

COVENTRY JOINT STRATEGIC NEEDS ASSESSMENT



Families for All

Family Hub Profile 2020



Contents

Executive summary	5
Demographics and communities	6
Prospects	12
Housing and environment	15
Health and wellbeing	19
Conclusion	23

21/01/2020 13:10:57

Introduction

Welcome

Welcome to the **Families for All** family hub reach area profile. This profile covers the neighbourhood and wards of Courtaulds, Edgwick, South Foleshill and Paradise 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, they 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 70 community organisations and over 200 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/. The hub provides tools to compare and contrast metrics and indicators of all kinds.

Local consultation and engagement events undertaken

Workshops were held in the family hub area with local people, community groups and organisations in December 2018 to February 2019. The following consultation events took place:

- A place-based workshop with organisations working in the area (January 2019);

Sessions with local residents include:

- Birth to two stay and play (group for families with children aged from birth to two years old to play, learn & get support and advice, Dec 2018);
- Real Junk Food Project (pay as you can café aimed at families, Dec 2018);
- Library (library users, Feb 2019); and
- Real Junk Food Project (pay as you can café aimed at families, Feb 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

Families for All is a family hub reach area in the ward of Foleshill, Coventry. It is on both sides of two major routes in Coventry: Foleshill Road, and Stoney Stanton Road. Both are routes radiating north from Coventry City Centre. The area is bound to the north and east by the A444 and to the west by the Coventry to Nuneaton railway line.

Demographics and communities

Families for All experienced some population growth in line with the Coventry average. The area is very densely populated, with density nearly three times the city average. People in Families for All are, on average, even younger than the youthful city average. Households in the area are larger than average.

Families for All is home to a high proportion of people from Black and Minority Ethnic (BAME) communities.

Information about the area's ethnic and religious profile is limited to information from the last census, in 2011. As the area is home to waves of new communities settling in the city, this information is not always reliable or accurate.

There appears to be an increase in Black communities and decline in White and in Asian communities. There appears to be more residents with a Muslim faith. A high proportion of households in this area do not have anyone who speaks English as a first language. Language barriers can be a major barrier to social inclusion. There is often a gendered dimension to this, with stay-at-home mums more likely to feel unable to fully integrate and participate in society, and feeling socially isolated as a result.

Prospects

Avoidable differences in health emerge by the time a child reaches the age of five. In the Families for All area, on the whole, a similar percentage of children achieve a good level of development by age 5 to the Coventry average

Most communities in the Families for All area are amongst the 10% most deprived areas in all of England. However, the area has fewer children living in poverty than expected given the overall level of deprivation.

More residents in the area have no qualifications than average. Families for All is home to a thriving small

business community, but the proportion of residents who are economically inactive is higher than average and unemployment is twice the rate of Coventry. This impacts on household income. More families face food poverty than average and more rely on food bank for food security.

Housing and environment

Satisfaction with the local area are lower than the city average – and people are less likely to feel a sense of belonging to their neighbourhood. Residents were concerned about the level of fly-tipping in the area, and this is attributed to the decrease in community wardens.

As a largely urbanised area with dense terraced housing, access to green space is at a premium. Air quality is amongst the poorest in the city due to the presence of four major arterial trunk roads. Despite the presence of key arterial routes, car ownership in the area is relatively low – suggesting a level of inequality whereby the benefits of the area's connectivity go to people from other areas; and negative externalities associated with traffic and pollution are felt by the local residents. Families for All is home to numerous low-cost, low-quality rented homes. Private rented terraced accommodation account for largest proportion of homes in the area. A quarter of households in the area are in fuel poverty.

Recorded crime rates in Families for All vary across the area. Overall the crime rate is slightly higher than the city average. Crime, and perceptions of crime have an impact on people's perception of safety – and there are parts of the Families for All area where a poor reputation mean people feel unable to use the facilities and services there.

Health and wellbeing

Overall health and rates of life expectancy and healthy life expectancy in Families for All is lower than the Coventry average. However, the youthful age profile of the area means that the majority of indicators of premature mortality do not appear out of the ordinary.

