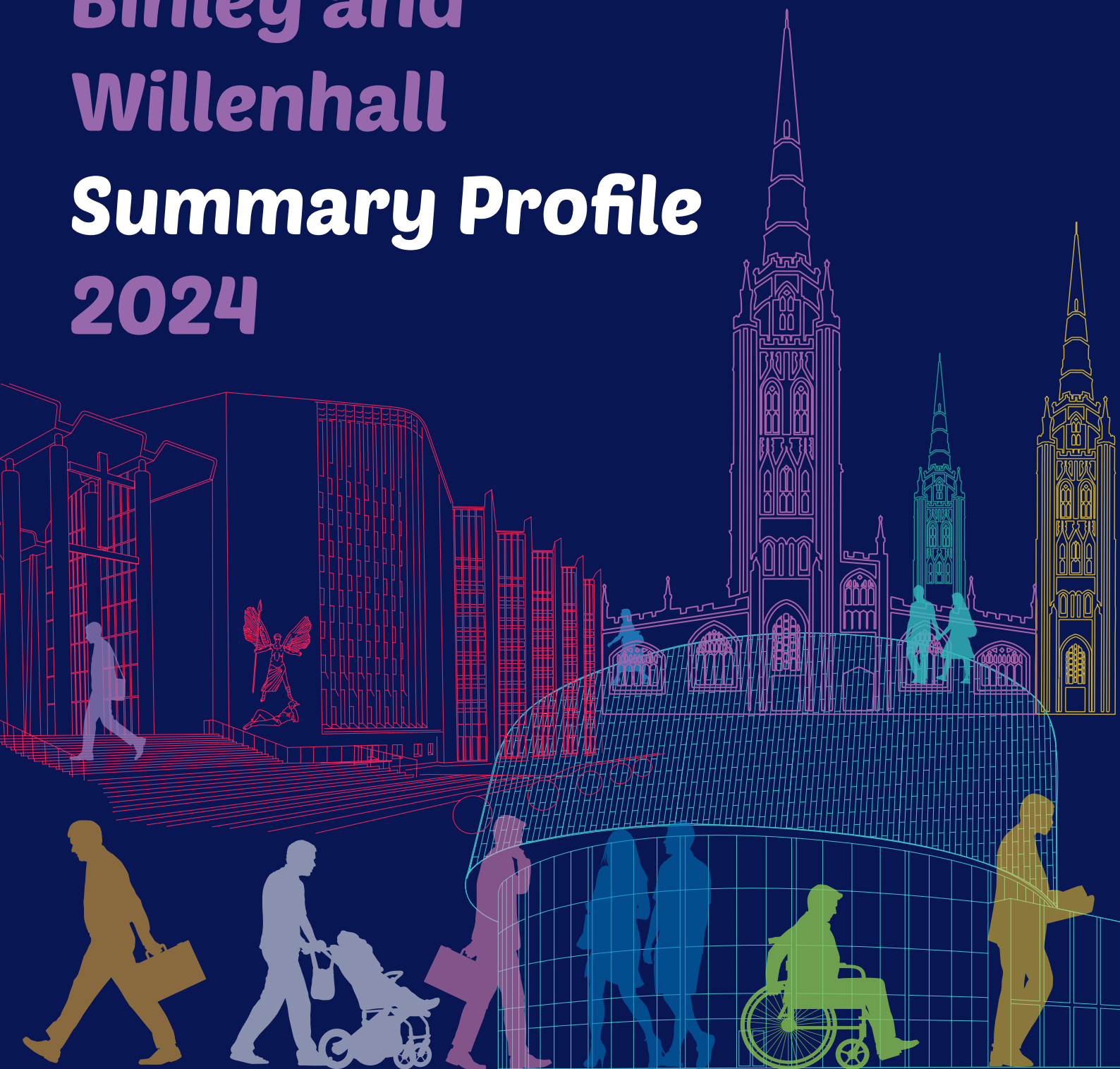


Coventry Joint Strategic Needs Assessment



Binley and Willenhall Summary Profile 2024



Introduction

Welcome

Welcome to the Binley and Willenhall area profile. This profiles the area of Coventry covered by the Binley and Willenhall ward, one of the 18 electoral wards that constitute Coventry.

Binley and Willenhall is one of the six places in Coventry profiled as part of the JSNA. The map below illustrates the **Binley and Willenhall** area covered in the profile, alongside the other five places.



