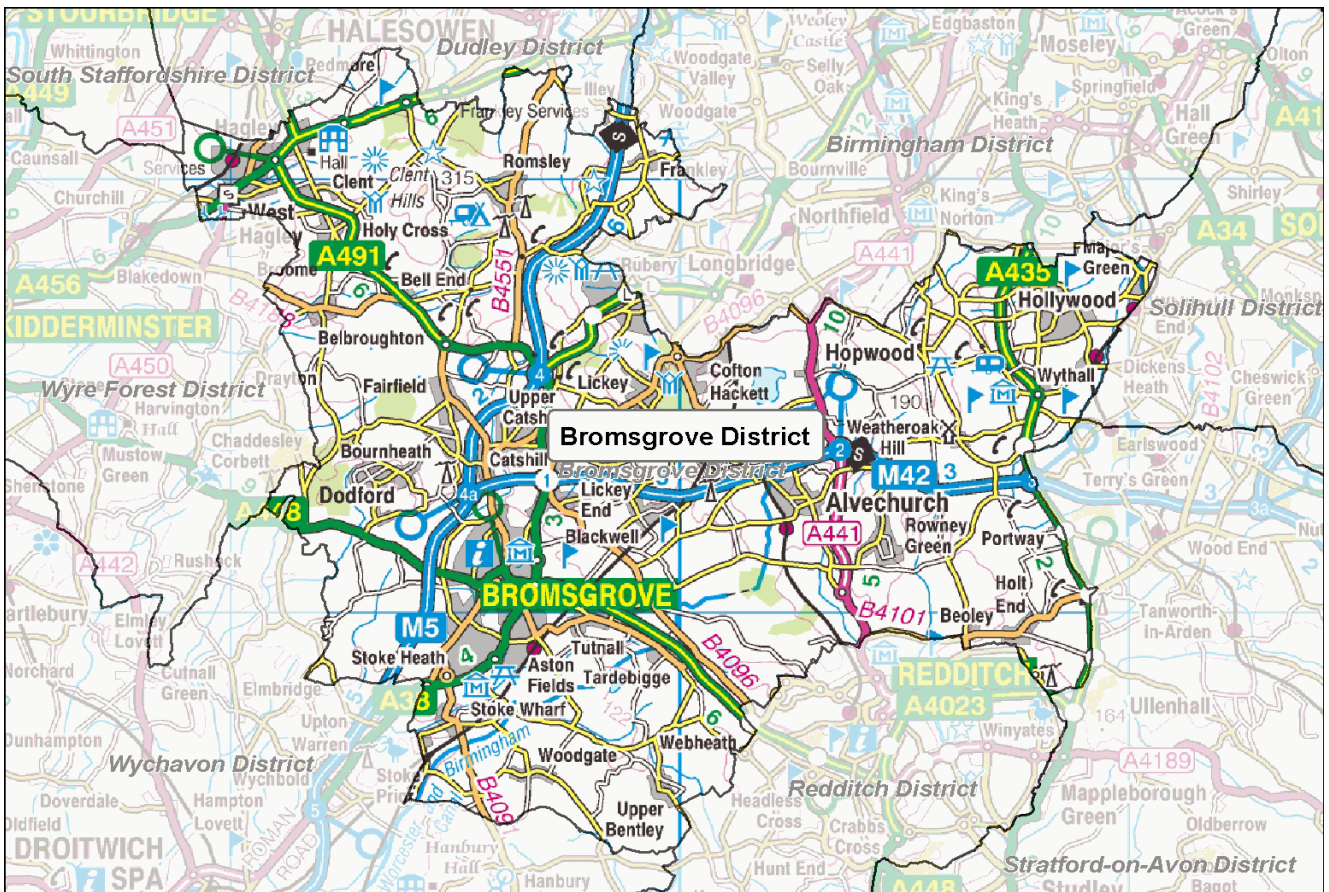


Football Participation Report:

Bromsgrove

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 - Bromsgrove

Demographics

- Bromsgrove has a population of **93,363** (Mid year estimate, Office for National Statistics, 2009) and is expected to grow to **98,200** by 2018 (Office for National Statistics, 2008).
- **5.9%** of the population in Bromsgrove 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

- Bromsgrove has a total of **45** affiliated clubs with a total of **119** teams of which **117** play in Bromsgrove. There are also **8** small sided teams in Bromsgrove making a total of **125** teams.
- Of the **125** teams operating in Bromsgrove, **25 (20.0%)** are adult teams, **65 (52.0%)** are youth teams (all formats), **27 (21.6%)** are Mini-Soccer teams and **8 (6.4%)** are small sided.
- **70.7%** or **65** of the **92** 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 20 teams** overall in Bromsgrove from season 09/10 to season 10/11.

