

# PLACE BASED NEEDS ASSESSMENT

## HILLMORTON

Warwickshire Joint Strategic Needs Assessment

September 2019

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## REPORT DETAILS

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## KEY MESSAGES

### DEMOGRAPHICS

- The population of Hillmorton was estimated to be 18,500 in 2017. The JSNA area has a slightly older age profile than the Warwickshire population with particularly higher proportions of those aged 70-79 years. Conversely, the area is under-represented compared to Warwickshire when looking at the 20-34 age group.
- Hillmorton's population is growing at a slower rate than the borough and county equivalents although this masks some variation at a more local level.
- Hillmorton follows the ethnicity profile of Warwickshire, while Rugby Borough is relatively more diverse than this JSNA area. However, a higher proportion of people residing in Hillmorton follow a Hindu religious faith when compared to Warwickshire.
- In 2011, in Hillmorton there were more homeowners than in the population of Warwickshire and England. The Mosaic profile for the area indicates that the population in the area are more likely to be families with modest/good incomes.

### HEALTH

- Hillmorton's birth rate was in line with Warwickshire's in 2016, however this has steadily fallen from 2013-2015.
- In 2015-17, life expectancy at birth was higher for residents living in Hillmorton for both males (81.4 years) and females (84.0 years) compared to individuals residing in Rugby Borough, Warwickshire and England.
- In 2017/18, both general practitioner practices where residents in Hillmorton make up a high proportion of the practice register have a higher recorded prevalence of chronic kidney disease (CKD) than England. This is consistent with the older population profile in the JSNA area. Both GP practices recorded higher than England proportions in terms of cancer screening coverage.
- There is some variation in recorded health conditions between the two practices. For example, Whitehall Medical Practice had a higher proportion of those with a long-standing health condition than the England average. This is in line with the older population in the area who will likely have more long-term conditions. Osteoporosis seems to be more prevalent at Clifton Road Surgery, where the prevalence is significantly higher than the England average, while it is significantly lower at Whitehall Medical Practice. More cases of osteoporosis could reflect better identification at Clifton Road Surgery.
- In 2017/18, the proportion of patients recorded as current smokers was significantly higher than the proportion in England (17.2%) at Whitehall Medical Practice (22.3%) and this has been the case since 2013/14.
- The recorded prevalence of cancer across the two GP practices in this JSNA area differs considerably. Clifton Road Surgery had a cancer prevalence (3.2%) significantly above the England average (2.7%) in 2017/18 and has been consistently above the national benchmark since 2009/10. Across the Coventry and Rugby CCG, Clifton Road Surgery has the 6<sup>th</sup> highest

proportion of its patients recorded with cancer (out of 68 GP practices in the CCG area). This is likely to be consistent with the older age profile of the population.

- In the 5 years, 2013-2017, Hillmorton has the 7<sup>th</sup> highest (out of 20 JSNA areas considered for this indicator) directly standardised rate for deaths from cancer in those aged under 75 years. This is comparable to the equivalent county rate over the same period.
- Between 2014/15 and 2017/18, both the attendance rate at accident and emergency and the emergency admission rate for children aged 0-4 years old was higher in Hillmorton (640 and 118 per 1,000 population aged 0-4 respectively) than in Warwickshire (554 and 103 per 1,000 population aged 0-4 respectively). For both indicators, Hillmorton had the 4<sup>th</sup> highest attendance rate and emergency admission rate for children of all 22 JSNA areas.
- Looking at LSOA level, Eastlands South LSOA in Hillmorton has the second highest rate of A&E attendances for 0-14 year olds in Warwickshire at 237.4 per 1,000 compared to a Warwickshire average of 125.1 per 1,000.
- Hillmorton's rate of emergency admissions for injury in 0-4 year olds between 2014/15 and 2017/18 (170 per 10,000 population) was higher than the county rate (129 per 10,000 population) and the 3<sup>rd</sup> highest ranked of the JSNA areas (out of 21 considered for this indicator).
- Similarly, the rate of emergency admissions for injuries in 15-24 year olds is also high in Hillmorton, 153 per 10,000 population compared to a Warwickshire equivalent of 117, the third highest of all the JSNA areas.

## DEPRIVATION

- None of the LSOAs within the JSNA area are within the top 30% most deprived areas nationally according to the 2015 Indices of Multiple Deprivation. The most deprived LSOA on the overall indices is 'Hillmorton West' which is within the top 50% most deprived areas nationally.
- Caldecott Rokeby is within the top 20% most deprived areas nationally for the children and young people sub-domain and within the top 30% most deprived nationally for education, skills and training and income deprivation affecting children.
- Three areas in Hillmorton feature on the geographical barriers subdomain. Caldecott South & Rural and Eastlands South West LSOAs are within the top 20% most deprived areas nationally and Hillmorton East & Wharf in the top 30% most deprived on this sub-domain.
- In 2018, Hillmorton's proportion of children registered as eligible for and claiming a free school meal was lower than the borough and county figures. However, there were two LSOAs in the area which had over double the proportion of children registered as eligible and claiming a free school meal: Caldecott Rokeby – 25% (63 children) and Hillmorton West – 20% (49 children).
- There has been a 35% reduction in the number of people presenting at Citizens Advice that live in Hillmorton, contrary to the Warwickshire picture which saw an 8% increase in people presenting over the same period.

## ECONOMY & EMPLOYMENT

- In November 2018, there were 175 people claiming Job Seekers Allowance from Hillmorton, an increase of 95 claimants since 2014.

- Hillmorton follows the county in terms of its occupation profile. In 2011, the highest proportion of people employed in Hillmorton were categorised as working in professional occupations and the smallest proportion in sales and customer service occupations.
- In 2015/16, there were 15 LSOAs in Warwickshire with a gross annual household income below the Warwickshire 10<sup>th</sup> percentile average (£12,250), of relevance to Hillmorton are Caldecott Rokeby (£11,449) and Paddox South (£11,912). However, there were twenty LSOAs with a gross annual household income above the Warwickshire 90<sup>th</sup> percentile average (£62,042), in particular Eastlands South (£71,512) in the Hillmorton JSNA area.

## EDUCATION

- In 2018, the gap between those children who are disadvantaged and those who are not in terms of school readiness in Hillmorton was larger than the borough figure and was similar to the Warwickshire benchmark. The Hillmorton gap has increased since 2016.
- In 2018, only half of all children in Hillmorton West LSOA (48%) and Caldecott Rokeby (52%) achieved the Expected Level of Development (ELD) at the end of Key Stage 2 for Reading, Writing and Maths, compared to 94% in Eastlands Abbots LSOA.
- In 2018, Hillmorton had the second largest gap between those who are disadvantaged achieving a strong pass in English & Maths at Key Stage 4 and those who are not out of all 22 JSNA areas. This is largely due to a fall in the proportion of disadvantaged students achieving the Key Stage 4 measures.
- In 2018, 91% of children in Hillmorton attended a 'good' or 'outstanding' school, higher than the borough and county rate. All LSOAs are above 93% in Hillmorton except Caldecott Rokeby LSOA where only 43.8% of children attended a school rated as 'good' or 'outstanding' in 2018, the lowest proportion across the borough and the eighth lowest of the 339 LSOAs in Warwickshire.

## SOCIAL CARE

- At 31<sup>st</sup> March 2018, there were 25 children looked after (CLA) in Hillmorton JSNA area, a rate of 66.3 per 10,000 children, higher than the equivalent borough and county rates and puts Hillmorton as 7<sup>th</sup> out of 22 JSNA areas. The CLA rate in Hillmorton has increased over the past year, from 50.8 per 10,000 children at 31<sup>st</sup> March 2017.
- In Warwickshire (67.9%) and in Hillmorton (75.0%), the highest proportion of adult social care service users are accessing community services (which include home care, day care, supported living, extra care housing and direct payments). This is the 5<sup>th</sup> highest proportion of all the 22 JSNA areas and promotes one of the central outcomes of Warwickshire County Council to support communities and individuals to be safe, healthy and independent.

## COMMUNITY SAFETY

- There is disparity in crime distribution across Hillmorton with the highest rate in 2018 concentrated around Caldecott Rokeby, although this rate is still below the equivalent borough and county equivalents.

- Eastlands South West has one of the lowest crime rates in the county, with the fifth lowest crime rate in 2018 out of 339 LSOAs in Warwickshire.

## LOCAL KNOWLEDGE

A stakeholder engagement event for South Rugby Town (Bilton and Town Centre and Hillmorton JSNA areas) took place on Wednesday 12<sup>th</sup> June 2019 and saw the following themes and issues raised and discussed:

- There are not enough services to support those with poor mental health/depression, especially young people.
- There can be barriers to health and wellbeing services, particularly for those with disabilities, and communication with these groups could be improved.
- The impact of Universal Credit, including the knock-on effect to other services such as Foodbanks.
- There are some good assets and good links/signposting between different community groups.
- Communicating events can be an issue, particularly to people who are isolated.
- Housing issues across different age groups - availability of smaller homes for older people as well as young people struggling to find affordable housing.
- Loneliness, social isolation and transport are issues for the older population.
- There is a shortage of green space for children and young people.
- Younger people lack the skills needed for future employment.
- There is a need to focus on helping people to help themselves, encouraging them carefully to take small steps, while listening to their individual needs and priorities.
- People need to be more aware of the link between physical and mental health, and how one can lead to the other; a person may be more likely to seek help for the physical health need.
- Welfare reforms have had a big impact on poverty, including Universal Credit, bedroom tax and reduction in child benefit for those with more than two children. This is also an issue for those with disabilities and their carers.
- Links between mental health and poverty, for example, it was mentioned that some employers do not know how to deal with mental health issues and that some may be discriminated against and forced out of the workplace
- Holiday hunger was raised as an issue, with many parents struggling to feed themselves and their children during the school holidays.

A Joint Strategic Needs Assessment survey was available to residents living in the JSNA area. For residents, the main priorities were the importance of parks and green spaces, access to health services and the promotion of mental health and wellbeing.



## RECOMMENDATIONS

The recommendations for Hillmorton 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 will be published separately.

1. Ensure health and wellbeing service plan for the projected **population growth** and enable equal access to services, with a particular focus on services for those **aged 65 and over**.  
*Key themes: Ageing people and services (access)*
2. Increase opportunities for **social connections and volunteering opportunities** across all age groups, particularly for those with limited access to transport or experiencing **loneliness or social isolation**.  
*Key themes: Ageing population, transport and social isolation*
3. Improve **healthy lifestyles** by reducing smoking prevalence and increasing physical activity and healthy diets. These actions will help reduce the risk of cardiovascular diseases, chronic kidney disease, obesity, diabetes, cancer and other morbidities.  
*Key themes: Services (access)*
4. Increase proactive identification of **hypertension and diabetes** and other long-term conditions, empowering patients to self-manage and take appropriate action to reduce the risk of serious adverse health events and complications.  
*Key themes: Ageing population and general*
5. Support people living with **long-term health conditions** to reduce the risk of exacerbations and/or complications.  
*Key themes: Ageing population*
6. Identify opportunities to improve **cancer care in the community**, reducing the need for patients to access care as an emergency. Also ensure that people living with – and beyond cancer – are appropriately supported.  
*Key themes: Carers capacity*
7. Due to the higher recorded levels of osteoporosis diagnosis in the area, promote **bone health**, including healthy diets and physical activity and early identification in working age and older adults.  
*Key themes: Ageing population*
8. Work with partners in the health sector, schools and community settings to **improve mental health and wellbeing** among children and young people, the working age population and older people.  
*Key themes: Younger people and services (access)*
9. Address **inequalities in child health outcomes**. This included reducing the attainment gap and levels of income deprivation affecting children, with a particular focus on children living in areas with higher levels of poverty, such as Hillmorton West and Caldecott Rokeby.

*Key themes: Younger people and poverty*

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 more generally.

*Key themes: Younger people*

11. Work with young people to reduce harm associated with **substance misuse** and ensure young people and adults requiring services for substance misuse are able to access timely support.

*Key themes: Younger people and services (access)*

12. Work in partnership across health and care services, the police and communities to address specific areas with higher levels of **reported crime** for example, in Caldecott Rokeby.

*Key themes: General*

13. Ensure older people are living in appropriate accommodation, that affordable homes are available for younger people and that all neighbourhoods have sufficient transport links.

*Key themes: Transport and housing*

14. Clarify the discrepancy in data around breast cancer screening data between coverage and uptake in Clifton Road surgery with colleagues in Public Health England (PHE).

*Key themes: Services (access) and ageing population.*

## LOCAL CONTEXT

### JSNA GEOGRAPHICAL AREA

The Hillmorton JSNA area lies in the borough of Rugby in Warwickshire. Within the geography are 11 lower super output areas (LSOAs) (Figure 2) covering the areas of Hillmorton and Hillmorton Paddock, the rural area between Hillmorton and Overslade and Bilton and a small part of each of these areas.

Rugby is one of the fastest growing boroughs in the country, with major new housing, retail and employment developments driving growth and investment. Much of the new housing is located next to this JSNA area in Cawston. There are good transport links with the M1 and M6 motorways nearby, and trains to London Euston taking less than one hour.

There are no GP surgeries located within this JSNA geography. Over two thirds (67.4%) of the population from this area are registered at two GP practices in neighbouring JSNA geographies, due to their location nearer to the centre of Rugby. The Hospital of St Cross is close to this JSNA area, just over the border into Bilton & Town Centre JSNA area.

There are many schools located within the area; two secondary schools and seven primary schools (Figure 1 & 2). In addition, there is a range of community and local authority use buildings used as hubs for a range of activities within the JSNA areas (see Appendix A).

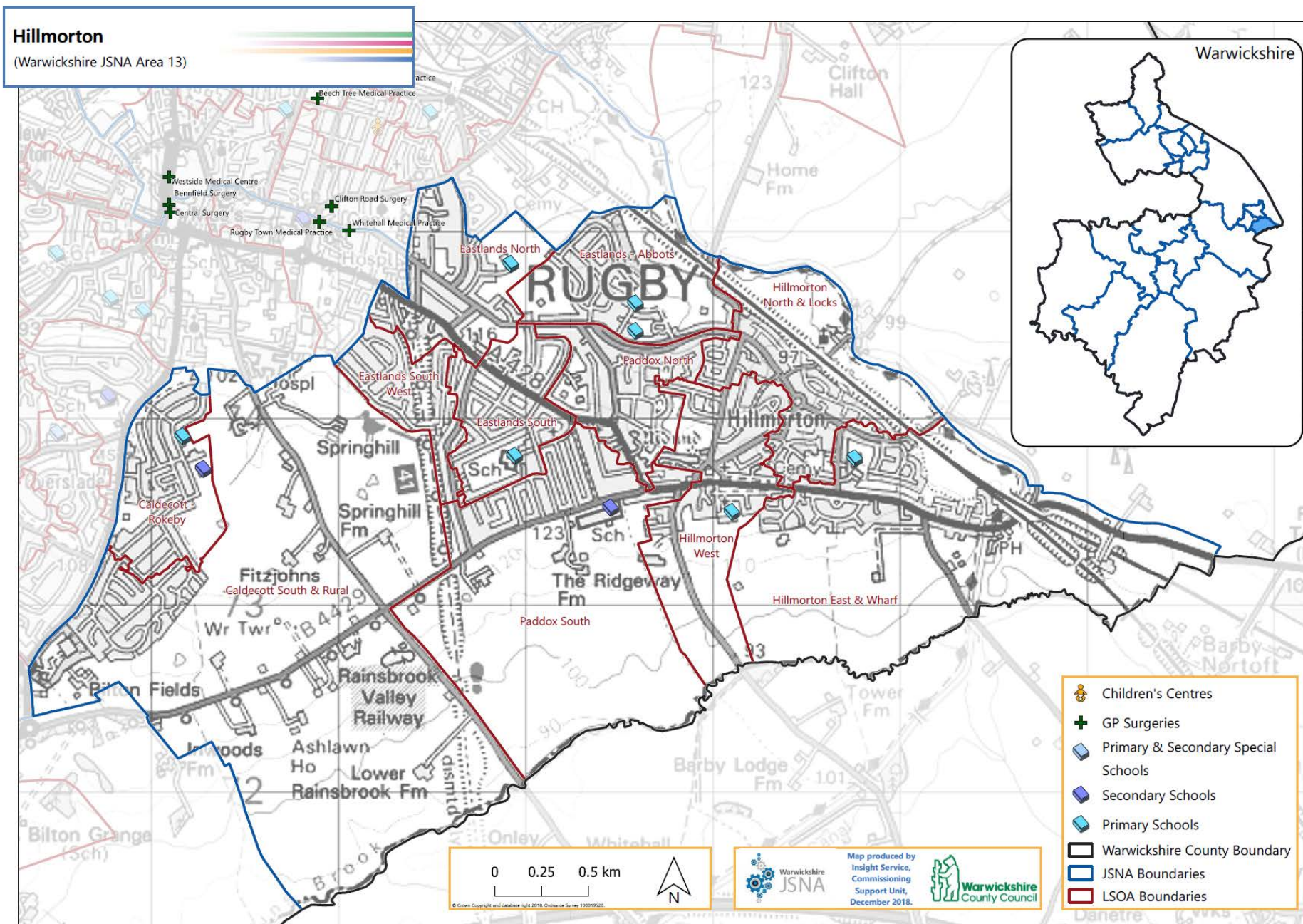
**Figure 1: Schools situated in the Hillmorton JSNA area**

School Name	Type	Phase
Rokeby Primary School	Primary	Primary
Rugby Free Secondary School	Free	Secondary
Paddox Primary School	Primary	Primary
Eastlands Primary School	Primary	Primary
Abbots Farm Infant School	Infant	Primary
Abbots Farm Junior School	Junior	Primary
Hillmorton Primary School	Primary	Primary
English Martyrs Catholic Primary School	Primary	Primary
Ashlawn School	Secondary	Secondary

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.

There is a [glossary document](#) to support this report. This contains definitions of potentially unfamiliar terms.

Figure 2: Hillmorton JSNA area



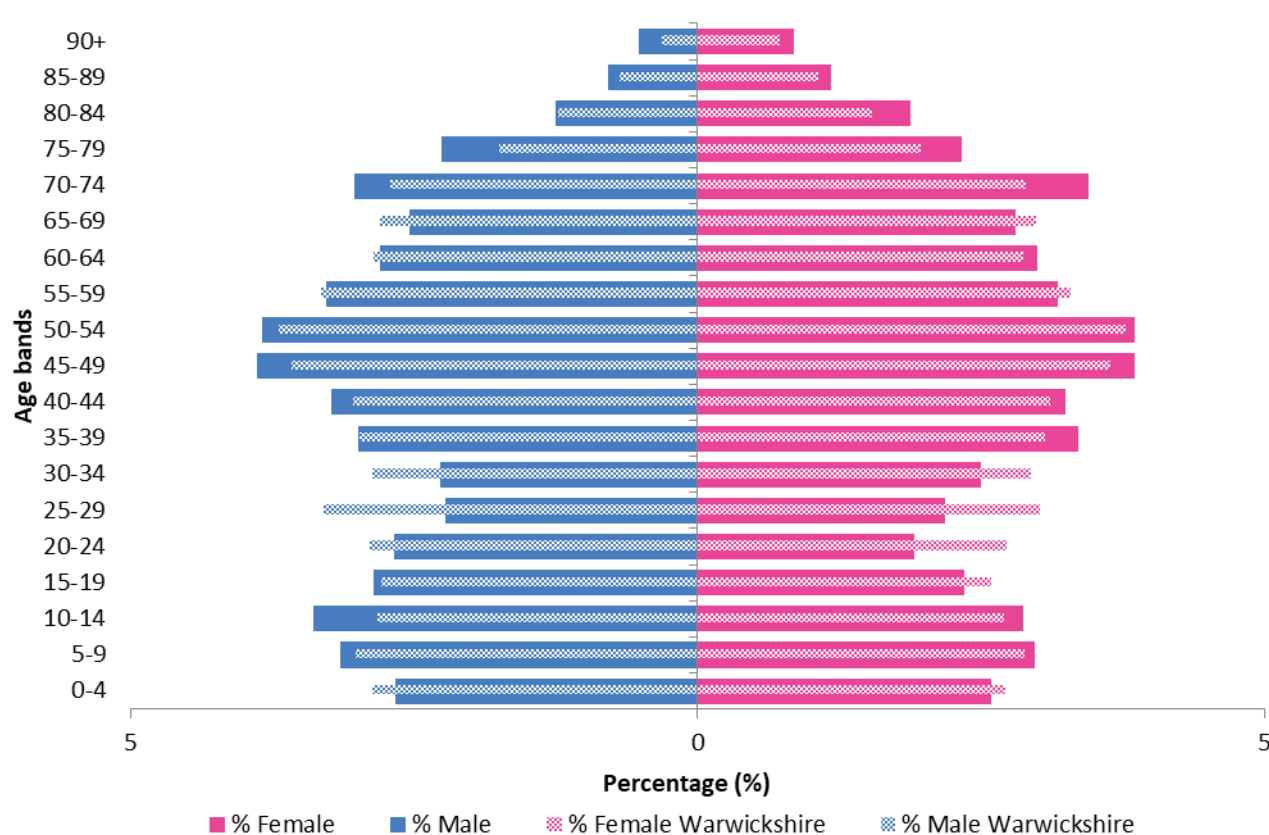


## DEMOGRAPHICS

### POPULATION

In mid-2017, the population of Hillmorton was estimated to be 18,474 with 9,168 males and 9,306 females<sup>1</sup>. Figure 3 shows the population distribution for Hillmorton and Warwickshire by five year age groups for males and females. The population pyramid for Hillmorton is largely in line with the profile of Warwickshire. The key differences to highlight are that Hillmorton has a higher relative proportion of its population in the 10-14 and 70-79 age groups and is under-represented compared to Warwickshire when looking at the 20-34 age group.

