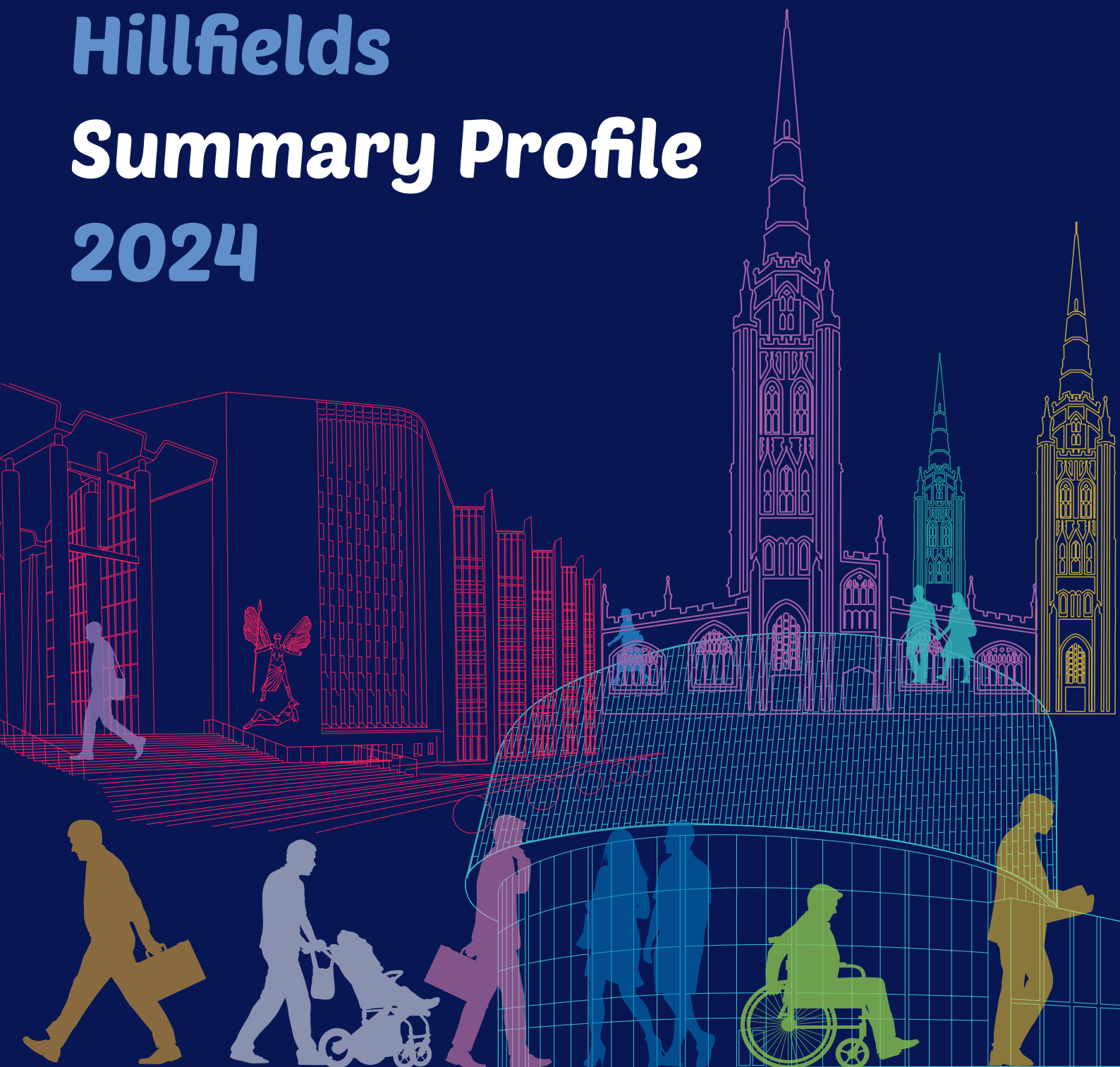


Hillfields Summary Profile 2024



Introduction

Welcome to the Hillfields area profile. Coventry is divided into 18 electoral ward areas; while the areas profiled for the JSNA were not specifically designed around ward boundaries, this area is one part of the ward of St Micheal's. .

