

# PLACE BASED NEEDS ASSESSMENT

## BILTON AND TOWN CENTRE

Warwickshire Joint Strategic Needs Assessment

SEPTEMBER 2019

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## REPORT DETAILS

<i>Lead</i>	Berni Lee, Consultant in Public Health
<i>Sponsor</i>	Councillor Sally Bragg, Rugby Borough Council
<i>Insight Analyst/ main author</i>	Caroline McKenzie, Insight Service WCC
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## KEY MESSAGES

### DEMOGRAPHICS

- In 2017, the estimated population of the Bilton and Town Centre JSNA area was 30,543, of which 17,503 (57%) were aged 18-64.
- The population of Bilton and Town Centre was on average, younger than the population of the county, particularly in the 0-19 and 30-45 age brackets.
- There was an even gender split in the area – 49.9% male and 50.1% female, however there were more males than females in the younger age group up to 54 years, and more females aged 60 and above.
- The population of Rugby Borough is expected to increase by 15,039 to 120,330 (7.3%) by 2041. It is unclear how much this will impact on the JSNA area; however this is the largest percentage increase across all districts and boroughs in Warwickshire.
- In 2018, 13.3% of all Bilton and Town Centre households fell within the Mosaic profiling category of 'Senior Security'; with the second largest group being 'Aspiring Homemakers' which accounted for 12.4% of households. However there are large variations at a lower super output areas (LSOA) level.
- Within the JSNA area, there was a wide variation in house prices, with the mean price in Cawston South LSOA being £380,185 and the mean price in New Bilton East LSOA being £143,293 in the year ending March 2018.
- In 2011, 17.3% of the population of Bilton and Town Centre were of Black, Asian and Minority Ethnic (BAME) origin, compared to 11.5% in Warwickshire as a whole. English was the main language for over 92% of residents.

### HEALTH

- Life expectancy in 2015-17 in the Bilton and Town Centre JSNA area was 79.2 for males and 82.4 for females. The average life expectancy for all Warwickshire residents was higher; 79.8 years for males and 83.7 years for females.
- The number of live births per 1,000 females aged 15-44 in the JSNA area has remained stable between 2013 and 2016, while the county average has decreased by 2.8%.
- The estimated smoking prevalence in 2017/18 at Central Surgery (19.2%), Westside Medical Centre (22.7%) and Whitehall Medical Practice (22.3%) was significantly higher than the England rate (17.2%).
- The recorded prevalence of COPD was significantly lower than the England rate at four of the GP surgeries in 2017/18.
- In 2017/18, the recorded prevalence of depression at both Central Surgery (10.7%) and Bennfield Surgery (11.5%) was significantly higher than both the England rate (9.9%) and the Rugby CCG rate (9.1%). This could indicate better identification and registration of those with depression.
- The self-harm admission rate (ages 10-24 years) for Bilton and Town Centre for 2017/18 was 7.0 per 1,000 population, higher than the county average of 4.2 and the second highest of all JSNA areas.

- The crude rate of emergency hospital admissions for 0-4 year olds from April 2014 to March 2018 was 126.4 per 1,000; the third highest of all JSNA areas.
- Screening uptake for both breast cancer and bowel cancer was significantly higher than the national average at Bennfield Surgery and Whitehall Medical Practice in 2017/18.

## SOCIAL CARE

- In March 2018, the Bilton and Town Centre JSNA area had the third highest rate of Priority Families of any JSNA area, at 10.2 per 1,000 child population (Warwickshire average 7.1 per 1,000).
- The rate of children looked after in March 2018 was 56.2 per 10,000 child population, which was above the county average of 49.9 per 10,000.
- Of the JSNA population aged 18 and over, 2.1% were adult social care service users in 2018. This is to the same as the county average (2.1%).
- 18.4% of adult social care service users were receiving a learning disability package in 2017/18; this is higher than the county average (14.0%). This could be a reflection of the younger demographic in Bilton and Town Centre.

## DEPRIVATION, POVERTY, ECONOMY & EDUCATION

- In 2015, 20.8% of residents in the Bilton and Town Centre JSNA area lived in the most deprived 40% of LSOAs in England; higher than the borough (14.8%) but similar to the county (20.5%) average. These LSOAs were Admirals East, New Bilton East, Overslade North and Overslade North West.
- The LSOAs of Overslade North West (22.8%), Admirals East (18.5%) and Overslade North (18.3%) had a higher percentage of children under 16 living in low income families compared to the borough (11.1%) and county average (11.8%) in 2016.
- The proportion of pupils eligible and claiming for a Free School Meal in 2017/18 was 14.1%, higher than the county average (9.6%) and has risen from 9.5% in 2016.
- According to the 2011 Census, the Bilton and Town Centre JSNA area had a large proportion of people working in health (17.2%), education (16.5%) or business administration and support services (15.1%).
- In November 2018, unemployment in 16-64 year olds was at 2.4% in the Bilton and Town Centre JSNA area, almost doubling since 2014. The LSOA of Overslade North West had the highest proportion of unemployment (4.3%).
- In June 2018, 7.9% of those in Bilton and Town Centre claimed Universal Credit; this was the second highest rate of claimants for any JSNA area and higher than the borough (6.6%) and county average (3.2%).
- In 2011, at least 25% of the populations of the New Bilton East, Overslade North and Overslade West had no qualifications (county average 21.6%).
- In 2018, 71.9% of Reception pupils (aged 4 and 5) living in Bilton and Town Centre achieved a good level of development, below the county average (72.5%).
- In 2018, 60.4% of 10 and 11 year olds achieved the expected standard in Reading, Writing and Maths at the end of Key Stage 2, below the county average (67.1%).

- In 2018, 48.3% of students living in the JSNA area achieved the new Key Stage 4 measure of 9 to 5 (strong pass) in English and Maths, which was above the county average of 47.2%.
- In 2018, across all Key Stages, disadvantaged children in the JSNA area achieved lower results than those who were not disadvantaged.
- The proportion of pupils missing 10% of school (classed as persistent absenteeism) in 2017/18 was 11.0%; higher than the county average (10.4%).

## COMMUNITY SAFETY, ROAD SAFETY AND ENVIRONMENT

- The crime rate decreased in the JSNA area from 2017 to 2018, from 73.7 to 70.9 per 1,000 population (-3.8%). The crime rate also decreased across the county as a whole (from 73.5 to 72.6 per 1,000 population, -1.2%).
- The hate crime offence rate from 1<sup>st</sup> August 2017 to 31<sup>st</sup> July 2018 in Bilton and Town Centre was 2.0 per 1,000 population, which was the 4<sup>th</sup> highest of all JSNA areas.
- The rate of Domestic Abuse incidents reported to Police from 1<sup>st</sup> July 2017 to 30<sup>th</sup> June 2018 in Bilton and Town Centre was 14.7 per 1,000 population, which is higher than the Warwickshire average (13.1 per 1,000).
- Four of the 17 sites monitoring air quality across the JSNA area have had at least one reading measuring 40 µg/m<sup>3</sup> or above between 2012 and 2017.

## 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.
- The impact of Universal Credit, including the knock on effect to other services such as Foodbank.
- There are some good assets such as the Cawston Community Centre 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 and also young people struggling to find affordable housing.
- Loneliness, social isolation and transport are issues for the older population.
- There is a perceived 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; indeed 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 administered to professionals (those working in the area) and residents (those living in the area). The main points raised by professionals were the need for improvement in mental health and wellbeing services, and lack of funding being a barrier to the health and wellbeing of the JSNA population. For residents, the main priorities were the promotion of mental health and wellbeing and the importance of green space / outdoor facilities.



## RECOMMENDATIONS

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

1. Ensure services plan for the anticipated **growth in the population**, particularly the increased pressure that will be placed on services in response to an ageing population structure, and that they reflect the **diversity of the population**.
2. **Promote healthy lifestyles**, including **reducing smoking prevalence, reducing drugs and substance misuse** (particularly among younger people) and increasing **physical** activity, diet and safe alcohol consumption to reduce risk factors for long-term diseases, in particular for the population of New Bilton LSOA where there are higher levels of poverty and life expectancy is lower.
3. Work with partners within health, schools and community settings to **improve mental health among children and young people**.
4. Promote **access to early help** for families that require support. This will limit the need for future interventions through the priority families programme and/or the need for children to access local authority care.
5. Explore opportunities to strengthen **prevention of accidents** and injuries among children and young people.
6. Collaborate with food bank operators (and other members of the voluntary sector) and Citizens Advice staff to identify opportunities to **address poverty locally**.
7. Promote **positive mental health and well-being** across the life-course and improve support available for people facing mental health challenges, particularly during significant life events such as becoming a parent, facing financial difficulties or loneliness and social isolation in older age.
8. Ensure older people are living in appropriate accommodation, that **affordable homes** are available for younger people and that all neighbourhoods have sufficient transport links – particularly areas such as the Cawston LSOA with limited transport opportunities.
9. **Increase social connections and volunteering opportunities** across all age groups, particularly for those with limited access to transport, limited incomes and those living with health conditions that may limit opportunities for social contact.
10. Target support to address low educational achievement, unemployment and to enable access to Universal Credit.
11. Improve community safety and cohesion, particularly in locations where levels of crime including hate crimes are higher than average.

## INTRODUCTION & LOCAL CONTEXT

Bilton and Town Centre (JSNA area number 14) comprises 18 lower super output areas (LSOAs), covering the areas of Bilton, New Bilton, Overslade, Cawston and Pavilions, as well as much of the town centre of Rugby. It also includes the CEMEX Rugby Cement Plant and the hospital of St Cross.

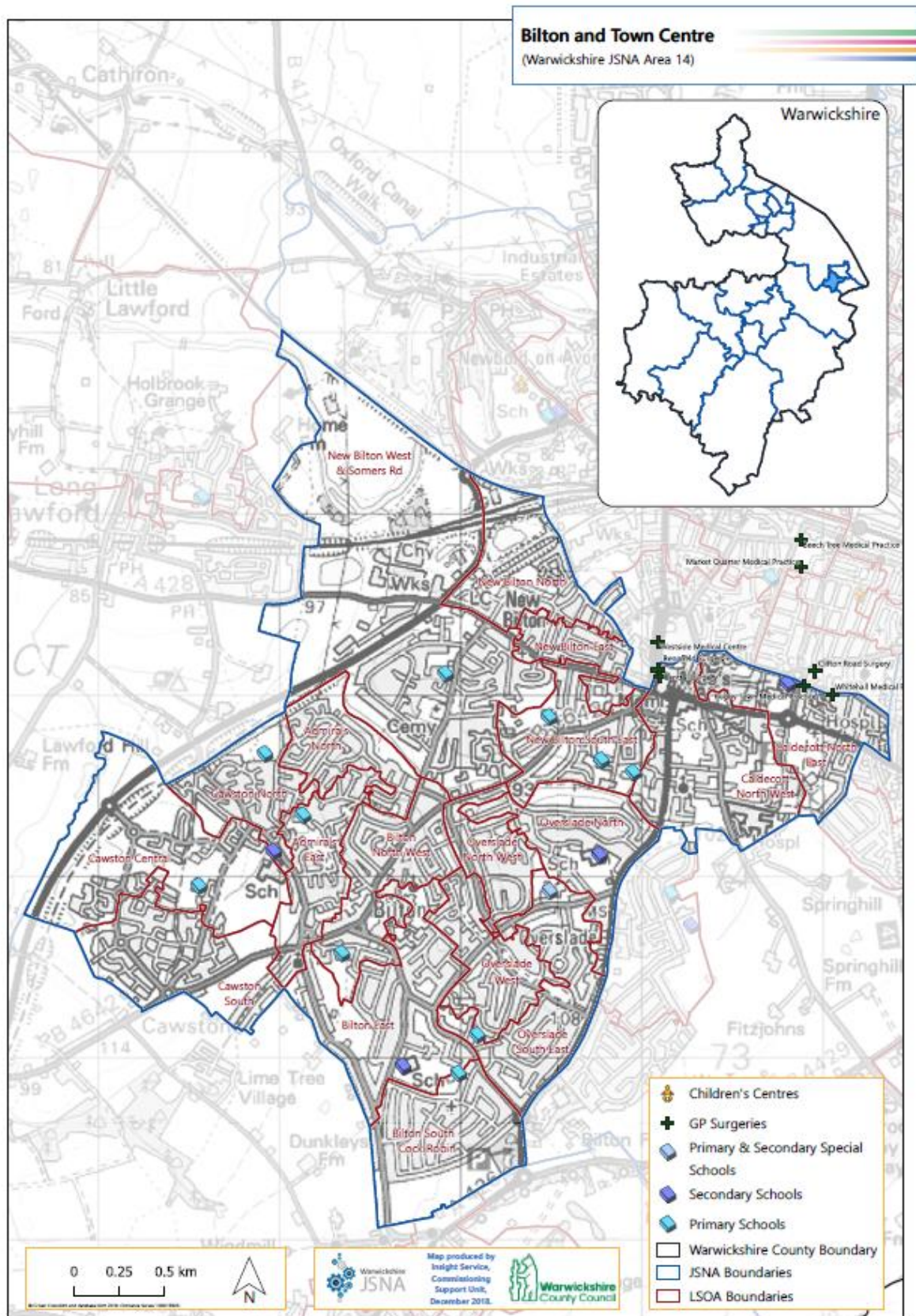
Rugby is one of the fastest growing boroughs in the county, with major new housing, retail and employment developments driving growth and investment. Much of the new housing within this JSNA area is located in Cawston. There are good transport links with the M1 and M6 motorways nearby, and trains to London Euston taking less than one hour. The Rugby Town Centre Action Plan 2016-20 details plans for the reinvigoration of the town centre, including the opening of the World Rugby Hall of Fame.

Most of the GP surgeries where this population are registered are on the edge of the JSNA area, due to their location in the centre of Rugby. Included in this report are five GP practices in total, four of which are located in Rugby town centre (either just within or just outside the JSNA area) and the other is Dunchurch surgery. All of these practices have 25% or more of their patients living in the Bilton and Town Centre JSNA area. There are many schools located within the area; three infant schools, two junior schools, five primary schools, four secondary schools and one special school. These are shown on Figure 1. In addition, there is a range of community and local authority use buildings used as hubs for a range of activities within the JSNA area (see Appendix A).

This report presents information on need in the “Bilton and Town Centre” JSNA geography. Where available, data is presented at LSOA level. Not all data is available at all geographies, but is presented at as low a level as possible.

