

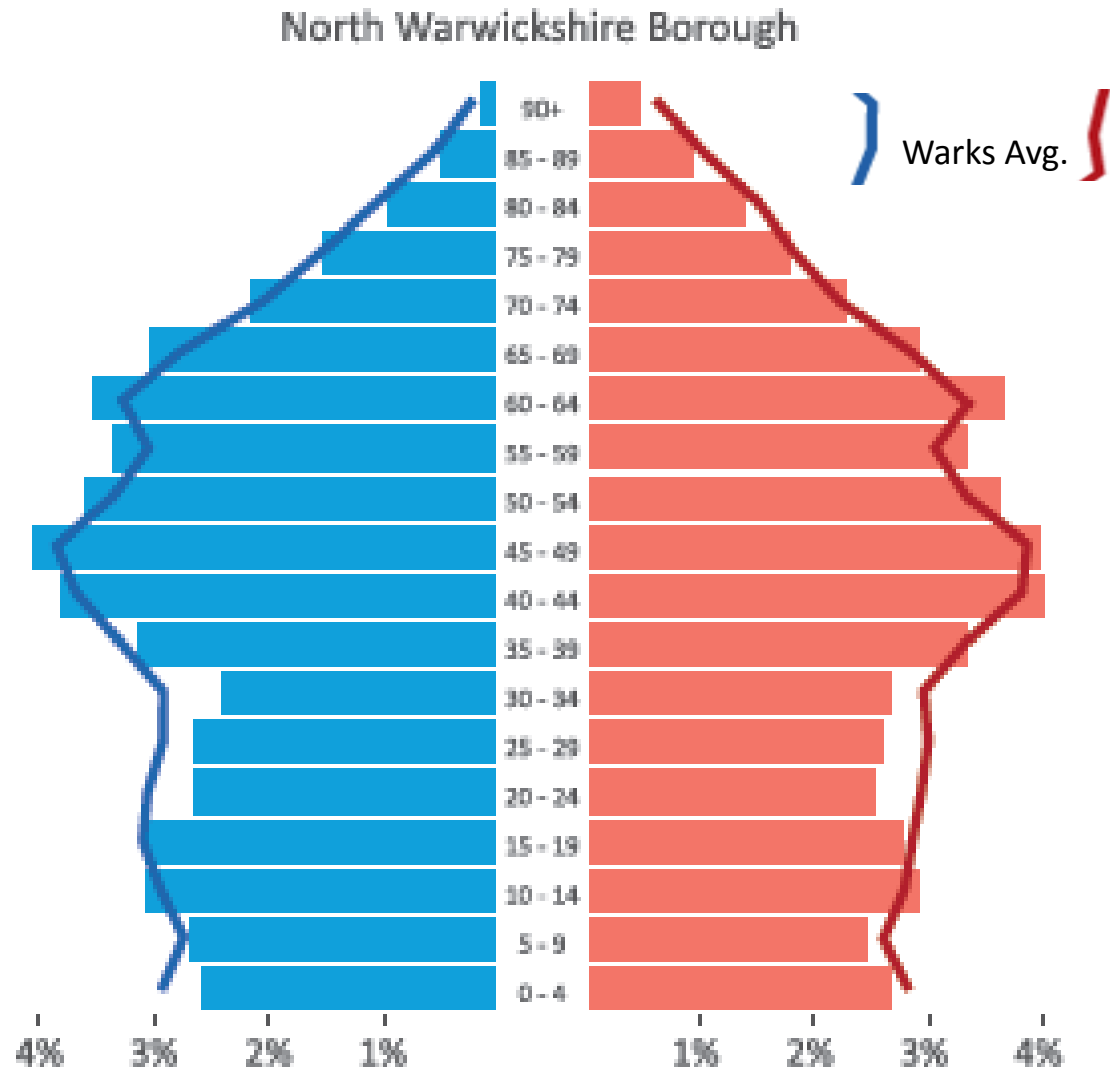
Quality of Life in North Warwickshire - *Warwickshire Observatory*

Andy Davis

Warwickshire Observatory

Population

- Current population 62,124
- Increase of just 375 people in 10 years.
- Still ageing



