

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 - Vale of White Horse

Demographics

- Vale of White Horse has a population of **118,719** (Mid year estimate, Office for National Statistics, 2009) and is expected to grow to **124,000** by 2018 (Office for National Statistics, 2008).
- **5.5%** of the population in Vale of White Horse come from Ethnic Minority communities compared to a national figure of **8.78%** (Census, 2001).
- **3.8%** 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

- Vale of White Horse has a total of **54** affiliated clubs with a total of **227** teams of which **227** play in Vale of White Horse. There are also **0** small sided teams in Vale of White Horse making a total of **227** teams.
- Of the **227** teams operating in Vale of White Horse, **69 (30.4%)** are adult teams, **104 (45.8%)** are youth teams (all formats), **54 (23.8%)** are Mini-Soccer teams and **0 (0.0%)** are small sided.
- **72.8%** or **115** of the **158** 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 10 teams** overall in Vale of White Horse from season 09/10 to season 10/11.

This comprises:

- a decrease of 4 adult teams.
- an increase of 7 youth teams (all formats).
- a decrease of 2 Mini-Soccer teams.
- a decrease of 11 small sided teams.

Vale of White Horse

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 Vale of White Horse, 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
Vale of White Horse							
No of Teams 10/11	64	5	97	7	54	0	227
No of Teams 09/10	70	3	89	8	56	0	237
Variance	-8.6%	66.7%	9.0%	-12.5%	-3.6%	0.0%	-4.2%
Players 10/11	1,152	90	1,670	105	540	0	3557
Players 09/10	1,050	45	1,335	120	560	0	3110
Conversion Rate 10/11	5.4%	0.4%	22.8%	1.9%	9.6%	0.0%	5.9%
Conversion Rate 09/10	4.9%	0.2%	30.4%	2.8%	9.3%	0.0%	5.4%
Variance	0.5%	0.2%	-7.6%	-0.9%	0.3%	0.0%	0.5%
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.