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

Figure 1: JSNA area Bilton and Town Centre



Source: Crown Copyright and database right 2018. Ordnance Survey 1000019520

## DEMOGRAPHICS

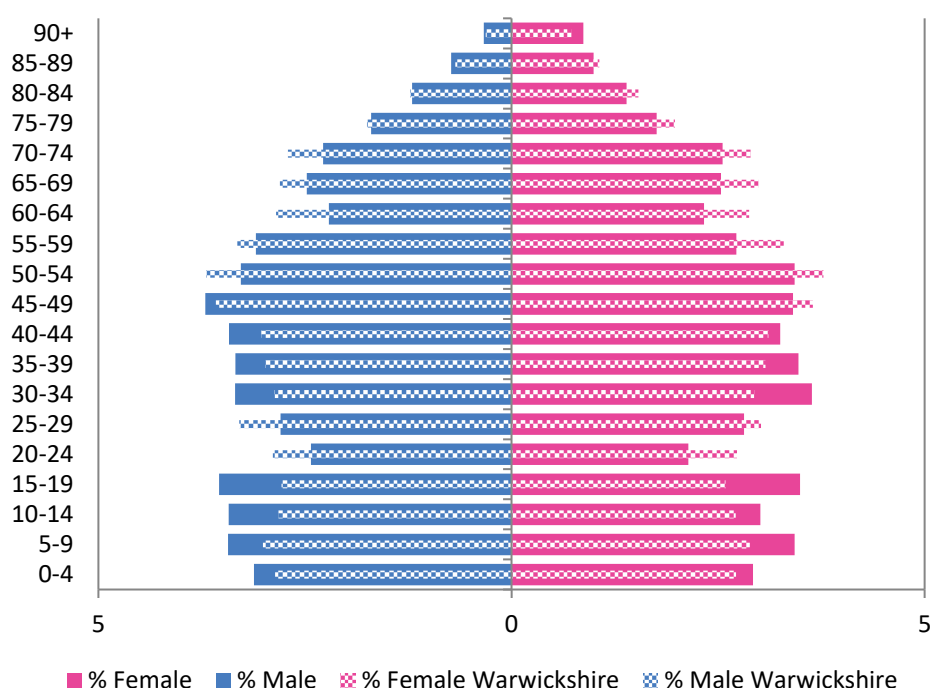
### CURRENT AND FUTURE POPULATION

According to ONS mid-year population estimates, the population of the Bilton and Town Centre JSNA area was 30,543 in 2017 of which 17,503 (57%) were aged 18-64<sup>1</sup>. The area accounts for just under 30% of the population of Rugby Borough (106,350). There has been an increase of 1,337 people (+4.6%) in the JSNA area since 2011. In percentage terms, this is higher than the population increase for the county of Warwickshire (+3.5%) during this time. However almost two thirds of this increase has been within the Cawston Central LSOA, which has had a 66.0% increase in population (905 people), due to new housing in the area.

Figure 2 shows that the population of Bilton and Town Centre is on average, younger than the population of the county, particularly in the numbers of children and young people up to the age of 19, and those in the 30 to 45 age brackets. There are on average fewer people aged 20 to 29 and between 45 and 75.

Overall, there is an even gender split– 49.9% male and 50.1% female. However there are more males in the younger age group up to 54, and more females aged 30-39 and aged 60 and above.

**Figure 2: Mid-2017 population estimates for the JSNA area of Bilton and Town Centre**



Source: Office for National Statistics, Mid-Year 2017 Population Estimates

Population projections suggest that Rugby Borough's population is expected to increase by 15,039 (14.3%) to 120,330 by 2041 (Figure 3). This is the largest percentage increase expected across all districts and boroughs of Warwickshire and is likely to be an underestimate as the estimates do not account for local house building<sup>2</sup>. Indeed there is likely to be an increase within the JSNA area, where building is ongoing.

**Figure 3: Population projections by Warwickshire district and borough, 2016 to 2041**

District/Borough	2016	2041	Difference	% Change
North Warwickshire	63,193	67,776	4,583	+ 7.3
Nuneaton & Bedworth	127,674	140,781	13,107	+ 10.3
Rugby	105,291	120,330	15,039	+ 14.3
Stratford on Avon	123,345	131,621	8,276	+ 6.7
Warwick	139,488	151,733	12,245	+ 8.8

Source: Office for National Statistics, Population Projections 2016

In Rugby, the population aged 18-64 is due to increase by 5.4% between 2016 and 2041, particularly in the 55-64 age range. The population aged 0-4 is expected to decrease by -2.2% and 5-9 year olds by -1.6%. However, the population aged 90+ is expected to increase by 170.9%. Although the increase expected in this age group is not as high as for other districts and boroughs, it is likely to result in greater health and social care pressures and impact on local services (Figure 4).

**Figure 4: Projected changes in the older population in Rugby Borough, mid-2016 to mid-2041**

Age Group	2016	2041	Difference	% Change
65-69	5750	6384	634	+11.0
70-74	5118	6611	1493	+29.2
75-79	3665	6221	2556	+69.7
80-84	2551	4626	2075	+81.3
85-89	1715	3125	1410	+82.2
90+	1089	2951	1862	+170.9

Source: Office for National Statistics, Population Projections 2016

## HOUSEHOLDS

As shown in Figure 5, in 2011 the Bilton and Town Centre JSNA area had a slightly smaller proportion of one family households and a larger proportion of one person households than the borough average, however similar to the county figures<sup>3</sup>.



**Figure 5: Households in the Bilton and Town Centre JSNA area**



Area	Total Households	1 person households (under 65)	1 person households 65+	1 family households	Other households
Bilton and Town Centre	12,011	2,021 (16.8%)	1,506 (12.5%)	7,744 (64.5%)	740 (6.2%)
Rugby Borough	41,875	6,805 (16.2%)	4,979 (11.9%)	27,494 (65.7%)	2,597 (6.2%)
Warwickshire	231,005	37,845 (16.4%)	29,209 (12.6%)	149,824 (64.9%)	14,127 (6.1%)

Source: Office for National Statistics, Census 2011

In 2011, there was lower home ownership and more social rented accommodation in the Bilton and Town Centre JSNA area when compared to the borough and county as whole (Figure 6)<sup>3</sup>. The proportion of residents renting privately was similar to the county and borough average.

**Figure 6: Housing tenure in the Bilton and Town Centre JSNA area**

Area	Owned	Social rented	Private rented	Living rent free
Bilton and Town Centre	66.8%	15.6%	14.9%	1.2%
Rugby Borough	69.5%	14.3%	14.1%	1.2%
Warwickshire	70.9%	13.8%	14.1%	1.2%

Source: Office for National Statistics, Census 2011

In the year ending March 2018, the average price for a property in Rugby Borough was £245,351; lower than the average for Warwickshire (£276,482)<sup>4</sup>. Within the JSNA area, there was a large variation in average house prices, with the mean price for Cawston South being £380,185 and New Bilton East £143,293. Indeed, there were three LSOAs with mean house prices higher than the county average (Cawston South, Overslade South East and Bilton East) and five LSOAs that were in the lowest 20% of LSOAs in the county for mean house price (New Bilton East, New Bilton North, Caldecott North West, New Bilton West & Somers Rd and Admirals North).

## MOSAIC PROFILE

Mosaic is a profiling tool which uses a wide range of data to allocate households into similar groups and types based on likely common characteristics. Mosaic can help identify different needs that household groups and types may have, identifying where specific needs are located and understand each group's preferred communication channels.

Figure 7 shows the Mosaic Groups for households in the Bilton and Town Centre JSNA area. In 2018, households were fairly evenly split between a number of different groups, the largest of which was

“Senior Security” (13.3%). These are elderly people with assets who are enjoying a comfortable retirement. At an LSOA level, this group makes up 43.7% of households in Bilton South Cock Robin, 37.6% in Overslade South East and 33.2% in Bilton East.

The second largest group was “Aspiring Homemakers” accounting for 12.4% of households. This group consists of younger households settling down in housing prices within their means. “Aspiring Homemakers” was also the largest group in Rugby Borough and the county as a whole, accounting for 14.7% and 11.6% of households respectively. At an LSOA level, this group makes up 33.0% of households in Admirals North, 29.7% of households in Cawston Central and 22.0% of households in New Bilton South East.<sup>5</sup>

**Figure 7: Mosaic Groups (Experian) in Bilton and Town Centre, % in each group**

	MOSAIC GROUP	BILTON AND TOWN CENTRE	RUGBY BOROUGH	WARWICKSHIRE
A	COUNTRY LIVING	0.0%	8.9%	<b>10.6%</b>
B	PRESTIGE POSITIONS	7.3%	7.5%	<b>9.7%</b>
C	CITY PROSPERITY	0.4%	0.1%	0.8%
D	DOMESTIC SUCCESS	<b>11.8%</b>	9.2%	8.6%
E	SUBURBAN STABILITY	10.6%	<b>10.1%</b>	8.8%
F	SENIOR SECURITY	<b>13.3%</b>	9.5%	8.9%
G	RURAL REALITY	0.0%	5.5%	7.6%
H	ASPIRING HOMEMAKERS	<b>12.4%</b>	<b>14.7%</b>	<b>11.6%</b>
I	URBAN COHESION	0.7%	0.7%	1.5%
J	RENTAL HUBS	6.6%	3.5%	6.1%
K	MODEST TRADITIONS	7.0%	5.2%	5.8%
L	TRANSIENT RENTERS	10.7%	<b>10.3%</b>	5.3%
M	FAMILY BASICS	10.5%	6.8%	6.8%
N	VINTAGE VALUE	6.7%	5.6%	5.5%
O	MUNICIPAL TENANTS	2.1%	2.4%	2.3%

Source: Experian, Mosaic Public Sector 2018

In some LSOAs, other groups emerge as the main household type. Over half of households in Cawston South and Cawston Central, as well as about a third of households in Cawston North are classified as “Domestic Success” (thriving families who are busy bringing up children and following careers). In the New Bilton North and New Bilton East, over 40% of households are classified as “Transient Renters” (single people privately renting low cost homes for the short term). In Overslade North and Overslade North West, over a third of households are classified as “Family Basics” (families with limited resources who have to budget to make ends meet).

It is clear that the Bilton and Town Centre JSNA comprises a diverse demographic structure within a relatively small geographical area, with pockets of both affluence and deprivation. Indeed, at LSOA level there is further variation in the distribution of household groups. In general, it is the groups in the lower part of the above table (Groups K to O) that are most likely to present as in need of support from services provided by public and voluntary sector agencies. Within the JSNA area, the LSOAs of New Bilton East (94.5%); Overslade North (82.6%); New Bilton North (78.3%); and Overslade North West (70.0%) have over two thirds of households classed in these groups. In contrast, the LSOAs of Overslade South East (1.5%), Bilton East (2.4%), Cawston South (4.6%), Bilton South Cock Robin (6.7%)

and Cawston Central (7.8%) all have very few households in Groups K to O. However, even within an LSOA, pockets of deprivation may exist.

## ETHNICITY AND BACKGROUND

Bilton and Town Centre is relatively diverse in terms of ethnic profile. In 2011, 17.2% of the population were of Black, Asian and Minority Ethnic (BAME) origin, compared to 11.5% in Warwickshire (Figure 8). The LSOAs with the highest proportion of BAME population were New Bilton North where 35.6% of the population were BAME (of this 14.7% were White Irish/Other, 13.0% Asian, 3.2% Mixed, 3.7% Black, 0.8% Other); New Bilton East where 29.1% of the population were BAME (of this 13.0% were White Irish/Other, 8.3% Asian, 3.0% Mixed, 4.1% Black, 0.6% Other); and New Bilton West & Somers Rd where 26.2% of the population were BAME (of this 14.1% were White Irish/Other, 3.9% Asian, 3.9% Mixed, 3.7% Black, 0.6% Other) (Figure 8)<sup>3</sup>.

**Figure 8: Ethnic groups in Bilton and Town Centre, Rugby Borough and Warwickshire (2011)**

	Bilton and Town Centre	Rugby Borough	Warwickshire
White English / Welsh / Scottish / Northern Irish / British	82.8%	84.1%	88.5%
White Irish	1.1%	1.0%	1.0%
White Gypsy or Irish Traveller	0.0%	0.2%	0.1%
White Other	6.3%	5.2%	3.2%
Mixed	2.2%	2.0%	1.5%
Asian	5.1%	5.2%	4.6%
Black	1.9%	2.0%	0.8%
Other	0.4%	0.3%	0.4%

Source: Census, 2011

In 2011, over 92% of residents spoke English as their main language; lower than the borough (93.3%) and county average (95.7%). The second highest main language was Polish (3.1%). Almost two thirds of residents of Bilton and Town Centre (63.7%) were Christian, similar to the county average (64.5%), with most of the remainder being of no religion or not stating their religion (31.5%). The second biggest religion stated was Hindu (2.2%), more than double the county average (1.0%)<sup>3</sup>.

In 2011, 87.2% of Bilton and Town Centre residents were born in the United Kingdom, lower than the county average (91.7%)<sup>3</sup>. Indeed, Bilton and Town Centre had proportionally fewer residents born in the UK than all other JSNA areas besides Newbold and Brownsover, and Leamington, Whitnash and Bishops Tachbrook. Of those not born in the UK, almost half were born in the European Union (Figure 9)<sup>3</sup>.



Figure 9: Country of birth (2011)

	Bilton and Town Centre	Rugby Borough	Warwickshire
<b>United Kingdom</b>	<b>87.2%</b>	<b>88.3%</b>	<b>91.7%</b>
<b>Ireland</b>	<b>0.9%</b>	<b>0.8%</b>	<b>0.7%</b>
<b>EU member countries in March 2001</b>	<b>1.5%</b>	<b>1.3%</b>	<b>1.2%</b>
<b>EU accession countries April 2001-March 2011</b>	<b>4.3%</b>	<b>3.4%</b>	<b>1.6%</b>
Poland	3.0%	2.3%	1.1%
<b>Rest of Europe</b>	<b>0.3%</b>	<b>0.2%</b>	<b>0.2%</b>
<b>Africa</b>	<b>1.9%</b>	<b>1.9%</b>	<b>1.1%</b>
<b>Middle East and Asia</b>	<b>2.8%</b>	<b>2.8%</b>	<b>2.5%</b>
<b>The Americas and the Caribbean</b>	<b>0.9%</b>	<b>0.9%</b>	<b>0.6%</b>
<b>Antarctica and Oceania</b>	<b>0.2%</b>	<b>0.2%</b>	<b>0.2%</b>

Source: Census, 2011

## HEALTH

This section presents data on the health of the population of the Bilton and Town Centre JSNA area. There are numerous health-related measures that have been considered. The measures reported are those where performance is significantly different than England or Coventry and Rugby CCG. Where the data is RAG rated, green signifies significantly better than England, amber similar and red worse.

Health data is collected at a primary and secondary care level. For the data collected at primary care (general practice) level, because all residents in the Bilton and Town Centre JSNA area are not registered at the same practice, a method was developed that gives an indication of the health of the population residing in these areas. If 25% or more of the registered population of a general practice lived within the JSNA area, then this general practice is included in the analysis. Using this method, data for five general practices are reported for Bilton and Town Centre (Figure 10).

In 2018, around 80% of those living in Bilton and Town Centre were registered at one of the surgeries shown in Figure 10<sup>6</sup>. The remaining residents were registered at other surgeries either within or outside Warwickshire; most are registered at surgeries across Rugby. The locations of the surgeries are shown in Figure 1. Whilst this has been the most pragmatic way to analyse data at this level, there is a recognition that there are significant limitations and therefore caution should be applied when interpreting and using this analysis. In addition to these five practices, the Clifton Road Surgery also has considerable numbers of Bilton and Town Centre residents, however this surgery is being picked up in the Hillmorton needs assessment.

**Figure 10: General practices with over 25% of the registered population residing in the Bilton and Town Centre JSNA Area**

	Bilton and Town Centre	
	Number of registered patients living in JSNA Area	% of surgery population living in JSNA Area
Bennfield Surgery	3340	42.1%
Central Surgery	10646	50.7%
Dunchurch Surgery	2687	34.8%
Westside Medical Centre	4229	37.3%
Whitehall Medical Practice	3646	26.9%

Source: NHS Digital, April 2018

## BIRTH RATE AND LIFE EXPECTANCY

In the JSNA area the number of live births per 1,000 females aged 15-44 has remained stable between 2013 and 2016, while the Warwickshire figure has decreased slightly (-2.8%). In 2016, there were 363 live births to women aged 15-44 in Bilton and Town Centre. The general fertility rate (live births per 1,000 females aged 15-44) was 64.7 in 2016, lower than the borough average (66.2) but higher than the county average (61.0)<sup>7</sup>.

Life expectancy in Bilton and Town Centre JSNA area for 2015-17 was 79.2 years for males and 82.4 years for females. This was below the Warwickshire averages of 79.8 for males and 83.7 for females. For females, Bilton and Town Centre had the sixth lowest life expectancy of all JSNA areas. For both males and females the life expectancy was higher than in the Newbold and Brownsover JSNA area, but lower than the other JSNA areas within Rugby Borough<sup>8</sup>.

