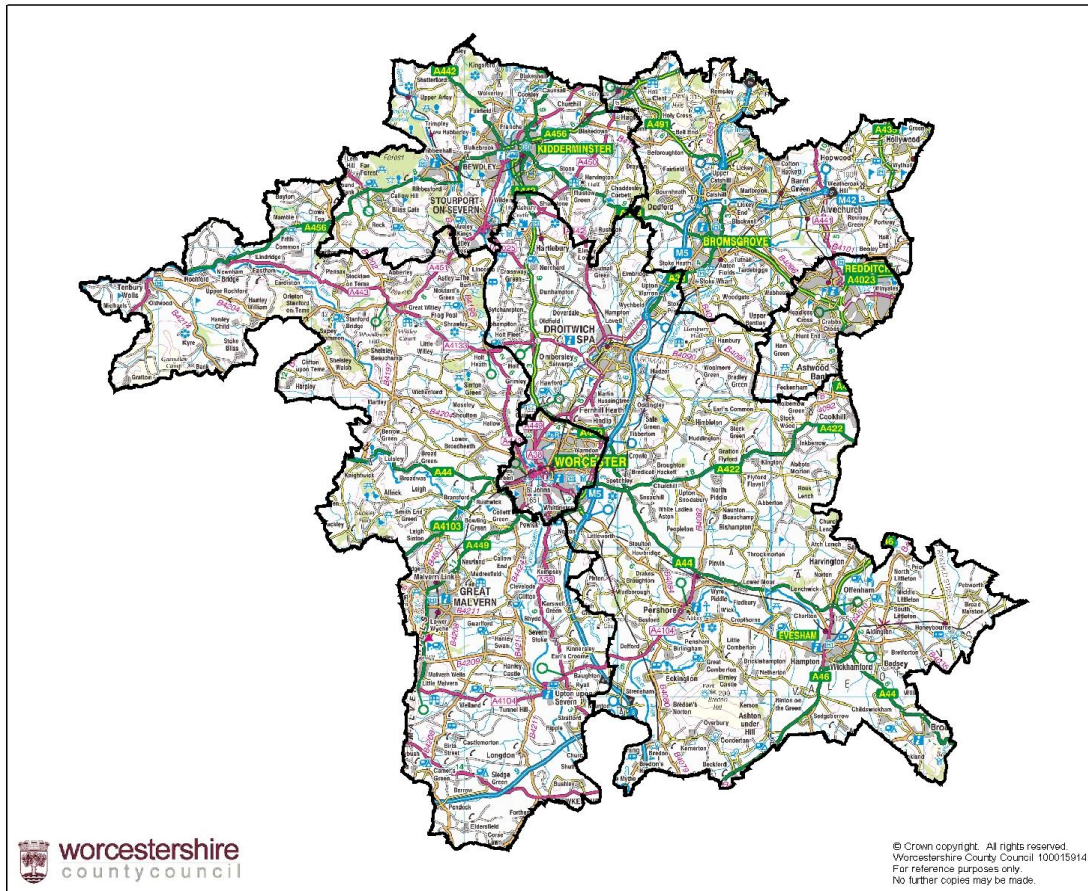


Active People Survey Results Summary

Worcestershire County Map



Worcestershire Population

Total Population: 555,832
 % of England Population: 1.1%
 Geographical area: 1,735.3 sq km

Source: 2005 mid-year population estimates, Office for National Statistics.

Table 1: Population Statistics

	Worcestershire	West Midlands	England
Population density (people per sq km)	320	405	381
Proportion of population aged over 60 years	21.7%	18.5%	20.8%
Proportion of minority ethnic population	2.5%	11.3%	8.7%

Source: Census 2001, Office for National Statistics.

The County of Worcestershire accounts for just over 1% of the population in England, with a lower population density also. The County has a higher than average proportion of people aged over 60 years, but a much lower proportion of people from black and minority ethnic groups, just 2.5% compared to 11.3% in the West Midlands and 8.7% nationally.

