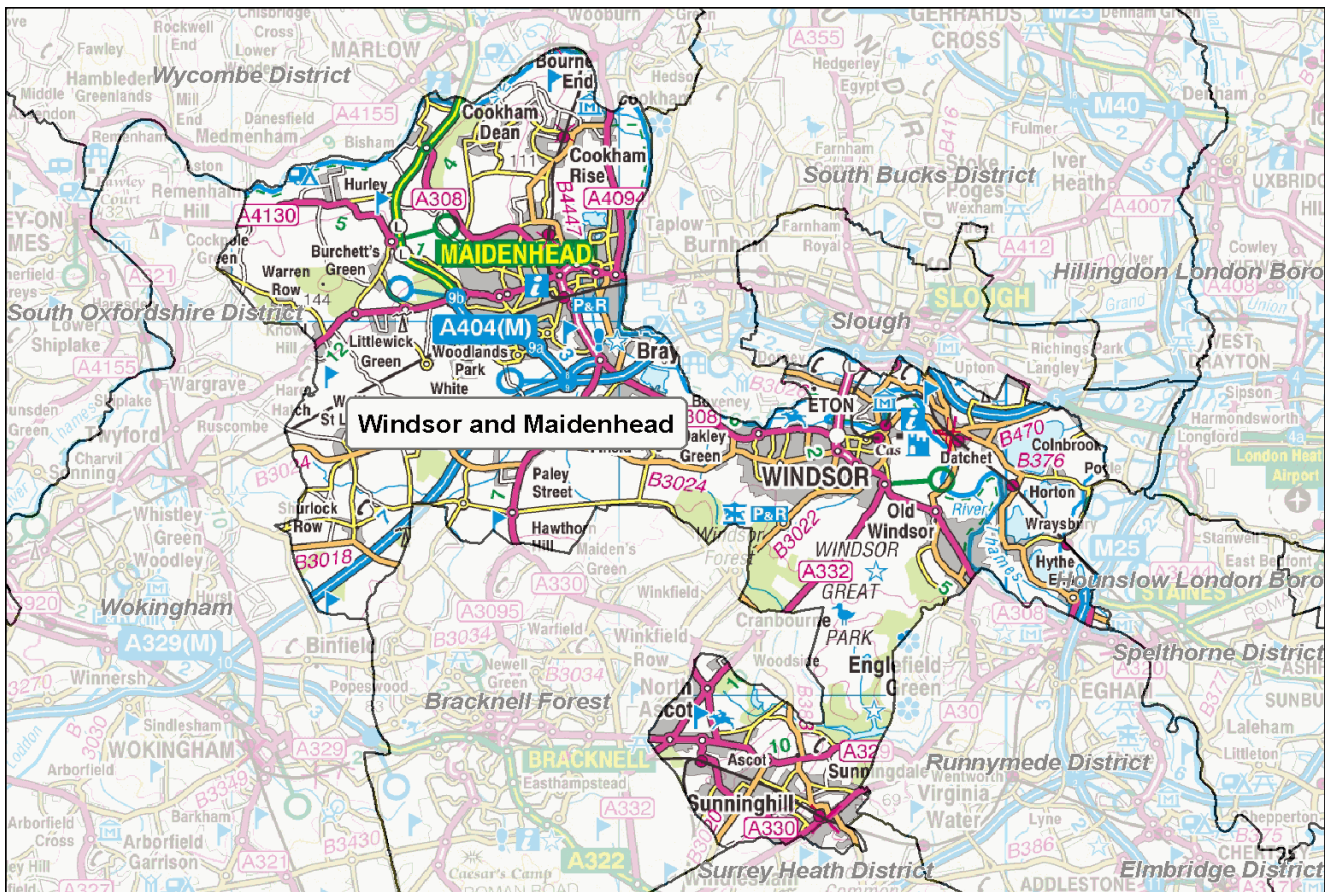


# Football Participation Report:

## Windsor and Maidenhead

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 - Windsor and Maidenhead

### Demographics

- Windsor and Maidenhead has a population of **143,800** (Mid year estimate, Office for National Statistics, 2009) and is expected to grow to **156,100** by 2018 (Office for National Statistics, 2008).
- **10.9%** of the population in Windsor and Maidenhead 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

- Windsor and Maidenhead has a total of **52** affiliated clubs with a total of **246** teams of which **242** play in Windsor and Maidenhead. There are also **32** small sided teams in Windsor and Maidenhead making a total of **274** teams.
- Of the **274** teams operating in Windsor and Maidenhead, **60 (21.9%)** are adult teams, **115 (42.0%)** are youth teams (all formats), **67 (24.5%)** are Mini-Soccer teams and **32 (11.7%)** are small sided.
- **68.7%** or **125** of the **182** 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 49 teams** overall in Windsor and Maidenhead from season 09/10 to season 10/11.

