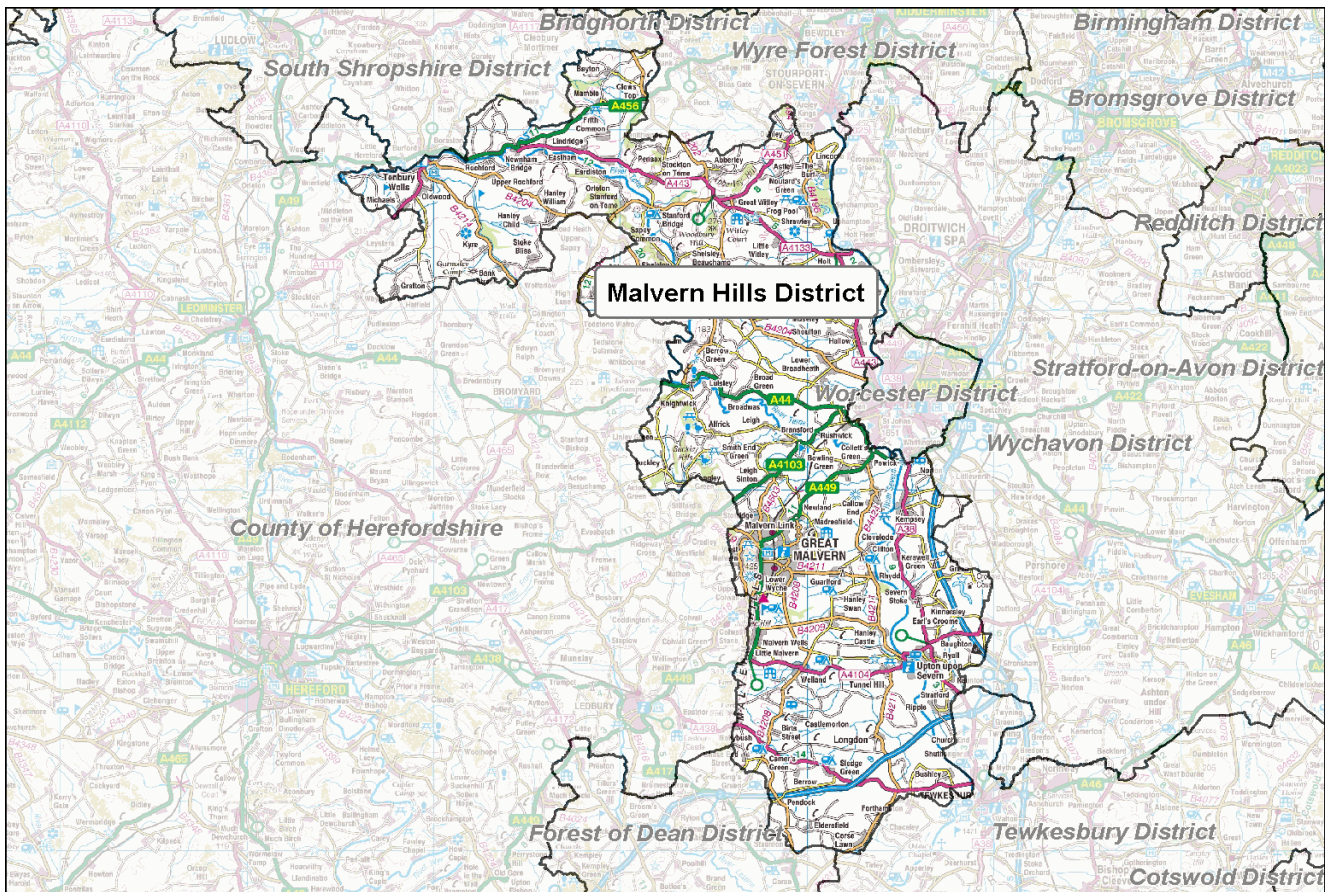


# Football Participation Report:

## Malvern Hills

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](mailto: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](https://www.fadml.com/C13/Football_Development/default.aspx) and will be available from 1st March 2011.

