

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



East of England - Dacorum



Sport England Local Sport Profile for Dacorum

Understanding demographics within Dacorum

Demographic characteristic count (000s)

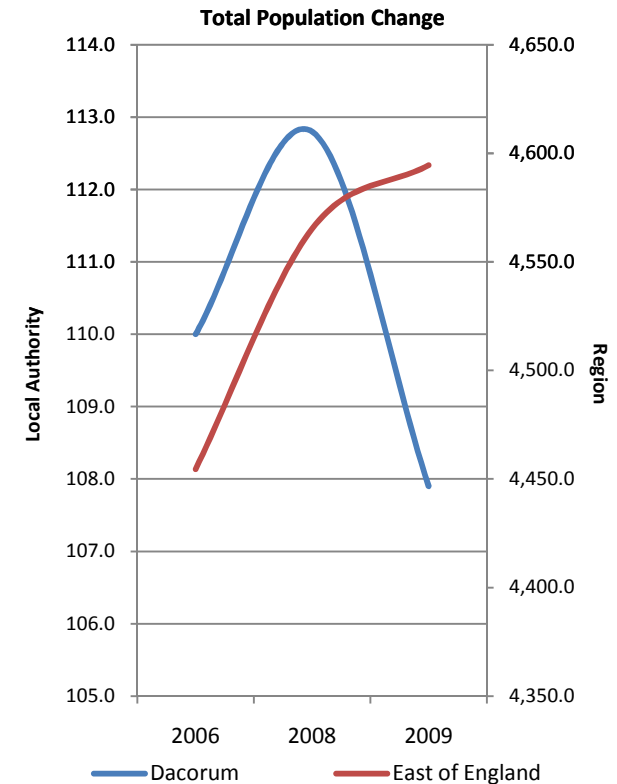
Indicator	Dacorum			East of England			England		
	2006	2008	2009	2006	2008	2009	2006	2008	2009
Male	53.6	55.2	53.9	2,167.6	2,229.3	2,250.6	19,667.9	20,056.9	20,237.7
Female	56.5	57.5	54.0	2,286.6	2,336.4	2,344.1	20,743.9	21,028.4	21,178.5
Total	110.0	112.8	107.9	4,454.5	4,565.3	4,594.6	40,411.0	41,083.8	41,416.8
16 to 19	8.2	5.7	7.4	277.1	284.8	282.4	2,618.5	2,647.5	2,626.5
20 to 24	8.4	6.7	7.9	316.5	340.7	349.7	3,284.2	3,449.5	3,508.1
25 to 34	17.3	14.7	13.0	688.3	689.8	698.0	6,637.7	6,630.4	6,727.6
35 to 49	31.9	35.0	32.1	1,238.4	1,259.5	1,255.5	11,185.9	11,283.4	11,259.8
50 to 64	23.1	26.9	27.2	1,034.9	1,059.4	1,062.1	8,967.7	9,166.7	9,246.4
65+	21.1	23.8	20.3	899.4	930.9	946.4	7,714.2	7,904.1	8,040.8
White	99.7	105.9	102.2	4,194.1	4,259.6	4,284.2	36,335.5	36,599.9	36,817.5
Non-White	10.3	6.9	5.7	257.1	302.3	306.7	4,046.8	4,457.6	4,562.1
Both DDA & worklimiting	4.6	7.4	6.8	326.4	349.3	337.1	3,459.3	3,460.7	3,437.1
DDA only disabled	2.4	4.6	5.5	157.6	188.3	196.4	1,568.5	1,649.4	1,692.2
Work-limiting only disabled	1.6	1.9	*	110.9	117.2	114.8	1,027.5	1,014.2	1,025.3
Not disabled	80.4	75.0	74.9	2,957.0	2,978.0	2,995.8	26,628.7	27,043.9	27,201.4
Total	110.0	112.8	107.9	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	Dacorum			East of England			England		
	2006	2008	2009	2006	2008	2009	2006	2008	2009
Male	48.7%	48.9%	50.0%	48.7%	48.8%	49.0%	48.7%	48.8%	48.9%
Female	51.4%	51.0%	50.0%	51.3%	51.2%	51.0%	51.3%	51.2%	51.1%
16 to 19	7.5%	5.1%	6.9%	6.2%	6.2%	6.1%	6.5%	6.4%	6.3%
20 to 24	7.6%	5.9%	7.3%	7.1%	7.5%	7.6%	8.1%	8.4%	8.5%
25 to 34	15.7%	13.0%	12.0%	15.5%	15.1%	15.2%	16.4%	16.1%	16.2%
35 to 49	29.0%	31.0%	29.7%	27.8%	27.6%	27.3%	27.7%	27.5%	27.2%
50 to 64	21.0%	23.8%	25.2%	23.2%	23.2%	23.1%	22.2%	22.3%	22.3%
65+	19.2%	21.1%	18.8%	20.2%	20.4%	20.6%	19.1%	19.2%	19.4%
White	90.6%	93.9%	94.7%	94.2%	93.3%	93.2%	89.9%	89.1%	88.9%
Non-White	9.4%	6.1%	5.3%	5.8%	6.6%	6.7%	10.0%	10.9%	11.0%
Both DDA & worklimiting	4.2%	6.6%	6.3%	7.3%	7.7%	7.3%	8.6%	8.4%	8.3%
DDA only disabled	2.2%	4.1%	5.1%	3.5%	4.1%	4.3%	3.9%	4.0%	4.1%
Work-limiting only disabled	1.5%	1.7%	*	2.5%	2.6%	2.5%	2.5%	2.5%	2.5%
Not disabled	73.1%	66.5%	69.4%	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)

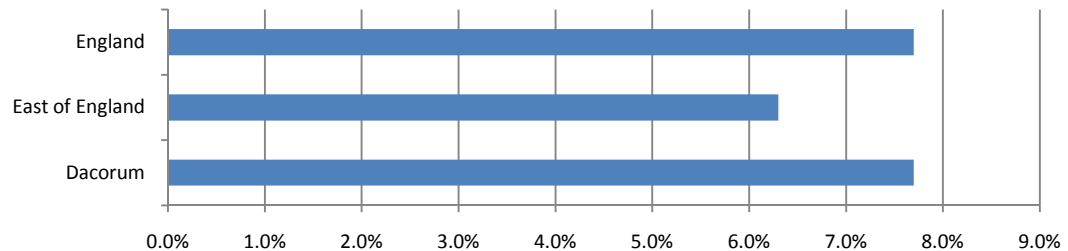
Geography	Unemployed	Economic-ally Active	Rate
Dacorum	5.3	69.1	7.7%
East of England	188.1	2,970.9	6.3%
England	2,029.0	26,305.2	7.7%

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](#)

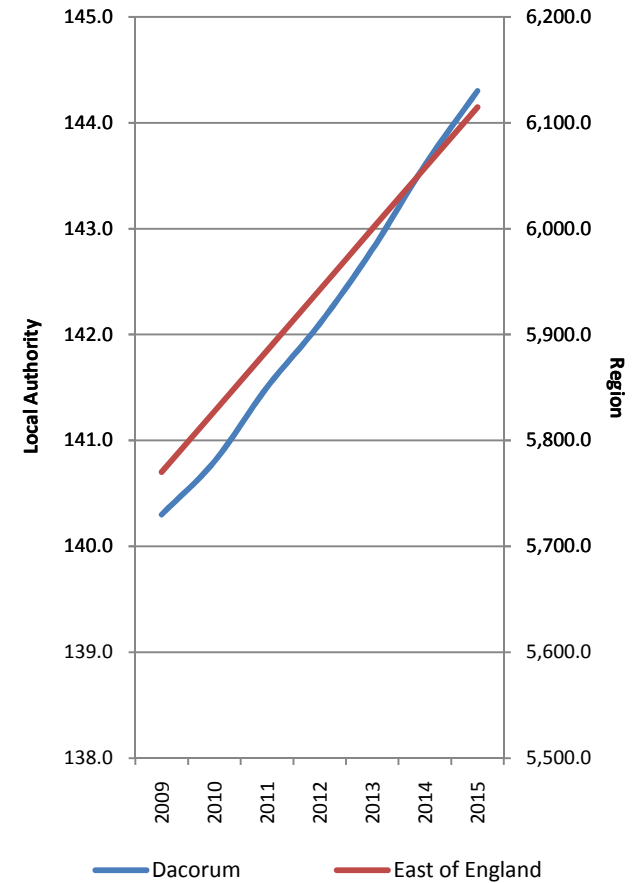
Unemployment Rate as a proportion of Economically Active Pop



