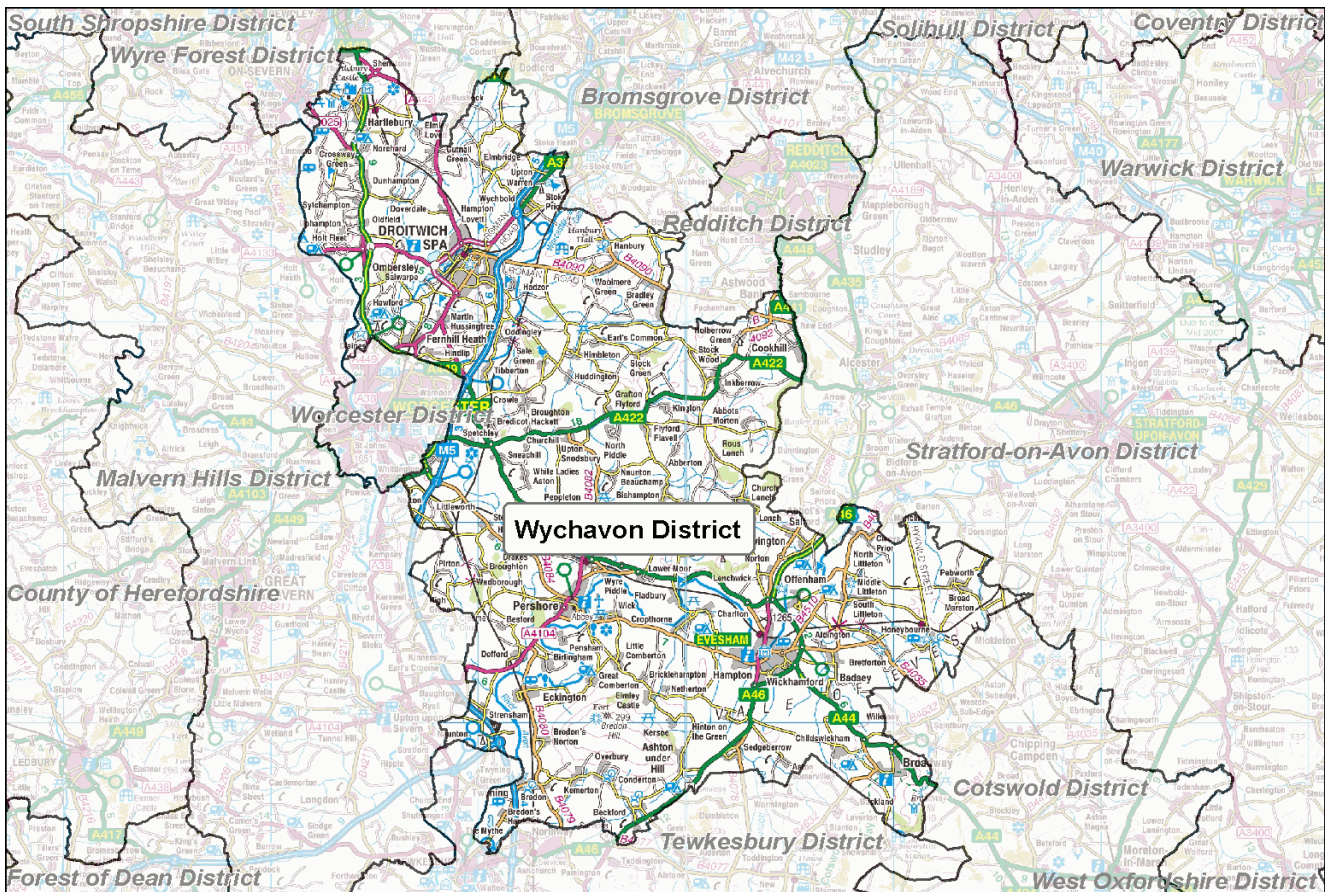


Football Participation Report:

Wychavon

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 - Wychavon

Demographics

- Wychavon has a population of **116,664** (Mid year estimate, Office for National Statistics, 2009) and is expected to grow to **121,200** by 2018 (Office for National Statistics, 2008).
- **3.1%** of the population in Wychavon come from Ethnic Minority communities compared to a national figure of **8.78%** (Census, 2001).
- **2.8%** 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

