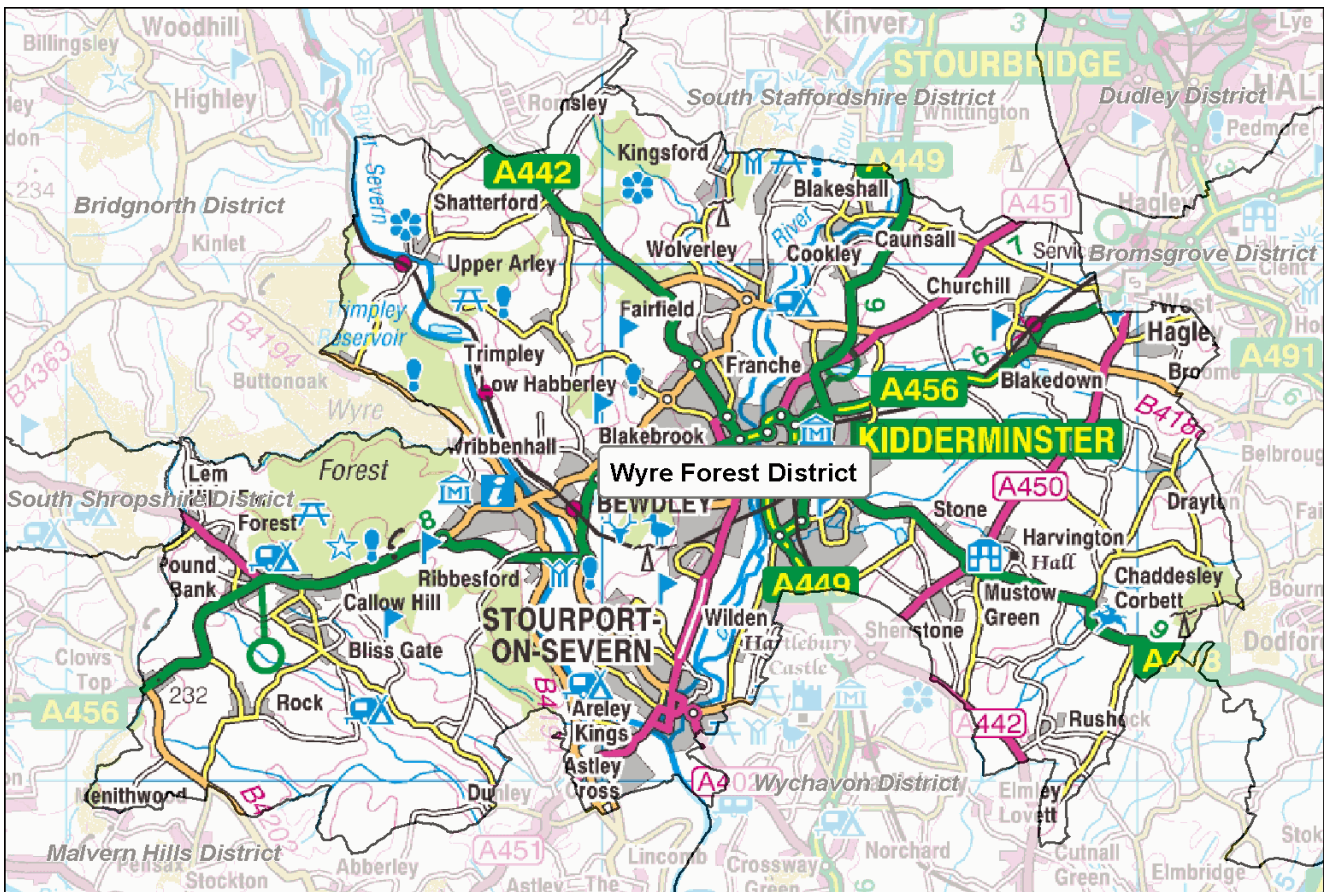


Football Participation Report:

Wyre Forest

Season 10/11



INTRODUCTION

Football has the highest participation of any team sport in the country - there are over 129,000 affiliated football teams in England, (10/11). The 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 8 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 09/10 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 10/11 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 your respective County FA.

Changes in this version:

1. Population Figures updated to Mid 2009 estimates.
2. Active people data updated and taken from APS4.
3. Introduction of Youth - All Formats Category which includes:
 - a) U11 to U18 football of Male, Female and Mixed genders (mixed is included into male category for the purposes of this report).
 - b) 3v3, 4v4, 5v5, 6v6, 7v7, 9v9 and 11v11 team categories.
4. Further refinement of specific playing locations of teams (this will have resulted in some teams being reallocated into new Local Authority areas).
5. Improved validation of small sided teams (including affiliated and currently non affiliated teams).

This year a User Guide has also been produced in order to provide additional support in analysing the data, and it is recommended that this document is referred to alongside this report. The guide can be found at: https://www.fadml.com/C13/Football_Development/default.aspx and will be available from 1st March 2011.

