

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



East of England - Hertfordshire CC

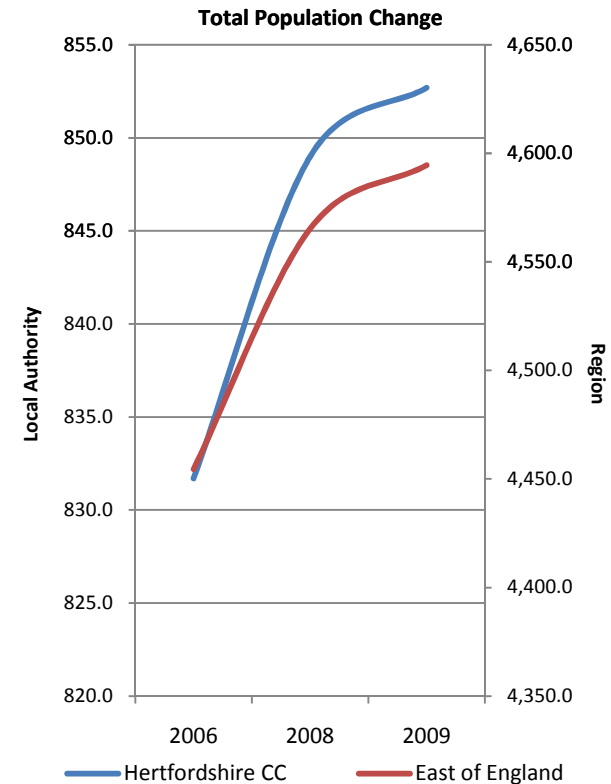


Sport England Local Sport Profile for Hertfordshire CC

Understanding demographics within Hertfordshire CC

Demographic characteristic count (000s)

Indicator	Hertfordshire CC			East of England			England		
	2006	2008	2009	2006	2008	2009	2006	2008	2009
Male	403.9	412.8	415.9	2,167.6	2,229.3	2,250.6	19,667.9	20,056.9	20,237.7
Female	427.8	436.1	436.8	2,286.6	2,336.4	2,344.1	20,743.9	21,028.4	21,178.5
Total	831.7	849.0	852.7	4,454.5	4,565.3	4,594.6	40,411.0	41,083.8	41,416.8
16 to 19	51.5	53.4	52.9	277.1	284.8	282.4	2,618.5	2,647.5	2,626.5
20 to 24	55.4	59.0	60.4	316.5	340.7	349.7	3,284.2	3,449.5	3,508.1
25 to 34	138.3	137.2	138.5	688.3	689.8	698.0	6,637.7	6,630.4	6,727.6
35 to 49	249.2	253.2	252.0	1,238.4	1,259.5	1,255.5	11,185.9	11,283.4	11,259.8
50 to 64	183.3	188.3	188.7	1,034.9	1,059.4	1,062.1	8,967.7	9,166.7	9,246.4
65+	154.1	157.8	160.2	899.4	930.9	946.4	7,714.2	7,904.1	8,040.8
White	758.7	781.8	784.7	4,194.1	4,259.6	4,284.2	36,335.5	36,599.9	36,817.5
Non-White	71.7	66.4	67.3	257.1	302.3	306.7	4,046.8	4,457.6	4,562.1
Both DDA & worklimiting	52.0	57.9	60.1	326.4	349.3	337.1	3,459.3	3,460.7	3,437.1
DDA only disabled	25.1	34.8	41.6	157.6	188.3	196.4	1,568.5	1,649.4	1,692.2
Work-limiting only disabled	16.6	17.1	16.6	110.9	117.2	114.8	1,027.5	1,014.2	1,025.3
Not disabled	584.0	581.4	574.3	2,957.0	2,978.0	2,995.8	26,628.7	27,043.9	27,201.4
Total	831.7	849.0	852.7	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	Hertfordshire CC			East of England			England		
	2006	2008	2009	2006	2008	2009	2006	2008	2009
Male	48.6%	48.6%	48.8%	48.7%	48.8%	49.0%	48.7%	48.8%	48.9%
Female	51.4%	51.4%	51.2%	51.3%	51.2%	51.0%	51.3%	51.2%	51.1%
16 to 19	6.2%	6.3%	6.2%	6.2%	6.2%	6.1%	6.5%	6.4%	6.3%
20 to 24	6.7%	6.9%	7.1%	7.1%	7.5%	7.6%	8.1%	8.4%	8.5%
25 to 34	16.6%	16.2%	16.2%	15.5%	15.1%	15.2%	16.4%	16.1%	16.2%
35 to 49	30.0%	29.8%	29.6%	27.8%	27.6%	27.3%	27.7%	27.5%	27.2%
50 to 64	22.0%	22.2%	22.1%	23.2%	23.2%	23.1%	22.2%	22.3%	22.3%
65+	18.5%	18.6%	18.8%	20.2%	20.4%	20.6%	19.1%	19.2%	19.4%
White	91.2%	92.1%	92.0%	94.2%	93.3%	93.2%	89.9%	89.1%	88.9%
Non-White	8.6%	7.8%	7.9%	5.8%	6.6%	6.7%	10.0%	10.9%	11.0%
Both DDA & worklimiting	6.3%	6.8%	7.0%	7.3%	7.7%	7.3%	8.6%	8.4%	8.3%
DDA only disabled	3.0%	4.1%	4.9%	3.5%	4.1%	4.3%	3.9%	4.0%	4.1%
Work-limiting only disabled	2.0%	2.0%	1.9%	2.5%	2.6%	2.5%	2.5%	2.5%	2.5%
Not disabled	70.2%	68.5%	67.4%	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)

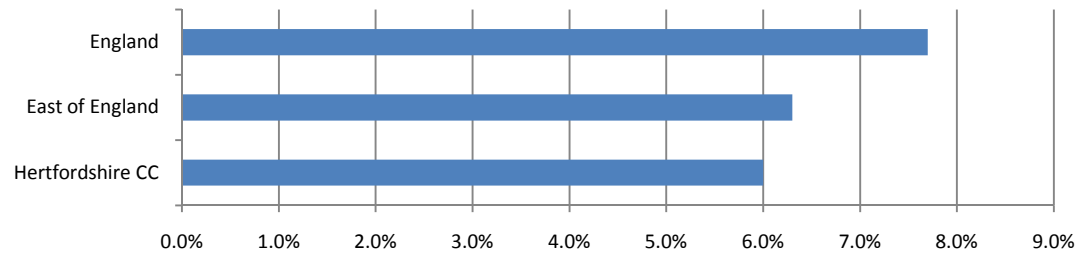
Geography	Unemployed	Economic-ally Active	Rate
Hertfordshire CC	34.4	569.3	6.0%
East of England	188.1	2,970.9	6.3%
England	2,029.0	26,305.2	7.7%

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](#)

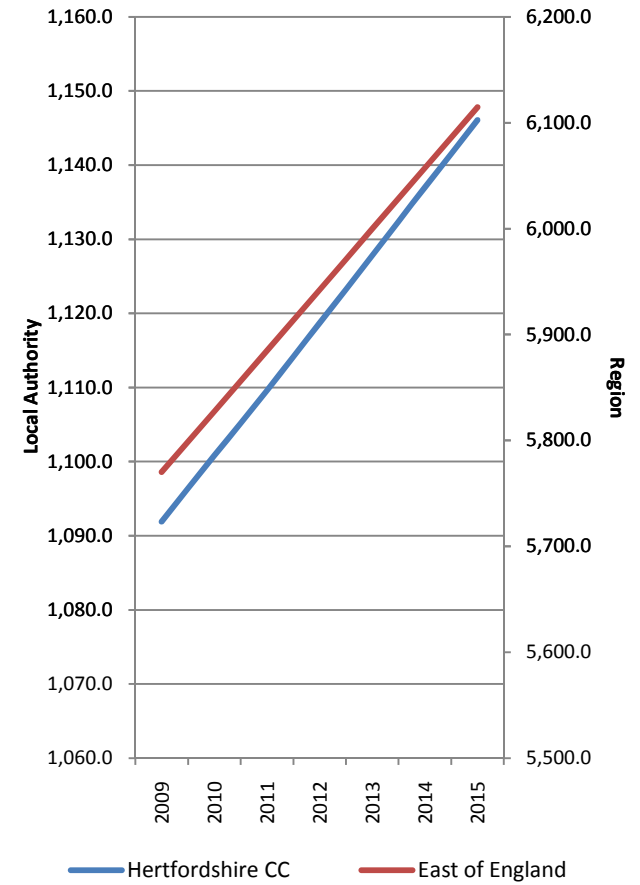
Unemployment Rate as a proportion of Economically Active Pop



