

# PLACE BASED NEEDS ASSESSMENT

## RUGBY RURAL NORTH

Warwickshire Joint Strategic Needs Assessment

March 2020

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## REPORT DETAILS

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*Please note that the research for this report took place prior to the Coronavirus (COVID-19) pandemic. Although the report refers to long standing health and wellbeing issues which have and will continue to impact upon residents, we would encourage you to read them alongside the COVID-19 Health Impact Assessment which is available on the Warwickshire JSNA webpage (from July 2020). This assessment identifies key health and wellbeing indicators that have been affected by the Coronavirus outbreak.*

*The pandemic has, and will continue to have, direct and indirect impacts on individuals and communities across Warwickshire. Some who suffered from COVID-19 illness are facing a period of recovery of unknown trajectory. Many of those who lost loved ones during the pandemic are having to grieve without having been able to say goodbye, or to be close to others while they grieve. Additionally, economic and mental health impacts are already being felt as a result of the pandemic response, with these impacts disproportionately affecting people from Black, Asian and Minority Ethnic Groups and those with lower incomes, who have often been at the frontline of the response in essential worker roles. There will be wider implications too, some of these may prove positive if we can maintain at least some of the improvements in air quality from less traffic on our roads, and the connections between neighbours which strengthened in many local areas.*

*We will continue to engage with local communities and monitor needs and outcomes for the local population in order to ensure service and communities can continue to respond where needed.*

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## KEY MESSAGES

### DEMOGRAPHICS

- Between 2011 and 2018 the population of Rugby Rural North increased by 14.6% compared to the borough (6.7%) and county (4.5%)
- Housing tenure varied considerably across the JSNA area, Church Lawford, King's Newnham & Long Lawford North lower super output area (LSOA) had the largest proportion of social renting (33.5%)
- The top three MOSAIC household groups are 'Country Living', 'Aspiring Homemakers' and 'Rural Reality'

### HEALTH

- In 2017 the general fertility rate for Rugby Rural North of 81.4 live births per 1,000 females was the highest rate of all 22 JSNA areas and well above the county rate (61.5 per 1,000)
- Atrial Fibrillation prevalence at Revel Surgery was significantly higher than Coventry and Rugby CCG in 2017/18
- Asthma prevalence at Revel Surgery was significantly higher than both Coventry and Rugby CCG and England in 2017/18
- Cancer prevalence at Revel Surgery was significantly higher than Coventry and Rugby CCG in 2017/18
- The percentage of patients over 65 at Revel Surgery diagnosed with dementia (5%) was higher than Coventry and Rugby CCG (4%) and England (4.4%)
- Rugby Rural North saw the second highest rate of emergency admissions per 1,000 of the 0-4 population (135.3) of the 22 JSNA areas over a five-year period
- Based on crude rates of A&E attendance (0-4 year olds), the LSOAs of Church Lawford, King's Newnham & Long Lawford and Long Lawford South saw the 46<sup>th</sup> and 49<sup>th</sup> highest rates respectively of all 339 Warwickshire LSOAs for this measure (5 year average 2014/15 to 2018/19)

### DEPRIVATION & POVERTY

- According to the 2019 Index of Multiple Deprivation, Church Lawford, King's Newnham & Long Lawford North ranked within the top 30% most deprived LSOAs nationally
- Of the seven Rugby Rural North LSOAs, six were in the top 20% most deprived nationally for the 'Barriers to Housing and Services' domain of deprivation
- Three LSOAs saw a higher proportion of children (under 16) in low income families compared to Warwickshire (11.9%), Fosse West (23.9%) was the 23<sup>rd</sup> highest percentage for this measure of the 339 Warwickshire LSOAs
- Church Lawford, King's Newnham & Long Lawford North (21%) and Long Lawford South (20%) saw the highest proportions of those eligible for and claiming free school meals within the JSNA area

## ECONOMY

- Just under a fifth of Rugby Rural North residents had no qualifications (Census, 2011)
- In terms of housing affordability, at year end 2017 a Rugby Borough resident would have needed 6.84 times the average annual household income to be able to afford the median-priced house in the borough of £210,000

## EDUCATION

- In 2019, 25% of 'disadvantaged' JSNA area children of reception age achieved a good level of development compared to 54.8% for the borough and 54.7% for the county
- Over a four-year period (2015/16 to 2018/19), 21% of pupils from both Church Lawford, King's Newnham & Long Lawford North and Long Lawford South missed 10% or more of school which is the 5<sup>th</sup> highest proportion across all 339 Warwickshire LSOAs
- At January 2019, 3% of children residing in Rugby Rural North and attending a state-funded school in Warwickshire had an Education, Health and Care Plan (EHCP)

## SOCIAL CARE

- At 31<sup>st</sup> March 2019, the number of Rugby Rural North children subject to a Child in Need Plan was 69 at a rate of 208.7 per 10,000 child population
- The two Rugby Rural North LSOAs with the highest rate per 10,000 population of Multi Agency Safeguarding Hub (MASH) referrals were Church Lawford, King's Newnham & Long Lawford North (641.3) and Long Lawford South (415.1)
- At year-end 2019, there were 226 people in Rugby Rural North aged 18 and over accessing social care services (1.9% of the 18+ population)
- Older people (65+) social care packages made up just under three quarters (74%) of all Rugby Rural North adult social care packages

## COMMUNITY SAFETY

- During the 12-month period September 2018 to August 2019, Rugby Rural North recorded a crime rate of 70 offences per 1,000 population
- Fosse West had the 29<sup>th</sup> highest crime rate per 1,000 population (139.47) of all 339 Warwickshire LSOAs driven by vehicle crime offences (20%), all other theft (17%) and violence without injury (12%)

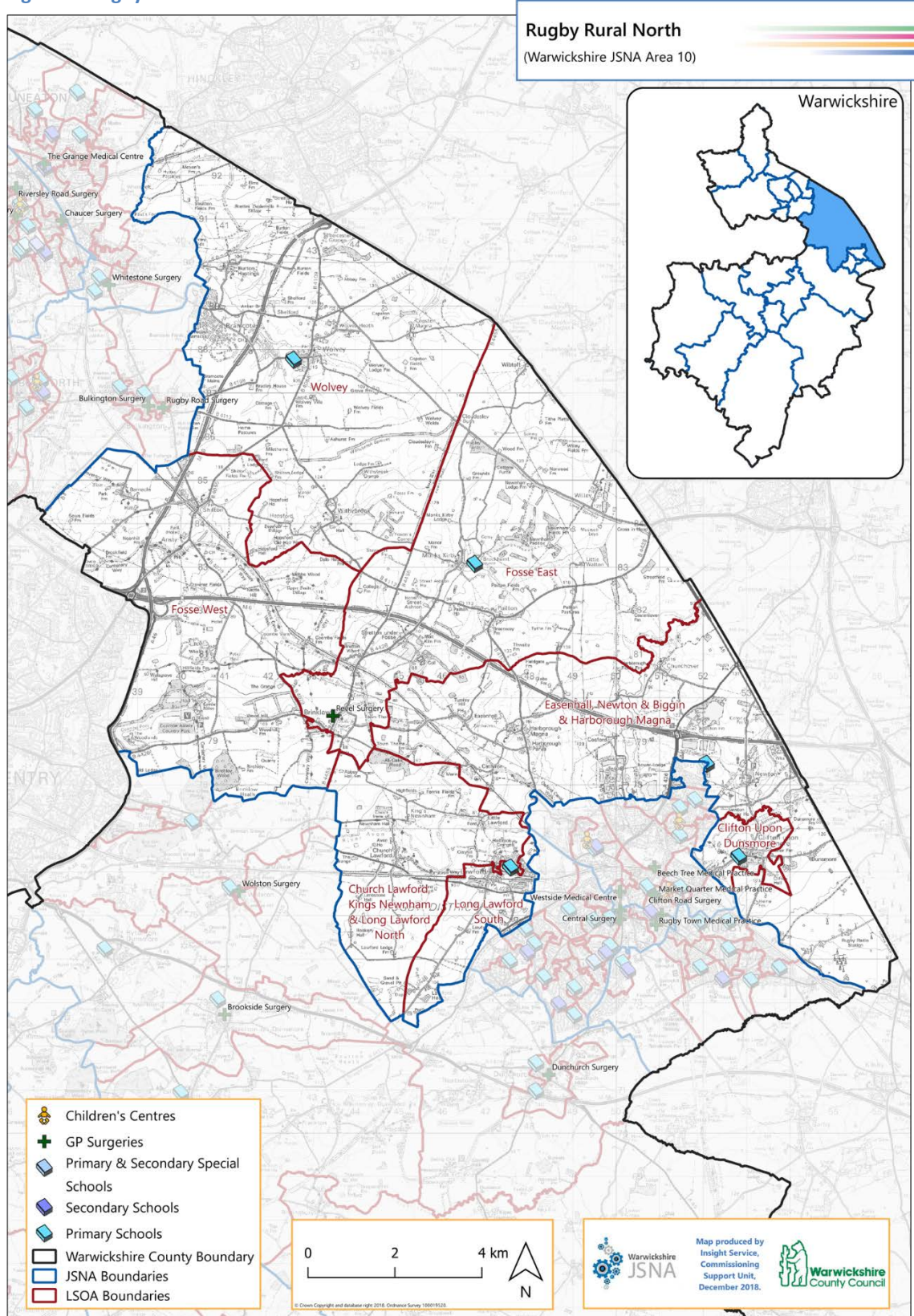
## RECOMMENDATIONS

1. Ensure support services for older population are available and accessible e.g. dementia support services
2. Ensure access to services to support health and wellbeing of new parents, 0-5s, young people, and older people. E.g. mental health and wellbeing services, dementia support services
3. Ensuring adequate provision of primary care services (e.g GP practices, pharmacies) to support residents, in particular those with long-term conditions
4. Ensure carers (including young carers) have access to information, advice and support services
5. Improve healthy lifestyles by promoting initiatives and services to increase physical activity level, healthy diets, stop smoking, and reduce alcohol intake. These actions will help reduce the risk of cardiovascular diseases, asthma and some cancers.
6. Increase proactive identification and management of atrial fibrillation to reduce risk of strokes and heart failure.
7. Ensure affordable homes are available and that all neighbourhoods have sufficient transport links, with a particular focus on Houlton housing development
8. Ensure services to support health and wellbeing of low-income families are promoted and accessible for low income families (e.g. Fosse West, Church Lawford, King's Newnham & Long Lawford North). For example, early help. financial support, food banks
9. Explore fuel poverty in the area and promote support available
10. Explore opportunities to strengthen prevention of accidents and injuries among children and young people. This will include further understanding the reasons behind the high attendance rate at accident and emergency and the emergency admission rate for children aged 0-4 years old in this area and in Rugby Borough
11. Work in partnership across health and care services, the police and communities to address specific areas with higher levels of anti-social behaviour and reported crime e.g. Fosse West

# INTRODUCTION AND LOCAL CONTEXT

## JSNA GEOGRAPHICAL AREA

Figure 1: Rugby Rural North JSNA area





Rugby Rural North JSNA area consists of seven LSOAs which cover the northern most part of Rugby Borough and extend south as far as Rugby town centre (Figure 1). The LSOA of Wolvey borders Hinckley at the northern tip of the JSNA area. Sitting below Wolvey are Fosse West which borders the city of Coventry and Fosse East. Situated within Fosse West LSOA are Coombe Abbey and Ansty Park.

The southern most parts of Rugby Rural North lie adjacent to Rugby town centre and include Long Lawford to the west and Clifton upon Dunsmore to the east.

In total there are five primary schools (Clifton-Upon-Dunsmore C. of E. Primary School, The Revel C. of E. (Aided) Primary School, Long Lawford Primary School, Wolvey C. of E. Primary School and Rugby Free Primary School) and one GP surgery (Revel Surgery) which fall within the Rugby Rural North boundary.

The main road links in the area include the M6 and M69, the A5 and A426. In terms of rail access, Rugby Borough is served by the West Coast Main Line which cuts across the JSNA area.

Where available, data is presented throughout this document for the JSNA area, or at LSOA level. Not all data is available at all geographies but is presented at as low a level as possible. It must also be noted that time periods vary as the data has been collated from a wide range of sources – where possible the latest data is presented (at January 2020) . There is a [glossary document](#) to support this report. This contains definitions of potentially unfamiliar terms.

## DEMOGRAPHICS

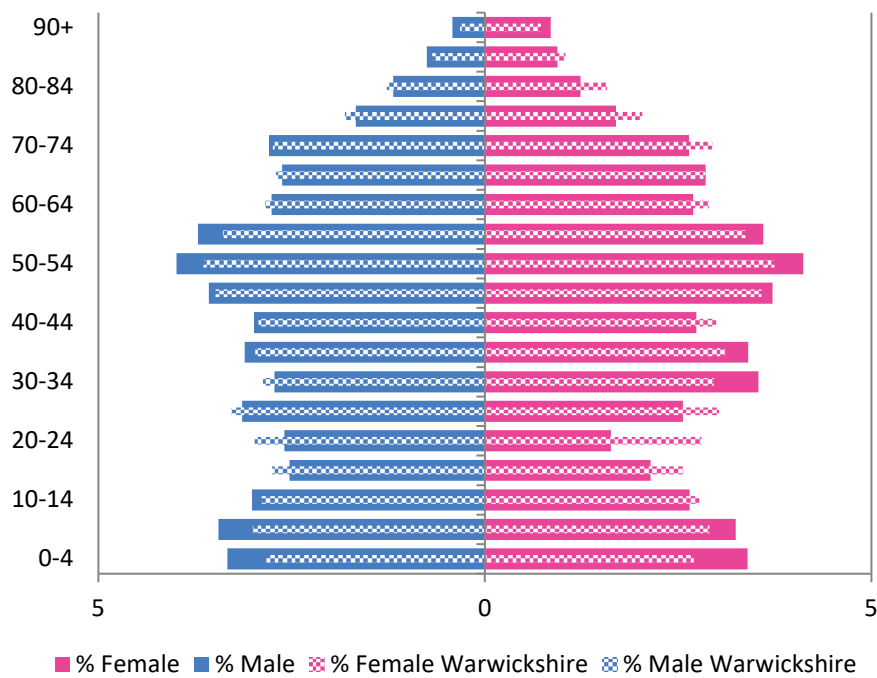
### CURRENT & FUTURE POPULATION

In 2018, the total population of Rugby Rural North JSNA area was estimated to be 15,032<sup>1</sup>. This is a 14.6% increase from 2011. For comparison, Rugby Borough has seen a 6.7% increase during the same time period and the Warwickshire population has increased by 4.5%.

Figure 2 shows the mid-2018 population estimates for the JSNA area by five-year age groups for males and females. Of note, the 0-9 age groups for the JSNA area had a relatively higher proportion of both males and females compared to Warwickshire. Females aged 20-24 make up just 1.6% of the JSNA area population compared to 2.8% for Warwickshire.

Less than two thirds (60.3%) of the JSNA area population are of 'working age' (16-64 years), for comparison 61.1% of the Warwickshire population fall into this category.

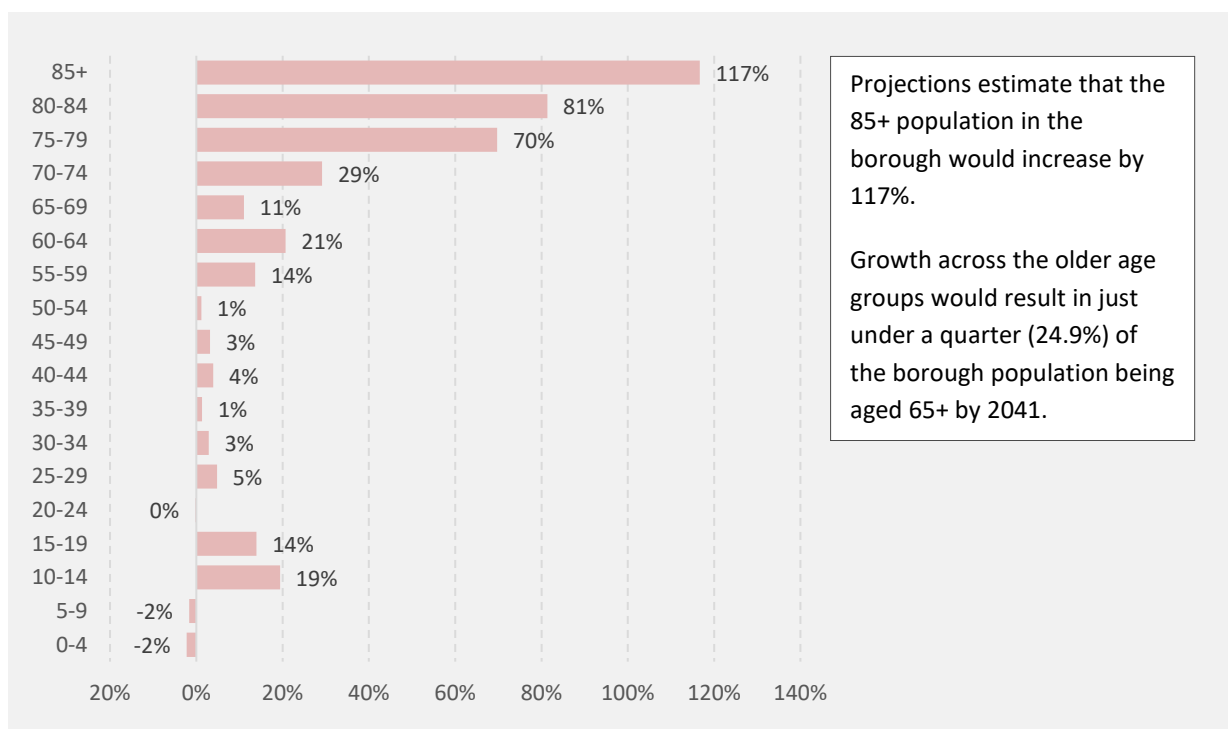
Figure 2: Mid-2018 population estimates for Rugby Rural North and Warwickshire



Source: Office for National Statistics, Mid-Year 2018 Population Estimates

Population projections estimate that between 2018 and 2041 the population of Rugby Borough is set to increase by 13,106 people (12.2%)<sup>2</sup>. The percentage change by five-year age group is presented in Figure 3.

