



2011 Census Key Messages Rugby Borough

2011 Census Key Messages –Rugby Borough

Background

Run by the Office for National Statistics (ONS), the Census is conducted every 10 years and is a count of all people and households in the UK.

The Census questionnaire asks about a range of topics which in turn provides the council and others with a valuable insight into local populations; who we are, how we live and what we do. This information will help the council and other agencies identify need and plan future service delivery.

Keep up to date

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Access to Census Material

More than any other census, there is greater opportunity to access 2011 Census data on a self-service basis, free of charge, from the [ONS](http://www.ons.gov.uk) and [Nomis](http://www.nomis.gov.uk) websites.

Warwickshire Observatory is working to ensure the council derives as much value as possible from the available data. Our role is identifying key messages from the material and providing data and information in more easily accessible formats.

Our [Area Profiling Tool](#) enables users to create area based census profiles (Including Warwickshire Wards, Localities, Parishes, Lower Super Output Areas) covering a range of census data.

Selected datasets are published on the Observatory's website as they become available.

We welcome any comments from colleagues using census data at research@warwickshire.gov.uk

Introduction

What the 2011 Census can tell us

The following paper identifies some of the key messages Rugby Borough from the 2011 Census. It also considers the possible implications of these emerging trends for public services and local residents.

The Census makes a major contribution to our knowledge about communities in Rugby Borough; their changing age structure, ethnic make-up, work and travel patterns, education and health status etc. In turn, this information provides an important early indication of issues which may emerge in the future.

What the 2011 Census doesn't tell us

Numbers alone will not provide the full story of change in Rugby Borough. Predicting the impact of changing populations needs to be further enhanced with information about people's likely attitudes, values, behaviours and other circumstances. These additional factors will influence the impact of changing numbers; for example, the impact of being an unpaid carer will vary depending on things like economic circumstances and additional support networks. Similarly, the impact of more young families in the county will be different if this is combined with higher levels of deprivation among them. In short, there is a need to draw together data which combines changing numbers but also changing characteristics, preferences and household types to get a fuller, and richer, understanding of likely future issues.

Population Change

A growing population across all age groups

- Overall, Rugby Borough's population grew by 14.4% between 2001 and 2011 to 100,075 residents - this is considerably higher than the county average of 7.8% .
- Different age groups have experienced varying degrees of growth although all age groups in Rugby Borough experienced an increase in numbers above county levels. Broadly speaking, the largest percentage increases have been seen in the 0-4 year old age group, the 65-84 years group and those over 85 years.
- The number of 0-4 year olds grew by 21% in Rugby Borough; the largest rate of growth for this age group of any district or borough in Warwickshire.
- The largest percentage increases in population have been seen in the older age categories; over 85s grew by 38% in the last 10 years albeit from a relatively small baseline.

Local variations:

Rugby Borough experienced the highest rate of population growth of all boroughs and districts in Warwickshire. Growth rates were particularly high in the 0-4 year old age group compared with elsewhere in the county.

Implications for Rugby Borough

- The growth in the youngest age groups across the borough is likely to impact in the short term on the demand child care, primary school places and other support services for this age group and their families. For other services, predicting need on the basis of population data alone is more complex and subject to other factors. For example, levels of deprivation in an area and not just the absolute number of children will influence the likely need for services in an area.
- Increasing numbers of older people, like elsewhere in Warwickshire, is likely to continue to influence and shape the future provision of all services. Across the public sector, the proportion of customers from older age groups will rise as the population increases. However, while there may be higher costs in some areas relating to health and social care needs, there may also be economic and social opportunities created in others.
- More broadly, these changing demographics throughout the borough highlight the increasing need to better understand customers across the public sector – to understand their characteristics, preferences and likely service needs. By utilising more detailed 2011 Census data as it emerges along with other data sources and tools to profile the borough's population, the more effective future policy and service planning will be.

Household growth

Household growth rates are above the national average

- The number of households in the borough grew by almost 15% since 2001 – an increase of some 5,392 households. This compares with 9.5% household growth at county level.
- Rugby Borough's growth in one person households is in line with its general household growth. This contrasts with elsewhere in the county where growth in one person households typically exceeds general household growth. This suggests Rugby's household growth is characterised by an increase in family households.
- There has been no change in the proportion of households that are single occupancy (28.1%) since 2001. Indeed, one person households accounted for 29% of all new households in Rugby Borough in the last 10 years while countywide they accounted for 42%.
- The number of lone parent households in Rugby Borough has risen by 36% in the last 10 years accounting for 2,675 or 6.4% of all households.
- The number of households in the borough where no adults are in employment remains very similar to the number 10 years ago at 1,244 households.

