

PLACE BASED NEEDS ASSESSMENT

NEWBOLD & BROWNSOVER

Warwickshire Joint Strategic Needs Assessment

February 2019



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Acknowledgements	Thank you to everyone who contributed to the content of this report in particular the Newbold & Brownsover Steering Group, the stakeholders who attended various community engagement events and WCC colleagues who have provided data.
Date published	8/2/2019

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KEY MESSAGES

DEMOGRAPHICS

- The total population of the Newbold & Brownsover JSNA area (referred to as Rugby Town North throughout this document) is 25,873. Compared to Warwickshire, Rugby Town North has a relatively high proportion of its population in the 0-9 and 25-44 age groups and a lower proportion over the age of 55.
- The population in Rugby Town North has grown by 5.9% between 2011 and 2016. This is a greater population increase than Rugby Borough (3.7%) and Warwickshire (2.1%) have experienced during the same time period. These population growth trends are likely to continue into the future based on the population projections available for the borough.
- Projections show that there will be a 19.3% increase in the number of households in Rugby Borough by 2041, which is higher than any other Warwickshire borough or district, or than the county as a whole (14.4%).
- Rugby Town North is relatively diverse in terms of ethnic profile with 26.1% of the population being of Black Minority Ethnic (BME) origin, compared to 11.5% in Warwickshire. There is a high proportion of White Other population living in Rugby Town North (9.1%). Furthermore, 18.5% of the area's population were recorded as being born outside of the UK, with a relatively high proportion of Rugby Town North residents born in Poland (4.6%).
- The 2015 Index of Multiple Deprivation (IMD) measures relative deprivation in small areas (Lower Super Output Areas, or LSOAs). Within Rugby Town North, Brownsover South Lake District North LSOA is in the top 20% most deprived areas nationally, and Newbold on Avon, Town Centre and Cattlemarket LSOAs are in the top 30% most deprived areas.

HEALTH

- Life expectancy at birth for Rugby Town North males is 77.8 years and is 81.3 years for females. This means that Rugby Town North residents can expect to live for approximately two years less than the average Warwickshire resident.
- The live birth rate (per 1,000 females aged 15-44) is 69.8. Only three other JSNA areas in Warwickshire had a higher general fertility rate.
- The prevalence of depression in adults (18+ years old) in five surgeries whose registered patients largely live in Rugby Town North has remained significantly higher than both the CCG and England rates since 2012/13. The overall trend is that the prevalence of depression is increasing. Similarly, the number of new cases of depression has been increasing since 2012/13, with the incidence in Central Surgery and Clifton Road Surgery significantly higher than the England average in 2016/17.
- The crude admission rate for self-harm (10-24 year olds) in Rugby Town North between 2014/15 and 2017/18 was 7.2 per 1,000 population which is almost twice as high as the county rate (4.2) and means that Rugby Town North had the highest admission rate for self-harm (10-24 year olds) across all twenty-two JSNA areas. The number of 10-24 year olds admitted for self-harm admissions in Rugby Town North has increased by 39.1% since 2014/15.

- The standardised incidence ratio (SIR) of new cases of female breast cancer (2011-2015) was markedly higher than national ratio (100) in two MSOA areas covering Rugby Town North – Brownsover South and North (a SIR of 133.3) (this MSOA also covers the Cattlemarket and Town Centre areas), and New Brownsover North (a SIR of 116.3) (although it should be noted that this MSOA is not confined to the JSNA boundary and also includes parts of Rugby Rural North JSNA).
- In 2016/17, the estimated smoking prevalence (aged 15+ years) at five of the general practices was significantly higher than both the Coventry & Rugby CCG and England rates. However, the estimated smoking prevalence has been slowly decreasing since 2013/14.
- Data from the National Child Measurement Programme (NCMP) suggests that during the four year period 2013/14 to 2016/17, children in both Reception (ages 4-5 years) and Year 6 (ages 10-11 years) were more likely to be classed as very overweight in Rugby Town North compared to children more generally in Warwickshire.
- For the period 2011/12-2015/16, the standardised admission ratio (SAR) for injuries in 15-24 year olds (caused by unintentional and deliberate injuries) in Newbold MSOA (302.7) was significantly higher than the England rate (133.1). During the three year period 2014/15 to 2016/17, Rugby Town North's rate for admissions for injuries in 15-24 year olds ranked third highest of all the JSNA areas.

SOCIAL CARE

- At 31st March 2018 there were 38 children looked after (CLA) in Rugby Town North (this constitutes 6.0% of all of Warwickshire's CLA). Within Rugby Town North, levels have decreased by 5.0% overall, however small numbers result in larger percentage changes.
- At 31st March 2018 there were 26 children subject to a Child Protection Plan (CPP) in Rugby Town North (this constitutes 4.9% of all of Warwickshire's CPP). Within Rugby Town North, levels have decreased by 38.1% overall, however small numbers result in larger percentage changes.
- At 31st March 2018 there were 202 children in Rugby Town North subject to a Child in Need Plan (a rate of 330.2 per 10,000 children). Almost half of these children are located in one of three Rugby Town North LSOAs: Brownsover South Lake District North, Town Centre, and Whinfield Park.
- The proportion of Adult Social Care service users accessing Mental Health Services in Rugby Town North is 5.4%, higher than the county (3.1%) and the proportion of service users accessing Physical Difficulties Support Services (PDSS) is 12.8% compared to the county proportion of 7.7%.

EDUCATION

- In 2017, the proportion of children achieving a Good Level of Development (GLD) in Rugby Town North decreased from 71.0% in 2016 to 66.4%. This is lower than the borough, Warwickshire and national averages.
- In 2017, 59.2% of children achieved the Expected Level of Development (ELD) for Reading, Writing and Maths in Rugby Town North compared to 63.0% in Rugby Borough and 62.0% in Warwickshire. At all geographies this was an increase compared to 2016 results. However,

the gap between those children achieving the ELD who are disadvantaged and those who are not was 27.5%.

- Fewer students (43.5%) living in Rugby Town North achieved a strong pass in English & Maths Key Stage 4 in 2017 compared to students in Rugby Borough (50.6%) and Warwickshire (48.1%).
- In 2017, there were a higher percentage of school children in Rugby Town North eligible and registered for free school meals than in Rugby Borough and Warwickshire. This is particularly the case for children residing in Brownsover South Lake District North (23.9%) and Cattlemarket (20.7%) LSOAs.

ECONOMY

- The top three industries employing the highest proportion of Rugby Town North residents in 2016 were manufacturing (16.0%), transport & storage (including postal) (12.8%) and retail (11.7%).
- According to Census 2011 data, 10.0% of Warwickshire's 16-24 year old population had no qualifications. In Rugby Town North, 14.7% of the 16-24 year old population had no qualifications. In the Benn West LSOA, almost a quarter of all 16-24 year olds (23.5%) had no qualifications and in Newbold on Avon LSOA the figure was double the county rate (20.4%).
- A markedly higher proportion of Rugby Town North's total working population are employed in elementary occupations (20.6%) than the equivalent for Warwickshire (12.0%).

CRIME & COMMUNITY SAFETY

- Rugby Town North has a slightly higher crime rate than both the borough and county. The LSOAs with the highest crime rate are Town Centre LSOA (329.0 per 1,000) and Brownsover South Junction One LSOA (229.1 per 1,000).
- In 2017, the road traffic collisions (RTCs) rate in Rugby Town North was 2.16 per 1,000 population. There has been a reduction in RTCs – 71 in 2015 to 56 in 2017 (down 21.1%). There have been no fatalities in this time period and only 20% of RTCs have been classed as 'serious'.

ENVIRONMENT

- No monitoring site within Rugby Town North exceeds the NO₂ annual mean objective of 40µg/m³. However, the 2016 reading at four sites within the JSNA area was 35µg/m³ or over.

LOCAL KNOWLEDGE

- A stakeholder engagement event to understand the health and wellbeing needs of people living in Rugby Town North took place at the Benn Hall, Rugby, on 14th June 2018 as part of the Rugby Community Action Network (CAN) Forum. The event confirmed the findings of the data analysis but, in addition, identified a number of other areas of concern. The main themes raised for Rugby Town North were:
 - Mental health for young people.
 - Gaps around employment and skills.

- Gaps in service provision including health services and services for young people.
- Limited community and health facilities in Rugby Town North overall.
- Perceived geographical divisions between the north and south of the JSNA area.
- Low rates of physical activity and high rates of obesity amongst the general population. A perceived lack of physical activity provision for all ages, particularly for the elderly.
- Perceived lack of green and/or community spaces for residents.
- Perceived high homelessness due to poverty, rental rates, house prices and debt.
- A perceived lack of volunteering amongst young people.
- Research and information gathering was undertaken in order to identify current community assets within the Rugby Town North JSNA area. Community assets were grouped into 10 broad themes and presented in map form (Appendix A).
- The theme with the largest number of community assets was leisure and recreational activities. The theme with the fewest community assets was community organisations and social groups. Geographically, the majority of community assets are located in the Town Centre LSOA.
- A Joint Strategic Needs Assessment online survey was completed by twelve professionals working across Rugby Borough and twenty-four residents living in the Rugby Town North JSNA area:
 - For professionals, the top three potential barriers to improving the health and wellbeing of residents in Rugby Town North were a lack of funding, lack of knowledge to improve health and wellbeing, and a lack of interest to improve health and wellbeing.
 - For residents, the top priority areas for health and wellbeing in the local area were promoting mental health and wellbeing, access to health services, and opportunities for physical activity. Residents also stated that access to local community groups and activities, community venues, and green space/outdoor facilities were highly valued to support positive health and wellbeing.

RECOMMENDATIONS

These recommendations for Rugby Town North have been agreed by the steering group for the area. They draw on the data included in this report and the wider engagement work that has been carried out with stakeholders. A more detailed recommendations and action plan are published separately.

Pressure on Local Services:

- To increase provision of services and review funding, such as GP hours, out-of-hours services and improving staffing particularly in the North of the town.
- To ensure the provision of lifestyle services in the area is better aligned to the higher levels of demand.
- Review transport options to the North of Rugby Central, to include consideration of improved bus routes, with more direct routes into town.
- Review transport provision across Rugby Borough and Warwickshire, particularly for vulnerable patients.

- Better use existing community spaces to meet local needs. Also consider introduction of new community spaces within new developments or regeneration, which are available for community use.
- Raise concerns and seek to increase access and parking at UHCW site.
- Analyse A&E attendances for residents in the Rugby Town North Area.
- Consider targeted work to better understand barriers to breast screening and increase uptake and raise awareness of breast cancer in the area.

Employment, Training & Skills:

- Improve access to school places including sixth form provision particularly in areas where there is significant housing development and population growth.
- Review provision and access to programmes in place to support people with disabilities into work within the area.
- Improved access to ESOL courses and increase ESOL trainers within the area.
- Increase access to work coaches provision within Rugby Central.
- Improve access to information on adult training and other types of training available.
- Improve training of staff and access to health and social care support for people in difficult circumstances who may not be ready to work.
- Increase workplace provision for those who are long term unemployed.
- Improve training offer specifically in relation to IT skills needed for employment, including basic computer skills and retraining opportunities locally.

Young People:

- Review and improve access to young people services, specifically mental health and wellbeing services, including shorter waiting times, based on evidence of need.
- Increase the types of services available for young people using a wide range of mediums that are young people friendly, for example, face to face, phone support, online support, drop-in.
- Encourage and increase outdoor sports provision to increase activity and improve mental health and wellbeing.
- Undertake some more specific engagement with families, consulting young people on the types of services and views on current services to make improvements in provision.
- Provide more information for parents on challenges that young people face.
- Service providers, planners and the voluntary sector to coordinate efforts to better meet the needs of young people. Develop a strategy to support the delivery of services for young people, including mental health in the voluntary sector to support the sector and develop skills.

Mental Health & Wellbeing:

- Review and seek to improve access to mental health services e.g. more out-of-hours services.

- Review the provision and access to mental health services, including self-harm across the pathway for children and young people with a view to improving access across the area from good signposting, diagnosis to early intervention.
- Raise awareness amongst parents, schools and the wider public on mental health issues and good mental health.
- Ensure there are good open outdoor spaces in all parts of Rugby as well as community spaces for the public to interact and exercise.
- Review the provision of support and services for carers and in particular young carers.

