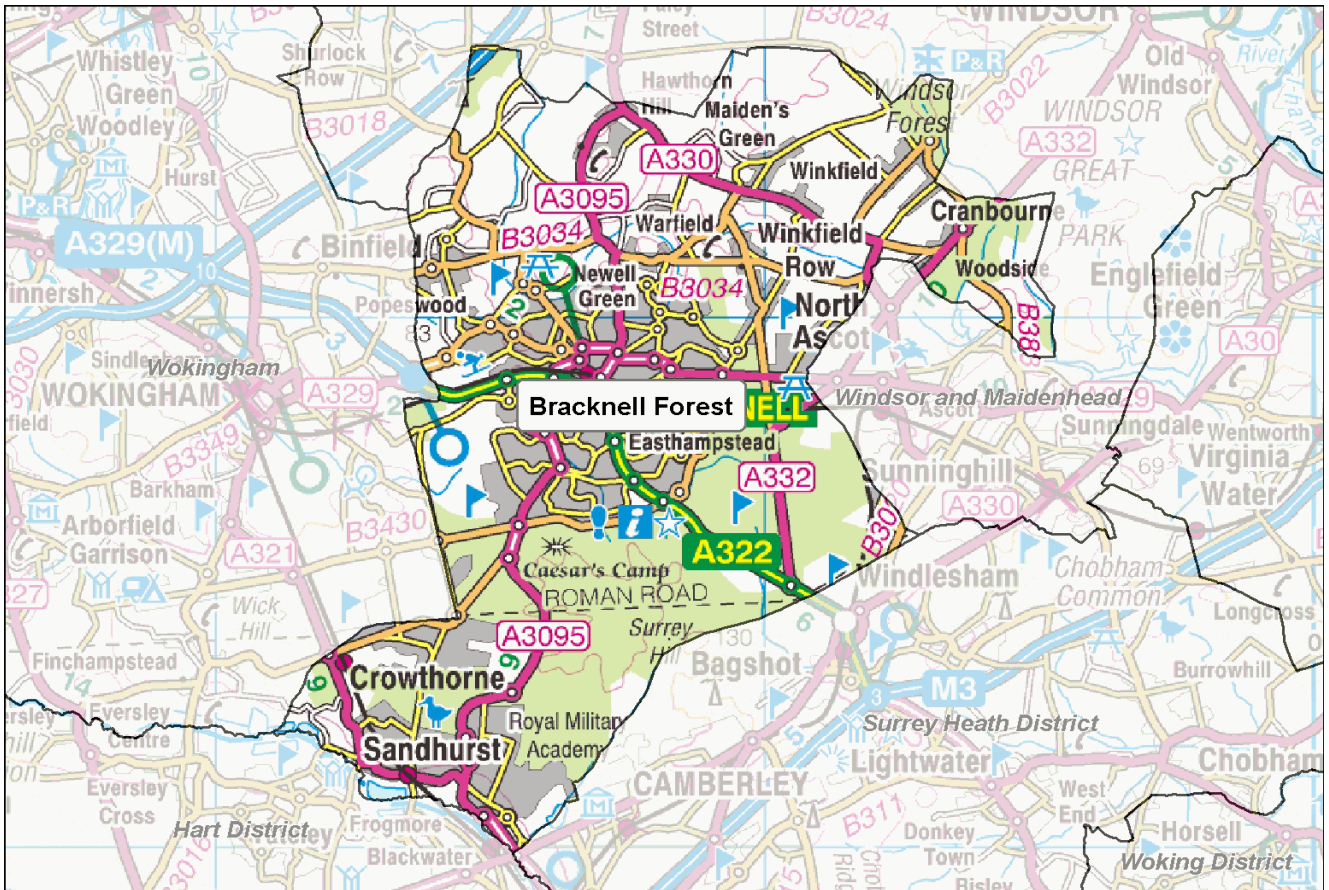


Football Participation Report:

Bracknell Forest

Season 10/11



INTRODUCTION

Football has the highest participation of any team sport in the country - there are over 129,000 affiliated football teams in England, (10/11). The National Game Strategy is The FA's plan for grassroots football between 2008 and 2012 and within this, there is an ambition to grow the game by a further 20,500 teams by 2012.

