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West Midlands - Bromsgrove



## Sport England Local Sport Profile for Bromsgrove

### Understanding demographics within Bromsgrove

#### Demographic characteristic count (000s)

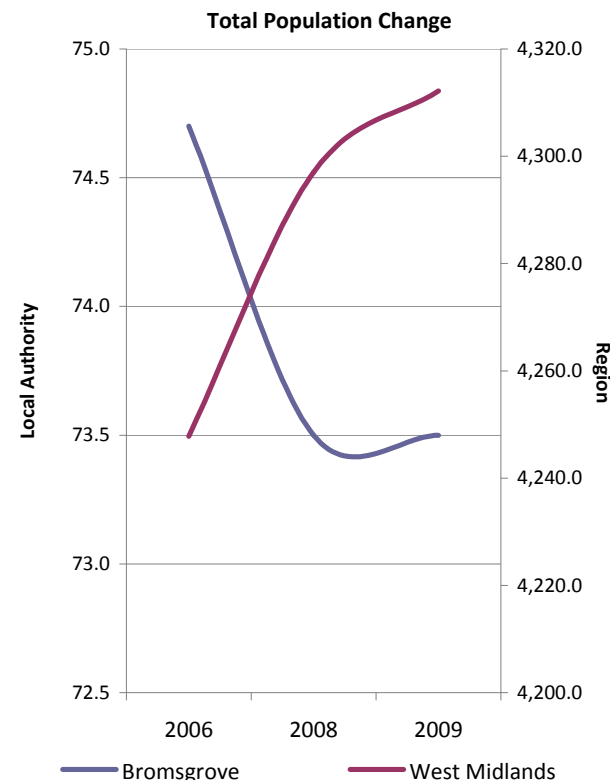
Indicator	Bromsgrove			West Midlands			England		
	2006	2008	2009	2006	2008	2009	2006	2008	2009
Male	35.8	35.3	36.5	2,072.7	2,100.3	2,108.3	19,667.9	20,056.9	20,237.7
Female	38.9	38.1	37.0	2,175.0	2,197.0	2,203.8	20,743.9	21,028.4	21,178.5
<b>Total</b>	<b>74.7</b>	<b>73.5</b>	<b>73.5</b>	<b>4,247.8</b>	<b>4,297.0</b>	<b>4,312.2</b>	<b>40,411.0</b>	<b>41,083.8</b>	<b>41,416.8</b>
16 to 19	3.8	3.1	4.0	289.1	292.1	287.5	2,618.5	2,647.5	2,626.5
20 to 24	5.1	3.6	6.5	348.4	361.7	367.1	3,284.2	3,449.5	3,508.1
25 to 34	9.5	7.7	6.9	649.0	645.5	653.0	6,637.7	6,630.4	6,727.6
35 to 49	20.1	22.6	20.6	1,155.4	1,158.2	1,149.3	11,185.9	11,283.4	11,259.8
50 to 64	19.2	20.1	18.4	967.5	978.6	978.9	8,967.7	9,166.7	9,246.4
65+	17.0	16.4	17.1	838.6	862.2	876.9	7,714.2	7,904.1	8,040.8
White	73.8	72.6	71.2	3,738.5	3,744.4	3,739.6	36,335.5	36,599.9	36,817.5
Non-White	0.9	0.9	2.3	506.5	552.1	570.2	4,046.8	4,457.6	4,562.1
Both DDA & worklimiting	4.8	3.3	2.5	376.3	388.5	381.5	3,459.3	3,460.7	3,437.1
DDA only disabled	1.7	6.0	2.7	156.6	172.2	170.2	1,568.5	1,649.4	1,692.2
Work-limiting only disabled	3.3	*	2.3	113.8	93.2	101.3	1,027.5	1,014.2	1,025.3
Not disabled	48.0	47.4	48.9	2,761.4	2,780.1	2,780.3	26,628.7	27,043.9	27,201.4
<b>Total</b>	<b>74.7</b>	<b>73.5</b>	<b>73.5</b>	<b>4,247.8</b>	<b>4,297.0</b>	<b>4,312.2</b>	<b>40,411.0</b>	<b>41,083.8</b>	<b>41,416.8</b>

Source: Annual Population Survey Year: 2006, 2008 & 2009

Measure: Number of adult population broken down by gender, age, ethnicity and disability

[For more information click here](#)

**NB: \* signifies that the entry has been suppressed due to confidentiality or because of sample size and this is the case throughout the spreadsheet**



**Demographic characteristic proportions**

Indicator	Bromsgrove			West Midlands			England		
	2006	2008	2009	2006	2008	2009	2006	2008	2009
Male	47.9%	48.0%	49.7%	48.8%	48.9%	48.9%	48.7%	48.8%	48.9%
Female	52.1%	51.8%	50.3%	51.2%	51.1%	51.1%	51.3%	51.2%	51.1%
16 to 19	5.1%	4.2%	5.4%	6.8%	6.8%	6.7%	6.5%	6.4%	6.3%
20 to 24	6.8%	4.9%	8.8%	8.2%	8.4%	8.5%	8.1%	8.4%	8.5%
25 to 34	12.7%	10.5%	9.4%	15.3%	15.0%	15.1%	16.4%	16.1%	16.2%
35 to 49	26.9%	30.7%	28.0%	27.2%	27.0%	26.7%	27.7%	27.5%	27.2%
50 to 64	25.7%	27.3%	25.0%	22.8%	22.8%	22.7%	22.2%	22.3%	22.3%
65+	22.8%	22.3%	23.3%	19.7%	20.1%	20.3%	19.1%	19.2%	19.4%
White	98.8%	98.8%	96.9%	88.0%	87.1%	86.7%	89.9%	89.1%	88.9%
Non-White	1.2%	1.2%	3.1%	11.9%	12.8%	13.2%	10.0%	10.9%	11.0%
Both DDA & worklimiting	6.4%	4.5%	3.4%	8.9%	9.0%	8.8%	8.6%	8.4%	8.3%
DDA only disabled	2.3%	8.2%	3.7%	3.7%	4.0%	3.9%	3.9%	4.0%	4.1%
Work-limiting only disabled	4.4%	*	3.1%	2.7%	2.2%	2.3%	2.5%	2.5%	2.5%
Not disabled	64.3%	64.5%	66.5%	65.0%	64.7%	64.5%	65.9%	65.8%	65.7%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Source: Annual Population Survey Year: 2006, 2008 & 2009

Measure: Proportion of adult population broken down by gender, age, ethnicity and disability

**Unemployment as a proportion of economically active (000s)**

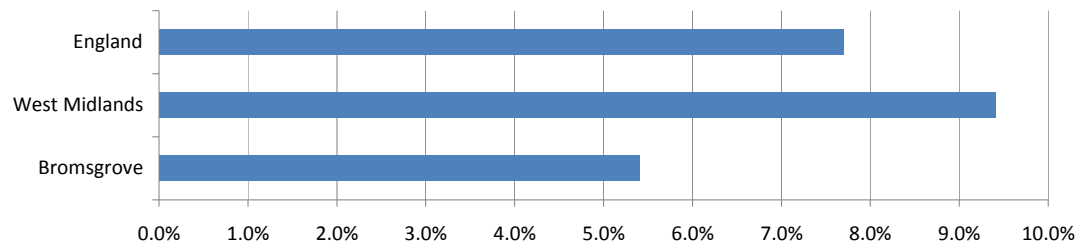
Geography	Unemployed	Economic-ally Active	Rate
Bromsgrove	2.7	49.4	5.4%
West Midlands	249.4	2,655.3	9.4%
England	2,029.0	26,305.2	7.7%

Source: Annual Population Survey Year: 2009

Measure: Number and proportion of adult population that are unemployed and number that are economically active.

[For more information click here](#)

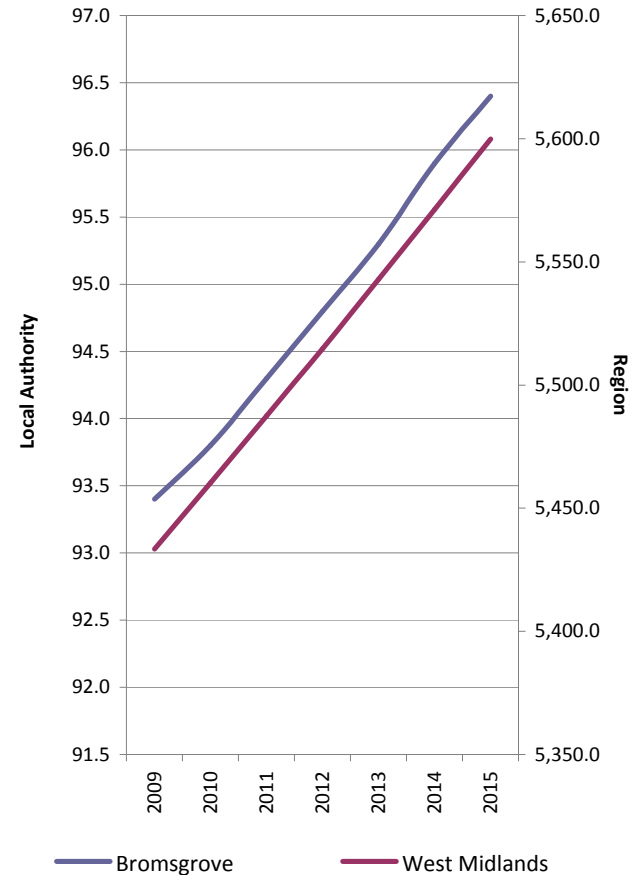
**Unemployment Rate as a proportion of Economically Active Pop**



