

SELECT THE AREA YOU WOULD LIKE TO VIEW FROM THE DROP DOWN BOX



East of England - Broxbourne



Sport England Local Sport Profile for Broxbourne

Understanding demographics within Broxbourne

Demographic characteristic count (000s)

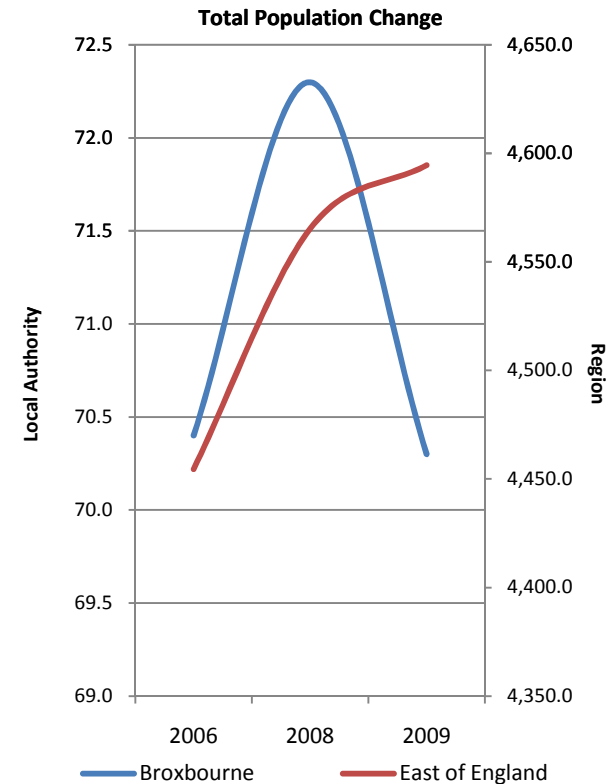
Indicator	Broxbourne			East of England			England		
	2006	2008	2009	2006	2008	2009	2006	2008	2009
Male	33.2	35.8	34.8	2,167.6	2,229.3	2,250.6	19,667.9	20,056.9	20,237.7
Female	37.2	36.5	35.5	2,286.6	2,336.4	2,344.1	20,743.9	21,028.4	21,178.5
Total	70.4	72.3	70.3	4,454.5	4,565.3	4,594.6	40,411.0	41,083.8	41,416.8
16 to 19	3.6	4.6	6.0	277.1	284.8	282.4	2,618.5	2,647.5	2,626.5
20 to 24	6.3	4.0	4.0	316.5	340.7	349.7	3,284.2	3,449.5	3,508.1
25 to 34	15.8	12.6	13.3	688.3	689.8	698.0	6,637.7	6,630.4	6,727.6
35 to 49	11.7	23.8	23.2	1,238.4	1,259.5	1,255.5	11,185.9	11,283.4	11,259.8
50 to 64	19.3	13.3	11.0	1,034.9	1,059.4	1,062.1	8,967.7	9,166.7	9,246.4
65+	13.7	13.9	12.7	899.4	930.9	946.4	7,714.2	7,904.1	8,040.8
White	67.4	70.3	65.4	4,194.1	4,259.6	4,284.2	36,335.5	36,599.9	36,817.5
Non-White	2.9	2.0	5.0	257.1	302.3	306.7	4,046.8	4,457.6	4,562.1
Both DDA & worklimiting	4.4	5.1	4.0	326.4	349.3	337.1	3,459.3	3,460.7	3,437.1
DDA only disabled	*	3.1	3.1	157.6	188.3	196.4	1,568.5	1,649.4	1,692.2
Work-limiting only disabled	1.4	*	*	110.9	117.2	114.8	1,027.5	1,014.2	1,025.3
Not disabled	50.3	50.2	49.5	2,957.0	2,978.0	2,995.8	26,628.7	27,043.9	27,201.4
Total	70.4	72.3	70.3	4,454.5	4,565.3	4,594.6	40,411.0	41,083.8	41,416.8

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	Broxbourne			East of England			England		
	2006	2008	2009	2006	2008	2009	2006	2008	2009
Male	47.2%	49.5%	49.5%	48.7%	48.8%	49.0%	48.7%	48.8%	48.9%
Female	52.8%	50.5%	50.5%	51.3%	51.2%	51.0%	51.3%	51.2%	51.1%
16 to 19	5.1%	6.4%	8.5%	6.2%	6.2%	6.1%	6.5%	6.4%	6.3%
20 to 24	8.9%	5.5%	5.7%	7.1%	7.5%	7.6%	8.1%	8.4%	8.5%
25 to 34	22.4%	17.4%	18.9%	15.5%	15.1%	15.2%	16.4%	16.1%	16.2%
35 to 49	16.6%	32.9%	33.0%	27.8%	27.6%	27.3%	27.7%	27.5%	27.2%
50 to 64	27.4%	18.4%	15.6%	23.2%	23.2%	23.1%	22.2%	22.3%	22.3%
65+	19.5%	19.2%	18.1%	20.2%	20.4%	20.6%	19.1%	19.2%	19.4%
White	95.7%	97.2%	93.0%	94.2%	93.3%	93.2%	89.9%	89.1%	88.9%
Non-White	4.1%	2.8%	7.1%	5.8%	6.6%	6.7%	10.0%	10.9%	11.0%
Both DDA & worklimiting	6.3%	7.1%	5.7%	7.3%	7.7%	7.3%	8.6%	8.4%	8.3%
DDA only disabled	*	4.3%	4.4%	3.5%	4.1%	4.3%	3.9%	4.0%	4.1%
Work-limiting only disabled	2.0%	*	*	2.5%	2.6%	2.5%	2.5%	2.5%	2.5%
Not disabled	71.4%	69.4%	70.4%	66.4%	65.2%	65.2%	65.9%	65.8%	65.7%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%

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)

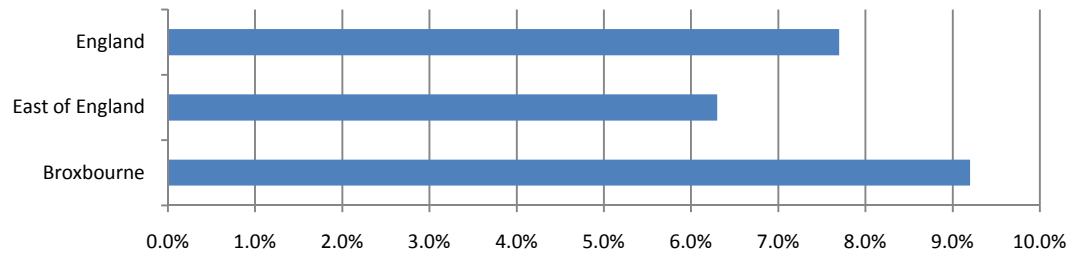
Geography	Unemployed	Economic-ally Active	Rate
Broxbourne	4.4	48.1	9.2%
East of England	188.1	2,970.9	6.3%
England	2,029.0	26,305.2	7.7%

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](#)

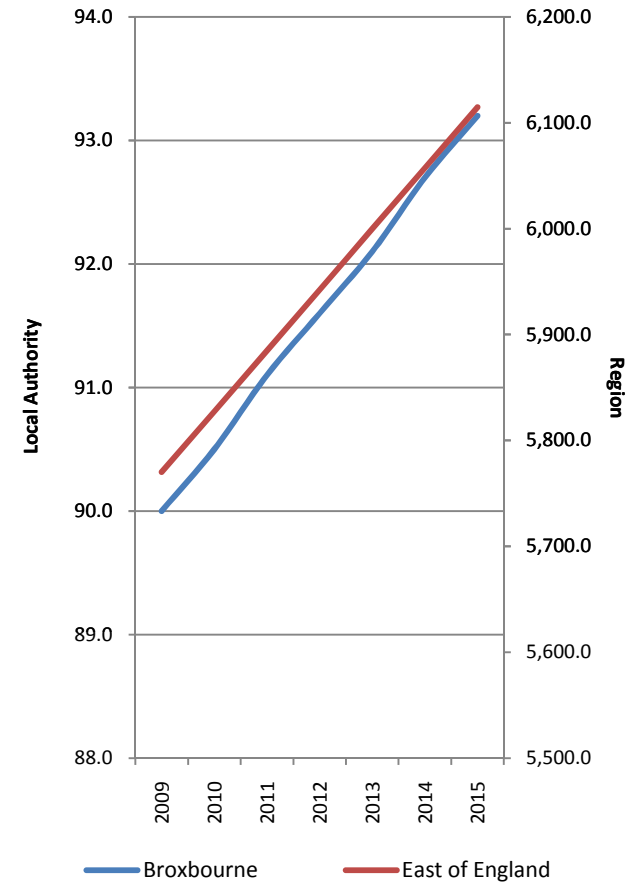
Unemployment Rate as a proportion of Economically Active Pop



