Foleshill and Longford

Summary Profile

2024

Coventry City Council

Joint Strategic Needs Assessment
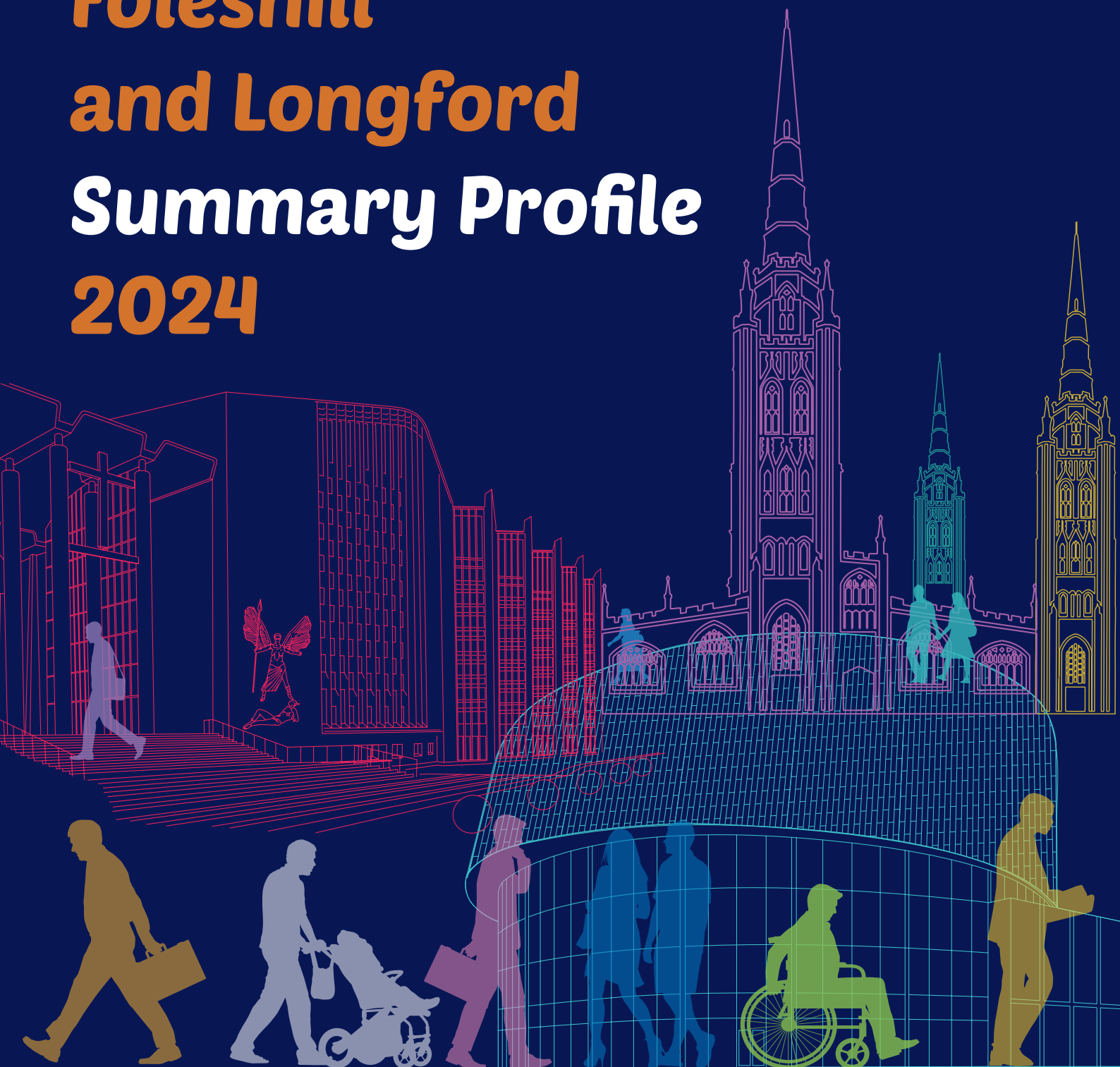
Introduction

Welcome to the Foleshill and Longford area profile. This profile includes areas of Longford, Little Heath, Foleshill West and Foleshill East. Coventry is divided into 18 electoral ward areas; while the areas were not specifically designed around ward boundaries, this study area includes all of the ward of Foleshill and part of the ward of Longford. One part of Longford ward, around the area of Bell Green, is not covered in this profile because it is covered in another profile. .

