



# The Moat

## Family Hub Profile 2020



# Contents

Executive Summary	5
Demographics and Communities	6
Prospects	14
Housing and Environment	19
Health and Wellbeing	23
Conclusions	27

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# Introduction

## Welcome

Welcome to **The Moat** Family Hub reach area profile. This profile covers the neighbourhood wards of Henley and Wyken in Coventry.



## 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 was produced in 2019-2020 by Coventry City Council with co-operation from partners across the Coventry Health and Wellbeing Board and ideas contributed by community organisations and residents.

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 analytical 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

Conversations were held in the Family Hub area with local people, community groups and organisations between December 2018 and February 2019. The following consultation events took place:

- Tea & Talk (11 Dec 2018; Social group that is open to all)
- St Chad's Free Kitchen (18 Jan 2019; free breakfast that is open to all)
- Wyken Family Fun Day (20 Feb 2019 (One-off half-term event for families)
- Attoxhall Road Flats Engagement session (22 Feb 2019; door knocking engagement with Whitefriars housing [a social housing provider, now renamed *Citizen*] and West Midlands Fire Service)

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

The Moat is a Family Hub area that covers a wide swath of eastern Coventry, including all of Henley ward; 80% of Wyken and 20% of Lower Stoke. The area is incredibly diverse and includes some areas amongst the most deprived parts of Coventry, as well as some areas amongst the least deprived parts of the city. As a result, residents and communities face very different life experiences and health outcomes.

## Demographics and Communities

Like the rest of Coventry, there has been a growth in the population of The Moat area. However, the population profile is very different from the city average as population growth has been focused in neighbourhoods with new estates and regeneration projects.

In Coventry overall, population growth has been fuelled by a growth in 18-29 year olds as a result of the city's two growing universities. However, this is not true in The Moat area, where there are more families – and thus, more under 18s and people aged 40+ than average, and fewer 18 to 39 year olds. The area is ethnically diverse, but less so than the Coventry average.

The Moat area contains some of the most deprived parts of the city, particularly in Wood End, Henley and Manor Farm, as well as some of the least deprived areas of the city, in parts of Binley.

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

## Prospects

Avoidable differences in health emerge by the time a child reaches the age of five. In the most deprived parts of The Moat area, the differences are even more stark with a minority of children achieving a good level of development.

On average, more adults have no qualifications in The Moat area than in other parts of the city, and fewer have degrees. However, this masks differences in some neighbourhoods.

The average annual household income across communities in The Moat area is similar to the Coventry

average. However, the overall unemployment rate in The Moat area is slightly higher than the Coventry average and there are marginally more people claiming benefits in Coventry than the average.

Whilst the city has seen significant growth in its student population, the average resident in The Moat area is far less likely to be a student than in the rest of Coventry.

## Housing and Environment

Residents in parts of The Moat area have a significantly lower level of satisfaction and sense of belonging to their local area. However, this is not universally true across the whole patch.

Local green areas provide 'lungs' for residents to take part in leisure activities. There are some concerns about youth 'hanging out' in the local parks, but there are also opportunities to use the local green spaces for socialising and fundraising.

The housing mix differs in the area, but overall, there are more bungalows; cheaper properties – and more socially rented properties in The Moat area than average.

Reputation of persistent crime and anti-social behaviour – as well as visible levels of drug dealing, and substance abuse influences people's perceptions of safety.

## Health and Wellbeing

Overall health and rates of life expectancy and healthy life expectancy in The Moat area is no different from the rest of Coventry. The exception is the Wood End, Henley Green and Manor Farm (WEHM) area, where there is clear evidence that life expectancy, healthy life expectancy and disability free life expectancy are all significantly lower than Coventry, with significantly more people thought to have a limiting long-term illness or disability.

The Moat area is home to University Hospital Coventry and Warwickshire (UHCW), the sub-region's largest hospital. Consequently, access and travel times to healthcare facilities such as GP practices and hospitals in the area is excellent. The area's close proximity to the region's major hospital appear to have an influence on A&E attendances –increasing the number of potentially avoidable attendances.

Lifestyle behaviours in The Moat area is not exceptional for Coventry. However, when behaviours that increase an individual's health risks are combined with socio-economic risks resulting from deprivation, this can lead to poor health outcomes.

# Demographics and Communities

## Location

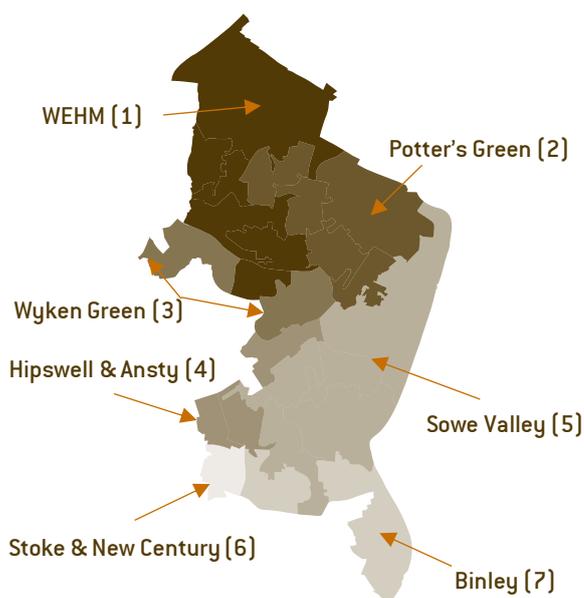
The Moat is a Family Hub reach area that covers a wide swath of eastern Coventry, including all of Henley ward; 80% of Wyken and 20% of Lower Stoke. This Family Hub area is incredibly diverse, as it includes some areas amongst the most deprived parts of Coventry to some areas amongst the least deprived parts of the city. As a result, residents and communities face very different life experiences and health outcomes.

The Family Hub itself is in Wood End, in an area amongst one of the city's most deprived neighbourhoods.

In order to capture the diversity of the local area, The Moat area is best described as seven communities. These are as follows:

1. **Wood End, Henley Green and Manor Farm (WEHM)** as well as Alderman's Green;
2. **Potter's Green** including areas such as Wigston Road, Woodway Park, and Mount Pleasant;
3. **Wyken Green** including Henley College to Clifford Bridge Road and Henley Park Industrial Estate;
4. **Hipswell & Ansty**;
5. **Sowe Valley** including areas such as Attoxhall Road, Caludon Castle and Clifford Bridge Road;
6. **Stoke and New Century** area along Lord Lytton Avenue in Wyken down to a portion of the New Century Park development; and
7. **Binley** including areas from Binley Oak Farm along Skipworth Road to Caludon South along Mayflower Road.

