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# BINLEY AND WILLENHALL

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Joint Strategic Needs Assessment 2024



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## 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 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 neighborhood level may vary. For citywide data, refer to the [Coventry Citywide JSNA profile](#).

## EXECUTIVE SUMMARY

### DEMOGRAPHICS AND COMMUNITIES

Over the past decade, Binley and Willenhall's population grew by 6.5%, slightly below Coventry's 8.9% increase. The area has a higher birth rate than the city average, with demographics varying by neighbourhood. Willenhall has more children and lone-parent households (14.6% vs. Coventry's 8.3%), while Binley has more older residents, with a median age of 43 compared to Willenhall's 34.

The population is diverse, though fewer residents come from ethnic minority groups than Coventry overall (32.7% vs. 44.7%). Willenhall is more diverse, with 40.5% of residents from ethnic minority backgrounds. Newer arrivals contribute to population growth, but Binley and Willenhall have fewer new arrivals than the city average.

Residents feel less community cohesion and belonging compared to the city average and report lower cultural participation, both in City of Culture events and other cultural activities. They also express a need for better communication, social media advertising, local focus groups, and safe community spaces for all ages.

### PROSPECTS

Avoidable differences in health emerge by the time a child reaches the age of five. In Binley and Willenhall a lower percentage of children (53.6%) achieve a good level of development by age five, below the city average of 61.1%. Willenhall fares worse, with just 44.9%. 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. These factors being: higher maternal smoking rates and lower breastfeeding rates. However the area does have higher rates of early antenatal care and health visitor reviews.

Educational attainment is mixed: 58% of children meet expected standards at age 11, above the city average, but GCSE performance drops significantly.

33% of residents live in highly deprived neighbourhoods, with Willenhall facing higher deprivation and lower household income than most of Coventry. Unemployment and

economic inactivity rates are high, though unemployment has declined over the past decade, except during the pandemic.

Residents stress the need for non-formal education and skills development for youth, focusing on mentoring, financial literacy, and work experience. They also prioritise boosting the city's economic prosperity and addressing inequalities, as outlined in the One Coventry Plan.

## HOUSING AND ENVIRONMENT

The living environment in Binley and Willenhall is a notable strength, with residents enjoying access to green spaces that exceed the city average. Air pollution levels are also lower than in most Coventry neighbourhoods, further enhancing the area's environmental quality. However, the housing situation varies significantly between the two neighbourhoods. Willenhall has a high concentration of socially rented households (50.0%), which is the highest in Coventry, compared to just 3.4% in Binley. Additionally, Willenhall has a large number of purpose-built flats or tenements, and despite having fewer people per household, 12.8% of households are classified as overcrowded, well above the city average of 7.7%.

Crime remains a challenge for Binley and Willenhall, with both neighbourhoods experiencing higher-than-average crime rates, which have risen in recent years. Willenhall, in particular, faces some of the highest crime rates in Coventry, while crime rates in Binley are below the city average. This contrast in crime levels between the two neighbourhoods highlights the need for targeted interventions to improve safety and security, especially in Willenhall.

## HEALTH AND WELLBEING

Willenhall has one of the city's lowest life expectancies, with males living an average of 71.3 years and females 78.6 years, well below Coventry's averages of 78.1 and 82.1 years, respectively. Residents in Willenhall also experience longer periods of poor health before death, and the area has the highest rates of premature mortality from preventable causes such as cancer and circulatory diseases.

The COVID-19 pandemic further exacerbated these disparities, with Willenhall experiencing higher death rates and lower vaccination uptake. Mental health

challenges, particularly depression, are more prevalent in Willenhall, and HIV rates are higher than average in parts of both Willenhall and Binley. Initiatives like "Healthy Communities Together" have been launched to address these health inequalities by fostering collaboration between health providers, local authorities, and community groups.

Access to healthcare services is relatively good, with most residents able to reach a GP or pharmacy within a 15-minute walk, and GP coverage in both areas surpassing the city average. While patient satisfaction remains high, lifestyle behaviours show mixed outcomes. Willenhall has higher rates of smoking, physical inactivity, and poor dietary habits, with lower consumption of fruits and vegetables and a higher reliance on fast food. These unhealthy behaviours are reflected in the area's elevated rates of childhood obesity.

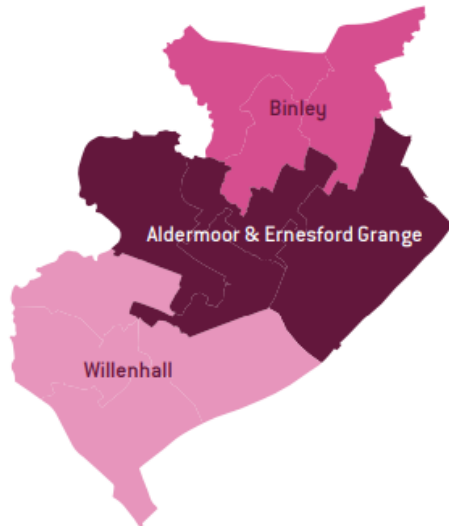


# Demographics and Communities

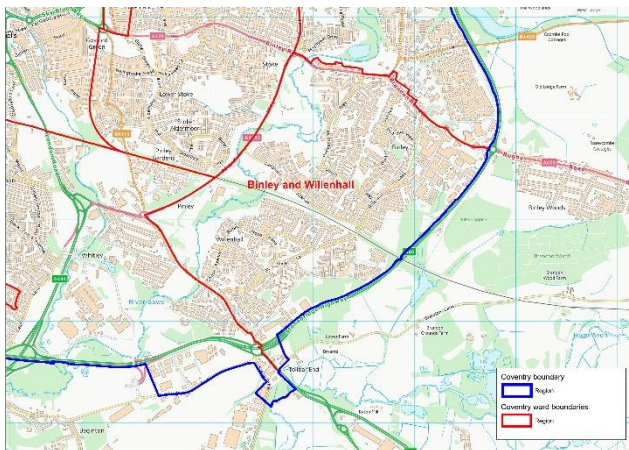


## DEMOGRAPHICS AND COMMUNITIES

### 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.



### POPULATION

Why is this important?

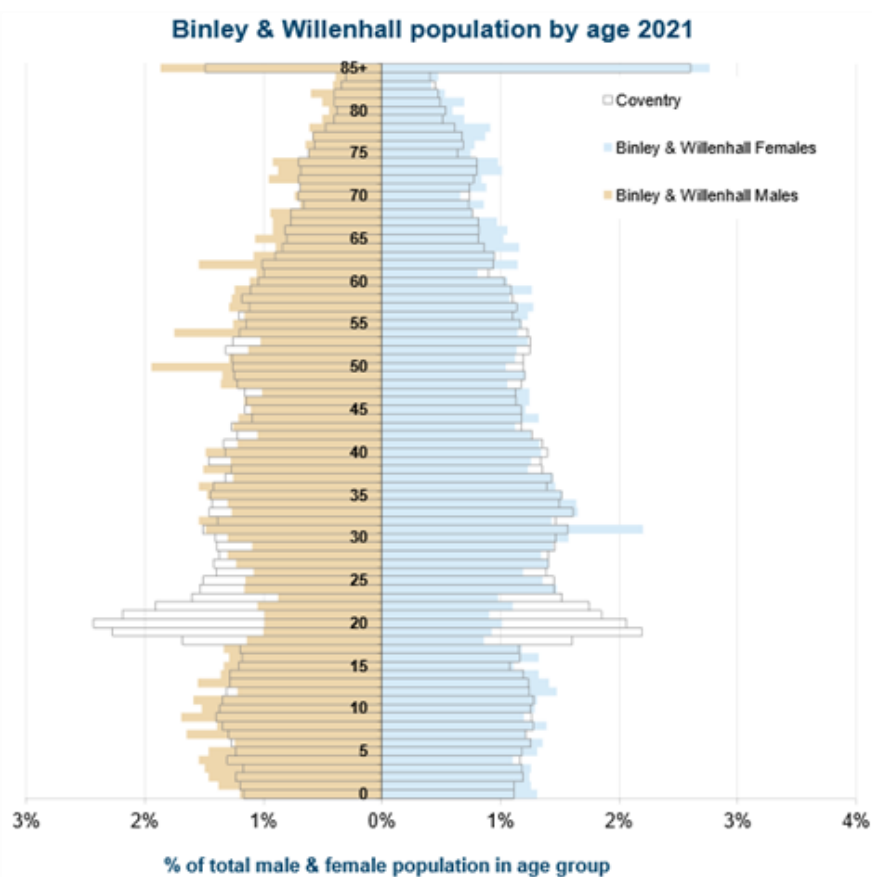
It is important to understand how Coventry's population and demographics are changing so that local communities and organisations can ensure that the city has the right services to meet the needs of its people.

What is the local picture?

How does it compare?

Binley and Willenhall has grown by 6.5% in the past decade, with the population increasing between censuses from 16,700 in 2011 to 17,800 in 2021. This growth is slightly below the citywide rate of 8.9% from 316,900 people to 345,300 in 2021. The area has a population density of 4,095 people per square kilometre, which is by no means the highest, however it is higher than Coventry's average of 3,500.

Binley's median age is 43, older than the city average, while Willenhall's is younger at 34. The overall median age in Coventry is 35 and 40 for England. There are fewer young adults (18-24) in Binley and Willenhall compared to other areas, Coventry has a high number of people in this age group as it is home to many university students, but they do not typically live in Binley & Willenhall. The age profile of the population of the whole of Binley and Willenhall, compared to that for Coventry overall, is illustrated in the population pyramid diagram below.



Source: Census 2021, Office for National Statistics, Crown Copyright

In Binley and Willenhall, 21.8% of residents are children (0-15), higher than the city's 19.8%, while 17.2% are aged 65+, falling between city (14.6%) and national (18.6%) averages. This is an important consideration for understanding the health needs of the

population in this area. 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.

The population of older people in Binley and Willenhall has grown by 7% over the past decade, slower than Coventry's 9% increase. The 2021 census showed that there were an estimated 3,100 people aged 65 years and over living in Binley and Willenhall, a 7% increase from an estimated 2,900 in 2011: a slower growth rate than the 9% across Coventry overall, and lower than the national average increase of 20%.

Nevertheless, the local population aged 65 and over has been increasing and will likely continue to increase. The population in the area increased notably amongst most the 50-59 age group, at a growth rate of 16% in 10 years, one of the age groups with faster growth rates.

Binley and Willenhall experienced a decrease in the population of residents aged 18-24, down by 18%, while this age group grew significantly for Coventry as a whole. The population of children followed a similar pattern to the city average, with a decrease (9%) in infants and young children aged 0-4, but a significant growth in the number of children aged 5-15 years, up by 22%. The working aged population (16- 64) grew by 5%.

Like Coventry overall, the total number of births to mothers living in Binley and Willenhall have declined, from 261 in 2017 to 206 in 2021, but the area's fertility rate remains higher than Coventry's average, at 56.8 births per 1,000 women (ages 15-44) compared to the city's 52.0. Fertility rates vary across the area, highest overall in Ernesford Grange neighbourhoods, with most parts higher than the Coventry average although not amongst the highest in the city. Some parts of Willenhall have higher than average fertility rates, 'Willenhall Wood - Middle Ride' with a rate of 74.1 per 1,000. Binley's rate peaks at 76.9 per 1,000 in the 'Binley Business Park - Bredon Avenue' area.

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%).

Lone parent households with dependent children are more common in Willenhall (14.6%), where 42.5% of households are either lone parents or people under 65 living alone compared to the city average of 27.0%. In contrast, Binley and Ernesford Grange have higher numbers of older people living alone, 16.4% and 13.5%, respectively compared to the city average of 11.6%.

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. The most common household type in this area making up half of the local population are:

- 'Low income living – Single people in high-rise estates' (18% vs. 7% citywide),
- 'Stretched Society – Young families on low incomes in rented terraces' (17% vs. 14% across Coventry overall),
- 'Low Income Living – Families and single parents in socially rented housing' (16% vs. 8%).

Health profiling shows that 95% of households in Binley and Willenhall fall into the three least healthy categories, compared to 85% citywide. The most notable groups are:

- 'Health Challenges – Hardship Heartlands' (Relatively young people who are social renters with relatively unhealthy lifestyles; 25% of the local population, Coventry 7%);

- ‘At risk – Struggling Smokers’ (Younger adults, on benefits, routine occupation, high expenditure on tobacco and hazardous drinking; 12% of the local population, 4% Coventry); and
- ‘Caution – Everything in Moderation’ (mix of housing and family structure, health generally good; 11% of the local population, Coventry 7%).

Only 4% of the area's population falls into the healthiest group, compared to 15% in Coventry.

## DIVERSITY AND COHESION

Why is this important?

The growth of new communities can change the age and ethnic profile of the city, which can have an impact on demand for local services such as schools and GP surgeries and is influenced by many complex factors, such as living and working conditions, social inclusion, ethnicity, socioeconomic position, education, and cultural factors.

What is the local picture?

How does it compare?