Over the past 8 years, The FA has invested in significant improvements to the affiliation process which has led to the development of the County Administration System (CAS). CAS allows us to chart participation within each local authority area and this report reflects the latest participation data in your particular area. These reports are freely available and it is hoped that they will be used by local authorities, developers, clubs, leagues and other interested parties to advise current and proposed activities and investments around the game at the local level.

The FA will welcome support and advice from local partners who are similarly interested in sustaining and developing the game. Since the production of the Season 09/10 Local Area Data Reports, significant effort has been put into improving data from the County Administration System (CAS). **In some instances, this has resulted in changes to the 10/11 totals compared to how they appeared in the last version of the report.**

Whilst the data provided is robust it is not claimed to be 100% accurate. There are a number of reasons why some errors will exist and it is critical that errors are reported back to The FA and/or CFAs so we can continually improve the quality of the information available. Please report any errors or omissions to either your local County FA or Data@TheFA.com.

Each year, the County Football Associations and The Football Association will work hard to improve methods for capturing data. As a result, in some circumstances, there may appear to be shifts in participation which are directly due to refined/improved data entry rather than actual growth or decline. Please ensure that in assessing trends, you take advice from your respective County FA.

Changes in this version:

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

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

FOOTBALL KEY FACTS - Bracknell Forest

Demographics

- Bracknell Forest has a population of **115,081** (Mid year estimate, Office for National Statistics, 2009) and is expected to grow to **122,800** by 2018 (Office for National Statistics, 2008).
- **9.0%** of the population in Bracknell Forest come from Ethnic Minority communities compared to a national figure of **8.78%** (Census, 2001).
- **2.9%** 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

- Bracknell Forest has a total of **52** affiliated clubs with a total of **227** teams of which **206** play in Bracknell Forest. There are also **10** small sided teams in Bracknell Forest making a total of **216** teams.
- Of the **216** teams operating in Bracknell Forest, **56 (25.9%)** are adult teams, **107 (49.5%)** are youth teams (all formats), **43 (19.9%)** are Mini-Soccer teams and **10 (4.6%)** are small sided.
- **99.3%** or **149** of the **150** 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 27 teams** overall in Bracknell Forest from season 09/10 to season 10/11.

This comprises:

- an increase of 3 adult teams.
- an increase of 5 youth teams (all formats).
- an increase of 1 Mini-Soccer teams.
- a decrease of 36 small sided teams.

Bracknell Forest

Conversion Rates

The following table and graphs show football conversion rates in the authority compared to Regional and National rates. These are calculated by comparing the number of persons playing football to the relevant population age group.

We estimate the number of individuals playing football by multiplying the number of teams by the average number of players involved in the different forms of football. We assume the following:

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

These numbers are then expressed as a proportion of the relevant population. This creates a percentage of the population at each age group involved in playing football, called a 'conversion rate'. We can then compare these conversion rates to Regional and National averages.

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

Table 1: Teams, players and conversion rates for Bracknell Forest, 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
Bracknell Forest							
No of Teams 10/11	52	4	97	10	43	10	216
No of Teams 09/10	50	3	94	8	42	32	243
Variance	4.0%	33.3%	3.2%	25.0%	2.4%	-68.8%	-11.1%
Players							
Players 10/11	936	72	1,668	174	430	80	3360
Players 09/10	750	45	1,410	120	420	256	3001
Conversion Rate 10/11	3.8%	0.3%	25.1%	2.9%	8.0%	0.3%	5.0%
Conversion Rate 09/10	3.1%	0.2%	31.6%	2.9%	7.0%	1.1%	4.8%
Variance	0.7%	0.1%	-6.5%	-0.1%	1.1%	-0.7%	0.2%
South East							
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%
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.