**Population projections by local authority area (2009-2015) (000s)**

Indicator	Bromsgrove							Chg 09 - 15	% Chg
	2009	2010	2011	2012	2013	2014	2015		
Male	46.3	46.5	46.8	47	47.3	47.6	47.9	1.6	3.5%
Female	47.1	47.3	47.5	47.8	48	48.3	48.5	1.4	3.0%
0-4	5	5	5	5	5	4.9	4.9	-0.1	-2.0%
5-9	5.1	5.2	5.2	5.4	5.5	5.6	5.6	0.5	9.8%
10-14	5.9	5.8	5.6	5.5	5.4	5.4	5.5	-0.4	-6.8%
15-19	5.7	5.5	5.5	5.5	5.4	5.4	5.3	-0.4	-7.0%
20-24	4	4	4	4	3.9	3.8	3.7	-0.3	-7.5%
25-29	4.2	4.3	4.3	4.5	4.6	4.7	4.7	0.5	11.9%
30-34	4.8	4.8	5	5	5.1	5.1	5.3	0.5	10.4%
35-39	6.5	6.2	5.9	5.6	5.5	5.5	5.5	-1	-15.4%
40-44	7.7	7.7	7.5	7.4	7.1	6.9	6.6	-1.1	-14.3%
45-49	7.4	7.6	7.7	7.8	7.9	7.9	7.8	0.4	5.4%
50-54	6.5	6.6	6.8	7	7.2	7.4	7.5	1	15.4%
55-59	6.2	6.1	6.2	6.3	6.3	6.3	6.5	0.3	4.8%
60-64	6.5	6.5	6.4	6.1	6	5.9	5.8	-0.7	-10.8%
65-69	5.1	5.3	5.6	5.9	6.1	6.2	6.2	1.1	21.6%
70-74	4.3	4.4	4.4	4.4	4.6	4.8	5	0.7	16.3%
75-79	3.6	3.6	3.7	3.7	3.8	4	4	0.4	11.1%
80-84	2.6	2.6	2.7	2.9	2.9	3	3.1	0.5	19.2%
85-89	1.7	1.7	1.7	1.8	1.8	1.9	2	0.3	17.6%
90+	0.8	0.9	1	1.1	1.2	1.2	1.3	0.5	62.5%
<b>Bromsgrove</b>	<b>93.4</b>	<b>93.8</b>	<b>94.3</b>	<b>94.8</b>	<b>95.3</b>	<b>95.9</b>	<b>96.4</b>	<b>3.0</b>	<b>3.2%</b>
<b>West Midlands</b>	<b>5,433.4</b>	<b>5,460.3</b>	<b>5,487.4</b>	<b>5,514.8</b>	<b>5,542.9</b>	<b>5,571.2</b>	<b>5,599.8</b>	<b>166.4</b>	<b>3.1%</b>
<b>England</b>	<b>51,817.1</b>	<b>52,196.7</b>	<b>52,577.1</b>	<b>52,953.9</b>	<b>53,332.0</b>	<b>53,710.0</b>	<b>54,087.8</b>	<b>2,270.7</b>	<b>4.4%</b>

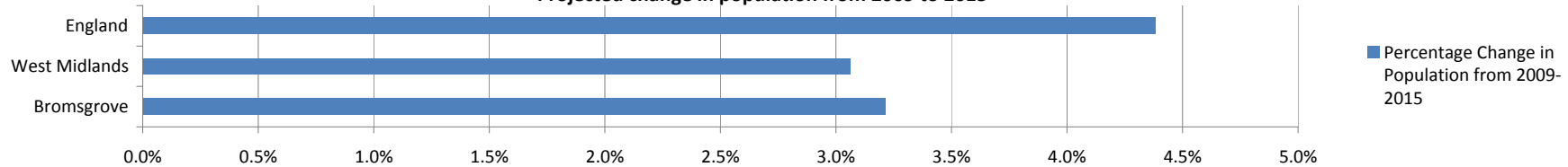
**Population projections (000s) 2009 to 2015**



Source: Office of National Statistics, Sub National Population Projections: 2009-2015 Measure: Projected number of population and forecasted percentage change in time period.

[For more information click here](#)

**Projected change in population from 2009 to 2015**



**Obesity levels in adults and children (000s)**

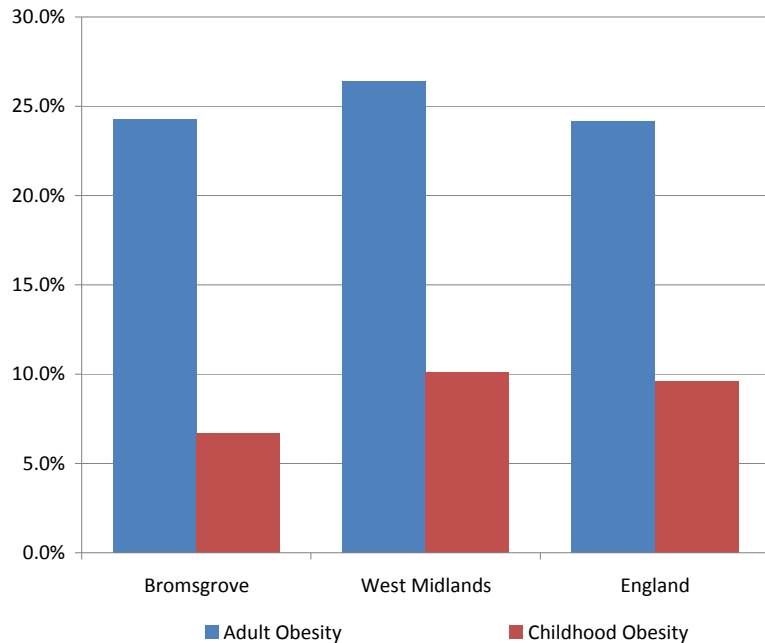
Geography	Adult Obesity		Childhood Obesity	
	Number	Rate	Number	Rate
Bromsgrove	17.8	24.3%	0.1	6.7%
West Midlands	1,137.5	26.4%	5.8	10.1%
England	10,005.6	24.2%	48.6	9.6%

Source: Department of Health: Year: 2006-2008 (Adults) 2008/09 (Children)

Measure: Number of people & proportion of the adult population and child population that are obese

[For more information click here](#)

**Proportion of the Adult & Child population that are obese**



**Life expectancy by gender**

Geography	Life Expectancy	
	Male	Female
Bromsgrove	79.5	81.8
West Midlands	77.2	81.6
England	77.9	82.0

Source: Department of Health: Year: 2006-2008: Measure: Life expectancy in years

[For more information click here](#)

**Deprivation levels as measured by the Index of Multiple Deprivation (IMD)**

Geography	Deprivation 2007
Score in Bromsgrove	10.20
Rank in West Midlands (out of 22)	32
Rank in England (out of 353)	298

Source: Department for Communities and Local Government Year: 2007

Measure: Index of multiple deprivation and rank in region and nation

[For more information click here](#)

**Physical area (sq km)**

Geography	Total Area in sq km	Proportion
Bromsgrove	217.0	-
West Midlands	12,998.3	1.7%
England	130,278.5	0.2%

Source: Office of National Statistics Year: 2007

Measure: Area measurements for local authority areas by sq km

[For more information click here](#)

## Sport and Active Recreation Participation in Bromsgrove

**NI8 Sport & Active Recreation Participation by year, duration and gender**

Indicator	Year	Bromsgrove			West Midlands			England		
		All	Male	Female	All	Male	Female	All	Male	Female
0 days / 0x30	2005/06	45.0%	39.8%	50.0%	53.3%	48.7%	57.6%	50.0%	45.1%	54.6%
	2007/09	42.6%	37.3%	47.6%	51.1%	45.3%	56.6%	47.8%	42.4%	53.0%
1-3 days	2005/06	9.1%	9.1%	9.2%	8.1%	8.6%	7.7%	8.8%	9.5%	8.1%
	2007/09	11.1%	12.2%	10.0%	8.7%	9.5%	7.9%	9.0%	9.8%	8.3%
4-7 days / 1x30	2005/06	14.2%	15.5%	12.9%	11.7%	12.4%	10.9%	12.0%	12.8%	11.3%
	2007/09	13.6%	15.5%	11.8%	12.4%	13.4%	11.4%	12.7%	13.5%	11.9%
8-11 days / 2x30	2005/06	9.1%	9.9%	8.4%	7.4%	7.9%	6.9%	8.0%	8.7%	7.3%
	2007/09	8.6%	10.5%	6.9%	8.1%	9.1%	7.2%	8.7%	9.5%	7.9%
12-19 days / 3x30	2005/06	11.0%	12.6%	9.4%	8.8%	10.2%	7.6%	9.6%	10.9%	8.4%
	2007/09	11.3%	11.1%	11.4%	9.9%	11.3%	8.5%	10.7%	12.2%	9.3%
12+ days / 3x30 - NI8	2005/06	22.4%	25.6%	19.4%	19.5%	22.3%	16.8%	21.3%	24.0%	18.7%
	2007/09	24.1%	24.5%	23.5%	19.7%	22.7%	16.8%	21.8%	24.8%	18.9%
20+ days / 5x30	2005/06	11.5%	13.0%	10.0%	10.6%	12.2%	9.2%	11.7%	13.1%	10.3%
	2007/09	12.9%	13.4%	12.4%	9.8%	11.4%	8.3%	11.1%	12.6%	9.7%

