

Cambridgeshire's

VitalSigns

...starting conversations

“City centre at night does not feel safe”

“Our local heritage needs protection”

“More early focus on basic reading and writing”

“Priority is to build more social housing including shared equity”

“Community spirit is generally good”

“Reducing impacts of climate change should get more attention”

“Mental Health support is so underfunded”

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Our Process

We are new to the Vital Signs® initiative and our first report is a pilot from which we will learn and develop our approach. We have sought to combine a range of statistical data with some feedback from community consultation to give a digestible, well rounded picture of what life is like in Cambridgeshire.

Goals for this report

- Highlight overall performance of Cambridgeshire compared to other counties
- Uncover where there is contrast within the county between for example, rural and urban areas
- Start or develop conversations with those that can support community philanthropy

Residents Comments

Over 250 residents gave us their views and graded 12 issues from their own perspective.

Data Analysis

An analysis of locally relevant and timely data was commissioned to build a picture of life in Cambridgeshire.

Message from the Chairman

In 2014, Cambridgeshire Community Foundation will celebrate 10 years of helping people and local organisations to give back to their communities. With our guidance and support, donations from local families, companies, other charitable trusts and public organisations have funded grants of £6.25 million to meet a variety of community needs. We have also been able to plan for the future and have built an endowment of over £2.5m.



To continue to develop and strengthen our ability to have strong and meaningful discussions with communities, donors, and other stakeholders, my Board of Trustees agreed to participate in Vital Signs®. This program was initiated by the Community Foundations of Canada and is being piloted in 2013 by a number of UK Community Foundations.

Vital Signs® is a process to consider the health of a community, identifying issues and, over time, trends. It provides residents with an opportunity to comment on a range of areas critical to the quality of life in local communities. It is this local focus that gives Vital Signs® its power to create change.

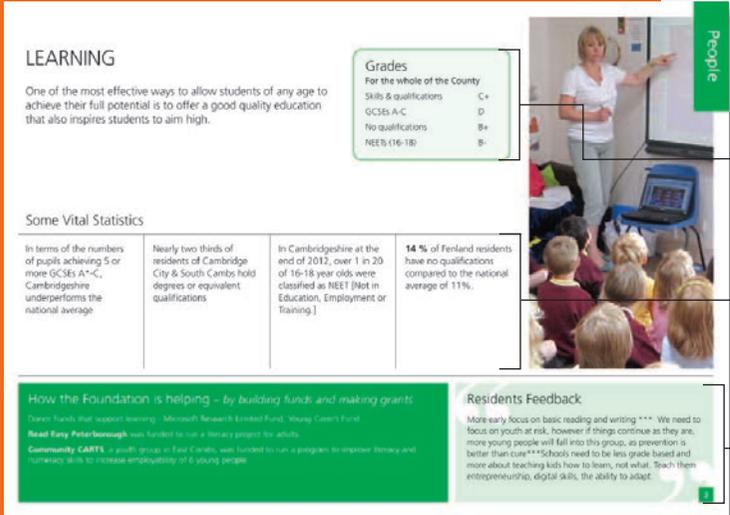
Cambridgeshire Community Foundation is pleased to present its first Vital Signs® report. I hope you will read the report and consider the issues raised and the feedback we have gathered. I hope you will also consider how you might help us, with the support of others, to improve the quality of life for all, but especially those that face disadvantage, in Cambridgeshire.

Most of all, I hope Vital Signs® will help to start conversations

Peter Gutteridge, *Chairman of the Board of Trustees for Cambridgeshire Community Foundation*

October 2013

How to read this report



Category

The 12 Issue Areas fall broadly within three categories of community:

People, Place, and Economy

The report is organised with these categories in mind. Some issues are grouped together eg Work and The Local Economy, Safe and Strong Communities.

Grades

The grades are based on the latest data available for each key indicator and refer to how Cambridgeshire is doing relative to the rest of the UK. Based on quintiles, Grade A means Cambridgeshire is in the top 20 % of the data set, Grade E in the bottom 20% of the data set. To add more granularity, each grade has then been subdivided into three. For example an A+ grade indicates that the county was in the top 6.67% of the sample, an A grade indicates that it scored in the top 13.33 to 6.67 % and an A- means that it scored in the top 20 to 13.33 %

Vital Statistics

The statistics were analysed by a senior lecturer at Anglia Ruskin University. Reliable sources were used with an emphasis on the most current and geographically specific data possible.