Bracknell Forest

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

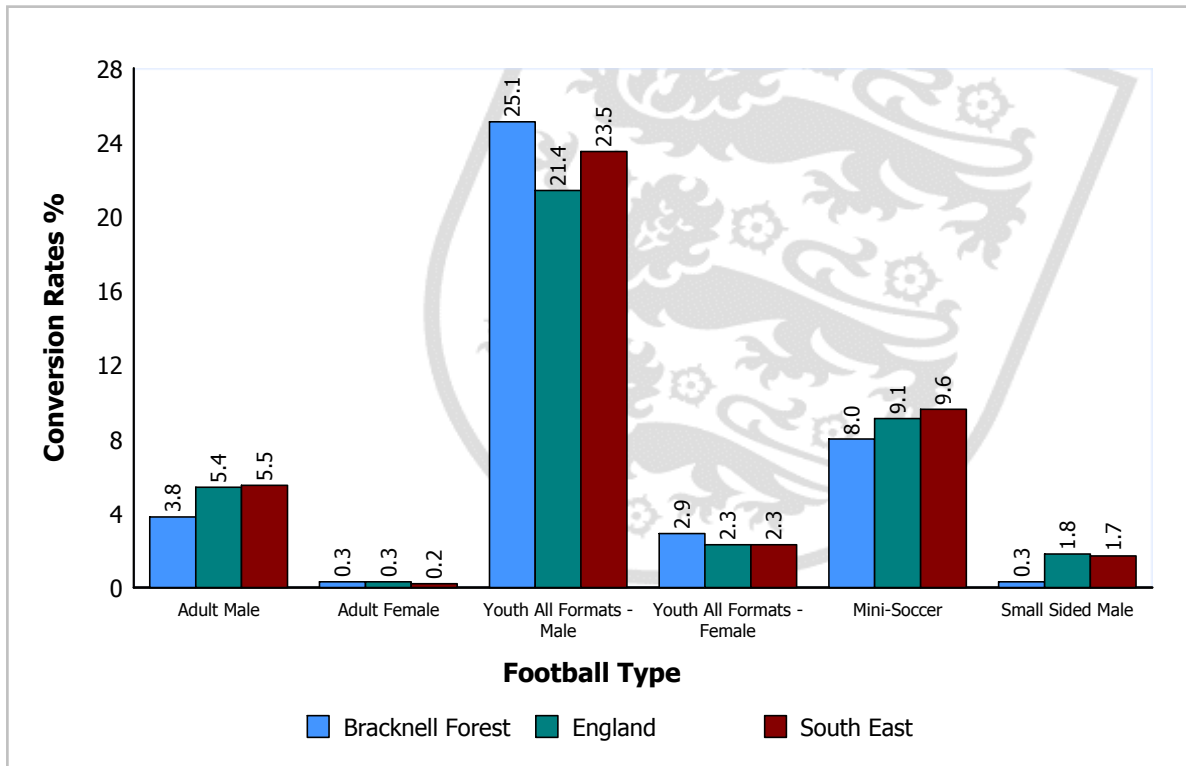
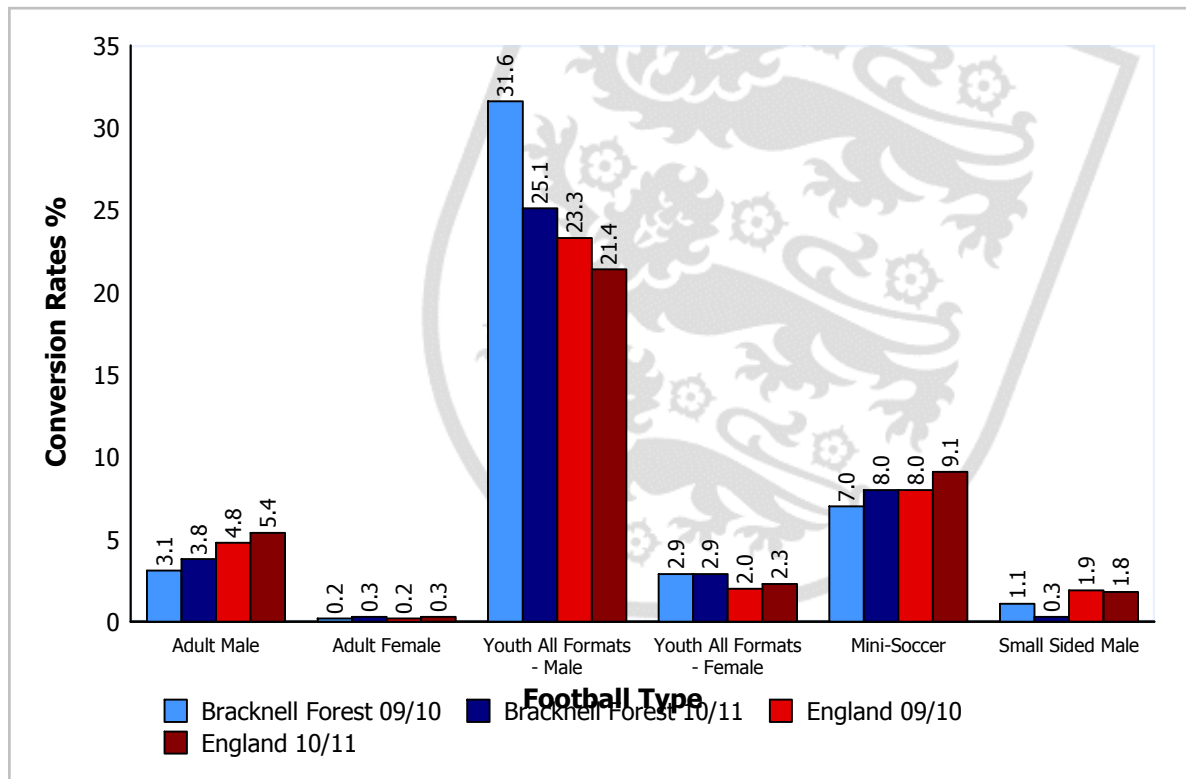