Vale of White Horse

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

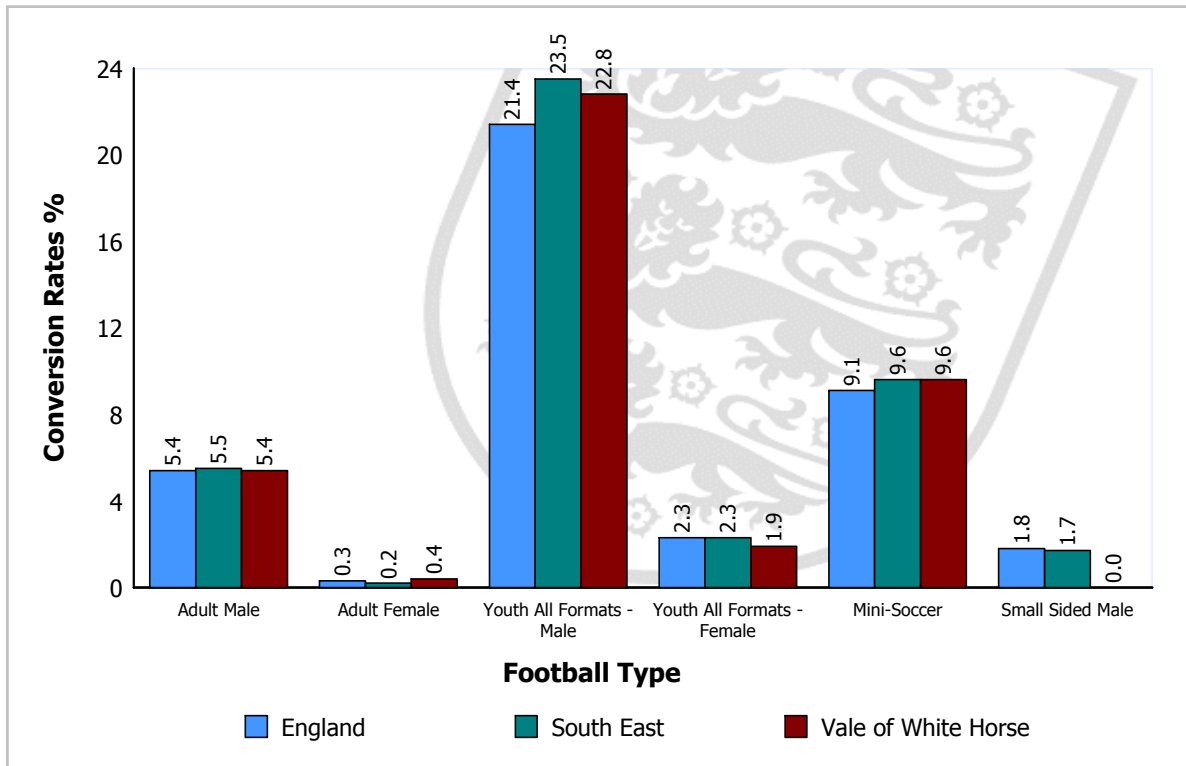
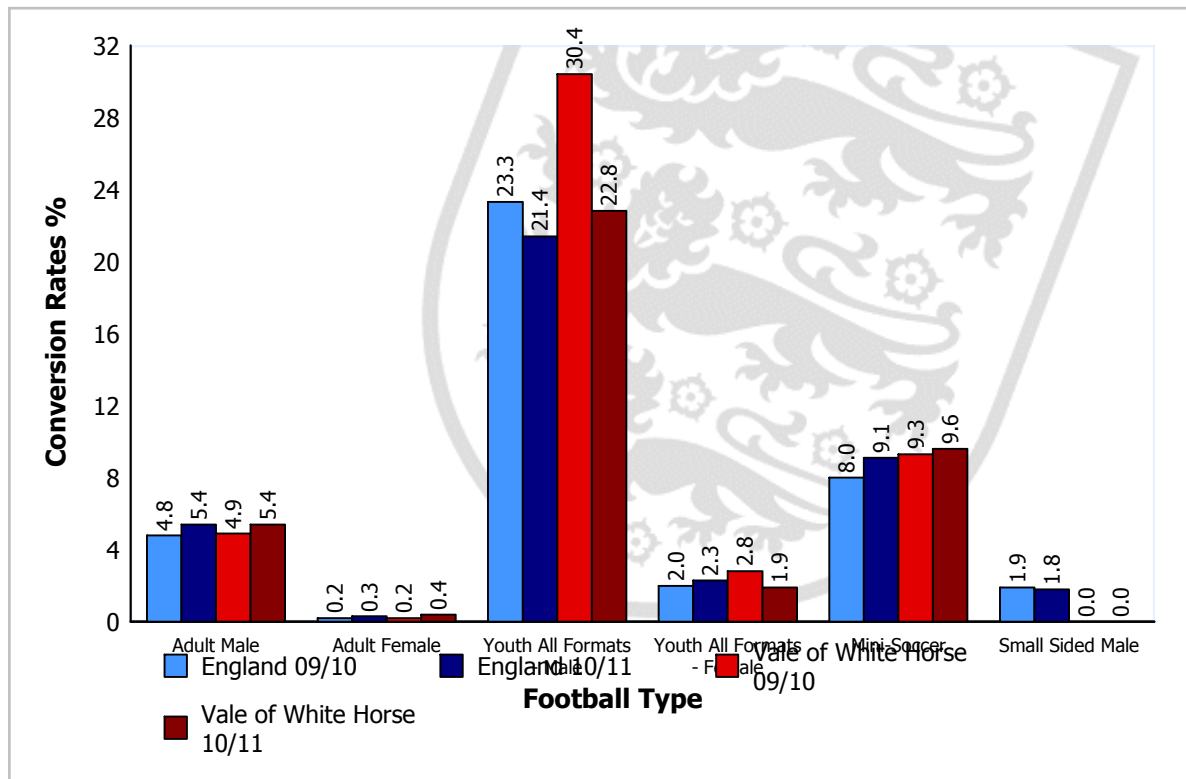


Figure 2: Conversion rate trends for different football types for Vale of White Horse 09/10 and 10/11 as set against national averages.



