

ROYAL BOROUGH OF WINDSOR AND MAIDENHEAD

INSIGHT 2021



PHYSICAL ACTIVITY PARTICIPATION

ADULT LEVELS (May 2019/20)

69.1% are **ACTIVE**: at least 150 minutes per week
12.8% are **FAIRLY ACTIVE**: 30-149 minutes per week
18.1% are **INACTIVE**: less than 30 minutes per week



HOW DOES THIS COMPARE?



	Berkshire	England
Active	64.7%	62.8%
Fairly active	11.6%	11.7%
Inactive	23.6%	25.5%



4% decrease in activity levels and 4.8% increase in fairly active levels since May 2018/19 (but neither significant) ⁽¹⁾

CHILD LEVELS ages 5-16 (2019/20 academic year)

Activity levels in Berkshire

41.8% are **ACTIVE**: an average of at least 60 minutes a day
26.6% are **FAIRLY ACTIVE**: average of 30-59 minutes per day
31.6% are **LESS ACTIVE**: less than an average of 30 minutes per day



HOW DOES THIS COMPARE?

	South East	England
Active	47.5%	44.9%
Fairly active	24.8%	23.8%
Less active	27.7%	31.3%



The response rate was lower due to the coronavirus pandemic primarily impacting the summer term responses; sample sizes for local authorities are therefore less reliable and not included ⁽³⁾

VOLUNTEERING (Nov 2018/19)

Volunteering (twice in past year supporting sport and physical activity) is at 22.2%



DEMOGRAPHICS (Nov 2018/19)

In Berkshire and England, people with a disability or LTIC are less likely to be active than those without. People of Asian ethnicity are least active and people of mixed ethnicities are most active. Inactivity is linked to unemployment and deprivation ⁽²⁾

ACTIVITY BY GENDER (Nov 2018/19)

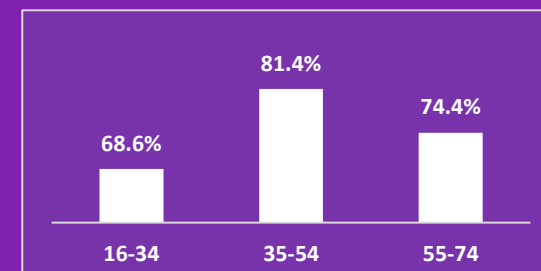


	Active	Inactive
Men	76.1%	16.2%
Women	65.8%	21.8%

HOW DOES THIS COMPARE

For Berkshire and England, men are more active than women ⁽²⁾

ACTIVITY BY AGE (Nov 2018/19)



HOW DOES THIS COMPARE?

Activity rates decrease with age for England, in Berkshire they increase slightly until 75+ when they sharply decrease ⁽²⁾

1. PHYSICAL HEALTH *Inactivity is linked to*



Adult obesity/overweight: 54.3%
better than England benchmark
(62.3%)



Children's obesity/overweight:
29% at Year 6 better than England
benchmark (35.2%)



Diabetes prevalence: 5.3%
England rate is 7.1%




**Emergency hospital admissions
due to falls 65+: 2,399 per 100,000**
worse than England benchmark
(2,198) ⁽⁴⁾

3. SOCIAL AND COMMUNITY DEVELOPMENT

**Social contact: 37.8% of social care users get
enough** worse than England benchmark (45.9%)



Loneliness is linked to poor health

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

First time entrants to the youth justice system:
140.1 per 100,000 better than England benchmark
(238.5)

Violent crime: 21 per 1,000 England rate is 29.5

Sport can provide a diversion from crime ⁽⁶⁾

5 OUTCOMES INSIGHT

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

2. Physical activity can improve MENTAL HEALTH

Suicide rate per 100,000: Windsor and Maidenhead is similar to England



Self harm: 10-24 year olds 496.4 per 100,000
similar to England benchmark (444)

Dementia prevalence: 4.88%
higher than England benchmark (4.34%)



Anxiety 16+: 21.6% similar to England benchmark (19.7%)

Pupils with social, emotional, mental health needs 2.67%: worse than England benchmark (2.37%) ⁽⁵⁾

SPORT ENGLAND KEY OUTCOMES:

Sport and physical activity can have a wide range of benefits



These are grouped together into 5 key outcomes; each Local Authority has needs and issues relating to them

4. INDIVIDUAL DEVELOPMENT



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

3.4% of residents with no qualifications
GB rate is 7.7%



NEET: 6% similar to England benchmark (5.5%)

Link exists between physical activity and educational attainment, absenteeism and behaviour ⁽⁷⁾

5. ECONOMIC DEVELOPMENT



2.5% unemployed
80.8% employed
GB rate is 3.9% and 75.9%



Income deprivation 2015:
6.8% of 16-64 year olds
better than England benchmark (14.6%)
8.4% of Children
better than England benchmark (19.9%)
9.2% of Older people
better than England benchmark (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 ⁽⁸⁾



Sources (numbers are in brackets in each box)

