

READING

INSIGHT 2020



PHYSICAL ACTIVITY PARTICIPATION

ADULT LEVELS (May 2018/19)

68% are ACTIVE: at least 150 minutes per week
10.2% are FAIRLY ACTIVE: 30-149 minutes per week
21.8% 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%



0.7% decrease in inactivity since May 2017/18 (but not significant). No significant changes in activity levels since 2015/16 ⁽¹⁾

VOLUNTEERING (May 2018/19)

Volunteering (twice in past year supporting sport and physical activity) is at **12.5%**. ⁽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 (2018/19 academic year)

40.2% are ACTIVE: an average of at least 60 minutes a day
30.9% are FAIRLY ACTIVE: average of 30-59 minutes per day
28.9% are LESS ACTIVE: less than an average of 30 minutes per day



HOW DOES THIS COMPARE?

	Berkshire	England
Active	45.2%	46.8%
Fairly active	24.4%	24.2%
Less active	30.4%	29%

No significant differences in 'less active' compared to England

⁽³⁾

ACTIVITY BY GENDER (Nov 2017/18)

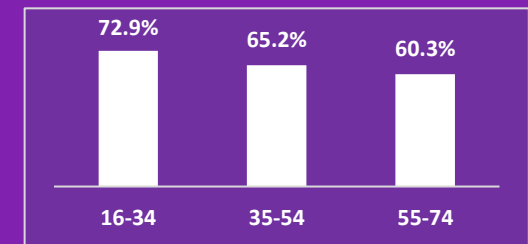


Active	67.7%	63.9%
Inactive	21.5%	23.5%

HOW DOES THIS COMPARE?
 For Berkshire and England, men are more active than women ⁽²⁾

⁽²⁾

ACTIVITY BY AGE (Nov 2017/18)



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

⁽²⁾

1. PHYSICAL HEALTH *Inactivity is linked to*



Adult obesity/overweight 55.7% better than England benchmark (62%)

Children's obesity/overweight 34% by Year 6 similar to England benchmark (34.3%)



Premature mortality 358 per 100,000 worse than England benchmark (330)



Cancer mortality 138 per 100,000 similar to England benchmark (132.3)

Heart disease deaths 38.8 per 100,000 similar to England benchmark (38.2)



Stroke deaths 15 per 100,000 similar to England benchmark (12.8)

(4)

3. SOCIAL AND COMMUNITY DEVELOPMENT

Social contact: 47.1% of social care users get enough similar to England benchmark (45.9%)



Loneliness is linked to poor health

Homelessness: 3.7 per 1,000 households higher than England benchmark (2.4)

Crime per 1,000 population: All = 100.35
Violence against the person = 31.5



First time offenders 278 per 100,000
England rate is 211

First time entrants to youth justice system 217.9 per 100,000 similar to England benchmark (238.5)

Sport can provide a diversion from crime (6)

5 OUTCOMES INSIGHT

All figures are for Reading compared to England/GB

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



Dementia prevalence 4.49% similar to England benchmark (4.33%) (5)

2. Physical activity can improve – MENTAL HEALTH

Suicide rate males: 35-64 year olds 20 per 100,000, 65+ 16 per 100,000 similar to England benchmark (20.1 and 12.4)



Self harm hospital admissions: all ages 261.5 per 100,000, 10-24 year olds 517.7 per 100,000 worse than England benchmark (193.4 and 421.2)

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

5. ECONOMIC DEVELOPMENT



3.8% of people are unemployed
78.1% are employed
GB rate is 3.9% and 75.7%

12.4% of households are workless
GB rate is 14.3%



Children in low income families 15.7% better than England (17%)

Income deprivation 2015:
13.5% of 16-64 year olds better than England benchmark (14.6%)
19.8% of Children similar to England benchmark (19.9%)
18.5% of Older people England rate is 16.2%



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

Indices of Multiple Deprivation 2019: 141 out of 317 areas of England (1 is most deprived)

(8)

4. INDIVIDUAL DEVELOPMENT



Education: 52.1% achieve 5 A*- C worse than England benchmark (57.8%)
53.8% of residents educated to NVQ L4 and above
GB rate is 39.3%

School exclusions per 100 pupils: 2.2 primary worse than England benchmark (1.37) **10.8 secondary** higher than England benchmark (9.4)

School absenteeism: 9.8% primary, 15.9% secondary worse than England benchmark (8.7% and 13.9%)

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

(7)

Page 1 - figures are based on findings from Sport England's Active Lives Adult and Active Lives Children and Young People surveys with Reading residents.

