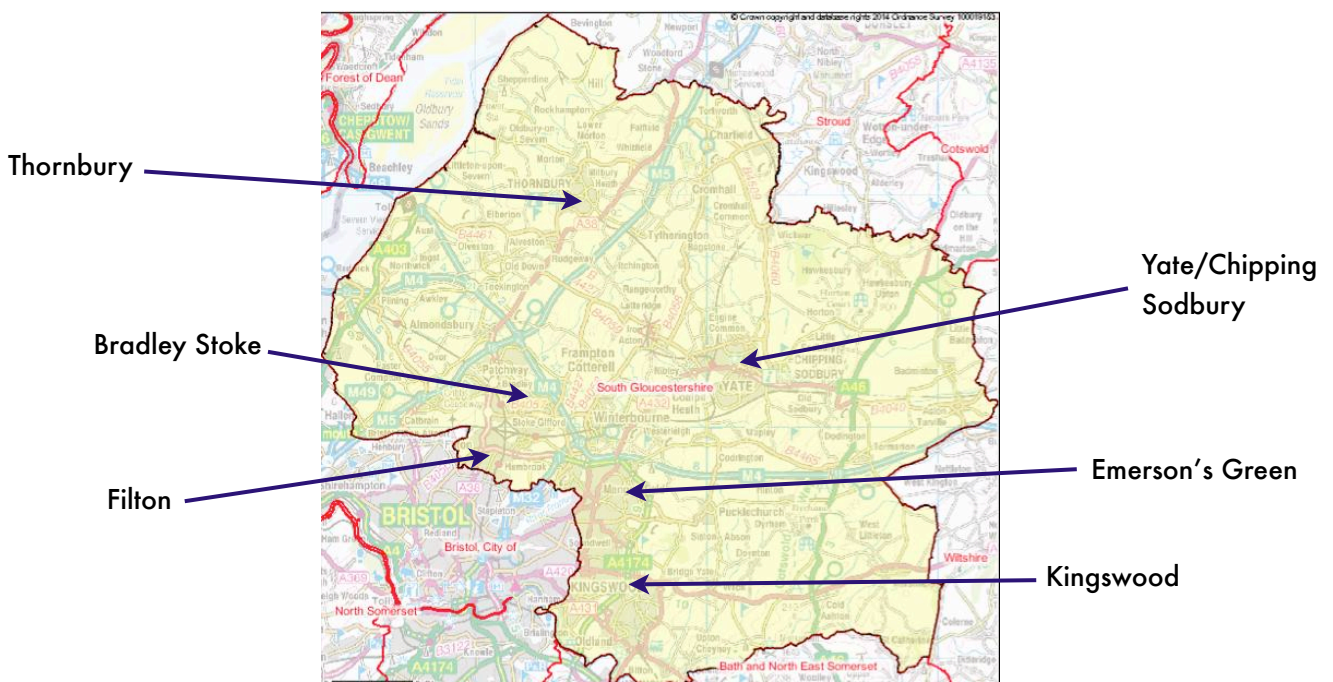


SOUTH GLOUCESTERSHIRE: AREA PROFILE

South Gloucestershire has one of the fastest growing populations in the South West, and the area is the second largest of the four unitary authorities of the West of England sub-region. The area of Kingswood, which borders Bristol, was a mining area and suffered through the decline of traditional industry. South Gloucestershire unitary authority area was formed in 1996 following the merger of Northavon District, a mainly rural area, and Kingswood Borough, a mainly urban area east of Bristol. Much of the recent and projected growth is a result of the building of large new housing estates and the arrival into the area of large employers such as the MOD and Friends Life Insurance (formerly AXA). The voluntary sector has developed in recent years and CVS South Gloucestershire is now well established and supported by the Local Authority, and works in partnership with other statutory agencies and community anchor organisations to support groups across the area. South Gloucestershire is part of the West of England Local Enterprise Partnership (LEP) area.