This comprises:

- a decrease of 1 adult teams.
- an increase of 23 youth teams (all formats).
- an increase of 3 Mini-Soccer teams.
- a decrease of 5 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 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 Bromsgrove, 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
Bromsgrove							
No of Teams 10/11	24	1	58	7	27	8	125
No of Teams 09/10	25	1	42	0	24	8	105
Variance	-4.0%	0.0%	38.1%	100.0%	12.5%	0.0%	19.0%
Players 10/11	432	18	1,029	105	270	64	1918
Players 09/10	375	15	630	0	240	64	1324
Conversion Rate 10/11	2.7%	0.1%	20.2%	2.3%	6.7%	0.4%	4.2%
Conversion Rate 09/10	2.5%	0.1%	17.6%	0.0%	5.5%	0.4%	3.2%
Variance	0.2%	0.0%	2.7%	2.3%	1.2%	0.0%	1.1%
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.

Bromsgrove

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

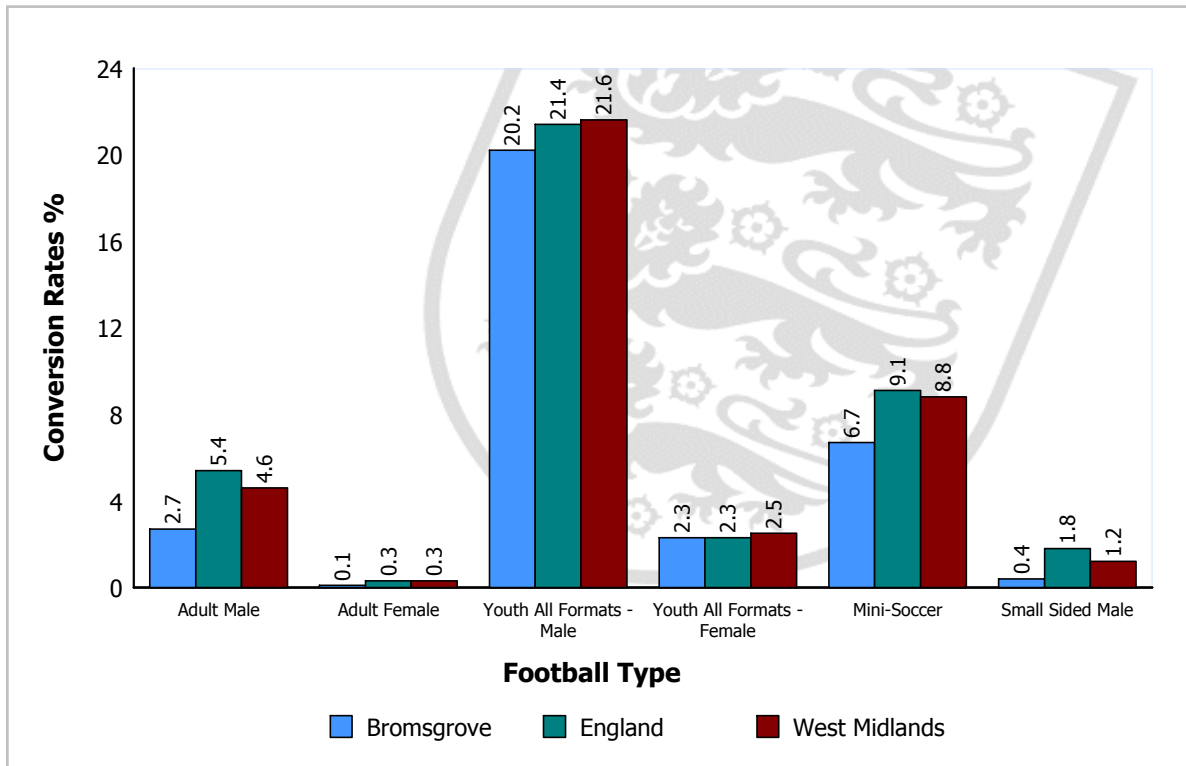
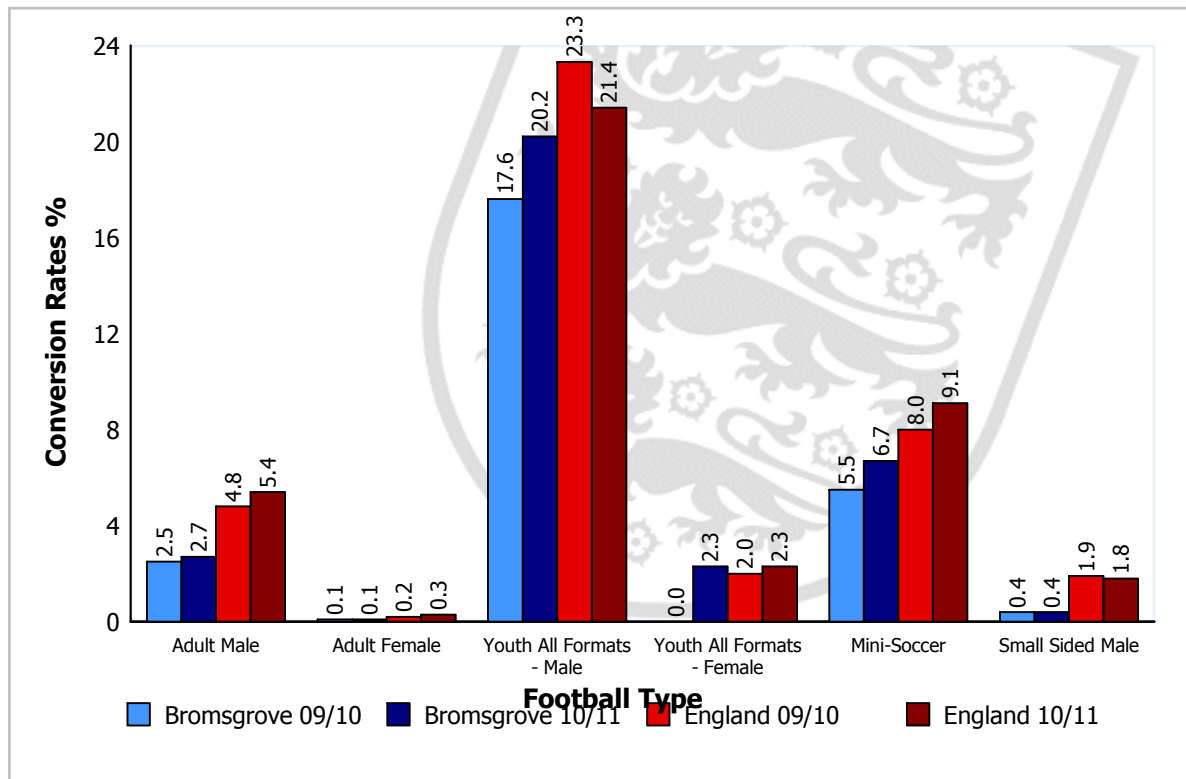


Figure 2: Conversion rate trends for different football types for Bromsgrove 09/10 and 10/11 as set against national averages.



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

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

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	6.4	2.7	-3.7	34
	Female	0.4	0.1	-0.2	3
Youth ² (all formats)	Male	26.8	20.2	-6.6	77
	Female	3.4	2.3	-1.1	10
Mini-Soccer	Mixed	12.5	6.7	-5.8	25
Adult Small Sided	Male	1.7	0.4	-1.3	28

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

Bromsgrove Clubs

- In Bromsgrove the club to team ratio is 1:2.6 (i.e. each club runs on average 2.6 teams). This compares to a national ratio of 1:2.9 and a regional ratio of 1:2.3.
- 20 of the youth clubs in Bromsgrove 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.
- 53.3% of clubs in Bromsgrove have adult teams, compared to national and regional averages of 72.5% and 65.5% respectively.
- 95.8% of adult-only clubs in Bromsgrove have only one team compared to the national average of 76.0%.