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

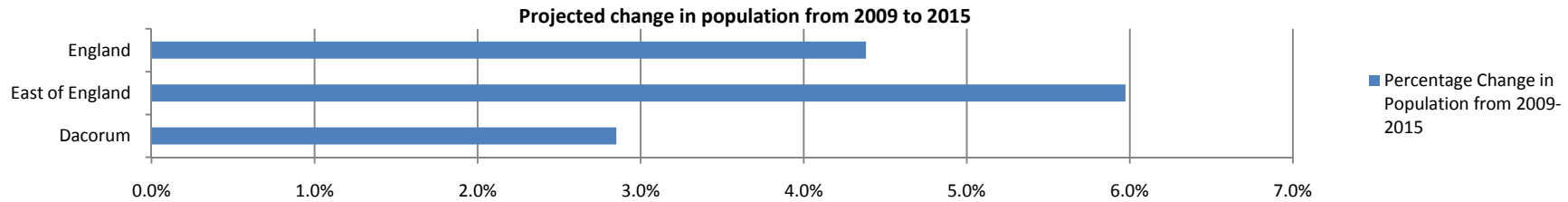
Indicator	Dacorum							Chg 09 - 15	% Chg
	2009	2010	2011	2012	2013	2014	2015		
Male	69	69.3	69.7	70	70.4	70.8	71.2	2.2	3.2%
Female	71.3	71.5	71.8	72.1	72.4	72.8	73.1	1.8	2.5%
0-4	8.8	8.9	9	8.9	8.8	8.7	8.7	-0.1	-1.1%
5-9	8.4	8.4	8.3	8.5	8.8	9	9.1	0.7	8.3%
10-14	8.9	8.7	8.7	8.6	8.4	8.4	8.4	-0.5	-5.6%
15-19	8.5	8.4	8.3	8.2	8.2	8.1	8	-0.5	-5.9%
20-24	6.9	6.9	6.8	6.8	6.6	6.5	6.4	-0.5	-7.2%
25-29	8.2	8.3	8.5	8.6	8.9	9	9	0.8	9.8%
30-34	8.8	8.9	9	9.2	9.3	9.4	9.6	0.8	9.1%
35-39	10.7	10.6	10.2	9.8	9.7	9.7	9.7	-1	-9.3%
40-44	11.3	11.1	11.1	11.1	11	10.8	10.7	-0.6	-5.3%
45-49	11.3	11.4	11.4	11.4	11.3	11.2	11	-0.3	-2.7%
50-54	9.8	10.1	10.4	10.6	10.8	10.9	11	1.2	12.2%
55-59	8.3	8.3	8.4	8.6	8.9	9.1	9.4	1.1	13.3%
60-64	8.2	8.2	8.3	7.9	7.7	7.6	7.6	-0.6	-7.3%
65-69	5.8	6	6.4	7	7.4	7.5	7.6	1.8	31.0%
70-74	5.2	5.1	5.1	5	5.1	5.3	5.5	0.3	5.8%
75-79	4.7	4.6	4.6	4.6	4.6	4.6	4.6	-0.1	-2.1%
80-84	3.6	3.6	3.6	3.7	3.8	3.8	3.8	0.2	5.6%
85-89	2.2	2.3	2.3	2.4	2.4	2.5	2.5	0.3	13.6%
90+	0.9	1	1.1	1.2	1.3	1.3	1.4	0.5	55.6%
Dacorum	140.3	140.8	141.5	142.1	142.8	143.6	144.3	4.0	2.9%
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)

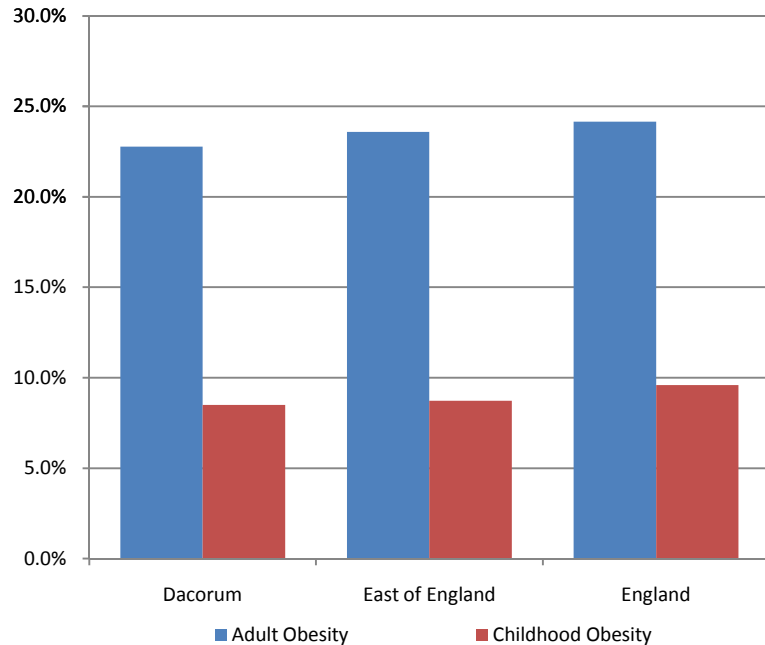
Geography	Adult Obesity		Childhood Obesity	
	Number	Rate	Number	Rate
Dacorum	24.6	22.8%	0.1	8.5%
East of England	1,083.4	23.6%	4.8	8.7%
England	10,005.6	24.2%	48.6	9.6%

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
Dacorum	79.6	83.1
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 Dacorum	10.73
Rank in East of England (out of 52)	40
Rank in England (out of 353)	285

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
Dacorum	212.5	-
East of England	19,109.3	1.1%
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 Dacorum

Ni8 Sport & Active Recreation Participation by year, duration and gender

Indicator	Year	Dacorum			East of England			England		
		All	Male	Female	All	Male	Female	All	Male	Female
0 days / 0x30	2005/06	44.5%	40.0%	48.8%	49.0%	45.0%	52.8%	50.0%	45.1%	54.6%
	2007/09	44.2%	39.3%	48.9%	46.9%	42.1%	51.5%	47.8%	42.4%	53.0%
1-3 days	2005/06	9.9%	11.0%	8.8%	9.2%	9.8%	8.7%	8.8%	9.5%	8.1%
	2007/09	9.4%	9.5%	9.4%	9.6%	10.6%	8.6%	9.0%	9.8%	8.3%
4-7 days / 1x30	2005/06	14.9%	14.9%	14.9%	12.5%	13.2%	11.8%	12.0%	12.8%	11.3%
	2007/09	13.9%	15.2%	12.7%	13.2%	13.9%	12.6%	12.7%	13.5%	11.9%
8-11 days / 2x30	2005/06	10.2%	11.2%	9.2%	8.4%	9.1%	7.7%	8.0%	8.7%	7.3%
	2007/09	9.4%	12.1%	6.8%	8.9%	9.7%	8.2%	8.7%	9.5%	7.9%
12-19 days / 3x30	2005/06	10.4%	13.0%	7.8%	9.5%	10.6%	8.4%	9.6%	10.9%	8.4%
	2007/09	10.6%	12.3%	9.0%	10.3%	11.7%	9.0%	10.7%	12.2%	9.3%
12+ days / 3x30 - NI8	2005/06	20.6%	23.0%	18.4%	20.8%	22.8%	18.9%	21.3%	24.0%	18.7%
	2007/09	23.0%	23.9%	22.1%	21.4%	23.7%	19.2%	21.8%	24.8%	18.9%
20+ days / 5x30	2005/06	10.3%	10.1%	10.4%	11.4%	12.3%	10.5%	11.7%	13.1%	10.3%
	2007/09	12.3%	11.5%	13.1%	11.0%	12.0%	10.1%	11.1%	12.6%	9.7%