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

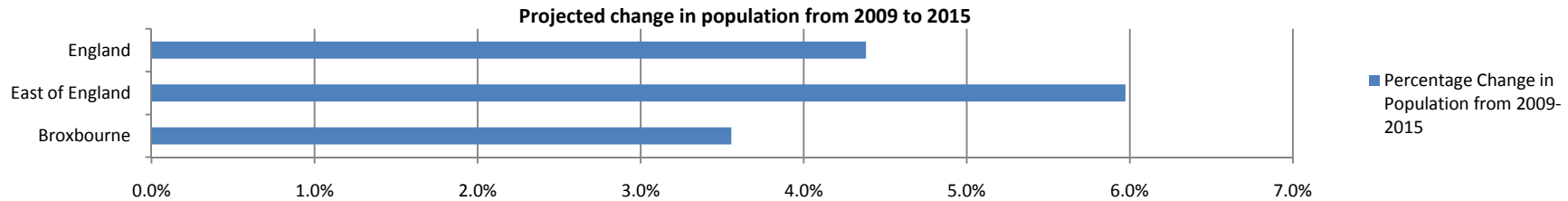
Indicator	Broxbourne							Chg 09 - 15	% Chg
	2009	2010	2011	2012	2013	2014	2015		
Male	43.5	43.7	44	44.2	44.4	44.7	44.9	1.4	3.2%
Female	46.5	46.8	47.1	47.4	47.7	48	48.3	1.8	3.9%
0-4	6	6.1	6.1	6.1	6.1	6.1	6.1	0.1	1.7%
5-9	5.3	5.4	5.6	5.8	6	6.2	6.3	1	18.9%
10-14	5.6	5.5	5.4	5.4	5.4	5.4	5.5	-0.1	-1.8%
15-19	5.7	5.7	5.6	5.5	5.4	5.4	5.3	-0.4	-7.0%
20-24	5.2	5.3	5.3	5.3	5.3	5.2	5.2	0	0.0%
25-29	5.7	5.7	5.7	5.9	6	6.1	6.1	0.4	7.0%
30-34	5.9	5.9	6.1	6.1	6.1	6.1	6.2	0.3	5.1%
35-39	6.4	6.3	6.1	6	5.9	6	6	-0.4	-6.3%
40-44	7.2	7.1	7.1	6.8	6.6	6.4	6.3	-0.9	-12.5%
45-49	6.6	6.8	6.8	7	7.1	7.1	7	0.4	6.1%
50-54	5.7	5.7	5.9	6.2	6.3	6.4	6.6	0.9	15.8%
55-59	5	5	5.1	5.1	5.2	5.4	5.4	0.4	8.0%
60-64	5.3	5.2	5.1	4.9	4.7	4.6	4.6	-0.7	-13.2%
65-69	4	4.2	4.3	4.7	4.8	4.9	4.8	0.8	20.0%
70-74	3.6	3.6	3.6	3.6	3.6	3.7	3.8	0.2	5.6%
75-79	3.1	3.2	3.1	3.1	3.2	3.2	3.2	0.1	3.2%
80-84	2.1	2.2	2.3	2.4	2.4	2.5	2.6	0.5	23.8%
85-89	1.2	1.2	1.2	1.3	1.3	1.4	1.4	0.2	16.7%
90+	0.5	0.5	0.6	0.6	0.6	0.7	0.7	0.2	40.0%
Broxbourne	90.0	90.5	91.1	91.6	92.1	92.7	93.2	3.2	3.6%
East of England	5,770.1	5,827.3	5,884.7	5,942.2	5,999.9	6,057.4	6,114.8	344.7	6.0%
England	51,817.1	52,196.7	52,577.1	52,953.9	53,332.0	53,710.0	54,087.8	2,270.7	4.4%

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](#)



Obesity levels in adults and children (000s)

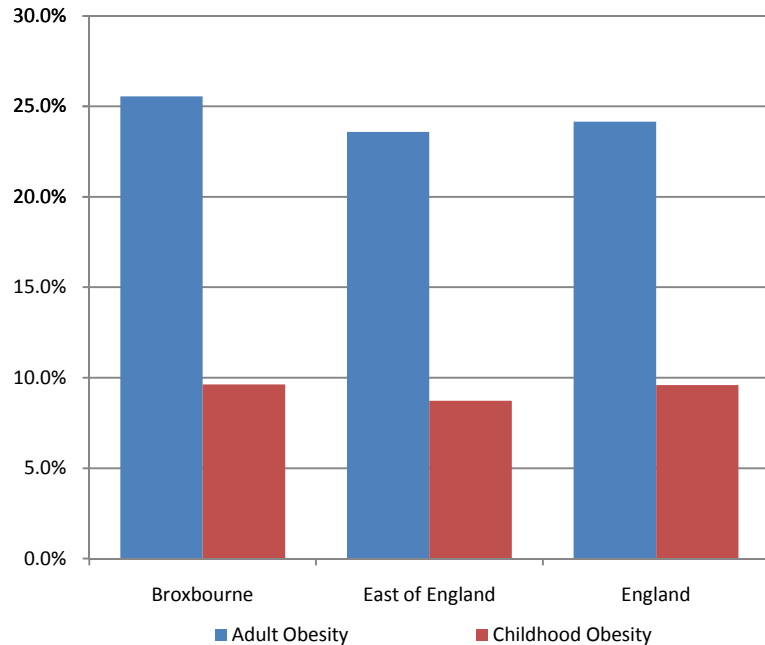
Geography	Adult Obesity		Childhood Obesity	
	Number	Rate	Number	Rate
Broxbourne	18.0	25.5%	0.1	9.6%
East of England	1,083.4	23.6%	4.8	8.7%
England	10,005.6	24.2%	48.6	9.6%

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
Broxbourne	79.5	82.9
East of England	78.9	82.8
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 Broxbourne	16.22
Rank in East of England (out of 52)	18
Rank in England (out of 353)	187

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
Broxbourne	51.4	-
East of England	19,109.3	0.3%
England	130,278.5	0.0%

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 Broxbourne

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

Indicator	Year	Broxbourne			East of England			England		
		All	Male	Female	All	Male	Female	All	Male	Female
0 days / 0x30	2005/06	50.5%	45.3%	55.4%	49.0%	45.0%	52.8%	50.0%	45.1%	54.6%
	2007/09	49.4%	41.6%	56.5%	46.9%	42.1%	51.5%	47.8%	42.4%	53.0%
1-3 days	2005/06	9.7%	12.2%	7.4%	9.2%	9.8%	8.7%	8.8%	9.5%	8.1%
	2007/09	9.0%	9.6%	8.5%	9.6%	10.6%	8.6%	9.0%	9.8%	8.3%
4-7 days / 1x30	2005/06	13.5%	13.3%	13.6%	12.5%	13.2%	11.8%	12.0%	12.8%	11.3%
	2007/09	11.4%	12.1%	10.8%	13.2%	13.9%	12.6%	12.7%	13.5%	11.9%
8-11 days / 2x30	2005/06	8.2%	8.8%	7.6%	8.4%	9.1%	7.7%	8.0%	8.7%	7.3%
	2007/09	9.6%	13.4%	6.2%	8.9%	9.7%	8.2%	8.7%	9.5%	7.9%
12-19 days / 3x30	2005/06	9.7%	12.0%	7.6%	9.5%	10.6%	8.4%	9.6%	10.9%	8.4%
	2007/09	11.0%	12.7%	9.4%	10.3%	11.7%	9.0%	10.7%	12.2%	9.3%
12+ days / 3x30 - NI8	2005/06	18.1%	20.4%	16.0%	20.8%	22.8%	18.9%	21.3%	24.0%	18.7%
	2007/09	20.7%	23.6%	18.3%	21.4%	23.7%	19.2%	21.8%	24.8%	18.9%
20+ days / 5x30	2005/06	8.3%	8.2%	8.4%	11.4%	12.3%	10.5%	11.7%	13.1%	10.3%
	2007/09	9.7%	10.6%	8.8%	11.0%	12.0%	10.1%	11.1%	12.6%	9.7%