Projected Population

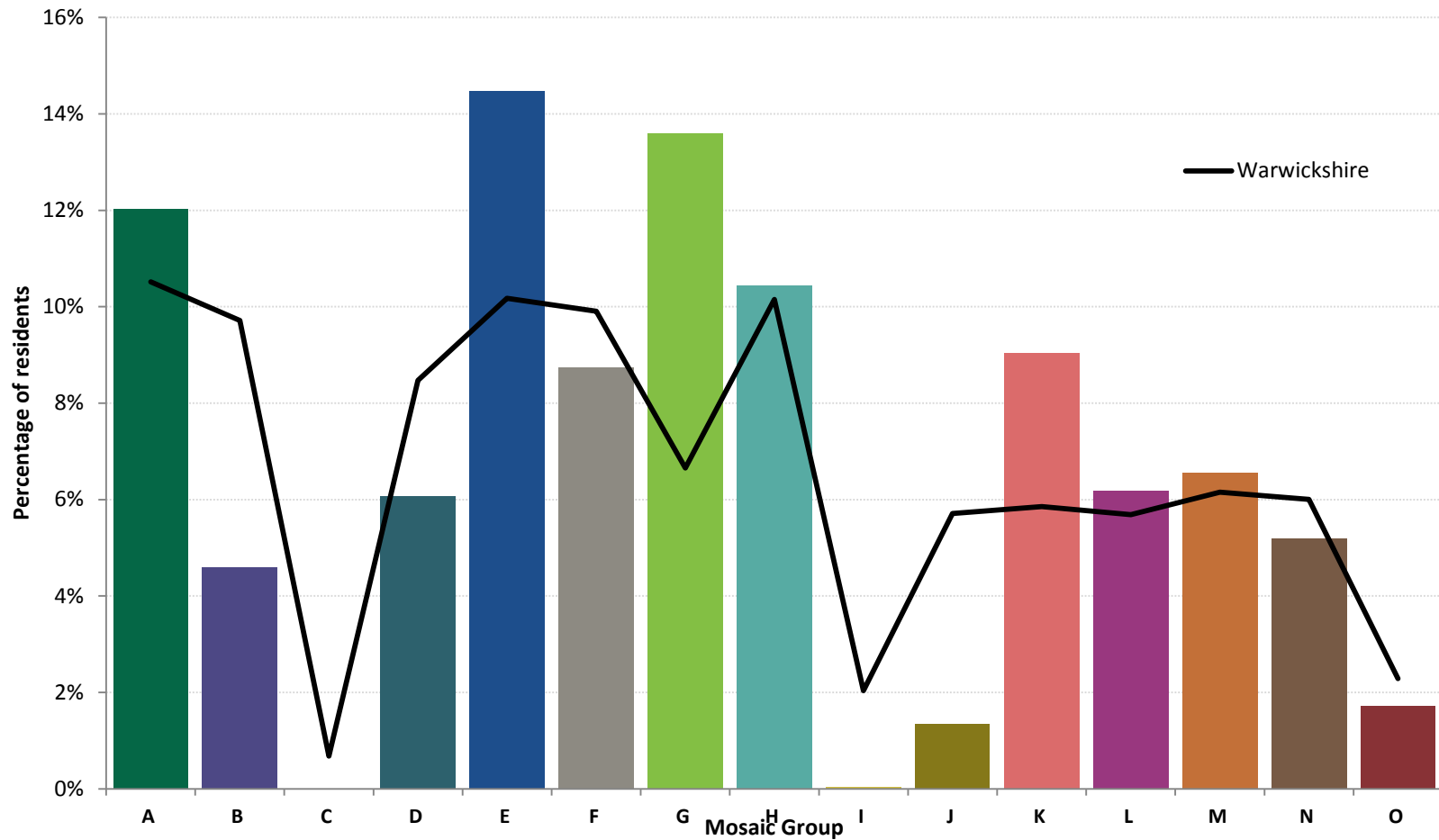
Forecasts suggest a growth of around 8.4% in population by 2037

	2012	2037	Change	% Change
North Warwickshire	62,200	67,400	5,200	8.4%
Nuneaton and Bedworth	125,800	142,600	16,800	13.4%
Rugby	100,800	119,900	19,100	18.9%
Stratford-on-Avon	120,600	134,500	13,900	11.5%
Warwick	138,600	159,500	20,900	15.1%
Warwickshire	458,000	623,900	75,900	13.9%
West Midlands	5,642,600	6,356,400	713,800	12.7%
England	53,493,700	62,166,000	8,672,300	16.2%

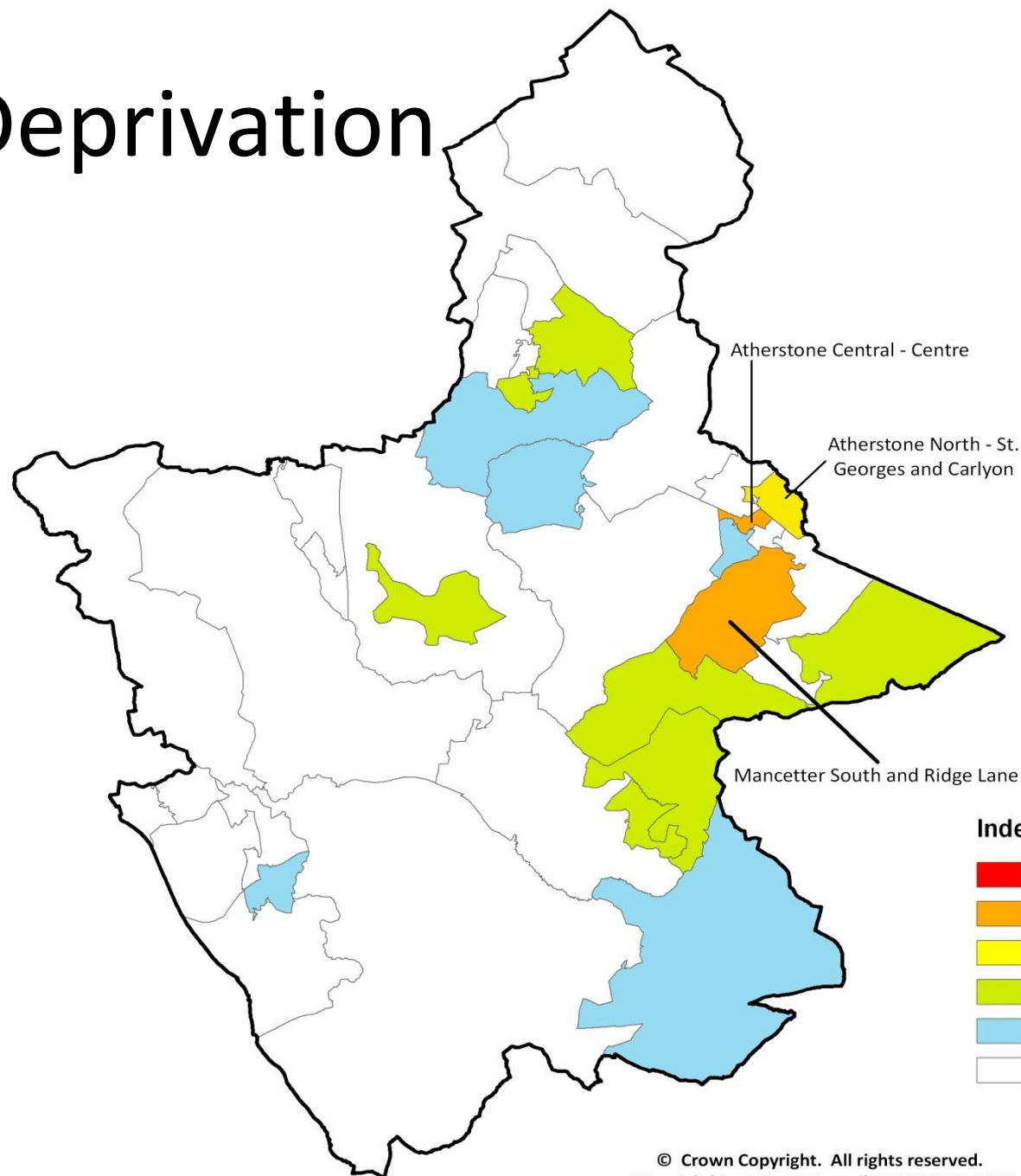
Household Growth

- Between 2001 and 2011 Census the number of households increased by 2.5% or 640 households
- Almost 80% of new households were single occupancy
- Just over a quarter of all households are single occupancy