Appendix 1 shows Bromsgrove 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 45 clubs in Bromsgrove, 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 Bromsgrove

Status	Bromsgrove		England	
	Number	Percentage	Number	Percentage
Community Club	1	2.2%	515	1.7%
Development Club	1	2.2%	521	1.8%
Charter Standard	6	13.3%	4379	14.7%
Total	8	17.8%	5415	18.2%

In terms of teams, 70.7% 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.

Bromsgrove

TEAMS

Bromsgrove Teams

- There are a total of 117 teams playing competitive football in Bromsgrove excluding small-sided teams.
- According to the CAS data, there are 8 female teams playing in Bromsgrove. This is 6.8% of the total number of teams.
- The peak youth age is U12, with 12 teams playing at this level.

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

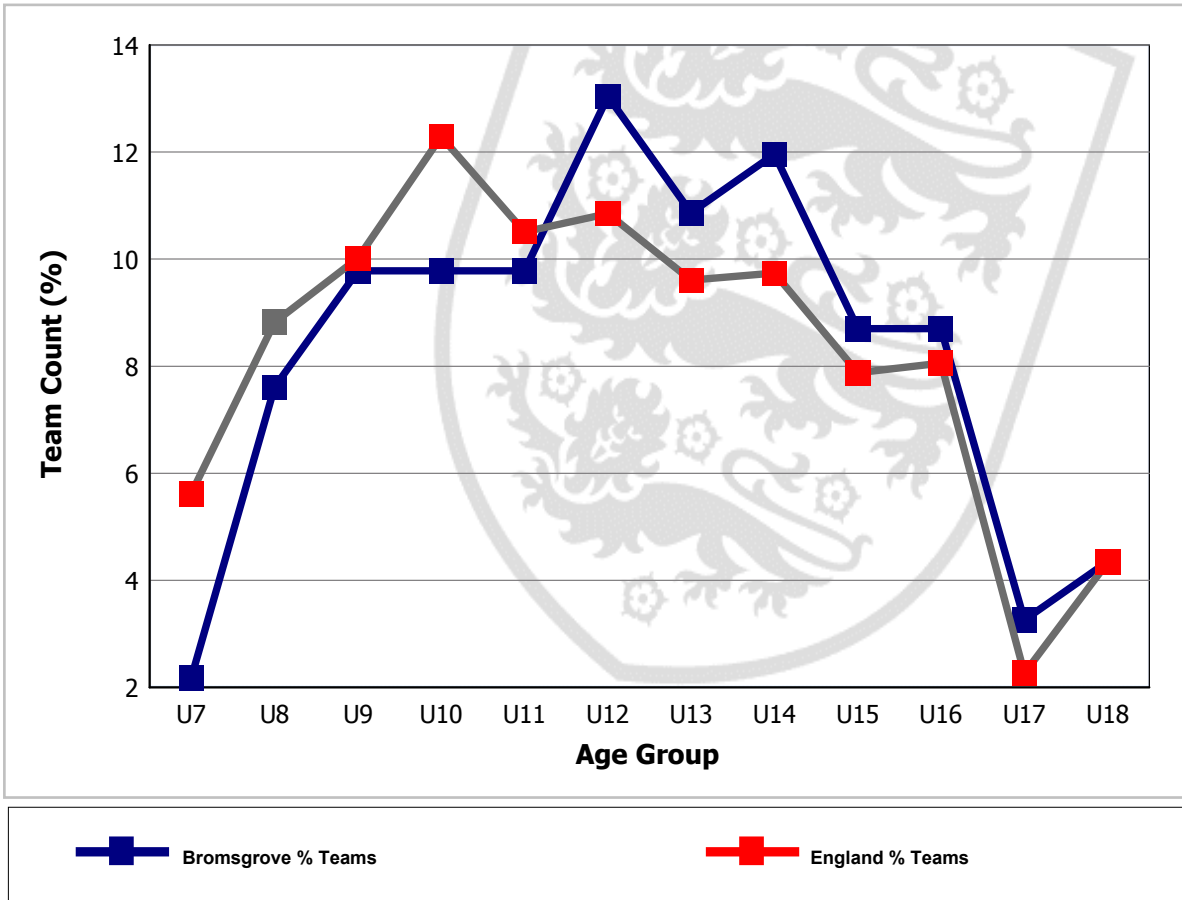
Table 4: Number of teams at each age group