Figure 3: Percentage change in population by age group based on 2018-2041 projections, Rugby Borough



Source: ONS Population Projections, 2018 to 2041

## EQUALITY & DIVERSITY

In 2011 the Rugby Rural North JSNA area had a relatively similar profile to the county<sup>3</sup> in terms of diversity (Figure 4). White English/Welsh/Scottish/Northern Irish/British residents made up 89.9% of the JSNA area compared to 84.1% of the borough.

**Figure 4: White British and BAME populations**

Ethnic Group	Rugby Rural North	Rugby Borough	Warwickshire
White English/Welsh/Scottish/ Northern Irish/British	89.9%	84.1%	88.5%
White Irish	0.9%	1.0%	1.0%
White Gypsy or Irish Traveller	0.4%	0.2%	0.1%
White Other White	2.5%	5.2%	3.2%
Mixed/multiple ethnic groups	1.0%	2.0%	1.5%
Asian/Asian British	4.2%	5.2%	4.6%
Black/African/Caribbean/Black British	0.8%	2.0%	0.8%
Other ethnic group	0.3%	0.3%	0.4%

Source: Census 2011

In 2011, 92% of Rugby Rural North residents were born in the UK compared to 88.3% for the borough and 91.7% for the county. Of those in the JSNA area that were born outside of the UK, the two most common countries of birth were Germany (0.5%) and India (0.5%). English was the most commonly spoken language<sup>4</sup> (95.8%) followed by Nepalese (1.9%) and Polish (0.8%).

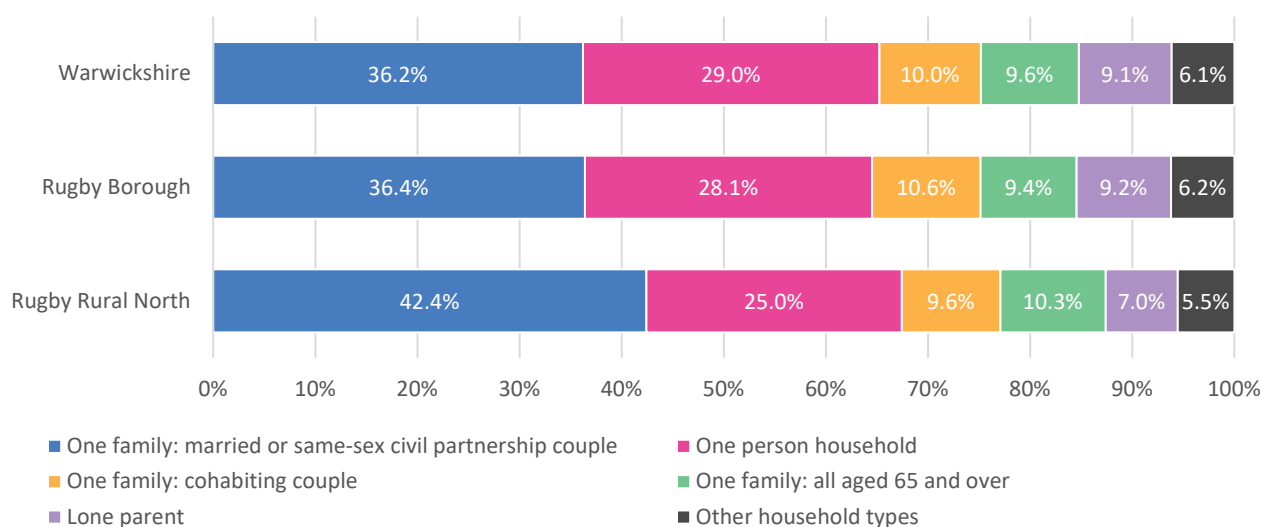
In 2011, 66% of the JSNA area population identified as Christian, followed by Sikh (0.6%) and Buddhist (0.6%). Other religions made up small proportions of the population (each less than 0.5%). More than a fifth (22.5%) stated they had no religion<sup>5</sup>.

## HOUSEHOLDS

At 2017 there were a total of 6,300 properties in Rugby Rural North JSNA area<sup>6</sup>. Projections indicate an 11% increase in the number of households in Rugby Borough by 2041<sup>7</sup>, which is under the projected 14.4% increase for the county as a whole. However, these estimates do not account for the plans within Warwickshire to build 62,500 new homes across the county between 2011-31. Of these, some 12,400 are proposed to be built in Rugby Borough<sup>8</sup>. These plans have resulted in concern over housing affordability, demand for services and traffic congestion as well as traffic noise and impact on air quality.

Figure 5 illustrates that in 2011, the Rugby Borough household composition was largely consistent with Warwickshire<sup>9</sup>. The Rugby Rural North composition shows a notably greater proportion within the 'one family: married or same-sex civil partnership couple' and a slightly higher proportion of households where all are aged 65 and over. One person households and lone parents within the JSNA area are lower in proportion than for both the borough and the county.

**Figure 5: Household Composition**



Source: Census, 2011

Housing Tenure within the JSNA area in 2011 saw a higher proportion of ownership compared to both the borough and county (Figure 6). Rugby Rural North has the 10<sup>th</sup> largest proportion of housing ownership of the 22 JSNA areas and the 15<sup>th</sup> largest proportion of socially rented households.

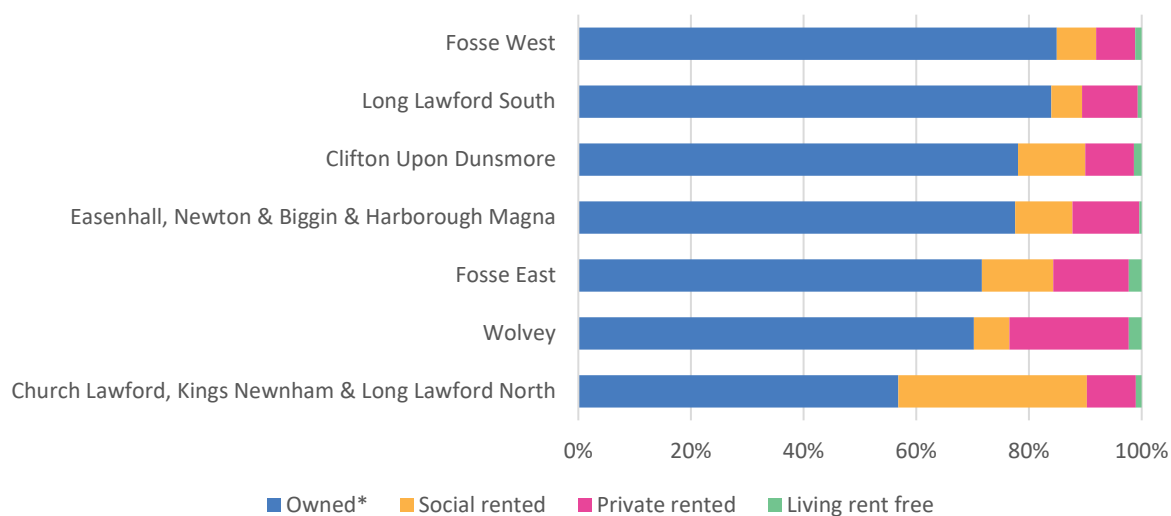
**Figure 6: Housing Tenure**

Area	Owned*	Social rented	Private rented	Living rent free
Rugby Rural North	74.7%	12.0%	11.9%	1.4%
Rugby Borough	70.4%	14.3%	14.1%	1.2%
Warwickshire	70.9%	13.8%	14.1%	1.2%

Source: ONS, 2011 Census

At LSOA, levels of ownership varied from 56.8% in Church Lawford, King’s Newnham & Long Lawford North through to 84.9% in Fosse West (Figure 7). The highest proportion of social rented were in Church Lawford, King’s Newnham & Long Lawford North (33.5%). Wolvey LSOA saw the highest proportion of private rented at just over a fifth (21.2%).

Figure 7: Housing Tenure by LSOA



\*shared ownership (part owned and part rented) included within owned

Source: Census, 2011

## MOSAIC PROFILE

Mosaic is a profiling tool which uses a wide range of data to allocate households into similar groups and types based on likely common characteristics. Mosaic can help identify different needs that household groups and types may have, identifying where specific needs are located and understand each group's preferred communication channels<sup>10</sup>. The top three Mosaic groups by proportion for the JSNA area, borough and county are highlighted in Figure 8.

Figure 8: JSNA area MOSAIC Profile

MOSAIC Group	Rugby Rural North	Rugby Borough	Warwickshire
<b>A</b> Country Living	<b>29.8%</b>	8.9%	<b>10.6%</b>
<b>B</b> Prestige Positions	6.4%	7.5%	<b>9.7%</b>
<b>C</b> City Prosperity	0.0%	0.1%	0.8%
<b>D</b> Domestic Success	7.5%	9.2%	8.6%
<b>E</b> Suburban Stability	5.8%	<b>10.1%</b>	8.8%
<b>F</b> Senior Security	4.5%	9.5%	8.9%
<b>G</b> Rural Reality	<b>17.9%</b>	5.5%	7.6%
<b>H</b> Aspiring Homemakers	<b>19.8%</b>	<b>14.7%</b>	<b>11.6%</b>
<b>I</b> Urban Cohesion	0.0%	0.7%	1.5%
<b>J</b> Rental Hubs	0.0%	3.5%	6.1%
<b>K</b> Modest Traditions	2.1%	5.2%	5.8%
<b>L</b> Transient Renters	1.2%	<b>10.3%</b>	5.3%
<b>M</b> Family Basics	2.6%	6.8%	6.8%
<b>N</b> Vintage Value	2.1%	5.6%	5.5%
<b>O</b> Municipal Tenants	0.3%	2.4%	2.3%

Source: Experian, Mosaic, 2019

The top three groups within the JSNA area make up a combined 67.5% of households, for comparison these same three groups make up 29.8% of Warwickshire households. Figure 9 provides details of the key characteristics of the top three JSNA area groups.

Figure 9: MOSAIC Group Descriptions

	Key Features	Public Sector Characteristics
<p><b>County Living</b> Well-off owners in rural locations enjoying the benefits of country life</p> <p><b>A</b></p>	<ul style="list-style-type: none"> <li>• Rural locations</li> <li>• Well-off homeowners</li> <li>• Attractive detached homes</li> <li>• Higher self-employment</li> <li>• High car ownership</li> <li>• High use of internet</li> </ul>	<ul style="list-style-type: none"> <li>• Health among this group is good. Smoking is uncommon and they are the best group of all at eating five portions of fruit and vegetables a day</li> <li>• They are regular drinkers and the most likely to drink every day</li> <li>• State Pension aside, this group have amongst the least need from the state</li> <li>• Experience the lowest crime rate and there is little in the way of anti-social behaviour, fear of crime is very low</li> </ul>
<p><b>Aspiring Homemakers</b> Younger households settling down in housing priced within their means</p> <p><b>H</b></p>	<ul style="list-style-type: none"> <li>• Younger households</li> <li>• Full-time employment</li> <li>• Private suburbs</li> <li>• Affordable housing costs</li> <li>• Starter salaries</li> <li>• Buy and sell on eBay</li> </ul>	<ul style="list-style-type: none"> <li>• Reasonable levels of health, around a fifth smoke but likely to be light smokers</li> <li>• They do consume alcohol regularly, with nearly a fifth of this group having a drink two or three times a week</li> <li>• One of the poorest groups with regards to eating 'Five a Day' although they do tend to be more active than people in general</li> <li>• Crime is lower than average and they worry less than average about being a victim of crime</li> </ul>
<p><b>Rural Reality</b> Householders living in less expensive homes in village communities</p> <p><b>G</b></p>	<ul style="list-style-type: none"> <li>• Rural locations</li> <li>• Village and outlying houses</li> <li>• Agricultural employment</li> <li>• Most are homeowners</li> <li>• Affordable value homes</li> <li>• Slow internet speeds</li> </ul>	<ul style="list-style-type: none"> <li>• This largely working age group has average levels of good health</li> <li>• While they are generally less likely to drink and tend not to be smokers, those who do smoke tend to be heavy smokers</li> <li>• Experience little crime and rarely troubled by anti-social behaviour</li> <li>• Significantly fewer than average have a burglar alarm and they tend not to worry about being victims of crime</li> </ul>

## HEALTH

This section presents data on the health of the population of Rugby Rural North. There are numerous health-related measures that have been considered. The measures reported are generally those where performance is significantly worse than England or North Warwickshire CCG.

### BIRTH RATE AND LIFE EXPECTANCY

There were 196 live births in Rugby Rural North in 2017, a general fertility rate of 81.4 live births per 1,000 females aged 15-44. This is the highest rate of all 22 JSNA areas and well above the county rate (61.5 per 1,000)<sup>11</sup>. Figure 10 provides the general fertility rate over a four-year period.

**Figure 10: General fertility rate, live births per 1,000 females aged 15-44, 2014-2017**

	2014	2015	2016	2017
Rugby Rural North	70.2	95.5	81.8	81.4
Warwickshire	59.7	61.7	60.4	61.5

Source: ONS Mid-2017 Population Estimates and Public Health Birth Files

Life expectancy (2016-2018) at birth for males residing in Rugby Rural North was 81.0 years for males and 84.2 years for females, similar to 80.5 years and 84.2 years respectively in Warwickshire<sup>12</sup>. Although life expectancy has generally been increasing, there is growing evidence that much of the additional time is spent in poor health. Years spent in poor health impact on families and workplaces and increase pressure on health and social care services.

### LONG-TERM CONDITIONS

According to the 2011 Census, 7.4% of the Rugby Rural North population had conditions which meant their day-to-day activities were limited a lot<sup>13</sup>. This is slightly above the borough figure of 7% but below the county (7.7%).

At LSOA, 10% of both the Church Lawford, King's Newnham & Long Lawford North and Easenhall, Newton & Biggin & Harborough Magna populations had conditions which meant their day-to-day activities were limited a lot.

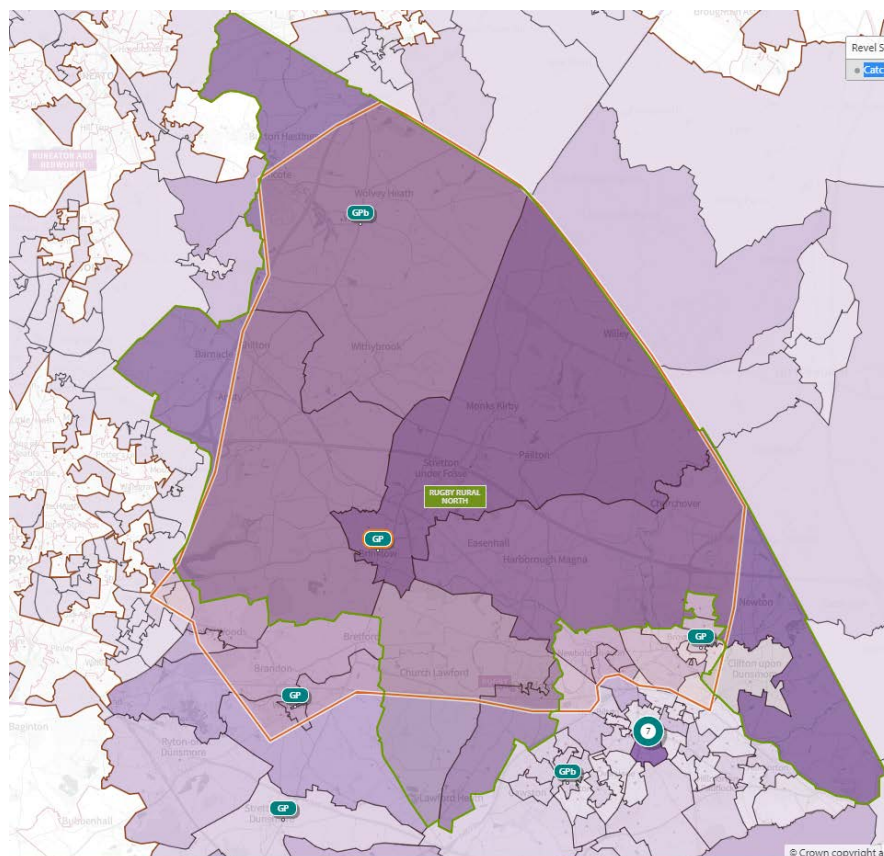
### PRIMARY CARE DATA

Health data is collected at a primary and secondary care level. For the data collected at primary care (general practice) level, because all residents in the Rugby Rural North JSNA area are not registered at the same practice, a method was developed that gives an indication of the health of the JSNA population. If 25% or more of the registered population of a general practice lived within the JSNA boundary, or a practice had more than 2,000 registered patients living in the JSNA area, then this general practice is included in the analysis. Using this method, there was one general practice within Rugby Rural North where 4,606 residents were registered - Revel Surgery (Figure 11). Data is presented for this practice.

