

# OUR RUGBY OUR FUTURE

**A Regeneration Strategy for Rugby 2016-2019**  
**Rugby Local Strategic Partnership**



We have come a long way since the first Regeneration Strategy for Rugby was developed in 2007. Partners have learned to work together more productively, which has been important as we have been through some troubled times.

Excellent relationships and deeper levels of trust have been formed between the partners of the Local Strategic Partnership (LSP) and, more importantly, with our Community Associations and with members of the wider voluntary and community sector.

We have increased our levels of understanding of the issues that different communities face – be they geographic communities or communities of interest. This is largely due to the research that has been carried out in the preparation of this Strategy.

Of particular note has been the level of community involvement in the development of our information base. Evidence has been collected through the Community Audits; from the Our Rugby, Our Future event that was held on 14<sup>th</sup> November; and from attendees at the Community Forums and Voluntary Sector Forums that are held throughout the year. We will continue to listen to what people have to say.

The under-pinning evidence base for this strategy is available on the Local Strategic Partnership website [www.rugby.gov.uk/lsp](http://www.rugby.gov.uk/lsp) and together the strategy and the evidence-base will provide an invaluable tool for any organisation that is preparing funding applications or planning to carry out work in the Rugby area.

Our challenge now is to work with partners to develop and refine the action plan that will deliver on the objectives of this strategy. No single organisation can work alone, and actions will be delivered by a range of partners, across all sectors. The action plan will be a dynamic document, it will be regularly reviewed by the LSP and actions will be monitored and refreshed or replaced when they are complete.

We look forward to reporting back on the achievements of the first year of this strategy.

**Cllr. Leigh Hunt**  
**Chair, Rugby Local Strategic Partnership**

## **Contents**

Executive Summary

Background

Building on Previous Successes

Priority Areas and Main Issues

Evidence Base

Consultation

Understanding Change in Our Communities

- Deprivation
- Population
- Social Inclusion
- Health
- Employment and Skills
- Education

Feedback from Our Rugby Our Future Event

Themes for the New Strategy

Action Plan (Appendix)

## Executive Summary

The Regeneration Strategy outlines the objectives and priority areas of the borough that the LSP will focus on over the next three years. A range of issues were identified through the gathering of data such as the Index of Multiple Deprivation 2015, and anecdotal evidence from the public and community and voluntary sector. These issues include unemployment, lack of education and training opportunities, community cohesion and health and wellbeing needs.

The consolidation of this data has been used to develop the themes and objectives of the strategy listed below, and the introduction of the over-arching focus which is Intergenerational Working. This focus was identified through initial anecdotal evidence, and subsequently supported by feedback at the Our Rugby Our Future event.

Over-arching focus – Intergenerational Working

Themes

- Wellbeing
- Employment and Education
- Financial Inclusion

Objectives

- Promote the growing and eating of healthy foods to households on a low budget
- Support and sustain health and wellbeing projects in the priority areas
- Improve and sustain access to employment and training opportunities
- Support and sustain youth engagement services
- Enable more people to become digitally and financially aware
- Continue to collect grass-roots knowledge about services and issues existing in the priority neighbourhoods

The Action Plan that co-exists with the Regeneration Strategy has been developed through extensive feedback and research. The action plan is dynamic and will evolve over the lifetime of this strategy, encouraging LSP partners to work together to achieve the common objectives, and tackle the issues that have been identified, particularly in the priority areas.

## **Background**

The Regeneration Strategy 2016-2019 is developed by the Local Strategic Partnership (LSP) which is made up by representatives from:

- Coventry and Warwickshire Chamber of Commerce
- Coventry and Rugby Clinical Commissioning Group (CCG)
- Rugby Borough Council (RBC)
- Warwickshire Association of Local Councils (WALC)
- Warwickshire County Council (WCC)
- Warwickshire Community And Voluntary Action (WCAVA)
- Warwickshire Police

The Regeneration Strategy enables organisations who want to improve the lives of local people in Rugby, to work together to achieve common goals.