- Wychavon has a total of **93** affiliated clubs with a total of **263** teams of which **247** play in Wychavon. There are also **24** small sided teams in Wychavon making a total of **271** teams.
- Of the **271** teams operating in Wychavon, **78 (28.8%)** are adult teams, **113 (41.7%)** are youth teams (all formats), **56 (20.7%)** are Mini-Soccer teams and **24 (8.9%)** are small sided.
- **85.2%** or **144** of the **169** 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 3 teams** overall in Wychavon from season 09/10 to season 10/11.

This comprises:

- a decrease of 2 adult teams.
- an increase of 32 youth teams (all formats).
- a decrease of 1 Mini-Soccer teams.
- a decrease of 26 small sided teams.

Wychavon

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 Wychavon, 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
Wychavon							
No of Teams 10/11	74	4	100	13	56	24	271
No of Teams 09/10	77	3	81	0	57	24	268
Variance	-3.9%	33.3%	23.5%	100.0%	-1.8%	0.0%	1.1%
Players 10/11	1,332	72	1,512	139	560	192	3807
Players 09/10	1,155	45	1,215	0	570	192	3177
Conversion Rate 10/11	7.1%	0.4%	26.0%	2.5%	11.2%	1.0%	7.1%
Conversion Rate 09/10	5.9%	0.2%	27.9%	0.0%	10.1%	1.0%	5.9%
Variance	1.2%	0.2%	-1.9%	2.5%	1.0%	0.1%	1.2%
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.

