



# Wood Side

## Family Hub Profile 2020



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# Introduction

## Welcome

Welcome to the **Wood Side** Family Hub reach area profile. This profile covers the neighbourhoods of Willenhall, Aldermoor & Ernesford Grange, and Binley. However, some parts of these neighbourhoods fall under different Family Hub areas. The following graphic shows the location of the Family Hub reach area in relation to Coventry:



The following graphic illustrates the location of the neighbourhoods of Willenhall, Aldermoor & Ernesford Grange, and Binley within the Wood Side Family Hub reach area:

## What is the Coventry Joint Strategic Needs Assessment (JSNA)?

Welcome to the Coventry Joint Strategic Needs Assessment (JSNA). The JSNA brings together evidence about the health and wellbeing of Coventry residents, to help leaders across health and care understand and work together to improve the health and wellbeing of the people of Coventry.

**Health is more than the *healthcare system*:** it is not just about NHS hospitals, doctors or nurses. Instead, health is about people's lives. Indeed, people's **health is**

**determined by their economic and social circumstances**, such as:

- Their **communities**; whether they have access to a good network of family and friends.
- Their **prospects**; whether they have access to good jobs and education.
- Their **environment**; whether they live in a good neighbourhood with access to green spaces.

These social circumstances determine people's health and wellbeing, and therefore, are known as **social determinants of health**.

This JSNA contains a full range of evidence to provide decision-makers with an understanding of local people and communities. It contains a lot of numbers and statistics, because these are essential to show the trends of how things have changed, as well as comparisons with other places. However, because health is about people, this JSNA also contains a lot of evidence from local people and local community groups.

## About this JSNA

The Health and Social Care Act of 2012 places a duty on Health and Wellbeing Boards to produce a Joint Strategic Needs Assessment. In April 2018, the Coventry Health and Wellbeing Board approved a move towards a place-based approach to the JSNA, with the production of a citywide JSNA profile and JSNA profiles for each of the city's eight Family Hub reach areas.

This JSNA is produced in 2019-2020 by Coventry City Council with co-operation from partners across the Coventry Health and Wellbeing Board and ideas contributed by organisations working within the community.

Each JSNA profile is structured as follows:

- Demographics and Community
- Prospects
- Environment
- Health and Wellbeing.

For each topic area covered, the JSNA explores:

- Why is this important?
- What is the local picture? How does it compare?
- What is happening? What else can be done?

In addition to the JSNA profiles, detailed statistical data and evidence is available in the citywide intelligence hub at [www.coventry.gov.uk/jsna/](http://www.coventry.gov.uk/jsna/). The hub provides tools to compare and contrast metrics and indicators of all kinds.

## Local consultation and engagement events undertaken

A workshop was held in the Family Hub reach area with local community groups and organisations at the John White Centre in September 2019.

While every care has been taken to ensure that the information contained in this profile is both accurate and up-to-date, please note that the information may become less reliable over time and the use of the information is at your own risk.



# Executive Summary

## About the local area

Wood Side is a Family Hub reach area in the ward of Binley and Willenhall, Coventry. It is located at the South Eastern corner of the city, bound by the River Sowe to the West, and the Coventry Eastern Bypass to its East. The trainline runs through Wood Side horizontally. Wood Side comprises three neighbourhoods, namely Binley, Aldermoor & Ernesford Grange, and Willenhall. Despite their proximity, the neighbourhoods vary in terms of social isolation, cohesion, deprivation, crime rate, feelings of safety, and health and wellbeing, which in turn affect the residents' perception of their areas.

## Demographics and Communities

Wood Side is the Family Hub area with the smallest population in Coventry. Compared to Coventry average, Wood Side has more residents aged 65+, fewer working-age adults, and just slightly more children. Binley has a higher concentration of elderly residents, and Willenhall has a higher proportion of dependent children.

Wood Side's population growth rate has been slowing, especially in children and working-age adults. It is the only Family Hub area to have a decrease in population between 2017 and 2018.

Wood Side has a higher proportion of 'White British' residents than the Coventry average, with a consistently low rate of international migration to the area.

Aldermoor & Ernesford Grange and Willenhall tend to be less socially isolated than city average, but community cohesion is not very strong. The situation is reversed in Binley, where its residents face stronger social isolation, but its community cohesion is one of the strongest in Coventry, perhaps due to most residents' relatively long length of stay in the neighbourhood.

## Prospects

There is great variation in prospects between Wood Side neighbourhoods. Willenhall and Aldermoor & Ernesford Grange are amongst the lower-earning neighbourhoods in Coventry, whilst Binley is one of the higher-earning ones.

A third of Wood Side residents live in areas that are in the 10% most deprived in England, all of which fall in

Willenhall. Children from Willenhall are also twice more likely than Coventry average to be in families that experience deprivation relating to low income.

The level of unemployment varies across Wood Side – Willenhall residents are twice more likely than Coventry average to be unemployed, but Binley's are only half as likely as city average.

Wood Side's economically inactive population is similar in proportion to Coventry's, but instead of being fuelled by a large student population, it is attributable to Binley's elderly population and Willenhall having the highest proportion of residents with a long-term limiting illness and disability.

## Housing and Environment

Binley residents are more likely than Coventry average to be satisfied with their local area to live. The sentiment is less strong in Willenhall and Aldermoor & Ernesford Grange. Public transport links are within easy reach for Wood Side residents, but their price and routes have been identified as barriers.

Of all Family Hub areas, Wood Side has the highest proportion of social rented households (three times Coventry average) and the lowest proportion of private rented households (at just half of Coventry average).

All three Wood Side neighbourhoods have a similar level of fuel poverty, all of which are below Coventry average. Given Willenhall's higher level of deprivation, this may be indicative of its properties' energy efficiency.

Wood Side has the second highest rate of overall recorded crime of all Family Hub areas. Willenhall has one of the highest crime rates in the city; crime rate is high in Aldermoor & Ernesford Grange as well, but it is relatively low in Binley. By categories of crime, the three neighbourhoods have some of the highest rates in Coventry. Residents in Aldermoor & Ernesford Grange and Willenhall report feeling significantly less safe than Coventry average.

## Health and Wellbeing

The Wood Side neighbourhoods' differences in prospects are also found in health and wellbeing. For most aspects, Binley tends to be significantly better/healthier than Coventry average, and Willenhall tends to be significantly worse. Aldermoor & Ernesford Grange fluctuates between matching city average or performing worse.

This may reflect the significantly higher proportion of residents in Willenhall and Aldermoor & Ernesford Grange

who report to have a limiting long-term illness or disability. In Willenhall, especially, there is particularly high demand for emergency admissions and hospital stays. Binley has a higher proportion of elderly residents, but their health outcomes are not poor due to lower levels of deprivation.

Lifestyle-wise, Wood Side residents are more likely than the city average to smoke, drink, and order a takeaway, but are less likely to take part in active recreation.

Travel times to healthcare facilities for Wood Side residents are reasonably good.

# Demographics and Communities



## Location

The Wood Side Family Hub reach area is located at the South Eastern corner of the city, bound by the River Sowe to the West, and the Coventry Eastern Bypass to its East. The Rugby to Coventry trainline runs through Wood Side horizontally.

There are three neighbourhoods within Wood Side. Binley sits at the Northern end. Aldermoor & Ernesford Grange is positioned below Binley, and Willenhall is at the Southern end. In Aldermoor & Ernesford Grange, there is an area that locals call the Four Closes – consisting of Edward Bailey Close, William McKeen Close, James Galloway Close, and George Robertson Close.



James Lane.

The industrial trade over the years has shaped the area to what it is today. The waste from coal mining was stored over years in Aldermoor, and once removed, it had made an impact on the environment which left only marshland. Today you'll find the Claybrookes Marsh Nature Reserve conserving natural habitat in that area.

In the 1960s, a new housing estate called Ernesford Grange was built in Binley. Many of the new closes were named after miners who were well known in the community; William McKee, George Robertson, and Sam Gault being examples. Binley grew further in the 1990s with a large housing estate being constructed to the east of the old schools and extending to Brinklow Road (near to Coombe Abbey Park).