Implications for Rugby Borough

- Rugby Borough has experienced a particularly high rate of overall household growth in the last 10 years including family and single occupancy households. This is likely to place a range of localised infrastructure, service and environmental pressures on the borough. While proportionally, single occupancy households remain similar to 2001, they have increased in absolute terms. In turn, this will carry with it a number of implications for the demand for appropriate housing and the delivery of a range of services across Rugby Borough.
- An awareness of the borough's growing and changing household composition will enable services to better meet needs across the borough. Additional 2011 Census data expected to be released later in 2013 will help to provide a more detailed picture of household change around the borough.

Local variations:

Rugby Borough's high rate of household growth places it in the top 10 local authorities in the country for household growth.

Health and Care

Levels of 'good' health in line with county average and more carers caring for longer

- The 2011 Census asked residents to rate their own health on a scale of 'very good' to 'very bad'. In Rugby Borough, 83% of residents described their health as 'good' or 'very good' – marginally higher than the county average of 82.2%.
- Similarly, residents were asked to rate the degree to which their daily activities are limited by health and/or disability. At 7% of residents, Rugby Borough records proportionately fewer people whose activities are 'limited a lot' compared with the county average of 7.7%.
- While the proportion of the population providing unpaid care remains unchanged compared with 10 years ago (about 1 in 10 residents), the absolute numbers of carers overall has increased by nearly 15% to 10,391 people. Moreover, carers appear to be providing more care, based on hours per week, with the highest levels of growth in those caring for 50+ hours per week – around 20% or 2,062 people are caring for more than 50 hours per week.

Local variations:

Town Centre LSOA* in Rugby Borough records the highest rate (12%) of residents in the borough reporting that their daily activities are 'limited a lot' by health and/or disability.

Implications for Rugby Borough

- Rugby Borough is generally in line with county averages when measured against a range of health indicators. Variations in performance around the county are [widely documented](#). Variations at local level, however, are likely to indicate localised areas of greater need for health improvement, care and support services.
- As the population grows and ages the role of unpaid carers is likely to continue to grow with implications for the support and needs of carers generally.
- There is evidence to suggest that the hours of care provided each week by carers has an impact on their own health and wellbeing. As the 2011 Census has shown that the number of hours carers care for each week has grown there will be a need to ensure services reach out to those providing 50 hours or more care a week, as they are at greater risk of their own health and well being deteriorating.
- Further 2011 Census releases will provide an opportunity to find out more about carers in Rugby Borough including their age and ethnic background. In turn, this can inform service development to better meet the needs of this population.

*Lower Super Output Areas (LSOAs) were designed by the Office for National Statistics for the reporting of small areas statistics. LSOAs typically contain below 1200 households.

Ethnicity, Country of Birth, Religion and Language

Rugby Borough's population is one of the most diverse in the county

- In 2011, the 'White British' group in Rugby Borough accounted for 84.1% of the population, a fall from 91.2% in 2001. This is the largest percentage point reduction experienced in the county.
- Rugby Borough's next largest ethnic group is 'Other White' at 5.2% of the population followed by the 'Indian' community who make up 3.1% of the population.
- Both of these groups have experienced increases in numbers over the last 10 years. In Rugby Borough, people identifying as 'Other White' increased more than fourfold since 2001 and includes people with Poland as their country of birth while those identifying themselves as 'Indian' increased by a third (33%). Correspondingly, Indian and Polish were the two largest groups of non-UK born residents in 2011 in the borough.
- The 'White Irish' community experienced a decline in numbers over the last 10 years.
- Other ethnic groups have experienced increases in numbers albeit from relatively small baselines. The number of people who identified themselves as 'Black African' increased from 87 people in 2001 to 1,002 people in 2011.

Local variations:

The number of residents living in the borough whose country of birth was recorded as Poland increased from 116 in 2001 to 2,344 residents in 2011; almost 40% of Warwickshire's residents who recorded Polish as their country of birth live in Rugby Borough.

More non-UK born residents

- In 2011, 11.7% of Rugby residents were born outside of the UK compared with 6.5% in 2001. The 2011 rate is above the county average of 8.3% but below the national average of 13.4%.
- Of all non-UK born Rugby Borough residents, 56% arrived in the last 10 years - this is higher than the county (48.5%) and national average (50.3%) indicating that Rugby has experienced a higher level of in-migration from non-UK born residents over the last 10 years than elsewhere in the county and than the national average.

Main languages spoken in Rugby Borough

- After English, the second main language spoken by residents in Rugby Borough is Polish. Other key languages in the borough are: Gujarati, Nepalese, Slovak and Punjabi.
- In Rugby Borough, 1,367 residents are recorded as not being able to speak English well or at all in 2011.

