

Rugby Town – North

Rugby Town – North is characterised predominantly by a young to middle aged population, with a large number of children below the age of 4. This locality has a total population of 22,738, of whom 40% are aged between 25 and 50. The population density of this locality is 25.8 persons per hectare, which gives this locality the fifth highest population density in Warwickshire. The proportion of the population which of a black & minority Ethnicity is high in this locality, at 16.0%, it is more than twice the Warwickshire figure and higher than the national average. The proportion of households in which all of the residents speak English as their main language is relatively low, at 86.5%, well below the Warwickshire and national averages of 95% and 91.2%, respectively.

The locality is comprised of 10,134 households, of which 96.5% are occupied. Just over 40% of these households are terraced homes, 20.4% are semi-detached, 18% are detached and 15.8% are situated within purpose built blocks of flats. The proportion of terraced properties is almost double the Warwickshire average. The proportion of households which are either owned outright or mortgaged is low, at 55.1%, in comparison with the Warwickshire figure of 70%. 13.6% of homes are rented from the local authority and 21.3% are privately rented. The levels of income deprivation, child poverty and older people in deprivation are all relatively high in this locality, in comparison with the Warwickshire figures. However, only the proportion of older people living in deprivation is also higher than the equivalent national figure. The percentage of pupils from the area who achieved 5 or more A* - Cs in their GCSEs is considerably low, at 48.5%, in comparison to both the Warwickshire and national figures. The proportion of the population in unemployment and the rate of long term unemployment are both comparatively high against the county level and national figures. The rate of long term unemployment, 8.6 per 1,000 working age population, is more than double the Warwickshire figure.

The proportion of the population suffering with a long term illness or disability is also lower, at 15.5%, than the Warwickshire and national figures. The proportions of the population who provide unpaid care for at least one hour per week or those who provide unpaid care for more than 50 hours per week are also both slightly lower than the Warwickshire and national averages. The proportion of pensioners living alone in this locality (33.9%) is slightly above the Warwickshire figure of 29.4%. The proportion of adults who are obese (26.9%) is slightly above the Warwickshire average of 25.5%. The proportion of adults who eat healthily is slightly lower (25.5%) than the Warwickshire figure of 28.2%.

Standardised ratios compare the actual rate with the expected rate, adjusting for age and sex. The standardised ratios have been calculated with the England value as the reference value, therefore it is inappropriate to directly compare the locality figures with the Warwickshire figures. The standardised admission ratio (SAR) for all causes of emergency hospital admissions is 96.7, which suggests that there were less emergency admissions than expected. The SARs for stroke, heart attack and chronic obstructive pulmonary disease (COPD) are all higher than national figures. The SARs for alcohol related harm, hip fractures in those over 65 and elective knee replacements are all quite high compared with the national figures. The SAR for elective hip replacements suggests that there were fewer elective hip replacement admissions than expected. The standardised incidence ratios (SIR) for all cancer and the specific cancers are all similar to the national figures, except the SIR for prostate cancer, for which the incidence was less than expected. The standardised mortality ratios (SMR) for all causes of death and all disease specific causes are higher than the national figures.

The most important factors identified by local residents in making an area a good place to live are typical of the Warwickshire-wide response. A higher ranking was given by local residents to 'The level of crime', compared to the Warwickshire-wide response, highlighting it as something which most needed improving in the local area. The biggest problems in the local area were identified as being problems with residential parking lived and rubbish/litter lying around.

Overall, 76.3% of the population of the Rugby Town – North are satisfied with the locality as a place to live, considerably lower than the Warwickshire average of 88.6%.