Binley and Willenhall is becoming more diverse, with 32.7% of the population belonging to an ethnic minority in 2021, up from 21.8% in 2011, though still below Coventry's 44.7%. We use ‘ethnic minorities’ to refer to all ethnic groups except the White British group. Ethnic minorities include white minorities, such as Gypsy, Roma, Irish Traveller and other white groups. 67.3% of the population are White British, a decrease by 10.9 percentage points from 78.1% in 2011, a decrease of 1,126 people.

In the 2021 Census, 7.7% of the residents of the area were Asian or Asian British, this is a 3.2 percentage point increase since the 2011 Census (4.5%). 11.3% of residents are Black, Black British, Caribbean or African, a 2.8 percentage point increase since the last census in 2011 at 8.5%. 3.1% are from mixed or multiple ethnic groups. Proportionally, the biggest change has been in the White: Other ethnic group with an increase of 3.6 points from 4.1% in the 2011 Census to 7.7% in the 2021 Census.

There are some variations between the neighborhoods in the area. 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. The largest ethnic minority groups amongst school pupils are the similar to those amongst the overall population, children of Black African ethnicity (17.5%), White Other ethnicity (7.9%) and Asian Indian ethnicity (4.6%).

Religious affiliation in Binley and Willenhall is diverse, though less so than Coventry overall. Of those who responded to the question on the 2021 census, 36.2% have no religion (Coventry 31.6%), and 52.9% are Christian (Coventry 46.8%). Islam is the second most followed religion accounting for 5.3% of residents (Coventry 11%), while 2.7% of the population are Hindu, 2.4% Sikh, 0.2% Buddhist, 0.1% Jewish, and 0.4% follow other religions.

Religious distribution varies by area: in Willenhall, 7.8% are Muslim (2.4% in Binley), while Binley has more Sikhs (8.6%) and Hindus (5.1%) compared to Willenhall (0.7% and 2.2%).

In Binley and Willenhall, 12.6% of residents don't speak English as their main language, lower than Coventry's 17.5%. For school children living in Binley and Willenhall, 25.7% don't speak English as their main language, compared to 34.2% citywide. In 2021, 7.8% of households had no people with English as a main language, compared to 10.7% of households across Coventry. 1.6% of residents in Binley and Willenhall stated that they cannot speak English well and 0.3% could not speak English at all, this compares to 3.0% and 0.5% for Coventry overall.

Newly arrived communities contribute to local growth, though Binley and Willenhall have fewer recent arrivals than Coventry overall. 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.

Newly arrived communities to Coventry are from diverse sources, and include people migrating for economic reasons, international students and asylum seekers and refugees, amongst other reasons. We know that there are relatively few asylum seekers living in Binley and Willenhall, and international students do not form a significant part of the local population: 3.2% of the population is made up of all students aged 18+ (not just international students) compared to 9.8% for Coventry overall (and much higher in areas where students concentrate).

Binley and Willenhall have seen international migration in recent years, though less than many other Coventry areas. While measuring migration can be challenging, National Insurance Number (NINo) registrations provide insight on how the trends in movement have changed over recent years, particularly for people moving here for work, who may be on their own or with their family. Over the past decade, migration fluctuated, averaging just over 100 people per year, with an upward trend from 2011 to 2019 as they were across Coventry overall. In 2022, 254 people registered, up from 121 in 2021. This represents an increase back to levels higher than pre-pandemic years following a significant dip in migration in 2020. This is like the rest of Coventry, where the total number increased to a level nearly twice as high as pre-pandemic years.

Binley and Willenhall show lower cohesion compared to Coventry overall. Coventry Household Survey data indicates that less than half of residents (48%) agreed that their neighbourhood is a place where people from different backgrounds got on well together compared to 63% citywide, and 32% feel a sense of belonging said they felt a sense of belonging to their neighbourhood, compared to 54% in Coventry. After COVID-19, only 11% felt a stronger sense of belonging (13% citywide).

Survey responses show 24% of residents in Binley and Willenhall agreed that there are opportunities to get actively involved in improving their local, lower than respondents across the whole of Coventry (38%). However, 52% expressed interest in getting involved in their area in the next 12 months (51% citywide). Pre-pandemic volunteering by residents in the area was low at 4% but has since increased to 18% (Coventry 21%).



Cultural participation is low, particularly in Willenhall, where 50% reported minimal engagement (34% citywide). For Willenhall residents, overall attendance at Coventry City of Culture 2021/22 events was lower than the city average, with 26% saying they had attended at least one event in the city centre compared to the city average of 45%. 8% said they had attended an event based in their locality compared to the city average of 27%.

# Community Assets

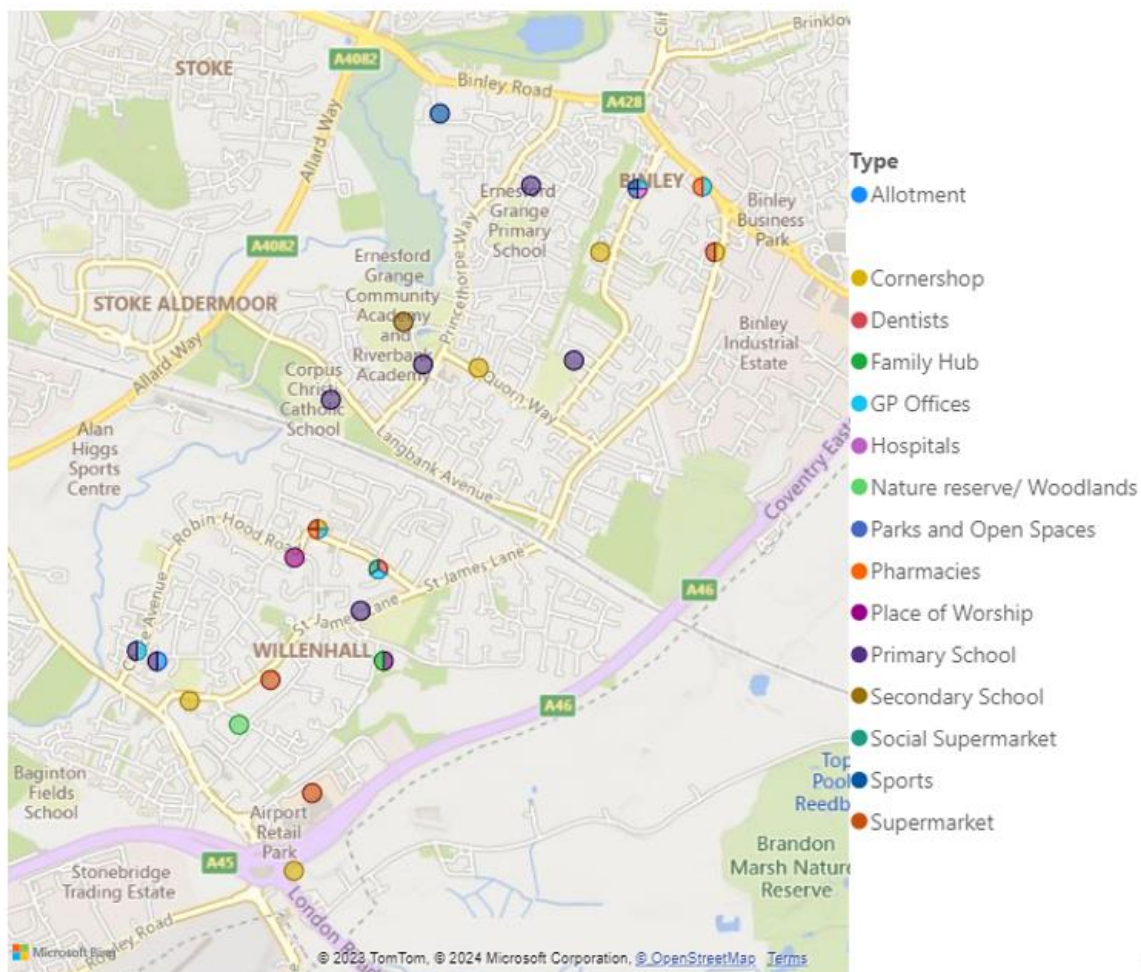


## COMMUNITY ASSETS

Why is this important?

Understanding the local network of assets, resources and community organisations help facilitate sharing and understanding to improve the health and wellbeing of local communities.

[Below is a map of specific places and comments identified as local resources](#)



[The Community Information Directory](#) is also a useful tool for knowing what groups, events and activities are happening in the area.

The Community Resilience Team has worked with a variety of groups to gain funding and support in Binley and Willenhall, below is a table of groups and assets known to the team in the area at the time of writing.

Groups	Assets
Age UK Friendship Group	Hagard Centre
Barbershop Choir	Alan Higgs Centre
Betty Ennis Foundation	Binley Recreation Park
<a href="#">Binley Evergreens</a>	John White community Centre
CIAS (Coventry Independent Advice Service)	St John the Devine
Community Choir	Weetc
Corpus Christi Worship	Willenhall Brook Park
Coventry Disabled Angling Club	Willenhall Brookstray Park and Kids Play Area
Coventry Ki Society	Willenhall Library
Craft Group	Willenhall Social Club
Crafty Crafters	Willenhall Wood Playground
Creative Kindness	Wood Side Family Hub
Let's Get Crafty	
Local Vocals	
Nigerians in Coventry (NICOV)	
OAP's Club Over 60's	
St Anne's Worship	
St Bartholomews Church Hall Brinklow Rd CV3 2DT- Floristry	
St John the Divine	
The Belles of Three Spires	
Whitley Pensioners Club	
Willenhall Food Bank	

Willenhall History Group

Willenhall Men's Support

Willenhall Unity Cultural and Educational Centre

WILLOW

WOW Women of Willenhall

YMCA Youth Club

*"Listen to the community and don't assume you know how to help."*

*"Keeping residents fully advised as to what is planned. The poorer areas need the information as well as the richer areas"*

Effective communication is essential for empowering the community. Residents in Binley and Willenhall emphasised a need for better communication and a desire to have a range of community voices heard through active listening. They also highlighted a need for more accessible safe spaces for all age groups with one resident commenting *"Again better communication and places for people to meet both young and old as there are not many places that you could say are safe and in the present climate cheap to go to and in walking distance."*

In the age of digital connectivity, leveraging social media becomes a powerful tool for community outreach and disseminating information, however this information needs to be done in a timely manner and accessible for all. Residents in Binley and Willenhall suggested an increased online presence and opportunity to become more involved in decision-making processes, ensuring a sense of ownership and commitment. The council's consultation and engagement platform [Let's Talk Coventry](#) offers this by actively engaging with the

*"Do more social media advertising",*

*"More community and local focus groups. Use these online forums to get your message across so you get a broader spectrum of ideas from communities. link into the social groups already set up"*

community and public forums, creating new ideas and perspectives, enriching its initiatives and policies.

Services in the city can share knowledge and actively seek feedback from communities. One of the barriers identified by residents was the ability to readily distribute information, ensuring that it is accessible for everyone in the community. Often residents did not know about events or provisions available to them, reporting that they did not know where to find the information.

Ensuring information is shared in a timely manner was also important to residents with residents commenting a desire for *“A well-informed public, with community leaders who know how to signpost and refer needy individuals to get help”* as well as bridging information gaps between affluent and economically challenged areas in creating an equitable city *“Keeping residents fully advised as to what is planned. The poorer areas need the information as well as the richer areas.”*

***“Because it hasn't been prioritised people don't feel empowered to make the changes themselves “***

The facilities available in Binley and Willenhall were raised as a concern. Some residents commented on a lack of facilities and services, and existing ones requiring improvement.

Residents envision a city that thrives on vibrant community events, suggesting an expansion of existing festivals to bring people together. Strengthening collaboration with external providers is seen as essential for achieving holistic community development as well as expanding on current events. By organising diverse and inclusive events, the area can celebrate its cultural richness while fostering unity among its residents.

***“Tackling inequalities should be making things available to all citizens and not selected few”.***

Residents emphasise the need for the city to actively combat inequalities by ensuring that resources and opportunities are accessible to all. Integration and community engagement play a vital role in addressing social issues such as loneliness and isolation. By promoting inclusivity and guiding residents towards community groups

can foster a sense of belonging for everyone "Continue to encourage integration. Signpost all ages to community groups to help combat loneliness and isolation."

The Wood Side Family Hub collaborates and coordinates a range of services in the area. It could also be used to make connection with individuals and maximise the success of partnerships.

More could be done to shift the perception that activities and opportunities in a community are exclusive to its residents. This perception can limit participation, engagement, and a sense of inclusion, not only for newcomers but also for those who might feel disconnected from local initiatives. Some residents voiced a feeling that some local events, resources, or programs are only meant for a specific group of people creating a barrier to wider community involvement. Ensuring that events are widely advertised, ensuring that community spaces are welcoming, and fostering partnerships with local organisations could help promote opportunities to get involved.

# Prospects





## PROSPECTS

Why is this important?

Understanding Coventry's economic, cultural, educational, and early childhood prospects can help us better understand the effects these factors have on the wellbeing of the local populations. A person's lifelong health, happiness, and productivity are affected by preventable health inequalities that can arise during pregnancy, childbirth, and the early years.