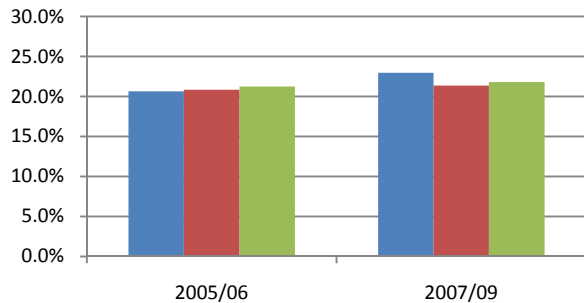
Source: Active People Survey, Year: 2005/06 (APS1), 2007/09 (APS2/3) or 2008/09 (APS3) if LA sample is boosted, Measure: NI8 participation

[For more information click here](#)

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

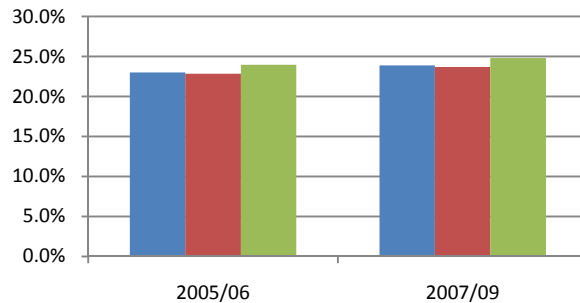
NB - NI8 Key Indicator has been highlighted (i.e. 3x30 min sessions or more of moderate intensity activity a week)

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



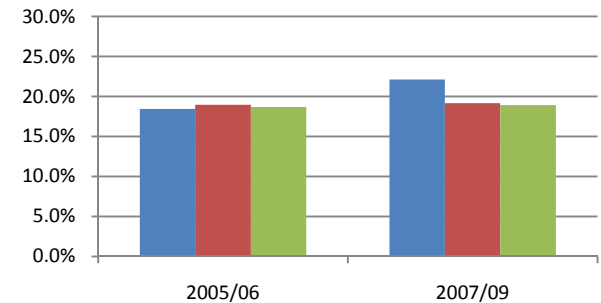
■ Dacorum ■ East of England ■ England

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



■ Dacorum ■ East of England ■ England

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



■ Dacorum ■ East of England ■ England

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

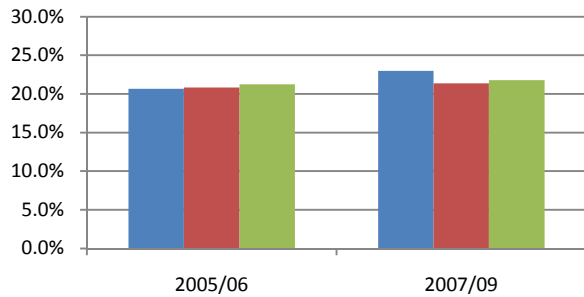
Indicator	Year	Dacorum			East of England			England		
		All	White	Non white	All	White	Non white	All	White	Non white
0 days / 0x30	2005/06	44.5%	44.3%	*	49.0%	48.9%	50.9%	50.0%	49.6%	54.3%
	2007/09	44.2%	44.1%	50.0%	46.9%	46.7%	50.4%	47.8%	47.2%	53.1%
1-3 days	2005/06	9.9%	9.6%	*	9.2%	9.2%	9.9%	8.8%	8.8%	9.0%
	2007/09	9.4%	9.6%	*	9.6%	9.7%	9.3%	9.0%	9.0%	9.0%
4-7 days / 1x30	2005/06	14.9%	14.6%	*	12.5%	12.5%	12.7%	12.0%	12.1%	11.2%
	2007/09	13.9%	14.0%	*	13.2%	13.3%	12.0%	12.7%	12.8%	11.9%
8-11 days / 2x30	2005/06	10.2%	10.5%	*	8.4%	8.5%	7.2%	8.0%	8.1%	6.8%
	2007/09	9.4%	9.4%	*	8.9%	9.0%	8.9%	8.7%	8.8%	7.7%
12-19 days / 3x30	2005/06	10.4%	10.5%	*	9.5%	9.5%	9.0%	9.6%	9.6%	9.0%
	2007/09	10.6%	11.1%	*	10.3%	10.3%	10.5%	10.7%	10.8%	9.6%
12+ days / 3x30 - NI8	2005/06	20.6%	20.8%	*	20.8%	20.9%	19.3%	21.3%	21.5%	18.7%
	2007/09	23.0%	22.8%	*	21.4%	21.4%	19.4%	21.8%	22.2%	18.3%
20+ days / 5x30	2005/06	10.3%	10.4%	*	11.4%	11.4%	10.3%	11.7%	11.9%	9.7%
	2007/09	12.3%	11.7%	*	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](#)

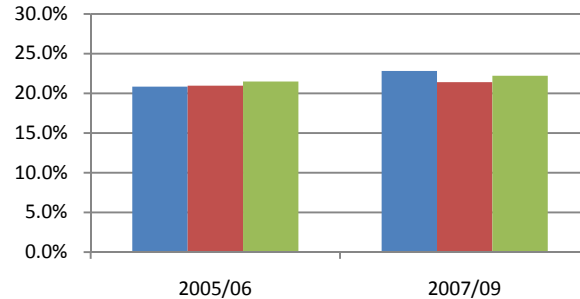
NB - The most recent data for this local authority is from the APS2/3 Dataset