Age Group	Total No. of Teams	No. of Mixed Teams	No. of Male Teams	No. of Female Teams
U7	2	2	0	0
U8	7	7	0	0
U9	9	9	0	0
U10	9	9	0	0
U11	9	0	8	1
U12	12	0	11	1
U13	10	0	9	1
U14	11	0	8	3
U15	8	0	8	0
U16	8	0	8	0
U17	3	0	3	0
U18	4	0	3	1
Open Aged	25	0	24	1
Totals	117	27	82	8

Bromsgrove

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.

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



Bromsgrove

LEAGUES

Leagues with Bromsgrove Teams

There are 15 leagues containing teams from Bromsgrove (see table 5).

- In total 5 of these leagues are adult leagues.
- There are 9 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 5 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 5: 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	Charter Standard and Respect
Ambassador Evesham Football League	U10	21	1	4.8	Respect
Ambassador Evesham Football League	U12	20	1	5.0	Respect
Birmingham & Dist. Amateur Football Assoc.	Open Aged	128	1	0.8	Respect
Birmingham District Girls League	U12	2	1	50.0	
Bromsgrove & District F.L.	Open Aged	35	15	42.9	Respect
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	U18	11	1	9.1	CSL, Respect
Central Warwickshire Youth League	U7	42	2	4.8	Respect
Central Warwickshire Youth League	U8	59	5	8.5	Respect
Central Warwickshire Youth League	U9	71	7	9.9	Respect
Central Warwickshire Youth League	U10	79	5	6.3	Respect
Central Warwickshire Youth League	U11	81	7	8.6	Respect
Central Warwickshire Youth League	U12	71	6	8.5	Respect
Central Warwickshire Youth League	U13	79	7	8.9	Respect
Central Warwickshire Youth League	U14	68	5	7.4	Respect
Central Warwickshire Youth League	U15	67	5	7.5	Respect
Central Warwickshire Youth League	U16	55	4	7.3	Respect
Central Warwickshire Youth League	U17	20	1	5.0	Respect
Mercian Festival Junior Football League	U11	33	1	3.0	CSL, Respect

Bromsgrove

League	Age Group	No. of Teams in League	No. of Bromsgrove Teams in League	% of Teams in League Playing in Bromsgrove	Charter Standard and Respect
Mercian Festival Junior Football League	U12	23	1	4.3	CSL, Respect
Mercian Festival Junior Football League	U13	17	1	5.9	CSL, Respect
Mercian Festival Junior Football League	U14	29	1	3.4	CSL, Respect
Mercian Festival Junior Football League	U15	23	1	4.3	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 Combination	Open Aged	78	3	3.8	
Midland Junior Premier League	U15	41	1	2.4	
Midland Junior Premier League	U16	41	1	2.4	
Midland Junior Premier League	U17	5	1	20.0	
Redditch & South Warwickshire Combination	Open Aged	49	3	6.1	Respect
Stourbridge & District Girls Youth	U14	5	1	20.0	Respect
Stourbridge & District Youth League	U9	38	1	2.6	Respect
Stourbridge & District Youth League	U10	48	2	4.2	Respect
Stourbridge & District Youth League	U12	40	2	5.0	Respect
Stourbridge & District Youth League	U13	41	1	2.4	Respect
Stourbridge & District Youth League	U14	37	1	2.7	Respect
Stourbridge & District Youth League	U15	37	1	2.7	Respect
Stourbridge & District Youth League	U16	27	2	7.4	Respect
Stourport & District Youth F.L.	U8	15	1	6.7	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
West Midlands Regional Women's Football League	Open Aged	32	1	3.1	
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 Bromsgrove 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.