Mosaic Profile of the Borough



Deprivation

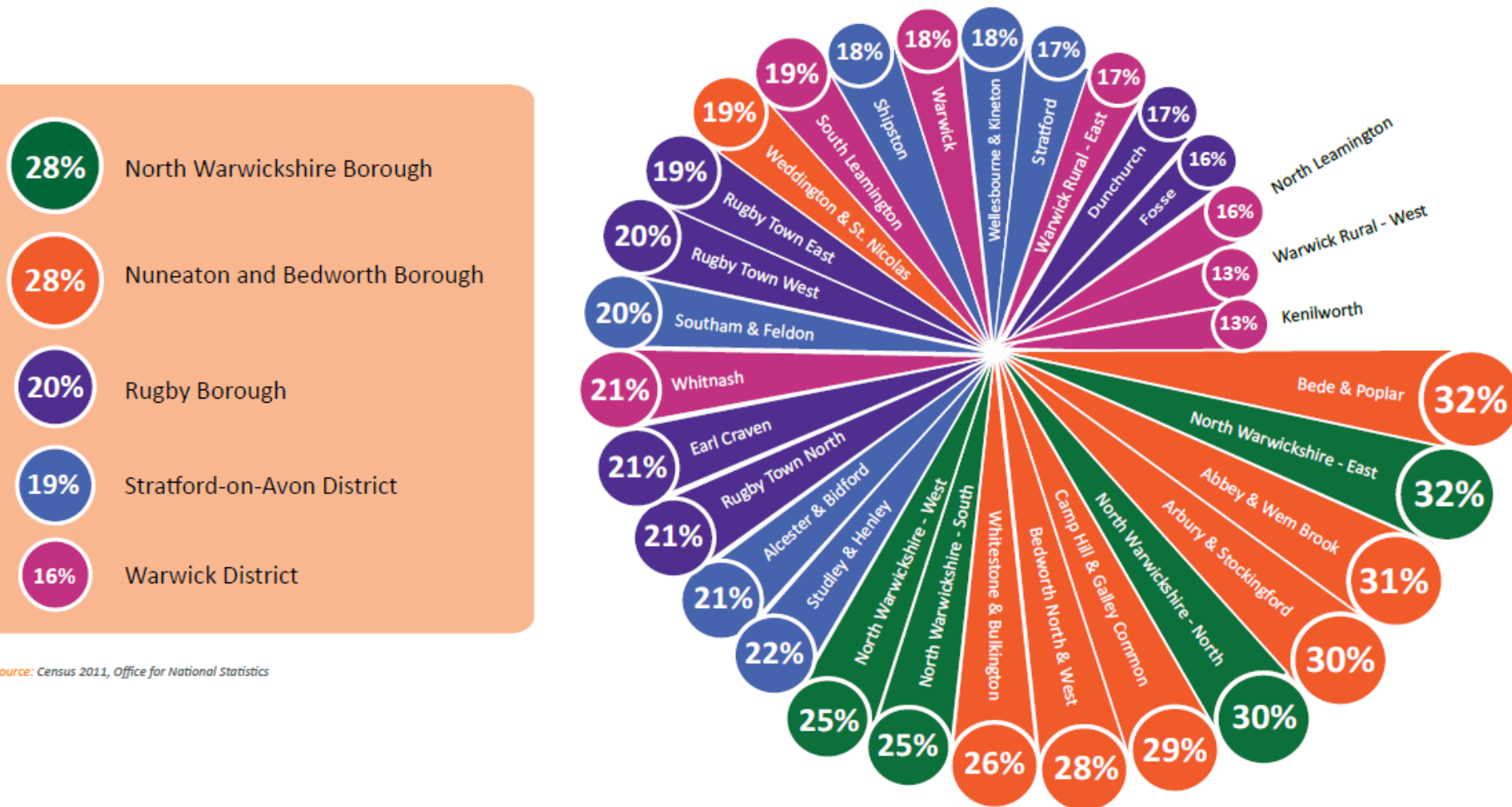


Index of Multiple Deprivation 2010

- Top 10% most deprived SOAs nationally
- Top 10-20% most deprived SOAs nationally
- Top 20-30% most deprived SOAs nationally
- Top 30-40% most deprived SOAs nationally
- Top 40-50% most deprived SOAs nationally
- 50% least deprived SOAs nationally