## FOOTBALL KEY FACTS - Malvern Hills

### Demographics

- Malvern Hills has a population of **74,952** (Mid year estimate, Office for National Statistics, 2009) and is expected to grow to **77,600** by 2018 (Office for National Statistics, 2008).
- **3.6%** of the population in Malvern Hills 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

- Malvern Hills has a total of **33** affiliated clubs with a total of **115** teams of which **109** play in Malvern Hills. There are also **8** small sided teams in Malvern Hills making a total of **117** teams.
- Of the **117** teams operating in Malvern Hills, **29 (24.8%)** are adult teams, **57 (48.7%)** are youth teams (all formats), **23 (19.7%)** are Mini-Soccer teams and **8 (6.8%)** are small sided.
- **96.3%** or **77** of the **80** 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 decreased by 5 teams** overall in Malvern Hills from season 09/10 to season 10/11.

This comprises:

- a decrease of 3 adult teams.
- an increase of 20 youth teams (all formats).
- a decrease of 5 Mini-Soccer teams.
- a decrease of 17 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 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 Malvern Hills, 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
<b>Malvern Hills</b>							
No of Teams 10/11	<b>28</b>	<b>1</b>	<b>52</b>	<b>5</b>	<b>23</b>	<b>8</b>	<b>117</b>
No of Teams 09/10	30	2	36	1	28	14	122
Variance	-6.7%	-50.0%	44.4%	400.0%	-17.9%	-42.9%	-4.1%
Players 10/11	<b>504</b>	<b>18</b>	<b>813</b>	<b>59</b>	<b>230</b>	<b>64</b>	<b>1688</b>
Players 09/10	450	30	540	15	280	112	1427
Conversion Rate 10/11	<b>4.4%</b>	<b>0.2%</b>	<b>19.2%</b>	<b>1.5%</b>	<b>7.3%</b>	<b>0.6%</b>	5.0%
Conversion Rate 09/10	4.0%	0.3%	20.1%	0.6%	8.8%	1.0%	4.6%
Variance	0.4%	-0.1%	-1.0%	0.9%	-1.5%	-0.4%	0.4%
<b>West Midlands</b>							
Conversion Rates 10/11	<b>4.6%</b>	<b>0.3%</b>	<b>21.6%</b>	<b>2.5%</b>	<b>8.8%</b>	<b>1.2%</b>	<b>5.4%</b>
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%
<b>England</b>							
Conversion Rate 10/11	<b>5.4%</b>	<b>0.3%</b>	<b>21.4%</b>	<b>2.3%</b>	<b>9.1%</b>	<b>1.8%</b>	<b>5.9%</b>
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.