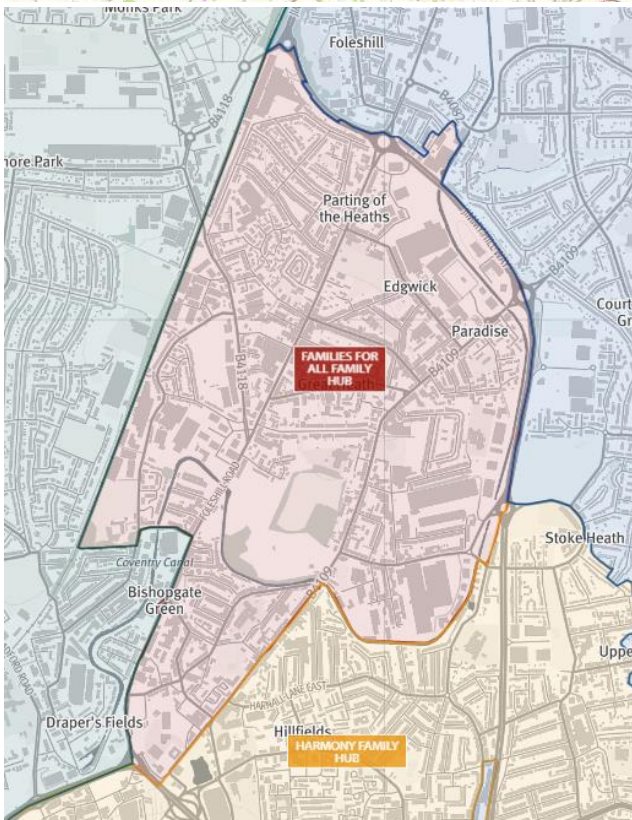
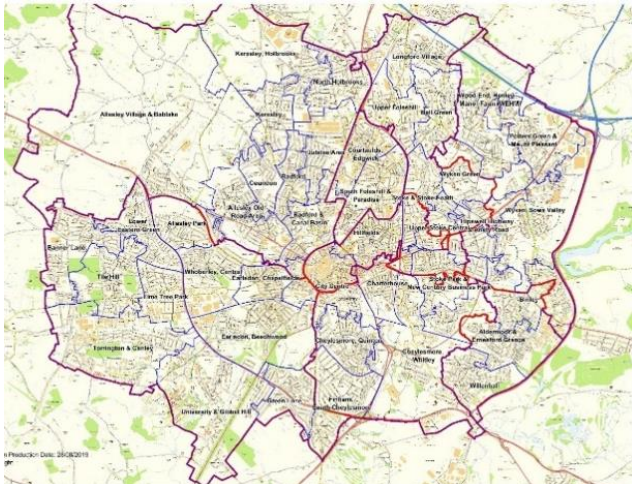
The area seems well served by primary care services, but the area still sees more local children attending A&E in the hospital than the Coventry average, particular for under-5s.

The Families for All population exhibit healthier behaviours than the Coventry average in terms of fruit and vegetable consumption; participation in sports; and lower alcohol consumption. However, obesity is higher than the city average, which may be influenced by the area's high availability of takeaway food.

Demographics and Communities

Location

Families for All is a family hub area in the ward of Foleshill, Coventry. It is on both sides of two major routes in Coventry: Foleshill Road, and Stoney Stanton Road. Both are routes radiating north from Coventry City Centre. The area is bound to the north and east by the A444 and to the west by the Coventry to Nuneaton railway line.



History

This area has played an important part in the story of Coventry. The construction of Coventry Canal in 1768 and the railway in 1850 was vital for trade and economic

growth; encouraging more people to live here. The canal had strong links between major cities, namely Birmingham and London – which attracted trading firms to set up on the banks of the canal, and in turn, attracting workers and residents to in the area. As a result of this trade, several historical businesses were established in the area. In the early 1900s, Coventry Ordnance Works Limited was manufacturing some of the biggest naval guns ever built for the Admiralty and Courtaulds Ltd, now part of PPG Industries and AkzoNobel, grew to become a world leader in the production of artificial fibres. Jaguar Cars, now part of Jaguar Land Rover, had a factory in the area in the 1930s and 1940s and Riley Cars were based in Foleshill from 1916 to 1948.

After the Second World War, the international process of decolonisation driven by the United Nations drew international migrants from Commonwealth countries to the area. The growth of industry drew in many workers to the area to work in its factories. As a result of this a vast amount of low-cost, cheap-to-build terraced houses were built. There was a high turnover of people coming and going to the area, often once people had become established, they aimed to move out to better accommodation and areas of the city. High numbers of Sikhs from India, migrants from Pakistan and Bangladesh made their homes here. The Windrush generation of migrants from the Caribbean also chose to settle here. Today, many migrant, refugee and asylum-seeker communities also begin their lives in Coventry in the area, making the neighbourhood a vibrant fusion of cultures and identities.

Population

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.

What is the local picture?

How does it compare?

Families for All area experienced some population growth – in line with the Coventry average. The population in Families for All is estimated to be 19,586 in 2018; an increase of 7% in the three years to 2018. This is no different from the Coventry rate, also 7%. A contributory factor to this increase is due to new-build

housing developments in areas such as Webster's Park and Kingfield Road.

The area is very densely populated for Coventry, with density nearly three times the city average. The Paradise area has 104 persons per hectare – the 11th most densely populated area in Coventry. The highest level of density, however, is Cambridge St, Hillfields (in the Harmony Family Hub reach area), with a rate of 148 persons per hectare.

Despite Coventry's youthful population profile, people in Families for All are, on average, younger than the Coventry average. There are 25% more 0-17s here than in Coventry as a whole and 21% more for the age group of 25-34.