Figure 11: Revel Surgery Catchment and Registered Population

GP	Number of registered patients living in JSNA area	% of surgery population living in JSNA area
Revel Surgery	4,606	64.5%

Source: NHS Digital, April 2018



Source: <https://shapeatlas.net/place/> © Crown copyright and database rights 2020 Ordnance Survey 100016969 | parallel | Mapbox | OpenStreetMap contributors

Figure 11 shows the contractual boundary for Revel Surgery (in orange). The purple shading shows the number of patients registered for each LSOA – the darker the shading the greater the number. The green line is the Rugby Rural North Boundary. For Revel Surgery the highest proportion of patients reside in the Fosse East LSOA.

The remaining residents were registered at an additional 39 GP practices within Warwickshire, Coventry or at a different general practice within England. This may reflect the rural and larger than average geographical spread of the JSNA area. The practices outside of the Revel Surgery where the majority of other residents were registered were around Rugby Town Centre and in neighbouring Bulkington:

- Central Surgery/Bilton Green Surgery – 1,842 patients (8.8% of patients registered with the practice)
- Clifton Road Surgery – 1,161 patients (8.5% of patients registered with the practice)
- Westside Medical Centre – 1,074 patients (9.5% of patients registered with the practice)
- Bulkington Surgery – 940 patients (16.9% of patients registered with the practice)



- Whitehall Medical Centre – 918 patients (6.8% of patients registered with the practice)
- Market Quarter Medical Practice – 835 patients (10.5% practice of patients registered with the practice)
- Bennfield Surgery – 737 patients (9.3% of patients registered with the practice)

### Stakeholder View

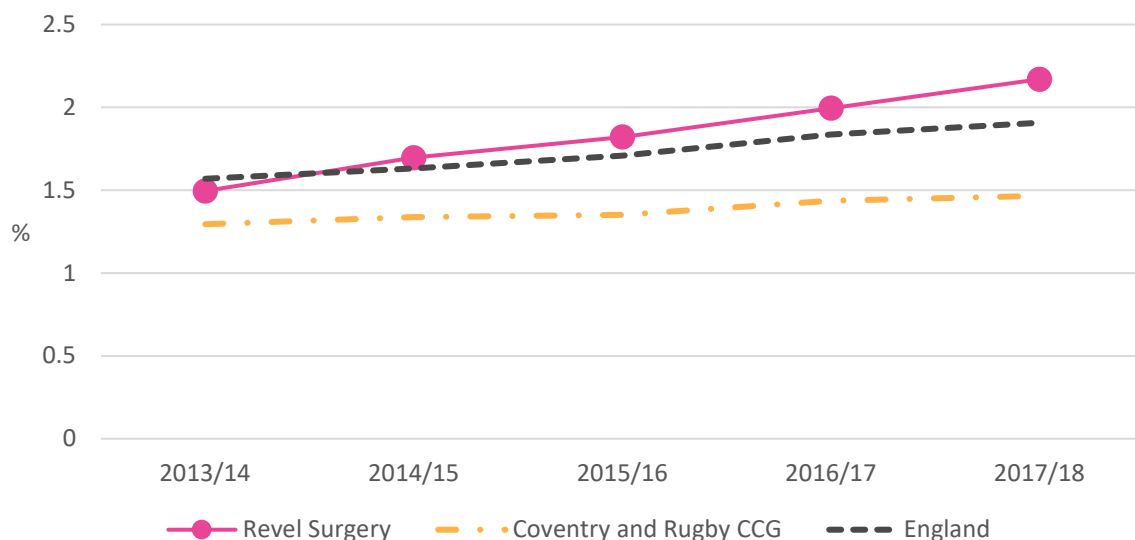
Throughout the consultation process a common theme has been the suggestion that another GP Surgery is needed within the JSNA area and additional pharmacies/chemists. This was raised across both the residents and professionals survey. Themes within the comments included:

- Need for an additional doctors surgery
- Need for additional pharmacy/chemists
- Longer GP opening hours and shorter waiting time to see a doctor

## Atrial Fibrillation

Atrial Fibrillation is a heart condition that causes an irregular and often abnormally fast heart rate which can result in dizziness, shortness of breath and tiredness. In 2016/17 and 2017/18, prevalence of Atrial Fibrillation in Revel Surgery patients was significantly higher compared to Coventry and Rugby CCG. Figure 12 illustrates the trend over the last five years for this measure.

Figure 12: Prevalence of Atrial Fibrillation, 2013/14 to 2017/18

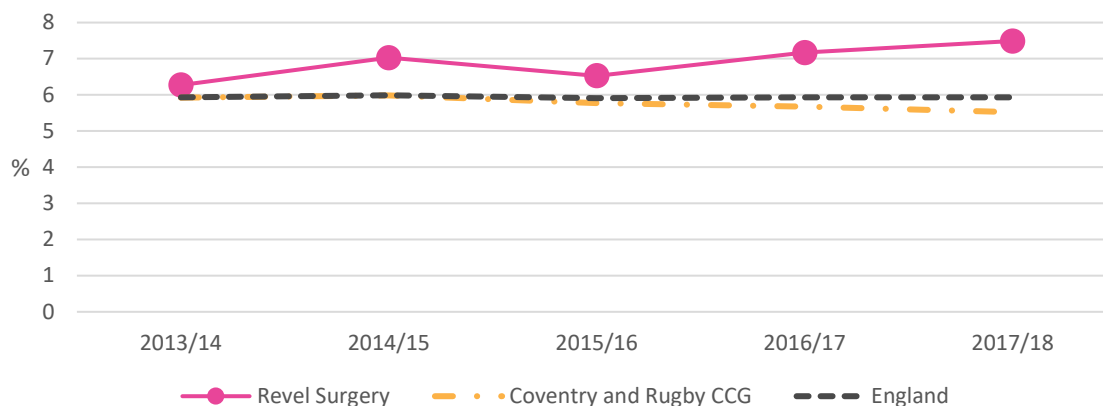


Source: Public Health England, National General Practice Profiles, Fingertips, Accessed January 2020

## Asthma

In 2017/18, prevalence of Asthma at Revel Surgery (7.5%) was significantly higher than both Coventry and Rugby CCG (5.5%) and England (5.9%). Trend data (Figure 13) highlights that Asthma prevalence for Revel Surgery has remained above CCG and National levels for the last five years.

Figure 13: Prevalence of Asthma, 2013/14 to 2017/18

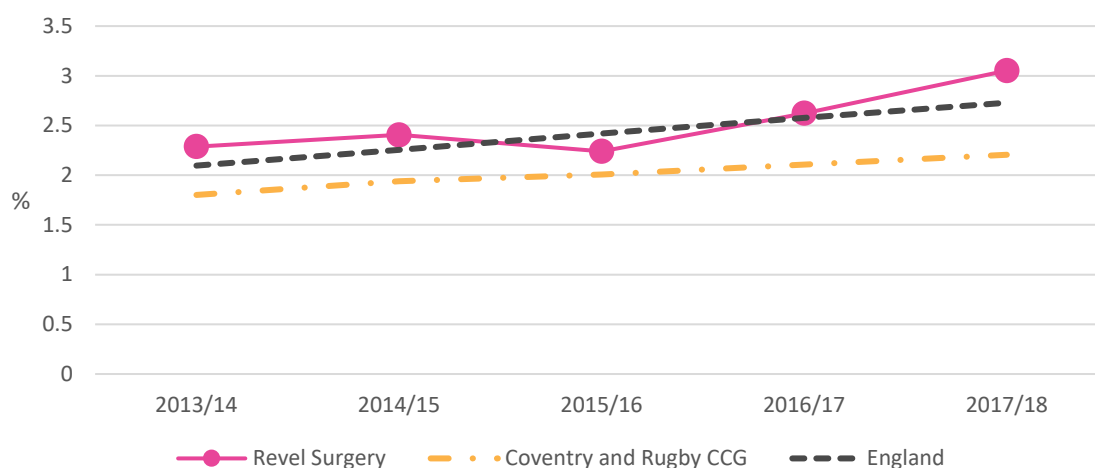


Source: Public Health England, National General Practice Profiles, Fingertips, Accessed January 2020

## Cancer

In 2017/18, prevalence of Cancer for Revel Surgery (3.1%) was significantly higher than Coventry and Rugby CCG (2.2%) and similar to England (2.7%) (Figure 14).

Figure 14: Prevalence of Cancer, 2013/14 to 2017/18



Source: Public Health England, National General Practice Profiles, Fingertips, Accessed January 2020

## DEMENTIA

The percentage of patients over 65 at Revel Surgery diagnosed with dementia is higher than the CCG and national levels. For context, out of a list of 125 Coventry and Warwickshire GP practices, Revel Surgery had the 25<sup>th</sup> highest percentage for this measure.

**Figure 15: Prevalence of diagnosed dementia in patients aged 65 and over, September 2019**

	Number on dementia register 65+	Patients list size 65+	Percentage with diagnosed dementia (%)
Revel Surgery	67	1,347	5.0
Coventry & Rugby CCG	3,055	75,823	4.0
England	458,712	105,271,33	4.4

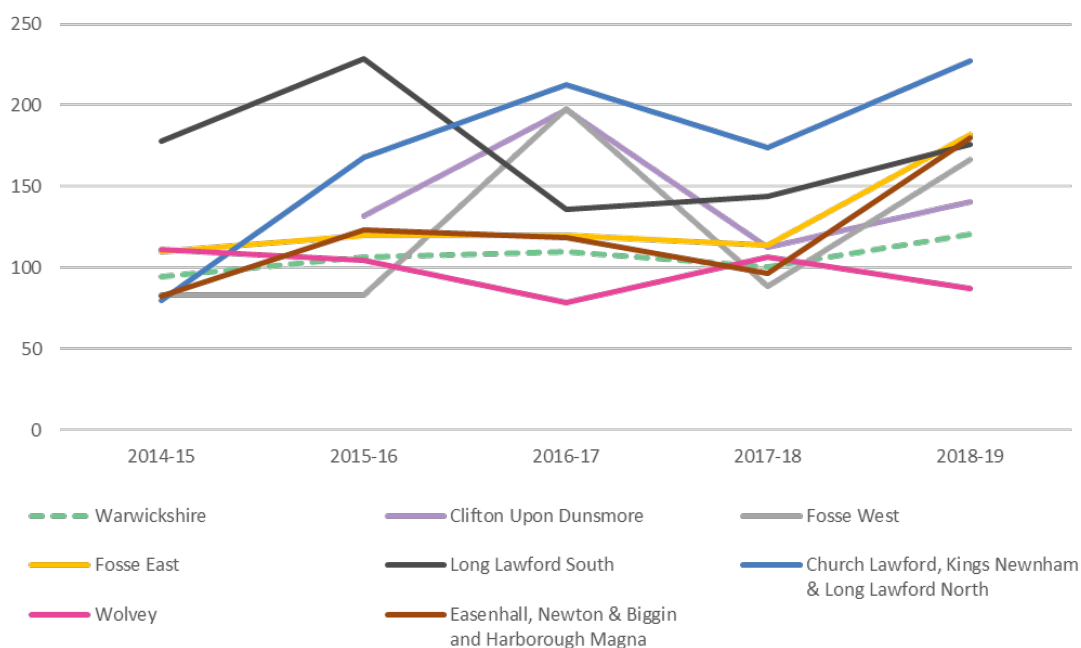
Source: NHS Digital, September 2019

## EMERGENCY ADMISSIONS (0-4 YEAR OLDS)

The five-year average (2014/15 to 2018/19) for emergency admissions of 0-4 year olds for Rugby Rural North was 135.3 per 1,000 (0-4 years) population. This is the second highest rate of all 22 JSNA areas for this measure behind Rugby Rural South (139.4 per 1,000) and above the Warwickshire rate (106.4 per 1,000).

Six of the seven Rugby Rural North LSOA's saw levels higher than the county in 2018/19 (Figure 16). Church Lawford, King's Newnham & Long Lawford North LSOA saw the highest rate in 2018/19 (227.3 per 1,000), the highest rate recorded during the period was Long Lawford South in 2015/16 with 228.8 admissions per 1,000 (0-4 years) population.

**Figure 16: Emergency admissions 0-4 year olds, rate per 1,000 population 2014/15 to 2018/19**

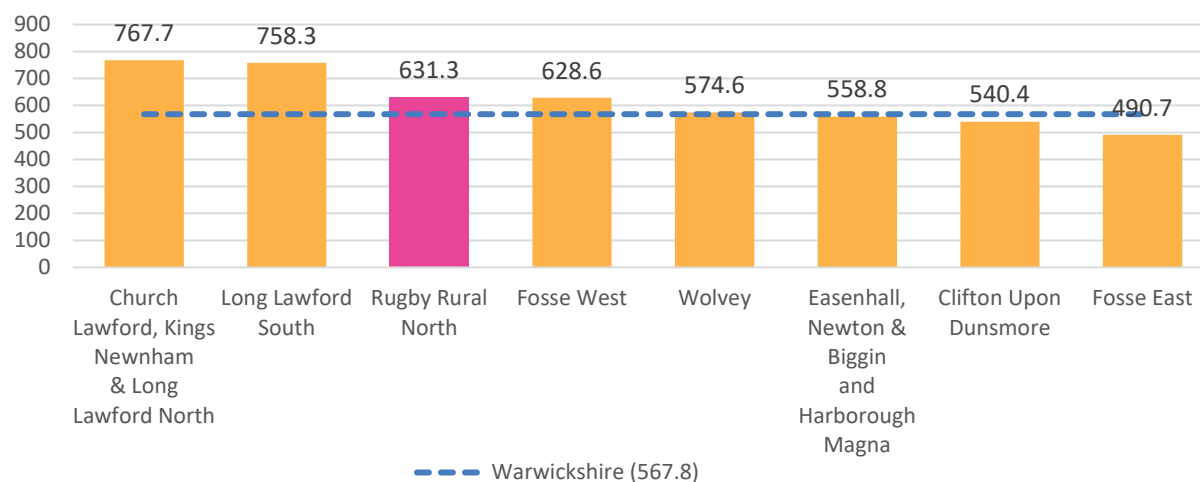


Source: Hospital Episode Statistics (HES), 2019

## A&E ATTENDANCES (0-4 YEAR OLDS)

Crude rates of A&E attendances for 2014/15 to 2018/19 (per 1,000 population aged 0-4) suggest rates in Rugby Rural North (631.3 per 1,000) are higher than the country rate (567.8 per 1,000). At LSOA level, Church Lawford, King's Newnham & Long Lawford North (767.7 per 1,000) and Long Lawford South (758.3 per 1,000) saw the highest rates for this measure (Figure 17) which placed them as the 46<sup>th</sup> and 49<sup>th</sup> highest rates of all 339 Warwickshire LSOAs respectively.

**Figure 17: Crude rate of A&E attendances per 1,000 population aged 0-4, 5-year average (2014/15 to 2018/19)**



Source: Hospital Episode Statistics (HES), 2019

## EMERGENCY ADMISSIONS

Hospital Episode Statistics (HES) data reveals that when comparing Rugby Rural North to the 21 other JSNA areas, three measures relating to hospital admissions rank within the top four (Figure 18).

**Figure 18: Selected HES measures 2014/15 to 2018/19**

Measure	Rugby Rural North	Warwickshire	JSNA Rank
Emergency admissions 0-4 year olds 2014/15 to 2018/19, rate per 1,000 population	135.3	106.4	2nd
Emergency admissions for injury 0-4 year olds 2014/15 to 2018/19, rate per 10,000 population	167.7	129.2	4th
Emergency admissions 0-14 year olds 2014/15 to 2018/19, rate per 10,000 population	137	99.3	2nd

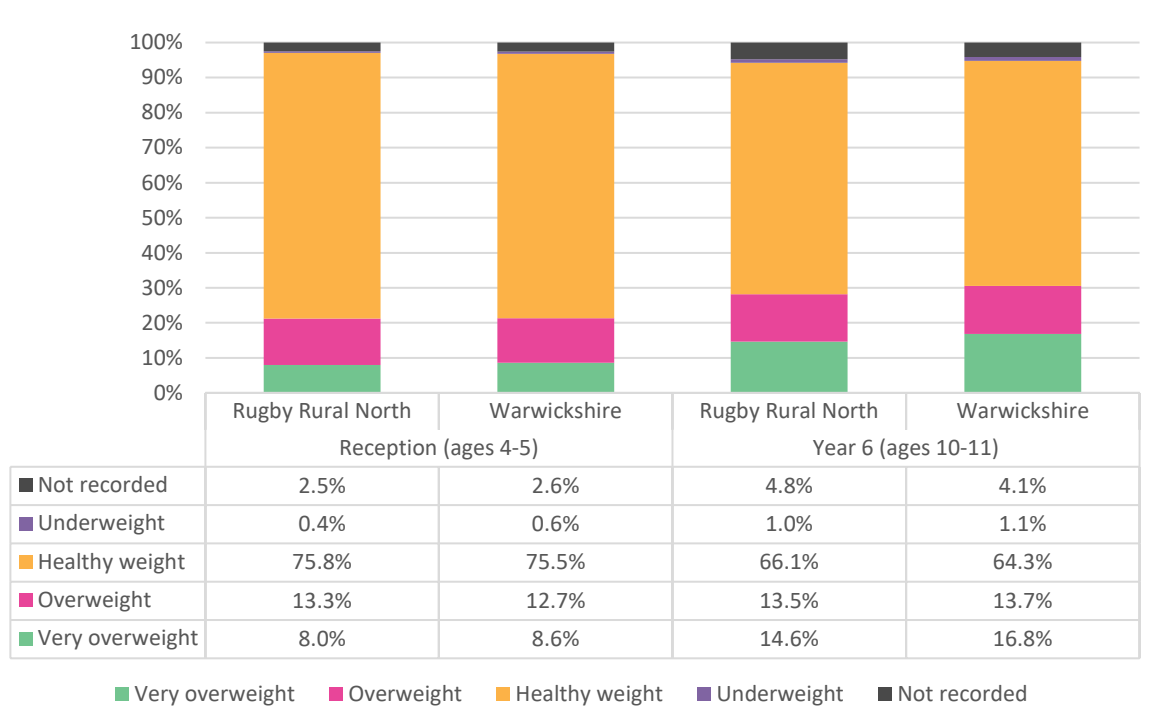
Source: Hospital Episode Statistics (HES), 2019

## OBESITY & LIFESTYLE

In 2017/18, the recorded prevalence of obesity in adults (18+ years) at Revel Surgery (8.7%) was statistically similar to both the national prevalence (9.8%) and Coventry and Rugby CCG (9%).