This comprises:

- a decrease of 3 adult teams.
- an increase of 42 youth teams (all formats).
- an increase of 4 Mini-Soccer teams.
- an increase of 6 small sided teams.

# Windsor and Maidenhead

## 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 Windsor and Maidenhead, South East and England

	Adult 11-a-side		Youth All Formats		Mini-Soccer	Adult Small Sided	All Forms
	Male	Female	Male	Female	Mixed	Male	Total
<b>Windsor and Maidenhead</b>							
No of Teams 10/11	56	4	99	16	67	32	274
No of Teams 09/10	58	5	66	7	63	8	225
Variance	-3.5%	-20.0%	50.0%	128.6%	6.4%	300.0%	21.8%
Players 10/11	1,008	72	1,662	240	670	256	3908
Players 09/10	870	75	990	105	630	64	2734
Conversion Rate 10/11	3.6%	0.3%	19.0%	3.3%	9.9%	0.9%	5.0%
Conversion Rate 09/10	3.4%	0.3%	20.5%	2.4%	9.9%	0.3%	4.1%
Variance	0.2%	0.0%	-1.5%	0.9%	0.0%	0.7%	0.9%
<b>South East</b>							
Conversion Rates 10/11	5.5%	0.2%	23.5%	2.3%	9.6%	1.7%	6.0%
Conversion Rates 09/10	4.8%	0.2%	26.6%	2.0%	9.1%	2.2%	5.8%
Variance	0.7%	0.0%	-3.1%	0.3%	0.5%	-0.4%	0.2%
<b>England</b>							
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.