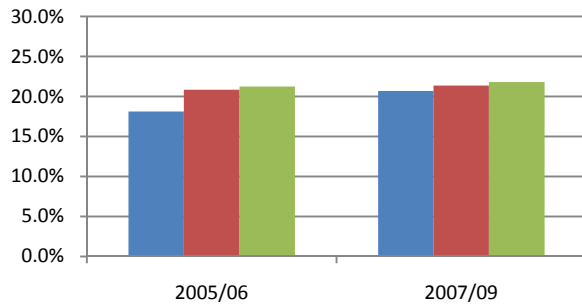
Source: Active People Survey, Year: 2005/06 (APS1), 2007/09 (APS2/3) or 2008/09 (APS3) if LA sample is boosted, Measure: NI8 participation

[For more information click here](#)

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

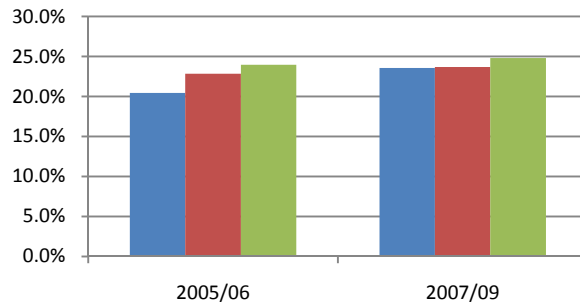
NB - NI8 Key Indicator has been highlighted (i.e. 3x30 min sessions or more of moderate intensity activity a week)

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



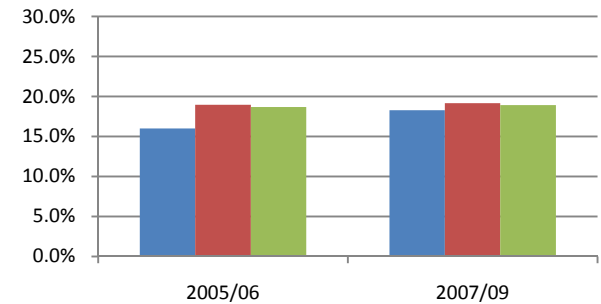
■ Broxbourne ■ East of England ■ England

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



■ Broxbourne ■ East of England ■ England

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



■ Broxbourne ■ East of England ■ England

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

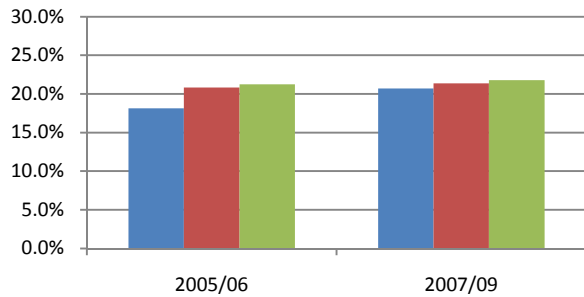
Indicator	Year	Broxbourne			East of England			England		
		All	White	Non white	All	White	Non white	All	White	Non white
0 days / 0x30	2005/06	50.5%	50.0%	56.3%	49.0%	48.9%	50.9%	50.0%	49.6%	54.3%
	2007/09	49.4%	49.3%	*	46.9%	46.7%	50.4%	47.8%	47.2%	53.1%
1-3 days	2005/06	9.7%	9.7%	*	9.2%	9.2%	9.9%	8.8%	8.8%	9.0%
	2007/09	9.0%	9.1%	*	9.6%	9.7%	9.3%	9.0%	9.0%	9.0%
4-7 days / 1x30	2005/06	13.5%	13.3%	*	12.5%	12.5%	12.7%	12.0%	12.1%	11.2%
	2007/09	11.4%	10.7%	*	13.2%	13.3%	12.0%	12.7%	12.8%	11.9%
8-11 days / 2x30	2005/06	8.2%	8.6%	*	8.4%	8.5%	7.2%	8.0%	8.1%	6.8%
	2007/09	9.6%	10.0%	*	8.9%	9.0%	8.9%	8.7%	8.8%	7.7%
12-19 days / 3x30	2005/06	9.7%	9.5%	*	9.5%	9.5%	9.0%	9.6%	9.6%	9.0%
	2007/09	11.0%	10.8%	*	10.3%	10.3%	10.5%	10.7%	10.8%	9.6%
12+ days / 3x30 - NI8	2005/06	18.1%	18.3%	*	20.8%	20.9%	19.3%	21.3%	21.5%	18.7%
	2007/09	20.7%	20.9%	*	21.4%	21.4%	19.4%	21.8%	22.2%	18.3%
20+ days / 5x30	2005/06	8.3%	8.8%	*	11.4%	11.4%	10.3%	11.7%	11.9%	9.7%
	2007/09	9.7%	10.1%	*	11.0%	11.2%	8.9%	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](#)

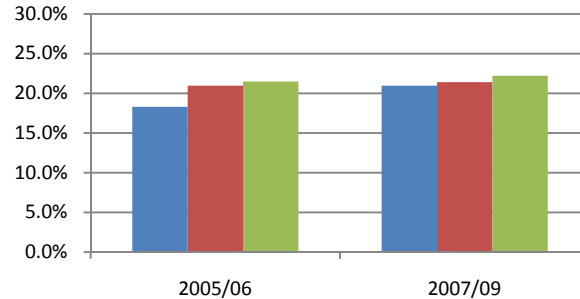
NB - The most recent data for this local authority is from the APS2/3 Dataset

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



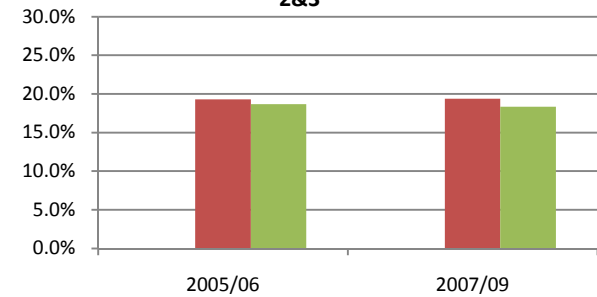
■ Broxbourne ■ East of England ■ England