Active Lives Adult survey method: The survey is sent out to a randomly selected sample of households across England. Two adults (aged 16+) are invited to take part by logging online and entering the password in their invite letter. There's also an option to complete a paper questionnaire which is supplied with the second of three reminders. For Reading, the May 18/19 survey had 513 respondents and the November 17/18 survey had 505.

Active Lives Children and Young People survey method: Schools, that have been randomly selected, arrange for up to three mixed ability classes in up to three randomly chosen year groups to complete an online survey. A sample of schools is drawn each year from the 'Get Information about Schools' database, a register of educational establishments maintained by the Department for Education. The sample includes both state-funded and independent schools. For Reading, the Academic Year 2018/19 survey had 197 respondents.

For more information on the methods and sampling strategy as visit

https://www.sportengland.org/know-your-audience/data/active-lives#method_behind_active_lives

Page 2 - findings are from a range of sources, please see individual links below for more information

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
Report available from https://sportengland-production-files.s3.eu-west-2.amazonaws.com/s3fs-public/2020-01/active-lives-adult-may-18-19-report_1.pdf?ehS5I7YBm3YeLHgNwXLmUSbtZPENafJY
Data tables available from <https://www.sportengland.org/know-your-audience/data/active-lives/active-lives-data-tables>
Adult surveys May 2018/19 report – Select file 'Tables 1-3 Levels of Activity' – Tab 'Table 3' for Berkshire breakdown by Local Authority
- (2) All data from Sport England's Active Lives Adult Survey, November 17/18 Report, published April 2019
Report available from <https://sportengland-production-files.s3.eu-west-2.amazonaws.com/s3fs-public/2020-01/active-lives-adult-november-17-18-report.pdf?UNJOvvX1gvxVVDujY4tV4GhVTrY0neTn>
Data breakdown is available by using Sport England's Active Lives Online tool <https://activelives.sportengland.org/> and selecting the relevant categories
- (3) All data from Sport England's Active Lives Children and Young People Survey, Academic Year 2018/19, published December 2019
Report available from <https://sportengland-production-files.s3.eu-west-2.amazonaws.com/s3fs-public/2020-01/active-lives-children-survey-academic-year-18-19.pdf?cVMsdnpBoqROviY61iUjpQY6WcRyhtGs>
Data tables available from <https://www.sportengland.org/know-your-audience/data/active-lives/active-lives-data-tables>
Children and Young People Surveys 2018/19 report - Select file 'Tables 1-6 Levels of Activity' – Tab 'Table 1c' for Berkshire breakdown by Local Authority
- (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>
Children's obesity/overweight Year 6: Prevalence of overweight (including obesity) 2018/19 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>
Premature mortality: Under 75 mortality rate all causes 2015-17, measured by measured by Public Health England (based on ONS data source)

Available from: [https://fingertips.phe.org.uk/profile/mortality-](https://fingertips.phe.org.uk/profile/mortality-profile/data#page/3/gid/1938133009/pat/6/par/E12000008/ati/102/are/E06000038/iid/108/age/163/sex/4)

[profile/data#page/3/gid/1938133009/pat/6/par/E12000008/ati/102/are/E06000038/iid/108/age/163/sex/4](https://fingertips.phe.org.uk/profile/data#page/3/gid/1938133009/pat/6/par/E12000008/ati/102/are/E06000038/iid/108/age/163/sex/4)

Cancer mortality: Under 75 mortality rate from cancer 2016-18, measured by Public Health England (based on ONS data source)

Available from <https://fingertips.phe.org.uk/search/cancer%20under%2075#page/3/gid/1/pat/6/par/E12000008/ati/102/are/E06000037/iid/40501/age/163/sex/4>

Heart disease deaths: Under 75 mortality rate from heart disease 2016-18, 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>

