



Rugby
LSP

Rugby Local Strategic Partnership

Rugby Regeneration Strategy 2014 - 15



*www.rugby.gov.uk
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Introduction

The Rugby Regeneration Strategy 2014 – 2015 aims to make sure that organisations who want to improve the lives of local people in Rugby are working to achieve common goals and objectives.

It is developed by the Local Strategic Partnership – made up by representatives from local councils, health, the Police and voluntary and community organisations.

This partnership approach has a number of benefits:

- **Understanding the issues effecting local people.**
- **Sharing resources and expertise.**
- **Addressing gaps in services.**
- **Avoiding duplication.**
- **Working with our most vulnerable individuals and groups.**

Priority areas

A previous Regeneration Strategy was developed in 2010. Five priority areas – listed below - were defined using government statistics and in consultation with local organisations.

Because of the often long-term and deep-rooted nature of deprivation, we can accept that the priority areas are still representative.

- **Town Centre**
- **Brownsover**
- **Newbold**
- **New Bilton**
- **Overslade**

Building on previous success

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

- **Local organisations are working in partnership.**
- **Community Associations now exist in each of the priority areas.**
- **Strong relationships have been developed with voluntary and community organisations.**
- **Grants have supported groups and organisations to make positive changes in communities.**

Why does the strategy need to be refreshed?

There have been a number of changes to government priorities since the previous strategy was agreed in 2010. These all have an impact on organisations working at a local level.

- **There is a large focus on helping communities to work together and make positive changes to neighbourhoods. This includes encouraging people to take a more active role in society.**
- **Welfare reform – this aims to simplify the benefits system and make sure support is provided to people who need it most.**
- **Employment agenda – people on benefits are being encouraged to start paid work or increase their hours as a way of improving their lifestyles.**
- **Deficit reduction – the government continues to look for ways to reduce waste and better target funding. This encourages us to think about how we can share resources at a local level.**

Consultation

The following steps have been taken to refresh the strategy:

- **Meetings were held between officers representing local councils and Warwickshire Community and Voluntary Action to discuss welfare reform.**
- **On-going discussions around employment, money management and affordable warmth have been held through Voluntary and Community Sector Forums.**
- **The strategy was discussed at a Rugby Borough Council Housing Service member's conversation in September 2013. This helped us to identify how we can better understand the needs of local people.**
- **The annual COMPACT event in November brings together public agencies and the voluntary and community sector to celebrate successes throughout the year. 2013 was an opportunity to identify ways groups can work in partnership to deliver key priorities.**
- **Proposals including the strategy action plan were presented and approved by the LSP in December 2013.**

Listening to our communities

While government statistics help us know more about our neighbourhoods, the most valuable knowledge lies with those working at a grass-roots level in the community.

As part of their Service Level Agreements with Rugby Borough Council for 2013-2015, community associations will gather information about their neighbourhoods. This task is split into two parts:

- 1. Community audit – identifying service provision in priority neighbourhoods.**
- 2. Community intelligence – understanding the current issues facing neighbourhoods including the following:**
 - Gaps in service provision.
 - Services in decline.
 - Effects of worklessness on neighbourhoods.
 - Awareness of loan shark activity and payday lenders.
 - Housing conditions.
 - Problematic or redundant land.

Focusing the new strategy

The diagram below shows the themes for the Rugby Regeneration Strategy 2014 – 2015. The focus of these is welfare reform and helping people live independently.

Lifestyle management

Employment

Financial Inclusion

Figure 1 – The priorities of the Rugby Regeneration Strategy 2014 – 2015

Understanding change in our communities

The following data analysis gives us an indication of the key issues existing in our priority areas. It mostly draws on the latest Census collected by the Office for National Statistics but is supported by information released by Rugby Borough Council.

Welfare Reform

Changes to the benefits system mean that many residents will have less money in their pocket and more responsibility to manage their finances. This is mainly through the introduction of Universal Credit - a new benefit that has started to replace six existing benefits with a single monthly payment.