Wychavon

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

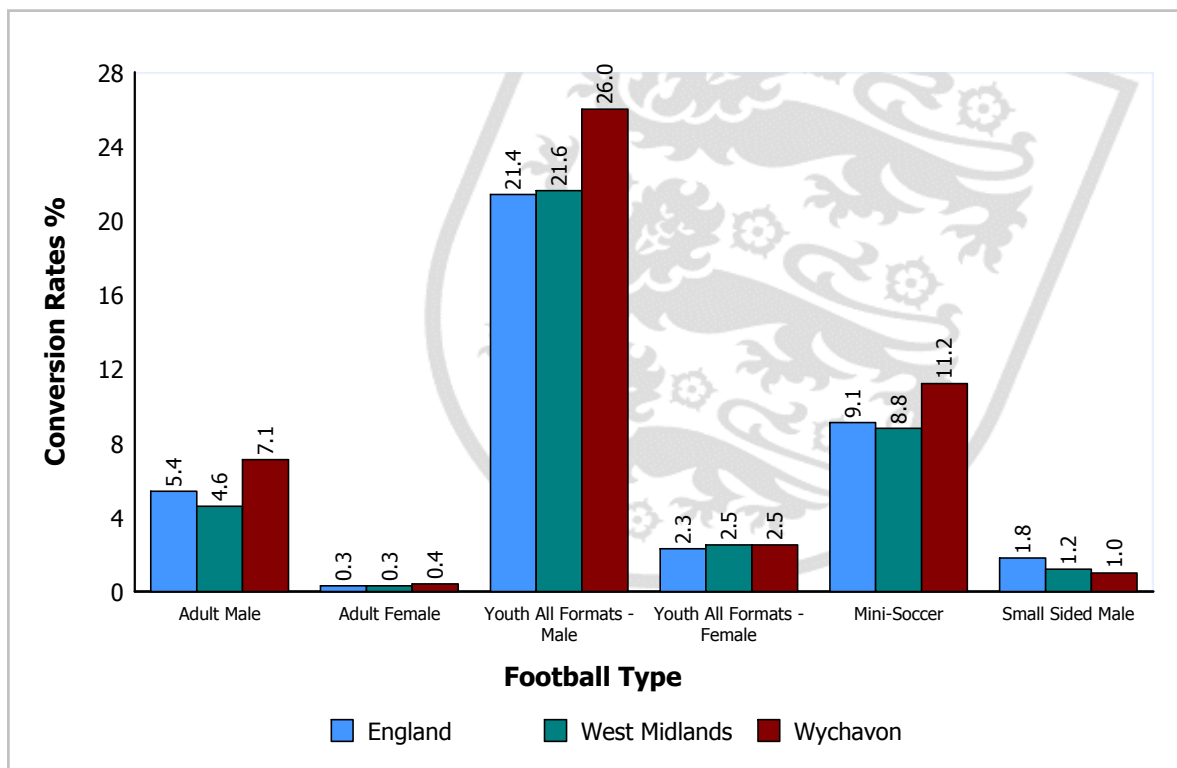
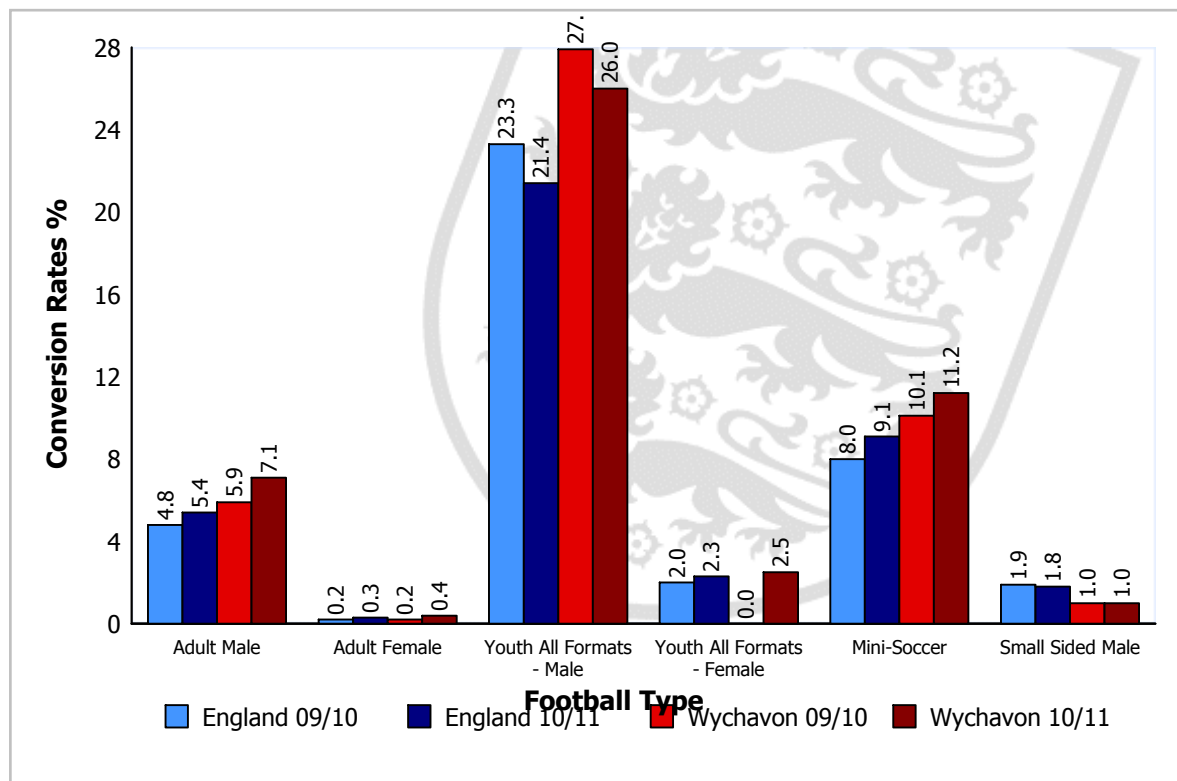


Figure 2: Conversion rate trends for different football types for Wychavon 09/10 and 10/11 as set against national averages.