Healthy life expectancy (HLE) figures are calculated at a Middle Super Output Area (MSOA) level (Figure 11) and show the number of years a person can expect to live in good health. The gap between this and life expectancy is known as the “window of need” and has an impact on health and social care provision<sup>9</sup>. There are four MSOA areas that are all or largely within the JSNA area. All MSOA areas except New Bilton were similar or above the Warwickshire average for Healthy Life Expectancy (66.3 years for females and 66.2 years for males). The differences between males and females show that a female in the Admirals, Lawford and King’s Newnham MSOA can expect to live three years longer in good health than a female in the New Bilton MSOA. For males the gap is widened to five years.

**Figure 11: Healthy life expectancy at birth by MSOA and JSNA area 2009-2013**

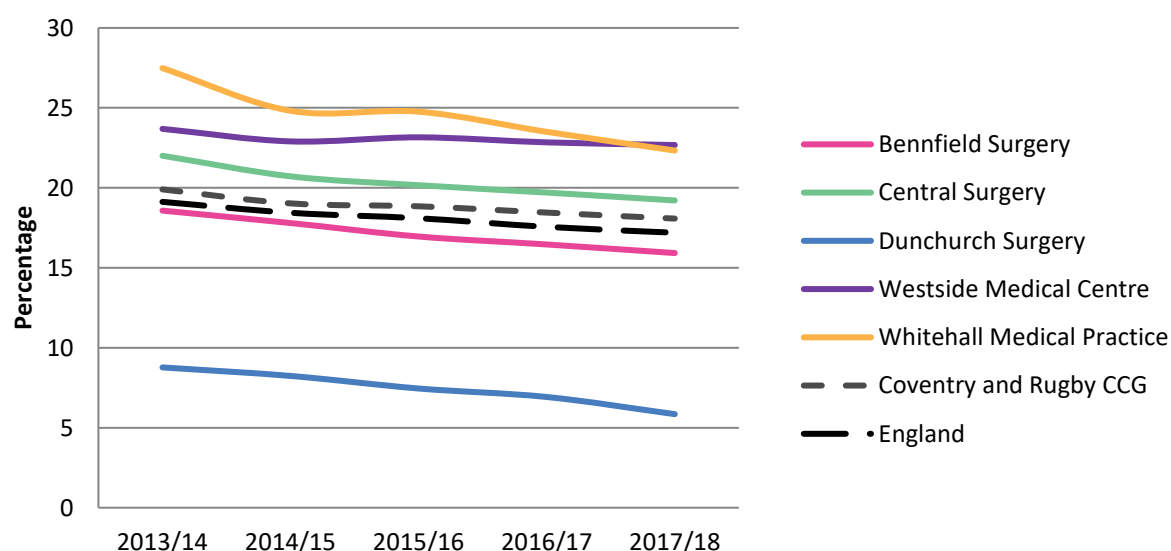
MSOA name	Percentage within JSNA area	Healthy life expectancy (females)	Healthy life expectancy (males)
New Bilton	100%	64.2	62.3
Bilton & Overslade	100%	66.0	66.1
Admirals, Lawford & King's Newnham	63.1%	67.2	67.3
Caldecott	48.1%	67.0	66.2
Warwickshire	-	66.3	66.2

Source: Office for National Statistics, Healthy Life Expectancy for males and females 2009-2013

## LIFESTYLE-RELATED HEALTH

**Smoking:** Estimated smoking prevalence in 2017/18 at Central Surgery (19.2%), Westside Medical Centre (22.7%) and Whitehall Medical Practice (22.3%) was significantly higher than the England (17.2%) and the Coventry and Rugby CCG average (18.1%); however smoking prevalence is decreasing across all four practices in line with the CCG and country, as can be seen in Figure 12<sup>10</sup>.

**Figure 12: Estimated smoking prevalence 2013/14 – 2017/18 (percentage)**



Source: QOF, accessed via Fingertips, Public Health England, 2019

**Substance Misuse:** Substance misuse is known to have a variety of detrimental effects on physical and mental wellbeing as well as issues relating to child protection, impaired driving, anti-social behaviour and domestic abuse. The social and economic cost of drug use and supply is estimated to be around

£10.7bn per year, of which £6bn is attributed to drug-related crime. National data highlights that opiate and/or crack users are responsible for an estimated 45% of acquisitive crime (shoplifting, burglary, vehicle crime and robbery), equating to more than 2,000,000 offences. Around 40% of all violent crimes are alcohol-related, which translates into almost 500,000 violent incidences per year<sup>11</sup>.

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 111 were resident in the Bilton and Town Centre JSNA area ranking it 8<sup>th</sup> by number of users and above the average of 94 users per JSNA area across the county. Overall, alcohol accounted for 36 users (47 when combined with non-opiate treatment) and 50 were users of opiates and 14 of non-opiates<sup>12</sup>.

**Alcohol:** In 2017/18, the directly age standardised rate of admissions for alcohol-related conditions in Rugby Borough was 644 per 100,000 population; the highest of all districts and boroughs in Warwickshire, although not significantly different from the England average (632 per 100,000)<sup>13</sup>.

In the School Health Needs Assessment report collated by Compass in 2017/18, the percentage of year 9 pupils attending schools in the JSNA who do not regularly drink (96.4%) was similar to the county average (96.3%). However, the percentage of pupils who have never taken illegal drugs (96.8%) or smoked (95.5%) was higher than the county average (90.2% for smoking and 95.4% for illegal drugs). Moreover, the occasional use of solvents was higher than the county average, with 2.3% saying they sniff or inhale solvents "rarely" (county average 0.7%) and 3.6% saying they have tried it once (county average 2.1%)<sup>14</sup>. It should be noted that pupils attending schools in the JSNA area may not live in the JSNA area and pupils living in the JSNA area may attend schools outside of the JSNA area.

The recorded prevalence of obesity at GP practices amongst adults aged 18+ was lower than the England rate (9.8%) at all surgeries except for the Bennfield surgery for 2016/17 and 2017/18. At Bennfield surgery the rate was similar to England. Although the prevalence of obesity is only available where recorded, if accurate, this would be good news. Obesity can cause increased risk of hospitalisation and reduce life expectancy by an average of 3 years (severe obesity reduces life expectancy by 8-10 years). However, the percentage of adults classified as overweight or obese in Rugby Borough as a whole, through Sport England's Active Lives Survey is similar to the England rate<sup>15</sup>.

## LONG TERM CONDITIONS

**Diabetes:** The recorded prevalence of diabetes in patients aged 17 years and over at all five surgeries has been similar to or lower than the England rate (6.8% in 2017/18) every year since 2009/10<sup>16</sup> (Central Surgery has been lower than the England rate from 2009/10 to 2014/15; and then similar to the England rate for every year since). However, the directly standardised rate of emergency admissions for diabetes in all ages for the Bilton and Town Centre JSNA area (235.9 per 100,000 population) was higher than the Warwickshire average (180.8 per 100,000 population) for the four years from April 2014 to March 2018. The yearly rate for 2017/18 was higher than it was for any of the three previous years, with Bilton and Town Centre having the third highest rate of emergency admissions for diabetes of all JSNA areas for this year, after Nuneaton Central and Newbold and Brownsover<sup>17</sup>.

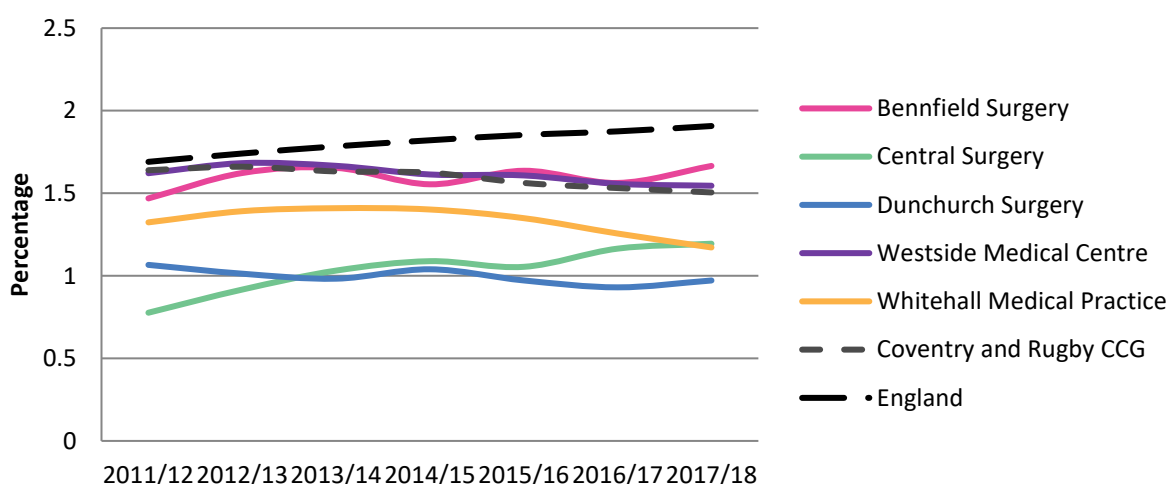
**Coronary Heart Disease (CHD):** At the Central Surgery and Westside Medical Centre, the prevalence of recorded CHD for all ages (percentage) has been consistently lower than the England rate from

2009/10 up to 2017/18. At all other surgeries, the recorded prevalence has stayed similar to the England rate (3.1% in 2017/18). For those with CHD, the percentage with their last blood pressure reading measuring 150/90 or lower in 2017/18 is better than the England rate (88.1%) at Bennfield Surgery, Dunchurch Surgery and Whitehall Medical Practice (and similar to England at the other two practices)<sup>18</sup>.

At JSNA area level, between 2014 and 2018, the directly standardised rate of emergency admissions for CHD (3,045 per 100,000 population) was similar to the Warwickshire average (3,093 per 100,000 population) and ranked 10<sup>th</sup> out of the 22 JSNA areas<sup>17</sup>.

**Chronic Obstructive Pulmonary Disease (COPD):** The recorded prevalence of COPD has been significantly lower than the England rate (1.9% for 2017/18) at Central Surgery, Dunchurch Surgery and Whitehall Medical Practice since 2011/12. At the other two surgeries it has remained similar to the England rate, except for 2017/18 at Westside Medical Centre where it was lower than the England rate (Figure 13)<sup>19</sup>. Rates have not shown a marked increase except at Central Surgery.

**Figure 13: Prevalence of recorded COPD, 2011/12-2017/18 (percentage)**



Source: QOF, accessed via Fingertips, Public Health England, 2019

The directly standardised admission rate for COPD for those aged 35 and over from April 2014 to March 2018 was 708 per 100,000 population, similar to the Warwickshire average (659 per 100,000 population) and ranked 8<sup>th</sup> out of 22 JSNA areas<sup>17</sup>.

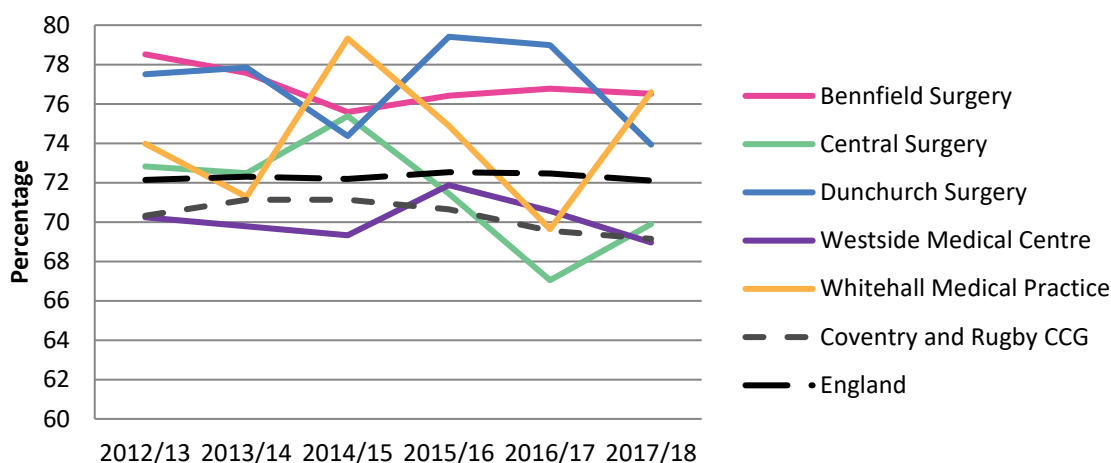
## CANCER

The DSR rate for emergency admissions for cancer (all ages) in 2017/18 was 572.9 per 100,000 in Bilton and Town Centre, lower than the county rate (668.7 per 100,000) and ranks 14<sup>th</sup> of the 22 JSNA areas<sup>17</sup>. The rate has risen to a lesser extent than for the county as a whole.

Indeed, the recorded prevalence of cancer (all ages) is similar to the England average (2.7%) for 2017/18 in all GP surgeries except for Whitehall Medical Practice, where it is significantly lower. However, the number of new cancer cases was higher than the England average (521 per 100,000 population) at Dunchurch Surgery (594 per 100,000) and Whitehall Medical Practice (647 per 100,000)<sup>20</sup>.

For females aged 50-70 who were screened for breast cancer in the last 36 months, Bennfield Surgery (76.5%) and Whitehall Medical Practice (76.6%) and Dunchurch Surgery (73.9%) have a screening rate significantly higher than the national (72.1%) and CCG (69.1%) figures in 2017/18 (Figure 14)<sup>21</sup>.

**Figure 14: Females aged 50-70 screened for breast cancer in the last 36 months (percentage)**



Source: QOF, accessed via Fingertips, Public Health England, 2019

Additionally, Whitehall Medical Centre (75.9%) was significantly better than the national figure (74.8%) for females aged 25-64, attending cervical screening within target period (3.5 or 5.5 year coverage) in 2017/18<sup>22</sup>.

For people aged 60-69 who have been screened for bowel cancer in last 30 months, Central Surgery (62.8%) was significantly better than the national figure (57.3%) and Westside Medical Centre (51.7%) significantly worse in 2017/18<sup>23</sup>.

## MENTAL HEALTH

**Dementia:** Dementia prevalence for all ages is lower than the England rate (0.8%) for 2017/18 at Central Surgery (0.5%) and is similar to England at all other surgeries<sup>24</sup>. Across the Coventry and Rugby CCG, the recorded prevalence of dementia in those aged over 65 years is 3.1%, significantly lower than the England rate of 4.3%<sup>25</sup>. However in the Coventry and Rugby CCG, the estimated diagnosis rate for dementia for patients aged 65 and above was 59.4% in 2018, much lower than the England rate of 67.5%, and significantly lower than the goal of 66.7%. This means that there may be a large number of people with undiagnosed dementia<sup>26</sup>, although it is recognised that there may be a higher level of dementia diagnosis in Rugby than in Coventry. Across Rugby Borough, there are four dementia cafes. They provide practical support for people living with dementia and their carers.

**Depression:** The recorded prevalence of depression at Bennfield Surgery (11.5%) and Central Surgery (10.7%) in 2017/18 was significantly higher than both the England rate (9.9%) and the Coventry and Rugby CCG rate (9.1%). At Dunchurch Surgery, Westside Medical Centre and Whitehall Medical Practice, the recorded prevalence was significantly lower than the England rate at 4.5%, 6.0% and 6.8% respectively<sup>27</sup>. The percentage reporting a long-term mental health problem in 2017/18 was similar to the England rate (9.1%) at all of the GP practices<sup>28</sup>. It should be noted that these figures consider recorded depression and mental health problems; there will be people with mental ill health

who do not present to their GP. Similarly, a higher recorded prevalence could indicate better identification and recording on the register of those with depression or mental health problems.