The above areas are illustrated in the map, below:



## History

Up until the 20<sup>th</sup> century, many of the areas that are part of The Moat area were small villages (for instance, Alderman's Green and Walsgrave-on-Sowe); collieries (such as Wyken Main Colliery) and farmland.

Following the Second World War, Coventry – as with many other British cities – saw a rapid increase in birth rates compounded by the loss of city centre housing during the Blitz. Furthermore, in the 1940s until the early 1970s, Coventry saw an era of burgeoning population growth, with workers and their families attracted to Coventry as a result of the increase in well-paid jobs due to the city's then high concentration of car production.

To meet the growing demand for housing, Coventry City Council commissioned the building of many large housing estates in the area. This included estates in the WEHM and Potter's Green neighbourhoods which amalgamated with the villages of Alderman's Green and Walsgrave-on-Sowe. Meanwhile, the growth of suburbs radiating from the city centre led to the growth of neighbourhoods in the Wyken Green, Hipswell & Ansty and later, Sowe Valley and Binley areas.

The subsequent downturn in the British car industry in the mid-1970s onwards resulted in the permanent loss of many well-paid blue-collar jobs. This had an impact on many communities, particularly in WEHM, which faced social exclusion and increasing levels of relative deprivation.

In the 2000s, as part of the New Deal for Communities programme, significant investment was made in the area, including a new neighbourhood and leisure centre, new schools, and new housing stock to replace some of the older and crumbling post-war housing stock.

Most recently, the closure of the former GEC (and later, Marconi) factory in the 2000s released land that was developed into what is now the New Century Park estate.

## Population and Diversity

### Why is this important?

By understanding the area's changing demography and communities (that is, the characteristics of the area's population), local communities and organisations can ensure that the area has the right mix of services to meet the needs of its people. An area's changing age profile, growth and decline of new communities, can have an

impact on demand for services such as schools to GP surgeries.

### What is the local picture?

#### How does it compare?

**Like the rest of Coventry, there has been a growth in the population of The Moat area. However, the population profile is very different from the city average as population growth has been focused in neighbourhoods with new estates and regeneration projects.** In recent years, Coventry has seen continued and sustained population growth. In The Moat area, there has been a decline in population in the first decade of the 21<sup>st</sup> century, before growing once again in recent years. Some population growth hotspots in the area include:

- Stoke and New Century (in particular, the New Century Park estate on the site of the former GEC [and later, Marconi] factory) [Coventry 027D];
- Attoxhall Road (linked to the development by St Austell Road) [Coventry 019E]; and
- Wood End – Hillmorton Road (linked to the Spirit Quarters regeneration scheme) [Coventry 007E].

**In Coventry overall, population growth has been fuelled by a growth in 18-39 year olds as a result of the city's two growing universities. However, this is not true in The Moat area, where there are more families – and thus, more under 18s and people aged 40+ than average, and fewer 18 to 39 year olds.** Coventry's population is on average younger and more diverse, with a median age of 32 compared to 40 nationally, and residents from a Black, Asian or Minority Ethnic (BAME) communities thought to account for more than one-third of the city's population and half of the school population.

Age Group	The Moat	Coventry
Under 18	25%	21%
18 to 39	30%	39%
40 to 64	30%	26%
65 and over	15%	14%

This, however, masks significant differences within the area: There are relatively high numbers of under 18s in WEHM and Hipswell & Ansty; and relatively high numbers of over 65s in parts of Potter's Green, Binley and Wyken Green. This represents a very different profile from the city average, particularly in the centre and west of the city, where there are relatively high numbers of people aged 18-

29, fuelled by the growth of the two universities and good jobs in advanced manufacturing and engineering.

**The Moat area is ethnically diverse, but less so than the Coventry average.** Whilst there is a mix of people from different ethnic backgrounds, those from a BAME background, especially those from an Asian/Muslim background are under-represented in The Moat area compared with Coventry overall.

**The Moat area contains some of the most deprived parts of the city, particularly in Wood End, Henley and Manor Farm, as well as some of the least deprived areas of the city, in parts of Binley.**

The following sets out some specific characteristics about each of the seven communities:

#### **WEHM**

**WEHM is a relatively young neighbourhood compared with Coventry overall, with a third of its residents being less than 18 years old** (compared with a fifth for Coventry) and over a fifth at primary school (compared with 13% for Coventry).

Meanwhile, Alderman's Green has proportionally more people over 65 years of age (20% compared with 14% for Coventry) and relatively more people who are 50-64 years of age. In common with each other, both WEHM and Alderman's Green have far fewer residents aged between 18-24 years of age than the Coventry average.

**WEHM is more deprived than average, with residents who are more likely to be living in financially stretched and challenging circumstances; and either have larger families or live on their own.** Parts of the WEHM community is amongst the top 10% most deprived nationally. Many of the residents living in the area can be described as living in very difficult (75%) or financially stretched (25%) circumstances. Compared with Coventry, families living in WEHM tend to be younger with more children (3+), on lower incomes and living in social rented accommodation. People living on their own (especially older people), lone parent families and people from a black or mixed background are over-represented in this area.

In Alderman's Green, 70% of residents can be described as living in difficult (22%) or financially stretched (47%) circumstances. However, there are also a significant proportion (31%) who can be described as living relatively comfortably in steady neighbourhoods, but with significant numbers being pensioners (12%) and living alone. Compared with Coventry, numbers of people from a BAME background are notably under-represented.

**The number of vulnerable groups is likely to out-grow the Coventry average – both in terms of young families and frail older people.** WEHM has relatively high fertility and teenage pregnancy rates (both significantly higher than Coventry); relatively high numbers and percentages of children in need; relatively large cohort of people approaching older age; lower healthy life expectancy and the significantly higher number of older people who usually live alone.

**Community navigators based in Moat House Trust work in Partnership with Cherish help to support older members of the community.** In order to support the older members in the community, Moat House Trust has worked in partnership with Cherish to provide a community navigator. The community navigator provides support to community groups to help raise awareness of issues affecting older people and are able to work in partnership with healthcare professionals to ensure that the older members of the community get the best care and support.

Other participants at the engagement sessions voiced a desire for “more intergenerational work” to develop relationships between older and younger people within the community so that they can “work together side by side”.