What is 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; and
- 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

This JSNA is one of the six places in Coventry that was profiled in 2023 and 2024 by Coventry City Council with co-operation from partners across the Coventry Health and Wellbeing Board and ideas contributed by community organisations and residents. In April 2018, the Coventry Health and Wellbeing Board authorised a move towards a place-based approach to the JSNA, with the production of a citywide JSNA profile and JSNA profiles for six local areas.

Since the production of the last JSNA, there have been huge external influences on the health and

wellbeing of our residents. The COVID-19 pandemic shone a light on inequalities within our communities and has fundamentally altered our lives. There have been changes to what we value, our communities and how they function, our ways of working and to our economy. The data within this profile reflects these changes.

Each JSNA profile is structured as follows:

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

For each topic area covered, the JSNA explores:

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

In addition to the JSNA profiles, detailed statistical data and evidence is available in the [citywide intelligence hub](#). The hub provides tools to compare and contrast metrics and indicators of all kinds.

Despite every effort to ensure the information in this profile is accurate and up to date, it may become less reliable over time.

The following profile uses various data sources and statistics that cover local neighbourhoods within the city. It compares statistics to those of Coventry as a whole and other neighbourhoods, using Lower-layer Super Output Areas (LSOAs) and Mid-layer Super Output Areas (MSOAs) as the geographic units. These are areas where the boundaries have been defined by the Office for National Statistics (ONS) and used by the ONS and other bodies to publish local area statistics. LSOAs and MSOAs cover the whole of England and Wales, there are 42 MSOAs that cover all parts of Coventry and each of these are divided into LSOAs, typically 4 to 6 per MSOA. The profiles highlight key strengths and challenges of each area, though data availability at the neighbourhood level may vary. For citywide data, refer to the [Coventry Citywide JSNA profile](#).

Demographics and communities

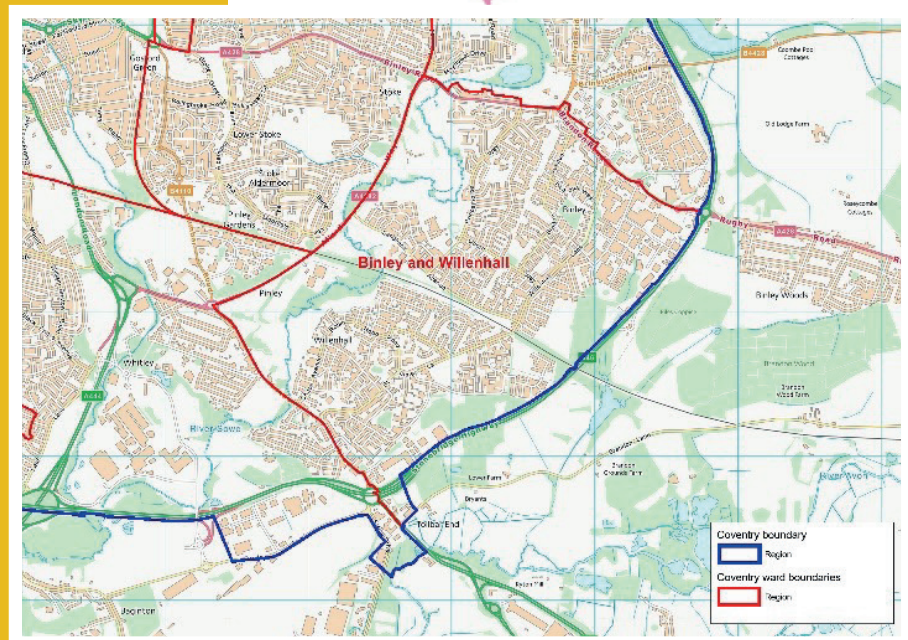
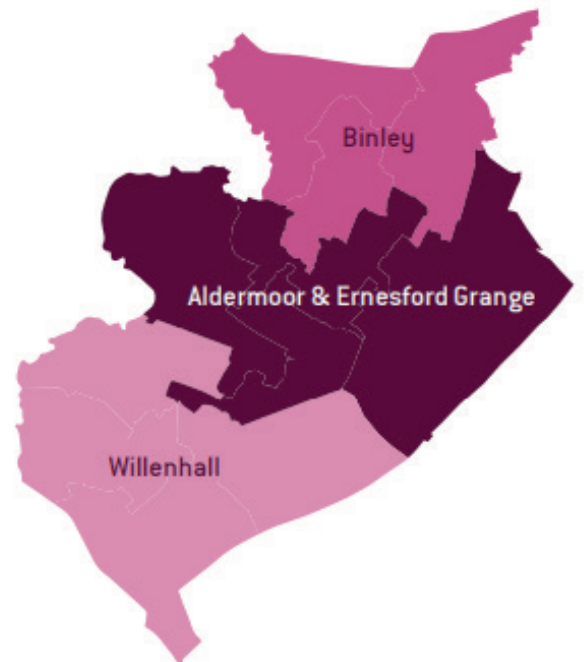
Location