Housing:

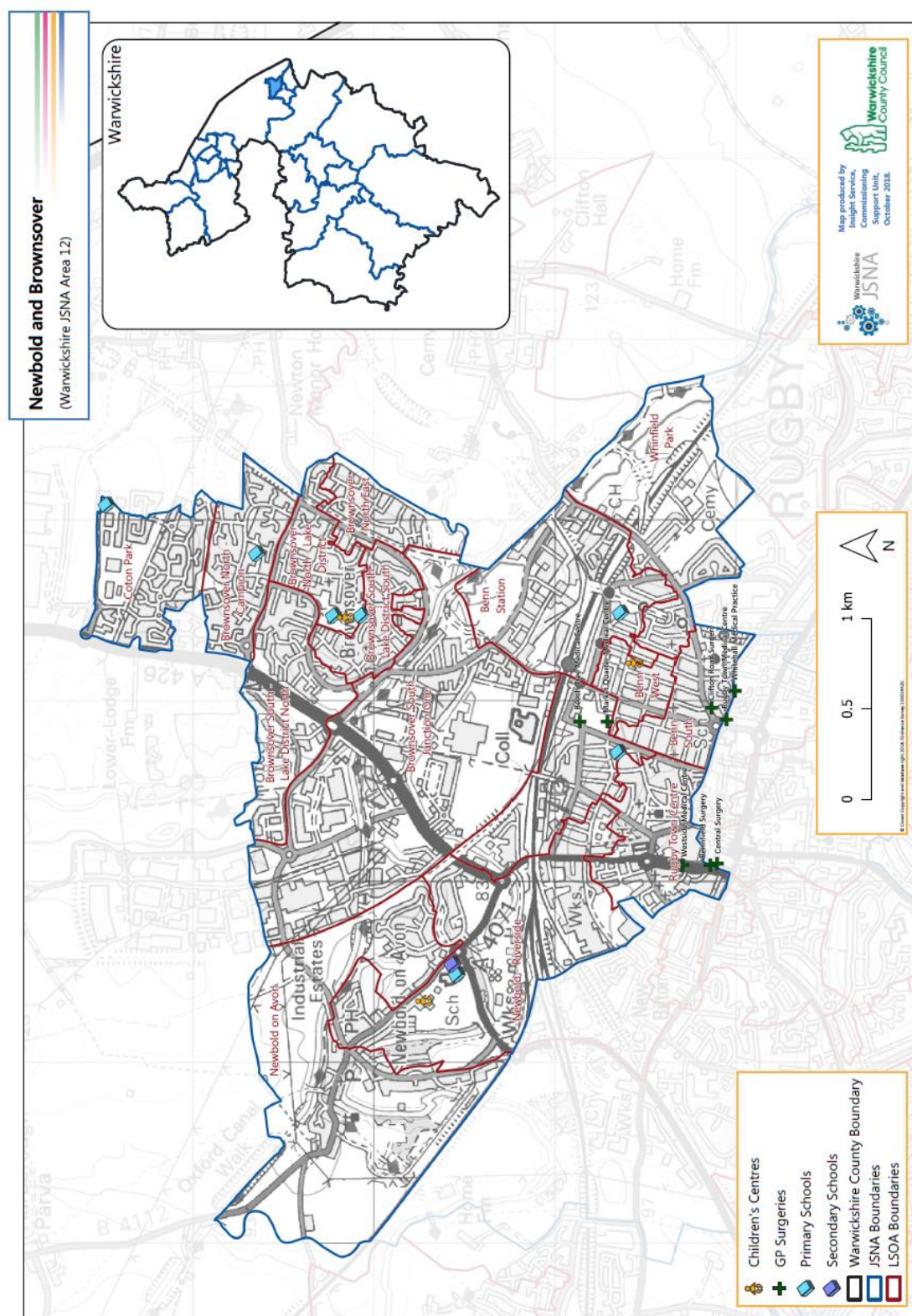
- Where possible, ensure that housing developments take into account the health and wellbeing needs of the local population.
- Proactively plan services to meet the demands of population growth, mental health, primary care and emergency care using evidence from the JSNA.
- Better use of data/information/intelligence is needed to inform planning e.g more school places and GP appointments needed due to housing growth and bike lanes.
- Encourage residents and remove barriers to making healthy lifestyle choices.
- Encourage physical activity e.g. more bike lanes.
- Review and consider how to increase social housing and affordable housing in the area. For example, incentivise private landlords to take social housing tenants.
- Families need to be supported more intensely to avoid crisis, consider more single contact family liaison workers to address issues proactively.
- Consider the use of neighbourhood plans or neighbourhood plan like approaches in deprived areas to take account of local needs in the planning process.

General:

- Proactively plan services to meet the demands of population growth, mental health, primary care and emergency care using evidence from the JSNA.
- Better use of data/information/intelligence is needed to inform planning e.g more school places and GP appointments required due to housing growth and bike lanes.
- Encourage residents and remove barriers to making healthy lifestyle choices.
- Encourage physical activity e.g. more bike lanes.
- Families need to be supported more intensely to avoid crisis, consider more single contact family liaison workers to address issues proactively.
- Address disparity in services in the north ensure there is equity in access to services across Rugby.
- Review and improve transport links between Rugby Town North and the town centre.
- Increase support for families and encourage community engagement.
- Better access to support residents where English is a second language.

INTRODUCTION & LOCAL CONTEXT

Figure 1: The Newbold & Brownsover JSNA area



Source: Crown Copyright and database right 2018. Ordnance Survey 100019520

The Newbold and Brownsover JSNA area (referred to as 'Rugby Town North' throughout this document following consideration by the steering group) comprises the areas of Newbold, Brownsover and Coton Park, Benn, Town Centre and Cattlemarket and covers an area of approximately three square miles (see Figure 1).

The JSNA area includes the main town centre shopping precinct area, a number of large industrial estates and retail parks and a wide variety of residential housing. The A429 runs through the centre of the locality and the M6 and M1 motorway interchange is within close proximity. The area is also on the main railway line between Birmingham and London.

There are eight schools located within the JSNA geography, seven primary schools and one secondary school: St Andrew's Benn C. Of E.; Boughton Leigh Infant School; Boughton Leigh Junior School; Brownsover Community School; The Riverside Academy; Northland Primary School; Rugby Free Primary School; and, The Avon Valley School and Performing Arts College.

The area also has a variety of parks and recreational spaces such as Caldecott Park, Avon Mill recreation ground play area, Newbold Quarry Park, Centenary Park and Boughton Road recreation ground.

Where available, data is presented for the JSNA, 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.

It should be noted here that a [glossary document](#) has also been produced to support the main report. This contains definitions of potentially unfamiliar terms.

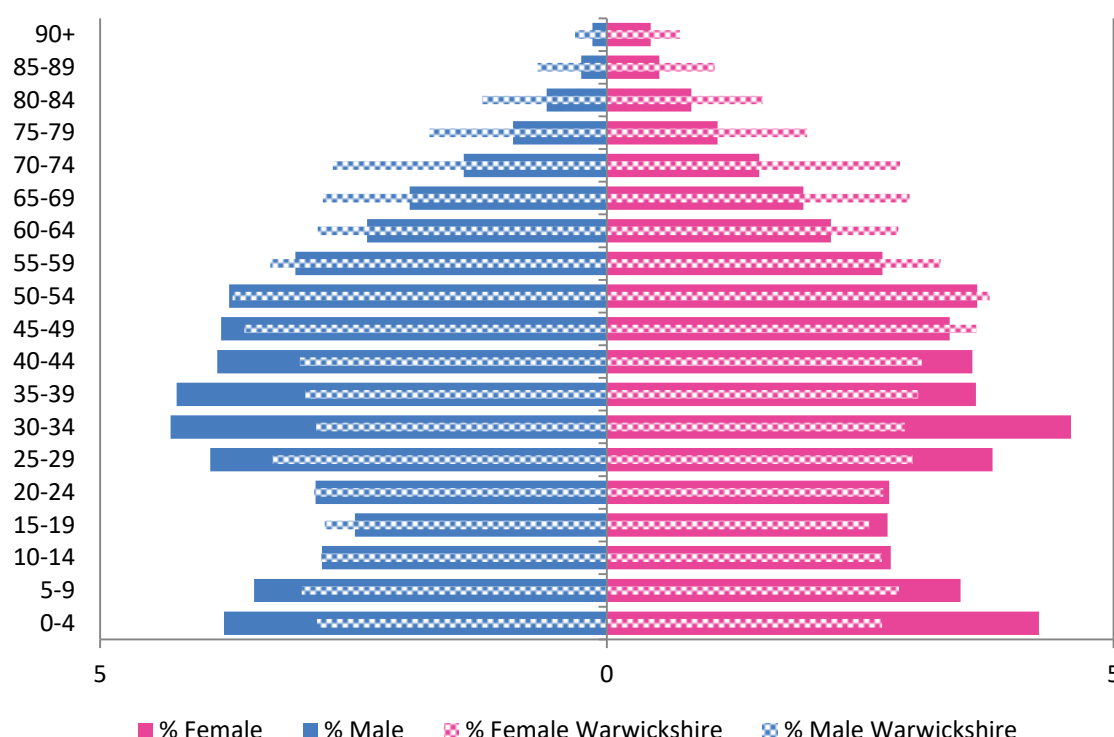
DEMOGRAPHICS

CURRENT & FUTURE POPULATION

The total population of the Rugby Town North JSNA area is 25,873¹. Figure 2 shows the mid-2016 population estimates for Rugby Town North and Warwickshire by five year age groups for males and females. Compared to Warwickshire, Rugby Town North has a relatively high proportion of its population in the 0-9 and 25-44 age groups and a lower proportion over the age of 55.

The population in Rugby Town North has grown by 5.9% between 2011 and 2016. This is a greater population increase than Rugby Borough (3.7%) and Warwickshire (2.1%) have experienced during the same time period. Within Rugby Town North, the Lower Super Output Areas (LSOAs) with the highest population growth were Brownsover South Junction One (41.1%), Coton Park (19.8%) and Town Centre (12.7%) where there has been additional housing developed during this time period.

Figure 2: Mid-2016 population estimates for Rugby Town North and Warwickshire



Source: Office for National Statistics, Mid-Year 2016 Population Estimates

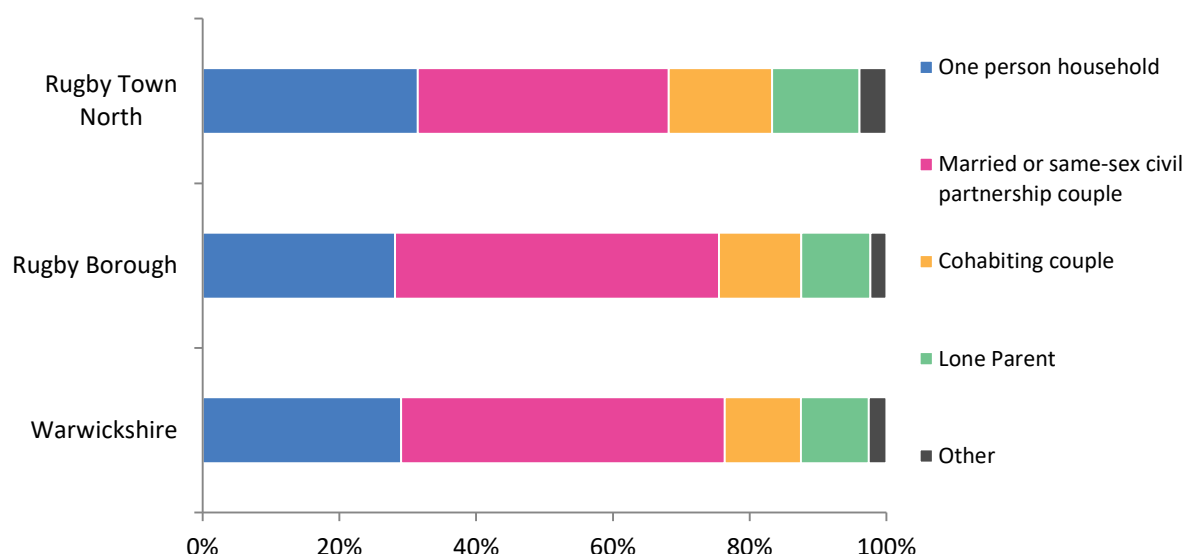
These population growth trends are likely to continue into the future based on the population projections available for the borough². Between 2016 and 2041, Rugby Borough's population is projected to increase by 16,515 people (15.9%). The rate of growth will be greatest in the 90+ age group (a projected increase of 170.9%), and the 65+ age group is projected to increase by 50.4% which could result in greater health and social care pressures. The working age population (15-64 years) is expected to grow by 6.2% and the 0-14 age group by 4.8% during this time period. This may be particularly pertinent given Rugby Town North's current young/working-age population structure. Population growth is a trend projected across the other districts and boroughs in Warwickshire, but not to the same extent as Rugby Borough.