**Figure 3: Population Distribution – Hillmorton & Warwickshire (2017)**



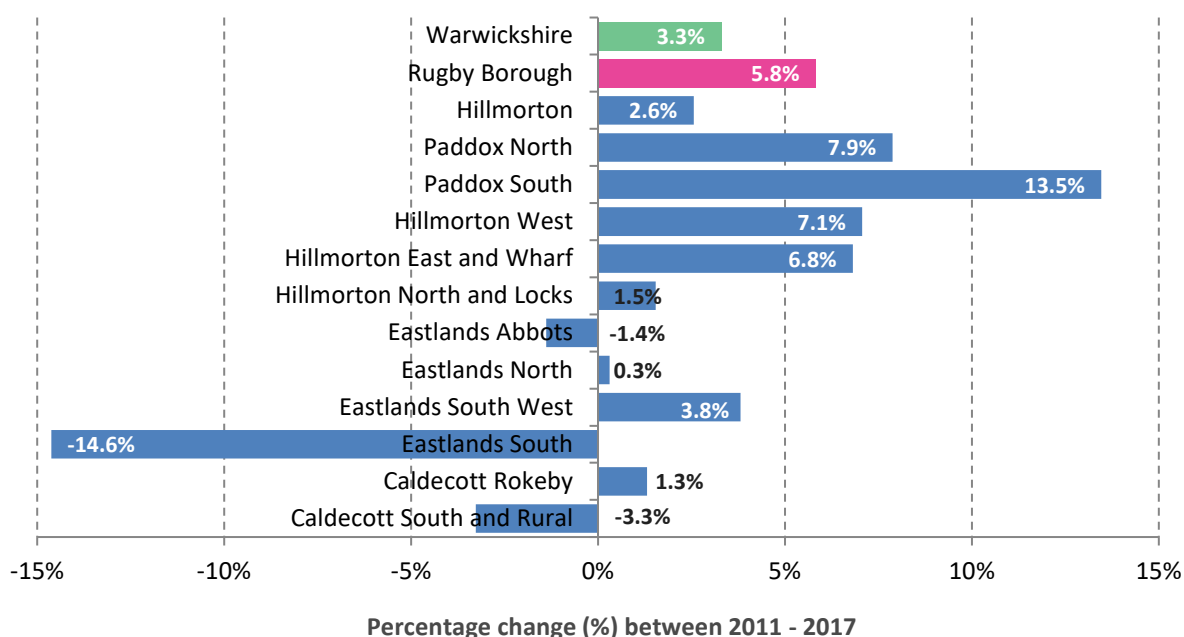
Source: ONS (2018), mid-2017 Population Estimates

When comparing the population to the population in England, Hillmorton has an older population. Just over half (50.2%) of the population in England was aged under 35 years old according to the mid-2017 population estimates, compared to 43% in Hillmorton. Similarly, Hillmorton's population of over 70 years old accounts for 18% of their profile, compared to an equivalent 13% nationally.

This was an increase of 461 persons (2.6%) in Hillmorton between 2011 and 2017<sup>2</sup>. Both Rugby Borough (5.8%) and Warwickshire (3.5%) have seen greater population increases over that time frame, however, there is some variation worth highlighting within Hillmorton. Figure 4 shows the Lower Super Output Areas (LSOAs) that make up Hillmorton and the change in population over time. The

highest population growth was in Paddox South (13.5%) and Paddox North (7.9%) while Eastlands South experienced a 14.6% reduction in its population in the six years.

**Figure 4: Population change between 2011 and 2017 in LSOAs in the Hillmorton JSNA area**



Source: ONS (2018), mid-2017 Population Estimates

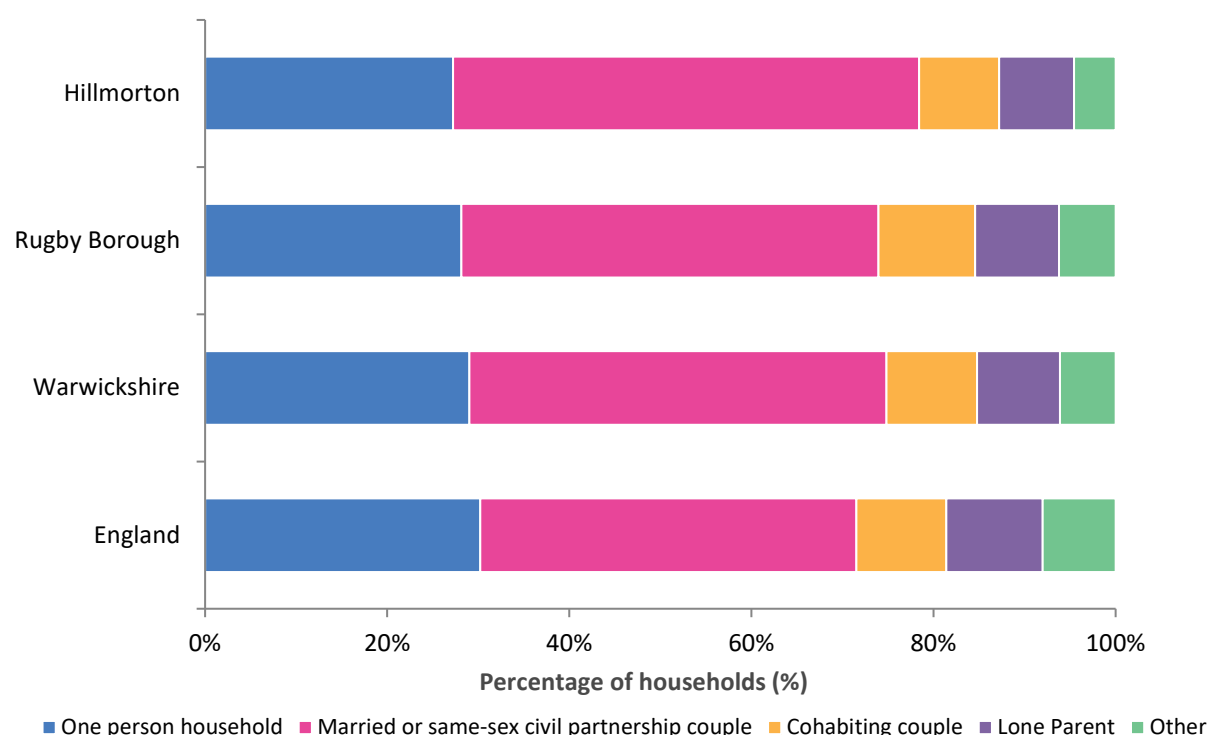
These population growth trends are likely to continue into the future based on the population projections available for the borough<sup>3</sup>. Between 2016 and 2041, Rugby Borough's population is projected to increase by 15,039 people (14.3%). The rate of growth will be greatest in the 90+ age group (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. Population growth is a trend projected across the other districts and boroughs in Warwickshire, but not to the same extent as Rugby Borough.

## HOUSEHOLD COMPOSITION AND TENURE

Projections estimate that there will be a 19.4% increase in the number of households in Rugby Borough by 2041<sup>4</sup>, 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 56,000 new homes across the county between 2011 and 2031. Of these, 13,600 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 Hillmorton had larger proportions of married or same sex civil partnership couples and fewer one-person households, lone parents or cohabiting couple households than in both the borough and county (Figure 5)<sup>5</sup>. However, this may have changed in more recent years with the completion of new housing developments.

**Figure 5: Household composition, 2011**



Source: Census 2011

According to the 2011 Census, home ownership in Hillmorton was 78.8%, considerably higher than both the Rugby Borough (69.5%) and Warwickshire (70.0%) equivalents (Figure 6)<sup>6</sup>. Conversely, renting in Hillmorton was low; 9.0% of households were privately rented (compared to 14.1% for both the borough and county) and one in ten were social rented (compared to 14.3% and 13.8% for the borough and county). Focusing at LSOA level, the proportion of private renting was highest in Paddox North (11.6%) whilst the proportion of social renting was highest in Hillmorton West (37.8%) and Caldecott Rokeby (30.5%).

**Figure 6: Household Tenure of residents in Hillmorton, 2011**

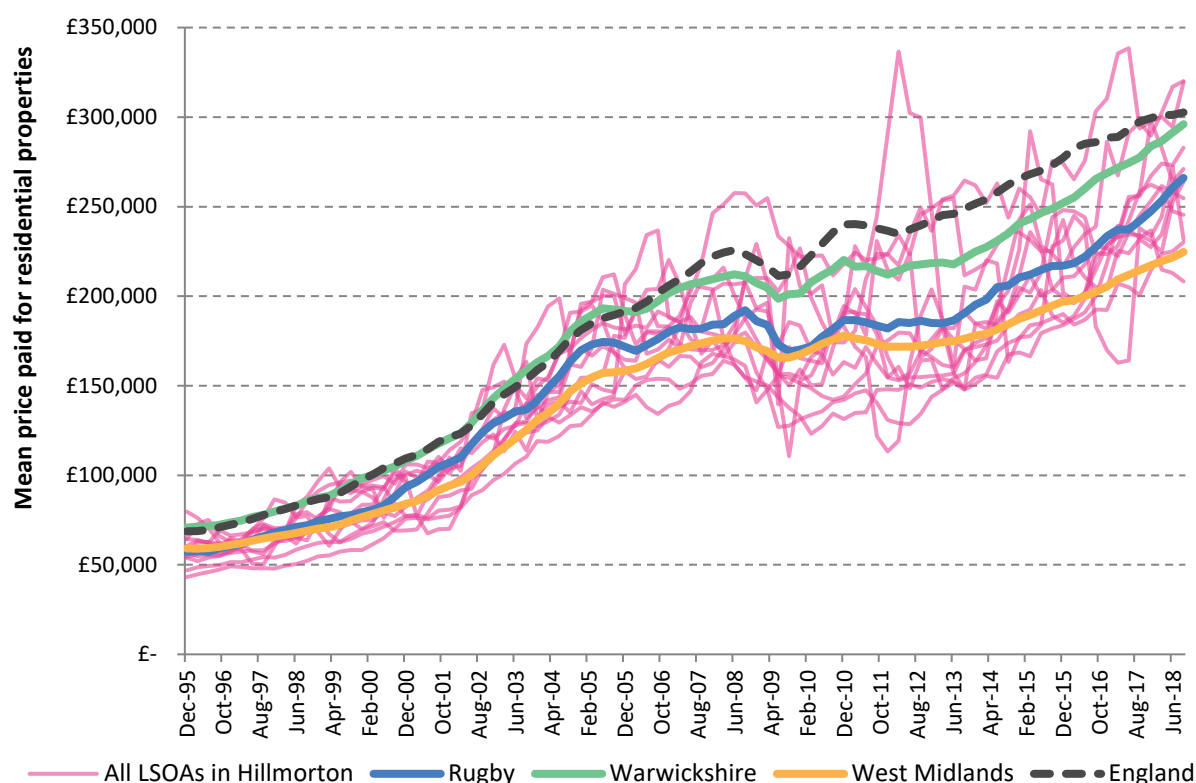
	Owned	Part owned/ part rented	Social rented	Private rented	Living rent free
Hillmorton	78.8%	0.6%	10.3%	9.0%	1.2%
Rugby Borough	69.5%	1.0%	14.3%	14.1%	1.2%
<b>Warwickshire</b>	<b>70.0%</b>	<b>0.8%</b>	<b>13.8%</b>	<b>14.1%</b>	<b>1.2%</b>
<b>England</b>	<b>64.8%</b>	<b>0.7%</b>	<b>16.5%</b>	<b>16.9%</b>	<b>1.1%</b>

Source: Census 2011, ONS Crown Copyright Reserved, Table QS403EW

Figure 6 highlights the variation in mean house prices paid across Hillmorton over time. All areas are following an upward trajectory in a similar way to the borough, county and national trends. Over the 12-year period, there have been peaks and troughs in mean house prices which fluctuate both above the national and Warwickshire average and below it. For example, in March 2012, the mean price paid for property in Caldecott Rokeby was approaching £337,000, considerably higher than the equivalent Rugby Borough (£185,600), Warwickshire (£214,300) and national (£234,600) equivalents. These

figures are averages so will be affected by both large house sales and smaller value house sales in each area. Despite this, at year ending September 2018, the mean price paid for residential properties across Hillmorton was over £200,000 in all areas and in Caldecott Rokeby and Paddox South has exceeded £300,000<sup>7</sup>.

**Figure 7: Mean house prices paid for residential property, 1996-2018**



Source: Office for National Statistics, HPSSA Dataset 12 and 47

## 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. Figures 8 and 9 show the Mosaic profile of Hillmorton compared to Rugby Borough and county profiles. Mosaic groups making up over 10% of the population are highlighted in bold; four in five (80%) of residents in Hillmorton are allocated to one of five groups<sup>8</sup>:

- **Group E 'Suburban Stability'** - Mature suburban owners living settled lives in mid-range housing
- **Group H 'Aspiring Homemakers'** – Younger households settling down in housing priced within their means
- **Group D 'Domestic Success'** – Thriving families who are busy bringing up children and following careers
- **Group F 'Senior Security'** – Elderly people with assets who are enjoying a comfortable retirement
- **Group B 'Prestige Positions'** - Established families in large detached homes living upmarket lifestyles



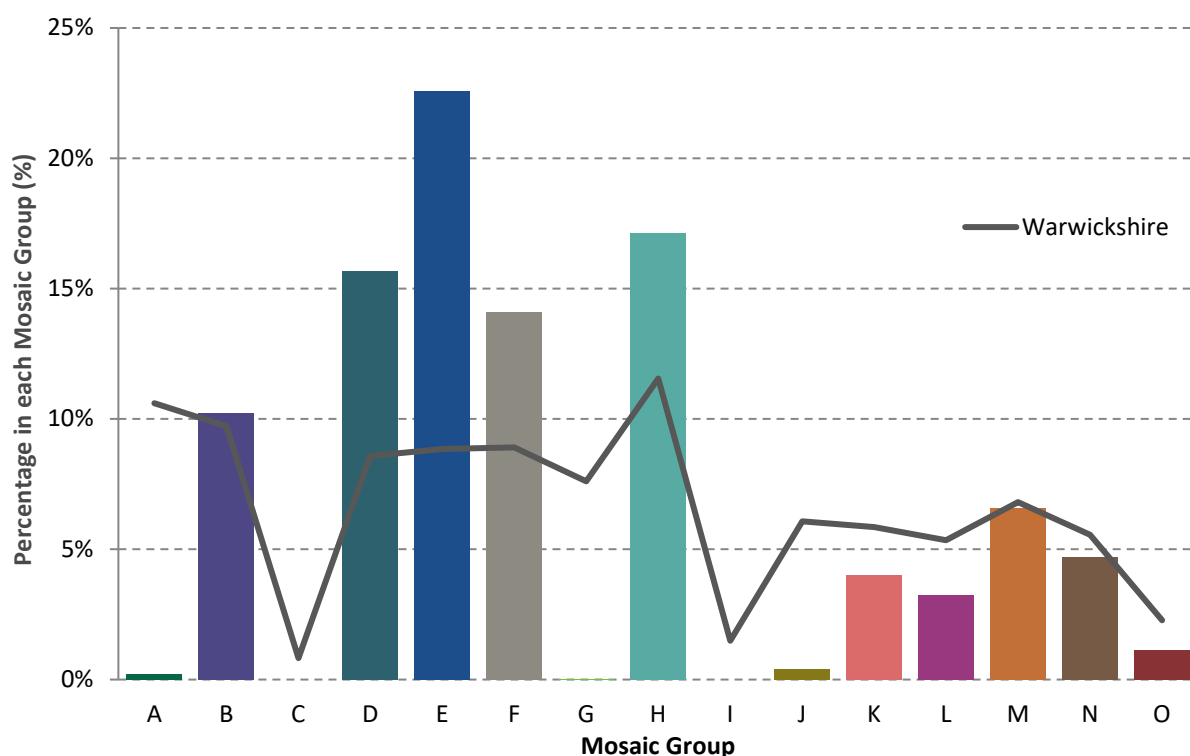
Four out of the five groups are over-represented when compared with the county profile, but the percentage in Mosaic Group B 'Prestige Positions' in Hillmorton is similar to Warwickshire. The predominant groups in Hillmorton are more likely to be families with modest/good incomes and, as a result, be homeowners.

**Figure 8: Hillmorton Mosaic profile, percentage in each Mosaic group**

Mosaic Group		Hillmorton	Rugby Borough	Warwickshire
A	Country Living	0.2%	8.9%	<b>10.6%</b>
B	Prestige Positions	<b>10.2%</b>	7.5%	9.7%
C	City Prosperity	0.0%	0.1%	0.8%
D	Domestic Success	<b>15.7%</b>	9.2%	8.6%
E	Suburban Stability	<b>22.6%</b>	<b>10.1%</b>	8.8%
F	Senior Security	<b>14.1%</b>	9.5%	8.9%
G	Rural Reality	0.0%	5.5%	7.6%
H	Aspiring Homemakers	<b>17.1%</b>	<b>14.7%</b>	<b>11.6%</b>
I	Urban Cohesion	0.0%	0.7%	1.5%
J	Rental Hubs	0.4%	3.5%	6.1%
K	Modest Traditions	4.0%	5.2%	5.8%
L	Transient Renters	3.2%	<b>10.3%</b>	5.3%
M	Family Basics	6.6%	6.8%	6.8%
N	Vintage Value	4.7%	5.6%	5.5%
O	Municipal Tenants	1.1%	2.4%	2.3%

Source: Experian, Mosaic Public Sector 2018

**Figure 9: Hillmorton Mosaic profile, compared to Warwickshire**



Source: Experian, Mosaic Public Sector 2018

Within those five groups in Hillmorton, a number of LSOAs have particularly higher proportions of:

- **Group M 'Family Basics'** – Caldecott Rokeby (48%)
- **Group N 'Vintage Value'** – Hillmorton West (23%)

## ETHNICITY, COUNTRY OF BIRTH & RELIGION

Hillmorton follows the ethnicity profile of Warwickshire, while Rugby Borough is relatively more diverse than this JSNA area. Nearly nine out of ten (89%) Hillmorton residents considered themselves White British at the time of the 2011 Census, compared to a Rugby Borough average of 84.1% and an England equivalent of 79.8%. Conversely, 11.5% of Hillmorton's population were Black & Minority Ethnic (BME) origin, compared to 15.9% in Rugby Borough and 20.2% nationally. Although this is in line with the Warwickshire figure (Figure 10)<sup>9</sup>. There is more variation at LSOA level. For example, Caldecott Rokeby in Hillmorton has relatively higher proportions of BME residents, where 15.1% of the population are from a BME group.