Binley & Willenhall is a ward located in the south-eastern area of Coventry and is comprised of the Binley and Willenhall MSOAs as well as part of the Ernesford Grange & Stoke Aldermoor MSOA, the Ernesford Grange area.

Binley and Willenhall's population grew by 6.5% over the past decade, reaching 17,800 in 2021, slightly below Coventry's 8.9% growth.

The population in Binley is older than the city average with a median age of 43, whilst the population in Willenhall is younger than the city average with a median age at 34 years. The median age for the city overall is 35 and 40 for England.

Children make up a larger proportion in Willenhall, while Binley has more elderly residents. In Willenhall children (0-15) make up a quarter of the population (25.3%), while only 11.5% are aged 65 and over. In Binley, however, children (0-15) account for less than a fifth of the population (17.9%), whilst 22.1% are aged 65 and over, the proportion being as high as 30.3% in the neighbourhood 'Binley - Oxenden Way'. Whilst overall the area does not stand out for having different demographic needs to the rest of the city, this masks a greater demand for services and support for children and families in Willenhall and for older residents in Binley.



Like Coventry overall, the total number of births to mothers living in Binley and Willenhall has fallen over recent years, however it is still higher than the city average.

The total number of births to mothers living in Binley and Willenhall fell from 261 in 2017 to 206 in 2021. The birth rate in 2021 remained relatively high for Coventry, the general fertility rate for the area, the number of live births per 1,000 resident females aged 15-44, is higher than the city average at 56.8 compared to 52.0.

The average household size in Binley and Willenhall is smaller than Coventry's, with 2.34 people per household compared to the city's 2.48.

The area has more single-person households, particularly those over 65 (13.3% vs. 11.6% citywide) and 20.5% are other single person households (people aged 65 and younger living on their own) compared to 18.8% across Coventry overall. Lone parent households are more commonly found in Binley and Willenhall than is average for the city, particularly in Willenhall. 10.8% of all households in the area are lone parent households with dependent children (Coventry 8.3%) and 17.3% are couple family households (19.3%).

We can understand more about our communities by using Geodemographic segmentation.

The Acorn geodemographic profiler data model from CACI Ltd categorises all UK households into 6 main categories ranked from most to least wealthy. In Binley and Willenhall, 92.8% of households fall into the three least wealthy groups, compared to 80% across Coventry. Health profiles reveal significant challenges, with 95% of households in the least healthy categories, and only 4% falling into the healthiest group compared to 15% citywide.

Coventry as a city is becoming increasingly diverse, Binley and Willenhall is no exception with 32.7% of the population being part of an ethnic minority group compared to 45% in Coventry as a whole.

In Binley 71.7% of the population are of White: British ethnicity and 28.3% from an ethnic minority group, whereas Willenhall is

more diverse with 59.5% of the population being White: British and 40.5% from an ethnic minority group.

Among schoolchildren who live in Binley and Willenhall, 44.6% are from an ethnic minority group, suggesting the area will continue to diversify.

While international migration has contributed to local growth, Binley and Willenhall have fewer recent arrivals than other parts of Coventry.

Data from the Census 2021 shows 78.7% of Binley and Willenhall residents were UK-born, compared to 72.1% citywide. The census data also give a richer picture of recent migration: 9.3% of all Binley and Willenhall residents were born outside the UK and arrived in the UK in the previous 10 years, lower than the average for Coventry overall of 14.2%. There is variation between neighbourhoods in the area; Willenhall is home to the highest proportion at 13.0%, similar to average for Coventry, but Ernesford Grange and Binley have lower values at 7.9% and 4.6% respectively.

Binley and Willenhall appear to be less cohesive compared to the city.