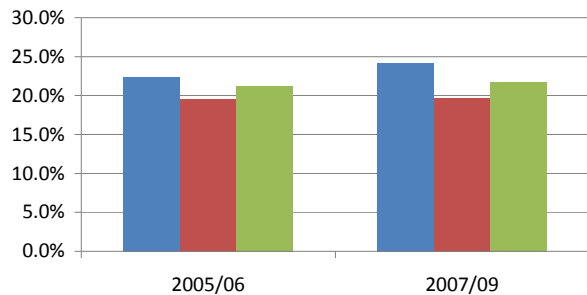
Source: Active People Survey, Year: 2005/06 (APS1), 2007/09 (APS2/3) or 2008/09 (APS3) if LA sample is boosted, Measure: NI8 participation

[For more information click here](#)

**NB - The most recent data for this local authority is from the APS2/3 Dataset**

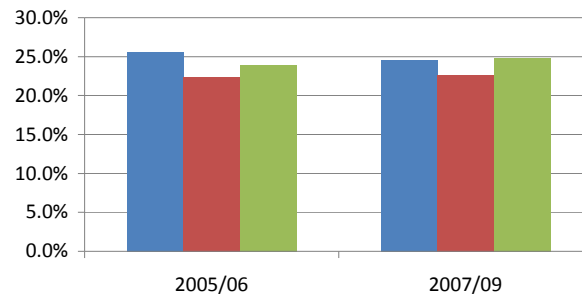
**NB - NI8 Key Indicator has been highlighted (i.e. 3x30 min sessions or more of moderate intensity activity a week)**

**Total Participation (at least) 3x30 for APS1, 2&3**



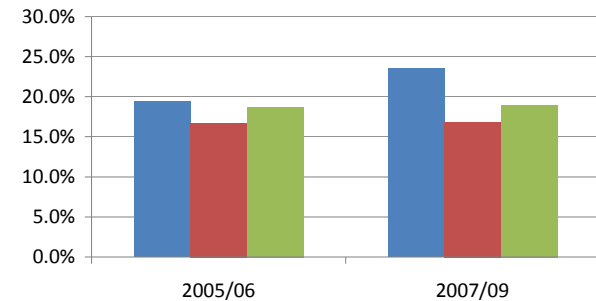
■ Bromsgrove ■ West Midlands ■ England

**Male Participation (at least) 3x30 for APS1, 2&3**



■ Bromsgrove ■ West Midlands ■ England

**Female Participation (at least) 3x30 for APS1, 2&3**



■ Bromsgrove ■ West Midlands ■ England

**NI8 Sport & Active Recreation Participation by year, duration and ethnicity**

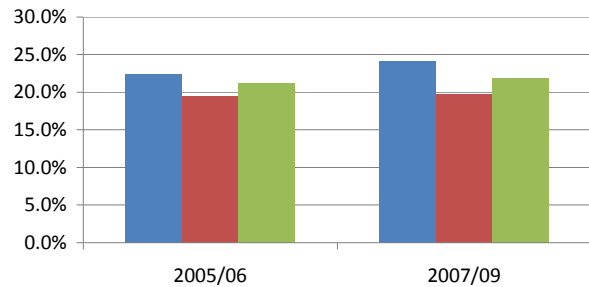
Indicator	Year	Bromsgrove			West Midlands			England		
		All	White	Non white	All	White	Non white	All	White	Non white
0 days / 0x30	2005/06	45.0%	45.1%	*	53.3%	52.8%	57.6%	50.0%	49.6%	54.3%
	2007/09	42.6%	42.8%	*	51.1%	50.5%	55.3%	47.8%	47.2%	53.1%
1-3 days	2005/06	9.1%	9.3%	*	8.1%	8.1%	8.9%	8.8%	8.8%	9.0%
	2007/09	11.1%	11.1%	*	8.7%	8.7%	9.0%	9.0%	9.0%	9.0%
4-7 days / 1x30	2005/06	14.2%	14.0%	*	11.7%	11.8%	10.9%	12.0%	12.1%	11.2%
	2007/09	13.6%	14.0%	*	12.4%	12.6%	10.9%	12.7%	12.8%	11.9%
8-11 days / 2x30	2005/06	9.1%	9.3%	*	7.4%	7.6%	6.2%	8.0%	8.1%	6.8%
	2007/09	8.6%	8.5%	*	8.1%	8.3%	6.8%	8.7%	8.8%	7.7%
12-19 days / 3x30	2005/06	11.0%	11.0%	*	8.8%	8.9%	8.5%	9.6%	9.6%	9.0%
	2007/09	11.3%	11.1%	*	9.9%	10.0%	9.2%	10.7%	10.8%	9.6%
12+ days / 3x30 - NI8	2005/06	22.4%	22.3%	*	19.5%	19.8%	16.5%	21.3%	21.5%	18.7%
	2007/09	24.1%	23.8%	*	19.7%	19.9%	18.0%	21.8%	22.2%	18.3%
20+ days / 5x30	2005/06	11.5%	11.4%	*	10.6%	10.9%	8.0%	11.7%	11.9%	9.7%
	2007/09	12.9%	12.7%	*	9.8%	9.9%	8.8%	11.1%	11.4%	8.7%

Source: Active People Survey, Year: 2005/06 (APS1), 2007/09 (APS2/3) or 2008/09 (APS3) if LA sample is boosted, Measure: NI8 participation

[For more information click here](#)

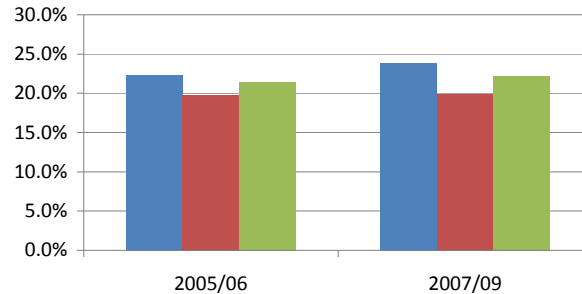
**NB - The most recent data for this local authority is from the APS2/3 Dataset**

**Total Participation (at least) 3x30 for APS1, 2&3**



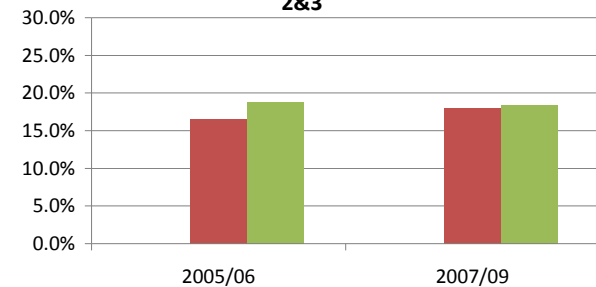
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**White Participation (at least) 3x30 for APS1, 2&3**



■ Bromsgrove ■ West Midlands ■ England

**Non-White Participation (at least) 3x30 for APS1, 2&3**



■ Bromsgrove ■ West Midlands ■ England

**NI8 Sport & Active Recreation Participation by year, duration and disability**

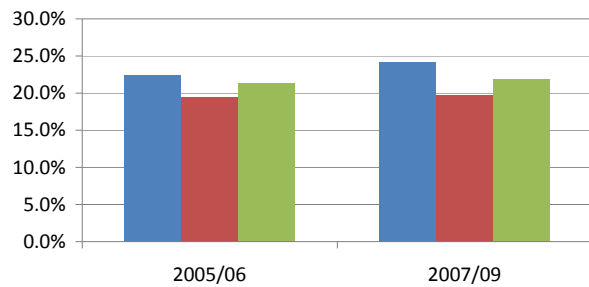
Indicator	Year	Bromsgrove			West Midlands			England		
		All	Limiting disability	No limiting disability	All	Limiting disability	No limiting disability	All	Limiting disability	No limiting disability
0 days / 0x30	2005/06	45.0%	69.8%	41.0%	53.3%	79.0%	48.2%	50.0%	75.7%	45.1%
	2007/09	42.6%	76.1%	37.2%	51.1%	76.7%	45.9%	47.8%	73.6%	43.1%
1-3 days	2005/06	9.1%	*	10.0%	8.1%	3.9%	9.0%	8.8%	5.4%	9.4%
	2007/09	11.1%	*	12.3%	8.7%	5.5%	9.4%	9.0%	5.8%	9.6%
4-7 days / 1x30	2005/06	14.2%	*	14.6%	11.7%	5.5%	12.9%	12.0%	6.2%	13.1%
	2007/09	13.6%	*	14.5%	12.4%	6.2%	13.6%	12.7%	7.0%	13.7%
8-11 days / 2x30	2005/06	9.1%	*	9.8%	7.4%	3.4%	8.2%	8.0%	3.7%	8.7%
	2007/09	8.6%	*	9.3%	8.1%	3.9%	9.0%	8.7%	4.4%	9.5%
12-19 days / 3x30	2005/06	11.0%	*	12.5%	8.8%	3.5%	9.9%	9.6%	3.9%	10.6%
	2007/09	11.3%	*	12.4%	9.9%	4.0%	11.1%	10.7%	4.4%	11.8%
12+ days / 3x30 - NI8	2005/06	22.4%	*	24.4%	19.5%	8.1%	21.7%	21.3%	9.0%	23.6%
	2007/09	24.1%	*	26.5%	19.7%	7.7%	22.2%	21.8%	9.2%	24.1%
20+ days / 5x30	2005/06	11.5%	*	11.9%	10.6%	4.6%	11.8%	11.7%	5.1%	12.9%
	2007/09	12.9%	*	14.1%	9.8%	3.7%	11.1%	11.1%	4.8%	12.3%