Stroke deaths: Under 75 mortality rate from stroke 2016-18, 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>

- (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)

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>

Suicide rate: 2013-17 5 year average for 35-64 age group per 100,000 males, measured by Office for National Statistics (ONS), original mortality data

Available from <https://fingertips.phe.org.uk/search/suicide#page/3/gid/1/pat/6/par/E12000008/ati/102/are/E06000037/iid/91393/age/269/sex/1>

Suicide rate: 2013-17 5 year average for 65+ age group per 100,000 males, measured by Office for National Statistics (ONS), original mortality data

Available from <https://fingertips.phe.org.uk/search/suicide#page/3/gid/1/pat/6/par/E12000008/ati/102/are/E06000037/iid/91430/age/27/sex/1>

Self harm hospital admissions: Emergency Hospital Admissions for Intentional Self-Harm 2018/19 for all ages per 100,000 of the population from Hospital Episode Statistics (HES), NHS Digital

Available from <https://fingertips.phe.org.uk/search/self%20harm#page/3/gid/1/pat/6/par/E12000008/ati/102/are/E06000037/iid/21001/age/1/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) 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>

- (6) Social contact: percentage of adult social carer users who have as much social contact as they would like 2018/18 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>

Homelessness: Rate per 1,000 that are unintentionally homeless and in priority need, measured by Department for Communities and Local Government

Available from <https://fingertips.phe.org.uk/search/homelessness#page/3/gid/1/pat/6/par/E12000008/ati/102/are/E06000037/iid/11501/age/-1/sex/-1>

Crime per 1,000 population: All crime excluding fraud per 1,000 of the population for 2017/18

Available from: <https://data.police.uk/>

Violence against the person per 1,000 of the population for 2017/18

Available from: <https://data.police.uk/>

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.

Available from

<https://fingertips.phe.org.uk/search/first%20time%20offenders#page/3/gid/1/pat/6/par/E12000008/ati/102/are/E06000037/iid/92456/age/285/sex/4>

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/first%20time%20offedners#page/3/gid/1/pat/6/par/E12000008/ati/102/are/E06000037/iid/10401/age/211/sex/4>

- (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>
NVQ L4 educated: percentage of people estimated to be educated to this level January 2018-December 2018, measured by Annual Population Survey
Available from <https://www.nomisweb.co.uk/reports/lmp/la/1946157285/report.aspx?town=reading>
School exclusions: Primary school fixed period exclusions 2016/17, rate per 100 pupils in state-funded Primary schools, measured by Department for Education
Available from <https://fingertips.phe.org.uk/search/exclusions#page/3/gid/1/pat/6/par/E12000008/ati/102/are/E06000039/iid/91161/age/215/sex/4>
Secondary school fixed period exclusions 2016/17, rate per 100 pupils in state-funded Secondary schools, measured by Department for Education
Available from <https://fingertips.phe.org.uk/search/exclusions#page/3/gid/1/pat/6/par/E12000008/ati/102/are/E06000039/iid/91162/age/216/sex/4>
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
Available from: <https://fingertips.phe.org.uk/search/persistent#page/3/gid/1/pat/6/par/E12000008/ati/102/are/E06000039/iid/92563/age/215/sex/4>
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>
- (8) Employment and Unemployment: percentage of people estimated to be in employment/unemployed October 2018-September 2019, measured by Annual Population Survey
Available from <https://www.nomisweb.co.uk/reports/lmp/la/1946157285/report.aspx?town=reading>
Workless Households: percentage of all households in each area that are workless January-December 2018, measured by Annual Population Survey
Available from <https://www.nomisweb.co.uk/reports/lmp/la/1946157285/report.aspx?town=reading>
Children in low income families: percentage of under 16's in 2016, measured by HM Revenue and Customs (Personal Tax Credits: Related Statistics - Child Poverty Statistics) Available from
<https://fingertips.phe.org.uk/search/children%20low%20income#page/3/gid/1/pat/6/par/E12000008/ati/102/are/E06000039/iid/10101/age/169/sex/4>
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/339/age/169/sex/4>
Income deprivation older people: percentage of people aged 60 plus 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/340/age/214/sex/4>
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 11th February 2020