

Community Safety:

	Locality		Warwickshire	
	No.	Rate	No.	Rate
Total Recorded Crime ⁶ (2007/08)	2,617	127.1	41,276	79.0
Domestic Burglary ⁶ (2007/08)	125	12.5	2,374	10.1
Vehicle Crime ⁶ (2007/08)	284	13.8	5,245	10.0
Violent Crime ⁶ (2007/08)	620	30.1	8,286	15.9
Criminal Damage ⁶ (2007/08)	611	29.7	9,191	17.6
Anti-Social Behaviour Incidents ⁶	2,055	99.8	31,188	59.7

Education & Skills:

	Locality		Warwickshire	
	No.	%	No.	%
Pupils achieving 5 or more A*-C GCSE grades, including English and Maths ⁷ (2006/07)	107	42.0	2,732	47.8
Pupils with a Special Educational Need ⁷ (January 2008)	814	24.6	14,779	20.8
Unauthorised Absence Sessions ⁷ (2006/07)	9,010	1.0	132,577	0.7
Fixed Exclusions ⁷ (2007/08)	235		3,260	
Permanent Exclusions ⁷ (2007/08)	5		113	
Pupils eligible for Free School Meals ⁷ (January 2008)	450	13.6	6,135	8.6

Health:

	Locality		Warwickshire	
	No.	%	No.	%
Limiting Long-Term Illness ²	3,193	15.6	84,795	16.8
Not in Good Health ²	1,671	8.1	41,117	8.1

N.B. All crime rates calculated on a per 1,000 population basis except domestic burglary which is calculated on a per 1,000 household basis.

	Locality		Warwickshire	
	No.	%	No.	%
Youth Service Membership ⁸ (2008)	594	14.9	10,614	12.1
16-74 Year Olds with No Qualifications ²	3,925	26.5	102,529	27.8
16-74 Year Olds with NVQ Qualification Level 2 or Higher ²	6,926	46.7	176,502	47.8
16-74 Year Olds with NVQ Qualification Level 4 or Higher ²	2,592	17.5	76,412	20.7
16-18 year olds not in Education, Employment or Training (2007) ⁹	85	9.3	1,076	5.8

Deprivation:

Indices of Deprivation 2007 Super-Output Area* Ranks

Super-Output Area (SOA)	Index of Multiple Deprivation Rank	Income Rank	Employment Rank	Health & Disability Rank	Education, Skills & Training Rank	Barriers to Housing & Services Rank	Crime & Disorder Rank	Living Environment Rank
Benn Station	20,069	18,189	21,842	19,512	13,097	29,584	19,277	9,275
Benn West	15,441	13,935	13,717	15,610	16,177	30,316	8,943	11,150
Benn South	15,963	15,841	16,131	11,556	21,243	30,455	11,005	6,327
Whinfield Park	11,184	8,689	7,652	10,153	15,878	28,681	10,080	14,504
Brownsover North Lake District	21,415	18,689	22,025	19,083	19,128	21,549	11,962	20,307
Brownsover North - East	28,114	24,968	29,399	22,659	25,130	15,000	18,588	31,334
Brownsover North Campion	31,966	31,259	30,129	28,695	29,144	20,990	27,154	31,818
Brownsover South Lake District South	21,178	17,950	18,899	21,603	13,602	28,981	11,957	29,736
Brownsover South Junction One	15,561	11,611	15,599	15,588	9,762	28,553	14,027	19,227
Brownsover South Lake District North	5,205	3,571	3,609	6,218	2,321	17,028	15,211	22,267
Newbold Riverside	14,662	13,566	17,300	12,553	8,025	25,028	11,587	14,955
Newbold on Avon	9,330	9,056	9,139	10,181	5,716	15,438	5,870	22,314
Town Centre	6,941	5,861	3,403	4,163	16,448	27,053	10,795	9,584
Cattlemarket	11,787	10,560	9,626	8,602	14,525	29,989	10,991	10,700

Key: ■ Ranked within top 10% most deprived areas nationally
■ Ranked within top 10-20% most deprived areas nationally
■ Ranked within top 20-30% most deprived areas nationally

N.B. Low ranks denote greater levels of relative deprivation.
 1 = most deprived SOA and 32,482 = least deprived SOA nationally
 Source: Department for Communities & Local Government, 2007.

*Super Output Areas (SOAs) are a new geographic hierarchy designed by the Office for National Statistics to improve the reporting of small area statistics in England and Wales. SOAs have a minimum population of 1,000 and a mean population of 1,500.