FOOTBALL KEY FACTS - Wyre Forest

Demographics

- Wyre Forest has a population of **98,139** (Mid year estimate, Office for National Statistics, 2009) and is expected to grow to **101,300** by 2018 (Office for National Statistics, 2008).
- **3.9%** of the population in Wyre Forest come from Ethnic Minority communities compared to a national figure of **8.78%** (Census, 2001).
- % of the adult population (16+) participate in football for at least 30 minutes once per week, as compared to a national average of **4.96%** (Sport England Active People Survey, 2010).

Clubs and Teams

- Wyre Forest has a total of **73** affiliated clubs with a total of **161** teams of which **160** play in Wyre Forest. There are also **9** small sided teams in Wyre Forest making a total of **169** teams.
- Of the **169** teams operating in Wyre Forest, **59 (34.9%)** are adult teams, **71 (42.0%)** are youth teams (all formats), **30 (17.8%)** are Mini-Soccer teams and **9 (5.3%)** are small sided.
- **93.1%** or **94** of the **101** Youth and Mini-soccer teams play in a club that has achieved a Charter Standard Award as compared to a national average of **70.4%**.
- The number of teams **has increased by 12 teams** overall in Wyre Forest from season 09/10 to season 10/11.

This comprises:

- an increase of 4 adult teams.
- an increase of 23 youth teams (all formats).
- a decrease of 2 Mini-Soccer teams.
- a decrease of 13 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 age group.

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 the following:

- 18 players are involved in an 11-a-side squad
- 10 players in a Mini-Soccer team squad
- 12 players in a 9 v 9 small-sided team squad
- 9 players in a 7 v 7 small-sided team squad
- 8 players in 6 v 6 and 5 v 5 small-sided team squads
- 6 players in a 4 v 4 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.

Ages 5 to 44, male and female, of the local area population have been used to calculate the conversion rates on this page.

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

| | Adult 11-a-side | | Youth All Formats | | Mini- Soccer | Adult Small Sided | All Forms |
|------------------------|--------------------|--------|----------------------|--------|-----------------|----------------------|-----------|
| | Male | Female | Male | Female | Mixed | Male | Total |
| Wyre Forest | | | | | | | |
| No of Teams 10/11 | 55 | 4 | 63 | 8 | 30 | 9 | 169 |
| No of Teams 09/10 | 46 | 9 | 45 | 3 | 32 | 8 | 157 |
| Variance | 19.6% | -55.6% | 40.0% | 166.7% | -6.3% | 12.5% | 7.6% |
| Players 10/11 | 990 | 72 | 1,014 | 108 | 300 | 72 | 2556 |
| Players 09/10 | 690 | 135 | 675 | 45 | 320 | 64 | 1929 |
| Conversion Rate 10/11 | 5.8% | 0.4% | 20.7% | 2.5% | 7.6% | 0.4% | 5.5% |
| Conversion Rate 09/10 | 3.9% | 0.8% | 18.2% | 1.3% | 6.8% | 0.4% | 4.1% |
| Variance | 1.9% | -0.3% | 2.6% | 1.3% | 0.8% | 0.1% | 1.4% |
| West Midlands | | | | | | | |
| Conversion Rates 10/11 | 4.6% | 0.3% | 21.6% | 2.5% | 8.8% | 1.2% | 5.4% |
| Conversion Rates 09/10 | 3.7% | 0.3% | 22.3% | 2.3% | 7.3% | 1.1% | 4.7% |
| Variance | 0.9% | 0.0% | -0.7% | 0.2% | 1.5% | 0.1% | 0.7% |
| England | | | | | | | |
| Conversion Rate 10/11 | 5.4% | 0.3% | 21.4% | 2.3% | 9.1% | 1.8% | 5.9% |
| Conversion Rate 09/10 | 4.8% | 0.2% | 23.3% | 2.0% | 8.0% | 1.9% | 5.4% |
| Variance | 0.6% | 0.0% | -1.9% | 0.3% | 1.1% | -0.1% | 0.5% |

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 4th January data cut figures may differ.

Wyre Forest

Figure 1: Conversion rates by type of football for Wyre Forest 10/11 as set against regional and national averages.

