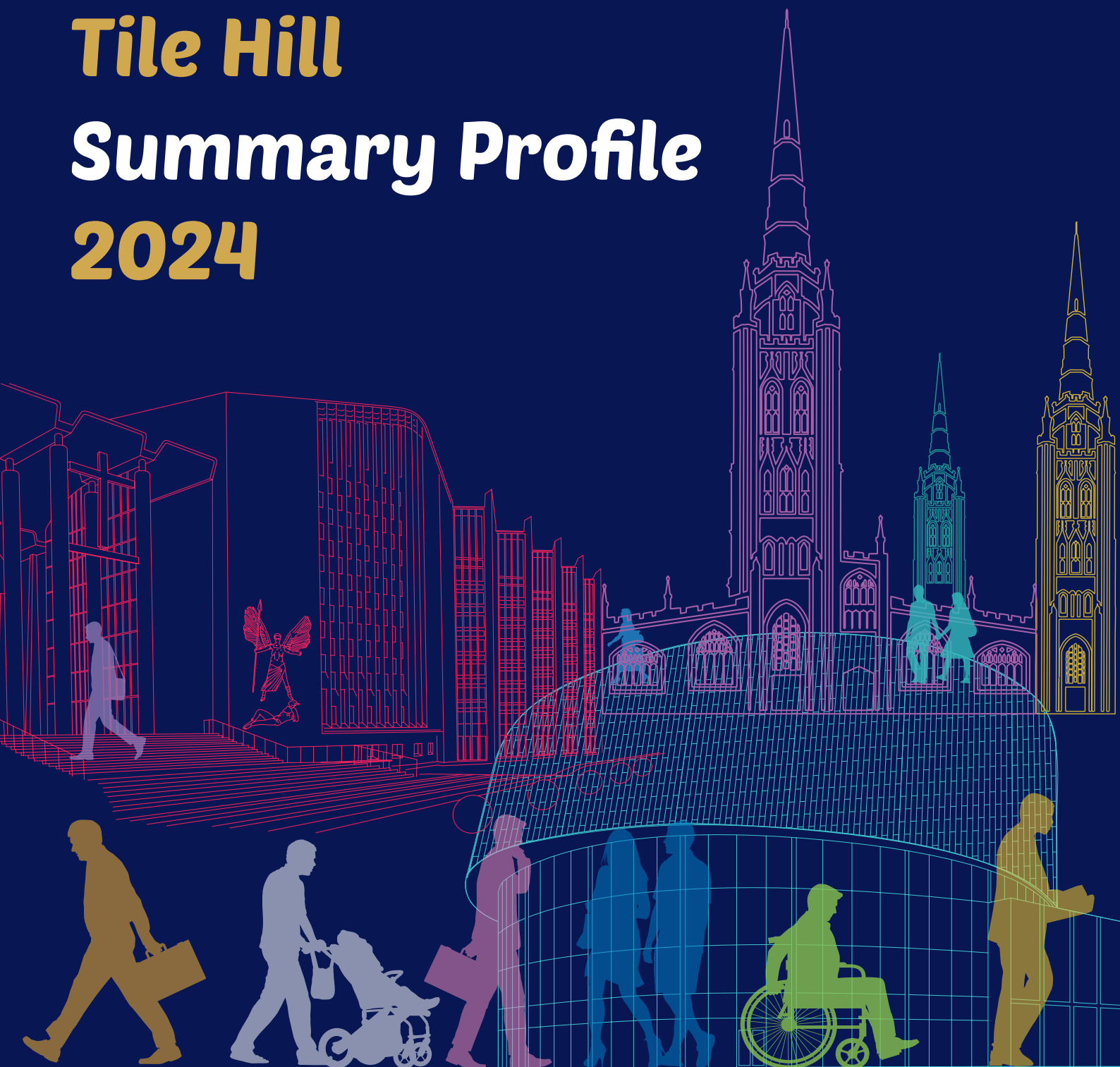


Tile Hill Summary Profile 2024

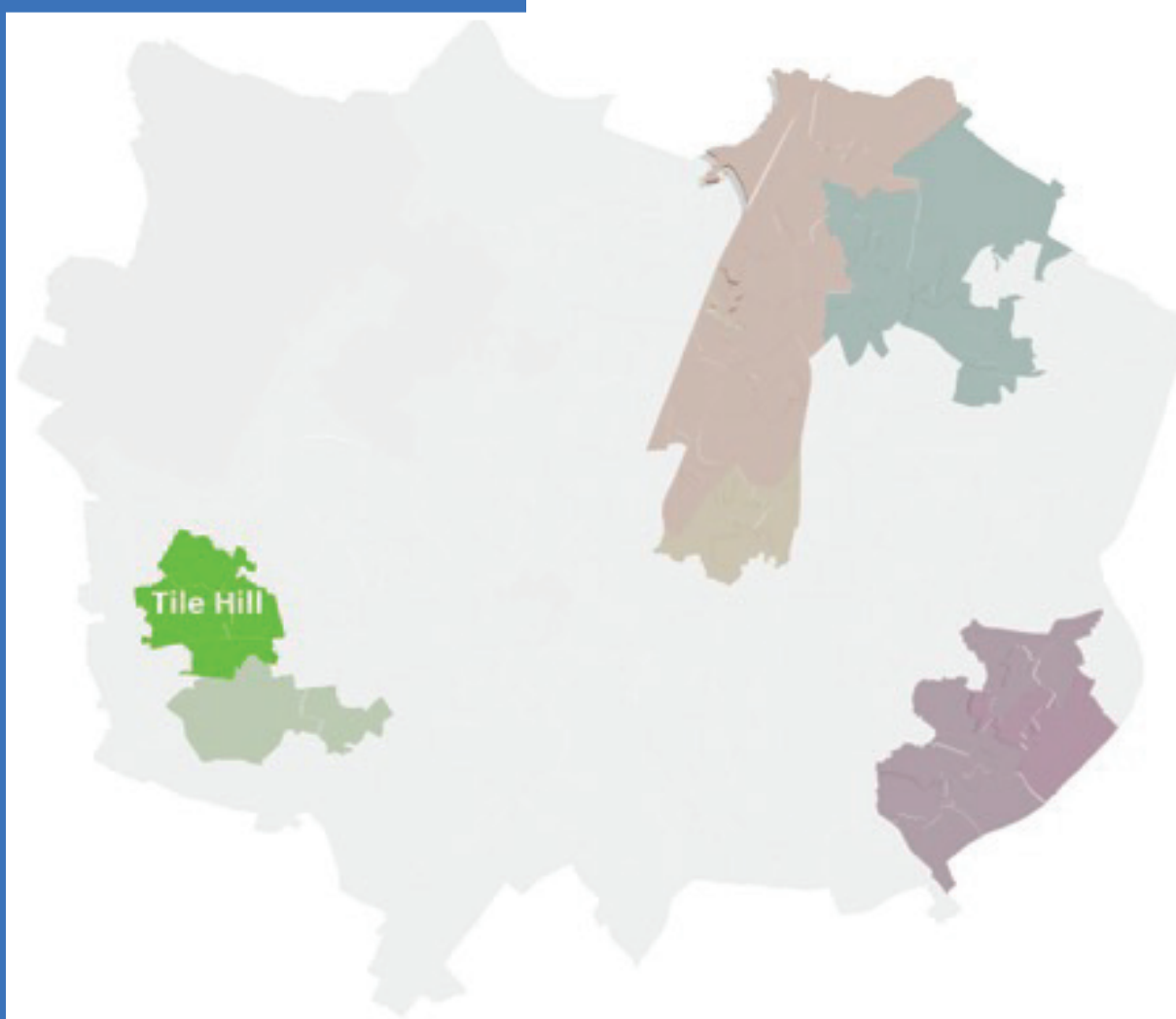


Introduction

Introduction

Welcome to the Tile Hill area profile. Coventry is divided into 18 electoral ward areas; while the JSNA areas were not specifically designed around ward boundaries, this study area is one part of the ward of the ward of Woodlands.

Tile Hill is one of the six places in Coventry profiled as part of the JSNA. The map below illustrates the **Tile Hill** 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.