Low Income Households:

	Locality		Warwickshire			Locality		Warwickshire	
Total Families claiming Child Benefit ⁴ (2005/06)	2,855		62,425		Total Lone Parent Families claiming Child Tax Credits ⁴ (2005/06)	920		13,640	
Total Families claiming Child Tax Credit ⁴ (2005/06)	2,380		45,740		Total Out of Work Families claiming Child Tax Credits ⁴ (2005/06)	545		7,710	
% claiming Child Tax Credit ⁴ (2005/06)	83.4		73.3		Out of Work Families claiming Child Tax Credits - Total number of children affected ⁴ (2005/06)	1,020		14,370	
	No.	%	No.	%					
Pension Credit Claimants ^{4*} (February 2008)	1,035	39.5	25,960	25.0					

*65+ Males, 60+ Females

Road Safety:

	Locality	Warwickshire
Total Road Accidents ¹⁰ (2007)	149	3,484
Road Accident Rate per 1,000 population ¹⁰ (2007)	7.2	6.7

Resident's Perceptions:

	Locality	Warwickshire
% of residents satisfied with their local neighbourhood as a place to live ¹¹	63.0	78.5
Top three issues that residents feel need improving in their local area ¹¹	<ol style="list-style-type: none"> 1. The Level of Crime 2. Activities for Teenagers 3. Road and Pavement Repairs 	<ol style="list-style-type: none"> 1. Activities for Teenagers 2. The Level of Crime 3. The Level of Traffic Congestion

Socio-Demographic Classification:

Mosaic is a classification that groups citizens in terms of their socio-demographics, lifestyles, culture and behaviour to provide a comprehensive view of citizens and their needs. Mosaic can also provide an indication of the degree of diversity across the locality.

Number of Households in each Mosaic Group

Mosaic Public Sector Groups	Households	%	Index*
A: Career professionals living in sought after locations	307	3.1%	23
B: Younger families living in newer homes	2,431	24.3%	162
C: Older families living in suburbia	567	5.7%	31
D: Close-knit, inner city and manufacturing town communities	3,364	33.6%	202
E: Educated, young, single people living in areas of transient populations	247	2.5%	61
F: People living in social housing with uncertain employment in deprived areas	721	7.2%	342
G: Low income families living in estate based social housing	587	5.9%	165
H: Upwardly mobile families living in homes bought from social landlords	1,046	10.4%	109
I: Older people living in social housing with high care needs	587	5.9%	189
J: Independent older people with relatively active lifestyles	161	1.6%	20
K: People living in rural areas far from urbanisation	6	0.1%	1
U: Unclassified	5	-	-
Total	10,029	100%	

Source: Experian (2007)

*Mosaic group representation in this locality compared to Warwickshire as a whole. An index of 100 would equate to equal proportions in-line with the County.

Summary and Key Issues:

The Rugby Town North locality is an urban area which includes the main town centre shopping precinct area, a number of large industrial estates and retail parks and a wide variety of residential housing. There are a variety of public services on offer in the locality including a one-stop shop, two children centres and a police and fire station. The area is well connected to national travel networks with a train station on the main line between Birmingham and London and its close proximity to the M6 and M1 motorway interchange. Regular bus services run between the wards of the locality and the town centre.

There are a number of prominent business and employment sites in the locality including Swift Valley industrial estate, Coton Meadows business park and the Elliot Fields and Junction 1 retail parks.

Within the locality, there are a wide variety of community facilities. The Rugby Parent's Centre offers parent courses and play sessions and the Children's Contact Centre provides a meeting point for children and parents who have been separated after a family breakdown. Also, the Brownsover Information Centre is a first port of call facility for local residents to access information and advice about the wide range of public and community services in their neighbourhood, everything from council tax enquiries to reporting a stray dog!

A number of active resident's associations and community groups are present in the locality. These include Benn's Friends, a group who aims to develop community relations within Benn ward and help coordinate activities to develop community cohesion. Also, the Millennium Green Trust is a conservation volunteer group whose role is the upkeep of the Millennium Green. The Benn Partnership centre is a charity organisation that provides educational courses for people from many different ethnic backgrounds while the Brownsover Youth Hut offers a range of activities to young people. Positive Futures is a sport and recreation programme based in and around Newbold which offers a wide variety of sports and recreation activities during term time and the school holidays. It aims to offer individuals opportunities for personal development through participation in their activities.

Local regeneration initiatives within the locality include the Rugby Borough Council resident-led regeneration project, reNEW, based in part of Newbold and neighbouring New Bilton in Rugby Town West Locality. This aims to prevent the decline of particular areas by improving housing conditions. ReNEW also plans to fund a range of area developments including local parks, sport activities and a return to work course. The Better Brownsover Partnership is another local initiative whose role is to scrutinise, assess and monitor the effectiveness of projects which aim to alleviate deprivation in Brownsover South.

In terms of population, Rugby Town North locality has the joint lowest proportion of older people and the second highest proportion of children. Less than one in eight of its total population are of retirement age compared with one in five across Warwickshire as a whole. Also, the proportion of the locality's population recorded as being of non-white British ethnic origin at the time of the 2001 Census, was double that for Warwickshire, 14.4% compared with 7.2%, which ranks as the third highest proportion among the 23 localities in the County.