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

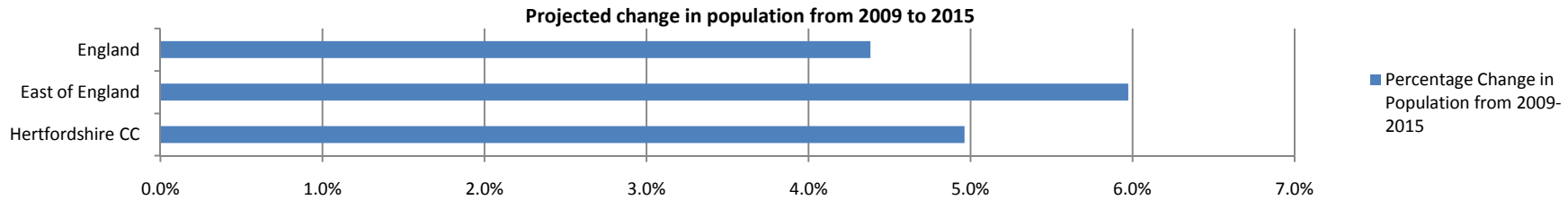
Indicator	Hertfordshire CC							Chg 09 - 15 % Chg	
	2009	2010	2011	2012	2013	2014	2015		
Male	535.4	540	544.6	549.3	554	558.7	563.4	28	5.2%
Female	556.5	560.8	565	569.4	573.8	578.3	582.7	26.2	4.7%
0-4	70.7	72	72.6	72.8	72.3	72	72	1.3	1.8%
5-9	68	67.3	66.7	66.1	65.8	66.3	67.2	-0.8	-1.2%
10-14	67.1	66.7	66	65.4	64.9	64.4	63.6	-3.5	-5.2%
15-19	62.2	62.5	62.7	62.7	62.1	61.6	61	-1.2	-1.9%
20-24	69.9	71.2	72.5	74.6	76.7	77.8	78.3	8.4	12.0%
25-29	72.9	73.7	75.4	76.6	77.7	79.1	80.4	7.5	10.3%
30-34	82.4	81.7	80	78.4	77.6	78.1	78.9	-3.5	-4.2%
35-39	89.2	87.9	87	86.3	85.2	84	83.3	-5.9	-6.6%
40-44	84.1	86.1	87.7	88.5	88.6	88.1	86.9	2.8	3.3%
45-49	70.3	72.1	74.7	77	79.4	81.4	83.5	13.2	18.8%
50-54	61	61.2	61.9	63	64.7	66.5	68.3	7.3	12.0%
55-59	65.2	66.1	67.4	69.2	71.7	73.2	74.5	9.3	14.3%
60-64	60.8	61.3	61.2	58.2	56.6	56.1	56.3	-4.5	-7.4%
65-69	44	45.6	47.8	52.3	54.4	55.4	56	12	27.3%
70-74	39.8	39.5	38.8	38.5	39.5	40.5	41.9	2.1	5.3%
75-79	34.3	34.5	34.6	34.9	35.3	35.6	35.6	1.3	3.8%
80-84	25.7	26.2	26.8	27.4	27.9	28.2	28.6	2.9	11.3%
85-89	16.6	16.9	17	17.2	17.6	18	18.6	2	12.0%
90+	7.5	8.1	8.9	9.5	10	10.6	11.1	3.6	48.0%
Hertfordshire CC	1,091.9	1,100.8	1,109.6	1,118.7	1,127.8	1,137.0	1,146.1	54.2	5.0%
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)

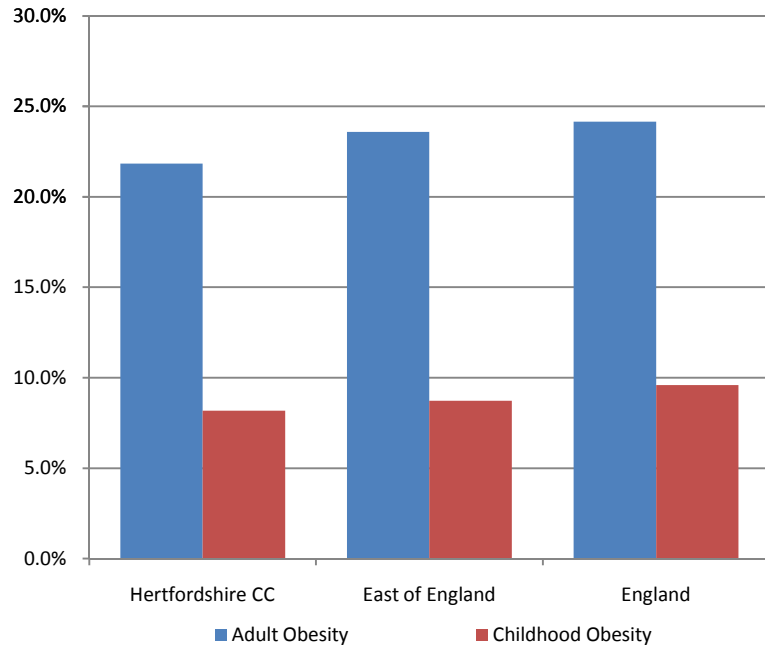
Geography	Adult Obesity		Childhood Obesity	
	Number	Rate	Number	Rate
Hertfordshire CC	186.2	21.8%	0.9	8.2%
East of England	1,083.4	23.6%	4.8	8.7%
England	10,005.6	24.2%	48.6	9.6%

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
Hertfordshire CC	79.3	82.7
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 Hertfordshire CC	12.39
Rank in East of England (out of 52)	30
Rank in England (out of 353)	253

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
Hertfordshire CC	1,643.0	-
East of England	19,109.3	8.6%
England	130,278.5	1.3%

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 Hertfordshire CC

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

Indicator	Year	Hertfordshire CC			East of England			England		
		All	Male	Female	All	Male	Female	All	Male	Female
0 days / 0x30	2005/06	45.5%	41.0%	49.7%	49.0%	45.0%	52.8%	50.0%	45.1%	54.6%
	2008/09	44.3%	38.8%	49.4%	47.4%	42.5%	51.9%	47.8%	42.3%	53.1%
1-3 days	2005/06	9.9%	10.8%	9.1%	9.2%	9.8%	8.7%	8.8%	9.5%	8.1%
	2008/09	10.8%	11.1%	10.5%	9.5%	10.3%	8.7%	9.0%	9.8%	8.3%
4-7 days / 1x30	2005/06	13.0%	13.6%	12.4%	12.5%	13.2%	11.8%	12.0%	12.8%	11.3%
	2008/09	13.3%	15.0%	11.7%	13.2%	13.8%	12.8%	12.6%	13.4%	11.9%
8-11 days / 2x30	2005/06	9.6%	10.7%	8.6%	8.4%	9.1%	7.7%	8.0%	8.7%	7.3%
	2008/09	10.0%	11.6%	8.5%	8.8%	9.8%	7.9%	8.6%	9.4%	7.8%
12-19 days / 3x30	2005/06	10.8%	12.0%	9.6%	9.5%	10.6%	8.4%	9.6%	10.9%	8.4%
	2008/09	11.1%	12.8%	9.5%	10.2%	11.7%	8.8%	10.7%	12.3%	9.2%
12+ days / 3x30 - NI8	2005/06	22.0%	23.9%	20.3%	20.8%	22.8%	18.9%	21.3%	24.0%	18.7%
	2008/09	21.7%	23.5%	19.9%	21.1%	23.6%	18.7%	21.9%	25.1%	18.9%
20+ days / 5x30	2005/06	11.2%	11.9%	10.7%	11.4%	12.3%	10.5%	11.7%	13.1%	10.3%
	2008/09	10.6%	10.7%	10.4%	10.9%	11.9%	9.9%	11.3%	12.8%	9.7%