This partnership approach has a number of benefits:

- Understanding the issues effecting local people
- Sharing resources and expertise
- Addressing gaps in services
- Avoiding duplication

The LSP is split into three sub-groups as the Stronger Communities Partnership and the Economic Activity Group have merged. The name for this group is yet to be confirmed. The remaining two groups are Health and Wellbeing and the Rugby Financial Inclusion Partnership (RFIP). The groups work in collaboration to facilitate the completing of the actions from the action plan, as well as wider work and information sharing.

## **Building on previous successes**

The progress made by having the previous strategy in place provides the foundations for future work:

- The Community Audits were carried out by the Community Associations and have been valuable in identifying issues to be addressed in the priority areas.
- Rugby Community Cooking Project took place culminating in two six-week cooking courses being led by the Benn Partnership Centre.
- There have been many successful edible garden projects in Rugby, led by local communities with support from RBC, WCC and Master Gardeners.
- In Rugby, 14 schools attended an engagement event for the Food for Life Partnership commissioned by Public Health.
- Cemex made a contribution to the Benn Partnership Centre for the Beyond Recession Project, helping people get back into work and complete accredited programmes.

- RBC made an additional £10,000 available for 2015/16 to sustain and support job club provision in the priority areas, and support the creation of the Rugby Worklessness Partnership.
- Grants from Rugby Borough Council are aligned to the Regeneration Strategy, to support organisations and projects.
- Two Welfare Reform Officers visited RBC tenants and have assisted 71 to move to more suitably-sized accommodation. No tenants have been evicted solely due to rent arrears as a result of the Welfare Reform Changes.

## Priority Areas

The priority areas listed below have not been changed significantly from the previous strategy; however they are now in line with current data sources, and reflect the division of data in Lower Super Output Areas (LSOAs). LSOAs are a nationally recognised geographic area, and contain approximately 1,500 people. The priority areas are considered to be the most deprived areas of the borough based on the evidence from the IMD and Social Inclusion Reports. There are three LSOAs that the strategy has not previously linked to as priority areas; therefore, work will be done within the action plan to scope out issues and needs within these LSOAs.

<b>Priority Areas</b>	<b>With specific focus to the following LSOAs</b>	<b>Community Associations operating in these areas</b>
Brownsover	Brownsover South Lake District North	Brownsover Community Association
Newbold	Newbold-on-Avon	Newbold Community Partnership
Town Centre	Town Centre	Benn Partnership Centre
	Cattlemarket	
Overslade	Overslade North West	Overslade Community Association
	Overslade North	
New Bilton	New Bilton East	New Bilton Community Association

Although the seven priority LSOAs are within the main urban area, there are issues relating to social isolation and access to services in the rural areas. This will also be reflected within the action plan.

## Main issues identified

All of the priority areas have issues with income deprivation, for either young people, older people or a combination of both. Education, skills and training or employment were highlighted as issues through the IMD 2015, for all priority areas except New Bilton, however a lack of learning opportunities was identified through the Community Audits in this area. Issues relating to children and young people, are present in Brownsover, Overslade and Newbold. Either a lack of health facilities or

issues relating to health deprivation and disability were identified in Brownsover, Newbold and the Town Centre. Community cohesion and integrating newcomers was an issue recognised through the community audits in the Town Centre, Overslade and New Bilton.

## **Evidence Base**

New evidence has been gathered and published since the previous strategy was refreshed:

- **Community Audits**  
The Community Audits have been written by the Community Associations, and collate intelligence from the priority areas of the borough.
- **Achieving Social Inclusion in Rugby report and Achieving Social Inclusion in Rugby – the rural area report**  
The Social Inclusion Reports detail the findings of the application of a Social Exclusion Index developed by the Warwickshire Observatory through the Rugby Financial Inclusion Partnership (RFIP).
- **Index of Multiple Deprivation (IMD) 2015**  
The IMD is a national index used to measure deprivation of all 32,844 Lower Super Output Areas (LSOAs) in England. There are 61 LSOAs in Rugby, of which only Brownsover South Lake District North is within the top 20% most deprived areas nationally. The data from this report has informed the priorities of this strategy.
- **Our Rugby Our Future Event Feedback**  
The feedback from surveys distributed at the event have been used to develop the action plan to this strategy.