 The map below illustrates the **Foleshill and Longford** 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.

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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

The Foleshill and Longford area is an area of growth in the city, in the past 10 years, there has been a 13% population increase, and is home to an estimated 34,400 residents.

Over 10 years from 2011 and 2021, between censuses, the population of Foleshill and Longford has increased by nearly 4,000 additional residents from 30,500. Indicating that the population has grown faster here than it has in the city overall (9%); and that around about 1 in every 10 residents of Coventry live in this area. Population growth has partly come from new house building, for example at Webster's Park area in between Foleshill Road and Stoney Stanton Road, part of Foleshill East.
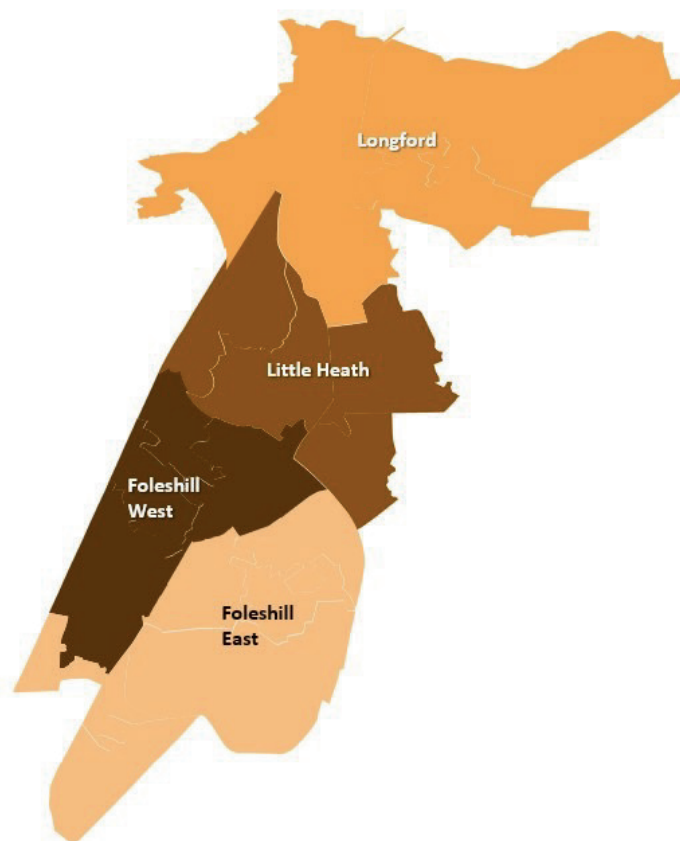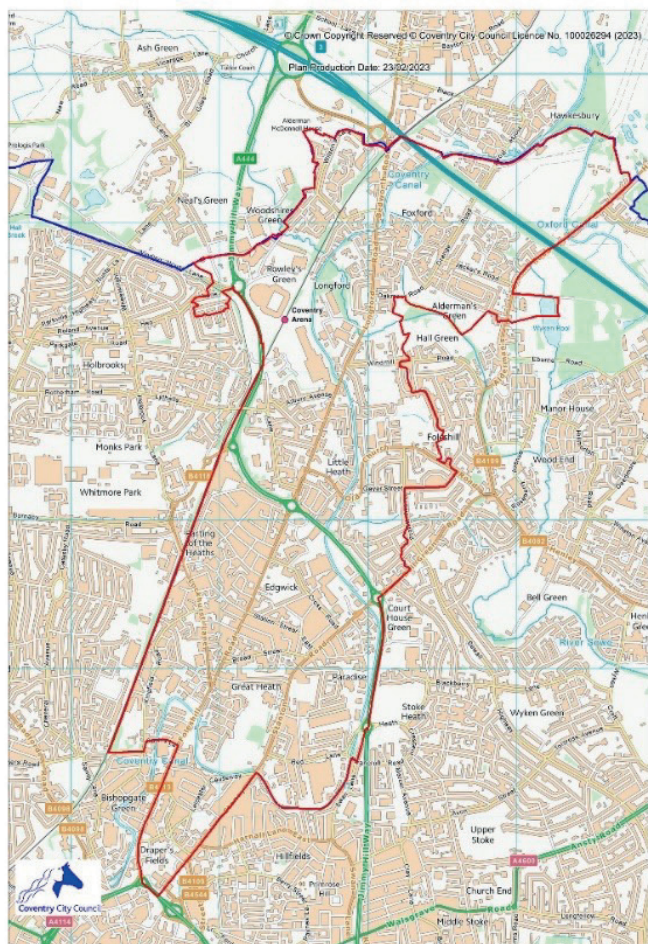
The population is particularly young in Foleshill West and Foleshill East with a median age of 30 compared to 35 for the city overall and 40 across England. In the north of the area, in Little Heath and Longford, the average age of residents is a little higher at 33 and 37 respectively.