## BEST START IN LIFE

Why is this important?

“Giving every child the best start in life is crucial for securing health and reducing health inequalities across the life course. The foundations for virtually every aspect of human development – physical, intellectual and emotional – are laid in early childhood. What happens during these early years, starting in the womb, has life-long effects on many aspects of health and well-being”. - Sir Michael Marmot

What is the local picture?

How does it compare?

Avoidable differences in health emerge by the time a child reaches the age of five. In Binley and Willenhall, a lower percentage of children (53.6%) achieved a good level of development by age five in 2021/22 compared to the city average (61.1%). Early Years Foundation Stage (EYFS) assessments evaluate personal, social, emotional, physical, and language development, as well as mathematics and literacy. Willenhall has particularly low levels, with only 44.9% of children meeting developmental goals, the lowest in Coventry. This could be linked to deprivation, as more deprived areas generally show lower development rates. Ernesford Grange (59.5%) also falls below the city average, while Binley performs better at 71.7%.

The proportion of children who received a review by the time they are 2 ½ years old is also higher than city average. All children and families should receive a review by a health visitor when the child reaches around 2 to 2½ years. This allows for an integrated review of their health and development. In 2022/23 80% of children in Binley and Willenhall received a timely review compared to the average of Coventry neighbourhoods at 75%

Antenatal appointments within 12 weeks in Binley and Willenhall averaged 85% from 2019/20 to 2022/23, slightly above Coventry's 83.1%. However, the rate dropped from 88.3% in 2020-21 to 82.6% in 2022-23, mirroring the citywide decline. Willenhall had a lower rate (80%), while Ernesford Grange (89.4%) and Binley (90.2%) were above average.

Maternal smoking at delivery in Binley and Willenhall was 14.6% in 2022-23, higher than Coventry's 9.0%. Despite the higher rate, it has decreased from 18.2% in 2019-20, narrowing the gap with the city average. There are differences between areas however, it is notably higher than average in Ernesford Grange (19.6%) and Willenhall (15.0%) whilst Binley is lower at 3.7%. Willenhall has seen a significant drop from 27.3% in 2019-20.

Breastfeeding prevalence is lower than the Coventry average amongst mothers from Binley and Willenhall. 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.

What else is happening?  
What else can be done?

Health visitors can help children and families make the best start in life. NHS Health visitors are very active in the area. They visit all parents with children under the age of 5 in the city and offer health promotion and write developmental reviews during their home visits to promote childhood development. Schools, faith groups and community centres can work together to help reach socially isolated families, helping bring support to those who need it.

The Family Hub is highlighted as an asset in the community. Woodside Family hub, located in Willenhall helps co-ordinate early intervention and support. By bringing together different professionals such as, Health visitors, social workers, midwives, police, and others the hub can offer holistic and tailored support to families who face challenges.

Residents in Binley and Willenhall rely on friends and family for support with children and childcare. The parenting survey 2023 found that the most common sources of support for parents in Binley and Willenhall were family members and friends who were parents, followed by school, nursery or college and GP. They were more likely to rely on people in their community and less likely to use services or programmes from the voluntary sector than other residents citywide. One respondent felt *“the feeling that if you are asking for support you aren’t doing a good job”* *“Professional judgement and scrutiny”*

Respondents were asked at what stage they were more likely to need support. For residents in Binley and Willenhall support was needed most in the 0– 2-year age group, followed by the 2 – 5-year age group.

When asked how parents would prefer to be supported, face to face and one to one session were preferred. The parenting survey found that parents in Binley and Willenhall would rather tailored support to individual needs. Priorities of parents in this area ranged from support with child behaviour, development concerns and financial advice. This differs slightly from the citywide trend of wanting mental health support for both mother and children, child behaviour concerns and toilet training.

Accessing support was raised as a concern with some residents indicating *“Confusion over terminology and multitude of different services”* and at what time support is offered depending on *“availability and childcare”*.

## EDUCATION AND SKILLS

Why is this important?

Poor work chances, social alienation, and difficulties with mental and physical health are just a few of the social disadvantages that people could potentially face later in life as a result of low educational attainment and low expectations. By supporting high levels of educational attainment and boosting their expectations, these barriers can be removed so that children and young people realise their full potential in life.

There have been significant disruptions to education over recent years due to the Covid-19 pandemic, forcing schools to close and move to digital classrooms. It is fair to say that this has had an impact on education and some children's school readiness as a result. Therefore, the Department of Education are reluctant to directly compare attainment statistics between 2019-2022, we have included some for your information here.

What is the local picture?  
How does it compare?

There are seven primary schools, one secondary school and one academy special sponsor led school located in Binley and Willenhall. The Office for Standards in Education, Children's Services and Skills (Ofsted), inspects services providing education and training for learners and regulate services that care for children and young people. Ofsted ratings show that seven schools are rated 'Good' and two 'Outstanding'. As of May 2023, 83.8% of local children attended 'Good' or 'Outstanding' schools, 3.0% attended a school with the rating 'Requires improvement' or 'Inadequate' and 13.2% attended a school that hadn't been recently inspected. This means that 96.6% of those whose school had been inspected attend a good or outstanding school, higher than the city average of 83.5%.

The number of pupils with Special Educational Needs (SEN) is higher than the city average (18.2%). In 2023, 20.7% of children living in Binley and Willenhall were SEN Pupils. SEN can be divided into two types, those with a statement or an Education, Health & Care EHC Plan; and those with SEN Support. In total 704 children were identified as SEN pupils, 3.9% were in receipt of an EHC plan and 16.8% were receiving SEN Support. The number of SEN pupils is particularly high

in Ernesford Grange, with 23.6% of pupils living in the area having an EHC plan or receiving SEN support, it is one of the areas in Coventry with the highest rates.

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.

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. This is seen particularly in Willenhall, which had significantly higher than average proportions of pupils achieving the expected level at age 11 but by 16 the average attainment 8 score amongst pupils living in the area is significantly lower than average at 40.2.

Free school meals eligibility in Coventry continues to increase, 32.3% of pupils in Binley and Willenhall were entitled to free school meals in January 2023, compared to 24.8% across Coventry. There are differences between areas, Willenhall is a higher number of pupils eligible and is amongst the areas in Coventry with the highest proportion at 42.2%. 31.2% of pupils 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, this is significantly higher than city's average (19.4%) and England (18.1%). 24.8% of Binley and Willenhall residents aged 16+ 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.

What else is happening?

What else can be done?

*“Investing in non-formal education of young people to have a more informed start in life is key to any economy in the world.”*

*“We can work together when it comes to educating our young people in non-educational courses, coaching and mentoring young people to be their best self and guiding them in the right path early on in life.”*

Investing in non-formal education can offer a range of benefits to ensure young people are equipped for the workplace. Residents in Binley and Willenhall highlighted the potential to invest in non-formal education, through mentoring and coaching or work experience. This would lead to a more skilled, adaptable and innovative workforce and provide diverse learning opportunities to young people from a younger age. It was also highlighted that financial and digital literacy are important, with one resident suggesting that “Financial literacy and digital up-skill of our young people...will improve the economic prosperity of our city and region in the long term.”

Educational institutions play a crucial role in helping young people find and decide on their future careers. Residents highlighted the importance of empowering students to make informed decisions about their future careers, prepare them for the job market and support their development. *“More work with the education sector to help people find careers. Greater business support”*

It boils down to empowering our community youths ... that starts by giving them the right foundational platform of non-formal education ...”

“There are no activities for children with disabilities during weekends holidays as the HAF does not take this into account and short breaks only have limited spaces which is so unfair”

Out of school hours activities and provision were also highlighted as a concern for some residents, particularly for children with disabilities. Some residents expressed disappointment in the lack of after school activities. *“Improve provision for children out of school hours...”*

Libraries and community centres provide people with opportunities to improve their skills and education. John White Community Centre is home to adult education, where individuals are encouraged to take the opportunity to learn a new skill or gain a qualification. Willenhall Education Employment and Training (WEETC) Centre also provides a range of education opportunities and employment advice. Employment advisers are available to discuss finding

employment and interview techniques. The library is also an asset with conversation cafes and opportunities to learn to speak English. The library also supports children through programmes such as Bookstart. Through Bookstart, children of preschool age receive a free information pack

containing a variety of activities, guidance for parents and a book. This is in the hopes that good literacy habits will be formed at a much younger age. Rhyme times are also an opportunity for the formation of good literacy habits and encourage the development of language and social skills amongst babies and toddlers.

Adult education offers numerous advantages that positively influence individuals, communities, and societies. It enables career advancement by equipping adults with new skills and qualifications, fostering personal development, and enhancing self-confidence. A survey of adult learners was conducted with respondents from Binley and Willenhall. One of the outcomes of the survey was that some participants reported gaining other skills for life besides the ones listed in the questionnaire. These skills were diverse and specific to each individual. For example, some mentioned learning how to cope with stress, how to communicate effectively, or how to manage their time. Others cited skills such as leadership, teamwork, or problem-solving. These skills can be useful for personal and professional development, as well as for academic success.

## ECONOMY AND GROWTH

Why is this important?

A protective factor for health is having meaningful employment. Reducing avoidable health disparities will involve tackling the unequal distribution of money, wealth, and power by improving opportunities and skills.

What is the local picture? How does it compare?

Willenhall is among the most deprived areas in Coventry, with high levels of multiple deprivation. In contrast, Binley has lower deprivation levels. Overall, 33% of Binley and Willenhall's population live in neighbourhoods (LSOAs) that are amongst the 10% most deprived LSOAs in England, compared to 15% for Coventry. Additionally, 43% live in the 20% most deprived neighbourhoods in England (Coventry overall 27%) and 77% live in neighbourhoods that are amongst the most deprived 30% LSOAs in England (Coventry overall 42%).

Most of the Willenhall neighbourhoods are amongst the 10% most deprived areas in England, the neighbourhood 'Willenhall – Yarningale' only slightly less so, being amongst the 20% most deprived areas in England. Areas in the neighbouring Ernesford Grange are measured as having slightly lower level of multiple deprivation than Willenhall, but still amongst the more deprived parts of the city, the neighbourhood share being amongst the most deprived 20-30% of neighbourhoods in

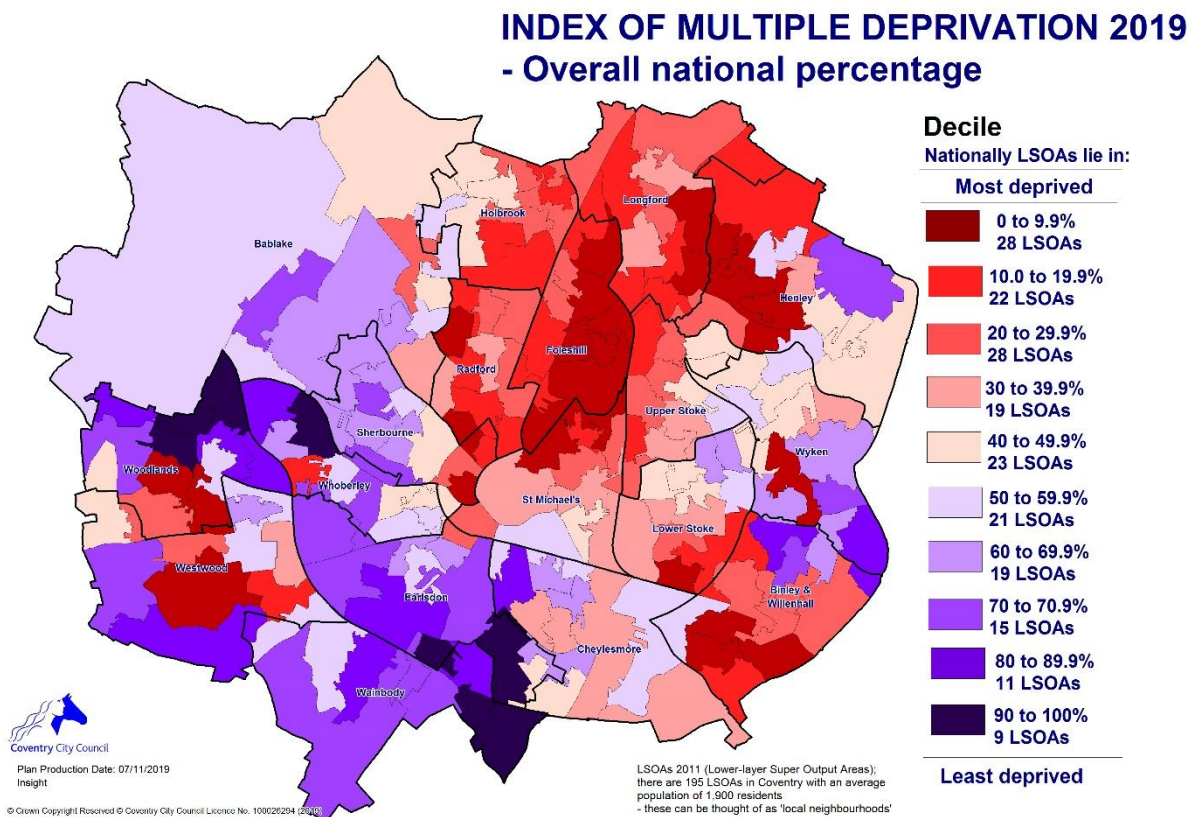
England. Binley neighbourhoods, including those around Princethorpe, Oxenden Way and Binley Business Park are amongst the less deprived areas of Coventry.