Households in the area are larger than average. There are 6,112 households in the area. The most common household size is 3-4 people, compared to 2-3 people for Coventry. However, households with 5 or more people appear more here than in Coventry as a whole, as do lone-household parents which constitute 9% – 21% more than for Coventry as a whole.

What is happening?

What else can be done?

The area's large, youthful population can help bring about change and improvement in the community – and therefore, it is important to increase opportunities for young people. Residents expressed concerns about the lack of youth provision in the area. Some examples of good practice include youth activities in the Families for All Family Hub.

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 Families for All area is home to a high proportion of people from Black and Minority Ethnic (BAME) communities. In the 2011 census, Beresford Avenue/Churchill Avenue area had 90% of its population from BAME communities – the most diverse in Coventry. People of Asian/Asian British ethnicity made up the largest broad ethnic group in the area. The speed of changing demographics means the 2011 data may not accurately

reflect the current diversity in the area and so the position in 2019 is difficult to assess.

There appears to be an increase in Black communities and decline in White and in Asian communities. Across the area, the proportion of the population who identified themselves on their Census form as White has reduced – by as much as 21% in some parts. A similar, if slightly reduced picture (the reduction here is up to 15% in some parts) can be seen in people identifying as Asian/Asian British/Asian Indian. The proportion of the Bangladeshi community has remained largely consistent between 2001 and 2011 staying between 1% and 7% of the population across the area. The Black British population has considerably increased between 2001 and 2011, particularly the Black British African population. This population grew from 1% of the total population of the area in 2001 to 8% in 2011.

There appears to be more residents with a Muslim faith. In parts of the Families for All area, Islam is the predominant religion of local residents, at 59%, compared to 7% for Coventry as a whole. The percentage of people with a Muslim faith has increased by as much as 19% between 2001 and 2011. In the same period, there appears to be a decrease in the percentage of Sikhs (by 8%) and Hindus (by 5%) in the area.

Information about the area's ethnic and religious profile is limited to information from the last census, in 2011. As the area is home to waves of new communities settling in the city, this information is not always reliable or accurate. Data on new GP and National Insurance registrations give us an indication about the changes in the last few years. Families for All has been one of the areas in Coventry with higher than average number of people from new communities moving in, although not as high as seen in neighbourhood around the city centre or the University of Warwick. People from Romania have moved to the area in the highest numbers in this time.

A high proportion of households in this area do not have anyone who speaks English as a first language. Due to the diverse nature of the community, it also means that some people cannot speak any English – more so in this area than for Coventry as a whole. 31% of the households in the Cross-Road area, has no residents that speak English as their first language and Vine Street and Harnall Lane area slightly higher at 34%.

Language can act as a major barrier to social inclusion. There is often a gendered dimension to this, with stay-at-home mothers unable to fully integrate

and participate in society, and feeling socially isolated as a result. Health visitors reflected that maternal isolation is a big concern, especially in Foleshill where mothers may not have a lot of connections, are unable to drive or speak the language. Places of faith are actively trying to tackle social isolation. Young people from the mosque are taking part in a 'look after your neighbour' scheme, visiting members of the community who are in hospital and at risk of becoming further isolated.

Residents and communities in the area are united and strengthened by their diversity and community cohesion is strong. The 2018 Coventry Household Survey shows that up to 60% borrow and exchange things with their neighbours, 95% chat with neighbours regularly, residents have diverse friendship groups, and 75% get along with neighbours. 82% said they thought their neighbourhood was a place where people from different backgrounds got on well together, a proportion not significantly different from the Coventry average.

What is happening?

What else can be done?

The diversity of the area is celebrated through events and festivals throughout the year. This is a huge cultural asset for the city. A resident noted how *"most people get on very well with one another... and don't look at the colour of their skin."* Residents also recognised how religion and faith groups play a key role in the area *"they do so much in the community sector... you couldn't do it without them"*.

Having a culturally competent health and social care workforce is particularly important in this diverse area.

The Sahal Community Development Centre offers a Somali youth group, bringing together young people who have similar lived experiences in growing-up in different cultures.

Libraries – as well as children – play a key role in helping families learn and practice English. At school, children of migrant families often pick up the language quickly and act as interpreters for their family members. Meanwhile, for adults, libraries provide a useful resource for learning languages, from opportunities to attend English for Speakers of Other Languages (ESOL) courses, to conversation cafes to meet other people and practice their conversational English.

Culturally-aware services for mothers can help address maternal social isolation. Libraries play a vital role in mitigating some of the effects of isolation, they are working closely with Godiva Sisters. FWT offer culturally appropriate social, health and education training

programmes for women. For example, MAMTA is a child and maternal health programme with specialist culturally sensitive commissioned service. The focus on women is also extended to Sahal Community Development Centre, who are working in partnership with the library to encourage more young people and women to access their facilities.