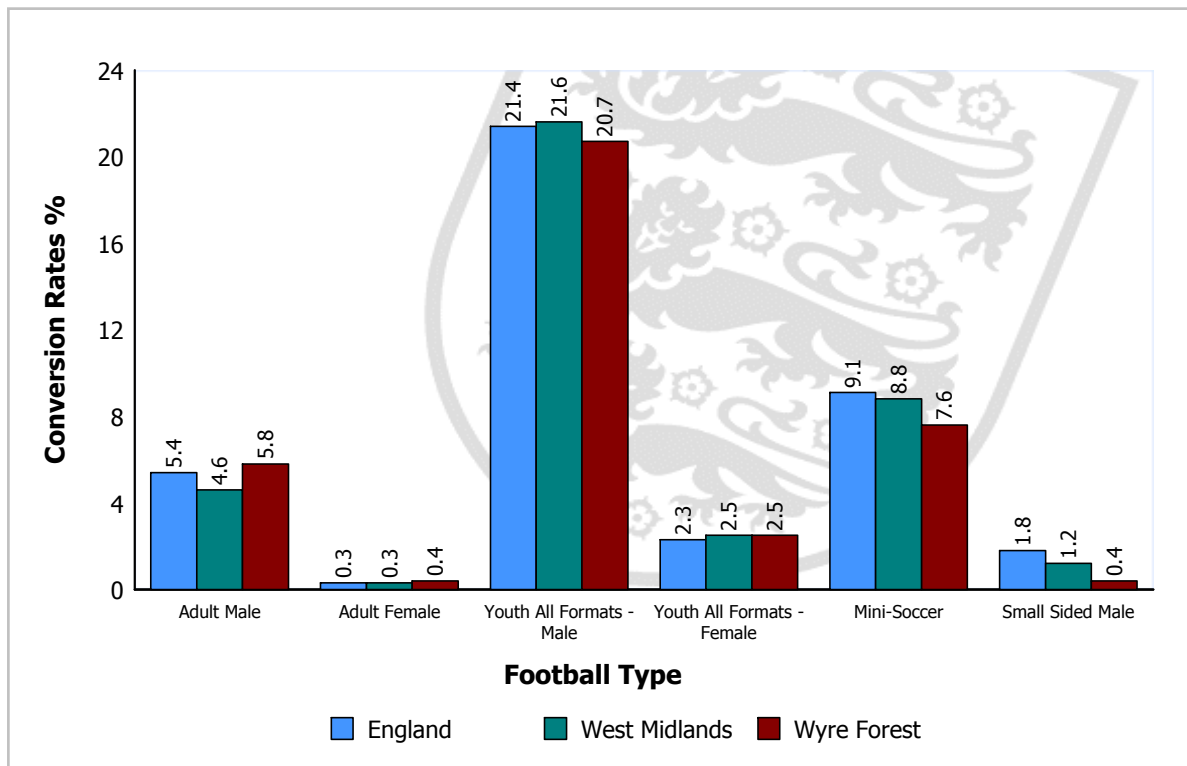
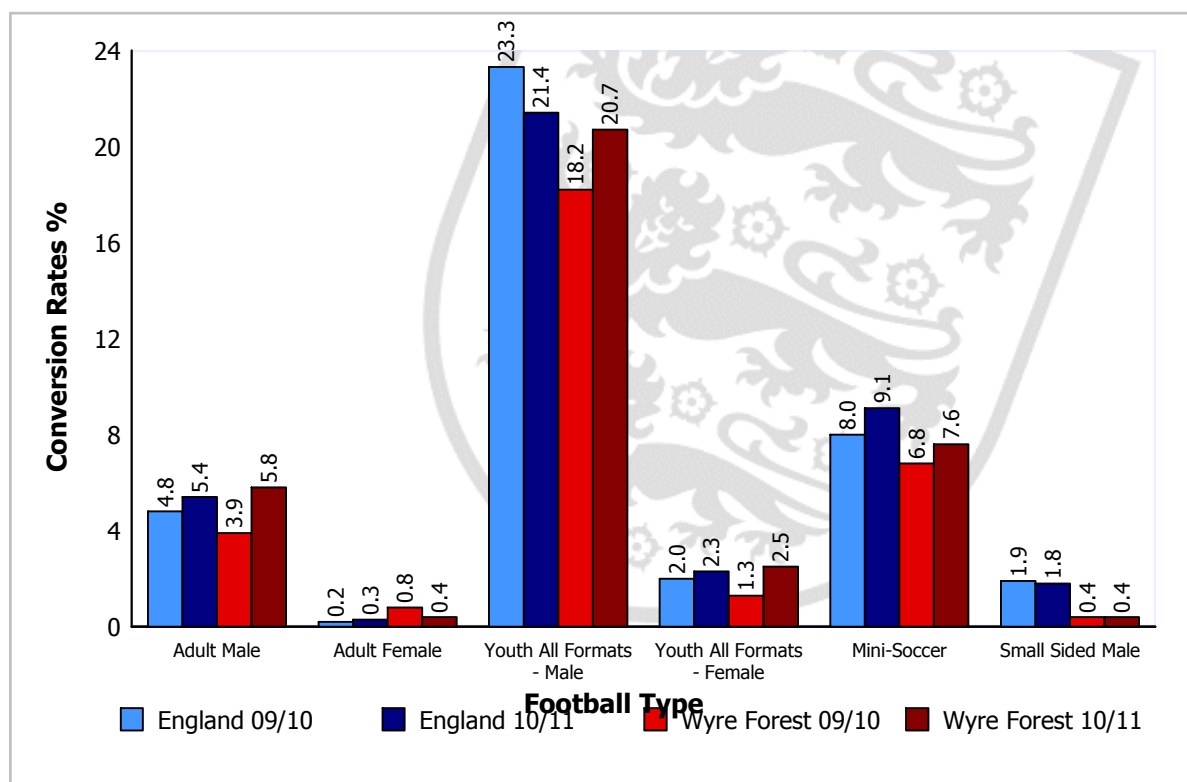


Figure 2: Conversion rate trends for different football types for Wyre Forest 09/10 and 10/11 as set against national averages.



Please Note: Season 09/10 figures for Youth - All Formats reflect Youth 11 v 11 only.

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 2009 Area Classification of Local Authorities (provided by the Office for National Statistics). The classification groups Local Authorities based on population characteristics.

