**Sunningdale & Cheapside Ward Profile**  

This document contains key information regarding **Sunningdale & Cheapside**, a ward situated within the Royal Borough of Windsor & Maidenhead (RBWM). This information is correct as at 28th November 2023.

**Populations and Demographics**

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| **Population and demographic** | **Sunningdale and Cheapside** | **RBWM** |
| [**Total Population (2021)**](https://www.nomisweb.co.uk/datasets/c2021ts008) | PeopleMalesFemales | 6,60248% (3,135)53% (3,467) | 153,49649.1% (75,416)51% (78,080) |
| [**Age breakdown (2021)**](https://www.nomisweb.co.uk/datasets/c2021ts007) | 0 to 15 years15 to 64 years65 years and over | 19% (1,236)57% (3,734)25% (1,636) | 19% (29,821)62% (95,353)19% (28,321) |
| [**Ethnicity (2021)**](https://fingertips.phe.org.uk/profile/local-health/data#page/0/gid/1938133180/pat/401/par/E06000040/ati/8/are/E05012494/yrr/5/cid/4/tbm/1/page-options/car-do-0) | Ethnic minority groups (excluding white minorities)Ethnic minority groups (including white minorities) | 10% 23% | 23% 14% |
| [**Life expectancy at birth (2016 - 2020)**](https://fingertips.phe.org.uk/profile/local-health/data#page/0/gid/1938133185/pat/401/par/E06000040/ati/8/are/E05012494/yrr/1/cid/4/tbm/1) | MaleFemale | 81.2 years83.6 years | 81.6 years84.7 years |

**Economy & Employment**

 

In 2021 54% of the population (2,914 people) within Sunningdale & Cheapside were economically active (It is a measure of whether or not a person was an active participant in the labour market during this period), ([Census 2021](https://www.nomisweb.co.uk/datasets/c2021ts066)). 57% of these people worked mainly from home in 2021, ([Census 2021](https://www.nomisweb.co.uk/datasets/c2021ts058)).

Furthermore, in 2021 residents of Sunningdale & Cheapside reported to mainly use a car or van to travel to their workplace (32%), whilst 0.6% reported to use a bicycle and 5.7% of residents aged 16 years and over in employment reported to walk, ([Census 2021](https://www.nomisweb.co.uk/datasets/c2021ts061)).

12% of the population were not in employment but had worked in the last 12 months. This is partly due to a unique period of rapid change following the covid pandemic, ([Census 2021](https://www.nomisweb.co.uk/datasets/c2021ts065)).

In October 2023, 45 people aged 16 years and over who were out of work in Sunningdale & Cheapside were claiming Universal Credit benefits. This was 1.2% of all 16 to 64 year olds, compared to 2.1% in RBWM and 3.7% in England, ([ONS Claimant Count](https://www.nomisweb.co.uk/query/construct/summary.asp?mode=construct&version=0&dataset=162)).

27% of the population in Sunningdale & Cheapside are economically inactive due to retirement, ([Census 2021](https://www.nomisweb.co.uk/datasets/c2021ts066)).

**Housing**

The 2021 census identified 2,656 houses in Sunningdale & Cheapside and 2% were overcrowded (fewer rooms than required for number of people living there), ([Census 2021](https://www.nomisweb.co.uk/datasets/c2021ts053)).

17% of these households were occupied by people aged 66 and over who were living alone, compared to 13% in RBWM, ([ONS Household composition](https://www.ons.gov.uk/datasets/TS003/editions/2021/versions/4#get-data)).

5% of households were lone parents with dependent children, similar to RBWM, ([Census 2021](https://www.nomisweb.co.uk/datasets/c2021ts003)).

In Sunningdale & Cheapside 3.5% of households don’t have anyone who can speak English (92 households). These people may not be able to access services or may struggle to fill out important documents, ([Census 2021).](https://www.nomisweb.co.uk/datasets/c2021ts025)

**Children, Young People and Education**

Within Sunningdale & Cheapside, 41% of the working age population are educated to degree level or above, compared to 36% in RBWM and 28% in England, ([Census 2021](https://www.ons.gov.uk/datasets/TS067/editions/2021/versions/3)).

Further to this, there are significantly better percentage of children living in poverty due to being affected by income deprivation in Sunningdale & Cheapside (4.1%) compared to RBWM (6.7%) in 2019, ([OHID Local Health Profile](https://fingertips.phe.org.uk/profile/local-health/data#page/3/gid/1938133180/pat/401/par/E06000040/ati/8/are/E05012494/iid/93094/age/169/sex/4/cat/-1/ctp/-1/yrr/1/cid/1/tbm/1/page-options/car-do-0)).

**Health**

In 2019, residents of Sunningdale & Cheapside were reported to be living with low levels of health deprivation, ([IMD 2019](https://www.gov.uk/government/collections/english-indices-of-deprivation)).   13% of the population are identified as having a disability under the Equality Act (2010) which may affect their day-to-day activities, ([Census 2021](https://www.nomisweb.co.uk/datasets/c2021ts038)).