### **Potter’s Green**

**Potter’s Green residents tend to be older and whiter than the Coventry average. There are more over-50s and fewer people living on their own.** Only one-fifth of residents are aged 18-34; and unlike the rest of Coventry, there are particularly few people aged under 25. As the city’s younger population is more ethnically diverse, it is therefore not surprising that Potter’s Green has more people with a white background than average, in line with its age profile.

**Communities in Potter’s Green experience a variety of levels of deprivation, with financially stretched families living side-by-side with comfortable seniors.** Within Potter’s Green, there are significantly differing levels of deprivation:

- Woodway and Mount Pleasant/Walsgrave Gardens are considered to be in the top 30-40% most deprived nationally;
- Narberth Way and Diana Drive considered to be in the top 40-60% most deprived nationally; and
- those living in Wigston Road considered to be in the top 30% least deprived nationally.

Consequently, the majority (57%) of people living in Woodway, Mount Pleasant/Walsgrave Gardens, Narberth Way and Diana Drive can be described as being financially

stretched (modest means, striving families and poorer pensions) (39%) or in difficult circumstances (young families in low cost private flats) (18%), with the remaining 43% being either comfortably well off (steady neighbourhoods, starting out, comfortable seniors) (36%) or relatively prosperous (Career Climbers, mature money, executive wealth) (7%).

In contrast, the majority (87%) of people living along Wigston Road can be described as being comfortably well off (steady neighbourhoods, successful suburbs or starting out) (74%) or fairly prosperous (executive wealth, career climbers) (13%), with relatively fewer numbers considered to be financially stretched (striving families, modest means) (13%).

### **Wyken Green**

**Wyken Green residents tend to be older, and there are more from a white background than average.** 40% of the population being over 50 years of age and around a fifth being 65+ years of age compared with around 14% for Coventry. The relative number of residents over the age of 75+ years is notably high, especially in Clifford Bridge, accounting for around 10% of the population. People from a BAME background are under-represented compared with what you would expect for Coventry. Data from the Household survey suggests a significant number of people living here reported as only having friends from the same religious group.

**The area has a mix of financially stretched families and others living reasonably comfortably.** The community living in Clifford Bridge can be described as a mix of steady neighbourhoods living reasonably comfortably (48%) and neighbourhoods who are financially stretched (15%) or facing real hardship (37%). In contrast, the community living along Gresley Road has relatively greater numbers who are facing real hardship (44%) or are stretched financially (21%) and relatively less numbers living reasonably comfortably (35%, a significant number of which can be described as comfortably well-off pensioners 28%). Households consisting of people living on their own (around 20%) or living as a couple with no children (17%) are over-represented compared with Coventry. Households with children, whether with two parents (17%) or one (7%) are under-represented.

### **Hipswell & Ansty**

**Hipswell Highway and Ansty Road are home to many families with school-aged children from ethnically diverse backgrounds.** There are more under 18s than the Coventry average (26% vs 21%) and more working aged

adults aged 35+ than average. The area is home to more people from a Caribbean, South American, Jewish or Hindu backgrounds than average.

**There is a mix of moderately comfortably well-off families and families living on modest means.** The predominant family units are couples with children (22%) or without children (17%).

### **Sowe Valley**

**Sowe Valley is a tale of two places, in terms of age profile, ethnic diversity, and deprivation.**

In terms of age:

- **Residents in Attoxhall Road tend to be younger, and more likely to be either living on their own or a lone parent** (28% of households and 12% of households respectively); and meanwhile
- **Residents elsewhere in Sowe Valley tend to be older than average**, with more older families as well as people aged 65+ than the Coventry average – and this is even more true in the neighbourhoods by University Hospital Coventry and Warwickshire (UHCW).

In terms of ethnicity:

- **Attoxhall Road has more people from a black or mixed background** than the Coventry average, and fewer people from an ethnic background;
- **Elsewhere in Sowe Valley**, all people from BAME backgrounds are under-represented.

In terms of deprivation:

- **Communities living in Attoxhall Road are amongst the most deprived 10% in all of England.**
- **Sowe Valley is amongst the 30-50% most deprived.**

### **Stoke and New Century**

**The communities living in the Stoke and New Century area tend to be families that are more diverse and less deprived than the Coventry average.** There are more adults aged 35-54 than average and more people with a Caribbean, Jewish, Hindu or Sikh heritage than the Coventry average. There are fewer young adults aged 18-34, and fewer over 65s.

The area is in the top-third least deprived in Coventry, and the vast majority could be said to be considered successful

suburbs/steady neighbourhoods (67%). The predominant family units are couples with children (23%).

### **Binley**

**Binley is home to many young families, and it is less diverse and less deprived than the Coventry average.**

The community is home to more older adults aged 35-74 than average, and a notably larger cohort of under 18s. In contrast, the proportion of older people, and in particular, older people living alone is significantly lower than the Coventry average. Whilst there is a mix of people from different ethnic and heritage backgrounds, there are more people from a white background than the Coventry average, and fewer people from an Asian or Muslim background.

These neighbourhoods are all in the top 50% least deprived nationally and in the top 30% least deprived in Coventry. Indeed, people living in Binley Oak Farm, along the Skipworth Road are considered to live in the top 20% least deprived nationally and in the top 10% least deprived in Coventry.

People living in Binley Oak Farm and Clifford Bridge South can be described as affluent achievers/career climbers, living fairly comfortably (93%), with those being financially stretched or facing some sort of financial hardship being in a minority (7%).

Communities in Caludon South along Mayflower Road have more modest means (52%) or are financially stretched (10%) – living generally less comfortably well but still on the whole living comfortably in a steady neighbourhood (38%).

**What else is happening?**

**What else can be done?**

**The Moat area, in particular, WEHM, was subject to a significant level of investment as part of New Deal for Communities in the 2000s. There is scope to ensure that communities can make full use of the investment to secure improvements to people's health and wellbeing.** Amongst other things, this resulted in the opening of the Moat House Leisure and Neighbourhood Centre on Winston Avenue, in Henley Green in 2009. The centre, managed by Coventry Sports Trust, has facilities such as a sports hall, gym and full-size artificial pitch.

**Although the city's universities are centred in the city centre (Coventry University) and west (University of Warwick) of the city, the Moat area is home to Coventry College (Henley Campus) which is an asset to the community.** Coventry College (Henley Campus) is

a further education college established originally as Henley College in 1964, as one of three further education colleges in the city (along with City College and Hereward College). The college was significantly expanded with a £6million revamp and expansion in the 2010s and subsequently merged with City College in 2017 to become Coventry College.