**Young People's Mental Health:** Data collected as part of the School Health Needs Assessment by Compass in 2017/18 showed that Year 9 students (aged 13 and 14) attending schools in the Bilton and Town Centre JSNA area were just as likely to look forward to the day ahead (66.1%, 9th out of 22 JSNA areas) than the Warwickshire average (65.8%). However, more said that they can feel anxious/worried/stressed or in low mood; 75.6% compared to the Warwickshire average of 68.7%. This is the third highest of all JSNA areas and the highest within Rugby Borough. It should be noted that some young people attending schools within Bilton and Town Centre will not live in the area, and some young people living in the JSNA area will attend schools elsewhere<sup>14</sup>.

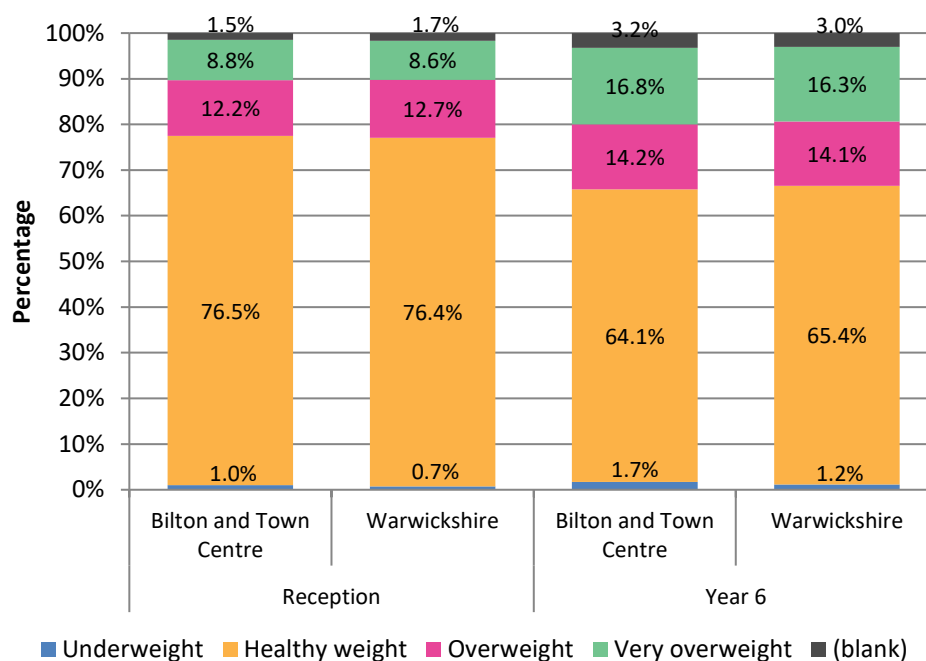
**Self-Harm:** Crude rates for admissions to hospital related to self-harm for 10-24 year olds from April 2014 to March 2018 were higher in Bilton and Town Centre (7.0 per 1,000 population) than in all the other JSNA areas except for Newbold and Brownsover (county average 4.2 per 1,000 population). Rugby Borough has the highest hospital admissions related to self-harm of all the districts and boroughs in Warwickshire (5.7 per 1,000 population)<sup>17</sup>.

## CHILD AND MATERNAL HEALTH

**Teenage Conceptions:** Alongside the decline in overall numbers of births reported by the ONS, the rate of teenage conceptions across Rugby Borough has reduced. In 2017, there were 40 teenage conceptions in Rugby Borough (21.8 per 1,000 women aged 15-17), higher than both the England (17.8 per 1,000) and Warwickshire (17.5 per 1,000) rates, however the long-term trend has been downwards, from 72 (43.1 per 1,000) in 1998<sup>29</sup>. Bilton and Town Centre JSNA area has the 7<sup>th</sup> highest rate of all JSNA areas of mothers who are aged under 20 (3.6%, Warwickshire average 3.4%).

**Childhood Obesity:** Data from the National Child Measurement Programme (NCMP), showed that in the four year period between 2013/14 and 2016/17, children in both Reception and Year 6 were as likely to be overweight or very overweight in the Bilton and Town Centre JSNA area compared to Warwickshire children overall. There were proportionally more underweight children in the JSNA area at both ages than in Warwickshire as a whole, although these are small numbers (Figure 15)<sup>30</sup>.

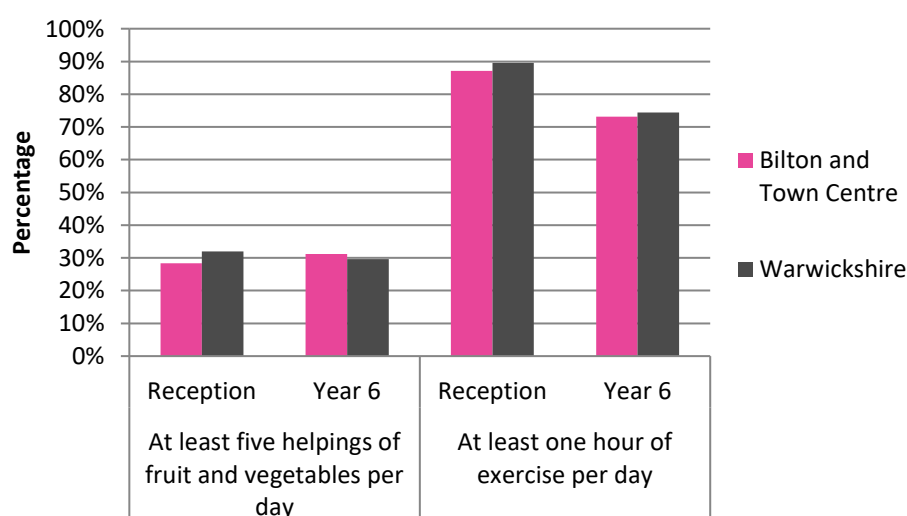
**Figure 15: National Child Measurement Programme weight categories Reception and Year 6 (2013/14 to 2017/18)**



Source: NHS Digital, National Child Measurement Programme

In 2017/18, fewer children in Reception attending schools in the JSNA area were eating on average five or more helpings of fruit and vegetables per day (28.4%) than in Warwickshire (32.0%). This is reversed in Year 6, where more children were eating on average five or more helpings of fruit and vegetables per day (31.2%) than in Warwickshire (29.6%). In addition, in Reception and Year 6, fewer children were doing at least one hour of moderate physical activity per day than in Warwickshire<sup>14</sup>. Indeed, children attending schools in Bilton and Town Centre were ranked 20 out of the 22 JSNA areas for the percentage of children doing at least an hour of moderate exercise per day (Figure 16).

**Figure 16: Fruit and vegetables consumed and exercise levels of children in Reception and Year 6, Percentage (attending schools in the JSNA area and Warwickshire)**

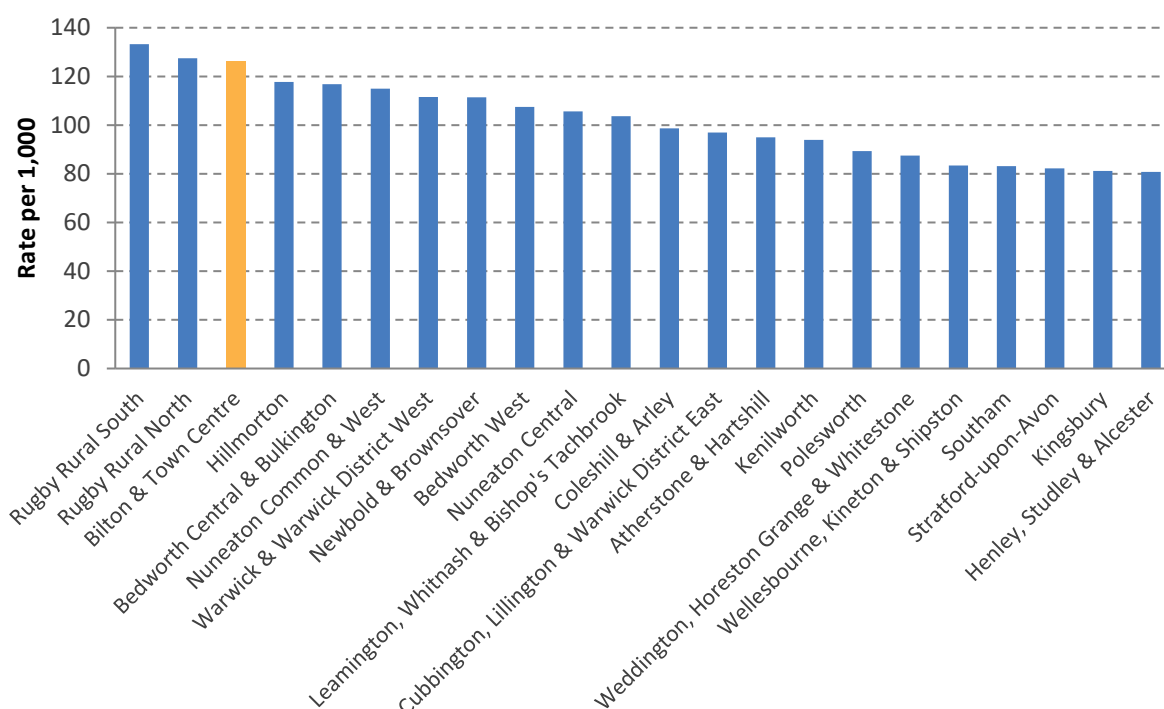


Source: School Health Needs Assessment, Compass



**Emergency Admissions in Children and Young People:** Emergency admissions rates (all ages) for Bilton and Town Centre for 2014-2018 are similar to the county average (7,593.9 per 100,000 population). However, crude rates for emergency admissions for children 0-4 years for 2014-18 are 126.4 per 1,000 population; higher than the county average (102.8 per 1,000 population). This is the third highest JSNA area rate, after Rugby Rural South and Rugby Rural North (Figure 17)<sup>17</sup>.

**Figure 17: 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.

In particular, the LSOAs of Overslade North, Overslade West, Caldecott North West and Bilton South Cock Robin have high emergency admission rates, all 150 per 1,000 population or above (Figure 18). Overslade North has the second highest rate of all LSOAs within the county, and the highest within Rugby Borough. However these are based on small numbers and as such should be treated with some caution.

**Figure 18: LSOAs with the highest rate of emergency admissions for 0-4 year olds (crude rate per 1,000 population) April 2014 to March 2018**

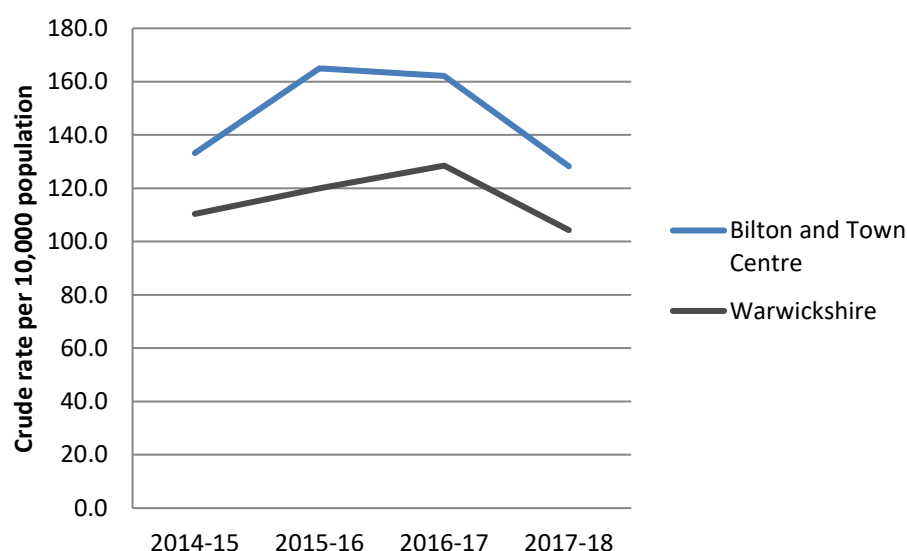
LSOA	Rate per 1,000 population
Overslade North	197.2
Overslade West	163.3
Caldecott North West	157.1
Bilton South Cock Robin	150.0

Source: NHS Digital – Hospital Episode Statistics Copyright © 2018, re-used with the permission of The Health & Social Care Information Centre.

Looking more specifically at emergency admissions for injury in 0-4 year olds, between April 2014 and March 2018 the average crude rate was 172.1 per 10,000 population in Bilton and Town Centre; this was the second highest rate of all JSNA areas in Warwickshire, the highest being Rugby Rural South<sup>17</sup>.

Additionally, over the four year period Bilton and Town Centre was the fourth highest JSNA area for emergency admissions for injury in 0-14 year olds (115.1 per 10,000 population) and the highest for 15 to 24 year olds (166.6 per 10,000 population). It is likely that in this oldest age group, emergency admissions for injury are linked to self-harm (Figure 19)<sup>17</sup>.

**Figure 19: Emergency admissions for injury in 15 to 24 year olds**



Source: NHS Digital – Hospital Episode Statistics Copyright ©2018, re-used with the permission of The Health & Social Care Information Centre

## MORTALITY

The directly standardised rate (DSR) for all age all-cause mortality from 2013/14-2016/17 for the JSNA area was 919 per 100,000 population, which was similar to Warwickshire (908 per 100,000 population). The area ranked 10<sup>th</sup> out of all JSNA areas and was also similar to Warwickshire for all causes of mortality across all ages (cancer, stroke, CHD, respiratory disease and circulatory disease) and for those aged under 75<sup>31</sup>.

In 2017/18 at four of the five G.P. practices (all except Bennfield Surgery), the percentage of patients receiving palliative care / support according to their palliative care register was significantly lower than the England average (0.39%)<sup>32</sup>.

## CARERS

The percentage of those aged 18+ who have a caring responsibility was similar to the England figure (16.7%) at all the GP surgeries in the JSNA area in 2018<sup>33</sup>. In 2011, 9.8% of adults in Bilton and Town Centre were providing care (Warwickshire average 10.9%); this was the fourth lowest JSNA for percentage providing care<sup>3</sup>.

**Young Carers:** There were 135 young carers (aged from 6 to 25 years) registered with the Young Carers Project in Bilton and Town Centre in 2018. This is almost a third of the young carers in Rugby Borough (434); a rate of 18.0 per 1,000 population. The JSNA is ranked 9 out of the 22 JSNA areas (Warwickshire average 16.4 per 1,000 population). The area has the second highest percentage of young carers in

the 6 to 11 age bracket registered with the project (48.1%), with the highest being in neighbouring Rugby Rural South<sup>34</sup>. It should be noted here that there will be additional young carers across the area and the county who are not known to the Warwickshire Young Carers project.

Indeed, of children in Year 6 (aged 10 or 11) attending primary schools in the Bilton and Town Centre area in 2017/18, 12.9% reported not being able to take part in things with friends because of caring for someone at home, the third highest of the JSNA areas after Newbold and Brownsover and Rugby Rural South (county average of 8.6%<sup>14</sup>.)

Five schools within the JSNA area have achieved a Warwickshire Young Carers Schools Award, aimed at improving the experience, attendance and attainment of Young Carers in their education. Henry Hinde Junior School, Bilton Junior School and Cawston Grange Primary School have achieved the gold level award, and Bilton School and Bilton Infant School have both achieved the Bronze level award. Bilton Junior School was the first primary school in Warwickshire to achieve the gold level award<sup>34</sup>. This indicates that there is a better identification of young carers in the JSNA area.

## SOCIAL CARE

This section includes information on both adult and children's social care and provides an overview of the families in the Bilton and Town Centre JSNA area attached to the Priority Families programme. The data is held and has been provided by Warwickshire County Council.