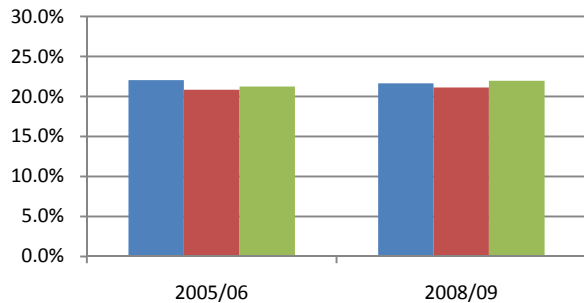
Source: Active People Survey, Year: 2005/06 (APS1), 2007/09 (APS2/3) or 2008/09 (APS3) if LA sample is boosted, Measure: NI8 participation

[For more information click here](#)

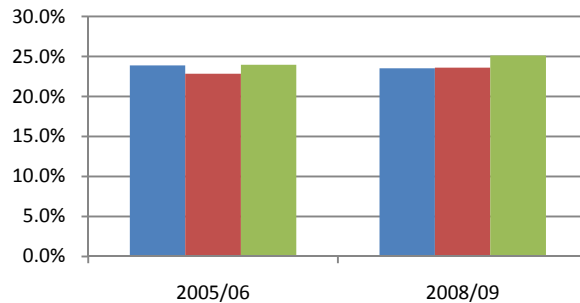
NB - The most recent data for this local authority is from the APS3 Dataset

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

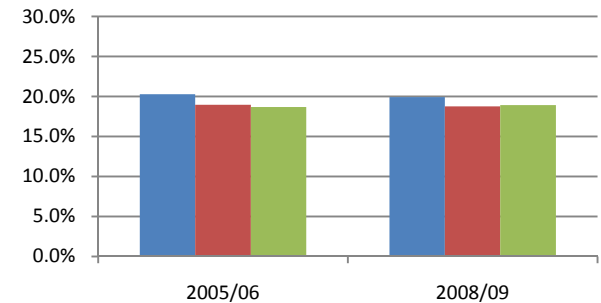
Total Participation (at least) 3x30 for APS1, 2&3



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



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



■ Hertfordshire CC ■ East of England ■ England

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

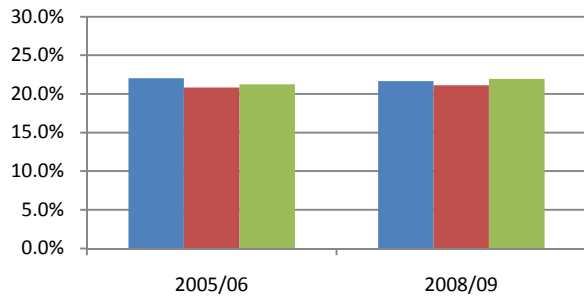
Indicator	Year	Hertfordshire CC			East of England			England		
		All	White	Non white	All	White	Non white	All	White	Non white
0 days / 0x30	2005/06	45.5%	45.1%	50.0%	49.0%	48.9%	50.9%	50.0%	49.6%	54.3%
	2008/09	44.3%	43.9%	46.9%	47.4%	47.1%	49.7%	47.8%	47.1%	52.4%
1-3 days	2005/06	9.9%	9.9%	9.2%	9.2%	9.2%	9.9%	8.8%	8.8%	9.0%
	2008/09	10.8%	11.1%	*	9.5%	9.5%	9.0%	9.0%	9.1%	9.2%
4-7 days / 1x30	2005/06	13.0%	12.8%	15.3%	12.5%	12.5%	12.7%	12.0%	12.1%	11.2%
	2008/09	13.3%	13.4%	12.8%	13.2%	13.4%	12.5%	12.6%	12.7%	12.0%
8-11 days / 2x30	2005/06	9.6%	9.7%	7.7%	8.4%	8.5%	7.2%	8.0%	8.1%	6.8%
	2008/09	10.0%	10.1%	9.0%	8.8%	8.8%	9.0%	8.6%	8.7%	7.7%
12-19 days / 3x30	2005/06	10.8%	11.0%	8.7%	9.5%	9.5%	9.0%	9.6%	9.6%	9.0%
	2008/09	11.1%	10.9%	13.8%	10.2%	10.2%	10.8%	10.7%	10.9%	9.6%
12+ days / 3x30 - NI8	2005/06	22.0%	22.4%	17.6%	20.8%	20.9%	19.3%	21.3%	21.5%	18.7%
	2008/09	21.7%	21.5%	24.8%	21.1%	21.2%	19.8%	21.9%	22.4%	18.8%
20+ days / 5x30	2005/06	11.2%	11.4%	9.0%	11.4%	11.4%	10.3%	11.7%	11.9%	9.7%
	2008/09	10.6%	10.5%	11.0%	10.9%	11.0%	9.0%	11.3%	11.5%	9.1%

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

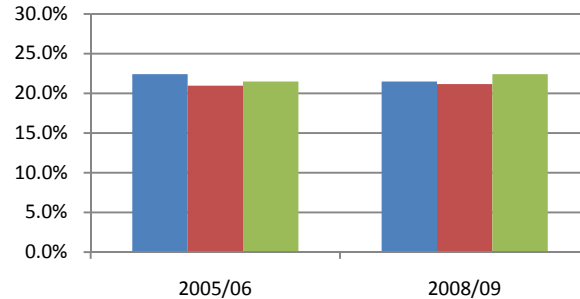
[For more information click here](#)

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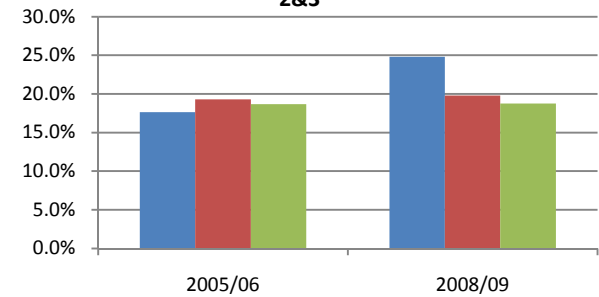
Total Participation (at least) 3x30 for APS1, 2&3