All of the above information and reports are available via the LSP webpage [www.rugby.gov.uk/lsp](http://www.rugby.gov.uk/lsp)

## **Consultation**

- A sub-group was formed from LSP stakeholders to co-ordinate the development of the new strategy and action plan.
- The Our Rugby, Our Future event was held at the Benn Hall in November 2015, and was an opportunity for local people, and the community and voluntary sector to have their say on what the biggest opportunities and challenges facing the borough over the next few years. A draft copy of the proposed priorities and objectives were available for comment on the LSP stand.

- Proposals including the strategy action plan were presented and approved by the LSP in November 2015.

## Understanding change in our communities:

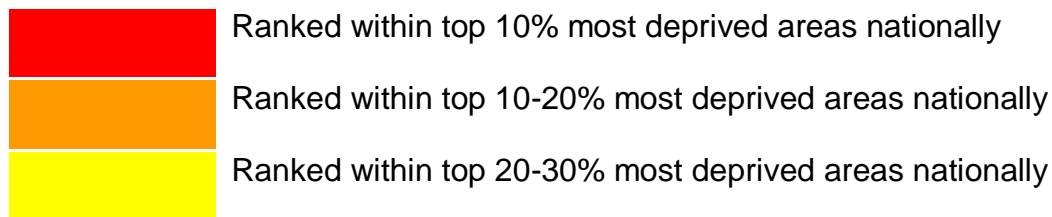
### Deprivation

In September 2015 the Index of Multiple Deprivation was updated, providing new information to help develop this strategy.

Table 2 shows the national ranking of the top ten LSOAs in Rugby; IMD 2015

No.	LSOA	IMD 2015*
1	Brownsover South Lake District North	5,627
2	Newbold on Avon	8,087
3	Town Centre	8,662
4	Cattlemarket	8,818
5	Overslade North West	9,359
6	Overslade North	10,598
7	Church Lawford, Kings Newnham & Long Lawford North	11,498
8	Admirals East	11,705
9	New Bilton East	12,437
10	Whinfield Park	13,290