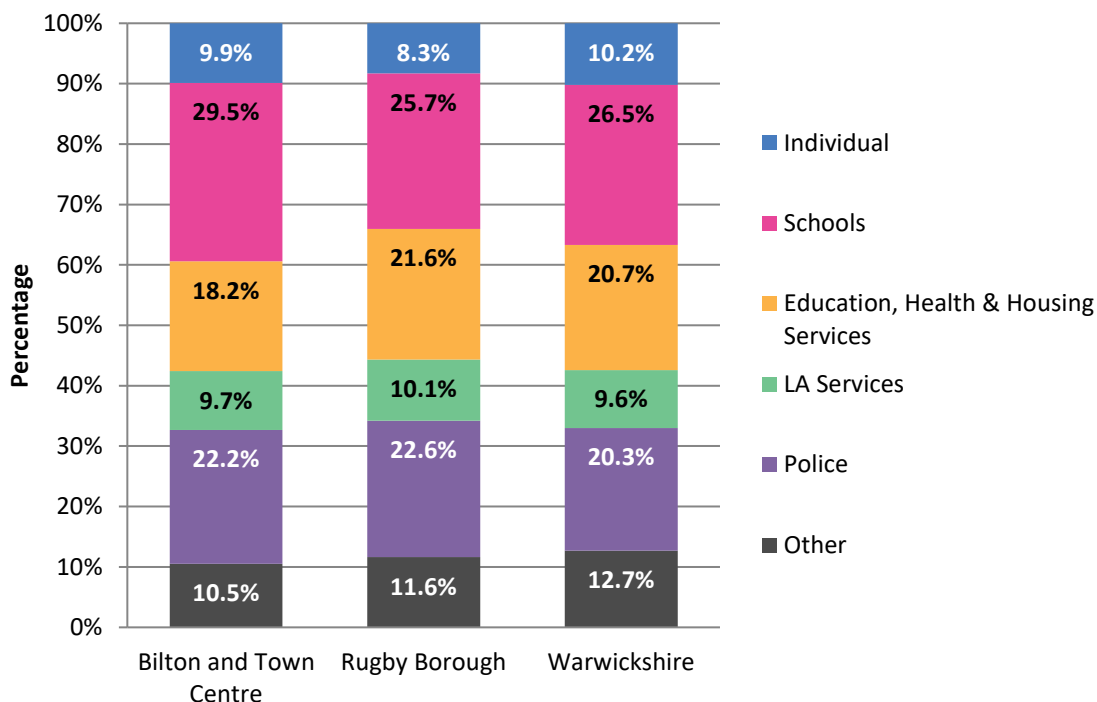
### CHILDREN'S SOCIAL CARE

**Priority Families:** For the period April 2015-January 2019, there were a total of 310 Priority Families in Bilton and Town Centre (rate 10.2 per 1,000 population). This is the third highest rate of any JSNA area, with the Warwickshire average being 7.1 per 1,000 (Rugby Borough 8.5 per 1,000). Of these families, 38.7% have been "turned around" (county average 37.9%). This shows the percentage that have changed behaviours, including having a positive outcome to an early help or social care plan, children missing no more than 10% of school and no crime or domestic violence reported at the property<sup>35</sup>.

**Child Protection Plans, Child Looked After and Child In Need:** In December 2018, the Bilton and Town Centre JSNA area had the 8<sup>th</sup> highest rate of children with a Child In Need plan per 10,000 population of all JSNA areas, at 294.9 per 10,000, equating to 215 plans (county average 290.9 per 10,000). Additionally, the JSNA area had the 6<sup>th</sup> highest rate of children on a child protection plan per 10,000 child population of all JSNA areas, at 38.4 per 10,000, equating to 28 plans (county average 30.9 per 10,000). The rate of children looked after in Bilton and Town Centre is 56.2 per 10,000 child population, which is above the county average of 49.9 per 10,000 and ranks 7<sup>th</sup> out of all JSNA areas. However, the rate of children registered with disabilities in Bilton and Town Centre (41.1 per 10,000 population) is below the borough (44.3 per 10,000) and county (56.0 per 10,000) averages<sup>36</sup>.

**Multi-Agency Safeguarding Hub (MASH):** In the period 1<sup>st</sup> January to 31<sup>st</sup> December 2018, there were a total of 495 referrals to the MASH for young people living in the Bilton and Town Centre area; a rate of 678.9 per 10,000 children, higher than the county average of 639.0 per 10,000 children. The highest rates of referrals were in the LSOAs Admirals East (1,693.6 per 10,000), Overslade West (1,584.4 per 10,000), Overslade North (1,510.8 per 10,000) and Overslade West (1,086.1 per 10,000). The largest source of referrals for Bilton and Town Centre was schools (29.5%), slightly higher than the Borough (25.7%) and County (26.5%) (Figure 20)<sup>36</sup>.

**Figure 20: Source of MASH referrals, January to December 2018**



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

## ADULT SOCIAL CARE

Of the population aged 18 and over in the JSNA area, 2.1% were adult social care service users in 2018, a reduction from 5.0% in 2015. The 2018 figure is the same as the county average of 2.1%. Of unique people in receipt of services during the year, a higher percentage had a learning disability as their primary support reason (18.4% compared to county average of 14.0%); this could be a reflection of the younger demographic in the Bilton and Town Centre area. A lower percentage had a mental health reason (2.9% compared to county average of 4.4%). Indeed the percentage of those with a learning disability has remained higher than the county average since 2015.<sup>37</sup>

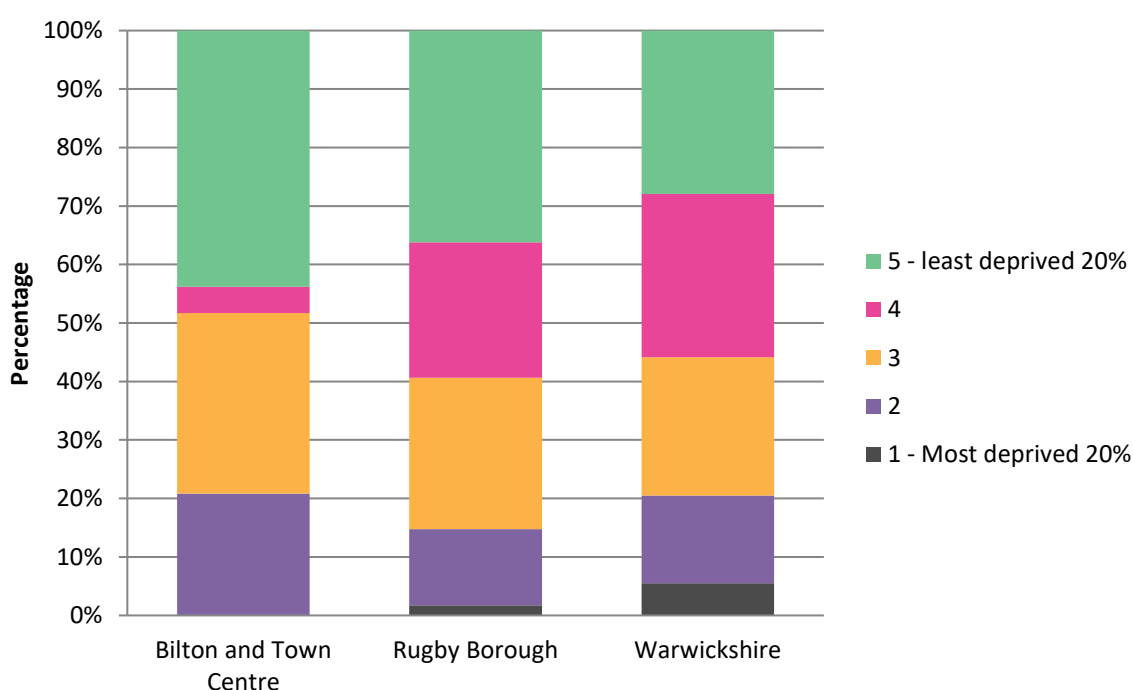
## DEPRIVATION, POVERTY, ECONOMY & EDUCATION

### DEPRIVATION

Considering the 2015 Indices of Multiple Deprivation (IMD), in total, 20.8% of Bilton and Town Centre residents live amongst the most deprived 40% of LSOAs in England (all in deciles 3 and 4), higher than the borough average (14.8%) but similar to the county average (20.5%). These LSOAs are Admirals East, New Bilton East, Overslade North and Overslade North West.

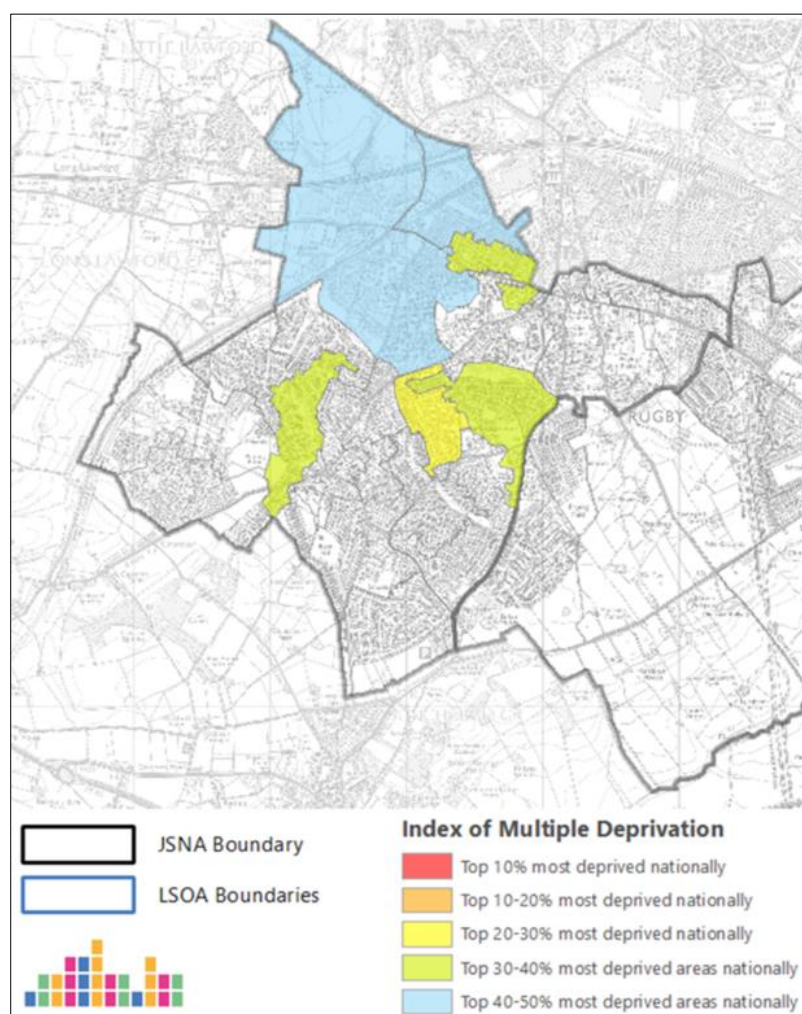
However, 43.8% of residents of the JSNA area live in the least deprived 20% of LSOAs in England, higher than for the borough (36.2%) and county (28.0%) (Figures 21 and 22)<sup>38</sup>.

**Figure 21: Deprivation in Bilton and Town Centre, 2015**



Source: Indices of Multiple Deprivation (IMD) published by the Ministry of Housing, Communities and Local Government. Crown Copyright and database right 2018.

**Figure 22: Map of LSOAs in Bilton and Town Centre in the top 50% most deprived nationally, IMD 2015**



Source: Indices of Multiple Deprivation (IMD) published by the Ministry of Housing, Communities and Local Government. Crown Copyright and database right 2018.

The LSOAs within Bilton and Town Centre are on the whole in lower IMD deciles (higher levels of deprivation) when looking at crime; education skills and training; and income deprivation affecting older people. The LSOAs within Bilton and Town Centre score more highly (lower levels of deprivation) when looking at health deprivation; and disability and living environment.

The Social Mobility Index 2017 ranks all English districts across a range of statistical measures to assess the prospects of disadvantaged young people growing up in their area. It ranks Rugby Borough as 154 out of 324 where 324 is the most disadvantaged area. Indeed, Rugby Borough performs worse for early years (ranked 229 of 324 areas) and schools (212 of 324 areas). This is largely due to a low percentage of nursery providers and schools rated as “outstanding” or “good” compared to other areas. Conversely, Rugby Borough scores better for adulthood (40 of 342 areas), due to favourable salaries and a higher percentage of people in managerial and professional occupations.<sup>39</sup>

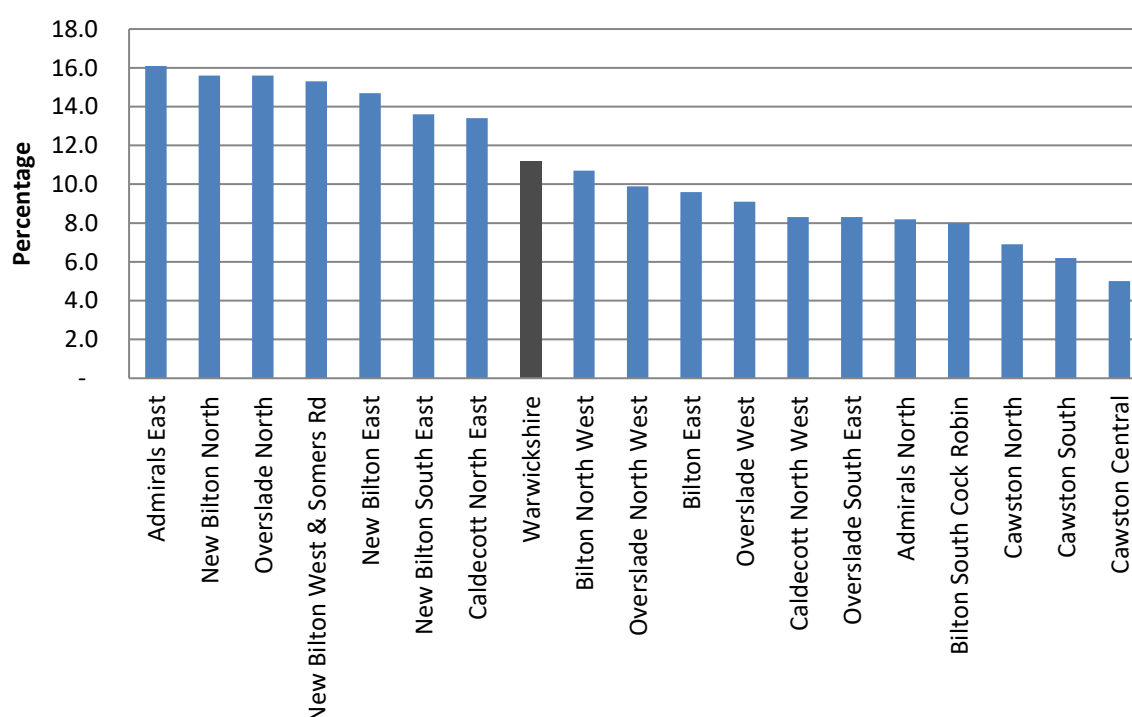
Enquiries to Citizens Advice provide an indicator of the scale of need within a community across a range of issues. There were 4,120 enquiries from residents living in the Bilton and Town Centre area in 2018/19, a 12.7% increase from the previous year. In 2018/19, over a quarter (26.6%) were related

to benefits, tax credits and Universal Credit issues. The top three topics of enquiry for benefits, tax credits and Universal Credit issues were Personal Independence Payments, Universal Credit and Employment Support Allowance. However the number of enquiries relating to financial capability (the ability to manage money well) has risen by 196% since 2016/17, and accounts for 21.3% of all enquiries in 2018/19. Within the JSNA area, the LSOAs of New Bilton North and New Bilton West & Somers road accounted for over a quarter of all enquiries in 2018/19 (25.7%)<sup>40</sup>.