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



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



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

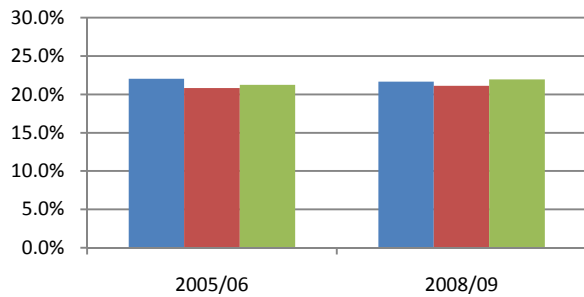
Indicator	Year	Hertfordshire CC			East of England			England		
		All	Limiting disability	No limiting disability	All	Limiting disability	No limiting disability	All	Limiting disability	No limiting disability
0 days / 0x30	2005/06	45.5%	71.0%	41.7%	49.0%	74.2%	44.7%	50.0%	75.7%	45.1%
	2008/09	44.3%	70.9%	40.1%	47.4%	71.7%	43.2%	47.8%	74.0%	43.0%
1-3 days	2005/06	9.9%	6.0%	10.5%	9.2%	5.8%	9.8%	8.8%	5.4%	9.4%
	2008/09	10.8%	7.2%	11.3%	9.5%	6.4%	10.0%	9.0%	5.8%	9.6%
4-7 days / 1x30	2005/06	13.0%	7.3%	13.8%	12.5%	6.6%	13.5%	12.0%	6.2%	13.1%
	2008/09	13.3%	7.3%	14.2%	13.2%	7.9%	14.2%	12.6%	7.0%	13.6%
8-11 days / 2x30	2005/06	9.6%	4.8%	10.3%	8.4%	3.9%	9.2%	8.0%	3.7%	8.7%
	2008/09	10.0%	5.1%	10.8%	8.8%	4.5%	9.5%	8.6%	4.2%	9.4%
12-19 days / 3x30	2005/06	10.8%	4.8%	11.7%	9.5%	4.2%	10.4%	9.6%	3.9%	10.6%
	2008/09	11.1%	4.9%	12.1%	10.2%	4.5%	11.2%	10.7%	4.2%	11.9%
12+ days / 3x30 - NI8	2005/06	22.0%	10.9%	23.7%	20.8%	9.4%	22.8%	21.3%	9.0%	23.6%
	2008/09	21.7%	9.6%	23.6%	21.1%	9.5%	23.1%	21.9%	9.0%	24.3%
20+ days / 5x30	2005/06	11.2%	6.1%	12.0%	11.4%	5.3%	12.4%	11.7%	5.1%	12.9%
	2008/09	10.6%	4.6%	11.5%	10.9%	4.9%	11.9%	11.3%	4.8%	12.4%

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](#)

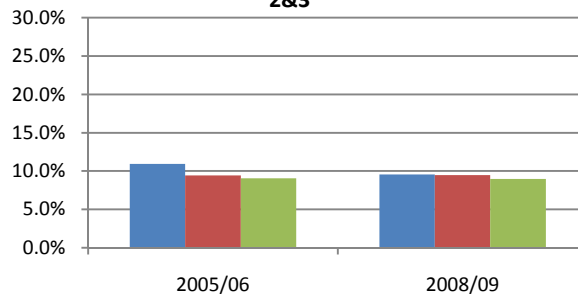
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Total Participation (at least) 3x30 for APS1, 2&3



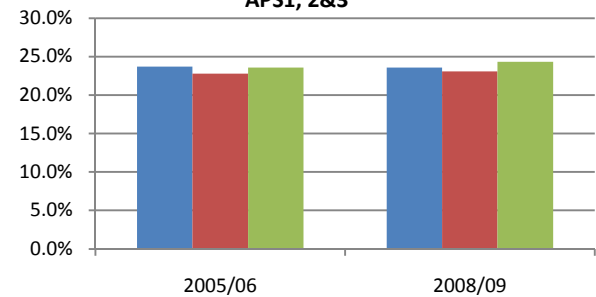
■ Hertfordshire CC ■ East of England ■ England

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



■ Hertfordshire CC ■ East of England ■ England

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



■ Hertfordshire CC ■ East of England ■ England

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

Indicator	Year	Hertfordshire CC											
		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	45.5%	25.1%	31.1%	32.5%	32.9%	36.2%	49.7%	69.6%	37.5%	49.8%	42.1%	56.8%
	2008/09	44.3%	20.5%	26.7%	31.4%	33.4%	37.1%	49.0%	67.1%	37.6%	49.9%	46.4%	56.9%
1-3 days	2005/06	9.9%	12.1%	11.2%	10.2%	11.2%	13.0%	10.0%	4.7%	10.8%	11.3%	10.8%	8.2%
	2008/09	10.8%	12.1%	16.1%	9.0%	12.7%	13.1%	9.7%	7.6%	12.6%	8.7%	10.1%	8.3%
4-7 days / 1x30	2005/06	13.0%	14.1%	17.6%	14.8%	15.2%	14.9%	12.8%	8.1%	14.1%	13.1%	14.0%	11.5%
	2008/09	13.3%	16.4%	13.8%	16.5%	16.2%	16.2%	12.5%	8.0%	15.2%	9.1%	12.6%	11.2%
8-11 days / 2x30	2005/06	9.6%	13.2%	11.5%	10.2%	11.5%	10.9%	8.3%	7.1%	11.7%	7.8%	8.6%	7.2%
	2008/09	10.0%	16.1%	13.8%	11.7%	14.0%	10.0%	9.4%	5.5%	10.6%	10.1%	10.4%	7.7%
12-20 days / 3x30	2005/06	10.8%	16.6%	14.0%	17.3%	14.9%	11.7%	9.2%	5.4%	12.8%	8.7%	11.3%	7.7%
	2008/09	11.1%	17.3%	17.4%	17.7%	13.8%	11.0%	9.4%	6.5%	12.7%	10.8%	10.6%	7.7%
12+ days / 3x30 - NI8	2005/06	22.0%	35.3%	28.6%	32.2%	29.1%	25.0%	19.2%	10.4%	25.8%	18.2%	24.5%	16.2%
	2008/09	21.7%	34.9%	29.6%	31.4%	23.8%	23.6%	19.5%	11.9%	24.0%	22.2%	20.7%	16.0%
20+ days / 5x30	2005/06	11.2%	18.7%	14.6%	14.9%	14.3%	13.3%	10.0%	5.0%	13.0%	9.5%	13.3%	8.5%
	2008/09	10.6%	17.6%	12.2%	13.8%	10.0%	12.6%	10.1%	5.4%	11.3%	11.4%	10.1%	8.3%

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 APS3 Dataset

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

Expected Participation	Hertfordshire CC		East of England		England	
	2005/06	2007/09	2005/06	2007/09	2005/06	2007/09
Expected	23.3%	24.0%	21.4%	21.8%	21.9%	22.5%
Observed	22.0%	21.7%	20.8%	21.1%	21.3%	21.9%
Difference	-1.3%	-2.3%	-0.6%	-0.7%	-0.6%	-0.5%

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

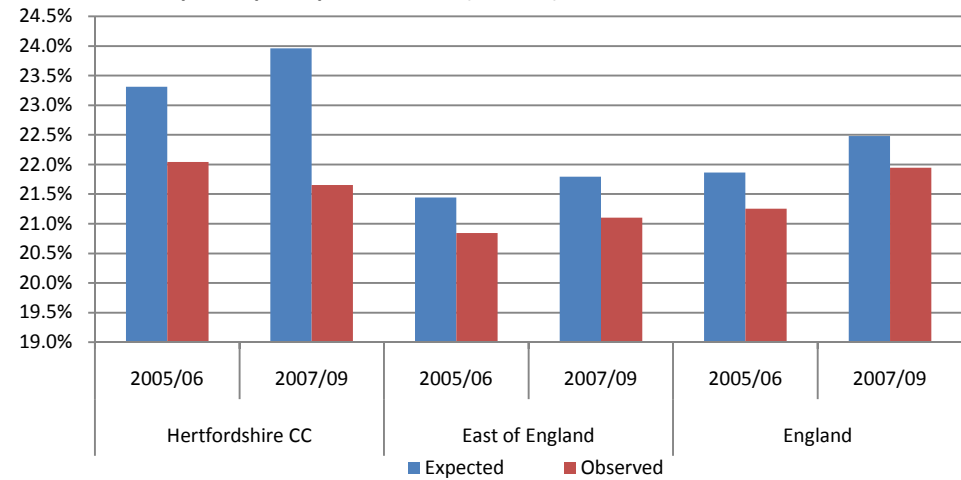
Health costs of sporting inactivity

Geography	The Health Costs of Sporting Inactivity	
	Cost	Cost per 100,000 pop
Hertfordshire CC	£6,197,290	£742,013
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