Key Indicators

An explanation of the indicators referenced in this report are given on the Community Foundation website - www.cambscf.org.uk

How the Foundation is helping – by building funds and making grants

Some of the Funds that offer support under the different 12 issue areas are listed along with examples of grants awarded. A full list of the growing number of Funds held by the Foundation, and many more examples of grants awarded, are given on our website.

The difference the grants make and the positive impact on people's lives and society is evaluated on an on-going basis and will be reported on over the coming months in a separate impact report .

Residents Feedback

Views and comments were received from residents through an online survey. An analysis of the grades awarded by the 250 respondents is available on our website.

This section provides a sample of the feedback respondents offered.

LEARNING

One of the most effective ways to allow students of any age to achieve their full potential is to offer a good quality education that also inspires students to aim high.

Grades

For the whole of the County

Skills & qualifications	C+
GCSEs A-C	D
No qualifications	B+
NEETs (16-18)	B-



Some Vital Statistics

<p>In terms of the numbers of pupils achieving 5 or more GCSEs A*-C, Cambridgeshire underperforms the national average.</p>	<p>Nearly two thirds of residents of Cambridge City & South Cambs hold degrees or equivalent qualifications.</p>	<p>In Cambridgeshire at the end of 2012, over 1 in 20 of 16-18 year olds were classified as NEET [Not in Education, Employment or Training.]</p>	<p>14 % of Fenland residents have no qualifications compared to the national average of 11%.</p>
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How the Foundation is helping – *by building funds and making grants*

Donor Funds that support learning - Microsoft Research Limited Fund, Young Carer's Fund

Read Easy Peterborough was funded to run a literacy project for adults.

Community CARTS, a youth group in East Cambs, was funded to run a program to improve literacy and numeracy skills to increase employability of 6 young people.

Residents Feedback

More early focus on basic reading and writing • We need to focus on youth at risk, however if things continue as they are, more young people will fall into this group, as prevention is better than cure • Schools need to be less grade based and more about teaching kids how to learn, not what. Teach them entrepreneurship, digital skills, the ability to adapt.



HEALTH AND WELLBEING

Health and wellbeing is a multi-dimensional issue, requiring balance in all aspects of life. Health inequalities are correlated with financial inequalities.

Grades

For the whole of the County

Health score	B+
Average life expectancy	B+
Est smoking	C+
Obesity	A

Some Vital Statistics

The population of Cambridgeshire of 807,83 (per the 2011 census) is growing and slightly ageing.

Peterborough City (24.92%) has a higher than the national average (24.2%) of people who are classed as obese.

South Cambs (14.1%) has the lowest percentage of smokers in the County.

The average resident in Cambridgeshire should live to 81.46 years.

How the Foundation is helping – *by building funds and making grants*

Donor Funds that support health and wellbeing – John Stewart Memorial Fund, Cheffins Community Fund, Bright Futures Fund.

Waterbeach, Milton and Fulbourn Parish Councils were funded to provide outdoor exercise equipment in their villages.

Cambridge Pringle Group, a charity helping the sufferers of schizophrenia, was funded to buy an exercise bike and cycles to encourage members to be more active.

Residents Feedback

Mental Health Support is so underfunded • Need for a Parish Nurse to work alongside other health professionals within the community • Health education in young people • More Farmers markets promoted by the Local Authority as this reduces 'food miles' and provides good, fresh food for residents • Better access to GPs at weekends and in the evening.

ARTS, CULTURE AND HERITAGE

The provision of cultural amenities improves the knowledge and aspirations of local people and can act as a powerful tool in helping to transform communities and improve people’s quality of life.