According to data from the National Child Measurement Programme (NCMP), 24.3% of reception age and year 6 children within the JSNA area were classed as 'very overweight' or 'overweight' (2014/15-2018/19). For context, this is below the county (25.7%) and puts Rugby Rural North 16<sup>th</sup> highest of the 22 JSNA areas. Figure 19 shows that there is a tendency for children to increase in weight as they move through primary school with a higher proportion of children 'very overweight' or 'overweight' in year 6 compared to those in reception.

Figure 19: NCMP results for 4-5 year olds and 10-11 year olds, 2014/15 to 2018/19



Source: NHS Digital, National Child Measurement Programme

Whilst Rugby Rural North performed comparatively well for this measure compared to other JSNA areas, the longer-term health implications for those children who do fall into this category are a concern. Feedback from earlier waves of the JSNA process has highlighted obesity as a countywide issue.

## CARERS

According to the 2011 Census, 11.3% of residents in the JSNA area provided unpaid care<sup>14</sup> which was slightly above both the borough (10.4%) and county (10.9%). The 11.3% equated to over 1,400 residents within the JSNA area providing some unpaid care each week of which some 268 were caring for over 50 hours per week (Figure 20).

**Figure 20: Provision of unpaid care, proportion of care provided by hours per week**

	Provide 1 - 19 hours unpaid care a week	Provide 20 - 49 hours unpaid care a week	Provide 50+ hours unpaid care a week
Rugby Rural North	69.6%	12.2%	18.2%
Rugby Borough	68.5%	11.7%	19.8%
Warwickshire	67.3%	11.7%	21.0%

Source: Census, 2011

At LSOA level, in 2011, the highest number of carers providing unpaid care (262) was in Fosse East and the largest proportion of carers providing unpaid care (13.5%) was in Fosse West. Of the 215 carers in Long Lawford South, 49 (23%) provided 50 or more hours care a week.

According to Warwickshire Young Carers there were 53 young carers (aged up to 25 years) in Rugby Rural North JSNA area in 2019 at a rate of 16.9 per 1,000 population aged 6-25<sup>15</sup>. Of these, more than half (53%) resided in Long Lawford South LSOA and over a fifth (21%) in Church Lawford, King's Newnham & Long Lawford North LSOA. Carers' Trust national research advises that young carers are twice as likely to report that their health is 'not good' compared with peers who provide no care. Young carers aged 16-18 are also twice as likely as their peers to be NEET<sup>16</sup>.

According to Carers' Trust data, there were 256 requests for information from carers living within Rugby Rural North JSNA area between 1<sup>st</sup> June 2017 to 31<sup>st</sup> October 2019<sup>17</sup>. The most common reasons for contact were for local/national information, emotional support and personal care health. Furthermore, there were 93 new carers registered with the Carers Trust working with people within Rugby Rural North JSNA area during this time period. In terms of the people cared for by new carers, 47% had a physical disability, 37% had a mental health disability.

## DEPRIVATION & POVERTY

The Index of Multiple Deprivation (IMD) 2019 is the official national measure of relative deprivation. Every small area in England is ranked from 1 (most deprived) through to 32,844 (least deprived)<sup>18</sup>.

For this report the IMD has been used to identify relative deprivation for each LSOA within Rugby Rural North by viewing the data by decile. Figure 21 lists the LSOAs within the JSNA area providing a rank from 1 to 10 for the overall IMD decile and the decile for each of the 7 domains of deprivation. On this decile scale a score of 1 means that the LSOA is within the top 10% most deprived nationally, 2 within the top 20% and so on.

We can see that for the overall IMD rank (first column), only Church Lawford, King's Newnham & Long Lawford North LSOA is within the top 30% most deprived nationally.

**Figure 21: Index of Multiple Deprivation decile by LSOA, 2019**

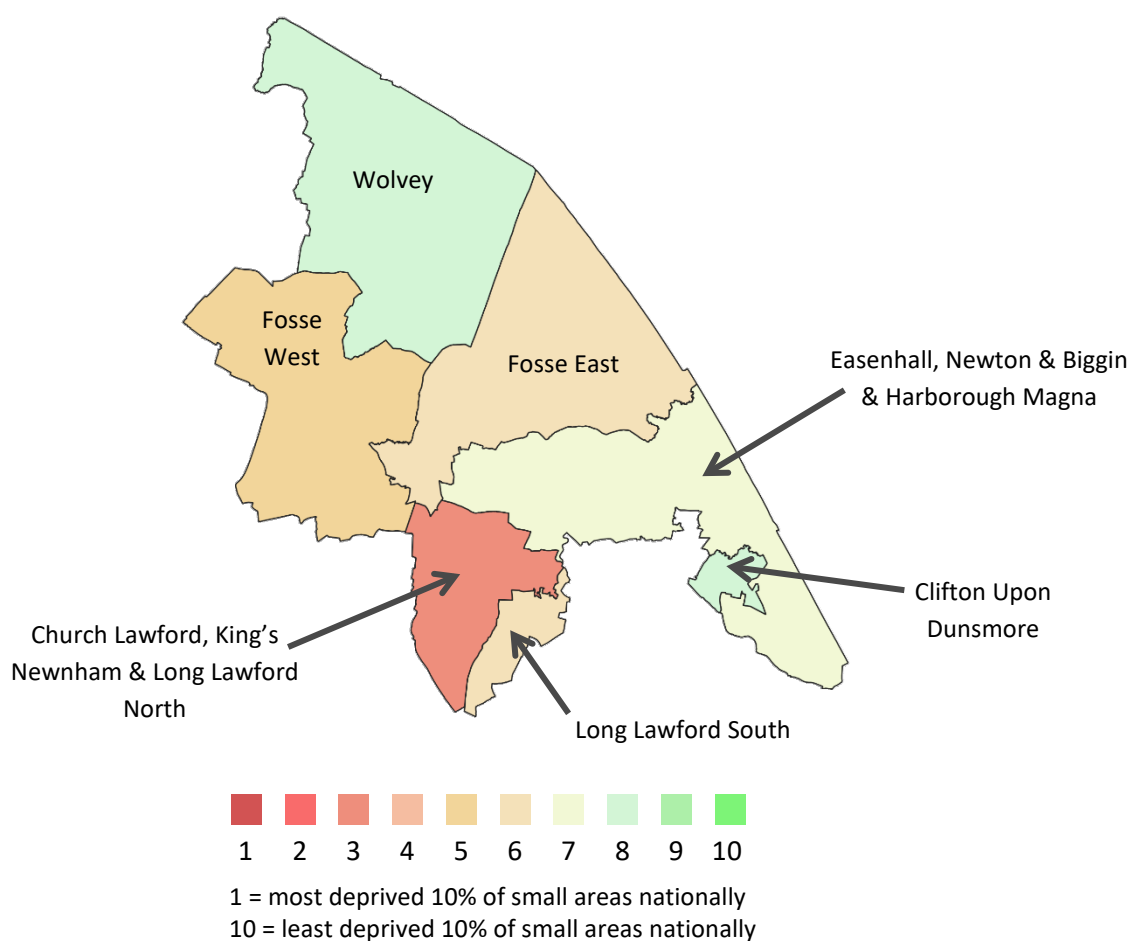
LSOA Name	IMD Rank	7 Domains of Deprivation						
		Income	Employment	Education, Skills and Training	Health Deprivation & Disability	Crime	Barriers to Housing and Services	Living Environment
Church Lawford, King's Newnham & Long Lawford North	3	3	4	3	5	5	1	6
Fosse West	5	6	6	6	7	3	1	4
Fosse East	6	8	8	8	8	7	1	4
Long Lawford South	6	6	7	6	8	6	2	4
Easenhall, Newton & Biggin & Harborough Magna	7	8	9	9	8	7	1	3
Wolvey	8	9	10	8	10	8	2	3
Clifton Upon Dunsmore	8	8	7	8	7	6	5	8

Source: ONS, 2019

Barriers to Housing and Services is the only domain for which Rugby Rural North LSOAs appeared within the top 20% most deprived nationally. Barriers to Housing and Services measures the physical and financial accessibility of housing and local services. This domain is discussed in more detail in the Housing section of the report (page 29).

Figure 22 illustrates the spread of relative deprivation for the JSNA area based on the overall IMD score.

Figure 22: Index of Multiple Deprivation decile by LSOA map, 2019



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## POVERTY

### Fuel Poverty

Data from the Department for Business, Energy and Industrial Strategy suggests that in 2017, 9.6% of households within Rugby Rural North were considered fuel poor compared to 10.3% for the borough and 10.1% for the county<sup>19</sup>.

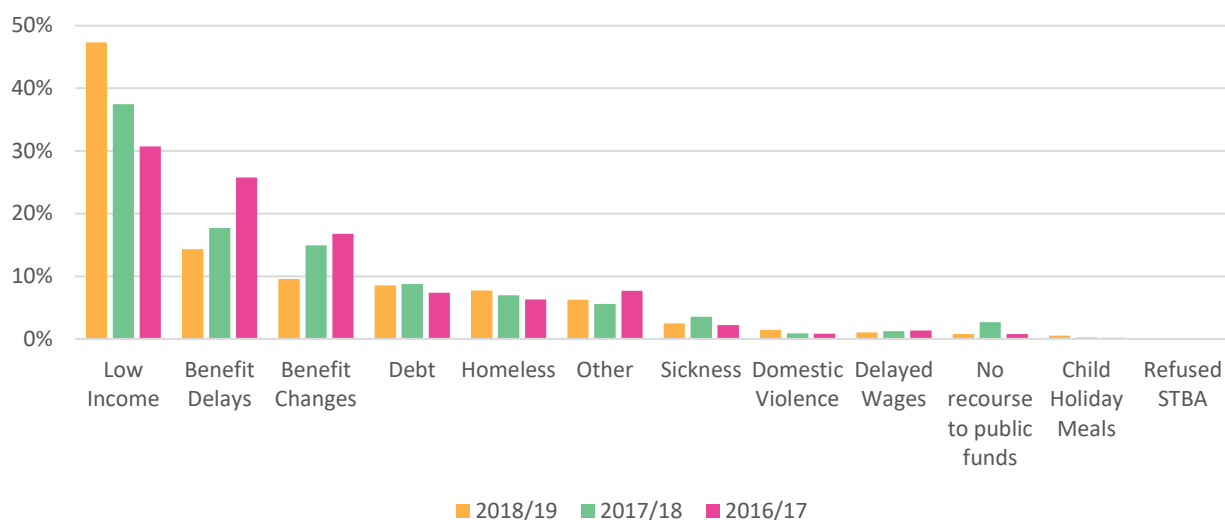
At LSOA, Wolvey had the highest proportion of fuel poor households (11.8%), followed by Church Lawford, King's Newnham & Long Lawford North (10.4%).

### Food Banks

Trussell Trust foodbank data (Figure 23) shows that in 2018/19 the primary reason for using Rugby foodbanks was low income (47%). Comparing the data over the three years, the number of people accessing foodbanks for both benefit changes and benefit delays have seen notable reductions.



Figure 23: Reasons for using Rugby foodbanks, 2016/17 - 2018/19

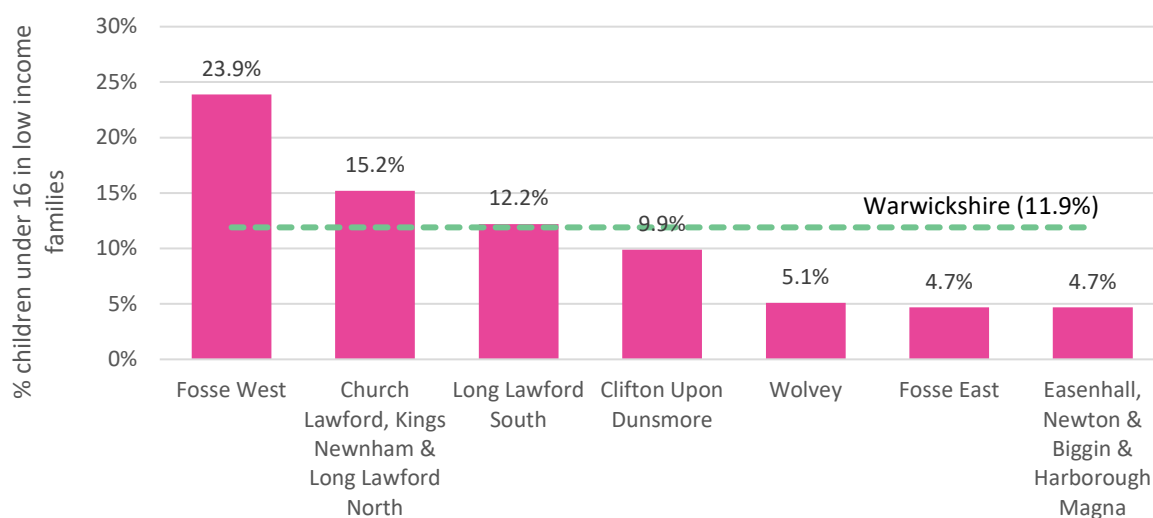


Source: Warwickshire Trussell Trust 2016/17 - 2018/19

## CHILD POVERTY

In 2016, 9.7% of children aged under 16 in Rugby Borough were in low income families which was lower than Warwickshire (11.9%) and England (17%). Within Rugby Rural North, Long Lawford South; Church Lawford, King’s Newnham & Long Lawford North; and Fosse West LSOAs had a higher proportion of children in low income families than Warwickshire (Figure 24). The 23.9% of children in low income families in Fosse West placed this LSOA 23<sup>rd</sup> highest of all 339 Warwickshire LSOAs for this measure.

Figure 24: Children (under 16) in low income families, 2016, by LSOA in Rugby Rural North

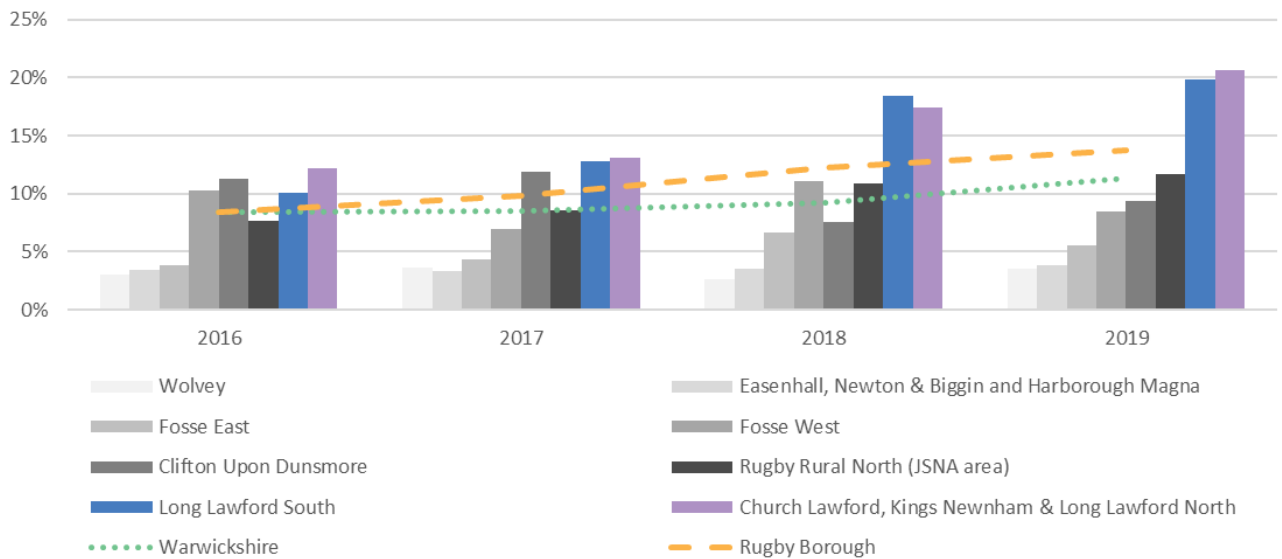


Source: <https://www.gov.uk/government/statistics/personal-tax-credits-children-in-low-income-families-local-measure-2016-snapshot-as-at-31-august-2016>

## FREE SCHOOL MEALS (FSM)

In 2019 the percentage of children eligible for and claiming free school meals (FSM) for the JSNA area (12%) was higher than for the county (11.3%) but below the borough (13.8%) and national proportion (15%)<sup>20</sup>. Trend data for the last four years (Figure 25) highlights the growth in proportion of those eligible for and claiming FSM within the LSOAs of Long Lawford South and Church Lawford, King's Newnham & Long Lawford North.