Figure 2: Conversion rate trends for different football types for Bracknell Forest 09/10 and 10/11 as set against national averages.



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

Bracknell Forest

Local Authority Comparison of Conversion Rates

A comparison of conversion rates of Local Authorities can be made between those similar in nature by utilising the National Statistics 2009 Area Classification of Local Authorities (provided by the Office for National Statistics). The classification groups Local Authorities based on population characteristics.

Table 2 below shows the conversion rates for Bracknell Forest compared to those most similar to it, that is, members of the same subgroup:

Aylesbury Vale, Basingstoke and Deane, 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, Windsor and Maidenhead, Woking, Wokingham, Wycombe

Table 2: Comparison of Local Authorities in the same subgroup as Bracknell Forest.

Football Type		Conversion Target ¹	Bracknell Forest Conversion Rate	Variance	Growth Potential ²
Adult 11-a-side	Male	7.3	3.8	-3.5	49
	Female	0.3	0.3	0.0	2
Youth ² (all formats)	Male	28.3	25.1	-3.2	106
	Female	3.0	2.9	-0.2	12
Mini-Soccer	Mixed	11.9	8.0	-3.8	22
Adult Small Sided	Male	2.1	0.3	-1.7	54

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

Bracknell Forest Clubs

- In Bracknell Forest the club to team ratio is 1:4.0 (i.e. each club runs on average 4.0 teams). This compares to a national ratio of 1:2.9 and a regional ratio of 1:3.3.
- 14 of the youth clubs in Bracknell Forest run youth 11-a-side teams only and do not have a mini-soccer team.
- There are 6 clubs fielding both youth and adult teams.
- 84.6% of clubs in Bracknell Forest have adult teams, compared to national and regional averages of 72.5% and 73.7% respectively.
- 79.6% of adult-only clubs in Bracknell Forest have only one team compared to the national average of 76.0%.

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

Charter Standard

Of the 52 clubs in Bracknell Forest, 14 have achieved Charter Standard. The level of status obtained by these clubs is outlined in Table 3.

Table 3: Clubs with Charter Standard in Bracknell Forest

Status	Bracknell Forest		England	
	Number	Percentage	Number	Percentage
Community Club	2	3.9%	515	1.7%
Development Club	3	5.8%	521	1.8%
Charter Standard	9	17.3%	4379	14.7%
Total	14	26.9%	5415	18.2%

In terms of teams, 99.3% 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.

Bracknell Forest

TEAMS

Bracknell Forest Teams

- There are a total of 206 teams playing competitive football in Bracknell Forest excluding small-sided teams.
- According to the CAS data, there are 14 female teams playing in Bracknell Forest. This is 6.8% of the total number of teams.
- The peak youth age is U13, with 19 teams playing at this level.