These pockets of deprivation impact opportunities and life chances, highlighting the need to address social inequalities that are established right from the earliest years.

Deprivation is measured using the Index of Multiple Deprivation 2019, it measures the extent to which people in each neighbourhood (LSOA) in England experiences ‘multiple deprivation’ across the factors of employment, income, education, health, crime, housing and services and living environment; it is the headline measure of deprivation at a local level. This measure remains valid, although the data is now a little old as it is only refreshed every five years on average – the insights from this should be considered in conjunction with other more up to date statistics.

The map below illustrates the difference across Binley and Willenhall with the most deprived 10% of neighbourhoods in England in dark red and less deprived areas in purple colours

Map: Index of Multiple Deprivation 2019 for all Coventry neighbourhoods (LSOAs)



Source: English Indices of Deprivation 2019, Ministry of Housing, Communities of Local Government



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 as 9.6% whilst rates in Ernesford Grange (5.4% ) and Binley (4.6%) had lower rates. The 2021 Census reported 66.8% of residents aged 16-64 were in employment, higher than Coventry's 64.2%. Willenhall had lower than average rates of employment, at 60.6% whereas rates are around average in Ernesford Grange at 66.7% and higher than average in Binley at 76.9%.

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 official labour market data sources. The fact that relatively few full-time students live in this area is part of the reason that a higher than average proportion of working age residents in the area are in employment.

The proportion of residents claiming unemployment benefits is higher than average in Binley and Willenhall. Another way to measure unemployment rates is by using the claimant count, this enables us to understand more recent changes than the 2021 Census. In August 2023 735 residents aged 16-64 were claiming unemployment benefits, amounting to 6.7% of all working age residents, higher than the city average of 5.6%. This data can be used to understand recent changes and in conjunction with the 2021 Census measure to give a picture of unemployment levels in the area compared to the areas of Coventry.

The claimant count increased significantly in early 2020, an indication of the impact the COVID-19 pandemic had on employment, and while it has fallen since 2020 it remains notably higher than 2019 levels. Between August 2019 and August 2023, the proportion of the local working age population claiming unemployment benefits in Binley and Willenhall had increased by 1.5 percentage points from 5.2% to 6.7%, a slightly lower increase than the increase across the city overall of 1.9 points from 3.7% to 5.6%.

Unemployment in Willenhall has fallen faster than the Coventry average over the past decade. Despite higher rates post-pandemic, both the 2021 Census and claimant count data show a notable decrease. Claimant count data shows a relatively large fall in Willenhall from 16.5% in August 2013 (6.5% for Coventry) to 7.7% in 2019 (Coventry 3.7%), a larger decline than in many other areas. While unemployment rose during the pandemic, it remains much lower in 2023 than in 2013.

Economic inactivity rates in Binley and Willenhall are lower (27.4%), than the city average (29.9%) due to fewer students living in the area. However, non-student inactivity rates are higher. 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.

The area has a high percentage of people who are 'long term sick or disabled' (7.9%) of all working age people compared to the overall city rate of 4.9%, Willenhall has the highest rates in the whole city with proportions as high as 12%. Prevalence of inactivity due to being 'long-term sick or disabled' is lower than average in Binley at 2.9%. 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%. 2.1% of working age residents in the area are retired, lower compared to the overall city's rate of 2.3%.

Household income is lower than the city average for residents of Binley and Willenhall. The 'UK Paycheck' dataset from CACI estimates average gross annual household income for 2023, for Binley and Willenhall the mean average is estimated at £35,339 compared to the Coventry average of £41,552 and the UK average of £47,621.

When calculating household income, the incomes of all individuals living in the same household are included. 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.

Average household income is particularly low in Willenhall neighbourhoods, lowest at £26,689 which is also lower than most neighbourhoods in the city. There are some neighbourhoods with higher-than-average income: 'Binley Business Park - Bredon Avenue' (£44,950), 'Binley Oxenden Way' (£45,349) and 'Binley-Princethorpe (£49,973).

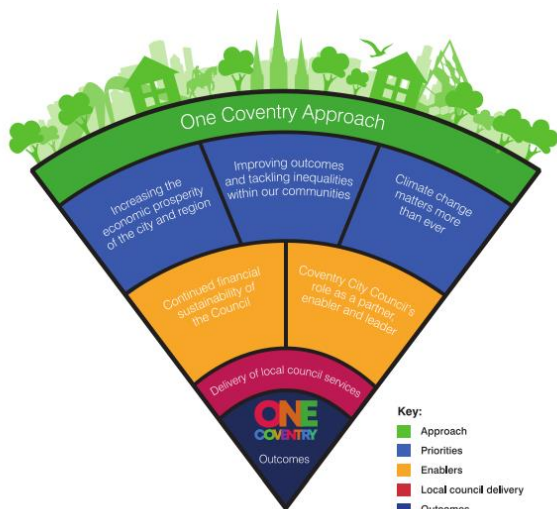
As well as being a residential area, Binley and Willenhall is home to businesses, they are many workplaces local to Binley and Willenhall residents; job density is relatively high here. There are an estimated 11,350 people employed at workplaces in the area; if you divide this by the resident population you get a 'Job Density' figure of 0.63, higher than the city average of 0.47 and higher than most Coventry neighbourhoods. Much of the employment in area is concentrated at business located in Binley Industrial Estate and on the edge of the area in Binley Business Park.

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. The Ofcom Connected Nations report 2022 gives us local data, there is a high level of 'gigabit' availability, with 96.9% of premises in Binley and Willenhall having service capable of 1,000 Megabits per second (Mbit/s) from fixed broadband, the same as Coventry overall at 96.9%. Almost all (99.7%) premises have services capable of 'Superfast Broadband' (30 Mbit/s or more), although the actual performance measured is lower, with 82.6% with average measured speeds of connections 30 Mbit/s or faster.

Having overall good connection levels does not mean that residents have the capacity to access fast broadband or can afford it. Willenhall is one of the areas highlighted in Coventry where the residents are at risk of digital exclusion. The Digital Exclusion Risk Index (DERI) tool, developed by Greater Manchester Combined Authority, models the likelihood of digital exclusion for all small neighborhoods (LSOAs) in England by creating an overall score based on number of metrics measuring the risk factors of demography, deprivation, and broadband availability. For each area they give a score between 0 and 10 where 0 represents a low risk of exclusion and 10 a high risk. This data shows neighbourhoods in Willenhall have some of the higher risk scores in Coventry; with scores of between 3.7 and 4.3, all neighbourhoods in Willenhall have scores amongst the highest 15% of neighbourhoods in England. Binley neighborhoods have comparatively low risk scores.

There is another measure of digital exclusion, the Internet User Classification 2018 data set from the Economic and Social Research Council, which used a number of statistics to classify each neighbourhood (LSOA) in Great Britain into 10 different types according to the internet use and engagement of its residents. Two neighbourhoods in Willenhall were classified as 'e-Withdrawn', the type that is least engaged with the internet. The areas of Coventry that were given this classification were typically those with higher levels of multiple deprivation.

What else is happening? What else can be done?



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.

One Coventry plan engagement found that residents in Binley and Willenhall 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.

Enhancing the offer of the city centre to attract major employers was suggested by residents to improve the economic prosperity of the city. A suggestion was to lower business rates to encourage the opening of local businesses which would make it more financially viable for businesses to establish themselves and attract different enterprises. This could then stimulate the local economy, creating more jobs and boost the overall activity.

Community and voluntary groups are working together in the city to ensure support is in place for those who need it. The Coventry Food Network is an example of this, established as a result from the pandemic. Coventry Food Network is a food partnership which brings together several public, private, voluntary and community sector partners to address food poverty and its causes in Coventry by taking a city-wide collaborative and strategic approach towards a unified Coventry Food Network and Strategy. Since 18 March 2020, the Council has been working closely with a range of partners, to create and deliver a system of food provision. Some of the initiatives that have evolved from this partnership are:

- Established 15 social supermarkets/grub hubs throughout the city to provide

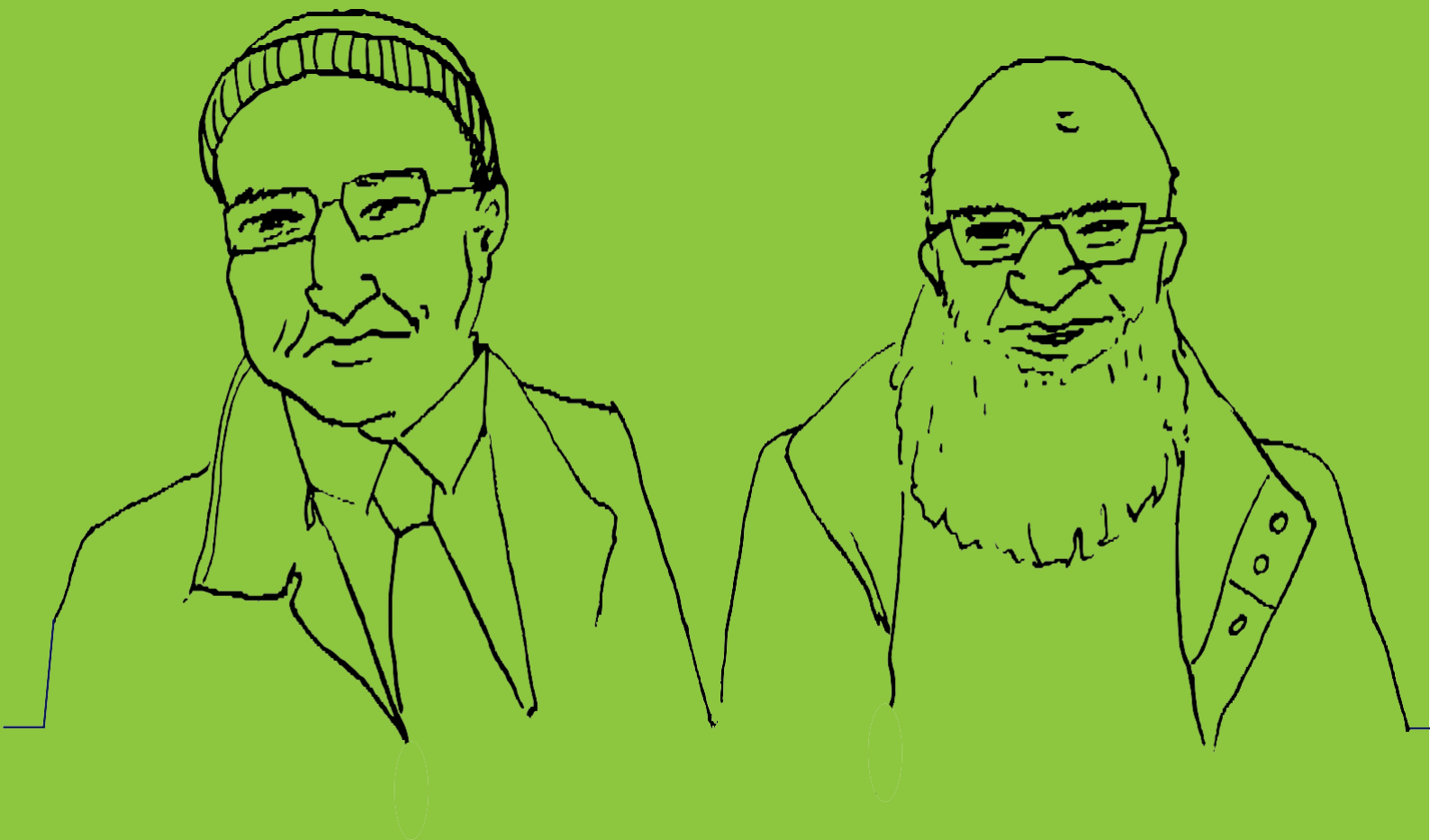
“Focus on frontline delivery and where needed. Get the basics right. More guidance on how to take up home support and funding so people not scammed.”

“More guidance on how to take up home support and funding so people not scammed.”

nutritional food and support to those residents in greatest need.

- Support the delivery of the Household Support Fund by providing emergency food provision to vulnerable residents who needed additional support with accessing/affording food.
- Supported the delivery and developed a model to support those who were clinically extremely vulnerable (Shielding) re: food and basic support.
- Procured food and distributed food parcels to children eligible for free school meals provision during school holidays.
- Continue to support and enhance the offer of healthy, nutritious food to children and families eligible for free school meals through the HAF programme.

# Housing and Environment



## HOUSING AND ENVIRONMENT

### LOCALITIES AND NEIGHBOURHOODS

Why is this important?

The quality of the built and natural environment, such as the local neighbourhoods, access to local shops, services, parks and green spaces, affect the health and wellbeing of everyone.