Headlines:

- South Gloucestershire is one of the fastest growing areas in the south-west, with major housing and employment developments planned
- South Gloucestershire is not a deprived area, but there are some pockets of persistent relative deprivation
- Inequalities are mainly in health & well-being, educational attainment, and employability
- The urban areas with proximity to Bristol are relatively more deprived than the rural areas and country towns, and five out of the six Priority Neighbourhoods are within the Bristol conurbation
- South Gloucestershire has the largest surface area of the West of England Unitary Authorities which is significantly rural
- However two thirds of South Gloucestershire's population live in the Bristol conurbation
- Local administration is based in Yate - one of the county towns
- With the significant overlap with the conurbation of Bristol, many of Quartet Community Foundation's donors based in South Gloucestershire give at the West of England or greater Bristol level



Population: Demographics

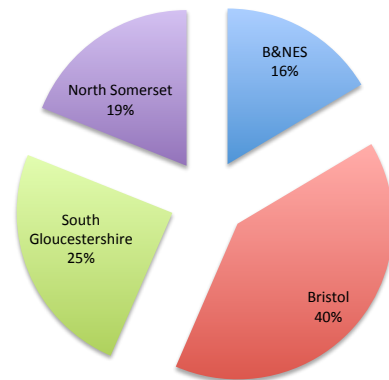
South Gloucestershire is the second largest of the West of England Unitary Authorities (former Avon Area) with a quarter of the overall population – the Census counted 262,767 people in 2011. It makes up roughly one third of the population of the Greater Bristol conurbation. South Gloucestershire is the largest geographic area of the four unitary authorities but population density varies widely between the rural and built up parts of the district. Density is as low as 1 person per hectare in Westerleigh and Boyd Valley Wards and as high as over 50 people per hectare in older urban areas such as Kingswood and Yate. New urban areas such as Bradley Stoke and Emerson’s Green have been built to lower densities.

Estimates for population growth in South Gloucestershire are very difficult to establish because of the plans for new housing developments north and east of Bristol. Large developments are planned in and around Filton and Patchway and around Emerson’s Green, itself a recent urban extension. The combination of the removal of central Government direction to housing strategy and the recent recession mean that is hard to determine when the planned housing developments will take place. The council’s Core Strategy allows for 26,400 new houses to 2026 and beyond.

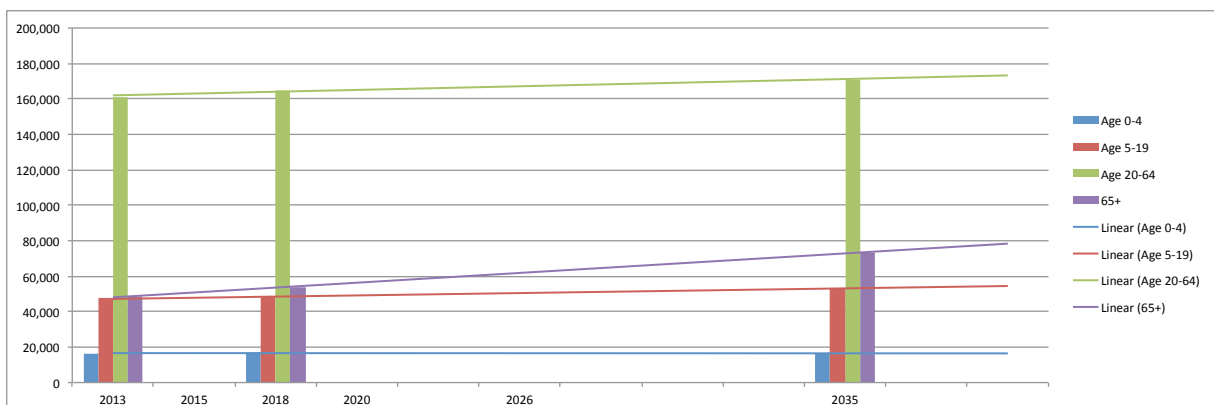
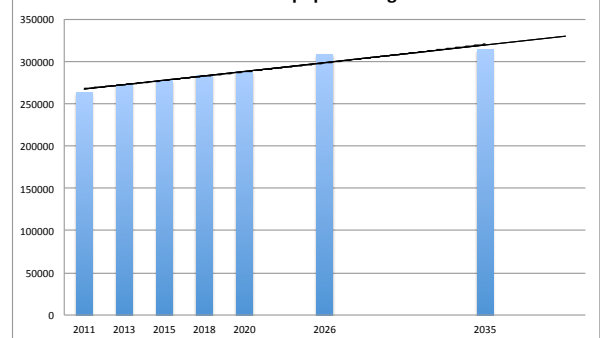
Without the projected housing developments, South Gloucestershire’s population would be due to increase steadily by about 15% by 2035. As with the rest of the UK the proportion of older people (over 65) is due to increase faster than other age groups and will rise to 23% of the