\* 1 = most deprived LSOA and 32,844 = least deprived LSOA nationally



### Population

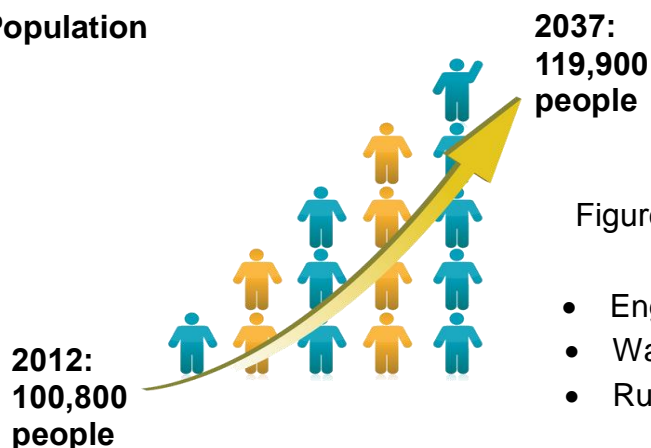


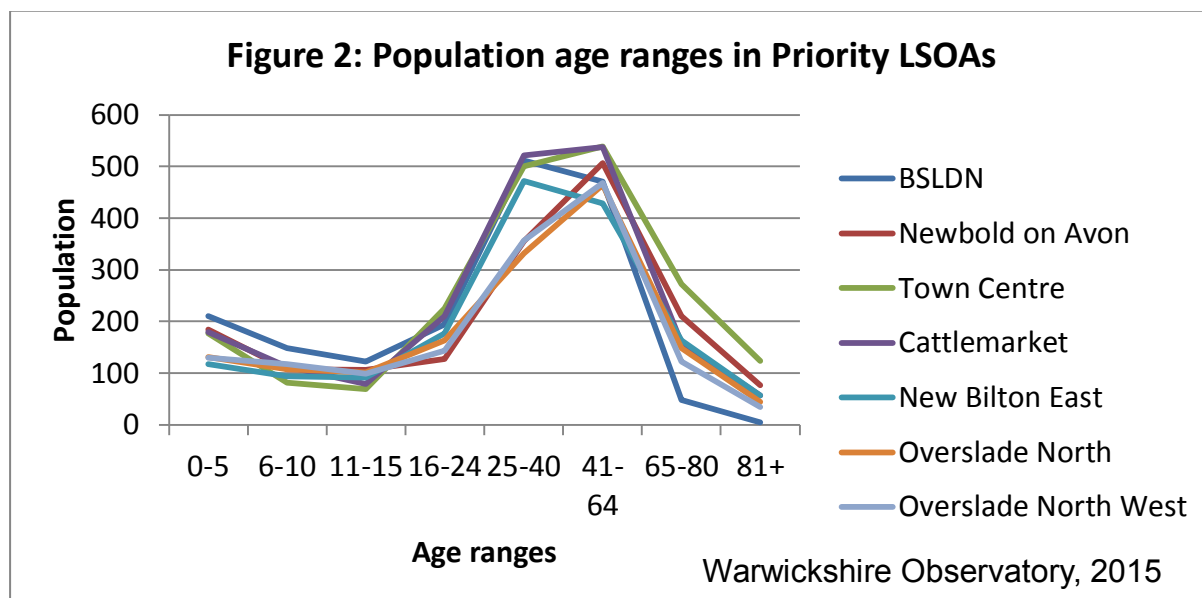
Figure 1: Population in Rugby (data from Warwickshire Observatory)

- England: 16.2%
- Warwickshire: 13.9%
- Rugby: 18.9%



The population increased in each priority LSOA from 2003 to 2013, with the Town Centre and Cattlemarket increasing by 34.6% and 22.8% respectively.

In terms of population age (figure 2), Brownsover South Lake District North has the youngest population overall, with the Town Centre having the oldest.



## Social Inclusion

The Achieving Social Inclusion Report (and Rural Report) highlights LSOAs that include socially isolated communities within the borough.

The top three LSOAs for social isolation were found to also feature within the top 4 of the IMD 2015 results. These are Town Centre, Cattlemarket and Brownsover South Lake District North.

Benn West and Benn South feature as ranking highly for social isolation in the Communities of Interest, and Housing & Homes themes. Work within the Benn area is focussed along with the Town Centre, and so will also be included within the action plan.

Rural areas, in many cases, have different reasons for having socially isolated communities. These range from Health and Wellbeing, to geographical access to services. Housing & Homes along with Income & Labour market themes (and to some extent Children & Young People) can impact on a social isolation index ranking as affordable housing, jobs and schools may not be located within that LSOA, and indeed may not be available within some miles of this community. Poor transport links in rural areas is also a contributing factor.

## Health

There is a limited amount of data relating to health available at LSOA level, the majority is at a higher level to protect peoples' anonymity.

Figures 3 and 4 are graphs of the amount of people within Rugby that have a health condition that limits their daily activity.