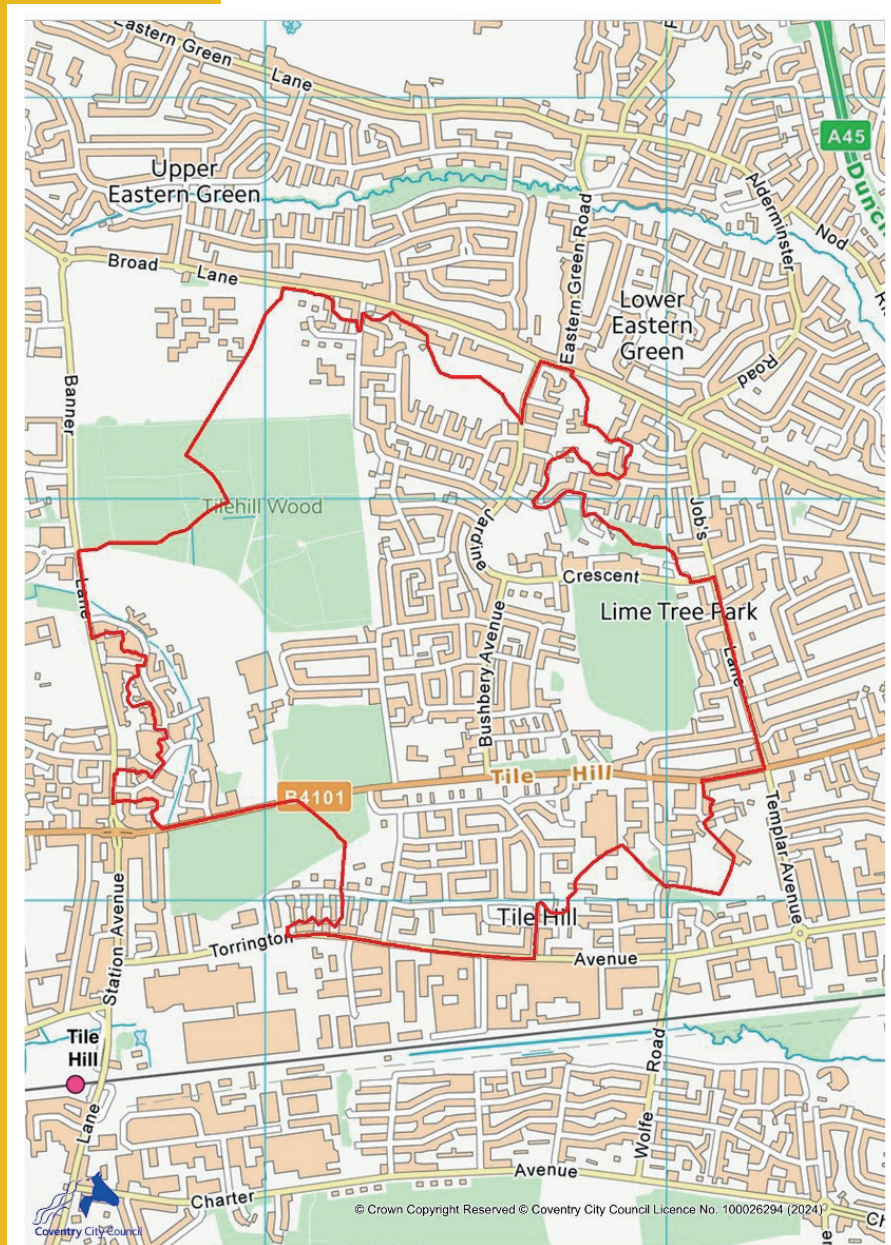
The following profile uses various data sources and statistics that cover local neighbourhoods within the city. It compares statistics to those of Coventry as a whole and other neighbourhoods, using Lower-layer Super Output Areas (LSOAs) and Mid-layer Super Output Areas (MSOAs) as the geographic units. 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 MSA. 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

Demographics and communities

Location

Tile Hill is a neighbourhood in the west of Coventry. Broad Lane and Tile Hill Lane are major roads running alongside and through the area; Broad Lane running across the north of the area where it bounds with the area of Eastern Green and Tile Hill Lane divides the neighbourhood into Tile Hill North and Tile Hill South. Tile Hill is bounded to the south with the neighbourhood of Canley, divided by Torrington Avenue, which is partly industrial and commercial where many businesses are located, and the railway line.



The map illustrates the Tile Hill neighbourhood, the area bounded by the red line is the area used for the statistics described in this profile.

Between the 2011 and 2021 Censuses, Tile Hill's population grew by 381 people, reaching 6,548, reflecting a 6.2% increase, slightly lower than Coventry's 8.9% growth.