HOUSEHOLDS

Projections estimate that there will be a 19.3% increase in the number of households in Rugby Borough by 2041³, which is higher than any other Warwickshire borough or district and higher than the projected 14.4% rise for the county as a whole. There are also plans within Warwickshire to build 62,500 new homes across the county between 2011 and 2031. Of these, 9,600 are needed in Rugby Borough. These plans have resulted in concern over demand for services and traffic, particularly along the A5 corridor which is a major arterial route in the borough.

The 2011 Census found that Rugby Town North had larger proportions of one-person households, cohabiting couples and lone parent households than in both the borough and county (Figure 3)⁴. However, this may have changed in more recent years with the completion of new housing developments.

Figure 3: Household composition



Source: Census 2011

According to the 2011 Census, home ownership in Rugby Town North was 55.8%, lower than in both Rugby Borough (69.5%) and Warwickshire (70.0%)⁵. Conversely, renting in Rugby Town North was high; 21.9% of households were private rented (compared to 14.1% for both the borough and county) and 20.4% were social rented (compared to 14.3% and 13.8% for the borough and county). Focusing at LSOA level, the proportion of private renting is highest in Benn South (39.9%), Benn West (38.4%) and Benn Station (34.6%), whilst the proportion of social renting was highest in Brownsover South Lake District North (52.3%), Town Centre (44.4%) and Newbold on Avon (39.2%).

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 channels⁶.

Figure 4 shows the Mosaic profile of Rugby Town North, compared to the borough and county profiles. Half of residents (49.9%) in Rugby Town North are allocated to one of three groups: Group L 'Transient Renters', Group H 'Aspiring Homemakers' or Group K 'Modest Traditions'. These three groups are over-represented when compared with the county profile. These groups are more likely to have a low or modest income and, as a result, will live in low-cost or affordable housing.

Figure 4: Rugby Town North Mosaic profile, % in each group

	MOSAIC GROUP	RUGBY TOWN NORTH	RUGBY BOROUGH	WARWICKSHIRE
A	COUNTRY LIVING	0.0%	9.1%	10.7%
B	PRESTIGE POSITIONS	3.5%	7.7%	9.9%
C	CITY PROSPERITY	0.1%	0.1%	0.8%
D	DOMESTIC SUCCESS	6.8%	8.9%	8.3%
E	SUBURBAN STABILITY	6.1%	10.8%	9.6%
F	SENIOR SECURITY	3.7%	10.2%	9.6%
G	RURAL REALITY	0.1%	5.3%	7.4%
H	ASPIRING HOMEMAKERS	14.7%	13.6%	11.0%
I	URBAN COHESION	2.0%	0.7%	1.6%
J	RENTAL HUBS	5.5%	3.4%	5.9%
K	MODEST TRADITIONS	9.4%	5.6%	6.0%
L	TRANSIENT RENTERS	25.8%	10.6%	5.5%
M	FAMILY BASICS	8.7%	5.7%	6.0%
N	VINTAGE VALUE	7.8%	5.7%	5.7%
O	MUNICIPAL CHALLENGE	5.9%	2.4%	2.2%

Source: Experian, Mosaic 2017

In particular, the LSOAs that have a high proportion of households classed as Group L 'Transient Renters' are Benn West (66.3%), Benn South (52.8%), Benn Station (52.7%) and Cattlemarket (40.4%), whilst Brownsover South Junction One (53.9%) LSOA has a high proportion of households classed as Group H 'Aspiring Homemakers'. Arguably, these areas contribute to the relatively high proportion of households across the JSNA area who rent (either private or social) their homes. Dominant characteristics for these groups include younger singles and young families on low incomes.

ETHNICITY & BACKGROUND

Rugby Town North is relatively diverse in terms of its ethnic profile. In 2011, 26.1% of the population were of Black & Minority Ethnic (BME) origin, compared to 11.5% in Warwickshire (Figure 5)⁷. The LSOAs with the highest proportion of BME residents were Benn West where 49.0% of the population were BME (of this 19.6% were Asian, 16.4% White Irish/Other, 7.8% Black, 4.8% Mixed, 0.4% Other), and Cattlemarket where 43.2% of the population were BME (of this 18.3% were Asian, 11.5% White Irish/Other, 7.6% Black, 5.5% Mixed, 0.2% Other).

Figure 5: Ethnic groups

	Rugby Town North	Rugby Borough	Warwickshire
White English / Welsh / Scottish / Northern Irish / British	73.9%	84.1%	88.5%
White Irish	0.9%	1.0%	1.0%
White Gypsy or Irish Traveller	0.2%	0.2%	0.1%
White Other	9.1%	5.2%	3.2%
Mixed	3.1%	2.0%	1.5%
Asian	8.4%	5.2%	4.6%
Black	4.1%	2.0%	0.8%
Other	0.3%	0.3%	0.4%

Source: ONS, 2011 Census

Figure 6: Country of birth

	Rugby Town North	Rugby Borough	Warwickshire
United Kingdom	81.5%	88.3%	91.7%
Ireland	0.7%	0.8%	0.7%
EU member countries in March 2001	1.8%	1.3%	1.2%
Portugal	0.8%	0.3%	0.2%
Germany	0.4%	0.4%	0.4%
Other	0.6%	0.6%	0.3%
EU accession countries April 2001-March 2011	6.7%	3.4%	1.6%
Poland	4.6%	2.3%	1.1%
Other	1.8%	0.9%	0.4%
Rest of Europe	0.3%	0.2%	0.2%
Africa	3.2%	1.9%	1.1%
Middle East and Asia	4.0%	2.8%	2.5%
The Americas and the Caribbean	1.5%	0.9%	0.6%
Antarctica and Oceania	0.2%	0.2%	0.2%

Source: ONS, 2011 Census

Figure 5 shows that, in 2011, a high proportion of residents living in Rugby Town North were recorded as White Other. Furthermore, in 2011, 18.5% of the area's population were documented as being born outside of the UK, more than double the county average of 8.3%. Figure 6 presents data on residents' country of birth. In particular, a relatively high proportion of Rugby Town North residents were born in EU Accession countries, with the most prevalent non-UK country of birth being Poland (4.6% in Rugby Town North compared to just 1.1% in Warwickshire as a whole)⁸.

Indeed, the second most widely spoken language after English (which in 2011 was spoken as the main language by 87.6% of the population) was Polish (4.7%). The next most common languages were Gujarati (1.2%), Portuguese (0.9%), Slovak (0.6%), Urdu (0.5%), Latvian (0.4%) and Hungarian (0.4%)⁹.

Moreover, in 2011, a higher proportion of people who were of Hindu (3.5%) and Muslim (2.8%) religious faith resided in Rugby Town North compared to Warwickshire (1.0% and 1.1% respectively), but there was a lower proportion of Christians (56.5% in Rugby Town North compared to 64.5% in Warwickshire). The area had a slightly higher proportion of residents who have no religion (28.6%) compared to the borough (24.3%) and county (24.1%) average¹⁰.

HEALTH

This section presents data on the health of the population of Rugby Town North. There are numerous health-related measures that have been considered. The measures reported are those where performance is significantly worse than England or Coventry & Rugby Clinical Commissioning Group (CCG). Where the data is RAG rated, green signifies significantly better than England, amber similar and red significantly worse than England.

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 Rugby Town North are not registered at the same practice, a method was developed that gives an indication of the health of Rugby Town North's population. If 25% or more of the registered population of a general practice lived within the Rugby Town North 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, data for eight general practices are reported for Rugby Town North (Figure 7).

Figure 7: General Practices with 25%+ of the registered population residing in Rugby Town North

	Number of registered patients living in JSNA Area	% of surgery population living in JSNA Area
Beech Tree Medical Practice	2,588	49.9%
Bennfield Surgery	2,236	28.2%
Central Surgery	5,460	26.2%
Clifton Road Surgery	4,844	35.6%
Market Quarter Medical Practice	3,501	43.9%
Rugby Town Medical Practice	3,071	56.8%
Westside Medical Centre	3,555	31.4%
Whitehall Medical Practice	3,099	22.8%

Source: NHS Digital, April 2018

Over 98% of all Rugby Town North residents are registered at one of these eight surgeries (478 Rugby Town North residents are registered at a different GP within Warwickshire, Coventry or at a different general practice within England). It should also be noted here that Rugby Town Medical Practice is a new surgery (following closure(s)/merger(s) in the area) and health indicator data is only available from 2015/16 onwards for this practice.

BIRTH RATE & LIFE EXPECTANCY

There were 384 live births in Rugby Town North in 2016, a rate of 69.8 live births per 1,000 females aged 15-44. Only three other JSNA areas in Warwickshire had a higher general fertility rate. The rate of live births in Rugby Town North has remained above the equivalent Warwickshire rates between

2013 and 2016 but shows a steadily decreasing trend over this time period, down from 76.9 births per 1,000 females aged 15-44 in 2013¹¹.

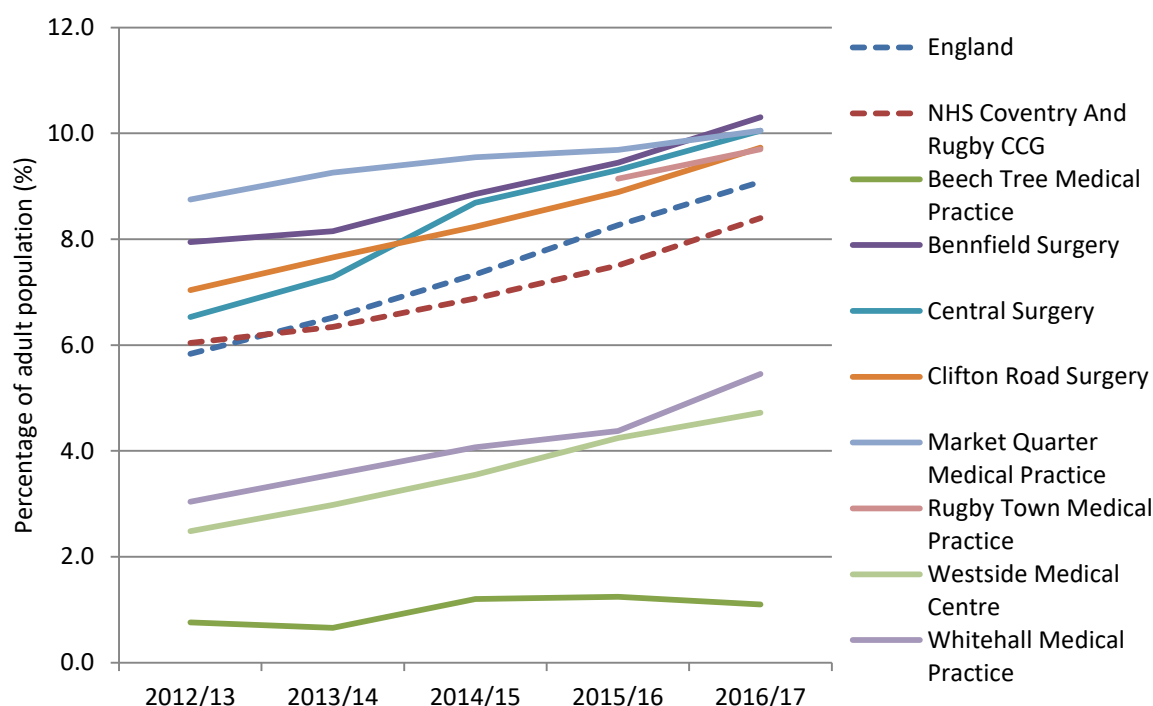
Life expectancy (2014-2016) at birth for males residing in Rugby Town North is 77.8 years and is 81.3 years for females (compared to 79.9 and 83.6 years in Warwickshire)¹². This means that males and females in Rugby Town North can expect to live for approximately two years less than the average Warwickshire resident. Females in Rugby Town North have the third lowest life expectancy at birth of all the JSNA areas (only Bedworth West and Nuneaton Central are lower). For males, Rugby Town North has the second lowest life expectancy at birth of all the JSNA areas (only Nuneaton Central is lower). Lower life expectancy is generally more prevalent in the north of the county than the south which is consistent with the pattern of deprivation and health inequalities across Warwickshire. 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.