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 Bedfordshire, South Derbyshire, South Gloucestershire, South Kesteven, South Northamptonshire, South Ribble, South Staffordshire, St. Edmundsbury, Vale Royal, Warrington, West Oxfordshire, West Wiltshire

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 | 6.4 | 5.8 | -0.5 | 6 |
| | Female | 0.4 | 0.4 | 0.1 | 0 |
| Youth ² (all formats) | Male | 26.8 | 20.7 | -6.1 | 74 |
| | Female | 3.4 | 2.5 | -0.9 | 10 |
| Mini-Soccer | Mixed | 12.5 | 7.6 | -4.9 | 21 |
| Adult Small Sided | Male | 1.7 | 0.4 | -1.3 | 29 |

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. For Youth (all formats) the growth potential has been calculated on an average number of players across all formats.

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 1:2.2 (i.e. each club runs on average 2.2 teams). This compares to a national ratio of 1:2.9 and a regional ratio of 1:2.3.
- 21 of the youth clubs in Wyre Forest run youth 11-a-side teams only and do not have a mini-soccer team.
- There are 3 clubs fielding both youth and adult teams.
- 75.3% of clubs in Wyre Forest have adult teams, compared to national and regional averages of 72.5% and 65.5% respectively.
- 94.6% of adult-only clubs in Wyre Forest have only one team compared to the national average of 76.0%.

Appendix 1 shows Wyre Forest based clubs with numbers of associated teams for each form of football during season 10/11. Finally, it shows the status of clubs that have been awarded The FA Charter Standard award and the level of that award.

Charter Standard

Of the 73 clubs in Wyre Forest, 13 have achieved Charter Standard. The level of status obtained by these clubs is outlined in Table 3.

Table 3: Clubs with Charter Standard in Wyre Forest

| Status | Wyre Forest | | England | |
|------------------|-------------|--------------|-------------|--------------|
| | Number | Percentage | Number | Percentage |
| Community Club | 0 | 0.0% | 515 | 1.7% |
| Development Club | 1 | 1.4% | 521 | 1.8% |
| Charter Standard | 12 | 16.4% | 4379 | 14.7% |
| Total | 13 | 17.8% | 5415 | 18.2% |

In terms of teams, 93.1% of youth and mini-soccer teams play within a club of Charter Standard status. This compares to a national average of 70.4% with a National Game Strategy target of 75% of youth and mini-soccer teams playing within a Charter Standard Club by 2012.

Wyre Forest

TEAMS

Wyre Forest Teams

- There are a total of 160 teams playing competitive football in Wyre Forest excluding small-sided teams.
- According to the CAS data, there are 12 female teams playing in Wyre Forest. This is 7.5% of the total number of teams.
- The peak youth age is U11, with 17 teams playing at this level.

Table 4 shows the number of Wyre Forest based teams for each form of football.

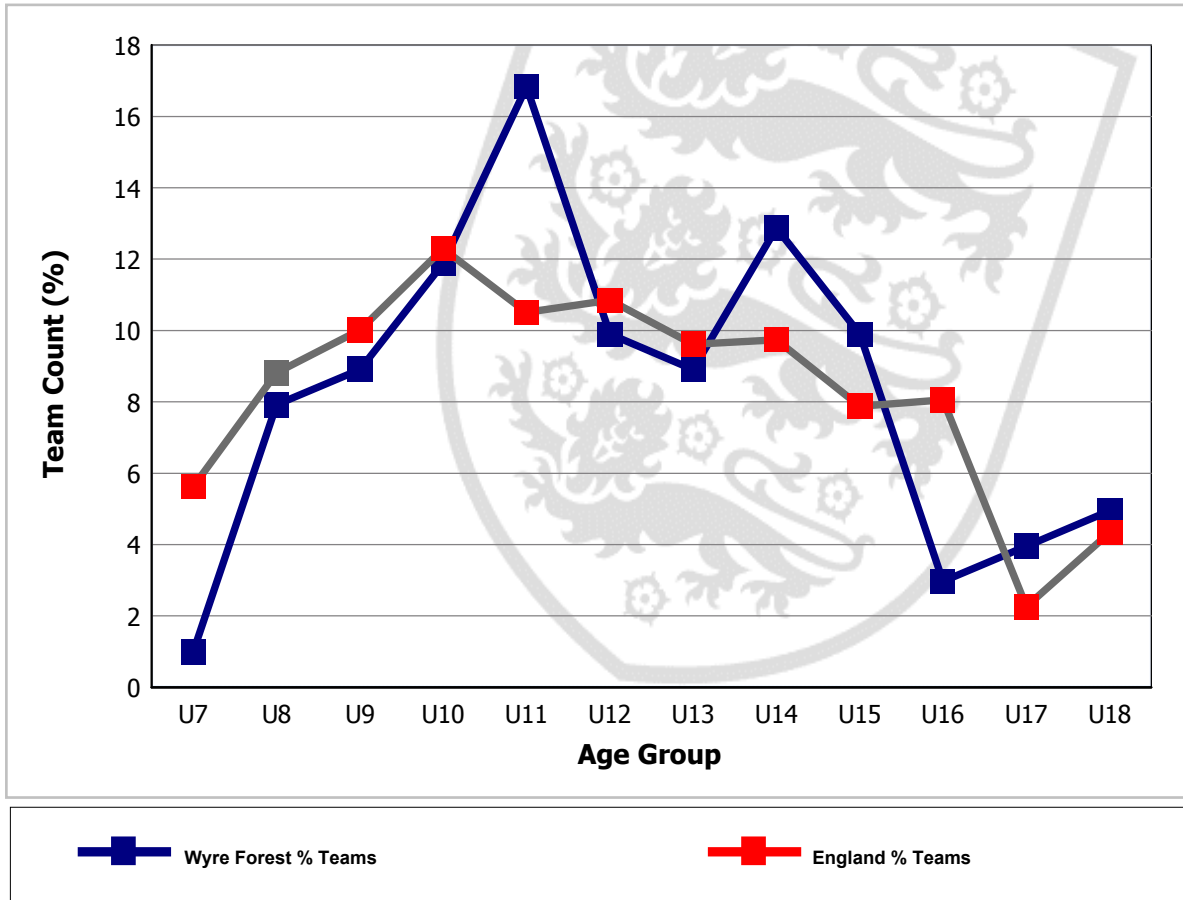
Table 4: Number of teams at each age group