Willenhall, a small village which changed to accommodate the influx of munitions workers to the city during the Second World War. Following the war, the estate became a large development for council houses, and to this day, it remains to be a mainly residential area with a conservation reserve named Willenhall Wood.

## Population

### Why is this important?

By understanding the area's changing demographics and communities (that is, the changing characteristics of the area's population), local people and organisations can ensure that the area has the right mix of services to meet the needs of its people.

### What is the local picture?

### How does it compare?

**Wood Side Family Hub area has the smallest population out of all the Family Hub areas and is facing a decrease in growth rate.** The population in Wood Side is estimated to be 17,800 in 2018. Of the three neighbourhoods, Binley is the smallest with 4,200 residents, followed by Aldermoor & Ernesford Grange (6,300 residents) and Willenhall (7,300).

**Despite Coventry's youthful population profile, the average age of Wood Side residents is older than the Coventry average.** Compared to Coventry average, Wood Side has more residents aged 65+, fewer working-age adults, and just slightly more children.

Age group	Wood Side	Coventry
Under 18s	23%	22%
18 to 64	59%	65%
65 and over	18%	14%

**Each neighbourhood in Wood Side has a different population profile. Binley has a higher concentration of elderly residents, whilst Willenhall has a higher**



**proportion of dependent children.** 27% of the residents in Binley are aged 65+, roughly double that of Willenhall (13%) and Coventry average (14%). In particular, 20% of households in Binley's Oxenden Way are one family households where all members are aged 65+, the third highest in Coventry.

**Willenhall (26%) has the highest proportion of children in Wood Side, which is above Coventry average (23%).**

Two-thirds (65%) of households in Willenhall's Robin Hood Road & Mary Slessor Street have dependent children. Willenhall's Yarningale Road also stands out where one in three households (34%) have dependent children. Notably, 26% of all households in Robin Hood Road & Mary Slessor Street are one-family households with lone parents. In comparison, Aldermoor & Ernesford Grange's proportion of children match Coventry's average, and Binley's is lower at 18%.

**Wood Side's population growth rate has been slowing in recent years, this is particularly true for children and working age adults, both of which fall behind Coventry's growth rate.**

By 2018, it was the only Family Hub area to see a decrease in population from 2017.

Compared to three years ago, its population only grew by 0.5%, falling behind Coventry's average of 7%.

Population change over last three years		
Age group	Wood Side	Coventry
Children	2% increase	7% increase
Working age adults	0% increase	8% increase
Elderly	1% increase	2% increase

**Wood Side's population density is slightly higher than Coventry average.**

Of the three neighbourhoods in Wood Side, Willenhall is the most densely populated, and Aldermoor & Ernesford Grange is the least. Willenhall's high population density is partly due to its high concentration of 'flats, maisonettes, or apartments, or mobile/temporary accommodation'. For most of Willenhall, they make up 48% to 53% of the area. The low population density in Aldermoor & Ernesford Grange is partly due to Claybrookes Marsh Nature Reserve's location in that area.

## Diversity

**Why is this important?**

The growth of new communities can change the profile of the area, which can have an impact on demand for local services such as schools and GP surgeries.

**What is the local picture?**

**How does it compare?**

**The Wood Side area is home to a high proportion of 'White British' residents.** The number of 'White British' residents in this area is (78%) compared to Coventry's average (66%). Each neighbourhood in Wood Side shares similar proportions of 'White British' residents, however the rest of their ethnic profiles differ:

- For Willenhall, the largest ethnic minority group is 'Black African', making up 11% of the population.
- For Binley, the largest ethnic minority group is 'Asian Indian', also making up 11% of the population.

Other ethnic minority groups are relatively small across the Family Hub area. This was identified as a potential problem at the engagement workshop. Participants suggested that additional support may need to be given to underrepresented ethnic minority groups within the community. One participant stated that "we should not consider ethnic minority groups as a unified group, we need to integrate all groups with different cultural backgrounds ...we need to be more inclusive to everyone".

**International migration has been consistently low in Wood Side during the last three years.**

Of the international migrants who came to Coventry in 2018, only 1% settled in Wood Side, which is significantly lower than some other wards (27%). The low migration rate to Wood Side may lead to migrants being overlooked as resources tend to be focused on areas of higher migration rates. 36% of international migrants to Wood Side previously resided in India, 10% were from Romania, and 8% were from Poland.

As Coventry becomes more diverse, the change is reflected in the ethnic backgrounds of school pupils.

**If Wood Side pupils choose to remain in the area as they grow older, the neighbourhood can expect to be more ethnically diverse in the future.** 41% of school pupils across primary and secondary, living in Wood Side identify as non-White British. This is slightly higher than the Coventry average of 52%. The three largest ethnic minority groups amongst Wood Side pupils is Black African (16%, 10% for Coventry); Other White (7%; 8% for Coventry); and Indian (4%, 9% for Coventry).

**Most of Wood Side school pupils (76%) have English as their first language.** This is the second highest rate out

of Family Hub areas and is notably higher than Coventry's average of 66%. The second most popular first language amongst Wood Side school pupils is Polish (4%). Approximately 80 languages and dialects are spoken by at least one pupil living in Wood Side.

**Over half of residents in Aldermoor & Ernesford Grange (52%) only have friends that share the same ethnic background as themselves, which is three times the city average (17%), topping all Coventry neighbourhoods.** Residents in Willenhall are also much more likely to have all their friends share the same ethnic background as themselves. Binley provides a different picture, where this applies to only 16% of residents, matching the city average.

**Aldermoor & Ernesford Grange residents have amongst the lowest agreement rates (77%) in Coventry on whether their neighbourhood is a place where people from different backgrounds get along well together.** Different backgrounds refer to different ethnic groups, faith groups, social backgrounds or countries of origin. This compares to Coventry's overall agreement rate of 88%. Willenhall is below average too, at 79%. Binley is the outlier in Wood Side with a 93% agreement rate.

**Social isolation has been identified as a notable problem in Binley.** The engagement workshop identified that the problem is more severe during the winter months. For residents in Aldermoor & Ernesford Grange and Willenhall, however, the situation appears to be better than Coventry average.

**One in five Binley residents (19%) reflected that they did not chat to their neighbours (more than to say hello), ranking the neighbourhood amongst the highest in the city.** Residents in Aldermoor & Ernesford Grange and Willenhall, on the other hand, speak more often with their neighbours than Coventry average – only 0% to 1% of them did not chat to their neighbours. This may be due to the neighbourhoods' higher proportion of terraced house and flats, maisonettes, or apartments, which places neighbours are physically closer together.

**Participating in cultural events can help to combat social isolation. 81% of residents in Binley did not participate in any cultural events, ranking them amongst the highest in all Coventry neighbourhoods.** Residents in Aldermoor & Ernesford Grange and Willenhall are much more likely to participate in cultural events than Coventry average. While 29% of Coventry residents were non-participants in 2018, it was only 15% in Willenhall and

9% in Aldermoor & Ernesford Grange. Aldermoor & Ernesford Grange's low rate of non-participation contrasts with community organisations perception that residents in this area were difficult to engage with and that it is as 'an island on its own'.

**Social isolation may heavily affect Binley residents, but its community cohesion is one of the strongest in Coventry.** Binley has the highest rate in Coventry for borrowing and exchanging favours with neighbours, with 81% of residents doing so, compared to Coventry's average of 46%. Aldermoor & Ernesford Grange is slightly better at 52%, but Willenhall falls behind with only 39%. Given that Binley residents do not chat to their neighbours as often as other areas, this high rate of borrowing and exchanging favours may be explained by their longer-than-average length of stay in the neighbourhood.

**Longer lengths of stay in Binley may have contributed to building trust amongst residents, strengthening cohesion.** Over two-thirds of Binley residents have lived there for more than 10 years, which is one of the highest rates in the city, compared to Coventry's average of 43%. Willenhall and Aldermoor & Ernesford Grange have similar figures as Coventry. Conversely, only 10% of Binley residents have lived there for under two years, which is lower than Coventry average and Willenhall (both 23%) and Aldermoor & Ernesford Grange (16%).