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

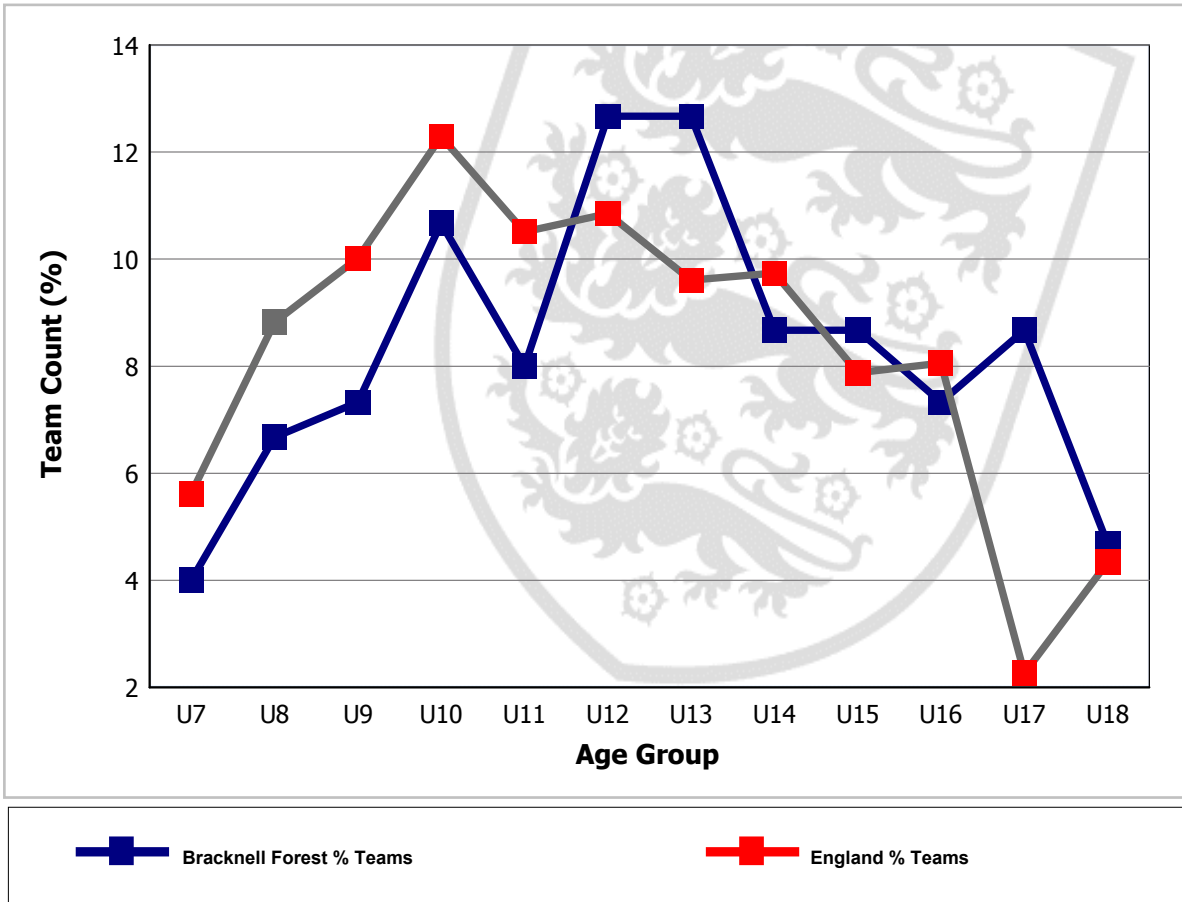
Table 4: Number of teams at each age group

Age Group	Total No. of Teams	No. of Mixed Teams	No. of Male Teams	No. of Female Teams
U7	6	6	0	0
U8	10	10	0	0
U9	11	11	0	0
U10	16	16	0	0
U11	12	0	12	0
U12	19	0	17	2
U13	19	0	17	2
U14	13	0	11	2
U15	13	0	12	1
U16	11	0	10	1
U17	13	0	11	2
U18	7	0	7	0
Open Aged	56	0	52	4
Totals	206	43	149	14

Bracknell Forest

The following figure plots the change in the percentage of youth teams across age groups in Bracknell Forest and highlights a peak number of teams in the U13 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 Bracknell Forest



Bracknell Forest

LEAGUES

Leagues with Bracknell Forest Teams

There are 23 leagues containing teams from Bracknell Forest (see table 5).

- In total 13 of these leagues are adult leagues.
- There are 5 teams in Bracknell Forest that have not been assigned to a league. Where teams have not been assigned to a league, this data could potentially be highlighting teams playing in 'friendlies' only or it could be highlighting data missing from CAS.

Table 5 summarises the main coverage of football in Bracknell Forest, in respect of the age ranges of teams, numbers of teams and leagues in which they participate.

