

Windsor and Maidenhead		Town Hall, St. Ives Road, Maidenhead, Berkshire SL6 1RF		01628 683800	customer.service@rbwm.gov.uk
Political Party: Conservative					
Key Contacts			APS 8 Results		
Name and Position		Email	Phone	Local Area Stats	Comparison to other Las
<ul style="list-style-type: none"> - Cllr. David Burbage <i>(Leader of the Council)</i> - Cllr. Simon Dudley <i>(Deputy Leader of the Council & Portfolio Holder)</i> - Christabel Shawcross <i>(Strategic Director of Adult and Community Services)</i> - Helen Preedy <i>(Sport Development Officer)</i> - Chantal Roe-Gammon <i>(SGO Windsor)</i> - Emma Fitzgerald <i>(SGO Ascot and Maidenhead)</i> - Rutuja Kulkarni <i>(Head of Public Health)</i> 		cldr.burbage@rbwm.gov.uk cldr.dudley@rbwm.gov.uk christabel.shawcross@rbwm.gov.uk Helen.preedy@rbwm.gov.uk croegammon@twbs.co.uk emmafitzgerald@desborough-college.net rutuja.kulkarni@rbwm.gov.uk	01628 796322 01628 796529 01628 796258 01628 685794 01753 716060 07912 415950 01628 683532	1 x week = 39.9% 3 x (or more) week = 19.7% Some (less than 3x) week = 29.4% Any sport = 57.9% None = 42.1% <i>Males more dominant in 1x and 3x per week, women more dominant in some participation.</i> APS 9 Q2 data will be available in due course	Local Authorities 2 nd for 1x week 2 nd for 3x week 2 nd for Some 2 nd for any sport 2 nd for no sport National 1 x week = 4.4% higher 3 x week = 2.3% higher Some = 4.6% Any = 9.9% higher None = 9.9% lower
Strategies			Demographics		
<ul style="list-style-type: none"> - Cultural - Sport and leisure priorities - Sustainable Community Partnership Strategy (2012) - Joint Health and Wellbeing Strategy 		<i>Aims to draw together in one document the economic, environmental and social aspirations, priorities and needs of a local area</i> <i>Highlights how key organisations working through Health and Wellbeing board are agreeing with residents where RBWM needs to concentrate their actions in a strategic, democratic and transparent</i>		<ul style="list-style-type: none"> - Slightly more females living in Windsor and Maidenhead than males - The majority of Windsor and Maidenhead does not have a high level of deprivation 	<i>Key wards with high deprivation include:</i> <ul style="list-style-type: none"> - Oldfield - Clewer North - Boyn Hill

	<i>way</i>	<ul style="list-style-type: none"> - Population of Windsor and Maidenhead is 144,560 (at 2011) – this is an 8.2% in previous 10 years 	
Partnership Structures		<ul style="list-style-type: none"> - Crime rates – 72.9% of Windsor and Maidenhead has a 50% likelihood or higher of high crime - The crime rates within the borough have decreased over the past 5 years 	
<ul style="list-style-type: none"> - Health and wellbeing board - CCG - RBWM Sports Alliance (led by Helen Preedy) 	<i>Contact details</i>	<ul style="list-style-type: none"> - Market segmentation (comparison to National) - Dominant segments for Windsor and Maidenhead include: <ul style="list-style-type: none"> - Tim – (<i>settling down males</i>) (14.4%) ↑ - Ralph and Phyllis – (<i>comfortable retired couples</i>) (9.4%) ↑ - Elsie and Arnold – (<i>retirement home singles</i>) (4.6%) ↓ 	
		<ul style="list-style-type: none"> - 49.3% of the population is male - 50.7% of the population is female - 2.1% of the population is in school or full-time education - There are approximately 159 people/ha² - 22.5% of the population are under 18, compared to 21.3% nationally - 37.6% of the population are aged 16-44, compared to 39.2% nationally - 16.7% are aged 65+ within Windsor and Maidenhead, compared to 16.4% nationally 	
		Leisure Providers	
		Names	Contact details
		Royal Borough Leisure Trust	
Parish and Town Councils			

Last updated: 14/07/2015

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Cox Green Parish Council	01628 416947 / clerk@coxgreen.gov.uk
Datchet Parish Council	01753 773499 / clerk@datchetparishcouncil.gov.uk
Eton Town Council	01753 860377 / etoncouncil@aol.com
Horton Parish Council	01753 682063 / hortonparishcouncil@yahoo.co.uk
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