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

Wychavon

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 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 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

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	6.7	7.1	0.4	0
	Female	0.4	0.4	0.0	0
Youth ² (all formats)	Male	24.0	26.0	2.1	0
	Female	2.9	2.5	-0.4	10
Mini-Soccer	Mixed	11.3	11.2	-0.2	2
Adult Small Sided	Male	2.0	1.0	-1.0	24

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

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 1:2.9 and a regional ratio of 1:2.3.
- 30 of the youth clubs in Wychavon run youth 11-a-side teams only and do not have a mini-soccer team.
- There are no clubs fielding both youth and adult teams.
- 65.6% of clubs in Wychavon have adult teams, compared to national and regional averages of 72.5% and 65.5% respectively.
- 82.0% of adult-only clubs in Wychavon have only one team compared to the national average of 76.0%.

Appendix 1 shows Wychavon 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 93 clubs in Wychavon, 19 have achieved Charter Standard. The level of status obtained by these clubs is outlined in Table 3.

Table 3: Clubs with Charter Standard in Wychavon

Status	Wychavon		England	
	Number	Percentage	Number	Percentage
Community Club	2	2.2%	515	1.7%
Development Club	4	4.3%	521	1.8%
Charter Standard	13	14.0%	4379	14.7%
Total	19	20.4%	5415	18.2%

In terms of teams, 85.2% 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.

TEAMS

Wychavon Teams

- There are a total of 247 teams playing competitive football in Wychavon excluding small-sided teams.
- According to the CAS data, there are 17 female teams playing in Wychavon. This is 6.9% of the total number of teams.
- The peak youth age is U12, with 25 teams playing at this level.

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

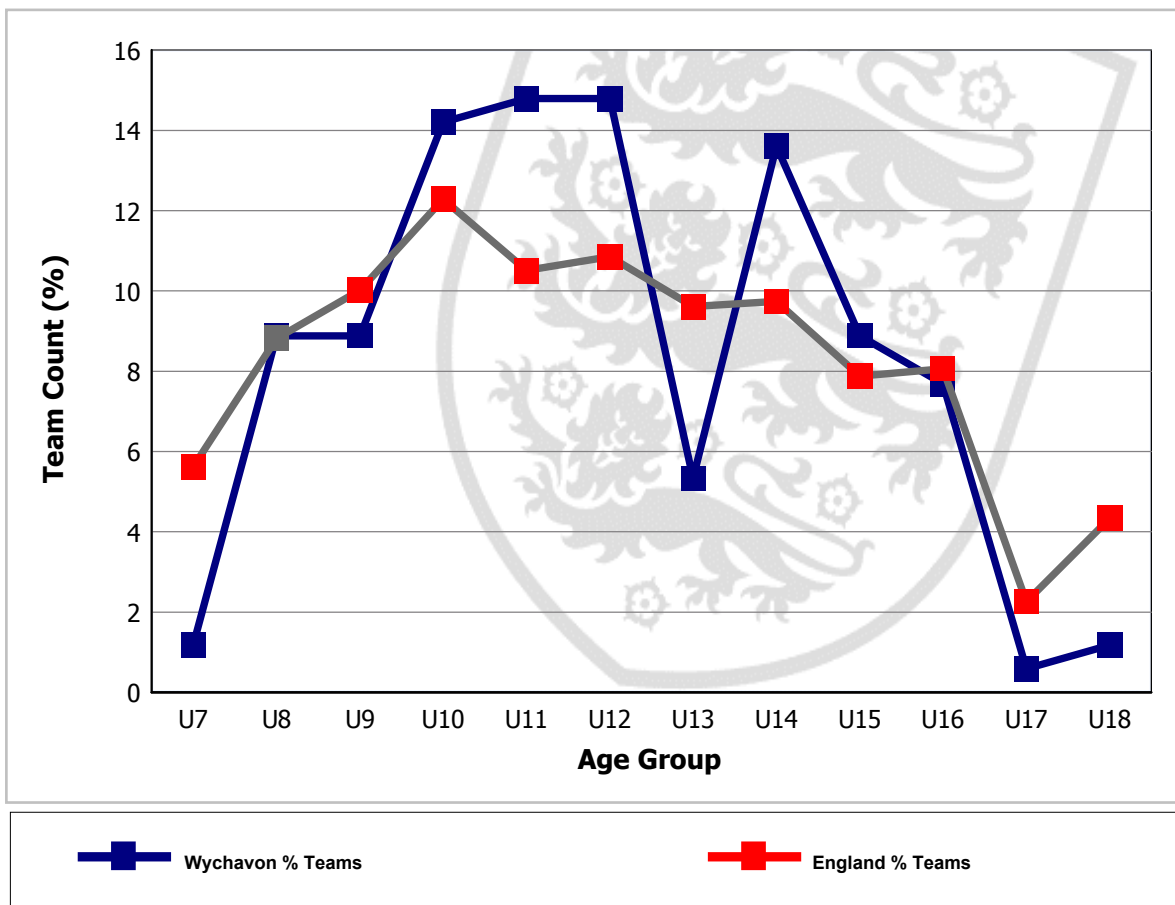
Table 4: Number of teams at each age group