**Figure 10: Ethnic Groups, 2011**

	Hillmorton	Rugby Borough	Warwickshire	England
White British	88.5%	84.1%	88.5%	79.8%
White Irish	1.2%	1.0%	1.0%	1.0%
White Gypsy or Irish Traveller	0.1%	0.2%	0.1%	0.1%
White Other	3.0%	5.2%	3.2%	4.6%
Mixed	1.7%	2.0%	1.5%	2.3%
Asian	4.2%	5.2%	4.6%	7.8%
Black	1.1%	2.0%	0.8%	3.5%
Other	0.2%	0.3%	0.4%	1.0%

Source: Census 2011, ONS Crown Copyright Reserved, 2011

In 2011, 8.4% of the area's population were documented as being born outside of the UK, in line with the county average (8.3%). Figure 11 presents data on residents' country of birth. The most prevalent non-UK countries of birth in Hillmorton were the EU accession countries that became EU members between April 2001 and March 2011, which accounted for 1.7% of the population. In terms of individual countries, residents born in India, Ireland and Poland all accounted for 1% of Hillmorton's population<sup>10</sup>.

Two thirds of Hillmorton's population were Christian (66%). This is marginally higher than the borough and county averages in 2011. A higher proportion of people residing in Hillmorton followed a Hindu (2.3%) religious faith when compared to Warwickshire (1.0%)<sup>11</sup>.

**Figure 11: Country of birth**

	Hillmorton	Rugby Borough	Warwickshire	England
<b>United Kingdom</b>	91.6%	88.3%	91.7%	86.2%
<b>Ireland</b>	1.0%	0.8%	0.7%	0.7%
<b>EU member countries in March 2001</b>	1.1%	1.3%	1.2%	1.7%
Portugal	0.2%	0.3%	0.2%	0.2%
Germany	0.4%	0.4%	0.4%	0.5%
Other	0.2%	0.2%	0.3%	0.4%
<b>EU accession countries (2001-2011)</b>	1.7%	3.4%	1.6%	2.0%
Poland	1.0%	2.3%	1.1%	1.1%
Other	0.6%	0.9%	0.4%	0.7%
<b>Rest of Europe</b>	0.2%	0.2%	0.2%	0.5%
<b>Africa</b>	1.5%	1.9%	1.1%	2.4%
<b>Middle East and Asia</b>	2.2%	2.8%	2.5%	4.8%
<b>The Americas and the Caribbean</b>	0.6%	0.9%	0.6%	1.3%
<b>Antarctica and Oceania</b>	0.2%	0.2%	0.2%	0.3%

Source: Table QS 203 EW, Census 2011, ONS Crown Copyright Reserved, 2011

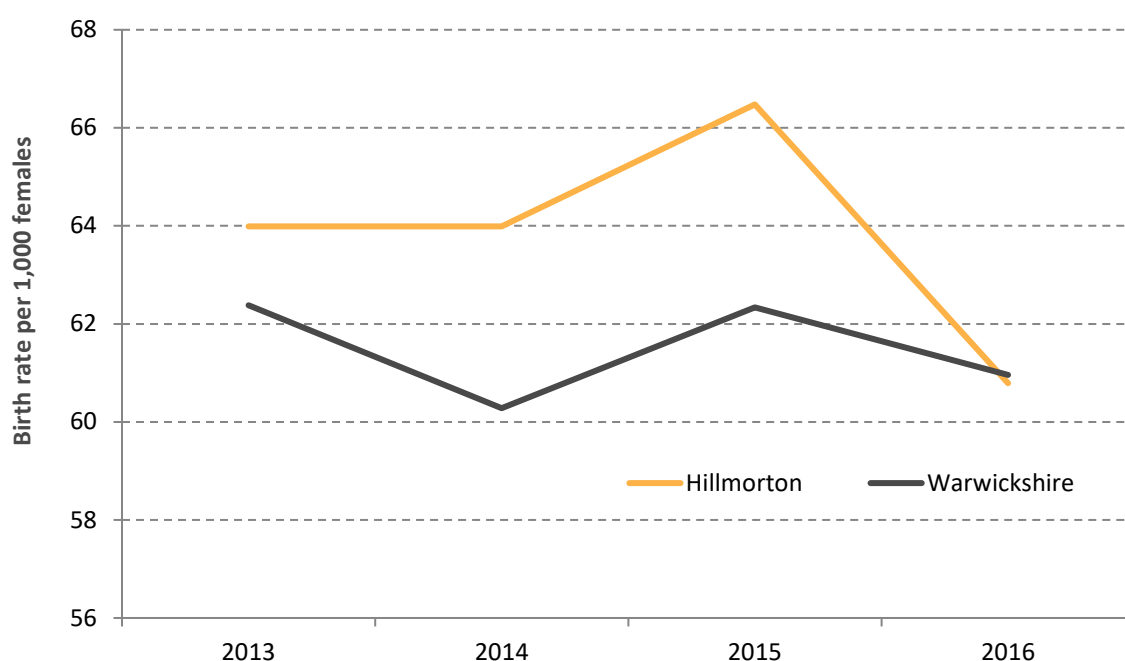
## HEALTH

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

### BIRTH RATE

The rate of live births to females aged 15-44 years in 2016 in Hillmorton was in line with the Warwickshire average; 60.8 per 1,000 females aged 15-44 in Hillmorton compared to 61.0 per 1,000 in Warwickshire (Figure 12)<sup>12</sup>. Hillmorton's birth rate had fallen considerably since the last reporting period. In 2016, there were 171 births in Hillmorton, 2.9% of all live births in Warwickshire.

**Figure 12: Live Births per 1,000 females aged 15-44 years**

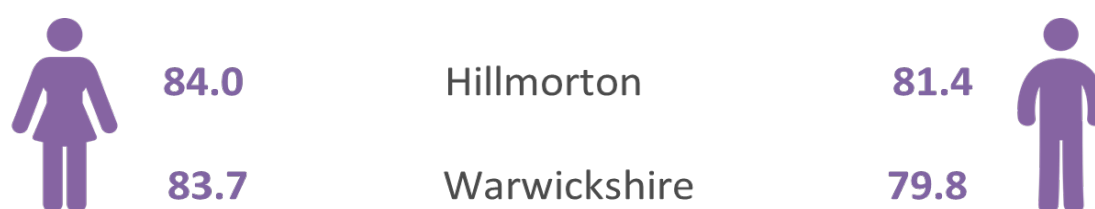


Source: ONS Mid-2016 Population Estimates and Public Health Birth Files

### LIFE EXPECTANCY

In the period 2015-17, life expectancy at birth for males residing in Hillmorton was 81.4 years and for females was 84.0 years (compared to 79.8 and 83.7 years in Warwickshire)<sup>13</sup>. This means that males in Hillmorton can expect to live for 1.6 years more than the average Warwickshire resident and females for 0.3 years more. Males in Hillmorton had the third highest life expectancy at birth of all the JSNA areas, while females did less well compared to the other JSNA areas, with the ninth highest life expectancy at birth of the 22 JSNA geographies.

**Figure 13: Life expectancy at birth, 2015-17**



Source: Public Health England, Fingertips

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.

## 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 Hillmorton are not registered at the same practice, a method was developed that gives an indication of the health of residents living in Hillmorton. If 25% or more of the registered population of a general practice lived within the Hillmorton JSNA boundary then this general practice is included in the analysis. Using this method, data for two general practices are reported for Hillmorton (Figure 14).

**Figure 14: General Practices with 25%+ of the registered population residing in Hillmorton**

Practice code	Practice Name	Number of registered patients living in Hillmorton	% of surgery population living in Hillmorton
M84004	Whitehall Medical Practice	5,135	37.8%
M84020	Clifton Road Surgery	4,029	29.6%

Source: NHS Digital, Patients Registered at a GP Practice, April 2018

Two in three (67%) people registered at one of these GP surgeries lives in the Hillmorton JSNA area. A further 10,513 residents are registered at an additional 13 GP practices within Warwickshire, Coventry or at a different general practice within England<sup>14</sup>. Two of the GP practices with considerable numbers of Hillmorton residents (Central Surgery & Westside Medical Centre) are being considered in the Bilton & Town Centre needs assessment.

A range of health indicators were considered for each of the two GP practices. Figure 15 shows indicators where one or more of the practices were either significantly higher (red) or significantly lower (green) than England in 2017/18. In 2017/18, both general practitioner practices where residents in Hillmorton make up a high proportion of the practice register had a higher recorded prevalence of chronic kidney disease (CKD) than England. This is consistent with the older population profile in the JSNA area. Both GP practices recorded higher than England proportions in terms of cancer screening coverage.

There is some variation in the recorded prevalence of health conditions between the two practices. For example, Whitehall Medical Practice had a higher proportion of those with a long-standing health

condition than the England average. This is in line with the older population in the area who will likely have more long-term conditions. Osteoporosis seems to be more prevalent at Clifton Road Surgery, where the prevalence is significantly higher than the England average, while it is significantly lower at Whitehall Medical Practice. More cases of osteoporosis could reflect better identification at Clifton Road Surgery. Trends for these indicators are presented in this section.

**Figure 15: Summary of prevalence of selected health measures for two GP practices, 2017/18**

Health Indicator	Clifton Road Surgery	Whitehall Medical Practice
	%	%
Percentage of population aged 65+ years	18.9	22.5
<b>Long standing health condition:</b>		
Long-standing health condition (%)	49.0	64.6
Coronary Heart Disease: QOF prevalence	2.82	3.16
Heart Failure: QOF prevalence (all ages)	0.92	0.62
Hypertension: QOF prevalence (all ages)	14.13	15.48
Obesity: QOF prevalence (18+)	8.42	8.59
Chronic Obstructive Pulmonary Disease (COPD): QOF prevalence (all ages)	1.46	1.17
Asthma: QOF prevalence (all ages)	5.91	5.32
Osteoporosis: QOF prevalence (50+)	1.46	0.17
Chronic Kidney Disease: QOF prevalence (18+)	6.20	5.19
<b>Smoking:</b>		
Estimated smoking prevalence (QOF)	17.0	22.3
Smoking cessation support & treatment offered	98.78	98.80
<b>Cancer:</b>		
Cancer: QOF prevalence (all ages)	3.23	2.27
% reporting cancer in the last 5 years	0.52	2.86
Two-week wait referrals for suspected skin cancer (Number per 100,000 population)	419.18	1,097.93
Two-week wait referrals (Indirectly age-sex standardised referral ratio, 5 years combined).	95.00	149.00
Two-week wait referrals for suspected skin cancer (Number per 100,000 population, 5 years)	402.47	837.66
<b>Cancer screening:</b>		
Females, 50-70, screened for breast cancer in last 36 months (3 year coverage, %)	77.10	76.60
Females, 50-70, screened for breast cancer within 6 months of invitation (Uptake, %)	40.48	76.89
Females, 25-64, attending cervical screening within target period (3.5 or 5.5 year coverage)	74.88	75.87
Persons, 60-69, screened for bowel cancer in last 30 months (2.5 year coverage, %)	61.78	62.92
Persons, 60-74, screened for bowel cancer in last 30 months (2.5 year coverage, %)	65.64	65.72
Persons, 60-74, screened for bowel cancer within 6 months of invitation (Uptake, %)	62.64	62.75

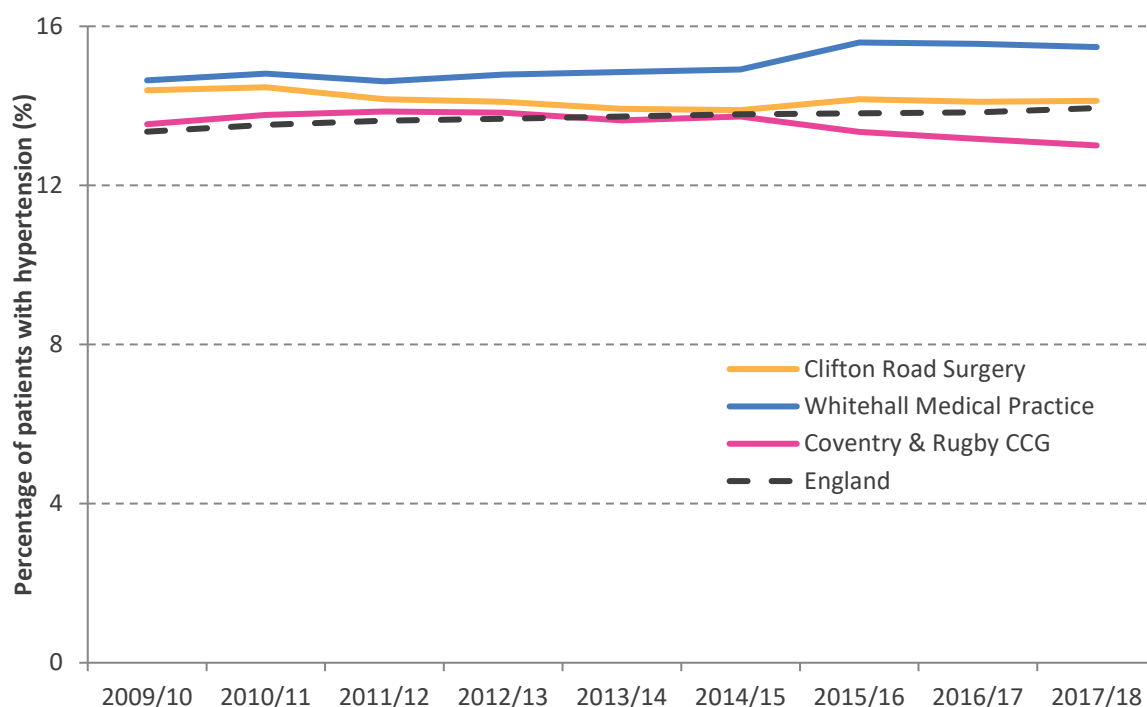
<b>Mental Health:</b>		
Learning disability: QOF prevalence	0.63	0.27
% reporting Alzheimer's disease or dementia	0.00	0.69
Contact with mental health or LD services (rate per 1,000 patients on GP list aged 18+)	28.77	30.10

Source: Public Health England, National General Practice Profiles, Fingertips, Accessed January 2019.

## HYPERTENSION

In 2017/18, the percentage of patients with established hypertension (high blood pressure), as recorded on practice disease registers was significantly higher than the percentage in England (13.9%) in one of the two practices: Whitehall Medical Practice (15.5%). This has been the case since 2009/10 for this practice (Figure 16). Despite being statistically similar to the national average, in 2016/17 and 2017/18, the percentage of patients with hypertension was also significantly higher than the Coventry & Rugby CCG percentage (13.2% and 13.0% respectively) for Clifton Road Surgery (14.1% in both years). More cases of hypertension could reflect better identification at Clifton Road Surgery and be consistent with the older population in the JSNA area. The actual percentage of registered patients with hypertension is likely to be higher than the recorded percentage as some patients will not have had their blood pressure taken and recorded.

**Figure 16: Percentage of patients with established hypertension, 2009/10 to 2017/18**



Source: PHE, <https://fingertips.phe.org.uk/profile/general-practice>, accessed 19/6/19

Hypertension is a risk factor for heart disease and stroke. Between 2014/15 and 2017/18 the standardised admission rate for emergency admissions for coronary heart disease was 2,960 per 100,000 population in Hillmorton. The area ranks as 12<sup>th</sup> out of the 22 JSNA areas (the equivalent Warwickshire figure was 3,093 per 100,000). Within these coronary heart disease admissions, the

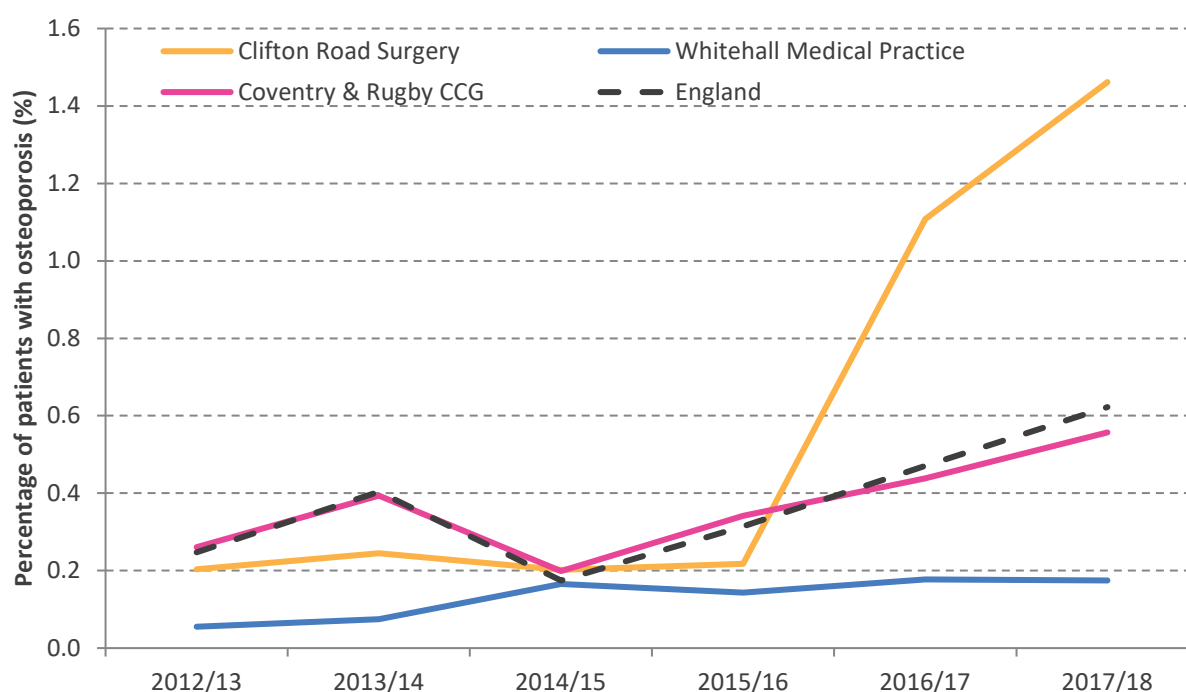
standardised admission rate for emergency admissions for stroke was 395 per 100,000 population and for myocardial infarction (MI, heart attack) 121 per 100,000 population in Hillmorton. Similarly, for stroke, this was 12<sup>th</sup> out of the 22 JSNA areas (range 192 per 100,000 to 1,063 per 100,000) and for MI the 8<sup>th</sup> highest (range 83 per 100,000 to 162 per 100,000).

## OSTEOPOROSIS

In 2017/18, the percentage of patients with osteoporosis, as recorded on practice disease registers, for all patients aged 50 or older was significantly higher than the percentage for England (0.6%) for patients registered at Clifton Road Surgery (1.5%, Figure 17). There has been a considerable increase at this surgery over the past two reporting periods; the proportion of patients has increased by more than five times from 11 patients in 2015/16 to 75 patients with osteoporosis in 2017/18. More cases of osteoporosis could reflect better identification at Clifton Road Surgery. This recent increase of diagnosed osteoporosis could be due to improved identification and management.

Hip fractures are more common in people with osteoporosis. Between 2014/15 and 2017/18 the standardised admission rate for emergency admissions for hip fractures in person aged 65 and over was 535 per 100,000 population in Hillmorton. This falls below the Warwickshire average of 568 per 100,000 population and ranked 15<sup>th</sup> out of the 22<sup>nd</sup> JSNA areas, suggesting that the relatively high identification of osteoporosis in a GP practice in the area could be associated with improved prevention.