Bromsgrove

APPENDIX 1

Table 6 - Summary of football clubs in Bromsgrove

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	
Alvechurch FC	DE	0	0	0	0	0	
Alvechurch Lions		0	3	6	0	9	
Alvechurch Lions Girls		0	1	0	0	1	
Aston Fields Athletic		1	0	0	0	1	
Aston Fields Colts		0	1	0	0	1	
Black Cross Athletic	DE	0	0	0	0	0	
Bromsgrove Blades		0	4	1	0	5	
Bromsgrove Futsal		0	0	2	0	2	
Bromsgrove General		1	0	0	0	1	
Bromsgrove Meadows		0	1	2	0	3	Charter
Bromsgrove Rovers FC Ltd		1	0	0	0	1	Charter
Bromsgrove Rovers Youth		0	8	0	0	8	Charter
Bromsgrove Sporting		1	0	0	0	1	
Bromsgrove Sporting Youth		0	2	0	0	2	
Bromsgrove Town		1	0	0	0	1	Charter
Bromsgrove Town (Youth)		0	1	0	0	1	Charter
Cadbury Athletic		1	0	0	1	1	Charter
Callowbrook Swifts Junior		0	8	1	0	9	Devel.
Catshill (Youth)		0	3	4	0	7	Charter
Churchfields United		1	0	0	0	1	
Cofton Corinthians		1	0	0	0	1	
Fairfield Sunday	DE	0	0	0	0	0	
Fairfield Villa		1	0	0	0	1	
Fairfield Villa Colts		0	3	0	0	3	
Fairfield Villa Ladies		1	0	0	0	1	
FC Rednal Activ		1	0	0	0	1	
Fleece	DE	0	0	0	0	0	

Bromsgrove

Club Name	Status	10/11 Teams					Charter Standard 10/11
		Adult	Youth All Formats	Mini	Foreign Team Count *	Total This LA	
Frankley		1	0	0	0	1	
Golden Lion Athletic		2	0	0	0	2	
Highgate		0	1	0	0	1	
Ladybird 2010		1	0	0	0	1	
Lickey End Lads		0	1	0	0	1	
Meadow Park		1	0	0	0	1	Charter
Meadow Park (Youth)		0	5	3	0	8	Charter
Meadow Park Girls		0	3	0	0	3	Charter
Meadows Minnows Mini Girls Soccer Club	DE	0	0	0	0	0	
Millfield Rovers		1	0	0	0	1	
Millfields Boca Juniors		1	0	0	0	1	
Navigation La Coruna		1	0	0	0	1	
Queens Head Dons		1	0	0	0	1	
Romsley Rangers	DE	0	0	0	0	0	
Rubery		1	0	0	0	1	
Rubery Girls		0	3	0	0	3	Devel.
Social Allstars		1	0	0	0	1	
Stoke Prior		1	0	0	0	1	
Stoke Prior Youth		0	1	0	0	1	
Waseley United	DE	0	0	0	0	0	
Washford Lions	DE	0	0	0	0	0	
West Hagley		1	0	0	0	1	Comm.
West Hagley (Juniors)		0	14	8	0	22	Comm.
West Hagley Girls		0	1	0	0	1	Comm.
West Mercia Police Football Section		1	0	0	0	1	
Worcestershire County FA Representative Teams		0	1	0	1	1	
Totals		25	65	27	2	117	

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

Demographic Profile

According to the mid-2009 population estimate data from the Office for National Statistics, Bromsgrove has a population of 93,363. 47,170 of Bromsgrove'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 Bromsgrove for the population age groups relevant to football.