Source: Active People Survey, Year: 2005/06 (APS1), 2007/09 (APS2/3) or 2008/09 (APS3) if LA sample is boosted, Measure: NI8 participation

[For more information click here](#)

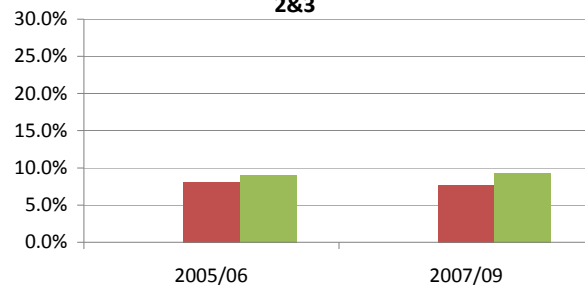
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**Total Participation (at least) 3x30 for APS1, 2&3**



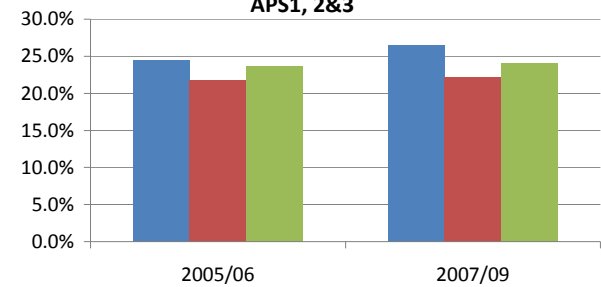
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**Disabled Participation (at least) 3x30 for APS1, 2&3**



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**Non-Disabled Participation (at least) 3x30 for APS1, 2&3**



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**NI8 Sport & Active Recreation Participation by year, duration, age band and socio-economic class**

Indicator	Year	Bromsgrove											
		All	16-19	20-24	25-29	30-34	35-44	45-64	65+	NS SEC 1-2	NS SEC 3	NS SEC 4	NS SEC 5-8
0 days / 0x30	2005/06	45.0%	*	*	*	*	29.9%	45.3%	67.2%	35.8%	49.6%	39.8%	58.1%
	2007/09	42.6%	*	*	*	*	37.4%	41.4%	67.1%	33.9%	50.4%	50.0%	54.3%
1-3 days	2005/06	9.1%	*	*	*	*	*	*	*	8.8%	*	*	10.1%
	2007/09	11.1%	*	*	*	*	*	12.5%	*	11.1%	*	*	10.6%
4-7 days / 1x30	2005/06	14.2%	*	*	*	*	17.5%	15.2%	13.5%	20.2%	*	*	*
	2007/09	13.6%	*	*	*	*	*	13.6%	*	17.9%	*	*	*
8-11 days / 2x30	2005/06	9.1%	*	*	*	*	*	9.9%	*	11.1%	*	*	*
	2007/09	8.6%	*	*	*	*	*	*	*	10.6%	*	*	*
12-20 days / 3x30	2005/06	11.0%	*	*	*	*	*	10.2%	*	13.4%	*	*	*
	2007/09	11.3%	*	*	*	*	*	13.1%	*	13.5%	*	*	*
12+ days / 3x30 - NI8	2005/06	22.4%	*	*	*	*	29.4%	22.0%	*	24.2%	*	36.6%	17.9%
	2007/09	24.1%	47.1%	*	*	*	25.8%	24.5%	16.0%	26.4%	*	*	21.5%
20+ days / 5x30	2005/06	11.5%	*	*	*	*	16.0%	11.8%	*	10.8%	*	*	13.0%
	2007/09	12.9%	*	*	*	*	*	11.4%	*	13.0%	*	*	12.3%

Source: Active People Survey, Year: 2005/06 (APS1), 2007/09 (APS2/3) or 2008/09 (APS3) if LA sample is boosted, Measure: NI8 participation

[For more information click here](#)

**NB - The most recent data for this local authority is from the APS2/3 Dataset**

**Expected participation in 3x30 (or more) sessions a week**

Expected Participation	Bromsgrove		West Midlands		England	
	2005/06	2007/09	2005/06	2007/09	2005/06	2007/09
Expected	24.2%	23.7%	20.3%	20.3%	21.9%	22.5%
Observed	22.4%	24.1%	19.5%	19.7%	21.3%	21.8%
Difference	-1.8%	0.4%	-0.8%	-0.6%	-0.6%	-0.7%

Source: Mindshare, Year 2005/06-2007/9, Measure: 3x30 minute sport sessions a week (NI8)

[For more information click here](#)

**NB: 2007/09 refers to the combined APS2-APS3 sample**

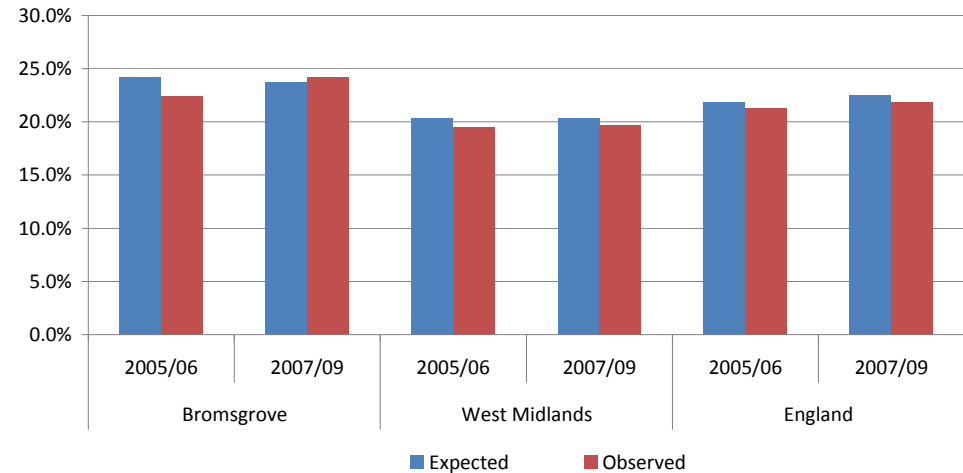
**Health costs of sporting inactivity**

Geography	The Health Costs of Sporting Inactivity	
	Cost	Cost per 100,000 pop
Bromsgrove	£936,415	£1,266,281
West Midlands	£78,386,000	£1,840,933
England	£764,661,980	£1,898,293

Source: Department of Health - Be Active Be Healthy, Year: 2006/7, Measure: Cost of sporting inactivity

[For more information click here](#)