**Residents described that they get on well with their neighbours. However, there is scope to build on these networks and improve community cohesion.**

In community engagement events, residents in The Moat area, including in some of the most deprived areas such as Attoxhall Road, spoke of being able to get on well with their neighbours and shared their pride in trying to see how their neighbours are. Amongst the people who did not know their neighbours, they expressed a desire to get to know their neighbours better.

***“It’s part of the community spirit, looking after your neighbours.”***

Community spirit is a strength of the area. Residents stated that they kept each other informed about things happening in the community and worked hard to help each other when needed. However, residents also commented that “sometimes you only hear about things that you would have liked to go to afterwards” – changes are needed to ensure that people are knowledgeable about what is happening. Residents commented that “it takes work” to maintain positive community relations.

Activities in the neighbourhood that promoted local community events and community cohesion were:

- In Sowe Valley, local social media forums were highlighted as a good way to keep in touch with what is happening within the community – but people and organisations need to be aware that it is not accessible to everyone;
- In Hipswell & Ansty, community bulletin boards were a useful source of information for people to keep up-to-date with local community events that may not make it into the local press;
- A number of local churches in Sowe Valley, Hipswell & Ansty and Stoke & New Century were identified as places with a good reputation and lots of activities happening. A number of people highlighted the use of messy church (Sunday worship with provision for young children, such as soft play areas and toys) to both encourage participation and enable parents to meet each other and reduce social isolation.

**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.** A lack of knowledge as to what is available in the area is a barrier to many people getting help. Often it is not until people meet others going through similar experiences that they are able to find support. Some services throughout the engagement workshops shared their difficulties in reaching out and engaging residents. Encouraging people to attend activities and events is a particular difficulty they faced. Word-of-mouth could be used to spread awareness and knowledge of local assets and services.

**Why is this important?**

Understanding the local network of assets, resources and community organisations help facilitate sharing and understanding to improve the health and wellbeing of local communities.

## Community assets

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**Community organisations**

Below are some specific places and comments identified as local resources at the engagement sessions:

Resource	Description
Bell Green Community Centre	Bell Green Community Centre provides a space for a variety of classes and hobbies that are accessible to everyone who would like to be involved.
Building Meaningful Connections	Throughout the engagement sessions, building meaningful connections to the area was a prominent theme. Working in partnership within the community and “learning how to community works”.  Community noticeboards were a particular asset for this.

Resource	Description
Community Activities Directory	The Community Activities Directory lists a variety of groups, classes and healthy activities across Coventry.
Coventry Boys and Girls Club	Picks up young people from across the whole city. Hosts drop-in youth clubs and provides facilities for a wide range of activities.
Coventry City Mission	Serves the community in responding to their needs on a spiritual emotional and practical level.
Coventry Independent Advice Service (based in Moat House).	Coventry Independent Advice Service is a charity that offers benefits and debt advice services across the city.
Green Spaces and Play areas	Were identified as assets, the area has lots of greenspaces for children to visit and play.
City College Henley Campus	Offers a range of courses and support for college students. They also have apprenticeships and other opportunities.
Henley Green Community Centre	Was described as a 'hub of the community'. It hosts a range of activities including a monthly seniors' lunch.
Mini buses	Mini buses were topic of conversation during the engagement workshop. Often people are unable to attend events due to local transport. A mini bus system to get people to and from events was suggested to promote more social integration.
Moat House Leisure and Neighbourhood Centre	Is a leisure centre offering a variety of activities, a fully equipped fitness suit, sports pitch, studio and a café.

Resource	Description
Moat House Community Trust	Their vision is to create a prosperous and powerful community that is proud of the area they live. It was highlighted as an asset in the engagement workshop for the range activities they host. From Hub Grubs, arm chair exercise classes and bingo. The variety of activities at Moat House Community Trust aimed at people of all ages were invaluable to the community.
Potters Green Facebook Page	The Facebook page provides information on community meetings, is looking to resurrect the Resident's Association and work together to form a Neighbourhood Watch and increase safety.
Sky Blues in the Community	Increases opportunities for people to take part in a range of sports to improve their physical and mental health. They work alongside many partners in the city to provide services to young people in Coventry
Spirit Quarters	A housing redevelopment scheme to promote community spirit in the neighbourhood, through transforming housing, greenspaces and transport links.
St Chads Church	Offers the community a free kitchen, hosts games club and other events to help the community.
St Michael's Church	Hosting a youth ministry and youth clubs to help support residents in the area.

Resource	Description
Valley House	<p>An organisation offering a range of accommodation and community-based services for vulnerable people in and around Coventry; offering supported accommodation for victims of domestic abuse and young parents as well as hosting a weekly youth group for people in the community.</p> <p>They have their own community well-being team in partnership with Citizens Advice and Accelerate which help support their service users with a wide range of issues including : how to apply for housing benefits, debt and money management, stress, self-esteem, anxiety and much more.</p>
West Midland Fire Service	<p>The fire service host training events at the fire station, educating people on the risk of fatal fires and how people can minimise these risks.</p>
Woodend Residents group	<p>A group of local residents and people with an interest in the area that come together for monthly meeting and activities.</p>

# Prospects

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## Best start in life

### Why is this important?

Avoidable differences in health that appear during pregnancy, birth and the 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. In the most deprived parts of The Moat area, the differences are even more stark with a minority of children (48%) achieving a good level of development.** At birth, Coventry appears to be better than the national average, with high rates of breastfeeding initiation, however by the age of five, fewer achieve a good level of development than in other similar places. As The Moat area contains some areas amongst the city and the country's most deprived, there are parts of the city where a minority of children achieve a good level of development by age five.

There are some neighbourhoods which stand out:

- In the WEHM community, the percentage of children achieving a good level of development by age 5 are amongst the lowest in Coventry, ranging from 48% in Manor Farm through to 67% in Wood End – Hillmorton Road. This is below the Coventry average of 68%.
- In contrast to WEHM, in Hipswell & Ansty over two-thirds (77%) of children achieve a good level of development; in Stoke and New Century, the figure is nearly 80%; and in Binley, the figure is 85%.
- In Potter's Green, on the whole, the percentage of children achieving a good level of development by age 5 are similar to the Coventry average. The exception is Woodway Road, where 89% of five-year olds achieve a good level of development, the highest across all The Moat area.
- In Wyken Green, the percentage of children achieving a good level of development by age 5 ranges from 58% for Clifford Bridge to 67% for Gresley Road; while in Sowe Valley, this ranges from 58% by Attoxball Road (58%) to 79% in Sowe Valley - Dorchester Road South (79%).