Table 5: League structures in Bracknell Forest

League	Age Group	No. of Teams in League	No. of Bracknell Forest Teams in League	% of Teams in League Playing in Bracknell Forest	Charter Standard and Respect
Aldershot & District Saturday Football League	Open Aged	45	1	2.2	Respect
Allied Counties Youth Football League	U18	40	2	5.0	
Berkshire Youth Development League	U9	36	1	2.8	Respect
Berkshire Youth Development League	U10	38	1	2.6	Respect
Berkshire Youth Development League	U11	36	1	2.8	Respect
Berkshire Youth Development League	U12	25	1	4.0	Respect
BOBI	Open Aged	26	1	3.8	CSL, Respect
Bracknell & District Boys League	Open Aged	1	1	100.0	
Bracknell Town & District Sunday League	Open Aged	56	29	51.8	Respect
Camberley & District Sunday F.L.	Open Aged	47	2	4.3	Respect
Combined Counties Football League & Youth Cup	Open Aged	55	1	1.8	Respect
East Berks Football League	Open Aged	67	5	7.5	
East Berks Intermediate Competition	U13	1	1	100.0	
East Berks Junior League	U7	1	1	100.0	
East Berks Junior League	U8	2	2	100.0	
East Berks Junior League	U9	1	1	100.0	
East Berks Junior League	U10	3	2	66.7	
East Berks Junior League	U11	1	1	100.0	
East Berks Junior League	U14	1	1	100.0	
East Berks Junior League	U15	2	1	50.0	

Bracknell Forest

League	Age Group	No. of Teams in League	No. of Bracknell Forest Teams in League	% of Teams in League Playing in Bracknell Forest	Charter Standard and Respect
East Berks Junior League	U17	1	1	100.0	
East Berkshire Youth Football League	U7	27	4	14.8	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	13	21.3	Respect
East Berkshire Youth Football League	U11	53	9	17.0	Respect
East Berkshire Youth Football League	U12	66	15	22.7	Respect
East Berkshire Youth Football League	U13	61	15	24.6	Respect
East Berkshire Youth Football League	U14	38	9	23.7	Respect
East Berkshire Youth Football League	U15	35	9	25.7	Respect
East Berkshire Youth Football League	U16	31	8	25.8	Respect
East Berkshire Youth Football League	U17	18	7	38.9	Respect
East Berkshire Youth Football League	U18	14	3	21.4	Respect
Friendlies/Tournaments	U7	9	1	11.1	
Friendlies/Tournaments	Open Aged	29	2	6.9	
Hellenic Football League	Open Aged	91	4	4.4	Respect
North East Hants Youth Football League	U11	59	1	1.7	
North East Hants Youth Football League	U12	53	2	3.8	
North East Hants Youth Football League	U13	59	3	5.1	
North East Hants Youth Football League	U14	47	1	2.1	
North East Hants Youth Football League	U15	49	1	2.0	
North East Hants Youth Football League	U16	35	2	5.7	
North East Hants Youth Football League	U17	28	5	17.9	
Reading Football League	Open Aged	69	4	5.8	Respect
South Chiltern Minor League	U12	9	1	11.1	CSL, Respect
Southern Region Women's Football League	Open Aged	22	1	4.5	
Southern Youth League	U18	35	1	2.9	Respect
Suburban Football League	Open Aged	57	1	1.8	Respect
Surrey County Womens & Girls F.L.	U14	22	1	4.5	Respect
Surrey County Womens & Girls F.L.	U15	17	1	5.9	Respect
Surrey Youth F.L.	U15	42	1	2.4	CSL, Respect

Bracknell Forest

League	Age Group	No. of Teams in League	No. of Bracknell Forest Teams in League	% of Teams in League Playing in Bracknell Forest	Charter Standard and Respect
Thames Valley Counties Womens League	Open Aged	39	3	7.7	Respect
Count of Leagues: 23					

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 Bracknell Forest for 10/11 season. The report is part of an ongoing process that will allow the data to be updated and used in the development of football locally.

In closing The Football Association would like to thank you for any feedback that you may have on this report. Please convey any errors or omissions to either your local County FA or Data@TheFA.com.