Coventry Household Survey data indicates that overall feelings of belonging, and cohesion, may be lower than average. Less than half of the residents agreed (48%) that their neighbourhood is a place where people got on well together, lower than Coventry overall (63%). 32% of respondents said they felt a sense of belonging to their neighbourhood, lower than the average for all Coventry respondents (54%).

Levels of 'cultural participation' amongst Binley and Willenhall residents appear lower than average, specifically in Willenhall, according to responses to the Coventry Household Survey 2022.

'Low' or 'no' participation is defined as respondents who had not engaged in any of a list of cultural activities at least three times in the previous 12 months. Responses from half (50%) of people from Willenhall indicated their participation in cultural events was low, a higher proportion of people than the city average of 34%.

Prospects

percentage of children (53.6%) achieved a good level of development by age five in 2021/22 compared to the city average (61.1%), and there are big differences between neighbourhoods in the area.

Willenhall has particularly low levels, with only 44.9% of children meeting developmental goals, the lowest in Coventry.

Maternal health shows mixed trends. Antenatal care is mostly on in line with Coventry averages, but maternal smoking rates are higher (14.6% vs. 9.0%), although they have declined. Breastfeeding rates are lower than the city average, in 2022/23 the percentage of babies whose first feed was breastmilk 68.1% compared to the city average of 72.2%. In 2023 51.4% of infants in Binley and Willenhall were totally or partially breastfeeding at their 6-8 week check from health visitors compared to the city average of 58.2%.



In Binley and Willenhall, uptake of funded early years childcare for all children aged two, three and four is similar to the Coventry average.

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.

The 2-year-old uptake in Binley and Willenhall is 73%, similar to the city's average (75%) and the national average (72%). The uptake for 3 and 4 year old is high at 90%, similar to the city's average (88%) and the national average (92%).

In 2021/22, 27.6% of children in Binley and Willenhall lived in relative poverty (1,084 children), close to Coventry's average of 26.7%, but higher than England's 19.9%. This has been on an increasing trend in Coventry, and elsewhere, since 2014/15, and vary by area: higher in Willenhall (30.9%) and Ernesford Grange (30.4%), but lower in Binley (13.7%). Addressing poverty's root causes and improving access to support can create better opportunities for children.

To support children and families, health visitors play an active role, alongside the Woodside Family Hub, which offers holistic services.

Parents often rely on friends and family for support, preferring face-to-face, tailored assistance. Accessing support can be challenging due to confusion over services, with parents expressing concerns about scrutiny and judgment when seeking help.

Educational performance varies across stages.

It is notable that educational achievement is higher than the city average in Binley and Willenhall at age 11 but by age 16 it is significantly lower. At Key Stage 2 (end of Year 6), Binley and Willenhall pupils perform better than the Coventry average and close to the national average. In 2022, 58% of pupils met the expected standard in reading, writing, and maths combined, compared to 54% in Coventry and 59% nationally. Willenhall had the highest attainment rate at 64%, followed by Binley at 62%, but below average in Ernesford Grange at 48%. At Key Stage 4, the average Attainment 8 score in Binley and Willenhall was 40.1, lower than Coventry's 46.2 and England's 48.9. Binley had the highest average score at 47.0, while Ernesford Grange had the lowest at 36.0.

Free school meals eligibility in Coventry continues to increase, and for students attending school in Binley and Willenhall, 32.3% of pupils were entitled to free school meals in January 2023, compared to 24.8% across Coventry.

There are significant differences between areas in Binley and Willenhall in this respect, Willenhall is amongst the areas in Coventry with the highest proportion at 42.2%, 31.2% in Ernesford Grange are eligible and 7.7% of pupils from Binley are eligible, one of the lowest rates in the city.

More people living in Binley and Willenhall have little or no qualifications, compared to the city average.

A lack of qualifications may make it more difficult for someone to find more fulfilling work in the city or reduce their chances of getting positions based in Coventry as the city's jobs become more competitive and demand higher skilled workers. 23.6% of residents aged 16 years + in Binley and Willenhall do not have any qualifications, significantly higher than city's average (19.4%) and England (18.1%).

To improve outcomes, residents suggest investing in non-formal education like mentoring, financial and digital literacy, and after-school activities, especially for children with disabilities.

Community centres, like the John White Community Centre and WEET, play a vital role in offering adult education, employment advice, and skill development, helping improve both career prospects and personal growth in the community.

Willenhall is among the most deprived areas in Coventry, with high levels of multiple deprivation, while Binley experiences lower levels.