Housing benefits will now be paid directly to tenants, rather than a landlord, such as councils or housing associations. The government are also encouraging people to apply for benefits online.

Rugby Borough Council has two Welfare Reform Officers who are helping people adjust to these changes and identifying what support might be needed. This includes making sure individuals and families have suitable budgeting skills and bank accounts.

Below is information that has been collected through over 300 visits to tenants affected by the welfare changes. This gives us a good representation of people's circumstances throughout Rugby.

- **75% of households have a bank account that allows a Direct Debit or Standing Order to be set up.**
- **60% of households have computer or Internet access.**
- **33% of households may need ICT support to make online claims.**
- **21% of households may need budgeting advice to manage monthly payments.**

Under Occupation

There have also been changes to the way housing benefit is calculated depending on the number of bedrooms households occupy.

Those deemed to be renting more rooms than they require will face a reduction in their benefits. This is likely to place more financial pressure on people living in our priority neighbourhoods.

Table 1 below shows how many people have spare bedrooms in each of the priority areas. In most cases of Under Occupation, most households only have one spare bedroom. However, some households have two spare bedrooms and will face additional benefit reduction.

The following points can be noted about the potential financial impact of welfare reform in our priority neighbourhoods:

- While there are notable numbers of households affected by Under Occupation, there is a manageable number of people to work with.
- Brownsover has the highest number of households with one spare bedroom and also households with two spare bedrooms or more.
- Apart from in Brownsover, there are generally a low number of households with two or more spare bedrooms.
- The town centre and Newbold have a significantly lower number of Under Occupation cases than the other priority areas.

Table 1: Under Occupation in the Regeneration Strategy priority areas

Priority area	Households with one spare bedroom	Households with two or more spare bedrooms
Town centre	12	2
Brownsover	40	15
Newbold	33	2
New Bilton	14	3
Overslade	34	7

Source: Rugby Borough Council

This information can be looked at alongside the number of the social rented households in each priority area – see Table 2 below – and the following comparisons can be made:

- In Brownsover, where there is the highest numbers of Under Occupation cases, there is the greatest percentage of social rented households out of all the priority neighbourhoods.
- The town centre has a significantly greater number of households than any other priority and a high percentage of social rented households.
- However, in this priority neighbourhood there is a very small number of households affected by Under Occupation.
- In Overslade there are quite a large number of Under Occupation cases compared to the percentage of social rented properties.
- The low numbers of social rented households in New Bilton could explain why there are not many examples of Under Occupation.

Table 2: Social rented households in the Regeneration Strategy priority areas

Priority area	All households	Social rented (households)	Social rented (%)
Town centre	994	441	44.4%
Brownsover	688	360	52.3%
Newbold	735	288	39.2%
New Bilton	757	183	24.2%
Overslade	609	221	36.3%

Source: Office for National Statistics, 2011 Census

Population

The overall population in Rugby has increased from 87,453 to 100,075 between 2001 and 2011. Table 3 below shows how population has changed in the regeneration priority areas.

- The most significant population change has been in the town centre where there has been an increase of 25.37%.
- Apart from this, population growth in the priority areas has been smaller compared to Rugby on the whole.
- In one priority area, Overslade, population has decreased by 2.7%.

Table 3: Population change in the Regeneration Strategy priority areas

Priority area	Usual resident population (2001)	Usual resident population (2011)	Change (%)
Town centre	1,482	1,858	25.37%
Brownsover	1,630	1,672	2.58%
Newbold	1,548	1,667	7.69%
New Bilton	1,530	1,613	5.42%
Overslade	1,482	1,442	-2.7%
Rugby	87,453	100,075	14.43%

Source: Office for National Statistics, 2001 and 2011 Census

These changes can also be looked at alongside differences in the age structure of neighbourhoods – Table 4 on the following page summarises this.

- In the town centre, where population has increased significantly, there has also been a notable decrease in the average age of the population.
- The average age of the population in Brownsover is significantly lower than other priority areas and Rugby on the whole.
- The average age of the population in New Bilton has decreased slightly at a similar level to Rugby on the whole.
- The average age of the population in the remaining priority areas – Brownsover, Newbold and Overslade – has increased slightly.