**Expected participation in 3x30 (or more) sessions a week**



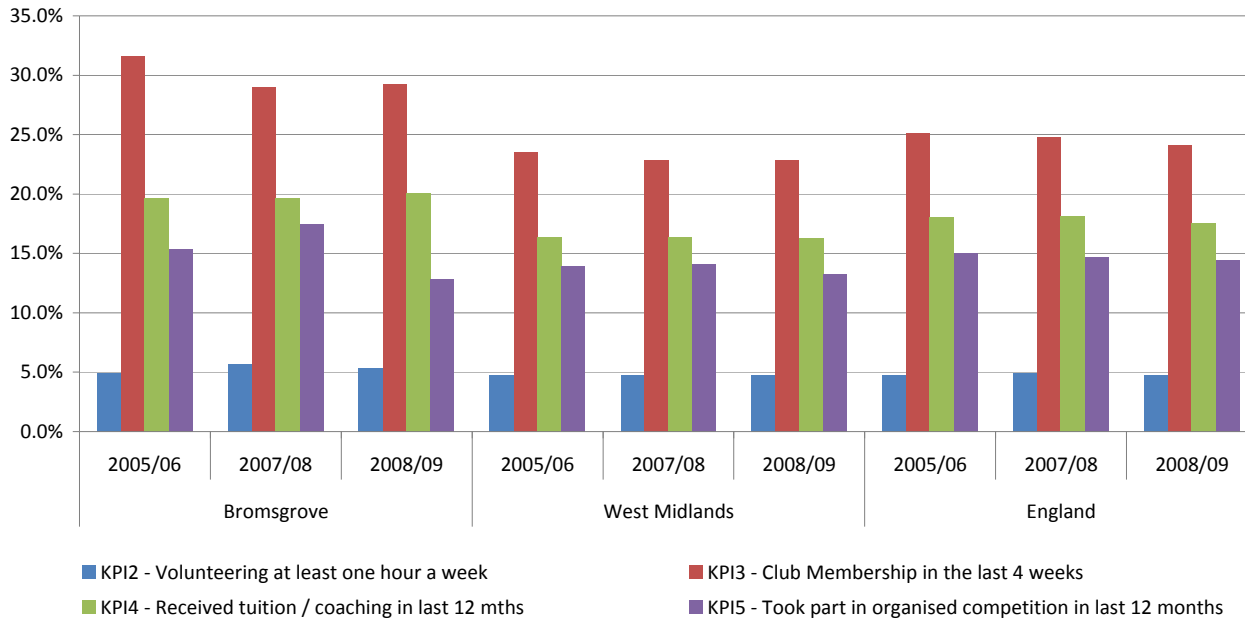
**Key Performance Indicators (KPI)**

Indicator	Bromsgrove			West Midlands			England		
	2005/06	2007/08	2008/09	2005/06	2007/08	2008/09	2005/06	2007/08	2008/09
KPI2 - Volunteering at least one hour a week	4.9%	5.7%	5.3%	4.7%	4.7%	4.7%	4.7%	4.9%	4.7%
KPI3 - Club Membership in the last 4 weeks	31.6%	29.0%	29.3%	23.5%	22.8%	22.8%	25.1%	24.7%	24.1%
KPI4 - Received tuition / coaching in last 12 mths	19.7%	19.7%	20.1%	16.4%	16.3%	16.2%	18.0%	18.1%	17.5%
KPI5 - Took part in organised competition in last 12 months	15.3%	17.5%	12.8%	13.9%	14.0%	13.3%	15.0%	14.6%	14.4%
KPI6 - Satisfaction with local provision	71.2%	65.9%	64.4%	69.1%	65.3%	66.8%	69.5%	66.6%	68.4%

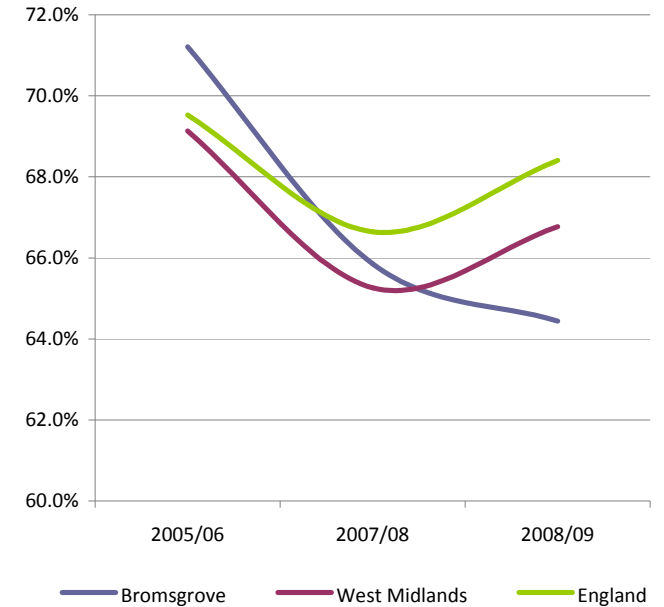
Source: Active People Survey , Year: 2005/06-2008/09, Measure: Key Performance Indicators 2, 3, 4, 5, 6

[For more information click here](#)

**Understanding key performance indicators - KPI2, KPI3, KPI4 and KPI5**



**KPI6 - Satisfaction with local provision**



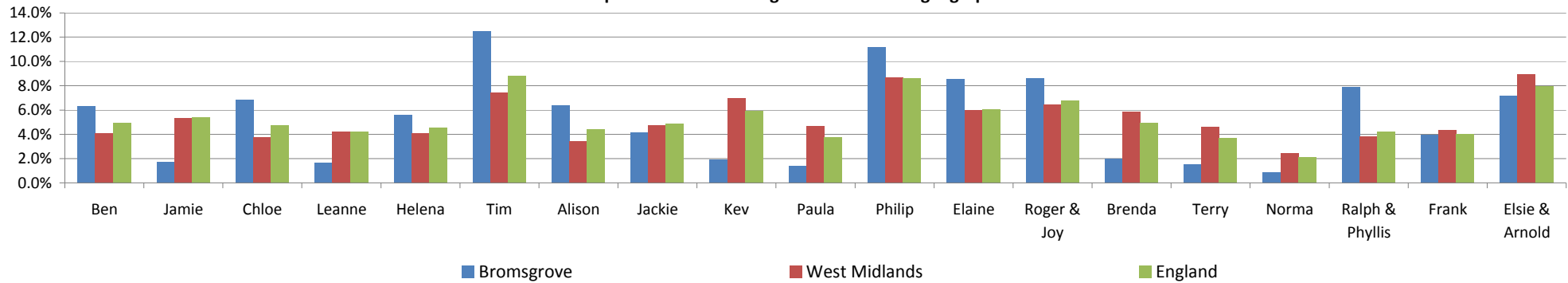
**Market segmentation**

Code	Name	Description	Bromsgrove		West Midlands		England	
			Number	Rate	Number	Rate	Number	Rate
A01	Ben	Competitive Male Urbanites	4.6	6.3%	172.3	4.1%	1,989.1	4.9%
A02	Jamie	Sports Team Drinkers	1.3	1.7%	224.0	5.3%	2,162.9	5.4%
A03	Chloe	Fitness Class Friends	5.0	6.8%	159.0	3.8%	1,896.5	4.7%
A04	Leanne	Supportive Singles	1.2	1.7%	178.6	4.3%	1,711.6	4.3%
B05	Helena	Career Focused Females	4.1	5.6%	170.2	4.1%	1,829.8	4.5%
B06	Tim	Settling Down Males	9.1	12.5%	312.9	7.4%	3,554.0	8.8%
B07	Alison	Stay at Home Mums	4.7	6.4%	143.2	3.4%	1,766.4	4.4%
B08	Jackie	Middle England Mums	3.0	4.2%	200.7	4.8%	1,965.0	4.9%
B09	Kev	Pub League Team Mates	1.4	1.9%	293.7	7.0%	2,386.6	5.9%
B10	Paula	Stretched Single Mums	1.0	1.4%	195.4	4.7%	1,507.3	3.7%
C11	Philip	Comfortable Mid-Life Males	8.2	11.2%	363.8	8.7%	3,480.0	8.6%
C12	Elaine	Empty Nest Career Ladies	6.3	8.5%	250.8	6.0%	2,443.9	6.1%
C13	Roger & Joy	Early Retirement Couples	6.3	8.6%	271.4	6.5%	2,723.7	6.8%
C14	Brenda	Older Working Women	1.4	2.0%	247.2	5.9%	1,976.8	4.9%
C15	Terry	Local 'Old Boys'	1.1	1.5%	194.3	4.6%	1,484.5	3.7%
C16	Norma	Later Life Ladies	0.6	0.9%	101.7	2.4%	855.0	2.1%
D17	Ralph & Phyllis	Comfortable Retired Couple	5.8	7.9%	160.6	3.8%	1,700.2	4.2%
D18	Frank	Twilight Year Gents	2.9	3.9%	184.0	4.4%	1,612.9	4.0%
D19	Elsie & Arnold	Retirement Home Singles	5.2	7.2%	377.5	9.0%	3,206.3	8.0%
Total			73.3	100.0%	4,201.3	100.0%	40,252.4	100.0%

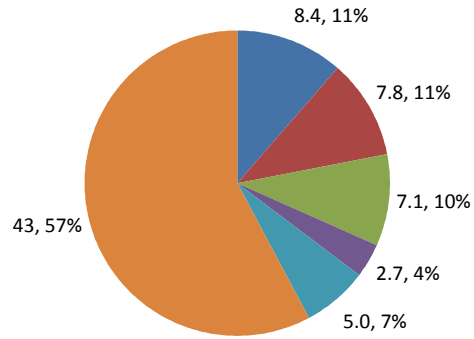
Source: Sport England and Experian Ltd, Year: 2010, Measure: Sport Market Segmentation

[For more information click here](#)

**Comparison of Market Segmentation across geographies**



**Bromsgrove - Top 5 Sports**



■ Swimming ■ Cycling ■ Gym ■ Football ■ Athletics ■ Remaining

**Top 5 sports in local authority with regional and national comparison**

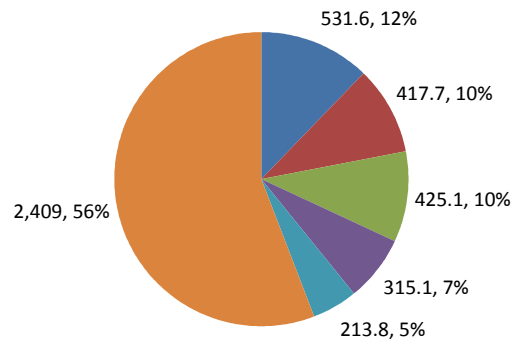
Sport	Bromsgrove		West Midlands		England	
	Number	Rate	Number	Rate	Number	Rate
Swimming	8.4	11.4%	531.6	12.3%	5,352.0	12.9%
Cycling	7.8	10.5%	417.7	9.7%	4,983.3	12.0%
Gym	7.1	9.7%	425.1	9.9%	4,380.8	10.6%
Football	2.7	3.7%	315.1	7.3%	3,016.2	7.3%
Athletics	5.0	6.8%	213.8	5.0%	2,589.5	6.3%

Source: Active People Survey3, Population data ONS Annual Population Survey 2008

Measure: Participation rate of the top 5 sports and the number of people that participate at least once per month