Overall, 33% of Binley and Willenhall residents live in neighbourhoods (LSOAs) that are amongst the 10% most deprived LSOAs in England, compared to 15% for Coventry.

Unemployment in Binley and Willenhall mirrors the Coventry average at 5.9% (649 working age residents), but varies significantly by neighbourhood.

According to 2021 Census, Willenhall has higher than average rates of unemployment, at 7.1%, with 'Willenhall – Yarningale' reaching as high at 9.6% whilst rates in Ernesford Grange (5.4%) and Binley (4.6%) had lower rates.

Economic inactivity rates in Binley and Willenhall are lower (27.4%), than the city average (29.9%).

Economic inactivity rates are particularly high amongst people who are on "long term sick or disabled" in Binley and Willenhall, making up 7.9% of all working age people (compared to the overall city rate of 4.9%), Willenhall has the highest rates of people who are 'long-term sick or disabled' in the whole city with proportions as high as 12%.

While full-time students make up the largest group of inactive people citywide, they are much less prevalent here, with only 6.3% of the population, compared to 12.8% on average. Economic inactivity rates are also slightly higher amongst people who are 'looking after home/family', making up 6.8% compared to the overall city rate of 6.0%.

Household income is lower than the city average for residents in Binley and Willenhall.

The mean average gross annual household income in 2023 is estimated at £35,339 compared to the Coventry average of £41,552 and the UK average of £47,621. A higher proportion of households in this area are on low incomes, 35% of households are on an annual income of less than £20,000 in Binley and Willenhall, compared to 27% across Coventry overall and 22% across the UK.

Increasing the economic prosperity of the city is important to those living in Binley and Willenhall.

The One Coventry Plan sets out the council's ambition to ensure more residents of Coventry are fulfilling their ambitions, living healthier lives for longer and living in safer, connected, and sustainable communities..

Housing and Environment

Satisfaction with the local area is lower than the city average, with some residents in Binley and Willenhall feeling that it has become a worse area to live in.

According to the Household Survey, 60% of people surveyed in Binley and Willenhall said that they were satisfied with the local area as a place to live, compared with 66% of Coventry as a whole. 20% of respondents indicated that their local area had got worse to live in, though this was less than the city average of 28% when asked the same question.

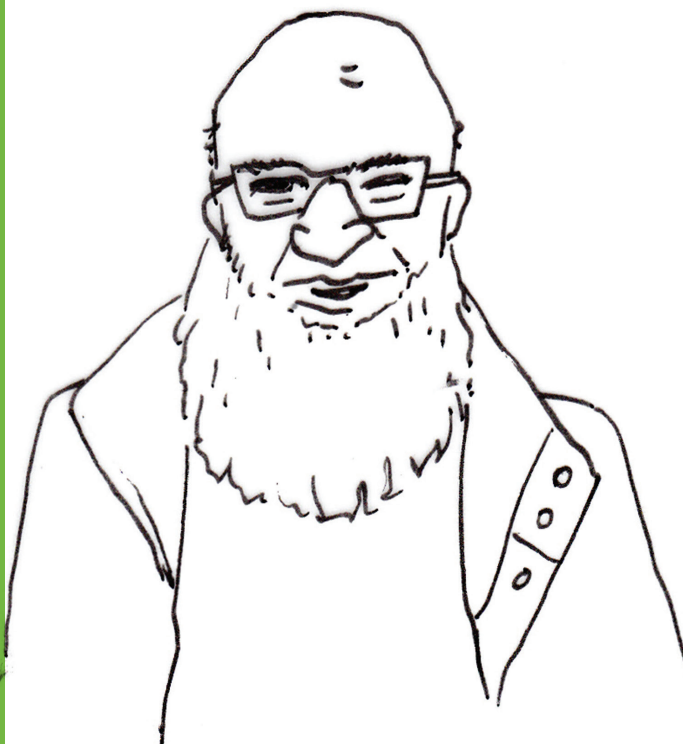
Binley and Willenhall has a good amount of greenspace relative to the other wards of Coventry, with 75.9 hectares of greenspace in the area and 4.32 hectares per 1,000 people. This is more than the average for Coventry, where there is only 3.05 hectares per 1,000 people.



Estimated levels of air pollution from Nitrogen Dioxide (NO₂) and Particulate Matter (PM), in Binley and Willenhall are above the median for neighbourhoods nationally, but lower than average for Coventry.