DEPRESSION

The recorded prevalence of depression in adults (18+ years) in five surgeries has remained significantly higher than both the CCG and England rate since 2012/13¹³ (Figure 8), whilst for Beech Tree Medical Practice, Westside Medical Centre and Market Quarter Medical Practice it is significantly lower. The overall trend nationally and in Rugby Town North is that the prevalence of depression is increasing, most notably at Central Surgery (a 3.5 percentage point increase during this time period). Similarly, the number of new cases of depression has been increasing since 2012/13 with new diagnoses in Central Surgery and Clifton Road Surgery being significantly higher than the England figure in 2016/17. It should be noted that these figures consider recorded depression and there will be people with depression that do not present to their GP.

Local data around mental illness in under 18s is less robust. However, a Warwickshire charity Young People First (a registered charity working to improve the lives of young people aged 11-18 years) has seen an increase in the numbers of young people with complex emotional problems, including high levels of anxiety, low self-esteem, self-harm and social isolation. The 'Sharp Minds' project grew from a series of commissions from the local Child and Adolescent Mental Health Service and follows the NHS 'Five Steps to Mental Wellbeing'¹⁴, combining group activities with one-to-one mentoring for isolated young people to build their confidence, skills, resilience and emotional wellbeing. Until 2017, Sharp Minds ran weekly activities in Rugby, accepting referrals from CAMHS, Early Help teams, social workers and schools. In 2017 there were, on average, 15 attendees at these weekly events. This ran for nine months but, according to the head of the Sharp Minds project, "the numbers [attending] increased rapidly due to the need in the area for youth provision. The group subsequently closed due to lack of capacity and funding".

Figure 8: Depression prevalence as recorded on practice registers (aged 18+ years), 2012/13-2016/17



Source: QOF, accessed via Fingertips, Public Health England, 2018

SELF-HARM

Self-harm is one of the more visible manifestations of mental illness. The crude admission rate for self-harm (10-24 year olds) in Rugby Town North between 2014/15 and 2017/18 was 7.2 per 1,000 population, which is almost twice as high as the county rate (4.2) and was the highest admission rate for self-harm (10-24 year olds) across all twenty two JSNA areas¹⁵. Indeed, over the four-year period, Cattlemarket LSOA had 32 10-24 year olds admitted for self-harm and the number of 10-24 year olds admitted for self-harm admissions in Rugby Town North as a whole has increased by 39.1% since 2014.

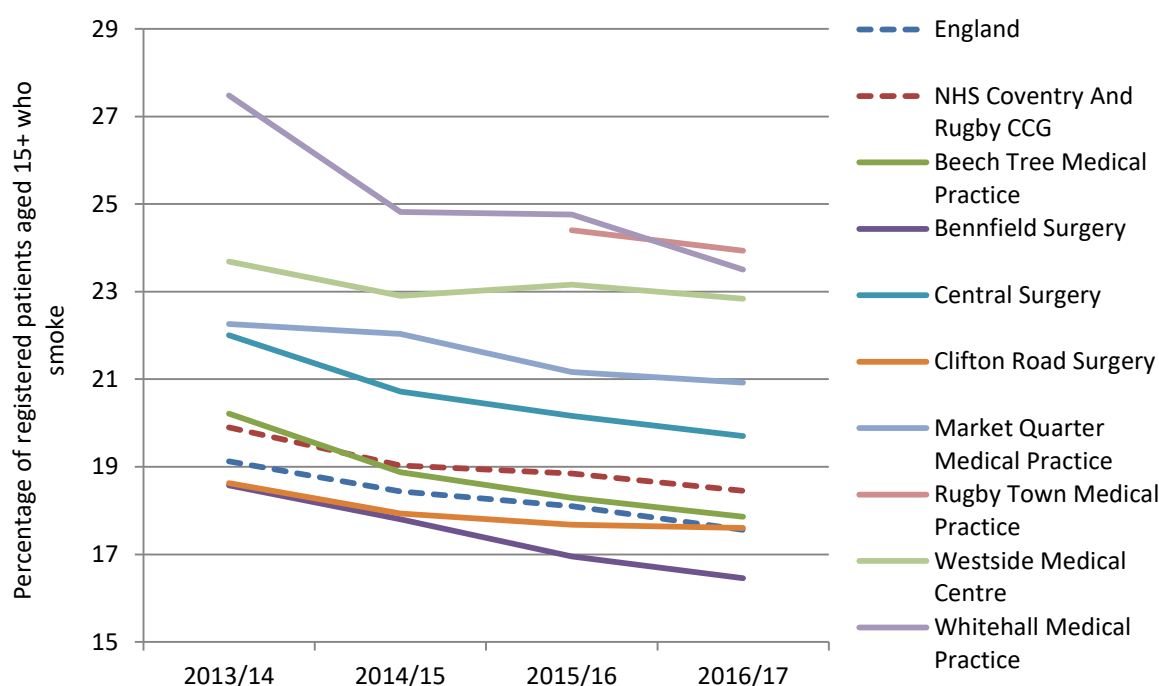
BREAST CANCER

Between 2011 and 2015, the standardised incidence ratio (SIR) new cases for breast cancer in females was significantly higher than the borough, county and national average in two MSOA areas covering Rugby Town North – Brownsover South and North (a SIR of 133.3) (this MSOA also covers the Cattlemarket and Town Centre areas), and New Brownsover North (a SIR of 116.3) (although it should be noted that this MSOA is not confined to the JSNA boundary and also includes parts of Rugby Rural North JSNA)¹⁶. In addition, in 2016/17, four of the GP practices analysed had significantly worse coverage than England for females aged 50-70 years screened for breast cancer in the previous 36 months – Whitehall Medical Practice (69.6%), Rugby Town Medical Practice (67.4%), Central Surgery (67.0%) and Beech Tree Medical Practice (61.7%)¹³.

SMOKING

In 2016/17, the estimated smoking prevalence (aged 15+ years) at five of the general practices analysed (Rugby Town Medical Practice, Central Surgery, Clifton Road Surgery, Westside Medical Centre and Whitehall Medical Practice) was significantly higher than both the Coventry & Rugby CCG and England rates (Figure 9)¹³. At all practices in Rugby Town North, the CCG and in England, the estimated smoking prevalence has been slowly decreasing since 2013/14.

Figure 9: Estimated smoking prevalence (15+) by general practice



Source: QOF, accessed through Fingertips, Public Health England, 2018

The proportion of smokers being offered smoking cessation treatment and support in the last 24 months in 2016/17 was higher than the England rate at six general practices, however Westside Medical Centre was significantly below the CCG rate¹³. This is a concern as smoking prevalence is significantly above the national rate at this medical centre.

The Warwickshire School Health Needs Assessment presents data for schools within the Rugby Town North JSNA (although it should be noted that some children living in Rugby Town North will attend schools outside the JSNA boundary and some children attending Rugby Town North schools will not live within the JSNA boundary). In 2017/18, 2.5% of Year 9 children (13-14 year olds) attending a school within Rugby Town North stated that they smoke more than weekly, the second highest figure of the twenty two JSNA areas, and three times the county figure (0.8%)¹⁷.

DRUG & ALCOHOL MISUSE & TREATMENT

Data for hospital admissions related to alcohol-related harm are available at MSOA level. Between 2011 and 2015, the standardised admission ratio (SAR) for hospital stays for alcohol-related harm is significantly higher in Newbold MSOA (a SAR of 129.3) than the national average (a SAR of 100.0)¹⁶. Furthermore, the 2017/18 Warwickshire School Health Needs Assessment data shows that 1.6% of

Year 9 pupils stated they drink alcohol more than weekly which is the highest figure of all twenty two JSNA areas and significantly higher than the county figure (0.6%)¹⁷.

In terms of substance misuse, there were 2,740 Warwickshire referrals to Addaction for specialist drug and alcohol treatment for the twelve month period 1st April 2016 to 31st March 2017¹⁸. Of these, 1,116 were unique individual referrals where the residence of the individual was known. There were 88 unique individual referrals for specialist drug and alcohol treatment services from Rugby Town North over the twelve month period. Only two other JSNA areas (Stratford-upon-Avon and Nuneaton Central) have a higher number of individuals referred. It is also possible to identify the substance group for the referred individual. In Rugby Town North, 39.8% of clients were seeking treatment for alcohol issues, 23.9% for opiate use, 15.9% for non-opiate use and 13.6% for combined non-opiate and alcohol use. Clients more generally had issues with opiate use and non-opiate use when compared to the county client profile (opiates 23.0%, non-opiates 12.6%).

The Warwickshire School Health Needs Assessment 2017/18 found that 1.6% of children in Year 9 attending a school within Rugby Town North admitted to taking illegal drugs (including new psychoactive substances formally known as 'legal highs') more than weekly¹⁷. This is higher than the 0.4% county average. Similarly, 0.8% said they sniff or inhale solvents more than weekly, compared to just 0.2% for the county as a whole. Drug use, like smoking mentioned above, is a risk factor in a range of health conditions.

HEALTH OF YOUNG PEOPLE

Obesity: Data from the National Child Measurement Programme (NCMP) suggests that during the four year period 2013/14 to 2016/17 children in both Reception (ages 4-5) and Year 6 (ages 10-11) are more likely to be very overweight in Rugby Town North compared to children in Warwickshire (Figure 10)¹⁹. The proportional gap between Rugby Town North and Warwickshire for very overweight children is 2.2% in Reception which increases to 3.5% by Year 6.

Indeed, the School Health Needs Assessment data shows that 79.5% of Year 9 pupils eat less than the recommended five helpings of fruit and vegetables in a day and 5.7% eat a take away meal more than once a week¹⁷. Furthermore, 21.3% stated that they feel they are overweight and 42.6% are actively trying to lose weight. Rugby Town North ranks fourth highest of the twenty two JSNA areas in terms of Year 9 pupils who state they do no moderate physical activity per day (8.2% in Rugby Town North compared to a 5.3% county proportion).

Figure 10: NCMP results for 4-5 year olds and 10-11 year olds, 2013/14 to 2016/17

	Reception (Ages 4-5)		Year 6 (Ages 10-11)	
	Rugby Town North	Warwickshire	Rugby Town North	Warwickshire
Very overweight	10.7%	8.5%	19.7%	16.2%
Overweight	12.5%	12.6%	15.7%	14.2%
Healthy weight	75.3%	76.5%	60.7%	65.4%
Underweight	0.5%	0.7%	1.7%	1.2%
Not recorded	1.0%	1.7%	2.2%	3.0%

Source: NHS Digital, NCMP

Injuries: For the period 2011/12-2015/16, the standardised admission ratio for injuries in 15-24 year olds (caused by unintentional and deliberate injuries) in Newbold MSOA (302.7) was significantly higher than the England rate (133.1)¹⁶. This is supported by analysis of Hospital Episodes Statistics (HES) data for emergency admissions for injuries in 15-24 year olds which shows that, over the three year period 2014/15-2016/17, Rugby Town North's crude rate (160.0 per 10,000) was higher than both the borough (144.3) and county (119.6) rate, and was ranked third highest of all the JSNA areas¹⁵. Furthermore, according to the Warwickshire Schools Health Needs Assessment 2017/18 data, 17.8% of Year 6 pupils and 18.9% of Year 9 pupils stated that they had been to an accident and emergency department following an accident or injury in the past year¹⁷.

Rugby Town North's rate of emergency admissions for injury in 0-14 year olds between 2014/15 and 2016/17 (111.4 per 10,000 population) was also higher than the county rate (99.7), and the third highest ranked of all the JSNA areas¹⁵.

CARERS

According to the 2011 Census, 8.5% of adults in Rugby Town North provided care (compared to the Warwickshire figure of 10.9%). However, 22.3% of carers were providing more than 50 hours per week, slightly higher than the 21.0% figure for the county. At LSOA level, there were two areas – Brownsover South Junction One and Brownsover South Lake District North – where more than 30% of carers provided in excess of 50 hours unpaid care per week²⁰.

Furthermore, according to Warwickshire Young Carers there were 159 young carers (aged up to 25) in Rugby Town North in 2018, the third highest of all twenty two JSNA areas²¹. Of these 14.5% resided in Brownsover South Junction One and 15.1% in Brownsover South Lake District North. Warwickshire School Health Needs Assessment 2017/18 data shows that 8.2% of Year 9 students (aged 13 and 14) reported not being able to take part in things with friends because they had caring responsibilities at home (this is slightly above the county rate of 7.9%)¹⁷. For Year 6 pupils, this was 13.5% - the highest of all twenty two JSNA areas. Young carers are of particular concern because of the potential impact on education outcomes. Moreover, young carers may miss out on wider social and leisure opportunities with a consequent impact on their health and wellbeing.