**Figure 25: Proportion of children eligible for and claiming FSM, 2016-2019**

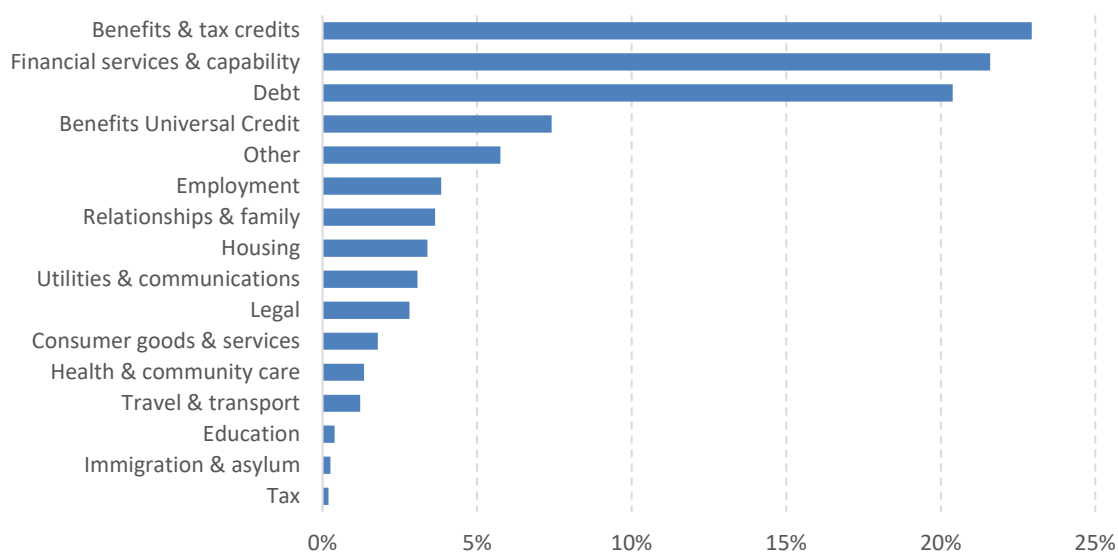


Source: January School Census, 2019

Enquires to Citizens Advice (CA) provides an indicator of the scale of need within a community across a range of issues. In 2018/19 there were 1,565 enquires to Citizens Advice from residents living in the JSNA area which is an increase on 2017/18 when 1,170 enquiries were received. For context, the average number of enquiries across all 22 JSNA areas was 3,605.

More than a fifth of enquires related to benefits & tax credits (22.9%), financial services & capability (21.6%) and debt (20.4%). These three categories contributed a combined 65% of all enquiries (Figure 26).

Figure 26: Enquiries to Citizens Advice by type of enquiry, Rugby Rural North JSNA, 2018/19



Source: Warwickshire Citizens Advice (2019)

Included within the Citizens Advice data are sub-categories which provide further levels of detail about the nature of the enquiries. Figure 27 provides the top three sub-categories for benefits & tax, financial services & capability and debt enquiries.

Figure 27: Citizens Advice enquiries by sub-category (top three), Rugby Rural North, 2018/19

Benefits & tax credits	%	Financial services & capability	%	Debt	%
Personal independence payment	31.2%	Financial capability	69.8%	Debt Relief Order	14.7%
Attendance Allowance	10.6%	Pension Wise	21.9%	Council tax arrears	14.4%
Employment Support Allowance	10.3%	Personal Pensions	3.3%	Unsecured personal loan debts	10.0%

Source: Warwickshire Citizens Advice (2019)

## ECONOMY

### CLAIMANT COUNT

The Claimant Count is an administrative measure of the number of people claiming benefit principally for the reason of being unemployed, using individual records from the benefit system. At May 2019, Rugby Rural North JSNA area had 406 claimants which made up 2.5% of the total Warwickshire claimants (Figure 28). At LSOA level, the highest volumes of claimants were within Long Lawford South (132) and Church Lawford, King's Newnham & Long Lawford North (126)<sup>21</sup>.

**Figure 28: Claimant count and JSNA area claimants as a percentage of all Warwickshire claimants**

	May 2016	May 2017	May 2018	May 2019
Rugby Rural North	37	182	267	406
Rugby Borough	620	2,715	3,896	4,484
Warwickshire	1,827	5,043	9,923	16,046
Rugby Rural North as a % of Warwickshire	2.0%	3.6%	2.7%	2.5%

Source: DWP, Stat-Xplore

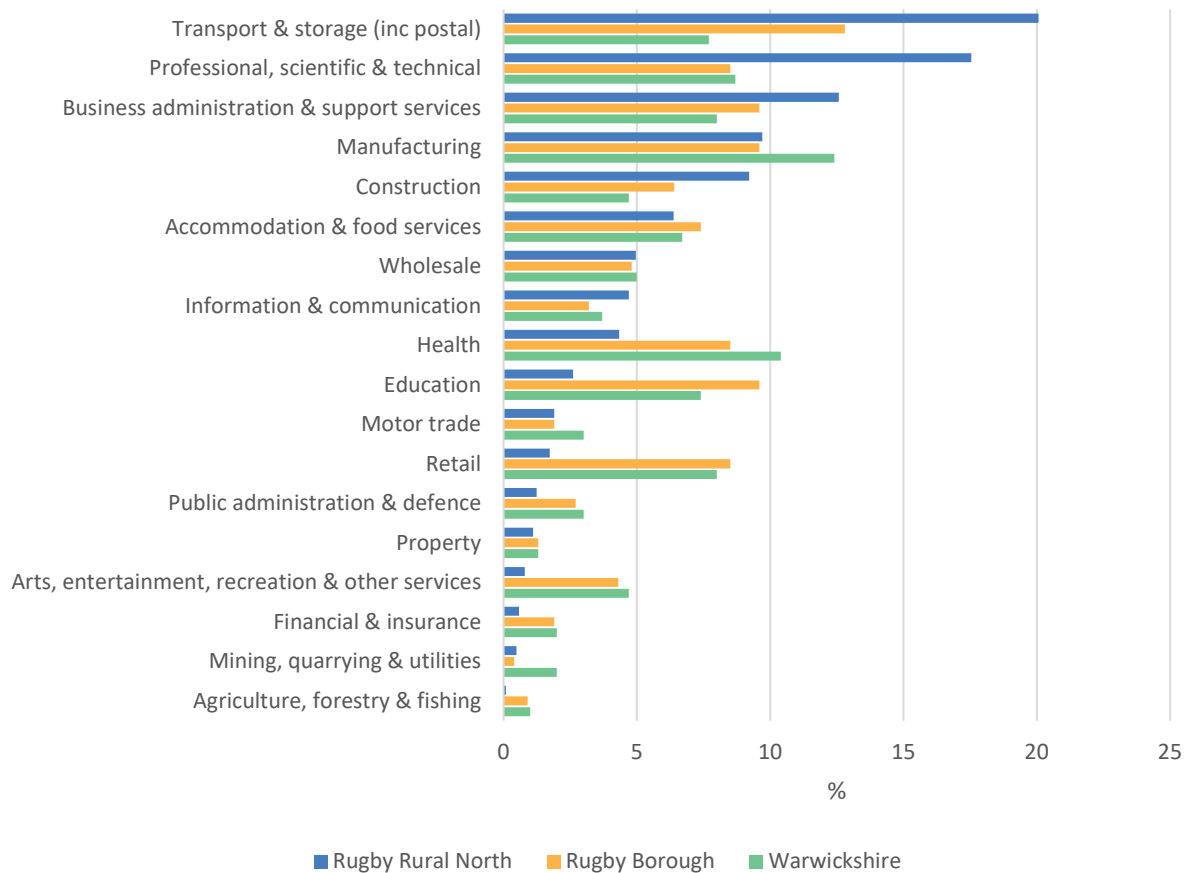
Under Universal Credit a broader span of claimants are required to look for work than under Jobseeker's Allowance. As Universal Credit Full Service is rolled out across areas in Warwickshire, the number of people recorded as being on the Claimant Count is therefore likely to rise.

### EMPLOYMENT, INDUSTRY & OCCUPATION

According to Census 2011 data, 30.3% of the 16 and over population of Rugby Rural North had a highest qualification of Level 4 (degree level) or above<sup>22</sup> which is above the borough (28.2%) and county (28.8%). Just under a fifth (19.4%) had no qualifications which is similar to the borough (19.6%) and below the county (21.6%).

In 2018, it was estimated that the transport and storage (inc postal) and the professional, scientific and technical sectors employed the most people in Rugby Rural North (Figure 29).

**Figure 29: Estimated percentage of people employed by sector in Rugby Rural North, Rugby Borough and Warwickshire, 2018**



Source: ONS, Business Register and Employment Survey, 2018

At LSOA, an estimated 43.9% of jobs (across all sectors) were located within Easenhall, Newton & Biggin & Harborough Magna, 33.2% in Fosse West and 9.9% in Wolvey. These three LSOA’s combined contributed an estimated 87% of all Rugby Rural North employment.

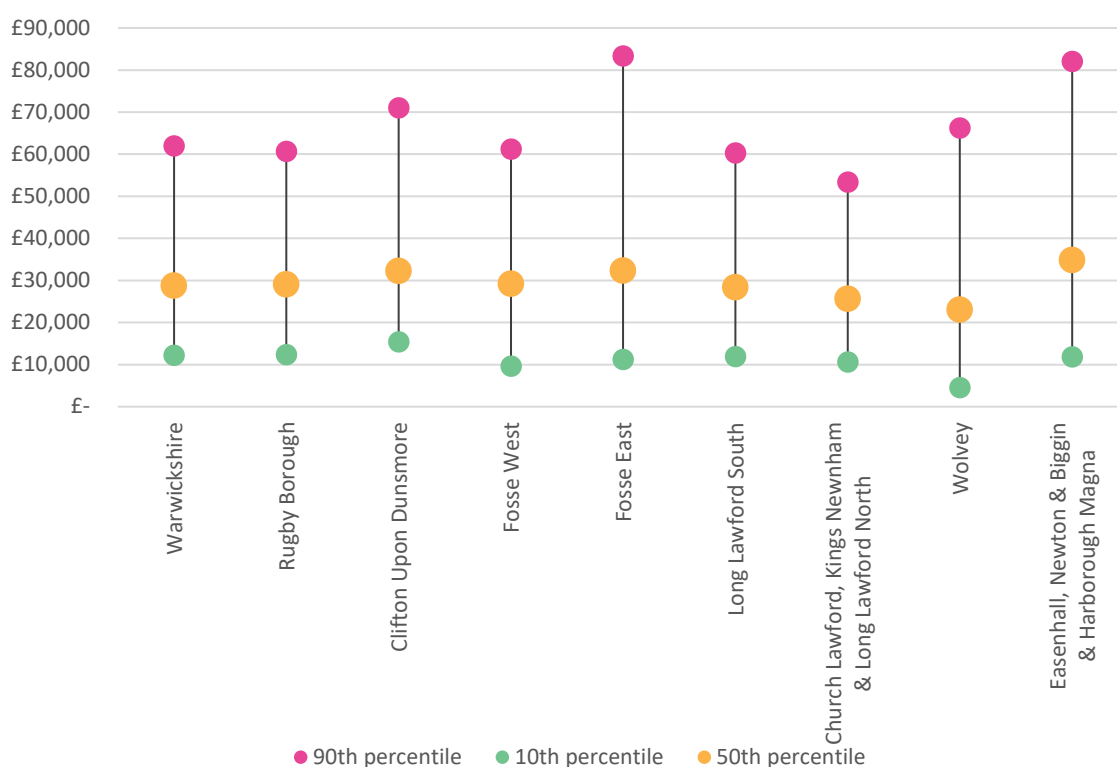
Looking at employment by sector, 88% of the jobs within the transport and storage (inc postal) sector were located within Easenhall, Newton & Biggin & Harborough Magna. Fosse West saw the largest proportion of both business administration & support services jobs (70%) and professional, scientific & technical jobs (63.1%). The majority (58%) of construction jobs were located within Wolvey LSOA.

## INCOME & AFFORDABILITY

ONS have released experimental income statistics on PAYE and benefits for household-level income for the tax year 2015/16 to show the distribution of income at LSOA-level<sup>23</sup>.

The 'gap' between income in the 10<sup>th</sup> and 90<sup>th</sup> percentile was £49,792 for Warwickshire and £48,308 for Rugby Borough (Figure 30). The widest gap at LSOA was Fosse East (£72,088) followed by Easenhall, Newton & Biggin & Harborough Magna (£70,207) and Wolvey (£61,729).

**Figure 30: Equivalised gross household PAYE and benefits income (10<sup>th</sup> percentile, 90<sup>th</sup> percentile and 50<sup>th</sup> percentile) by county, borough and LSOAs within Rugby Rural North**



Source: ONS, 2019

## HOUSING

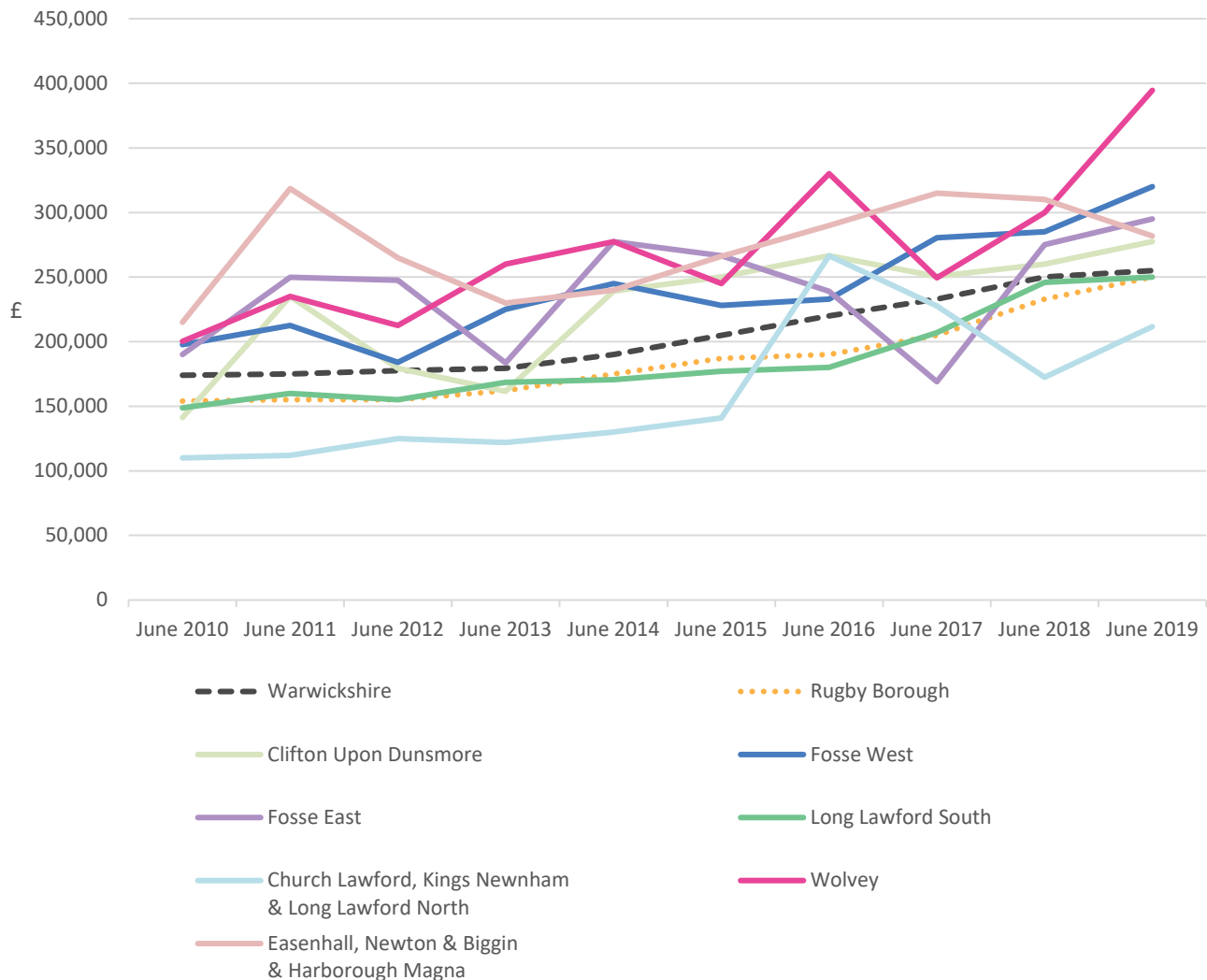
One of the themes which has emerged through the stakeholder meeting, the feedback from the surveys and the initial data gathering is around the availability and affordability of housing. Feedback from the stakeholder event included:

- Lack of affordable housing
- Older population, potentially difficult for younger people to move back to the area
- Speed of growth of housing stock within the borough
- Appropriate mix of housing
- Facilities and services not matching with the volume of housing

## House Prices

At year ending June 2019, the median price paid for a house in Rugby Borough was £250,000 and £255,000 in Warwickshire (Figure 31). At LSOA, Wolvey saw the highest median price paid at June 2019 of £394,562 and Church Lawford, King’s Newnham & Long Lawford North was the lowest at £211,500.

**Figure 31: Median price paid, year ending June 2010 to June 2019 by County, Borough and LSOA**



Source: ONS, Median price paid for residential properties by LSOA, 2019

In terms of house price affordability, at year end 2017 a Rugby Borough resident would have needed 6.84 times the average annual household income to be able to afford the median-priced house in the borough of £210,000. For comparison, 10 years ago a resident would have required 6.21 times the average annual salary to be able to afford an average price house in the borough of £155,000. In short, residents in the borough require a higher proportion of their income to purchase a house now than they did ten years ago.