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

Vale of White Horse

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 Vale of White Horse 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, Waverley, West Berkshire, Winchester, Windsor and Maidenhead, Woking, Wokingham, Wycombe

Table 2: Comparison of Local Authorities in the same subgroup as Vale of White Horse.

Football Type		Conversion Target ¹	Vale of White Horse Conversion Rate	Variance	Growth Potential ²
Adult 11-a-side	Male	7.3	5.4	-1.9	24
	Female	0.3	0.4	0.1	0
Youth ² (all formats)	Male	28.3	22.8	-5.5	117
	Female	3.0	1.9	-1.2	11
Mini-Soccer	Mixed	11.9	9.6	-2.3	14
Adult Small Sided	Male	2.1	0.0	-2.1	56

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

Vale of White Horse Clubs

- In Vale of White Horse the club to team ratio is 1:4.2 (i.e. each club runs on average 4.2 teams). This compares to a national ratio of 1:2.9 and a regional ratio of 1:3.3.
- 29 of the youth clubs in Vale of White Horse run youth 11-a-side teams only and do not have a mini-soccer team.
- There are 10 clubs fielding both youth and adult teams.
- 64.8% of clubs in Vale of White Horse have adult teams, compared to national and regional averages of 72.5% and 73.7% respectively.
- 42.9% of adult-only clubs in Vale of White Horse have only one team compared to the national average of 76.0%.

Appendix 1 shows Vale of White Horse 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 54 clubs in Vale of White Horse, 15 have achieved Charter Standard. The level of status obtained by these clubs is outlined in Table 3.

Table 3: Clubs with Charter Standard in Vale of White Horse

Status	Vale of White Horse		England	
	Number	Percentage	Number	Percentage
Community Club	1	1.9%	515	1.7%
Development Club	1	1.9%	521	1.8%
Charter Standard	13	24.1%	4379	14.7%
Total	15	27.8%	5415	18.2%

In terms of teams, 72.8% 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.

Vale of White Horse

TEAMS

Vale of White Horse Teams

- There are a total of 227 teams playing competitive football in Vale of White Horse excluding small-sided teams.
- According to the CAS data, there are 12 female teams playing in Vale of White Horse. This is 5.3% of the total number of teams.
- The peak youth age is U11, with 23 teams playing at this level.

Table 4 shows the number of Vale of White Horse based teams for each form of football.