Bracknell Forest

APPENDIX 1

Table 6 - Summary of football clubs in Bracknell Forest

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

SS - Refers to Clubs with only Small Sided teams

Club Name	Status	10/11 Teams					Charter Standard 10/11
		Adult	Youth All Formats	Mini	* Foreign Team Count	Total This LA	
AC Berkshire		1	0	0	0	1	
Admiral Cunningham		2	0	0	0	2	
AFC Ascot	DE	0	0	0	0	0	
AFC Dukes		1	0	0	0	1	
AFC Warfield		0	5	1	0	6	Charter
Bagshot Road		2	0	0	0	2	
Binfield		2	17	6	0	25	Comm.
Birch Hill	DE	0	0	0	0	0	
Bmw	DE	0	0	0	0	0	
Bracknell Badgers		1	0	0	0	1	
Bracknell Cavaliers Old Boys		1	0	0	0	1	
Bracknell Celtic		0	3	0	0	3	Charter
Bracknell CMHT		1	0	0	0	1	
Bracknell Forest		1	0	0	0	1	
Bracknell Manics		2	0	0	0	2	
Bracknell Rovers		2	1	1	0	4	Charter
Bracknell Royals		1	0	0	0	1	
Bracknell Town		1	1	0	0	2	Comm.
Bracknell Town JFC		0	4	3	0	7	Comm.
Bracknell Town Ladies		2	0	0	0	2	Charter
Braybrooke		1	0	0	0	1	
Bridge		1	0	0	0	1	
Calfridus Wanderers		1	0	0	0	1	
Crusaders Boys & Girls		0	9	6	0	15	Charter
Dynamos J		0	8	2	0	10	Charter
Elm Park		0	1	0	0	1	Charter
FB Muchachos		1	0	0	0	1	

Bracknell Forest

Club Name	Status	10/11 Teams					Charter Standard 10/11
		Adult	Youth All Formats	Mini	Foreign * Team Count	Total This LA	
FC Bracknell		2	14	4	0	20	Charter
Fc Fernhill		1	0	0	0	1	
FC Goose		1	0	0	0	1	
Fc Priestwood	DE	0	0	0	0	0	
FC Rapids		1	0	0	0	1	
Holyport Veterans	DE	0	0	0	0	0	
Hope Crowthorne		1	0	0	0	1	
Inter		2	0	0	0	2	
Jubilee		1	0	0	0	1	
NMR Corinthians		1	0	0	0	1	
Old Manor		1	0	0	0	1	
Predators		1	0	0	0	1	
Prince		1	0	0	0	1	
Red Star		1	0	0	0	1	
REME (Arborfield)		1	0	0	0	1	
Royal Berkshire FS	DE	0	0	0	0	0	
Sandhurst Devels		4	0	0	0	4	
Sandhurst Sports		1	0	0	0	1	
Sandhurst Sports Club		1	0	0	0	1	
Sandhurst Town		2	1	0	0	3	
Sandhurst Town Boys & Girls		1	25	11	0	37	Devel.
Silver Birch Rangers		1	0	0	0	1	
Sunninghill		1	0	0	0	1	
Syngenta (Jealotts Hill)	DE	0	0	0	0	0	
Warfield United		1	0	0	0	1	
Whitegrove		0	14	8	0	22	Charter
William Twigg Albion		1	0	0	0	1	
William Twigg Vets		1	0	0	0	1	
Winkfield	DE	0	0	0	0	0	
Winkfield Sports		1	0	0	0	1	
Wokingham & Bracknell		0	4	1	0	5	Devel.

Bracknell Forest

Club Name	Status	10/11 Teams					Charter Standard 10/11
		Adult	Youth All Formats	Mini	Foreign Team Count *	Total This LA	
Wokingham & Emmbrook		1	0	0	21	1	Devel.
Wokingham Wanderers (Bracknell)		1	0	0	0	1	
Totals		56	107	43	21	206	

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

Bracknell Forest

APPENDIX 2

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

Demographic Profile

According to the mid-2009 population estimate data from the Office for National Statistics, Bracknell Forest has a population of 115,081. 57,901 of Bracknell Forest's population, 50.3%, 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 Bracknell Forest for the population age groups relevant to football.

Table 6: Bracknell Forest relevant population age groups

Population Group	Bracknell Forest Relevant Population		% of Bracknell Forest Relevant Population		England Relevant Population	
	Male	Female	Male	Female	Male	Female
Adult - Aged 16 to 44 Years	24,591	24,172	36.8%	36.2%	36.6%	36.0%
Youth - Aged 10 to 18 Years	6,643	6,075	9.9%	9.1%	9.8%	9.3%
Mini Soccer - Aged 6 to 9 Years	5,369		8.0%		8.5%	