Grades

For the whole of the County

Local amenities score	D
Cultural amenities score	D+

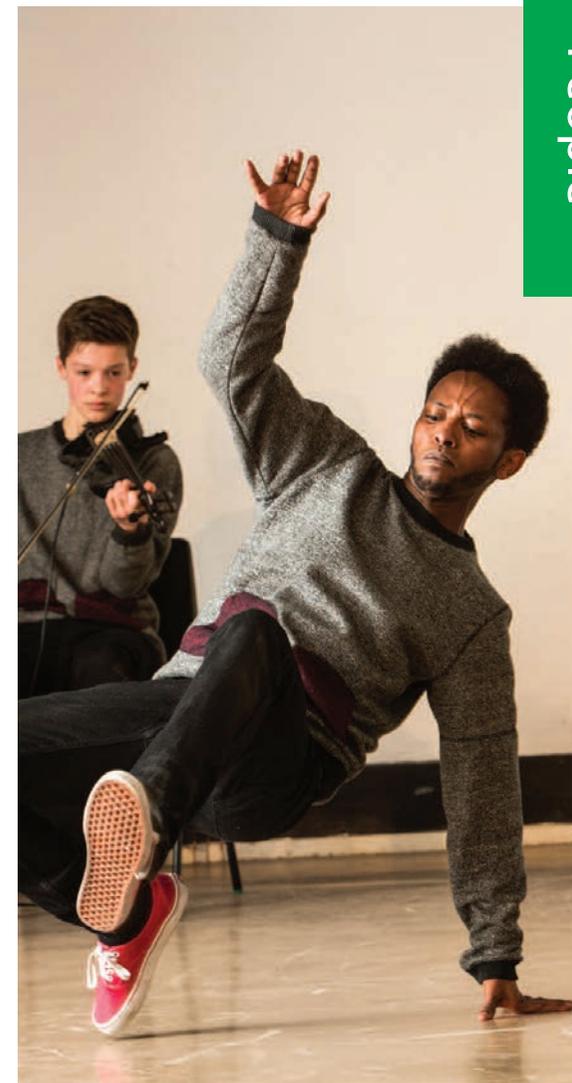
Some Vital Statistics

The more rural the area, the lower the district’s local amenities score.

In Cambridge and South Cambs, more people than the national average are employed in the creative industries.

Cambridge City scored just over 45 times the national base mark of 100 for local amenities and the draw of the City is shown by the fact that in 2012 it was the eighth most popular UK tourist destination.

South Cambs and Fenland score considerably below the national average for local amenities.



How the Foundation is helping – *by building funds and making grants*

Donor Funds that support Arts, Culture and Heritage – High Sheriff’s Awards, AmeyCespa Community Fund, October Fund.

Dance Offensive was funded to train and develop young people to perform through an exploration of dance and theatre.

Women4integration were awarded a grant to organise a community cultural event.

Residents Feedback

You can go to any part of East Cambs and find something on that will entertain couples, young families, the older generation, students and so on • Limited opportunity. and too expensive • Our local heritage needs protection • More facilities and easy access for disadvantaged people is needed.



SAFE and STRONG COMMUNITIES

A sense of belonging is a key component that helps develop a good positive community spirit. Feeling safe is a fundamental human need. Safe communities have crime under control.

Grades

For the whole of the County

Turnout for local elections	C
Racial incidents (per 000 population)	B+
Give unpaid help	A
Quality of life score	B
Total offences per 000	C
Violent crimes	B-
Crime score	C

Some Vital Statistics

Cambridgeshire comes in 7th best, out of 46 districts, in a measure of the proportion of residents who give unpaid help.

15.4% of residents of Cambridgeshire were born outside of the UK, with the national average of 13%.

Crime figures in 2011/12 show 1 in 10 crimes in Cambridge City occurred in Market Ward and more crimes occurred in Market Ward than in the whole of East Cambridgeshire.

In the short term, crime has fallen in every District by more than the national average.

How the Foundation is helping – *by building funds and making grants*

Donor Funds that support safe and strong communities - The Cambridgeshire and Peterborough Fire Authority Community Fund, Cross Keys FUNds 4 Communities.

Cambridgeshire Community Foundation hosts two **community organisers** who help people take action on the local issues that matter to them.

The Cambridgeshire Police Shrievalty Trust were funded to extend their Bobby Scheme by intervening more proactively and preventing crimes reoccurring.

Residents Feedback

There are pockets of community involvements in some areas, but no sense of community in others • The opportunity to participate in and contribute to community activity must be carried out at a local level rather than centrally • City centre at night does not feel safe, the amount of drunken people make it off putting and uncomfortable • More Police presence is required.

TRANSPORT

Transport has a range of impacts on people’s lives. From the health aspects, via pollution and the stress of travelling to work, to accidents and access to essential services, transport has an important role to play.