**Figure 17: Percentage of patients aged 50+ with diagnosed osteoporosis, 2012/13 to 2017/18**



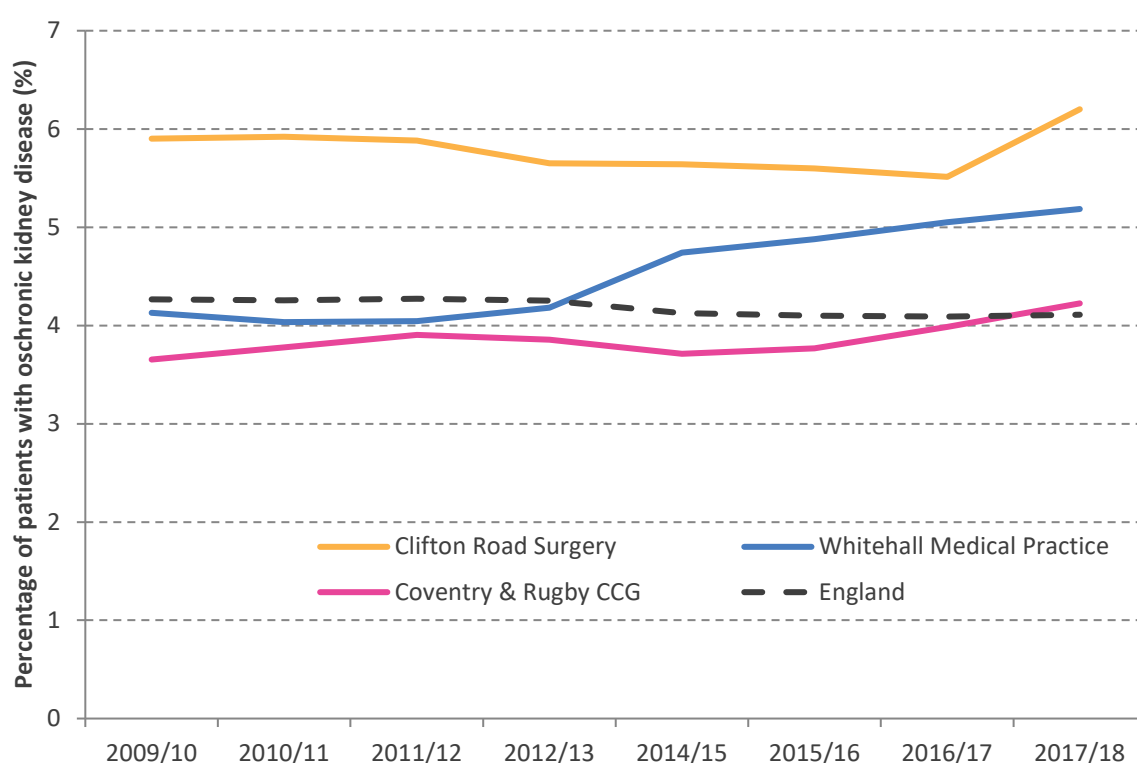
Source: PHE, <https://fingertips.phe.org.uk/>, accessed 19/6/19



## CHRONIC KIDNEY DISEASE

Chronic Kidney Disease (CKD) is a long-term condition. The prevalence of a low glomerular filtration rate (a measure of the how well the kidney is working where a GFR of 60 or higher is in the normal range) is strongly associated with diagnosed diabetes, hypertension and a higher BMI<sup>15</sup>. In 2017/18, the percentage of patients aged 18 years and over with CKD, as recorded on practice disease registers was significantly higher than the prevalence in England (4.1%) at Clifton Road Surgery (6.2%) and Whitehall Medical Practice (5.2%). Clifton Road Surgery has been significantly above the national prevalence consistently since 2009/10, while Whitehall Medical Practice has only risen significantly above the England benchmark since 2015/16 (Figure 18). This is consistent with the older population profile in the JSNA area.

**Figure 18: Percentage of patients aged 18+ with Chronic Kidney Disease, 2009/10 to 2017/18**



Source: PHE, <https://fingertips.phe.org.uk/profile/general-practice>, accessed 19/6/19

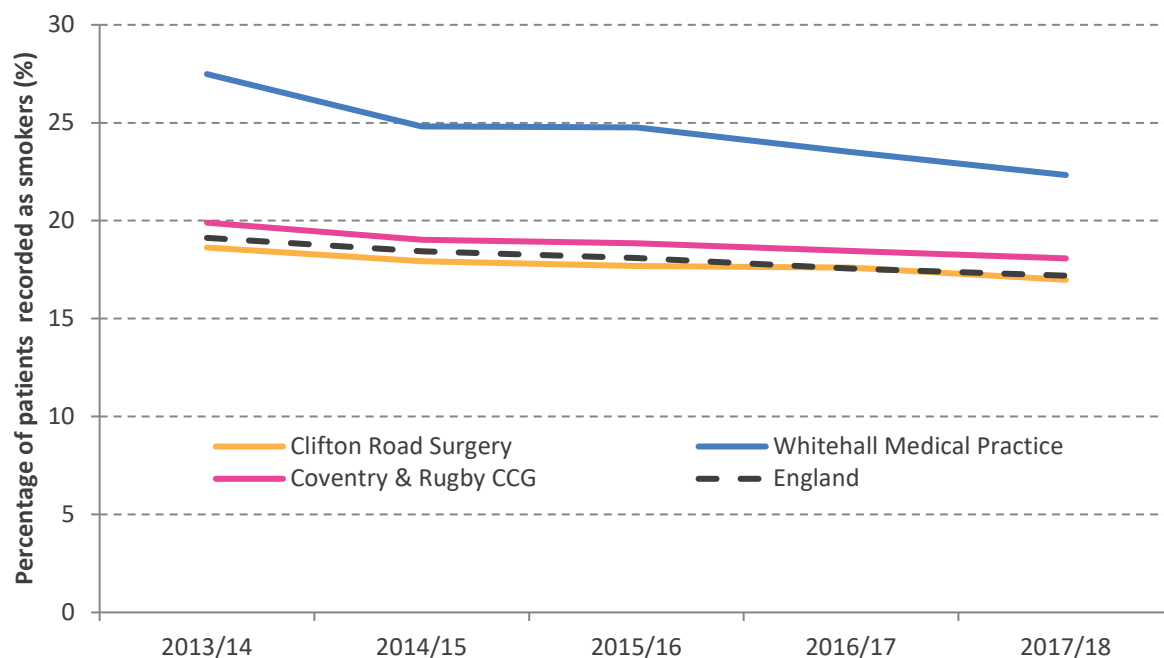
## SMOKING

In 2017/18, the proportion of registered patients aged 15 years and over recorded as current smokers was significantly higher than the proportion in England (17.2%) at Whitehall Medical Practice (22.3%) and this has been the case since 2013/14 (Figure 19). However, the downward trend in the prevalence of smoking over that time in the surgery is promising, falling by an estimated 640 patients or a fifth (20%) in the five-year period.

Smoking is linked with many diseases including heart disease, stroke and various cancers. It is also responsible for 83% of deaths from chronic obstructive pulmonary disease (COPD)<sup>16</sup>. Between

2014/15 and 2017/18, the standardised admission rate for emergency admissions for COPD in persons aged 35 and over was 583 per 100,000 population in Hillmorton. This ranged across the JSNA areas in Warwickshire from 406 per 100,000 to 1,223 per 100,000.

**Figure 19: Percentage of patients aged 15+ years old recorded as smokers, 2013/14-2017/18**



Source: PHE, <https://fingertips.phe.org.uk/>, accessed 19/6/19

## DRUGS & ALCOHOL

Substance misuse is known to have a variety of detrimental effects on physical and mental wellbeing as well as wider social and economic impacts. There were 2,242 users of Change, Grow, Live - Warwickshire's provider of drug and alcohol services from May 2018 to 30<sup>th</sup> April 2019. Of these, 45 were resident in the Hillmorton JSNA area ranking it 16<sup>th</sup> by number of users and well below the average of 94 users per JSNA area across the county. Alcohol accounted for 22 users (33 when combined with non-opiate treatment) and 12 were users of opiates.

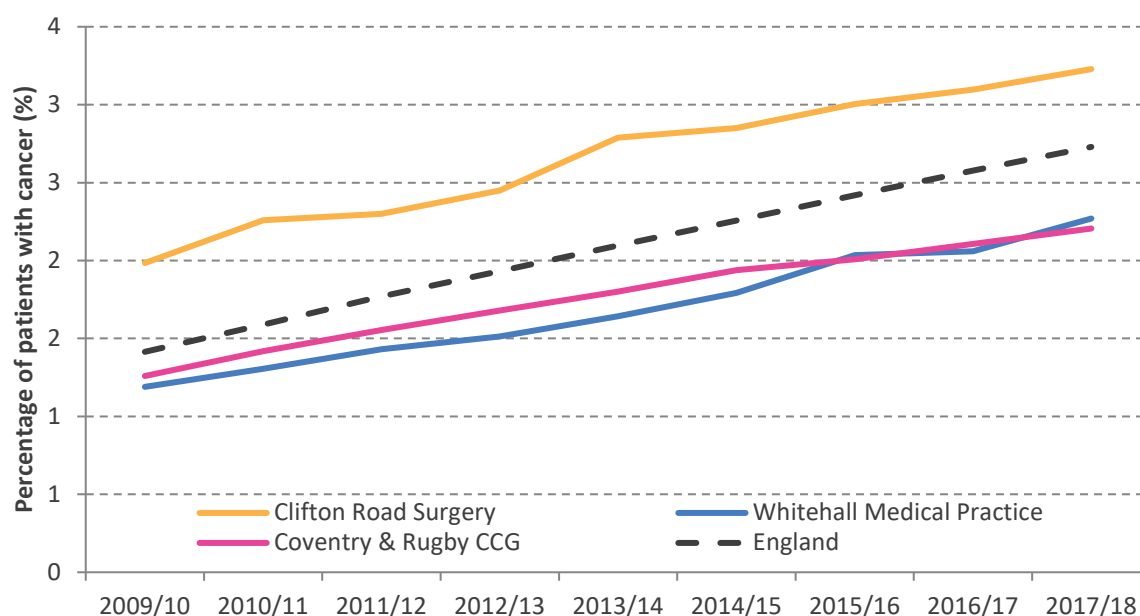
## CANCER

The recorded prevalence of cancer across the two GP practices in this JSNA area differs considerably. Clifton Road Surgery had a cancer prevalence (3.2%) significantly above the England average (2.7%) in 2017/18 and has been consistently above the national benchmark since 2009/10 (Figure 20). Across the Coventry and Rugby CCG, Clifton Road Surgery has the 6<sup>th</sup> highest recorded proportion of its patients with cancer (out of 68 GP practices in the CCG area). This is likely to be consistent with the older age profile of the population.

Both practices have screening coverage outcomes significantly above the England average (see Figure 21). However, one screening outcome to draw attention to is the uptake of females being screened for breast cancer within six months of invitation. While the uptake seemed to be similar or higher than

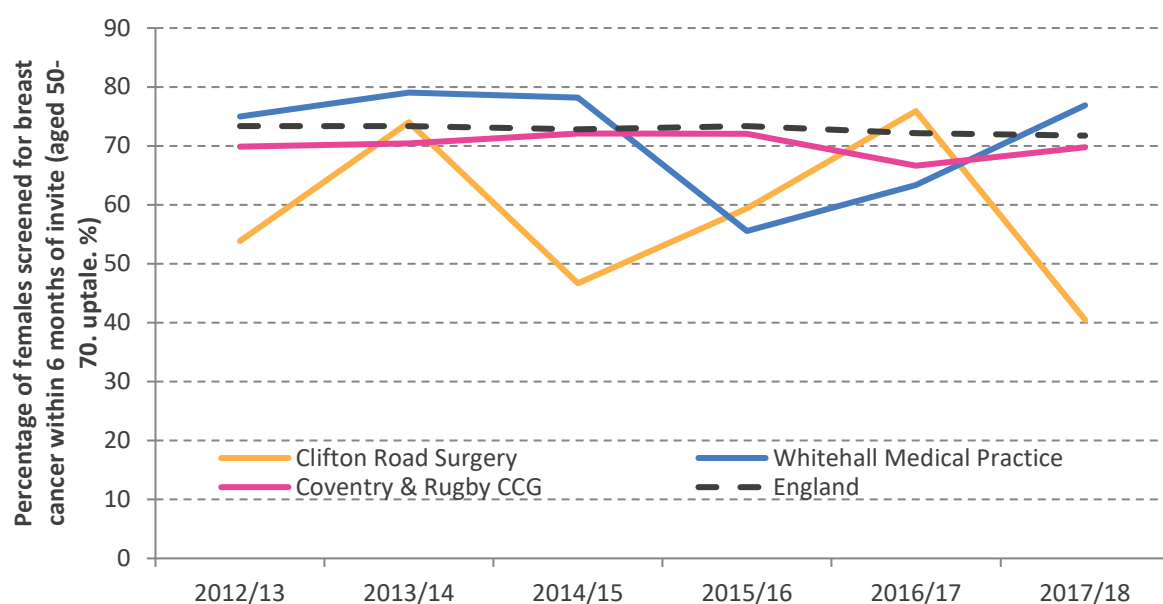
the national benchmark for several years in both practices, in 2017/18 uptake dropped considerably at Clifton Road Surgery. In 2016/17, the practice screened 1,207 females aged 50-70 within six months of invitation. The equivalent figure in 2017/18 was 17 females aged 50-70. There seems to be similar, although less stark fluctuations at Whitehall Medical Practice. This is likely to be a data issue and is being investigated with Public Health England.

**Figure 20: Percentage of patients with cancer, 2009/10-2017/18**



Source: PHE, <https://fingertips.phe.org.uk/>, accessed 19/6/19

**Figure 21: Percentage of females screened for breast cancer within 6 months of invitation (aged 50-70, uptake, %), 2012/13-2017/18**



Source: PHE, <https://fingertips.phe.org.uk/profile/general-practice>, accessed 19/6/19

## EMERGENCY HOSPITAL ADMISSIONS & MORTALITY

Between 2014/15 and 2017/18, the standardised admission rate for emergency admissions for all causes was 7,270 per 100,000 population in Hillmorton. This ranked as 12<sup>th</sup> out of the 22 JSNA areas (range 5,934 per 100,000 to 10,515 per 100,000). Higher rates of emergency admissions can be linked with a number of factors both internal and external to the health service. External factors include deprivation (in areas where the most deprived 10% of the population live, the rate of emergency admissions is more than twice that seen in areas where the most affluent 10% of the population of England live), age (particularly very young children and those over 65), smoking rates (there is a positive relationship between the proportion of heavy smokers and a higher rate of emergency admissions), admissions to local authority funded long-term institutional care for adults, and lower rates of social care expenditure<sup>17</sup>. Emergency hospital admissions for children aged 0-4 years old will be considered in the Child Health section.

In the 5 years 2013 to 2017, Hillmorton was either significantly better than Warwickshire or not significantly different to Warwickshire for deaths from the following causes (all directly standardised rates)<sup>18</sup>:

- All cause, all age - 797 per 100,000 (Warwickshire - 908 per 100,000, Hillmorton ranked 17<sup>th</sup> out of 20 JSNA areas\*)
- All cause, under 75 – 266 per 100,000 (Warwickshire - 278 per 100,000, Hillmorton ranked 12<sup>th</sup> out of 20 JSNA areas\*)
- Cancer, under 75 – 118 per 100,000 (Warwickshire - 115 per 100,000, Hillmorton ranked 7<sup>th</sup> out of 20 JSNA areas\*)
- Circulatory disease, all ages – 190 per 100,000 (Warwickshire - 232 per 100,000, Hillmorton ranked 19<sup>th</sup> out of 20 JSNA areas\*)
- Circulatory disease, under 75 – 57 per 100,000 (Warwickshire - 61 per 100,000, Hillmorton ranked 11<sup>th</sup> out of 20 JSNA areas\*)
- CHD, all age – 68 per 100,000 (Warwickshire - 100 per 100,000, Hillmorton ranked 20<sup>th</sup> out of 20 JSNA areas\*)
- CHD, under 75 – 27 per 100,000 (Warwickshire - 33 per 100,000, Hillmorton ranked 12<sup>th</sup> out of 20 JSNA areas\*)
- Respiratory, all age – 108 per 100,000 (Warwickshire - 115 per 100,000, Hillmorton ranked 12<sup>th</sup> out of 20 JSNA areas\*)

*\* 20 JSNAs instead of 22 areas as four areas in North Warwickshire were grouped into two areas.*

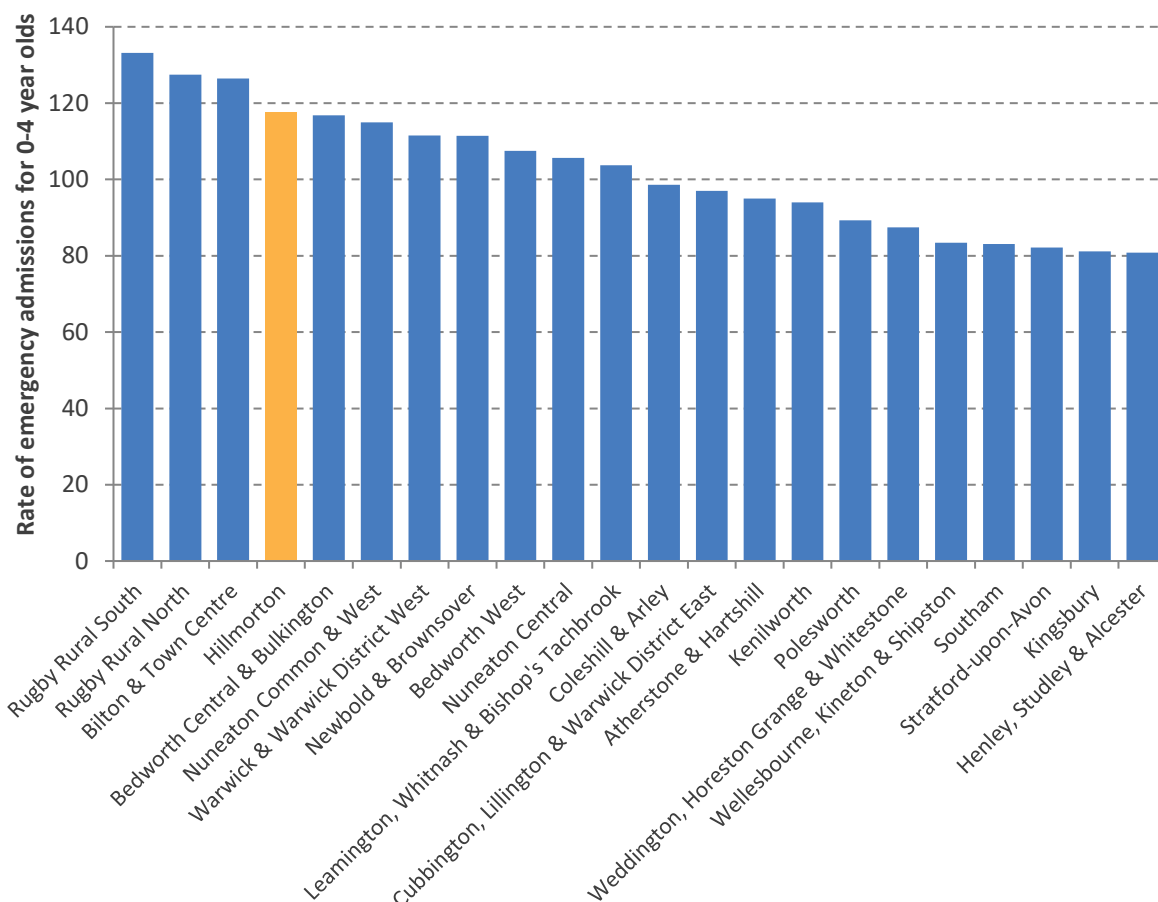
## CHILD HEALTH

### A&E attendances and emergency admissions for children aged 0-4 years

Between 2014/15 and 2017/18, both the attendance rate at accident and emergency and the emergency admission rate for children aged 0-4 years old were higher in Hillmorton (640 and 118 per 1,000 population aged 0-4 respectively) than in Warwickshire (554 and 103 per 1,000 population aged 0-4 respectively). For both indicators, Hillmorton had the fourth highest attendance rate and emergency admission rate for children of all 22 JSNA areas. Looking specifically at emergency hospital

admissions for children aged 0-4 years old, shows that the areas with the highest rates are all in Rugby Borough (Figure 22).

**Figure 22: Emergency hospital admissions for 0-4s by JSNA area, 2014/15 to 2017/18 average, rate per 1,000 population**



Source: Hospital Episode Statistics, Copyright © 2018, re-used with the permission of NHS Digital. All rights reserved.

Looking at LSOA level, Eastlands South LSOA in Hillmorton had the second highest rate of A&E attendances for 0-14 year olds of all LSOAs in Warwickshire at 237.4 per 1,000 compared to a Warwickshire average of 125.1 per 1,000. Hillmorton East & Wharf LSOA had the 12<sup>th</sup> highest rate in the county, despite both areas being relatively undeprived according to the 2015 indices of multiple deprivation.

## Injuries

Hillmorton's rate of emergency admissions for injury in 0-4 year olds between 2014/15 and 2017/18 (170 per 10,000 population) was higher than the county rate (129 per 10,000), and the third highest ranked of the JSNA areas (out of 21 JSNA areas for this indicator). Similarly, the rate of emergency admissions for injuries in 15-24 year olds was also high in Hillmorton, 153 per 10,000 population compared to a Warwickshire equivalent of 117 per 10,000, the third highest of all the JSNA areas.

The high rates of A&E attendances and emergency admissions for children aged 0-4 years generally but specifically for injuries in Hillmorton warrant further investigation.