What is the local picture?

How does it compare?

Satisfaction with the local area is slightly lower than the city average. 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.

Binley and Willenhall have a good amount of greenspace relative to the other wards of Coventry. The Coventry City Council Green Space Strategy 2019-2024 states that Binley and Willenhall ward has 75.9 hectares of unrestricted greenspace in the area, amounting to 4.32 hectares per 1,000 people. This is more than the average for Coventry, 3.05 hectares per 1,000 people. Out of Coventry's 18 wards Binley and Willenhall ranks as having the 5<sup>th</sup> highest amount of amenity greenspace, 5<sup>th</sup> highest amount of natural and semi-natural greenspace, 3<sup>rd</sup> highest green corridor, 5<sup>th</sup> highest outdoor sports facilities (unrestricted) and 2<sup>nd</sup> highest sports facilities (all). There are, however, no parks and gardens, no allotments and no cemeteries and churchyards.

Table: Green space quantity by primary type and Coventry ward, hectares per 1,000 population

ward	Parks and Gardens	Amenity Greenspace	Natural and Semi-natural Greenspace	Green Corridor	Outdoor Sports Facilities (Unrestricted)	Outdoor Sports Facilities (All)	Allotments	Cemeteries and Churchyards
Bablake	0.00	0.46	0.52	0.00	2.13	7.18	0.87	0.00
Binley and Willenhall	0.00	1.39	1.83	0.72	0.38	4.28	0.00	0.00
Cheylesmore	0.17	1.78	1.58	0.59	0.00	1.74	0.81	0.46
Earlsdon	3.46	0.51	1.65	0.00	0.00	2.40	0.53	0.00
Foleshill	0.31	0.11	0.02	0.00	0.04	0.25	0.07	0.01
Henley	0.44	1.65	1.91	0.99	0.82	2.23	0.17	0.22
Holbrook	0.63	0.38	0.14	0.00	0.00	0.84	0.16	0.22
Longford	1.36	1.08	1.02	0.58	0.00	0.61	0.25	0.19
Lower Stoke	0.22	0.46	0.02	0.24	0.00	0.64	0.02	0.00
Radford	0.27	0.43	0.00	0.00	0.00	0.49	0.01	0.00
Sherbourne	1.74	0.25	0.36	0.01	0.00	0.79	0.88	0.00
St Michael's	0.44	0.81	0.00	0.00	0.00	0.28	0.01	0.35
Upper Stoke	0.09	0.38	0.00	0.16	0.49	0.90	0.51	0.07
Wainbody	0.00	1.88	3.36	0.00	0.00	3.13	0.00	0.71
Westwood	0.18	1.21	2.30	0.00	0.46	1.76	0.08	0.00
Whoberley	2.06	1.41	0.46	0.29	0.00	0.26	0.39	0.00
Woodlands	0.10	0.83	3.01	0.00	0.21	1.90	0.08	0.00
Wyken	0.56	0.59	1.50	2.12	0.00	2.28	0.25	0.07
Total / Average	0.61	0.81	0.99	0.30	0.23	1.61	0.26	0.11

Source: Coventry Green Space Strategy 2019-2024, Coventry City Council

Air pollution is a significant health risk affecting Coventry residents. In Binley and Willenhall, estimated levels of nitrogen dioxide (NO<sub>2</sub>) and particulate matter (PM) are above the national median but below Coventry's average. Roadside pollution from NO<sub>2</sub> and PM is a concern across the UK, poor air quality affects different communities disproportionately, some areas in Coventry do not achieve the EU and international standards.

In 2022, nitrogen dioxide (NO<sub>2</sub>) levels were measured at 75 locations in Coventry using diffusion tubes. One device was situated in Binley and Willenhall near Tollbar End (a busy junction of the A45 and A46 at the southern-most point of the ward): it had an annual mean of less than 30 µg/m<sup>3</sup> of NO<sub>2</sub>, amongst the lowest levels of all 75 locations measured across Coventry. Like all other locations in Coventry, the level measured with this device reduced between 2019 and 2022.

The Access to Healthy Assets and Hazards (AHAH) data set from The Consumer Data Research Centre estimates that Binley and Willenhall have slightly higher NO<sub>2</sub> and PM levels than the national average but lower than Coventry's average.

In the 2021 Census, 68.6% of households in Binley and Willenhall had access to a car or van, meaning 31.4% did not - higher than Coventry's average (27.6%) and England's (23.5%). Despite fewer households using cars, the area has high vulnerability to air pollution, much of which is traffic-related, highlighting an inequality in exposure.

The Living Environment domain of the English Indices of Deprivation 2019 show that the living environment in Binley and Willenhall is relatively good. This factor has two aspects: the indoors living environment, which reflects the condition of housing, and the outdoors living environment, which reflects air quality and road safety. While 43% of residents live in highly deprived areas overall, none live in the most deprived 20% for the environment. In fact, 69% live in areas that are categorised amongst the least deprived 50% of English neighbourhoods, meaning these areas have better housing and fewer environmental hazards. This is higher than the Coventry average, where only 16% of residents live in such areas.

What else is happening?

What else can be done?



Despite there being plenty of wildlife and greenspace in the area, residents voice concern about a need for more youth provision. The Brookstray Play Area in Willenhall provides a cluster of playground equipment for residents. Voluntary groups such as Friends of Willenhall Memorial Park work to promote activities in the park such as festivals, host a weekly cycling club and stay and play sessions for children.

Some residents highlighted a concern that the Binley Road Cycle Lane could contribute to congestion. Some residents highlighted concerns that the bike lanes made the roads congested and increased pollution by reducing space for cars causing them to idle and take longer routes. It was also highlighted that pedestrian access and crossings could be made safer. Particularly in Binley where residents felt unsafe, one resident commented *"I like bike lanes, but I also want safer sidewalks and crossings for pedestrians. Binley is a nightmare for walking."*

Lowering bus fares can make public transport more accessible and attractive to a broader range of people. This affordability can encourage more individuals to use buses instead of driving, thereby reducing the number of cars on the road. In addition to reducing traffic congestion, cheaper fares can help lower overall emissions and contribute to a cleaner environment. Ongoing investment in public transport and cycling infrastructure is essential for promoting sustainable transportation options. Continued improvements to bus services, train networks, and cycling facilities can make these alternatives more viable and appealing.

Cleaning up litter and ensuring the area was presentable was important to residents. It was seen as a way for maintaining a healthy environment and improving the quality of life for residents. Regular cleanups, especially in areas frequently neglected, can have a significant positive impact on the areas image and reduce the harmful effects of waste on the environment.

*"Cheaper bus fares. A way of reporting cars that are polluting the streets by pumping out dirty fumes".*

*"continue to improve public transport and cycling infrastructure."*

*“Clean the litter from areas in and around the city”.*

*“I think with should approach the public by simple and realistic facts so they can take their part, when the train is on the move is the result appears... The main parameter is socioeconomic.”*

Efficient recycling is essential for maintaining a sustainable environment and protecting green spaces. Residents called for more recycling bins, especially in high-traffic areas like shopping districts, can encourage people to dispose of waste responsibly. Alongside this, public awareness campaigns about the importance of recycling and protecting green areas should be amplified. Educating citizens on how their small actions can make a big difference can increase participation in environmental efforts and help keep the city’s natural spaces safe from degradation.

## HOUSING AND HOMELESSNESS

Why is this important?

Historically, housing is only considered in relation to health in terms of support to help vulnerable people to live healthy, independent lives and reduce the pressure on families and carers. However, it is now recognised that good quality housing for all leads to better health and wellbeing, as it indirectly affects early years outcomes, educational achievement, economic prosperity and community safety.

Conversely, rough sleeping and homelessness significantly impacts on a person’s mental and physical health, and the longer someone experiences rough sleeping, the more likely they will develop additional mental and physical health needs, develop substance misuse issues and have contact with the criminal justice system.

What is the local picture?

How does it compare?

Census 2021 data reveals significant housing variation between Binley and Willenhall. Socially rented households are more common in Binley and Willenhall (31.6%) than the Coventry average (17.0%), while private rented households are less common (12.8% vs. 24.7% in Coventry). Owner-occupied homes are slightly below the Coventry average (55.1% vs. 57.4%).

Residents in Binley are more likely to own their property (82.5%) than residents in Willenhall (36.3%). Half (50.0%) of all households in Willenhall are socially rented, the highest rate of all areas in Coventry, compared to just 3.4% of Binley households.

Housing types in Binley and Willenhall are similar to Coventry overall, with a mix of terraced (33.7%), semi-detached (32.6%), and purpose-built flats or tenements (22.2%). Willenhall has more purpose-built flats (37.1%) compared to Binley (3.3%), while detached houses are more common in Binley (24.6%) than Willenhall.

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.

Homelessness application rates in Binley and Willenhall are similar to the Coventry average: 14.3 per 1,000 households compared to 14.6 for the city in the financial year 2022/23. However, the rate over the five-year period from 2018/19 to 2022/23, is higher in the area (78.7 per 1,000 households) compared to 63.1 for Coventry. While city rates have steadily increased, the ward's rate has varied, reaching a low of 13.1 in 2018/19 and a high of 18.2 in 2020/21. This indicates that more people are applying for homelessness status every year across the city, while the number in the ward remains stable. Applications are much higher in number from Willenhall (23.2 per 1,000) than Binley (5.4 per 1,000).

Fuel poverty, which is influenced by energy prices, incomes, and housing quality, is lower than the Coventry average in Binley and Willenhall, but higher than the national average. This is measured using 2021 data, a time before the significant increase in energy bills impacted on households - the impact of the cost-of-living crisis on communities across the city is yet to be fully realised, as people face rapidly rising energy, fuel, food, and housing costs. In 2021 fuel poverty was more prevalent in Coventry than in the region or England, Coventry had the 4<sup>th</sup> highest fuel poverty rate of all local authority areas in England. The Coventry average was 20.8% and the England average was 13.1%. Across Binley and Willenhall 15.5% of households were estimated to be in fuel poverty, it is higher in Willenhall (17.3%) than Binley (9.6%).

What else is happening?

What else can be done?

Residents expressed concerns about the level of rough sleeping and hidden homelessness in the area. Housing charities are active in the area supporting homeless and formerly homeless people into paid employment and support. Emmaus is a charity that operates within Binley, supporting formerly homeless people and people at risk of homelessness to find a place where they can socialise and gain support. Wood Side Family Hub also have members of Citizen available to discuss housing advice.

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.

The Council has been proactive in supporting the most vulnerable residents access support through a series of initiatives. Coventry City Council have commissioned local energy charity Act on Energy to deliver its Keeping Coventry Warm Scheme. Keeping Coventry Warm provides Coventry residents with free energy saving advice and information.

The household support fund is also a way to provide residents with support for essentials linked to energy and water in recognition that a range of costs may arise that directly affect a households' ability to afford or access food energy and water.

## CRIME AND COMMUNITY SAFETY

Why is this important?

Being a victim of crime, and being worried about crime, impacts on a person's perception of their quality of life in the neighbourhood and has a negative effect on a person's mental and physical wellbeing.

What is the local picture?

How does it compare?

In the 2022 Household Survey, 82% of residents surveyed in Binley and Willenhall felt safe during the day compared to the Coventry average of 77%. However, the feeling of

safety drops significantly at night. Only 42% of Binley and Willenhall residents said they felt safe after dark, which is slightly below the city average of 45%. This trend is consistent in every MSOA in Coventry.

The recorded crime rate in Binley and Willenhall has been consistently higher than the city average and has increased in recent years. In 2022/23, the total number of crimes reported in the area was 2,482 at a rate of 137.4 per 1,000 population, higher than the city average of 124.6. The crime rate in the area has been on an increasing trend, with the total number of crimes recorded in Binley and Willenhall 10% higher than in 2021/22, compared to the Coventry overall increase of 5% in the same period.

Willenhall's crime rate is among the highest in Coventry (187.7 per 1,000), Crime rates vary within the ward, with Willenhall Wood – Middle Ride having the highest rate (243.3 per 1,000) and Binley – Oxenden Way the lowest (68.7 per 1,000). The 2023 Serious Violence Strategic Needs Assessment highlights Binley and Willenhall as having the 3rd highest knife crime rate in Coventry, at 7.9 per 1,000, compared to the city average of 5.7.

Over the last 5 years, while there have been increases in most categories of crime, it has been increases in crimes under the category 'Violence and sexual offences' that have driven the increase in overall crime: this category has more crimes recorded than any other category. This is the case in Binley and Willenhall; in 2022/23 there were 1,091 recorded cases under this category at a rate of 60.4 per 1,000 population. This rate is higher than the city average of 51.6.

Out of the 13 categories in the recorded crime data, Binley and Willenhall has higher-than-city-average rates in eight of them: burglary, criminal damage and arson, possession of weapons, public order, robbery, vehicle crime, violence and sexual offences and other crime.

The rate of recorded crimes in 2022/23 differed depending on the location within the ward, with the highest rate of 243.3 per 1,000 in Willenhall Wood – Middle Ride, and the lowest rate of 68.7 per 1,000 in Binley – Oxenden Way. Willenhall as an area overall experienced a crime rate amongst the highest of all areas in Coventry, at 187.70 per 1,000, whereas rates were lower than average in Binley.