**Overall cohesion between the three Wood Side neighbourhoods is low.** The engagement highlighted that people tend to remain in the areas they live, describing Willenhall and Binley "quite tribal". Even though St James Lane (in Willenhall) joins Willenhall Lane (in Aldermoor & Ernesford Grange and Binley), workshop participants identified a divide between the two lanes, describing the neighbourhoods as "very separate communities despite the close proximity".

**What else is happening?**

**What else can be done?**

**As there are more vulnerable people including young people and frail older people than average, there is a need to ensure that people know how to find and gain access to support.**

**Community centres, voluntary organisations and the library have helped with reducing social isolation in the area.** Due to the population in Wood Side being slightly older, organisations reported that it is important to minimise the risks of social isolation. There are many activities throughout the community that are open to people of all ages. The library aims to reduce social isolation amongst older residents by encouraging intergenerational

connectivity. The library facilitates friendship groups, readers groups and craft groups. The Knit and Knatter group has proved to be popular in reducing social isolation by providing a purpose for people to go and meet other people. Quite often the group knits items for charities to support different charities throughout the city.

Other groups mentioned were Women of Willenhall, who meet regularly to discuss a variety of issues and to access support and services. Sahil Ladies group was also identified as an asset, providing health and wellbeing services for South Asian women increasing support and reducing isolation.

Coventry Good Neighbours is a project aimed at reducing loneliness for individuals over 50. Volunteers offer an hour of their time to befriend older people within the community. The scheme is a city-wide project based on promoting intergenerational socialisation and alleviating loneliness. It has been successful in the area and led to other schemes such as the Willenhall Community Choir at St John the Divine church.

The University of Warwick also has students that volunteer in the area to help older people become confident using the computer and new technology, bridging the digital divide and alleviating some of the barriers older people may face when accessing information and advice. The Library hosts 'Gen2Gen' a group supporting digital inclusion. Sessions are delivered by Coventry University student volunteers in libraries across the city. Gen2Gen sessions use digital inclusion to encourage connections between young people and older people as Coventry University students share their knowledge of computer equipment by way of intergenerational one to one mentoring. The sessions reduce feelings of social isolation and encourage social contact as well as upskilling participants so that they are also more able to connect using digital platforms.

**Language could be a potential barrier to social inclusion. New people who arrive to the area are at risk of becoming isolated because they cannot speak the language.** New migrants with little or no English may find it difficult to integrate into the community. It was discussed in the engagement session that getting the bus into the city centre from the Wood Side area could be layered with barriers – “Some people might not have money or know where it stops or how to ask the driver where they should get off. Without internet access, having the confidence to travel can be difficult.” A recommendation from the group

was to work in partnership with student volunteers to teach languages.

**Services in the city can share knowledge and actively seek feedback from communities more.**

One of the biggest barriers identified at the engagement workshop was the ability to readily distribute information, ensuring that it is accessible for everyone in the community. Often residents did not know about events or provisions available to them, reporting that they did not know where to find the information. An example of good practice in distributing information was the library networks. The library has a network of development managers that work across the city, sharing information on projects happening in various areas. The network was praised for successfully communicating new innovative ideas on what projects have been successful in some areas and whether that could be translated into others.

Birmingham City Council were also successful in their approach to distributing information. The website “Waiting Rooms” is used as a “One Stop Shop” for health and wellbeing services across Birmingham and Solihull. The website can be translated into several different languages and is, therefore, very visible and accessible to its users.

**Joined up working can help residents and communities increase their wellbeing and satisfaction with the area.** The City of Culture has ambitions to create intergenerational working, listening to residents and ensuring that their needs are met. The engagement workshop highlighted a need for services in the City to become more proactive in seeking feedback from the communities. Organisations in attendance commented that “we don’t want to make assumptions for the people who live in the area or community”. Moving forward more community consultation and understanding is needed. The City of Culture plan to do this through a series of community ‘talk shops’ in conjunction with their 21 streets project. This project is aimed at celebrating the diversity of 21 different streets in Coventry, giving communities the opportunity to show what is important to them. The aim of the project is to shine a light on the contribution communities have in making the city unique and create lasting relationships between neighbours and giving individuals a sense of pride and investment in their area.

**Deprived areas are not always close to where community events take place.** A problem identified in the engagement process was that deprived areas are not physically close to events that are happening in the city centre. Organisations in attendance of the event, stressed the importance of community consultation, understanding

the needs of the community and why they might not be accessing certain types of events. Participants suggested that by exclusively hosting events in the city centre, people from the area feel far removed and isolated. Areas of particular concern were by the four closes and Breedon Avenue.

**The City of Culture has ambitions to make their events as inclusive as possible.** The City of Culture aims to increase participation in cultural events by ensuring that there is “accessibility for their events for people who need it most”. Their aim is to ensure that events are not exclusive to the city centre and that many of them will be in the heart of the community. Whilst planning the events reflection on what barriers people may face in accessing their events has been considered. Therefore, many of the events are free to access.

## Community Assets

Below is a collation of specific comments and places mentioned in the engagement sessions:

Resource	Description
<b>Wood Side Family Hub</b>	Provide services of support to families and young people. Provide support and uniform swaps and food aid.
<b>Alan Higgs Centre</b>	The Alan Higgs Centre was identified as an asset for the community, there is a new pool development and offers available through Go CV. However, residents commented that it was not accessible by foot or public transport and is on a busy road.
<b>City of Culture</b>	Plan to host a range of different events to celebrate the culture and heritage of every ward in the city.
<b>Corpus Christi Church</b>	Support the community all year round, raising funds for winter sales and are a

	space to provide support for people in the city.
<b>Coventry Rape and Sexual Abuse Centre (CRASAC)</b>	Addresses the trauma and injustice of sexual violence and abuse through the provision of specialist services and to promote the needs and voices of victims and survivors through training and awareness raising.
<b>Forest School</b>	Outdoor education where students learn in a natural space to learn technical skills and socialise.
<b>Go CV Card</b>	Go CV is a free loyalty card that gives Coventry locals free entry and discounts on some of the city's most exciting events, activities and attractions. However, participants at the engagement workshop felt that it was not well promoted and difficult to obtain, there was some fear that the card will “ <i>cause trouble and make families feel bad</i> ”
<b>Grapevine</b>	Helps different people experiencing isolation, poverty and disadvantage in the city.
<b>Hagard Grangers</b>	A social club for young people with learning disabilities. Helps members of the club to socialise and make new friends. Volunteers help to collect members of the group who are unable to travel to the centre from their own homes, take them to the centre and help them socialise with others.

<b>John White Community Centre</b>	Plays an integral role in the community, providing spaces for a range of different clubs and activities from stay and play, to food banks to adult education and yoga classes. The space can also be hired and used for activities by the public.
<b>Library</b>	Was identified as an asset in the community and runs a range of different activities and learning opportunities.  The library has a network of development managers that work all over the city and share information on the projects they are each doing.
<b>Men's Shed at Hagard</b>	Supports men with their wellbeing, health and confidence, by doing various activities. It is a community space for men to connect, converse and create
<b>Sahil Ladies</b>	A group that provides health and wellbeing services for South Asian people, give practical and emotional support, help women to build confidence, reduce social isolation and support individuals.
<b>Sowe Valley Primary School</b>	Is in the process of setting up a parenting group. A place for parents to meet and find out interesting things that have happened recently or are soon to happen.

<b>St Bartholomew's Church</b>	Provides a wealth of support for the community. Welcoming new students, providing men's night, seniors nights and hosting an international café
<b>St John the Divine Church</b>	Has a range of groups for the community, choirs and is host to WOW (Women of Willenhall) a women's empowerment group. Also offered is a Summer Brunch Club which provides food and activities to local families and their children.
<b>The Hagard</b>	Hosts the following: <ul style="list-style-type: none"> <li>• Library</li> <li>• Food bank</li> <li>• Café</li> <li>• Art club</li> <li>• History group</li> </ul>
<b>Willenhall Social Club</b>	Hosts a range of different activities, boxing, comedians and people can hire out the space for their own activities and parties.
<b>West Midlands Fire Service</b>	The West Midland Fire Service also host training events at the fire station, educating people on the risk of fatal fires and how people can minimise their own risks.