# Windsor and Maidenhead

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

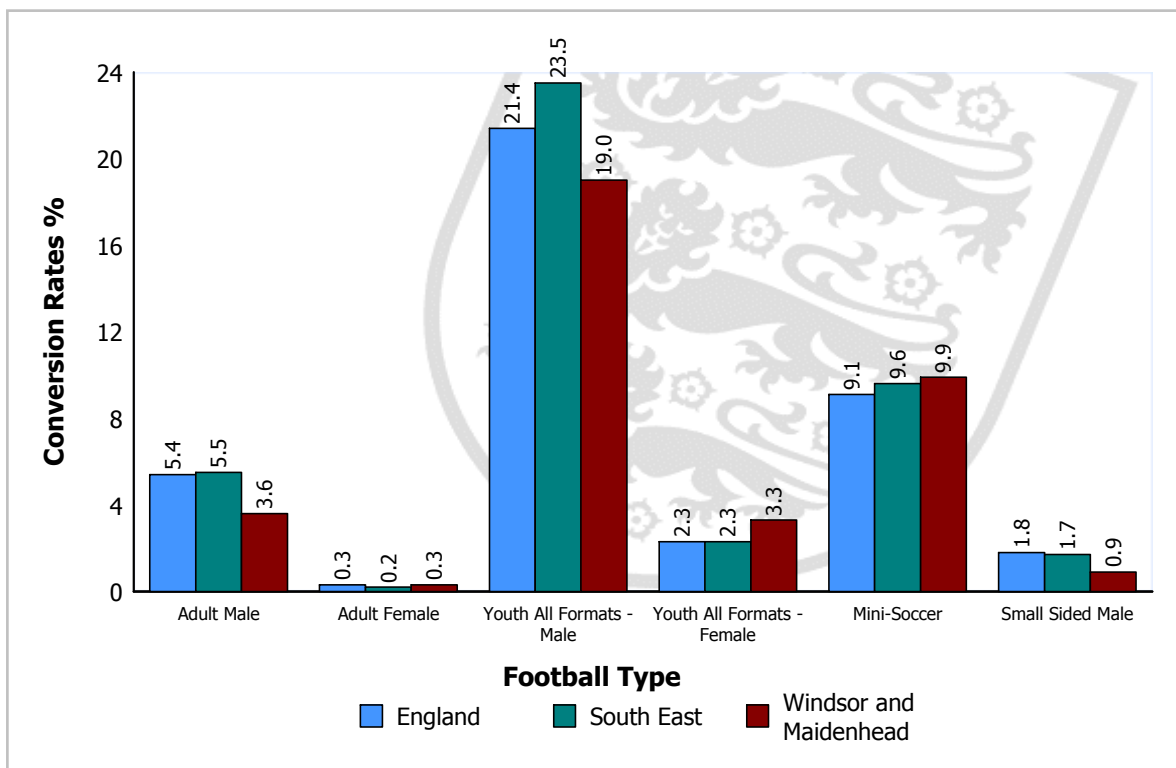
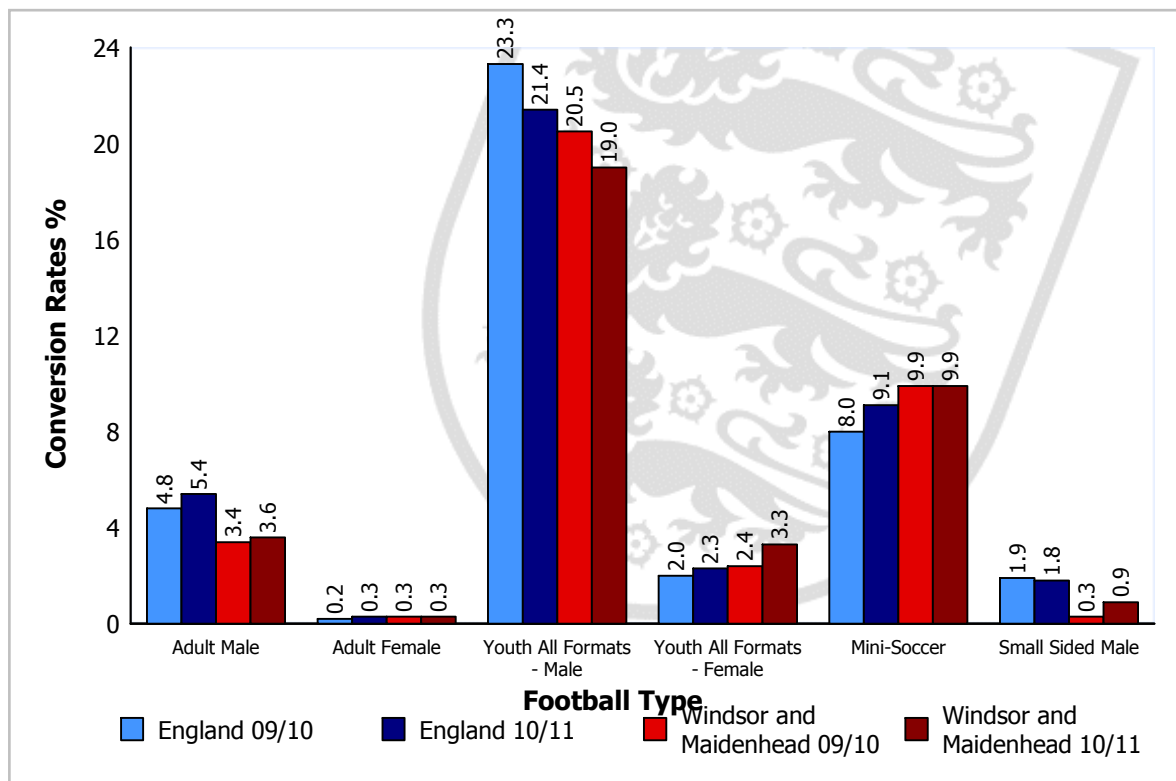


Figure 2: Conversion rate trends for different football types for Windsor and Maidenhead 09/10 and 10/11 as set against national averages.



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

# Windsor and Maidenhead

## 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 Windsor and Maidenhead compared to those most similar to it, that is, members of the same subgroup:

*Aylesbury Vale, Basingstoke and Deane, Bracknell Forest, Brentwood, Chelmsford, Chiltern, Dacorum, East Hampshire, East Hertfordshire, Elmbridge, Epping Forest, Epsom and Ewell, Guildford, Hart, Hertsmere, Horsham, Kennet, Mid Sussex, Mole Valley, North Hertfordshire, North Wiltshire, Reigate and Banstead, Rochford, Runnymede, Sevenoaks, South Bucks, South Cambridgeshire, South Oxfordshire, Spelthorne, St. Albans, Surrey Heath, Tandridge, Test Valley, Three Rivers, Tonbridge and Malling, Tunbridge Wells, Uttlesford, Vale of White Horse, Waverley, West Berkshire, Winchester, Woking, Wokingham, Wycombe*

Table 2: Comparison of Local Authorities in the same subgroup as Windsor and Maidenhead.