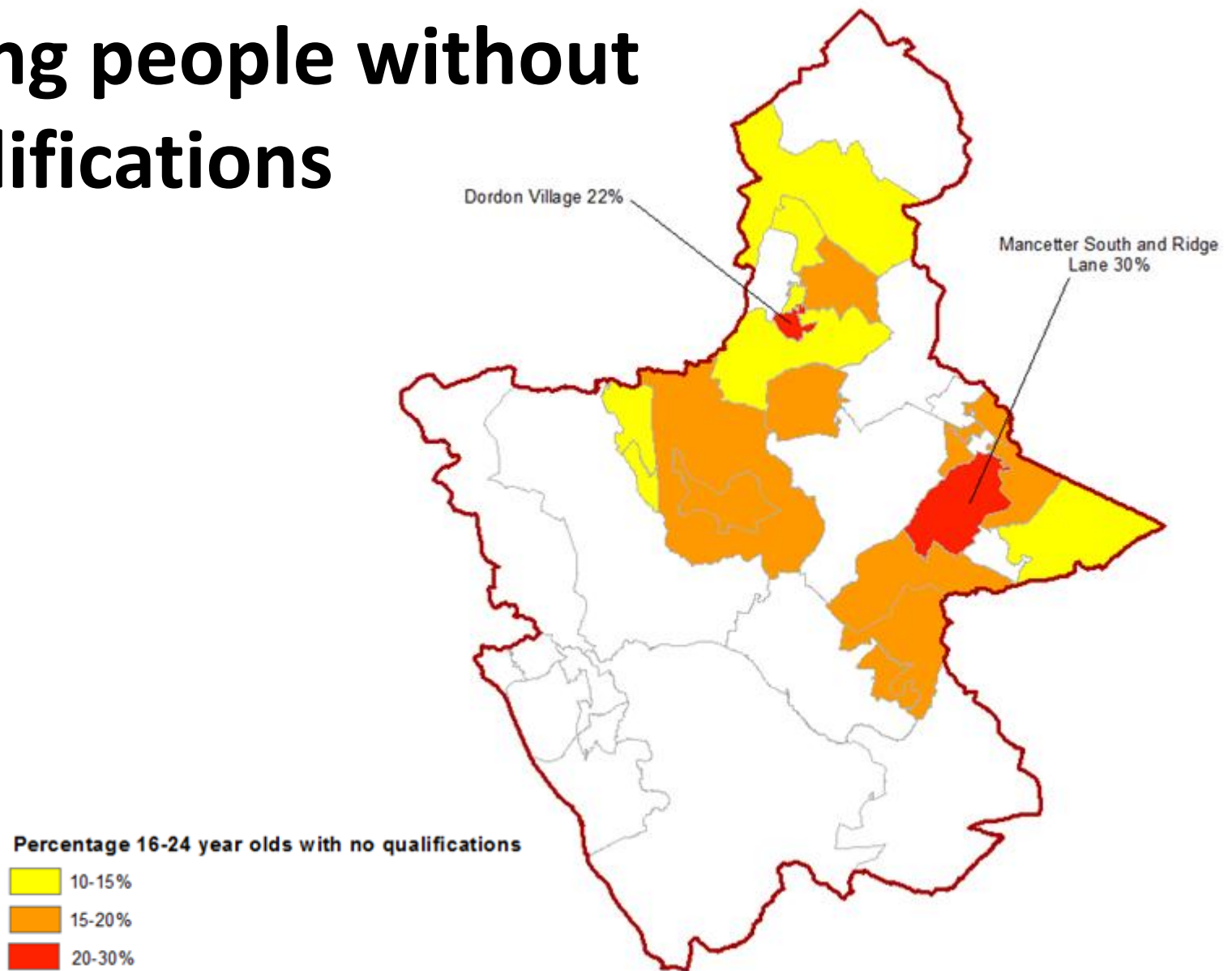
Education & Skills

Percentage of residents (aged 16 and over), by Locality area, with no qualifications



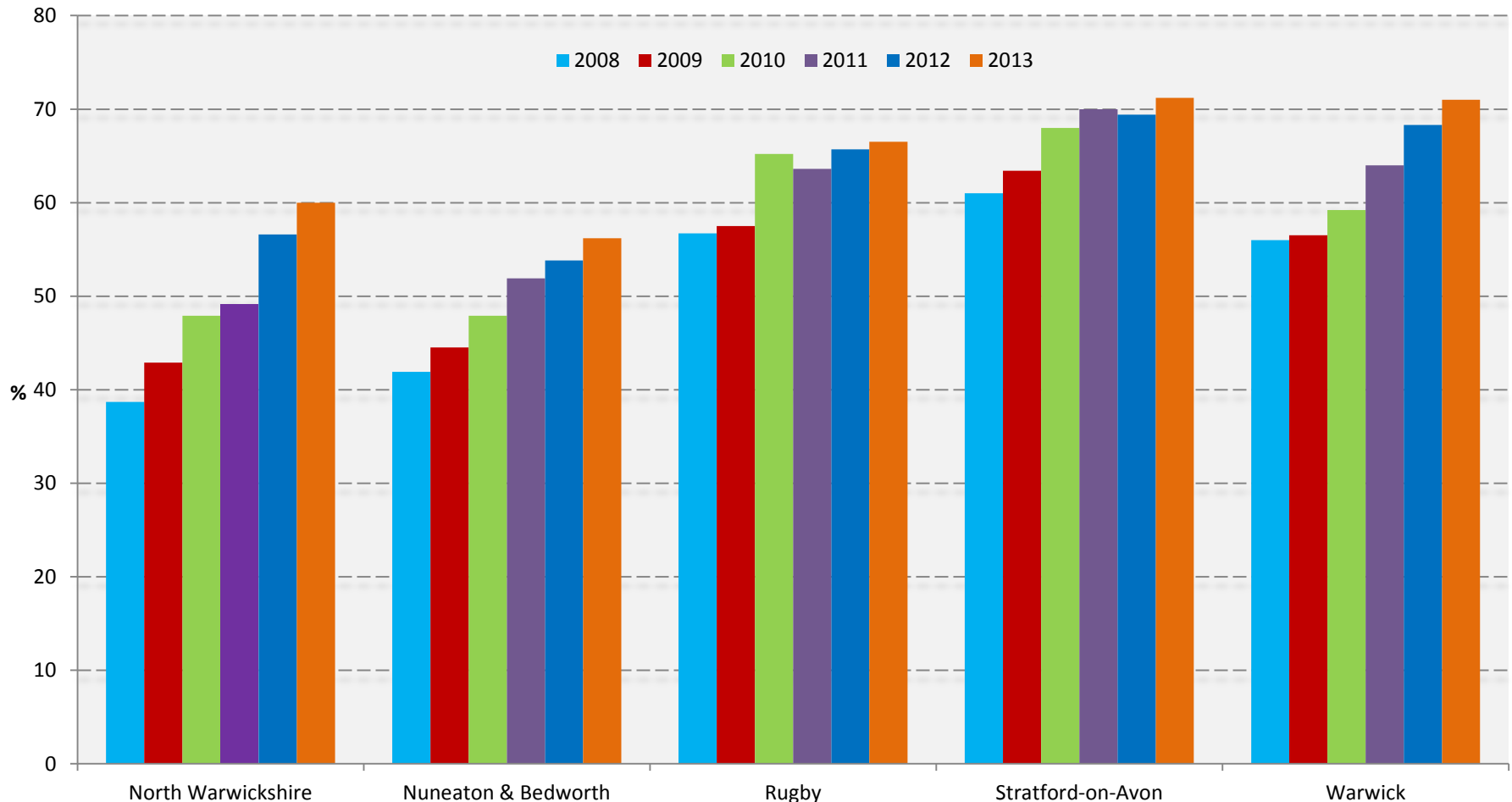
Source: Census 2011, Office for National Statistics