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



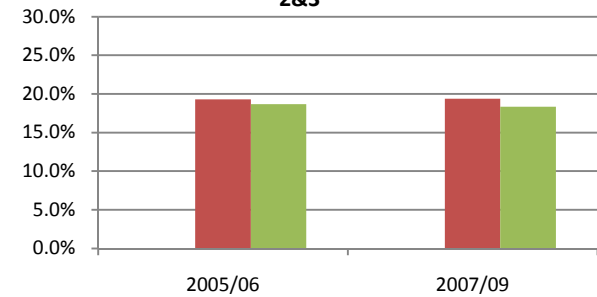
■ Dacorum ■ East of England ■ England

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



■ Dacorum ■ East of England ■ England

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



■ Dacorum ■ East of England ■ England

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

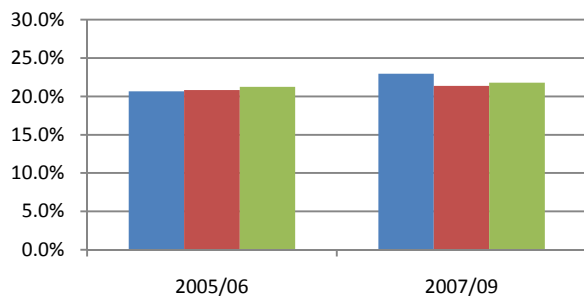
Indicator	Year	Dacorum			East of England			England		
		All	Limiting disability	No limiting disability	All	Limiting disability	No limiting disability	All	Limiting disability	No limiting disability
0 days / 0x30	2005/06	44.5%	78.9%	40.0%	49.0%	74.2%	44.7%	50.0%	75.7%	45.1%
	2007/09	44.2%	70.2%	40.3%	46.9%	71.6%	42.7%	47.8%	73.6%	43.1%
1-3 days	2005/06	9.9%	*	10.7%	9.2%	5.8%	9.8%	8.8%	5.4%	9.4%
	2007/09	9.4%	*	10.0%	9.6%	6.4%	10.1%	9.0%	5.8%	9.6%
4-7 days / 1x30	2005/06	14.9%	*	15.7%	12.5%	6.6%	13.5%	12.0%	6.2%	13.1%
	2007/09	13.9%	*	14.9%	13.2%	7.8%	14.1%	12.7%	7.0%	13.7%
8-11 days / 2x30	2005/06	10.2%	*	10.9%	8.4%	3.9%	9.2%	8.0%	3.7%	8.7%
	2007/09	9.4%	*	10.0%	8.9%	4.8%	9.6%	8.7%	4.4%	9.5%
12-19 days / 3x30	2005/06	10.4%	*	11.3%	9.5%	4.2%	10.4%	9.6%	3.9%	10.6%
	2007/09	10.6%	*	11.9%	10.3%	4.3%	11.3%	10.7%	4.4%	11.8%
12+ days / 3x30 - NI8	2005/06	20.6%	*	22.6%	20.8%	9.4%	22.8%	21.3%	9.0%	23.6%
	2007/09	23.0%	*	24.7%	21.4%	9.4%	23.4%	21.8%	9.2%	24.1%
20+ days / 5x30	2005/06	10.3%	*	11.4%	11.4%	5.3%	12.4%	11.7%	5.1%	12.9%
	2007/09	12.3%	*	12.8%	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](#)

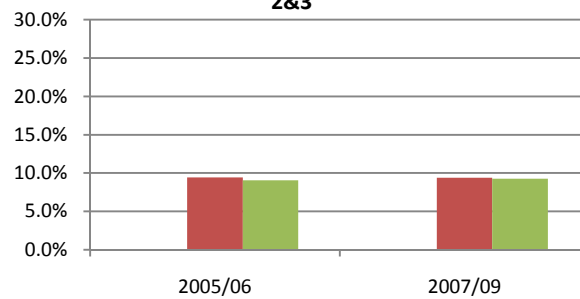
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Total Participation (at least) 3x30 for APS1, 2&3



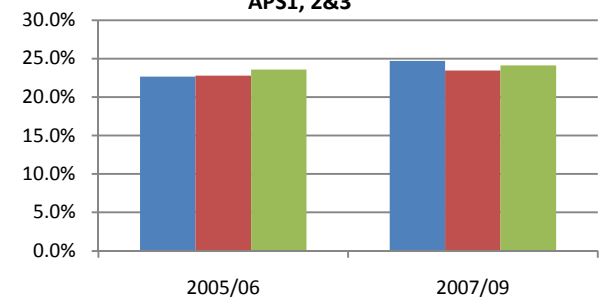
■ Dacorum ■ East of England ■ England

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



■ Dacorum ■ East of England ■ England

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



■ Dacorum ■ East of England ■ England

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

Indicator	Year	Dacorum											
		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	44.5%	*	*	*	37.6%	34.4%	50.9%	65.0%	32.0%	53.1%	50.0%	53.6%
	2007/09	44.2%	*	*	*	*	33.7%	47.8%	71.1%	39.0%	41.7%	45.7%	56.6%
1-3 days	2005/06	9.9%	*	*	*	*	14.4%	*	*	10.2%	*	*	10.2%
	2007/09	9.4%	*	*	*	*	*	11.1%	*	13.7%	*	*	*
4-7 days / 1x30	2005/06	14.9%	*	*	*	*	21.9%	14.7%	*	16.5%	*	*	12.9%
	2007/09	13.9%	*	*	*	*	21.1%	13.8%	*	15.0%	*	*	*
8-11 days / 2x30	2005/06	10.2%	*	*	*	*	*	*	*	12.7%	*	*	*
	2007/09	9.4%	*	*	*	*	*	*	*	9.0%	*	*	*
12-20 days / 3x30	2005/06	10.4%	*	*	*	*	*	*	*	13.2%	*	*	*
	2007/09	10.6%	*	*	*	*	*	8.8%	*	12.8%	*	*	*
12+ days / 3x30 - NI8	2005/06	20.6%	*	*	*	*	20.5%	17.5%	*	28.4%	*	*	15.6%
	2007/09	23.0%	*	*	*	*	27.1%	18.8%	*	23.3%	27.8%	*	18.1%
20+ days / 5x30	2005/06	10.3%	*	*	*	*	*	10.5%	*	15.2%	*	*	*
	2007/09	12.3%	*	*	*	*	*	10.3%	*	10.6%	*	*	12.8%

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	Dacorum		East of England		England	
	2005/06	2007/09	2005/06	2007/09	2005/06	2007/09
Expected	23.5%	24.3%	21.4%	21.8%	21.9%	22.5%
Observed	20.6%	23.0%	20.8%	21.4%	21.3%	21.8%
Difference	-2.8%	-1.4%	-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

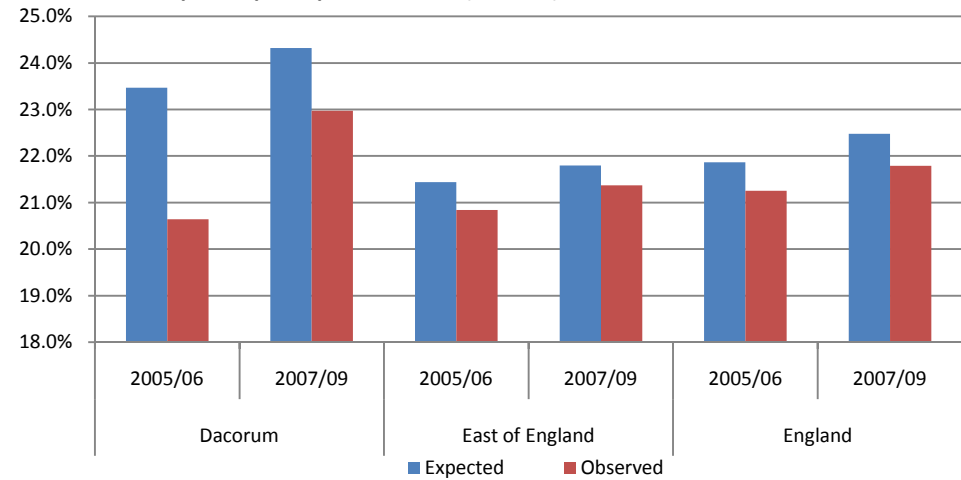
Health costs of sporting inactivity

Geography	The Health Costs of Sporting Inactivity	
	Cost	Cost per 100,000 pop
Dacorum	£807,942	£726,566
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