| Age Group | Total No. of Teams | No. of Mixed Teams | No. of Male Teams | No. of Female Teams |
|---------------|--------------------|--------------------|-------------------|---------------------|
| U7 | 1 | 1 | 0 | 0 |
| U8 | 8 | 8 | 0 | 0 |
| U9 | 9 | 9 | 0 | 0 |
| U10 | 12 | 12 | 0 | 0 |
| U11 | 17 | 0 | 15 | 2 |
| U12 | 10 | 0 | 10 | 0 |
| U13 | 9 | 0 | 8 | 1 |
| U14 | 13 | 0 | 11 | 2 |
| U15 | 10 | 0 | 8 | 2 |
| U16 | 3 | 0 | 3 | 0 |
| U17 | 4 | 0 | 3 | 1 |
| U18 | 5 | 0 | 5 | 0 |
| U19 | 1 | 0 | 1 | 0 |
| Open Aged | 58 | 0 | 54 | 4 |
| Totals | 160 | 30 | 118 | 12 |

Wyre Forest

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 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.

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 5).

- In total 7 of these leagues are adult leagues.
- There are 2 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 5 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 5: 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 | Charter Standard and Respect |
|--|-----------|------------------------|------------------------------------|---|------------------------------|
| Birmingham Ability Counts League Adult | Open Aged | 14 | 1 | 7.1 | Respect |
| BSC "NATIONAL COLLEGES FOOTBALL LEAGUE" - MENS AND | U19 | 65 | 1 | 1.5 | |
| Central Warwickshire Girls League | U13 | 17 | 1 | 5.9 | CSL, Respect |
| Central Warwickshire Girls League | U14 | 22 | 1 | 4.5 | CSL, Respect |
| Central Warwickshire Girls League | U17 | 5 | 1 | 20.0 | CSL, Respect |
| Football Conference | Open Aged | 64 | 1 | 1.6 | Respect |
| Herefordshire & Worcestershire Women's County | Open Aged | 7 | 2 | 28.6 | Respect |
| Kidderminster & District F.L. | Open Aged | 114 | 50 | 43.9 | Respect |
| Mercian Festival Junior Football League | U10 | 23 | 1 | 4.3 | CSL, Respect |
| Mercian Festival Junior Football League | U11 | 33 | 2 | 6.1 | CSL, Respect |
| Mercian Festival Junior Football League | U12 | 23 | 1 | 4.3 | CSL, Respect |
| Mercian Festival Junior Football League | U13 | 17 | 6 | 35.3 | CSL, Respect |
| Mercian Festival Junior Football League | U14 | 29 | 1 | 3.4 | CSL, Respect |
| Mercian Festival Junior Football League | U15 | 23 | 7 | 30.4 | CSL, Respect |
| Mercian Festival Junior Football League | U16 | 14 | 3 | 21.4 | CSL, Respect |
| Mercian Festival Junior Football League | U17 | 7 | 2 | 28.6 | CSL, Respect |
| Midland Floodlit Youth League | U18 | 49 | 3 | 6.1 | |
| Midland Junior Premier League | U13 | 20 | 2 | 10.0 | |
| Midland Junior Premier League | U14 | 26 | 2 | 7.7 | |
| Midland Junior Premier League | U15 | 41 | 1 | 2.4 | |