- (1) All data from Sport England's Active Lives Adult Survey, May 19/20 Report, published October 2020, figures are from the data tables Available from <https://www.sportengland.org/know-your-audience/data/active-lives/active-lives-data-tables>
Select Adult Surveys, May 2019/20 reports, Main Report: Tables 1-3 Levels of Activity (Table 3) and Tables 8-16 Volunteering (Table 16)
- (2) All data from Sport England's Active Lives Adult Survey, November 18/19 Report, published April 2020, figures are from the Active Lives online query builder Available from <https://activelives.sportengland.org/>
- (3) All data from Sport England's Active Lives Children and Young People Survey, Academic Year 2019/20, published January 2021 Available from https://www.sportengland.org/know-your-audience/data/active-lives/active-lives-data-tables?section=children_and_young_people_surveys
Select 2019/20 Reports, Main Report: Tables 1-2 Levels of Activity (Table 2)
- (4) Adult obesity/overweight: Percentage of adults (aged 18+) classified as overweight or obese 2018/19 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>
Children's obesity/overweight Year 6: Prevalence of overweight (including obesity) 2019/20 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>
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Falls: Emergency hospital admissions due to falls in people aged 65 and over 2018/19 per 100,000, measured by Hospital Episode Statistics (HES). Available from https://fingertips.phe.org.uk/profile/covid19/data#page/3/gid/1938133360/pat/6/par/E12000008/ati/202/are/E06000036/iid/22401/age/27/sex/4/cid/4/page-options/ovw-do-0_car-do-0
- (5) Suicide rate: 2017-19 per 100,000 of the population for 10+, measured by Public Health England (based on ONS data source) Available from <https://fingertips.phe.org.uk/search/suicide#page/3/gid/1/pat/6/par/E12000008/ati/102/are/E06000037/iid/41001/age/285/sex/4>
Self harm: Hospital admissions as a result of self-harm (10-24 years) 2018/19 per 100,000 of the population, measured by Hospital Episode Statistics (HES) Available from <https://fingertips.phe.org.uk/search/self%20harm#page/3/gid/1/pat/6/par/E12000008/ati/102/are/E06000037/iid/90813/age/305/sex/4>
Dementia: Dementia Recorded prevalence (aged 65 years and over) 2019, 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>
Anxiety: Self-reported wellbeing - people with a high anxiety score 2018/19 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>
Pupils with social, emotional and mental health needs: % of school pupils with social, emotional and mental health needs (School age) 2018 Available from https://fingertips.phe.org.uk/search/emotional#page/3/gid/1/pat/6/par/E12000008/ati/102/are/E06000037/iid/91871/age/217/sex/4/cid/4/page-options/ovw-do-0_car-do-0
- (6) Social contact: percentage of adult social care users who have as much social contact as they would like 2018/19 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>
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 received their first conviction, caution or youth caution, measured by Ministry of Justice. Available from

https://fingertips.phe.org.uk/search/crime#page/3/gid/1/pat/6/par/E12000008/ati/102/are/E06000036/iid/92456/age/285/sex/4/cid/4/page-options/ovw-do-0_car-do-0

First time entrants: First time entrants to the youth justice system 2018. Rate of 10-17 year olds receiving their first reprimand, warning or conviction per 100,000 population, measured by Ministry of Justice. Available from

https://fingertips.phe.org.uk/search/youth%20justice#page/3/gid/1/pat/6/par/E12000008/ati/102/are/E06000036/iid/10401/age/211/sex/4/cid/4/page-options/ovw-do-0_car-do-0

Violent crime: violence offences per 1,000 population 2019/20. Figures calculated by PHE's Population Health Analysis Team using crime data supplied by the Home Office and population data supplied by Office for National Statistics (ONS)

Available from https://fingertips.phe.org.uk/search/crime#page/3/gid/1/pat/6/par/E12000008/ati/102/are/E06000036/iid/11202/age/1/sex/4/cid/4/page-options/ovw-do-0_car-do-0

(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>

No qualifications: percentage of people 16-64 January 2019-December 2019, measured by Annual Population Survey

Available from <https://www.nomisweb.co.uk/reports/lmp/la/1946157289/report.aspx?town=windsor>

NEET: 16-17 year olds not in education, employment or training (NEET) or whose activity is not known 2018 measured by Department for Education. Available from https://fingertips.phe.org.uk/search/neet#page/3/gid/1/pat/6/par/E12000008/ati/102/are/E06000036/iid/93203/age/174/sex/4/cid/4/page-options/ovw-do-0_car-do-0

(8) Employment and Unemployment: percentage of people estimated to be in employment/unemployed July 2019-June 2020, measured by Annual Population Survey

Available from <https://www.nomisweb.co.uk/reports/lmp/la/1946157289/report.aspx?town=windsor%20and%20maidenhead>

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>

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

<https://fingertips.phe.org.uk/search/deprivation#page/3/gid/1/pat/6/par/E12000008/ati/102/are/E06000039/iid/93094/age/169/sex/4/cid/4/page-options/car-do-0>

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<https://fingertips.phe.org.uk/search/deprivation#page/3/gid/1/pat/6/par/E12000008/ati/102/are/E06000039/iid/93279/age/214/sex/4/cid/4/page-options/car-do-0>

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

Available from <https://www.gov.uk/government/statistics/english-indices-of-deprivation-2019>

Figures and links correct as of 27th January 2021