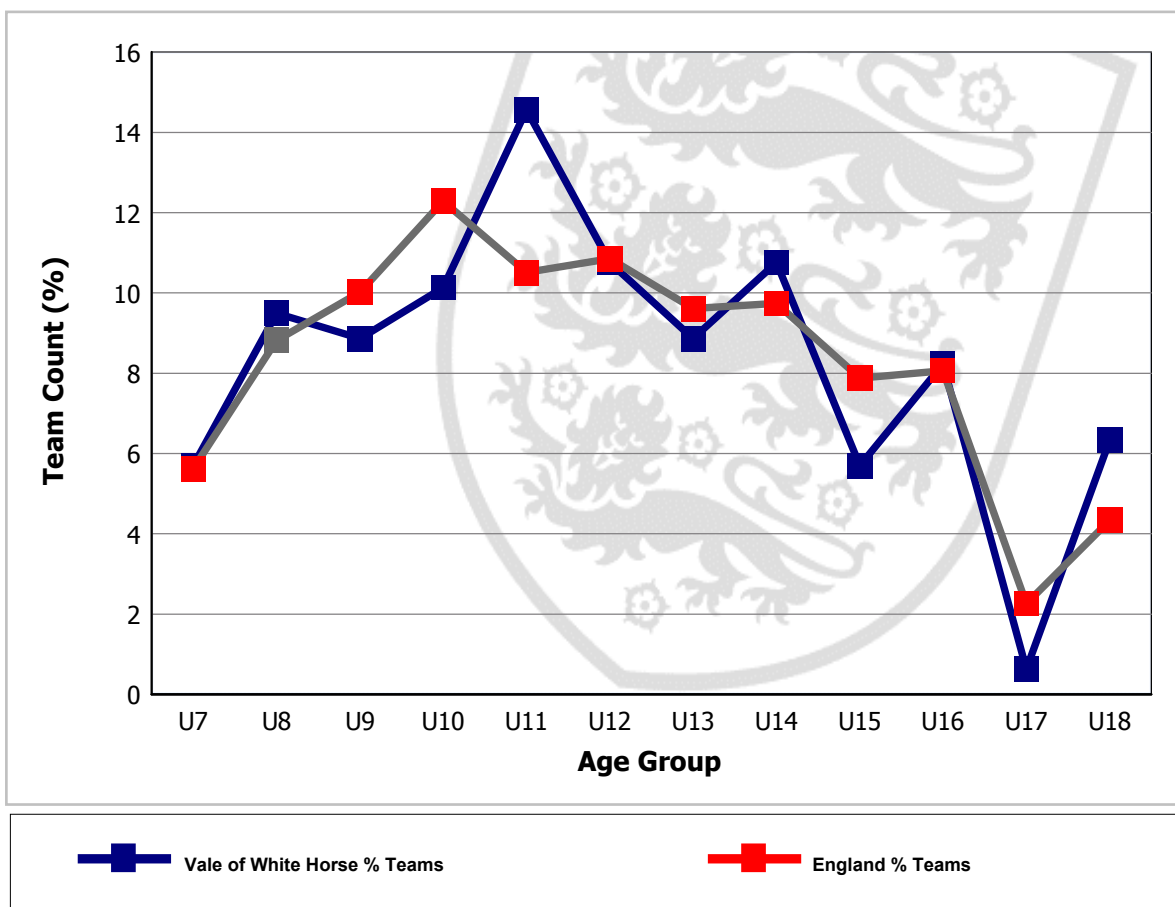
Table 4: Number of teams at each age group

Age Group	Total No. of Teams	No. of Mixed Teams	No. of Male Teams	No. of Female Teams
U7	9	9	0	0
U8	15	15	0	0
U9	14	14	0	0
U10	16	16	0	0
U11	23	0	22	1
U12	17	0	16	1
U13	14	0	12	2
U14	17	0	15	2
U15	9	0	9	0
U16	13	0	12	1
U17	1	0	1	0
U18	10	0	10	0
U19	1	0	1	0
Open Aged	66	0	61	5
Veterans	2	0	2	0
Totals	227	54	161	12

Vale of White Horse

The following figure plots the change in the percentage of youth teams across age groups in Vale of White Horse 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 Vale of White Horse



Vale of White Horse

LEAGUES

Leagues with Vale of White Horse Teams

There are 14 leagues containing teams from Vale of White Horse (see table 5).

- In total 7 of these leagues are adult leagues.
- There are 5 teams in Vale of White Horse 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 Vale of White Horse, in respect of the age ranges of teams, numbers of teams and leagues in which they participate.

Table 5: League structures in Vale of White Horse

League	Age Group	No. of Teams in League	No. of Vale of White Horse Teams in League	% of Teams in League Playing in Vale of White Horse	Charter Standard and Respect
Allied Counties Youth Football League	U18	40	2	5.0	
Berkshire Youth Development League	U11	36	1	2.8	Respect
Friendlies/Tournaments	U7	9	4	44.4	
Friendlies/Tournaments	U8	6	3	50.0	
Friendlies/Tournaments	Open Aged	29	2	6.9	
Hellenic Football League	Open Aged	91	11	12.1	Respect
Hellenic Football League	Veterans	14	2	14.3	Respect
North Berks League	Open Aged	59	36	61.0	Respect
North Wilts. And District Youth & Minor Football League	U7	18	1	5.6	CSL, Respect
North Wilts. And District Youth & Minor Football League	U8	26	1	3.8	CSL, Respect
North Wilts. And District Youth & Minor Football League	U9	34	1	2.9	CSL, Respect
North Wilts. And District Youth & Minor Football League	U10	39	1	2.6	CSL, Respect
North Wilts. And District Youth & Minor Football League	U11	41	1	2.4	CSL, Respect
North Wilts. And District Youth & Minor Football League	U12	33	1	3.0	CSL, Respect
North Wilts. And District Youth & Minor Football League	U13	33	1	3.0	CSL, Respect
North Wilts. And District Youth & Minor Football League	U14	32	1	3.1	CSL, Respect
North Wilts. And District Youth & Minor Football League	U16	26	1	3.8	CSL, Respect
Oxford Boys' League	U7	9	3	33.3	Respect
Oxford Boys' League	U8	31	10	32.3	Respect
Oxford Boys' League	U9	29	12	41.4	Respect

