

Merseyside's

# Vital Signs



GROWING STRONGER  
COMMUNITIES TOGETHER



**COMMUNITY**  
FOUNDATION  
For Merseyside



# WELCOME

As a Community Foundation it is our role to connect philanthropists and communities together to improve local people's lives and grow stronger communities together, and this is embedded in our belief that your community makes you and you make your community. As the North West region's leading philanthropy hub we strive to support those who choose to work with us to be effective in their giving and to have the greatest impact, and we share our 2016 Merseyside's Vital Signs giving guide with you to achieve just this.

The publication of our Vital Signs giving guides each October aims to keep you up-to-date with the most pressing issues that communities are identifying to guide your essential support of them whether it is by giving donations, grants or social finance, or lending your expertise or your time as a volunteer; all of it is considered philanthropic.

Vital Signs remains Merseyside's first and only giving guide for charitably-minded people and businesses as well as philanthropists and charitable trusts of all kinds who have a common passion for communities. This year we have worked with 17 other community foundations in this country via UK Community Foundations and a large number in Canada to achieve mutual local aims.

Our 2015 Vital Signs giving guide focused on the priority charity donor interest of children and young people, highlighting three significant issue areas which continue to be safety and anti-social behaviour, health and wellbeing, and work and learning. The primary message was that mental

health is a priority issue for young people, and those people and organisations who wish to give to local young people's projects should prioritise mental health. Our findings in 2015 have informed the work of many of the donors we work with, especially resulting in innovations by the Liverpool ONE Foundation as the largest corporate foundation we administer.

Our 2016 Vital Signs giving guide provides, for the second time since 2013, a full overview of the city region's community priorities. This guide is a combination of national and local data, social intelligence and the results of community consultations to provide a voice for local communities on their concerns and aspirations to guide giving at this very moment.

The Community Foundation operates in an ever changing economic and political landscape at this time, and due to this we work proactively to be fit for purpose and relevant to our communities as Merseyside's local community foundation. We hope to continue to work with you or even begin working with you to grow stronger communities together.

Thank you for your involvement with the work of the Community Foundation.

## **Cathy Elliott**

Chief Executive of Community Foundations for Lancashire & Merseyside  
October 2016

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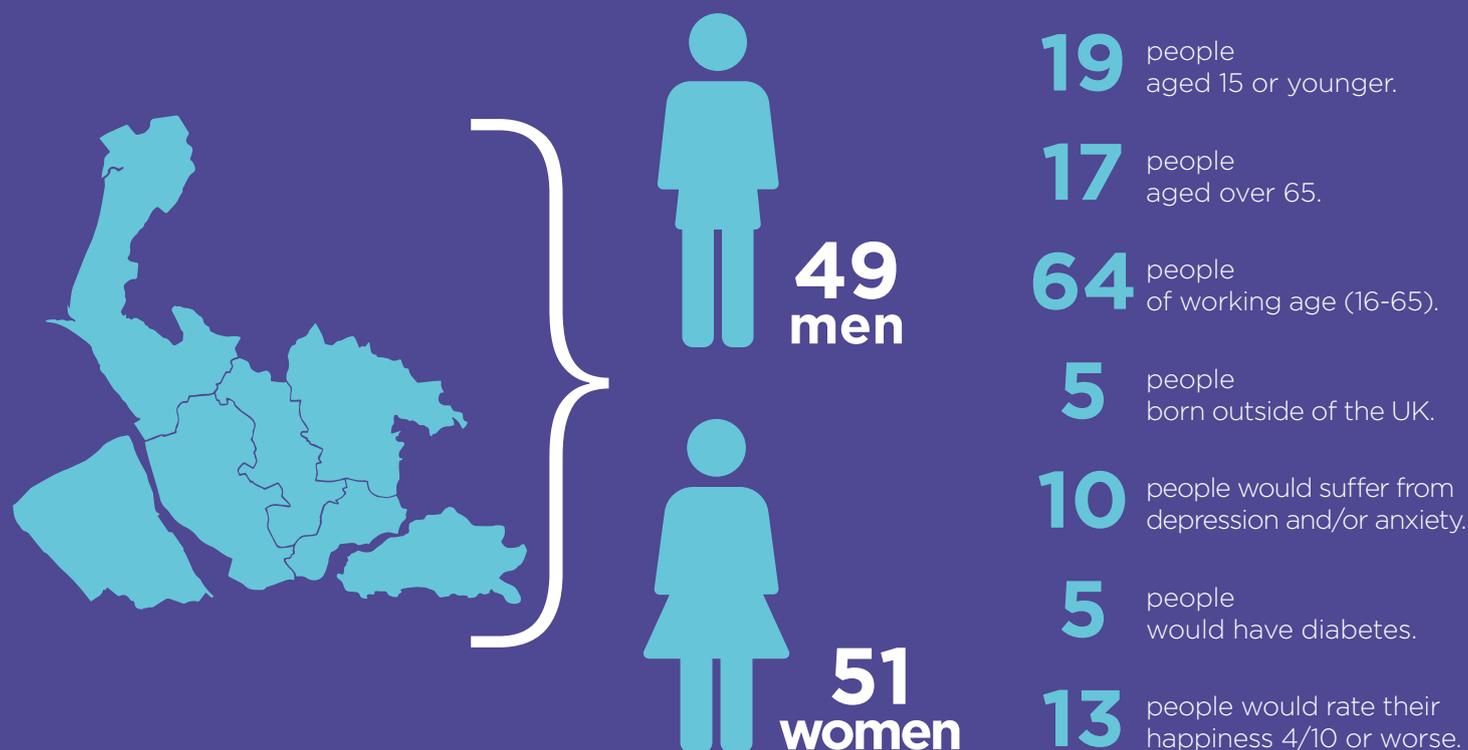
## 2016 VITAL SIGNS OVERVIEW