Table 6: 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	16,003	15,535	35.4%	34.4%	36.6%	36.0%
Youth - Aged 10 to 18 Years	5,087	4,576	11.3%	10.1%	9.8%	9.3%
Mini Soccer - Aged 6 to 9 Years	4,026		8.9%		8.5%	

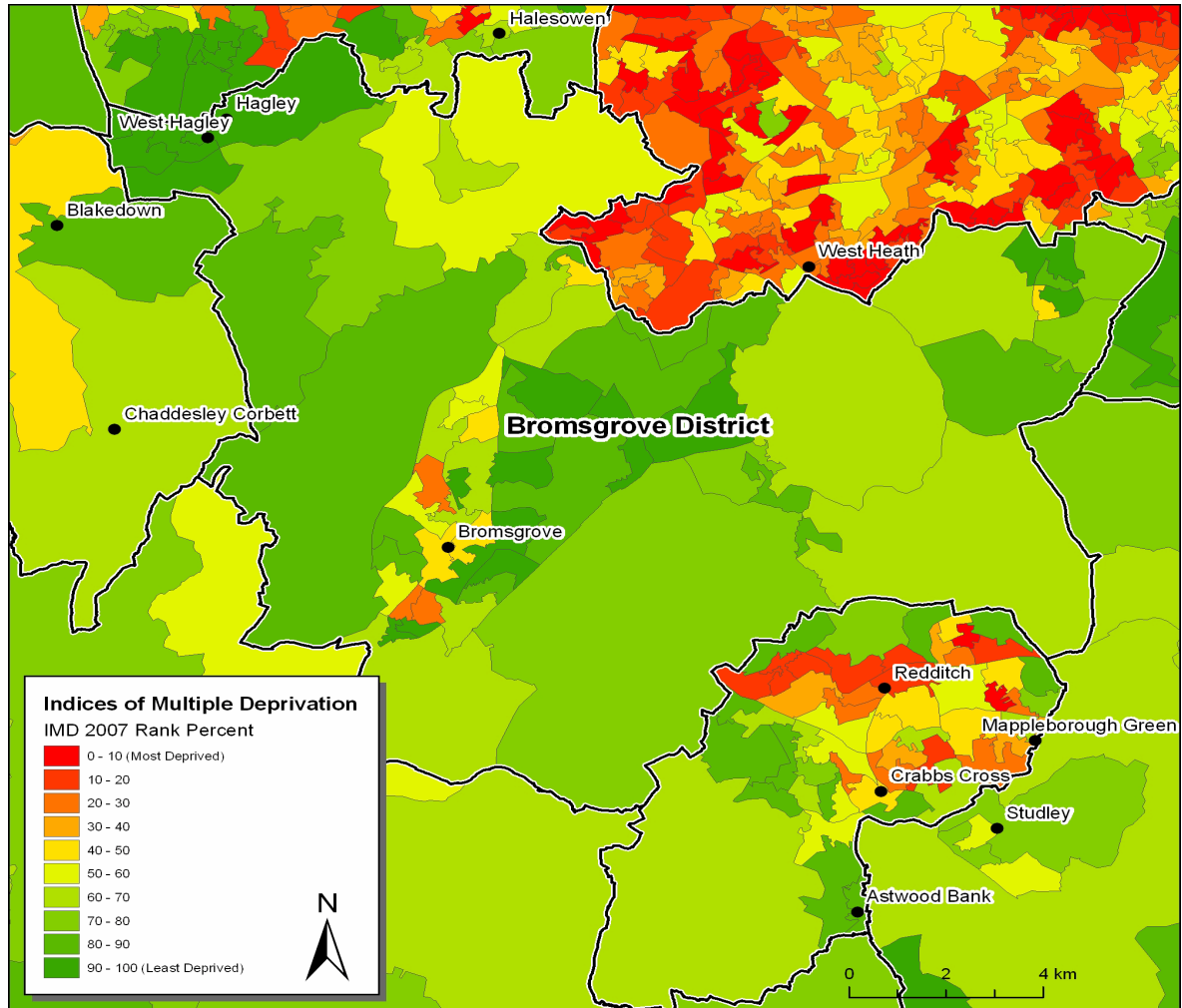
In Bromsgrove 5.9% of the population come from Ethnic Minority (EM) groups, which is lower than that of England as a whole at 8.8%. The largest EM group in the authority is Indian at 1.3%, followed by Pakistani at 1.2%; the corresponding national averages are 1.9% and 1.2% respectively. (Source: 2001 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.

Figure 5: Bromsgrove IMD ranking indicating main settlements



Bromsgrove

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 Bromsgrove 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
Bromsgrove	6.6%	
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

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