Vale of White Horse

League	Age Group	No. of Teams in League	No. of Vale of White Horse Teams in League	% of Teams in League Playing in Vale of White Horse	Charter Standard and Respect
Oxford Boys' League	U10	35	13	37.1	Respect
Oxford Boys' League	U11	41	17	41.5	Respect
Oxford Boys' League	U12	36	13	36.1	Respect
Oxford Boys' League	U13	30	9	30.0	Respect
Oxford Boys' League	U14	30	13	43.3	Respect
Oxford Boys' League	U15	23	9	39.1	Respect
Oxford Boys' League	U16	5	4	80.0	Respect
Oxford Mail Girls Football League	U11	8	1	12.5	CSL, Respect
Oxford Mail Girls Football League	U12	13	1	7.7	CSL, Respect
Oxford Mail Girls Football League	U13	9	1	11.1	CSL, Respect
Oxford Mail Girls Football League	U14	15	3	20.0	CSL, Respect
Oxfordshire Invitation Youth League	U13	1	1	100.0	CSL, Respect
Oxfordshire Invitation Youth League	U16	31	7	22.6	CSL, Respect
Oxfordshire Invitation Youth League	U17	5	1	20.0	CSL, Respect
Oxfordshire Invitation Youth League	U18	22	8	36.4	CSL, Respect
Reading & District Sunday League	Open Aged	121	1	0.8	
Southern League	Open Aged	65	2	3.1	Respect
Thames Valley Counties Womens League	Open Aged	39	5	12.8	Respect
Upper Thames Valley League (Autotype)	Open Aged	48	9	18.8	Respect
Witney & Dist. Yth' League	U9	33	1	3.0	Respect
Witney & Dist. Yth' League	U10	36	2	5.6	Respect
Witney & Dist. Yth' League	U11	36	3	8.3	Respect
Witney & Dist. Yth' League	U12	35	2	5.7	Respect
Witney & Dist. Yth' League	U13	32	1	3.1	Respect
Count of Leagues: 14					

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.

Vale of White Horse

SUMMARY

This report has identified the status of football in Vale of White Horse 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.

Vale of White Horse

APPENDIX 1

Table 6 - Summary of football clubs in Vale of White Horse

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	
AAFC Henley		1	0	0	0	1	
Abingdon & Witney College		1	0	0	0	1	
Abingdon Colts		0	1	0	0	1	
Abingdon Exiles		1	0	0	0	1	
Abingdon Knights		1	0	0	0	1	
Abingdon Town		3	5	0	0	8	
Abingdon United		2	1	1	0	4	
Abingdon Youth		0	5	5	0	10	Charter
Appleton Stars		2	0	0	0	2	
Ardington & Lockinge		0	2	3	0	5	
Ardington & Lockinge Seniors		2	0	0	0	2	
Baytree (Grove)	DE	0	0	0	0	0	
Blewbury	DE	0	0	0	0	0	
Blewbury Buccaneers		0	1	0	0	1	
Botley Boys & Girls		0	3	1	0	4	
Brightwell		1	0	0	0	1	
Challow United		2	0	0	0	2	
Charney Rangers		0	1	0	0	1	
Childrey Old Has Beens		1	0	0	0	1	
Childrey United		1	0	0	0	1	
Childrey Youth		0	1	1	0	2	Charter
Cholsey Bluebirds		0	6	2	0	8	Charter
Cholsey United		1	0	0	0	1	
Cumnor Minors		0	7	4	0	11	Charter
Didcot Casuals		5	10	6	0	21	Charter
Didcot Town		3	3	0	0	6	Devel.
Didcot Town Youth		0	8	5	0	13	Devel.