The median age in Tile Hill is 37, older than Coventry's average of 35 but younger than the national average of 40. The area has a higher proportion of children aged 0-15 (21.0%) compared to Coventry (19.8%) but a lower percentage of elderly residents aged 65+ (13.8% vs. 14.6%). The population is characterised by fewer young adults (10.3% vs. 15.4% in Coventry), likely due to a smaller student presence. From 2011 to 2021, Tile Hill saw a 28% rise in residents aged 50-64 and a 10% rise in children under 15, but a 28% decline in the 16-24 age group. Projections indicate a significant future increase in the elderly population, necessitating planning for health and social services.

Birth rates have declined, with 89 live births in 2021, down from 120 in 2014, but the birth rate remains above the city average at 63.7 per 1,000 women aged 15-44.

Tile Hill's average household size is smaller than Coventry's, with 3,028 households averaging 2.13 people. There are relatively many single person households in the area, with 11.4% of all households made up of a single person over 65 compared to 11.6% across Coventry overall and 31.0% are other single person households (people aged 65 and younger living on their own) compared to 18.8% across Coventry overall. Tile Hill is amongst the areas of Coventry with the highest proportion of households made up of working age people (16-65) living alone. There is also a slightly higher number of lone parent households with dependent children (10.8% compared to 8.3% across Coventry overall).

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. 88% of households fall within the lowest wealth categories, with significant populations in "Challenging circumstances" (39%) and "Cash-Strapped families" (20%). Health-related data reveals that 57% of households in Tile Hill belong to the "Health Challenges" category, compared to 12% in Coventry. These insights highlight the need for targeted interventions to address the unique demographics and challenges faced by the Tile Hill community.

Tile Hill is not as diverse as other areas, with 26.7% of the people belonging to an ethnic minority group, while across Coventry overall it is 44.7%. This marks an increase from 15.5% in 2011, indicating growth in ethnic diversity, particularly among White Other (7.7%) and Black African (5.7%) populations. School-aged children show even greater diversity, with 34.5% from ethnic minority backgrounds. The area has a higher percentage of residents born in the UK (81.8%) compared to Coventry (72.1%).

The Household Survey 2022 indicates a decline in feelings of belonging and community cohesion, with only 49% of residents feeling a sense of belonging, down from 59% in 2018. However, many residents express interest in community involvement, with 49% recognising opportunities to engage locally, higher than the city average. Volunteering has increased from 17% before the pandemic to 23% afterward, indicating a growing commitment to community engagement despite challenges in cohesion and belonging.

Prospects



Prospects

Avoidable differences in health emerge by the time a child reaches the age of five. In Tile Hill, a lower percentage of children (44.1%) achieve a good level of development by age 5 compared to the Coventry (61.1%) and national average (65.2%). Tile Hill has one of the lowest percentages of all areas in Coventry.

There are some factors that may contribute to child development that are measured and the statistics are presented in this profile, although of course these are not the only, or necessarily most important factors. While antenatal care in Tile Hill shows promise, with 83.5% of expectant mothers attending their first appointment within 12 weeks, this figure has been declining since 2020-2021. However, only 70% of children received timely health visitor reviews by age 2.5, compared to 75% citywide. Smoking rates during pregnancy are also high, with 16.4% of new mothers smoking at time of delivery, higher than the Coventry average of 10.5%. Additionally, breastfeeding rates are lower in Tile Hill, with only 56.7% initiating breastfeeding within 48 hours, compared to 72.2% across Coventry.

27.4% of children live in relative poverty, surpassing city and national averages. The Tile Hill North area experiences even higher rates of poverty at 37.7%. Tile Hill attainment performance at the end of year 6 (key stage 2) is similar to Coventry averages this gap continues to widen into key stage 4. In 2022, 56% of pupils from Tile Hill at the end of year 6 met the expected standard in reading, writing, and maths combined, compared to 54% for Coventry as a whole and 59% for England. At key stage 4, average attainment scores are lower in Tile Hill (42.2) compared to Coventry (46.2) and England (48.9), with significant variation among neighbourhoods, particularly in areas with higher deprivation.

Free school meals eligibility in Coventry continues to increase, and a relatively high number of pupils from Tile Hill are eligible. 35.6% of pupils living in Tile Hill were entitled to free school meals in January 2023, compared to 24.8% across Coventry. There are differences between Tile Hill neighbourhoods, 40.1% of those living in 'Tile Hill North- Jardine Delius' are eligible compared to 29.2% of pupils from the neighbourhood 'Tile Hill Lane South – Gravel Hill' are eligible in the city.