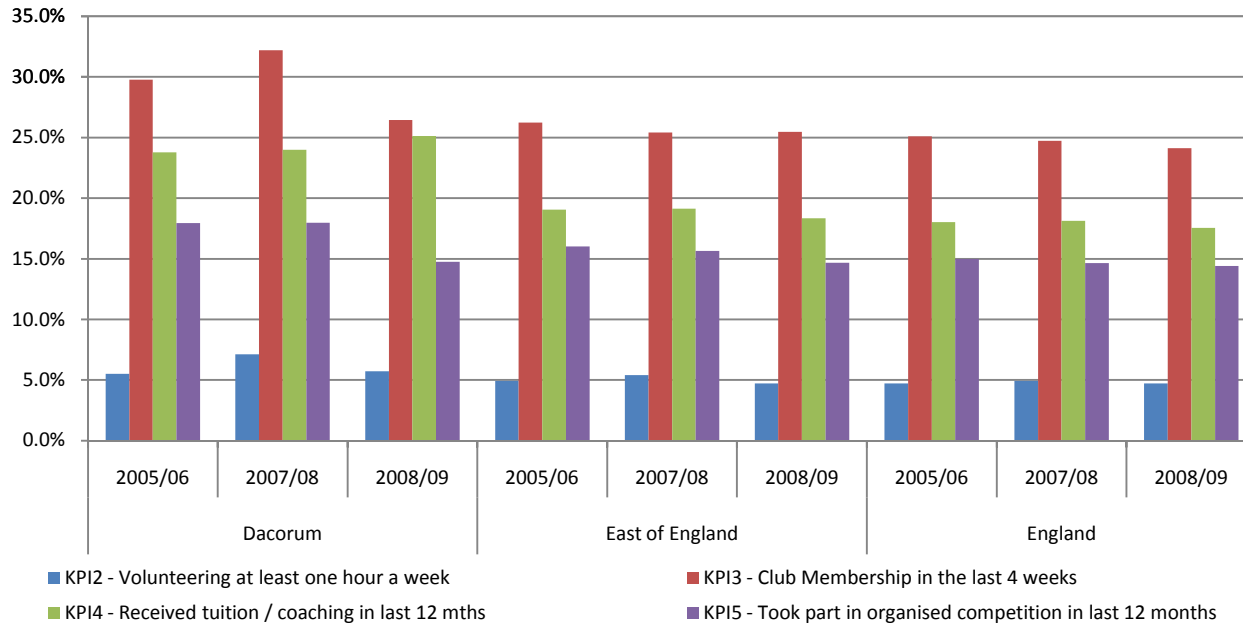
Key Performance Indicators (KPI)

Indicator	Dacorum			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	5.5%	7.1%	5.7%	4.9%	5.4%	4.7%	4.7%	4.9%	4.7%
KPI3 - Club Membership in the last 4 weeks	29.8%	32.2%	26.4%	26.2%	25.4%	25.5%	25.1%	24.7%	24.1%
KPI4 - Received tuition / coaching in last 12 mths	23.8%	24.0%	25.1%	19.0%	19.1%	18.3%	18.0%	18.1%	17.5%
KPI5 - Took part in organised competition in last 12 months	17.9%	18.0%	14.8%	16.0%	15.7%	14.7%	15.0%	14.6%	14.4%
KPI6 - Satisfaction with local provision	78.7%	74.3%	70.4%	71.0%	68.2%	69.7%	69.5%	66.6%	68.4%

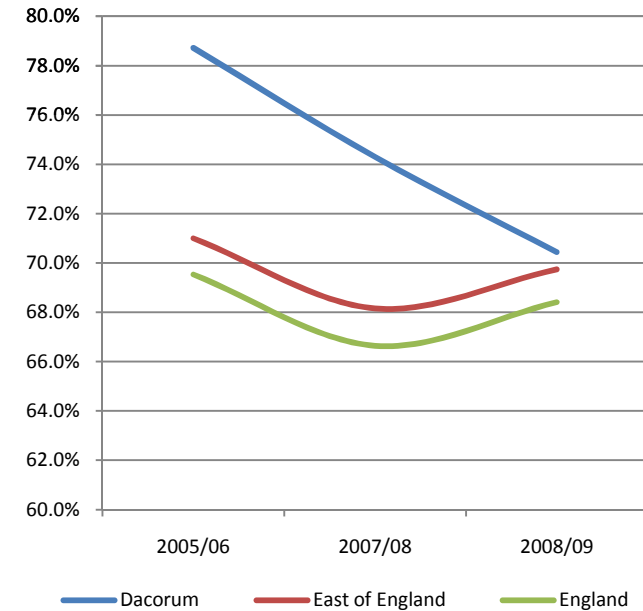
Source: Active People Survey , Year: 2005/06-2008/09, Measure: Key Performance Indicators 2, 3, 4, 5, 6

[For more information click here](#)

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



KPI6 - Satisfaction with local provision



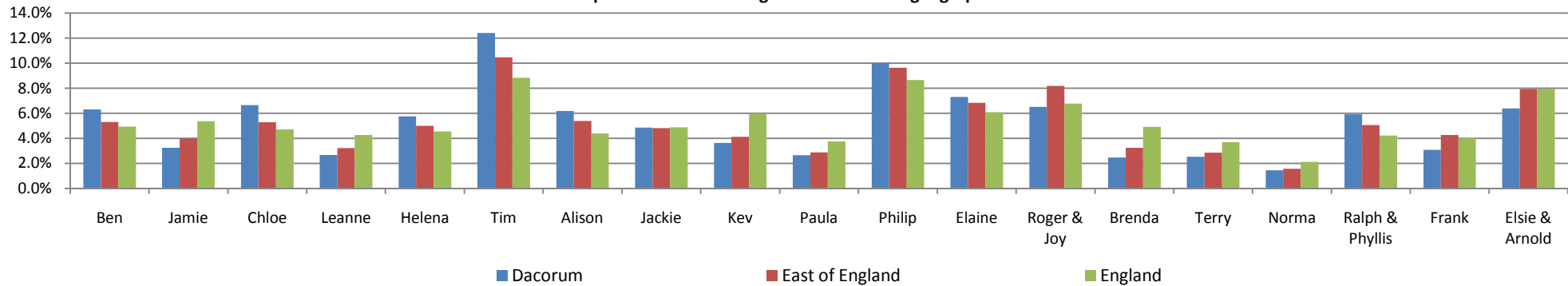
Market segmentation

Code	Name	Description	Dacorum		East of England		England	
			Number	Rate	Number	Rate	Number	Rate
A01	Ben	Competitive Male Urbanites	6.8	6.3%	236.4	5.3%	1,989.1	4.9%
A02	Jamie	Sports Team Drinkers	3.5	3.2%	177.6	4.0%	2,162.9	5.4%
A03	Chloe	Fitness Class Friends	7.2	6.6%	236.0	5.3%	1,896.5	4.7%
A04	Leanne	Supportive Singles	2.9	2.7%	143.5	3.2%	1,711.6	4.3%
B05	Helena	Career Focused Females	6.2	5.7%	222.6	5.0%	1,829.8	4.5%
B06	Tim	Settling Down Males	13.4	12.4%	467.1	10.5%	3,554.0	8.8%
B07	Alison	Stay at Home Mums	6.7	6.2%	240.1	5.4%	1,766.4	4.4%
B08	Jackie	Middle England Mums	5.3	4.9%	215.0	4.8%	1,965.0	4.9%
B09	Kev	Pub League Team Mates	3.9	3.6%	183.4	4.1%	2,386.6	5.9%
B10	Paula	Stretched Single Mums	2.9	2.6%	128.0	2.9%	1,507.3	3.7%
C11	Philip	Comfortable Mid-Life Males	10.9	10.0%	429.2	9.6%	3,480.0	8.6%
C12	Elaine	Empty Nest Career Ladies	7.9	7.3%	304.8	6.8%	2,443.9	6.1%
C13	Roger & Joy	Early Retirement Couples	7.0	6.5%	365.2	8.2%	2,723.7	6.8%
C14	Brenda	Older Working Women	2.7	2.5%	144.8	3.2%	1,976.8	4.9%
C15	Terry	Local 'Old Boys'	2.7	2.5%	127.4	2.9%	1,484.5	3.7%
C16	Norma	Later Life Ladies	1.6	1.4%	70.3	1.6%	855.0	2.1%
D17	Ralph & Phyllis	Comfortable Retired Couple	6.4	5.9%	225.4	5.1%	1,700.2	4.2%
D18	Frank	Twilight Year Gents	3.3	3.1%	189.8	4.3%	1,612.9	4.0%
D19	Elsie & Arnold	Retirement Home Singles	6.9	6.4%	354.3	7.9%	3,206.3	8.0%
Total			108.3	100.0%	4,460.9	100.0%	40,252.4	100.0%