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



■ Broxbourne ■ East of England ■ England

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



■ Broxbourne ■ East of England ■ England

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

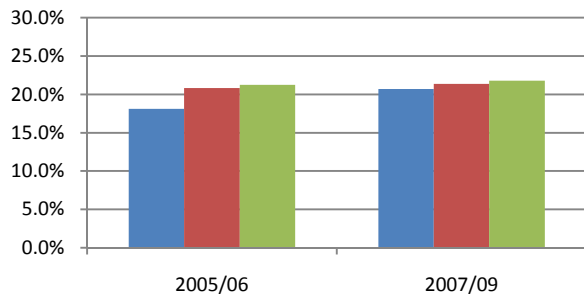
Indicator	Year	Broxbourne			East of England			England		
		All	Limiting disability	No limiting disability	All	Limiting disability	No limiting disability	All	Limiting disability	No limiting disability
0 days / 0x30	2005/06	50.5%	75.2%	46.7%	49.0%	74.2%	44.7%	50.0%	75.7%	45.1%
	2007/09	49.4%	74.3%	45.2%	46.9%	71.6%	42.7%	47.8%	73.6%	43.1%
1-3 days	2005/06	9.7%	*	10.5%	9.2%	5.8%	9.8%	8.8%	5.4%	9.4%
	2007/09	9.0%	*	9.5%	9.6%	6.4%	10.1%	9.0%	5.8%	9.6%
4-7 days / 1x30	2005/06	13.5%	*	14.4%	12.5%	6.6%	13.5%	12.0%	6.2%	13.1%
	2007/09	11.4%	*	12.3%	13.2%	7.8%	14.1%	12.7%	7.0%	13.7%
8-11 days / 2x30	2005/06	8.2%	*	8.9%	8.4%	3.9%	9.2%	8.0%	3.7%	8.7%
	2007/09	9.6%	*	10.5%	8.9%	4.8%	9.6%	8.7%	4.4%	9.5%
12-19 days / 3x30	2005/06	9.7%	*	10.4%	9.5%	4.2%	10.4%	9.6%	3.9%	10.6%
	2007/09	11.0%	*	11.9%	10.3%	4.3%	11.3%	10.7%	4.4%	11.8%
12+ days / 3x30 - NI8	2005/06	18.1%	*	19.4%	20.8%	9.4%	22.8%	21.3%	9.0%	23.6%
	2007/09	20.7%	*	22.4%	21.4%	9.4%	23.4%	21.8%	9.2%	24.1%
20+ days / 5x30	2005/06	8.3%	*	9.1%	11.4%	5.3%	12.4%	11.7%	5.1%	12.9%
	2007/09	9.7%	*	10.6%	11.0%	5.0%	12.1%	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](#)

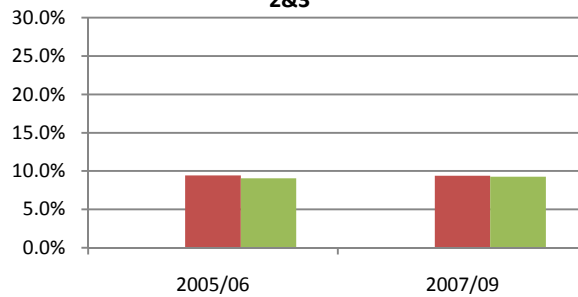
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Total Participation (at least) 3x30 for APS1, 2&3



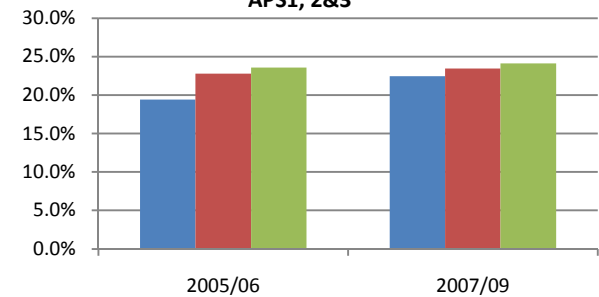
■ Broxbourne ■ East of England ■ England

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



■ Broxbourne ■ East of England ■ England

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



■ Broxbourne ■ East of England ■ England

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

Indicator	Year	Broxbourne											
		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	50.5%	*	*	*	40.9%	44.3%	53.4%	73.6%	43.3%	54.7%	42.1%	58.8%
	2007/09	49.4%	*	*	*	*	43.5%	56.1%	71.9%	42.1%	58.9%	46.2%	58.7%
1-3 days	2005/06	9.7%	*	*	*	*	*	11.4%	*	9.1%	*	*	*
	2007/09	9.0%	*	*	*	*	*	*	*	10.8%	*	*	*
4-7 days / 1x30	2005/06	13.5%	*	*	*	*	14.6%	11.7%	*	15.2%	*	*	11.0%
	2007/09	11.4%	*	*	*	*	*	13.5%	*	14.1%	*	*	*
8-11 days / 2x30	2005/06	8.2%	*	*	*	*	*	*	*	9.5%	*	*	*
	2007/09	9.6%	*	*	*	*	*	10.3%	*	9.7%	*	*	*
12-20 days / 3x30	2005/06	9.7%	*	*	*	*	*	*	*	11.0%	*	*	9.0%
	2007/09	11.0%	*	*	*	*	*	10.6%	*	13.0%	*	*	*
12+ days / 3x30 - NI8	2005/06	18.1%	*	*	*	*	22.2%	15.8%	*	22.6%	*	*	15.2%
	2007/09	20.7%	37.9%	*	*	*	23.1%	16.7%	*	23.3%	*	*	15.7%
20+ days / 5x30	2005/06	8.3%	*	*	*	*	*	*	*	11.6%	*	*	*
	2007/09	9.7%	*	*	*	*	*	*	*	10.2%	*	*	*

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	Broxbourne		East of England		England	
	2005/06	2007/09	2005/06	2007/09	2005/06	2007/09
Expected	21.2%	21.7%	21.4%	21.8%	21.9%	22.5%
Observed	18.1%	20.7%	20.8%	21.4%	21.3%	21.8%
Difference	-3.1%	-1.0%	-0.6%	-0.4%	-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

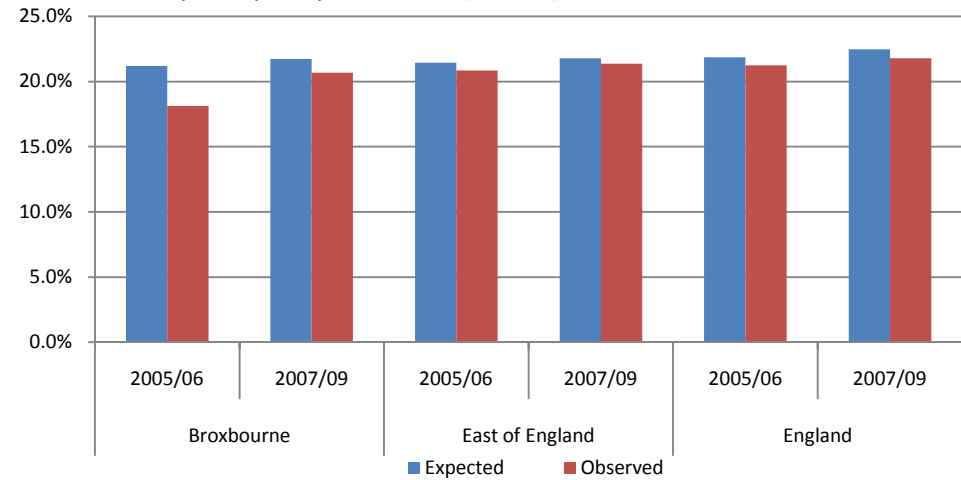
Health costs of sporting inactivity

Geography	The Health Costs of Sporting Inactivity	
	Cost	Cost per 100,000 pop
Broxbourne	£521,056	£741,189
East of England	£69,797,670	£1,590,286
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



