

Reading		Civic Centre, Reading, Berkshire RG1 7AE		01189 373797	
Political Party: Labour					
Key Contacts				APS 9 Q2 Results	
Name and Position		Email	Phone	Local Area Stats	Comparisons
<ul style="list-style-type: none"> - Joanne O'Connor (RSL Programming Coordinator) - Luke Lloyd (Development Officer – Culture and Sport Development Services) - Adam Kirby (Health and Fitness Manager) - Cllr. Sarah Hacker (Mayor of Reading) - Asmat Nisa (Public Health) 		Joanne.o'connor@reading.gov.uk Luke.lloyd@reading.gov.uk Adam.kirby@reading.gov.uk Asmat.nisa@reading.gov.uk	01189 375192 / 07709 400986 01189 373848 01189 372071	1 x week = 33.9% 3 x (or more) week = 12.4% Some (less than 3x) week = 26.8% Any sport = 48.9% None = 51.1%	Local Authorities 5 th for 1x week 6 th for 3x week 5 th for Some 5 th for Any 5 th for None Compared with national average: 1x week = 1.6% lower Compared with Berkshire average: 1 x week = 4.5% lower 3 x week = 5.3% lower
Strategies				Demographics	
<ul style="list-style-type: none"> - Joint Strategic Needs Assessment - Equality and Diversity - Policies and Plans for Education & Children - Reading Open Spaces Strategy 		<p><i>The means by which the current and future health, healthcare and wellbeing needs of the local population are assessed.</i></p> <p><i>This draft Open Spaces Strategy (OSS) sets out the aims and approaches that Reading Borough Council will adopt in its role as</i></p>		<ul style="list-style-type: none"> - The total population of Reading is 157,112 - 69% of the total population of Reading aged 16-74 is considered to be economically active - 44 LSOAs are considered to be in the top 40% deprived areas in UK 	
				<ul style="list-style-type: none"> - <i>Key wards with high deprivation include Abbey, Battle, Church, Katesgrove, Norcot, Southcote and Whitley</i> 	

<ul style="list-style-type: none"> - Sustainable Community Strategy - Health and Wellbeing Strategy 	<p><i>custodian of Reading's public open space</i></p> <p><i>Reading's Sustainable Community Strategy sets out a new Vision for Reading to take the town forward over the next twenty years, with a strong emphasis and focus on the people as the primary basis for everything else that affects places and prosperity.</i></p> <p><i>It says what needs to happen to protect and improve the health and wellbeing of local people, based on the particular health problems that are common in Reading.</i></p>		
Partnership Structures		Crime Rates	
<ul style="list-style-type: none"> - South Reading CCG - Reading Children's Trust 	<p><i>Contact details</i></p> <p>01189 373269</p>	<ul style="list-style-type: none"> - 81% of Reading has a likelihood of crime of 50% or higher - Areas at risk include Abbey, Battle and Norcot 	
		<p>Market Segmentation</p> <ul style="list-style-type: none"> - Tim is the dominant segment in the borough with 11.4% - Other dominant segments include Jamie (9%) and Philip (7.7%) - Significant variation in segments across the wards 	
		Leisure Providers	
		Names	Contact details
		GLL (Rivermead Leisure Centre) Reading Sport and Leisure <ul style="list-style-type: none"> - Arthur Hill - Palmer Park - Central Pool - Meadway 	01189 015000 01189 375055 01189 375080 01189 375070 01189 375060

		Sports Centre	
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