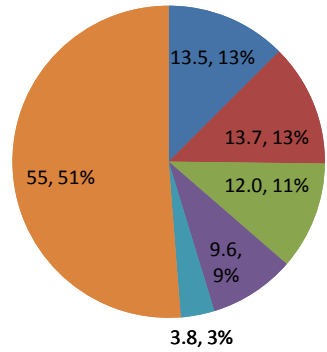
Source: Sport England and Experian Ltd, Year: 2010, Measure: Sport Market Segmentation

[For more information click here](#)

Comparison of Market Segmentation across geographies



Dacorum - Top 5 Sports



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

Top 5 sports in local authority with regional and national comparison

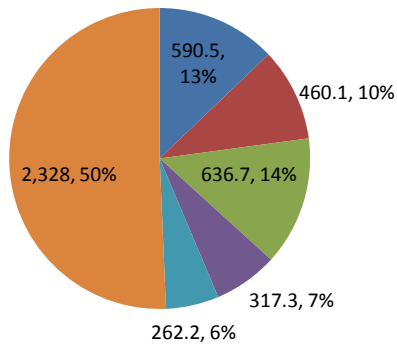
Sport	Dacorum		East of England		England	
	Number	Rate	Number	Rate	Number	Rate
Swimming	13.5	12.5%	590.5	12.9%	5,352.0	12.9%
Gym	13.7	12.7%	460.1	10.0%	4,380.8	10.6%
Cycling	12.0	11.2%	636.7	13.9%	4,983.3	12.0%
Football	9.6	8.9%	317.3	6.9%	3,016.2	7.3%
Athletics	3.8	3.5%	262.2	5.7%	2,589.5	6.3%

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

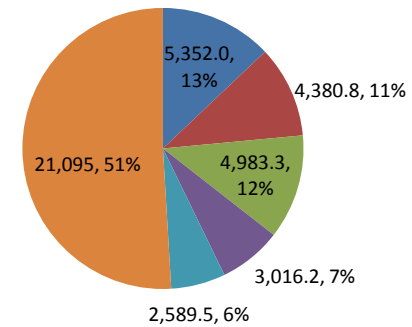
[For more information click here](#)

East of England - Top 5 Sports



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

England - Top 5 Sports



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

Sporting Facilities within Dacorum

Number of facilities by type

Facilities	Dacorum Number	East of England	
		Number	Proportion of Region
Athletics Tracks	1	33	3.0%
Golf	8	429	1.9%
Grass Pitches	163	5,200	3.1%
Health & Fitness Suite	20	690	2.9%
Ice Rinks	1	3	33.3%
Indoor Bowls	0	73	0.0%
Indoor Tennis Centre	2	51	3.9%
Ski Slopes	5	25	20.0%
Sports Hall	32	1,166	2.7%
Swimming Pool	24	634	3.8%
Artificial Grass Pitch	3	197	1.5%
Total	259	8,501	3.0%

Source: Active Places Power, Year: Jan 2010

Measure: Number of sporting facilities

[For more information click here](#)

Population of Dacorum as a proportion of East of England population	2.3%
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Access types of sporting facilities by local authority area

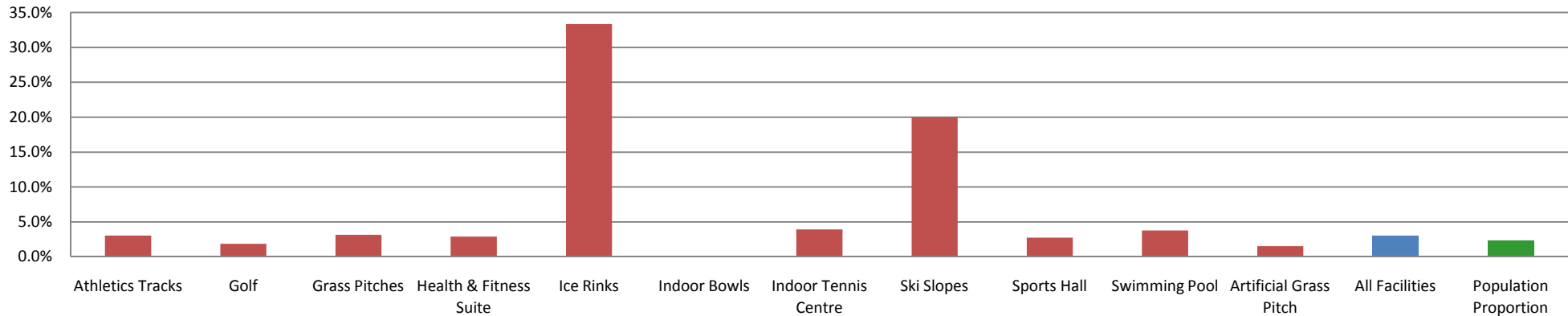
Facilities	Count	Number		Percentage	
		Public	Private	Public	Private
Athletics Tracks	1	1	0	100%	0%
Golf	8	7	1	88%	13%
Grass Pitches	163	145	18	89%	11%
Health and Fitness Suite	20	17	3	85%	15%
Ice Rinks	1	1	0	100%	0%
Indoor Bowls	0	0	0	-	-
Indoor Tennis Centre	2	2	0	100%	0%
Ski Slopes	5	5	0	100%	0%
Sports Hall	32	29	3	91%	9%
Swimming Pool	24	22	2	92%	8%
Artificial Grass Pitch	3	3	0	100%	0%
Total	259	232	27	90%	10%
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



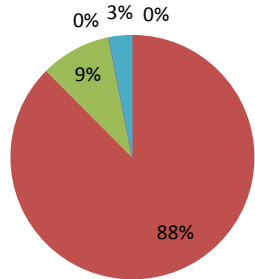
Ownership types of sporting facilities by local authority area

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	8	3	1	2	0	2	38%	13%	25%	0%	25%
Grass Pitches	163	8	83	45	0	27	5%	51%	28%	0%	17%
Health and Fitness Suite	20	10	5	2	0	3	50%	25%	10%	0%	15%
Ice Rinks	1	1	0	0	0	0	100%	0%	0%	0%	0%
Indoor Bowls	0	0	0	0	0	0	-	-	-	-	-
Indoor Tennis Centre	2	1	0	0	0	1	50%	0%	0%	0%	50%
Ski Slopes	5	5	0	0	0	0	100%	0%	0%	0%	0%
Sports Hall	32	0	28	3	0	1	0%	88%	9%	0%	3%
Swimming Pool	24	8	10	6	0	0	33%	42%	25%	0%	0%
Artificial Grass Pitch	3	0	2	1	0	0	0%	67%	33%	0%	0%
Total	259	36	129	60	0	34	14%	50%	23%	0%	13%
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%

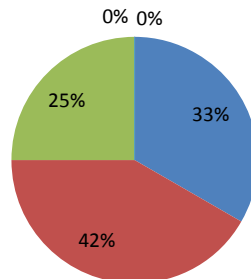
Source: Active Places Power: Year: Jan 2010: Measure: Number of sporting facilities by type of owner

[For more information click here](#)