Hillfields is one of the six places in Coventry profiled as part of the JSNA. The map below illustrates the Hillfields 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](#).

In this profile, the six LSOAs that constitute Hillfields used to understand the variation between the neighbourhoods of Hillfields. Local LSOA names, often referencing nearby roads, indicate general locations but cover wider areas than just the roads used in the name. For reference, the Hillfields LSOAs, along with their unique codes which can be used to view them on maps, are listed in the table below.

LSOA 2021 ONS name	LSOA 2021 code	LSOA 2021 name
Coventry 024A	E01009636	Hillfields - Swans Lane Thacknall Street
Coventry 024B	E01009637	Hillfields - Cambridge Street
Coventry 024C	E01009638	Hillfields Village & Motor Museum
Coventry 024D	E01009639	City Farm North
Coventry 024E	E01009640	Hillfields - Coronation Road Swanswell Basin
Coventry 024F	E01009641	Hillfields - Canterbury Raglan Streets

Demographics and communities

Location

Hillfields is an area in Coventry. The data in this profile is aggregated from small areas on a best-fit basis, and therefore may differ slightly from other sources. This profile covers all Hillfields. The map below illustrates the Hillfields neighbourhood, the area bounded by the red line is the area used for the statistics described in this profile



In the past decade, Hillfields has experienced significant population growth, with a 14.4% increase, reaching an estimated 13,400 residents. This growth surpasses both the city (8.9%) and national averages (6.6%).

Hillfields is the most densely populated area of the city. It has a population density of 10,870 people per square kilometre, more than three times higher than the density for Coventry overall, at 3,500 people per square kilometre.

The demographic makeup of Hillfields is characterised by its youthful population, with a median age of 24 compared to 35 for the city and 40 for England. This is attributed to the presence of students and young adults. Additionally, the area has a higher proportion of young adults aged 16-24 and children aged 0-15 compared to the city overall, with a lower percentage of elderly residents.

The number of working-age residents is increasing at a higher rate than for Coventry overall. Hillfields has seen greater than average increases in residents aged 35-49 and 50-64, while the increase in older residents aged 65+ is relatively low.

Birth rates in Hillfields have generally been declining. The birth rate in 2021 in Hillfields is slightly lower than average for Coventry, this could be related to the area being home to many students. Fertility rates vary across different areas within Hillfields, the areas where student accommodation is located have lower than average rates and many other neighbourhoods have higher than average rates, some parts have rates amongst the highest in the city.

Household composition in Hillfields is diverse, the area also has relatively high numbers of one person households of working aged people and lone parent households. Hillfields is home to a relatively high number of students. However, there are relatively few households made-up of elderly people aged over 65. Overall, household composition in the area overall means that the average household size is larger than average in Hillfields.

Geodemographic segmentation, using the Acorn model, provides insights into the socioeconomic and lifestyle characteristics of Hillfields residents. The area is predominantly

composed of households from less affluent groups, with a significant proportion falling into categories associated with low income and challenging circumstances. Additionally, there is a notable presence of residents categorized as “At Risk” and “Caution” in terms of wellbeing, reflecting health and socioeconomic challenges within the community.

Hillfields is experiencing significant demographic changes, with a growing ethnic minority population. 79.6% of the population in Hillfields are a part of an ethnic minority group, compared to 44.7% in Coventry, a substantial increase from the previous decade. With 88.8% of school pupils living in Hillfields from an ethnic minority group compared to 55.9% for Coventry, it is likely that the area will continue to become diverse. Hillfields has a variety of religious backgrounds among its residents. The most common religion in Hillfields is Islam, with 40.0% of the population being Muslims, much higher than the city average of 11.0%. International migration, people moving from overseas, has been an important part of population growth in this area. This is a long-standing trend that continues in the last few years, as more people have relocated to this area than most other parts of Coventry since 2011. Coventry's new communities are from diverse backgrounds, and they consist of people who relocate for work purposes, international

students, people who apply for asylum and refugees, and others. The area has welcomed many new communities, with 49.5% of all residents of the area born outside the UK, compared to the city average of 27.9%.