Age Group	Total No. of Teams	No. of Mixed Teams	No. of Male Teams	No. of Female Teams
U7	2	2	0	0
U8	15	15	0	0
U9	15	15	0	0
U10	24	24	0	0
U11	25	0	21	4
U12	25	0	21	4
U13	9	0	9	0
U14	23	0	20	3
U15	15	0	14	1
U16	13	0	12	1
U17	1	0	1	0
U18	2	0	2	0
U19	1	0	1	0
Open Aged	71	0	67	4
Veterans	6	0	6	0
Totals	247	56	174	17

Wychavon

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 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.

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



Wychavon

LEAGUES

Leagues with Wychavon Teams

There are 20 leagues containing teams from Wychavon (see table 5).

- In total 10 of these leagues are adult leagues.
- There are 23 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 5 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 5: 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	Charter Standard and Respect
Ambassador Evesham Football League	U8	18	12	66.7	Respect
Ambassador Evesham Football League	U9	16	10	62.5	Respect
Ambassador Evesham Football League	U10	21	12	57.1	Respect
Ambassador Evesham Football League	U11	17	12	70.6	Respect
Ambassador Evesham Football League	U12	20	13	65.0	Respect
Ambassador Evesham Football League	U13	11	6	54.5	Respect
Ambassador Evesham Football League	U14	17	9	52.9	Respect
Ambassador Evesham Football League	U15	12	7	58.3	Respect
Ambassador Evesham Football League	U16	9	5	55.6	Respect
Bromsgrove & District F.L.	Open Aged	35	6	17.1	Respect
BSC "NATIONAL COLLEGES FOOTBALL LEAGUE" - MENS AND	U19	65	1	1.5	
Central Warwickshire Youth League	U12	71	1	1.4	Respect
Central Warwickshire Youth League	U15	67	1	1.5	Respect
Cheltenham Saturday League	Open Aged	81	3	3.7	
Cheltenham Youth League	U12	14	1	7.1	CSL, Respect
Cheltenham Youth League	U13	20	1	5.0	CSL, Respect
Cheltenham Youth League	U14	19	1	5.3	CSL, Respect
Cheltenham Youth League	U15	10	1	10.0	CSL, Respect
Cheltenham Youth League	U16	14	2	14.3	CSL, Respect
Cotswold Churches League	Open Aged	9	1	11.1	

Wychavon

League	Age Group	No. of Teams in League	No. of Wychavon Teams in League	% of Teams in League Playing in Wychavon	Charter Standard and Respect
Evesham & District Sunday F.L.	Open Aged	41	29	70.7	Respect
Gloucestershire Northern Senior League	Open Aged	30	1	3.3	Respect
Herefordshire & Worcestershire Women's County	Open Aged	7	3	42.9	Respect
Mercian Festival Junior Football League	U8	12	3	25.0	CSL, Respect
Mercian Festival Junior Football League	U9	16	2	12.5	CSL, Respect
Mercian Festival Junior Football League	U10	23	7	30.4	CSL, Respect
Mercian Festival Junior Football League	U11	33	11	33.3	CSL, Respect
Mercian Festival Junior Football League	U12	23	5	21.7	CSL, Respect
Mercian Festival Junior Football League	U13	17	1	5.9	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	1	7.1	CSL, Respect
Mercian Festival Junior Football League	U17	7	1	14.3	CSL, Respect
Midland Counties Youth Football Championships	U18	6	1	16.7	
Midland Football Combination	Open Aged	78	6	7.7	
Midland Junior Premier League	U12	20	1	5.0	
Midland Junior Premier League	U14	26	1	3.8	
Midland Junior Premier League	U15	41	1	2.4	
Midland Junior Premier League	U16	41	2	4.9	
Midland Junior Premier League	U18	25	1	4.0	
Pershore Community Summer League	U10	6	5	83.3	
Redditch & South Warwickshire Combination	Open Aged	49	2	4.1	Respect
Stourport & District Youth F.L.	U9	17	2	11.8	Respect
Stourport & District Youth F.L.	U11	22	1	4.5	Respect
Stourport & District Youth F.L.	U12	13	1	7.7	Respect
Stourport & District Youth F.L.	U14	12	1	8.3	Respect
Stratford Upon Avon Alliance	Open Aged	38	6	15.8	Respect
Three Counties Disability	U16	3	1	33.3	Respect
Worcester & District F.L.	Open Aged	78	12	15.4	Respect
Count of Leagues: 20					