Furthermore, according to the Warwickshire Schools Health Needs Assessment 2017/18 data, 23% of Year 6 pupils and 28% of Year 9 pupils attending schools in the Hillmorton JSNA area stated that they had been to an accident and emergency department following an accident or injury in the past year. It should be noted that not all pupils attending schools in the Hillmorton JSNA area reside in the JSNA area and some children who reside in the JSNA area will not attend schools in Hillmorton.

### **Obesity**

Data from the National Child Measurement Programme (NCMP) found that, for the five-year period between 2013/14 and 2017/18, 14.1% of children living in Hillmorton who were in the reception year (aged 4-5 years) were overweight and 7.1% were very overweight<sup>19</sup>. During the same period 14.3% of children in year 6 (aged 10-11 years) were overweight and 16.3% were very overweight, illustrating that more children become very overweight or obese in Hillmorton as they move through primary school, which is in line with the Warwickshire trend. Of the 22 JSNA areas, the percentage of children that were overweight or obese was the 14<sup>th</sup> highest (21.3%) of the JSNA areas (range 15.3% to 28.1%) for reception aged children and the 11<sup>th</sup> highest (30.7%) of the JSNA areas (range 21.8% to 37.1%) for year 6 children.

### **Young Carers**

In Warwickshire, in April 2018, the Young Carers Project was aware of 2,088 young carers (aged 6 to 25); 65 (3.1%) lived in the Hillmorton JSNA area<sup>20</sup>. Within Hillmorton, young carers were more likely to live in the following LSOAs: Hillmorton West (10), Caldecott Rokeby (9) and Paddox South (9).

One school within the JSNA area has achieved a Warwickshire Young Carers Schools Award, aimed at improving the experience, attendance and attainment of Young Carers in their education. Hillmorton Primary School has achieved the gold level award<sup>21</sup>.

## **MENTAL HEALTH**

The recorded prevalence of a diagnosed severe mental illness (schizophrenia, bipolar affective disorder and other psychoses) in patients registered at Whitehall Medical Practice (0.63%) was significantly lower than the prevalence in England (0.94%) in 2017/18 (Figure 24). The prevalence at Clifton Road Surgery (0.80%) was similar to the England benchmark.

### **Dementia**

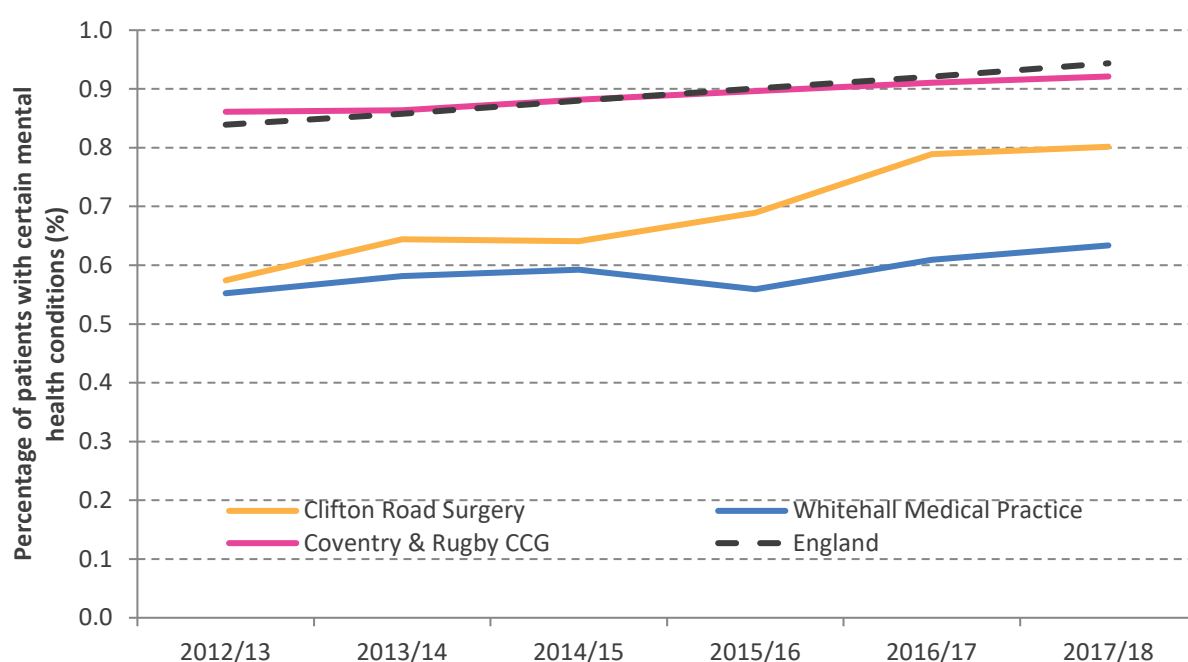
In May 2019, the percentage of patients aged 65 and over with a recorded dementia diagnosis was higher than the average for Coventry & Rugby CCG and England in both GP practices (Figure 23)<sup>22</sup>.

**Figure 23: Prevalence of diagnosed dementia in patients aged 65 and over, May 2019**

	Number on dementia register 65+	Patient list size 65+	Percentage with diagnosed dementia (%)
Clifton Road Surgery	119	2,602	4.6
Whitehall Medical Practice	158	3,077	5.1
Coventry & Rugby CCG	3,154	75,419	4.2
England	453,881	10,423,054	4.4

Source: NHS Digital, Recorded Dementia Diagnoses- May 2019, <https://digital.nhs.uk/data-and-information/publications/statistical/recorded-dementia-diagnoses/may-2019>

**Figure 24: Patients with schizophrenia, bipolar affective disorder and other psychoses**



Source: PHE, <https://fingertips.phe.org.uk/profile/general-practice>, accessed 19/6/19

## DEPRIVATION & POVERTY

### DEPRIVATION

The Index of Multiple Deprivation 2015 is the official measure of relative deprivation for small areas (LSOAs) in England. It ranks every small area in England from 1 (most deprived area) to 32,844 (least deprived area). Deprivation 'deciles' are published alongside ranks. Deciles are calculated by ranking the 32,844 LSOAs in England from most deprived to least deprived and dividing them into 10 equal groups ranging from the most deprived 10% to the least deprived 10% LSOAs nationally.

None of the LSOAs within the JSNA area are within the top 30% most deprived areas nationally<sup>23</sup>. The most deprived LSOA on the overall indices is 'Hillmorton West' which is within the top 50% most deprived areas nationally. However, when the individual domains are considered, there is some more notable relative deprivation that is worth highlighting (Figure 25).

**Figure 25: Index of Multiple Deprivation (IMD) 2015 Deciles for LSOAs in Hillmorton**

LSOA Name	IMD Decile	Income Decile	Employment Decile	Education, Skills and Training Decile	Health Deprivation and Disability Decile	Income Deprivation Affecting Children Index Decile	Income Deprivation Affecting Older People Decile	Children and Young People Sub-domain Decile	Geographical Barriers Sub-domain Decile
Caldecott South & Rural	10	10	9	9	9	9	10	8	2
Caldecott Rokeby	6	4	5	3	6	3	7	2	8
Eastlands South	10	10	10	10	10	9	10	10	4
Eastlands South West	9	9	9	7	9	9	9	6	2
Eastlands North	10	9	9	9	8	9	9	8	6
Eastlands Abbots	10	10	10	8	8	10	10	9	6
Hillmorton North & Locks	9	8	8	6	8	8	8	6	5
Hillmorton East & Wharf	8	7	7	6	8	6	8	5	3
Hillmorton West	5	4	3	4	4	4	5	4	5
Paddox South	10	10	10	8	10	10	10	8	5
Paddox North	8	8	7	6	8	8	7	6	5

Source: Ministry of Housing, Communities & Local Government (2015),

<https://www.gov.uk/government/statistics/english-indices-of-deprivation-2015>

For example, Caldecott Rokeby is within the top 20% most deprived areas nationally for the children and young people sub-domain and within the top 30% most deprived nationally for education, skills and training and income deprivation affecting children. Similarly, three areas in Hillmorton feature on the geographical barriers subdomain. Caldecott South & Rural and Eastlands South West LSOAs are within the top 20% most deprived areas nationally and Hillmorton East & Wharf in the top 30% most deprived on this sub-domain.



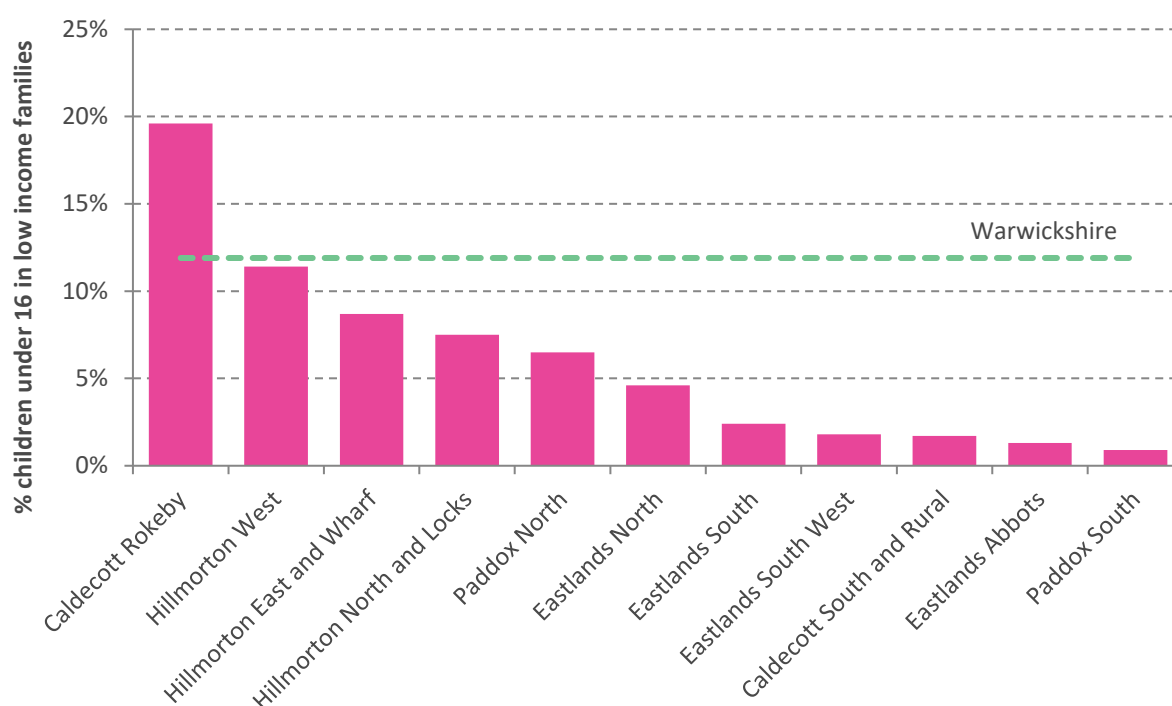
## POVERTY

There are variations across the Hillmorton JSNA area in relation to deprivation, this is particularly evident when considering poverty data.

### Child Poverty

In 2016 in Warwickshire, 11.9% of children under 16 were in low income families. Both Warwickshire's and Rugby Borough's (9.7%) figures were significantly better than the England average (17%). Within Hillmorton, Caldecott Rokeby had a higher proportion of children under 16 in low income families than the Warwickshire average at 19.6% (see Figure 26).

**Figure 26: Children (under 16) in low income families, 2016, by LSOA in Hillmorton**



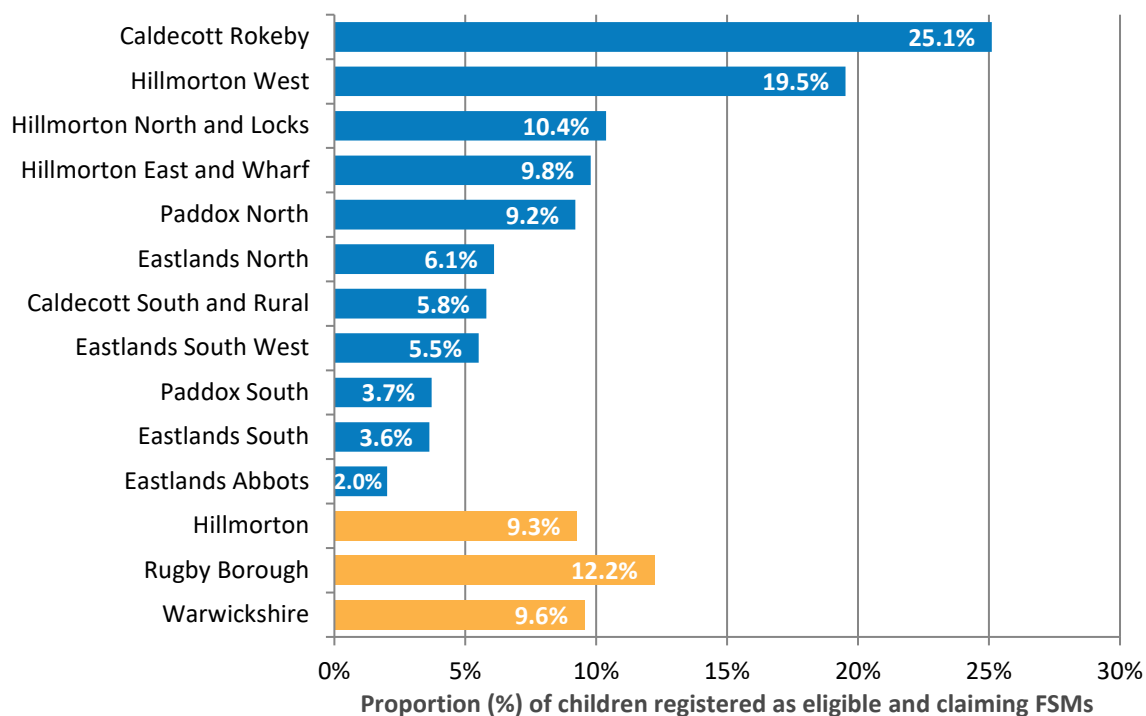
Source: <https://www.gov.uk/government/statistics/personal-tax-credits-children-in-low-income-families-local-measure-2016-snapshot-as-at-31-august-2016>

### Free School Meals

In 2018, 9.3% of school children residing in Hillmorton were eligible and registered for free school meals (FSM), following the county benchmark (9.6%) but lower than the equivalent borough (12.2%) and national (13.0%) rates. However, there are a higher percentage of school children living in the LSOAs of Caldecott Rokeby, where a quarter (25.1%) of school age children are eligible and claiming a FSM, the eighth highest proportion out of 339 LSOAs in Warwickshire. Hillmorton West LSOA also has one in five (19.5%) school age children eligible and claiming a FSM (see Figure 27).

The general trend is an increasing proportion of Hillmorton pupils eligible and claiming free school meals between October 2016 (5.3%) and October 2018 (9.3%).

**Figure 27: Proportion of children who are registered as eligible and claiming for a Free School Meal (FSM), 2018**



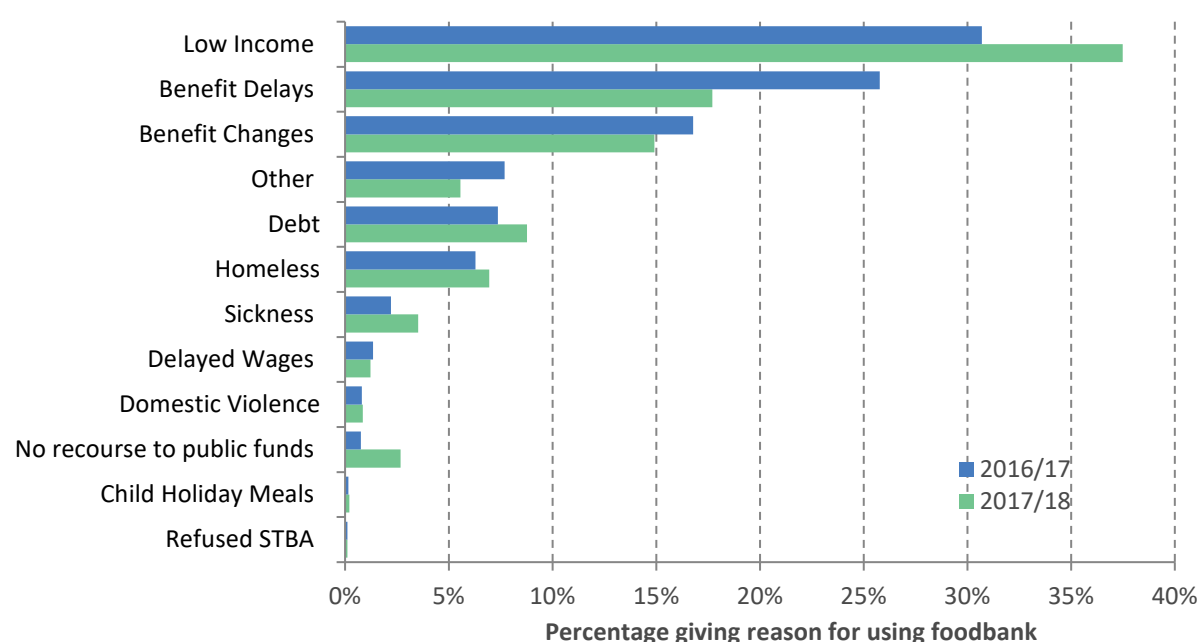
Source: WCC Insight Service

## Food Banks

It is possible 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 banks are run by Warwickshire Trussell Trust and are located in three sites across Rugby Borough. The food bank data shows an increase in the tonnes of food given out in Rugby in 2017/18 compared to 2016/17, in line with the pattern seen across Warwickshire.

The total number of people supported increased from 4,123 to 4,222 in this time period. One parcel provided by the food bank will provide a minimum of three days' tinned and dried food, as well as essential non-food items donated by the local community. The main reason for using the food bank is low income (37.5%, an increase from 30.7% in 2016/17); however, benefit changes and delays are the main reason for 32.6% (Figure 28). Hope4 are running a program called "Healthy Eating on a Budget" for Rugby Borough residents who have been referred via a variety of routes such as food bank or are about to be housed. There are six sessions of two hours to help participants learn how to eat healthily on a low budget.

**Figure 28: Rugby Food Bank - Reasons for people accessing the service, 2016/27 and 2017/18**



Source: Warwickshire Trussell Trust, 2019

## Fuel Poverty

In 2016, in the JSNA area, 10.8% (860) of households were considered to be fuel poor, which is lower than both the Rugby Borough and Warwickshire proportion (both 11.1%<sup>24</sup>). The area of concern for fuel poverty is Caldecott Rokeby LSOA, which had an estimated 15.2% of households living in fuel poverty (100 households).

## Housing

The housing data provided by Rugby Borough Council was not available at a JSNA level and therefore relates to the borough. As of 21<sup>st</sup> May 2019, there were 933 households on the housing register at Rugby Borough Council, of which 198 were urgent cases (11 of these with additional complexity). All households on the register have a housing need, which comes under one of the following categories: property condition, hardship, homelessness, medical / disability, overcrowding, having served in the armed forces, welfare and wellbeing and moving from supported accommodation. The leading causes of homelessness are family/friends no longer willing to accommodate, notice to quit given by landlord, and domestic abuse<sup>25</sup>. The Rugby Homelessness Strategy 2015-18 has three key priorities which are to understand housing need, tenancy sustainment and increasing private sector housing opportunities.<sup>26</sup> The Coventry and Warwickshire Strategic Housing Assessment 2015-2033 states that in order to meet need, 163 affordable properties need to be developed in the borough per annum<sup>44</sup>.