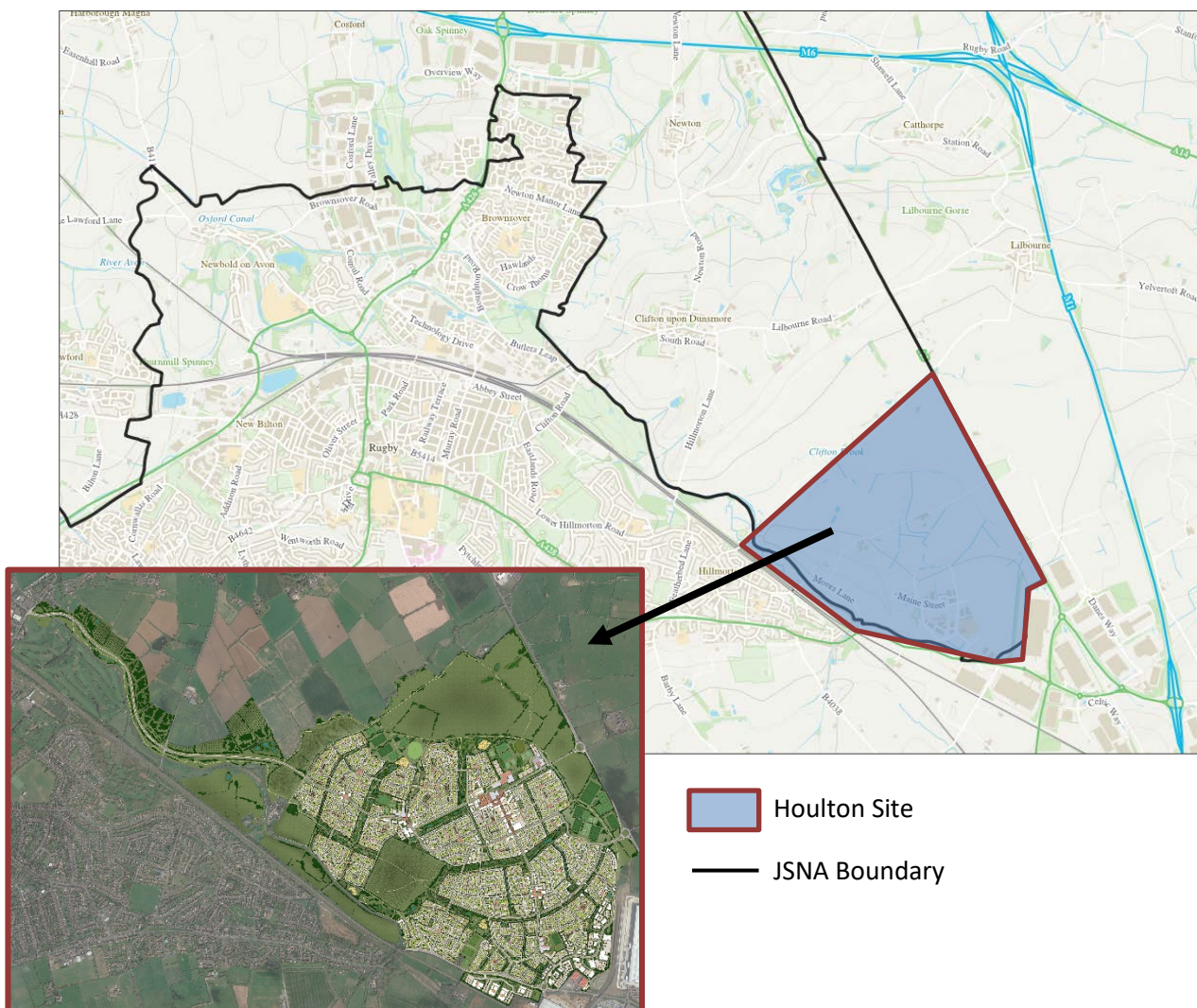
## Houlton Development

At the time of writing the Houlton housing development situated at the old Rugby radio mast station is part way through construction. The completed site will include:

- 6,200 homes (range of 2,3, 4 & 5 bedroom homes)
- One new Secondary School
- Three new primary schools
- A new 8 GP Health Centre
- 13,850m of footpaths
- New link road into Rugby
- 500 acres of open spaces
- Network of cycle paths

The majority of this development falls within Rugby Rural North JSNA area (Figure 32).

Figure 32: Map of the Houlton site and JSNA Rugby Rural North JSNA boundary



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### Stakeholder View

Discussions at the stakeholder event highlighted concerns around the development. It was suggested that the site is being advertised as ideal for commuting with promotional content highlighting the travel time by rail from Houlton to both London and Birmingham. There is a concern that the Houlton site will not provide an adequate level of affordable housing.

### INDEX OF MULTIPLE DEPRIVATION (IMD)

Within the Deprivation section of the report (page 22), it was highlighted that six of the Rugby Rural North JSNAs fell within the top 20% most deprived nationally for the Barriers to Housing domain. Indicators for this domain fall into two sub-domains:

**Geographical Barriers** - relate to the physical proximity of local services

**Wider Barriers** - includes issues relating to access to housing such as affordability and homelessness

Figure 33 illustrates that for the context of Rugby Rural North, it is the Geographical Barriers sub-domain which is the driver for the low Barriers to housing and Services ranking. The notion of problems in relation to proximity of local services is something which has been echoed through the stakeholder meeting and the survey.

Figure 33: IMD Barriers to Housing and Services by LSOAs within Rugby Rural North

LSOA Name	Barriers to Housing and Services	Geographical Barriers	Wider Barriers
Church Lawford, King's Newnham & Long Lawford North	1	1	4
Fosse West	1	1	8
Fosse East	1	1	6
Long Lawford South	2	1	7
Easenhall, Newton & Biggin & Harborough Magna	1	1	7
Wolvey	2	1	7
Clifton Upon Dunsmore	5	3	8

Source: IMD, 2019

For further information on the current Rugby Borough housing targets and projections, the local development framework authority monitoring report can be accessed at:

[https://www.rugby.gov.uk/downloads/download/48/annual\\_monitoring\\_reports](https://www.rugby.gov.uk/downloads/download/48/annual_monitoring_reports)

## EDUCATION

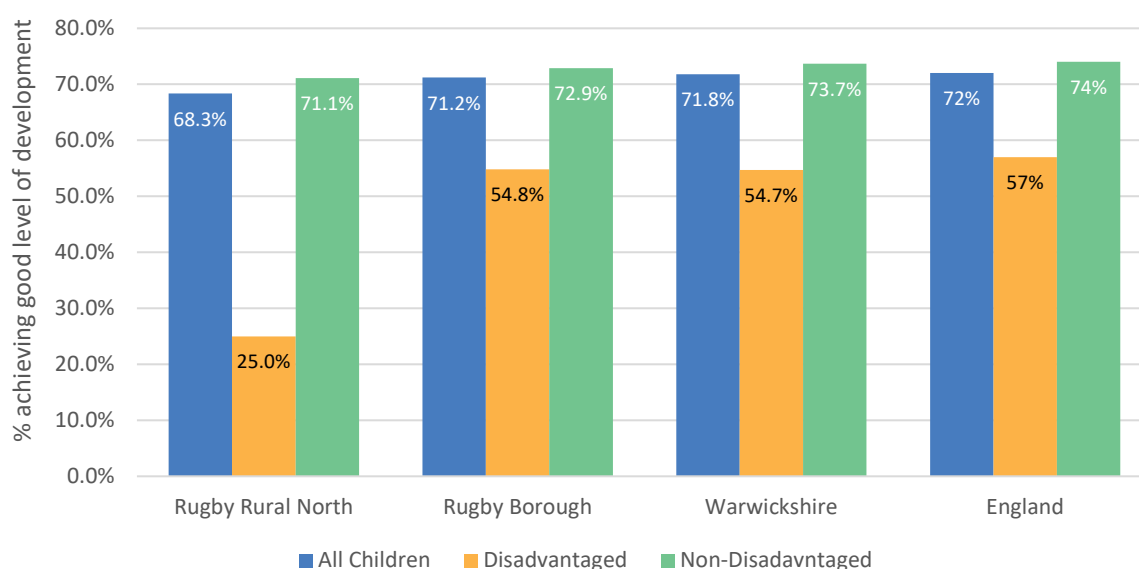
A disadvantaged student is defined by the Department for Education as any student eligible for free school meals or children looked after (CLA). This section compares the results of the students classified as being 'disadvantaged', with those who are not.

*Note – within this section figures for the JSNA and borough are based on students who reside within those geographies. The Warwickshire figures are based on all pupils attending Warwickshire schools regardless of residence.*

## EARLY YEARS

The proportion of children in reception (aged 4-5) living in Rugby Rural North achieving a good level of development (GLD) reduced from 77.6% in 2018 to 68.3% in 2019<sup>24</sup>. This was lower than proportion achieving a GLD in the borough, county and nationally. Of note, in 2019, the gap between disadvantaged and non-disadvantaged children for the JSNA area was 46.1 percentage points compared to a gap of 18.1 percentage points for the borough and 19 percentage points for the county (Figure 34).

**Figure 34: Percentage of children achieving a Good Level of Development (school readiness), 2019**



*Source: Early Help & Education, Business Intelligence, Commissioning Support Unit, 2020*

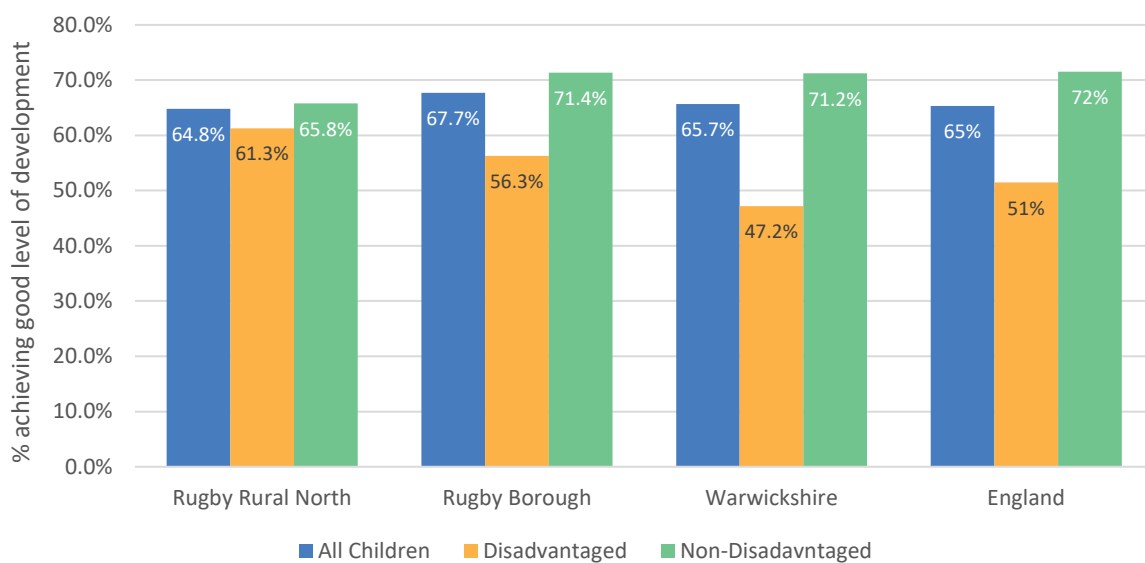
However, it is important to note that low numbers of children eligible for FSM in the JSNA area mean that the percentages can change considerably year on year. Three out of 12 of JSNA area children eligible for FSM achieved a GLD in 2019 (25%) compared to 17 out of 24 in 2018 (70.8%) and 10 out of 14 in 2017 (71.4%).

## END OF PRIMARY SCHOOL ATTAINMENT – KEY STAGE 2

In 2019, 64.8% of Rugby Rural North children achieved the expected level of development (ELD) in reading, writing and maths at the end of Key Stage 2 (aged 10-11). This was a reduction from 73.5% in 2018. For 2019, Rugby Rural North saw the highest proportion (61.3%) of ELD for disadvantaged children of all 22 JSNA areas having seen the lowest recorded proportion in 2018 (18.2%).

The strong performance of disadvantaged children in 2019 has resulted in a gap of 4.5 percentage points between disadvantaged and non-disadvantaged children compared to a gap of 15.1 percentage points for the borough and 24 percentage points for the county.

**Figure 35: Percentage of children achieving the Expected Level of Development (ELD) in reading, writing and maths, 2019**



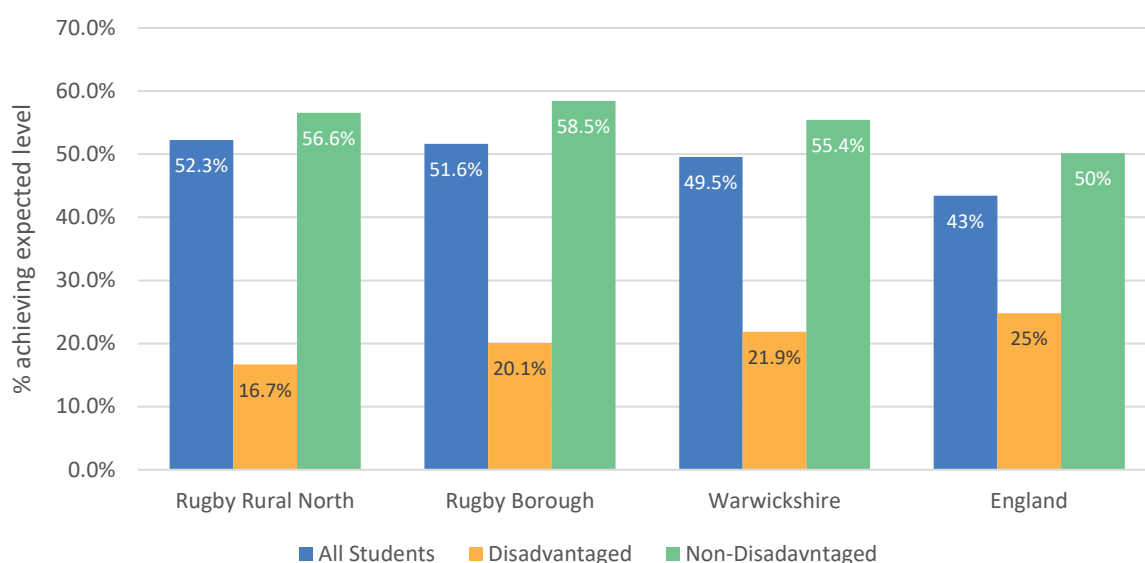
Source: Early Help & Education, Business Intelligence, Commissioning Support Unit, 2020

## END OF SECONDARY SCHOOL ATTAINMENT – KEY STAGE 4

In 2019, 52.3% of students living in Rugby Rural North achieved a 9-5 strong pass in English and Maths at the end of Key Stage 4 (age 15-16) compared to 51.6% in Rugby Borough and 49.5% in Warwickshire (Figure 36).

The 16.7% of disadvantaged students achieving this measure in 2019 is an increase compared to 2018 (15.4%) although as per early years and KS2 it should be noted that actual numbers of disadvantaged students are small (12 in 2019). The gap between disadvantaged and non-disadvantaged students in 2019 was 39.9 percentage points (borough 38.4, county 33.5).

**Figure 36: Students achieving the new Key Stage 4 measures of 9-5 strong pass including English and Maths, 2019**



Source: Early Help & Education, Business Intelligence, Commissioning Support Unit, 2020

## PUPIL ABSENCE

Since the 2015/16 academic year, a pupil has been classified as a persistent absentee if they miss 10% or more of their possible sessions in an academic year. The data covers all pupils from reception through to Year 11 (aged 4 to 15 at the start of the academic year). Absence data includes both authorised and unauthorised absence.

Figure 37 illustrates that levels of absence for the JSNA area have been above both the borough and county over the four-year period<sup>25</sup>.

**Figure 37: Percentage of pupils missing 10%+ of school, 2015/16 to 2018/19**

	2015/16	2016/17	2017/18	2018/19
Rugby Rural North	10.8%	11.8%	13.6%	12.1%
Rugby Borough	9.4%	9.4%	11.4%	10.5%
Warwickshire	9.3%	9.2%	10.4%	10.1%

*Source: Early Help & Education, Business Intelligence, Commissioning Support Unit, 2020*

At LSOA, Fosse West and Church Lawford, King's Newnham & Long Lawford North both recorded an average of 21% of pupils missing 10% or more of school (aggregated over the four year period) followed by Long Lawford South with 13%.

For context, the 21% absence recorded for Fosse West LSOA and Church Lawford, King's Newnham & Long Lawford North LSOA was the 5<sup>th</sup> highest percentage of all 339 Warwickshire LSOAs suggesting that pupil absence is an area of concern for these two LSOAs.

## SPECIAL EDUCATIONAL NEEDS & DISABILITY (SEND)

At January 2019, 3% of children residing in Rugby Rural North and attending a state-funded school in Warwickshire had an Education, Health and Care Plan (EHCP), similar to the county (3.1%). Of the 3%, the top three most common primary Special Educational Needs and Disability (SEND) resulting in an EHCP were:

- Severe Learning Difficulty 16 (27%)
- Autistic Spectrum Disorder 13 (22%)
- Social, emotional and mental health 10 (17%)

## SOCIAL CARE

This section includes information on both adult and children's social care. The data for these areas is held and has been provided by Warwickshire County Council.

### CHILDREN'S SOCIAL CARE

A selection of key children's social care measures is provided in Figure 38.