## POVERTY

In 2016, in Bilton and Town Centre, 11.2% of households were considered fuel poor, in line with the borough (11.1%) and county (11.2%) averages. However there is a difference between LSOAs across the JSNA area from 5.0% fuel poverty in Cawston Central to 16.1% in Admirals East. Indeed 7 of the 18 LSOAs in this area have a greater proportion of households in fuel poverty than in Warwickshire (Figure 23)<sup>41</sup>.

**Figure 23: Percentage of households in fuel poverty in the Bilton and Town Centre JSNA area, 2016**



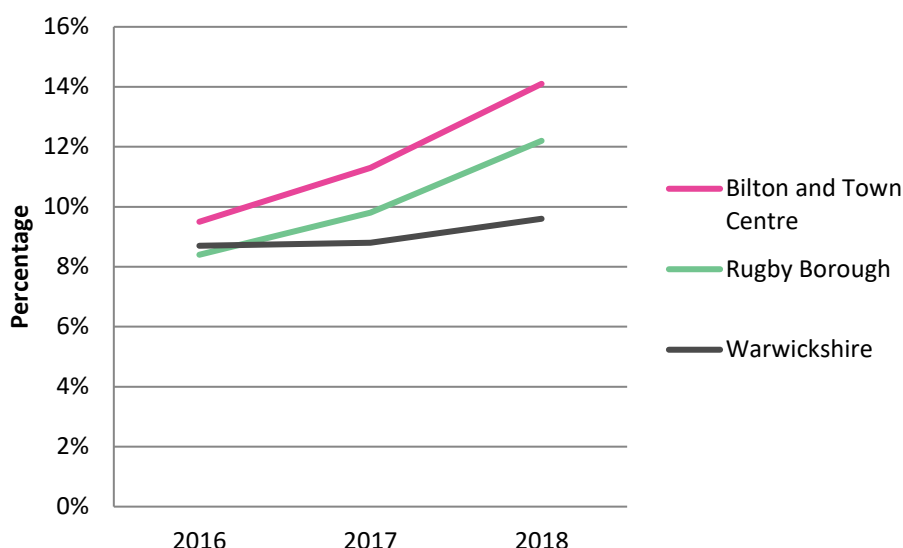
*Source: Department for Business, Energy and Industrial Strategy*

In 2015, Bilton and Town Centre had a similar proportion of children under 16 living in low income families (11.4%) compared to the borough (11.1%) and county as a whole (11.8%). However within the JSNA area, there were LSOAs with a much higher percentage of children in low income families – Overslade North West (22.8%), Admirals East (18.5%) and Overslade North (18.3%). Indeed the Overslade North West LSOA is in the top 10% of LSOAs in Warwickshire for under 16 year olds living in low income families (25 out of 339)<sup>42</sup>.



The proportion of all pupils who were registered as eligible and claiming for a free school meal in 2018 was 14.1% in Bilton and Town Centre. This was higher than the county average (9.6%) and has risen more than the county average since 2016 (Figure 24)<sup>43</sup>.

**Figure 24: Pupils in the Bilton and Town Centre JSNA area eligible and claiming free school meals 2016-18 (percentage)**



Source: Early Help & Education, Insight Service, WCC

Within Rugby Borough, the Trussell Trust food bank data shows an increase in the tonnes of food given out in 2017/18 compared to 2016/17, in line with all of 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 recorded for using the food bank was low income (37.5%, an increase from 30.7% in 2016/17); however benefit changes and delays are the main reason for 32.6%<sup>44</sup>. Hope 4 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.

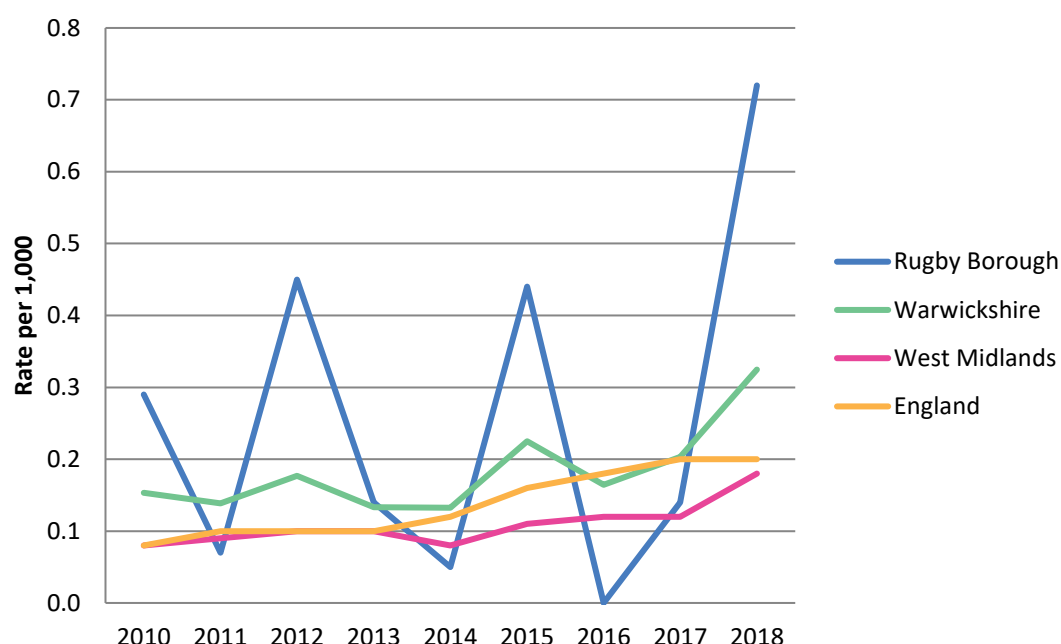
As of 21<sup>st</sup> May 2019, there are 933 households on the housing register at Rugby Borough Council, of which 198 are urgent cases (11 of these with additional complexity). All households on the register have a housing need, which comes under one of the following categories: property condition, 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>45</sup>.

Homelessness (and support for people who find themselves in this situation) was raised by stakeholders and residents in consultation and engagement exercises as part of the JSNA process.

Every autumn each local authority produces an estimate of the number of people sleeping rough on a single night. Recorded counts of rough sleeping in Rugby Borough indicate that the number of rough sleepers has risen and fallen, due to the relatively small numbers. However the number in 2018 was

the highest recorded (32). In 2018, 41.0% of all rough sleepers counted in Warwickshire were sleeping in Rugby Borough (Figure 25)<sup>46</sup>.

**Figure 25: Rate of rough sleepers (per 1,000 households)**



Source: Local Authority Homelessness Statistics, 2018

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>47</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 Rugby Borough per annum.

## ECONOMY

In 2017, almost half of people working in Bilton and Town Centre worked in health (17.2%), education (16.5%) or business administration and support services (15.1%). Within Rugby Borough, the most common sector is transport and storage (12.2%), however this accounts for only 2.4% of the Bilton and town centre workforce. In 2011, the percentage of people working in “Elementary Occupations” (16.2%) was higher than the county average (12.0%)<sup>48</sup>.

The average gross annual resident earnings for full-time workers for Rugby Borough was **£30,693** in 2017, a rise from £29,691 in 2013 (+3.4%). Rugby Borough’s average gross annual resident earnings is similar to the county average of £30,419<sup>49</sup>. However, it is recognised that the average earnings may mask high numbers of people earning a low wage.

The Rugby Town Centre action plan 2016-20 has as one of its objectives, to “develop a plan to attract investment and new businesses in the town centre”. This will in turn create more jobs for those living within the JSNA area.

The figures for Universal Credit show that a higher proportion of Bilton and Town Centre residents claim Universal Credit than for the borough and county as a whole (Figure 26)<sup>50</sup>.

Those on Universal Credit in Bilton and Town Centre make up 13% of those on Universal Credit across the whole of Warwickshire, being the JSNA area with the second highest number of claimants after Newbold and Brownsover.

**Figure 26: No. of people in receipt of Universal Credit in Bilton and Town Centre JSNA area**

	People on Universal Credit		
	Bilton and Town Centre	Rugby Borough	Warwickshire
<b>June 2016</b>	210 / 1.2%	656 / 1.1%	1,903 / 0.6%
<b>June 2017</b>	920 / 5.3%	2,805 / 4.5%	5,169 / 1.5%
<b>June 2018</b>	1,375 / 7.9%	4,118 / 6.6%	10,570 / 3.2%

Source: DWP Stat-Xplore

The roll out of Universal Credit across Rugby Borough, the first district / borough in Warwickshire to adopt Universal Credit in 2016, has had a large impact on rent arrears at Rugby Borough Council. The rent collection rate which stood at 98% in 2015/16, started to dip in 2016/17 following the introduction of Universal Credit in April 2016, and has remained at around 94% since. As of 24<sup>th</sup> May 2019, there were 708 customers on Universal Credit, with the average rent arrears being £883. In total, £423,328 in rent arrears has been attributed to Universal Credit clients<sup>51</sup>.

Unemployment levels in 16-64 year olds were 2.4% in the Bilton and Town Centre JSNA area in November 2018; this has increased in recent years, the percentage almost doubling since 2014. Bilton and Town Centre has the 5<sup>th</sup> highest rate of all JSNA areas. The LSOA of Overslade North West has the highest unemployment level (4.3%). The average for the whole of Warwickshire was 1.7%<sup>48</sup>.

In 2011, 19.7% of Bilton and Town Centre residents had no qualifications; this was lower than the county average of 21.6%. However, at an LSOA level, in the LSOAs of New Bilton East, Overslade North and Overslade West, at least 25% of the population had no qualifications. The proportion with Level 4 qualifications and above (completed some higher education) in Bilton and Town Centre was 27.3%. This was lower than the county (28.8%) average, however again there was a difference at an LSOA level, with Cawston South and Cawston Central having at least 40% of their population with qualifications at level 4 and above<sup>3</sup>.

## EDUCATION

In January 2018, there were 4,954 school aged children from the Bilton and Town Centre JSNA area, who are attending state sector schools in the Bilton and Town Centre JSNA area (across all schools and all ages)<sup>52</sup>. There are many schools located within the area; three infant schools, two junior schools, five primary schools, four secondary schools and one special school. The geographical locations of schools in the JSNA area can be found in Figure 1.

In 2018, 67.3% of school age children in Bilton and Town Centre (that are in schools that have been OFSTED inspected) attend Good or Outstanding schools (Nursery to Y13+) – this is lower than the borough (81.9%) and county (86.4%) average and has decreased from 71.8% in 2016. Indeed it is the JSNA area with the third lowest percentage of children attending Good or Outstanding schools. The LSOAs of Admirals East (50%) and Admirals North (52%) had the lowest percentage of children

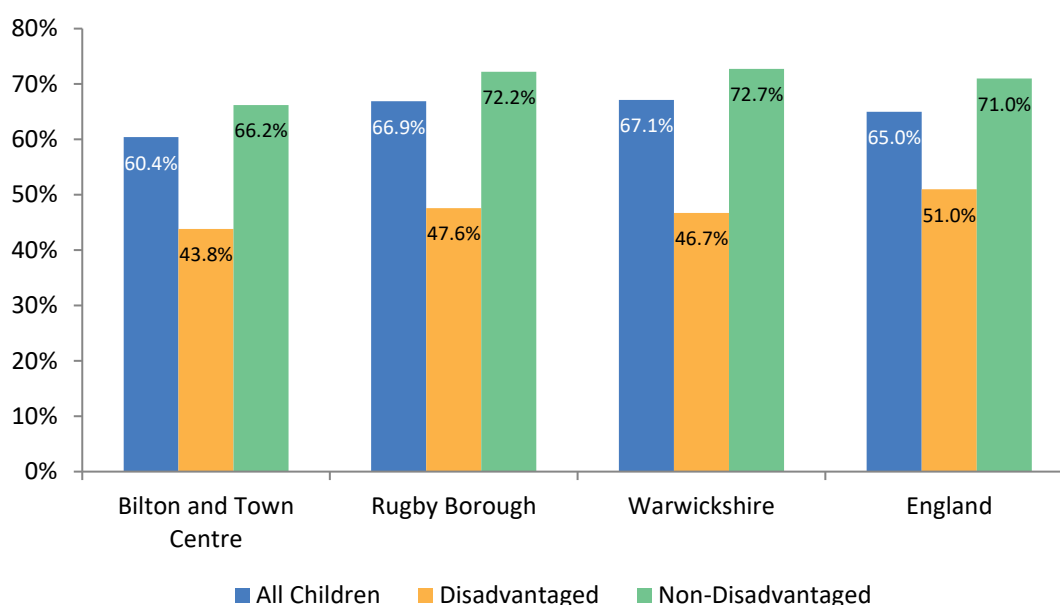
attending Good or Outstanding schools, whereas the LSOAs of Caldecott North West (88%) and Caldecott North East (85%) had the highest percentage<sup>52</sup>.

Of pupils living in the JSNA area, 3.7% had an Education, Health and Care Plan (EHCP) in October 2018. This is the fourth highest percentage of all JSNA areas; the Warwickshire and Rugby Borough averages were both 3.0%. The main primary needs of those young people with an EHCP in the JSNA area were Autism Spectrum Disorder (ASD) (23.7%) and Severe Learning Difficulty (SLD) (21.5%) which were also the two main primary needs for Warwickshire<sup>52</sup>.

**Early Years:** In 2018, 71.9% of Early Years pupils (4 and 5 years) residing in Bilton and Town Centre were achieving a good level of development. This is below the county average (72.5%). However, pupils eligible for a free school meal performed almost as well as those not eligible, with 65.5% achieving a good level of development, higher than the county average (55.2%)<sup>52</sup>.

**Key Stage 2:** In 2018, 60.4% of pupils residing in the JSNA area achieved the expected standard in reading, writing and maths at Key Stage 2 (10 and 11 years); lower than the borough (66.9%) and county average (67.1%). Although below the county average for 2016 and 2017, the gap between the JSNA and county average has widened in 2018. Disadvantaged children were less likely to achieve the expected standard (43.8%) than non-disadvantaged children (66.2%), however both groups were below the county averages (46.7% for disadvantaged and 72.7% for non-disadvantaged) (Figure 27)<sup>52</sup>.

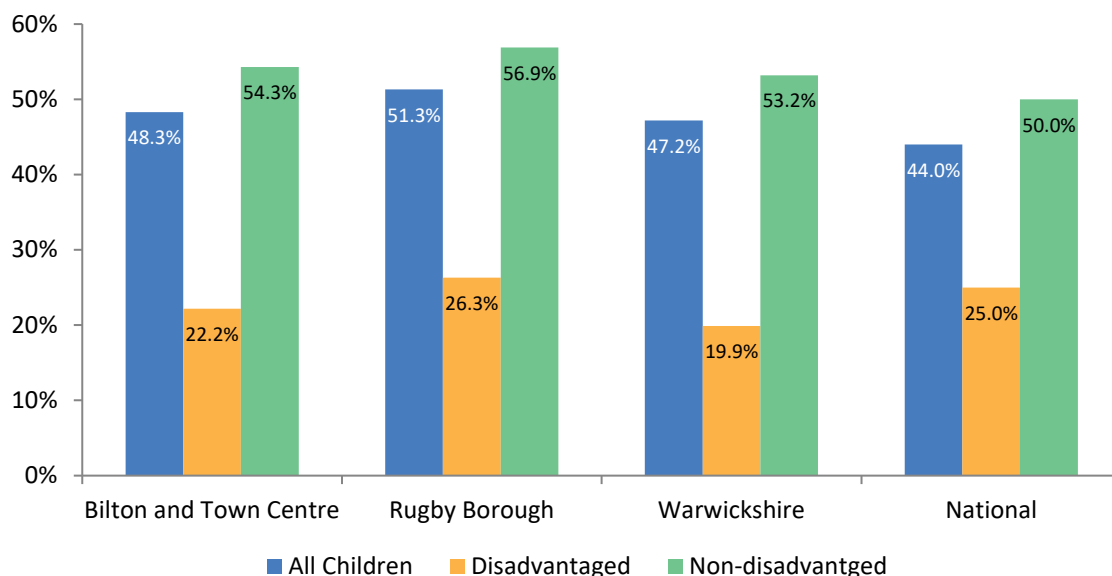
**Figure 27: Percentage of Key Stage 2 children achieving the expected level in Reading, Writing and Maths, 2018**



Source: Early Help & Education, Insight Service, WCC

**Key Stage 4:** In 2018, at the end of Key Stage 4 (GCSE, 15-16 years), 48.3% of children living in Bilton and Town Centre achieved a strong pass (grade 9-5) in Maths and English, below the Rugby Borough average (51.3%) but above the Warwickshire average (47.2%) (Figure 28)<sup>52</sup>. A lower proportion of disadvantaged pupils achieved a strong pass, and the gap in achievement between disadvantaged pupils and non-disadvantaged pupils (32.1 percentage points) was greater than the gap in the borough (30.6 percentage points) and nationally (25.0 percentage points).