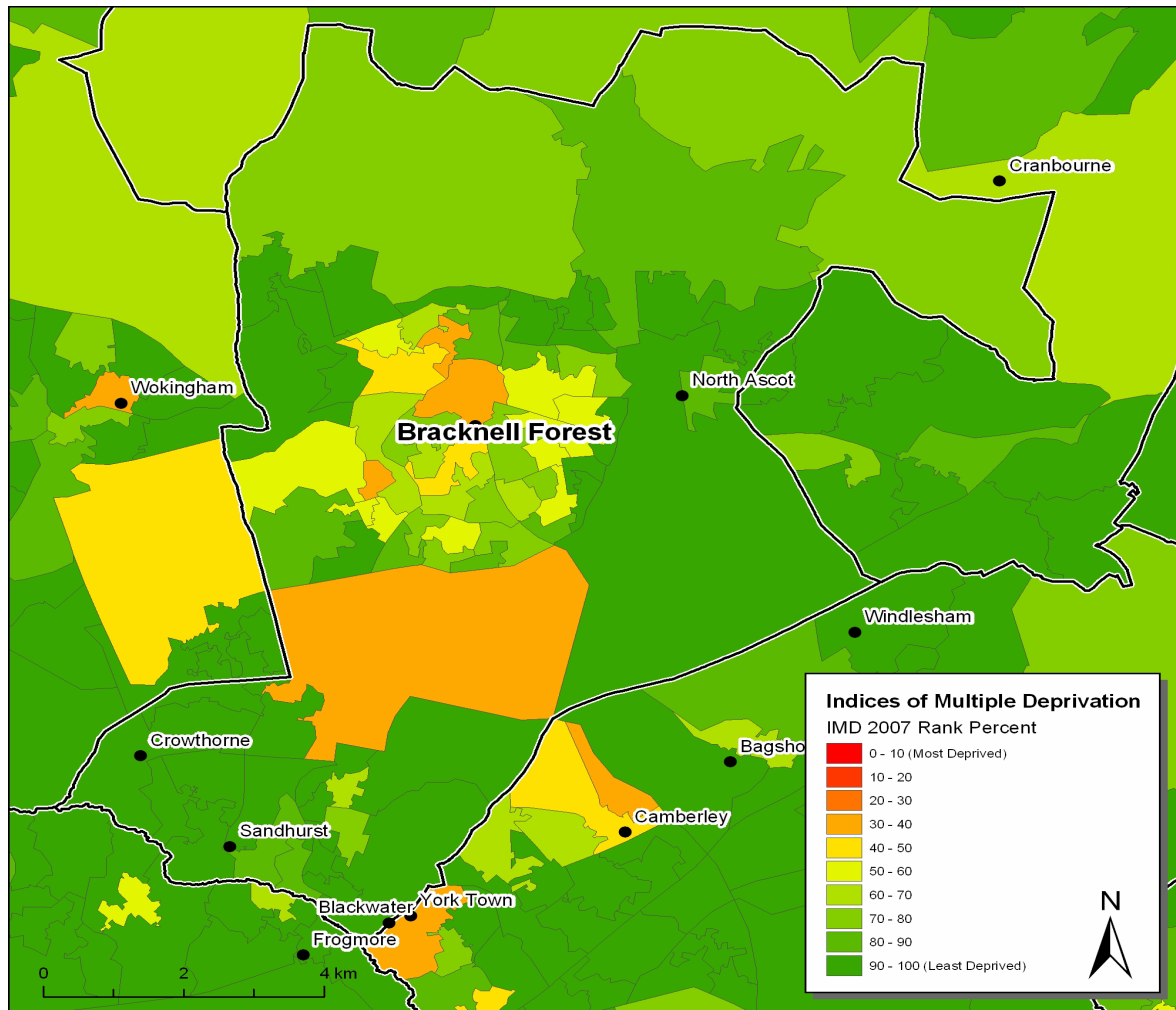
In Bracknell Forest 9.0% of the population come from Ethnic Minority (EM) groups, which is higher than that of England as a whole at 8.8%. The largest EM group in the authority is Indian at 2.6%, followed by African at 1.0%; the corresponding national averages are 1.9% and 1.0% respectively. (Source: 2001 Census)

Bracknell Forest

Index of Multiple Deprivation (IMD)

The Index of Multiple Deprivation (2007) provides a nationally accepted means by which to identify the levels of deprivation in England.

Figure 5: Bracknell Forest IMD ranking indicating main settlements



Bracknell Forest

Active People Survey Data

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

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

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

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

	APS 4 - Football	
	1 x month	1 x week
Bracknell Forest	4.9%	2.9%
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