Figure 38: Selected Children's Social Care Measures

		Rugby Rural North	Rugby Borough	Warwickshire	
Number and rate of Children in Care as at 31st March 2019	Number	4	125	643	Fosse East LSOA had the largest CiC rate at 26.3 (1 child out of 380)
	Rate per 10,000 child population	12.1	51.9	55.5	
Number and rate of children subject to a Child Protection Plan as at 31st March 2019	Number	7	58	325	Two LSOA's with the highest number; Long Lawford (4) and Church Lawford, King's Newnham & Long Lawford North (2)
	Rate per 10,000 child population	21.2	24.1	28	
Number and rate of children subject to a Child in Need Plan as at 31st March 2019	Number	69	613	2,983	Two LSOA's with the highest rate; Church Lawford, King's Newnham & Long Lawford North (403.8) and Long Lawford South (272.4)
	Rate per 10,000 child population	208.7	254.4	257.3	
Number and rate of children with disabilities at 31st March 2019	Number	14	107	624	Two LSOA's with the highest number; Clifton Upon Dunsmore (4) and Long Lawford South (4)
	Rate per 10,000 child population	42.3	44.4	53.8	
Multi-Agency Safeguarding Hub (MASH) referrals 1 <sup>st</sup> April 2018 to 31 <sup>st</sup> March 2019	Number	76	831	4,691	Two LSOA's with the highest rate; Church Lawford, King's Newnham & Long Lawford North (641.3) and Long Lawford South (415.1)
	Rate per 10,000 child population	229.9	344.9	404.7	

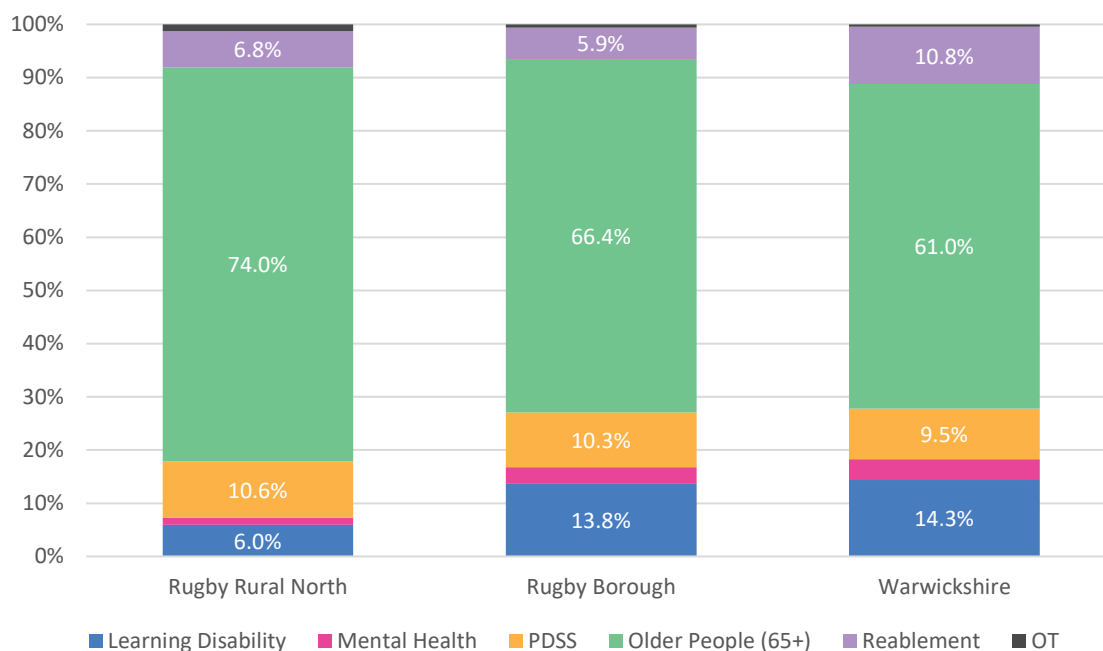
## ADULT'S SOCIAL CARE

Adult Social Care data at year end 2019 shows there were 226 people aged 18 and over accessing social care services within the JSNA area, this equates to 1.9% of the 18+ population<sup>26</sup>.

This is split across three areas: residential/nursing, community and low level. Within the JSNA area, 46.2% of service users were accessing community services, 36.5% accessing residential/nursing and 17% low level/preventative services. At LSOA, 60 of the 97 nursing care packages were within Easenhall, Newton & Biggin & Harborough Magna LSOA and 31 in Clifton Upon Dunsmore LSOA.

Older people (65+) social care packages make up just under three quarters (74%) of all Rugby Rural North adult social care packages (Figure 39). Proportions of mental health and learning disability packages for the JSNA area are smaller than for the both the borough and the county.

**Figure 39: Breakdown of Adult Social Care packages by service area, 2019**



Source: Adult Social Care Mosaic database, Commissioning Support Unit, WCC

# COMMUNITY SAFETY

## CRIME

The Rugby Borough Community Safety Partnership (CSP) works to reduce levels of crime and disorder in the borough. The Rugby CSP priorities for 2020/21 are:

**Violent Crime**

- *With a focus on knife crime*

**Personal Robbery**

**Vulnerability**

- *With a focus on domestic abuse, Modern Slavery and Human Trafficking (MSHT), Child Exploitation, Prevent*

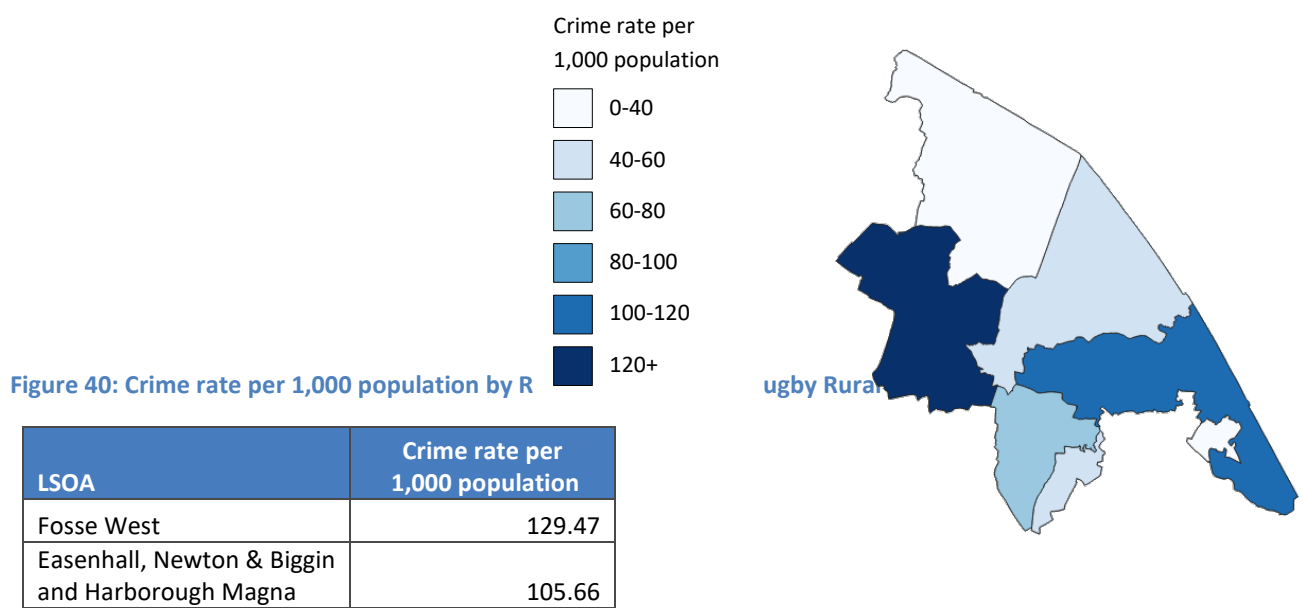
**Business Crime**

**Road Safety**

In addition, Rugby CSP Board elected to monitor three cross cutting themes consisting of drugs and alcohol, reducing re-offending and organised crime groups.

Rugby Rural North recorded a crime rate of 70 offences per 1,000 population for the twelve month period September 2018 to August 2019 which was lower than the borough rate of 73.6 per 1,000 and the county (73.4 per 1,000)<sup>27</sup>. Overall, Rugby Rural North had the 12<sup>th</sup> highest crime rate of all 22 JSNA areas.

Figure 40 examines the crime rate for the JSNA area by LSOA. We see that there is a clear disparity in crime distribution across the JSNA area at this geography with the highest rates within Fosse West and Easenhall, Newton & Biggin and Harborough Magna LSOAs. Fosse West LSOA has the 29<sup>th</sup> highest crime rate per 1,000 population of all 339 LSOAs in Warwickshire.





Church Lawford, King's Newnham & Long Lawford North	70.12
Long Lawford South	53.08
Fosse East	51.37
Wolvey	37.45
Clifton Upon Dunsmore	34.85

Source: Crime Information System, Warwickshire Police

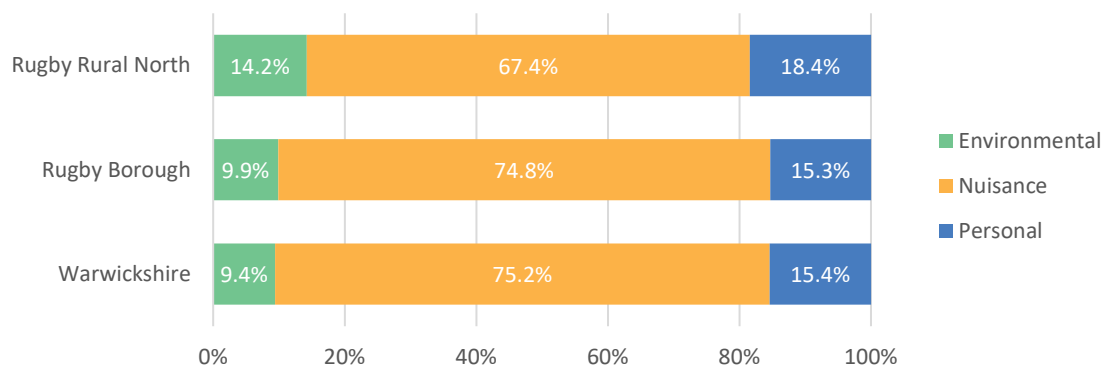
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Vehicle offences made up a fifth of Fosse West LSOA offences during the examined period. Followed by 'all other theft offences' (17%) and violence without injury (12%). These were also the top three categories for Easehall, Newton & Biggin and Harborough Magna LSOA with 'all other theft offences' contributing just under a quarter (24%), vehicle offences 19% and violence without injury 18%.

## ANTI-SOCIAL BEHAVIOUR (ASB)

Rugby Rural North recorded an ASB rate of 19.4 incidents per 1,000 population (September 18 to August 2019), lower than the borough (22.2 per 1,000) and the county (22.8 per 1,000)<sup>28</sup>. The proportion of incidents by ASB category is provided in Figure 41.

Figure 41: Proportion of ASB incidents by category, 2018/19



Source: Warwickshire Police, STORM incident system

Of note, the JSNA area has a slightly higher proportion of personal ASB compared to the borough and county. Personal ASB involves the targeting of a specific individual or group. The 53 personal ASB incidents at a rate of 3.57 per 1,000 population is the 9<sup>th</sup> highest rate of the 22 JSNA areas. Easehall, Newton & Biggin and Harborough Magna LSOA saw the highest levels of personal ASB with 23 incidents reported at a rate of 7.79 per 1,000 population during the examined period of September 2018 to August 2019.

The 41 environmental ASB incidents recorded during the examined period of September 2018 to August 2019 at a rate of 2.76 per 1,000 population was the 8<sup>th</sup> highest rate of the 22 JSNA areas. At LSOA, Fosse West and Easenhall, Newton & Biggin and Harborough Magna saw the highest rates with 4.1 and 4.06 per 1,000 population respectively.

## ROAD SAFETY

Warwickshire County Council's Road Safety Intelligence Team manages data in relation to Road Traffic Collisions (RTCs). During the period November 2018 to October 2019 there were a total of 63 RTC resulting in injury (Figure 42), a reduction of 24 compared to the previous 12 months. Of the 63 collisions, 18 resulted in serious injury and two involved fatalities.

**Figure 42: Number of people injured in Road Traffic Collisions (RTC) by severity, November 2018 to October 2019 by JSNA area and LSOAs within Rugby Rural North**

	Fatal	Serious	Slight	Total
Rugby Rural North	2	18	43	63
Clifton Upon Dunsmore	0	0	1	1
Fosse West	0	5	15	20
Fosse East	1	2	11	14
Long Lawford South	0	1	1	2
Church Lawford, King's Newnham & Long Lawford North	0	0	0	0
Wolvey	0	5	8	13
Easenhall, Newton & Biggin & Harborough Magna	1	5	7	13

Source: WCC Road Safety Intelligence Team

At LSOA level, Easenhall, Newton & Biggin & Harborough Magna saw the highest number of collisions resulting in people being killed or seriously injured (KSI). Fosse West saw the highest number of collisions during the 12 month period (20) of which five resulted in serious injury.

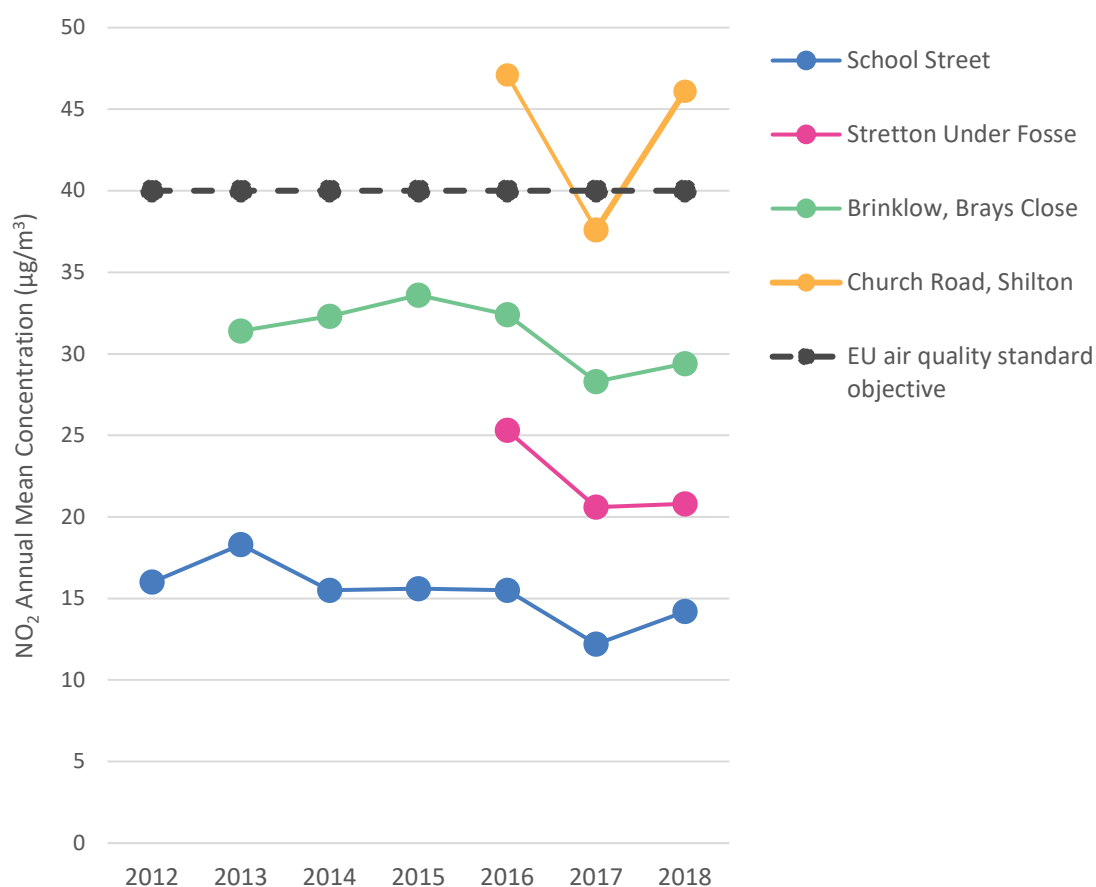
## ENVIRONMENT

Air pollution is associated with several adverse health impacts. The main air quality issue identified is for nitrogen dioxide (NO<sub>2</sub>) emitted from road traffic, particularly at sites of traffic congestion.

Monitoring of NO<sub>2</sub> levels takes place at four sites within the JSNA area. The trend in annual mean NO<sub>2</sub> concentrations at these locations is illustrated in Figure 43. Recorded NO<sub>2</sub> levels at the Church Road monitoring station located in Shilton were above the EU air quality standard objective in 2016 and 2018. For context, of the 188 monitoring stations across the county, only 9 recorded levels above the EU air quality standard objective in 2018.

The other three Rugby Rural North monitoring sites (School Street in Long Lawford, Brays Close in Brinklow and Main Street, Stretton under Fosse) and are classified as 'green' on the measurement RAG rating for 2018 as they all saw levels below 30 µg/m<sup>3</sup>.

**Figure 43: Annual trends in NO<sub>2</sub> mean concentration (µg/m<sup>3</sup>) at monitoring sites, 2012-18**



Source: Rugby Borough Council, Air Quality Annual Status Report, 2018

## COMMUNITY ASSETS

It is difficult to keep an up-to-date list of local assets, particularly when many projects are short term and times or location of events can change. However, in February 2020, research and information gathering was undertaken in order to identify current community assets within the JSNA area of Rugby Rural North.

Community assets have been grouped into 10 broad themes. An individual community asset can appear across multiple themes (for example, a dementia café would feature in Older People, Advice & Support, Health & Wellbeing, and Community Cafes and Foods). Rugby Rural North's community assets are listed in Figure 44 and presented in Appendix A.