The area's linguistic diversity poses challenges in accessing services, with a significant portion of residents not primarily speaking English. In 2021, for a third of all residents (33.0%) English is not their main language, compared to 17.5% across Coventry as a whole. We should be mindful that this doesn't mean people can't speak English, although a relatively number of people in the area can't speak English well, in the 2021 Census 7.2% of Hillfields residents said they could not speak English well and 1.1% said they could not speak English at all, while in Coventry as a whole these figures were 3.0% and 0.5%.

There's evidence of community cohesion, with a higher proportion of residents surveyed feeling that people from different backgrounds get on well together and that there are opportunities for community involvement. Cultural participation, including engagement with the City of Culture events, has improved participation indicating growing community involvement and interest in cultural activities.



Prospects



Avoidable differences in health emerge by the time a child reaches the age of five. In Hillfields, a significantly lower percentage of children (50.3%) achieve a good level of development by age five compared to the city average (61.1%)

A child's level of development is assessed at the Early Years Foundation Stage (EYFS) on early learning goals in the prime areas of learning: personal, social, and emotional development; physical development; and communication and language and the early learning goals in the specific areas of mathematics and literacy. Amongst factors that may contribute to child development by age five, some are relatively good in this area, and others with room for improvement. A high proportion of babies are born at low weight, timely uptake of antenatal appointments and health visitor reviews by age 2 ½ are lower than the city average, as is uptake of early years childcare. On the other hand, rates of breastfeeding are higher than average.

The percentage of Hillfields children under the age of 16 who live in relative poverty is amongst the highest in the city. The percentage of children living in 'relative poverty' in Hillfields in 2021/22, is 47.1%, amounting to an estimated 1,420 children, this is significantly higher than the Coventry average (26.7%) and England (19.9%). At nearly half of all children, the rate in Hillfields is amongst the very highest of all Coventry neighbourhoods.

While all neighbourhoods in Hillfields have higher than average rates, there is a range in relative poverty rates – from 39.3% to 53.2% across Hillfields neighbourhoods.

Health visitors and family hubs play a crucial role in providing support and promoting childhood development in Hillfields. Various organisations like Harmony Family Hub and Hope Community Projects provide practical support and interventions for families and children. Positive youth foundation operates in the area, offering programs to support young people in reaching their full potential.

Hillfields attainment performance at the end of year 6 (key stage 2) is lower than Coventry averages national averages. In 2022, 52% of students living in Hillfields at the end of year 6 (aged 11) met the expected standard in reading, writing, and maths combined, compared to 54% for Coventry as a whole and 59% for England. Average attainment 8

scores for key stage 4 pupils (aged 16) was also slightly lower than the Coventry average.

Free school meals eligibility in Coventry continues to increase, and for students attending school in Hillfields, 38.4% of pupils were entitled to free school meals in 2022, compared to 24.8% across Coventry. When comparing to other areas of Coventry, the percentage of Hillfields pupils eligible for free school meals is amongst the highest in the city.

More people living in Hillfields have little or no qualifications, compared to the city average. 22.1% of Hillfields residents aged 16 and over have no formal qualifications, significantly higher than Coventry (19.4%) and England (18.1%). Having no qualifications may limit a person's ability to gain more rewarding employment in the city or push them to be redeployed as the city's jobs increasingly require qualified people.

25.7% of Hillfields residents aged 16 and over are qualified to level 4 or above, which means they have a foundation degree or above, compared to 30.6% for Coventry as a whole and 33.9% for England.

Hillfields neighbourhoods have higher levels of multiple deprivation than most other areas of Coventry. 44% of the population live in neighbourhoods (LSOAs) that are amongst the most deprived 10% LSOAs in England and Over half (57%) 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 unemployment rate in Hillfields is much higher than the city average. The unemployment rate according to the 2021 Census, for residents in Hillfields was 11.1% of all aged 16-64 (1,077 people), much higher than the Coventry average 5.9% and amongst the highest rate of all areas in the city. While the unemployment rate is higher than average in all parts of Hillfields, there is variation across the area.