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 | Charter Standard and Respect |
|--|-----------|------------------------|------------------------------------|---|------------------------------|
| Midland Junior Premier League | U18 | 25 | 2 | 8.0 | |
| Pershore Community Summer League | U10 | 6 | 1 | 16.7 | |
| Southern League | Open Aged | 65 | 1 | 1.5 | Respect |
| Stourbridge & District Youth League | U7 | 21 | 1 | 4.8 | Respect |
| Stourbridge & District Youth League | U8 | 41 | 1 | 2.4 | Respect |
| Stourbridge & District Youth League | U11 | 44 | 1 | 2.3 | Respect |
| Stourbridge & District Youth League | U15 | 37 | 1 | 2.7 | Respect |
| Stourbridge & District Youth League | U17 | 22 | 1 | 4.5 | Respect |
| Stourport & District Youth F.L. | U8 | 15 | 7 | 46.7 | Respect |
| Stourport & District Youth F.L. | U9 | 17 | 9 | 52.9 | Respect |
| Stourport & District Youth F.L. | U10 | 17 | 10 | 58.8 | Respect |
| Stourport & District Youth F.L. | U11 | 22 | 14 | 63.6 | Respect |
| Stourport & District Youth F.L. | U12 | 13 | 9 | 69.2 | Respect |
| Stourport & District Youth F.L. | U14 | 12 | 9 | 75.0 | Respect |
| West Midlands (Regional) League | Open Aged | 48 | 1 | 2.1 | Respect |
| West Midlands Regional Women's Football League | Open Aged | 32 | 2 | 6.3 | |
| Count of Leagues: 15 | | | | | |

Please Note:

- 1). Count of teams may differ from the front page, since some teams may not have a league allocated.
- 2). CSL - indicates Charter Standard League.
- 3). If a league appears more than once for an agegroup, it may be that teams have been applied to different/duplicated league entities.

SUMMARY

This report has identified the status of football in Wyre Forest for 10/11 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.

Wyre Forest

APPENDIX 1

Table 6 - Summary of football clubs in Wyre Forest

DE - Club existed in previous season, but not in the current season.

SS - Refers to Clubs with only Small Sided teams

| Club Name | Status | 10/11 Teams | | | | | Charter Standard 10/11 |
|-----------------------------|--------|-------------|-------------------|------|----------------------|---------------|------------------------|
| | | Adult | Youth All Formats | Mini | * Foreign Team Count | Total This LA | |
| Abberley Vale | | 1 | 0 | 0 | 0 | 1 | |
| Areley Kings | | 3 | 0 | 0 | 0 | 3 | Charter |
| Areley Kings Youth | | 0 | 5 | 4 | 0 | 9 | Charter |
| Arley | | 1 | 0 | 0 | 0 | 1 | |
| Atletico Top House | | 1 | 0 | 0 | 0 | 1 | |
| Bewdley Arches | | 1 | 0 | 0 | 0 | 1 | |
| Bewdley Town | | 1 | 1 | 0 | 0 | 2 | |
| Bewdley Town Veterans | | 1 | 0 | 0 | 0 | 1 | |
| Bewdley Town Youth | | 0 | 6 | 4 | 0 | 10 | Charter |
| Brittannia Lions | | 1 | 0 | 0 | 0 | 1 | |
| Burlish Olympic Youth | | 1 | 0 | 0 | 0 | 1 | |
| Burlish Olympic Youth (Jun) | | 0 | 2 | 0 | 0 | 2 | Charter |
| Cally | | 1 | 0 | 0 | 0 | 1 | |
| Chaddesley Corbett | | 1 | 0 | 0 | 0 | 1 | |
| Chainwire | | 1 | 0 | 0 | 0 | 1 | |
| Cookley (Kidderminster) | | 1 | 0 | 0 | 0 | 1 | |
| Cookley Sports Girls | | 0 | 1 | 0 | 0 | 1 | Charter |
| Cookley Sports Youth | | 0 | 3 | 5 | 0 | 8 | Charter |
| Ferndale Ladies | | 2 | 0 | 0 | 0 | 2 | Charter |
| Ferndale Youth | | 0 | 5 | 3 | 0 | 8 | Charter |
| Ferndale Youth Girls | | 0 | 5 | 1 | 0 | 6 | Charter |
| Forest Rangers | | 1 | 0 | 0 | 0 | 1 | |
| Franch Village Club | | 1 | 0 | 0 | 0 | 1 | |
| GBS | | 0 | 1 | 0 | 0 | 1 | |
| Great Western Rangers | | 1 | 0 | 0 | 0 | 1 | |
| Hagley Athletic | | 1 | 0 | 0 | 0 | 1 | |
| Harriers Arms | | 1 | 0 | 0 | 0 | 1 | |