Football Type		Conversion Target <sup>1</sup>	Windsor and Maidenhead Conversion	Variance	Growth Potential <sup>2</sup>
Adult 11-a-side	Male	7.3	3.6	-3.7	59
	Female	0.3	0.3	-0.1	2
Youth <sup>2</sup> (all formats)	Male	28.3	19.0	-9.3	139
	Female	3.0	3.3	0.3	0
Mini-Soccer	Mixed	11.9	9.9	-2.0	15
Adult Small Sided	Male	2.1	0.9	-1.1	41

<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

### Windsor and Maidenhead Clubs

- In Windsor and Maidenhead the club to team ratio is 1:4.7 (i.e. each club runs on average 4.7 teams). This compares to a national ratio of 1:2.9 and a regional ratio of 1:3.3.
- 16 of the youth clubs in Windsor and Maidenhead run youth 11-a-side teams only and do not have a mini-soccer team.
- There are 4 clubs fielding both youth and adult teams.
- 73.1% of clubs in Windsor and Maidenhead have adult teams, compared to national and regional averages of 72.5% and 73.7% respectively.
- 68.4% of adult-only clubs in Windsor and Maidenhead have only one team compared to the national average of 76.0%.

Appendix 1 shows Windsor and Maidenhead 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 52 clubs in Windsor and Maidenhead, 9 have achieved Charter Standard. The level of status obtained by these clubs is outlined in Table 3.

Table 3: Clubs with Charter Standard in Windsor and Maidenhead

Status	Windsor and Maidenhead		England	
	Number	Percentage	Number	Percentage
Community Club	1	1.9%	515	1.7%
Development Club	0	0.0%	521	1.8%
Charter Standard	8	15.4%	4379	14.7%
<b>Total</b>	<b>9</b>	<b>17.3%</b>	<b>5415</b>	<b>18.2%</b>

In terms of teams, 68.7% 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.

# Windsor and Maidenhead

## TEAMS

### Windsor and Maidenhead Teams

- There are a total of 242 teams playing competitive football in Windsor and Maidenhead excluding small-sided teams.
- According to the CAS data, there are 20 female teams playing in Windsor and Maidenhead. This is 8.3% of the total number of teams.
- The peak youth age is U11, with 24 teams playing at this level.

Table 4 shows the number of Windsor and Maidenhead based teams for each form of football.

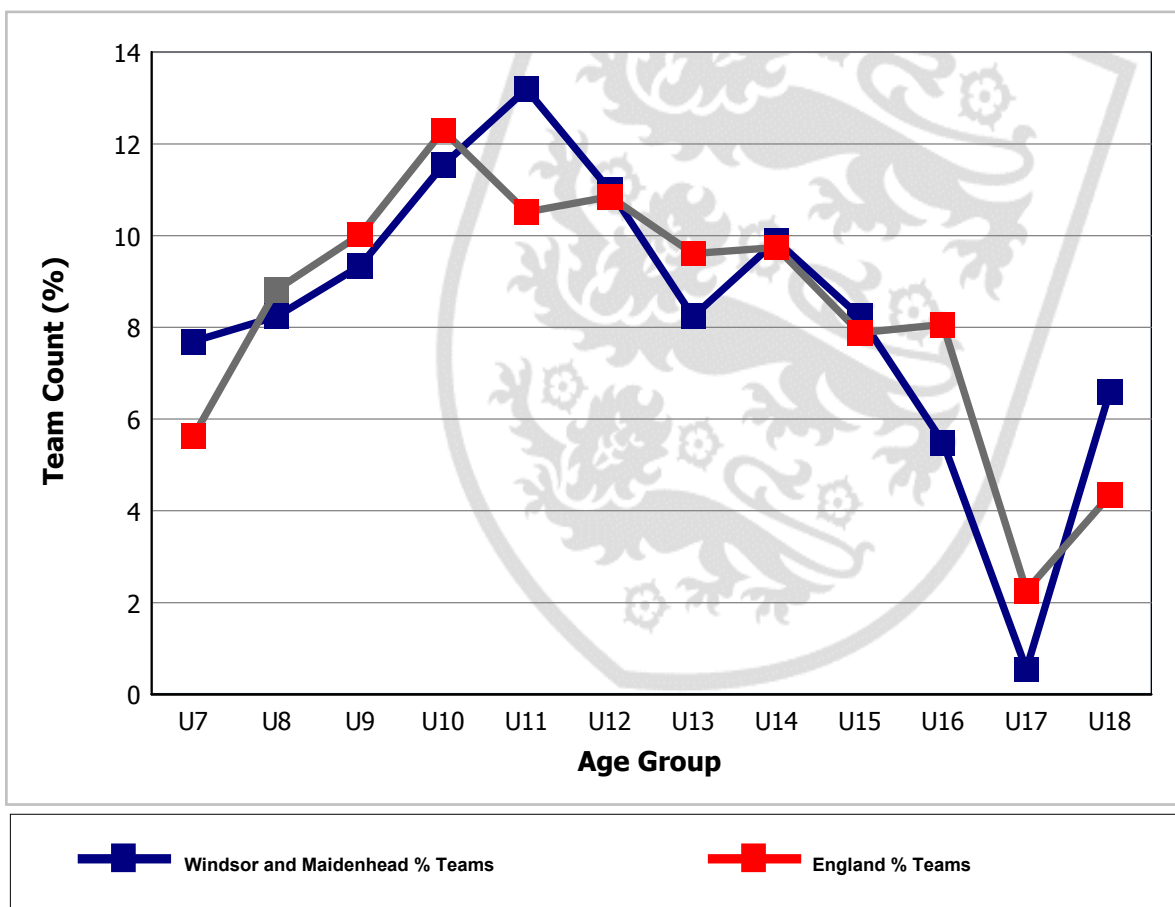
Table 4: Number of teams at each age group