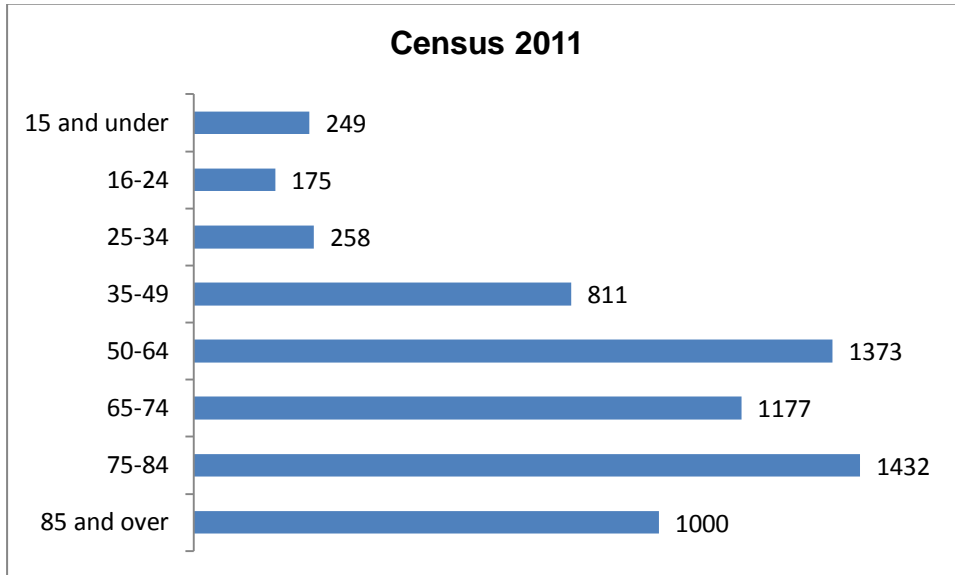


Figure 3: Projected numbers of people with limited activity, from Warwickshire Observatory

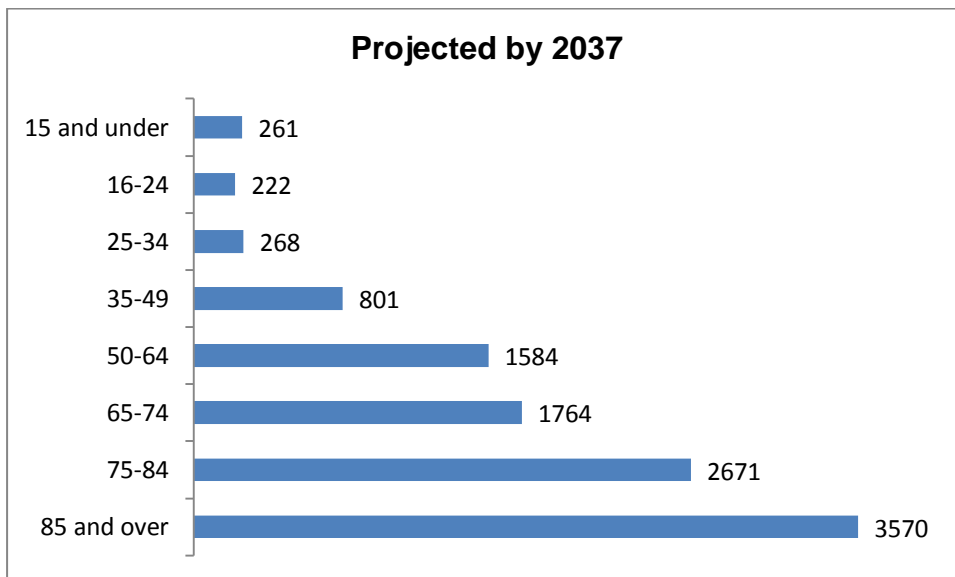


Figure 4: Projected numbers of people with limited activity, from Warwickshire Observatory