population by 2035, and over 85s will make up an increasing proportion of this figure. This is a smaller rise in the proportion of over 65s than either North Somerset or B&NES, due to the consistent levels of residents of working age (20-64). On average the proportion of children and young people is also projected to remain at a consistent level of about 23%. There are however wide variations in the locations of older and younger people – older people are increasingly concentrated in the rural and older urban areas, and children in the newer housing developments.

Population of the West of England



South Gloucestershire - population growth 2011-35



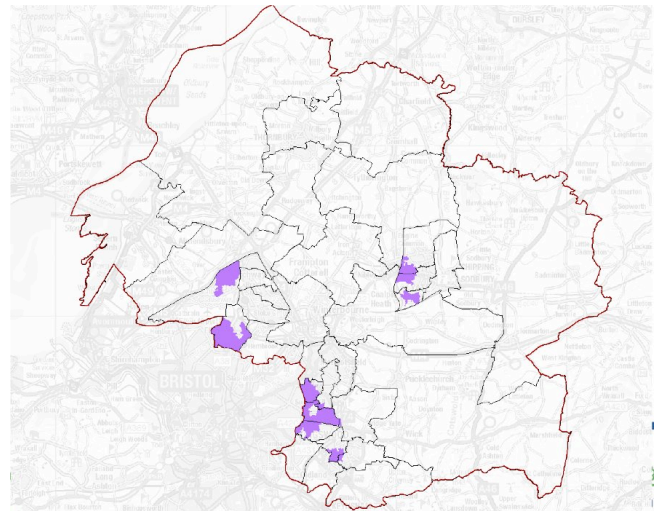
Population Characteristics

South Gloucestershire is a more ethnically diverse area than its more rural neighbours - North Somerset and B&NES. The majority of people from Black & Minority Ethnic (BME) backgrounds live in the urban parts of the district. Overall the BME proportion of the population has grown to nearly 6% in the last ten years, and is as much as 8% (comparable with Bristol) in Bradley Stoke - some 21,600 people. The most common countries of origin are India and Poland according to GP registration records. 1 in 11 children are from a BME or mixed heritage background.

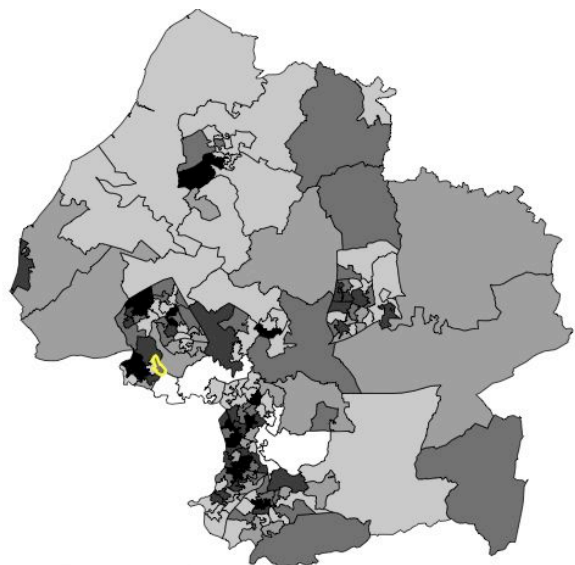
South Gloucestershire has the highest population of gypsies and travellers, and the highest numbers of traveller pitches in the West of England. South Gloucestershire Council hosts the Ethnic Minority and Traveller Achievement Service on behalf of neighbouring authorities, and reaching out to these communities is a priority in South Gloucestershire.