Now in its fourth year, Merseyside's Vital Signs reflects factual data and the voices of local community leaders, sharing lived experiences and what makes the area vibrant.

Following on from our last in-depth publication in 2013 and special reports in 2014 and 2015, Merseyside's Vital Signs for 2016 reports across all 6 districts of Merseyside and across 10 key social themes. This unique giving guide for philanthropists and those who are charitably-minded contains vital information alongside the views of local people to help inform giving at this time.

**Read this guide, find out more, contact the Community Foundation, take action and spread the word!**

## IF MERSEYSIDE WAS A VILLAGE OF 100 PEOPLE THERE WOULD BE...



### OF THE 19 PEOPLE AGED 15 OR YOUNGER:

- 4** young people would be living in poverty.
- 4** young people will have experienced bullying.
- 1** young person would have a mental health condition.

### OF THE 64 PEOPLE OF WORKING AGE:

- 4** people would be looking for work.
- 20** people would give unpaid help at least once a week.
- 7** people would have no qualifications.

## HOW TO READ THIS REPORT

**Issue Areas** - This report covers the three key issues facing people in each district of Merseyside, as highlighted by them.

**Factual Data** - All the data provided in this report has been sourced via the data analytics website [www.gt-placeanalytics.com](http://www.gt-placeanalytics.com) or through local and national government sources.

**Public Opinion** - Hundreds of people offered us their thoughts; we have provided a sample of these comments in this report.

**Case Study** - We have shared just one example by district of the many great community groups we work with.

## MERSEYSIDE TOP THREE RESIDENTS' CONCERNS

# 1

### STRONG COMMUNITIES

- Instances of crime are above the national average in the Liverpool City Region with the area having the 11th worst crime rate per person in England.
- On average, residents of Merseyside rate their happiness as 7.11 out of 10, below the national average of 7.38 out of 10.
- 50% of respondents to our Community Consultation rated their local community spirit as 'Strong' or 'Very Strong'. Only 1% rated it as 'Very Poor'.