Age Group	Total No. of Teams	No. of Mixed Teams	No. of Male Teams	No. of Female Teams
U7	14	14	0	0
U8	15	15	0	0
U9	17	17	0	0
U10	21	21	0	0
U11	24	0	23	1
U12	20	0	17	3
U13	15	0	11	4
U14	18	0	15	3
U15	15	0	11	4
U16	10	0	9	1
U17	1	0	1	0
U18	12	0	12	0
U19	3	0	2	1
Open Aged	55	0	52	3
Veterans	2	0	2	0
<b>Totals</b>	<b>242</b>	<b>67</b>	<b>155</b>	<b>20</b>

# Windsor and Maidenhead

The following figure plots the change in the percentage of youth teams across age groups in Windsor and Maidenhead 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 Windsor and Maidenhead



# Windsor and Maidenhead

## LEAGUES

### Leagues with Windsor and Maidenhead Teams

There are 34 leagues containing teams from Windsor and Maidenhead (see table 5).

- In total 19 of these leagues are adult leagues.
- There are 32 teams in Windsor and Maidenhead 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 Windsor and Maidenhead, in respect of the age ranges of teams, numbers of teams and leagues in which they participate.

Table 5: League structures in Windsor and Maidenhead

League	Age Group	No. of Teams in League	No. of Windsor and Maidenhead Teams in League	% of Teams in League Playing in Windsor and Maidenhead	Charter Standard and Respect
Allied Counties Youth Football League	U18	40	4	10.0	
Arthur Dunn Cup	Open Aged	27	1	3.7	
Arthurian League	Open Aged	28	1	3.6	
Arthurian League	Veterans	3	1	33.3	
Berkshire Youth Development League	U7	19	3	15.8	Respect
BOBI	Open Aged	26	1	3.8	CSL, Respect
Bracknell Town & District Sunday League	Open Aged	56	2	3.6	Respect
British Universities & Colleges Sport	U19	21	2	9.5	
Bucks Girls League	U12	19	1	5.3	CSL, Respect
Bucks Girls League	U14	14	1	7.1	CSL, Respect
Camberley & District Sunday F.L.	Open Aged	47	1	2.1	Respect
Capital Football League	Open Aged	27	1	3.7	
Chesham Sunday League	Open Aged	22	2	9.1	
Chiltern Church League	Open Aged	14	1	7.1	
East Berks Football League	Open Aged	67	12	17.9	
East Berkshire Youth Football League	U7	27	6	22.2	Respect
East Berkshire Youth Football League	U8	39	8	20.5	Respect
East Berkshire Youth Football League	U9	48	8	16.7	Respect
East Berkshire Youth Football League	U10	61	12	19.7	Respect
East Berkshire Youth Football League	U11	53	7	13.2	Respect