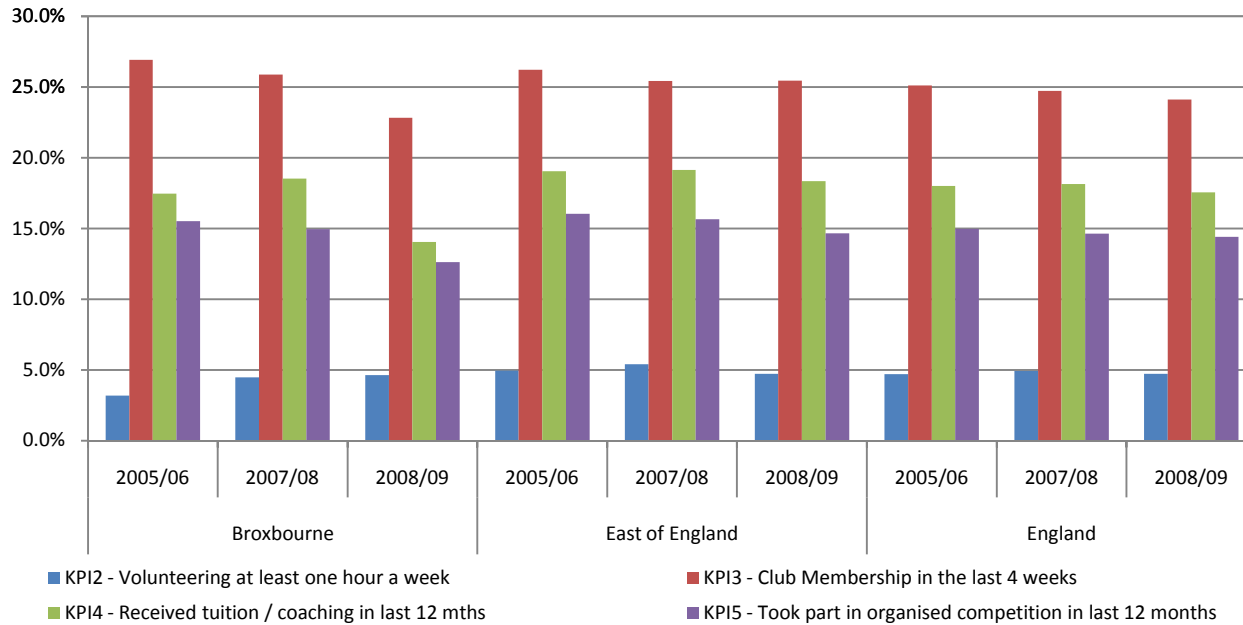
Key Performance Indicators (KPI)

Indicator	Broxbourne			East of England			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	3.2%	4.5%	4.6%	4.9%	5.4%	4.7%	4.7%	4.9%	4.7%
KPI3 - Club Membership in the last 4 weeks	26.9%	25.9%	22.8%	26.2%	25.4%	25.5%	25.1%	24.7%	24.1%
KPI4 - Received tuition / coaching in last 12 mths	17.5%	18.5%	14.0%	19.0%	19.1%	18.3%	18.0%	18.1%	17.5%
KPI5 - Took part in organised competition in last 12 months	15.5%	15.0%	12.6%	16.0%	15.7%	14.7%	15.0%	14.6%	14.4%
KPI6 - Satisfaction with local provision	78.0%	69.4%	70.5%	71.0%	68.2%	69.7%	69.5%	66.6%	68.4%

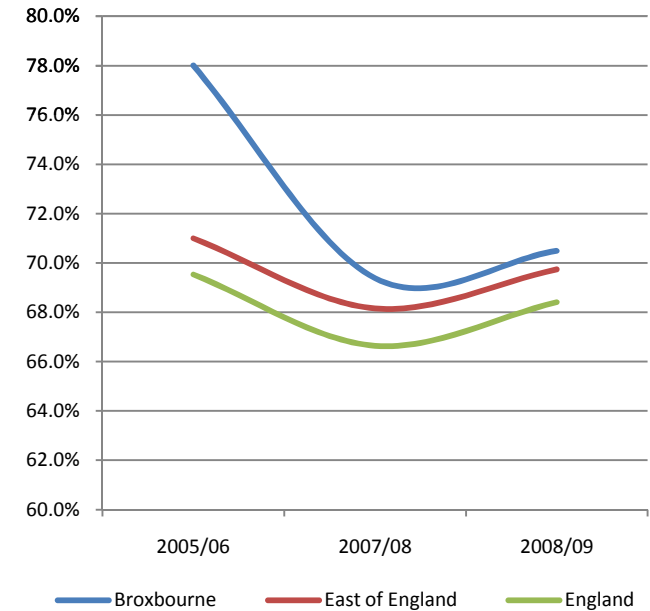
Source: Active People Survey , Year: 2005/06-2008/09, Measure: Key Performance Indicators 2, 3, 4, 5, 6

[For more information click here](#)

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



KPI6 - Satisfaction with local provision



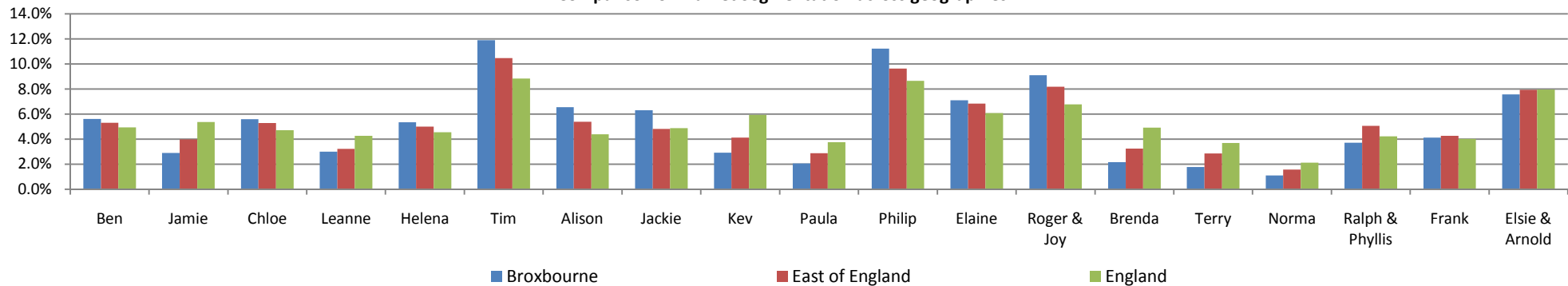
Market segmentation

Code	Name	Description	Broxbourne		East of England		England	
			Number	Rate	Number	Rate	Number	Rate
A01	Ben	Competitive Male Urbanites	3.9	5.6%	236.4	5.3%	1,989.1	4.9%
A02	Jamie	Sports Team Drinkers	2.0	2.9%	177.6	4.0%	2,162.9	5.4%
A03	Chloe	Fitness Class Friends	3.9	5.6%	236.0	5.3%	1,896.5	4.7%
A04	Leanne	Supportive Singles	2.1	3.0%	143.5	3.2%	1,711.6	4.3%
B05	Helena	Career Focused Females	3.7	5.3%	222.6	5.0%	1,829.8	4.5%
B06	Tim	Settling Down Males	8.3	11.9%	467.1	10.5%	3,554.0	8.8%
B07	Alison	Stay at Home Mums	4.6	6.5%	240.1	5.4%	1,766.4	4.4%
B08	Jackie	Middle England Mums	4.4	6.3%	215.0	4.8%	1,965.0	4.9%
B09	Kev	Pub League Team Mates	2.0	2.9%	183.4	4.1%	2,386.6	5.9%
B10	Paula	Stretched Single Mums	1.4	2.1%	128.0	2.9%	1,507.3	3.7%
C11	Philip	Comfortable Mid-Life Males	7.8	11.2%	429.2	9.6%	3,480.0	8.6%
C12	Elaine	Empty Nest Career Ladies	4.9	7.1%	304.8	6.8%	2,443.9	6.1%
C13	Roger & Joy	Early Retirement Couples	6.3	9.1%	365.2	8.2%	2,723.7	6.8%
C14	Brenda	Older Working Women	1.5	2.2%	144.8	3.2%	1,976.8	4.9%
C15	Terry	Local 'Old Boys'	1.2	1.8%	127.4	2.9%	1,484.5	3.7%
C16	Norma	Later Life Ladies	0.8	1.1%	70.3	1.6%	855.0	2.1%
D17	Ralph & Phyllis	Comfortable Retired Couple	2.6	3.7%	225.4	5.1%	1,700.2	4.2%
D18	Frank	Twilight Year Gents	2.9	4.1%	189.8	4.3%	1,612.9	4.0%
D19	Elsie & Arnold	Retirement Home Singles	5.3	7.6%	354.3	7.9%	3,206.3	8.0%
Total			69.7	100.0%	4,460.9	100.0%	40,252.4	100.0%

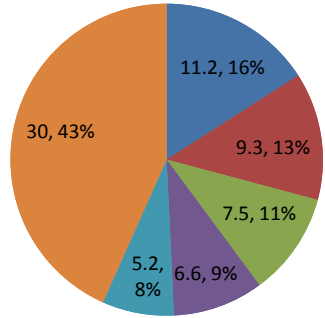
Source: Sport England and Experian Ltd, Year: 2010, Measure: Sport Market Segmentation