Key Performance Indicators

The six key performance indicators are listed below:

KPI 1: At least 3 days a week x 30 minutes moderate participation (all adults)

KPI 2: At least 1 hour a week volunteering to support sport (all adults)

KPI 3: Club member (all adults)

KPI 4: Received tuition from an instructor or coach in last 12 months (all adults)

KPI 5: Taken part in organised competitive sport in last 12 months (all adults)

KPI 6: Satisfaction with local sports provision (all adults)

Table 2: Key Performance Indicator Comparison

KPI	Worcestershire (%)	West Midlands (%)	National (%)
1	21.5	19.3	21.0
2	5.3	4.7	4.7
3	25.9	23.5	25.1
4	19.1	16.4	18.0
5	15.3	13.9	15.0
6	72.8	69.1	69.5

Worcestershire fairs well when compared to both the region and national averages, with a higher percentage for all six key performance indicators. However, both Warwickshire and Shropshire perform well for each of the key performance indicators listed above, but the West Midlands Metropolitan Boroughs (Birmingham and the Black Country) have percentages a long way below the national average.

Table 3: The Key Performance Indicators by District

KPI	Bromsgrove (%)	Malvern Hills (%)	Redditch (%)	Worcester (%)	Wychavon (%)	Wyre Forest (%)
1	22.2	23.3	19.0	23.0	21.5	20.1
2	4.9	6.3	4.2	5.5	5.8	5.1
3	31.6	26.3	21.9	24.7	26.5	24.1
4	19.7	22.8	16.0	19.4	19.5	17.8
5	15.3	17.2	12.1	16.3	16.5	14.2
6	71.2	70.6	68.7	70.5	77.2	76.5

When comparing the six districts, Redditch comes out bottom across all six key performance indicators. Malvern Hills has the highest percentages across four of the six KPIs. Bromsgrove comes out on top for KPI 3, with the highest percentage of club members across the County. Wychavon has the highest satisfaction with local sports provision, KPI 6.

For the West Midlands as a whole, the table below gives the highest and lowest scoring local authorities for each of the six KPIs.

Table 4: Highest and Lowest Percentages for all six KPIs

KPI	Highest	Lowest	West Midlands Average (%)
1	Stafford (25.6%)	Sandwell (14.9%)	19.3
2	North Shropshire (7.1%)	Sandwell (3.0%)	4.7
3	Bromsgrove (31.6%)	Stoke-on-Trent (18.7%)	23.5
4	Malvern Hills (22.8%)	Walsall (12.3%)	16.4
5	Warwick (18.7%)	Stoke-on-Trent (10.2%)	13.9
6	Shrewsbury & Atcham (77.3%)	Sandwell (61.7%)	69.1

Two districts within Worcestershire come out on top for KPI 3 and KPI 4, with two districts from Shropshire and one district from both Staffordshire and Warwickshire. Four of the six lowest scoring Local Authorities are from the Black Country.

KPI 1: Participation 3x30 minutes, by gender and age group

Table 5: KPI 1 - Participation 3x30 minutes, by gender and age group

	Worcestershire			West Midlands			National		
	All (%)	Male (%)	Female (%)	All (%)	Male (%)	Female (%)	All (%)	Male (%)	Female (%)
16-24	36.0	41.1	30.7	30.9	37.8	23.7	32.7	40.8	24.3
25-34	27.3	31.0	23.7	25.1	29.8	20.6	27.8	31.2	24.4
35-44	27.4	29.4	25.5	22.8	24.3	21.4	24.7	26.0	23.5
45-54	21.5	22.2	20.7	18.4	18.9	17.9	20.0	19.9	20.1
55-64	16.4	17.9	14.8	14.5	13.8	15.0	16.0	15.8	16.1
65-74	9.3	12.1	7.4	10.4	13.2	8.1	11.9	14.0	10.1
75-84	9.1	12.3	6.3	6.4	9.0	4.4	6.0	7.6	4.6
85+	-	-	-	-	3.4	-	2.2	3.1	1.6

Participation rates for active recreation and sport are much higher amongst younger people than older people. Male participation rates are also higher than those of females.

Worcestershire has higher than regional and national participation rates for the majority of the age categories, especially the younger age groups.