Residents have raised concerns about the lack of youth provisions and services, which they believe contributes to negative attitudes toward the area. There are also concerns about traffic congestion related to the Binley Road Cycle Lane and calls for safer pedestrian crossings. Suggestions for improvement include lowering bus fares, enhancing public transport and cycling infrastructure, and implementing systems to report polluting vehicles.

Residents in Binley are more likely to own their property than residents in Willenhall. Based on the ONS 2021 MSOA level data, 82.4% of people in Binley own their properties compared to only 36.3% of those in Willenhall. These lie either side of the Coventry average figure of 57.4%.



The 2021 Census highlights housing differences in Binley and Willenhall. Socially rented homes are more common in the area as a whole (31.6%) compared to Coventry overall (17.0%), while private rentals are less common.

Ownership rates vary widely between Binley (82.5%) and Willenhall (36.3%), where half of all households are socially rented. Despite fewer people per household, Willenhall has a higher overcrowding rate (12.8%) than Coventry (7.7%). Binley has a low overcrowding rate at 2.5%. A house is defined as overcrowded if there are too few rooms for the number of occupants based on standards of a minimum number of common rooms and bedrooms needed for the size and composition of the household.

House prices in Binley and Willenhall are lower than the Coventry average of £235,700, with a mean of £213,400 for the year ending September 2022. Binley's average price is higher (£250,000) than Willenhall's (£176,000). Recent house price increases have outpaced Coventry's average: up 9% in the past year versus 4% citywide, and up 26% over four years compared to 20% in Coventry overall.

The recorded crime rate in Binley and Willenhall has been consistently higher than the city average and has increased in recent years. The crime rate in Binley and Willenhall has risen in recent years, with 2,482 reported crimes in 2022/23, a rate of 137.4 per 1,000 people, higher than the Coventry average of 124.6. Willenhall has one of the highest crime rates in the city, particularly in Willenhall Wood – Middle Ride, while Binley has a lower rate. Knife crime is also a concern, with Binley and Willenhall having the 3rd highest rate in Coventry.

Most of the increase in crime is due to a rise in crimes under the category 'Violence and sexual offences' with 1,091 cases recorded in 2022/23. The area has higher-than-average rates in eight crime categories, including burglary, vehicle crime, and possession of weapons.

In the 2022 Household Survey, 82% of Binley and Willenhall residents felt safe during the day, higher than the Coventry average of 77%. However, only 42% felt safe at night, slightly below the city average of 45%.



Health and Wellbeing

There are health inequalities across Coventry whereby areas with higher levels of deprivation tend to have lower life expectancy, Binley and Willenhall is one of those areas.

Willenhall has one of the lowest life expectancies in the city, with men living an average of 71.3 years and women 78.6 years, compared to Coventry averages of 78.1 for men and 82.1 for women. In contrast, Binley exceeds both local and national averages with a male life expectancy of 81.2 and a female life expectancy of 84.4.

Healthy life expectancy, or the number of years lived in good health, is also lower in deprived areas. Willenhall residents experience a significant “window of need”—the time spent in poor health—at 23.8 years for women and 20.3 years for men, exceeding the city average. Premature mortality (deaths before age 75) are particularly high in Willenhall, with rates for preventable deaths far surpassing the city and national averages.



Addressing these health inequalities requires tackling social conditions such as housing, employment, and lifestyle factors. Efforts to reduce preventable deaths must focus on public health interventions and improving the environment and opportunities for those in deprived areas.

The COVID-19 pandemic significantly impacted Binley and Willenhall, both in terms of health and broader societal effects. Like with every area, there were many officially recorded cases amongst residents; a total of 5,811 cases were recorded for residents of the area between March 2020 and 31st May 2022. This is out of a total population of 18,070 from the 2021 Census, a case rate of 321.6 per 1,000 residents, like the overall city rate for this period of 324.8.

While Binley saw lower COVID-19 mortality rates (SMR 96.4), Willenhall's death rate was higher (SMR 129.4), and Ernesford Grange & Stoke Aldermoor had one of the highest in the city (SMR 213.7).

Vaccination rates in Binley and Willenhall were higher than the city average, with 74.4% (13,159 residents aged 12+) receiving their first dose and 70.1% (12,398) their second by December 2023. Rates were higher among older residents, with 94.7% of those 65+ receiving the first dose. However, vaccination rates were lower in more deprived areas, with Willenhall uptake rates for two doses at 63.1% for all aged 12+ and 90.3% for people aged 65 years and over compared to 81.7% and 95.4% in Binley.