**The Wood Side Family Hub collaborates and co-ordinates a range of services in the area. It could also be used to make connection with individuals and maximise the success of partnerships.**

**Individuals expressed a lack of awareness about opportunities available to them and identified a perceived divide between areas.** The Community Activity Directory created by Coventry City Council was identified as an asset. It holds information about all the community organisations working in Coventry. However, participants



criticised its lack of visibility and access. Currently, the directory is held under Adult Social Care and some aspects are not up to date.

The Hagar newsletter was praised for giving information about what is happening in Willenhall, nevertheless, sharing knowledge, creating a safe shared network and actively seeking feedback from communities was an area identified as needing improvement.

**More could be done in changing the perception that things happening in an area are exclusive to the people residing in that area.** An example of this was that activities and events at the Family Hub could be misunderstood as things only for people with children, whereas the Family Hub offers a variety of activities for people of all ages.

One participant stated that activities in Willenhall are “not spread out into other areas like Binley”, this was attributed to lack of funding, or funding available only being concentrated in certain areas. A consequence of this is that communities at risk of being isolated are isolated further. A clear aim from the workshop was to “change the perception that things happening in an area is just for people in that area” raising the profile of events and ensuring that they are inclusive to everyone.



# Prospects

## Best start in life

### Why is this important?

Avoidable differences in health that appear during pregnancy, birth and early years impact on a person's lifelong health, happiness and productivity in society.

### What is the local picture?

#### How does it compare?

Avoidable differences in health emerge by the time a child reaches the age of five. At each stage of a child's development, from birth to early years childcare to Reception, there are factors that influence their health.

**New infants in Wood Side have the lowest breastfeeding rate (totally or partially at 6-8 weeks) amongst all Coventry Family Hubs.** Breastfeeding should be encouraged and supported as it helps to reduce illness in young children and is linked to lower levels of child obesity. Breast feeding in the Wood Side area is one in three (34%), which is notably lower than Coventry average (48%). Some Family Hub areas have as high a rate as 62%.

**In Wood Side, uptake of government-funded early years childcare is generally higher than Coventry average for eligible two-year olds.**

Two-year olds living in low income households are entitled to 15 hours of free early education per week. For Willenhall, uptake ranges from 67% (Yarningale Road) to 100% (Robin Hood Road & Mary Slessor Street). There is less variation in Aldermoor & Ernesford Grange, ranging from 67% to 88%. In Binley, the only area with eligible two-year olds is Bredon Avenue, with 67% uptake. The lack of eligibility in other Binley indicate a smaller population of two-year olds and their relatively low levels of deprivation.

**Wood Side's uptake of government-funded early years childcare for all children aged three and four is slightly higher than the Coventry average.** Apart from Binley's Robin Hood Road & Mary Slessor Street (89%), Binley's Chase Stretton (88%), and Aldermoor & Ernesford Grange's Willenhall Lane Central (85%), all areas in Wood Side have uptake levels of 90% and above.

**There is great variation in Wood Side regarding children's level of development at the end of Reception, when measured across five areas of learning.** Compared to 69% of Coventry children who achieve a good level of development by then, Wood Side's range from 50% to 92% by area. All areas of Binley have better rates of good level of development than Coventry

average. For Willenhall, Robin Hood Road & Mary Slessor Street (50%) and Yarningale Road (55%) have relatively low rates, but Middle Ride (82%) and Chase Stretton (71%) perform better than city average. Most areas of Aldermoor & Ernesford Grange are below city average, but Quorn Way and Bredon Avenue stands out with 82%.

### What else is happening?

#### What else can be done?

**Faith groups within the community can help provide spaces for services and activities.** Faith groups were identified as an asset to the area, they encourage the community to come together and provide health advice and support. Participants stated that "without our faith groups, communities would be really struggling". They have spaces to host community support groups, food banks, encourage healthy lifestyles and are somewhere for residents to go if they need help, advice and support.

Churches within the area are very active, for example St. John the Divine Church hosts a variety of activities for the community ranging from 'Messy Church' involving various craft activities to 'Sweaty Church' encouraging community members to increase their physical activity. Similarly, St.-Bartholomew's Church offers an open-door Sunday school where children can meet other children and participate in a range of activities.

**There are active youth groups in the area, however engaging with young people has become increasingly difficult.** Despite there being active groups for young people in the area, antisocial behaviour is perceived as increasing. There is a youth club at the Hagard Centre, but community organisations commented that they have found "levels of antisocial behaviour have become a problem", the library has had to ban children because of this. Organisations at the workshop commented that "there aren't as many activities for young people now as there is a lack of funding". This has led to a significant increase in young people "hanging round" and getting into trouble. Positive Youth Foundation is an asset to the area and partnerships have been created by the Coventry Youth Partnership to alleviate some of the behaviour young people are displaying.

## Education and Skills

### Why is this important?

Lack of educational attainment and low aspirations are major causes of a wide range of social disadvantages later in life, including poor employment prospects, social alienation and mental and physical health problems. To

help children and young people realise their full potential in life, these barriers need to be addressed through championing high levels of educational attainment and raising their aspirations.

#### **What is the local picture?**

##### **How does it compare?**

**All nine education establishments in the Wood Side area are OFSTED rated as Good or Outstanding.** In

Wood Side, there is only one secondary school, which is the state-funded Ernesford Grange Community Academy in Aldermoor & Ernesford Grange. Similarly, there is only one special school, which is the state-funded Riverbank School in Aldermoor & Ernesford Grange. All others are state-funded primary schools.

**Educational attainment of pupils living in the Wood Side area is overall better than the city average at the end of key stage 2 (pupils aged 7 to 11 years) but is worse than average at the end of key stage 4 (pupils aged 14 to 16 years).** This may indicate that educational performance of Wood Side children deteriorates (relative to children from other parts of the city) during secondary school, although further analysis is required to understand if this is the case, this data only shows results from the most recent single year from different groups of children aged 11 and 16.

At the end of the most recent academic year 65% of key stage 2 pupils achieved the expected standard in reading, writing and maths compared to the city average of 62%. There is some variation between the neighbourhoods that make up Wood Side, the attainment rate amongst pupils from Willenhall and Aldermoor & Ernesford Grange is above average and in Binley it is at the city average. For local pupils assessed at the end of key stage 4 the average Attainment 8 score was notably lower the city average, the lowest average out of all Family Hub areas. In contrast to the key stage 2 results, it is Willenhall that has the lowest average and Binley has an average score notably higher than the Coventry average.

**Residents in Willenhall and Aldermoor & Ernesford Grange are less likely than city average to be qualified to level 4 or above.** In 2011, almost one in four Coventry residents (23%) were qualified to level 4 or above. However, this only applies to one in eight Willenhall residents (12%) and one in six Aldermoor & Ernesford Grange residents (15%).

**More people living in Wood Side have no qualifications than the city average.** The city average for the proportion of the population with no qualifications is 24%. In this area 32% of residents in Aldermoor & Ernesford Grange, and

36% of Willenhall residents, have no qualifications. Binley is the only Wood Side neighbourhood to match Coventry average. By 2018, the situation has changed in the city such that only 10% of Coventry residents (aged 16-64) were estimated to have no qualifications. The changes in Wood Side are expected to be captured in the next census.

#### **What else is happening?**

##### **What else can be done?**

**Libraries and community centres provide people with opportunities to improve their skills and education.**

John White Community Centre is home to adult education, where individuals are encouraged to take the opportunity to learn a new skill or gain a qualification. Willenhall Education Employment and Training (WEET) Centre also provides a range of education opportunities and employment advice. Employment advisers are available to discuss finding employment and interview techniques.

The library is also an asset with conversation cafes and opportunities to learn to speak English.

The library also supports children through programmes such as Bookstart. Through Bookstart, children of preschool age receive a free information pack containing a variety of activities, guidance for parents and a book. This is in the hopes that good literacy habits will be formed at a much younger age. Rhyme times are also an opportunity for the formation of good literacy habits and encourage the development of language and social skills amongst babies and toddlers.

## **Economy and Growth**

#### **Why is this important?**

Being in meaningful paid employment is an important contributor towards good health. Increasing the quality and quantity of work, will contribute to reducing health inequalities.