Because of high unemployment rates, and high economic inactivity rates (students and others), the number of local residents in employment is relatively low, much lower than the city average.

This will mean average income in this area is likely to be low. From the 2021 Census, 43.7% of those aged 16-64 were in employment, compared to 64.2% across Coventry overall. The Census measures employment and unemployment rates differently to other data sources and was produced during a unique time for the labour market due to the COVID-19 pandemic, therefore the percentages used from the Census are lower than other official data and employment rate sources.

Household income is lower than the city average for residents in Hillfields. The 'UK Paycheck' dataset from CACI estimates average gross annual household income in 2023, for Hillfields the mean average is estimated at £30,309 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, 39% of households are on an annual income of less than £20,000, compared to 27% across Coventry overall and 22% across the UK.

People living in Hillfields are more likely to worry about money, this in part can be attributed to the cost-of-living crisis. The Household Survey 2022 found that 63% of residents said they had been worried about money often or almost all the time in the last few weeks, this is much higher compared to the city's average of 40%.

An emerging impact of the cost-of-living crisis is shown by the responses recorded in the Household Survey 2022 regarding household food consumption. 47% of residents surveyed in Hillfields said that all their household always have enough of the food they want to eat, this is lower than the city's average of 69%. Less people said that they have enough food to eat in this area compared to other areas in city.

Housing and Environment



Housing and Environment

Satisfaction with the local area is lower than the city average, with some indication that residents in Hillfields feel that it has become a worse area to live in.

According to the Coventry Household Survey 2022, 39% of people surveyed in Hillfields were satisfied with local area as a place to live. This is a 26 percentage points lower than the satisfaction rate of 65% recorded in the 2018 survey and lower than the overall satisfaction level recorded for Coventry at 66%. 42% of people surveyed thought their area had got worse to live in, this was higher than the Coventry average of 28%.

Hillfields lacks greenspace, with below-average provision compared to the rest of Coventry. 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. Hillfields is in St Michael's ward where there is only 29.6 hectares of green space. Overall, across the city, the average level of provision is 3.05 hectares per 1,000 population and in St Michael's there is only 0.86 hectares of green space per 1,000 population.

Hillfields has poorer air quality compared to other Coventry neighbourhoods, primarily due to nitrogen dioxide (NO₂) and particulate matter (PM) emissions from traffic. In 2022, measurements from five roadside sites in Hillfields showed NO₂ levels below the previous 40 µg/m³ guideline but still above the newly introduced 10 µg/m³ standard. While Hillfields doesn't have the highest pollution levels in Coventry, it remains among the worst 20% in the country. Particulate Matter (PM) and sulfur dioxide (SO₂) levels are also higher than Coventry's average, posing significant health risks to residents.

Home ownership is significantly lower than average and private and social renting is higher in Hillfields to the Coventry average. The 2021 Census showed that in Hillfields overall less than a quarter (22.2%) of households are owner occupied (either owned outright or with a mortgage) compared to 57.4% in Coventry. 41.7% of households in Hillfields are privately rented compared to the Coventry average of 24.7%. 35.3% of households are socially rented, much higher than the city average of 17.0%.

House prices in Hillfields are lower than the Coventry average. The median house price in Hillfields was £143,500 in September 2022, compared to £214,000 in Coventry on average. However, there has been a 10% increase in median house prices from September 2021 to September 2022.

A high proportion of households in Hillfields are classed as overcrowded. The 2021 Census revealed that 16.9% of households, more than one in every six, were overcrowded in Hillfields compared to 7.7% in Coventry. A higher percentage of households in Hillfields have 4 or more people, and fewer households have 3 or more bedrooms compared to Coventry's average.

Hillfields has the highest levels of homelessness in Coventry, with 153 homelessness applications made in 2022/23, up from 63 in 2018/19. This represents a rate of 35.1 per 1,000 households, more than double the citywide rate of 14.6. The area has seen a sharp increase in homelessness since the pandemic, reflecting broader citywide trends.