# Windsor and Maidenhead

League	Age Group	No. of Teams in League	No. of Windsor and Maidenhead Teams in League	% of Teams in League Playing in Windsor and Maidenhead	Charter Standard and Respect
East Berkshire Youth Football League	U12	66	8	12.1	Respect
East Berkshire Youth Football League	U13	61	6	9.8	Respect
East Berkshire Youth Football League	U14	38	5	13.2	Respect
East Berkshire Youth Football League	U15	35	5	14.3	Respect
East Berkshire Youth Football League	U16	31	3	9.7	Respect
East Berkshire Youth Football League	U18	14	5	35.7	Respect
East Berkshire Youth Football League	Open Aged	4	1	25.0	Respect
Football Conference	Open Aged	64	1	1.6	Respect
Football Conference Youth League and Cup	U19	34	1	2.9	
Football League Youth Alliance	U8	2	1	50.0	
Football League Youth Alliance	U9	9	1	11.1	
Football League Youth Alliance	U10	10	1	10.0	
Football League Youth Alliance	U11	11	1	9.1	
Football League Youth Alliance	U12	10	1	10.0	
Football League Youth Alliance	U13	10	1	10.0	
Football League Youth Alliance	U14	10	1	10.0	
Football League Youth Alliance	U15	8	1	12.5	
Football League Youth Alliance	U16	15	1	6.7	
Football League Youth Alliance	U18	32	1	3.1	
Friendlies/Tournaments	Open Aged	29	1	3.4	
Friendlies/Tournaments	Veterans	7	1	14.3	
Hellenic Football League	Open Aged	91	5	5.5	Respect
North East Hants Youth Football League	U10	56	2	3.6	
North East Hants Youth Football League	U11	59	1	1.7	
North East Hants Youth Football League	U12	53	1	1.9	
North East Hants Youth Football League	U13	59	1	1.7	
North East Hants Youth Football League	U15	49	3	6.1	
North East Hants Youth Football League	U16	35	1	2.9	
North East Hants Youth Football League	U18	12	1	8.3	
Observer Industrial League	Open Aged	22	1	4.5	
Reading Football League	Open Aged	69	1	1.4	Respect

# Windsor and Maidenhead

League	Age Group	No. of Teams in League	No. of Windsor and Maidenhead Teams in League	% of Teams in League Playing in Windsor and Maidenhead	Charter Standard and Respect
Slough Mini Soccer Friendly Scheme	U7	9	1	11.1	Respect
Slough Mini Soccer Friendly Scheme	U8	14	2	14.3	Respect
Slough Mini Soccer Friendly Scheme	U9	20	5	25.0	Respect
Slough Mini Soccer Friendly Scheme	U10	13	1	7.7	Respect
Slough Mini Soccer Friendly Scheme	U12	2	1	50.0	Respect
Slough Soccer Combination	U11	18	7	38.9	Respect
Slough Soccer Combination	U12	17	4	23.5	Respect
Slough Soccer Combination	U13	10	1	10.0	Respect
Slough Soccer Combination	U14	17	5	29.4	Respect
South Bucks Mini Soccer Conference	U8	31	1	3.2	Respect
South Chiltern Minor League	U9	6	1	16.7	CSL, Respect
South Chiltern Minor League	U11	15	3	20.0	CSL, Respect
South Chiltern Minor League	U13	12	3	25.0	CSL, Respect
South Chiltern Minor League	U15	30	3	10.0	CSL, Respect
South Chiltern Minor League	U16	9	1	11.1	CSL, Respect
Southern League	Open Aged	65	1	1.5	Respect
Southern Region Women's Football League	Open Aged	22	1	4.5	
Surrey County Womens & Girls F.L.	U11	14	1	7.1	Respect
Surrey County Womens & Girls F.L.	U12	20	1	5.0	Respect
Surrey County Womens & Girls F.L.	U14	22	2	9.1	Respect
Surrey County Womens & Girls F.L.	U16	19	1	5.3	Respect
Surrey Primary Youth F.L.	U15	42	1	2.4	CSL, Respect
Surrey Youth F.L.	U16	44	2	4.5	CSL, Respect
Thames Valley Counties Womens League	Open Aged	39	2	5.1	Respect
Thames Valley Sunday League	Open Aged	55	18	32.7	Respect
Wycombe & South Bucks Minor League	U14	39	1	2.6	Respect
Wycombe & South Bucks Minor League	U15	47	1	2.1	Respect
<b>Count of Leagues: 34</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.

# Windsor and Maidenhead

---

## SUMMARY

This report has identified the status of football in Windsor and Maidenhead 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).