The age profile of Foleshill and Longford is quite different to the city overall, being home to a relatively high proportion of children and a relatively low proportion of elderly people. It has experienced greater increases amongst residents aged 35 – 49 years (26% increase compared to 6% for Coventry overall) and 50 – 64 years (32% increase compared to 18% for Coventry overall), but a relatively low increase in the number of older residents aged 65+ (4% increase compared to 9% for Coventry overall).

A quarter of the Foleshill and Longford population are children aged 0-15, 25.1% compared to 19.8% for Coventry overall. Only 9.5% are aged 65 and over, much lower than both the 14.6% in Coventry and the 18.6% England average. This is an important consideration for understanding the health needs of the population in this area.

The areas growth has not been evenly distributed; therefore, local organisations may need to review the location of their services. Little Heath (20%) and Foleshill East (17%) have experienced the highest population growth, these areas are amongst the faster growing parts of the city. The other two parts, Longford (8%) and Foleshill West (6%) have grown at rates slightly lower than the city average.

Coventry as a city is becoming increasingly diverse, Foleshill and Longford even more so with 70.2% of the population being part of an ethnic minority group compared to 45% in Coventry as a whole. With 78.8% of Foleshill and Longford's school children being from an ethnic minority group compared to 55.9% for Coventry, it is likely that the area will continue to become diverse.

Foleshill & Longford has received a higher-than-average number of people through international migration in recent years. Data from the Census 2021 shows 19.4% of all its residents were born outside the UK and arrived in the UK in the previous 10 years. This is higher than the average for Coventry overall of 14.2%; notably higher despite the number of international students moving to Foleshill & Longford being lower than average.

There is variation within neighbourhoods, Foleshill West and Foleshill East are home to the highest proportions of international migrants; at 22.4% and 23.2% respectively. These areas have welcomed a higher percentage of new arrivals in the last 10 years than most parts of Coventry, although they are not amongst the areas with the very highest rates. Longford has lower levels, about average for Coventry at 11.2%.

The area has historically welcomed newly arrived communities, overall, 41.3% of all residents of the area were born outside the UK compared to the city average of 27.9%. Most notably, 18.4% were born in Asian countries compared to the city average of 10.5% and 13.9% were born in EU countries compared to the city average of 10.1%. Foleshill West and Foleshill East are amongst the areas of Coventry that are home to the highest populations of first-generation migrants, with people born outside the UK making up 49.4% and 48.4% of the areas' total populations respectively.

Foleshill & Longford is home to many communities that speak diverse languages, perhaps the most in the city. There needs to be an awareness that this could act as a barrier when accessing and having an awareness of services and support available to residents. For nearly a third of residents (30.3%) English is not their main language according to responses to the Census 2021, compared to 17.5% across Coventry overall.

There are variations with Foleshill & Longford, the diversity of main language is highest in in Foleshill West, and Foleshill East with 36% of residents' main language being other than English, it is slightly lower at 30% in Little Heath and 17% in Longford.

Conversation cafes, libraries and children play key roles 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.

The diversity of the area is celebrated through events and festivals throughout the year. This is a huge cultural asset for the city and there is a desire to expand these opportunities. The City of Culture brought many events to the city to celebrate diversity and promote cohesion. There are several groups throughout Foleshill and Longford that meet to connect, create, and celebrate different cultures.

There is appetite across local and voluntary organisations for more joined up working to improve awareness and communication of the activities and networks available in the city. There is a desire and need for a more collaborative approach, communicating goals and giving communities an opportunity to influence decisions. The Community Resilience Team has worked with the community to encourage attendance to the bimonthly support for Foleshill meeting. The meeting welcomes individuals and groups to represent their community and address local issues. Organisations can share local expertise, advertise their services, and investigate possible collaborations through these groups. It is also used as a networking opportunity for groups operating in the area, creating partnerships and ongoing support to each other.