# Malvern Hills

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

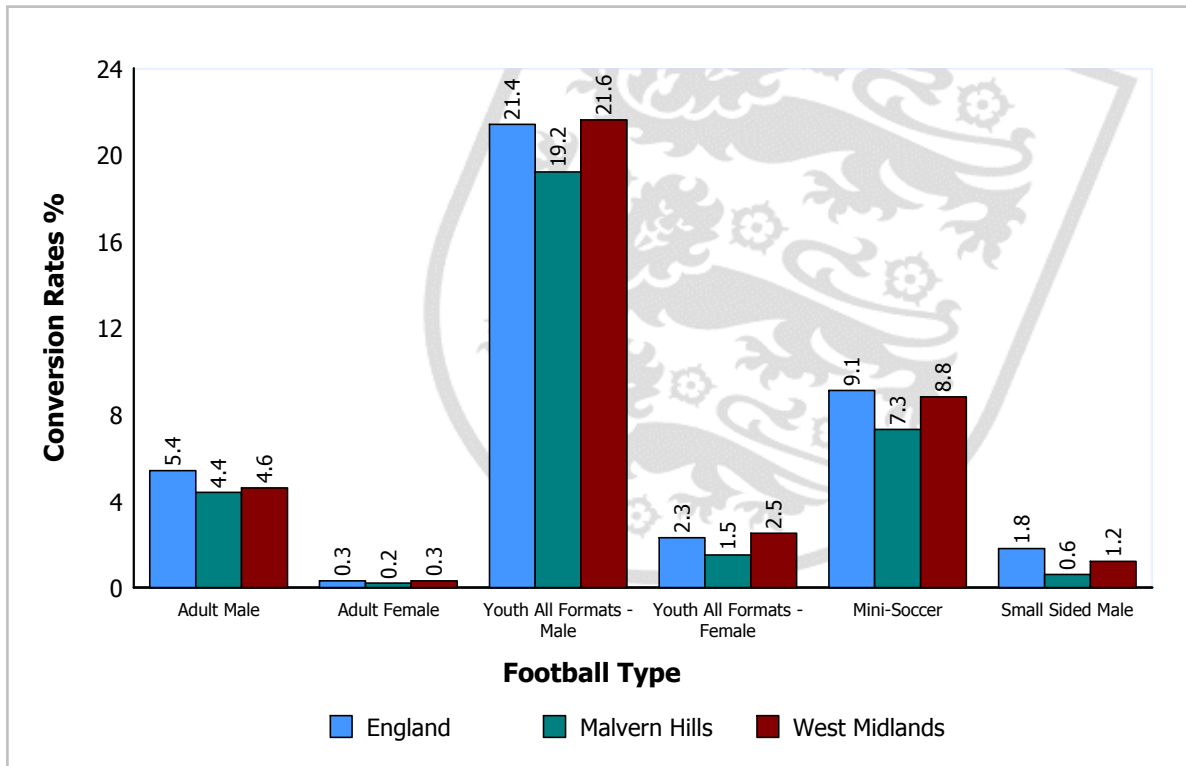
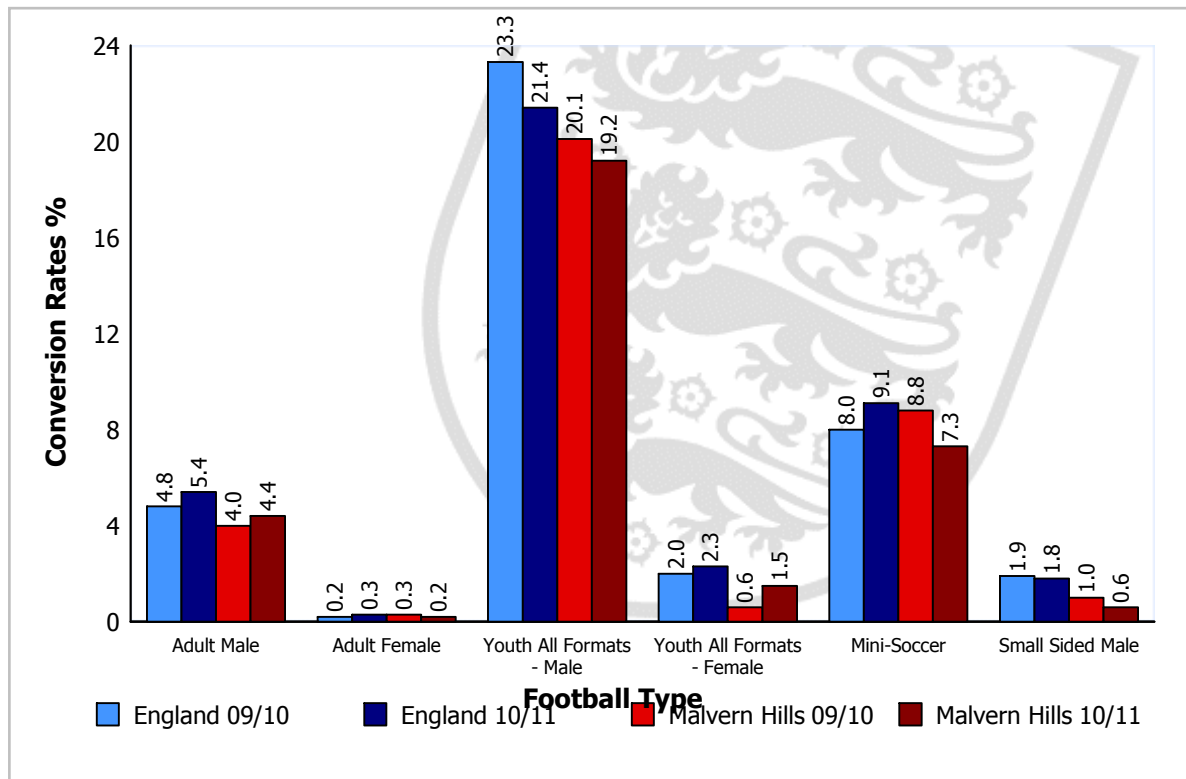


Figure 2: Conversion rate trends for different football types for Malvern Hills 09/10 and 10/11 as set against national averages.