Grades	
For the whole of the County	
Travel to work by public transport	C-
Travel time	C+
Travel to work by foot/cycle	A-



Some Vital Statistics

The traffic density on the rural trunk A roads in Cambridgeshire is almost twice the national average.

The majority of residents in rural districts commute to their place of work.

In Cambridge, the number of people who travel to work by bike is one of the highest in England and Wales.

Despite the rural nature of the county, the average travel time to work of every district is less than the national average.

How the Foundation is helping – *by building funds and making grants*

Donor Funds but support transport – transport is not a priority for current funds although some recent grants have been made to projects where there is a transport element.

Melbourn Area Youth Development was awarded a grant to run 6 training courses to train young people in cycle maintenance and safe cycling.

Red2Green was supported to replace their minibus; essential for their rurally based clients with varying forms of physical and learning disabilities.

Residents Feedback

Enough bus routes and frequency of services • Some cycle routes are great but roads becoming busier + not so safe in the city now • Improved (community) bus services for ever-increasing number of elderly/infirm folk in the community • In such a rural area getting around can be difficult if you don't have a car or are disabled.

ENVIRONMENT

The quality of the natural environment is of growing interest and regulation as the impact of human activity becomes more widely understood.

Grades

For the whole of the County

Natural environment score	B
Carbon footprint total	E
CO2 emissions	D-

Some Vital Statistics

South Cambs and Fenland score well for quality of life.

Latest figures put Cambridgeshire at the top of the table in terms of the proportion of household waste that is recycled.

Fenland has the largest CO2 emissions per capita in the region.



How the Foundation is helping – *by building funds and making grants*

Donor Funds that support the environment – AmeyCespa Community Fund, ARM Cambridge Fund, Savills Environmental Award.

Old Weston Village Hall in Huntingdonshire was awarded a grant to install double-glazed windows and a sustainable heating system to reduce its carbon footprint.

Parson Drove Straight Pride Group received funding to enhance and restore the village pond to improve its biodiversity and to make it safer for the public viewing of wildlife.

Residents Feedback

Reducing impacts of climate change should get more attention

- Litter along the borders of the A14 needs to be dealt with
- While recycling is good, the problems of fly tipping and the general spoiling of our road side verges by rubbish is bad.

RURAL

With cuts in the public sector beginning to bite and further ones being implemented many rural communities will struggle to take on the responsibility of providing key services and support for many vulnerable groups.

Grades

For the whole of the County

Access to services (time)	D-
Tranquillity score	B

Some Vital Statistics

<p>Around 50 per cent of Cambridgeshire’s population live in rural areas, this compares with around 31 per cent in the East of England and 19 per cent for England as a whole.</p>	<p>There is a big divide in download speeds between urban and rural areas.</p>	<p>Cambridgeshire scores high in terms of tranquillity.</p>
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How the Foundation is helping – *by building funds and making grants*

Donor Funds that support rural issues – rural issues are not a priority for current funds although several funds support rural projects including Wadlow Wind Farm Community Fund, G’s Community Fund

Cam Sight was awarded a grant to fund the Rural Support Scheme which provides support and services for blind and partially sighted people living in the rural areas of Cambridgeshire.

Connections Bus Project was supported to offer open access youth facilities in village locations on converted double-decker buses.

Residents Feedback

High speed broadband • The closest Jobcentre is in Wisbech and there is ONE bus per day! • More public transport. More housing development. Quicker broadband speeds • Quality of life is good, mostly quiet and with good access to walks, playing fields etc • We lack local employment • Community spirit is generally good.

WORK and LOCAL ECONOMY

A vibrant local economy is needed to create a healthy local community.

Grades

For the whole of the County

Productivity score	A-
Share of national GVA	C-
GVA per job	A-
GDP per capita	A
Mean earnings (by workplace)	A-
Mean earnings (by residence)	A-
Unemployment rate	B
Youth unemployment	A-
Employment rate	B+
Mean earnings	A

Some Vital Statistics

For key economic performance measures Cambridgeshire is in the top 20% in the country.

Unemployment in Fenland in March 2013 was more than double the national average at 15.6 %.

The survival rate of new businesses for longer than 24 months in Cambridgeshire, makes the County eighth best performer out of 54.