# 2

### EDUCATION

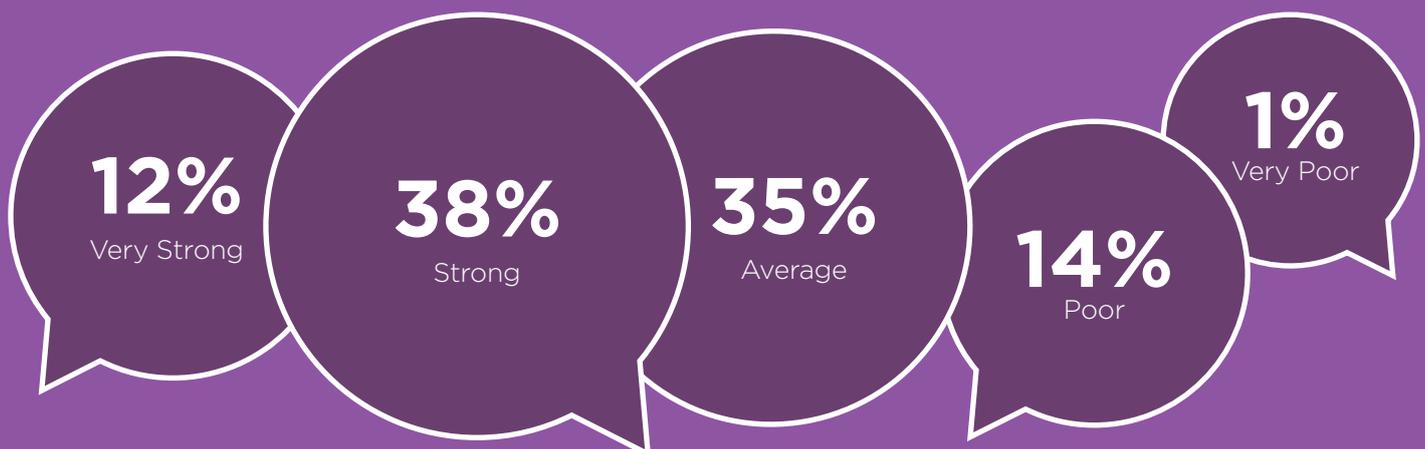
- In 2015 53.2% of pupils attained 5 or more GCSEs at grades A\*-C\* (including Maths and English) compared to the England average of 53.8%.
- 11.5% of working age people in Merseyside have no qualifications, above the national average of 8.6%.
- 29% of people in Merseyside are qualified to NVQ Level 4 or higher, below the Great Britain average of 37%.

# 3

### HEALTHY LIVING

- Merseyside has the second worst Cancer Mortality rate in England with 173 deaths per 100,000 people, compared to the England average of 144 deaths per 100,000 people.
- Merseyside has the fifth worst Circulatory Disease Mortality rate in England with 91 deaths per 100,000 people, compared to the England average of 78 deaths per 100,000 people.
- Merseyside has the lowest average Life Expectancy in England at 79.4 years. 3.8 years behind Surrey - England's best.

## HOW DO YOU RATE COMMUNITY SPIRIT IN YOUR AREA?



## HOW COULD FOUNDATIONS AND PHILANTHROPISTS MOST HELP TO ADDRESS NEEDS WITHIN COMMUNITIES?

**58%** Invest in local charities and community groups to become more impactful.

**17%** Invest in areas that plug gaps where local authorities can no longer provide services.

**13%** Invest in people to build capacity in local communities by encouraging volunteering and providing training.

**12%** Invest in places to support assets such as community centres and events such as community festivals.

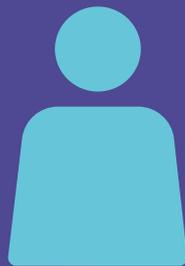
## COMMUNITY ASPIRATIONS

“

I think more investment needs to be put into community areas and establishments to bring them up to date and make them more appealing for the young as well as safe for the old or disabled.

**Sefton Resident**

”



“

We need to support men's health and well being. Issues affecting mental health can have a devastating effect on an individual and their wider family and network.

**Wirral Resident**

”

“

I would love my community to have a Community Centre, where people could meet on a regular basis and get involved in different activities.

**Liverpool Resident**

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# HALTON

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## RESIDENTS' PRIORITY CONCERNS

### 1 HEALTHY LIVING

- Average Life Expectancy in Halton is 78.9 years, 2.4 years below the national average.
- Halton has the fourth worst Cancer Mortality Rate in England at 187 deaths per 100,000 people, compared to the England average of 144 deaths per 100,000 people.
- 21% of Year 6 children are classified as obese in Halton, above the national average of 19%.

### 2 EDUCATION

- 2.3% of residents in Halton are educated to NVQ level 4 or higher. This is the worst rate in the Liverpool City Region and below the England and Wales average of 37%.

### 3 STRONG COMMUNITIES

- 13.7% of people in Halton rated their happiness as four out of ten or worse, a higher percentage than the national average of 9.6%.