The Coventry Serious Violence Strategic Needs Assessment 2023 highlights Binley and Willenhall ward as having relatively high rates of knife crime. Although the volume of such crimes is relatively small among the total recorded 'Violence and sexual offences'

“Fly tipping needs to be cut out and maybe introduce fines if people don’t upkeep the front of their property ...people have no pride anymore”

in the area, with 140 recorded crimes recorded in the four years including 2019/20 to 2022/23, Binley and Willenhall ward is highlighted as having the 3<sup>rd</sup> highest rate of knife crime out of all 18 Coventry wards, at 7.9 per 1,000 population compared to the city average rate of 5.7.

What else is happening?

What else can be done?

There are organisations operating within the area to encourage young people to make positive choices. Positive Youth Foundation provide a Positive Futures programme, focusing on reducing fears and instances of youth related violence. The programme is designed to lead on current issues such as knife crime and offer professional development training to upskill young people. The scheme also provides a safe and accessible timetable of after -school, weekend and evening provision.

A stronger police presence, especially in areas where knife crime is prevalent, is crucial for improving public safety. Residents suggested a need for more patrols and visible law enforcement to act as a deterrent to crime and help build trust between communities and the police. Some residents felt that a more consistent police presence would allow for faster responses to incidents and contribute to a safer environment for residents. Alongside this, reopening community centres and providing youth with activities can give them alternatives to crime and reduce the likelihood of young people getting involved in criminal behaviour.

*“Community centres, more police officers patrolling ... Give kids more things to do.”*

*“Bring back community wardens which were very successful in tackling inequalities and crime”*

Reintroducing community wardens can be an effective strategy in tackling crime and addressing social inequalities. Residents felt that wardens were previously successful in creating safer neighbourhoods by engaging with residents, addressing minor issues before they escalated, and fostering a sense of community responsibility. Bringing them back could play a key role in reducing crime and promoting equality across various areas.

Fly- tipping has become a growing issue. Residents suggested introducing fines and encouraging residents to take more pride in their surroundings. A crackdown on fly-

tipping, combined with stricter penalties, is necessary to preserve the cleanliness and aesthetics of neighbourhoods and foster community pride.

# Health and Wellbeing





### LIFE EXPECTANCY

Why is this important?

Life expectancy and healthy life expectancy are extremely important summary measures of overall population health. The Marmot Review, Fair Society, Healthy Lives, demonstrates clear and significant links between avoidable differences in health outcomes and deprivation, where people experiencing multiple deprivation not only living shorter lives, but spend a greater portion of their shorter lives with a disability or in poor health. As a Marmot city, Coventry has adopted and embedded the principles of Marmot, tackling the social conditions that can lead to health inequalities, and working to improve the areas in which people are born, grow, live, work and age.

What is the local picture?

How does it compare?

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, Ernesford Grange is below average, while Binley is above average. Life expectancy is a statistic giving a high-level picture of the health of Coventry residents and should be used with care in understanding likely life spans for people; excess deaths due to the COVID-19 pandemic will have had a negative impact on life expectancy statistics but this may not have a permanent impact. Whilst this data includes 2020 and the pandemic will have undoubtedly affected mortality statistics, life expectancy increases had already stalled before 2020. Like all areas, male life expectancy at birth (LE) is lower than for females. During 2016-2020 the LE amongst males and females living in Willenhall was amongst the very lowest of all areas in Coventry, at 71.3 and 78.6 years respectively compared to the overall figures for Coventry of 78.1 and 82.1 years.

The most recent data shows Binley has higher-than-average life expectancy, surpassing both Coventry and national averages, while Ernesford Grange & Stoke Aldermoor have lower-than-average figures.

Table: Life expectancy at birth 2016-2020 by MSOA, the most up to date figures available at local level

Area	Life Expectancy (LE) at birth (years) (2016-2020)	
	Female	Male
Binley	84.4	81.2
Ernesford Grange & Stoke Aldermoor	80.4	75.5
Willenhall	78.6	71.3
Coventry	82.1	78.1
England	83.2	79.5

Source: The Office for Health Improvement and Disparities 2022, Crown Copyright.

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. The gap between healthy life expectancy and life expectancy is referred to as the ‘window of need’. It is the average number of years that a person can expect to live with poor health, during which they will be likely to need support from the health and care system.

Healthy life expectancy (HLE) and life expectancy (LE) at birth data is captured at the MSOA level. The following data table shows the LE, HLE and ‘window of need’ data for the three MSOAs that are part of the area, although it should be noted that only part of one of the MSOAs is within Binley and Willenhall, Ernesford Grange is part of the area, Stoke Aldermoor in not. The table illustrates the extent of the disparity between the areas, the city and England:

Table: Life expectancy (LE) at birth & healthy life expectancy (HLE) at birth 2009-2013 by MSOA\*.

Area	Healthy life expectancy at birth (2009-2013)		Life expectancy at birth (2009-2013)		Window of need (2009-2013)	
	Female	Male	Female	Male	Female	Male
Binley	67.1	66.5	85.0	81.3	17.9	14.8
Ernesford Grange & Stoke Aldermoor	57.9	57.5	81.0	75.7	23.1	18.2

Willenhall	54.4	51.8	78.2	72.1	23.8	20.3
Coventry	61.8	61.2	82.1	77.9	20.3	16.7
England	64.8	63.5	83.0	79.1	18.2	15.6

Source: The Office for Health Improvement and Disparities, Crown Copyright.

*\*The most up to date figures available at local level for healthy life expectancy, data for LE is presented for the same period to accurately calculate the 'window of need'. The data for 2016-20 LE in the table above is the best to use to understand LE alone. This is the most up to date data at MSOA level, for more up to date information for Coventry City as a whole please see our [Citywide profile](#)*

While the gap between healthy life expectancy and life expectancy in Coventry is bigger than that of England as a whole, the gap between them for the people in the Willenhall MSOA is even bigger and more so in females. The window of need for Willenhall is 3.5 years longer than the city average for females at 23.8 years, and 3.6 years longer than the city average for males at 20.3 years.

Premature mortality (deaths amongst residents aged under 75 years) is considerably higher in Willenhall than the city overall and national average. Premature mortality rates are significantly higher than the city average in Willenhall for all major causes. Premature mortality is defined as deaths amongst residents aged under 75 years of age.

The following table shows age standardised mortality ratios (SMRs) for deaths aged under 75, an SMR of 100 represents a mortality rate the same as the national average given the age structure of the population. It illustrates how big the gap is between the areas of Binley and Willenhall, and Coventry:

Table: Premature mortality rates (deaths aged under 75) by major causes 2016-2020, by MSOA

Causes of deaths. Standardised Mortality Ratio (SMR*)	All causes	All cancer	Circulatory disease	Causes considered preventable**
Binley	81.5	85.3	75.9	79.1
Ernesford Grange & Stoke Aldermoor	145.8	125.5	159.4	143.9
Willenhall	211.4	189.9	197.4	235.7
Coventry	116.9	108.7	122.1	120.1

Source: Office for Health Improvement and Disparities, produced from Office for National Statistics (ONS) data.

*\*SMRs are age standardised death rates that allow mortality rates for areas with different age structures to be compared. \*\* Deaths which could be avoided by public health or primary care interventions.*

Binley has lower mortality rates in all four indicators than the city average and is substantially lower than Willenhall. Willenhall ranks as having the highest premature mortality rates of all areas in Coventry for deaths from all causes, deaths from all cancers and preventable deaths. Willenhall's rate is particularly high for premature deaths from causes considered preventable, these are where all or most deaths from the underlying cause could mainly be avoided through effective public health and primary prevention interventions. The area ranks as having the 4<sup>th</sup> highest mortality rate in deaths from circulatory disease.

Ernesford Grange and Stoke Aldermoor sits somewhere between Binley and Willenhall however it is more closely aligned with the city average in all indicators above.

What else is happening? What else can be done?

Preventable deaths can be avoided by addressing the social conditions that lead to poor health, such as people's prospects and opportunities; housing and environment; as well as behavioural and lifestyle changes. These are explored throughout this JSNA.

## HEALTH PROTECTION

Why is this important?

Health Protection is a term used to cover a set of activities within public health. It is defined as protecting individual, groups and populations from single cases of infectious disease, incidents and outbreaks, and non-infectious environmental hazards such as chemicals and radiation. Monitoring health protection coverage helps to identify possible drops in immunity before levels of disease rise.

Before the introduction of widespread immunisation and vaccinations, infectious and communicable diseases (that is, diseases that can spread from one person or living organism to another) were a major and widespread cause of death and permanent disability, especially among children.

To stop the spread of vaccine-preventable diseases and ensure herd immunity, it is important to maintain 95% vaccination coverage. Monitoring health protection coverage helps to identify possible drops in immunity before levels of disease rise. The Covid-19 pandemic has underlined the importance of health protection and

vaccination. Data on Covid-19 for this area was not yet available at time of writing this profile.

What is the local picture?  
How does it compare?

The unprecedented COVID-19 pandemic changed all our lives and had impacts on a global scale. Not only did it have direct health impacts, but it also had many indirect and varied impacts on several aspects of life. Like every area, many people from Binley and Willenhall contracted COVID-19 during the pandemic, a total of 5,811 cases were recorded for residents of the area between March 2020 and 31<sup>st</sup> May 2022, a case rate of 321.6 per 1,000 residents, similar to the overall city rate for this period of 324.8. These figures may not capture all cases due to unreported or asymptomatic infections. The prevalence of 'long COVID' in the area is unknown, but the Office for National Statistics (ONS) estimates the prevalence of self-reported long COVID at 2.92% of all people living in private households in the UK in March 2023.

COVID-19 death rates varied by area, with higher rates in more deprived areas. Binley saw 30 deaths with the underlying cause being given as COVID-19 between 2020 and 2022 with a Standardised Mortality Ratio (SMR) of 96.4, below the national average. Willenhall had 18 deaths and an SMR of 129.4, while the number of deaths was lower in Willenhall, this was because the area is home to relatively few older people. An SMR is an age standardised rate, it takes account of differing age profile and adjusts, allowing fair comparison of mortality rates between areas with different population age profiles: Willenhall's age standardised death rate was not amongst the highest in the city however, there are Coventry areas with lower levels of deprivation that had higher COVID-19 mortality rates. Ernesford Grange & Stoke Aldermoor had an SMR of 213.7, over twice the national average and amongst the highest in the whole city. This indicates that rates may have been high in neighbourhoods of Binley and Willenhall – Ernesford Grange; but it may be that it was particularly high in Stoke Aldermoor which is outside the area and less so in Ernesford Grange, it is unclear.

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 impacted more than just physical health, with restrictions affecting mental health. The ONS conduct an annual survey where they ask people about their personal wellbeing, it indicates increased levels of anxiety amongst Coventry's population during the pandemic. Anxiety levels rose from 20.6% in 2019/20 to 26.9% in 2020/21.

Responses to questions in the Coventry Household Survey 2022 give indications as to the impact that the COVID-19 pandemic had on people lives, people were asked how worried they were about the impact of COVID-19 on their financial situation, their diet, their mental health, their physical health, and their feeling of loneliness; on a scale of 0-10, those scoring 7 or higher are classed as 'worried'. Survey responses from Binley and Willenhall show similar concerns to city averages: 46% worried about finances (vs. 40% in Coventry), 25% about diet (vs. 22%), 32% about physical health (vs. 31%), 39% about mental health (vs. 38%), and 35% about loneliness (vs. 28%).

Overall, there are some indications that mental ill health is a little more prevalent than average for Coventry in Binley and Willenhall. The latest data reported by the Office for Health Improvement and Disparities based on GP data for the year 2021/22 indicates that there is a 13.1% prevalence of depression recorded for adults aged 18 and over registered at GP based in Binley and Willenhall (Coventry average 11.9%). However, there is a wide range of proportions by GP practice within the ward, from 5.7% to 15.2%. The recent trend appears to be increasing numbers of recorded depression in three of the four practices, the exception being the practice with the lowest recorded percentage. While it is low, the proportion of patients at GP practices in the area who have been diagnosed with some specific mental health conditions, including schizophrenia, bipolar affective disorder and other psychoses, is higher than the city average at 1.12% compared to 0.95% across the city overall.

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.

Uptake rates in the 12-month vaccines (MenB, PCV1, Rota and the 4-in-1 DTAPIPVHibHepB) range between 78.2% and 96.1% for the practices in the Binley and Willenhall ward. Most local practices see rates above the city and national averages in

the PCV1 vaccine and half of the local practices see rates above the city and national averages in the MenB, Rota and 4-in-1 vaccines.

The 24-month vaccines consist of another 4-in-1 (which we do not have city/national figures for), Bip/MenC, MenB booster, MMR1 and a PCV booster. Again, half of the local practices have favourable uptakes for these vaccines when compared to the national average while the other half do not have significantly lower rates – uptake ranges between 85.7% and 97.3%.