Prospects

Prospects

Avoidable differences in health emerge by the time a child reaches the age of five. In Foleshill and Longford, a lower percentage of children (57.8%) achieve a good level of development by age 5 compared to the Coventry (61.1%) and national average (65.2%), however there is significant variation between neighbourhoods.

Longford and Foleshill West have some of the lowest rates in the city with only 47.3% and 49.1% measured as being at a good level of development in 2021/22. Children living in Foleshill East have higher rates than average at 64.7%, reaching as high as 74% in the specific neighbourhood of 'Paragon Park Red Lane'.

There are some early years factors that may contribute to this lower rate of children reaching a good level of development by age 5, including: a lower-than-average percentage of expectant mothers attending a first antenatal appointment within 12 weeks, slightly higher, although reducing, rates of smoking during pregnancy, higher than average percentages of babies born at low weight and a higher than average proportion of children living in low income households.

Foleshill and Longford's attainment performance at the end of year 6 (key stage 2) is higher than Coventry averages but by the time children reach school leaving age performance has lowered. In 2022, 61% of students that attended school in Foleshill or Longford at the end of year 6 met the expected standard in reading, writing, and maths combined, compared to 54% of Coventry, however the average attainment 8 scores for pupils living in Foleshill and Longford in 2022 were 41.4 compared to 46.2 in Coventry and 48.9 in England overall.

Pupils living in Little Heath had the lowest attainment 8 score in the city at 38.0, 10 points lower than the average for England. Foleshill West (42.3) and Foleshill East (41.5) were also amongst the 10 lowest scores throughout the city.

More people living in Foleshill and Longford have little or no qualifications than 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. 27% of residents in Foleshill and Longford do not have any qualifications, this is significantly higher than Coventry (19%) and England (18%). 30.1% of residents in Foleshill West have no qualifications, the highest in the city. This is closely followed by Foleshill East ranking second highest with 28.9% of residents having no qualifications. Little Heath also ranks within the top 10 with 25.2%.

Foleshill and Longford neighbourhoods have higher levels of multiple deprivation than most other areas of Coventry. 41% of the population live in neighbourhoods (LSOAs) that are amongst the most deprived 10% LSOAs in England and two thirds (66%) live in neighbourhoods that are amongst the most deprived 20% LSOAs in England.

These pockets of deprivation limit people's opportunities to succeed and transforming life chances requires addressing the social inequalities that are established right from the earliest years.

The latest available data, for 2020/21, suggest that 42.8% of children aged 0-15 in the area live in relative low-income families compared to 26.7% for Coventry and 19.9% nationally. Improving access to support and services whilst addressing the root causes of relative poverty can work to provide better opportunities for children to thrive.

The employment rate is lower than average in Foleshill & Longford because the unemployment and economic inactivity rate is higher. The proportion of working age residents (16-64) who said they were unemployed in the 2021 Census was 6.5% (1,463 people) compared to the city average of 5.9%.

The proportion of working age residents who are economically inactive, according to the 2021 Census is 32.2%, higher than the city's average (29.9%), this is despite the fact the area is home to a lower-than-average number of students. Across the city the main group of inactive people are full-time students, but this is not the case in Foleshill & Longford. Economic inactivity rates are higher than average in Foleshill & Longford particularly amongst people who are 'looking after home/family', making up 10.5% of all working age people (Coventry 6.0%), and people who are 'long-term sick or disabled', making up 6.0% of all working age people (Coventry 4.9%).

The employment rate amongst the working age residents of Foleshill & Longford, as measured in the Census 2021, is lower than the city average. 61.2% of those aged 16-64 answered that they were in employment, compared to 64.2% across Coventry overall.

Household income is lower than the city average for residents in Foleshill and Longford. The mean average gross annual household income in 2023 is estimated at £36,636 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, 31% of households are on an annual income of less than £20,000 in Foleshill and Longford, compared to 27% across Coventry overall and 22% across the UK. We should also be mindful of the fact that the number of people per household is higher than average in this area, so income per person is lower.

The cost-of-living crisis is significantly impacting the lives of Coventry residents and will likely have a greater impact in this area. Local residents are more likely that the city average to say they are worried about money, and less likely to say they are able to eat all of the types of food they would like. There are many organisations working in the area to support people to meet their needs.

Foleshill and Longford is home to a thriving small business community. The area has a relatively high number of business and workplace employment in the area is higher than average. Foleshill & Longford is a mixed residential and commercial area, there are employment opportunities locally. There are 1,310 businesses in the area, the majority of which are small businesses.