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## HALTON CASE STUDY

### Four Estates

Four Estates is a community owned organisation with an aim of improving the quality of life of people living on four social housing estates in Runcorn, particularly those at risk of social exclusion. Following a grant from the Community Foundation, Four Estates ran 'The Vintage Project' - a weekly social group that offers older people from the community the chance to take part in activities such as sing-along sessions, knitting, and baking. This provided an opportunity for the older people to feel less isolated, and a platform for external agencies to engage with otherwise marginalised people.

“

I want every individual to be valued.  
**Halton Resident**

”



# KNOWSLEY

## RESIDENTS' PRIORITY CONCERNS

### 1 EDUCATION

- 37.4% of students in Knowsley attained 5 or more GCSEs at grades A\* - C (including Maths and English). This is the lowest rate in England and compares poorly to the North West average of 55.9%.
- 16% of working age residents in Knowsley hold no qualifications, the highest rate in the North West and the tenth highest in England.
- 22.5% of residents in Knowsley are educated to NVQ level 4 or higher. Below the Great Britain average of 37%.

### 2 STRONG COMMUNITIES

- 3.7% of people in Knowsley are in receipt of carers benefit. This is the highest proportion of any district in England and above the England average of 1.6%.

### 3 HEALTHY LIVING

- Knowsley has the 8th worst Cancer Mortality Rate in England at 190 deaths per 100,000 people, compared to the England average of 144 deaths per 100,000 people.

## KNOWSLEY CASE STUDY

### Golden Years

Golden Years is a local grassroots organisation working in Kirkby. They specialise in improving community cohesion in their local area, particularly improving the health and wellbeing of older people and reducing social isolation.

Following a grant from the Community Foundation they ran a low impact Sport Activities and Chair Exercise session to improve both the physical and mental health of local older community members, helping to improve their flexibility and mobility.

“

There is a great divide between the less fortunate and more affluent in society; it is high time funding was more available to organisations at grass roots level.

**Knowsley Resident**

”



# LIVERPOOL

## RESIDENTS' PRIORITY CONCERNS

# 1

### STRONG COMMUNITIES

- On average, Liverpool residents rated their Happiness as 6.96/10. This makes Liverpool the most unhappy district nationally.
- 2.5% of Liverpool residents are in receipt of Carers Benefit, above the national average of 1.6%.
- Liverpool averages 94 criminal offences per 1,000 people. This ranks the district as the worst in Merseyside and significantly above the national average of 63 offences per 1,000 people.

# 2

### HEALTHY LIVING

- Liverpool has the second worst Cancer Mortality Rate in England at 191 deaths per 100,000 people, compared to the England average of 144 deaths per 100,000 people.

# 3

### EDUCATION

- 48.6% of students in Liverpool attained 5 or more GCSEs at grades A\* - C (including Maths and English). This is the 15th lowest rate in England and Wales and compares poorly to the North West average of 55.9%.

## LIVERPOOL CASE STUDY

### Lister Residents Association

Lister Residents Association is a voluntary organisation that aims to actively support and promote the social inclusion, environmental, economic improvement and regeneration of their local area. Following an award from the Community Foundation they were able to run a series of events and activities that engaged the young people in the local community and provided diversionary activities occupying their time and energy.

“ There are a lot of young people who through no fault of their own are homeless and don't have a good education and I feel that educating our young people will only make our community stronger.

**Liverpool Resident** ”



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# SEFTON

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## RESIDENTS' PRIORITY CONCERNS

### 1 STRONG COMMUNITIES

- On average, Sefton residents rated their Happiness as 7.28/10. This makes Sefton the happiest district in Merseyside.
- Sefton has the lowest crime in Merseyside and is the only district in the Liverpool City Region with less crime per person than the national average.
- 57% of respondents to our Vital Signs Community Consultation rated the sense of community spirit in their area as average or worse.

### 2 HEALTHY LIVING

- Sefton is in the worst 10% of districts in England for Cancer Mortality with 164 deaths per 100,000 people, compared to the England average of 144 deaths per 100,000 people.

### 3 EDUCATION

- GCSE attainment across Sefton is comparable to national figures; however attainment is poor in South Sefton, particularly in Linacre and Netherton.

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## SEFTON CASE STUDY

### Lotus Brook

Lotus Brook is a social enterprise that provides consultancy and education in urban gardening and food growing. Services on offer include project consultation, development and delivery, food growing workshops, and garden design.