Uptake rates for the 5-year DTaP/IPV vaccine range between 88.2% and 97.3%, higher than both the city figure of 83.3% and the national figure of 84.2%. Most local practices have equal-to-or-higher uptake rates than the city (92.9%) for the 5-year MMR1. Half of the local practices have higher uptake rates than city (84.6%) and national (85.7%) figures for the 5-year MMR2 vaccine.

Vaccination rates for key cohorts of people eligible to receive the annual seasonal Flu vaccine are lower than the national average across Coventry overall; in Binley and Willenhall rates vary across the GP practices in the area. Flu Vaccines help protect against the main types of flu virus circulating and are offered to a range at risk groups of people including children, people aged 65 and over and pregnant women. Flu vaccination rates in most groups that are eligible in Binley and Willenhall are lower than national average rates and vary with rates at some GPs lower than the Coventry average and others higher. Indications are that uptake rates amongst people in Willenhall are slightly lower than the city average and slightly higher in Binley.

The vaccine uptake rates for this area’s GPs, for Coventry overall and England for 2022/23 can be seen in the table below.

Table: Flu vaccine uptake rates 2022/23 by cohort amongst people registered at local GP practices - % of eligible population receiving the vaccine

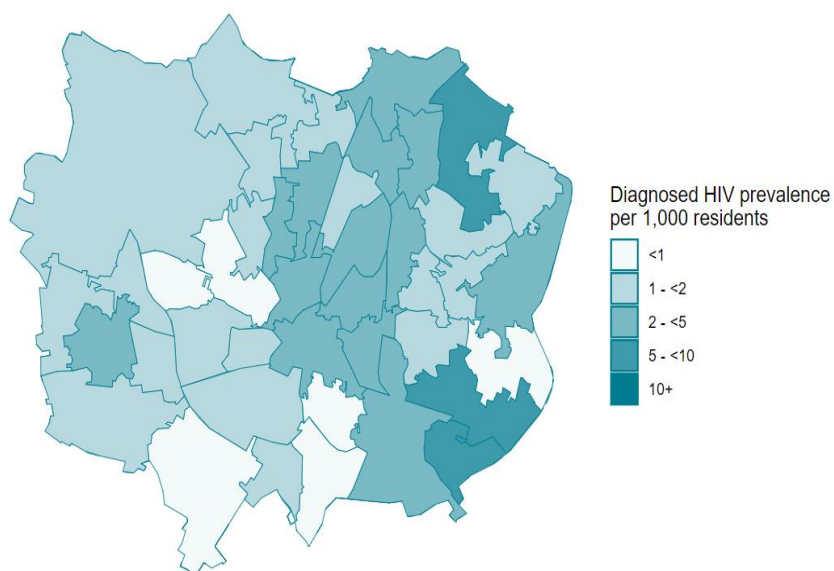
Area			All 65 Plus		
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	Aged 2 years to under 4 years	Aged 4 years to under 11 years		All Pregnant Women	Under 65 at-risk only
Binley & Willenhall (range)	28.6 - 31.9%	32.5 - 47.7%	71.5 - 80.1%	22.7 - 36.7%	42.6 - 47.3%
Coventry	31.1%	40.5%	78.1%	33.5%	46.1%
England	40.1%	55.5%	82.8%	43.4%	55.3%

Source: ImmForm, UK Health Security Agency

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 32<sup>nd</sup> 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. Conversely, Binley has a prevalence of <1 per 1,000. The following heatmap shows the prevalence of diagnosed HIV per MSOA across Coventry:

Map: Diagnosed HIV prevalence among people of all ages in Coventry by MSOA, 2021



Source: UKHSA HIV and AIDS Reporting System (HARS). <https://fingertips.phe.org.uk/static-reports/sexualhealth-reports/2023/E08000026.html?area-name=Coventry#hiv>



What else is happening?  
What else can be done?

The citywide JSNA identified that a culturally competent approach that recognises and makes best use of the assets of the city's diverse communities is essential. This includes working with local community and religious groups to encourage take-up of vaccination, diagnosis and screening programmes.

Ensuring communities understand and trust public health messages, and that they are accessible and culturally appropriate is vital. Coventry has a very diverse and active voluntary and community sector with many small and well-connected groups, it is also blessed with many community leaders and "go to" people in local neighbourhoods. During the pandemic the Community Resilience Team created Community Messengers who consisted of existing faith, voluntary and community networks in the city. The number of messengers has now grown to 320. The messengers perform two main functions: -

- they help to disseminate into their community the "stay safe" messages.
- they collect and feedback community intelligence which is then used to influence a number of things such as improving our communication materials, focusing our interventions and deploying our local teams of COVID-19 advisors.

Young people were included through a partnership with The Positive Youth Foundation, a charity that supports young people in the Coventry area (and who chair the Coventry Youth Partnership), and a series of focus groups held with young people and the council's communications team helped the development of specific messaging for young people, including several videos.

Community members now have a platform and a chance to participate directly in shaping how the council and communities engage with each other. This helps to facilitate a community-led response to communications and messaging surrounding several topics.

There is increasing recognition of the key role that places and communities play in our health. Community groups are best placed to address health challenges, because they are trusted and have the networks understanding and legitimacy to do so. Health and care providers need to shift to an 'enabling' leadership style, supporting communities to maintain their health and well being by pooling engagement resources and helping to

build capacity by sharing skills and facilities with the communities we serve. The One Coventry Plan is designed to work with our communities to ensure that they are able to address their health needs and to reduce inequalities.

Since 2021, Coventry was successfully awarded funding to deliver the Healthy Communities Together (HCT) programme. This programme is funded by the National Lottery and aims to support local areas to develop effective and sustainable partnerships between the voluntary and community sector, the NHS and local authorities to improve health and wellbeing, reduce health inequalities and empower communities.

A community-informed and culturally competent approach to healthcare is essential to increasing screening and vaccination rates. Asylum seekers and refugees typically have worse health than the wider migrant and UK-born population. During migration they are vulnerable to environmental threats – e.g., trafficking, and sexual exploitation – and may have experienced gender-based violence – e.g., torture, sexual violence, FGM, and conflict - that lead to health problems. They, and other newly arrived communities, can also spend long periods of their journey with limited access to healthcare which presents challenges in the form of poorly-managed long-term conditions – e.g., diabetes, and hypertension – and untreated communicable diseases such as TB, HIV and STIs. Newly arrived communities are at increased risk of poor mental health too potentially suffering with anxiety, PTSD, and depression. Therefore, newly arrived communities need healthcare on arrival and information and guidance about the NHS, what services are available, and about their health care rights. The impact of language and cultural barriers cannot be understated so services should be culturally appropriate, and trauma informed.

Building on existing health and wellbeing infrastructures having a collaborative partnership approach, bringing together residents' experience and partners' skills and assets, should be taken to strengthen health and wellbeing in communities. An example of this is Vaccinating Coventry – a partnership group with membership from a range of council teams with a focus on improving vaccine uptake inequality across the city. While vaccine uptake across Coventry and Warwickshire has been good, early in the vaccination programme data started to reveal areas of Coventry with much lower uptake, particularly among minority ethnic groups and those living in more deprived areas. The work of the group is linked tightly with wider COVID-19 prevention inequality work, focused upon access to testing, understanding of and adherence to national guidelines.



## DEMAND AND ACCESS

### Why is this important?

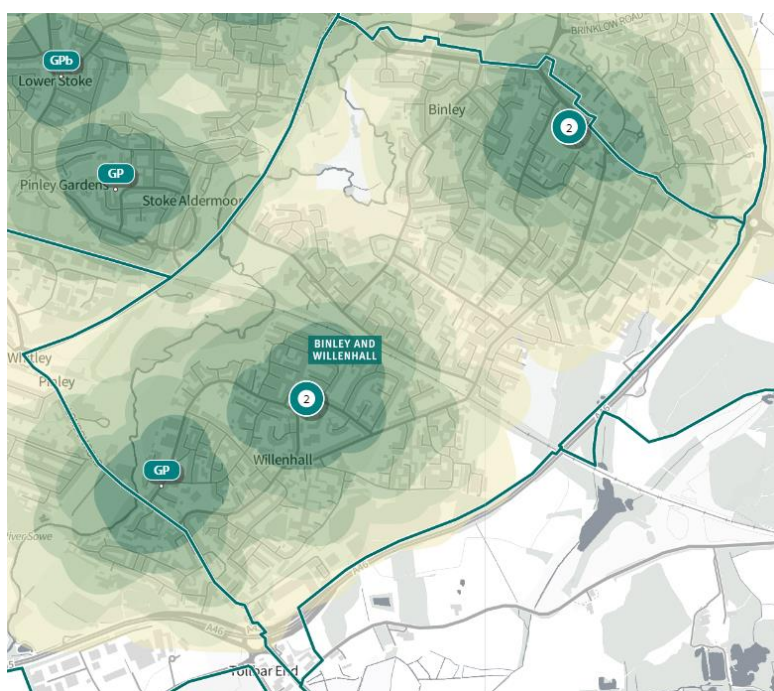
The demand for health and care services is expected to increase as the city's population grows and ages. To manage this growth there is a need to shift the emphasis to proactive and preventative care. This means ensuring people have better general health regardless of where they live, requiring fewer visits to hospital and shorter stays if they need inpatient care; and remodelling urgent and emergency and planned care so that it can cater to the expected increase in demand.

### What is the local picture?

#### How does it compare?

Binley and Willenhall residents have good access to health services, with most residents being able to reach a GP and a pharmacy within a few minutes. GP coverage of the Binley and Willenhall area is relatively good, with four GP practices and a GP practice branch located within the boundaries of the ward, as illustrated by the following map (n.b. the practice branch belongs to Kenyon Medical Centres, which is also within the boundary of the ward).

#### Map: Locations of GP practices around the area of Binley and Willenhall, with walking distances highlighted



Data source: Shape Place, Department of Health & Social Care

The darkest green areas are within a five-minute walk from each GP whereas the lightest yellow represents a 15-minute walk. As shown above, almost all residents of the ward are able to access a GP within 15 minutes' walk. All residents are within a five-minute car journey or within a 15-minute journey using public transport.

The ratio of GPs per 10,000 of the population is relatively good compared with other areas and the city in general, with 15.1 direct patient care staff per 10,000 patients and 10.9 full time equivalent staff (FTE) per 10,000. There are 11.0 direct patient care staff and 8.3 FTEs per 10,000 of the population for the city as a whole.

Overall, satisfaction with the above GPs is relatively good compared with the city as a whole and nationally. Although, as in generally the case in many areas, there are indications that satisfaction with local GPs has reduced in recent years. Using the latest GP survey data, we can establish patient satisfaction based on three key questions around overall experience, obtaining an appointment via telephone and satisfaction with appointment lead times.

When asked 'Overall, how would you describe your experience of your GP practice?', 73% of respondents indicated that their experience was good or very good. This is very much on par with the city and England, where 71% of respondents of both groups determined that their experience was good or very good. Overall satisfaction has decreased in all groups since 2019, when satisfaction in the ward, city and England was 82%, 81% and 83% respectively.

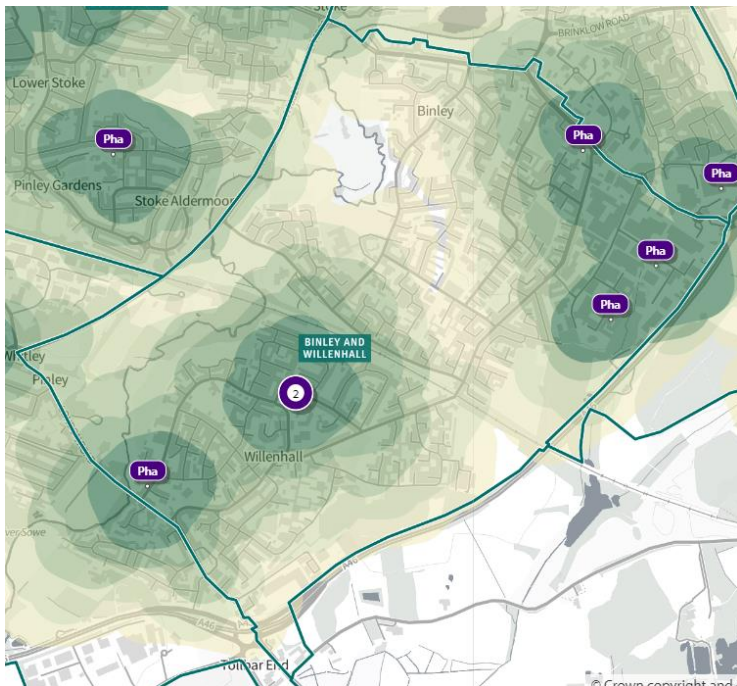
When asked 'Generally, how easy is it to get through to someone at your GP practice on the phone?', 68% of respondents indicated that it was easy or very easy. This is above the city average (59%) and substantially above the national figure (50%), suggesting that it is easier to get through to their GP in this area than the rest of the city. The ease with which respondents can contact their GPs via the phone is another area where there has been a decrease since 2019: area, city and national figures for this year were 75%, 70% and 69% respectively.