Vale of White Horse

Club Name	Status	10/11 Teams					Charter Standard 10/11
		Adult	Youth All Formats	Mini	Foreign * Team Count	Total This LA	
Drayton		2	2	1	0	5	
East Hendred AFC		2	0	0	0	2	
Faringdon Town		3	3	2	0	8	Charter
Grove Challengers		0	3	3	0	6	Comm.
Grove Rangers		2	0	0	0	2	Comm.
Hagbourne United		2	0	0	0	2	Charter
Hanney United		2	0	0	0	2	
Hanney Youth		0	2	1	0	3	
Harwell and Hendred Youth		0	5	3	0	8	Charter
Harwell International		2	0	0	0	2	
JP's @ Milton United	DE	0	0	0	0	0	
Kingston Colts		0	2	2	0	4	
Letcombe		2	1	0	0	3	Charter
Old Woodstock Town	DE	0	0	0	0	0	Charter
Oxford And Cherwell Valley College	DE	0	0	0	0	0	
Oxford And Cherwell Valley College Ladies	DE	0	0	0	0	0	
Radley Youth		0	7	1	0	8	
Reading FC	DE	0	0	0	0	0	
RM		1	0	0	0	1	
Rutherford		1	0	0	0	1	
Sandman	DE	0	0	0	0	0	
Saxton Rovers		2	0	0	0	2	
Saxton Rovers Youth		0	1	0	0	1	Charter
Shrivenham		4	5	4	0	13	Charter
St Edmunds		1	6	3	0	10	Charter
Stanford-in-The-Vale		3	0	3	0	6	
Steventon		2	0	0	0	2	
Steventon Boys		0	2	1	0	3	
Sutton Courtenay		2	0	0	0	2	
Sutton Revolution		1	0	0	0	1	
Uffington United		2	0	0	0	2	Charter

Vale of White Horse

Club Name	Status	10/11 Teams					Charter Standard 10/11
		Adult	Youth All Formats	Mini	Foreign Team Count *	Total This LA	
Wantage Concorde		0	5	2	0	7	Comm.
Wantage Girls		0	2	0	0	2	Comm.
Wantage Town		4	4	0	0	8	Comm.
White Horse (Abingdon)	DE	0	0	0	0	0	
Wootton & Dry Sandford United		2	0	0	0	2	
Totals		69	104	54	0	227	

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

Vale of White Horse

APPENDIX 2

This section provides a brief overview of Vale of White Horse's population structure and characteristics.

Demographic Profile

According to the mid-2009 population estimate data from the Office for National Statistics, Vale of White Horse has a population of 118,719. 59,748 of Vale of White Horse'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 Vale of White Horse for the population age groups relevant to football.

Table 6: Vale of White Horse relevant population age groups

Population Group	Vale of White Horse Relevant Population		% of Vale of White Horse Relevant Population		England Relevant Population	
	Male	Female	Male	Female	Male	Female
Adult - Aged 16 to 44 Years	21,277	20,605	35.2%	34.1%	36.6%	36.0%
Youth - Aged 10 to 18 Years	7,327	5,589	12.1%	9.3%	9.8%	9.3%
Mini Soccer - Aged 6 to 9 Years	5,638		9.3%		8.5%	