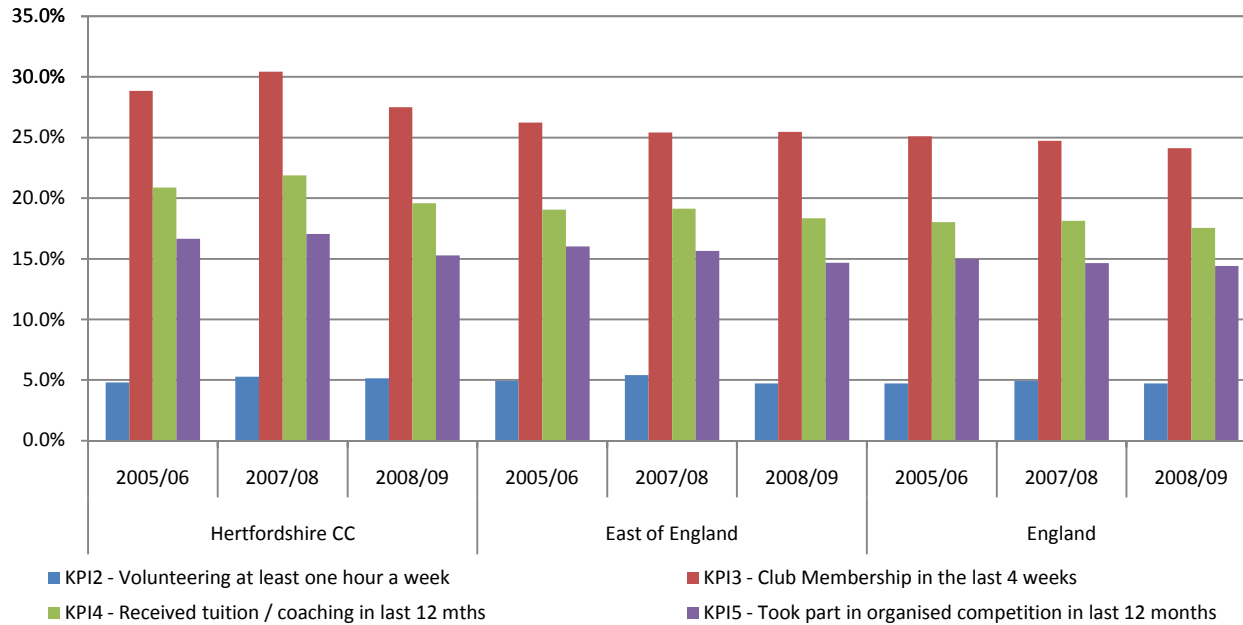
Key Performance Indicators (KPI)

Indicator	Hertfordshire CC			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	4.8%	5.3%	5.1%	4.9%	5.4%	4.7%	4.7%	4.9%	4.7%
KPI3 - Club Membership in the last 4 weeks	28.9%	30.4%	27.5%	26.2%	25.4%	25.5%	25.1%	24.7%	24.1%
KPI4 - Received tuition / coaching in last 12 mths	20.9%	21.9%	19.6%	19.0%	19.1%	18.3%	18.0%	18.1%	17.5%
KPI5 - Took part in organised competition in last 12 months	16.7%	17.0%	15.3%	16.0%	15.7%	14.7%	15.0%	14.6%	14.4%
KPI6 - Satisfaction with local provision	73.2%	69.8%	72.4%	71.0%	68.2%	69.7%	69.5%	66.6%	68.4%

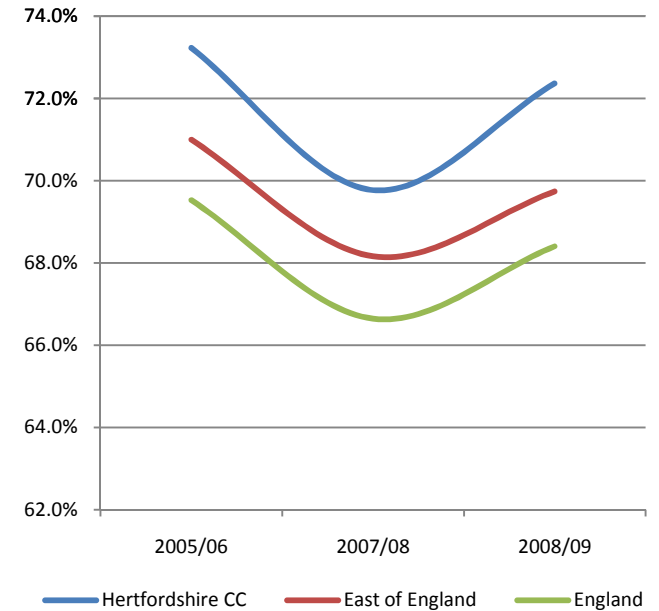
Source: Active People Survey , Year: 2005/06-2008/09, Measure: Key Performance Indicators 2, 3, 4, 5, 6

[For more information click here](#)

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



KPI6 - Satisfaction with local provision



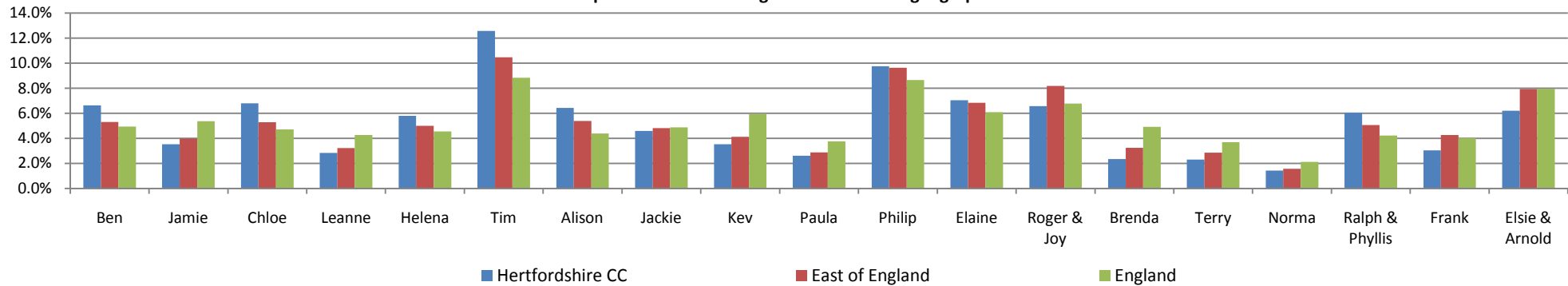
Market segmentation

Code	Name	Description	Hertfordshire CC		East of England		England	
			Number	Rate	Number	Rate	Number	Rate
A01	Ben	Competitive Male Urbanites	55.1	6.6%	236.4	5.3%	1,989.1	4.9%
A02	Jamie	Sports Team Drinkers	29.3	3.5%	177.6	4.0%	2,162.9	5.4%
A03	Chloe	Fitness Class Friends	56.4	6.8%	236.0	5.3%	1,896.5	4.7%
A04	Leanne	Supportive Singles	23.5	2.8%	143.5	3.2%	1,711.6	4.3%
B05	Helena	Career Focused Females	48.1	5.8%	222.6	5.0%	1,829.8	4.5%
B06	Tim	Settling Down Males	104.4	12.6%	467.1	10.5%	3,554.0	8.8%
B07	Alison	Stay at Home Mums	53.3	6.4%	240.1	5.4%	1,766.4	4.4%
B08	Jackie	Middle England Mums	38.1	4.6%	215.0	4.8%	1,965.0	4.9%
B09	Kev	Pub League Team Mates	29.3	3.5%	183.4	4.1%	2,386.6	5.9%
B10	Paula	Stretched Single Mums	21.7	2.6%	128.0	2.9%	1,507.3	3.7%
C11	Philip	Comfortable Mid-Life Males	80.9	9.7%	429.2	9.6%	3,480.0	8.6%
C12	Elaine	Empty Nest Career Ladies	58.4	7.0%	304.8	6.8%	2,443.9	6.1%
C13	Roger & Joy	Early Retirement Couples	54.5	6.6%	365.2	8.2%	2,723.7	6.8%
C14	Brenda	Older Working Women	19.5	2.4%	144.8	3.2%	1,976.8	4.9%
C15	Terry	Local 'Old Boys'	19.1	2.3%	127.4	2.9%	1,484.5	3.7%
C16	Norma	Later Life Ladies	11.8	1.4%	70.3	1.6%	855.0	2.1%
D17	Ralph & Phyllis	Comfortable Retired Couple	50.1	6.0%	225.4	5.1%	1,700.2	4.2%
D18	Frank	Twilight Year Gents	25.3	3.0%	189.8	4.3%	1,612.9	4.0%
D19	Elsie & Arnold	Retirement Home Singles	51.4	6.2%	354.3	7.9%	3,206.3	8.0%
Total			830.3	100.0%	4,460.9	100.0%	40,252.4	100.0%