### What else is happening?

#### What else can be done?

The Moat Family Hub help co-ordinate early intervention and support. Family Hubs have brought together health

visitors, social care, midwives, police and others to identify vulnerable families and put together a collaborative package of support. This will help to ensure that families have access to the support they need, including addressing maternal isolation, accessing activities to improve their children's life chances, and providing help with finances.

**To cater for larger families with children of all ages in The Moat area, activities needs to be accessible to a wider range of age cohorts.** Residents were concerned by the closures of local youth clubs due to limited staffing and funding. This is particularly problematic during half-term, age constraints on the activities available make it difficult for parents and carers to plan activities for their children if they are of different ages.

According to some residents, the closure of youth clubs and lack of activities for young people has led to an increase in young people loitering around local shops, leaving them vulnerable to more negative activities, such as crime and anti-social behaviour. One participant remarked that young people become "targeted by drug dealers who recruit the young people... they are not savvy enough to know the dangers or consequences surrounding the decisions they make".

#### **Local community groups can work with local faith groups to make greater use of local buildings, e.g churches.**

Local groups, such as scout groups, do not always have access to a scout hut – but there have been successes in scout groups using local church halls to provide activities for children and young people. In addition, community groups and faith groups also provide services in church halls, such as parent-toddler groups. When successful, these community groups can continue over long periods of time– with some residents mentioning that, despite having moved away, they would still choose to travel to the same place to attend the group.

**Moat House Community Trust works in partnership with other organisations to identify isolated and vulnerable residents, encouraging them to take part in preventative and early help activities.** The aim of the charity is to support residents in establishing networks of relationships through sharing and understanding experiences.

**Henley Green Community Centre has helped with reducing social isolation in the area, especially amongst the older community.** Henley Green Community Centre host a monthly senior's lunch which has over 50 people a month attend. Many of its users were at

risk of becoming socially isolated but through the lunches have made friends and become more active.

## 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 should be addressed through championing high levels of educational attainment and raising their aspirations.

### What is the local picture?

#### How does it compare?

**On average, more adults have no qualifications in The Moat area than the Coventry, and fewer have degrees. However, this masks differences in some neighbourhoods.**

- In the WEHM area, 40% of adults have no qualifications; and only 10% have a level 4 qualification.
- In Attoxhall Road, the most deprived part of the Sowe Valley community, only 13% have a level 4 qualification.
- While the overall picture in Wyken Green matches the city average, the area by Gresley Road has notably more people with no qualifications (38%) and fewer with level 4 qualifications (11%).

### What else is happening?

#### What else can be done?

For children and young people, primary and secondary schools play a major role in addressing disparities later in life. Residents recognised the proximity of schools as an asset and expressed how they “would be looking at moving to other areas” if they were unhappy with the schools in an area.

For adults, residents identified community centres, like Henley Green, as a major asset, as it provides adult education for people in the area, encouraging people to learn new skills and gain qualifications.

The library was considered an asset during the engagement workshops. The library supports children educationally through programmes such as Book start. 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 a protective factor for health. Increasing the quality and quantity of work, and thereby addressing the unequal distribution of income, wealth and power, will contribute to reduce avoidable health inequalities.

### What is the local picture?

#### How does it compare?

**The average annual household income across communities in The Moat area is similar to the Coventry average.** 39% of households in The Moat area earn less than £20,000 per year; 16% earning £40,000-60,000 per year; and 14% of household earn over £60,000.

**The overall unemployment rates in The Moat (2.8%) is slightly higher than the Coventry average (2.5%).**

However, the rate in local neighbourhoods vary from 0.8% through to 7.3%.

**The average resident in The Moat area is far less likely to be a student than in the rest of Coventry.** Compared with Coventry, if you live in The Moat area you are as likely to be self-employed (8% of all eligible working population), 4% more likely to be in full-time employment (40%), 6% more likely to be in part-time employment (15%) and 9% more likely to be retired (13%). You are 34% less likely to be a student.

**There are marginally more people claiming benefits in Coventry than the average.** Residents in The Moat area are 7% more likely to be in receipt of Disability Allowance and 5% more likely to be on income support. On the whole, families in The Moat area are not any more likely to be impacted by welfare reform than average, however changes in under-occupancy charges, disability allowance and in child maintenance are some issues to consider, given the relatively high level of social housing and larger families in the area.

There are, however, significant local differences in each of The Moat’s communities and neighbourhoods, with some relatively deprived areas next to relatively affluent areas. The following sets out some specifics in each of the local areas.

**WEHM**

60% of residents in WEHM have an annual income of less than £20,000 per year, compared to 38% in Coventry. Unemployment and long-term unemployment rates in WEHM are significantly worse than Coventry, at 5.5% compared to 2.5% citywide. The average resident in WEHM are 57% more likely to have never worked – and more likely to work part-time. There are more people in lower supervisory technical, semi-routine/routine and skilled/manual occupations.

Fewer adults living in WEHM have a savings account (47%) or a company pension scheme (23%) than you would expect for Coventry (60% and 27% respectively).

**Potter's Green**

Unemployment rates in Potter's Green are lower than the average for Coventry, at 1.9% compared to 2.5% for Coventry. There are also more retired people (14%); and more people who are self-employed (especially in Wigston).

**Wyken Green**

Wyken Green is a middle-income area. The average annual household income for Wyken Green overall is like the Coventry average – but households earning up to £60,000 per year are over-represented, while those earning over £60,000 per year are under-represented.

While unemployment rates are marginally lower than the Coventry average, Wyken Green shares some similarities with Potter's Green in that there are a greater proportion of retired people.

Some of the key occupations of people living in the Wyken Green community include office workers, shop workers and skilled manual workers.

**Hipswell & Ansty**

The average household income in Hipswell & Ansty £37,000; higher than the Coventry average of £33,000. A smaller proportion (29%) of residents earn less than £20,000 (compared with 38% for Coventry) and more earn incomes of £40,000 to £100,000 (35% compared with 30% for Coventry).

Rates of unemployment are notably much lower than Coventry, at 1.3%, compared with 2.5% for Coventry.