Young people without qualifications

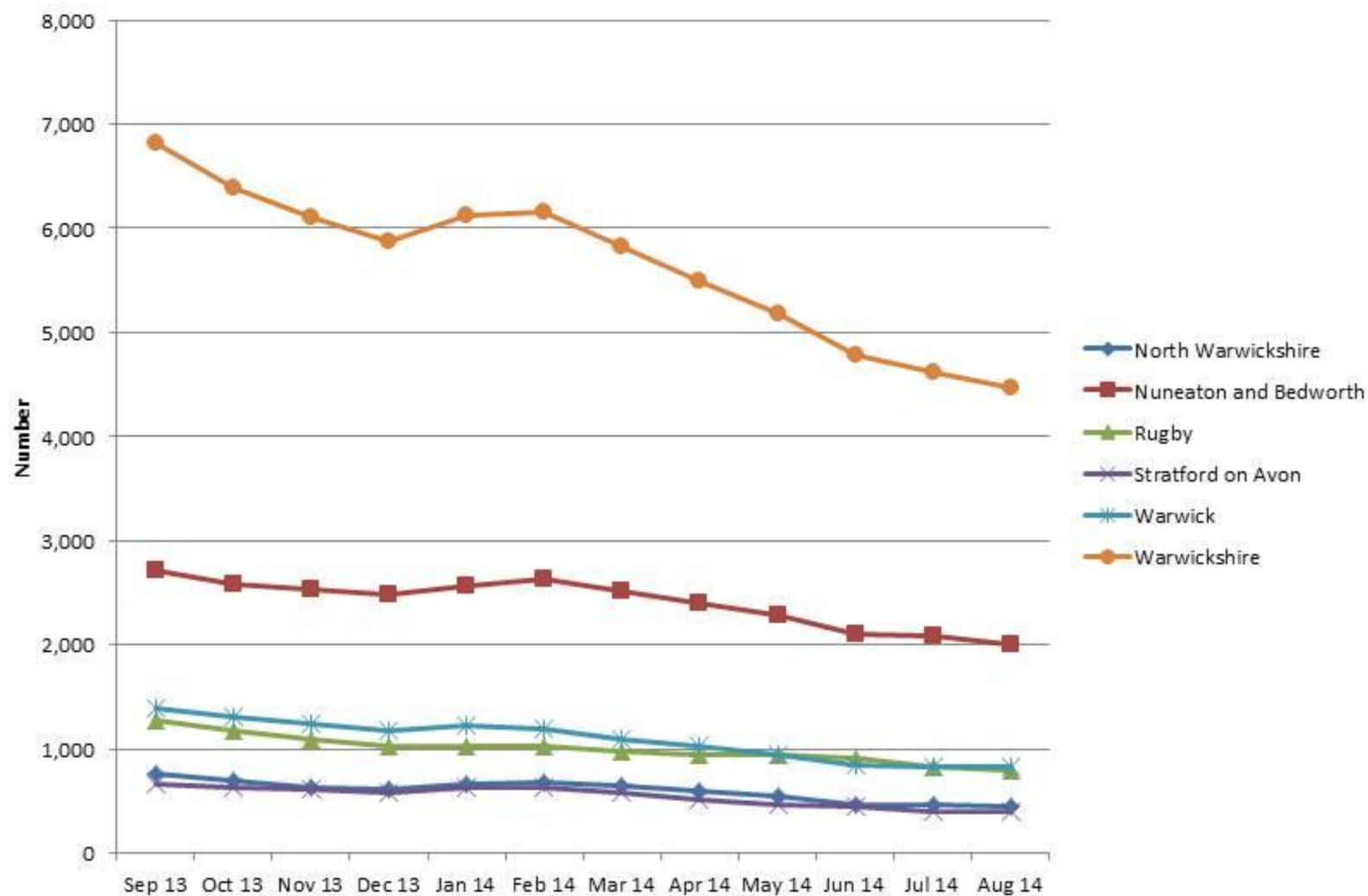


Educational Attainment

- Continued improvements in educational attainment in North Warwickshire between 2008 and 2013



JSA claimants in the past twelve months



Unemployment

- JSA claims reduced from 825 to 445 between August 2013 and August 2014
- Rate of 1.1% is now just below the County average (1.3%)
- Rate of youth unemployment fallen from 3.8% to 1.7% between August 2013 and August 2014.