**Figure 44: Count of community assets by theme in Rugby Rural South, February 2020**

Theme	Count
1 – Children & Families	19
2 – Young People	8
3 – Older People	3
4 – Community Venues & Meeting Points	24
5 – Community Organisations & Social Groups	12
6 – Leisure & Recreational Activities	27
7 – Advice & Support	1
8 – Community Cafes & Foods	3
9 – Health & Wellbeing	4
10 – Education & Learning	11

The themes with the largest number of community assets was Leisure & Recreational Activities. The theme with the fewest community assets was Advice & Support (see Appendix A).

## COMMUNITY ENGAGEMENT

The following section includes data and information from local residents and stakeholders on the health and well-being needs of people living in Rugby Rural North JSNA area. This was gathered at a stakeholder event, and from a local survey of the public and professionals' views and engagement with specific professional groups around issues such as housing and poverty.

### SURVEY

This section presents the findings of a Joint Strategic Needs Assessment survey administered to professionals (those working in the JSNA area) and residents (those living in the JSNA area). The findings presented below are based on responses to the surveys between 1st June 2018 and 18th February 2020. A full analysis can be found in the Appendices.

**Professionals:** 4 respondents identified themselves as a professional working in the Rugby Rural North JSNA area and 19 respondents stated they worked across all areas of Rugby Borough, including in the Rugby Rural South JSNA area. Respondents were asked to select three priorities for improvement for specific age groups. Figure 45 summarises the priorities selected by those working in Rugby Rural North.

**Figure 45: Professional: priority areas for improvement**

Category	Parent & Infant	Children & Young People	Working Age	Older People	All Ages	Total
Healthy Lifestyle	4	2	2	1	1	10
Access to transport	3	1	2	2	2	10
Mental health and wellbeing	2	2	1	1	3	9
Access to health services	2	3	2	1	1	9
Employment and skill	1	1	2	0	1	5
Parks and green spaces	1	2	1	0	1	5
Community activities and opportunities to develop social networks	0	1	1	0	1	3
Substance Misuse	2	0	0	0	0	2
Access to other local services	0	0	0	1	1	2
Housing/accommodation	0	0	1	0	1	2
Support for those with long-term health conditions	0	0	0	1	0	1
Initiatives to support and reduce people living in poverty	0	0	0	0	1	1
Support for carers	0	0	0	0	1	1
Total	15	12	12	7	14	

When asked, in their experience of working in the Rugby Rural South JSNA area, to rank the top three potential barriers to improving health and wellbeing of the local population, lack of funding, poor public transport links and lack of time were the most common responses given.

Finally, respondents were asked if they wished to share anything else to help better understand the needs of the area they work in. Issues raised were around the need for regular bus routes in the areas that need them most (e.g. Chapel Street, Round Avenue) to assist with accessing healthcare in town.

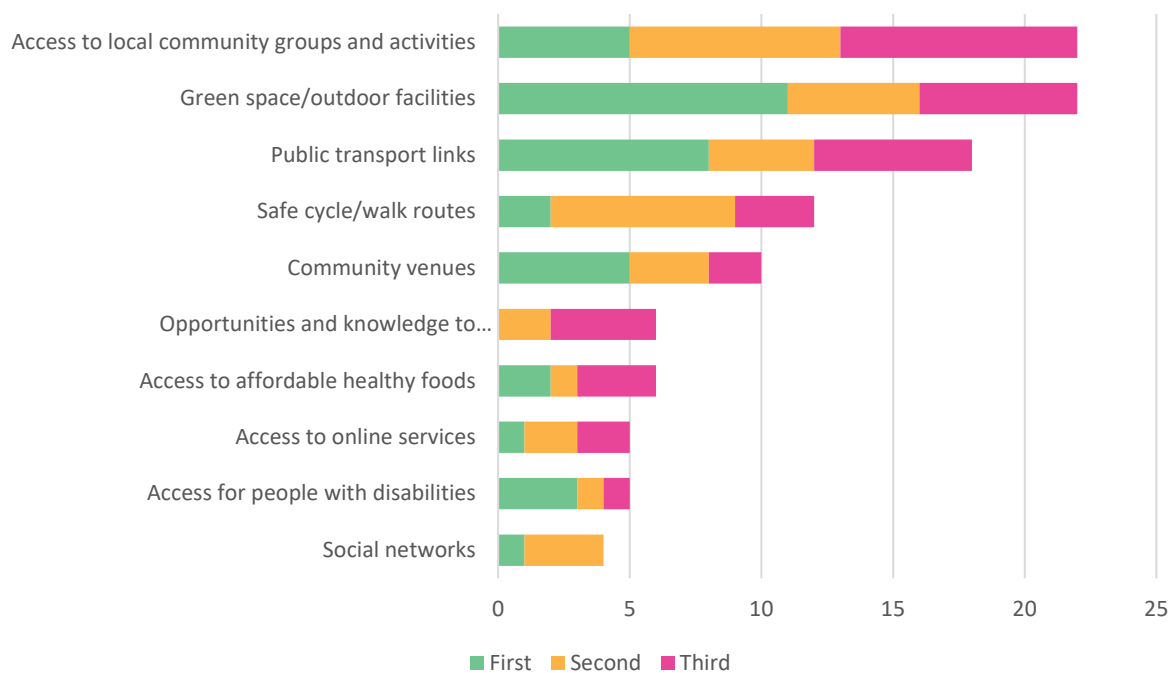
**Residents:** Thirty-seven respondents identified themselves as a resident living within the Rugby Rural North JSNA area. Residents were asked to select, from a number of options, which issues they felt were priorities for health and wellbeing in the local area (Figure 46). The top issues selected were parks and green spaces; access to health services; and promoting mental health and wellbeing.

**Figure 46: Residents: priority areas for health and wellbeing**

Priority Area	Number
Parks and green spaces	26
Access to health services	26
Promoting mental health and wellbeing	25
Community activities & opportunities to develop social networks	22
Support for those with Long-term health conditions	19
Access to transport	19
Opportunities for physical activity	18
Support for Carers	17
Reducing substance misuse (alcohol, drugs)	11
Housing/accommodation	11
Access to other local services	8
Availability of healthy foods	7
Employment and skills development	6
Cost of living	5

Residents were also asked, from a list, the top three things that they value in the local area which support positive health and wellbeing. Figure 47 highlights that access to local community groups and activities was most likely to feature in residents' top three, followed by green space/outdoor facilities, and public transport links.

**Figure 47: Residents: top three things in the local area which support positive health and wellbeing**



A further open text question asked “What three things could be better in your local area to improve health and wellbeing?”. The free text responses have been grouped into themes, the most popular themes were related to transport improvement/additional routes and access to health services (GP, chemists, Pharmacy, dentist).

Transport improvement/access to services comments included a desire for improvements to public transport was raised by 14 respondents, of which four mentioned the need for a better bus service.

A clear theme emerging was around GP surgeries and other healthcare services including:

- Need for an additional GP surgery
- Changes to/longer GP opening hours
- Need for a local chemists/pharmacy

## STAKEHOLDER EVENT

A stakeholder engagement event to understand the health and well-being needs of people living across Rugby Rural North took place at Long Lawford Memorial Hall Tuesday 21<sup>st</sup> January 2020. Attendees were invited from a wide range of local services and community support groups. Provided below are the notes from the meeting. It should be noted that attendance at the stakeholder event was not necessarily representative of the JSNA area.

### What are the health and wellbeing assets in the area?

- GP surgery
- Clifton area close to town easier access

- Ford in Lawford – river attracts residents in summer
- Coombe Abbey
- Lots of green space
- Brinklow - canal
- Lawford Memorial Hall
- Methodist Church
- Schools
- Visiting post office
- Green spaces and parks
- Connect well, voluntary sector groups in Rugby Borough
- Church groups – youth groups, lunch clubs
- Sports clubs
- Community association – LLCA
- St Cross – walk in centre, urgent care, blood facility, more engagement with families
- Community Building
- Active parish councils
- Local pubs and shops
- Community spirit
- Schools (junior school) Some easier to link with than others. Boundaries can cause problems though if children live outside area but are attending school in Rugby
- Back and forth transport
- Community transport
- Public space protection orders
- Long Lawford Community Association providing lots of local services – (school wraparound, job support etc) but doesn't seem to be replicated in more rural area.
- Bus Service – Long Lawford. Bus Service 2-3 days a week agreed to service the whole village and enable access for the elderly.
- Brinklow village hall, youth provision including cubs and guides/brownies.
- Bramcote barracks?
- Cycle Path Long Lawford to town
- Mobile Libraries – check website
- Warwickshire fire and rescue – home visits, fire safety, hospital to home
- PCSO
- Cricket Club – Long Lawford/ Football Long Lawford – High demand

### **What are the gaps in provision and services?**

- Rural transport
- Housing – expensive
- Access to community services
- Communication
- Lots of GP practices out of area
- Bus transport limited
- Transport access impacts on young people
- Broadband/Signal



- Lack of secondary schools
- Support for families/older people
- Social isolation – older people
- Anti-social behaviour – services for young people
- Communication
- Not much contact with carers in rural area and care agencies often refuse to travel to see one or two clients in rural area because it isn't worth their time and expense.
- Not many GP surgeries in rural area where population is elderly – tend to be more focussed around urban area.
- Youth services across county have gone – 5-19s struggle to access any activities. Could exist but need publicising. Different society of young people now (in their bedrooms on phones) so what's provided needs to suit their needs.
- Transport not as frequent as urban areas, could be difficult for people to access if it's not a service which stops near their home.
- Where do people access health services? Do they associate themselves with Rugby St Cross or UHCW or George Eliot depending on where they live?
- Access to pharmacies in rural area is difficult – Long Lawford needed bus service so people can access service in town.
- Development in Long Lawford exceeds the community resource available – no consideration of GP space in community
- Emergency medical provision
- Lack of wider medical provision locally located
- Fuel Poverty
- Retirees – transport, provision, ageing in a rural location
- Commuters – lack of community links
- Home carers – travel and time for appointments – hard to appoint
- Dementia
- Alcohol/substance misuse (young people)
- Rugby 101 – GP services out of hours from Nuneaton – not helpful for end of life support and access to appropriate medication (Brinklow nearer to Nuneaton)
- Pharmacy facilities are not accessible for all villages.
- Population growth and access to appropriate facilities schools/housing etc
- Transient workers (Jaguar Land Rover (JLR) etc) no links
- Traffic congestion/air quality - Impact of wood burning stoves/fires – Air quality Cemex and dust on cars.
- Social Services – lack of support for end of life care.

### **What should be prioritised?**

- Transport to access services – for both young people, older people
- Health services – accessible GPs and pharmacies
- Social prescribing
- Transport
- Youth services
- Services for older people
- Support for carers

- Development of St. Cross as community asset
- Loneliness for men (particularly 50+)

**What community-based solutions can we use and develop to address the above?**

- Suicide prevention training
- Community led projects – e.g. fitness classes, neighbourhood approach
- Information/communications re: existing provision
- Friends and neighbours looking out for elderly residents.

**Table discussion 2**

**Theme: Housing**

- Is there a mobile doctor at the Revel Surgery?
- Church Lawford area- in Long Lawford North - higher social housing
- Much older population – potential difficult to move back into the area for a younger person
- Housing – commute to Coventry, Birmingham, London
- Houlton new housing development being built which will fit into this JSNA – huge impact on the area. Promoted as a commuting area. High prices – not affordable housing
- Lack of affordable housing in this area
- Fuel poor – Wolvey affluent area – large houses, probs on oil, not double glazed,
- Future developments of south facing roof/solar panels
- Affordable housing
- Rugby fastest growing town – adequate housing/ shared ownership
- 10% target any new development – electric charging point – to help air quality
- Correct mix of housing – appropriate use of derelict sites - sites need to be put forward in this area for people to stay
- High percentage of affordable housing in ILng Lawford
- Buying back of big gardens to build new houses
- Long Lawford been built up
- Need facilities to match
- New housing – solar panels,
- Services match the level of housing
- Needs of population can be met
- Access to services and transport

**Theme: Access to services**

- Bus station needed
- Shortage of GP surgeries in rural area
- Shortage of Children and Family Centres in rural area
- Shortage of services for people with learning disabilities

- Teenage girls accessing sexual health services – probably only at Rugby St Cross and would struggle to access because of distance.
- No secondary or higher education facilities in area.
- Dementia services in rural area – risk of not being diagnosed and difficulty accessing services.
- District nurses normally attached to GP so people in rural areas may not be served well.
- Carers not served by agencies because of time and expense to agency.
- Very overweight children often withdrawn from measuring by parents so figure is probably worse than the data. Just exacerbates health problems in later life.
- RBC Community wardens cover rural area – good response time. Service needs communicating so people are aware of service.
- Children’s A&E needed at St Cross. St Cross needs its medical services expanding to meet the population growth (including growing elderly population) in Rugby.
- Public transport - travel to Coventry or Rugby hospitals are over long distances from rural area and little public transport; Revel Surgery (only one mentioned in data) doesn’t have good bus links so can’t access GP that way; growing elderly population will struggle with transport etc.
- Rural communities need to share information about what’s available in each community in a rural directory accessible to everyone. Will improve effective signposting.
- Hospice at home care – GPs should be responsible for this. Night support should be delivered by local GPs with knowledge of where local pharmacies are.
- Getting through to GP too difficult and long wait times for appointments force people to access hospitals instead, increasing pressures there. Wait times at hospital too long, which can affect elderly people who are sometimes reluctant to make a fuss about it. Focus more on social prescribing to provide an alternative channel for people who don’t necessarily need medical help.
- Can’t leave messages for GP – communication all done through other health centre staff.
- Need for more mobile doctors to serve rural area. Mobile prescription service needs advertising. Elderly people don’t always have digital access.
- Instructions on medication need to be much clearer to avoid misunderstanding.
- Ring and ride service to get people to sessions at St Cross is needed. Current services advertised too much through digital means so not everyone is aware. Mobile phone access and internet access could be patchy in rural area which exacerbates this problem.
- Cuts to social care services leave a huge gap and pass the responsibility onto other services like A&E.

### **Theme: Children and young people**

#### **Risks**

- Young people’s mental health
- Speed of diagnosis
- Knife crime/personal safety/young people’s security
- Media messages
- Discrimination
- Access services

- Prevalence of accidents – why?
- Determine the difference between the types of accidents for A and E admissions
- Social media – negative impact of young people’s lives
- Social isolation for young people due to lack of services and rural location
- County Lines???
- CAPT – location may just go straight to UHCW, lack GP practise area
- Check the small numbers – for the rank
- Childhood obesity figures – unknowns are likely to be check with PK? Do we collect the reasons for opt out?

### **Assets**

- Voluntary youth groups
- Schools - teachers
- Green spaces and parks
- Wrap around school care in Long Lawford
- Community spirit/donations for families
- Neighbourhood groups/communication
- Online chat health service (confidential/mobile technology) - Warwickshire School Health and wellbeing service (students and parents)
- Primary mental health community service for parents in community venues
- Long Lawford Community Association – schools holiday clubs

### **Needs**

- Support with mental health
- Lack of support in terms of child poverty and the needs of those families (Fosse West)
- Appropriate level for rural communities
- Provision for young people in terms of accident and emergency?
- Increased use of food banks for families
- More communication from parish councils re: services available

### **Action planning**

- Community garden project/allotments – grow your own healthy produce, distribute to those in need, learn new skills, healthy activities (make it attractive and relevant)
- Encourage children and young people to engage in conservation activities
- Self-harm/attempted suicide specialists in hospitals, etc.???

### **Theme: Healthy ageing**

- Appropriate activities and support to keep minds active
- Suitable health provision

- Rural isolation – ill health exacerbated by access to support groups
- Local example – previous Rugby resident returned to family – not suitable for lime tree village – housing at Brinklow site with independence to suitable care – sheltered housing. Thornfields? Brinklow
- Memory loss – not dementia related. Suitable support for activities – name badges etc
- Pride to say support is needed – group facilitators being aware
- Scrabble/Sudoku clubs – ability to keep the brain active
- Lack of diagnosis of issues – annual health checks?
- Spouse – silent carer/masking issues and providing continuity.
- Rugby Dementia Network?
- Healthy ageing schools – health and wellbeing
- Intergenerational contact with younger people
- Hospital to Home – George Eliot, Warwick and Walsgrave – early stage and externally funded. Fire Brigade union uncertainty around extra pay etc and implications. Appropriateness of home checks aligned to home visits
- Fire safety checks open to support (those vulnerable of mosaic sooner) – links with community nurses – More need for community awareness despite strong promotion.
- Issues with Fire safety in modern build/awareness of safety
- Transport access to activities
- Obesity data – skewed as negative impact on children.
- Affordability of healthy food and skills to cook well – parenting skills – time and capacity, skills to bulk cooking
- Child wellbeing – dietary requirements – education from family centres
- Affordable foods – good practice model from edible links
- Higher priced goods in local shops
- Child fitness – Technology more sedentary.
- Youth support provision
- Long Lawford school holiday provision – holiday hunger
- Reduction in PE provision
- Obesity and Early intervention – parental life skills. Warwickshire family services history of running session.
- Pride and priorities of parents to access support
- Cookery – Hope 4 exploring sessions for those leaving homelessness – cooking on a budget. Looking to expand to foodbanks – could be extended further?
- Support to care for the elderly – access to provision in rural areas – time to deliver services, mileage costs and recruitment.
- County Lines – Drug and alcohol and ASB rate – impact of ageing well. Loss of life through county line
- Children caring for elderly/ill parents – data available from Rugby Young Carers
- Awareness of community provision and support – how to alert residents – use all types of communications – newsletters/community noticeboards.
- Shortage of GPs?
- Out of hours services and availability of GP services
- Suitable exercise provision
- Accessible GP provision that attracts young people for earlier diagnosis
- CAMHS Provision, waiting times and changes in staff

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