ROYAL BOROUGH OF WINDSOR AND MAIDENHEAD
INSIGHT 2019

PHYSICAL ACTIVITY PARTICIPATION

ADULT LEVELS (May 2018/19)
73.1% are ACTIVE: at least 150 minutes per week
8% are FAIRLY ACTIVE: 30-149 minutes per week
18.9% are INACTIVE: less than 30 minutes per week

HOW DOES THIS COMPARE?

Berkshire England
Active 67.1% 63.2%
Fairly active 11.5% 12%
Inactive 21.4% 24.8%

Significant increase of 8.1% in active and significant decrease of 5.1% in fairly active since May 2017/18, significant decrease of 5.3% in fairly active since 2015/16

VOLUNTEERING (May 2018/19)
Volunteering (twice in past year supporting sport and physical activity) is at 17.4%. (1)

DEMOGRAPHICS (Nov 2017/18)
For Berkshire and England, disabled people are less likely to be active. South Asian people in Berkshire and England are less active than White British, but people from Mixed ethnicities have the highest levels of activity. Inactivity is linked to unemployment and deprivation. (2)

CHILD LEVELS ages 5-16 (2017/18 academic year)
20.5% are ACTIVE EVERY DAY: at least 60 minutes daily
24.2% are ACTIVE ACROSS THE WEEK: average of 60 minutes per day but not daily
24.8% are FAIRLY ACTIVE: average of 30-59 minutes per day
30.6% are LESS ACTIVE: less than an average of 30 minutes per day

HOW DOES THIS COMPARE

Berkshire England
Active every day 19% 17.5%
Active across week 26% 25.7%
Fairly active 22.2% 23.9%
Less active 32.8% 32.9%

No significant differences in ‘less active’ across Berkshire compared to England (3)

ACTIVITY BY GENDER (Nov 2017/18)
74.8% Active
65.9% Inactive
13%Inactive

ACTIVITY BY AGE (Nov 2017/18)

HOW DOES THIS COMPARE?
Activity rates decrease with age for Berkshire and England (2)
5 OUTCOMES INSIGHT

All figures are for Windsor and Maidenhead compared to England/GB

1. PHYSICAL HEALTH

Inactivity is linked to:

- Adult obesity/overweight 58.7% similar to England benchmark (62%)
- Children’s obesity/overweight 30.8% by Year 6 better than England benchmark (34.3%)
- Diabetes prevalence 5.1% England rate is 6.8%
- Heart Disease deaths 24.8 per 100,000 better than England benchmark (38.7)
- Stroke deaths 12.5 per 100,000 similar to England benchmark (13.1)

2. Physical activity can improve – MENTAL HEALTH

Suicide rate per 100,000 (2016-2018):
Windsor and Maidenhead is similar to England

- Wokingham: 6.7
- Reading: 7.2
- West Berkshire: 8.5
- Windsor and Maidenhead: 8.5
- Bracknell Forest: 9.1
- Slough: 10.1
- England: 9.6

Dementia: prevalence 4.74% higher than England benchmark (4.33%)

Estimated diagnosis rate 69.4% similar to goal of 66.7%

Anxiety 16+ 21% similar to England benchmark (20%)

3. SOCIAL AND COMMUNITY DEVELOPMENT

Social contact: 49.7% of social care users get enough similar to England benchmark (46%)
For carers the rate is 42.3% better than the England benchmark (35.5%)

Loneliness is linked to poor health

First time offenders 182 per 100,000 England rate is 211

Crime per 1,000 population: All = 65.57 Violence against the person = 18.28

Sport can provide a diversion from crime

4. INDIVIDUAL DEVELOPMENT

Education: 69.7% achieve 5 A*-C better than England benchmark (57.8%)

56% of residents educated to NVQ L4 and above GB rate is 39.3%

School absenteeism: 6.6% primary, 10.9% secondary better than England benchmark (8.7% and 13.9%)

Link exists between physical activity and educational attainment, absenteeism and behaviour