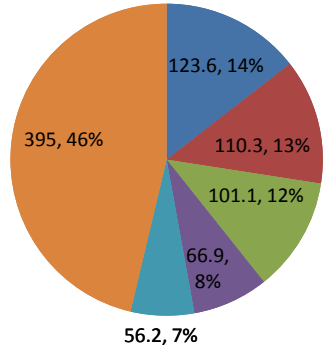
Source: Sport England and Experian Ltd, Year: 2010, Measure: Sport Market Segmentation

[For more information click here](#)

Comparison of Market Segmentation across geographies



Hertfordshire CC - Top 5 Sports



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

Top 5 sports in local authority with regional and national comparison

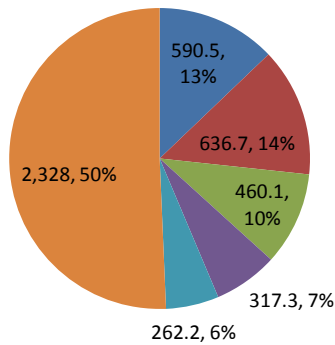
Sport	Hertfordshire CC		East of England		England	
	Number	Rate	Number	Rate	Number	Rate
Swimming	123.6	14.5%	590.5	12.9%	5,352.0	12.9%
Cycling	110.3	12.9%	636.7	13.9%	4,983.3	12.0%
Gym	101.1	11.9%	460.1	10.0%	4,380.8	10.6%
Football	66.9	7.8%	317.3	6.9%	3,016.2	7.3%
Athletics	56.2	6.6%	262.2	5.7%	2,589.5	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

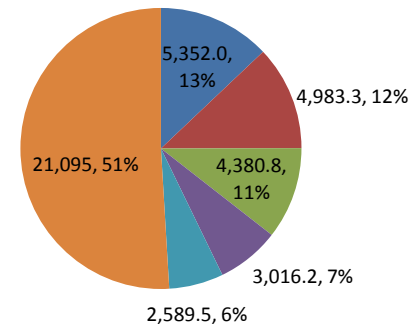
[For more information click here](#)

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 Hertfordshire CC

Number of facilities by type

Facilities	Hertfordshire CC	East of England	
	Number	Number	Proportion of Region
Athletics Tracks	8	33	24.2%
Golf	96	429	22.4%
Grass Pitches	1,040	5,200	20.0%
Health & Fitness Suite	140	690	20.3%
Ice Rinks	1	3	33.3%
Indoor Bowls	7	73	9.6%
Indoor Tennis Centre	17	51	33.3%
Ski Slopes	7	25	28.0%
Sports Hall	246	1,166	21.1%
Swimming Pool	139	634	21.9%
Artificial Grass Pitch	46	197	23.4%
Total	1,747	8,501	20.6%

Source: Active Places Power, Year: Jan 2010

Measure: Number of sporting facilities

[For more information click here](#)

Population of Hertfordshire CC as a proportion of East of England population	18.6%
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Access types of sporting facilities by local authority area

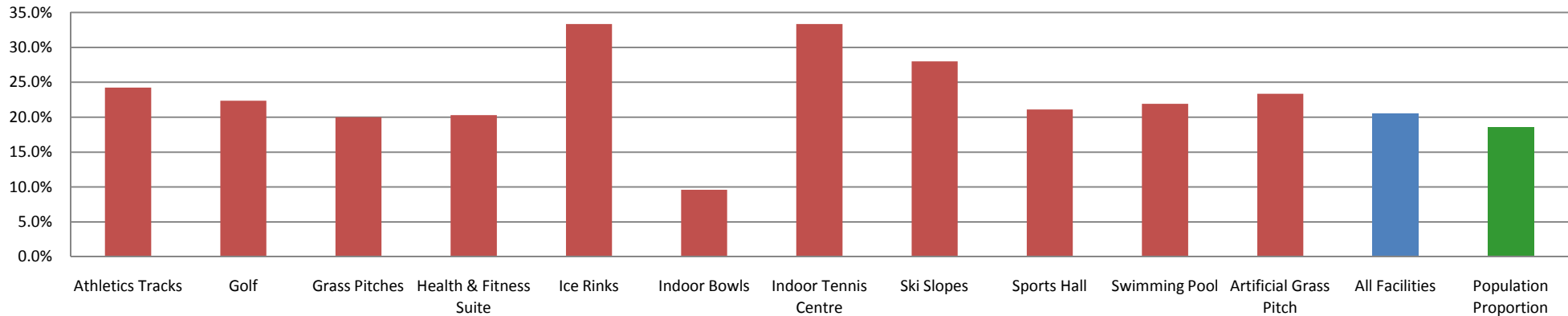
Facilities	Count	Number		Percentage	
		Public	Private	Public	Private
Athletics Tracks	8	8	0	100%	0%
Golf	96	95	1	99%	1%
Grass Pitches	1,040	829	211	80%	20%
Health and Fitness Suite	140	116	24	83%	17%
Ice Rinks	1	1	0	100%	0%
Indoor Bowls	7	7	0	100%	0%
Indoor Tennis Centre	17	17	0	100%	0%
Ski Slopes	7	7	0	100%	0%
Sports Hall	246	216	30	88%	12%
Swimming Pool	139	130	9	94%	6%
Artificial Grass Pitch	46	43	3	93%	7%
Total	1,747	1,469	278	84%	16%
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



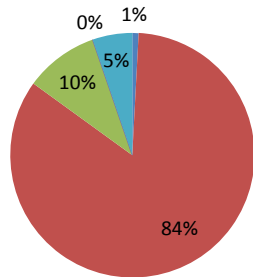
Ownership types of sporting facilities by local authority area

Facilities	Count	Ownership Type					Ownership Type				
		Commercial	Education	ocal Authority	Not Known	Others	Commercial	Education	ocal Authority	Not Known	Others
Athletics Tracks	8	0	1	5	0	2	0%	13%	63%	0%	25%
Golf	96	56	1	15	0	24	58%	1%	16%	0%	25%
Grass Pitches	1,040	32	552	340	1	115	3%	53%	33%	0%	11%
Health and Fitness Suite	140	51	42	29	0	18	36%	30%	21%	0%	13%
Ice Rinks	1	1	0	0	0	0	100%	0%	0%	0%	0%
Indoor Bowls	7	2	0	3	0	2	29%	0%	43%	0%	29%
Indoor Tennis Centre	17	7	1	3	0	6	41%	6%	18%	0%	35%
Ski Slopes	7	5	0	0	0	2	71%	0%	0%	0%	29%
Sports Hall	246	2	207	24	0	13	1%	84%	10%	0%	5%
Swimming Pool	139	34	49	51	0	5	24%	35%	37%	0%	4%
Artificial Grass Pitch	46	1	36	5	0	4	2%	78%	11%	0%	9%
Total	1,747	191	889	475	1	191	11%	51%	27%	0%	11%
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

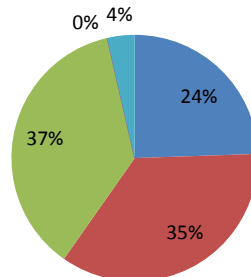
[For more information click here](#)

Sports Hall



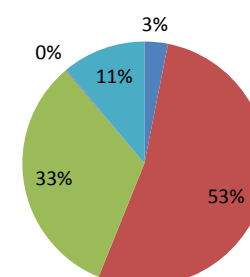
Commercial Education Local Authority Not Known Others