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. Hillfields faces higher levels of fuel poverty compared to the Coventry average, with 42.5% of households in fuel poverty. Coventry as a whole had the 4th highest fuel poverty rate among all local authority areas in England in 2021.

Improving social housing is seen as vital for creating stronger, healthier, and more equitable communities in Hillfields. Efforts are being made by organisations like Citizen Housing and Coventry City Council to address issues and improve local services through a neighbourhood plan.

Crime rates in Hillfields are significantly higher than city average, higher than all other neighbourhoods in the city, only lower than the city centre. Violent crime is particularly high. The recorded crime rate per 1,000 of the population in 2022/23 was 209.0 significantly higher than the Coventry average rate 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 Hillfields in 2022/23 was almost double the 2017/18 levels, 97% higher compared to the Coventry overall increase of 65%. The number of recorded crimes and anti-social behaviour incidents in 2022/23 in Hillfields increased to 3,012 from 2,729 in 2021/22, a 10.4% increase.

The proportion of residents in Hillfields who feel safe during both the day and night is significantly lower than the Coventry average.

Only 60% of residents felt safe during the day compared to the Coventry average of 77%. Similarly, 40% of residents felt safe after dark, lower than the Coventry average of 45%.

Efforts have been made to address safety concerns and improve the environment in Hillfields. Coventry City Council and Citizen worked together to remove fly-tipping, thin tree canopies, and cut back shrubs. This resulted in a cleaner environment and improved street lighting. Key partner agencies, including West Midlands Police, Coventry City Council, and housing association Citizen, have collaborated through the #OurHillfields partnership to focus resources on community priorities.

Health and Wellbeing



Health and Wellbeing

Health inequalities in Coventry show a clear link between deprivation and life expectancy, with areas like Hillfields having significantly lower life expectancy (LE) and healthy life expectancy (HLE) than the city and national averages.

For males in Hillfields, life expectancy at birth is 74.3 years, significantly below the city average of 78.1 years and the national average of 79.5 years.

Females in Hillfields also have a lower life expectancy, although the gap is slightly narrower, with 81.6 years compared to 82.1 in Coventry and 83.2 in England. People in Hillfields spend a larger portion of their lives in poor health. The healthy life expectancy for females in Hillfields is particularly low, meaning women here suffer from ill health much earlier than women in other parts of Coventry or England as a whole.

The gap between healthy life expectancy at birth (HLE) and life expectancy at birth (LE) is referred to as the 'window of need'. While this gap in Coventry is bigger than that of England as a whole, for the people in the Hillfields area is even bigger, particularly so for females. In Hillfields, females spend 35% of their expected life span in poor health, a higher proportion than the 25% for females in Coventry or the 22% nationally. This window of need is wider for females than males, partly due to the longer life expectancy of women, which means they spend more of their lives in poor health.

Premature mortality (deaths under 75) is significantly higher in Hillfields than in Coventry and the national average. The standardised mortality ratio (SMR), which adjusts for different age structures across populations, is 148.7 in Hillfields, compared to 116.9 in Coventry overall and 100 nationally. An SMR of 100 represents a mortality rate the same as the national average given the age structure of the population. This means Coventry's premature mortality is 16.9% above the national average, after the age structure of the population has been accounted for, and 48.7% higher the national average in Hillfields.

Hillfields ranks 10th out of 42 Coventry areas for premature mortality, with particularly high rates of premature deaths from cancer (124.4) and circulatory disease for the same age group (151.0). It is also the 8th highest for deaths considered preventable (174.3). In this instance, a 'preventable' death is one which is considered as avoidable through public health or primary interventions.

The COVID-19 pandemic, like all areas of Coventry, had a substantial impact on Hillfields.

Between March 2020 and May 2022, 3,432 COVID-19 cases were recorded, a rate of 255.3 per 1,000 residents, similar to the citywide rate for this period (324.8). However, the true number of cases may be higher due to underreporting. Hillfields also saw a higher-than-average COVID-19 mortality rate, with a standardised mortality ratio (SMR) of 172.2—72% higher than the national average after adjusting for age. This reflects the area's high levels of deprivation and its ethnic diversity, both factors linked to higher COVID-19 mortality rates.