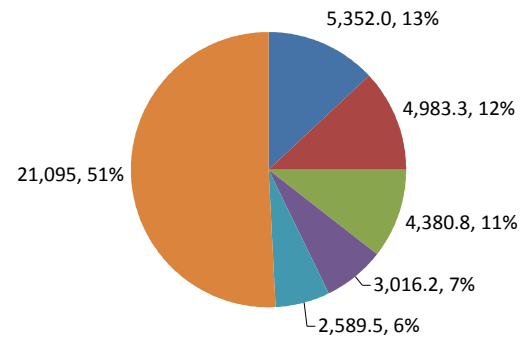
[For more information click here](#)

**West Midlands - Top 5 Sports**



■ Swimming ■ Cycling ■ Gym ■ Football ■ Athletics ■ Remaining

**England - Top 5 Sports**



■ Swimming ■ Cycling ■ Gym ■ Football ■ Athletics ■ Remaining

## Sporting Facilities within Bromsgrove

### Number of facilities by type

Facilities	Bromsgrove	West Midlands	
	Number	Number	Proportion of Region
Athletics Tracks	1	41	2.4%
Golf	12	294	4.1%
Grass Pitches	102	3,534	2.9%
Health & Fitness Suite	9	656	1.4%
Ice Rinks	0	5	0.0%
Indoor Bowls	1	13	7.7%
Indoor Tennis Centre	1	19	5.3%
Ski Slopes	0	13	0.0%
Sports Hall	31	1,029	3.0%
Swimming Pool	8	476	1.7%
Artificial Grass Pitch	3	180	1.7%
<b>Total</b>	<b>168</b>	<b>6,260</b>	<b>2.7%</b>

Source: Active Places Power, Year: Jan 2010

Measure: Number of sporting facilities

[For more information click here](#)

Population of Bromsgrove as a proportion of West Midlands population	1.7%
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### Access types of sporting facilities by local authority area

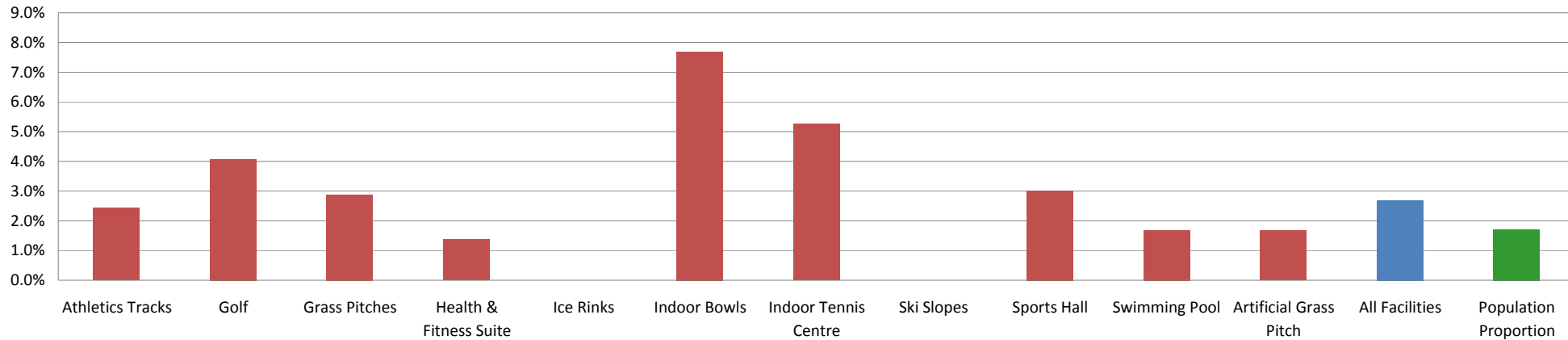
Facilities	Count	Number		Percentage	
		Public	Private	Public	Private
Athletics Tracks	1	1	0	100%	0%
Golf	12	12	0	100%	0%
Grass Pitches	102	70	32	69%	31%
Health and Fitness Suite	9	8	1	89%	11%
Ice Rinks	0	0	0	-	-
Indoor Bowls	1	1	0	100%	0%
Indoor Tennis Centre	1	1	0	100%	0%
Ski Slopes	0	0	0	-	-
Sports Hall	31	24	7	77%	23%
Swimming Pool	8	8	0	100%	0%
Artificial Grass Pitch	3	3	0	100%	0%
<b>Total</b>	<b>168</b>	<b>128</b>	<b>40</b>	<b>76%</b>	<b>24%</b>
<b>West Midlands</b>	<b>6,260</b>	<b>5,060</b>	<b>1,200</b>	<b>81%</b>	<b>19%</b>
<b>England</b>	<b>65,124</b>	<b>52,907</b>	<b>12,217</b>	<b>81%</b>	<b>19%</b>

Source: Active Places Power: Year: Jan 2010

Measure: Number & proportion of sporting facilities that are for private use or public access

[For more information click here](#)

### Proportion of Region

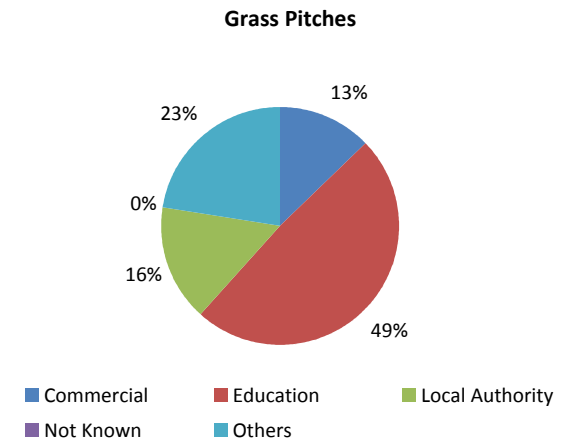
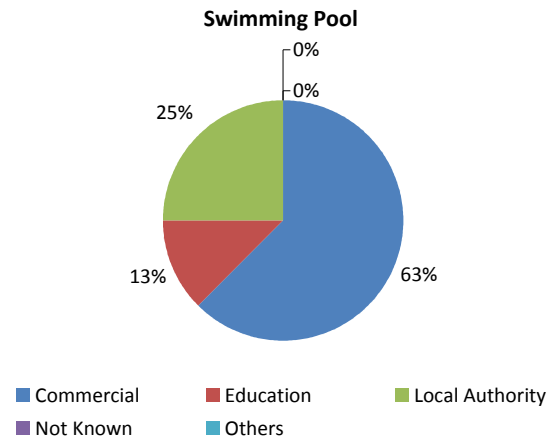
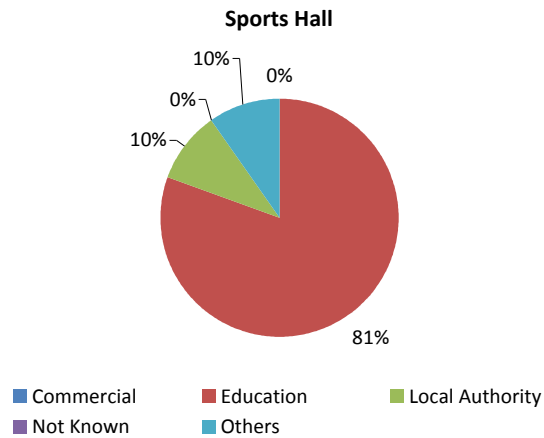


**Ownership types of sporting facilities by local authority area**

Facilities	Count	Ownership Type					Ownership Type				
		Commercial	Education	ocal Authority	Not Known	Others	Commercial	Education	ocal Authority	Not Known	Others
Athletics Tracks	1	0	0	1	0	0	0%	0%	100%	0%	0%
Golf	12	6	0	1	0	5	50%	0%	8%	0%	42%
Grass Pitches	102	13	50	16	0	23	13%	49%	16%	0%	23%
Health and Fitness Suite	9	5	2	1	0	1	56%	22%	11%	0%	11%
Ice Rinks	0	0	0	0	0	0	-	-	-	-	-
Indoor Bowls	1	0	0	0	0	1	0%	0%	0%	0%	100%
Indoor Tennis Centre	1	1	0	0	0	0	100%	0%	0%	0%	0%
Ski Slopes	0	0	0	0	0	0	-	-	-	-	-
Sports Hall	31	0	25	3	0	3	0%	81%	10%	0%	10%
Swimming Pool	8	5	1	2	0	0	63%	13%	25%	0%	0%
Artificial Grass Pitch	3	0	3	0	0	0	0%	100%	0%	0%	0%
<b>Total</b>	<b>168</b>	<b>30</b>	<b>81</b>	<b>24</b>	<b>0</b>	<b>33</b>	<b>18%</b>	<b>48%</b>	<b>14%</b>	<b>0%</b>	<b>20%</b>
<b>West Midlands</b>	<b>6,260</b>	<b>778</b>	<b>3,241</b>	<b>1,441</b>	<b>8</b>	<b>792</b>	<b>12%</b>	<b>52%</b>	<b>23%</b>	<b>0%</b>	<b>13%</b>
<b>England</b>	<b>65,124</b>	<b>8,385</b>	<b>30,588</b>	<b>16,968</b>	<b>54</b>	<b>9,129</b>	<b>13%</b>	<b>47%</b>	<b>26%</b>	<b>0%</b>	<b>14%</b>

Source: Active Places Power: Year: Jan 2010: Measure: Number of sporting facilities by type of owner

[For more information click here](#)