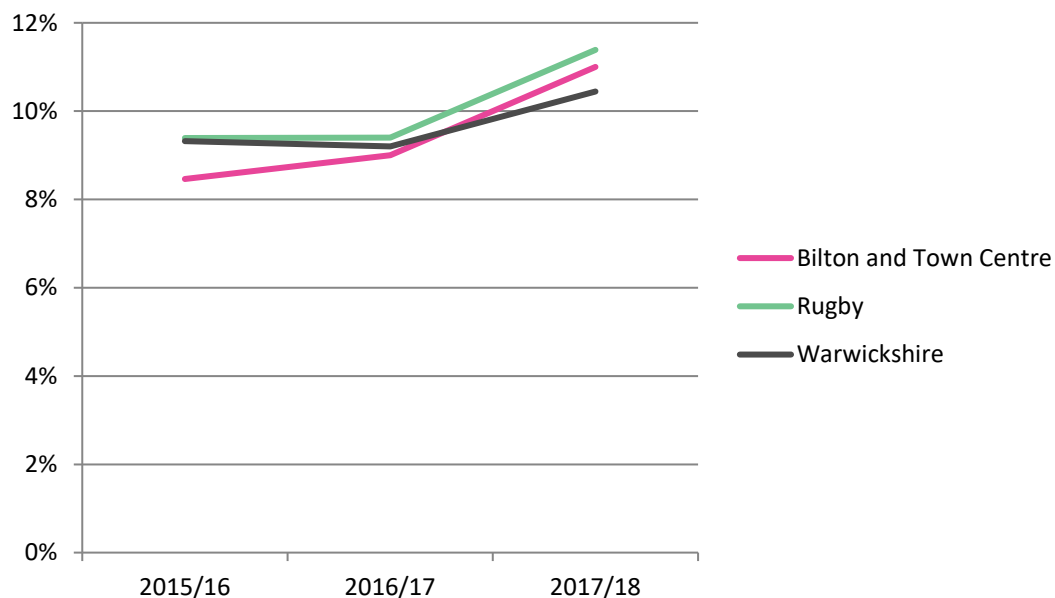
**Figure 28: Percentage of Key Stage 4 children achieving a strong pass (Grades 9-5) in English and Maths, 2018**



Source: Early Help & Education, Insight Service, WCC

**School Absence:** The proportion of pupils across all year groups missing 10% or more of school in an academic year (categorised as persistent offenders) increased between 2015/16 and 2017/18 for Bilton and Town Centre, rising from 8.5% to 11.0%, increasing to more than the county average, which is now 10.4%, however the most recent figures are similar to the borough average (11.4%) (Figure 29)

**Figure 29: School Absence 2015/16 to 2017/18**



Source: Education and Early Help Team, Insight Service, Warwickshire County Council

## COMMUNITY SAFETY

### CRIME

Crime rates (per 1,000 population) have seen a small decrease across Warwickshire from 2017 to 2018, from 73.5 per 1,000 in 2017 to 72.6 per 1,000 in 2018, (-1.2%), following a rise in 2017<sup>53</sup>. The Chief Constable sought to explain the previous increases in recorded crime across Warwickshire in his briefing note in December 2017, where he believed that there are a number of reasons for the continued increase into 2017/18, including: continued impact of Crime Data Integrity (changing recording practices); new crime categories being introduced; the changing nature of crime and greater collaboration and co-location with partners.

Crime rates in the Bilton and Town Centre JSNA area have also decreased, from 73.7 to 70.9 per 1,000 (-3.8%). This amounts to 85 fewer crimes in 2018 compared to 2017. In 2018, Bilton and Town Centre had the 9<sup>th</sup> highest crime rate out of all JSNA areas, and the second highest in Rugby Borough, after Newbold and Brownsover. Nevertheless, taken in the context that there has been significant housing developed and an increase in population over the last few years, a rise in crime and anti-social behaviour may be expected.

The LSOAs with the highest crime rates were Caldecott North West (219 per 1,000 population), Caldecott North East (200 per 1,000) and New Bilton East (107 per 1,000).

The Rugby Borough Community Safety Partnership (CSP) has four priorities for 2019/20, which are Violent Crime, Residential Burglary (dwelling), Reducing Re-offending and Vulnerability (focussing on identifying vulnerable groups likely to be targeted by networks as part of county lines and child exploitation). There are also two cross cutting themes, which are Domestic Violence and Knife Crime.

Within the priority of Violence, the Rugby Borough CSP identified the Caldecott North West LSOA as having the highest rate of violence offences (with and without injury) per 1,000 population in Rugby Borough (86.9 per 1,000 population, Rugby Borough average 21.5 per 1,000). This is equal to 133 offences in a 12 month period.<sup>54</sup>

### HATE CRIME

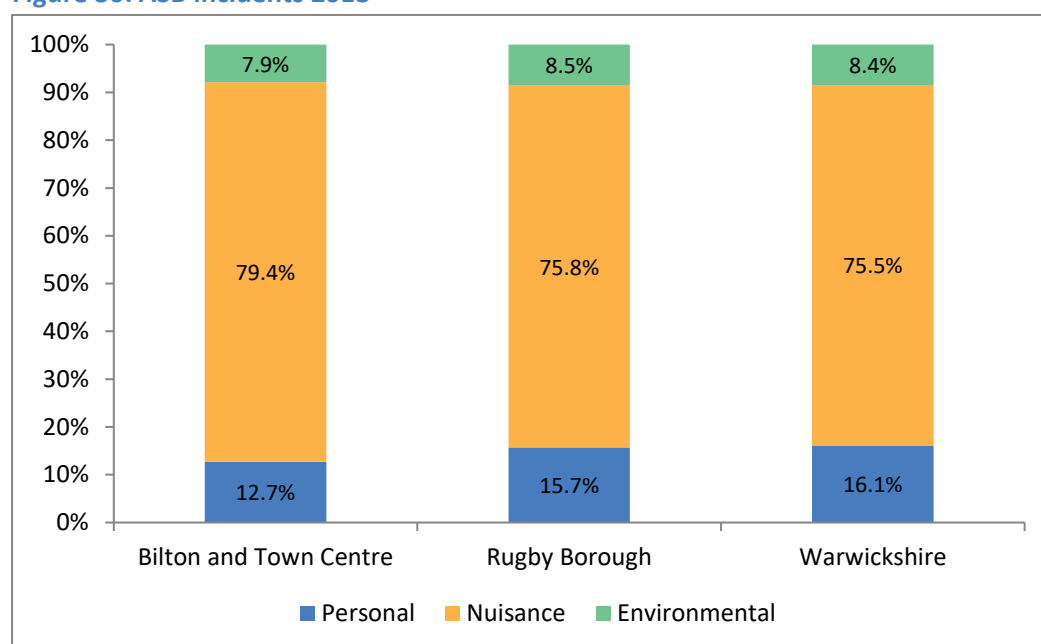
The hate crime offence rate from 1<sup>st</sup> August 2017 to 31<sup>st</sup> July 2018 for the JSNA area was 2.0 per 1,000 population. This is the fourth highest of all JSNA areas (Warwickshire average 1.5 per 1,000). Hate crime accounts for 2% of all recorded crime in the borough. Racism is the most prevalent hate crime type, which is in line with county trends. Around the county, there has been activity to raise awareness of hate crime and improve services to victims, such as 24 free hate crime awareness training sessions that have been delivered by the Equality and Inclusion Partnership (EQuIP)<sup>53</sup>.

## ANTI SOCIAL BEHAVIOUR (ASB)

ASB rates have decreased slightly across Warwickshire from 2016 to 2018 (30.9 per 1,000 population to 25.4 per 1,000 population). Rates in Bilton and Town Centre have decreased from 28.9 to 25.8 per 1,000 population. Rates for 2018 are therefore similar to the Warwickshire average. However there are differences at LSOA level; the areas with the highest rates of ASB were Caldecott North East (79.2 per 1,000 population) and Caldecott North West (67.7 per 1,000 population)<sup>55</sup>.

Compared to Warwickshire and Rugby Borough, Bilton and Town Centre has proportionally fewer ASB incidents that are classed as “personal” and more that are classed as “nuisance” (Figure 30).

Figure 30: ASB incidents 2018



Source: Warwickshire Police STORM Incident System

## DOMESTIC VIOLENCE AND ABUSE

Domestic violence and abuse was raised during the Rugby Stakeholder engagement event and is a cross cutting theme for the Rugby Borough CSP. Almost one third of all violent offences in Rugby Borough involve some form of domestic violence.

In Bilton and Town Centre, there were 14.7 domestic abuse incidents per 1,000 population reported to the police from 1<sup>st</sup> July 2017 to 30<sup>th</sup> June 2018. This is higher than the Warwickshire average of 13.1 per 1,000 and shows a small increase from 2016/17 (14.5 per 1,000). The LSOAs with the highest rates of domestic abuse incidents were Admirals East (27.2 per 1,000), New Bilton East (26.7 per 1,000), Overslade North West (26.7 per 1,000) and Overslade North (24.4 per 1,000)<sup>51</sup>. Rates of domestic abuse incidents have increased in each of these LSOAs since 2016/17. Increases in these incidents can indicate that there is a higher confidence in reporting domestic violence and abuse to the police, rather than a real increase in the number of incidents<sup>53</sup>.

## ROAD SAFETY

The number of road traffic collisions (RTCs) has reduced between 2017 and 2018, from 40 in 2017 to 26 in 2018. The majority of RTCs were classed as “slight” (85% in 2017 and 81% in 2018). There were no fatalities in the area in either year. Overall there have been reductions in RTCs in Rugby Borough (-28.6%) and in Warwickshire as a whole (-19.1%). RTCs that have occurred within the JSNA area may be people who are travelling through the area and are therefore not necessarily local residents<sup>56</sup>.

In Bilton and Town Centre in 2011, residents owned fewer cars than the Warwickshire average, with 80.3% of households having at least one car, compared to 82.4% in Warwickshire. This is perhaps a reflection of the proximity to the town centre and relative ease of accessing services. The percentage of households with two or more cars is 36.3% (Warwickshire average 41.5%)<sup>3</sup>.

In 2011, around two thirds of residents in Bilton and Town Centre drove to work (67.8%), in line with the borough (67.9%) and county averages (68.3%). Road safety at school drop off and pick up was mentioned during the stakeholder event, due to the number of schools in the area and most parents believed to be making the journey to and from school by car<sup>3</sup>.

## ACCIDENTAL DWELLING FIRES

The Bilton and Town Centre area had the third highest rate of all JSNA areas and the highest in Rugby Borough for accidental dwelling fires from January 2016 to December 2017 (1.7 per 1,000 households, Warwickshire average 1.2 per 1,000). However this is based on small numbers and as such should be treated with some caution<sup>57</sup>.

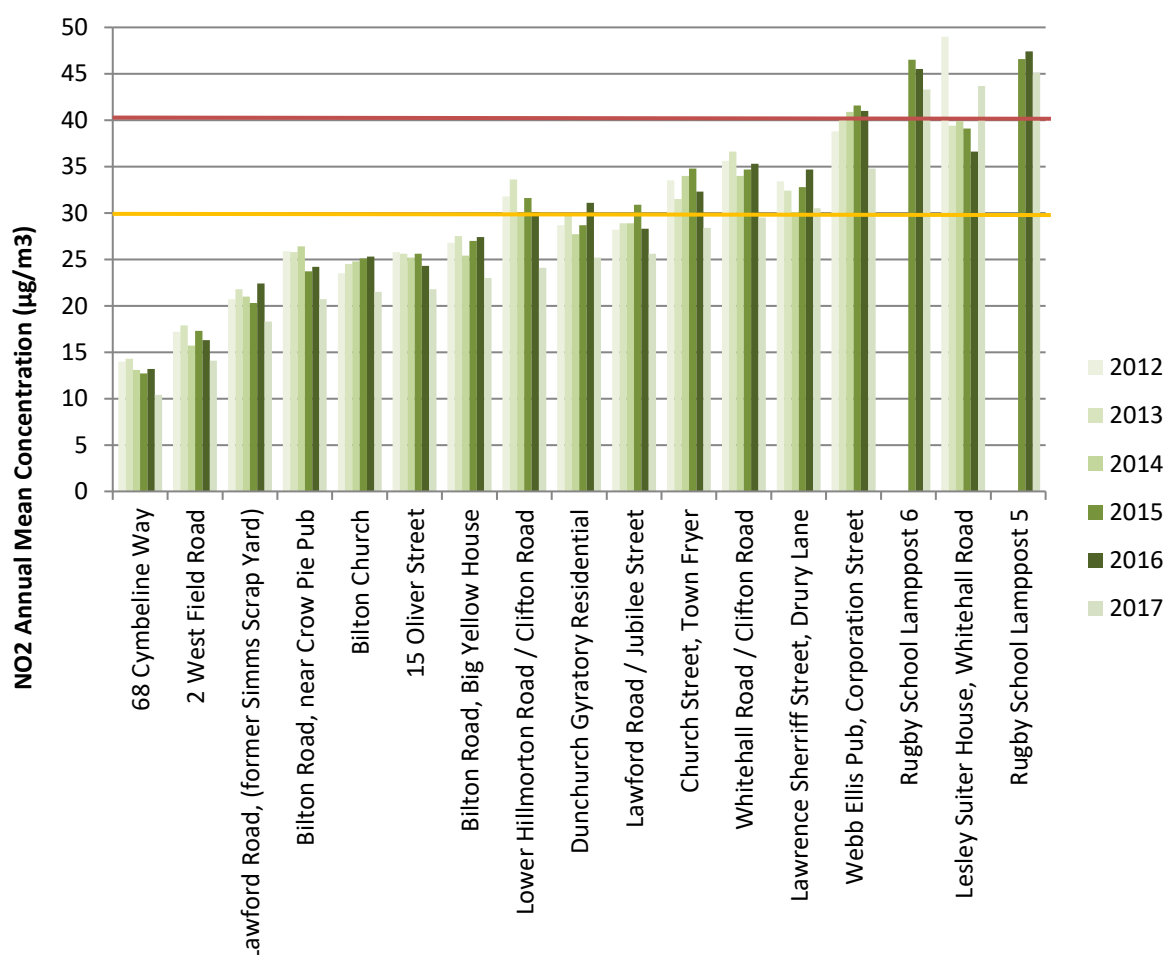


## ENVIRONMENT

There are plans for 13,500 new homes to be built in Rugby Borough by 2031. 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 to the south of the JSNA area or just into the Rugby Rural South JSNA area, this could lead to increased congestion and more air pollution<sup>58</sup>.