When asked 'How satisfied are you with the general practice appointment times that are available to you?', 62% of respondents indicated that they were satisfied or very satisfied compared to 58% for the city and 53% nationally. This implies that waiting times are shorter in this particular ward compared to the city and nationally. Again, the level of satisfaction has decreased since 2019 but the change is relatively small at the ward level: 64% of residents then indicated that they were satisfied or very satisfied;

the change is relatively bigger in the city and nationally, where 65% of respondents in both groups were satisfied or very satisfied with appointment times.

Pharmacy coverage in the Binley and Willenhall ward is also relatively good, with six pharmacies distributed mainly in the north-east and south-west of the area. The majority of the ward is within a 15-minute walk of one of the pharmacies as illustrated by the areas highlighted in yellow on the below map.

Map: Locations of pharmacies around the area of Binley and Willenhall, with walking distances highlighted



Data source: Shape Place, Department of Health & Social Care

The whole area is within a five-minute car journey and most of the area is within a 10-minute journey by means of public transport.

### **What else is happening?**

### **What else can be done?**

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

The citywide JSNA identified that a culturally competent approach that recognises and makes best use of the assets of the city's diverse

communities is essential. This includes working with local community and religious groups to encourage take-up of vaccination, diagnosis and screening programmes

As part of the Adult Social Care Service, the council are working more closely with other organisations to improve the outcomes for adults. The Improving Lives programme is a partnership programme, led by Coventry and Warwickshire Integrated Care System, bringing together University Hospital Coventry and Warwickshire, Coventry and Warwickshire Partnership Trust and the Council to work as one service. It aims to enhance patient experiences, prevent hospital admissions, and improve hospital discharge processes. The program focuses on effective care through three sub-programs: Interfaces, Hospital Processes at UHCW, and One Coventry Integrated Team. Its key goals are to promote independent living and simplify care delivery through partner collaboration.

Working together in partnership is vital to delivering services to residents. The Working Together Group; an alliance of CWPT, VSCE, and Primary Care in Coventry and Warwickshire, aims to strengthen partnership working within the voluntary, community, faith and not for profit social enterprise sector.

Healthcare pressures, particularly in rapidly growing areas, are a concern to residents in the area. As populations increase, local health services often struggle to keep up with rising demand. This leads to longer wait times, reduced access to primary care, and overburdened facilities, which disproportionately affects vulnerable groups such as the elderly, low-income families, and people with chronic health conditions. Addressing these pressures requires a multifaceted approach, including investment in healthcare infrastructure, hiring more medical professionals, and improving access to preventive care, especially in areas experiencing rapid population growth.

## LIFESTYLES

Why is this important?

Individual behaviours, such as eating enough fruits and vegetables, smoking, alcohol consumption, and physical activity can affect health. These lifestyle behaviours are strongly influenced by the environment in which people live. For example, people living in a 'food desert', with limited access to affordable and healthy food, are more likely to eat unhealthily; an unsafe environment is likely to discourage people from walking or cycling; and social and cultural influences, including friendship groups, advertising and media, play an important role in determining people's lifestyles.

These lifestyle risk factors – poor diet, physical inactivity, excessive alcohol consumption and smoking – are all linked to ill health and premature death. Having a combination of risk factors contributes to greater ill health. People facing poorer social circumstances are more at risk of having multiple risk factors, exacerbating avoidable differences in health.

What is the local picture?

How does it compare?

Household survey data indicates a mixed picture on physical activity for the residents of Binley and Willenhall, but most notably there are relatively low rates of everyday activity when compared to the city average, particularly in Willenhall. 18% of residents indicated that they partook in *no* everyday activity, above the city average of 11%. In a similar trend to that of diet, there is again a difference at MSOA level: only 5% of respondents from Binley partook in no everyday activity vs 25% in Willenhall.

Meanwhile, there is a shift when it comes to recreational activity. The data indicates that only 14% of Binley & Willenhall residents *do not* participate in any recreational activity. Compared to the city average of 24%, this suggests that residents of the ward are more likely to partake in recreational activities. Residents of Willenhall are seemingly more active in a recreational sense than those from Binley, with only 9% of respondents indicating they do not partake in recreational activity compared to 27% from Binley.



This is reflected in the number of people in the ward responding that they do not participate in any sports: only 30% of respondents indicated that they partook in no sporting activity, compared to 41% for Coventry as a whole. Again, residents in Willenhall are more likely to play sports compared to Binley: 26% of Willenhall respondents partook in no sports compared to 47% in Binley.

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. In the 2022 Household Survey, 15% of respondents indicated that they drink alcohol more than once a week and out of those that do drink alcohol, 20% drink more than 2+ units at least twice per week. The city average for the same indicators is 25% and 24% respectively. The response data indicates that overall the residents of Binley drink more often than those from Willenhall, with 19% of the former vs 11% of the latter drinking on two or more days a week and out of those that do drink, 22% of Binley residents drink more than 2+ units at least twice per week, vs 17% of those from Willenhall.

Alcohol consumption is a contributing factor to hospital admissions and deaths from a diverse range of conditions. Alcohol is causing disproportionate harm to health in Willenhall. Alcohol-related admissions can be reduced through local interventions to reduce alcohol misuse and harm. The following table illustrates the admission rates for Binley and Willenhall MSOAs due to alcohol attributable conditions.

Table: Rates of admissions to hospital due to alcohol related conditions (defined in two ways, broadly and narrowly due to alcohol) by place of residence, 2016/17 to 2020/21

Hospital admission rates – alcohol related	Hospital Standardised Admission Ratios (SARs)		
	Binley	Willenhall	Coventry
Hospital admissions for alcohol attributable conditions (Broad definition)	107.3	205.4	134.9
Hospital admissions for alcohol attributable conditions (Narrow definition)	105.0	193.5	132.8

Source: Hospital Episode Statistics (HES) NHS Digital

The rates of admission are lower in Binley compared to the city average but the rates in Willenhall are significantly higher. Comparing the relatively low proportion for the whole population that drink alcohol with these high rates of hospital admission related to alcohol in Willenhall may suggest that those relatively low number of people who do drink, consume a relatively high amount. It could also suggest that the surveys may not be capturing the cross section of residents in the above emergency admission data set.

The importance of eating healthy food remains well recognised by most residents, but there are indications that some aspects of diet are poorer in this area overall and the price of food is a particular concern for residents in Binley and Willenhall. According to the latest 2022 Household Survey data, the proportion of households eating five portions of fruit and vegetables per day is low, with only 21% in the whole of Coventry indicating that they eat the recommended amount. The proportion of households in Binley and Willenhall eating the recommended portion is lower than the city average: 17% of ward respondents said they followed the recommendation. However, there is some disparity between the MSOAs which make up the ward: while only 8% of respondents in Willenhall indicate that they eat the recommended daily amount, 29% of those in Binley said they ate five portions of fruit or vegetables per day.

The proportion of households eating takeaways at least once a week in Binley and Willenhall is 42%, which is higher than the city average of 28%. However, much like the recommended portions of fruit and vegetables, there is a similar disparity between Binley and Willenhall MSOAs: 60% of respondents from Willenhall indicated that they

ate takeaways on a regular basis (which is the second highest in the city) compared to 33% in Binley.

When it comes to the price of food as a factor in food purchase, 75% of ward respondents agreed. This is higher than the Coventry average, where only 66% of respondents agreed that the price of food was a factor in purchasing. This suggests that the residents of the ward are more likely to choose what to buy based on its price, compared to Coventry as a whole. In terms of cooking at home, 76% of ward respondents indicated that they have everything in the kitchen to cook a meal. This is slightly lower than the Coventry average of 81% however it is not a statistically significant difference.

Using the latest National Child Measurement Programme (NCMP) data over 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%.

What else is happening?

What else can be done?

Services in the area work well together to provide support and projects for vulnerable groups. Coventry Citizen's Advice deliver projects to support people affected by Cancer. The Macmillan project delivers essential benefits advice services to people affected by cancer through a new model of integrated support, the Major Trauma project supports those in hospital who have suffered major trauma, and the TB/HIV project is directed at individuals who have TB/HIV.

Coventry Food Network's Summer Breakfast Club 2020 provided children with varied breakfasts and activities. Food and activities were central to Coventry Food Networks

breakfast club in the summer of 2020. Each pack was nutritionally balanced and approved by a dietician with activities encouraging children to be active outside with balls and skipping ropes and also encouraged more mindful creative activities indoors with colouring books and pencils.

## KEY MESSAGES

### DEMOGRAPHICS AND COMMUNITIES

Binley and Willenhall experienced slower population growth compared to the rest of Coventry. The area shows a diverse age distribution, with children representing 21.8% of the population—higher than the city average—and 17.2% of residents aged 65 or older. This mixed age demographic points to both a significant younger population and a growing elderly presence.

Household structures in Binley and Willenhall tend to be smaller, with an average of 2.34 people per household, compared to 2.48 across Coventry. This is largely due to a higher proportion of single-person households, particularly those aged over 65. Lone-parent households are also more prevalent in the area, especially in Willenhall, where they make up 14.6% of households, reflecting distinct family dynamics that differ from the broader city trends.

The area is becoming more diverse, with 32.7% of residents from ethnic minority backgrounds, up from 21.8% in 2011, though still below the city average. Willenhall is more diverse (40.5%) than Binley (28.3%). Among schoolchildren, 44.6% are from ethnic minorities, reflecting ongoing diversification.

Social cohesion is lower, with only 48% agreeing that people from different backgrounds get along, compared to 63% citywide, and cultural participation is low. Despite this, 52% of residents were interested in engaging in community activities.

Despite the area's growing diversity, social cohesion remains a challenge, additionally, cultural participation in community activities is low, yet there is still a sense of potential engagement, with 52% of residents expressing interest in becoming more involved in their community. This suggests that while challenges persist, there is room for growth in community participation.

### PROSPECTS

In Binley and Willenhall, only 53.6% of children achieved a good developmental level by age five in 2021/22, below Coventry's average of 61.1%. Willenhall had the lowest rate at 44.9%, suggesting a need for continued targeted interventions in maternal and childhood health to improve early development outcomes for children.

Educational outcomes in Binley and Willenhall could also be investigated further, while Key Stage 2 results at age 11 are comparable to or slightly better than the Coventry average, attainment levels by age 16 fall behind. Addressing some of these barriers through early intervention, community support, and non-formal education could reduce this gap.

Willenhall is one of Coventry's most deprived areas, with high levels of multiple deprivation, a third of the area's population live in the most deprived 10% of neighbourhoods in England, and unemployment rates surpass Coventry's average. Economic challenges are compounded by lower household incomes, especially in Willenhall, which are below the city averages. Although Binley fares slightly better, both areas suffer from long-term sickness rates and economic inactivity.

Despite the availability of high-speed internet, digital exclusion remains a barrier. Community members recognise these issues and advocate for solutions focused on economic growth, such as attracting large employers, boosting local businesses, and strengthening community services.

## HOUSING AND ENVIRONMENT

Social housing is more prevalent in both areas compared to Coventry overall, while private renting is less common. Homeownership rates in Willenhall are significantly lower than in Binley, with Willenhall also facing higher overcrowding issues, suggesting a greater strain on housing resources. House prices, while lower than the city average, have risen more quickly in both areas, reflecting increasing demand and affordability concerns.

Crime is another area of concern, with both Binley and Willenhall experiencing higher rates than the city average, particularly in Willenhall, which has one of the highest crime and knife crime rates in Coventry. Violent and sexual offences are especially prevalent, further complicating the social and economic landscape in the area.

Local efforts include housing charities and support programs like the Keeping Coventry Warm Scheme and household support fund to assist vulnerable residents. The Positive Youth Foundation also runs programs to address youth violence and support positive development.

## HEALTH AND WELLBEING

Coventry faces significant health inequalities, with residents in the area experiencing lower life expectancy and higher rates of premature mortality. Willenhall has one of the lowest life expectancies in the city, with males living an average of 71.3 years and females 78.6 years, compared to Coventry's 78.1 and 82.1 years. Willenhall also has a larger "window of need," where residents live in poorer health for longer.

The COVID-19 pandemic further highlighted these disparities, with higher death rates and lower vaccination uptake. Mental health issues, particularly depression, are more prevalent in Willenhall than in Binley, and HIV rates are above average in parts of both areas. Efforts to reduce these health disparities include vaccination campaigns and community engagement through initiatives like "Healthy Communities Together," which foster collaboration between health providers, local authorities, and community groups.

Access to health services is good, with most residents able to reach a GP or pharmacy within a 15-minute walk. GP coverage is better than the city average, with strong patient satisfaction. Lifestyle behaviours show mixed results, with higher smoking and inactivity rates in Willenhall compared to Binley. Diet is another concern, with lower rates of fruit and vegetable consumption and higher fast food intake, particularly in Willenhall. Childhood obesity rates reflect these trends, with Willenhall showing higher rates of obesity among children.

Local services, such as the Coventry Food Network and the holiday activity programme provide critical support, offering nutritious meals and physical activities for children.