SOCIAL CARE

This section includes information on both adult and children's social care and provides an overview of the Rugby Town North families attached to the Priority Families programme. The data for these areas is held and has been provided by Warwickshire County Council's Insight Service.

PRIORITY FAMILIES

Between April 1st 2015 and March 31st 2018, 1,522 families were attached to Phase 2 of the Priority Families programme. Focusing on Rugby Town North, there were 101 families attached to the programme and 83 classed as claimed and attached (a rate of 7.11 per 1,000 population). Only four JSNAs have a higher total number of priority families and the Rugby Town North rate is markedly higher than that of the county (4.46 per 1,000 population)²².

CHILDREN'S SOCIAL CARE

There are a number of key measures that Warwickshire County Council focuses on in relation to children's social care²³:

Child Looked After: At 31st March 2018 there were 38 children looked after (CLA) in Rugby Town North (this constitutes 6.0% of all of Warwickshire's CLA). Within Rugby Town North, levels have decreased by 5.0% overall, however small numbers result in larger percentage changes.

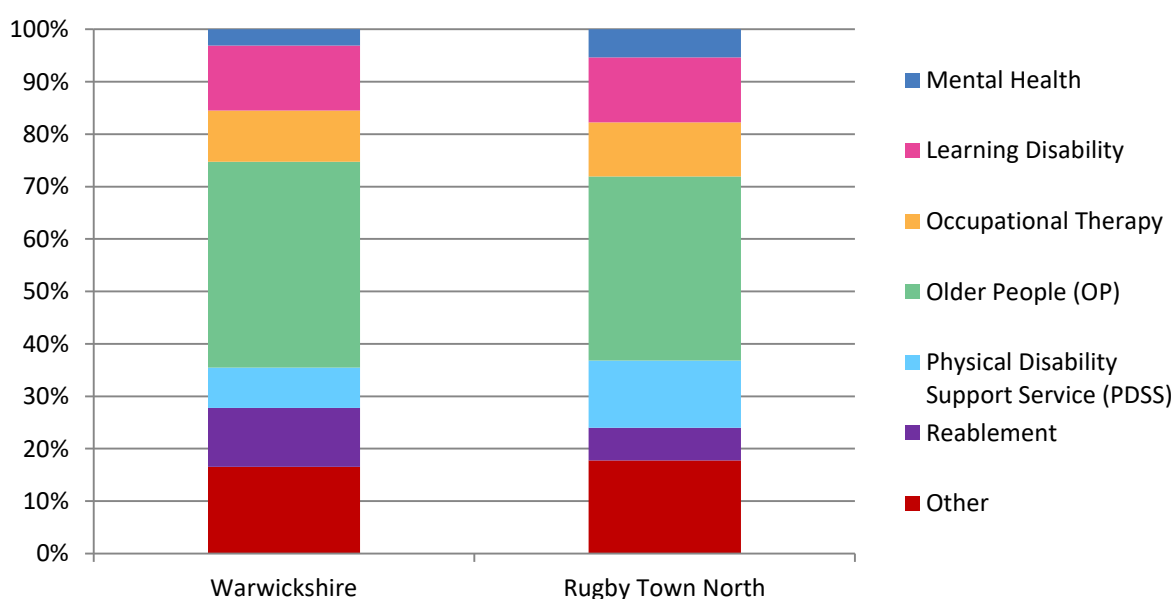
Child Protection Plan: At 31st March 2018 there were 26 children subject to a Child Protection Plan (CPP) in Rugby Town North (this constitutes 4.9% of all of Warwickshire's CPP). Within Rugby Town North, levels have decreased by 38.1% overall, however small numbers result in larger percentage changes.

Child in Need Plan: Across Warwickshire there were 3,356 children subject to a Child in Need Plan at 31st March 2018 giving the county a rate of 296.6 per 10,000 children. In Rugby Town North, there were 202 children (a rate of 330.2 per 10,000 children subject to a Child in Need Plan). Almost half of these children are located in one of three Rugby Town North LSOAs: Brownsover South Lake District North, Town Centre, or Whinfield Park.

ADULT SOCIAL CARE

One of the key adult social care measures that Warwickshire County Council focuses on is the number of service users. This is split across three areas: residential, community and low level/preventative. In Warwickshire, the highest proportion of service users (56.7%) are accessing community services but the proportion in Rugby Town North is slightly lower at 51.6%. Community services include home care, day care, supported living, extra care housing and direct payments²⁴.

Figure 11: Adult Social Care Service area breakdown, 2017



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

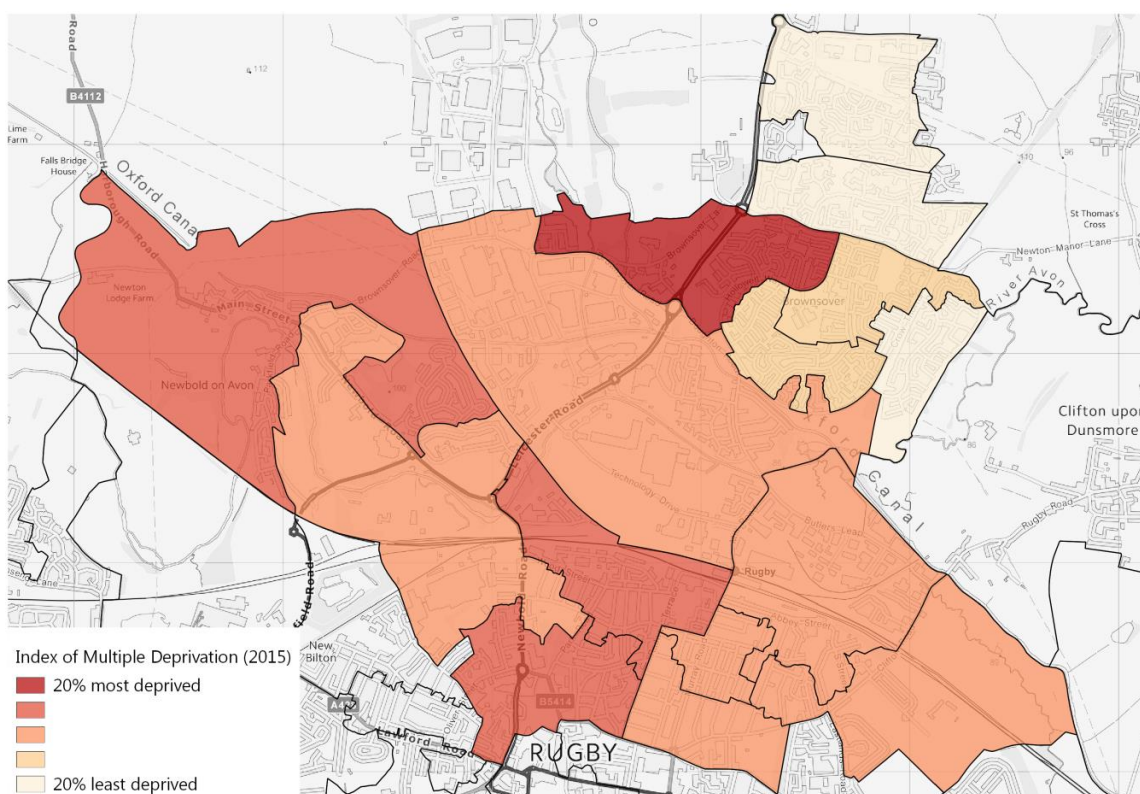
Focussing on Rugby Town North, it is useful to look at the breakdown of service areas that users are accessing and compare it to the Warwickshire service user population. Figure 11 shows that in Rugby Town North the highest proportion of service users are accessing Older People services (35.1%), although this is still lower than the Warwickshire proportion (39.2%) reflecting the younger profile of the population of the area.

Interestingly, the proportion of service users accessing Mental Health services in Rugby Town North is 5.4%, higher than the county figure (3.1%) and the proportion of service users accessing Physical Disability Support services (PDSS) is 12.8% compared to the county proportion of 7.7%.

DEPRIVATION & POVERTY

The 2015 Index of Multiple Deprivation (IMD) measures relative deprivation in small areas (LSOAs)²⁵. Within Rugby Town North, Brownsover South Lake District North LSOA is in the top 20% most deprived areas nationally, and Newbold on Avon, Town Centre and Cattlemarket are in the top 30% most deprived areas nationally (Figure 12). However, the LSOAs of Coton Park, Brownsover North Campion, and Brownsover North Lake District are in the top 20% least deprived nationally. Clearly, there is considerable variation between LSOAs within Rugby Town North in terms of deprivation. Furthermore, Brownsover South Lake District North LSOA and Newbold on Avon LSOA are ranked in the top 10% most deprived areas nationally for education, skills and training and are relatively more deprived on this measure than their overall IMD ranking.

Figure 12: Deprivation in Rugby Town North, 2015



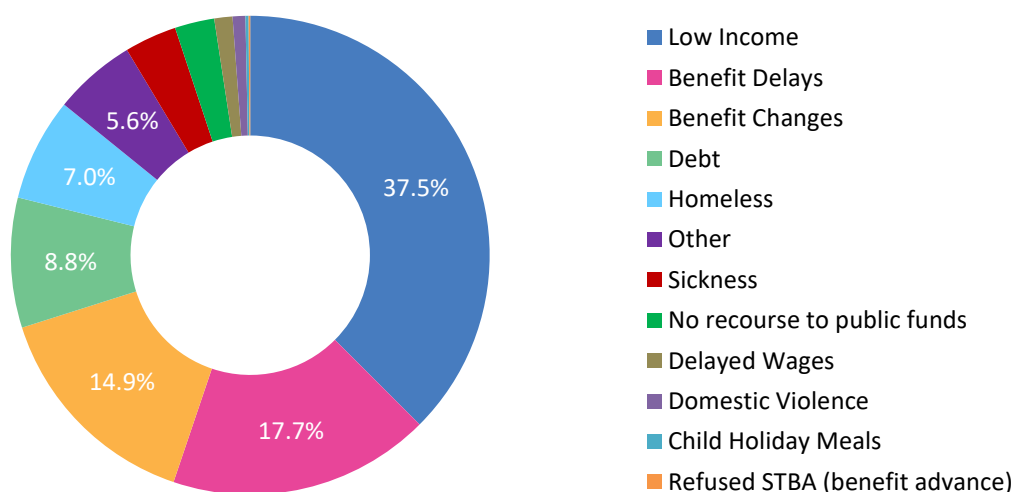
Source: Department of Communities and Local Government, IMD 2015

Data from the Department for Business, Energy and Industrial Strategy suggests that, in 2016, Rugby Town North has a slightly higher proportion of fuel poor households (12.4%) than the county as a whole (11.1%)²⁶.

Enquires to Citizen's Advice provides an indicator of the scale of need within a community across a range of issues. In 2017/18 there were 4,845 enquires to Citizen's Advice from residents living in Rugby Town North²⁷. Of these, almost half (46.9%) were related to benefits and tax credit issues or debt. The top three issues for benefits and tax credits related enquiries were regarding Universal Credit, personal independence payments, and employment support allowance. Furthermore, between 2016/17 and 2017/18 there was a 3.1 percentage point increase in enquiries relating to benefits and tax credits, and a 5.1 percentage point increase in advice sought for debt problems.

It is likely that residents of the JSNA area living in poverty have accessed food banks, either accessing them regularly or at times of need or crisis. The nearest food bank is the Hope 4 Centre which is run by Warwickshire Trussell Trust and located in the centre of Rugby town. Data on individual food bank use covering the period 1st April 2016 to 31st March 2018 shows that Rugby food banks are the third most used food banks in the county behind Warwick and Nuneaton. There were a variety of reasons given for using a Rugby food bank (Figure 13). In 2017/18 'low income' was the main reason (37.5%), followed by 'benefit delays' (17.7%) and 'benefit changes' (14.9%). These were also the top three reasons for using a food bank in 2016/17. However, the proportion of those who stated 'low income' was the main reason has increased by 6.8% since 2016/17.