Deprivation

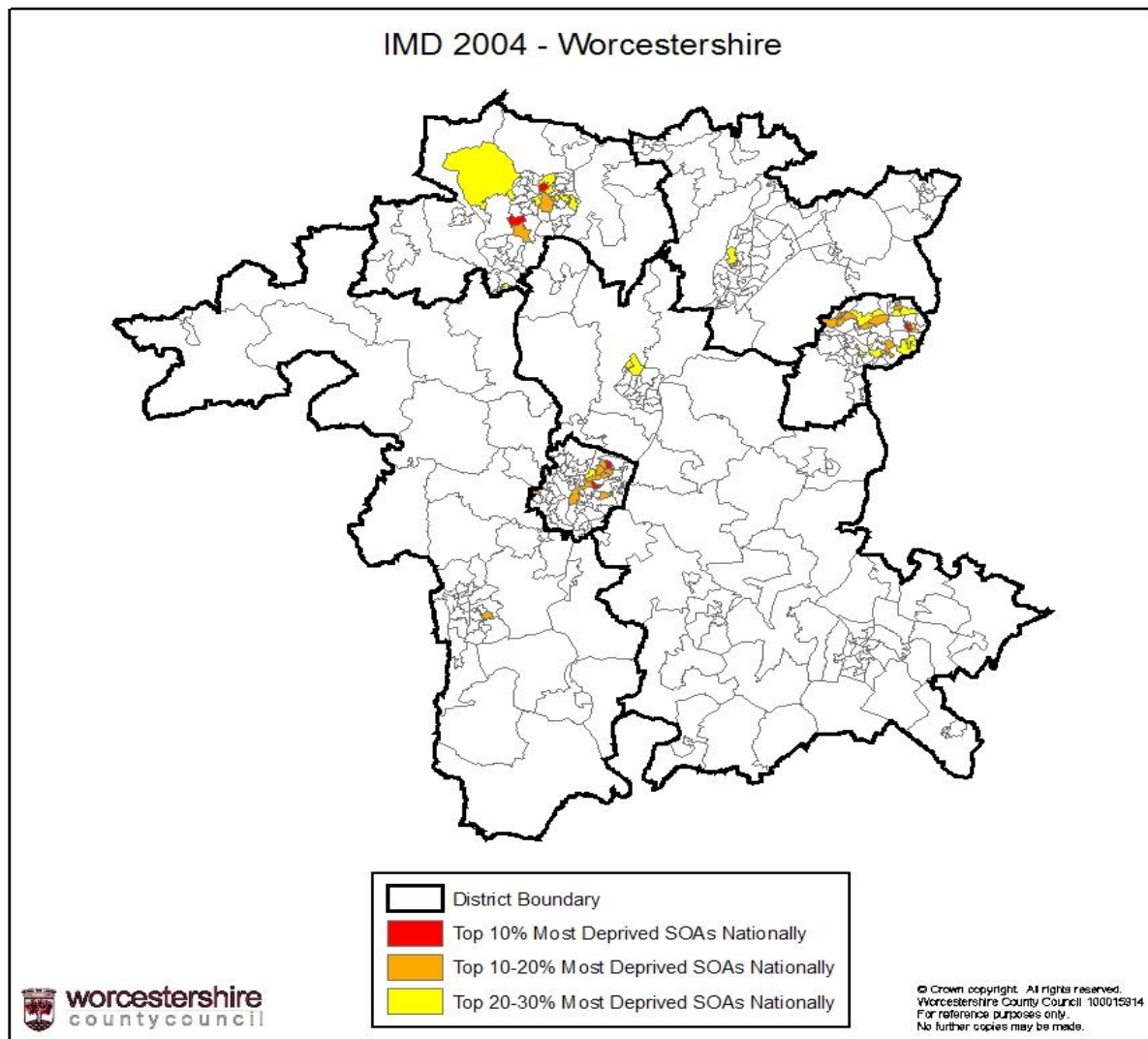
Table 6: Number of SOAs Most Deprived Nationally

Most deprived SOAs Nationally	Number of SOAs	Percentage of total SOAs in Worcestershire
Top 10%	5	1.4
Top 20%	25	6.9
Top 30%	47	13.0

Source: Indices of Multiple Deprivation 2004, WMRO.

From the total of 32,482 SOAs within England, just 1.4% of SOAs within Worcestershire fall in the top 10%, 6.9% within the top 20% and 13% within the top 30% most deprived nationally.

The map below illustrates where the most deprived SOAs are located.