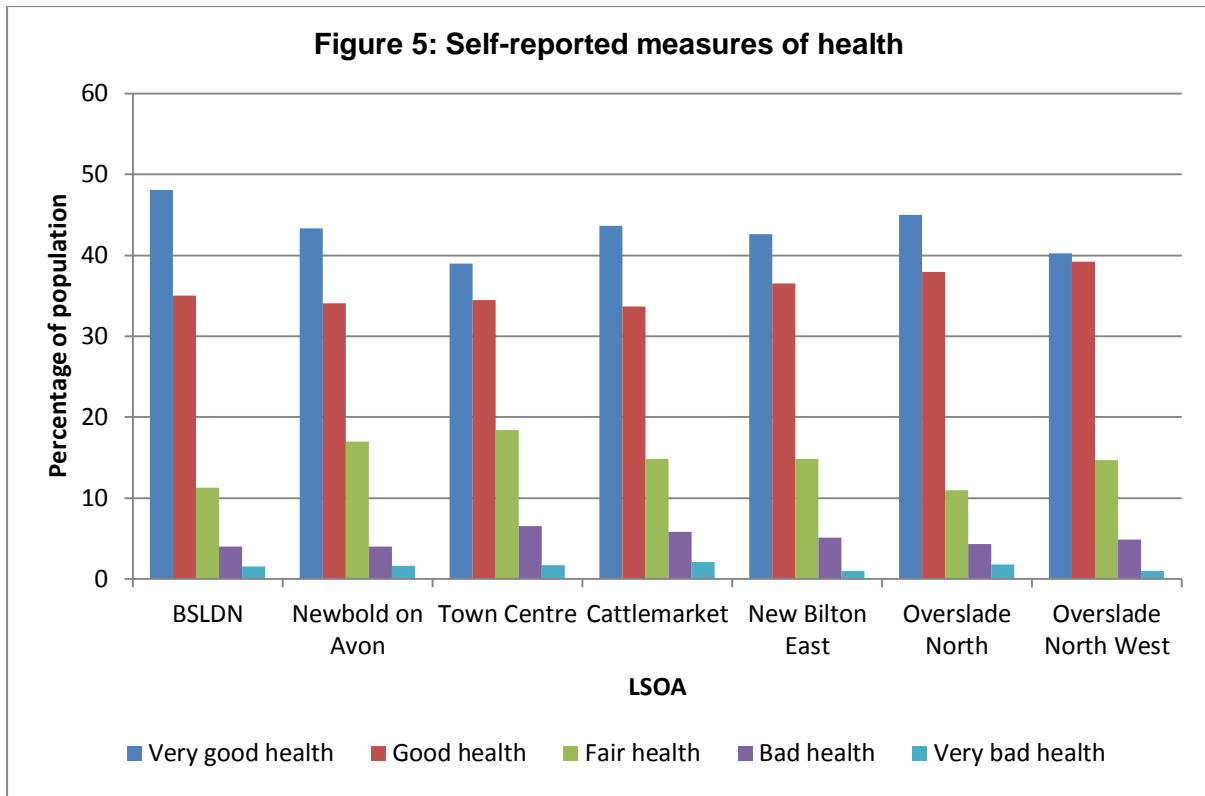


Figure 5 displays data from the 2011 Census of self-reported measures of health which is available at LSOA level. The 'worse' health is reported to be in the Town Centre, with the 'best' health in Brownsover. However, this is contrary to what was collected through the Community Audits, but it is likely that this data could relate to age as the Town Centre and Brownsover have the oldest and youngest populations out of the priority areas.

