

Rugby Borough (Coventry & Rugby CCG)

These Mini JSNAs have been produced at district/borough level to provide more localised data and analysis to support future commissioning plans of Warwickshire's Clinical Commissioning Groups (CCGs).

The needs of the population

This profile focuses on Rugby Borough; however the Borough is one part of the Coventry & Rugby CCG geographical area. The population of Rugby Borough is 100,500 (mid 2011 estimate), 18% of the total Warwickshire population. The Borough is projected to experience the highest levels of population growth within Warwickshire, with an overall increase of 30% between the period of 2010-2035.

In terms of Positivity measures, Rugby Borough has 2 Super Output Areas (SOAs) which rank within the county's top 5 SOAs and where residents feel nothing can be done to improve their lives. One of which, Rugby Town Central, is also within the top 10% most deprived SOAs nationally. There are also 3 SOAs in Rugby which rank in the top 5 SOAs in Warwickshire most likely to feel improvements can occur - this highlights the level of diversity across the Borough.

The health of those in Rugby is mixed when compared with the England average, and life expectancy is higher than the England average, but lower than the Warwickshire average. Within the Borough, the rate of violent crime, long term unemployment and drug misuse are lower than the England average. In the last 10 years, all cause mortality rates in Rugby Borough have fallen and early death rates from cancer, heart disease and stroke show no clear trend and are similar to the England average. Priorities in Rugby Borough include smoking, obesity, and falls prevention.