Community assets

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 organisations

Below are some specific places and comments identified as local resources:

Resource	Description
Coventry Muslim Resource Centre	The Coventry Muslim Resource Centre provides facilities for educational, welfare and cultural needs of the Muslim and the wider community. They offer separate spaces for women's training and provide advice and employment services for the community. Participants at the engagement workshop also mentioned that they can attend health assessments here and that the library and reading rooms at the centre were well used. The Centre is also a hub for reporting incidents of hate crime.
Families for All Family Hub	A place people can go when in need of help and support. They provide a range of activities and advice, working in partnership with the community. Able to direct individuals to different services in the area and provide information, advice and support.

Resource	Description
Foleshill Community Centre	<p>Will be home of Coventry's first Social Supermarket.</p> <p>Potential space for allotments and produce exchange.</p> <p>Provide Health and Wellbeing services.</p> <p>Services for financial literacy.</p> <p>"We are giving Foleshill Community Centre back to the community".</p> <p>"The community resource, in terms of venue and infrastructure, is actually astonishing, it's about bringing it all together"</p>
Foleshill Stakeholder Group	Set up by Family Hub and Community Resilience Team.
FWT	<p>FWT aims to break down barriers that women face in accessing services. They provide skills, training and support to empower women in the community. They have numerous partnerships and projects, some of which include:</p> <p>MAMTA - a child and mental health support programme.</p> <p>Community Health and Genetics Project –to raise awareness of some genetic disorders.</p> <p>Accelerate – free employment support service.</p> <p>CRASAC (Coventry Rape and Sexual Abuse Centre) – provides specialist support for victims of sexual violence.</p> <p>Currently working with CRMC and VAC on a new Home Office and EU funded initiative around integrating refugees.</p>
Langar Aid	Langar Aid's partnership with Sahal Community Development Centre to host a free lunch every week for those in need was identified as an asset for the community.

Resource	Description
Library	<p>The library offers a range of services. Ones mentioned at the engagement workshop were:</p> <p>Rhyme time (with the additional function of showing parents local support available while the child is in session)</p> <p>Digital skills sessions and also works with Godiva Sisters/FWT training.</p> <p>Has a flexible space that can be booked</p> <p>'Gen 2 Gen' is led by volunteers to provide one-to-one help to anyone who needs support.</p>
Litter	Litter at the engagement sessions was deemed to have an impact on people's connection with place and perceptions of community and safety.
Local Shops	The shops in the area were highlighted as an asset, through their role beyond what they sell. Some shops were tailored towards the local needs (e.g. by selling clothing and arranging money transfer). Shops were identified as an opportunity for people to talk and socialise, with shopkeepers acting as a "mini Citizens Advice".
Ludic Rooms	Aim to have a collaborative approach to making the city's spaces more visually appealing and encourage people to make use of the space that is already here. Recently, there has been a focus on the canal, describing it as a 'unique opportunity for the people of Coventry' and that 'nowhere else in Coventry has it'. They have partnered with Mercia Canoe Club to do a new project "Paddling Light", providing free sessions for people to explore the water way and get more people active and involved on the Coventry Canal.

Resource	Description
Multifaith Forum	An initiative that represents people from many faiths in and around Coventry. They aim to celebrate diversity and promote harmony between different communities, by increasing knowledge and understanding of each other.
Sahal Community Development Centre	<p>Sahal Community Development Centre was at the heart of many discussions in the engagement workshop. They do numerous things for the community, some of which include:</p> <p>Supporting the start of new businesses</p> <p>Set up a Somali youth group</p> <p>Host a free lunch every Friday with Langar Aid</p> <p>Work with European City of Sport</p> <p>Have a partnership with Coventry Refugee and Migrant Centre to introduce a recycled laptop scheme and train women in computer skills</p> <p>Work with AT7 at football sessions,</p>
Schools	<p>Throughout the engagement sessions, individuals had conflicting views on the standards of schools.</p> <p>Some individuals did not view schools as a concern, whilst others commented that classes were oversubscribed and some schools 'only aim for minimum standards', OFSTED reports also factored heavily in these views.</p> <p>Schools were viewed as a deciding factor for where some people chose to live, catchment areas were highlighted as a real concern.</p>

Resource	Description
The Highlife Centre	The Highlife Centre is based in this area and offers targeted services to remove barriers to work and help people set up their own businesses. The centre works closely with BAME groups and supports people in gaining enterprise qualifications, offers one-to-one mentoring support and helps to develop action plans into sustainable employment.

The Families for All Family Hub collaborates and coordinates a range of services in the area. It could also be used to make connections with individuals and maximise the success of partnerships.

The City of Culture is a good opportunity to make use of the area's diverse assets and communities. The City of Culture Trust has worked with local people to map Foleshill, to help make Foleshill a destination that people will want to visit. It is felt that this is an important step in developing the community together, providing residents with a sense of pride for their area.