Ethnicity, Country of Birth, Religion and Language continued..

Rugby Borough has seen a decline in Christian religious affiliations and an increase in those stating they have “no religion”

- The proportion of people stating that their religion was Christian decreased by 11.1 percentage points between 2001 and 2011 to 63.7% of the population.
- The size of the group stating that they had ‘no religious’ affiliation increased by 10.5 percentage points over the last 10 years to around one in four people.
- The largest religious group after Christian in Rugby Borough is Hindu with 2,291 people. This is followed by Muslim with 1,236 people.
- The religion experiencing the largest increase over the last 10 years is Muslim. The number of residents recording their religion as Muslim increased from 557 people in 2001 to 1,236 people in 2011.
- All religious groups (except Christian) showed small overall increases, in the last 10 years, of less than one percentage point.

Local variations:

Rugby Borough is home to 40% of the county’s Hindu population.

Implications for Rugby Borough

- The degree to which changes in the religious or ethnic make-up of the borough or increasing numbers of non-UK born residents shift patterns of service demand is a complex one to predict with accuracy. What is evident from the data is that Rugby Borough has experienced some of the county’s biggest changes in population composition over the last 10 years and any changes in service need are likely to be evident in Rugby Borough.
- The Public Sector Equality Duty of the Equality Act 2010 places a number of duties on authorities to pay due regard to their statutory responsibilities relating to equalities. The purpose of the duty is to provide a framework to improve equality performance which is proportionate and evidence led. Knowledge about the changing composition of the borough’s communities from the 2011 Census material will enable better policy and service development which fit with local need.

Housing Tenure

More homes owned outright and more private renting but fewer mortgaged properties

- Around one in three households in Rugby Borough are owned outright. This is an increase of a percentage point on the numbers 10 years ago and represents a smaller rate of increase than has been experienced across the county as a whole.
- The number of mortgaged properties in the borough has fallen by 7.5 percentage points since 2001 to 36.6% of households. This follows the county and national trend.
- Rates of private renting are in line with the county average but Rugby Borough has experienced a higher rate of growth in the private rented sector over the last 10 years than the county as a whole. The number of households privately renting their homes has increased by just over 150% in the last 10 years from 2,090 to 5,281 homes.

Local variations:

Some of the highest figures for private renting of homes are in the LSOAs of Benn West (38%) and Benn Station (35%). Bilton South Cock Robin and Bilton East record the highest numbers of households owned outright at 58% and 57% respectively.

Implications for Rugby Borough

- Rugby Borough has broadly followed national and county trends regarding shifts in the pattern of housing tenure. The increase in privately rented accommodation could be linked to rising house prices and tighter lending requirements over the last ten years particularly as a result of the economic downturn. Issues around rent levels, security of tenure and housing quality have and are likely to continue to be pertinent for a growing number of households.
- The ageing population and low interest rates may also account for the slight increase in households which are owned outright as mortgage terms come to a natural end.
- Further information from the 2011 Census will provide more detailed information on the characteristics those living in owned, mortgaged or rented households providing a more comprehensive picture of housing tenure in Rugby Borough. The Observatory will look at these issues in more detail in the 2013 Quality of Life report.

Car Ownership and Travel to Work

Car ownership increases overall

- The last 10 years have seen a 21.7% rise in the number of cars in Rugby Borough – an additional 10,061 cars since 2001.
- At the time of the 2011 Census around 40% of households in Rugby Borough have two or more cars.
- Just fewer than 10% of households have 3 or more cars – up 41.5% since 2001.
- The proportion of households without a car/van has fallen over the last 10 years from 19.5% to 17.5%.

Local variations:

Rugby Borough has experienced a faster rate of car growth than the county average; just over 30% of all additional cars in the county since 2001 are owned by Rugby households.

Travel to work patterns mostly in line with county averages

- In 2011, driving to work was by far the most common form of commuting with 67.9%* or 34,264 of the working population aged 16 -74 years travelling to work this way. This is in line with the county average. Of these 1,842 people stated in the workplace address question that they worked mainly at or from home.
- A further 3,355 people or 6.6% of the working population recorded travelling as a passenger in a car/van as their main mode of travel to work giving a vehicle occupancy rate** of 1.1 per vehicle. In short, almost three quarters of the working population usually travel in a car or van to work.
- In 2011, 5.2% of the working population used public transport to get to work; broadly in line with the county average of 5.7% and considerably lower than the national average of 16.4%.
- Over 10% of people walked to work in 2011 while 3.1% cycled. Rugby Borough has a slightly higher rate of travel to work by cycling than the county (2.5%) as a whole.