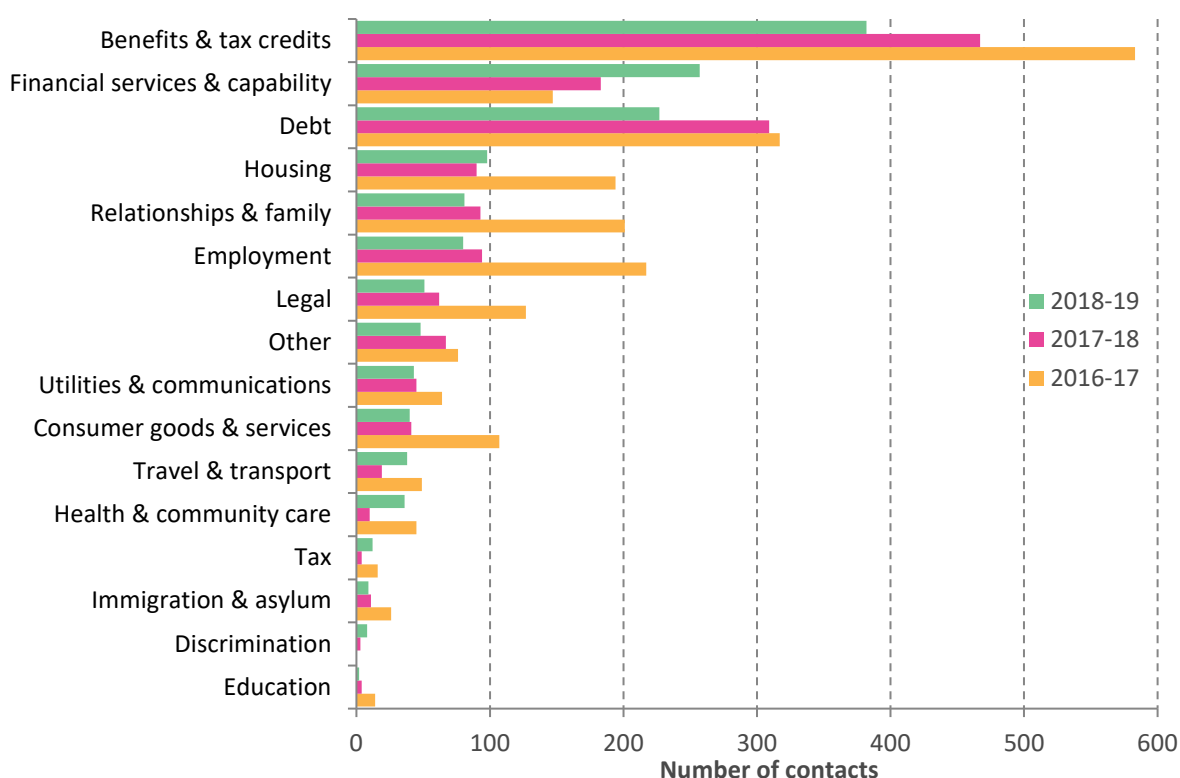
## Citizens Advice

Data across a three-year period to March 2019 reveals that the issues of most concern to residents contacting Citizens Advice were benefits and tax credits (Figure 29). Overall there has been a 35% reduction in the number of people presenting at Citizens Advice that reside in the JSNA area (a

reduction from 2,183 people in 2016/17 to 1,412 in 2018/19). This is contrary to the Warwickshire picture which saw an 8% increase in people presenting over the same period<sup>27</sup>).

In 2018/19, 27.1% of the people visiting from the JSNA area were concerned about benefits and tax credits (382 visits). The second area of concern to JSNA residents was financial services and capability which is one of the areas that has seen an increase over the three-year period in Hillmorton, with a 75% increase in visitors when comparing 2016/17 to 2018/19 (an increase from 147 visitors in 2016/17 to 257 in 2018/19). Although it is important to bear in mind this large percentage increase in the context of the increase in volume.

**Figure 29: Reasons for contact with Citizen's Advice by residents in Hillmorton**



Source: Citizen's Advice Warwickshire, 2019

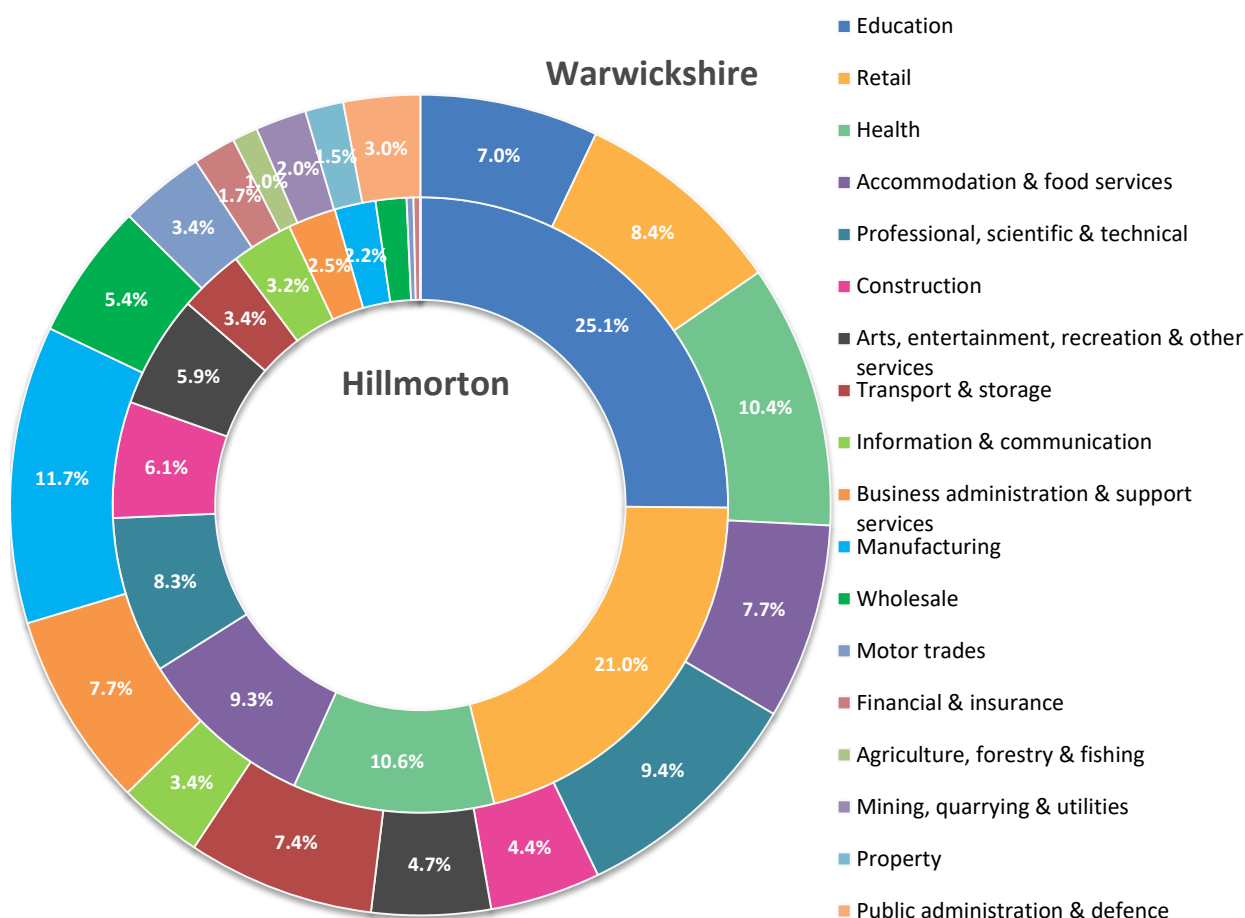
Over the three-year period, within the benefits and tax category, the most advice was asked about personal independence payment (7% of contacts). In the financial services and capability category, 6% of contacts asked about financial capability (6%). Of the 11 LSOAs in Hillmorton over the three-year period, residents in three LSOAs made almost half (47%) of the contacts with Citizens Advice – Hillmorton West (19.7% of contacts), Caldecott Rokeby (14.4%) and Eastlands North (12.6%).

## ECONOMY

### EMPLOYMENT BY BUSINESS SECTOR & OCCUPATION

In 2017, the sector employing the most people in Hillmorton was the education sector (25.1%) followed by the retail sector (21.0%) (Figure 30)<sup>28</sup>. Of the LSOAs, individuals living in Paddox South made up 43% of those working in the education sector. Individuals living in Caldecott South & Rural made up 68% of those working in the retail sector.

**Figure 30: Percentage of people employed by sector in Hillmorton and Warwickshire**



Source: Office for National Statistics, Business Register and Employment Survey 2017

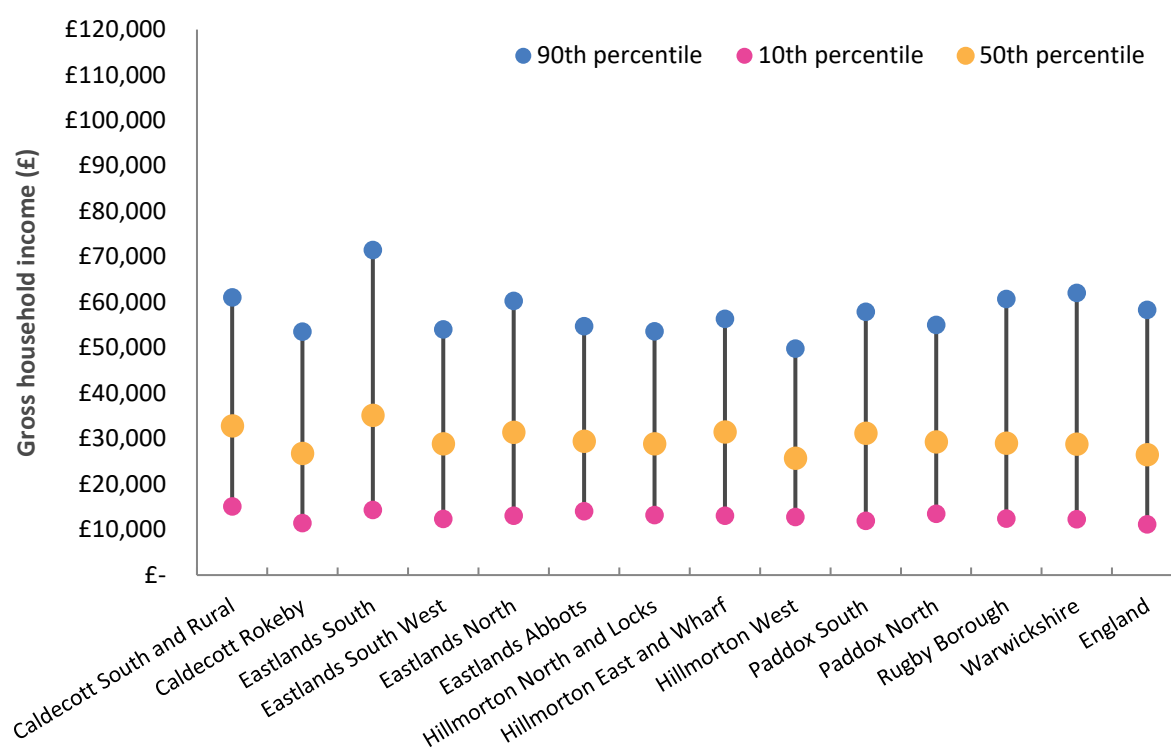
Hillmorton follows the county in terms of its occupation profile. In 2011, the highest proportion of people employed in Hillmorton were categorised as working in professional occupations (17.6%) similar to the county equivalent (18.1%)<sup>29</sup>. The smallest proportion (7.3%) were categorised as sales and customer service occupations; this compared to 7.4% in Warwickshire.

## INCOME

The Office for National Statistics (ONS) has 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>30</sup>. There were fifteen LSOAs in Warwickshire with a gross annual household income below the Warwickshire 10<sup>th</sup> percentile average (£12,250), of particular relevance to Hillmorton are Caldecott Rokeby (£11,449) and Paddox South (£11,912). However, in the Hillmorton JSNA area there were twenty LSOAs with a gross annual household income above the Warwickshire 90<sup>th</sup> percentile average (£62,042), in particular Eastlands South (£71,512).

Interestingly, the 'gap' between the average gross pay for the 10<sup>th</sup> percentile and the 90<sup>th</sup> percentile was £49,792 for Warwickshire and £48,308 for Rugby Borough. Only one LSOA in the JSNA area had a bigger gap than the county average – Eastlands South (£57,188) (Figure 31).

**Figure 31: Equivalised gross household PAYE and benefits income (10th percentile/90th percentile and 50th percentile) for Warwickshire, Rugby Borough and LSOAs in Hillmorton**



Source: ONS, 2016

## UNEMPLOYMENT

### 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. In November 2018, there were 175 Job Seekers Allowance claimants from Hillmorton, an increase of 95 claimants since 2014 (Figure 32)<sup>31</sup>. Areas in Hillmorton where the number of claimants were higher are Hillmorton West (20% of claimants in Hillmorton) and Caldecott Rokeby (17%).

**Figure 32: Claimant count in Warwickshire, Rugby Borough and Hillmorton**

	November 2014	November 2015	November 2016	November 2017	November 2018
Hillmorton	80	95	115	175	175
Rugby Borough	770	645	845	1,340	1,420
Warwickshire	3,765	3,065	3,500	4,325	5,770

Source: DWP, Stat-Xplore

## Universal Credit

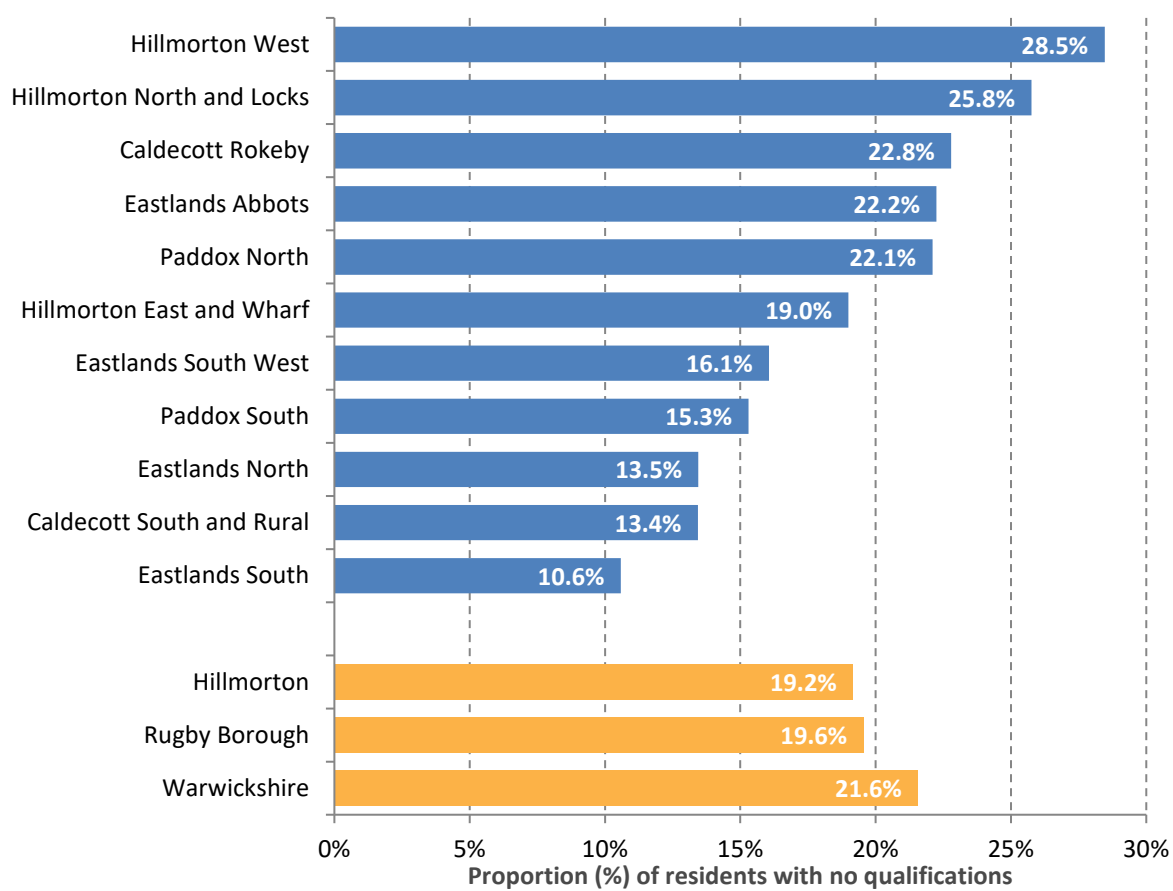
Rugby Borough was one of the first areas in Warwickshire to adopt Universal Credit in 2016. Under Universal Credit a broader span of claimants are required to look for work than under Jobseeker's Allowance. As Universal Credit continues to be rolled out across areas in Warwickshire, the number of people recorded as being on the Claimant Count is therefore likely to rise.

As of June 2018, there were 579 customers on Universal Credit in the Hillmorton JSNA area, a considerable increase from the same period in 2016, when there were 86 customers in the area.

## QUALIFICATION LEVELS

Of particular interest is the number of people without qualifications. According to the 2011 Census, 21.6% of Warwickshire residents had no qualifications<sup>32</sup>. For Hillmorton, this figure was lower (19.2%, see Figure 33). In the Hillmorton West LSOA, 28.5% of the population had no qualifications and for four other LSOAs the figure was above the county rate (Hillmorton North & Locks, Caldecott Rokeby, Eastlands Abbots and Paddox North). It is generally acknowledged 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 that in 2011 there were specific areas of Hillmorton with a population who were less qualified.

**Figure 33: Proportion of residents with no qualifications**



Source: ONS, Census 2011



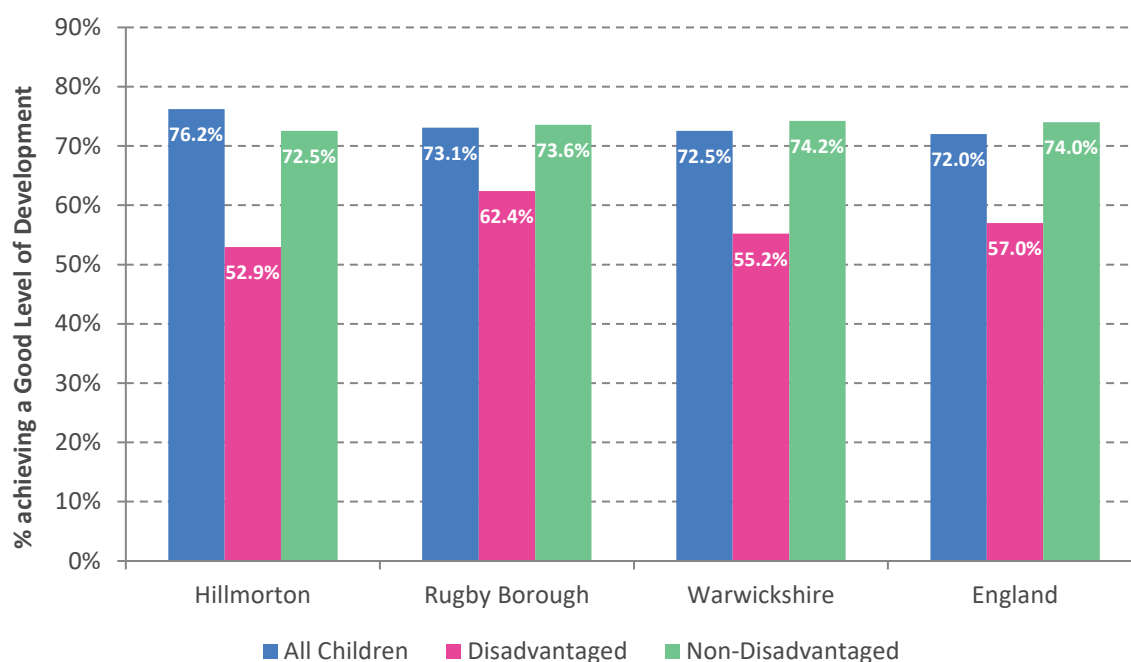
## EDUCATION

This section includes a range of education indicators which have been provided by Warwickshire County Council. In January 2018, there were 4,033 children and young people residing in Hillmorton attending state-funded nurseries, schools and colleges in Warwickshire.

### EARLY YEARS - GOOD LEVEL OF DEVELOPMENT

The proportion of children living in Hillmorton achieving a good level of development (GLD) fell from 79.7% in 2016 to 76.2% in 2018. The 2018 figure is higher than the borough (73.1%) and the county (72.5%) average<sup>33</sup>. However, children in Hillmorton who are categorised as disadvantaged were markedly less likely to achieve a GLD in 2018 than disadvantaged children in the district, county and nationally (Figure 34). In 2018, the gap between those children who are disadvantaged and those who are not in terms of school readiness in Hillmorton is larger (19.6 percentage points) than Rugby Borough (11.1 percentage points) and is similar to the Warwickshire benchmark (19.0 percentage points). The Hillmorton gap has increased since 2016 (13.7 percentage point gap).