Potential Impact of Welfare Reform

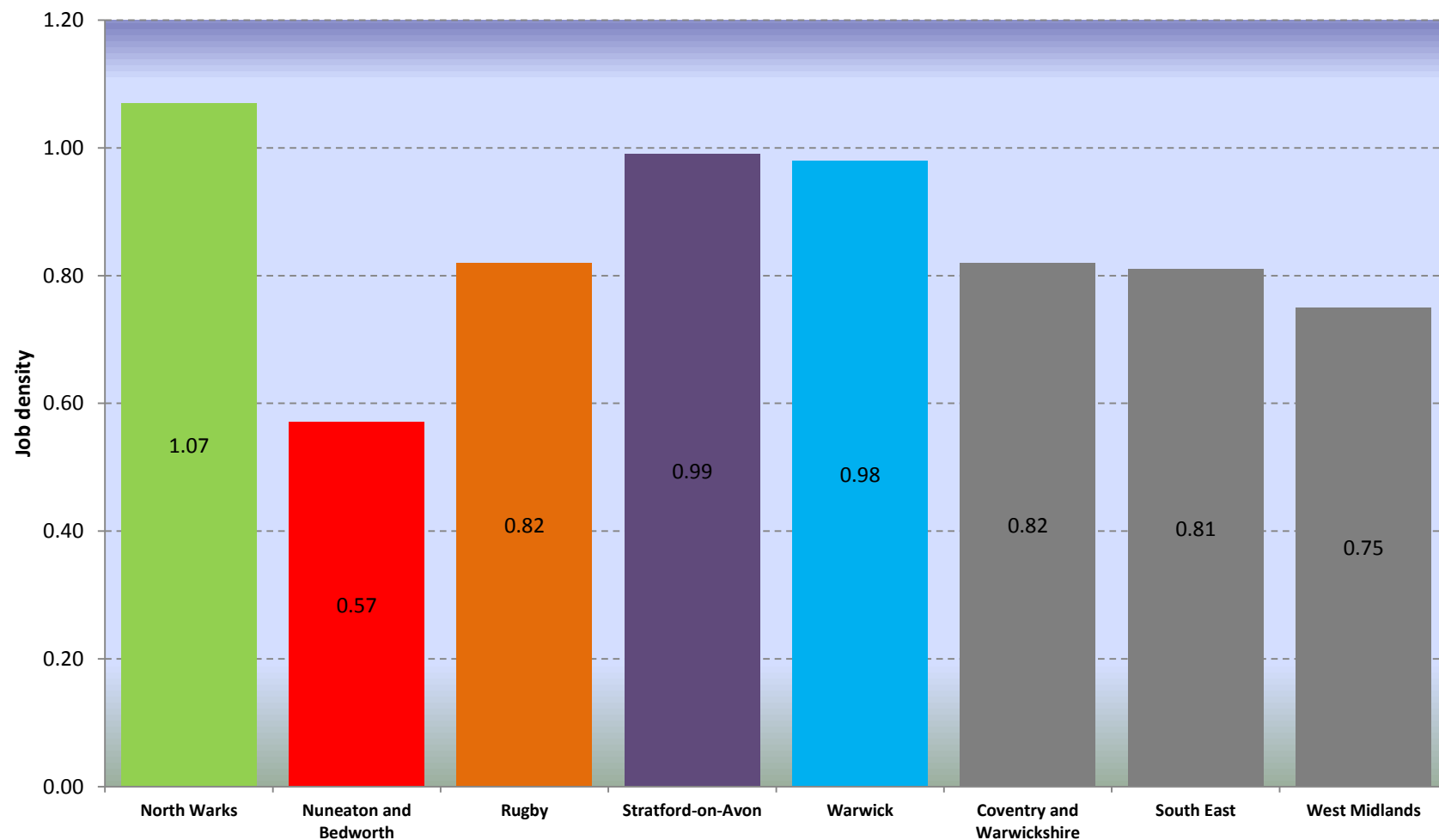


Source: Sheffield Hallam estimates, 2013 <http://bit.ly/10YpgGP>

£ per working age adult per year

Job Density

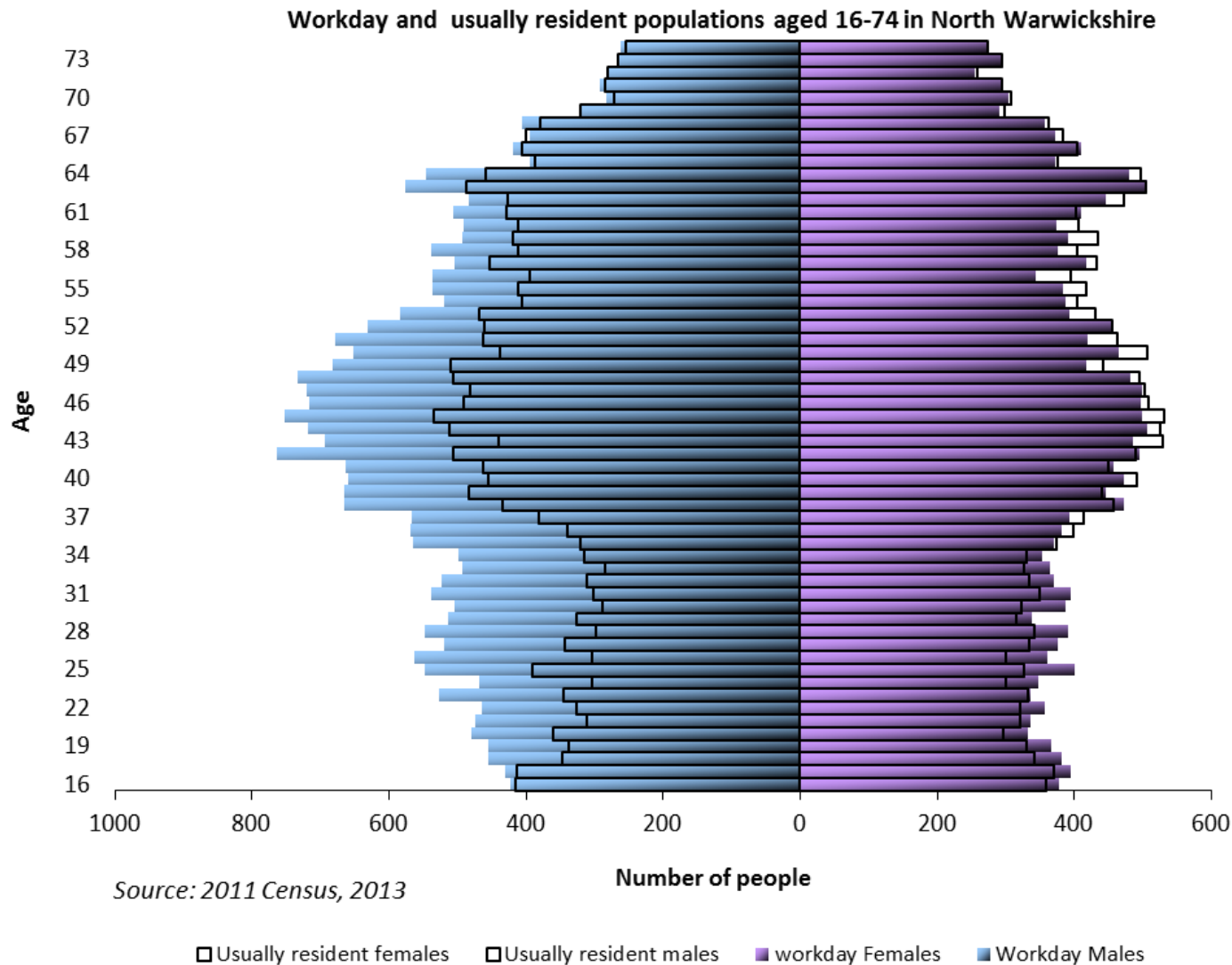
Jobs per person aged 16-64