In contrast to the number of people without bank accounts in WEHM, people living in Hipswell & Ansty are not only more likely to have a bank account, but also 5-10% more

likely to be saving; over 10% more likely to have a company pension scheme.

Some of the key occupations in this neighbourhood include working in an office, in the public sector, as a skilled manual worker, or be self-employed.

**Sowe Valley**

While the overall picture for Sowe Valley is similar to the Coventry average, residents near Attoxhall Road have much lower average household incomes than the Coventry average, at £21,000 compared with £33,000. Indeed, 61% of households in this area earn less than £20,000 per annum (compared with 38% for Coventry). "In addition, rates of unemployment (7%) are relatively higher than you would expect for Coventry (2.5%), with only 33% thought to be in full-time employment (compared with 38% for Coventry). Residents living in Attoxhall Road are 2-4 times more likely to be significantly impacted by welfare reform than Coventry overall.

**Stoke and New Century**

The average household income is relatively high for Coventry, at around £40,000 per year, with significantly more households earning between £40,000-60,000 per year (22%), £60,000-80,000 per year (11%), £80,000-100,000 per year (5%) and over £100,000+ per year (4%) than the Coventry average. There is, however, still a notable proportion of households who earn less than £20K per year (26%), but this is much lower than you would expect for Coventry (38%).

More people in this area are in full-time (43%) or part time (15%) employment or self-employed (10%) than the Coventry average – and consequently unemployment rates are significantly lower than for Coventry overall (1.4% compared with 2.5% for Coventry).

Residents in this area are more likely to be working in a director/managerial position, in an office/in the public sector and less likely to be in receipt of benefits or at risk of being impacted by welfare reform.

Two-thirds of residents in this area and have a savings account and 31% have a company pension – both higher than the Coventry average.

**Binley**

On average, average annual household incomes in Binley are higher than the Coventry average:

- In Binley Oak Farm and Clifford Bridge South, household incomes are significantly higher, at £54,000.

- In Caludon South, average household incomes are slightly, at £35,000.

In Binley Oak Farm and Clifford Bridge, households are twice as likely to be earning £60-80K per year (14%), nearly three times more likely to earning £80-100K per year (9%) and three times more likely to be earning £100K+ per year (12%). Residents in this area are much less likely to be unemployed (1%); more than twice as likely to be working as a Director or Manager; and are more likely to be holding a savings account (73%) and with a company pension scheme (35%).

Caludon South is much closer to the Coventry average in terms of household income and occupational types, although residents here are also much less likely to be unemployed (1.7%) than the Coventry average.

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

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

**In parts of The Moat area, food poverty, deprivation and destitution are a growing issue.** While there are communities whereby welfare reform has limited impact, there are some that are significantly affected by government sanctions. In some areas, this has resulted in a growth in people becoming reliant on food banks.

Community organisations were frustrated throughout the engagement process that “deprivation in Wood End has never been successfully addressed and that people with complex issues continue to be housed in the area”.

During the engagement sessions participants gave an example of how “some people are sanctioned for eight weeks” and without any money or support from families, their “children were going to school tired because they were not getting proper nutrition”.

#### **The closure of the cheaper supermarket, Aldi, in the neighbourhood has impacted on local residents.**

Residents highlighted issues around the price of food – but that cheaper supermarkets, such as Aldi, enabled people to access fresh food. However, the Aldi store in Riley Square, Bell Green, closed in March 2019 despite the efforts of a petition from local residents, the effect of which is “crippling the area”.

**There are positive examples of where local community organisations, faith groups and non-profit organisations have successfully helped fill a need that has not been met by the commercial sector.** Despite the investment in WEHM as part of New Deal for Communities and new residents moving into the new houses in Spirit Quarters, residents commented that Wood End is still the one of most relatively deprived areas in the city. However,

there are things that the local community is doing to change the image. St Chad’s Church, a church in the WEHM community in Hillmorton Road, was highlighted as an asset for the community. Following a 2018 renovation, the church now provides a space for community groups to come together. Free breakfasts are served every Friday with food donated from local shops, providing a space where local people can “socialise, get advice and make new friends.”

#### **By working together and pooling resources, the public sector – including local schools and colleges – can maximise its ability to support local community groups.**

Moat House Trust successfully organised a range of trips throughout the year, from shopping to museum trips and Christmas lunches. In addition to this many seniors joined trips to the seaside in July and August 2019. The feedback from these trips indicated that finances were not a barrier, having a well organised trip and making it more accessible and inclusive helped.

#### **New social enterprises such as a Community Pantry and ‘Grub Hub’ could help alleviate food poverty.**

Ideas generated from the engagement workshop were that a Community Pantry could help people gain access to food and support without becoming reliant on food banks. Henley Green Community Centre host a ‘Grub Hub’ run by a group of volunteers. For £3 a week all members receive in excess of £20 in value of food, including fresh fruit and vegetables, meat and other food staples. This is a well-used service with over 100 households registered, on average 45 people attend each week.

Moat House Community Trust also run holiday hunger projects to ensure that children have access to balanced meals and activities throughout the holidays. In the summer of 2018, it supported over 300 children and is growing each holiday. It currently supports over 800 children, parents, carers and grandparents. It is an opportunity for the community to come together, have fun and create community spirit.

Sky Blues in the community partnered with Moat House Community Trust to host Turn to Us holiday programme. Over 150 families attended the programme during October half term 2019. Activities included cricket, football and bubble football with healthy meals being provided for all that attended.

# 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?

**Residents in parts of The Moat area have a significantly lower level of satisfaction with (57%) and sense of belonging to (52%) their local area** than the Coventry average (85% and 77% respectively). There are, however, some local differences, for instance, residents in Binley and in Stoke and New Century had a very strong sense of belonging to their area, perhaps linked to their strong sense and feel of influence over their local area.

**Local green areas provide places for residents to take part in leisure activities.** The area is home to Moat House Park, part of Wyken Croft Nature Park, the Sowe Valley floodplain – as well as local village greens – provide ample space for residents to enjoy scenic local areas.

### What else is happening?

#### What else can be done?

**Local green areas are assets that can be used to maximise wellbeing for local people.** For example, the Environment and Me (TEaM) project by Warwickshire Wildlife Trust and Coventry and Warwickshire Mind provided socially isolated people and people experiencing poor mental health with the opportunity to learn a new skill and feel more connected to the community through nature.