#### **What is the local picture?**

##### **How does it compare?**

**Unemployment in Wood Side overall is higher than Coventry average but varies across neighbourhoods.**

Willenhall residents are at least twice as likely as the Coventry average to be unemployed, however Binley residents are only half as likely as Coventry average to be unemployed. Unemployment rates in Aldermoor & Ernesford Grange are not as high as Willenhall but are still roughly 1.5 times higher than the Coventry average. Unemployment rates in Willenhall rank amongst the top 7%

in the city, with Middle Ride having one of the highest rates in Coventry.

**Depending on the neighbourhood, the proportion of residents who are economically inactive (38% to 42%) is in line with Coventry's average (39%). This also impacts on household incomes.** This means they are not actively seeking employment, for reasons such as retirement, care responsibilities, long-term sickness, and study. Coventry's economically inactive rate is often attributable to its student population. This may not be as applicable to Wood Side. For Willenhall, it may be due to its high proportion of residents who self-report to have a limiting long-term illness or disability. For Binley, this may be due to its high proportion of elderly population, which is double Coventry average.

**Average net household income for residents in Willenhall (£21,000) and Aldermoor & Ernesford Grange (£22,100) are amongst the lowest of all Coventry neighbourhoods (ranges from £17,500 to £32,600).** Binley (£28,900), however, is one of the higher-earning neighbourhoods in the city.

**In 2019, 32% of Wood Side residents live in areas that are considered the 10% most deprived in England; all of which fall in Willenhall.** They make up 77% of Willenhall's population. Willenhall Wood – Middle Ride is the fifth most deprived in Coventry (it is also the 427<sup>th</sup> most deprived nationally); Chase Stretton is eighth, and Robin Hood Road & Mary Slessor Street is the 13<sup>th</sup> most deprived in the city. Residents in Aldermoor & Ernesford Grange fare better, where all of them live in areas that are 30% most deprived in England. Binley is the outlier of the Wood Side neighbourhoods, ranking between 70% and 90% depending on area.

**Across Wood Side, compared to 2015, seven out of eleven areas improved in ranking against other English areas.** The other four areas remained in their 2015 deciles. Overall, the percentage of Wood Side residents living in the 10% most deprived areas in England dropped by 9% from 41%. Binley, which was already a lot less deprived than other Wood Side neighbourhoods in 2015, had the biggest improvement in ranking by 2019 – all its areas improved in decile, with Oxenden Way climbing two deciles. Meanwhile, Willenhall, which was previously the most deprived neighbourhood in Wood Side, largely remained the same in ranking, where Yarningale Road was the only area that improved by breaking into the 10%-20% bracket.

**More children in the Wood Side area are likely to be in families experiencing deprivation due to low income.**

The city average for children experiencing deprivation due to low income is 20%. The only area within Wood Side that falls below this average is Binley with rates between 8% and 12%. All other areas of Wood Side are considerably higher: The most noteworthy area being Willenhall where children are twice more likely to experience deprivation relating to low income with rates varying from 41% to 47%. This is a similar case in Yarningale Road (47%) and Middle Ride (46%). Aldermoor & Ernesford Grange, although lower than the rates of Willenhall, still falls above the city average with 26% to 33%.

**The deprivation faced by Wood Side children is reflected in the high proportion of pupils who are eligible for free school meals.** 25% of pupils (approximately 770 pupils) living in Wood Side are eligible for free school meals. This is the highest rate of all Family Hub areas and is 1.9 times higher than Mosaic, the lowest ranking Family Hub area. Willenhall schools have a relatively high attendance of children from deprived backgrounds, where 31% of pupils (260 pupils) are eligible for free school meals, ranking third highest of Coventry neighbourhoods. Meanwhile, Aldermoor & Ernesford Grange schools rank the sixth highest (at 26%; 420 pupils). Binley schools, in contrast, have the fifth lowest rate (6%; 30 pupils) in Coventry.

**The number of businesses vary across the three Wood Side neighbourhoods. This may limit employment opportunities in some areas.** There are 370 businesses in Binley, which is 2.4 times higher than in Willenhall (155 businesses). Aldermoor & Ernesford Grange has 310 businesses. Outside of city centre, Binley has the fifth highest count amongst Coventry neighbourhoods. Across all three neighbourhoods, 77% of businesses have fewer than ten employees. Binley is the only Wood Side neighbourhood to have businesses (10 of them) that employ more than 250 people.

**What else is happening?**

**What else can be done?**

**Local examples of social enterprise could be a promising way to help local people help themselves.**

A partnership between Grapevine and Central England Law Centre have created the 'Ignite' project. Aimed at building stronger communities by partnering with local people and communities to promote early intervention. Initiatives have been produced with the help of community groups and spaces to launch a uniform swap shop for parents to recycle old uniforms, weekly grub clubs where local supermarkets have donated food for members of the community to eat and take home, walking groups to

promote healthy life styles and meet new people in the area and homework clubs for young people. The project began in 2015 and has continued to go from strength to strength. Changes to the community have been small but the impact they have had on individuals have been huge. Because of this, training opportunities have been created for volunteers at Wood Side Family Hub that build skills and knowledge for the individuals to create their own groups and activities and enables them to help other members of the community.

Positive Youth Foundation also provide programmes aimed at helping young people achieve their potential, for example The Raising Aspirations Programme is delivered through meeting the diverse needs of young people ensuring that they are supported and challenged. They help by enabling personal development and functional skills to young people who may be experiencing challenges within mainstream education.

**Community centres and churches can offer help to those who need it.** John White Community café provides low cost food to local people, as well as opportunities for social interaction, support, and activities for children. The Family Hub also provides advice services, parenting activities and host a 'hub grub club' where fresh bread and pastries have been donated from local supermarkets.

# **Housing and Environment**



## Localities and Neighbourhoods

### Why is this important?

The quality of the built and natural environment, such as the local neighbourhood, access to local shops and services, and access to parks and green spaces, affects the health and wellbeing of everyone.

### What is the local picture?

#### How does it compare?

**Satisfaction with the local area is higher than the city average – and people are more likely to feel a sense of belonging in their neighbourhood.** 93% of people in Binley said they were satisfied, which is higher than the satisfaction level for the city as a whole (84%). Conversely, residents in Willenhall (81%) and Aldermoor & Ernesford Grange (76%) had slightly lower satisfaction levels than the city average.

87% of Binley residents said they felt a sense of belonging to their neighbourhood, again higher than the city average of 77%, with Aldermoor & Ernesford Grange at 75%. Only 69% of residents in Willenhall felt a sense of belonging to their immediate neighbourhood.

**Car ownership in the area is relatively low but a high proportion of residents live near supermarkets and public transport.**

Car ownership throughout the whole of Wood Side is significantly lower than that of Coventry's average (34%). Over half of Willenhall households (54%) do not own a car or van. 64% of households in Middle Ride are not car owners, this being the fifth highest in Coventry. 1 in 3 households in Aldermoor & Ernesford Grange own a car and for Binley just under 1 in 5.

Most residents in Willenhall said they lived within a 20-minute walk of public transport links which may be an influential factor in low rates of car ownership. All areas in Wood Side are within 15-minutes from a supermarket by public transport.

**Whilst it may be relatively easy for Wood Side residents to reach public transport links, participants at the engagement workshop reflected that they felt “not well connected”.** This meant that it was difficult for residents to travel into the city centre and there were heightened feelings of insecurity. One participant commented that “walking into the city centre feels dangerous”. The price of transport and the bus routes were areas that needed improvement. Recent changes to bus routes have led to growing confusion amongst residents.

**There are plenty of green spaces in the area that can create opportunities for communities and promote wellbeing.** The Sowe River forms Wood Side's Eastern boundary. The footpath is well used and forms the basis of nature trails that are rich in history and wildlife. Friends of Sowe Valley are volunteers that work together in the community to ensure that the river and surrounding green spaces are cared for. The group regularly host ‘clean ups’ and share information about the area. In Aldermoor & Ernesford Grange, Claybrookes Marsh Nature Reserve lies on its Western front. The reserve is home to many different habitats and is named a ‘site of special interest’ due to its many species of dragonflies.

### What else is happening?

#### What else can be done?

**Despite there being plenty of wildlife and greenspace in the area, residents voice concern about a need for more youth provision.** The Brookstray Play Area in Willenhall provides a cluster of playground equipment for residents, with some describing it as “very accessible and useable.”