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

# Malvern Hills

## 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 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, Richmondshire, Rutland, Salisbury, Sedgemoor, Shrewsbury and Atcham, South Holland, South Norfolk, South Somerset, Stafford, Staffordshire Moorlands, Stratford-on-Avon, Stroud, Suffolk Coastal, Taunton Deane, Tewkesbury, Tynedale, Wealden, West Lindsey, Wychavon*

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

Football Type		Conversion Target <sup>1</sup>	Malvern Hills Conversion Rate	Variance	Growth Potential <sup>2</sup>
Adult 11-a-side	Male	6.7	4.4	-2.3	16
	Female	0.4	0.2	-0.2	3
Youth <sup>2</sup> (all formats)	Male	24.0	19.2	-4.8	58
	Female	2.9	1.5	-1.4	8
Mini-Soccer	Mixed	11.3	7.3	-4.0	14
Adult Small Sided	Male	2.0	0.6	-1.4	22

<sup>1</sup> 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.

<sup>2</sup> 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

### Malvern Hills Clubs

- In Malvern Hills the club to team ratio is 1:3.3 (i.e. each club runs on average 3.3 teams). This compares to a national ratio of 1:2.9 and a regional ratio of 1:2.3.
- 13 of the youth clubs in Malvern Hills run youth 11-a-side teams only and do not have a mini-soccer team.
- There is one club fielding both youth and adult teams.
- 63.6% of clubs in Malvern Hills have adult teams, compared to national and regional averages of 72.5% and 65.5% respectively.
- 76.2% of adult-only clubs in Malvern Hills have only one team compared to the national average of 76.0%.

Appendix 1 shows Malvern Hills 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 33 clubs in Malvern Hills, 8 have achieved Charter Standard. The level of status obtained by these clubs is outlined in Table 3.

Table 3: Clubs with Charter Standard in Malvern Hills

Status	Malvern Hills		England	
	Number	Percentage	Number	Percentage
Community Club	3	9.1%	515	1.7%
Development Club	1	3.0%	521	1.8%
Charter Standard	4	12.1%	4379	14.7%
<b>Total</b>	<b>8</b>	<b>24.2%</b>	<b>5415</b>	<b>18.2%</b>

In terms of teams, 96.3% 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.

# Malvern Hills

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## TEAMS

### Malvern Hills Teams

- There are a total of 109 teams playing competitive football in Malvern Hills excluding small-sided teams.
- According to the CAS data, there are 6 female teams playing in Malvern Hills. This is 5.5% of the total number of teams.
- The peak youth age is U11, with 14 teams playing at this level.

Table 4 shows the number of Malvern Hills based teams for each form of football.