Wyre Forest

| Club Name | Status | 10/11 Teams | | | | | Charter Standard 10/11 |
|---------------------------------|--------|-------------|-------------------|------|----------------------|---------------|------------------------|
| | | Adult | Youth All Formats | Mini | Foreign * Team Count | Total This LA | |
| Harriers Trust | | 1 | 0 | 0 | 0 | 1 | |
| Hillgrove | | 1 | 0 | 0 | 0 | 1 | |
| Hire It Harriers | DE | 0 | 0 | 0 | 0 | 0 | |
| Kewford Eagles Senior | | 1 | 0 | 0 | 0 | 1 | Comm. |
| Kidderminster Athletic | | 0 | 1 | 2 | 0 | 3 | Charter |
| Kidderminster College Men's | | 1 | 0 | 0 | 0 | 1 | |
| Kidderminster Harriers F.I.T.C. | | 0 | 10 | 1 | 1 | 11 | Charter |
| Kidderminster Harriers FC | | 1 | 1 | 0 | 0 | 2 | |
| Kidderminster Harriers Ladies | | 1 | 0 | 0 | 0 | 1 | |
| Kidderminster Lions | | 0 | 12 | 8 | 0 | 20 | Devel. |
| Kidderminster Lions Girls | | 0 | 2 | 0 | 0 | 2 | Devel. |
| KS Athletic | | 1 | 0 | 0 | 0 | 1 | |
| Lodgefield Park | | 1 | 0 | 0 | 0 | 1 | |
| Loom & Shuttle | | 1 | 0 | 0 | 0 | 1 | |
| Mostyn Rangers | | 1 | 0 | 0 | 0 | 1 | |
| Mostyn Rangers Ladies | | 1 | 0 | 0 | 0 | 1 | |
| Mostyn Rangers Youth | | 0 | 7 | 1 | 0 | 8 | Charter |
| Norton J | | 0 | 1 | 0 | 0 | 1 | |
| Ocean Designs Olympic | | 1 | 0 | 0 | 0 | 1 | |
| Ocean Designs Rangers | | 1 | 0 | 0 | 0 | 1 | |
| Phoenix Sports | | 1 | 0 | 0 | 0 | 1 | |
| Pockets | | 1 | 0 | 0 | 0 | 1 | |
| Preston 2010 | | 1 | 0 | 0 | 0 | 1 | |
| Queens Head | | 1 | 0 | 0 | 0 | 1 | |
| Rock Sports | | 1 | 0 | 0 | 0 | 1 | Charter |
| Rock Sports Youth | | 0 | 1 | 1 | 0 | 2 | Charter |
| Snooks | | 1 | 0 | 0 | 0 | 1 | |
| Sporting Hagley | | 1 | 0 | 0 | 0 | 1 | |
| Station | | 1 | 0 | 0 | 0 | 1 | |
| Stourport | DE | 0 | 0 | 0 | 0 | 0 | |
| Stourport Swift Ladies | DE | 0 | 0 | 0 | 0 | 0 | |

Wyre Forest

| Club Name | Status | 10/11 Teams | | | | | Charter Standard 10/11 |
|------------------------|--------|-------------|-------------------|-----------|----------------------|---------------|------------------------|
| | | Adult | Youth All Formats | Mini | Foreign Team Count * | Total This LA | |
| Stourport Swifts | | 1 | 2 | 0 | 0 | 3 | Charter |
| Stourport Swifts Youth | | 0 | 3 | 0 | 0 | 3 | |
| Swan Bewdley | | 1 | 0 | 0 | 0 | 1 | |
| Three Crowns United | | 1 | 0 | 0 | 0 | 1 | |
| Toby Jug Athletic | | 1 | 0 | 0 | 0 | 1 | |
| Tribe Sports | | 2 | 0 | 0 | 0 | 2 | |
| TS Units | | 1 | 0 | 0 | 0 | 1 | |
| Unity | | 1 | 0 | 0 | 0 | 1 | |
| W H Sports | | 1 | 0 | 0 | 0 | 1 | |
| Waggon & Horses | | 1 | 0 | 0 | 0 | 1 | |
| Wilden Village | | 1 | 0 | 0 | 0 | 1 | |
| Wilden Warriors | | 0 | 1 | 0 | 0 | 1 | Charter |
| Wolverley Athletic | | 1 | 0 | 0 | 0 | 1 | |
| Wolverley Social Club | | 1 | 0 | 0 | 0 | 1 | |
| Worths | | 1 | 0 | 0 | 0 | 1 | |
| Wyre Forest | | 1 | 0 | 0 | 0 | 1 | |
| Wyre Forest Harriers | | 1 | 0 | 0 | 0 | 1 | |
| Wyre Forest Youth | | 0 | 1 | 0 | 0 | 1 | |
| Totals | | 59 | 71 | 30 | 1 | 160 | |

* Foreign Team Count - these are the teams affiliated to Wyre Forest clubs, but playing in neighbouring Local Authorities. These teams are **not** added to the team total for this authority.

APPENDIX 2

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

Demographic Profile

According to the mid-2009 population estimate data from the Office for National Statistics, Wyre Forest has a population of 98,139. 49,671 of Wyre Forest's population, 50.6%, are female compared to a national average of 50.8%.

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 (all formats), the relevant population is males and females aged between 10 and 18 years, and for Mini Soccer, the relevant population is males and females aged 6 to 9 years. Table 6 outlines the numbers and percentages of the population in Wyre Forest for the population age groups relevant to football.