Participants at the engagement workshop stated that “there is a lack of resources for many needed activities as a result of cuts to services and funding” leading some young people to have negative attitudes towards the area and consequently a lack of respect for its surroundings. Voluntary groups such as Friends of Willenhall Memorial Park work to promote activities in the park such as festivals, host a weekly cycling club and stay and play sessions for children.

## Housing and Homelessness

### Why is this important?

Historically, housing is only considered in relation to health in terms of support to help vulnerable people to live healthy, independent lives and reduce the pressure on families and carers. However, it is now recognised that good quality housing for all leads to better health and wellbeing, as it indirectly affects early years outcomes, educational achievement, economic prosperity and community safety. Conversely, rough sleeping and homelessness significantly impacts on a person's mental and physical health, and the longer someone experiences rough sleeping, the more likely they will develop additional mental and physical health needs, develop substance misuse issues and have contact with the criminal justice system.

**What is the local picture?****How does it compare?**

**Neighbourhoods in Wood Side have very different landscapes in terms of accommodation type.** 46% of Willenhall's accommodation is 'flats, maisonettes, apartments or mobile/temporary accommodation', which is more than double Coventry average (19%) and contextualises its high population density.

In contrast, this type of accommodation only forms 4% of Binley's housing with the remaining 96% being whole houses or bungalows.

**Wood Side has the highest rate of social rented households (34%), and the lowest rate of private rented households (11%), of all Family Hub areas.** 54% of Willenhall's accommodation is socially rented, making it three times the city average (17%) and leaving Wood Side the Family Hub with the highest number of social rentals. Willenhall's Robin Hood Road & Mary Slesor Street ranks the third highest area in Coventry for socially rented accommodation at 69% whilst Binley has just 3% of social rentals.

**Just over half of Wood Side households (54%) are owned, which is slightly below Coventry average (61%).** Aldermoor & Ernesford Grange (59%) is close to the Coventry average, whilst Willenhall is below average at 34%. However, Binley stands out most of its households are owned (86%), which is 1.4 times higher than Coventry average.

**There is considerable variation in house prices across Wood Side neighbourhoods, where median house prices in the year ending March 2019 ranged from £135,000 (in Aldermoor & Ernesford Grange's Quorn Way Bredon Avenue) to £249,000 (Binley's Princethorpe).** This compares to Coventry's average of £180,000. In the five years between 2014 and 2019, Coventry's median house price increased by 39%. In the same period, house prices have increased in all areas of Wood Side at different rates, ranging from 123% increase in Willenhall Wood – Middle Ride, to 23% in Willenhall's Yarningale Road .

**Depending on the neighbourhood, between 9% and 12% of households in the area are in fuel poverty compared to 15.3% across Coventry.** A household is fuel poor if they have fuel costs that are above the national median level and, were they to spend that amount, they would be left with residual income below the official poverty line.

**What else is happening?****What else can be done?**

**Residents expressed concerns about the level of rough sleeping and hidden homelessness in the area. Housing charities are active in the area supporting homeless and formerly homeless people into paid employment and support.** Emmaus is a charity that operates within Binley, supporting formerly homeless people and people at risk of homelessness to find a place where they can socialise and gain support. Wood Side Family Hub also have members of Citizen available to discuss housing advice.

## Crime and Community Safety

**Why is this important?**

Being a victim of crime, and being worried about crime, impacts on a person's perception of their quality of life in the neighbourhood and has a negative effect on a person's mental and physical wellbeing.

**What is the local picture?****How does it compare?**

Crime rates have increased across Coventry, especially for violent crime. This increase mirrors the national trend. Despite the increase, Coventry's crime rate is not higher than the national average.

**Out of the city's eight Family Hub areas, Wood Side has the second highest rate of overall recorded crime.**

Overall the crime rate is higher than the city average with some neighbourhoods having relatively low levels of crime and others having higher than average levels. Willenhall has one of the highest crime rates in the city. Crime rates in Aldermoor & Ernesford grange are also higher than the city average, however, Binley has comparatively low crime rates.

**Notably, each of the three Wood Side neighbourhoods have some of the highest rates in Coventry for different types of crime:**

- Binley has one of the highest rates in Coventry for vehicle crime and shoplifting.
- Aldermoor & Ernesford Grange has one of the highest rates in Coventry for criminal damage and arson, burglary, and possession of weapons.
- Willenhall has one of the highest rates in Coventry for violence and sexual offences, anti-social behaviour, criminal damage and arson, shoplifting, and public order.

Violent crime rate in Wood Side is slightly higher than average but is not one of the highest in the city. Wood Side does not have a notably high rate of race-related hate crimes as recorded by the Police, but it is more prevalent in Aldermoor & Ernesford Grange (3.4 per 1,000 residents), than in Willenhall (1.9) and Binley (1.5).

**Wood Side residents have felt less safe in the last two years, echoing the trend in the city.** Residents of Aldermoor & Ernesford Grange and Willenhall feel are less likely than Coventry average to feel safe, with only 61% reporting to feel safe at night. It is better in Binley and on a citywide level, where 74% of residents feel safe at night.

**What else is happening?**

**What else can be done?**

**Organised events can help address and improve perceptions of safety.** The City of Culture hopes to encourage people to “know their neighbours” by encouraging people to transcend perceived boundaries and ensuring that people do not feel excluded from their events.

**West Midlands Fire Service offer support and training on personal safety.** The West Midlands fire service are active in the area, providing residents with information about road safety, personal security and teaching positive lifestyle choices. They have spaces in their station for hire to train and house different community groups. They have an emergency response team and facilitate prevention activities and carry out safety and wellness checks in people’s homes to reduce risk of fire.

**There are organisations operating within the area to encourage young people to make positive choices.** Positive Youth Foundation provide a Positive Futures programme, focusing on reducing fears and instances of youth related violence. The programme is designed to lead on current issues such as knife crime and offer professional development training to upskill young people. The scheme also provides a safe and accessible timetable of after-school, weekend and evening provision.

# Health and Wellbeing

## Life Expectancy

### Why is this important?

Life expectancy and healthy life expectancy are extremely important summary measures of overall population health. The Marmot Review, Fair Society, Healthy Lives, demonstrates that people experiencing multiple deprivation not only live shorter lives, but also spend a greater portion of their shorter lives with a disability or in poor health. As a Marmot City, Coventry has adopted and embedded the principles of Marmot, tackling at a local level the social conditions that can lead to health inequalities, and working to improve the areas in which people are born, grow, live, work and age.

### What is the local picture?

#### How does it compare?

**Healthy life expectancy for males and females in Willenhall and Aldermoor & Ernesford Grange is significantly lower than the Coventry average, however, in Binley, it is higher.** Life expectancy in the city is currently 82.3 years for females and 78.3 for males. Compared to other areas of the city, Willenhall is amongst the neighbourhoods with the lowest life expectancy whilst Binley is amongst the highest.

The gap in years between life expectancy and healthy life expectancy is very large for Coventry- and this is even more pronounced in some neighbourhoods in Wood Side.

Coventry females can expect to live 25% of their lives (20 years) in poor health whereas males are expected to live 21% of their lives in poor health (17 years)

Female residents in Binley are expected to spend a smaller portion of their lives in poor health (21%, 18 years) Which is shorter than the Coventry average of 20 years. Similarly, males in Binley are also more likely to spend a shorter proportion of their life in poor health (15 years) compared to the Coventry average (17 years).

In Willenhall Females are expected to live 24 years in ill health and Males 20 years, which is significantly higher than the Coventry average. In Aldermoor and Ernesford grange females are expected to live 23 years in ill health whilst males 18 years, again slightly longer than the Coventry average.

**Residents in Willenhall are twice more likely than national average, and 1.7 times more likely than Coventry average, to have a cause of death that is considered preventable.** These are causes of deaths that could be prevented by public health interventions, such as

tuberculosis vaccinations. Like Willenhall, Aldermoor & Ernesford Grange has amongst the highest rates in the city (1.4 times above Coventry average; 1.66 times above national average). It is, however, significantly lower for Binley residents.