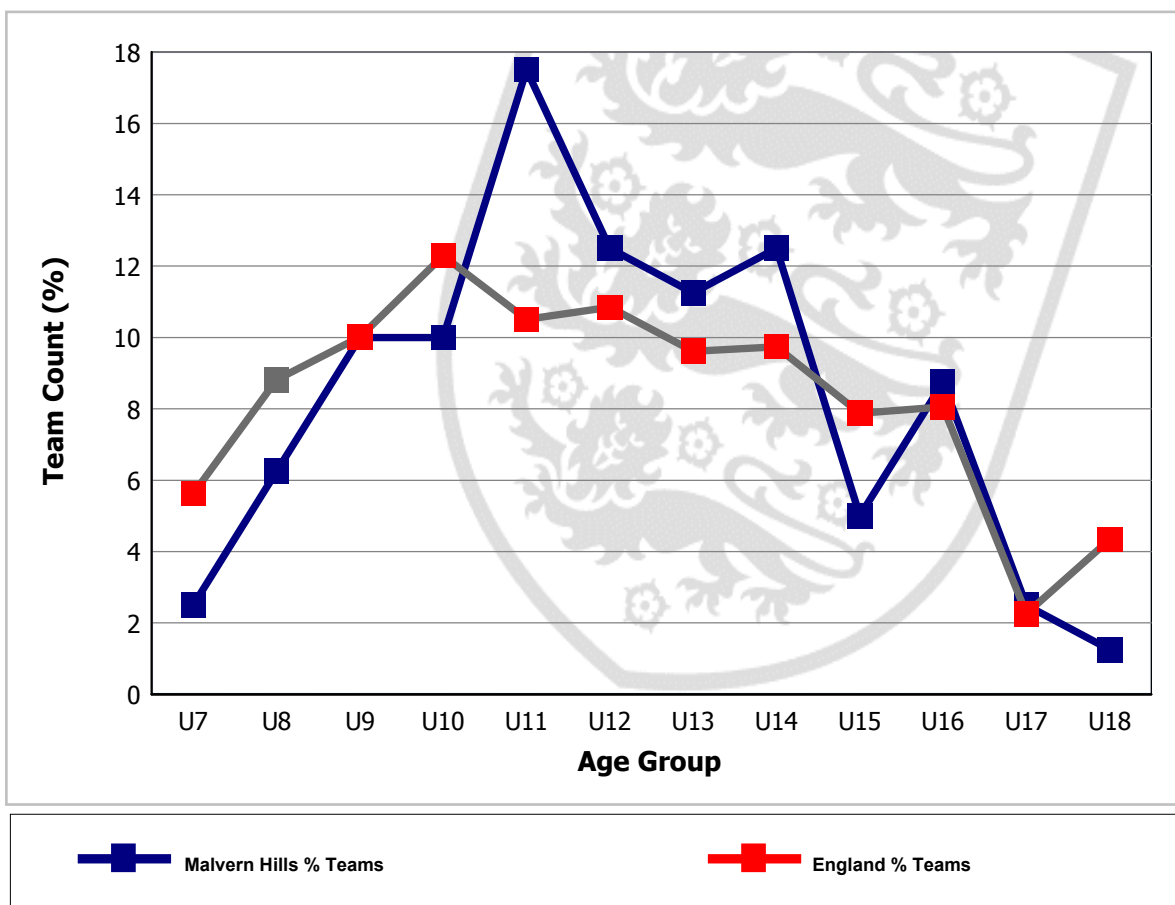
Table 4: Number of teams at each age group

Age Group	Total No. of Teams	No. of Mixed Teams	No. of Male Teams	No. of Female Teams
U7	2	2	0	0
U8	5	5	0	0
U9	8	8	0	0
U10	8	8	0	0
U11	14	0	12	2
U12	10	0	9	1
U13	9	0	9	0
U14	10	0	9	1
U15	4	0	4	0
U16	7	0	6	1
U17	2	0	2	0
U18	1	0	1	0
Open Aged	29	0	28	1
<b>Totals</b>	<b>109</b>	<b>23</b>	<b>80</b>	<b>6</b>

# Malvern Hills

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 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 Malvern Hills



# Malvern Hills

## LEAGUES

### Leagues with Malvern Hills Teams

There are 12 leagues containing teams from Malvern Hills (see table 5).

- In total 6 of these leagues are adult leagues.
- There are 9 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 5 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 5: 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	Charter Standard and Respect
Ambassador Evesham Football League	U12	20	1	5.0	Respect
Ambassador Evesham Football League	U13	11	1	9.1	Respect
Ambassador Evesham Football League	U14	17	1	5.9	Respect
Ambassador Evesham Football League	U15	12	1	8.3	Respect
Cheltenham Saturday League	Open Aged	81	2	2.5	
Herefordshire Football League	Open Aged	51	1	2.0	Respect
Herefordshire Junior Football League	U14	16	1	6.3	Respect
Mercian Festival Junior Football League	U8	12	4	33.3	CSL, Respect
Mercian Festival Junior Football League	U9	16	7	43.8	CSL, Respect
Mercian Festival Junior Football League	U10	23	7	30.4	CSL, Respect
Mercian Festival Junior Football League	U11	33	10	30.3	CSL, Respect
Mercian Festival Junior Football League	U12	23	7	30.4	CSL, Respect
Mercian Festival Junior Football League	U13	17	6	35.3	CSL, Respect
Mercian Festival Junior Football League	U14	29	8	27.6	CSL, Respect
Mercian Festival Junior Football League	U15	23	3	13.0	CSL, Respect
Mercian Festival Junior Football League	U16	14	4	28.6	CSL, Respect
Mercian Festival Junior Football League	U17	7	1	14.3	CSL, Respect
Midland Floodlit Youth League	U18	49	1	2.0	
Midland Football Alliance	Open Aged	23	1	4.3	
South Shropshire Junior League	U7	1	1	100.0	Respect