The prevalence of obesity (including severe obesity) for children in reception in Sunningdale and Cheapside was unknown in 2020/21 to 2022/23. This is due to disclosure control (data not available to public due to small numbers). This compares to 6.7% in RBWM and 9.7% in England. (Not all special/independent schools are included), ([OHID](https://fingertips.phe.org.uk/national-child-measurement-programme#page/3/gid/1938133288/pat/402/par/E06000040/ati/8/are/E05012494/iid/93105/age/200/sex/4/cat/-1/ctp/-1/yrr/3/cid/4/tbm/1/page-options/car-do-0)).

The prevalence of obesity (including severe obesity) for children in year 6 was 10% in the same time-period, compared to 17% in RBWM and 23% in England. (Not all special/independent schools are included), ([OHID](https://fingertips.phe.org.uk/search/obesity#page/3/gid/1/pat/401/par/E06000040/ati/8/are/E05012499/iid/93107/age/201/sex/4/cat/-1/ctp/-1/yrr/3/cid/1/tbm/1/page-options/car-do-0)). Furthermore, in 2021 59% of residents living in Sunningdale & Cheapside had a self-reported health status considered to be ‘very good’ (3,860 people) and 29% in ‘good health’ (1,914 people), ([Census 2021](https://www.nomisweb.co.uk/datasets/c2021ts037)).

The percentage of children in care who were up to date with their routine NHS vaccinations in 2022 was 74% (67 children) in RBWM. This was significantly worse than England's prevalence of 85%, (Data not available at ward level) ([OHID](https://fingertips.phe.org.uk/profile/child-health-profiles/data#page/1)).

In RBWM, 92% (1,427 children) of 2-year-old children had received one dose of MMR in 2022/23, which was significantly better than England's rate of 89%, ([OHID](https://fingertips.phe.org.uk/profile/child-health-profiles/data#page/1)). 89% (1,628 children) of 5-year-old children had received two doses of MMR in 2022/23, which was significantly better than England's rate of 85%, ([OHID](https://fingertips.phe.org.uk/profile/child-health-profiles/data#page/1)). However, both did not reach the national vaccination coverage target of 95% (Data not available at ward level).

**Deprivation**

The Index of Multiple Deprivation (IMD) 2019 is the official measure of relative deprivation for small areas (or neighbourhoods) in England. The IMD ranks every small area (Lower Super Output Area) in England from 1 (most deprived) to 32,844 (least deprived). For larger areas we can look at the proportion of LSOAs within the area that lie within each decile. Decile 1 represents the most deprived 10% of LSOAs in England while decile 10 shows the least deprived 10% of LSOAs.

Sunningdale and Cheapside have low levels of deprivation.

5% of older people were reported to be living in poverty due to income deprivation in 2019. This was significantly better than RBWM (8%), ([OHID Local Health Profile](https://fingertips.phe.org.uk/profile/local-health/data#page/3/gid/1938133180/pat/401/par/E06000040/ati/8/are/E05012494/iid/93279/age/214/sex/4/cat/-1/ctp/-1/yrr/1/cid/1/tbm/1/page-options/car-do-0)).

In 2020, 5% of households were reported to be experiencing fuel poverty in Sunningdale & Cheapside, ([OHID Local Health Profile](https://fingertips.phe.org.uk/profile/local-health/data#page/0/gid/1938133180/pat/401/par/E06000040/ati/8/are/E05012494/yrr/5/cid/4/tbm/1)).

36% of households face deprivation in one or more dimensions including education, health, employment and housing, ([Census 2021](https://www.nomisweb.co.uk/datasets/c2021ts011)).

Deprivation dimensions:

* Education: A household is classified as deprived in the education dimension if no one has at least level 2 education and no one aged 16 to 18 years is a full-time student.
* Employment: A household is classified as deprived in the employment dimension if any member, not a full-time student, is either unemployed or economically inactive due to long-term sickness or disability.
* Health: A household is classified as deprived in the health dimension if any person in the household has general health that is bad or very bad or is identified as disabled. People who have assessed their day-to-day activities as limited by long-term physical or mental health conditions or illnesses are considered disabled. This definition of a disabled person meets the harmonised standard for measuring disability and is in line with the Equality Act (2010).
* Housing: A household is classified as deprived in the housing dimension if the household's accommodation is either overcrowded, in a shared dwelling, or has no central heating.

**Summary of need**

* Lower population who are economically active which may be due to a lack of diverse job opportunities within the ward.
* High number of residents over the age of 66 living by themselves compared to other wards in RBWM which could lead to social isolation but also falls and accidents
* High number of residents reported to be mainly working from home in 2021 at 57%, therefore, unclear if this is impacting resident levels of physical activity and impacting upon physical and mental health and wellbeing.
* High proportion of retired residents within Sunningdale and Cheapside, consider if this population would be impacted by the current cost of living crisis.
* There is a higher percentage of lone parent households with dependent children compared to RBWM. They may face challenges and need additional support.