Figure 13: Reasons for using the Rugby food bank, 2017/18



Source: Warwickshire Trussell Trust, 2017/18

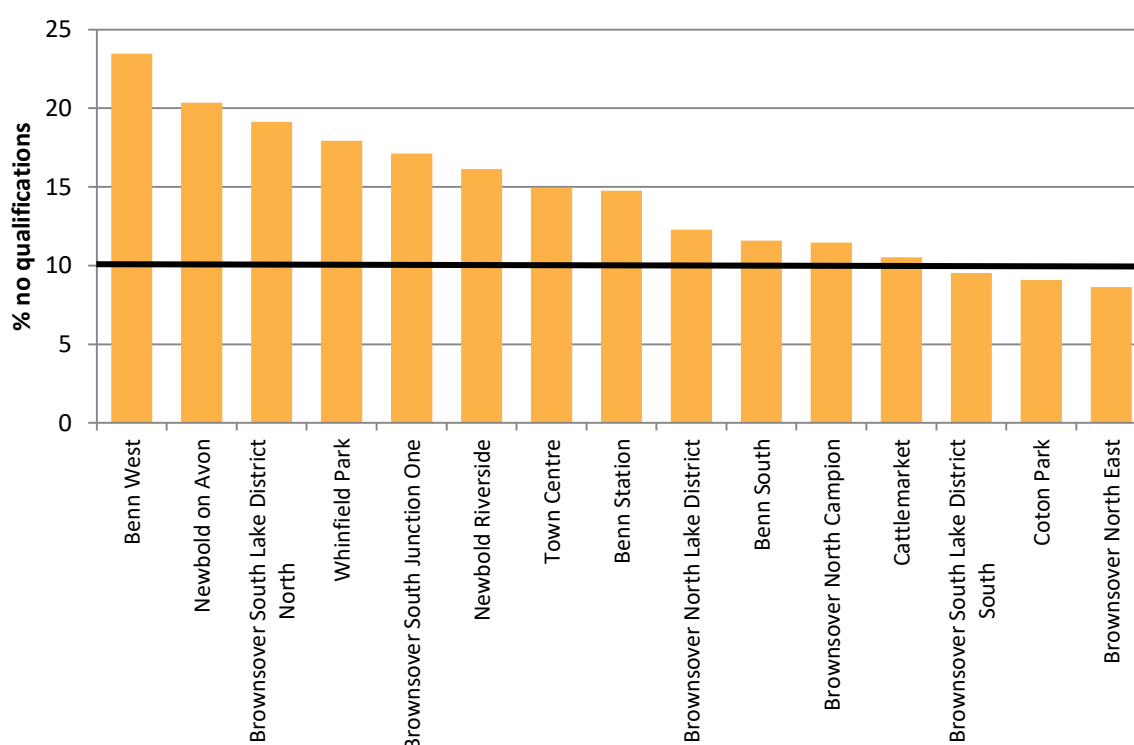
Locally collected data on homelessness was provided by the Hope 4 Centre (a day centre for people who are homeless or badly housed, who have been referred by a local agency). During the period 1st April 2017 to 31st March 2018 there were, on average, 126 clients registered per month with an average of 76 clients attending the Centre each month. The majority of clients (88.3%) are males.

ECONOMY

In 2016, the key employment sectors in the JSNA area were manufacturing (16.0%), transport & storage (including postal) (12.8%), retail (11.7%), professional, scientific & technical (9.0%) and business administration & support services (9.0%). The LSOAs with the highest proportion of people employed within the manufacturing trade were Coton Park (41.7%) and Benn Station (37.2%)²⁸.

Of particular interest is the number of young people without qualifications. According to Census 2011 data, 10.0% of Warwickshire's 16-24 year old population had no qualifications²⁹. For Rugby Town North, this figure was higher (14.7%). In the Benn West LSOA, almost a quarter of all 16-24 year olds (23.5%) had no qualifications and in Newbold on Avon LSOA the figure was double the county rate (20.4%). Indeed, only three LSOAs within the JSNA had a figure below the county average (see Figure 14). There is general agreement that those with no qualifications are less likely to have positive outcomes across a range of social, health and economic indicators, and these figures indicate there are specific areas of the Rugby Town North JSNA with a young population who are less qualified.

Figure 14: Proportion of the 16-24 year old population with no qualifications



Source: ONS, Census 2011

In terms of occupation, a markedly higher proportion of Rugby Town North's total working population were employed in elementary occupations (20.6%) than the equivalent for Warwickshire (12.0%) in 2011. Conversely, the proportion of Warwickshire employees in managerial (12.0%) and professional occupations (18.1%) was higher than the proportion in Rugby Town North (9.4% and 14.9% respectively)³⁰.

EDUCATION

EARLY YEARS

The proportion of children living in Rugby Town North achieving a Good Level of Development (GLD) decreased from 71.0% in 2016 to 66.4% in 2017. This figure is lower than the borough, county and national average³¹. In addition, children in Rugby Town North who are categorised as disadvantaged were more likely to achieve a GLD in 2016 than children in the borough, county and nationally, but less likely to in 2017. In 2017, the gap between those children who are disadvantaged and those who are not in terms of school readiness in Rugby Town North is slightly higher (22.6 percentage points) than Rugby Borough (17.5 percentage points) and Warwickshire (19.4 percentage points) (Figure 15).

Figure 15: Percentage of children achieving a Good Level of Development (school readiness)

	All Children	All Children	Dis-advantaged	Dis-advantaged	Non-dis-advantaged	Non-dis-advantaged
	2016	2017	2016	2017	2016	2017
Rugby Town North	71.0%	66.4%	53.8%	47.5%	72.4%	70.1%
Rugby Borough	72.1%	71.8%	47.1%	56.3%	72.7%	73.8%
Warwickshire	71.0%	73.0%	49.1%	58.0%	72.7%	74.0%
National	69.3%	71.0%	52.0%	56.0%	70.0%	73.0%

Source: Early Help & Education, Insight Service, Commissioning Support Unit, WCC

END OF PRIMARY SCHOOL ATTAINMENT – KEY STAGE 2

In 2017, 59.2% of children achieved the Expected Level of Development (ELD) at the end of Key Stage 2 (10-11 year olds) for Reading, Writing and Maths in Rugby Town North compared to 63.0% in Rugby Borough and 62.0% in Warwickshire. This was an increase on 2016 results at all geographies apart from disadvantaged children in Rugby Town who went from performing better (43.9%) than the borough, county and national rate in 2016, to doing worse (39.0%) in 2017. In 2017, the gap between those children achieving the ELD who are disadvantaged and those who are not was 27.5% in Rugby Town North, slightly higher than the borough (25.9%), county (26.0%) and England figures (20.0%) (Figure 16).

Figure 16: Percentage of children achieving the Expected Level in Reading, Writing and Maths

	All Children	All Children	Dis-advantaged	Dis-advantaged	Non-dis-advantaged	Non-dis-advantaged
	2016	2017	2016	2017	2016	2017
Rugby Town North	54.2%	59.2%	43.9%	39.0%	59.4%	66.5%
Rugby Borough	57.9%	63.0%	40.3%	43.0%	63.9%	68.9%
Warwickshire	57.5%	62.0%	37.9%	42.0%	63.5%	68.0%
National	54.0%	62.0%	39.0%	48.0%	61.0%	68.0%

Source: Early Help & Education, Insight Service, Commissioning Support Unit, WCC

The Rugby Town North gap has increased since 2016 (a 15.5 percentage point gap). The LSOAs within Rugby Town North with the largest gap are Benn West (69.2%), Brownsover South Junction

One (65.2%), and Brownsover North East (62.5%). It is important to note this, both due to the ELD levels falling for disadvantaged pupils and also a rise in ELD levels for other pupils in Rugby Town North.

END OF SECONDARY SCHOOL ATTAINMENT – KEY STAGE 4

In 2017, fewer students (43.5%) living in Rugby Town North achieved a 9-5 strong pass in English & Maths compared to students in Rugby Borough (50.6%) and in Warwickshire (48.1%). However, the gap between those who are disadvantaged and those who are not is smaller (20.9 percentage points in Rugby Town North) than the borough (32.3 percentage points) and county (30.5 percentage points) (Figure 17). The LSOAs within Rugby Town North with the largest gap are Cattlemarket (43.3 percentage points) and Benn Station (41.7 percentage points). The change from the A*-C to 1-9 GCSE grade system means that 2016 and 2017 results cannot be compared.

Figure 17: Students achieving the new Key Stage 4 measures of 9-5 strong pass including English and Maths, 2017



Source: Early Help & Education, Insight Service, Commissioning Support Unit, WCC

FREE SCHOOL MEALS (FSM)

There are a higher percentage of school children residing in Rugby Town North who are eligible and registered for free school meals compared to Rugby Borough and Warwickshire (Figure 18). This is particularly the case for children living in the LSOAs of Brownsover South Lake District North (23.9%) and Cattlemarket (20.7%).

Figure 18: Number and percentage of pupils claiming Free School Meals

	2016		2017	
	No.	%	No.	%
Rugby Town North	438	11.3%	500	12.7%
Rugby Borough	1,258	8.4%	1,482	9.8%
Warwickshire	6,330	8.7%	6,461	8.8%
National	1,090,596	15.1%	1,079,500	14.7%

Source: Early Help & Education, Insight Service, Commissioning Support Unit, WCC

According to the Spring School Census (January 2018) there were 480 pupils (15.6%) in Rugby Town North eligible for a free school meal, which is higher than both Rugby Borough (11.7%) and Warwickshire (9.2%)³². The proportion of children eligible for free school meals is particularly high at Northlands Primary School (21.5%) and Boughton Leigh Infant School (19.9%), and the general trend is an increasing proportion of pupils eligible in Rugby Town North between 2016 and 2018 (a 2.8% increase over this time period).

PUPIL ABSENCE

Rugby Town North schools' absence rate for 2016/17 was slightly higher (10.5%) than that of Rugby Borough (9.4%) and the county (9.2%) as a whole but has been reducing since 2015/16³³.

COMMUNITY SAFETY

CRIME & ANTI-SOCIAL BEHAVIOUR

During 2017, across Rugby Town North there were a total of 2,907 crimes and the JSNA area had a higher crime rate than both the borough and county (Figure 19). However, taken in the context that there has been significant housing developed and an increase in population over the last few years, a rise in crime and anti-social behaviour is likely. Furthermore, the Chief Constable sought to explain the continued increases in recorded crime in his briefing note in December 2017, where he believed that there are a number of reasons for the continued increase into 2017/18, including: continued impact of Crime Data Integrity (changing recording practices); changing nature of crime; greater collaboration and co-location with partners; new crime categories being introduced.

Figure 19: Crime and ASB incidents, January-December 2017

	Population (mid-2016 estimate)	Total criminal offences	Total crime rate per 1,000 population	Total ASB incidents	Total ASB rate per 1,000 population
Rugby Town North	25,873	2,907	112.4	1,078	41.7
Rugby Borough	103,815	7,763	74.8	2,893	27.9
Warwickshire	556,750	41,749	75.0	16,843	30.3

Sources: Crime Information System, STORM Incident System, Warwickshire Police. ONS mid-2016 population projections

The LSOAs with the highest crime rate were Town Centre (329.0 per 1,000) and Brownsover South Junction One (229.1 per 1,000), although this is not surprising given these are busy town centre and shopping locations³⁴.

According to Warwickshire Police STORM Incident System data, there were 487 domestic abuse incidents reported to the police that occurred at a location within the boundaries of the Rugby Town North JSNA area between 1st July 2017 and 30th June 2018³⁵. This equates to a rate of 18.8 per 1,000 population, the fourth highest rate of all the JSNA areas. A higher rate is not necessarily negative and could show a confidence in the reporting of domestic abuse incidents to the police.

Figure 20 lists the ASB incident levels by category for the 12 month period January to December 2017³⁶. Rugby Town North had a slightly higher rate of nuisance incidents compared to the borough and county figures. A contributory factor in this may be Rugby's town centre being a popular night time economy destination.

Figure 20: ASB incidents by category, January-December 2017

	ASB category			Total ASB incidents
	Personal	Nuisance	Environmental	
Rugby Town North	15.9%	73.7%	10.4%	1,078
Rugby Borough	16.4%	71.4%	12.2%	2,902
Warwickshire	15.5%	72.4%	12.1%	16,892

Source: STORM Incident System, Warwickshire Police

Rugby Town North was the JSNA area with the highest rate of hate crimes per 1,000 for the 12 month period August 2017 and July 2018³⁷.