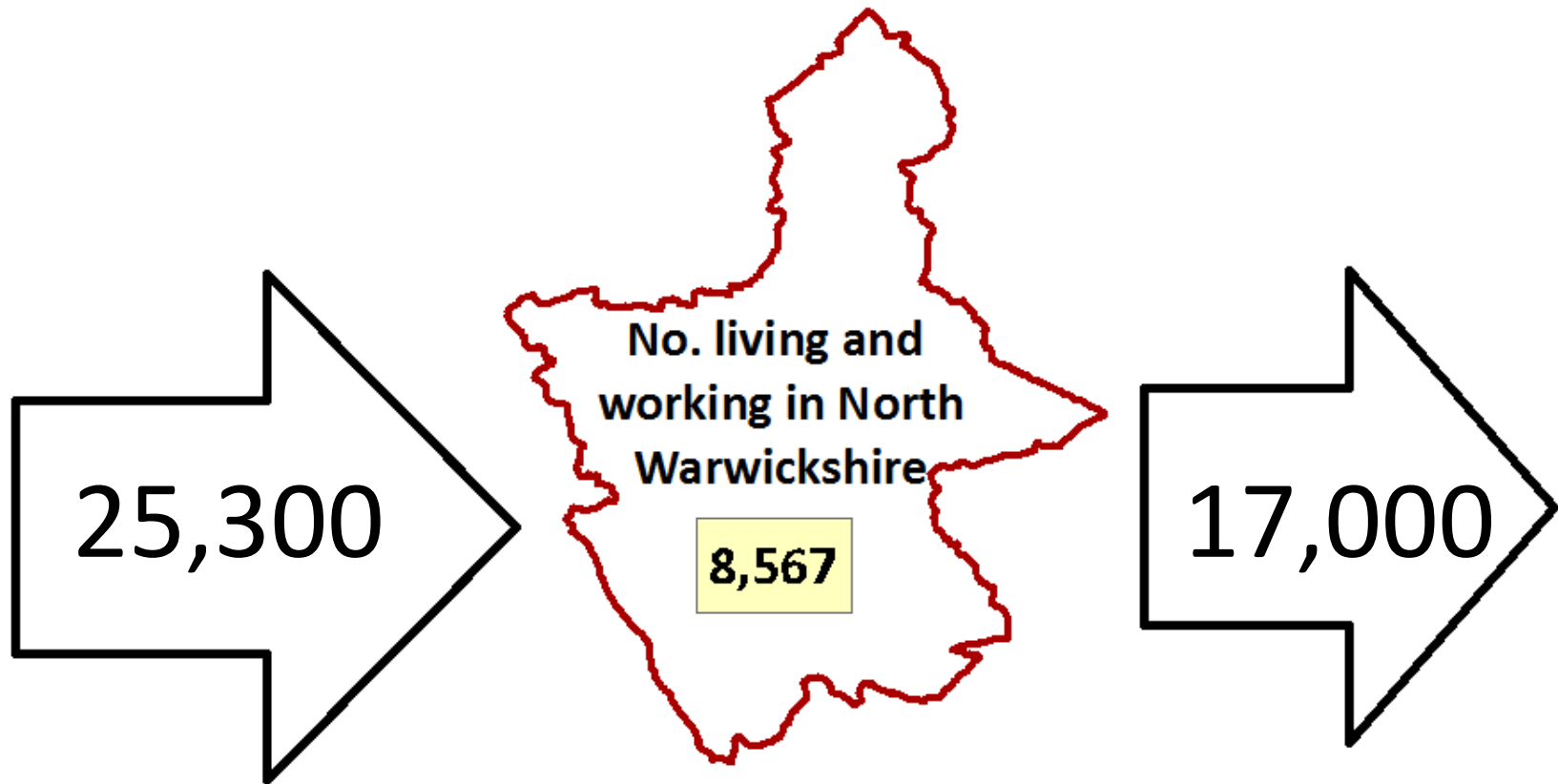
Workday population change

- North Warwickshire experiences an 18% increase in its workday population – increase of 8,300 people
- Appears in the top 20 local authorities with greatest percentage gains
- This trend has emerged in the last 10 years.