More people living in Tile Hill have little or no qualifications, compared to the city average. 20.3% of residents aged 16+ in Tile Hill do not have any qualifications, this is higher than Coventry (19.4%) and England (18.1%). 25.7% of Tile Hill's population aged 16+ are qualified to level 4 or above, which means they have a foundation degree or above, lower than the city (30.3%) and national average (33.9%).

Tile Hill areas have higher levels of multiple deprivation than most other areas of Coventry. Out of four neighbourhoods (LSOAs) that make up Tile Hill, two are amongst the most deprived 10% of all neighbourhood across England, and the other two are amongst most deprived 30%. The area of Tile Hill where people experience the highest levels of multiple deprivation, the neighbourhood 'Tile Hill North- Jardine Delius', is one of the most deprived neighbourhoods in Coventry.

The local unemployment rate is higher than the Coventry average (6.4% vs. 5.9%), and the employment rate for those aged 16-64 is also lower (62.4% vs. 64.2%).

Economic inactivity rates in Tile Hill are higher (31.2%), than the city average (29.9%), particularly amongst people who are long-term sick or disabled, rates for which are amongst the highest in the city. Economic inactivity refers to people who are neither in work nor unemployed, they are not actively seeking work for various reasons. This includes full-time students, those looking after a home, people living with long term illness, retired people, and others.

Average household income in Tile Hill is considerably lower than the city average, with 43% of households earning less than £20,000 annually. Residents express concerns about financial stability, with 40% reporting frequent worries about money.

To improve local conditions, the One Coventry Plan emphasises boosting economic prosperity, tackling inequalities, and enhancing public services. Community organisations are working to address food insecurity and provide support to low-income residents. There is also a strong call for better infrastructure and support for small businesses, along with a need to attract diverse employment opportunities, particularly in higher-value sectors.

Housing and Environment



Housing and Environment

In Tile Hill, resident satisfaction with the local area is comparable to the Coventry average, with 69% of respondents satisfied according to the 2022 Coventry Household Survey.

This figure has remained relatively stable since 2018. Access to green space is better in Tile Hill than in many other parts of Coventry, particularly within the Woodlands ward, where residents enjoy approximately 4.15 hectares of unrestricted green space per 1,000 people. However, the area lacks diversity in types of green space, with less access to parks and gardens, and people living in the south of the area don't live as close to green areas as people living further north in the area.

Overall indications are that air quality in Tile Hill is better than average for Coventry neighbourhoods, although estimated pollutant levels are higher than the average across all of England, as they are across all of Coventry, being a city. The Living Environment domain of the English Indices of Deprivation 2019 assesses the quality of the local environment. While 51% of Tile Hill's population lives in the most deprived 20% of neighbourhoods overall, none are deprived in terms of the Living Environment. This is better than Coventry, where 43% of residents are in the most deprived areas for this domain. The Living Environment covers indoor housing conditions and outdoor factors like air quality and road safety.

Tile Hill has a higher-than-average proportion of social renters and a lower-than-average homeowners when compared to Coventry. Socially rented houses make up a relatively higher proportion of housing here, accounting for 41.9% of all households, significantly higher than the city average at 17.0%.

Purpose-built block of flats or tenement housing is most prevalent in Tile Hill compared to Coventry overall, making up 44.2% of households compared to 15.7%. Tile Hill is one of the areas of Coventry with the highest proportions of flats or tenements.

House prices in Tile Hill are lower than the Coventry average, with a mean price of £206,100 in 2022 compared to £235,700 citywide. However, homes in Tile Hill are less affordable, with a price-to-income ratio of 6.6 versus Coventry's 5.7. While prices remained stable in 2022, they have risen 30% over the past four years, outpacing Coventry's 20% increase.

Tile Hill has seen an increase in homelessness applications, with a higher rate of homelessness (17.5 per 1,000 households) than Coventry overall (14.6).

Local concerns include the development of greenbelt land, the need for more affordable social housing, and the impact of cold homes on health. Initiatives like Coventry's "Keeping Coventry Warm" scheme and the Household Support Fund aim to help vulnerable residents with energy costs and other essentials.

The recorded crime rate in Tile Hill is relatively high and has significantly increased over the years. In 2022/23, 1,038 crimes were recorded, with a rate of 158.5 per 1,000 people, significantly above Coventry's average of 124.6. Crime in Tile Hill increased by 111% since 2017/18, compared to a 65% rise citywide. The largest category of crime is "Violence and sexual offences," with a rate of 90.7 per 1,000 residents, one of the highest in the city. Hate crime is also more common in Tile Hill, with 30 reported cases in the past year.