**Figure 34: Percentage of children achieving a Good Level of Development (school readiness), 2018**



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

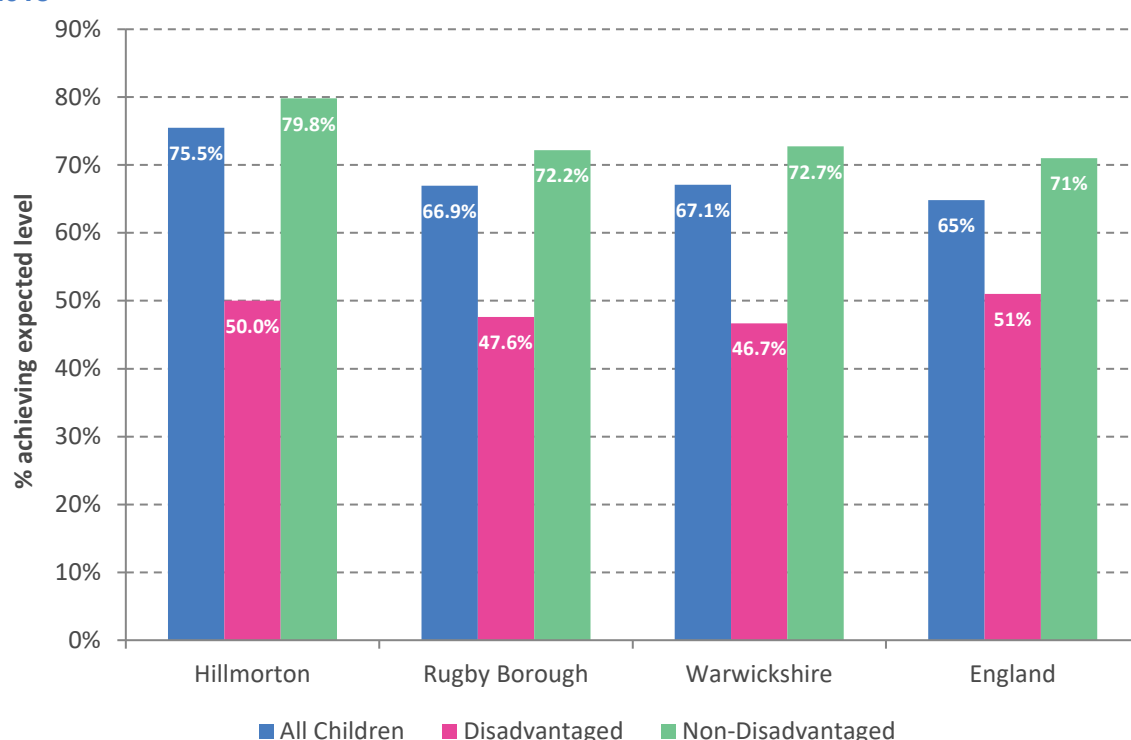
### KEY STAGE 2

In 2018, 75.5% 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 Hillmorton compared to 66.9% in Rugby Borough and 67.1% in Warwickshire. There has been a steady increase in those achieving ELD in the three-year period from 64.7% in 2016 and 69.9% in 2017. However, only half of all children in Hillmorton West

LSOA (48%) and Caldecott Rokeby LSOA (52%) achieved the ELD in 2018 compared to 94% in Eastlands Abbots LSOA.

Furthermore, children in Hillmorton who are categorised as disadvantaged were less likely to achieve the ELD in 2018 than disadvantaged children in the district, county and nationally. In 2018, the gap between those children achieving the ELD who are disadvantaged and those who are not was 30 percentage points in Hillmorton, slightly wider than the borough (25 percentage points) and the county (26.0 percentage points) figures (Figure 35). Indeed, the Hillmorton gap has increased, from a 24.5 percentage point gap in 2016 and 16.0 percentage point gap in 2017. The gap has almost doubled between 2017 and 2018, reflecting the increase in the proportion of students who are not disadvantaged achieving the expected level of development.

**Figure 35: Percentage of children achieving the Expected Level in Reading, Writing and Maths, 2018**

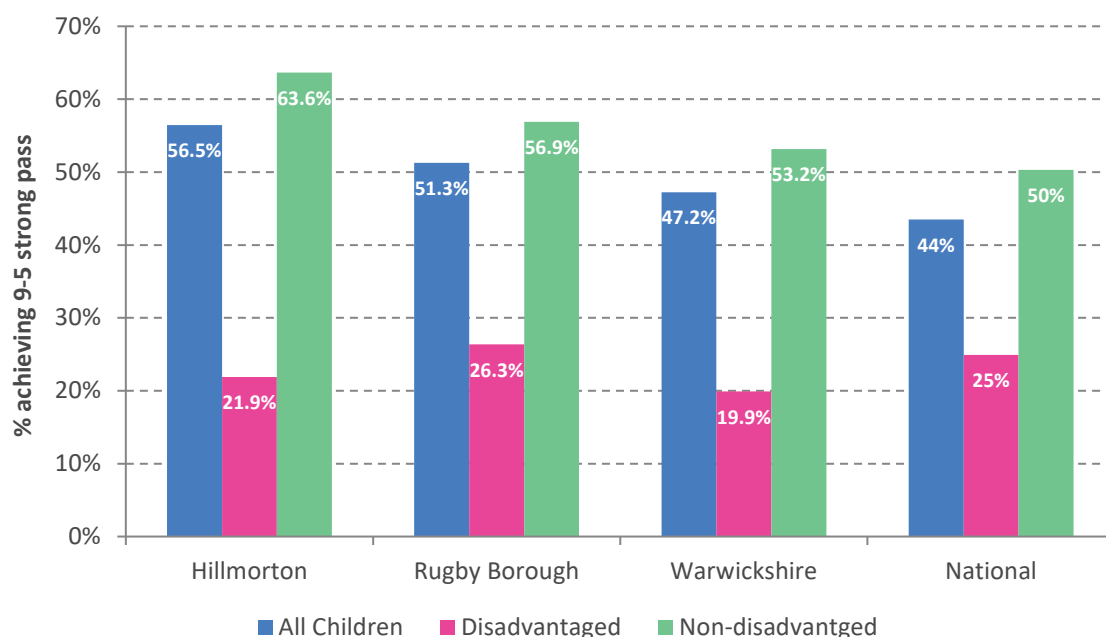


Source: Early Help & Education, Insight Service, Commissioning Support Unit, WCC

## KEY STAGE 4

In 2018, 56.5% of students living in Hillmorton achieved a 9-5 (strong pass) in English & Maths compared to 51.3% in Rugby Borough and 47.2% in Warwickshire. The gap between those who are disadvantaged achieving a strong pass and those who are not is higher (41.8 percentage points in Hillmorton than the borough (30.5 percentage points) and the county (33.3 percentage points) (Figure 36). The gap has widened in the past year, from 25.9 percentage points in 2017. In 2018, Hillmorton had the second largest gap between those who are disadvantaged achieving a strong pass and those who are not out of all 22 JSNA areas. This is largely due to a fall in the proportion of disadvantaged students achieving the Key Stage 4 measures (40.0% in 2017 to 21.9% in 2018).

**Figure 36: Percentage of children achieving the new Key Stage 4 measures of 9-5 strong pass including English and Maths, 2018**



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

## SPECIAL EDUCATIONAL NEEDS AND DISABILITIES (SEND)

In January 2018, 2.6% (76 children) of children residing in Hillmorton attending a state funded school in Warwickshire had an education, health and care plan (EHCP). This was slightly lower than the borough and county averages (both 3.0%). The most common primary SEND need resulting in an EHCP was autistic spectrum disorder (ASD) and severe learning difficulty, both accounting for 21.1% of EHCPs in Hillmorton, followed by speech, language & communication needs (18.4%).

## 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 at school. In 2017/18, 9.9% of school pupils residing in Hillmorton were persistently absent (in 2016/17 the proportion was 8.4%). This is lower than the borough (11.4%) and the Warwickshire (10.4%) equivalents. The LSOAs in Hillmorton that had the highest proportions of persistent absenteeism were Caldecott Rokeby (19.3%) and Hillmorton West (16.0%).

## OFSTED

In 2018, 90.5% of children in Hillmorton attended a 'good' or 'outstanding' school (according to Ofsted School Inspections). This is higher than the borough (81.9%) and county (86.4%) rate. All LSOAs are above 93% in Hillmorton except Caldecott Rokeby LSOA where only 43.8% of children attended a school rated as 'good' or 'outstanding' in 2018, the lowest proportion across the Borough and the eighth lowest of the 339 LSOAs in Warwickshire. Caldecott South & Rural LSOA also had a relatively low proportion compared to the rest of the LSOAs in Hillmorton: 76.1% of children attended a school rated as 'good' or 'outstanding'.

## SOCIAL CARE

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

### EARLY HELP

In the period 1<sup>st</sup> April 2017 to 31<sup>st</sup> March 2018 there were 37 Early Help Single Assessments (EHSA) initiated in Hillmorton, a similar number to the same period in the previous year when 43 were carried out<sup>39</sup>. The LSOAs with the highest number of EHSAs initiated in 2017/18 were Caldecott Rokeby and Hillmorton East & Wharf (six in each area). The number of open Early Help Family Support Worker cases stayed the same in 2016/17 and 2017/18 at 17 cases in Hillmorton.

#### Priority Families

Priority families are families that have at least two of the following criteria:

- Parents and children involved in crime and anti-social behaviour
- Children who have not been attending school regularly
- Children who need help (in need or subject to a Child Protection Plan)
- Adults out of work or at risk of financial exclusion and young people at risk of worklessness
- Families affected by domestic violence and abuse
- Parents and children with a range of health problems.

Between 1<sup>st</sup> April 2015 up to 31<sup>st</sup> January 2019, 4,026 families were attached to Phase 2 of the Priority Families programme in Warwickshire<sup>34</sup>. Focusing on Hillmorton, there were 146 families attached to the programme, a rate of 7.9 per 1,000 population in the area. This rate is lower than the borough rate (8.5 per 1,000) but higher than the equivalent county rate (7.1 per 1,000).

### CHILDREN'S SOCIAL CARE

There are a number of key measures that Warwickshire County Council focuses on in relation to children's social care<sup>35</sup>:

#### Children Looked After (CLA)

At 31<sup>st</sup> March 2018, there were 25 children looked after in the Hillmorton JSNA area, a rate of 66.3 per 10,000 children. This is higher than the equivalent borough (51.9 per 10,000 children) and county rates (55.7 per 10,000 children) for the same period and puts Hillmorton as 7<sup>th</sup> out of 22 JSNA areas. Across the JSNA areas at 31<sup>st</sup> March 2018, the rate of CLA ranged from 15 per 10,000 to 124 per 10,000 children. The CLA rate in Hillmorton has increased over the past year, from 50.8 per 10,000 children at 31<sup>st</sup> March 2017 (Figure 37)<sup>36</sup>.

**Figure 37: Numbers and rates of Children Looked After**

	Number and rate of Children Looked After (at 31/03/2017) <sup>a</sup>		Number and rate of Children Looked After (at 31/03/2018) <sup>b</sup>	
	Number	Rate per 10,000 of child population	Number	Rate per 10,000 of child population
Hillmorton	19	50.8	25	66.3
Rugby Borough	115	49.8	121	51.9
Warwickshire	599	53.2	630	55.7

<sup>a</sup> there were 698 CLA but Asylum Seekers do not have an originating address resulting in 599 matched to LSOA data, <sup>b</sup> there were 711 CLA but Asylum Seekers do not have an originating address resulting in 630 matched to LSOA data

Source: WCC Insight Service, 2018, ONS mid-year population estimates

### Children in Need and Child Protection plans

At 31<sup>st</sup> March 2018, the rate of children subject to a child protection plan (CPP) was lower in Hillmorton (12.9 per 10,000) than in Rugby Borough (26.1 per 10,000) and Warwickshire (30.9 per 10,000)<sup>39</sup>. Across the JSNA areas at 31<sup>st</sup> March 2018 the rate of children subject to a CPP ranged from 3.4 per 10,000 to 132.8 per 10,000, with Hillmorton ranking 17<sup>th</sup> of 22 JSNA areas. All children subject to a child protection plan at 31<sup>st</sup> March 2018 live in one of two LSOAs within Hillmorton; Hillmorton North & Locks and Hillmorton West.

At 31<sup>st</sup> March 2018, there were 92 children subject to a Child in Need plan residing in the Hillmorton area, a rate of 244 per 10,000 children<sup>39</sup>. Across the JSNA areas at 31<sup>st</sup> March 2018 the rate of children subject to a Child in Need Plan ranged from 146 per 10,000 to 549 per 10,000, with Hillmorton ranking 13<sup>th</sup> of 22 JSNA areas. The areas with the highest volumes and rates are Hillmorton West, Caldecott Rokeby and Hillmorton North & Locks LSOAs.

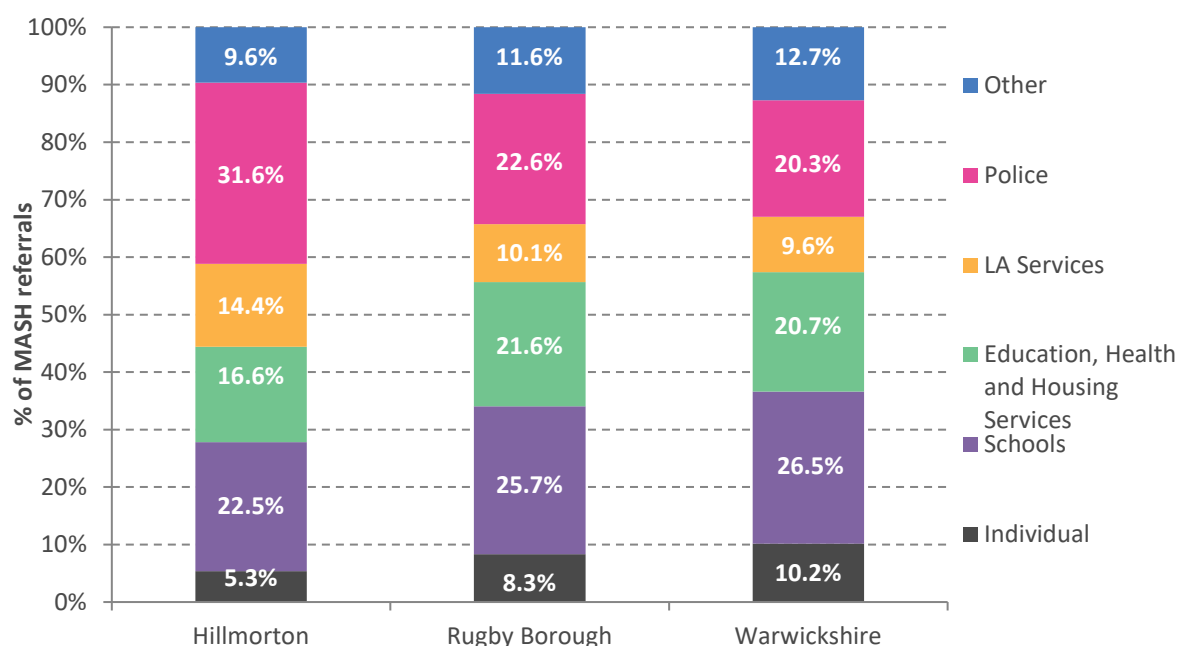
### Children with disabilities

At 31<sup>st</sup> December 2018, there were 27 children registered with disabilities in Hillmorton (this constitutes 4.2% of all of Warwickshire's children with disabilities and a quarter of the borough's numbers) at a rate of 69.8 per 10,000 children, higher than the borough (44.3 per 10,000 children) and county (56.0 per 10,000) averages.

### Multi-Agency Safeguarding Hub (MASH)

There were 187 referrals to MASH (January to December 2018) in Hillmorton (this constitutes 2.6% of all of Warwickshire's MASH referrals) at a rate of 483.2 per 10,000 children, lower than the county average of 639.0 per 10,000 children. However, the rate of referrals in the LSOAs of Caldecott Rokeby (1,293 per 10,000), Hillmorton West (935 per 10,000) and Eastlands North (700 per 10,000) were significantly higher than the county rate. Figure 38 shows the proportion of the total number of MASH referrals for Hillmorton, Rugby Borough and Warwickshire, broken down by the source of the referral. In particular, Hillmorton has a higher proportion of referrals made by the Police and Local Authority services and a lower proportion made by schools, education, health and housing services and individual referrals than the equivalent Warwickshire proportions.

**Figure 38: Source of MASH referrals, January to December 2018**



Source: Children's Social Care, Insight Service, Commissioning Support Unit, WCC

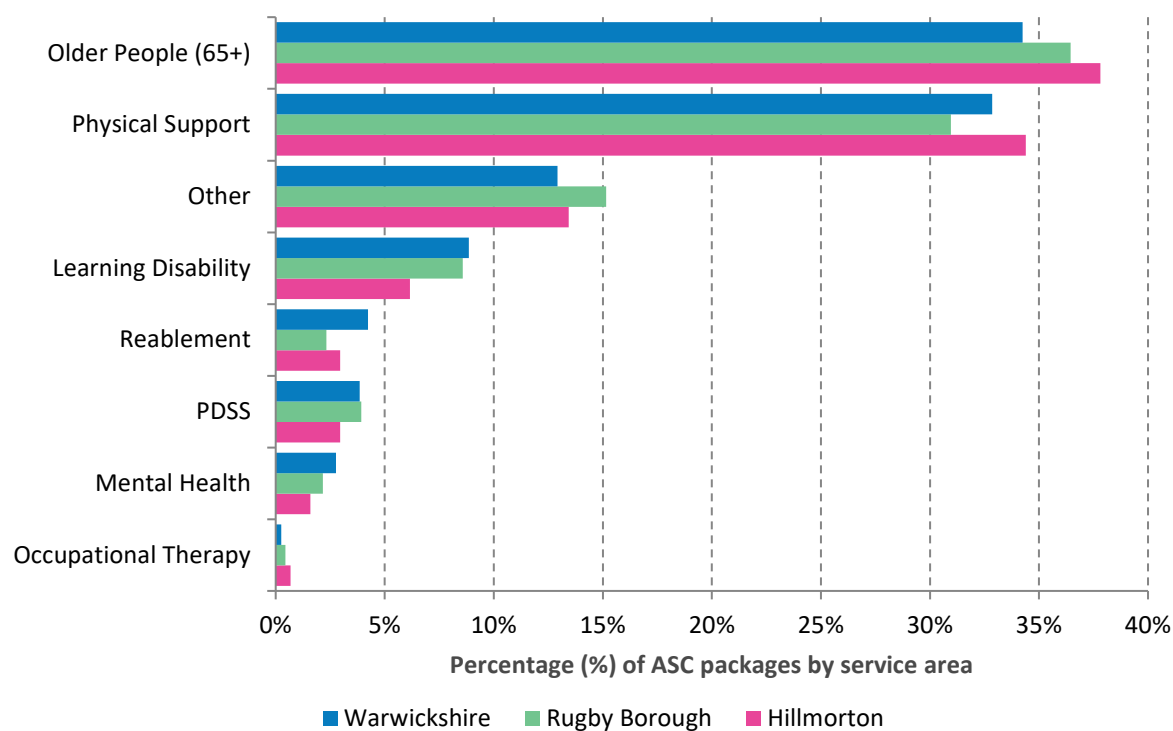
## ADULTS SOCIAL CARE

One of the key adult social care measures that Warwickshire County Council focuses on is the number of service users<sup>37</sup>. In 2018, 1.7% (244 people) of the adult population in Hillmorton were active users of social care, the same as the proportion in Rugby Borough and lower than the county average of 2.0%. There were 99 new assessments completed in Hillmorton in the same period, again this is line with the borough proportions (0.7%) and similar to the county rate (0.6%).

Service users are split across three areas: residential/nursing, community and low level/preventative services. In Warwickshire (67.9%) and in Hillmorton (75.0%), the highest proportion of service users are accessing community services (which include home care, day care, supported living, extra care housing and direct payments). This is the 5<sup>th</sup> highest proportion of all the 22 JSNA areas and promotes one of the central outcomes of Warwickshire County Council to support communities and individuals to be safe, healthy and independent. One in five (20.6%) residents in Hillmorton are accessing residential services, compared to a county figure of 26.2%. Residential services include care home services with and without nursing. Ongoing low level/preventative services make up 4.4% of service users in Hillmorton in 2018 (5.9% in Warwickshire).

In 2018, in the Hillmorton JSNA area, there were 439 active adult social care packages. The largest proportion of these were for older people (37.8%) - a higher proportion than Warwickshire (34.3%) (Figure 39). Hillmorton had a slightly higher proportion of residents with an active package for physical support than the Warwickshire average (34.4% vs 32.9%). Conversely, it has lower proportions of residents with an active package for learning disabilities, reablement, physical disability and sensory services (PDSS) and mental health.