Table 6: 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 | 16,978 | 16,654 | 36.3% | 35.6% | 36.6% | 36.0% |
| Youth - Aged 10 to 18 Years | 4,892 | 4,290 | 10.5% | 9.2% | 9.8% | 9.3% |
| Mini Soccer - Aged 6 to 9 Years | 3,953 | | 8.5% | | 8.5% | |

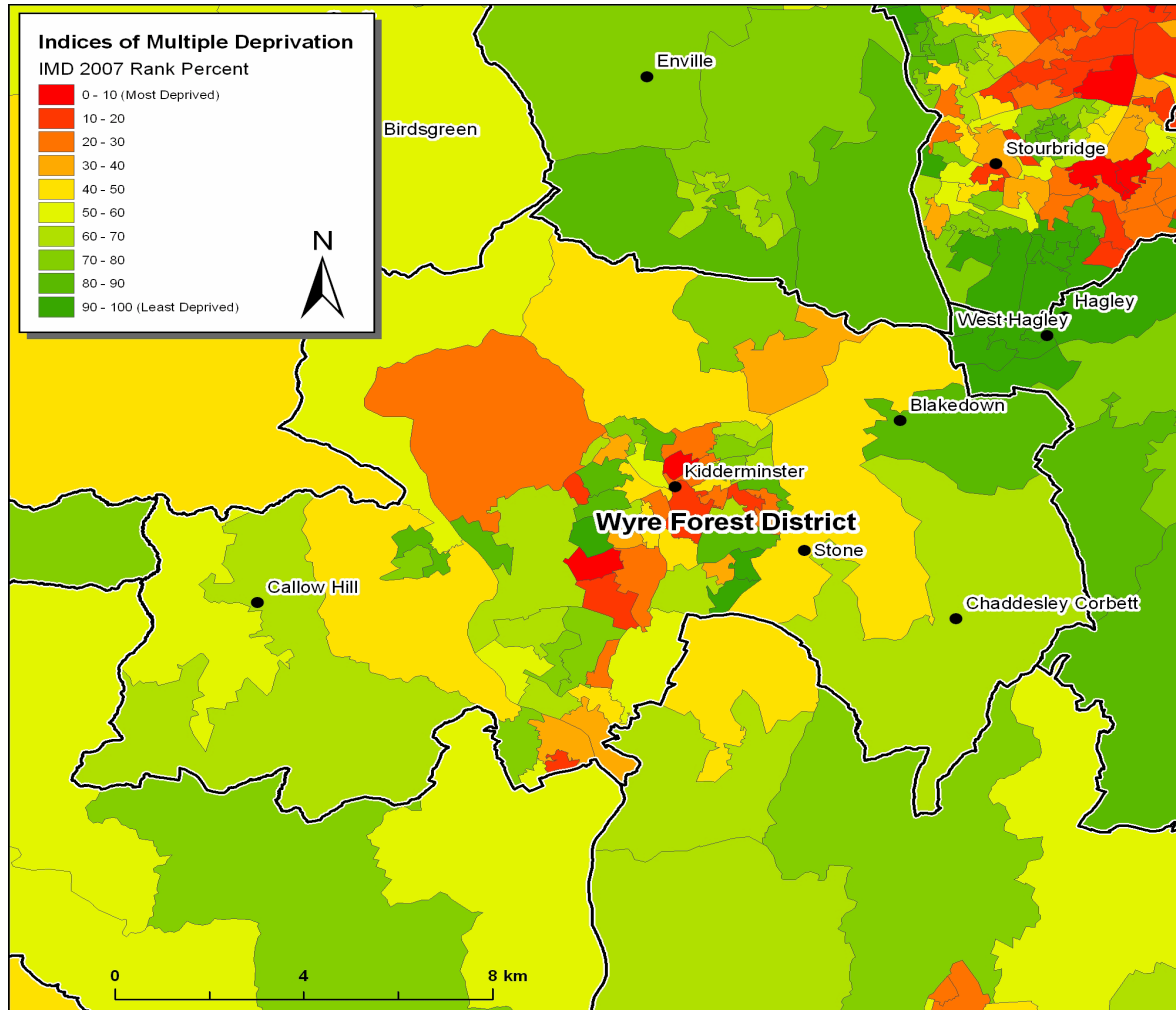
In Wyre Forest 3.9% of the population come from Ethnic Minority (EM) groups, which is lower than that of England as a whole at 8.8%. The largest EM group in the authority is Indian at 0.6%, followed by Bangladeshi at 0.5%; the corresponding national averages are 1.9% and 0.5% respectively. (Source: 2001 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.

Figure 5: Wyre Forest IMD ranking indicating main settlements



Wyre Forest

Active People Survey Data

The Active People Survey (APS), commissioned by Sport England, is the largest sports survey undertaken in Europe. The survey provides detail on the level of participation in sport and physical activity by adults (16+) for each Local Authority in England. This data is based on a minimum sample size of 500 interviews in each area.

The data from APS 4 (October 2009 - October 2010) provides:

- 1) Percentage of the adult population participating in football for at least 30 minutes at least once a month.
- 2) Percentage of the adult population participating in football for at least 30 minutes at least once a week.

The results for Wyre Forest are shown below (where blank this indicates that data is unavailable due to small sample size):

| | APS 4 - Football | |
|------------------|------------------|----------|
| | 1 x month | 1 x week |
| Wyre Forest | 7.2% | |
| National Average | 7.33% | 4.96% |

This football specific data can be compared against general participation across all sports in the Local Authority area by accessing the following link to Local Sport Profile data http://www.sportengland.org/research/local_sport_profiles.aspx

Please refer to the Football Participation Reports User Guide 2010/11 for more detail on the interpretation of this data. The guide can be found at: https://www.fadml.com/C13/Football_Development/default.aspx and will be available from 1st March 2011.

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