A community site could help local people and groups swap space, rooms and resources. Individuals often expressed their lack of awareness about the opportunities available. To overcome this, a community site can help people swap ideas, space, rooms and resources. In addition, community notice boards were identified as a good way to stay up-to-date with the developments in the area.

Prospects

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 Families for All area, on the whole, a similar percentage of children achieve a good level of development by age 5 to the Coventry average (68%), that is to say, lower than the national average.

There are some differences in different neighbourhoods:

- Five areas exceed the Coventry average;
- Three areas are about the same; and
- Two are below.

Two-year-olds whose parents are in receipt of certain benefits are entitled to 15 hours of free early education per week. Additionally, all three- and four-year-olds are entitled to 15 hours free education. A familiar pattern of variation in the take up of this support is evident.

Most communities in the Families for All area are amongst the 10% most deprived areas in all of England. However, the area has fewer children living in poverty than expected given the overall level of deprivation. The highest level is seen in the Pridmore Road area of the Family Hub area, where 49% of children live in income-deprived families.

What is happening?

What else can be done?

Health visitors can help children and families in the most deprived areas make the best start in life. NHS Health visitors are very active in the area. They visit all parents with children under the age of 5 in the city and offer health promotion and write developmental reviews during their home visits to promote childhood development.

Schools, faith groups and community centres can work together to help reach socially isolated families, helping bring support to those who need it. Edgewick Community Primary School previously worked with Foleshill Baptist Church to set up Stay and Play sessions for young children. The Family Hub was also highlighted as an asset in the community. FWT provide the MAMTA project as part of their Family Health and Lifestyle Service to support BAME and migrant women in pregnancy and

early childhood in partnership with healthcare providers to give mothers and babies the best outcomes.

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?

More people living in Families for All have no qualifications than the city average. The City average for the proportion of the population with no qualifications is 24%. In this area 34% of people do not have qualifications. The Paradise area has over 40% of residents without qualifications. In comparison to this, 23% of the population in Coventry has a degree or higher. In the Families for All area that figure is just 16%.

What is happening?

What else can be done?

Culturally aware and appropriate interventions can help children achieve their best. Successful examples include local mosques working to provide health workshops and support for pupils preparing for GCSE. Ramadan often coincides with GCSE preparation – which can have an impact on school results. To address this, local mosques have worked to provide health workshops to advise pupils on revision and sleep patterns for those students who are fasting.

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 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?

Families for All is amongst the areas in Coventry with higher levels of multiple deprivation. Almost two-thirds of residents (63%) live in neighbourhoods that are amongst the most deprived 10% in England. However, in recent years the neighbourhoods in the area have experienced *relative* improvements in multiple deprivation compared to other areas.

The proportion of residents who are economically inactive is higher than average. This impacts on household income. Families for All is amongst the 25% of areas with highest rates of economic inactivity in the city (reasons for inactivity include retirement, looking after home or family, long-term sickness or disability, study and 'other' reasons), with 45% of people in the Leicester Causeway area economically inactive. Additionally, a finding from the 2018 Coventry Household Survey showed that more people in this area worry about lack of money than people in the City as a whole. This is reflected in the income data, which suggests that 48% of households have an income of less than £20,000 – significantly higher than the Coventry average. Having a low disposable income stops families from accessing many of the things the city has to offer. Furthermore, the cost of travel for those with low disposable income limited people's access to activities.

Unemployment in Families for All is twice the rate of Coventry. This is true for short-term and long-term unemployed. Whilst some residents during the engagement process felt that there were no barriers to employment in the area, others commented on limited opportunities.

Families for All is home to a thriving small business community. There are 795 businesses in the area, the majority of which are small businesses. Residents described, Foleshill as "thriving commercially", and "a business growth area – you don't see any vacant shops".

More families in the area face food poverty than the Coventry average – and as a result, rely on food bank for food security. According to the Household Survey

(2018), as many as 4% of households sometimes don't have enough food to feed their family that day.

Residents commented on the use of food vouchers; and concern that "there has been no let-up in the increase of food bank use, it is worrying that it is continuing to rise, this year is the busiest we've ever had".

What is happening?

What else can be done?

Joined-up working can help residents and communities challenge poor benefit decisions that deprive people of the right to food. Foleshill Women's Training and the Coventry Law Centre noticed an increase in women claiming food bank vouchers – often from women who cannot access public funds. By working together, they have been able to overturn some decisions, helping vulnerable women and their families access food.

Opportunities for employment appear limited, with higher rates of unemployment and unemployment benefits being claimed, subsequently there is a lower household income. Local examples of social enterprise could be a promising way to help local people help themselves. The Coventry Community Food Project (formerly known as the Real Junk Food Project) set up a pop-up pay-what-you-can café in Foleshill every Monday afternoon. This community-led offer provides local families with opportunities for social interaction, support, and activities for children. So far, they have provided over 2,000 meals to those in need and throughout the summer of 2019 those numbers continued to increase. In addition, Feeding Coventry is in the process of developing the city's first social supermarket, based within Foleshill Community Centre. It is due to open in December 2019.