**Figure 39: Percentage of active adult social care (ASC) packages by service area, 2018**



Source: WCC Insight Service, 2019

## COMMUNITY SAFETY

### CRIME

The Rugby Community Safety Partnership works to reduce levels of crime and disorder in the borough. The current 2019/20 priorities are:

- Violent crime
- Residential burglary
- Reducing reoffending
- Vulnerability - identifying vulnerable groups likely to be targeted by county lines networks & Child Sexual Exploitation.

In addition, the Board elected to monitor four cross cutting themes consisting of hate crime, organised crime groups, road safety and criminal damage.

Hillmorton recorded a crime rate of 48.0 offences per 1,000 population for the calendar year 2018, lower than the borough rate of 71.1 per 1,000 and the county rate (72.6 per 1,000)<sup>38</sup>. Overall, Hillmorton had the fourth lowest crime rate of all 22 JSNA areas.

Figure 40 examines the crime rate for the JSNA area by LSOA. There is disparity in crime distribution across the JSNA area at this geography with the highest rate concentrated around Caldecott Rokeby, although this rate is still below the equivalent borough and county equivalents. Eastlands South West has one of the lowest crime rates in the county, with the fifth lowest crime rate in 2018 out of 339 areas in Warwickshire.

**Figure 40: Crime rate per 1,000 population by LSOA, 2018**

LSOA	Number of crimes	Crime rate per 1,000 population
Caldecott Rokeby	108	69.8
Hillmorton West	93	56.3
Paddox North	121	55.6
Hillmorton East & Wharf	91	49.2
Paddox South	96	48.9
Eastlands North	95	48.4
Eastlands South	58	48.2
Caldecott South & Rural	70	47.4
Eastlands Abbots	50	46.7
Hillmorton North & Locks	78	38.2
Eastlands South West	27	17.7
<b>Hillmorton</b>	<b>887</b>	<b>48.0</b>
<b>Rugby Borough</b>	<b>7,560</b>	<b>71.1</b>
<b>Warwickshire</b>	<b>41,010</b>	<b>72.6</b>

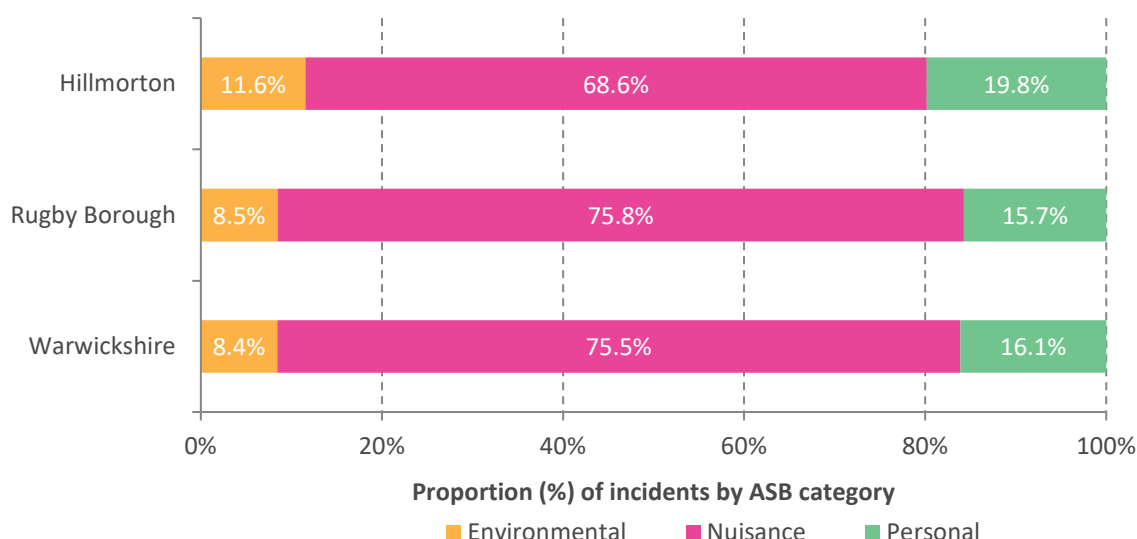
Source: Warwickshire Police Crime Information System



## ANTI-SOCIAL BEHAVIOUR (ASB)

In 2018, Hillmorton saw an ASB rate of 13.1 incidents per 1,000 population, lower than the borough (23.6 per 1,000) and higher than the county (25.4 per 1,000)<sup>39</sup>. The proportion of incidents by ASB category is provided in Figure 41 below.

**Figure 41: ASB incidents by category, 2018**



Source: STORM incident system, Warwickshire Police

The JSNA area had a lower proportion of nuisance ASB and a higher proportion of personal and environmental ASB compared to the borough and county. However, it's worth bearing in mind that the number of ASB incidents in this JSNA area are low (second lowest volumes of all 22 JSNA areas in 2018, see Figure 42).

**Figure 42: ASB incidents and rates by category, January-December 2018**

	ASB category							
	Personal		Nuisance		Environmental		Total ASB incidents	
	No	Rate	No	Rate	No	Rate	No	Rate
Hillmorton	48	3.3	166	20.5	28	2.0	242	25.8
Rugby Borough	394	3.7	1,900	17.9	213	2.0	2,507	23.6
Warwickshire	2,308	4.1	10,822	19.2	1,211	2.1	14,341	25.4

Source: STORM Incident System, Warwickshire Police, ONS mid-2017 population estimates

## DOMESTIC ABUSE

In 2016/17 and 2017/18, in Hillmorton the rate of incidents reported to the police with a domestic marker was lower than the borough and county rates (Figure 43)<sup>44</sup>. Rates in Hillmorton decreased between 2016/17 and 2017/18. In 2017/18, the LSOAs in Hillmorton with the highest rates of domestic abuse were Caldecott Rokeby (19.3 per 1,000 population) and Hillmorton West (18.2 per 1,000).

**Figure 43: Rates of domestic abuse, 2016/17 & 2017/18**

	2016/17		2017/18	
	No	Rate per 1,000	No	Rate per 1,000
Hillmorton	201	11.1	181	10.0
Rugby Borough	1,420	13.7	1,337	12.9
Warwickshire	7,256	13.0	7,264	13.0

*Source: Warwickshire Police STORM Incident System, ONS mid-2016 and mid-2017 population estimates*

## 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 Hillmorton in 2018 was 22 (the same as the 2017 figures) to give a rate of 1.2 RTCs per 1,000 population (lower than the county rate of 2.0 RTCs per 1,000). No RTCs were fatal in 2018, but 18.2% (4 collisions) were classed as 'serious' (compared to 9.1% or 2 collisions in 2017) and 81.8% (18 collisions) as 'slight'<sup>40</sup>.

## ACCIDENTAL DWELLING FIRE INCIDENTS

In the two years, 2016-2017, there were six accidental dwelling fire incidents in the Hillmorton JSNA area, a rate of 0.8 per 1,000 households, lower than the borough (1.3 per 1,000 households) and Warwickshire average (1.2 per 1,000 households)<sup>41</sup>.

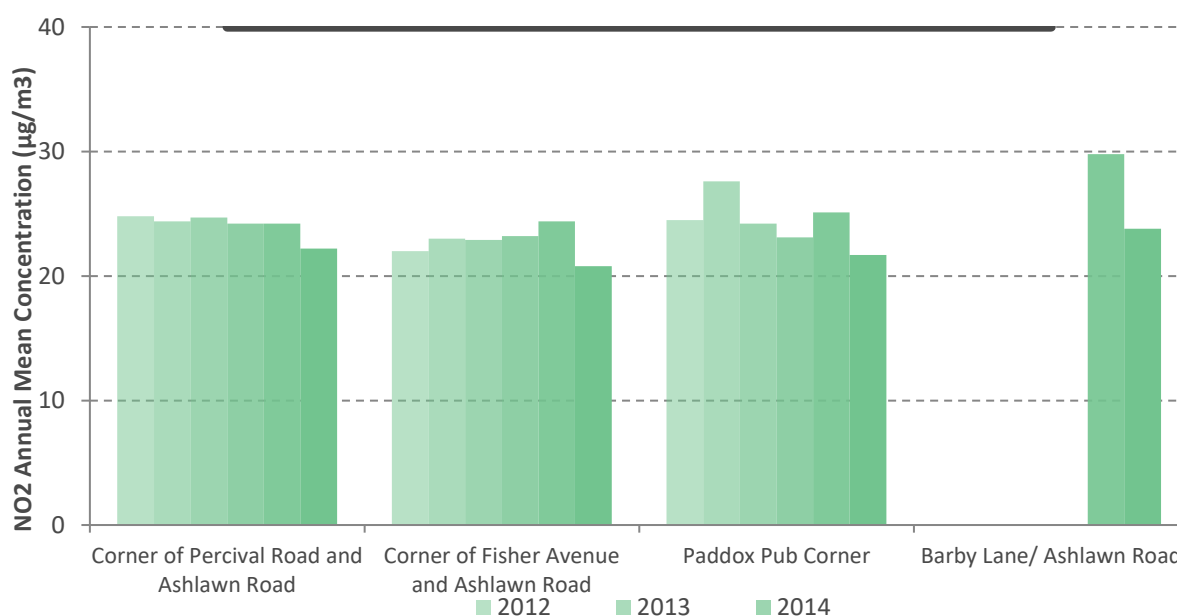
## ENVIRONMENT

### AIR QUALITY

There are plans for 12,400 new homes to be built in Rugby Borough by 2031<sup>42</sup>. Assuming an average of 2.4 people per household, this equates to an extra 29,760 people across the borough, some of which will be located just into the Rugby Rural South JSNA area and an emerging site in the Hillmorton JSNA area. This could lead to increased congestion and more air pollution.

There are four sites measuring air quality across the Hillmorton JSNA area, monitoring NO<sub>2</sub> annual mean concentration ( $\mu\text{g}/\text{m}^3$ ). All sites have had annual mean concentrations of lower than 40  $\mu\text{g}/\text{m}^3$  from 2012 to 2017<sup>43</sup> (Figure 44).

**Figure 44: NO<sub>2</sub> annual mean concentration at non-automatic monitoring sites, 2012-2017**



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

Per capita CO<sub>2</sub> emissions across Rugby Borough have decreased from 2005 to 2016, in line with Warwickshire as a whole<sup>44</sup>.

## 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. In July 2019, research and information gathering was undertaken to identify current community assets within the Hillmorton JSNA area.

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). Hillmorton's community assets are listed in Figure 45 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 45: Count of community assets by theme in Hillmorton, July 2019**

Theme	Count
1 - Children & Families	23
2 - Young People	13
3 - Older People	8
4 - Community Venues & Meeting Points	15
5 - Community Organisations & Social Groups	13
6 - Leisure & Recreational Activities	24
7 - Advice & Support	6
8 - Community Cafes & Foods	3
9 - Health & Wellbeing	10
10 - Education & Learning	16

The two themes with the largest number of community assets were leisure and recreational activities and children and families. These include sports centres and clubs, outdoor activities, leisure facilities and classes. The theme with the fewest community assets was community cafes and foods. However, it is likely that people may travel into other JSNA areas, particularly the more central Rugby JSNA areas for access to these services.

It is important to recognise that community assets are changing all the time due to changes in demand and resources. For example, in this JSNA area, community assets are needed to meet the demand of the growing population in Houlton.

## 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 Hillmorton. 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.

## SURVEY CONSULTATION

This section presents the findings of a Joint Strategic Needs Assessment survey administered to residents living in Warwickshire. Between 1st June 2018 and 1<sup>st</sup> July 2019, 1,233 responses were received to the survey of which 14.8% (183) were from residents living in Rugby Borough and 3.3% (41) specifically from residents living in Hillmorton. A summary of the findings for residents in Hillmorton are presented below.

Residents were asked which they felt are priority areas for health and wellbeing in their local area. They were given a variety of options and were able to select each that applied. The four responses that had the highest percentage of responses were:

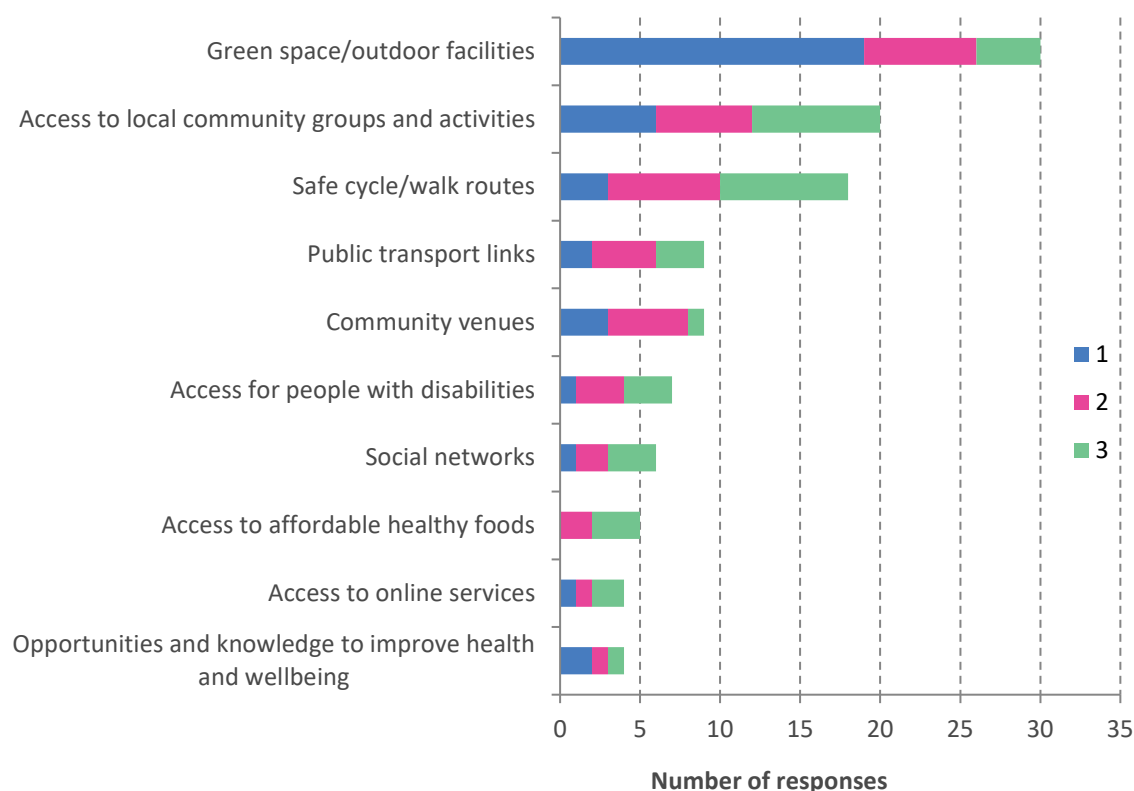
- Parks and green spaces (76%, 31 responses)
- Access to health services (68%, 28 responses)
- Promoting mental health and wellbeing (63%, 26 responses)
- Reducing substance misuse (51%, 21 responses)

Residents were asked to identify the top three things they valued about the local area/local community which supports positive health and wellbeing (Figure 46). Green space and outdoor facilities was listed by the most respondents (73%, 30 responses) as being one of the top three things they valued about the local area which supported positive health and wellbeing with 19 respondents ranking this as the thing they valued most. Access to local community groups was the next most common response with 49% (or 20 respondents) giving this as one of the top three things they valued with six respondents ranking this as the thing they valued most.

A further open text question was asked what three things could be better in your local area to improve health and wellbeing. Areas for improvement that were mentioned most frequently were:

- Better access to primary care
- More mental health support and provision
- Improved public transport
- More outdoor activities and community facilities
- A cleaner environment
- Better health and well-being awareness.

**Figure 46: Responses to the question “What are the top 3 things that you value about the local area/local community which support positive health and wellbeing?”**



Source: JSNA residents survey, Warwickshire County Council

## STAKEHOLDER EVENT

A stakeholder engagement event to understand the health and wellbeing needs of people living in South Rugby town (combining the JSNA areas of Bilton and Town Centre and Hillmorton) took place at Cawston Community Hall on Wednesday 12<sup>th</sup> June 2019.

The meeting included two presentations: overview and context setting, and key headlines – what is health and wellbeing like in the South Rugby area, presented at a JSNA level. Following this, table top discussions took place. Firstly, participants discussed their overall impressions of the data presented. Secondly, four emerging themes were discussed in more detail:

- Older People
- Young People
- Health and Wellbeing (including mental health)
- Poverty

This report will concentrate on the themes and issues raised for the whole area, as well as specific issues that were mentioned for the Hillmorton JSNA area. A full set of notes from the event can be found in Appendix B.

## General Themes

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

- There is a need to understand the makeup of the local population better, particularly in terms of ethnic groups. The population is perceived to be quite transient.
- There are many schools in the area, some of which draw from the surrounding area and are not serving the local community.
- Stakeholders were surprised at the deprivation issues in the two areas as they perceived them to be relatively affluent.
- Some ethnic groups do not register with a GP and this may have an effect on attendance at A&E /admissions.
- There are not enough services to support those with poor mental health/depression, especially young people.
- There can be barriers to health and wellbeing services, particularly for those with disabilities, and communication with these groups could be improved.
- The impact of Universal Credit, including the knock-on effect to other services such as Foodbanks.
- There are some good assets and good links/signposting between different community groups.
- Communicating events can be difficult, particularly to people who are isolated.
- Housing issues across different age groups – smaller homes needed for older people as well as young people struggling to find affordable housing.

## Older People

- Loneliness and social isolation are an issue.
- Transport is difficult for the older population, some of whom are less mobile.
- Centres of wellbeing need to be closer to populations.
- More community pharmacies would be useful.
- It was noted that faith groups are valuable to the older population.
- Inter-generational work is seen as important and beneficial to the older population.

## Young People

- Lack of maternity services, with people having to travel to Coventry for antenatal /postnatal education and parent information.
- School readiness is seen as an issue.
- Hillmorton KS4 achievement was noted - the gap between those deprived and those not deprived. Felt it could be due to smaller numbers being deprived, less pupil premium money. There was a perception that the schools are better in Hillmorton and may not cater to struggling pupils.
- There is a shortage of green space for children / young people.
- There is a lack of provision for children and young people with additional needs, as well as a lack of understanding by parents of how to engage with services such as Compass or RISE.
- There is a perceived high level of exclusions from schools in the Rugby area.
- The area has a reputation as having a gang culture, although this is thought to be historical.
- Younger people lack the skills needed for future employment.

## Health and Wellbeing

- Many groups were mentioned that can help with people's physical and mental wellbeing, such as walking groups, social running groups and volunteer groups to maintain green spaces, although it was recognised that individuals can find it intimidating to join already formed groups.
- The way that groups are titled/communicated can affect attendance, for example, an individual believes they are taking part in an activity to give something back to the community, however it also has a positive effect on their own mental health.
- There is a need to focus on helping people to help themselves, encouraging them carefully to take small steps, while listening to their individual needs and priorities.
- People need to be more aware of the link between physical and mental health, and how one can lead to the other, however a person may be more likely to seek help for the physical health need.
- Green spaces and the importance of getting out into nature were again mentioned as beneficial to both physical and mental health.
- There is a place for online forums and groups, for example someone may "like" a page for a running group and may never actually attend the group but will read the positive health messages that the group puts out on social media.

## Poverty

- Welfare reforms have had a big impact on poverty, including Universal Credit, bedroom tax and reduction in child benefit for those with more than two children. This is also an issue for those with disabilities and their carers.
- The unstable job market is an issue, particularly with zero hours or temporary contracts meaning that many people are going in and out of jobs with low wages.
- There are links between mental health and poverty, for example it was mentioned that some employers do not know how to deal with mental health issues and that some may be discriminated against and forced out of the workplace.
- Holiday hunger was raised as an issue, with many parents struggling to feed themselves and their children during the school holidays.
- Fuel poverty is seen to be on the rise, with many tenants unaware that they are able to change energy suppliers, or do not know how to do this.
- Unemployment in the over 50s was perceived to be high, with many lacking skills required to gain new roles.

## Capture Forms

There was feedback from professionals working in the JSNA area at a further event for the Hillmorton JSNA area that more provision was needed for young people with special education needs and disabilities (SEND). It was felt there are currently no regular and affordable activities for this group of young people such as youth or activity groups. Take a break is one of the only options and is considered to be expensive by parents. Parents would consider supporting the development of this opportunity.



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