[For more information click here](#)

Comparison of Market Segmentation across geographies



Broxbourne - Top 5 Sports



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

Top 5 sports in local authority with regional and national comparison

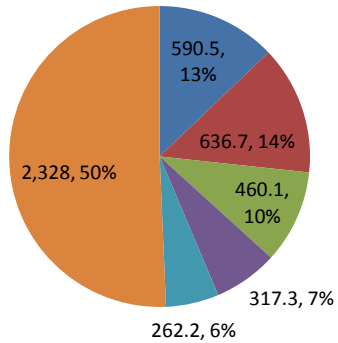
Sport	Broxbourne		East of England		England	
	Number	Rate	Number	Rate	Number	Rate
Swimming	11.2	15.9%	590.5	12.9%	5,352.0	12.9%
Cycling	9.3	13.2%	636.7	13.9%	4,983.3	12.0%
Gym	7.5	10.7%	460.1	10.0%	4,380.8	10.6%
Football	6.6	9.4%	317.3	6.9%	3,016.2	7.3%
Athletics	5.2	7.4%	262.2	5.7%	2,589.5	6.3%

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

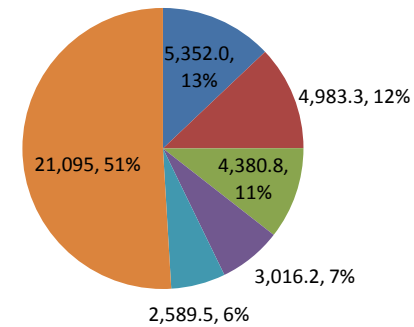
[For more information click here](#)

East of England - Top 5 Sports



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

England - Top 5 Sports



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

Sporting Facilities within Broxbourne

Number of facilities by type

Facilities	East of England		Proportion of Region
	Broxbourne Number	Number	
Athletics Tracks	0	33	0.0%
Golf	3	429	0.7%
Grass Pitches	63	5,200	1.2%
Health & Fitness Suite	8	690	1.2%
Ice Rinks	0	3	0.0%
Indoor Bowls	1	73	1.4%
Indoor Tennis Centre	0	51	0.0%
Ski Slopes	0	25	0.0%
Sports Hall	15	1,166	1.3%
Swimming Pool	11	634	1.7%
Artificial Grass Pitch	4	197	2.0%
Total	105	8,501	1.2%

Source: Active Places Power, Year: Jan 2010

Measure: Number of sporting facilities

[For more information click here](#)

Population of Broxbourne as a proportion of East of England population	1.5%
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Access types of sporting facilities by local authority area

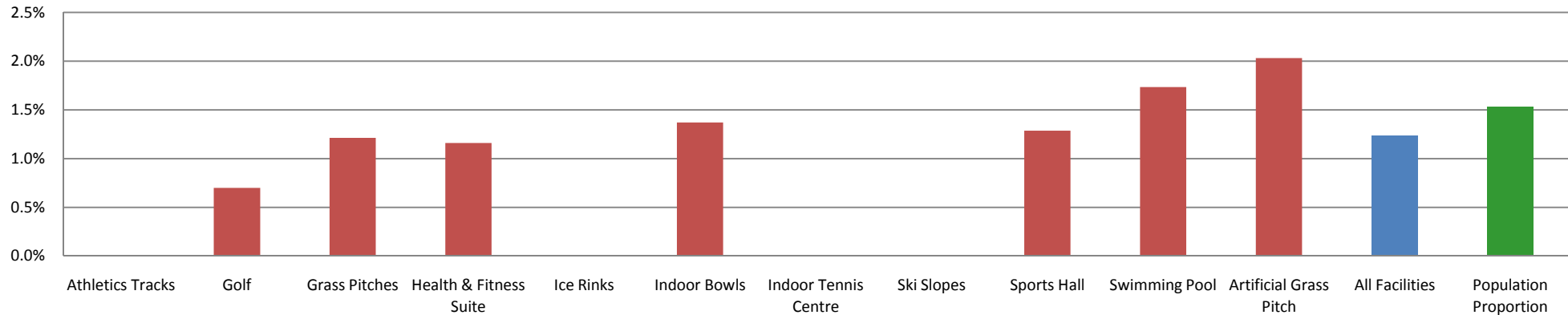
Facilities	Count	Number		Percentage	
		Public	Private	Public	Private
Athletics Tracks	0	0	0	-	-
Golf	3	3	0	100%	0%
Grass Pitches	63	52	11	83%	17%
Health and Fitness Suite	8	6	2	75%	25%
Ice Rinks	0	0	0	-	-
Indoor Bowls	1	1	0	100%	0%
Indoor Tennis Centre	0	0	0	-	-
Ski Slopes	0	0	0	-	-
Sports Hall	15	13	2	87%	13%
Swimming Pool	11	10	1	91%	9%
Artificial Grass Pitch	4	4	0	100%	0%
Total	105	89	16	85%	15%
East of England	8,501	7,334	1,167	86%	14%
England	65,124	52,907	12,217	81%	19%

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



LocalSportProfileTool

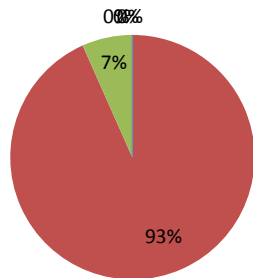
Ownership types of sporting facilities by local authority area

Facilities	Count	Ownership Type					Ownership Type				
		Commercial	Education	Local Authority	Not Known	Others	Commercial	Education	Local Authority	Not Known	Others
Athletics Tracks	0	0	0	0	0	0	-	-	-	-	-
Golf	3	2	0	1	0	0	67%	0%	33%	0%	0%
Grass Pitches	63	1	32	27	0	3	2%	51%	43%	0%	5%
Health and Fitness Suite	8	4	3	1	0	0	50%	38%	13%	0%	0%
Ice Rinks	0	0	0	0	0	0	-	-	-	-	-
Indoor Bowls	1	0	0	0	0	1	0%	0%	0%	0%	100%
Indoor Tennis Centre	0	0	0	0	0	0	-	-	-	-	-
Ski Slopes	0	0	0	0	0	0	-	-	-	-	-
Sports Hall	15	0	14	1	0	0	0%	93%	7%	0%	0%
Swimming Pool	11	2	6	3	0	0	18%	55%	27%	0%	0%
Artificial Grass Pitch	4	0	3	0	0	1	0%	75%	0%	0%	25%
Total	105	9	58	33	0	5	9%	55%	31%	0%	5%
East of England	8,501	1,113	4,007	2,265	7	1,109	13%	47%	27%	0%	13%
England	65,124	8,385	30,588	16,968	54	9,129	13%	47%	26%	0%	14%

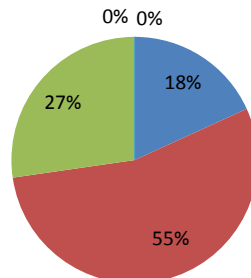
Source: Active Places Power: Year: Jan 2010: Measure: Number of sporting facilities by type of owner

[For more information click here](#)