Swimming Pool



Commercial Education Local Authority Not Known Others

Grass Pitches



Commercial Education Local Authority Not Known Others

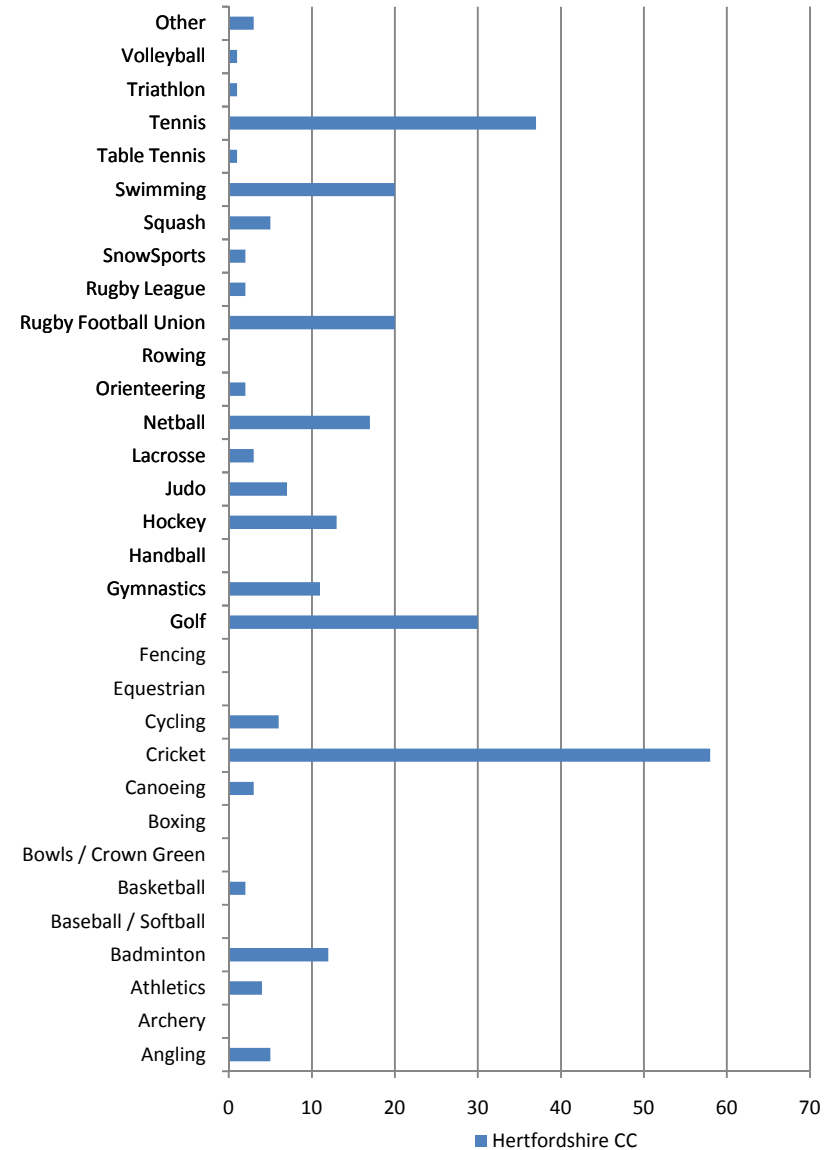
Number of clubmark clubs by sporting activity type

[For more information click here](#)

Clubmark Type	Hertfordshire CC	East of England	England
	Number	Number	Number
Angling	5	13	80
Archery	0	7	60
Athletics	4	42	353
Badminton	12	45	300
Baseball / Softball	0	0	4
Basketball	2	10	144
Bowls / Crown Green	0	3	18
Boxing	0	5	50
Canoeing	3	13	151
Cricket	58	294	2,464
Cycling	6	29	222
Equestrian	0	15	87
Fencing	0	6	66
Golf	30	142	999
Gymnastics	11	63	614
Handball	0	0	7
Hockey	13	62	465
Judo	7	43	351
Lacrosse	3	3	35
Netball	17	69	455
Orienteering	2	6	47
Rowing	0	9	127
Rugby Football Union	20	92	865
Rugby League	2	4	257
SnowSports	2	4	24
Squash	5	24	251
Swimming	20	77	820
Table Tennis	1	21	238
Tennis	37	130	1,022
Triathlon	1	10	72
Volleyball	1	6	86
Other	3	35	183
Total	265	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 Hertfordshire CC

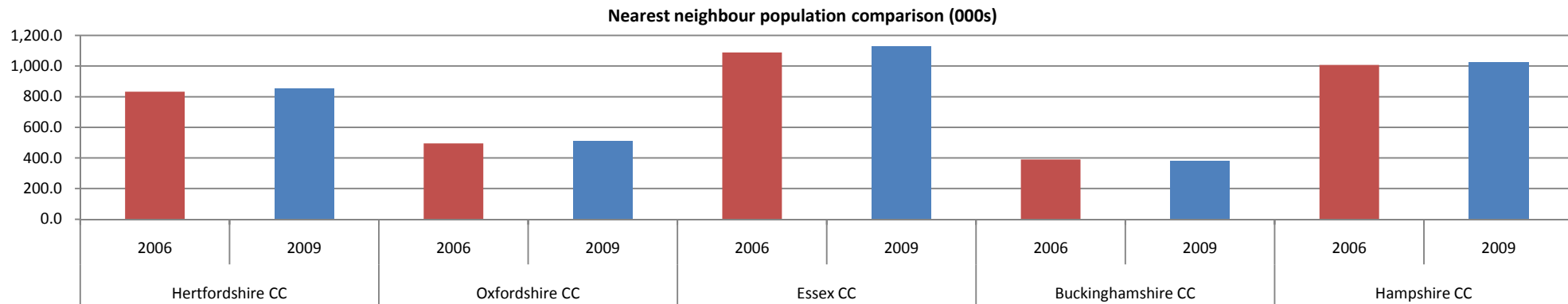
Population compared with nearest neighbours (000s)

Indicator	Hertfordshire CC		Oxfordshire CC		Essex CC		Buckinghamshire CC		Hampshire CC	
	2006	2009	2006	2009	2006	2009	2006	2009	2006	2009
Male	403.9	415.9	243.5	251.8	527.1	548.3	185.4	184.9	485.3	498.3
Female	427.8	436.8	251.7	262.0	560.9	578.1	204.8	198.8	522.5	528.8
16 to 19	51.5	52.9	31.7	35.3	69.6	71.0	27.1	21.7	65.3	66.8
20 to 24	55.4	60.4	47.9	42.7	76.6	87.0	22.6	30.6	69.3	82.6
25 to 34	138.3	138.5	87.7	79.4	156.1	165.7	49.7	51.2	139.7	141.9
35 to 49	249.2	252.0	134.2	152.8	298.8	306.2	122.5	107.5	278.0	278.2
50 to 64	183.3	188.7	108.7	107.2	258.6	258.7	89.1	99.7	243.2	239.2
65+	154.1	160.2	84.9	96.5	228.3	237.9	79.3	73.0	212.3	218.4
White	758.7	784.7	469.8	482.8	1,050.2	1,070.0	359.8	349.5	982.6	994.9
Non-White	71.7	67.3	25.4	29.4	36.5	54.8	30.4	33.1	25.0	30.3
DDA & also w	52.0	60.1	22.1	27.9	74.9	84.5	22.3	23.1	69.7	56.9
DDA only disa	25.1	41.6	21.1	16.9	43.0	49.4	19.3	15.0	40.7	47.9
Work-limiting	16.6	16.6	10.2	14.0	26.0	25.9	11.1	6.9	22.7	26.3
Not disabled	584.0	574.3	356.8	358.5	715.9	728.6	258.3	265.7	662.5	677.7
Total	831.7	852.7	495.2	513.8	1,088.0	1,126.3	390.3	383.7	1,007.8	1,027.1

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](#)