Wychavon

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 Wychavon 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.

Wychavon

APPENDIX 1

Table 6 - Summary of football clubs in Wychavon

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	
AFC Riflemans		1	0	0	0	1	
Ambassador		2	0	0	0	2	
Anchor Harriers		1	0	0	0	1	
Ashton Under Hill		1	0	0	0	1	
Badsey		1	0	0	0	1	
Badsey Rangers		1	0	0	0	1	Charter
Badsey Rangers Youth		0	6	3	0	9	Charter
Badsey Recreation		1	0	0	0	1	
Badsey United		1	0	0	0	1	
BAM Academicals	DE	0	0	0	0	0	
Bengeworth Sports		1	0	0	0	1	
Black Cross Athletico		1	0	0	0	1	
Bredon		4	0	0	0	4	
Bretforton Juniors		0	3	0	0	3	Charter
Bretforton Old Boys		1	0	0	0	1	
Broadway United		3	0	0	0	3	
Broadway United Youth		0	6	3	0	9	Charter
Cider Mill		2	0	0	0	2	
Cornerstone United		1	0	0	0	1	
Crowle		1	0	0	0	1	
Crowle Searchers		0	3	3	0	6	Charter
Cutnall Green		1	0	0	0	1	
Defford & Besford United		1	0	0	0	1	
Drakes Broughton Rangers (Youth)		0	5	2	0	7	
Droitwich RBL		1	0	0	0	1	
Droitwich Spa		3	0	0	0	3	Comm.
Droitwich Spa Boys		0	11	10	0	21	Comm.

Wychavon

Club Name	Status	10/11 Teams					Charter Standard 10/11
		Adult	Youth All Formats	Mini	Foreign * Team Count	Total This LA	
Droitwich Spa Girls		0	5	1	0	6	Comm.
Droitwich Spa Veterans		3	0	0	0	3	
Droitwich Town		1	0	0	0	1	
Eckington		1	0	0	0	1	
Eckington Junior		0	0	4	0	4	Charter
Evesham United	DE	0	0	0	0	0	Comm.
Evesham United Girls		0	3	0	0	3	Comm.
Evesham United Juniors		0	12	5	0	17	Comm.
Evesham United Ladies		1	0	0	0	1	Comm.
Evesham Working Mens Club		1	0	0	0	1	
Fladbury (Yth)		0	1	0	0	1	
Fladbury Athletic		1	0	0	0	1	
GDL Athletic		2	0	0	1	2	
George & Dragon		1	0	0	0	1	
Golden Cross		1	0	0	0	1	
Hangover		1	0	0	0	1	
Harvington		0	3	0	0	3	Devel.
Honeybourne Gate Inn		1	0	0	0	1	
Hop Pole		1	0	0	0	1	
Hornets		2	0	0	0	2	Charter
Hornets Ladies		1	0	0	0	1	
Inkberrow		3	0	0	0	3	Comm.
Inkberrow Eagles		0	10	5	0	15	Comm.
Inkberrow Eagles (Girls)		0	1	0	0	1	Comm.
Inkberrow Veterans		1	0	0	0	1	Comm.
International FC		1	0	0	0	1	
KGV Ladies		1	0	0	0	1	
Kidderminster Harriers Girls (PCSL)		0	0	1	0	1	
Lenches Cubs		0	1	4	0	5	Charter
Lenches Lions		1	0	0	0	1	
Littleton		2	0	0	0	2	Charter