Increasing the economic prosperity of the city is important to those living in Foleshill and Longford. 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.

One Coventry plan engagement found that residents in Foleshill and in Longford felt that the most important priority was increasing the economic prosperity of the city and of the region, closely followed by improving outcomes and tackling inequalities within our communities and finally tackling the causes of climate change.

Digital accessibility and inclusion are increasingly important. Like for Coventry overall, the availability of high-speed internet is good and an overall asset, but this does not guarantee access and many residents of the area are at risk of digital exclusion. Some neighbourhoods in Foleshill and Longford are amongst the most at risk of digital exclusion

Housing and Environment

Housing and Environment

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

According to the Coventry Household Survey 2022, 50% of people surveyed in Foleshill and Longford were satisfied with local area as a place to live. This is 28 percentage points lower than the satisfaction rate of 78% recorded in the 2018 survey and lower than the overall satisfaction level recorded for Coventry at 66%. The largest reduction in satisfaction rate in Foleshill & Longford area was recorded in Foleshill West, it reduced 48 percentage points from 83% in the 2018 survey to 35% in the 2022 survey. This satisfaction rate is one of the lowest recorded in the 2022 survey.

Home ownership in this area is lower than average and private renting is higher than average. House prices in the area are also lower than the city average. Households in Foleshill and Longford are more likely to be overcrowded than the rest of Coventry and homelessness rates are higher than the city average.

Foleshill and Longford have poorer air quality than the Coventry average, primarily due to emissions from traffic on major roads. Air pollution, especially nitrogen dioxide (NO_2) and particulate matter (PM), poses significant health risks to residents. In 2022, NO_2 levels were measured at 75 locations in Coventry, including 11 in Foleshill and Longford. Although these levels were below the former 40 μg/m3 standard, they exceeded the new guideline of 10 μg/m3 and were among the highest in the city. Foleshill's air quality is poorer than Longford's, and both areas rank in the top 20% nationally for NO_2 pollution. The Local Air Quality Action Plan (LAQAP) focuses on reducing NO_2, particularly along Foleshill Road and Holyhead Road, where problems have been identified.

Threats to health and wellbeing are exacerbated by the increased costs associated with keeping homes warm, dry, and ventilated sufficiently over the colder months of the year and potential intermittent shortages in energy supply. Cold homes are recognised as a source of both physical and mental ill health, increasing the risk of heart attack and stroke, respiratory illness, falls and accidents. In 2021, 32.6% households in Foleshill & Longford were in fuel poverty, an increase from 26.7% in 2020. Fuel poverty increased in each of the MSOA's in Foleshill & Longford and was the highest in Foleshill East. Foleshill West and Little Heath were all in top 6 MOSA's for fuel poverty in Coventry. Foleshill East was the second highest in Coventry at 42.9% just below Lower Stoke & Gosford Park with 46.3%.

Measures to improve pedestrian crossings, provide a high-quality cycleway and improve bus service reliability are to be introduced along the Foleshill Road in Coventry under a £4.5 million investment in sustainable transport. The package will be used to encourage more people to cycle, walk or take the bus for their journeys contributing to a greener and better-connected city. The measures include a high-quality segregated cycleway along the Foleshill Road, extending south to the A4053 ring road at Junction 9. The scheme will also aim to reduce through traffic using Foleshill Road and improve bus journeys as part of the All Electric Bus City scheme, which will see all buses in Coventry become zero-emission by 2025.

Upgrades to the A444 Blue Ribbon roundabout will, with new crossings, improve safety for pedestrians and cyclists and allow bus priority to further support public transport. Some measures will be taken to reduce pavement parking in the area to further improve safety.

Residents in Foleshill ward have significantly less access to green space, whilst Longford has relatively good coverage. The Green Space Strategy 2019 -2024 shows there is considerable variation in the amount of green space by ward across Coventry, the average per ward is 62.3 hectares. Residents of Foleshill ward only have access to 11.4 hectares while residents in Longford ward enjoy access to 84.1 hectares. Across the city, the average level of unrestricted green space is 3.05 hectares per 1,000 population (based on data from 2017). Foleshill ward has the lowest level across the city with an average level of 0.50. Longford ward has an average level of 4.23 hectares per 1,000 population and was the 6th highest out of the 18 wards in Coventry.