Following funding from the Community Foundation, they were able to run their 'Bale Beautification' project, an environmental education and design competition where groups of young people and adults competed to build horticultural growing structures. Through this they gained increased access to fresh food and time spent outdoors with other people, reducing social isolation and encouraging communities to work together.

“ My greatest concern is for the young people within our community. I live in Bootle and there is not enough to engage them in terms of evenings and particularly weekends  
**Sefton Resident**

”



# ST HELENS

## RESIDENTS' PRIORITY CONCERNS

### 1 HEALTHY LIVING

- Deaths from Circulatory Disease are above average in St Helens with 91 deaths per 100,000 people, compared to the England average of 78 deaths per 100,000 people.
- Deaths from Cancer are also above average in St Helens with 160 deaths per 100,000 people, compared to the England average of 144 deaths per 100,000 people.
- St Helens has the highest suicide rate in Merseyside with 12 deaths per 100,000 people, above the England average of 8 deaths per 100,000 people.

### 2 STRONG COMMUNITIES

- St Helens has the second highest crime score in Merseyside with 67 offences per 1000 people, above the national average of 62 offences per 1000 people.

### 3 EDUCATION

- 11.4% of working age people in St Helens hold no qualifications, above the Great Britain average of 8.6%.

## ST HELENS CASE STUDY

### Limitless Urban Arts

Limitless Urban Arts specialise in delivering community and participatory arts activities for people of all ages who experience social, economic and/or health disadvantages. They have a special focus on raising public awareness of the value of urban arts.

Following funding from the Community Foundation, they were able to run a project focusing on creating a mural and cleaning up a local park. This particularly provided a diversionary activity for local young people, helping to reduce anti-social behaviour and improve the perception of young people in the local area.

“ Many people in the area are living in social isolation, especially the elderly. As communities we should work together to support our more vulnerable residents to help them improve their quality of life.

**St Helens Resident**



# WIRRAL

## RESIDENTS' PRIORITY CONCERNS

### 1 STRONG COMMUNITIES

- Projections for 20 years time suggest 1 in 10 people in Wirral will be 80 years or older with many of these individuals living alone.
- 2.5% of Wirral residents are in receipt of Carers Benefit, above the national average of 1.6%.
- 7.3% of Wirral residents rate their Life Satisfaction as low, above than the national average rate of 5.4%.

### 2 HEALTHY LIVING

- Wirral has the lowest Cancer Mortality Rate in Merseyside at 149 deaths per 100,000 people, however this is still above the national average of 144 deaths per 100,000 people.

### 3 WORK

- Unemployment is below the North West and Great Britain averages in Wirral, but certain areas in East Wirral have high unemployment such as Tranmere and Seacombe.

## WIRRAL CASE STUDY

### Shaftesbury Youth Club

Shaftesbury Youth Club offers an alternative educational curriculum for local disadvantaged and/or excluded students from the local and wider community. They offer courses in uniformed services, arts/crafts, and exercise studies, providing students the chance to work towards a recognised qualification - for which they must participate in outdoor team work pursuits and team challenges.

Following funding from the Community Foundation, Shaftesbury Youth Club was able to run a Forest Camp Activity Centre. Activities such as rock climbing, kayaking, and raft building helped the young people to develop interpersonal skills, team-working ability, and the chance to improve their confidence - giving the students the opportunity to develop into productive, and sociable young members of the community.

Wirral has such a divide between east and west, many areas struggle with building community and getting people to care for their environment

**Wirral Resident**



## GIVING TO COMMUNITIES RIGHT NOW

Our Vital Signs giving guide aims to provide the most up-to-date information on community priorities to enable people and organisations to give to the most pressing social issues and to support community aspirations at this very moment in time.

In 2016 the priority social themes for charitable giving in the city region are:

- strong communities where people wish to belong and be part of a community and not feel isolated;
- education, especially formal and informal ways to learn and gain qualifications for young people and unemployed adults to improve their lives and contribute to their community;
- and health across all age groups, though especially young people's mental health and wellbeing.

The Community Foundation's role is to facilitate effective giving as the North West region's philanthropy hub which we achieve with individuals, families, companies, trusts and funding partners to grow stronger communities together. Our track record since 1999 in achieving this has been phenomenal in supporting thousands of community projects to improve tens of thousands of local people's lives in partnership with philanthropists and funders.