*The denominator for all percentages in this section is the population aged 16-74 who were working during the week before the census day.

** Vehicle Occupancy Rate is the sum of drivers and passengers divided by drivers.

Changes in Travel to work patterns*

Patterns of travel to work have changed very little between 2001 and 2011

- There has been an increase in the proportion of people working from home from 8.9% in 2001 to 10.8%. Some 5,430 people report working mainly from home although this does not mean that no travel is involved as part of their job. Indeed, a third of people who stated in the workplace address questions that they worked from home went on to select 'travel by car/van' as their travel to work method.
- Although only a small percentage point increase in train travel was recorded between 2001 and 2011 it did represent almost double the number of people travelling to work by train in the last 10 years from 638 in 2001 to 1,206 in 2011.
- Overall, rates of driving to work, use of public transport and walking and cycling have shifted only slightly over the last 10 years – all changes in rates are less than one percentage point.

Implications for Rugby Borough

- Rising numbers of cars generally, along with more cars per household, is likely to place additional pressures on communities and local infrastructure. Rugby Borough's higher rate of car growth can be explained in part by its higher rate of household growth compared with elsewhere in the county. This, combined with the slight decline in walking and cycling rates overall, suggests that wider environmental and health concerns, particularly relating to air quality and physical activity levels are likely to continue to be issues in some areas.
- Although homeworking figures indicate an increase in the proportion of people who work mainly from home, its impact on travel patterns remains somewhat unclear. In the 2011 Census people working mainly from home could, for example, still record a mode of travel to work - acknowledging that working from home may still involve travel for work purposes.
- More information on where people are travelling to work ('flow data') will be released by ONS in February 2014 and this will provide further insight into commuting patterns across the county.

Labour Market

More men are working part-time and more women are in the job market

- Rugby Borough records a very slight increase in economic activity rate for men over the last 10 years. Rates at a county level fell slightly.
- Fewer men are working full-time; the number of men aged 16 – 74 years working full-time declined by 4.6 percentage points from 59.6% to 55%.
- Although still proportionally quite small, the number of men working part-time hours has more than doubled in the last 10 years from 821 to 1,758. men aged 16-74 years.
- More women (aged 16-74 years) are now recorded as 'economically active' compared to 10 years ago – an increase of 3.7 percentage points from 64.7% to 68.4% in 2011. The proportion of women working part-time remains broadly similar to 2001 but women working full-time have seen an increase of 1.9 percentage points from 10,087 to 12,328. women aged 16-74 years.
- Around 30% fewer women now record 'Looking after home/family' as their occupation than 10 years ago. The figure for men remains very similar to that of 2001.
- In terms of hours worked, there has been decline in the number of people working 50+ hours per week and a rise of 2.1 percentage points in the number working less than 30 hours per week. This is also in line with the evidence from the data that more men are working part-time.
- The number of men and women recording that they are self-employed has increased over the last 10 years. Both have increased by 1.1 percentage points between the censuses.

Qualification levels are slightly below the county average. Student numbers are up by 50%

- Almost one in five (19.6%) residents in Rugby Borough aged 16+ years record having no qualification in the 2011 Census. This is slightly lower than the county average. However, some smaller areas have rates of nearly 30% of residents aged 16+ with no qualifications.
- The proportion of residents achieving a level 4 (degree level or higher) qualification is marginally below the county average but still higher than the national average (27.2%) at 28.2% of the population aged 16+ years.
- The number of people aged 18-74 years recorded as a full-time student in Rugby Borough rose by just over 50% in the last 10 years from 1,398 to 2,122 people.

Local variations:

Working men in Rugby Borough experienced smaller changes in their work patterns (economic activity, full and part-time working) when compared to the county average; they record the highest rates of full-time work and lowest rates of part-time work across Warwickshire.

Labour Market continued

Implications for Rugby Borough

- Rugby Borough broadly reflects the national picture of changing work patterns for men and women brought about by a combination of changing social and economic circumstances. The economic climate may explain the shift in the balance of full and part time work patterns for men although it appears to be slightly less marked here. Similarly, the rise in self-employment may be a reflection of a lack of other work opportunities in the labour market.
- The economy remains a strong focus both nationally and locally as uncertainty around economic recovery continues. There is forecast to be a continued trend of employment growth in higher skilled occupations and demand for skills as measured by formal qualifications. In Rugby Borough qualification levels generally (at NVQ level 4 or higher) remain slightly below the national average and this is likely to be more marked at a local level. In turn, this indicates that some areas are likely to be better placed than others in terms of skills to access future employment opportunities.