Table 4: Age of the population in the Regeneration Strategy priority areas

Priority area	Mean age of population (2001)	Mean age of population (2011)	Difference (+/-)
Town centre	44.64	40.50	-4.14
Brownsover	27.30	29.60	+2.30
Newbold	39.77	37.70	+2.07
New Bilton	37.85	37.00	-0.85
Overslade	33.01	35.60	+2.59
Rugby	40.0	39.00	-1.00

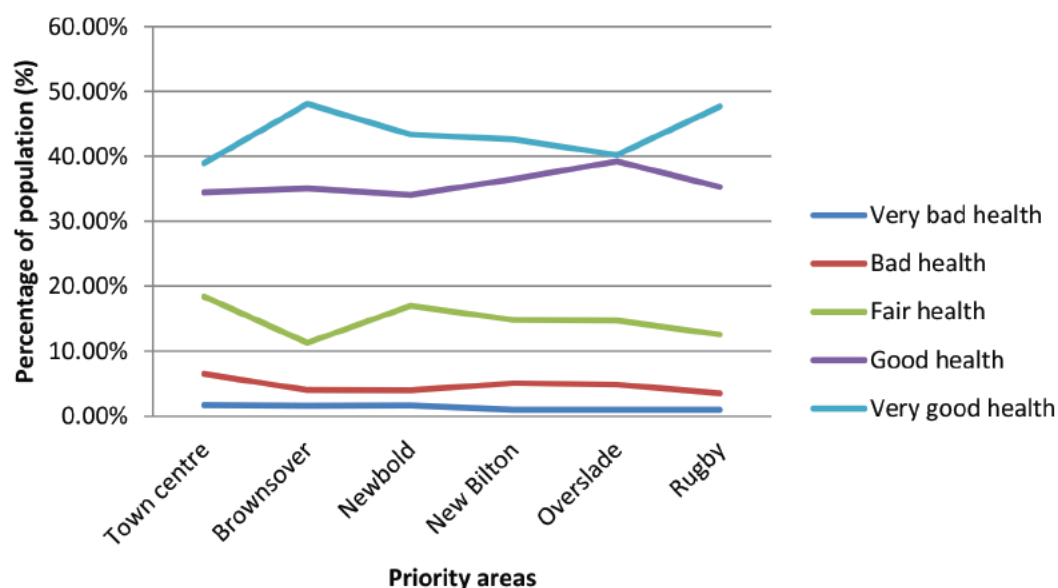
Source: Office for National Statistics, 2001 and 2011 Census

Health

People's well-being is a useful indicator of deprivation because it can be linked to income, employment, education, skills, living conditions, access to services and community cohesion. The below points can be noted based on resident's own perception of their general health:

- The percentage of people with 'very good' health is generally lower in the priority areas compared to Rugby on the whole, with the exception of Brownsover.
- However, in contrast, the percentage of people with 'fair health' is lower in Brownsover than the other priority areas and Rugby on the whole. This could suggest there are notable inequalities in this neighbourhood when using health as an indicator of deprivation.
- In the town centre, the percentage of people with 'very good' health is notably lower than the other priority areas.
- In Overslade, the low percentage of people with 'very bad' health can be accounted for by a higher percentage of people with 'good' health compared the other priority areas and Rugby on the whole.
- There is no significant difference in the percentage of people with 'very bad' health and 'bad' health between the priority areas.