Vaccination rates in Hillfields were significantly lower than the Coventry average. By December 2023, only 46.1% of residents aged 12+ had received their first dose, compared to 68.1% in Coventry. The second dose uptake was also lower, at 39.9% versus 63.3% for Coventry. Vaccination rates for older adults (65+) were similarly below average, with 79.5% for the first dose and 78.0% for the second dose, compared to Coventry's 93.1% and 92.4%, respectively. Vaccination rates for several childhood vaccinations were also below the 95% threshold and for seasonal flu vaccines for eligible people.

Beyond physical health, the pandemic affected residents' mental well-being and financial stability. Hillfields residents reported higher levels of anxiety, financial worry, and concerns about their diet, physical health, and loneliness compared to the Coventry average. For example, 63% were worried about their financial situation, compared to 40% across Coventry.

Hillfields has good access to healthcare, with all residents able to reach a GP within a 15-minute walk, which is important given the area's low car ownership. Despite there being no main GP practice within the Hillfields area itself, there is a single branch of the Sky Blue Medical Group located in the Harnall Lane Medical Centre, and a number of other practices nearby. The biggest coverage is in the western area of Hillfields which comes from the City of Coventry Health Centre on Stoney Stanton Road, several practices are located there. There are more practices in other locations nearby, including in Lower Stoke & Gosford Park, and Stoke Heath. With one pharmacy located in a fairly central position within the area and others around the edge of the area, the longest journey time by foot to a pharmacy for all residents of Hillfields is estimated to be less than 10 minutes.

Satisfaction with GP services in Hillfields aligns with Coventry and national averages, with 71% of patients rating their GP experience as good or very good. However, satisfaction has dropped since 2019, reflecting a wider trend across Coventry and the UK. Appointment availability and wait times are slightly better than national averages, with 60% of users finding it easy to obtain appointments and 58% satisfied with wait times.

The number of residents that smoke in Hillfields is lower than the city average. In the Household Survey 2022, 5% said they currently smoke cigarettes; lower than the city's rate of 11%. 4% said they used e-cigarettes compared to 7% for the city overall.

Alcohol consumption in Hillfields appears to be lower than the city average, however hospital admissions for alcohol related conditions is significantly worse compared to the city overall.

Responding to the Coventry Household Survey 2022 only 9% from Hillfields said they drink alcohol more than once a week and compared to the city average of 25%. However, this has not translated into better health outcomes related to alcohol. The number of hospital admissions amongst Hillfields residents between 2016/17 and 2020/21 for causes that can be attributed to alcohol use ('broad definition') gives a Standardised Admission Ratio (SAR) of 159.2, meaning it is 59.2% higher than the national average, this is higher than the Coventry SAR of 134.9. Admissions for conditions 'narrowly' attributable to alcohol, a more specific subset of health conditions and diseases that are directly and primarily caused by alcohol consumption, is 133.7 nearly similar to Coventry's overall rate of 132.8.

Physical activity levels in Hillfields are significantly below average. According to the 2022 Coventry Household Survey, 30% of Hillfields residents engage in no everyday activity (e.g., active travel or gardening), compared to 11% citywide. Additionally, 50% of Hillfields residents do not participate in any recreational activity (such as recreational walking or cycling), significantly higher than the city average of 24%.

Data from the National Child Measurement Programme (NCMP) shows that 12% of children aged 4-5 in Hillfields are obese, slightly higher than Coventry's 10.8% average. This issue worsens by Year 6 (ages 10-11), with 28.7% of children classified as obese, compared to 24.8% across the city.

Addressing these disparities requires a holistic approach. A social gradient strategy—that looks beyond immediate health interventions and focuses on broader social determinants such as housing, employment, education, and environmental conditions—can help reduce health inequalities. By improving people's prospects and opportunities, and addressing lifestyle and environmental factors, long-term health outcomes can be improved, helping to narrow the gap in life expectancy and reduce premature deaths in deprived areas like Hillfields. Collaborative public health efforts, community-driven programs, and focused policy interventions are crucial to achieving lasting change.