# Windsor and Maidenhead

## APPENDIX 1

Table 6 - Summary of football clubs in Windsor and Maidenhead

**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 Ascot		1	0	0	0	1	
Amersham & Wycombe College		1	0	0	0	1	
Ascot United		5	38	27	0	70	Comm.
Ascot United Girls		0	6	1	0	7	
Belmont (Chesham)		2	0	0	0	2	
Berkshire College of Agriculture		2	0	0	0	2	
Boyne Hill		1	0	0	0	1	
Boyne Hill Boys		0	5	2	0	7	
Bray		0	1	0	0	1	Charter
Campion United		1	0	0	0	1	
Castle United		1	0	0	0	1	
Cookham Dean		1	0	0	0	1	
Cookham Dean (Sunday)		1	0	0	0	1	
Cookham Dean Youth		0	1	1	0	2	
Datchet		1	0	0	0	1	
Dedworth Royals		1	0	0	0	1	
Dedworth United	<b>DE</b>	0	0	0	0	0	
Desborough Royals	<b>DE</b>	0	0	0	0	0	
Eton Rifles		1	0	0	0	1	
Flackwell		1	0	0	0	1	
George		1	0	0	0	1	
Ginga		0	0	3	0	3	Charter
Glenn Hoddle Athletic	<b>DE</b>	0	0	0	0	0	
Holyport		2	0	0	0	2	Charter
Holyport Memorial		0	1	2	0	3	Charter
Hurley		2	0	0	0	2	
Maidenhead Boys & Girls		0	25	11	0	36	Charter

# Windsor and Maidenhead

Club Name	Status	10/11 Teams					Charter Standard 10/11
		Adult	Youth All Formats	Mini	Foreign * Team Count	Total This LA	
Maidenhead Magpies		0	8	4	0	12	Charter
Maidenhead Nomads		3	0	0	0	3	
Maidenhead Revolution		2	0	0	0	2	
Maidenhead United		4	1	2	0	7	
Marlow United		0	2	0	2	2	
Meridian		1	0	0	0	1	
Microblast United	DE	0	0	0	0	0	
New Windsor Old Boys		1	0	0	0	1	
New Windsor Youth		0	5	0	0	5	
New Windsor Youth Colts		0	9	6	0	15	
North Hillingdon	DE	0	0	0	0	0	
Old Etonians		3	0	0	0	3	
Old Windsor		4	3	1	0	8	
Pinkneys Green		1	0	0	0	1	
River Church		1	0	0	0	1	
Royal Free		1	0	0	0	1	
Shooting Staines	DE	0	0	0	0	0	
Slough All Stars	DE	0	0	0	0	0	
Sunninghill Saints		0	0	4	0	4	Charter
Swinley		1	0	0	0	1	
Swinley Forest		1	0	0	0	1	
Taplow United Colts	DE	0	0	0	0	0	Comm.
Thames Valley Police		1	0	0	0	1	
UCB		1	0	0	0	1	
Waltham		1	0	0	0	1	
WAM Royals		1	0	0	0	1	
Windsor & Eton		2	2	0	0	4	
Windsor Great Park		2	0	0	0	2	
Windsor Hurricanes	DE	0	0	0	0	0	
Windsor Lions JJA	DE	0	0	0	0	0	
Windsor Royals		0	1	0	0	1	Charter

# Windsor and Maidenhead

---

Club Name	Status	10/11 Teams					Charter Standard 10/11
		Adult	Youth All Formats	Mini	Foreign Team Count *	Total This LA	
Windsor Spartans		1	0	0	0	1	
Windsor United		1	0	0	0	1	
Windsor Wanderers	DE	0	0	0	0	0	
Winkfield		2	0	0	0	2	
Wycombe Wanderers FC		0	7	3	2	10	
<b>Totals</b>		<b>60</b>	<b>115</b>	<b>67</b>	<b>4</b>	<b>242</b>	

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

# Windsor and Maidenhead

## APPENDIX 2

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

### Demographic Profile

According to the mid-2009 population estimate data from the Office for National Statistics, Windsor and Maidenhead has a population of 143,800. 72,914 of Windsor and Maidenhead's population, 50.7%, 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 Windsor and Maidenhead for the population age groups relevant to football.