Wychavon

Club Name	Status	10/11 Teams					Charter Standard 10/11
		Adult	Youth All Formats	Mini	Foreign * Team Count	Total This LA	
Littleton Juniors		0	5	3	0	8	
Littleton Rovers		1	0	0	0	1	
Nailers Arms		1	0	0	0	1	
Offenham Park Rangers		1	0	0	0	1	
Offenham Rovers		1	0	0	0	1	
Ombersley		0	4	1	0	5	Devel.
Ombersley Swifts		0	1	0	0	1	Charter
Ombersley Terriers	DE	0	0	0	0	0	
Pebworth		1	0	0	0	1	
Peopleton Junior		0	3	0	0	3	Devel.
Peopleton Junior Girls	DE	0	0	0	0	0	
Pershore 2007		0	2	0	0	2	Charter
Pershore Athletic		1	0	0	0	1	
Pershore Town '88 Girls		0	3	0	0	3	Charter
Pershore Town 88		1	0	0	0	1	Charter
Pershore Town 88 Fc (Juniors)		0	6	3	0	9	Charter
Pershore Town '88 Veterans		1	0	0	0	1	Charter
Pershore Town Ladies		1	0	0	0	1	Charter
Pershore Town Youth (U18)	DE	0	0	0	0	0	
Pinvin United		1	0	0	0	1	
Queens Head Veterans		1	0	0	0	1	
Red Horse		1	0	0	0	1	
Rushwick Youth		0	1	0	0	1	
Sheppey Swifts		0	7	2	0	9	
South Worcestershire College		1	0	0	0	1	
Sugarbrook (The)	DE	0	0	0	0	0	
Tesco United		1	0	0	0	1	
Tewkesbury Town (SATURDAY)	DE	0	0	0	0	0	
Tewkesbury Town Colts		0	1	0	10	1	Devel.
Tewkesbury Town Sunday	DE	0	0	0	0	0	
Upton Snodsbury		1	0	0	0	1	Charter

Wychavon

Club Name	Status	10/11 Teams					Charter Standard 10/11
		Adult	Youth All Formats	Mini	Foreign Team Count *	Total This LA	
Vauxhall	DE	0	0	0	0	0	
W.M.K. (Sunday)	DE	0	0	0	0	0	
Wessie		1	0	0	0	1	
Westbury Celtic		2	0	0	0	2	Charter
Westbury Celtic Girls		0	1	0	0	1	Charter
Westbury Celtic Youth		0	4	6	0	10	Charter
Wickham Warriors		1	0	0	0	1	
Wickhamford		1	0	0	0	1	
Woodrow	DE	0	0	0	0	0	
Worcester City Youth Development		0	2	0	4	2	
Worcestershire County FA Representative Teams		0	1	0	1	1	
Worcestershire FA Player Development Centre	DE	0	0	0	0	0	
Wychbold Juniors		0	1	0	0	1	
Wychbold RBL		1	0	0	0	1	
Wychbold RBL Reserves		1	0	0	0	1	
Wychbold Stags		0	1	0	0	1	
Totals		78	113	56	16	247	

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

Demographic Profile

According to the mid-2009 population estimate data from the Office for National Statistics, Wychavon has a population of 116,664. 58,957 of Wychavon's population, 50.5%, 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 Wychavon for the population age groups relevant to football.