Below are some examples of the ways in which giving with the Community Foundation can truly have impact and make a difference to communities against the 2016 giving priorities.

### STRONG COMMUNITIES

Supporting communities to come together and connect in new ways via residents associations, community groups, charities, community businesses or social enterprises can have welcomed positive results. Social isolation or all age ranges is a priority issue in this area and

local organisations and projects supported by grants, donations and social enterprise awards can have an impact. We work with organisations and charitable foundations such as Comic Relief, B&M Bargains and the Hill Dickinson Foundation in this area to achieve results.

### EDUCATION

Providing grants and donations to community centres and local charitable projects that work with young people who are not in education, education or training (NEET) for running costs, pilot projects or specific activities are proven ways to support

young people to improve their life chances. The Community Foundation especially works with the Liverpool ONE Foundation, the Alfred Shaw Trust and the Police and Crime Commissioner in this area to improve local lives.

### HEALTH

This social issues area for communities is broad as well as deep, and we work with philanthropists and funders to improve the general wellbeing of a community or dive down to tackle a specific health issue with them. Charitable funds administered

by the Community Foundation on behalf of Jamie Carragher's 23 Foundation and the Ray Messer Foundation especially have worked in this area with positive results.



To explore working with the Community Foundation by giving via a personally named foundation, directed by you or your client, to achieve philanthropic aims, or by giving to our city region wide Community Investment Fund, then please contact [philanthropy@cflm.email](mailto:philanthropy@cflm.email)

## SPECIAL REPORT:



## THE LIVERPOOL ONE FOUNDATION

The Community Foundation for Merseyside has been the administrators of the Liverpool ONE Foundation since 2009 to support communities across Merseyside, including Halton, via the social sector (voluntary, community and faith sector).

Since the establishment of the Liverpool ONE Foundation in 2009 the fund has supported:

- 321 groups.
- Approximately 68,000 beneficiaries.
- Awarding £1,544,31

The Liverpool One Foundation holds a £1.9million endowment with the Community Foundation, making it the biggest corporate Foundation in the North West region dedicated to Merseyside.

### The Review So Far

As a proactive foundation with a culture of learning and innovation, the Liverpool ONE Foundation regularly reviews its approach with the Community Foundation to ensure that it is making the greatest contribution it can to communities at any time.

Our most recent review this year has guided the Liverpool ONE Foundation to prioritise children and young people's mental health in Merseyside for at least the next three years, if not longer. This priority was identified through last year's Vital Signs research, the results of a community leader consultation and the views of the investors in the Liverpool ONE Foundation.

The Community Foundation is leading a six month consultation and planning process to create a children and young people's mental health funding approach from January 2017, and at this time we have a view of undertaking preventative approaches and have the wish to tackle issues at their root causes. The coming months will provide the opportunity for community leaders and experts working in the field of children and young people's mental health to inform our funding approach by sharing their experiences, views, research and any other relevant evidence to ensure that the Liverpool ONE Foundation makes the greatest contribution it can to improving the well-being of local children and young people.

## CASE STUDY: SQUASH NUTRITION



Squash Nutrition is a health education organisation that has been delivering successful projects with disadvantaged communities across Merseyside and specifically Toxteth, since 2007. They provide essential cooking and food growing training and activities catering for over 2,000 people on an annual basis who are experiencing poverty.

They work with and for the wider community using food as a tool for and as a means of social inclusion, employability, wellbeing and change. Annually they work with over 2000 people in food related practical up-skilling and sustainable living and train over 150 health and education professionals each year in creative nutrition practice. Demand for their services increases year on year and they are passionate about reducing poverty and increasing good food access for all.

As well as delivering their main activities and services they are currently developing Toxteth Food Central which is a new, pioneering, community-led eco-hub which will house and share dynamic, progressive and integrated public services in food, nutrition and environmental practice.

The Liverpool ONE Foundation awarded a grant of £46,700 over 3 years to contribute towards the employment of a full-time Toxteth Food Central Director post who is responsible for the leadership, and management of the Toxteth Food Central increasing training and social business opportunities for local people.