5. ECONOMIC DEVELOPMENT

2.6% of people are unemployed 81.1% are employed GB rate is 4.1% and 75.6%

Income deprivation 2015: 6.8% of 16-64 year olds better than England benchmark (14.6%)

8.4% of Children lower than England benchmark (19.9%)

9.2% of Older people England rate is 16.2%

Inactivity linked to unemployment and deprivation, both contribute to poor health

Indices of Multiple Deprivation 2019: 304 out of 317 areas of England (1 is most deprived) It is in the 10% of least deprived places to live in England
Sources (numbers are in brackets in each box)

(1) All data from Sport England’s Active Lives Adult Survey, May 18/19 Report, published October 2019, figures are from the data tables
   Available from [https://www.sportengland.org/adultmay1819tables/](https://www.sportengland.org/adultmay1819tables/)
   Select Active Lives October 2019: Tables 1-3 Levels of Activity, table 3

(2) All data from Sport England’s Active Lives Adult Survey, November 17/18 Report, published April 2019, figures are from the data tables
   Available from [https://www.sportengland.org/adultnov1718tables/](https://www.sportengland.org/adultnov1718tables/)
   Select Active Lives April 2019: Tables 1-3 Levels of Activity, table 3

(3) All data from Sport England’s Active Lives Children and Young People Survey, Academic Year 2017/18, published December 2018
   On page 3 select 'link to data tables’, tables 1b and 1c

(4) Adult obesity/overweight: Percentage of adults (aged 18+) classified as overweight or obese 2017/18 measured by Sport England’s Active Lives Survey
   Available from [https://fingertips.phe.org.uk/search/Obese%20Adults#page/3/gid/1/pat/6/par/E12000008/ati/102/are/E06000037/iid/93088/age/168/sex/4](https://fingertips.phe.org.uk/search/Obese%20Adults#page/3/gid/1/pat/6/par/E12000008/ati/102/are/E06000037/iid/93088/age/168/sex/4)
   Children’s obesity/overweight: Year 6: Prevalence of overweight (including obesity) 2017/18 as a percentage measured by NHS Digital, National Child Measurement Programme
   Available from [https://fingertips.phe.org.uk/search/overweight%20children#page/3/gid/1/pat/6/par/E12000008/ati/102/are/E06000037/iid/20602/age/201/sex/4](https://fingertips.phe.org.uk/search/overweight%20children#page/3/gid/1/pat/6/par/E12000008/ati/102/are/E06000037/iid/20602/age/201/sex/4)
   Diabetes: Diabetes prevalence rate 2017/18 17+ measured by Quality and Outcomes Framework
   Heart disease deaths: Under 75 mortality rate from heart disease 2015-17, measured by Public Health England (based on ONS data source)
   Available from [https://fingertips.phe.org.uk/search/stroke#page/3/gid/1/pat/6/par/E12000008/ati/102/are/E06000037/iid/91166/age/163/sex/4](https://fingertips.phe.org.uk/search/stroke#page/3/gid/1/pat/6/par/E12000008/ati/102/are/E06000037/iid/91166/age/163/sex/4)
   Stroke deaths: Under 75 mortality rate from stroke 2015-17, measured by Public Health England (based on ONS data source)
   Available from [https://fingertips.phe.org.uk/search/stroke#page/3/gid/1/pat/6/par/E12000008/ati/102/are/E06000037/iid/91167/age/163/sex/4](https://fingertips.phe.org.uk/search/stroke#page/3/gid/1/pat/6/par/E12000008/ati/102/are/E06000037/iid/91167/age/163/sex/4)