**Youth ‘hang out’ in the local parks – adult supervision and guidance can help keep them and other park users safe.** The local Friends of Moat House Park group work with park rangers from the Council and local volunteers to keep the park and surroundings safe. However, there are many young people who ‘hang around’ the park which has meant some residents did not feel comfortable letting young children play in these spaces. Some adult supervision and guidance will help different groups maximise the benefit of the space to enhance wellbeing.

**Local green spaces provide opportunity for socialising – and fundraising.** Part of Luscombe Road faces onto open ground, this ground has now been granted formal village green status after proposals to build houses on this land failed due to local pressure. Local residents hold fund raising events on the village green. This land also leads on

to what is locally known as the Black Pad. The Black Pad is close to where a railway line once passed through the area. This railway line would have crossed Henley Road and this ‘line’ can still be walked. The Black Pad leads towards Woodway Lane and the Woodway Park residential area of The Moat area.

## 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?

**There are 33% more bungalows in The Moat area than the Coventry average.** The mix of housing type varies massively across The Moat – from bungalows in the outskirts to terraced houses and flats in local centres. Collectively, however, there are relatively more detached, semi-detached properties in The Moat and relatively fewer flats and terraced properties.

**Homes in The Moat area are somewhat cheaper than the Coventry average – and there are more socially rented properties.** 60% own their own home (either outright or mortgaged) and the average property price is 92% of the Coventry average. In contrast, the availability of private rented accommodation (17%) across The Moat area is lower than the Coventry average (25%) and the availability of social rented accommodation (22%), driven by a few hotspots such as WEHM and Attoxhall Road, are higher than the Coventry average (18%).

### **WEHM**

Properties in WEHM are much cheaper than the Coventry average, at 62% of the average Coventry price. Home ownership is lower, at 34%, and over half of properties are socially rented (52%) and a minority privately rented (13%).

WEHM has relatively more flats (20%) and terraced properties (49%) than Coventry. Car ownership is relatively low (60% vs 71% for Coventry) – and people are therefore more likely to be dependent on public transport.

**Potter’s Green**

Properties prices in Wigston Road are 13% more than the Coventry average; and around 10-20% less than the Coventry average in the rest of Potter’s Green.

Wigston Road has twice as many bungalows (accounting for 7% of housing) and 80% fewer flats (4% of housing) than Coventry; while in the rest of Potter’s Green, it is similar to the Coventry average.

Home ownership – as well as car ownership across all of Potter’s Green tend to be higher than the Coventry average – so people are less dependent on public transport as a result.

**Wyken Green**

Rates of home ownership and property prices are, on the whole, not dissimilar to the Coventry average.

**Hipswell & Ansty**

The most common type of housing in this area are terraced, 2-3 bedroom houses; and home ownership is relatively high – despite the area’s slightly higher than average property prices (9% higher). More than average number of residents have access to a car (78%).

**Sowe Valley**

Properties in Attoxhall Road are significantly cheaper than the Coventry average at 63% of the average Coventry property price. Property prices elsewhere in Sowe Valley are similar to the Coventry average.

Home ownership sees a similar split – with significantly more socially rented flats in Attoxhall Road, and higher levels of home ownership (owned outright or mortgaged) than the Coventry average elsewhere in Sowe Valley.

A similar story can be seen with car ownership – 55% of residents living in Attoxhall Road have access to a car; compared to 78% in the rest of Sowe Valley, and 71% for Coventry overall. This has an impact on access to job and employment opportunities.

**Stoke and New Century**

The most common type of housing in this area are terraced housing - and reflecting the area’s larger family sizes, there are more three and four bedroom houses and fewer single person households. Home ownership is relatively high

(36% owned outright and 28% mortgaged) – despite the area’s higher than average property prices (24% higher). The vast majority of residents have access to a car (80%) – however, 59% of residents are also more likely to take public transport to commute to work.

**Binley**

Binley Oak Farm and Clifford Bridge South is a clear outlier, with significantly more detached (49%) and 4+ bedroomed properties (45%). The vast majority of residents own their own either outright (36%) or mortgaged (46%) and have access to a car (90%).

In Caludon South, terraced three-bedroomed properties predominate (72%) – but levels of home ownership also exceed the Coventry average; and levels of car ownership similar to the city average.

**What else is happening?**

**What else can be done?**

**Transport connects residents to opportunities, whether this be employment, leisure and social opportunities.** The Moat area may be diverse, with a range of housing types, house prices, and home ownership types – but there is still an importance of being able to have access to different services – either by having access to a car, or by public transport. Residents felt that transport was well connected and made shopping and events in the city centre easily accessible.

**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?**

**Reputation of persistent crime and anti-social behaviour influences people’s perceptions of safety.**

Residents expressed concerns about the reputation of Wood End in the WEHM area. Concerns about crime and antisocial behaviour in the area included visible levels of drug dealing and poor and dangerous driving.

**Visible levels of drug dealing, and substance misuse also influences people’s perception of safety.**

Residents commented on the overt drug dealing, drug use and substance abuse in Attoxhall Road, which made people feel unsafe.

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

**Residents' groups can help residents come together and find solutions.** Residents themselves suggested that the creation of a local residents' group could allow them to work together as a community to tackle problems they faced. Through such networks, they can fundraise to install security cameras and reduce the prevalence of crime and anti-social behaviour.

**Local community groups can help residents reclaim open public spaces from groups causing trouble and anti-social behaviour.** Residents described poor environments and litter and fly-tipping as issues that prevented them from spending time outside. Suggested improvements for the area were to create safe spaces and play areas where families can go, have residents work together to improve security and keep the area clean and tidy.

# 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 clear and significant links between avoidable differences in health outcomes and deprivation, where people experiencing multiple deprivation not only living shorter lives, but 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 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?

**Overall health and rates of life expectancy and healthy life expectancy in The Moat area is no different from the rest of Coventry.** That is to say, overall health is slightly below the national average. The increase in life expectancy has stalled. Life expectancy in the city is currently 82.4 years for females and 78.3 for males. It has consistently remained below the regional and national averages.

**The exception is the WEHM area, where there is clear evidence that life expectancy, healthy life expectancy and disability free life expectancy are all significantly lower than Coventry, with significantly more people thought to have a limiting long-term illness or disability** and significantly more people providing fifty hours or more unpaid care per week.

