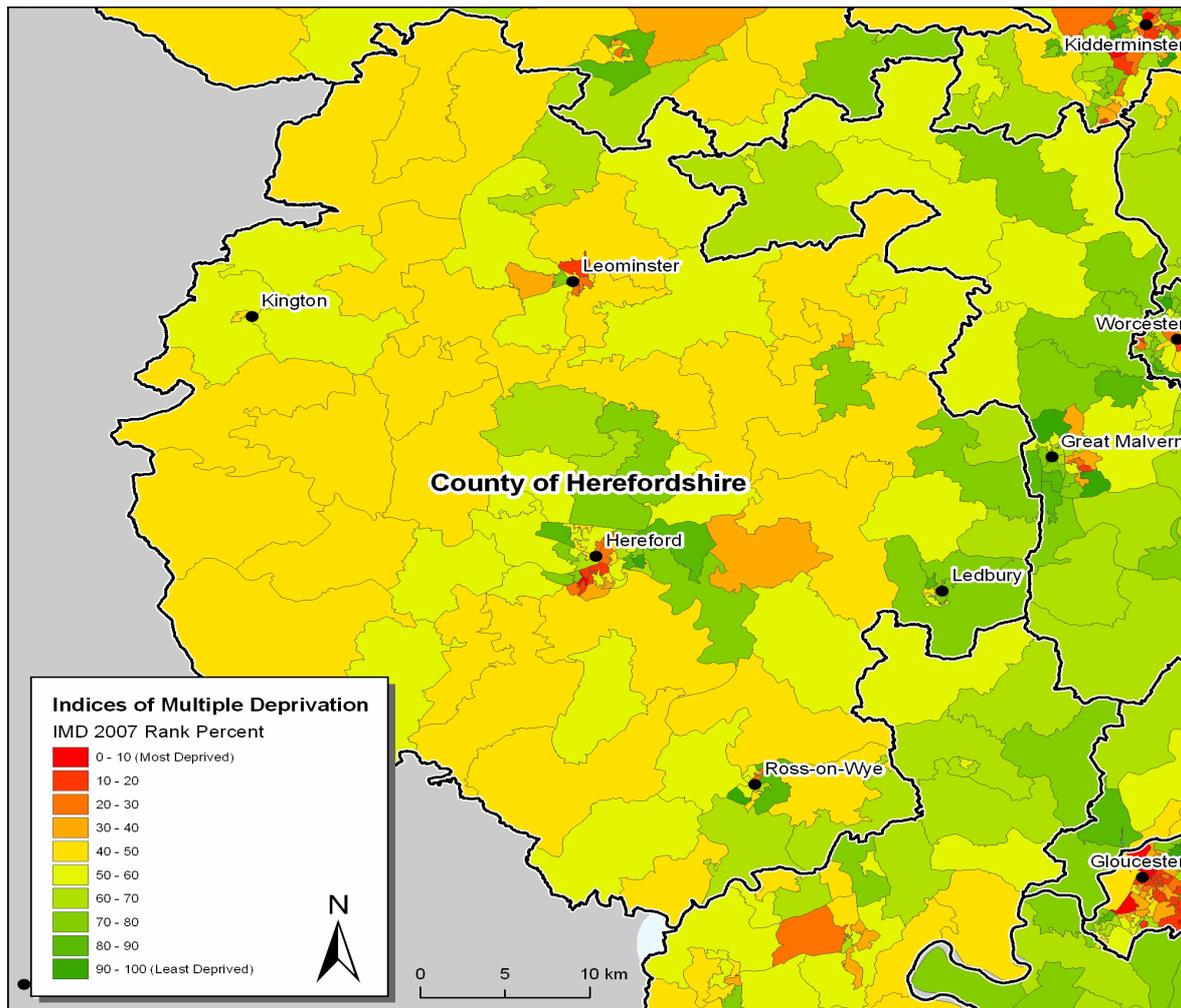
Analysis of data for Herefordshire, County of shows that, of the 116 super output areas (SOA) in Herefordshire, County of, 2, or 1.7% lie in the 20% most deprived SOAs in England.

As shown in the table below, one tenth of all SOAs nationally fall within each of the

Table 9: Herefordshire, County of deprivation analysis

IMD Rank Percent	Population in Band	% Population in Band	Cumulative Population	Cumulative % of Population
Most Deprived	0.0 - 10.0	0	0	0.0%
	10.1 - 20.0	3,087	3,087	1.8%
	20.1 - 30.0	11,590	14,677	8.4%
	30.1 - 40.0	8,905	23,582	13.5%
	40.1 - 50.0	26,369	49,951	28.6%
	50.1 - 60.0	57,914	107,865	61.7%
	60.1 - 70.0	27,183	135,048	77.2%
	70.1 - 80.0	21,371	156,419	89.5%
	80.1 - 90.0	12,393	168,812	96.5%
Least Deprived	90.1 - 100.0	6,062	174,874	100.0%

Figure 5: Herefordshire, County of IMD ranking indicating main settlements



Herefordshire, County of

Active People

The Active People survey (Active People Survey 2), commissioned by Sport England, provides detail on the levels of participation in sport and physical activity by adults (16+) for each local authority in England (this data is based on a sample of 500 interviews in each area). The results for Herefordshire, County of are shown below.

Table 10: Active People survey 2 results for Herefordshire, County of

Indicator	Herefordshire, County of			West Midlands			England		
	Tot	M	F	Tot	M	F	Tot	M	F
At least 3 days a week x 30 minutes moderate participation	22.0%	21.7%	22.3%	20.6%	23.1%	18.2%	21.4%	23.8%	19.1%
Club Member	24.8%	27.6%	22.2%	24.4%	28.8%	20.2%	25.3%	29.6%	21.3%
Taken part in organised competitive sport in last 12 months	16.5%	22.5%	10.9%	14.7%	21.3%	8.5%	15.5%	22.3%	9.1%
Football - Indoor	1.0%	2.1%	0.0%	1.9%	3.6%	0.0%	1.9%	3.7%	0.0%
Football - Outdoor	4.9%	8.2%	1.7%	5.2%	9.7%	0.5%	5.5%	10.2%	0.8%
Football - Any	5.5%	9.6%	1.7%	6.5%	12.1%	0.7%	6.8%	12.8%	1.0%

Note: Care should be taken in the interpretation of results for individual sports, due to low sample numbers

National Statistics 2001 Area Classification for Local Authorities

Additional information can be found on the Area Classification clusters that were used to group Local Authorities using the website below:

http://www.statistics.gov.uk/about/methodology_by_theme/area_classification/la/default.asp