Figure 2: General health in the Regeneration Strategy priority areas



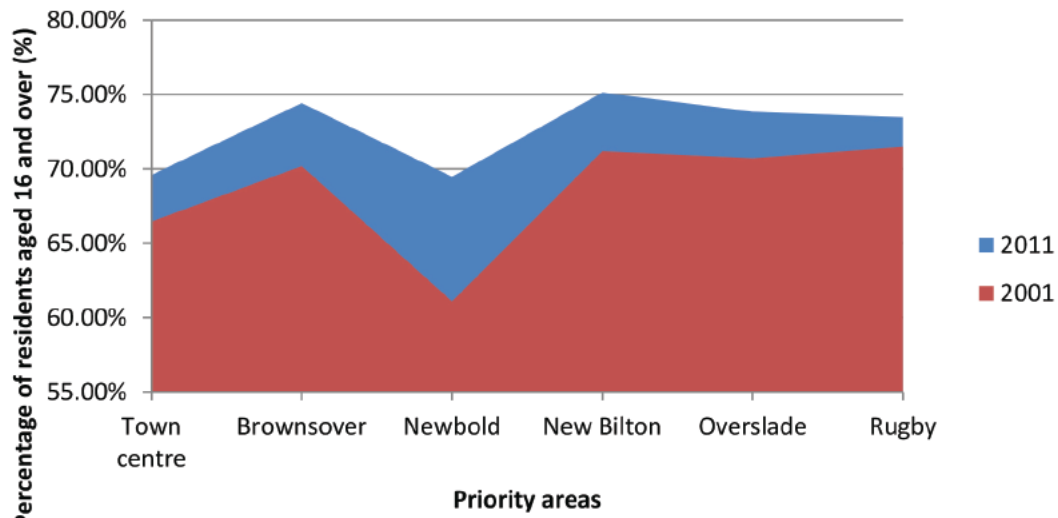
Source: Officer for National Statistics, 2011 Census

Employment and skills

Economic activity is a measure of residents aged 16 and over in paid employment. This indicator can be looked over time to note the following changes:

- The percentage of economically active residents is increasing at greater rate in all of the priority areas compared to Rugby on the whole.
- However, in the town centre and Newbold, there is a significantly low percentage of economically active residents.
- In contrast, the percentage of economically active residents in Newbold has increased at an above average level - more than four times the rate of increase in Rugby on the whole.
- The percentage of economically active residents in Brownsover is slightly higher compared to Rugby on the whole.

Figure 3: Economic activity in the Regeneration Strategy priority areas

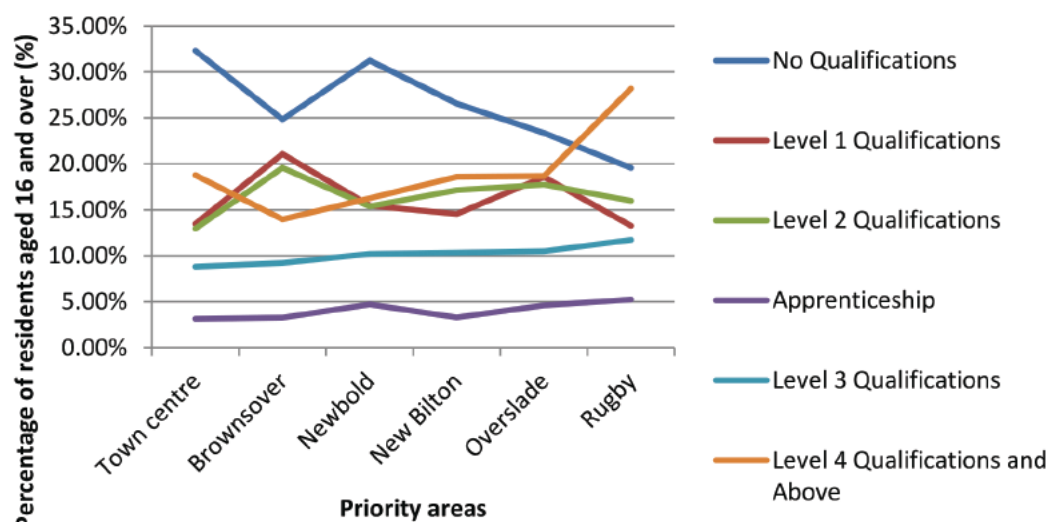


Source: Office for National Statistics, 2001 and 2011 Census

This information can be looked at alongside levels of qualifications – the below observations can be made:

- The percentage of residents aged 16 and over with no qualifications is notably higher in the priority areas compared to Rugby on the whole.
- This is most noticeable in the town centre and Newbold where the percentage of residents aged 16 and over with no qualifications is around 10-15% greater than Rugby on the whole.
- The percentage of residents aged 16 and over with level 4 (degree level) qualifications and above is considerably lower in the priority areas compared to Rugby on the whole.
- This is particularly an issue in Brownsover where the percentage of residents aged 16 and over with level 4 (degree level) qualifications is about 15% less than Rugby on the whole.
- The percentage of residents with Level 1 and level 2 qualifications (GCSEs or foundation/intermediate GNVQs) are generally higher in Brownsover and Overslade compared to the other priority areas and Rugby on the whole.

Figure 4: Levels of qualifications in the Regeneration Strategy priority areas



Source: Office for National Statistics, 2001 and 2011 Census

Feedback from the 5 November 2013 Compact event

Below is a summary of the issues discussed at the Compact event on 5 November. Representatives from voluntary, community and statutory groups were involved in workshops to determine ways local organisations can work together to deliver common goals. Comments were recorded by the participants and have been collated in the tables on the next two pages. This information has been used to inform the Regeneration Strategy 2014 – 2015 – because the objectives of this are quite broad, the next few pages are important to capture more specific projects which were suggested on the day of the consultation event.

Affordable living

This relates to helping people to make healthy lifestyle choices where individuals and families already a number of services which provide are on a low income.

Comments	Tally	Total
Working with allotments or local farmers	I	6
Cooking demonstrations in community venues		4
Food education to young people and parents	II	7
Producing recipe guides		3
Sign-posting to budgeting support	I	11
Energy saving tips		4

There was a strong recognition that there are lifestyle choices where individuals and families already a number of services which provide budgeting support in Rugby.

Many people agreed that there is the need to educate young people and parents about healthy meal planning, perhaps through schools.

Looking at how allotments and local farmers can support food crisis services was an interesting idea which was presented frequently.

Within food related discussions, one of the distinguishable ideas was to deliver a budget food festival. Similarly, delivering cooking lessons in community venues gained support.

Employment and volunteering

These topics generated the most substantial discussion during the consultation event identifying a number of challenges to increase people's skills.

Comments	Tally	Total
Working with allotments or local farmers	I	6
Cooking demonstrations in community venues		4
Food education to young people and parents	II	7
Producing recipe guides		3
Sign-posting to budgeting support	I	11
Energy saving tips		4

The most noted challenge was creating These topics generated the most substantial volunteering opportunities which are unique and discussion during the consultation event suitable for individual's needs.

But there was also an appreciation that businesses are often required to input a lot of resources to support placements, therefore mutual benefits are important.

A large number of participants were concerned that skills gained on placements were not always recorded.

Encouraging mentoring schemes was welcomed – one-to-one support for job seekers is seen as a valuable tool. This could be linked to developing a structured volunteering programme in Rugby.

Welfare Reform

Many local organisations are focused on helping people adapt to changes to the benefits system. Participants appreciated that it was still early days and we do not know the full impact of welfare reform.

Comments	Tally	Total
Importance of identifying vulnerable individuals	 †	21
Supporting those in debt arrears		6
Providing online services and support		11
Reducing fuel poverty		11

An overwhelming number of people underlined the importance of identifying vulnerable individuals and hard-to-reach groups. Particular ways to do this was through housing services, public health, community organisations and crisis & homelessness support.

The DWP are encouraging benefits claimants to use online services and it was felt the voluntary and community sector should support this where possible.

Reducing debt and arrears was also important; winter was recognised as a time where money management and increased fuel costs can be particularly difficult.

