

Slough		St Martin's Place, Bath Road, Slough SL1 3UF				
Political Party: Labour						
Key Contacts			APS 9 Q2 Results			
Name and Position		Email	Phone	Local Area Stats	Comparisons	
<ul style="list-style-type: none"> - Andrew Parry (Get Active Officer) - Laura Goodall (School Games Organiser) - Laura Brookstein (School Sport Network Manager) - Alison Hibbert (Head of Culture and Sport) - Mohammed Rasib (Mayor of Slough) 		andrew.parry@slough.gov.uk lg@wexham.slough.sch.uk lf@wexham.slough.sch.uk Alison.hibbert@slough.gov.uk mayor@slough.gov.uk	01753 477376 07817 451446 01753 825579 01753 875896 01753 875001	1 x week = 31.3% 3 x (or more) week = 13% Some (less than 3x) = 24.5% Any = 42.5% None = 57.5% Would like to do more sport: 22.8% of currently active 37.9% of currently inactive	Local Authorities 6 th for 1 x week 5 th for 3 x week 6 th for Some 6 th for Any 6 th for None Compared with national average: 1 x week = 4.2% lower Compared with Berkshire average: 1 x week = 7.1% lower 3 x week = 4.7% lower	
Strategies			Demographics			
<ul style="list-style-type: none"> - Joint Strategic Needs Assessment - Joint Wellbeing Strategy - Local Planning Policy 		<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>The strategy addresses the Wellbeing Board's local health priorities based on evidence from Slough's Joint Strategic Needs Assessment and feedback from the public and stakeholders.</i></p> <p><i>It has the council's approach to the management of future development across the borough on issues such as housing , retail, leisure, employment and</i></p>			<ul style="list-style-type: none"> - The total population of Slough is 140,200 - 72% of the population of Slough aged 16-74 is considered to be economically active - 47 LSOAs are considered to be in the top 40% deprived areas in the UK 	<ul style="list-style-type: none"> - <i>Key wards with high deprivation include Chalvey, Britwell, Baylis and Stoke and Farnham</i>

	<i>communities facilities.</i>		
Partnership Structures		Crime Rates	
Slough CCG Slough Learning Partnership Children and Young People's Partnership Board	<i>Contact details</i> Sloccg.info@nhs.net 01753 860441 / 01753 636046 sstoddart@sloughlearning.org.uk 01753 701062	- 97% of Slough has a likelihood of crime of 50% or higher	
		Market Segmentation	
		- Tim is the dominant segment with 29% of the population - Other dominant segments include Kev (23%), Jamie (17%) and Philip (17%) - Significant variation in segments across the wards	
		Population Breakdown	
		- There is approximately a 50/50% split between male and female population - 26% of the population is aged between 30-44 - 46% of the population is of white ethnic origin, whilst 40% of the population is of Asian ethnic origins	
		Leisure Providers	
		Names	Contact details
		Slough Community Leisure	01753 894700
Parish and Town Councils			
Britwell Parish Council Colnbrook with Poyle Parish Council Wexham Court Parish Council		01753 532933 (01753 823499) / clerk@britwell-pc.org.uk 01753 773499 / clerkcppc@outlook.com 07816 006824 (07599 551661) / wexhamcourt@gmail.com	