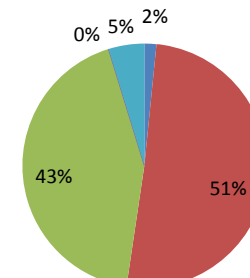
Sports Hall



Swimming Pool



Grass Pitches



Commercial Education Local Authority Not Known Others

Commercial Education Local Authority Not Known Others

Commercial Education Local Authority Not Known Others

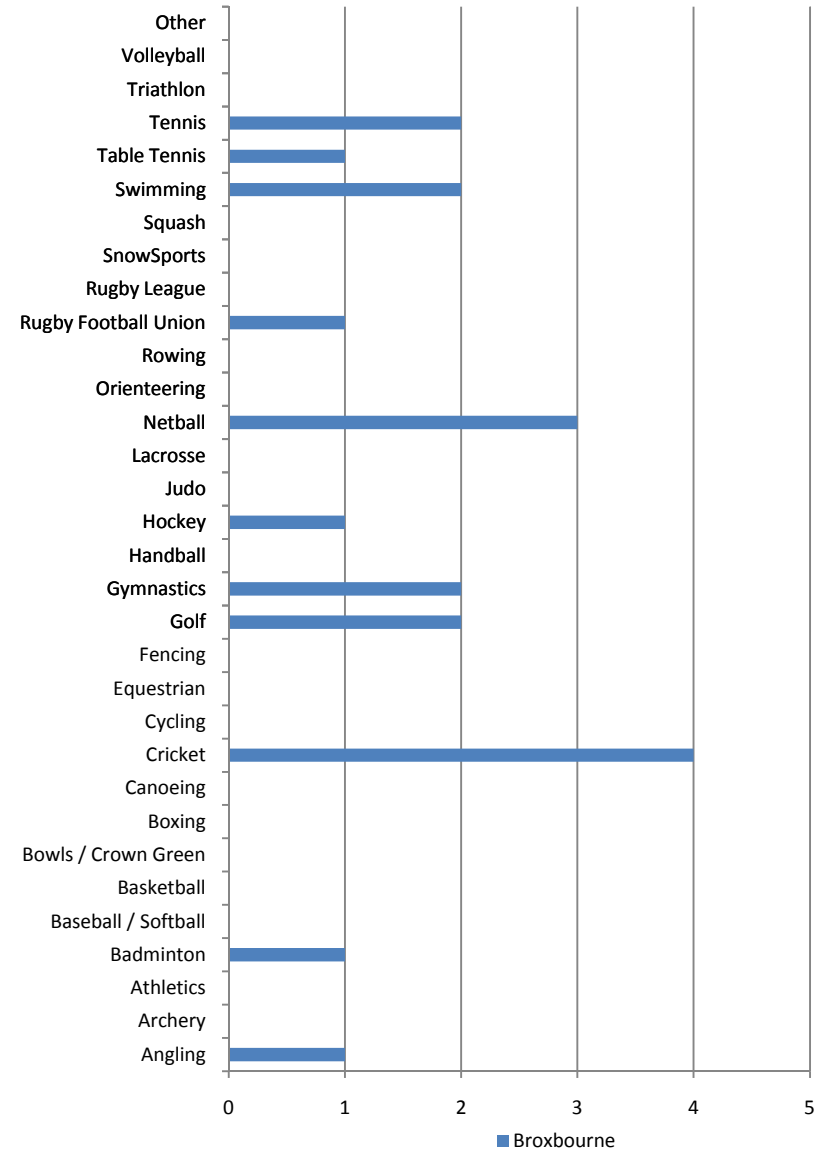
Number of clubmark clubs by sporting activity type

[For more information click here](#)

Clubmark Type	Broxbourne Number	East of England Number	England Number
Angling	1	13	80
Archery	0	7	60
Athletics	0	42	353
Badminton	1	45	300
Baseball / Softball	0	0	4
Basketball	0	10	144
Bowls / Crown Green	0	3	18
Boxing	0	5	50
Canoeing	0	13	151
Cricket	4	294	2,464
Cycling	0	29	222
Equestrian	0	15	87
Fencing	0	6	66
Golf	2	142	999
Gymnastics	2	63	614
Handball	0	0	7
Hockey	1	62	465
Judo	0	43	351
Lacrosse	0	3	35
Netball	3	69	455
Orienteering	0	6	47
Rowing	0	9	127
Rugby Football Union	1	92	865
Rugby League	0	4	257
SnowSports	0	4	24
Squash	0	24	251
Swimming	2	77	820
Table Tennis	1	21	238
Tennis	2	130	1,022
Triathlon	0	10	72
Volleyball	0	6	86
Other	0	35	183
Total	20	1,282	10,917

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

Number of clubmark clubs in the local authority



Comparisons with nearest neighbours of Broxbourne

Population compared with nearest neighbours (000s)

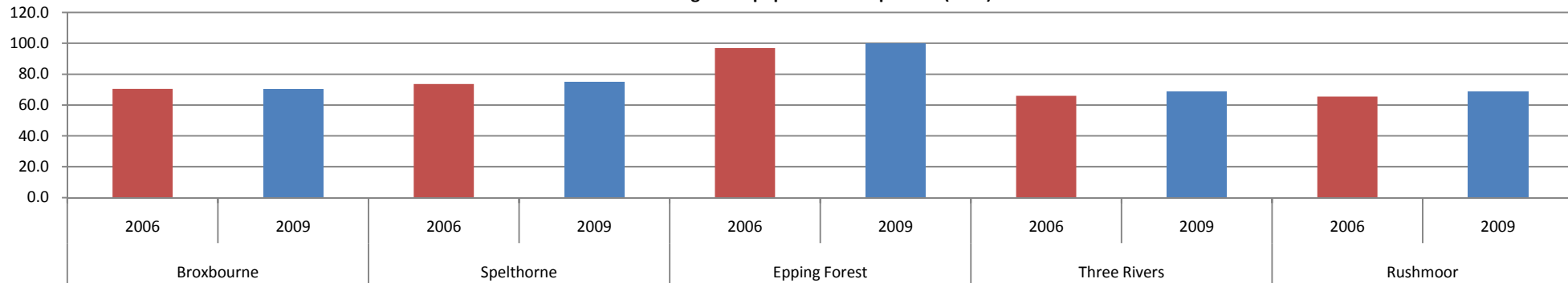
Indicator	Broxbourne		Spelthorne		Epping Forest		Three Rivers		Rushmoor	
	2006	2009	2006	2009	2006	2009	2006	2009	2006	2009
Male	33.2	34.8	35.9	36.6	44.7	46.6	32.0	32.7	32.7	34.2
Female	37.2	35.5	37.7	38.3	52.2	53.5	33.9	36.1	32.7	34.4
16 to 19	3.6	6.0	3.6	2.7	6.5	5.9	4.9	5.2	4.8	4.3
20 to 24	6.3	4.0	6.3	5.8	8.6	6.8	5.2	6.2	6.4	4.4
25 to 34	15.8	13.3	13.3	11.1	15.3	12.8	8.3	7.4	17.6	13.9
35 to 49	11.7	23.2	15.5	23.0	26.5	29.6	22.5	19.0	17.0	22.6
50 to 64	19.3	11.0	20.1	16.7	22.5	23.6	11.9	18.1	11.9	13.6
65+	13.7	12.7	14.8	15.6	17.7	21.4	13.2	13.0	7.7	9.9
White	67.4	65.4	69.0	65.7	89.7	93.7	59.6	59.0	59.4	60.1
Non-White	2.9	5.0	4.5	9.3	6.8	5.8	6.0	9.9	6.0	8.5
DDA & also w	4.4	4.0	5.2	2.2	6.5	8.2	2.7	7.8	3.3	7.1
DDA only dis	*	3.1	1.7	3.2	4.9	3.4	1.8	3.7	3.3	3.8
Work-limiting	1.4	*	1.4	2.0	2.8	2.5	2.0	*	1.2	1.5
Not disabled	50.3	49.5	50.4	51.9	65.1	64.6	46.3	44.1	50.0	46.3
Total	70.4	70.3	73.6	74.9	96.9	100.1	65.9	68.9	65.4	68.6

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 Broxbourne

Total area in sq km

Geography	Total Area in sq km	Proportion of England
Broxbourne	51.4	0.0%
Spelthorne	44.9	0.0%
Epping Forest	339.0	0.3%
Three Rivers	88.8	0.1%
Rushmoor	39.0	0.0%

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)
Broxbourne	16.22	187
Spelthorne	12.18	#N/A
Epping Forest	14.33	225
Three Rivers	10.74	284
Rushmoor	11.62	267