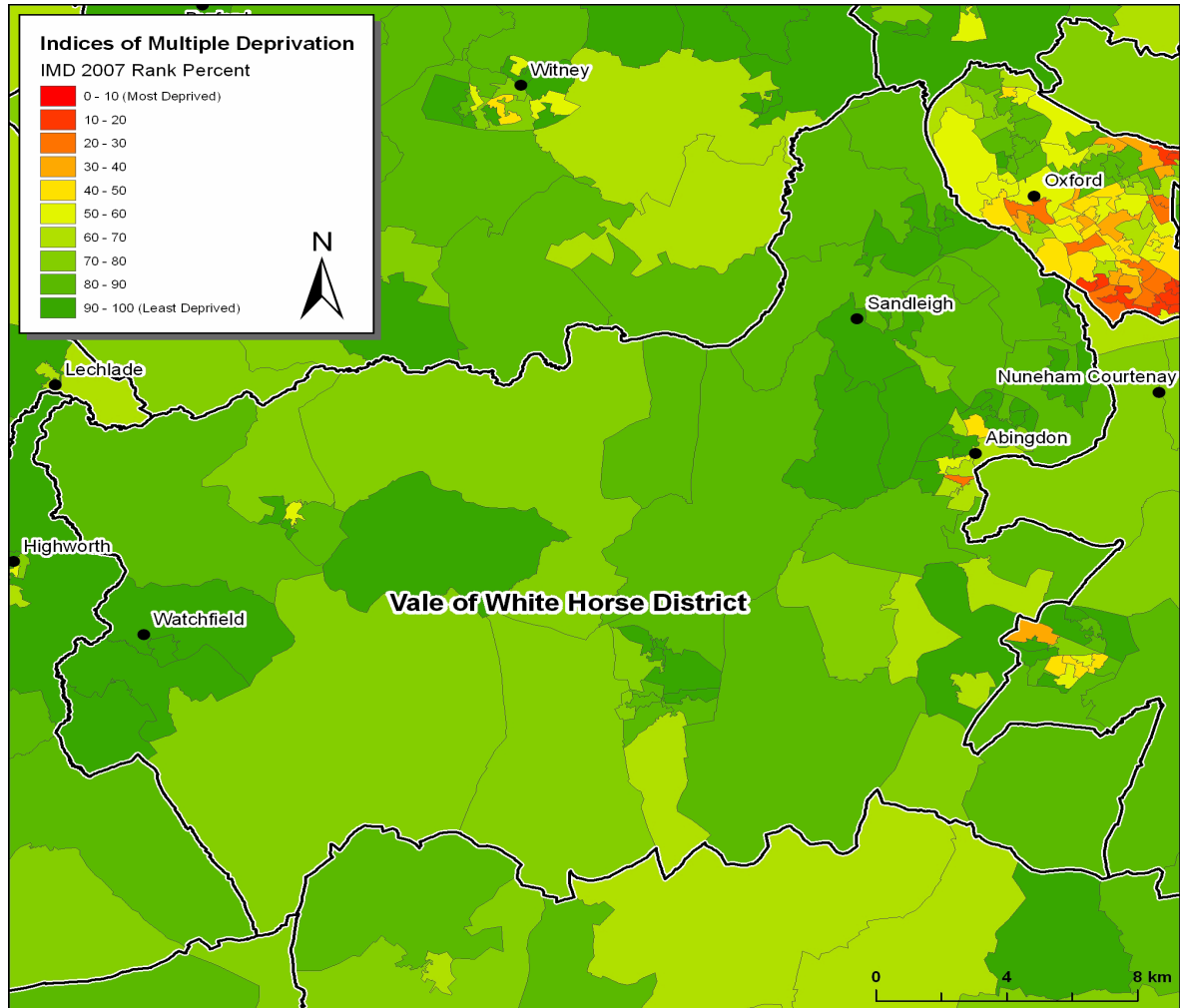
In Vale of White Horse 5.5% of the population come from Ethnic Minority (EM) groups, which is lower than that of England as a whole at 8.8%. The largest EM group in the authority is Indian at 0.9%, followed by Other Ethnic Group at 0.6%; the corresponding national averages are 1.9% and 0.6% respectively. (Source: 2001 Census)

Vale of White Horse

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: Vale of White Horse IMD ranking indicating main settlements



Vale of White Horse

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 Vale of White Horse 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
Vale of White Horse	6.3%	3.8%
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