ROAD SAFETY

Warwickshire County Council's Road Safety Intelligence Team manages data in relation to road traffic collisions. The total number of road traffic collisions (RTCs) in Rugby Town North reduced from 71 in 2015 to 56 in 2017 (down 21.1%). There were no fatalities during this time period and only 20% of RTCs were classed as 'serious'³⁸.

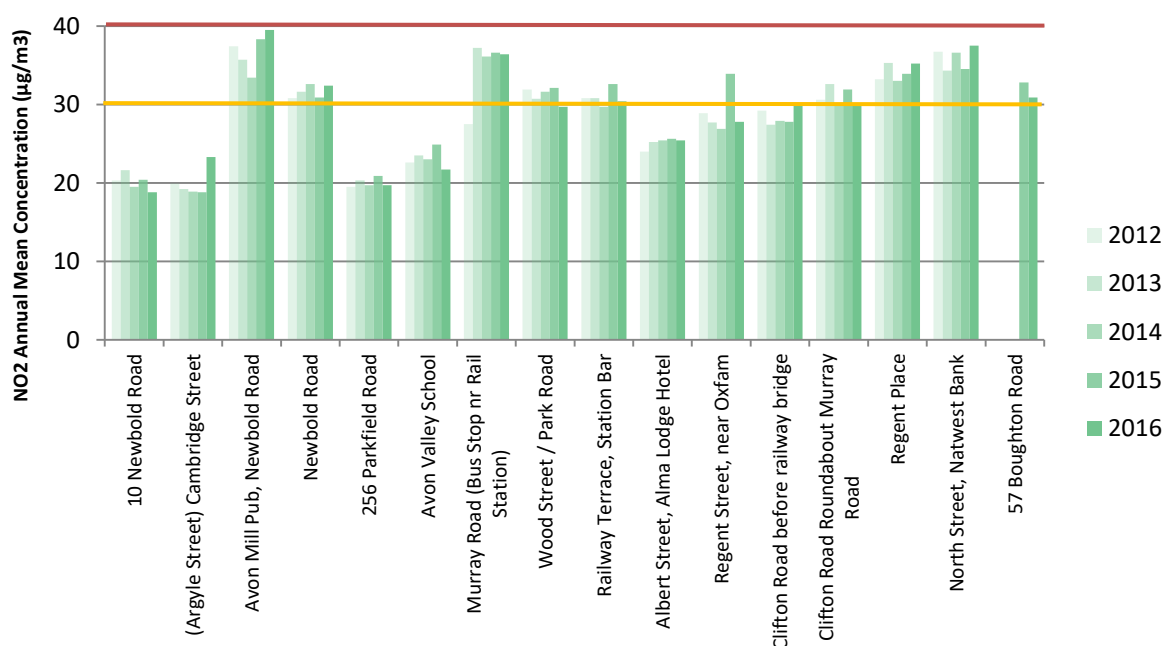
In 2017, the road traffic accident (RTA) rate per 1,000 population for Rugby Town North was 2.2%, lower than the borough average (2.7%). The Brownsover South Junction One LSOA (5.9%) and Newbold Riverside LSOA (5.2%) had the highest rate of RTAs per 1,000 population. However, the number of RTAs in Newbold Riverside LSOA has doubled between 2015 and 2017. Indeed, the number of road traffic accidents may well increase over the next few years as a result of more traffic on the roads due to an increasing population living in the new housing developments in the area.

ENVIRONMENT

Our physical and psychological health and wellbeing is affected by the quality of air we are exposed to. Indeed, living in a pollution-free environment signifies a better quality of life. Figure 21 shows the trend in annual mean NO₂ concentrations (µg/m³) between 2012 and 2016 at the non-automatic

monitoring sites within Rugby Town North³⁹. Whilst Figure 21 shows that no individual site exceeded the European Commission air quality standard objectives of 40µg/m³ (above the red line) in 2016, eight sites recorded over 30µg/m³ (above the amber line). Furthermore, certain sites (such as Argyle Street) have experienced a significant increase in annual mean NO₂ concentrations during this five-year period and it is therefore important to maintain a focus on these monitoring sites in coming years as an increase in NO₂ concentrations will likely contribute to the health of local residents.

Figure 21: Trends in NO₂ Annual Mean Concentration (µg/m³) at non-automatic monitoring sites, 2012-2016



Source: Rugby Borough Council, Air Quality Annual Status Report 2017

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 September 2018, research and information gathering was undertaken in order to identify current community assets within the JSNA area of Rugby Town 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 Town North's community assets are listed in Figure 22 and presented in a suite of ten maps in Appendix A. Descriptions of the community asset categories can be found in the glossary document.

Figure 22: Count of community assets by theme in Rugby Town North, September 2018

Theme	Count
1 - Children & Families	24
2 - Young People	18
3 - Older People	14
4 - Community Venues & Meeting Points	20
5 - Community Organisations & Social Groups	12
6 - Leisure & Recreational Activities	26
7 - Advice & Support	17
8 - Community Cafes & Foods	15
9 - Health & Wellbeing	15
10 - Education & Learning	19

The theme with the largest number of community assets was leisure and recreational activities. These include sports centres and clubs, outdoor activities, leisure facilities and classes. The theme with the fewest community assets was community organisations and social groups. These include action groups, resident and community associations, town and parish councils and informal meeting groups. Geographically, the majority of community assets are located in the Town Centre LSOA. The LSOAs most under-represented in terms of the number of community assets are Brownsover North East, Brownsover South Lake District North, and Brownsover South Lake District South – there are no community assets located in these areas across all ten themes (see Appendix A).

LOCAL KNOWLEDGE

The following section includes data and information from local residents and stakeholders to highlight the health and wellbeing needs of people living in Rugby Town North. In order to reflect local needs, this report incorporates the views of local communities, gathered through engagement with stakeholders and local residents and through surveys.

RUGBY TOWN NORTH STAKEHOLDER EVENT

A stakeholder engagement event to understand the health and wellbeing needs of people living in the Rugby Town North area – Newbold, Brownsover, Benn, Town Centre, Cattlemarket and Coton Park took place at the Benn Hall, Rugby, on 14th June 2018 as part of the Rugby Community Action Network (CAN) Forum. The meeting included a welcome from Councillor Crane and two presentations: overview and context setting, and key headlines – what is health and wellbeing like in Rugby Town North. Following this, table top discussions took place. First, participants discussed their overall impressions of the data presented, whether, in their opinion, this was an accurate description of the area, and the themes and emerging issues coming out of the data. Second, four emerging themes (identified from initial data analysis) were discussed in more detail:

- Employment, training and skills
- Young people (including youth services)
- Pressure on local health services
- Mental health (including depression and self-harm)

Participants were asked to discuss each theme, identify any current local work in this area and to tell us more that could contribute to tackling the health and wellbeing needs of people living in Rugby Town North. The key findings from the stakeholder event are presented below (a full set of notes from the stakeholder event is presented in Appendix B).

General themes: the main themes highlighted during the first table top discussions were:

- Limited community and health facilities in Rugby Town North overall. Perceived geographical divisions across the JSNA area (for example, Brownsover receives the most support. However, Coton Park residents are accessing a lot of the services but do not receive the same level of support due to the area's perceived affluence).
- Low rates of physical activity and high rates of obesity amongst the general population. A perceived lack of physical activity provision for all ages, particularly for the elderly. Access to and awareness of physical activity services could be made (e.g. Daily Mile initiative, Sport England initiatives, Parkrun).
- Perceived lack of green and/or community spaces for residents.
- Perceived high levels of homelessness due to poverty, rental rates, house prices and debt.
- New community centres or equivalent may need to be developed to cater for an increasing (and diverse) population (e.g. language centres, IT sessions).
- Availability of and access to clear information around services for the general public.
- The Brownsover GP practice not yet being open (following the closure in 2015 of Bow Fell) will have an impact on the A&E admissions data. The walk-in centre is an excellent service and awareness of this needs to be raised.
- A perceived lack of volunteering amongst young people.

The four emerging themes were discussed in more depth. The key findings for each theme are presented below:

Employment, training & skills

- Clear geographical pockets of deprivation, unemployment and earnings.
- How to break the culture and multi-generational cycle of unemployment? Non-school attendance/truancy is often the starting point.
- There are no sixth form places in Rugby Town North which is disappointing considering it is a densely populated area. There is no obvious place for training (e.g. adult education). A clear path/progression routes post-16 is required.
- More apprenticeships/skilled-trade opportunities needed. Developing better relationships with employers could build these links.
- Generally, there is a lack of work placement opportunities. Accessing an Orbit employment and skills coach could be useful. Clearer Department for Work and Pensions (DWP) communications required.
- English Speakers of Other Languages (ESOL) is oversubscribed. There are a significant number of people in the area who cannot speak or write in English and this inhibits employment opportunities.
- There is a desire from people with learning difficulties to work.

- Job Clubs for older people with low skills would help get them 'work ready' (e.g. employment recovery coaches). Classes and courses to build skills and experience (e.g. hands-on/taster sessions).

Young people (including youth services)

- An increase in accidents in children has been observed within schools.
- The 'Daily Mile' would be a useful intervention to improve social interaction, physical activity, mental health and obesity (National Child Measurement Programme).
- New community spaces / developments need to be put in place for young people.
- There is currently a distinct lack of universal provision for young people (in particular, sports clubs, church groups, volunteering groups, wellbeing hub for young people with disabilities).
- A need for holistic/joined up approach to young people services is required. Partnership and outreach work is needed between all groups and schools.
- It is important to speak with and listen to young people in order to build relationships. More youth support is required.

Pressure on local health services

- A lack of infrastructure to support the rapid growth in population in Rugby Town North.
- There are no services north of the railway line. There is also a lack of transport services in Coton Park meaning it is difficult for residents there to access services.
- Most of the GP practices are located within Rugby Town Centre making access difficult to those residents living in other parts of the JSNA area.
- Residents living on the number 4 bus route are best placed to access services.
- New housing developments are putting pressure on new practices. More community spaces are required (e.g. converting old surgery into a community space?). Health groups are currently limited to church locations due to the lack of community spaces.
- The number of GP vacancies is having an impact on the health and wellbeing of the population. GP practices are stretched and restrictive opening times make it difficult to get an appointment. Brownsover Surgery will provide much needed health and community assets for local groups.

Mental health (including depression and self-harm)

- There is a clear demand for mental health support but a feeling that there are not enough services to support this demand. Increased provision/investment in mental health services will be required to meet growing demand as Rugby Town North's population grows.
- Increased awareness of mental health services could have led to an increase in recorded numbers which could be seen as a positive as more people are now coming forward to get help.
- A lack of funding for schools to deliver effective mental health support. Schools are not reaching the most vulnerable groups (often due to child truancy). Would like to see mental health services giving talks in schools, roadshows in school playgrounds, role models/people who have gone through mental health issues giving talks in schools.

- Need to educate parents on mental health. Take mental health services to where children and parents go. Link parents to professionals so they hear personal views.
- More face-to-face discussions/outreach work with young people. Also use online mechanisms to reach young people and social prescribing to refer people. Suggestions include expanding Rise (currently a waiting list in Rugby), implementing 1-1 wellbeing hub sessions, developing a mental health walk-in centre.
- A perception that young people today are not getting enough social interaction. Lifestyle, housing pressures, domestic violence impacts on mental health and support is required. Barriers to outdoor spaces can impact on mental health.
- A lack of knowledge of what services are available and difficulties in accessing services when they are employed. The wait time for support services is often too long (this puts pressure on frontline workers like the police as they have repeated call outs).
- Earlier professional intervention needed to help people before crisis.
- A lack of dual diagnosis, such as addiction and mental health. This needs more co-ordination (currently segregated) as mental health is not a priority, but treating the addiction is seen as the solution.

CONSULTATION

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 1st October 2018 (a full set of notes is presented in Appendix C).

Professionals: Twelve respondents identified themselves as a professional working in all areas across Rugby Borough. Respondents were asked to select priorities for improvement for specific age groups. Figure 23 summarises the priorities selected.