According to the 2001 Census, one in five households in Rugby Town North live in socially rented accommodation which is the highest proportion within Rugby Borough. Also, almost half of the locality's total housing stock consists of terraced properties which ranks as the second highest proportion across all of Warwickshire's localities. The area also has a relatively high proportion of households without access to a private car or van, 28% compared with 19% across Warwickshire.

The working age benefit claimant rate of 15% in Rugby Town North is well above the equivalent County rate of 10.5% and is the highest of the localities in the Borough. The locality's unemployment rate in June 2008, as measured by the proportion of the working age population claiming Job-Seekers Allowance, was the joint second highest across the County, 3.4% compared with 1.9%.

Rugby Town North locality has both the highest absolute number of lone parent families and out of work families claiming Child Tax Credits (CTCs) of all the 23 localities in Warwickshire. Over 1,000 children are living in out-of-work families claiming CTCs in the area. This may be in part due to its slightly higher total population relative to other similar deprived areas but it remains a key area of concern.

The locality has below average levels of household income. However, this masks some wide variations. For example, residents in Brownsover North Campion Super-Output Area (SOA) have a mean household income of £48,000, one of the highest in Warwickshire, compared with £27,300 in neighbouring Brownsover South Lake District North SOA.

The locality has the second highest total recorded crime rate in Warwickshire with 127 crimes per 1,000 population compared with the County figure of 79. This is most likely due to the locality encompassing a significant part of the town centre. All the broad crime types and anti-social behaviour incidents exceed their equivalent County rates. In particular, the locality's violent crime rate is almost double that of the County and is ranked as second highest among the 23 localities in Warwickshire.

The proportion of resident pupils in Rugby Town North who achieved 5 or more A*-C GCSE grades (including English and Maths) was 6 percentage points below the Warwickshire figure, 42% compared with 48%. However, the locality also had the highest proportion of pupils, almost one in four, with a Special Education Need (SEN) outside of Nuneaton & Bedworth Borough. The proportion of 16-18 year olds recorded as not being in formal education, employment or training was high relative to the County figure. However, the locality does have the highest youth service membership rate across Rugby Borough with 15% of 11-25 year olds registered.

Pockets of deprivation exist within the locality which are concentrated in the South Brownsover, Newbold and Town Centre areas. According to the Index of Multiple Deprivation, there are three SOAs ranked within the top 30% most deprived SOAs in England. These SOAs experience a variety of deprivation linked to income, employment, health, crime and the living environment. The Mosaic socio-demographic classification also supports this, with 'people living in social housing with uncertain employment in deprived areas' heavily overrepresented compared with the County profile. The locality's most deprived SOA, Brownsover South Lake District North, is ranked within the top 10-20% nationally and is the most deprived SOA in Rugby Borough. This area fares particularly poorly in terms of deprivation linked to education, skills & training, where it is ranked within the top 10% most deprived SOAs in England. Interestingly, the neighbouring SOA of Brownsover North Campion is ranked as one of the least deprived areas in the County. This again illustrates the inequality which exists within the locality at a very local level.

Resident's public satisfaction with their local neighbourhood was the lowest out of the four localities in Rugby Borough - 16 percentage points below the County figure of 79%.

Notes:

Lower-layer Super-Output Areas (LSOAs) have been used as the primary geographical building block to aggregate data to locality level. LSOAs are the smallest geography for which we have reliable data but in a small number of cases, the boundaries of the localities split an individual LSOA. Where this occurred, data has been apportioned based upon the location of residential households using a combination of Mosaic, 2001 Census and mid-year population estimate data.

The education data used here only takes account of those children that live in Warwickshire and attend Warwickshire County Council maintained schools. It does not include those living outside the County who travel in to attend our schools. Furthermore, the full dataset only represents those children attending Local Authority maintained schools and not the full child population in Warwickshire as we do not collect data from Independent (private) schools or individual pupil data from private residential special/hospital schools or of children that are home educated.

List of Data Sources:

- ¹Mid-2006 Super-Output Area Population Estimates, Office for National Statistics.
- ²2001 Census
- ³2004 Rural Urban Classification, Office for National Statistics
- ⁴Department for Work & Pensions
- ⁵CACI Paycheck data
- ⁶Warwickshire Police
- ⁷Knowledge and Information Management Service, Children, Young People and Families Directorate, Warwickshire County Council
- ⁸Youth Service, Warwickshire County Council
- ⁹Connexions
- ¹⁰Road Safety Intelligence Team, Warwickshire County Council
- ¹¹Best Value User Satisfaction Surveys
- English Indices of Deprivation 2007, Department for Communities & Local Government
- Mosaic Public Sector Classification, Experian

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