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

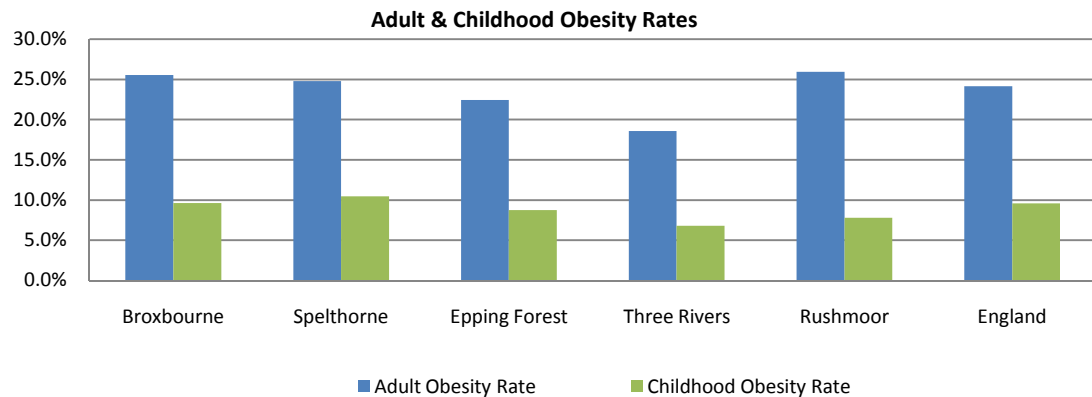
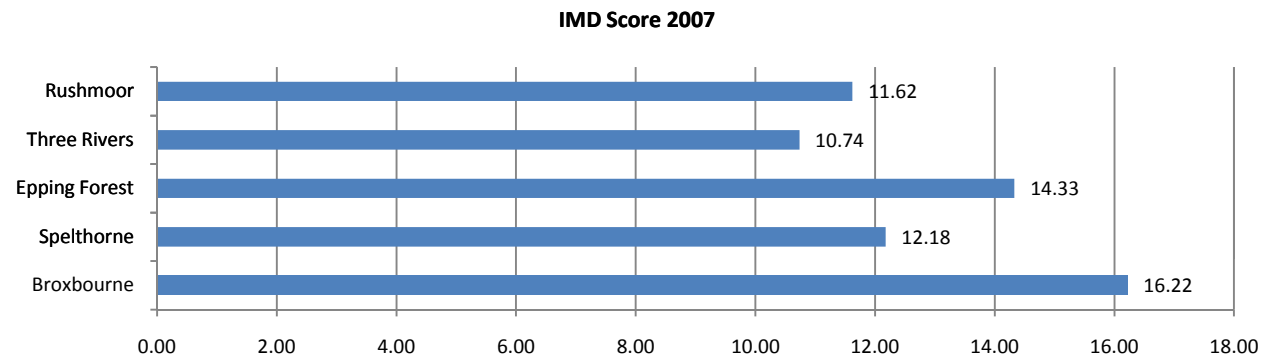
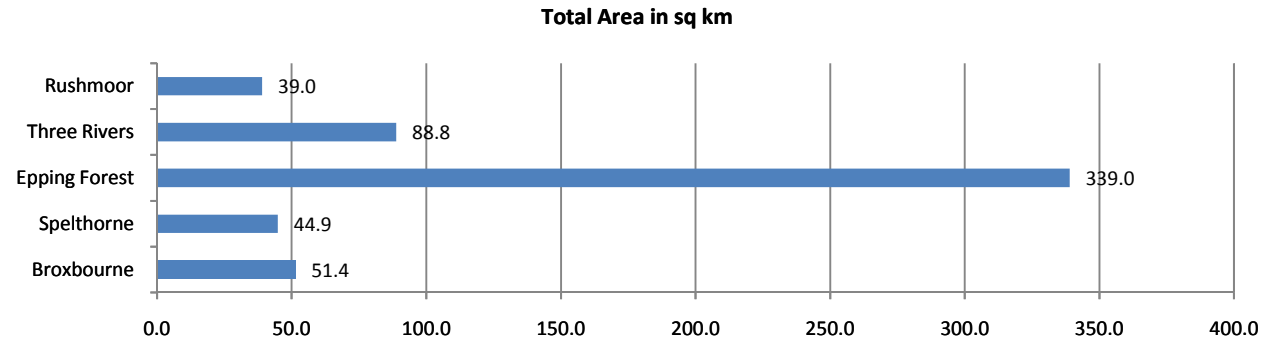
Geography	Adult Obesity Rate	Childhood Obesity Rate
Broxbourne	25.5%	9.6%
Spelthorne	24.8%	10.4%
Epping Forest	22.4%	8.8%
Three Rivers	18.6%	6.8%
Rushmoor	25.9%	7.8%

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 Broxbourne

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

Indicator	Broxbourne		Spelthorne		Epping Forest		Three Rivers		Rushmoor	
	2005/06	2007/09	2005/06	2007/09	2005/06	2007/09	2005/06	2007/09	2005/06	2007/09
Male	20.4%	23.6%	24.2%	24.6%	23.4%	23.8%	27.5%	25.6%	28.3%	25.4%
Female	16.0%	18.3%	19.9%	19.3%	19.0%	19.9%	19.2%	21.2%	19.0%	19.4%
16 to 19	*	37.9%	*	*	*	*	*	*	*	*
20 to 24	*	*	*	*	*	*	*	*	*	*
25 to 29	*	*	*	*	*	*	*	*	36.1%	*
30 to 34	*	*	*	*	*	*	36.0%	*	30.4%	30.3%
35 to 44	22.2%	23.1%	23.3%	25.1%	27.9%	24.4%	25.6%	29.1%	25.8%	30.0%
45 to 64	15.8%	16.7%	17.4%	17.0%	17.8%	19.9%	20.3%	21.6%	22.9%	17.9%
65+	*	*	*	*	*	*	*	*	*	*
White	18.3%	20.9%	22.0%	22.6%	21.1%	21.6%	23.5%	23.9%	23.7%	22.6%
Non-White	*	*	*	*	*	*	*	*	*	*
Limiting disab	*	*	*	*	*	*	*	*	*	*
No limiting dis	19.4%	22.4%	23.8%	24.3%	23.0%	23.4%	24.0%	25.5%	25.2%	24.0%
NS-SEC 1-2	22.6%	23.3%	24.2%	23.0%	24.5%	26.7%	23.9%	23.5%	28.1%	25.6%
NS-SEC 3	*	*	19.5%	*	*	*	*	*	24.2%	22.8%
NS-SEC 4	*	*	*	*	*	*	*	*	*	*
NS-SEC 5-8	15.2%	15.7%	20.8%	21.1%	15.9%	20.6%	21.6%	17.3%	20.2%	18.6%
Total	18.1%	20.7%	22.0%	21.9%	21.2%	21.8%	23.2%	23.3%	23.5%	22.3%

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	Broxbourne		Spelthorne		Epping Forest		Three Rivers		Rushmoor	
	2005/06	2007/09	2005/06	2007/09	2005/06	2007/09	2005/06	2007/09	2005/06	2007/09
Expected	21.2%	21.7%	23.8%	22.0%	23.0%	22.7%	23.7%	24.1%	24.2%	23.2%
Observed	18.1%	20.7%	22.0%	21.9%	21.2%	21.8%	23.2%	23.3%	23.5%	22.3%
Difference	-3.1%	-1.0%	-1.8%	-0.1%	-1.8%	-0.9%	-0.5%	-0.8%	-0.7%	-0.9%

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 Broxbourne

Number of facilities compared with nearest neighbours

Facilities	Broxbourne Number	Spelthorne Number	Epping Forest Number	Three Rivers Number	Rushmoor Number
Athletics Tracks	0	0	0	1	2
Golf	3	6	20	13	2
Grass Pitches	63	51	97	87	57
Health & Fitness Suite	8	12	18	10	13
Ice Rinks	0	0	0	0	0
Indoor Bowls	1	0	1	0	1
Indoor Tennis Centre	0	0	1	0	1
Ski Slopes	0	0	0	0	3
Sports Hall	15	17	20	18	15
Swimming Pool	11	10	15	9	11
Artificial Grass Pitch	4	4	5	5	4
Total	105	100	177	143	109
Population (000s)	70.3	74.9	100.1	68.9	68.6

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