# 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	Charter Standard and Respect
South Shropshire Junior League	U8	9	1	11.1	Respect
South Shropshire Junior League	U9	10	1	10.0	Respect
South Shropshire Junior League	U10	7	1	14.3	Respect
South Shropshire Junior League	U11	10	2	20.0	Respect
South Shropshire Junior League	U12	8	1	12.5	Respect
South Shropshire Junior League	U13	7	1	14.3	Respect
Stourbridge & District Girls Youth	U16	4	1	25.0	Respect
West Midlands (Regional) League	Open Aged	48	2	4.2	Respect
West Midlands Regional Women's Football League	Open Aged	32	1	3.1	
Worcester & District F.L.	Open Aged	78	21	26.9	Respect
<b>Count of Leagues: 12</b>					

**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 Malvern Hills 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](mailto:Data@TheFA.com).

# Malvern Hills

## APPENDIX 1

Table 6 - Summary of football clubs in Malvern Hills

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	
Anchor Falcons		1	0	0	0	1	
Callow End		1	0	0	0	1	
Cleobury Town Juniors	DE	0	0	0	0	0	
Colwall St James	DE	0	0	0	0	0	
Hallow		2	0	0	0	2	
Hallow Village		1	0	0	0	1	
Hanley Swan		1	0	0	0	1	
Inter Express		1	0	0	0	1	
Kempsey Colts		0	3	4	0	7	Charter
Kempsey United	DE	0	0	0	0	0	
Keyz 04		1	0	0	0	1	
Kidderminster Harriers Girls Centre of Excellence	DE	0	0	0	0	0	
Leigh & Bransford Badgers		0	9	3	0	12	Comm.
Leigh & Bransford Badgers Girls		0	1	0	0	1	
Malvern Radar		1	0	0	0	1	
Malvern Rangers		4	0	0	0	4	
Malvern Town		2	1	0	0	3	
Malvern Town Ladies		1	0	0	0	1	Comm.
Malvern Town Wanderers		0	7	2	0	9	Charter
Malvern Town Youth	DE	0	0	0	0	0	
Malvern Victoria		1	0	0	0	1	
Martley		0	1	0	0	1	
Martley Spurs		2	0	0	0	2	
Nelson		1	0	0	0	1	
Newtown Sports		1	0	0	0	1	
Newtown Sports Juniors		0	10	6	0	16	Comm.
Newtown Sports Juniors Girls		0	2	0	0	2	Comm.

# Malvern Hills

Club Name	Status	10/11 Teams					Charter Standard 10/11
		Adult	Youth All Formats	Mini	Foreign Team Count *	Total This LA	
Oldbury Park Tigers		0	3	0	6	3	Devel.
Plough Dukes	DE	0	0	0	0	0	
Powick		3	0	0	0	3	
Rushwick Youth	DE	0	0	0	0	0	
Tenbury Town		1	0	0	0	1	
Tenbury United		1	0	0	0	1	
Tenbury United Youth		0	5	4	0	9	Charter
Upton Star		1	0	0	0	1	
Upton Town		1	0	0	0	1	
VFC Keyz		1	0	0	0	1	
Welland Junior		0	12	4	0	16	Comm.
Welland Junior Girls		0	2	0	0	2	Comm.
West Malvern	DE	0	0	0	0	0	
Westside Wanderers		0	1	0	0	1	Charter
Whitehall	DE	0	0	0	0	0	
<b>Totals</b>		<b>29</b>	<b>57</b>	<b>23</b>	<b>6</b>	<b>109</b>	

\* Foreign Team Count - these are the teams affiliated to Malvern Hills 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 Malvern Hills's population structure and characteristics.

### Demographic Profile

According to the mid-2009 population estimate data from the Office for National Statistics, Malvern Hills has a population of 74,952. 38,195 of Malvern Hills's population, 51.0%, 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 Malvern Hills for the population age groups relevant to football.