Workday population change



Origin-Destination of people travelling to work

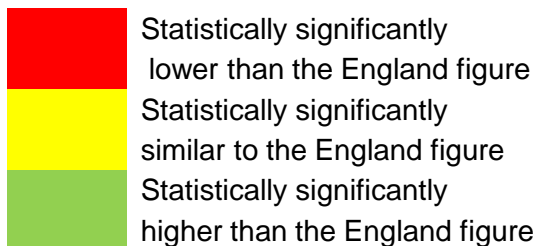


Top Five Origin-Destination Authorities

Top Five Authorities	Number In to NW	Number Out of NW
Birmingham	5,151	4,238
Tamworth	4,862	2,315
Nuneaton & Bedworth	3,176	2,060
Solihull	2,301	1,697
Coventry	1,134	1,614

Life Expectancy at Birth

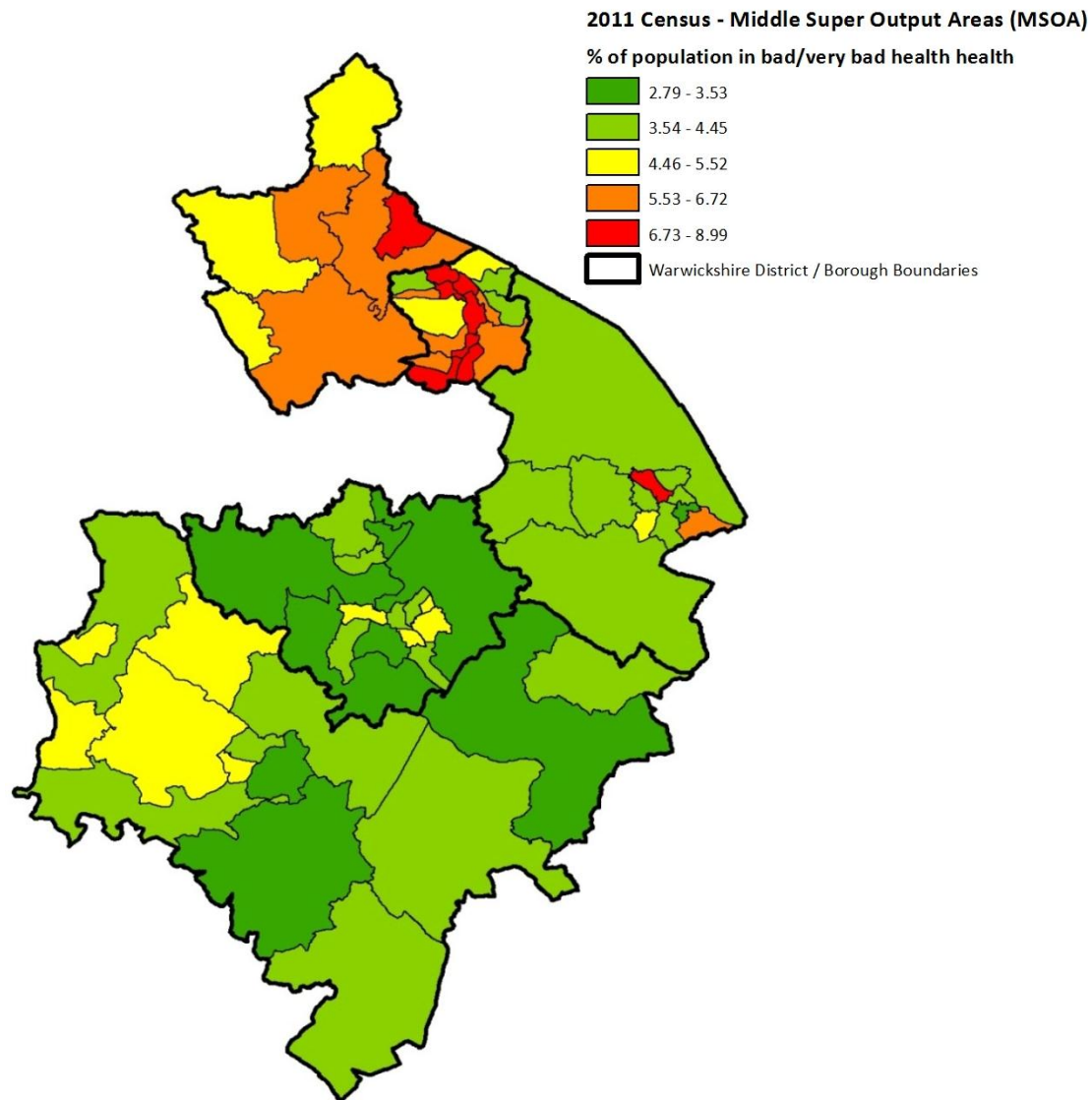
	Male	Female
North Warwickshire	78.7	82.3
Nuneaton & Bedworth	78.2	82.6
Rugby	80.2	83.7
Stratford-on-Avon	81.0	84.9
Warwick	80.4	84.7
Warwickshire	79.8	83.8
West Midlands Region	78.7	82.7
England	79.2	83.0



Life expectancy at birth, 2010-12

Source: Office for National Statistics

Health Status



Child and Adult Obesity

- In North Warwickshire around 14% of Reception age children and 27% of Year 6 children are overweight
- Just over half the adult population (54%) in North Warwickshire considered themselves overweight

Smoking

District/Borough	None - never smoked	None - ex smoker	Current smokers
North Warwickshire Borough	56.5%	28.8%	14.7%
Nuneaton & Bedworth Borough	58.7%	25.0%	16.3%
Rugby Borough	60.4%	28.2%	11.4%
Stratford-on-Avon District	60.1%	28.9%	11.0%
Warwick District	65.4%	24.5%	10.1%
Warwickshire	60.2%	27.1%	12.7%

Community Cohesion

- 88% of residents report being satisfied with their local area as a place to live
- 74% of residents think they know their immediate neighbour 'very well' or 'quite well'
- 66% of residents feel 'very' or 'fairly' strongly that they belong to their immediate neighbourhood

What makes North Warwickshire a good place to live?

**The level of crime
Health Services
Clean Streets
Access to Countryside
Education Provision**

What most needs improving in the local area?

**Road and pavement
repairs
Activities for teenagers
High Speed Broadband
Public Transport
Job Prospects**

Key Challenges for North Warwickshire

- Slow growing, ageing, population
- Getting local people into work/access issues
- Skills of the workforce
- Raising Educational Attainment
- Health, Well-being and Lifestyles
- Increasing Aspirations
- Challenges ahead – economic climate/welfare reforms?

Further Information

- Contact us
 - research@warwickshireobservatory.org
 - www.warwickshireobservatory.org
 - @WarksObs
 - 01926 412511