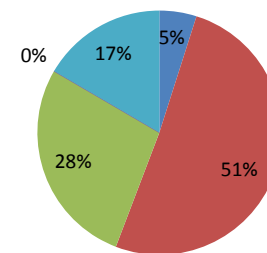
Sports Hall



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

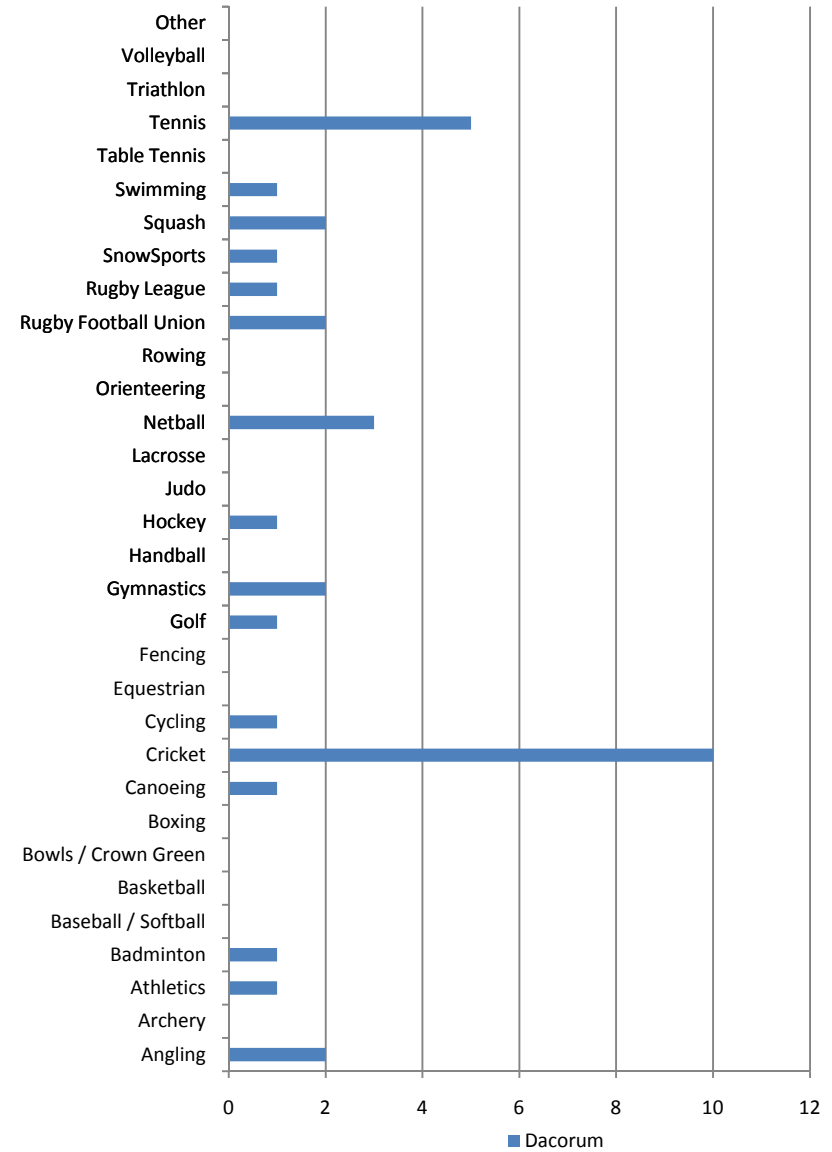
Number of clubmark clubs by sporting activity type

[For more information click here](#)

Clubmark Type	Dacorum Number	East of England Number	England Number
Angling	2	13	80
Archery	0	7	60
Athletics	1	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	1	13	151
Cricket	10	294	2,464
Cycling	1	29	222
Equestrian	0	15	87
Fencing	0	6	66
Golf	1	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	2	92	865
Rugby League	1	4	257
SnowSports	1	4	24
Squash	2	24	251
Swimming	1	77	820
Table Tennis	0	21	238
Tennis	5	130	1,022
Triathlon	0	10	72
Volleyball	0	6	86
Other	0	35	183
Total	35	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 Dacorum

Population compared with nearest neighbours (000s)

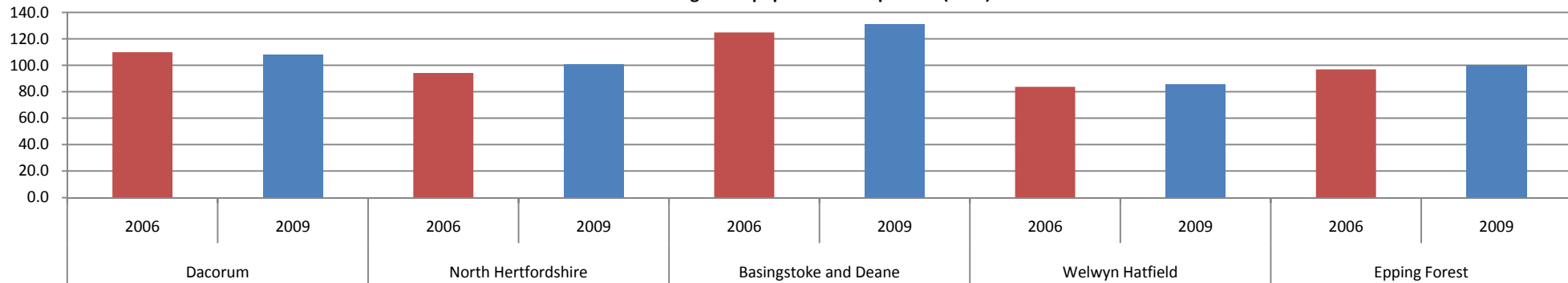
Indicator	Dacorum		North Hertfordshire		Basingstoke and Deane		Welwyn Hatfield		Epping Forest	
	2006	2009	2006	2009	2006	2009	2006	2009	2006	2009
Male	53.6	53.9	45.7	48.0	60.8	65.5	40.5	42.0	44.7	46.6
Female	56.5	54.0	48.5	52.8	64.2	65.8	43.3	43.8	52.2	53.5
16 to 19	8.2	7.4	5.5	7.8	8.2	7.0	4.4	4.0	6.5	5.9
20 to 24	8.4	7.9	4.7	6.5	9.7	14.2	6.9	6.0	8.6	6.8
25 to 34	17.3	13.0	18.3	11.9	19.7	29.4	11.8	18.2	15.3	12.8
35 to 49	31.9	32.1	28.4	32.4	38.8	28.8	27.6	24.6	26.5	29.6
50 to 64	23.1	27.2	21.4	21.6	28.6	29.5	16.6	18.3	22.5	23.6
65+	21.1	20.3	15.9	20.5	20.0	22.5	16.6	14.7	17.7	21.4
White	99.7	102.2	83.3	90.6	122.6	126.4	71.1	79.8	89.7	93.7
Non-White	10.3	5.7	11.0	10.1	2.4	4.9	12.2	6.0	6.8	5.8
DDA & also w	4.6	6.8	6.5	5.1	8.8	8.6	6.3	5.7	6.5	8.2
DDA only dis	2.4	5.5	3.5	6.3	5.2	7.5	2.4	4.6	4.9	3.4
Work-limiting	1.6	*	4.3	*	2.5	3.0	*	3.3	2.8	2.5
Not disabled	80.4	74.9	63.9	68.2	88.3	89.8	58.5	57.6	65.1	64.6
Total	110.0	107.9	94.3	100.7	124.9	131.3	83.8	85.8	96.9	100.1

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 Dacorum

Total area in sq km

Geography	Total Area in sq km	Proportion of England
Dacorum	212.5	0.2%
North Hertfordshire	375.4	0.3%
Basingstoke and Deane	633.8	0.5%
Welwyn Hatfield	129.6	0.1%
Epping Forest	339.0	0.3%

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)
Dacorum	10.73	285
North Hertfordshire	10.69	286
Basingstoke and Deane	9.84	302
Welwyn Hatfield	14.18	227
Epping Forest	14.33	225

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
Dacorum	22.8%	8.5%
North Hertfordshire	22.6%	7.6%
Basingstoke and Deane	25.2%	10.0%
Welwyn Hatfield	22.2%	8.5%
Epping Forest	22.4%	8.8%