### Employment and Skills

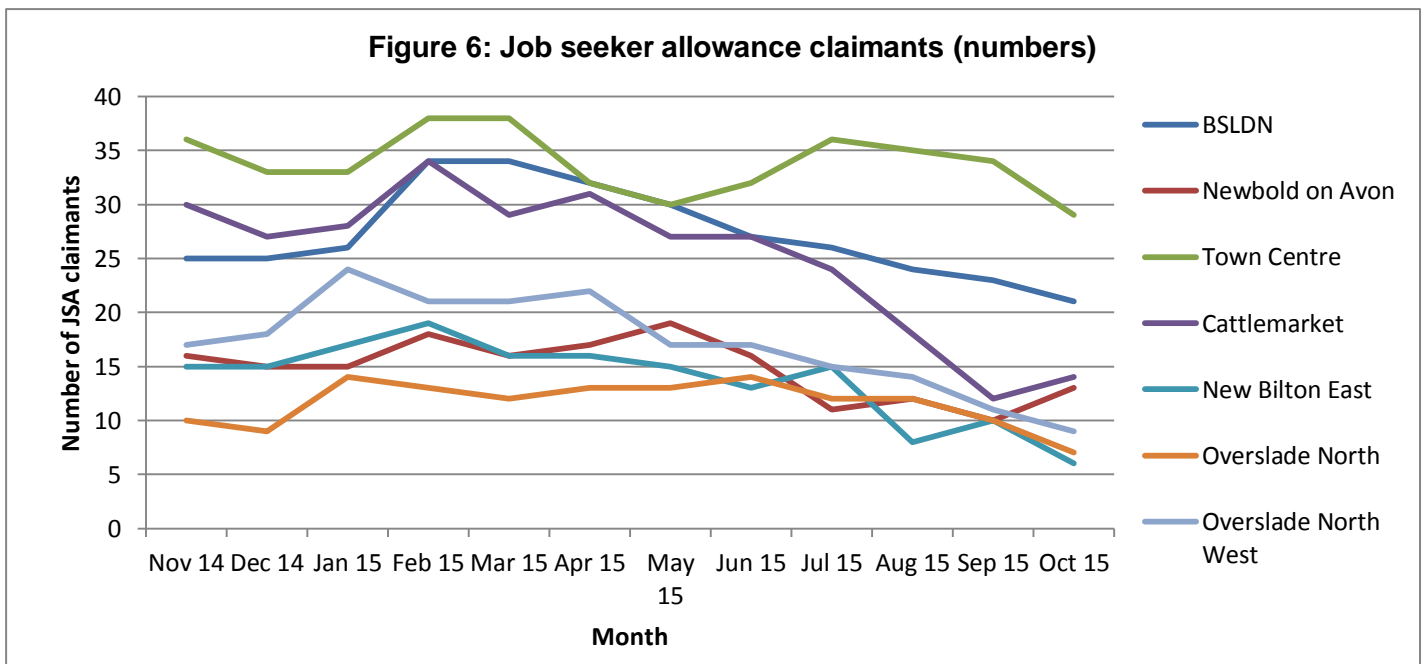


Figure 6 shows that the highest amount of people claiming Job Seekers Allowance (JSA) is in the Town Centre LSOA, with the lowest having fluctuated over the year between Overslade North and New Bilton East. The Cattlemarket LSOA has seen the most significant reduction over the past year of approximately 50 percent.

Data extracted from Labour Insight (table 3) gives an indication as to the skills required by employers when jobs were advertised in Rugby between 1 November 2014 and 31 October 2015.

<b>Table 3: Labour Insight</b>		
	Top 10 baseline skills in demand	Top 10 specialist skills in demand
1	Communication skills	Business management
2	Planning (projects)	Sales
3	Customer service	Repair
4	Project management	Machinery
5	Computer skills	SAP
6	Microsoft Excel	Inspection
7	Writing	Mathematics
8	Problem solving	Energy management
9	Organisational skills	Javascript
10	Leadership	Accountancy

(Labour Insight, through Warwickshire County Council)

Warwickshire Observatory

## Education

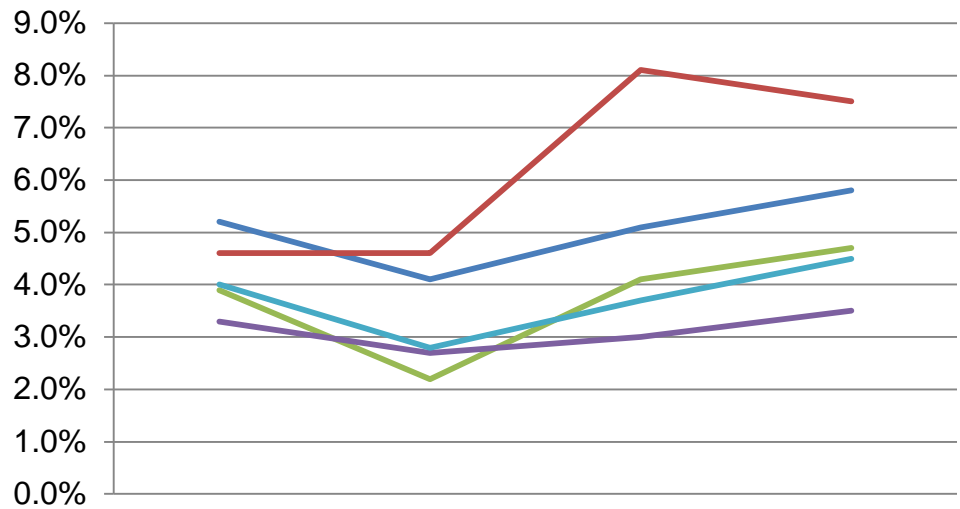
Minimum education requirements for advertised jobs in Rugby 1 November 2014 to 31 October 2015:

- 40% of vacancies require a Bachelor's degree, graduate certificates and diplomas
- 23% of vacancies require A Levels, Highers, and Level 3 S/NVQs
- 22.5% of vacancies require GCSEs, Standard Grades and Level 2 S/NVQs
- 10% of vacancies require Level 4 diplomas and certifications, HNCs, Level 4 S/NVQs
- 2.4% of vacancies require Post graduate degrees, Level 5 SVQs certificates and diplomas

(Labour Insight, through Warwickshire County Council)

## Not in Education, Employment or Training (NEET)

**Figure 7 Percentage NEET by district, January 2012 - January 2015**



	Jan-12	Jan-13	Jan-14	Jan-15
— North Warwickshire	5.2%	4.1%	5.1%	5.8%
— Nuneaton & Bedworth	4.6%	4.6%	8.1%	7.5%
— Rugby	3.9%	2.2%	4.1%	4.7%
— Stratford	3.3%	2.7%	3.0%	3.5%
— Warwick	4.0%	2.8%	3.7%	4.5%

(Rightstep, 2015 from Warwickshire County Council)

## **Feedback from the Our Rugby Our Future Event, 14 November 2015.**

Representatives from Voluntary and Community Organisations, the Public Sector and members of the public were able to demonstrate their views by completing a questionnaire about the proposed themes for this strategy on the day of the Our Rugby, Our Future event. A second questionnaire was completed for the event, and was also used by artists to involve children, which was a broader community questionnaire. Feedback from both surveys has been incorporated into the comments below.

In total there were 110 responses to the questionnaires.

There were many positive comments given about the borough including:

- Community spirit
- Transport links and location
- Green spaces

The most common concerns raised were surrounding:

- Town Centre regeneration
- Infrastructure (roads, schools and GP services) and traffic congestion relating to increased population
- Employment opportunities and amount of temporary jobs

The idea of intergenerational projects was well supported, and some suggestions included:

- Edible Gardening and cooking
- Family History
- Animal husbandry
- IT and social media
- Sporting events
- Art exhibitions
- Drama and choirs
- Music

All comments received have been very important to verify the data from sources mentioned earlier in this strategy, and to develop new ideas to take forward for the future. The feedback from the event will be incorporated into the Action Plan of the Strategy wherever possible, and any feedback outside the remit of this strategy will be followed up through the appropriate channels.

## **Conclusion**

The Regeneration Strategy is developed by the LSP, enabling its partners to tackle key issues in the borough of Rugby, as identified by a relevant evidence base.

The overall focus of the new strategy is on Intergenerational Working, bringing together people from different generations to help and learn from each other. Therefore, intergenerational projects will be encouraged and supported where possible.

The main themes for the new strategy are:

- Wellbeing
- Employment and Education
- Financial Inclusion

Since the previous strategy “Lifestyle Management” has been changed to “Wellbeing” after feedback from the Our Rugby, Our Future event. The remaining two themes are the same as in the previous strategy, as they remain relevant in relation to the new IMD 2015 data as important issues for the borough.

The associated Action Plan is a dynamic document that will be regularly reviewed and updated over the lifetime of the strategy.

**An Equality Impact Assessment/ Analysis on this policy was undertaken on 25 November 2015 and will be reviewed on 25 November 2018.**