Grapevine are also active in helping individuals gain access to paid employment, with schemes such as 'Connect 2 Work' helping people over the age of 18 with a learning disability to begin their journey into paid employment.

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 are lower than the city average – and people are less likely to feel a sense of belonging to their neighbourhood. 83% of people in the Edgwick area said they were satisfied, which reflects the satisfaction level for the City as a whole. However, of those living in the South Foleshill and Paradise area only 63% were satisfied. Residents here are less likely to feel a sense of belonging to their immediate neighbourhood than the Coventry average (Coventry Household Survey 2018).

Residents were concerned about the level of fly-tipping in the area, and this is attributed to the decrease in community wardens. Public areas, such as parks, the library, and the church were affected which residents have stated affects the amount of time they wish to spend outside in the community.

As a largely urbanised area with dense terraced housing, access to green space is at a premium. The enclosed, safe green space behind the library was highlighted as an asset, but it was considered too small for games like football.

Air quality is amongst the poorest in the city due to the presence of four major arterial trunk roads. There are three key measures of this for which local community data exists:

- Nitrogen dioxide – all but one community here are amongst the worst 20% for England, Scotland and Wales;
- Particulate matter – all areas in the worst 30%; and
- Sulphur dioxide, all areas in the worst 50%.

Despite the presence of key arterial routes, car ownership in the area is relatively low – suggesting a level of inequality whereby the benefits of the area's connectivity go to people from other areas; and negative externalities associated with traffic and pollution are felt by the local residents. In 2011 42% of Families for All area residents lived in households with no cars, compared to the city average of 32%. Nevertheless,

the dangerous driving and parking were identified as issues for the area. The area is “hectic... and traffic is busy and dangerous”; and pavement parking is also common.

What is happening?

What else can be done?

Poor air quality, combined with little green space, traffic and dangerous parking, mean that a lot of the activities in the area tend to be indoors. However, the area is also home to a canal and local canal paths. With appropriate intervention, this can help provide a blue and green corridor to help promote wellbeing. For the first time in eight years, a canal warden has been appointed. The aim is to widen and enliven the two paths near the canal, tidy up the area, and to host health and wellbeing projects such as walking groups, water-based activities, and music events.

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?

Families for All area is home to numerous low-cost, low-quality rented homes. This draws in more newcomers to the areas; who then, in turn, move out and are replaced in a process often referred to as “churn”.

Low cost, private rented terraced accommodation accounts for the largest proportion of homes in the area. Average house prices are low in the Families for All area, with the exception of the St Paul's Road area where the average in 2018 was £256,000; compared to the city's median price of £165,000. 31% of the households in the area are private rented.

A quarter of households in the area are in fuel poverty.

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 a residual income below the official poverty line. In the Families for All reach area, 25% of households are fuel poor compared to 15.3% across Coventry. Every area in the Families for All area is within the worst 25% of areas for Fuel Poverty – Little Heath has 27% of all households in the area in Fuel Poverty (the worst in Coventry is 38% in Gosford Green).

What is happening?

What else can be done?

Tenant organisations may help improve the quality of local accommodation.

Tenants expressed concerns about the quality and cleanliness of some privately rented accommodation – noting that the lack of communication between tenants and their landlords were often an issue.

Residents expressed concerns about the level of rough sleeping and hidden homelessness in the area.

Local cafes may help – but solving the crisis requires a bigger level of investment.

Local cafes were highlighted as assets for rough sleepers, providing them with hot food, sleeping bags and directing them to where they can access support – but is no replacement for a more joined-up citywide approach to addressing the crisis.

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.

Recorded crime rates in Families for All vary across the area. Overall the crime rate is slightly higher than the city average with some neighbourhoods having relatively low levels of crime and others higher than average. The area around Churchill Avenue is one of the lowest areas in Coventry for total crime. The highest rate is for Edgwick - Gallagher Retail Park/Cross Road and is a rate of 190 crimes per 1,000 population; shoplifting offences are a large proportion of this total. The worst rate overall in Coventry is 503 crimes per 1,000 population, in the city centre.

There are some specific areas where reported crime rates are somewhat higher than the city:

- Anti-social behaviour is somewhat higher than the city average in the Guild Road area, Gallagher Retail Park/Cross Road and Broad Street area;
- Burglaries are somewhat higher than the city average in the Guild Road area;
- Criminal damage and arson are somewhat higher than the city average in Broad Street;
- Crimes related to drug dealing and drug use are somewhat higher than the city average in parts of the Heaths, Canal Road, Paragon Park and Leicester Causeway;
- Possession of weapons is somewhat higher than the city average in Broad Street, Leicester Causeway and Guild Road;
- Public order offences are somewhat higher than the city average in Gallagher Retail Park/Cross Road, Leicester Causeway, Guild Road;
- Robbery is somewhat higher than the city average in Gallagher Retail Park/Cross Road, Leicester Causeway, Guild Road, Broad Street and Paragon Park;
- Thefts from persons are somewhat higher than the city average in Guild Road, Parting of the Heaths, Broad Street, Paragon Park and Leicester Causeway;
- Vehicle crime is somewhat higher than the city average in Guild Road, Gallagher Retail Park/Cross Road, Broad Street and Paragon Park; and
- Violence and sexual offences are somewhat higher than the city average in Guild Road, Gallagher Retail Park/Cross Road, Broad Street and Leicester Causeway.