Feeling of safety are similar to Coventry average, despite higher than average crime rates'. Despite the high crime rate, 77% of Tile Hill residents feel safe during the day, and 44% feel safe after dark, levels similar to Coventry's average. However, community-led initiatives, greater police visibility, and a public health approach to crime prevention are suggested to address safety concerns and reduce crime. Reporting systems for hate crime, like True Vision, are also encouraged to improve community cohesion.

Health and Wellbeing



Health and Wellbeing

Life expectancy in Tile Hill, a high-level indicator of overall health, is lower than the city average for females and males living here.

Health inequalities across the city mean that people in more deprived parts of the city not only live shorter lives, but also spend a greater proportion of their shorter lives in poor health. This is the case in Tile Hill. Life expectancy in Tile Hill is lower than the Coventry average, with females living 80.7 years and males 75.8 years, compared to Coventry's 82.1 and 78.1, respectively. The "window of need" — the years spent in poor health — is wider in Tile Hill, with females experiencing 21.2 years and males 18.7 years, compared to Coventry's 20.3 and 16.1 years.

Premature mortality (deaths before age 75) is significantly higher in Tile Hill than in Coventry and England. Tile Hill's Standardised Mortality Ratio (SMR) for all causes is 159.5, compared to 116.9 in Coventry. Tile Hill also has elevated SMRs for cancer (147.5 vs. Coventry's 108.7) and preventable causes (179.7 vs. 120.1).

Death rates associated with COVID-19 were nationally higher in areas of higher deprivation, and as one of the more deprived parts of Coventry, Tile Hill follows this pattern. The death rate amongst Tile Hill residents between 2020 and 2022, where the underlying cause was COVID-19, was above the average for Coventry, amongst the higher rates in the city.

Vaccination rates are better than average amongst Tile Hill residents, this is clear asset for the area compared to other Coventry neighbourhoods. By December 2023 COVID-19 vaccine coverage for individuals aged 12 and older in Tile Hill was 74.2% for the first dose compared to 68.1% across Coventry overall. Uptake rates for a range of vaccinations for the children living in Tile Hill are around 90% or better and these rates are higher than the average for the city. Also, the uptake rates for a number of cohorts eligible for the seasonal flu vaccine are higher than the Coventry average.

Tile Hill residents have good access to GP services, with most living within a 15-minute walk of one of the two local GP practices. The staff-to-patient ratio in these surgeries is better than the Coventry average, with 17.3 direct patient care staff per 10,000 patients, compared to 11.0 citywide. However, Tile Hill lacks local pharmacies, and

residents must rely on those in neighbouring areas. Additionally, access to the nearest hospital, located in the eastern part of Coventry, is more difficult for Tile Hill residents, particularly for those without a car, as public transport travel takes about an hour. Despite these challenges, patient satisfaction at the two GP surgeries in Tile Hill is high, with 79% rating their overall experience as good or very good, above the Coventry average of 71%.

Household Survey data shows that Tile Hill has higher-than-average inactivity levels, with 21% of residents not engaging in everyday activities like walking or gardening, compared to 11% citywide. However, participation in more intensive activities, like recreational walking or sports, is around the Coventry average.

Smoking rates in Tile Hill are around average, and there are indications of a decline in smoking rates from 2018 to 2022. In the Household Survey 2022, 10% of respondents said they are smokers of tobacco products, compared to the Coventry average of 11%, down from 14% in 2018, while e-cigarette usage is slightly higher than the Coventry average.

The Household Survey shows that alcohol consumption is on similar to the city average, but hospital admissions for alcohol-related conditions are significantly higher in Tile Hill, with rates more than double the national average for broadly alcohol-attributable conditions.

Using the latest National Child Measurement Programme (NCMP) data for the three years covering 2019/20 to 2021/22, childhood obesity rates in Tile Hill are higher than the average rates across Coventry for reception-aged children and slightly lower for year 6 children. In Tile Hill, 12.3% of reception-aged children (4-5 years) were classified as obese, compared to 10.8% for Coventry overall. 23.2% of children measured in school year 6 (aged 10-11 years) in Tile Hill were classified as obese, compared to the Coventry city average of 24.8%. The data indicates that the children are becoming increasingly obese as they get older.