# ANNUAL REPORT 2015/16



In administering 50 funds and foundations across Merseyside and Lancashire in 2015/16 we distributed around £1.83 million to communities via 647 grant recipients, an increase of around £200,000 in grants compared to 2014/15. Our joint endowment fund stood at £12 million by March 2016, having begun endowment building in 2007 with around £130,000. This joint investment is a significant contributor to our sustainability as well as to ensure community philanthropy in the region for current and future generations.

In 2015/16 we distributed £905,206 to Merseyside's communities via 303 funding awards to social enterprises, charities, community groups and individuals in need, building on our track record since 1999. Our average award size was £2,987 which was a 3% decrease on 2014/15's average grant size of £3,078, demonstrating consistency in our small grants focus as a community foundation. The 54% success rate for applications in 2015/16 demonstrates primarily a continued demand for community funding in the city region, and we hope new supporters will come on board to work with us to meet this demand.

In 2015/16 we congratulated and acknowledged the phenomenal philanthropic work undertaken by Jamie Carragher and his 23 Foundation in him winning a national Beacon Award. Our role as a community foundation is to not only to support communities, but also to encourage and celebrate community philanthropy, and our work with Jamie was evidence of this.

As we move into 2016/17 our aims include growing our endowment fund by at least £400,000 a year and ambitiously £2 million a year, improving our use of our digital and database tools and diversifying our community funding options to meet social sector needs. However, our primary aim is to be informed by our community knowledge, and therefore Vital Signs is increasing in its relevance and use to benefit local communities. We hope you find our Vital Signs work of help to you in growing stronger communities together with us. Thank you for your support.

**Arthur Roberts,**  
Chairman

## SIGNIFICANT MERSEYSIDE EVENTS IN 2015/16

- Jamie Carragher won a national Beacon Award for his philanthropy with CFLM via his 23 Foundation that we administer to improve the lives of local young people. A prestigious awards event took place in London in April 2015, and Jamie was presented with his award by the UK Community Foundations Chairman David Sheepshanks and John Hudson of the Professional Footballers Association. CFLM held a celebration event at Liverpool Football Club later in the month where our Merseyside President Dame Lorna Muirhead, the Lord Lieutenant of Merseyside, publicly acknowledged his achievements with the local media in attendance.
- We completed the UK administration of a five year Santander SEDA Scheme to grow social enterprises in the UK with a £1.4 million programme each year, working in collaboration with other community foundations. We have been pleased to be part of the development of the SEDA Scheme from pilot phase in 2010/11 to the completion of a five year programme as the UK co-ordinator, supporting hundreds of social enterprises in that time to contribute to their local communities, especially improving local training and employment opportunities.
- We began new partnerships in 2015/16 with a number of new fund holders and donors to further our work in growing stronger communities together with partners, including the new B&M Communities Together Fund for the North West.
- Our work since 2008 to unlock dormant and inactive trusts for the benefit of communities saw the creation of the Halton Foundation in 2015/16. It was launched in February 2016 with the support of Halton Council, St Helens and Halton CVS and Halton Chamber of Commerce with the pledge of £500,000 of combined dormant charitable funds. The work of the Halton Foundation will begin in partnership in 2016/17.

## OUR IMPACT

Total Funding in Merseyside

**£905,206**

Average Award

**£3,017**

Number of Awards

**303**

In 2015/16 the Community Foundations funded

**54% of applications received**

## GRANTS DISTRIBUTED BY DISTRICT

Halton

**£16,998.00**

Knowsley

**£211,921.60**

Liverpool

**£325,397.00**

Sefton

**£116,045.00**

St Helens

**£80,140.00**

Wirral

**£154,705.00**

# METHODOLOGY

All data provided in this report has been sourced via the data analytics website [www.gt-placeanalytics.com](http://www.gt-placeanalytics.com) or through freely available local and national government sources.

For the purposes of this report, any references to the 'Liverpool City Region' or 'Merseyside' include the six boroughs of Halton, Knowsley, Liverpool, Sefton, St Helens, and Wirral.

All information is considered accurate as of June 2016. The information included here should be considered a snapshot and only analyses a limited amount of the available data. If you have any queries or believe any information provided in this report to be incorrect, please contact [vitalsigns@cflm.email](mailto:vitalsigns@cflm.email) and we will do our best to undertake corrections.

Any quotes or opinions from individuals have been obtained via an open community consultation conducted by the Community Foundation. The identity of any individual(s) quoted within this report has been obscured to protect their privacy.

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