There are 17 sites measuring air quality across the Bilton and Town Centre area, monitoring NO<sub>2</sub> annual mean concentration ( $\mu\text{g}/\text{m}^3$ ). Thirteen of these sites have had annual mean concentrations of lower than 40  $\mu\text{g}/\text{m}^3$  from 2012 to 2017. However there are four sites that have had at least one reading over 40  $\mu\text{g}/\text{m}^3$ , these are in the town centre locations of the Webb Ellis pub on Corporation Street and Lesley Suiter House on Whitehall Road, as well as two locations at Rugby School<sup>59</sup> (Figure 31).

**Figure 31: NO<sub>2</sub> annual mean concentration at non-automatic monitoring sites, 2012-2017 ( $\mu\text{g}/\text{m}^3$ )**



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>60</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. However, in April 2019, research and information gathering was undertaken in order to identify current community assets within the JSNA area of Bilton and Town Centre.

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). A count of community assets are listed in Figure 32 and presented in a suite of ten maps in Appendix A. The themes are explained further in the glossary document.

**Figure 32: Community assets by theme in Bilton and Town Centre, April 2019**

Theme	Locations with this activity	Total count of activity
1 - Children & Families	32	39
2 - Young People	18	21
3 - Older People	12	12
4 - Community Venues & Meeting Points	25	25
5 - Community Organisations & Social Groups	19	19
6 - Leisure & Recreational Activities	40	75
7 - Advice & Support	15	15
8 - Community Cafes & Foods	11	12
9 - Health & Wellbeing	14	14
10 - Education & Learning	25	25

The theme with the largest number of community assets by number of activities was leisure and recreational activities. These include sports centres and clubs, walking groups, outdoor activities, leisure facilities and classes. The theme with the fewest community assets was community cafes and foods (including food banks and holiday hunger schemes). However it is likely that people may travel into other JSNA areas, particularly the Newbold and Brownsover area for access to these services.

Geographically, there are generally more community assets located towards the town centre area, with the LSOAs of New Bilton South East (15) and Caldecott North West (13) (see maps in Appendix A).

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

## LOCAL KNOWLEDGE

The following section includes data and information from local residents and stakeholders on the health and wellbeing needs of people living in the Bilton and Town Centre JSNA area. This was gathered across a joint stakeholder event, a local survey of the public and professionals views and engagement with specific professional groups around issues such as housing and poverty.

## BILTON AND TOWN CENTRE AND HILLMORTON 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 Bilton and Town Centre JSNA area. A full set of notes from the Stakeholder 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. School run times can cause much congestion in Bilton and Town Centre.
- 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.
- The impact of Universal Credit, including the knock on effect to other services such as Foodbank.
- There are some good assets such as the Cawston Community Centre 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 and also young people struggling to find affordable housing.
- There can be barriers to health and wellbeing services, particularly for those with disabilities, and communication with these groups could be improved.

### **Older People**

- Loneliness and social isolation is 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.
- There is a perceived 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.

## ENGAGEMENT SURVEY

A Joint Strategic Needs Assessment survey was administered to professionals (those working in the area) and residents (those living in the area). The findings are presented below and are based on responses received between 1st June 2018 and 1<sup>st</sup> July 2019. There was also a capture form used to capture qualitative information from engagement activities with groups in the community.

**Professionals:** A total of 24 responses were received for the Professional Survey from those working in the JSNA area, many of which worked across all areas of Rugby Borough. These professionals worked in the third / voluntary sector, for the NHS or for the borough or county councils. Mental health and wellbeing was by far the highest priority for improvement mentioned by professionals working across all age groups. Other priorities varied by age group (Figure 33).

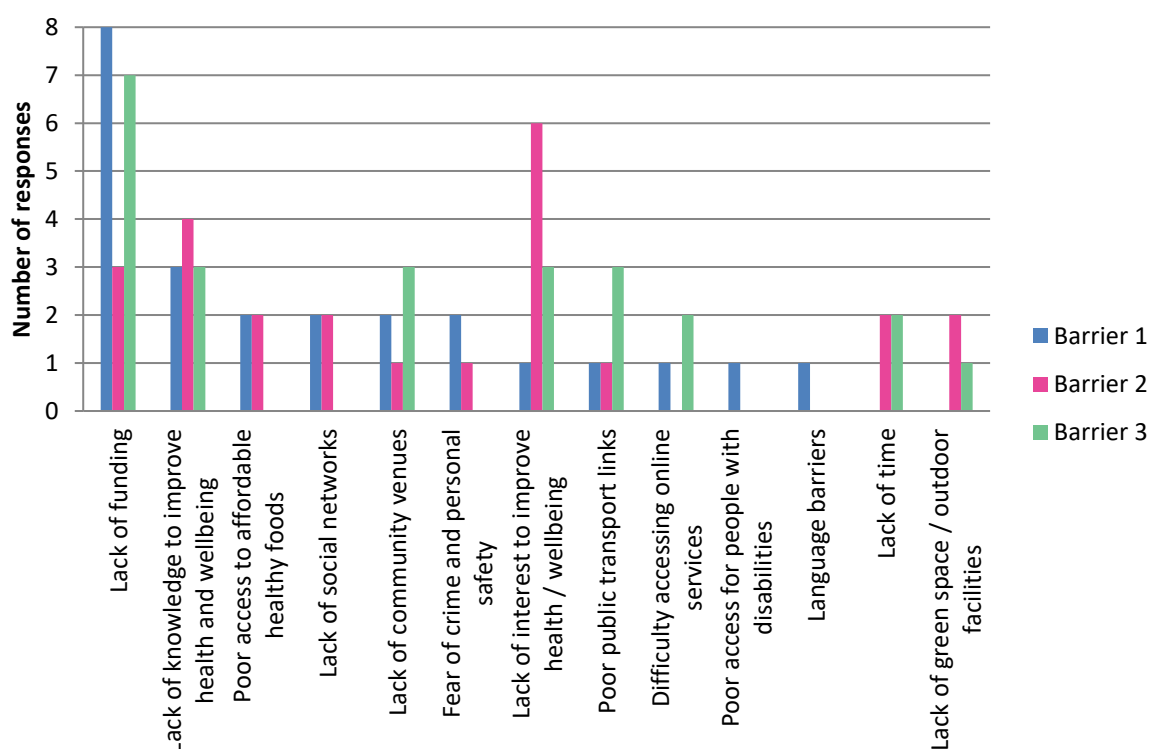
**Figure 33: Priorities for improvement in the JSNA area (Professionals' Survey)**

Age Group	Priority 1	Priority 2	Priority 3
<b>Parent and Infant (under 5)</b>	Mental Health and Wellbeing	Initiatives to support and reduce people living in poverty	Green Spaces
<b>Children and Young People</b>	Substance Misuse	Mental Health and Wellbeing	Initiatives to support and reduce people living in poverty
<b>Working Age</b>	Employment and Skills	Mental Health and Wellbeing	Healthy Lifestyles
<b>Older People</b>	Support for those with long term health conditions	Community activities and opportunities to develop social networks	Mental Health and Wellbeing

All Ages	Mental Health and Wellbeing	Community activities and opportunities to develop social networks	Access to health and services
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In terms of potential barriers to the health and wellbeing of the local population, respondents were asked to rate which they believed to be the top three barriers. The most common response was “lack of funding” (mentioned by 75% of respondents). Other popular responses were “Lack of knowledge to improve health and wellbeing” and “Lack of community venues”, both of which were mentioned by 42% of respondents (10 out of 24) (Figure 34).

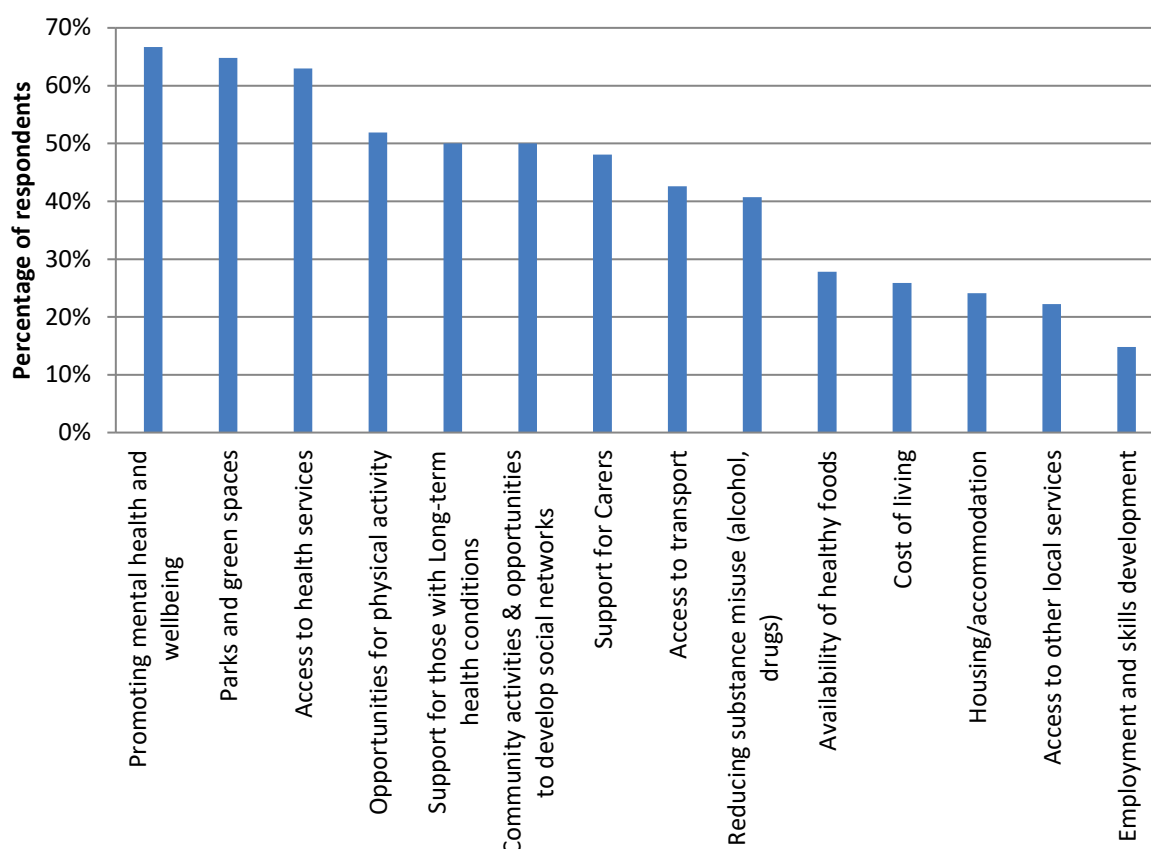
**Figure 34: Barriers to the health and wellbeing of the JSNA population (Professionals’ Survey)**



**Residents:** There were 54 responses from residents living in the JSNA area of Bilton and Town Centre (35 female and 16 male, with three preferring not to state). They were split across all age groups, with older people overrepresented and younger people underrepresented (three aged 18-29, 15 aged 30-44, 16 aged 45-59 and 19 aged 60-74, with one preferring not to state). Twenty nine were in employment, five self-employed, 15 wholly retired from work with the remaining 12 not in employment.

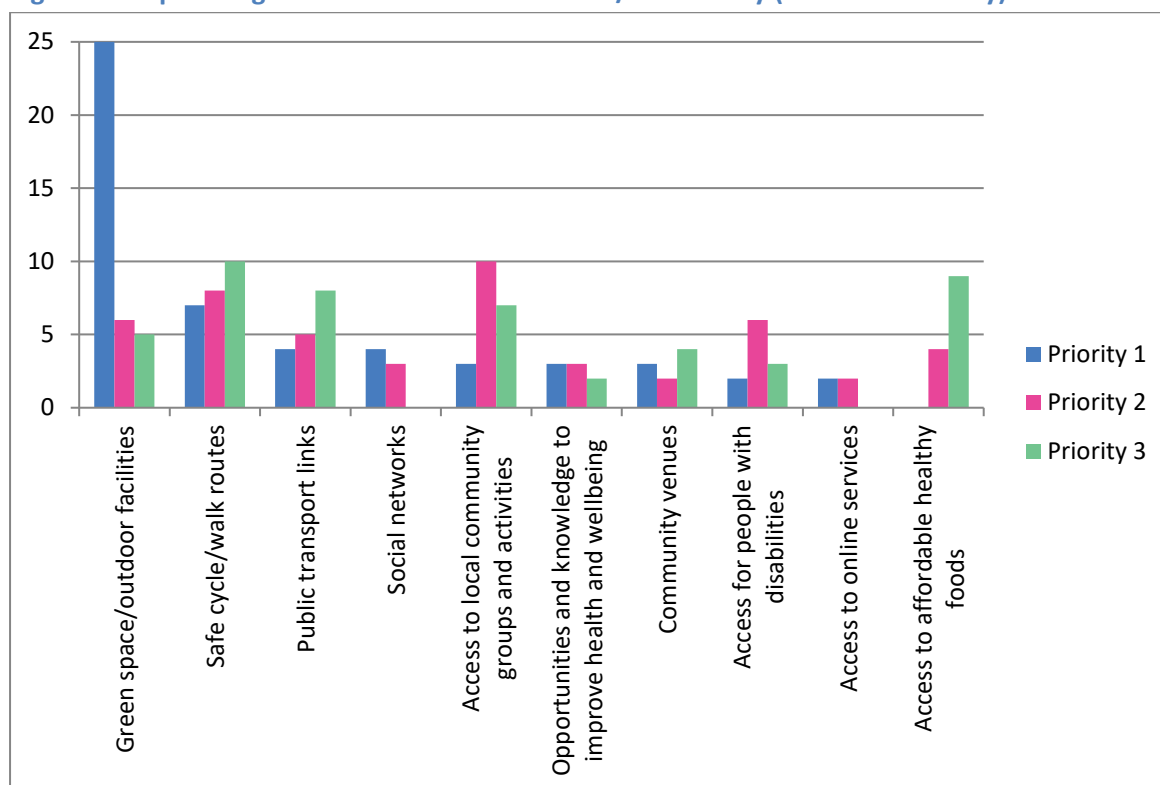
The three highest priority areas for health and wellbeing were promoting mental health and wellbeing (66.7%), parks and green spaces (64.8%) and access to health services (63.0%) (Figure 35).

Figure 35 Priority areas for health & wellbeing in the JSNA area (Residents' Survey)



When asked “What are the top 3 things that you value about the local area/local community which support positive health and wellbeing”, the most popular answer was “green space / outdoor facilities”, which was top for 25 people (46.3% of all respondents) and in the top three for a further 11 people. Indeed, overall “green space / outdoor facilities” was in the top three for two thirds of respondents. The second most popular response was “safe cycle / walk routes” which was top for seven people (13.0% of all respondents) and in the top three for a further 18 people (Figure 36).

**Figure 36 Top 3 things valued about the local area/community (Residents' Survey)**



A further open text question was asked about what three things could be better in the local area to improve health and wellbeing. There were four main subject areas / themes:

- Preservation, upkeep and better use of green spaces in the local areas, for example outdoor activities for children and providing more seating.
- Improving footpaths and cycle paths, particularly away from roads, for everyone's safety as well as wellbeing.
- Cheaper use of local leisure facilities, particularly for children / young people and for older people, as well as more classes on evenings and weekends for those who work.
- Affordable and more regular public transport, particularly to other parts of the county and to University Hospitals Coventry and Warwickshire (UHCW) in Coventry. Travel was a particular issue in Cawston.

A final question asked what local activities or events the respondent would like to see in the local area. Of the 34 responses to this question, a wide variety of activities and events were mentioned, for example healthy eating, sports activities, book clubs and yoga; but in particular, activities that are accessible to the whole community, free or reasonably priced and widely advertised.

### Capture Forms

There was feedback from professionals working in the JSNA area at two engagement events for the Bilton and Town Centre area. The two themes raised were lack of services at St Cross hospital and the need to travel to Coventry, and the lack of help for transport of belongings during a house move.



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