Table 6: Windsor and Maidenhead relevant population age groups

Population Group	Windsor and Maidenhead Relevant Population		% of Windsor and Maidenhead Relevant Population		England Relevant Population	
	Male	Female	Male	Female	Male	Female
Adult - Aged 16 to 44 Years	28,157	27,374	36.0%	35.0%	36.6%	36.0%
Youth - Aged 10 to 18 Years	8,731	7,291	11.2%	9.3%	9.8%	9.3%
Mini Soccer - Aged 6 to 9 Years	6,779		8.7%		8.5%	

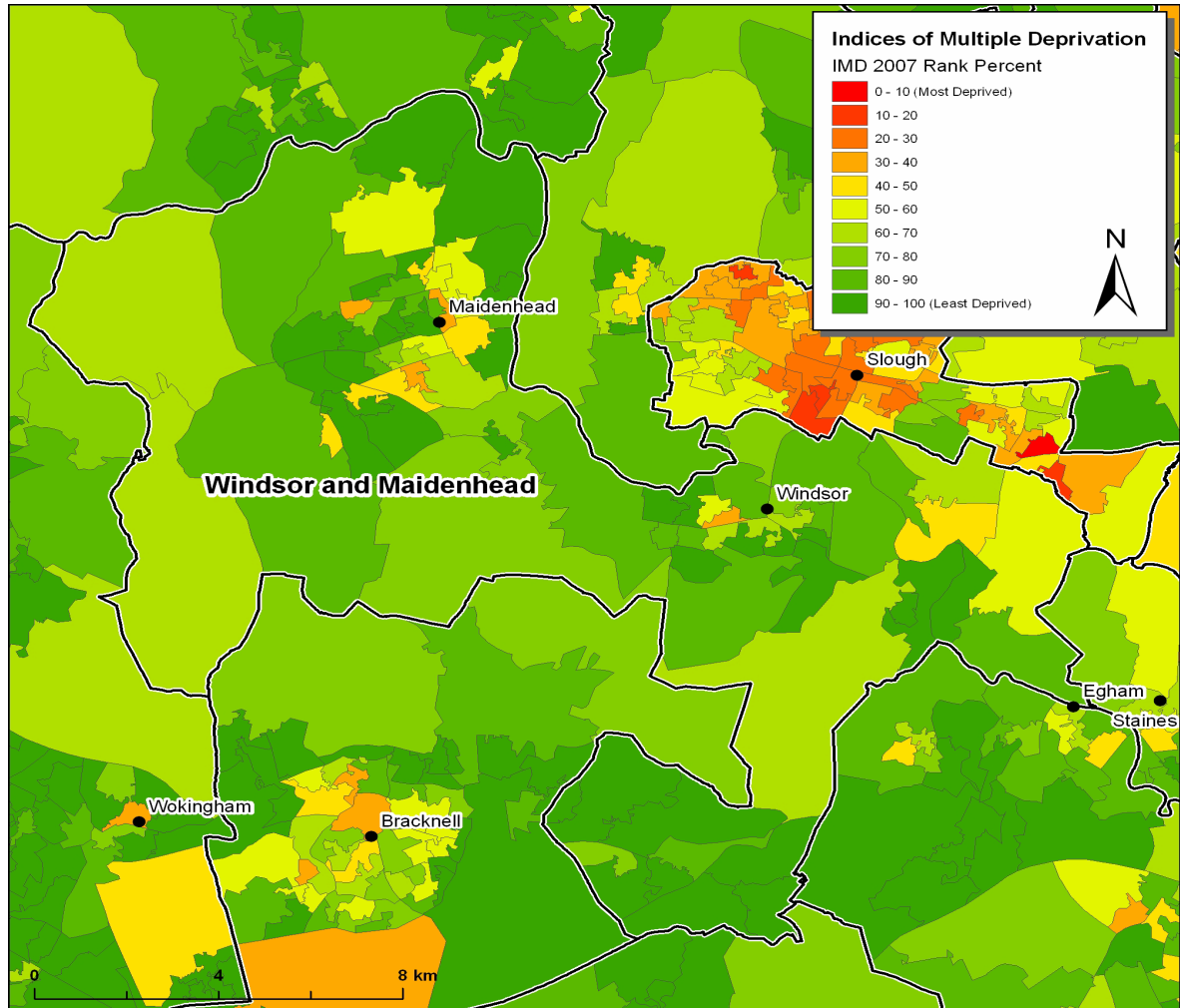
In Windsor and Maidenhead 10.9% of the population come from Ethnic Minority (EM) groups, which is higher than that of England as a whole at 8.8%. The largest EM group in the authority is Indian at 3.3%, followed by Pakistani at 1.9%; the corresponding national averages are 1.9% and 1.2% respectively. (Source: 2001 Census)

# Windsor and Maidenhead

## 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: Windsor and Maidenhead IMD ranking indicating main settlements



# Windsor and Maidenhead

## 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 Windsor and Maidenhead 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
Windsor and Maidenhead	5.7%	
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)