The pandemic also heightened mental health concerns, with elevated levels of anxiety, depression, and loneliness in Binley and Willenhall. GP data for 2021/22 showed higher-than-average rates of depression (13.1%) and mental health conditions such as schizophrenia (1.12%).

Uptake rates in Binley and Willenhall are below the 95% threshold for several different childhood vaccinations. While uptake varies across the GPs in the area and between different vaccinations, generally, overall vaccination rates amongst children in this area are around average for Coventry. According to the latest Office for Health Improvement and Disparities data from 2021/22, childhood uptake rates for most different vaccinations are generally lower in Coventry than the national average.

HIV remains an important public health concern in Coventry, some parts of Binley and Willenhall have rates amongst the highest in the city.

In 2021, the diagnosed HIV prevalence rate in 2021 was 3.2 per 1,000 compared to 2.3 per 1,000 in England, making Coventry the 32nd highest prevalence out of 150 local authority areas. Willenhall and Ernesford Grange & Stoke Aldermoor had a prevalence of 5-10 per 1,000 15–59-year-olds, making these areas higher than the city average.

Having a culturally competent public health approach, involving community groups and leaders, has been crucial in addressing health inequalities. Initiatives like the Healthy Communities Together programme aim to reduce health disparities by fostering partnerships between the community, NHS, and local authorities. This community-driven model is essential for increasing vaccine uptake, improving healthcare access for newly arrived migrants, and addressing broader public health needs.

Residents of Binley and Willenhall generally have good access to healthcare services, with most able to reach a GP or pharmacy within a 15-minute walk or a short drive.

The area is served by four GP practices and one GP branch, offering a higher ratio of care staff to residents compared to the city average. Satisfaction with GP services is relatively high, though it has declined since 2019. Most residents are satisfied with their overall experience (73%), ease of phone access (68%), and appointment times (62%). Pharmacy coverage is also good, with six pharmacies spread across the ward. Most residents are within a short walking or driving distance of one.

Household survey data indicates that the residents of Binley and Willenhall have lower rates of everyday activity when compared to the city average.

18% of residents indicated that they partook in no everyday activity, above the city average of 11%. There is again a difference at MSOA level: only 5% of respondents from Binley partook in no everyday activity vs 25% in Willenhall.

The prevalence of smoking among residents of Binley and Willenhall is substantially higher than Coventry as a whole, Willenhall specifically has the highest rate of smoking in the city.

26% of residents are current smokers of tobacco products

and 15% are users of e-cigarettes, compared to 11% and 7% for the city respectively. The proportion of smokers by constituent neighbourhoods of the area is heavily skewed towards Willenhall, with 38% smoking tobacco products and 20% smoking e-cigarettes compared to only 5% smoking tobacco and 5% using e-cigarettes in Binley.

Overall amongst all adults, alcohol consumption in Binley and Willenhall appears to be lower than the city average, however hospital admissions for alcohol related conditions is significantly worse in Willenhall compared to the city overall.

Using the latest National Child Measurement Programme (NCMP) data or the 3 years covering 2019/20 to 2021/22, childhood obesity rates vary by neighbourhoods in Binley and Willenhall, with higher than average rates in Willenhall and indications of such for Ernesford Grange, and lower than average rates in Binley.

8.3% of reception-aged children (4-5 years) in Binley are classed as obese, whereas 14.4% of the same age group in Ernesford Grange & Stoke Aldermoor and 13.5% of children in Willenhall are also classed as obese.

This is compared to 10.8% for Coventry overall. The data indicates that the area's rate of obesity increases in line with that of the city between the ages of 5 and 11 i.e. children are becoming increasingly obese as they get older, with the latest data showing that 17.5% of children measured in school year 6 (aged 10-11 years) are obese in Binley, 24.0% in Ernesford Grange & Stoke Aldermoor and 28.4% in Willenhall. This is compared to the city average at this time of 24.8%.

Improving people's awareness of support groups and available activities can be a more efficient and effective way to help them meet their health needs. However, these groups need support to build their capacity and to ensure their sustainability. The city has a range of peer support groups, where people use their own experiences to help each other. Coventry's Adult Social Care and Communities Directory gathers information and advice in one central place so that information can be accessed easily and quickly.