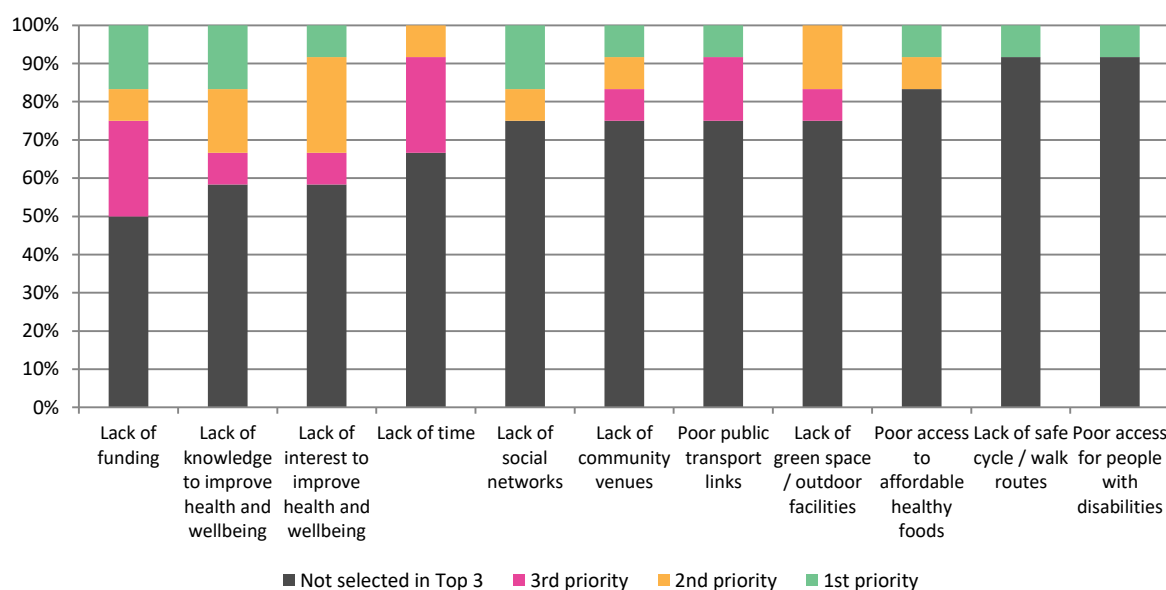
Figure 23: Professionals: priority area for improvement

Age Group	Priority 1	Priority 2	Priority 3
Parent & Infant	Initiatives to support and reduce people living in poverty (e.g. access to Free School Meals)	Community activities and opportunities to develop social networks	Parks and green spaces
Children & Young People	Mental health and wellbeing	Initiatives to support and reduce people living in poverty (e.g. access to Free School Meals)	Employment and skills
Working Age	Healthy lifestyles (e.g. be active, eat healthy, stop smoking)	Substance misuse (e.g. alcohol, drugs)	Mental health and wellbeing
Older People	Support for those with long-term health conditions	Community activities and opportunities to develop social networks	Access to health services
All ages	Mental health and wellbeing	Access to health services	Support for carers

Source: JSNA Professionals online survey, 2018

When asked, in their experience of working across Rugby Borough, to rank the top three potential barriers to improving health and wellbeing of the local population, 'lack of funding' was ranked first (Figure 24). The second most commonly selected potential barrier was a 'lack of knowledge to improve health and wellbeing', and third was a 'lack of interest to improve health and wellbeing'. 'Difficulty accessing online services', 'culture / language barriers', and 'fear of crime / personal safety' were not selected as a priority by any of the professionals who responded to the survey.

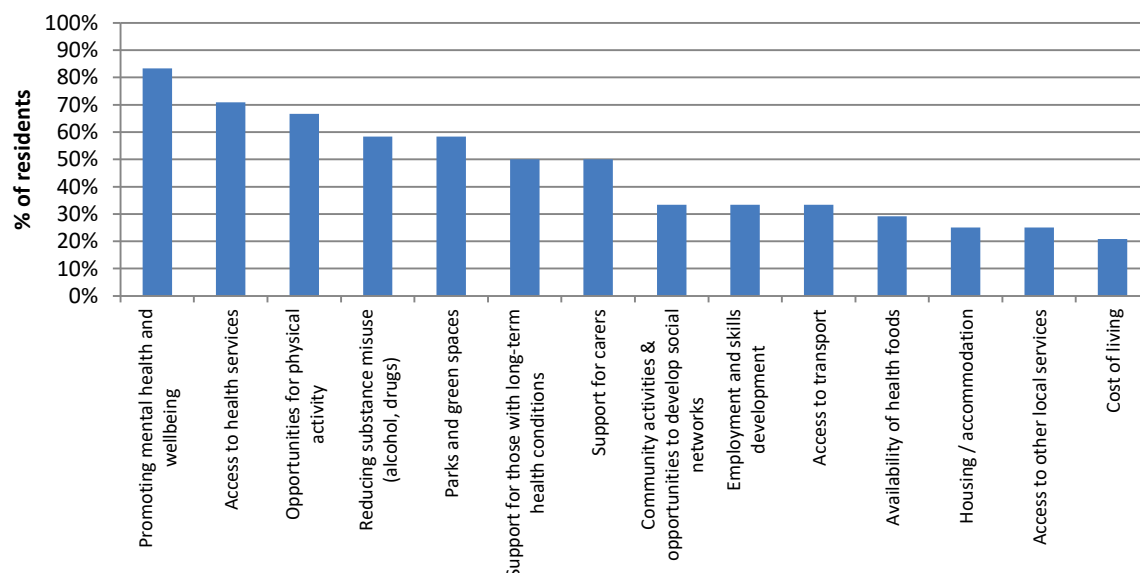
Figure 24: Professionals: top three potential barriers to improving health and wellbeing



Source: JSNA Professionals online survey, 2018

Residents: Twenty-four respondents identified themselves as a resident living within the Rugby Town 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 25). The top three issues selected included ‘promoting mental health and wellbeing’, ‘access to health services’ and ‘opportunities for physical activity’.

Figure 25: Residents: priority areas for health and wellbeing

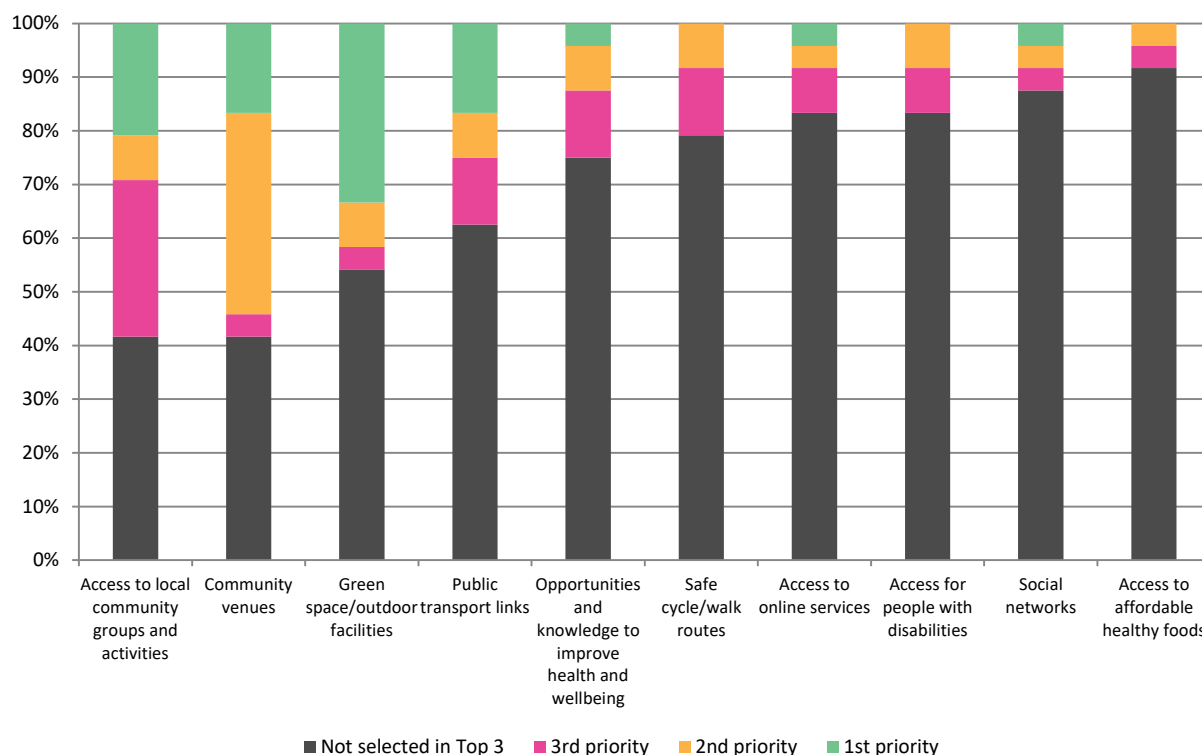


Source: JSNA Residents online survey, 2018

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 26 highlights that ‘access to local community groups

and activities’ was most likely to feature in residents’ top three followed by ‘community venues’ and ‘green space/outdoor facilities’.

Figure 26: Residents: top three things in the local area which support positive health and wellbeing



Source: JSNA Residents online survey, 2018

These priorities were reiterated when respondents were asked to suggest three things that could be better in the local area to improve health and wellbeing. Figure 27 summarises residents’ responses by theme.

Figure 27: Residents: suggestions of things that could improve health and wellbeing

Theme	Example(s) for illustration
Access to physical activity opportunities (especially through local quality greenspaces, safe cycle and walking routes and lower cost gym membership)	<p>“We need a bigger play area for children at the local school (it’s a very small playground as it’s an urban school) – this makes it even more important to have quality local green spaces for children to run around”</p> <p>“Physical activity opportunities (particularly for young people (e.g. Daily Mile, Parkrun to help to reduce obesity and improve mental health. More open and green spaces”</p> <p>“Green and outdoor spaces for young people to run around in. We need some organised activities in these spaces too (for all ages) and outdoor gyms. Better maintenance and improving the walking/cycle paths around the town would encourage people to get outside and be active yet safe”</p> <p>“Gyms need to be cheaper or be offered at a lower cost to young people”</p>

Transport/traffic improvements (including safe cycling and walking routes/air quality)	<p><i>"Bus services need to run more frequently. Travel de Courcey website is hopelessly wrong – searching for a bus gives different times against their downloadable timetable"</i></p> <p><i>"Need better bus routes into the town from Brownsover/Coton areas"</i></p> <p><i>"More green and open spaces and parks for walking and jogging. Wider paths would encourage this (and cycling too). This would get people active and potentially reduce pollution from cars"</i></p> <p><i>"Better and safer cycle/walking lanes and buses around the town"</i></p>
Access to health services	<p><i>"More/easier access to health services (e.g. improved GP hours/evening appointments, more health staff/GPs in general, better parking facilities at the hospital, shorter waiting times for appointments). If more and more housing is to be developed then there will be an increasing pressure on health services from a growing Rugby population – health services need to keep up with the demand"</i></p> <p><i>"GPs and dentist need to be available at weekends and evenings, this would ease the burden on A&E depts. at the hospital"</i></p> <p><i>"Reduce the wait for a doctor's appointment – too busy"</i></p> <p><i>"Better availability of health care facilities, people within Coton Park area have to travel distances to get to health care, dental care"</i></p>
Access to mental health support and services	<p><i>"Support groups for people struggling with mental health"</i></p> <p><i>"Access to mental health/behavioural services for teenagers"</i></p> <p><i>"More mental health support as this is all linked to problems with drink, drugs and self-harm/suicide"</i></p>
Information / promotion of local activities which support health and wellbeing	<p><i>"Local healthy living groups that are actually publicised – either Rugby has none or they are the best kept secret"</i></p> <p><i>"Services that come to local neighbourhoods so can be accessed by people suffering isolation as not everyone can get to a community venue"</i></p>
More community venues	<p><i>"More venues where people can meet and socialise as part of a community. Local social club, pub and community centre have closed, nothing replaced them. To have a community centre that residents in area could be involved with would be great"</i></p> <p><i>"Gathering/event space that is not church related"</i></p>
Opportunities for volunteering and support for carers	<p><i>"More opportunities and groups for younger people would reduce anti-social behaviour and reduce alcohol/drug use and possibly improve the mental health of young people. This could be encouraging young people into volunteering or caring as I know there is a need for this in the area"</i></p> <p><i>"More support for people with caring responsibilities. Perhaps helpful ways for getting people out of the home to activities to ease the burden on carers"</i></p>

Residents were also asked what local activities or events they would like to see in the local area. This list includes: local litter picks; choir/music group; shared work spaces (e.g. Men in Sheds); exercise group for people with limited mobility; a café at the Chapel; craft days; volunteering to improve local facilities (e.g. community murals, gardening in green spaces); walking football/netball; classes in Eastern European languages for English speakers; 'Meet your neighbours'.

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