(5) Suicide rate: 2016-18 3 year average per 100,000 of the population for 10+, measured by Public Health England (based on ONS data source)
   Dementia: Dementia Recorded prevalence (aged 65 years and over) December 2018, measured by NHS Digital
   Available from [https://fingertips.phe.org.uk/search/dementia#page/3/gid/1/pat/6/par/E12000008/ati/102/are/E06000037/iid/91891/age/27/sex/4](https://fingertips.phe.org.uk/search/dementia#page/3/gid/1/pat/6/par/E12000008/ati/102/are/E06000037/iid/91891/age/27/sex/4)
   Estimated dementia diagnosis rate (aged 65 and over) December 2018, measured by NHS Digital
   Anxiety: Self-reported wellbeing - people with a high anxiety score 2017/18 for 16+, measured by Annual Population Survey (APS); Office for National Statistics (ONS)
   Available from [https://fingertips.phe.org.uk/search/anxiety#page/3/gid/1/pat/6/par/E12000008/ati/102/are/E06000037/iid/22304/age/164/sex/4](https://fingertips.phe.org.uk/search/anxiety#page/3/gid/1/pat/6/par/E12000008/ati/102/are/E06000037/iid/22304/age/164/sex/4)

(6) Social contact: social care users: percentage of adult social carer users who have as much social contact as they would like 2017/18 18+, measured by Adult Social Care Survey - England
   Available from [https://fingertips.phe.org.uk/search/social%20isolation#page/3/gid/1/pat/6/par/E12000008/ati/102/are/E06000039/iid/90280/age/168/sex/4](https://fingertips.phe.org.uk/search/social%20isolation#page/3/gid/1/pat/6/par/E12000008/ati/102/are/E06000039/iid/90280/age/168/sex/4)
   Social care carers: percentage of adult carers who have as much social contact as they would like 2016/17 18+, measured by Personal Social Services Survey of Adult Carers in England (NHS Digital)
First time offenders: Figure for all ages 10+, per 100,000 of the population for 2018. First time offenders are counted as persons who have entered the criminal justice system whether by caution, offence or conviction, measured by Ministry of Justice.

Crime per 1,000 population: All crime excluding fraud per 1,000 of the population for 2017/18
Available from: [https://data.police.uk/](https://data.police.uk/)

Violence against the person per 1,000 of the population for 2017/18
Available from: [https://data.police.uk/](https://data.police.uk/)

(7) Educational attainment (5 or more GCSEs): percentage of all children 2015/16, measured by the Department for Education
Available from [https://fingertips.phe.org.uk/search/gcse#page/3/gid/1/pat/6/par/E12000008/ati/102/are/E06000039/iid/92199/age/175/sex/4](https://fingertips.phe.org.uk/search/gcse#page/3/gid/1/pat/6/par/E12000008/ati/102/are/E06000039/iid/92199/age/175/sex/4)

NVQ L4 educated: percentage of people estimated to be educated to this level January 2018-December 2018, measured by Annual Population Survey

Persistent absenteeism: Primary school 2017/18, percentage of primary school enrolments classed as persistent absentees (defined as missing 10% or more of possible sessions), measured by Department for Education

Secondary school 2017/18, percentage of secondary school enrolments classed as persistent absentees (defined as missing 10% or more of possible sessions), measured by Department for Education
Available from [https://fingertips.phe.org.uk/search/persistent#page/3/gid/1/pat/6/par/E12000008/ati/102/are/E06000039/iid/92564/age/216/sex/4](https://fingertips.phe.org.uk/search/persistent#page/3/gid/1/pat/6/par/E12000008/ati/102/are/E06000039/iid/92564/age/216/sex/4)

(8) Employment and Unemployment: percentage of people estimated to be in employment/unemployed July 2018-June 2019, measured by Annual Population Survey

Income deprivation: percentage of all ages living in income deprived households 2015, measured by Ministry of Housing, Communities & Local Government: English indices of deprivation 2015
Available from [https://fingertips.phe.org.uk/search/income%20deprivation#page/3/gid/1/pat/6/par/E12000008/ati/102/are/E06000039/iid/93268/age/1/sex/4](https://fingertips.phe.org.uk/search/income%20deprivation#page/3/gid/1/pat/6/par/E12000008/ati/102/are/E06000039/iid/93268/age/1/sex/4)

Income deprivation children: percentage of children aged 0–15 years living in income deprived households 2015, measured by Department for Communities and Local Government

Income deprivation older people: percentage of people aged 60 plus living in income deprived households 2015, measured by Department for Communities and Local Government

English Indices of Deprivation 2019 from the Department for Communities and Local Government

Figures and links correct as of 06th November 2019