Source: Indices of Multiple Deprivation 2004, WMRO.

It can be seen that the most deprived SOAs lie within the urban areas of the county, namely Worcester, Redditch and Kidderminster. There are just one or two SOAs present in Malvern, Droitwich and Bromsgrove.

The map shows one large rural area to the west of Kidderminster, which only just falls into the top 30% most deprived nationally.

Widening Access to Sport – Priority Groups

Table 7: KPI 1 & 2 for Priority Groups

	KPI 1 – Participation 3x30mins			KPI 2 – Volunteering at least 1 hour per week		
	Worcs (%)	West Midlands (%)	National (%)	Worcs (%)	West Midlands (%)	National (%)
Females	18.8	16.6	18.5	3.8	3.3	3.4
Over 45s	14.7	12.9	14.0	4.2	3.8	3.9
Non-white	22.8	16.5	18.6	5.8	3.8	3.6
LSI*	14.2	10.5	11.6	4.3	3.5	3.7
LLSI**	10.6	7.9	8.8	3.5	2.8	3.2
Lower Income Groups***	19.0	18.3	20.4	4.8	4.1	4.3

*Long standing illness, disability or infirmity

** Limiting long standing illness, disability or infirmity

***NS-SEC 5,6,7,8,9

Worcestershire is above the national average in both participation rates (KPI 1) and volunteering at least 1 hour per week (KPI 2) for all priority groups listed. The result that stands out most is the non-white population within Worcestershire, which have a high participation and volunteering rate, much higher than other priority groups listed and above the region and national averages.

Education

Table 8: Qualifications by County, Region and Nationally

	Worcestershire (%)	West Midlands (%)	England (%)
Working age ¹ population with Level 4+ qualifications	26.6	23.0	26.2
Working age population with no qualifications	16.3	17.7	14.1
Pupils achieving 5 or more A*-C GCSE grades including English and Maths	43.0	40.3	44.3

Source: WMRO, Regional Skills Assessment 2006

Worcestershire has a higher than average percentage of working age population with Level 4 or higher qualifications (degree or higher). The number of residents with no qualifications is lower than that of the region but higher than the national figure, which is also the case for the proportion of pupils achieving 5 or more A*-C GCSE grades.

Table 9: KPI 1 – Participation 3x30 mins by Highest Qualification Obtained

Highest Qualification Obtained	Worcestershire (%)	West Midlands (%)	England (%)
Higher Education Degree or equivalent	23.2	23.9	22.9
A-Levels or equivalent	27.8	26.1	27.4
GCSEs (5 A* - C)	27.0	24.7	26.0
No qualifications	19.2	17.6	18.5

¹ Working age is defined as people aged 16-74.

Participation rates for Worcestershire are good and above the national average for residents with both varying qualifications and those with no qualifications. The highest rate can be seen for those who have obtained A-Levels or equivalent qualifications (27.8%), with participation slightly less for those with GCSEs and thirdly those with a Higher Education Degree or equivalent. The same trend can be seen across the County, Region and Nationally.

Building Schools for the Future

Building Schools for the Future (BSF) represents a new approach to capital investment. It is bringing together significant investment in buildings and in ICT (Information and Communications Technology) over the coming years to support the Government's educational reform agenda.

The Government is committed to devolve significant funds – about £3 billion in 2005-06 – to local authorities (LAs) and schools to spend on maintaining and improving their school buildings. But it also wants to promote a step-change in the quality of provision. That is the focus of Building Schools for the Future (BSF).

BSF – worth £2.2 billion in its first year (2005-6) – aims to ensure that secondary pupils learn in 21st-century facilities. Investment will be rolled out to every part of England over 15 waves, subject to future public spending decisions.

- By 2011, every LA in England will have received funding to renew at least the school in greatest need – many will have major rebuilding and remodelling projects (at least three schools) underway through BSF and the remainder will have received resources through the Academies programme or Targeted Capital Fund.
- By 2016, major rebuilding and remodelling projects (at least three schools) will have started in every LA.