**Willenhall residents are potentially 1.9 times more likely than city average to have respiratory disease as a cause of death.** For residents in Binley and Aldermoor & Ernesford Grange, however, they are not notably different from Coventry average.

## Health Protection

### Why is this important?

Before the introduction of widespread immunisation and vaccinations, infectious and communicable diseases (that is, diseases that can spread from one person or living organism to another) were a major and widespread cause of death and permanent disability, especially among children.

To stop the spread of vaccine-preventable diseases and ensure herd immunity, it is important to maintain 95% vaccination coverage. Monitoring health protection coverage helps to identify possible drops in immunity before levels of disease rise.

### What is the local picture?

#### How does it compare?

Citywide, Coventry has relatively high rates for some communicable diseases, such as higher rates of diagnosed HIV. Coventry also faces declining rates of recorded childhood vaccination.

**Willenhall has one of the highest rates in Coventry for prevalence of diagnosed HIV.** Prevalence is extreme in Willenhall (at 10 to 20 cases per 1,000 15-to-59-year olds); high in Aldermoor and Ernesford Grange (six to 10 cases per 1,000) and low in Binley (fewer than one case per 1,000 population). HIV is considered a preventable cause of death, as it can potentially be prevented by public health interventions. GP practices in Wood Side are encouraged to conduct more tests if their area has a high prevalence of diagnosed HIV.

**Around nine out of 10 children receive the vaccinations they need by their first birthday – but this drops to around three-quarters by their fifth birthday.**

Vaccination coverage statistics for children suggests that in between April and June 2019, 93% of children in the Wood Side Family Hub area received the combined DTaP/IPV/Hib/HepB (hexavalent) vaccine by their first

birthday (this places Wood Side fourth out of Coventry's eight Family Hub areas). In addition, 90% received the Meningococcal B vaccine (MenB) vaccine (fifth out of Family Hub areas); 94% receive two doses of the pneumococcal conjugate vaccine (PCV) vaccine (fourth of Family Hub areas) and 93% receive the rotavirus vaccine (fourth of Family Hub areas).

**GP practices in Wood Side have a reasonably good rate of immunisations for children who are 12-months old, but this is not maintained as the child gets older.**

For children aged 24 months, there are notable gaps in the following immunisations: MMR; Hib/Men C Booster; and PCV Booster. For five-year olds, immunisation rates for DTaP/IPV/Hib and MMR Dose 1 tend to be good, but some GPs may struggle with DTaP/IPV Booster and MMR Dose 2.

By the end of their fifth birthday, 77% of children in Wood Side have received mumps, rubella (MMR), and both measles vaccinations. This places Wood Side seventh of the eight Family Hub areas, below the 95% coverage.

**Flu vaccination uptake in GP practices varies in Wood Side.** Binley has notably poor rates for uptake, especially in four areas: all aged 2, all aged 3, all aged 65+, and all at risk groups aged under 65. Aldermoor & Ernesford Grange has adequate uptake across all groups. The two practices in Willenhall differ, where one has good rates for all aged 2 and all aged 3, and the other has room for improvement for all aged 3 and all pregnant women.

**What else is happening?**

**What else can be done?**

The citywide JSNA identified that a culturally competent approach that recognises and makes best use of the assets of the city's diverse communities is essential. This includes working with local community and religious groups to encourage take-up of vaccination, diagnosis and screening programmes.

In particular, partnership working will help address the barriers access, by increase public awareness of the importance of health protection, which will help to increase Wood Side's HIV test rates, immunisation rates, and flu vaccination rates.

## Demand and Access

**Why is this important?**

The demand for health and care services is expected to increase as the city's population grows and ages. To manage this growth, there is a need to shift the emphasis

to proactive and preventative care. This means ensuring people have better general health regardless of where they live, requiring fewer visits to hospital and shorter stays if they need inpatient care; and remodelling urgent and emergency and planned care, so that it can cater to the expected increase in demand.

**What is the local picture?**

**How does it compare?**

**Almost one in four (24%) of Willenhall residents self-reported to have a limiting long-term illness or disability; this is amongst the highest rates in the city.** For Aldermoor & Ernesford Grange, it is one in five (20%) residents, which is also significantly higher than Coventry average (18%). Binley differs by having a significantly lower rate than the city's average at 16%, nesting amongst neighbourhoods with the lowest rates in Coventry.

**Residents in Willenhall and Aldermoor & Ernesford Grange have a similar level of mental wellbeing as Coventry average. Meanwhile, significantly fewer Binley residents self-report to have as low a level of mental wellbeing.** 11% of surveyed Coventry residents had notably low mental wellbeing. Willenhall and Aldermoor & Ernesford Grange share the same figure as Coventry average. In Binley, however, residents are only a fifth as likely to be at such low level of mental wellbeing.

**Most Wood Side residents live close to healthcare facilities:**

- Hospital – 100% of Wood Side residents can reach the hospital (UCHW) by public transport or by walking within 30 minutes.
- GP – Almost all of Wood Side residents are within 15 minutes reach of a GP surgery, by foot or by public transport. The only exception is Willenhall's Yarningale Road, where residents' travel times are within 30 minutes.
- Pharmacy – all residents in Wood Side can reach a pharmacy within a 15-minute walk.
- Dental services – there is only one dental service in Wood Side, but it is within 15-minute reach of all Wood Side areas by public transport.

A&E attendance for children aged under five is often considered preventable, yet Coventry has a rate of 571 per 1,000 children aged 0-4. While Willenhall and Binley are not notably different from Coventry average, Aldermoor & Ernesford Grange has significantly higher rate than city average, at 641 per 1,000 children aged 0-4.

**Willenhall and Aldermoor & Ernesford Grange residents are significantly more likely than Coventry**



**average to have emergency admissions (for all causes), but it is significantly less likely for Binley residents.** Willenhall stands out with the highest rate of emergency admission (for all causes) in Coventry, where residents are roughly 1.5 times more likely than city average to be admitted. Willenhall has significantly higher rates than city average for emergency admissions for hip fractures for those aged 65+ and heart attacks (myocardial infarction).

**Willenhall has a significantly higher rate of hospital stays than the Coventry average.** Willenhall has the highest rate of alcohol-related harm out of all Coventry neighbourhoods, and has one of the highest rates for hospital stays for self-harm (2.1 times Coventry average).

Overall, diagnosis of cancer remains similar to the Coventry average. Most notably, Willenhall has one of the highest rates of lung cancer in the city, whilst Binley has one of the highest rates of breast cancer. However, if diagnosed with cancer, residents of all ages in Willenhall and Aldermoor & Ernesford Grange have a significantly higher death rate, while Binley residents' rate is significantly lower.

#### **What else is happening?**

#### **What else can be done?**

**Partnership working with community groups, local pharmacies and the Family Hubs, have greater potential to reach more people that need help and advice.** Local pharmacies were identified as an asset to the community. Pharmacies are often the place people seek help first and therefore interventions at this stage are more successful and reach more people. The Lloyds pharmacy on Remembrance Road was considered very proactive by participants. They work closely with Healthy Lifestyles, a health initiative to work with individuals in identifying small changes to their lifestyles covering a range of health-related interventions from losing weight, giving up smoking, addressing alcohol consumption and getting more active. Recently, they went to Willenhall Social Club to promote their lifestyle interventions, as well as being proactive in visiting community centres and businesses to offer free NHS health checks. A particular focus was on men as it was felt that they could “reach out to more men by going to them, going into their work / businesses and encourage them to get a health check. Men are more likely to neglect their health, so we really want to make it as accessible as possible.” Other intervention initiatives aimed at men in the area are the Men's Shed held at Hagard community centre. Promoting men's mental wellbeing, encouraging them to meet

likeminded individuals, share skills and develop knowledge.

The health centre was also identified as an asset. They can meet people in their homes with initial assessment, supportive service (including those with mental health issues).

Libraries throughout the city have also forged partnerships with Coventry and Warwickshire Partnership Trust to encourage healthy lifestyles by reaching people who may not access health related help through traditional routes. There are regular library-based sessions for health checks for over 40's, sexual health advice, baby clinics and Improving Access to Psychological Therapy drop in sessions.