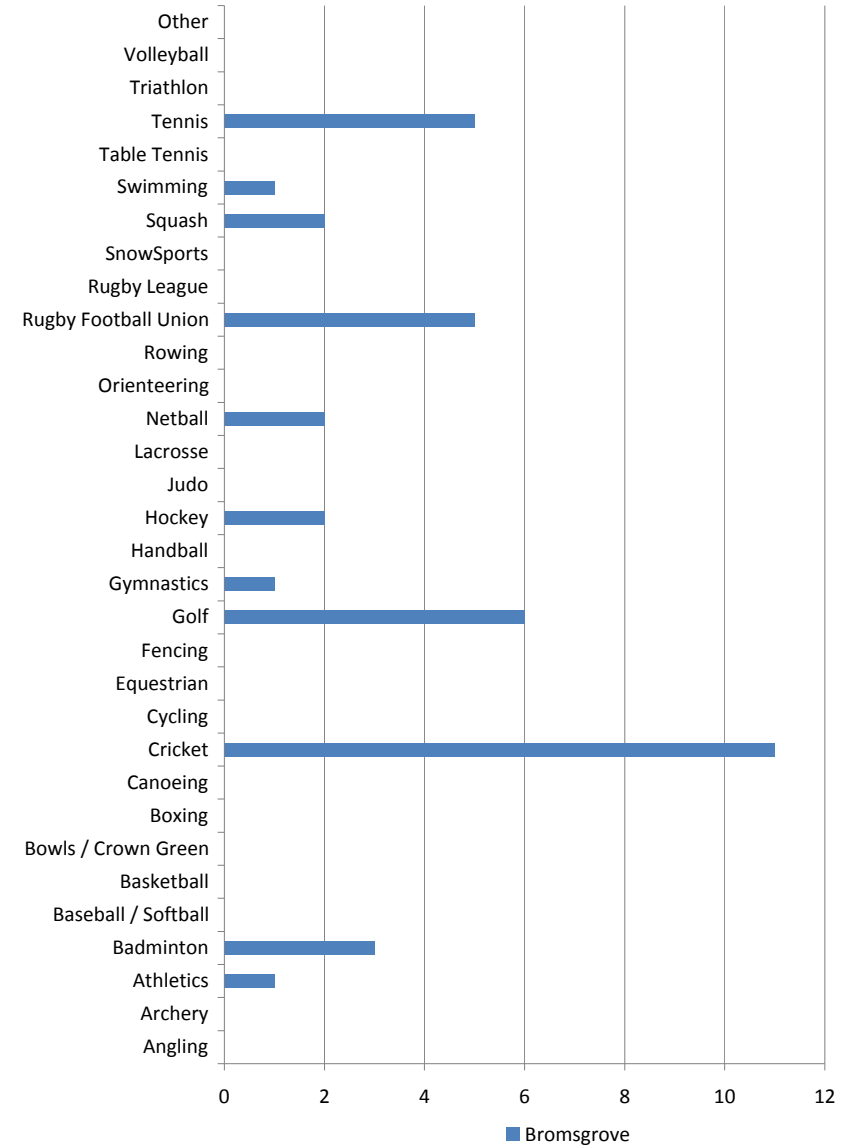


Number of clubmark clubs by sporting activity type

[For more information click here](#)

Clubmark Type	Bromsgrove Number	West Midlands Number	England Number
Angling	0	8	80
Archery	0	14	60
Athletics	1	30	353
Badminton	3	24	300
Baseball / Softball	0	0	4
Basketball	0	8	144
Bowls / Crown Green	0	0	18
Boxing	0	2	50
Canoeing	0	21	151
Cricket	11	261	2,464
Cycling	0	24	222
Equestrian	0	7	87
Fencing	0	8	66
Golf	6	124	999
Gymnastics	1	51	614
Handball	0	0	7
Hockey	2	54	465
Judo	0	23	351
Lacrosse	0	0	35
Netball	2	53	455
Orienteering	0	5	47
Rowing	0	17	127
Rugby Football Union	5	92	865
Rugby League	0	6	257
SnowSports	0	5	24
Squash	2	26	251
Swimming	1	88	820
Table Tennis	0	27	238
Tennis	5	102	1,022
Triathlon	0	8	72
Volleyball	0	9	86
Other	0	11	183
<b>Total</b>	<b>39</b>	<b>1,108</b>	<b>10,917</b>

Number of clubmark clubs in the local authority



Source: Clubmark: Year: 2010 Measure: Number of clubmark clubs by sporting activity type by local authority area

## Comparisons with nearest neighbours of Bromsgrove

### Population compared with nearest neighbours (000s)

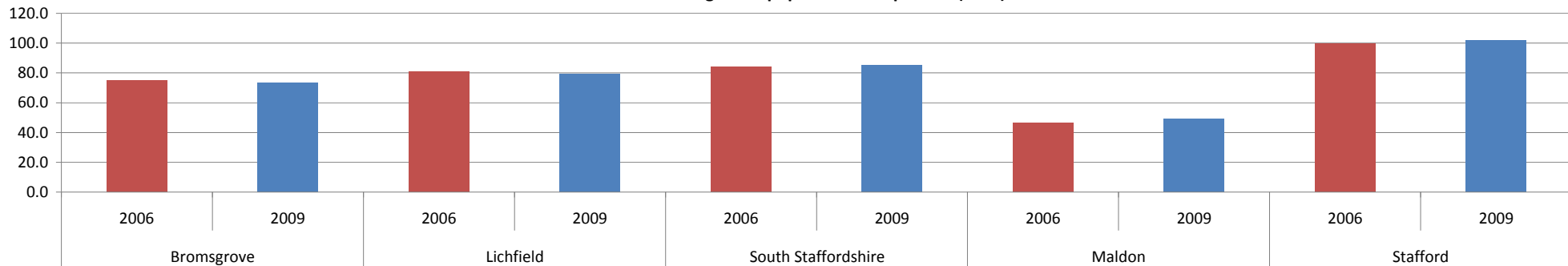
Indicator	Bromsgrove		Lichfield		South Staffordshire		Maldon		Stafford	
	2006	2009	2006	2009	2006	2009	2006	2009	2006	2009
Male	35.8	36.5	39.7	37.3	40.7	41.5	23.6	24.7	48.6	50.6
Female	38.9	37.0	40.9	41.8	43.3	43.9	22.7	24.4	51.0	51.4
16 to 19	3.8	4.0	5.3	5.1	4.5	5.1	3.1	3.6	4.5	4.3
20 to 24	5.1	6.5	5.2	3.5	5.2	6.5	2.8	3.6	5.8	10.1
25 to 34	9.5	6.9	9.4	8.1	8.0	10.0	9.6	9.2	14.2	12.6
35 to 49	20.1	20.6	19.1	23.8	24.1	23.8	10.7	12.3	25.4	24.3
50 to 64	19.2	18.4	21.2	21.0	26.8	21.7	12.1	11.9	29.7	27.8
65+	17.0	17.1	20.5	17.6	15.4	18.3	7.9	8.3	19.9	22.9
White	73.8	71.2	79.2	77.5	84.0	84.4	46.3	48.7	97.8	100.4
Non-White	0.9	2.3	1.4	1.6	*	0.9	*	*	1.8	1.6
DDA & also w	4.8	2.5	4.5	7.4	6.1	6.0	3.1	2.3	5.4	7.5
DDA only disa	1.7	2.7	2.5	4.2	2.4	4.4	1.2	2.9	6.7	6.2
Work-limiting	3.3	2.3	2.2	1.8	2.7	1.2	1.4	1.4	3.5	2.2
Not disabled	48.0	48.9	50.9	48.2	57.3	55.5	32.7	34.2	64.1	63.1
<b>Total</b>	<b>74.7</b>	<b>73.5</b>	<b>80.6</b>	<b>79.1</b>	<b>84.0</b>	<b>85.4</b>	<b>46.3</b>	<b>49.0</b>	<b>99.6</b>	<b>102.0</b>

Source: Annual Population Survey, Year: 2006-09, Measure: Adult population (16+)

[For more information on nearest neighbour selection click here](#)

[For more information on population statistics click here](#)

### Nearest neighbour population comparison (000s)



## Comparisons with nearest neighbours of Bromsgrove

### Total area in sq km

Geography	Total Area in sq km	Proportion of England
Bromsgrove	217.0	0.2%
Lichfield	331.3	0.3%
South Staffordshire	407.3	0.3%
Maldon	358.8	0.3%
Stafford	598.2	0.5%

England	130,278.5
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Source: Office of National Statistics Year: 2007

Measure: Area measurements for local authority areas by sq km

[For more information click here](#)

### Deprivation levels by local authority as measured by the Index of Multiple Deprivation (IMD)

Geography	IMD Score 2007	Rank (out of 353)
Bromsgrove	10.20	#N/A
Lichfield	12.12	258
South Staffordshire	11.62	268
Maldon	12.26	254
Stafford	12.71	250

Source: Department for Communities and Local Government

Year: 2007 Measure: Index of multiple deprivation and rank in region and nation

[For more information click here](#)