### WEHM

In the WEHM area, residents experience:

- Statistically higher than expected premature mortality rates for cancer (all causes) and cardiovascular and respiratory disease;
- Statistically higher incidences of lung cancer;
- Statistically higher numbers reporting as being in very bad health;
- Statistically higher numbers of emergency admissions including those from: all causes (age standardised); injuries in people under 15 years of age and in those between 15-24 years of age; self or alcohol related harm; myocardial infarction (heart attacks) and COPD; and

- Statistically higher numbers for all four measures for excess weight and obesity in children at reception age and in year 6 (NCMP).

## 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.

**HIV prevalence varies significantly across The Moat Family Hub area – but is amongst the highest in the WEHM area** where there are between 10-19 cases of HIV diagnosed per 1,000 15-59 year old population. However, despite the high level of prevalence, the number of HIV diagnosis conducted in the area is only average. HIV prevalence in other areas is similar to the Coventry average.

**Childhood vaccinations in the first year after birth are above Coventry averages, but below average by their fifth birthday.** Vaccination coverage statistics for children suggests that in April-June 2019, 94.06% of children in the Mosaic Family Hub area received the combined DTaP/IPV/Hib/HepB (hexavalent) vaccine by their first birthday. The Mosaic Family Hub is ranked 3 out of 8 Family Hub areas. In addition, 95.88% receive the Meningococcal B vaccine (MenB) vaccine (ranked 3); 96.34% receive two doses of the pneumococcal conjugate vaccine (PCV) vaccine (ranked 3) and 94.98% receive the rotavirus vaccine (ranked 2).

By the end of their fifth birthday, 77.77% of children in the The Moat Family Hub area receive both measles, mumps, and rubella (MMR) vaccinations, ranked 6 of 8 Family Hub areas and below the required 95% coverage.

**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.

Vaccination coverage varies in some areas, notably in Henley Green, are significantly below city or even Family Hub area averages, which suggest that a targeted, place-based approach to tackling localised issues must be adopted to address inequalities in health protection.

## 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?**

**The Moat area is home to University Hospital Coventry and Warwickshire (UHCW), the sub-region's largest hospital. Consequently, access and travel times to healthcare facilities such as GP practices and hospitals in the area is excellent.** 100% of residents in The Moat area can access the hospital within 30 minutes (compared to 46% for Coventry); and the vast majority of people in The Moat area are able to reach a GP practice by walking or by public transport within 15 minutes (the only exceptions being Binley Oak Farm [57%], Alderman's Green [60%] and Caludon South [87%]).

**The area's close proximity to the region's major hospital appears to have an influence on A&E attendances –increasing the number of potentially avoidable attendances.** The close proximity to UCHW may explain why many of the communities living in The Moat area experience significantly higher A&E attendances for under-5-year olds compared with Coventry (exceptions being Wyken Green [same as Coventry average] and Binley [lower than Coventry average]). This does not appear to reflect *severity* of need, however, as emergency

admissions for *injuries* for under 5s is no different in The Moat compared to the rest of the city.

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

**Health visitors support residents to meet their health and care needs – and reduce avoidable demand on A&E.** Health visitors are very active in the area and having support within the community made residents feel more at ease. Having different support groups has encouraged socialisation and is seen as a good way for people to meet other people in similar situations to themselves. Suggestions were made for an out of hours service that will help people manage their own health problems – without needing to attend hospital.

**The library has been successful in reaching people who may not access health specialist via traditional routes.** The library provides 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?**

**Lifestyle behaviours in The Moat area is not exceptional for Coventry.** In Coventry, between one-in-five and one-in-six Coventry adults smoke; alcohol usage is not especially high but causes disproportionate harm; and levels of physical activity is relatively low and declining – with just over half of adults taking part in 150 minutes of moderate intensity activity per week.

**When behaviours that increase an individual's health risks are combined with socio-economic risks resulting from deprivation, this can lead to poor health outcomes.** For example, residents in the WEHM area are 50% more likely to smoke; 16% more likely to have a body mass index (BMI) of over 30 (obese); 50% more likely to have a heart attack; 40% more likely to have a

musculoskeletal condition; and 71% more likely to experience mental ill health at any given point in time.

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

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

**Addressing health behaviours need a recognition that lifestyle factors are rooted in socio-economic conditions, and therefore an integrated working approach is needed to tackle health inequalities** and to create health-sustaining, health-promoting environments; from addressing food deserts to reducing risky behaviours by shifting social norms and linking people to peer support groups; and developing integrated strategies that bring together the promotion of physical activity, transport infrastructure investment, active travel plans and air quality improvements. At a citywide level this can be done through a Health and Wellbeing Strategy – and at a locality level, this is about partnership working between communities, local groups and services.

# Conclusion

## Demographics and Communities

The Moat area WEHM, was subject to a significant level of investment as part of New Deal for Communities in the 2000s. There is scope to ensure that communities can make full use of the investment to secure improvements to people's health and wellbeing.

Although the city's universities are centred in the city centre (Coventry University) and west (University of Warwick) of the city, the Moat area is home to Coventry College (Henley Campus) which is an asset to the community.

Residents described being able to get on well with their neighbours. There is scope to build on this to further improve community cohesion – and work together to solve local issues.

As there are more vulnerable people including young people and frail older people than average, there is a need to ensure culturally and socially appropriate means for people to know how to find and access support.

## Prospects

To cater for larger families with children of all ages in The Moat, groups should look at activities accessible to wider age cohorts.

Local community groups can work with local faith groups to make greater use of local buildings -such as church halls- to provide services in the locality.

In parts of The Moat, food poverty, deprivation and destitution are a growing issue. The closure of a cheaper supermarket in one neighbourhood has impacted on local residents. There are successful examples of where local community organisations, faith groups and non-profit organisations have successfully help filled a need unmet by the commercial sector.

By working together and pooling resources, the public sector – including local schools and colleges – can maximise its ability to support local community groups.

## Housing and Environment

Transport is a bridge and connector for residents to reach employment, leisure and social opportunities.

Residents' groups can help residents come together and find solutions.

Local community groups can help residents reclaim open public spaces from groups causing trouble and anti-social behaviour.

## Health and Wellbeing

Health visitors can help support residents to meet their health and care needs – and reduce avoidable demand on A&E.

Addressing health behaviours need a recognition that lifestyle factors are rooted in socio-economic conditions, and therefore an integrated working approach is needed to tackle health inequalities.

Coventry Health and Wellbeing Board

Insight Team  
Coventry City Council