Table 10: Worcestershire Local Authorities Tranche Position

Tranche	Local Authority
A – Waves 1-3	-
B – Waves 4-6	-
C – Waves 7-9	Wyre Forest
D – Waves 10-12	Redditch, Malvern & Worcester
E – Waves 13-15	Wychavon & Bromsgrove

Source: www.bsf.co.uk

All six Worcestershire Districts fall within the last three tranches, or alternatively, Wave 7 onwards. What this means is that the Worcestershire Districts will not receive funding immediately, but further into the BSF capital investment process. Wyre Forest is the first Worcestershire district that will receive funding to renew schools in greatest need. However, Wychavon and Bromsgrove will receive funding towards the end of the process, since they have been graded as areas of least need.

Economy

Table 11: KPI 1 – Participation 3x30mins by Household Income

Household Income	Worcestershire (%)	West Midlands (%)	England (%)
Up to £15,599	12.2	11.6	13.0
£15,600 - £25,999	19.9	18.6	19.4
£26,000 - £36,399	23.4	22.3	24.6
£36,400 - £45,799	26.7	26.9	28.9
£45,800 or more	35.2	35.6	34.4

Not surprisingly, there is a common trend shown in Table 11 that households with higher incomes have a greater participation in sport and active recreation. However there are a few interesting differences between county, regional and national levels. Worcestershire has a higher participation rate than the West Midlands for households earning £36,399 or less. But has a lower participation rate for households earning £36,400 or more, which is probably influenced by more affluent counties such as Warwickshire and Shropshire.

Employment

Table 12: KPI 1 Participation 3x30mins by Working Status

Working Status		Worcestershire (%)	West Midlands (%)	England (%)
Working	Full-time	26.4	24.1	25.8
	Part-time	23.6	19.7	22.4
Unemployed	Less than 12 months	24.5	23.3	24.8
	More than 12 months	15.9	13.8	14.9
Not Working	Retired	10.4	9.5	10.1
	Looking after house/children	19.5	14.6	17.6
	Long-term sick or disabled	9.0	7.1	7.2
Student	Full-time education	35.5	33.4	34.9
	Part-time education	39.1	27.3	26.5
	Other	12.7	15.1	20.0

It is important to note that the employment rate for Worcestershire is a lot higher than that of both the West Midlands and nationally, 80.2% compared to 74.7% and 75.1% respectively.

Source: Labour Force Survey, May 2005.

The standout results for KPI 1 by Working Status from the graph above are:

- The highest participation rates can be seen with students, both full-time and part-time, across all three geographical areas.
- The lowest participation rates are for long-term sick or disabled and retired people, although Worcestershire's rate is higher than the national average.

- Individuals working full-time are more likely to do at least 3 days a week x 30 minutes moderate participation than those working part-time, although they have less free time.
- There is a very interesting split between the two unemployed categories. The participation rate is approximately 10% higher for people who have been unemployed for less than 12 months than those who have been unemployed for more than 12 months.

Appendix

Active People Survey Results - KPI 1 & 2

Regional:

Region	KPI 1 – Participation 3x30 mins (%)	KPI 2 – At least 1 hour volunteering per week (%)
South East	22.6	5.4
South West	21.9	5.2
London	21.3	3.5
East Midlands	20.8	5.1
North West	20.6	4.6
North East	20.5	4.2
East	20.5	4.9
Yorkshire	20.1	4.8
West Midlands	19.3	4.7
National	21.0	4.7

County Sports Partnerships:

Partnership	KPI 1 – Participation 3x30 mins (%)	KPI 2 – At least 1 hour volunteering per week (%)
Herefordshire and Worcestershire	21.6	5.2
Shropshire and Telford & Wrekin	21.6	6.2
Greater Warwickshire	21.1	5.1
Staffordshire and Stoke-on-Trent	20.3	4.6
Birmingham	17.1	3.9
Black Country	16.0	4.1

County Councils:

County Council	KPI 1 – Participation 3x30 mins (%)	KPI 2 – At least 1 hour volunteering per week (%)
Warwickshire	22.6	5.7
Shropshire	22.1	6.5
Staffordshire	21.6	4.8
Worcestershire	21.5	5.3
West Midlands Metropolitan Boroughs	17.1	4.1

KPI 1:

**Participation in 3 x 30 minutes of Sport
and Active Recreation per week**



KPI 2:

At least 1 hour a week Volunteering to Support Sport and Active Recreation