Comparisons with nearest neighbours of Hertfordshire CC

Total area in sq km

Geography	Total Area in sq km	Proportion of England
Hertfordshire CC	1,643.0	1.3%
Oxfordshire CC	2,604.8	2.0%
Essex CC	3,464.4	2.7%
Buckinghamshire CC	1,565.0	1.2%
Hampshire CC	3,679.0	2.8%

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)
Hertfordshire CC	12.39	253
Oxfordshire CC	10.35	294
Essex CC	13.98	231
Buckinghamshire CC	8.69	320
Hampshire CC	10.50	291

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
Hertfordshire CC	21.8%	8.2%
Oxfordshire CC	21.8%	8.6%
Essex CC	24.6%	8.2%
Buckinghamshire CC	21.7%	7.4%
Hampshire CC	22.9%	8.6%

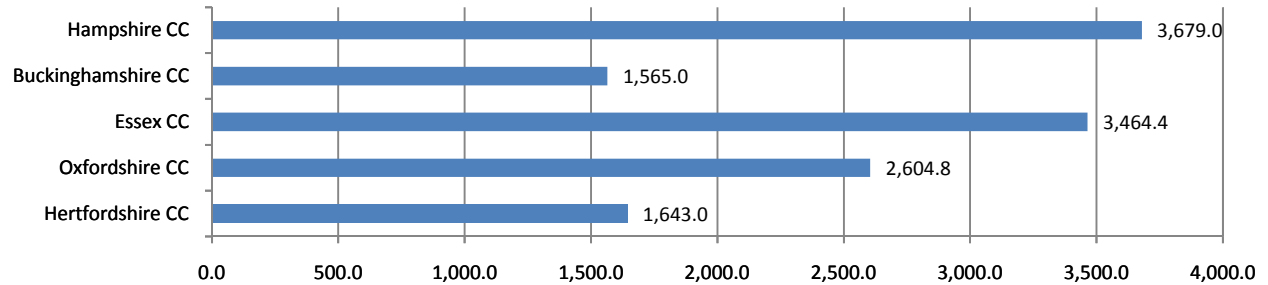
England	24.2%	9.6%
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Source: Department of Health, Year: 2006-2008,

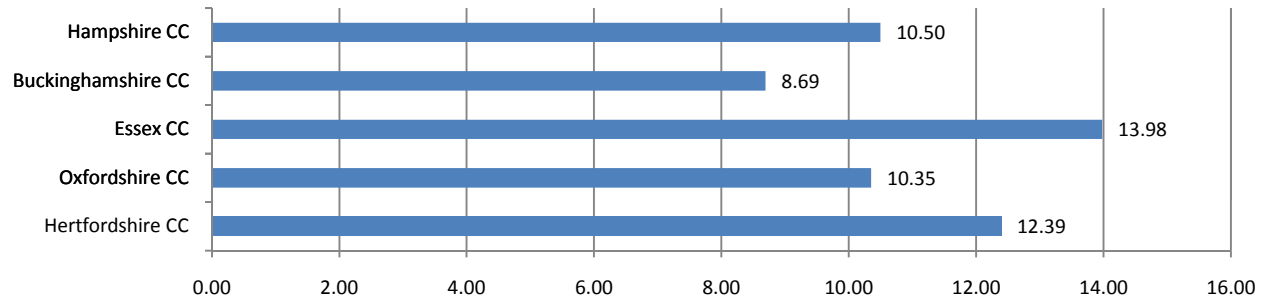
Measure: Proportion of the adult and child population that are obese

[For more information click here](#)

Total Area in sq km



IMD Score 2007



Adult & Childhood Obesity Rates



Comparisons with nearest neighbours of Hertfordshire CC

Ni8 Sport and Active Recreation Participation at least 3x30 per week compared to nearest neighbours

Indicator	Hertfordshire CC		Oxfordshire CC		Essex CC		Buckinghamshire CC		Hampshire CC	
	2005/06	2008/09	2005/06	2008/09	2005/06	2008/09	2005/06	2008/09	2005/06	2008/09
Male	23.9%	23.5%	25.5%	28.8%	22.4%	24.8%	26.0%	26.8%	27.0%	26.2%
Female	20.3%	19.9%	21.5%	23.1%	18.6%	18.5%	22.3%	21.3%	21.6%	21.5%
16 to 19	35.3%	34.9%	32.8%	43.0%	36.2%	34.7%	40.8%	37.2%	36.2%	30.3%
20 to 24	28.6%	29.6%	30.1%	31.2%	29.9%	37.9%	29.7%	*	33.9%	40.5%
25 to 29	32.2%	31.4%	30.7%	35.8%	29.5%	27.1%	34.0%	29.3%	32.3%	27.3%
30 to 34	29.1%	23.8%	28.4%	28.9%	25.6%	24.5%	30.3%	26.2%	30.5%	29.6%
35 to 44	25.0%	23.6%	28.1%	28.3%	24.0%	23.4%	29.2%	27.4%	29.9%	29.0%
45 to 64	19.2%	19.5%	21.8%	23.4%	17.9%	19.6%	21.6%	24.2%	22.1%	22.8%
65+	10.4%	11.9%	10.0%	11.4%	9.4%	11.7%	11.0%	12.4%	11.7%	11.8%
White	22.4%	21.5%	23.7%	25.5%	20.5%	21.7%	24.1%	24.5%	24.3%	23.9%
Non-White	17.6%	24.8%	20.3%	32.4%	20.3%	17.8%	23.3%	18.7%	23.7%	21.7%
Limiting disab	10.9%	9.6%	12.1%	11.7%	8.7%	8.7%	11.3%	12.0%	10.4%	11.2%
No limiting dis	23.7%	23.6%	25.0%	27.8%	22.5%	23.7%	25.8%	25.6%	26.4%	25.8%
NS-SEC 1-2	25.8%	24.0%	27.6%	29.0%	23.4%	24.6%	26.3%	27.6%	28.4%	27.4%
NS-SEC 3	18.2%	22.2%	18.7%	26.6%	19.2%	20.6%	22.1%	24.3%	23.1%	22.5%
NS-SEC 4	24.5%	20.7%	22.4%	22.8%	18.9%	18.4%	25.9%	19.7%	23.6%	23.0%
NS-SEC 5-8	16.2%	16.0%	18.7%	15.8%	17.1%	17.3%	17.7%	16.0%	19.4%	18.2%
Total	22.0%	21.7%	23.5%	25.9%	20.5%	21.6%	24.1%	23.9%	24.2%	23.8%

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	Hertfordshire CC		Oxfordshire CC		Essex CC		Buckinghamshire CC		Hampshire CC	
	2005/06	2007/09	2005/06	2007/09	2005/06	2007/09	2005/06	2007/09	2005/06	2007/09
Expected	23.3%	24.0%	24.8%	25.2%	21.6%	21.7%	24.9%	25.1%	23.9%	23.8%
Observed	22.0%	21.7%	23.5%	25.9%	20.5%	21.6%	24.1%	23.9%	24.2%	23.8%
Difference	-1.3%	-2.3%	-1.3%	0.7%	-1.1%	-0.1%	-0.8%	-1.2%	0.4%	0.0%

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 Hertfordshire CC

Number of facilities compared with nearest neighbours

Facilities	Hertfordshire CC Number	Oxfordshire CC Number	Essex CC Number	Buckinghamshire CC Number	Hampshire CC Number
Athletics Tracks	8	6	8	3	6
Golf	96	61	111	53	114
Grass Pitches	1,040	746	1,086	557	1,087
Health & Fitness Suite	140	88	172	63	159
Ice Rinks	1	1	1	0	2
Indoor Bowls	7	5	12	4	10
Indoor Tennis Centre	17	3	13	5	13
Ski Slopes	7	0	6	5	6
Sports Hall	246	137	257	119	263
Swimming Pool	139	97	167	63	170
Artificial Grass Pitch	46	33	46	17	48
Total	1,747	1,177	1,879	889	1,878
Population (000s)	852.7	513.8	1,126.3	383.7	1,027.1

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