Crime, and perceptions of crime have an impact on people’s perception of safety, compared to the city average a lower proportion of residents said they feel safe at night in the area. There are parts of the Families for All area where a poor reputation mean people feel unable to use the facilities and services there. For example, Edgwick Park and Prince’s Street were identified as areas where residents did not feel safe. Consequently, residents did not take their children to Edgwick Park. Members of the community and local police officers have tried to reassure residents stating “there is very little reported crime” in the park, yet despite this residents still do not feel safe.

What is happening?

What else can be done?

Organised events can help address and improve perceptions of safety. Volunteers from Foleshill Baptist Church go to the park once a year to clean the area and provide activities for people to enjoy. These are usually well attended with residents feeling that this is due to 'safety in numbers'.

Crime and violence are not solely a policing problem – they are also a public health problem. Violence is as much a consequence of preventable factors such as adverse childhood experiences and harmful social influences. Consequently, it is important for schools and young people to get involved, for instance, the Edgewick Community Primary School overlooking the park has been involved in monitoring the park and bringing issues to the attention of the authorities.

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 Families for All is lower than the Coventry average. Overall health is slightly below the Coventry average, which, in turn, is below the national average. In Coventry, 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 gap in years between life expectancy and healthy life expectancy is very large for Coventry – and this is even more pronounced in the Families for All area. The gap between life expectancy and healthy life expectancy for males in the Families for All area is 21.4 years compared to 15.4 for Coventry overall; and for females, 28.3 years compared to 18.9 years.

Males are expected to live 15.4 years with chronic and persisting ill-health and Females 18.9 years. However, for the Families for All area these are even more dramatic with Males expected to live for over 21 years and Females for over 28 years with chronic and persisting ill-health – nearly 10 years more than for the City as a whole.

However, the youthful age profile of the area means that the majority of indicators of premature mortality do not appear out of the ordinary. The area has much lower incidences of coronary heart disease, asthma, chronic bronchitis, emphysema, high blood pressure, diabetes, stroke, obesity and liver conditions than the Coventry average.

By using age-standardisation, which considers the youthful profile of the area, compared to Coventry as a whole, Families for All has:

- More under-75s dying from coronary heart disease;
- More dying from respiratory diseases (in all age groups);
- Worse disability-free and healthy life expectancy;
- Emergency hospital admissions at all age and for all causes;
- More emergency hospital admissions for chronic obstructive pulmonary disease;
- More emergency admissions for cardiovascular disease; and
- More hospital stays for alcohol-related harm and self-harm.

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 in the Families for All area is high, where there are between 6-19 cases of HIV diagnosed per 1,000 15-59 year old population.

Childhood vaccinations in the Families for All area are well below city averages. Vaccination coverage statistics for children suggests that in April-June 2019, 87.83% of children in the Families for All family hub area received the combined DTaP/IPV/Hib/HepB (hexavalent) vaccine by their first birthday. The Families for All family hub is ranked 7 out of 8 family hub areas. In addition, 88.78% receive the Meningococcal B vaccine (MenB) vaccine (ranked 6); 89.76% receive two doses of the pneumococcal conjugate vaccine (PCV) vaccine (ranked 6) and 78.54% receive the rotavirus vaccine (ranked 7).

By the end of their fifth birthday, 68.43% of children in the Families for All family hub area receive both measles, mumps, and rubella (MMR) vaccinations, ranked 8 of 8 family hub areas and below the 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 the Families for All area is significantly below city averages, so an approach that recognises the specific cultural and socio-economic factors of the area 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 area seems well served by primary care services, but the area still sees more local children attending A&E in the hospital than the Coventry average, particular for under-5s. Primary care services play a central role in the lives of communities. This area is well provided in terms of:

- The 17 general practice (GP) surgeries and dental surgeries in the area – including the most doctors and dentists per 1,000 population in Coventry (1 GP and 1 dentist per 1,000 people);
- Pharmacists – at a rate of 5.74 pharmacists per 10,000 population within 10 minutes' walk compared to an average of 2.67 for the city;
- Health assessments and screenings based in community centres, such as the Muslim Resource Centre; and

- Family Hubs – child and family health activities, including baby wellbeing clinics and sexual health services including condom (C-Card) distribution points.

What is happening?

What else can be done?

A social gradient approach focusing on people's prospects and opportunities, housing and environment and lifestyle factors can help improve outcomes, reduce inequality and reducing premature mortality.