Table 6: 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	11,424	10,835	33.9%	32.1%	36.6%	36.0%
Youth - Aged 10 to 18 Years	4,239	4,071	12.6%	12.1%	9.8%	9.3%
Mini Soccer - Aged 6 to 9 Years	3,141		9.3%		8.5%	

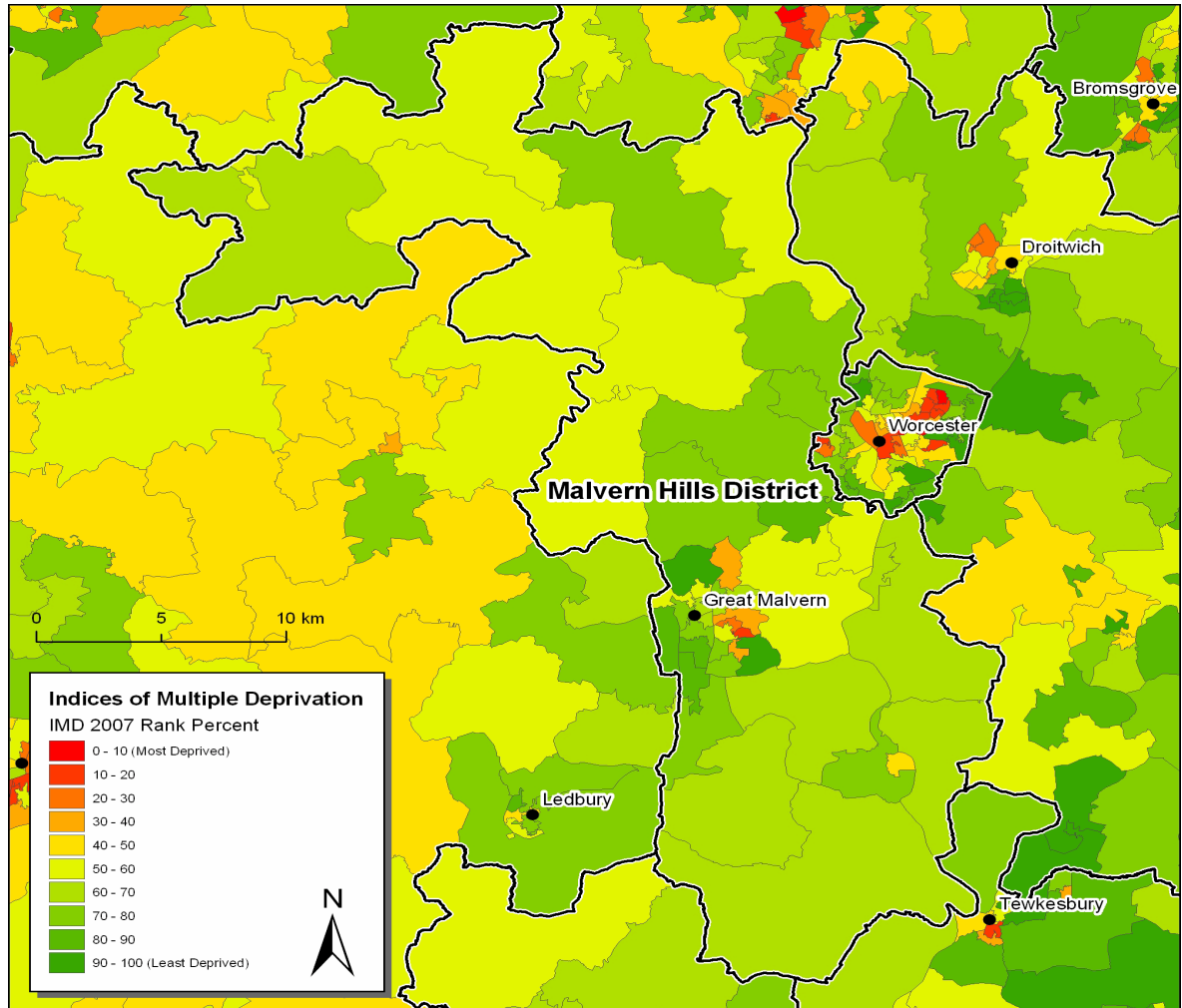
In Malvern Hills 3.6% of the population come from Ethnic Minority (EM) groups, which is lower than that of England as a whole at 8.8%. The largest EM group in the authority is Chinese at 0.8%, followed by Indian at 0.4%; the corresponding national averages are 0.7% and 1.9% respectively. (Source: 2001 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.

Figure 5: Malvern Hills IMD ranking indicating main settlements



## 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 Malvern Hills 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
Malvern Hills	5.6%	
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](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](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](http://www.statistics.gov.uk/about/methodology_by_theme/area_classification/la/default.asp)