Green spaces bring communities together, reduce loneliness and mitigate the negative effects of air pollution, excessive noise, heat, and flooding. There is opportunity to work with communities to protect and improve existing green space and create new ones in areas most in need. However, there are some barriers to accessing these spaces that need to be addressed. Further work is required to address perceptions of anti-social behaviour, personal safety, dog fouling and access issues relating to volumes of traffic, busy roads, and safety concerns for cyclists.

Recorded crime rates in Foleshill & Longford are higher than the city average and feelings of safety are lower than average. Furthermore, crime rates have been increasing and indications of feelings of safety have reduced over the last five years. In 2022/23 the total number of crimes recorded in the area totalled 5,146, a rate of 149.8 per 1,000 population, higher than the city average of 124.6. The crime rate in the area has been on an increasing trend, as it has for the whole city; the total number of crimes recorded in Foleshill & Longford in 2022/23 was 70% than the 2017/18 levels, compared to the Coventry overall increase of 65%. In the 2022 Household Survey, 37% of residents surveyed in Foleshill and Longford said they felt safe after dark in their local area this is also lower than the Coventry average of 45%. It is much lower than the 71% of the Foleshill and Longford residents who were surveyed in the Household Survey 2018 who said they felt safe in their neighbourhood at night.

Health and Wellbeing

The unprecedented COVID-19 pandemic fundamentally changed our lives and impacted on health and wellbeing on a global scale.

The pandemic had many impacts, not all directly on residents' physical health. The restrictions due to the pandemic and the lockdowns, may have had an impact on different aspects of health, not least mental health. COVID-19 caused severe illness and deaths and put a pressure on the health system. Many people experience ongoing symptoms of COVID-19 for a prolonged period, and many of these will need to access health services. Coventry delivered hundreds of thousands of COVID-19 vaccines that protected many from severe illness or death and protected the health service. However, many remain unvaccinated.

Foleshill and Longford has good access to health services, with most residents being able to reach a GP and a pharmacy within a few minutes. Most residents are within a 15-minute walk of a GP practice.

The overall health and wellbeing in Foleshill and Longford is below the city average, with residents here not only living shorter lives, but also spending a greater proportion of their shorter lives in poor health than those living in less deprived parts of the city. Life expectancy in most areas of Foleshill and Longford is below the city average of 82.0 years for females and 78.0 for males. It is notable that Life Expectancy in Foleshill West is higher than other parts of the area, particularly for females.

Vaccination uptake in Foleshill and Longford is lower than the city average. Uptake rates in Foleshill and Longford are below the 95% threshold for several different childhood vaccinations, and uptake rates of the annual season flu vaccination are lower than the city average for some key cohorts, however rates vary considerably across the 11 GPs in the area.

There are some indications that mental health is a little less of problem than is average for Coventry. The proportion of this area's adults diagnosed with depression according to GP registers in 2021/22 is lower than the city average and a lower-than-average percentage of Household Survey respondents from Foleshill and Longford said they were worried about the impact of COVID-19 on their mental health or loneliness. However, this data does

not explore unreported cases and those not seeking support from their GP.

There are some lifestyle factors that are more prevalent in Foleshill & Longford. Smoking rates are higher than average, a lower-than-average proportion eat five portions of fruit and vegetables a day, more eat takeaways regularly, and the levels of physical activity are relatively low.

Despite the fact that overall prevalence of alcohol drinking is relatively low in this area, alcohol is causing disproportionate harm to health in Foleshill and Longford. Hospital admissions rates are significantly higher in the Foleshill East area but are high across all the neighbourhoods.

Levels of childhood obesity are higher than average in Foleshill & Longford. Despite lower rates of obesity in reception, by the time a child reaches Year 6 (aged 10 to 11) in Longford obesity rates are significantly higher (32.1%) than the city average (24.8%). All other areas are also higher than the city average and England (21.6%). Foleshill West at 29.6%, Foleshill East 28.1% and Little Heath 26.7% are all higher than the city average and England (21.6%)

To address health inequalities and establish an environment that promotes and preserves good health, it is important to acknowledge that lifestyle factors are rooted in socioeconomic conditions. Therefore, a citywide integrated working approach is needed. This could include addressing limited access to affordable food by improving public transport connections to and from places where people can find reasonably priced and nourishing food; lowering risky behaviours by changing social norms and connecting people to peer support groups, such as encouraging them to use health check services, sexual health check services, stop smoking services and improving their access to drop-in sessions for psychological therapy and child clinics in the neighbourhood.

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.