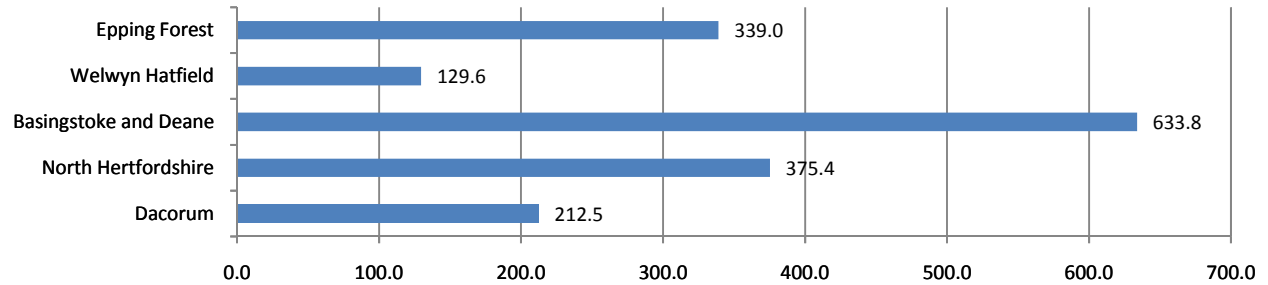
England	24.2%	9.6%
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Source: Department of Health, Year: 2006-2008,

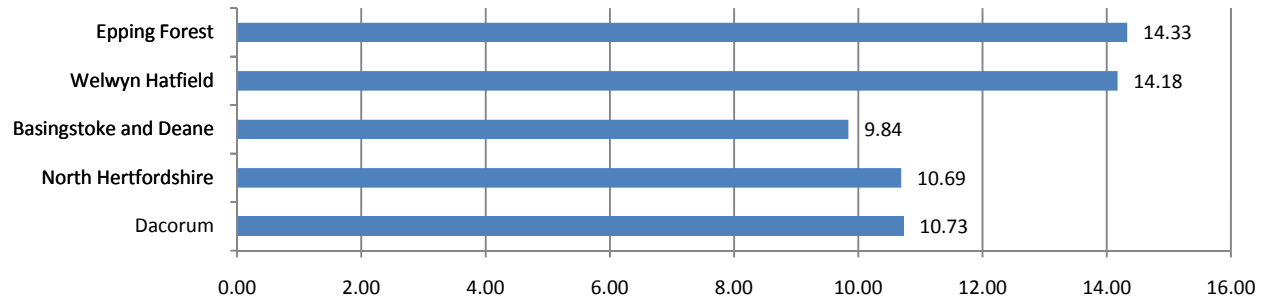
Measure: Proportion of the adult and child population that are obese

[For more information click here](#)

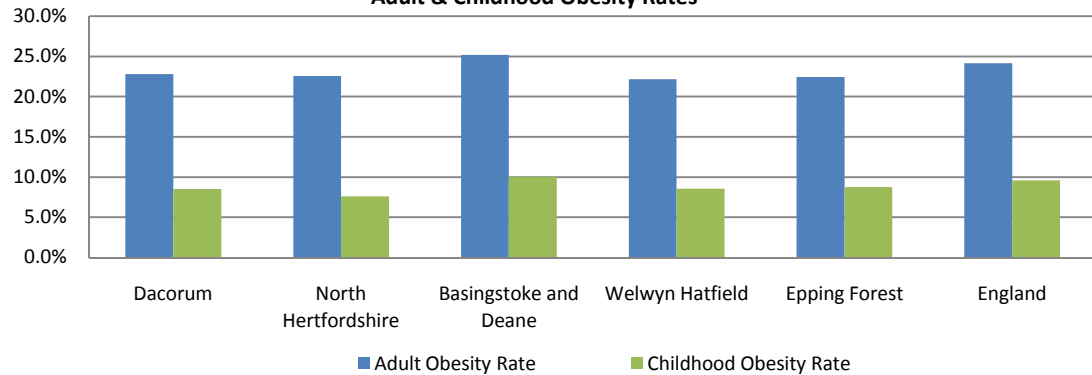
Total Area in sq km



IMD Score 2007



Adult & Childhood Obesity Rates



Comparisons with nearest neighbours of Dacorum

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

Indicator	Dacorum		North Hertfordshire		Basingstoke and Deane		Welwyn Hatfield		Epping Forest	
	2005/06	2007/09	2005/06	2007/09	2005/06	2007/09	2005/06	2007/09	2005/06	2007/09
Male	23.0%	23.9%	22.5%	21.6%	28.4%	28.3%	21.4%	24.0%	23.4%	23.8%
Female	18.4%	22.1%	20.2%	21.9%	24.7%	21.3%	16.7%	22.3%	19.0%	19.9%
16 to 19	*	*	*	*	*	*	*	49.4%	*	*
20 to 24	*	*	*	*	*	*	*	*	*	*
25 to 29	*	*	*	*	*	*	*	*	*	*
30 to 34	*	*	*	*	*	36.5%	*	*	*	*
35 to 44	20.5%	27.1%	26.6%	23.5%	32.2%	29.5%	15.1%	28.3%	27.9%	24.4%
45 to 64	17.5%	18.8%	18.0%	19.7%	24.1%	21.9%	17.6%	21.5%	17.8%	19.9%
65+	*	*	*	*	*	*	*	*	*	*
White	20.8%	22.8%	22.0%	21.9%	26.6%	25.0%	19.0%	22.8%	21.1%	21.6%
Non-White	*	*	*	*	*	*	*	*	*	*
Limiting disab	*	*	*	*	*	*	*	*	*	*
No limiting dis	22.6%	24.7%	22.5%	23.6%	28.3%	27.0%	21.0%	24.9%	23.0%	23.4%
NS-SEC 1-2	28.4%	23.3%	25.8%	23.2%	30.9%	27.3%	21.7%	25.9%	24.5%	26.7%
NS-SEC 3	*	27.8%	*	*	*	23.8%	*	*	*	*
NS-SEC 4	*	*	*	*	*	*	*	*	*	*
NS-SEC 5-8	15.6%	18.1%	15.1%	15.1%	21.7%	20.7%	12.6%	17.9%	15.9%	20.6%
Total	20.6%	23.0%	21.2%	21.8%	26.4%	24.8%	19.0%	23.1%	21.2%	21.8%

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	Dacorum		North Hertfordshire		Basingstoke and Deane		Welwyn Hatfield		Epping Forest	
	2005/06	2007/09	2005/06	2007/09	2005/06	2007/09	2005/06	2007/09	2005/06	2007/09
Expected	23.5%	24.3%	23.4%	23.5%	25.6%	24.9%	21.5%	23.5%	23.0%	22.7%
Observed	20.6%	23.0%	21.2%	21.8%	26.4%	24.8%	19.0%	23.1%	21.2%	21.8%
Difference	-2.8%	-1.4%	-2.2%	-1.7%	0.8%	-0.2%	-2.5%	-0.4%	-1.8%	-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 Dacorum

Number of facilities compared with nearest neighbours

Facilities	Dacorum Number	North Hertfordshire Number	Basingstoke and Deane Number	Welwyn Hatfield Number	Epping Forest Number
Athletics Tracks	1	0	1	1	0
Golf	8	12	17	11	20
Grass Pitches	163	151	144	69	97
Health & Fitness Suite	20	17	22	9	18
Ice Rinks	1	0	1	0	0
Indoor Bowls	0	1	2	1	1
Indoor Tennis Centre	2	1	3	7	1
Ski Slopes	5	0	0	2	0
Sports Hall	32	26	33	23	20
Swimming Pool	24	14	23	10	15
Artificial Grass Pitch	3	6	3	5	5
Total	259	228	249	138	177
Population (000s)	107.9	100.7	131.3	85.8	100.1

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