Table 6: 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	18,784	18,583	35.0%	34.6%	36.6%	36.0%
Youth - Aged 10 to 18 Years	5,809	5,514	10.8%	10.3%	9.8%	9.3%
Mini Soccer - Aged 6 to 9 Years	5,022		9.4%		8.5%	

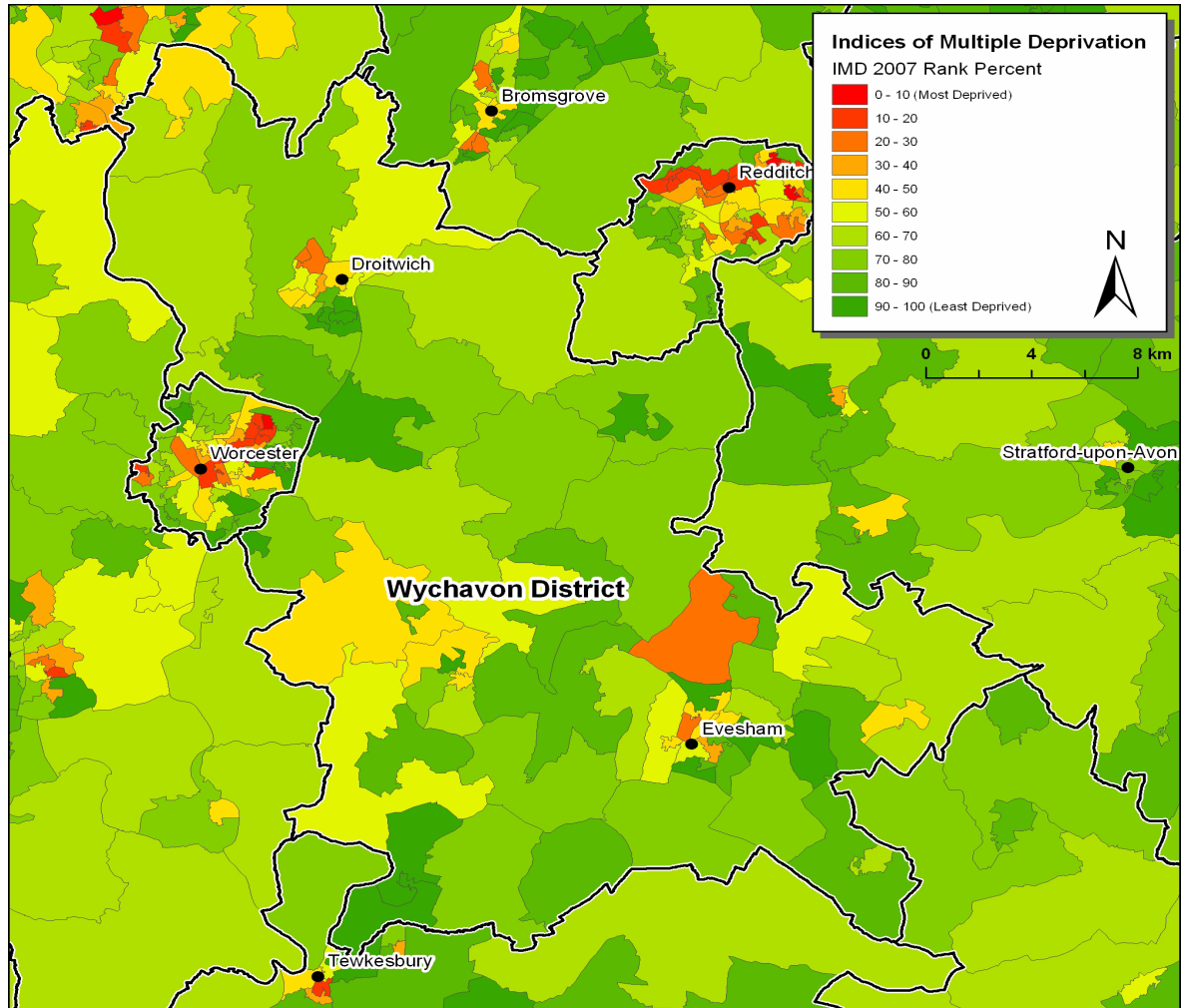
In Wychavon 3.1% of the population come from Ethnic Minority (EM) groups, which is lower than that of England as a whole at 8.8%. The largest EM group in the authority is Indian at 0.5%, followed by Pakistani at 0.4%; the corresponding national averages are 1.9% and 1.2% respectively. (Source: 2001 Census)

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.

Figure 5: Wychavon 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 Wychavon 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
Wychavon	5.7%	2.8%
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