The employment rate in Cambridgeshire is above the national average.

How the Foundation is helping – *by building funds and making grants*

Donor Funds that support work and the local economy – Fredericks Cambridgeshire, LEP Prize Challenge.

Wintercomfort's café was funded to offer their homeless service users vocational skills and work experience within the hospitality industry.

Mr and Mrs X, who have both suffered health issues, were awarded a loan to start a small business providing extra care to the elderly and immobile.

Residents Feedback

Empty shops are a big concern • Local businesses and shops need support through affordable rents and rates • We are doing well especially in the Science & technology fields and Bio-medical • There needs to be a greater diversity in our High Streets as too many are occupied with endless charity shops, nail bars and/or card shops.

HOUSING and HOMELESSNESS

Safe, affordable housing is critical to our quality of life. Where we live - and the conditions we live under - have a great deal to do with our capacity to make meaningful contributions to society. Those without homes are amongst the most vulnerable in society.

Grades

For the whole of the County

Affordability score	C
Owner occupied	D

Some Vital Statistics

<p>Figures for Cambridgeshire show increasing levels of people renting a place to live.</p>	<p>In Cambridge City just under half of the housing stock are in the rented sector.</p>	<p>For the period January-March 2013 the average house cost in Cambridgeshire (exc. Peterborough) was £250,319.</p>	<p>The average price in Cambridge City is more than double that in Fenland.</p>
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How the Foundation is helping – *by building funds and making grants*

Donor Funds that support Housing and Homelessness – Axiom Homeless Action Fund, Mills & Reeve Cambridge Fund.

Short term emergency support has been given to many people who were homeless or who threatened with homelessness.

Residents Feedback

- Housing is becoming increasingly unaffordable in the city
- Priority is to build more social housing including shared equity
- Homelessness is a small but persistent problem
- Large scale development needs to be balanced against heritage in our city
- House prices attractive to people from other areas.



FAIRNESS

Wealth inequality across the globe is falling. However, in the West wealth inequality is rising to uncomfortable levels. In the UK, the top 1 per cent possesses around 20 per cent of the wealth and the top 10 per cent hold around half of it.

Grades

For the whole of the County

IMD average	A-
IMD Income	A-
IMD Inequality	A+
Child Poverty	B-

Some Vital Statistics

IMD (Indices Of Multiple Deprivation) for Cambridgeshire of 15.4 compares well to the average for England of 21.5.

There are 26,915 children aged 0 – 19 living in income deprived households in Cambridgeshire.

The Joint Strategic Needs Assessment for Cambridgeshire (2012) estimated 35,000 households in Cambridgeshire are in fuel poverty.

How the Foundation is helping – *by building funds and making grants*

Donor Funds that support fairness – Surviving Winter, Cambridgeshire Children’s Fund.

The Foundation supports local food banks, helps parents who struggle to provide their children with the most basic, everyday needs and makes payments to help vulnerable older people stay warm in the winter.

Residents Feedback

Increasing food bank usage argues there is growing poverty

- I think it is tricky because everyone’s first impression of Cambridge is real affluence and full of middle class, but there are areas of the city that are not considered and this inequality and lack of integration can be a problem
- We need to improve skill levels to tackle poverty and unemployment

Cambridgeshire Community Foundation is a registered charity (1103314) and is accredited to standards endorsed by the Charity Commission.

We are the hub for community philanthropy in Cambridgeshire and Peterborough – inspiring and supporting effective giving that strengthens communities and enriches local life.

These are the top 5 reasons why donors choose to work with us:

1. We are a local organisation with deep roots in the community, and part of a national movement whose support we build and share.
2. We bring donors to the table as community builders, working closely with them to align their philanthropic vision with the community's needs.
3. We identify long-term needs and opportunities and invest in solutions that let our communities guide their own future.
4. We provide highly personal and flexible service, accepting a wide variety of assets and offering donors maximum tax advantage.
5. We build endowed funds and those that can respond to immediate needs, helping our communities ensure vital futures.

More information about our work, our trustees, our donors and the groups they enable us to support can be found on our website www.cambscf.org.uk

Vital Signs® is a community philanthropy guide from your local community foundations, measuring the vitality of our communities and identifies significant trends in a range of areas critical to quality of life. Vital Signs® is supported by UK Community Foundations.



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