Health visitors can help 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 them 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. Further work can be done with the health visiting service, perhaps, including out of hours service, will help people manage their own health problems – without needing to attend hospital.

Culturally aware services and clearer sign-posting can help meet the diverse needs of local communities – for example, NHS services based at the Coventry Muslim Resource Centre makes it more accessible to communities; and partnerships between Foleshill Women's Training and midwifery services, health visitors and GPs to raise awareness of cervical screenings for people from BAME backgrounds.

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?

The Families for All population exhibit healthier behaviours than the Coventry average in terms of fruit and vegetable consumption; participation in sports; and lower alcohol consumption. For instance:

- More residents eat fruit more than three times per week;
- Fewer never play sport;
- Fewer smoke cigarettes at all and even fewer smoke 20+ per day;
- Fewer have clinically diagnosed depression;
- Fewer say their general health is poor;
- More felt they were generally happy;
- Fewer reported low self-worth;
- Fewer drink alcohol to excess; and
- Fewer say their health limits their daily activities.

However, the level of obesity is higher than the city average, which may be influenced by the relatively high intake of takeaway food. The National Child Measurement Programme weighs children at several stages in their school career. Children in year 6 from the Families for All area are more likely to be determined as obese than for the City as a whole. The area's greater access to takeaway food may have an impact on people's propensity to eat takeaway food.

The number of teenage conceptions has been on falling trend across all areas of Coventry, but the area

around Families for All is one of the areas with higher than average rates. This data is for Foleshill ward, the Families for All area covers most of this ward.

What is happening?

What else can be done?

Partnerships between the local sport centre, AT7, and community organisations can help encourage people to access sports, leisure and exercise activities. Centre AT7, a sports centre on the periphery of the Family Hub area, has partnered with Sahal Community Development Centre to set up football sessions for residents. While the neighbourhood does not have a great amount of green space, the partnership has helped enable and encourage people to step out of their neighbourhood borders; build community cohesion and promote physical activity.

Meanwhile, within the area, the Coventry Muslim Resource Centre provides a venue for sports groups and yoga classes.

Although reported indicators of poor mental wellbeing are low, language barriers can lead to social isolation which can lead to poor mental wellbeing. The library has seen an increase in the need to support people with their mental health. They have created a clearly labelled selection of self-help books, and have introduced the 'Reading Well' collection, which directs library users to uplifting books and memoirs of people who have had similar experiences.

Conclusion

Demographics and communities

The population is younger, growing and has a higher proportion of lone parent and large households. The area's large, youthful population can help bring about change and improvement in the community – and therefore, it is important to increase opportunities for young people.

The diversity of the area is celebrated through events and festivals throughout the year. This is a massive cultural asset for the city.

Having a culturally competent health and social care workforce is particularly important in this diverse area. Libraries – as well as children – play a key role in helping families learn and practice English.

The Families for All Family Hub collaborates and co-ordinates a range of services in the area. It can also do more to make connections with individuals to maximise the success of partnerships.

The City of Culture is a great opportunity to make use of the area's diverse assets and communities.

A community site can help local people and groups swap space, rooms and resources.

Prospects

Health visitors can help children and families in the most deprived areas make the best start in life.

Schools, faith groups and community centres can work together to help reach socially isolated families, helping bring support to those who need it.

Culturally aware and culturally appropriate interventions can help children do their best. Successful examples include local mosques working to provide health workshop and support for pupils preparing for GCSE.

Joined-up working can help residents and communities challenge poor benefit decisions that deprive people of the right to food.

Opportunities for employment appear limited, with higher rates of unemployment and unemployment benefits being claimed, subsequently there is a lower household income. Local examples of social enterprise could be a promising way to help local people help themselves.

Housing and environment

Poor air quality, combined with little green space, traffic and dangerous parking, mean that a lot of the activities in the area tend to be indoors. However, the area is also home to a canal and local canal paths. With appropriate intervention, this can help provide a blue and green corridor to help promote wellbeing.

Tenants organisations may help improve the quality of local accommodation.

Residents expressed concerns about the level of rough sleeping and hidden homelessness in the area. Local cafes may help – but solving the crisis require a bigger level of investment.

Organised events can help address and improve perceptions of safety.

Crime and violence are not solely a policing problem – but a public health problem.

Health and wellbeing

A social gradient approach focusing on people's prospects and opportunities, housing and environment and lifestyle factors can help improve outcomes, reduce inequality and reduce premature mortality.

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

Culturally aware services and clearer sign-posting can help meet the diverse needs of local communities.

Partnerships between the local sport centre AT7, and cultural community organisations can help encourage people to access sports, leisure and exercise activities.

Although reported indicators of poor mental wellbeing are low, language barriers can lead to social isolation which can lead to poor mental wellbeing.

Coventry Health and Wellbeing Board

Insight Team
Coventry City Council