Key



Rugby Stronger Communities Partnership



Health and Wellbeing Group



Economic Activity Group



Rugby Financial Inclusion Partnership

Action	Lead coordinator	Potential partners	Timescales	LSP sub-groups	
Objective: Collect grass-roots knowledge about services and issues existing in the priority neighbourhoods					
1. Complete community audits mapping the services in each priority area	RBC Community Development Officer	Community Associations	30 April 2014		
2. Gather community intelligence through SLA review meetings with Community Associations	RBC Community Development Officer	Community Associations	30 April 2014		
3. Analyse this information to identify gaps and duplication in service provision	CAVA Localities Manager	WCAVA Voluntary & community sector	30 June 2014		
4. Develop recommendations to address issues communities have identified	CAVA Localities Manager	WCAVA Voluntary & community sector	31 July 2014		
Objective: Raise awareness of the Regeneration Strategy to businesses					
5. Establish a forum bringing together large employers involved in community development work	RBC Community Development Officer	Businesses and supermarkets	31 July 2014		
6. Use this as a way to strategically target resources, particularly where funding is available to support community projects	RBC Community Development Officer	Businesses and supermarkets	30 April 2015		

Key

-  Rugby Stronger Communities Partnership
  Health and Wellbeing Group
 Economic Activity Group
  Rugby Financial Inclusion Partnership

Action	Lead coordinator	Potential partners	Timescales	LSP sub-groups	
Objective: Promote healthy eating to individuals and families on a low budget					
7. Engage with local food groups to deliver cooking lessons or organise a small scale budget food festival	South Warwickshire Foundation Trust (SWFT) Obesity Projects Coordinator	Community Associations, local food groups	30 November 2014		
8. Explore opportunities for growing and cooking food in local communities to support crisis services	WCC Localities & Partnership Team Manager	Community Associations, allotments, local farmers, Rugby Foodbank and Hope 4	30 September 2014		
9. Investigate the potential to launch a non-profit veg-bag project to provide low cost produce to local people	WCC Localities & Partnership Team Manager	Community Associations, allotments, local farmers, Rugby Foodbank and Hope 4	30 September 2014		
10. Review how local people are being encouraged to eat low-cost and nutritional meals	South Warwickshire Foundation Trust (SWFT) Obesity Projects Coordinator	Schools, Childrens' Centres and supermarkets	31 March 2014		
11. Explore the need for additional work locally to promote healthy meal planning	South Warwickshire Foundation Trust (SWFT) Obesity Projects Coordinator	Schools, Childrens' Centres and supermarkets	30 June 2014		
Objective: Support training and employment projects					
12. Encourage large employers to support job clubs	RBC Regeneration Projects Officer	Businesses, DWP, Warwickshire College and job clubs	30 June 2014		

Key



Rugby Stronger Communities Partnership



Health and Wellbeing Group



Economic Activity Group



Rugby Financial Inclusion Partnership

Action	Lead coordinator	Potential partners	Timescales	LSP sub-groups	
13. Explore opportunities to support job clubs in the long-term	RBC Community Development Officer	Businesses job clubs	30 June 2014		
14. Develop a structured volunteer programme	CAVA Localities Manager	CAVA and businesses	31 October 2014		
Objective: Help people to budget and manage their monthly finances					
15. Map out how people are being sign-posted to financial support	RBC Research Officer	CAB, Rugby Credit Union and Christians Against Poverty	28 February 2014		
16. Identify opportunities to improve access to money management services, including in rural areas	WCC Localities & Partnership Team Manager	CAB, Rugby Credit Union and Christians Against Poverty	30 September 2014		
17. Pilot an anti-loan shark campaign in a priority area with significant levels of rent arrears	WCC Localities & Partnership Team Manager	CAB, Rugby Credit Union, Christians Against Poverty, Trading Standards and Birmingham City Council	30 June 2014		
18. Increase the take up of free school meals and maximise benefit entitlement	WCC Localities & Partnership Team Manager	Schools, Childrens' Centres and CAB	31 March 2015		
19. Identify opportunities to support families in receipt of free school meals during school holidays.	WCC Localities & Partnership Team Manager	Schools, Childrens' Centres and CAB	31 March 2014		



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