### Obesity levels in adults and children by local authority area

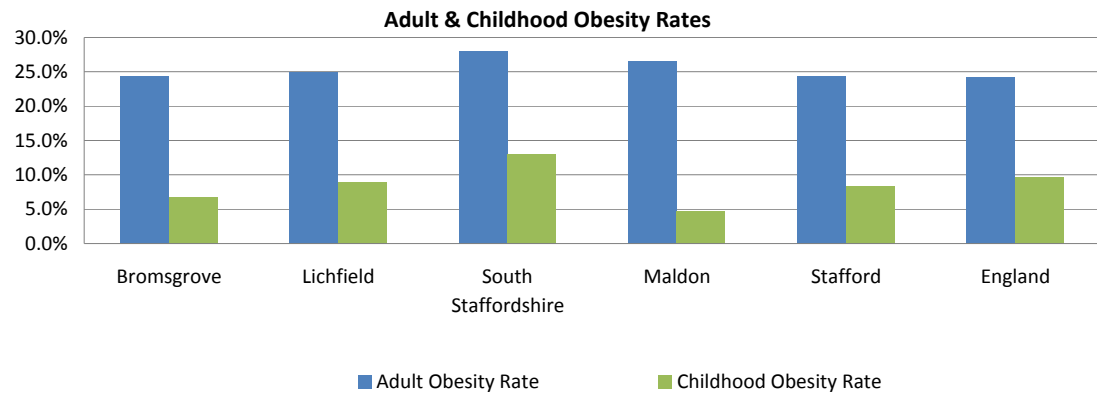
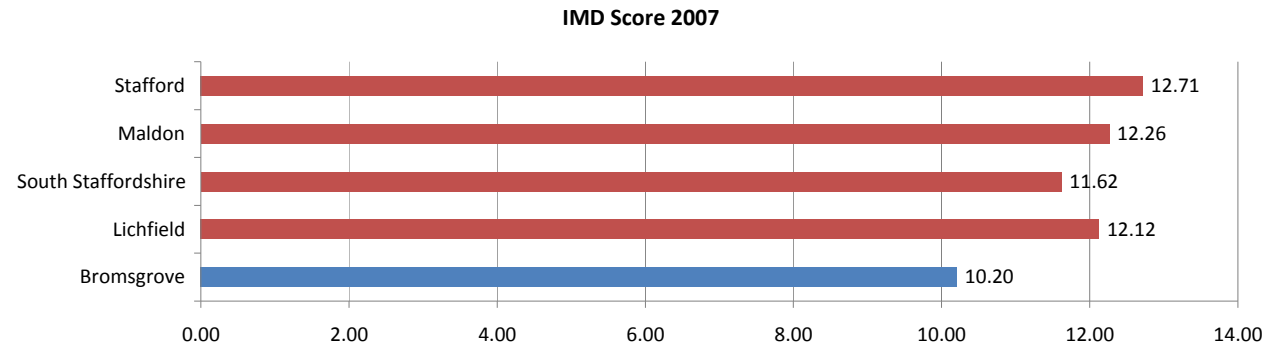
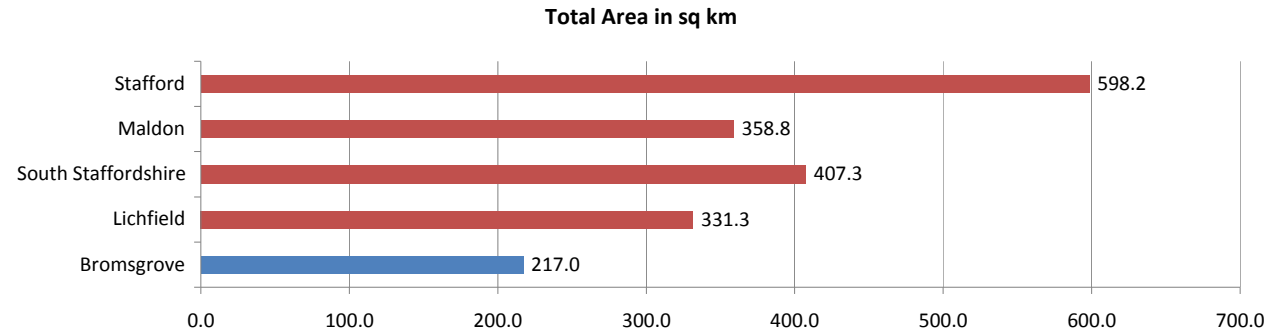
Geography	Adult Obesity Rate	Childhood Obesity Rate
Bromsgrove	24.3%	6.7%
Lichfield	25.0%	8.9%
South Staffordshire	28.0%	13.0%
Maldon	26.5%	4.7%
Stafford	24.4%	8.3%

England	24.2%	9.6%
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Source: Department of Health, Year: 2006-2008,

Measure: Proportion of the adult and child population that are obese

[For more information click here](#)



## Comparisons with nearest neighbours of Bromsgrove

### NI8 Sport and Active Recreation Participation at least 3x30 per week compared to nearest neighbours

Indicator	Bromsgrove		Lichfield		South Staffordshire		Maldon		Stafford	
	2005/06	2007/09	2005/06	2007/09	2005/06	2007/09	2005/06	2007/09	2005/06	2007/09
Male	25.6%	24.5%	23.8%	22.3%	21.8%	26.2%	23.8%	27.3%	27.6%	24.9%
Female	19.4%	23.5%	21.7%	22.5%	20.6%	21.6%	18.9%	22.4%	25.0%	22.2%
16 to 19	*	47.1%	*	*	*	44.7%	*	*	45.5%	*
20 to 24	*	*	*	*	*	*	*	*	*	*
25 to 29	*	*	*	*	*	*	*	*	*	*
30 to 34	*	*	*	*	*	*	*	*	*	*
35 to 44	29.4%	25.8%	30.0%	26.8%	23.2%	30.6%	25.4%	30.3%	24.8%	34.8%
45 to 64	22.0%	24.5%	21.9%	20.0%	18.8%	23.5%	19.9%	23.6%	24.4%	22.9%
65+	*	16.0%	*	16.0%	*	*	*	*	17.6%	13.6%
White	22.3%	23.8%	23.0%	22.7%	21.0%	23.5%	21.4%	24.9%	26.3%	23.9%
Non-White	*	*	*	*	*	*	*	*	*	*
Limiting disab	*	*	*	*	*	*	*	19.5%	*	*
No limiting dis	24.4%	26.5%	25.2%	23.7%	22.5%	25.8%	23.8%	25.7%	29.0%	27.0%
NS-SEC 1-2	24.2%	26.4%	27.9%	25.8%	24.8%	27.8%	26.2%	26.5%	31.1%	28.5%
NS-SEC 3	*	*	*	*	26.0%	*	*	*	27.7%	*
NS-SEC 4	36.6%	*	*	*	*	*	*	*	*	*
NS-SEC 5-8	17.9%	21.5%	18.2%	15.7%	13.3%	17.8%	17.5%	21.0%	17.1%	16.9%
<b>Total</b>	<b>22.4%</b>	<b>24.1%</b>	<b>22.8%</b>	<b>22.4%</b>	<b>21.1%</b>	<b>23.9%</b>	<b>21.2%</b>	<b>24.7%</b>	<b>26.2%</b>	<b>23.6%</b>

Source: Active People Survey, Year: 2006 (APS1) & 2009 (APS3), Measure: Participation in 3x30 minute sessions

[For more information click here](#)

### NI8 Expected Sport and Active Recreation Participation at least 3x30 per weel compared to nearest neighbours

Expected Participation	Bromsgrove		Lichfield		South Staffordshire		Maldon		Stafford	
	2005/06	2007/09	2005/06	2007/09	2005/06	2007/09	2005/06	2007/09	2005/06	2007/09
Expected	24.2%	23.7%	22.9%	23.8%	22.5%	22.1%	22.0%	21.8%	22.4%	22.2%
Observed	22.4%	24.1%	22.8%	22.4%	21.1%	23.9%	21.2%	24.7%	26.2%	23.6%
Difference	-1.8%	0.4%	-0.1%	-1.4%	-1.4%	1.8%	-0.7%	2.9%	3.8%	1.3%

Source: Mindshare, Year 2006-2007/9, Measure: 3x30 minute sport sessions a week (NI8)

**NB: 2007/09 refers to the combined APS2 and APS3 sample**

[For more information click here](#)

## Comparisons with nearest neighbours of Bromsgrove

### Number of facilities compared with nearest neighbours

Facilities	Bromsgrove Number	Lichfield Number	South Staffordshire Number	Maldon Number	Stafford Number
Athletics Tracks	1	0	0	0	1
Golf	12	12	16	13	7
Grass Pitches	102	89	69	49	87
Health & Fitness Suite	9	9	10	7	15
Ice Rinks	0	0	0	0	0
Indoor Bowls	1	0	0	1	0
Indoor Tennis Centre	1	0	0	1	1
Ski Slopes	0	0	0	0	0
Sports Hall	31	12	12	10	18
Swimming Pool	8	11	8	7	7
Artificial Grass Pitch	3	4	3	3	3
<b>Total</b>	<b>168</b>	<b>137</b>	<b>118</b>	<b>91</b>	<b>139</b>
<b>Population (000s)</b>	<b>73.5</b>	<b>79.1</b>	<b>85.4</b>	<b>49.0</b>	<b>102.0</b>

Source: Active Places Power, Population Data: ONS Annual Population Survey 2009, Year: Jan 2010, Measure: Number of sporting facilities

[For more information click here](#)

### Number of facilities compared with nearest neighbours

