

<b>Wokingham</b>		<b>Civic Offices, Shute End, Wokingham RG40 1BN</b>		<b>01189 746000</b>	<b>Email</b>	
<b>Political Party:</b> Conservative						
<b>Key Contacts</b>				<b>APS 9Q2 Results</b>		
<b>Name and Position</b>		<b>Email</b>	<b>Phone</b>	<b>Local Area Stats</b>	<b>Comparisons</b>	
<ul style="list-style-type: none"> <li>- Andy Couldrick (<i>CEO</i>)</li> <li>- Keith Baker (<i>Leader of the Council</i>)</li> <li>- Angus Ross (<i>Exec Member for Environment/Portfolio Holder</i>)</li> <li>- Beverley Thompson (<i>Sports and Leisure Manager</i>)</li> <li>- Gwenda Lappin (<i>SGO</i>)</li> <li>- Cllr. Parry Batth (<i>Mayor</i>)</li> <li>- Darrell Gale (<i>Public Health Lead</i>)</li> </ul>		<a href="mailto:andy.couldrick@wokingham.gov.uk">andy.couldrick@wokingham.gov.uk</a> <a href="mailto:keith.baker@wokingham.gov.uk">keith.baker@wokingham.gov.uk</a>  <a href="mailto:angus.ross@wokingham.gov.uk">angus.ross@wokingham.gov.uk</a>  <a href="mailto:Beverley.thompson@wokingham.gov.uk">Beverley.thompson@wokingham.gov.uk</a>  <a href="mailto:glappin@bulmershe.wokingham.sch.uk">glappin@bulmershe.wokingham.sch.uk</a> <a href="mailto:mayor@wokingham.gov.uk">mayor@wokingham.gov.uk</a>	01189 746247 01189 695072  01189 9780487  01189 746254  01189 353353	1 x week = 43.4% 3 x (or more) week = 22.6% Some (less than 3x) = 30.6% Any sport = 59.7% None = 40.3% <i>Males higher percentages in all categories than females</i>  25.9% of currently active would like to do more sport	<b>Local Authorities</b> 1 <sup>st</sup> for 1x week 1 <sup>st</sup> for 3x week 2 <sup>nd</sup> for Some 1 <sup>st</sup> for any sport 1 <sup>st</sup> for no sport  <b>Compared with national average:</b> 1 x week = 7.9% higher  <b>Compared with Berkshire average:</b> 1 x week = 5% higher 3 x week = 4.9% higher	
<b>Strategies</b>				<b>Demographics</b>		
<ul style="list-style-type: none"> <li>- <a href="#">Sport and Recreation Strategy</a> (2006 – 2016)</li> <li>- <a href="#">Health and Wellbeing Strategy</a> (2014 – 2017)</li> <li>- <a href="#">Joint Strategic Needs Assessment</a> (2015)</li> </ul>		<ul style="list-style-type: none"> <li>-Details key priority issues and identifies a series of themes and related objectives and actions that need to be addressed</li> <li>-Includes actions that promote good health and wellbeing throughout life in all communities within Wokingham</li> <li>-Identifies current needs of the local population, informs priorities and performance targets and supports priorities that will improve health inequalities.</li> </ul>		<ul style="list-style-type: none"> <li>- Borough is considered to be a 'large urban' local authority</li> <li>- Majority of residents live in Woodley, Earley and Wokingham Town Centre</li> <li>- Majority of Wokingham is not in high levels of deprivation</li> <li>- estimated population of Wokingham is 156,000 (expected to rise to 165,000 by 2016) – 875 people/km<sup>2</sup></li> </ul>		<i>Key wards with high deprivation include:</i> <ul style="list-style-type: none"> <li>- <i>Bulmershe and Whitegates</i></li> <li>- <i>Loddon</i></li> <li>- <i>Winnersh</i></li> <li>- <i>Norreys</i></li> <li>- <i>Finchampstead South</i></li> <li>- <i>Wokingham Without</i></li> </ul>

Partnership Structures							
<ul style="list-style-type: none"> <li>- <a href="#">Wokingham Health and Wellbeing Board</a></li> <li>- <a href="#">CCG – West Federation</a></li> <li>- <b>Local CSPANS</b></li> <li>- <b>Sports Councils</b></li> <li>- <b>Network Groups</b></li> </ul>	<p><b>Contact details required</b></p> <p>NHS Wokingham CCG                      Chalfont Surgery                      Chalfont Close                      Lower Earley                      Reading                      RG6 5HZ  <a href="mailto:Woccg.administrator@nhs.net">Woccg.administrator@nhs.net</a>                      01189 299469 ex.3487</p>						
	<ul style="list-style-type: none"> <li>- <a href="#">Crime rates</a> have decreased in past 10 years (lower than national and police force region averages)</li> <li>- <a href="#">Market segmentation</a> (comparison to National)</li> <li>- Dominant segments for Wokingham include:                             <ul style="list-style-type: none"> <li>- Tim – <i>settling down males</i> (16.4%) ↑</li> <li>- Alison – <i>stay at home mums</i> (10.1%) ↑</li> <li>- Philip – <i>comfortable mid-life males</i> (10.9%) ↑</li> <li>- Ralph and Phyllis – <i>comfortable retired males</i> (8.5%) ↑</li> </ul> </li> <li>- 25% population under 20</li> <li>- 55% 20-59 years old</li> <li>- 13% 65 years and over</li> <li>- Compared with UK, Wokingham has higher proportion of people aged 35-54, slightly more school-age children and fewer people aged over 65</li> <li>- Expected increase in ageing population</li> <li>- Also increase in number of elderly people living on own, living with dementia and with limiting long-term illnesses</li> <li>- 82% of working age population are in employment (above regional average of 79%)</li> </ul>						
	<p><b>Leisure Providers</b></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;">Names</th> <th style="text-align: left;">Contact details</th> </tr> </thead> <tbody> <tr> <td>1Life</td> <td></td> </tr> <tr> <td>C-Salt</td> <td></td> </tr> </tbody> </table>	Names	Contact details	1Life		C-Salt	
Names	Contact details						
1Life							
C-Salt							
Parish and Town Councils							
<p>Arborfield and Newland Parish Council                      Barkham Parish Council                      Charvil Parish Council                      Earley Town Council                      Finchampstead Parish Council                      Remenham Parish Council                      Ruscombe Parish Council</p>	<p>01189 761489 / <a href="mailto:parishclerk@arborfield.org.uk">parishclerk@arborfield.org.uk</a>                      01189 772857 / <a href="mailto:clerk@barkham-parishcouncil.org.uk">clerk@barkham-parishcouncil.org.uk</a>                      01189 017719 / <a href="mailto:clerk@charvil.com">clerk@charvil.com</a>                      01189 8689995 / <a href="mailto:townclerk@earley-tc.gov.uk">townclerk@earley-tc.gov.uk</a>                      01189 088164 / <a href="mailto:clerk@finchampstead-pc.gov.uk">clerk@finchampstead-pc.gov.uk</a>                      01491 573431 / <a href="mailto:remenhampc@btinternet.com">remenhampc@btinternet.com</a>                      01189 321273 / <a href="mailto:clerk.ruscombepc@yahoo.co.uk">clerk.ruscombepc@yahoo.co.uk</a></p>						

Last updated: 14/07/2015

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