**The library has been successful in reaching people who may not access health provision via traditional routes.** The library provides the specialist Reading Well collections which have been developed on a national level by the Reading Agency (in consultation with health professionals) and are available throughout the libraries in Coventry. The collections focus on mental health, long term conditions, young people's mental health and dementia. The library took an active role in promoting The Public Health England, Mental Health campaign, 'Every Mind Matters', this included encouraging more open conversations around mental health and raising awareness of the online self-help tool created by Public Health England. They also worked in partnership with Coventry University library to actively engage students and staff and raise awareness of the project.

## **Lifestyles**

#### **Why is this important?**

Individual behaviours, such as eating enough fruits and vegetables, smoking, alcohol consumption, and physical activity can affect health. These lifestyle behaviours are strongly influenced by the environment in which people live.

For example, people living in a 'food desert', with limited access to affordable and healthy food, are more likely to eat unhealthily; an unsafe environment is likely to discourage people from walking or cycling; and social and cultural influences, including friendship groups, advertising and media, play an important role in determining people's lifestyles. These lifestyle risk factors – poor diet, physical inactivity, excessive alcohol consumption and smoking – are all linked to ill health and premature death. Having a combination of the risk factors contributes to greater ill

health. People facing poorer social circumstances are more at risk of having multiple risk factors, exacerbating avoidable differences in health.

### What is the local picture?

#### How does it compare?

**According to the Household Survey 2018, residents in Willenhall report more unhealthy behaviours in terms of diet, smoking, physical activity compared to the Coventry average.** Willenhall has one of the highest proportion of smokers in the city. Over a third of Willenhall residents (35%) self-identify as smokers, almost double the Coventry average (18%). In Aldermoor and Ernesford Grange, over one in four residents identify as smokers (26%). For Binley, it is lower than the city average at 10%. The Government's 2017 - 2022 Tobacco Control Plan aims to reduce the number of 15-year olds who smoke regularly, with the target of dropping from 8% to 3% or less. Binley is in the city's top 20% for its high rates (8.5%), which is higher than Coventry average (5.8%). Willenhall (4.7%) and Aldermoor & Ernesford Grange (4.4%) are below Coventry average, but are above Government's target.

**Despite Willenhall's very high rate of hospital stays for alcohol-related harm, its residents' alcohol consumption is not significantly different from Coventry average.** Interestingly, Binley has significantly lower than Coventry rate for hospital stays for alcohol-related harms, but it is the only Wood Side neighbourhood to have significantly higher than city average rates for drinking more than two units per week, and for drinking more than two units on more than two days per week.

#### **Childhood obesity in Wood Side worsens between age 5 and 11, in line with the overall picture for Coventry.**

For children in Reception, Aldermoor & Ernesford Grange ranks amongst the highest rates (27%) in excess weight for children in Reception. Willenhall has a significantly higher rate (15%) for obesity in Reception. However, for children in Year 6, Wood Side is largely like city average, where 38% are overweight, including 21% who are obese.

**Wood Side residents are more likely than Coventry average to eat takeaways at least once a week. They are also less likely than city average to have at least five portions of fruits and vegetables a day, with only Binley as the exception.** 41% to 45% of Wood Side residents, depending on their neighbourhood, have takeaways at least once a week, compared to Coventry average of 36%. One in three residents (34%) in Binley self-report to have at least five portions of fruits and vegetables a day, compared to Coventry's average of almost one in four (24%). Willenhall and Aldermoor &

Ernesford Grange have relatively low rates, at 16% and 14% respectively.

**Wood Side residents tend to fall behind Coventry average for taking part in active recreation.** This includes recreational walking or cycling, active play (with children), and dance. 61% of residents in Willenhall and Aldermoor & Ernesford Grange have not taken part recently, which is a notably higher rate than Coventry average (41%). For Binley, it applies to 47% of residents.

**Teenage conception rate in Wood Side has decreased in recent years.** Between 2011 and 2013, it dropped from being significantly higher than Coventry average to being not significantly different from city average. It remains, however, significantly higher than national average.

### What else is happening?

#### What else can be done?

**There are many projects taking place within the area to promote the health and wellbeing of its residents.** Cook and eat well is a Big Lottery funded project based in the area aiming to target isolation and malnutrition in those over the age of 55. It offers people the chance to learn new recipes, meet new people and gain confidence in the kitchen.

The Family Hub also offers different educational workshops from advice, to hub grubs in how people can become more active and lead a healthier lifestyle.

Positive Youth Foundation's 'Healthy Futures' seeks to improve the physical and mental health of young people aged 8-25 in Coventry. Through a variety of different sporting activities to encourage young people to towards living fuller and more active lifestyles.

**Partnerships between the local sport centre, Alan Higgs, and community organisations can help encourage people to access sports, leisure and exercise activities.** Participants reported that the Alan Higgs Centre was not very accessible to pedestrians which may discourage people from using it. However, the introduction of Go CV cards to provide discounts to local people is considered an encouraging factor in people using the leisure centre. One of the comments made at the engagement workshop was that the Go CV cards are not well promoted amongst organisations in Coventry and that more could be done to ensure easier access to them.

# Conclusion

## Demographics and Communities

As there are more vulnerable people than average, including young people, lone-parent families, and elderly residents, there is a need to ensure people know how to access support.

Partnership working can help to address Binley's social isolation, and to improve the sense of belonging and integration for residents in Willenhall and Aldermoor & Ernesford Grange. By encouraging residents to integrate more across neighbourhoods, the divide between Wood Side neighbourhoods can be removed, so resources can reach a wider audience.

Schools, faith groups, and community centres can work together to help reach and bring support to socially isolated families. Lack of funding hinders youth activities, leading to a perception of increase in youth antisocial behaviour.

## Prospects

There is scope to increase breastfeeding rates in Wood Side, and to raise children's level of development at the end of Reception. More can also be done to encourage uptake of government-funded childcare.

There is comparatively high unemployment in Willenhall and Aldermoor & Ernesford Grange; their residents are also less likely to have qualifications. It is worth looking into ways to upskill the residents to help them into employment.

Wood Side's overall level of deprivation became less severe in the last few years. These are encouraging results; if possible, interventions should continue in the area and learnings should be shared.

## Housing and Environment

Poor transport links and high transport prices need to be addressed, especially when over half of Willenhall households do not have a car or a van available, and residents feel unsafe to walk to the city centre.

It is worth looking into the changes in house prices in Willenhall Wood – Middle Ride, where its median house price increased by 123% in the last five years, compared to Coventry's average of 39% increase.

High crime rates in Willenhall and Aldermoor & Ernesford Grange naturally are reflected in their residents' lower feelings of safety in the area. Despite Binley's low rates, it is not to be overlooked, as it, too, has amongst the highest rates in Coventry for certain categories of crime.

## Health and Wellbeing

A Marmot approach is necessary to increase overall life expectancy and healthy life expectancy, especially in Willenhall and Aldermoor & Ernesford Grange.

Residents in Willenhall are twice more likely than Coventry average to have a cause of death that is considered preventable, pointing to a gap where more public health intervention is needed.

Despite Binley residents' high level of social isolation, they report a better level of mental health than Coventry average. It is worth exploring the reasons behind and applying the learnings to other areas in the city that suffer from low mental health.

Willenhall's high smoking rate adds context to its high incidence of lung cancer and deaths from respiratory diseases. Amongst teenagers, however, Binley's high rate shows it is an area that could benefit from more intervention.

Another area for future exploration is Willenhall's high rate of hospital stays for alcohol-related harm, when its residents' drinking habits are not significantly different from Coventry average. Meanwhile, Binley residents tend to drink more, but has significantly lower rates than Coventry average for hospital stays for alcohol-related harm.

Partnership working with Public Health England and local planning departments can help to address problems of obesity and to improve lifestyles of residents. Together, Wood Side can be shaped into an environment where it is easier for residents to choose a healthy lifestyle, including making active recreational facilities more accessible and introducing more choices of healthy food outlets.

Better partnership with GP practices will help to increase public awareness of the importance of health protection, which will help to increase Wood Side's HIV test rates, immunisation rates, and flu vaccination rates.





Coventry Health and Wellbeing Board

Insight Team  
Coventry City Council