The Index of Multiple Deprivation (IMD) is based on the rank of each area against each other and is therefore relative. It is however possible to see how areas improve or decline relatively over time (2004-2007-2010). Like B&NES, South Gloucestershire is not a deprived area: only 10% local authorities are less deprived. However a higher proportion of families live by "moderate means" than nationally, and they are more likely to have been affected by the recent economic downturn.

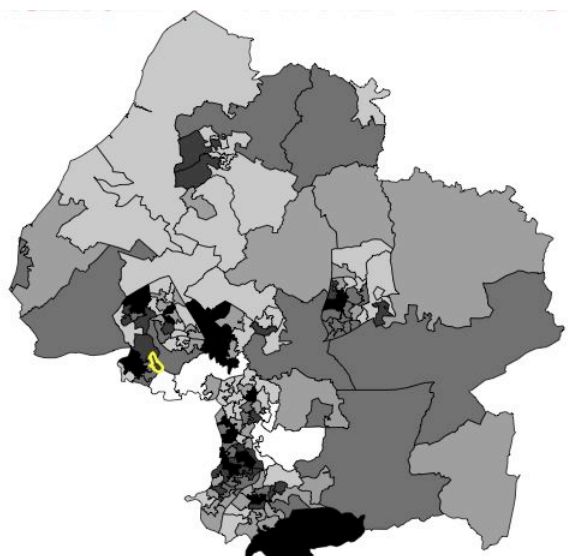
Income deprivation is a key component of poverty and deprivation as defined in local and national policy, and is widespread in South Gloucestershire both for children and for older people. Both groups follow the same geographic patterns, and they are broadly similar throughout the time period of the IMD (2004-2010). It is worth noting that 1 in 9 children in South Gloucestershire live in poverty, and two thirds of them live in areas outside the designated Priority Neighbourhoods.



South Gloucestershire's Priority Neighbourhoods



IMD 2010: As it affects older people



IMD 2010: As it affects children

Economic Development & Public Policy

South Gloucestershire Council and its public sector partners have traditionally been poorly funded and low spending even in relation to similar areas, and this presents a challenge to aspirations for community and economic development. In some ways the area was better prepared for the current era of cuts than many as there were few government programmes to start with. The local authority had a long period of no overall control by one political party and a spirit of cooperation grew and continued after the Conservatives gained control in 2007 particularly within the South Gloucestershire Partnership.

A particular emphasis in strategic policy in South Gloucestershire is economic development and inward investment. The area north of Bristol has attracted significant investment from large companies and agencies such as the MOD Defense Procurement Executive and Hewlett Packard benefiting from the existing presence of aerospace and engineering companies such as Rolls Royce and BAe Systems. The north and east Bristol fringe area has become a distinct area of commercial, retail and industrial development. Notwithstanding this new development, there remain significant community issues resulting from the changes in employment patterns

South Gloucestershire Council and Partnership recognise that a few areas are significantly more deprived than average and define 6 areas as Priority Neighbourhoods for policy purposes. These areas were defined as areas where "higher numbers of people do not achieve their full potential, have poorer health outcomes, are employed in less well-paid jobs or are unemployed, and there are higher levels of crime". Although mostly small areas dispersed around the area, roughly 44,000 people live in these Priority Neighbourhoods, and the majority of them are located in the older urban areas bordering Bristol (with the exception of Yate/Dodington - an "expanded town" principally developed in the 1960s.)

Indicators of particular concern in the Priority Neighbourhoods:

- Higher rates of unemployment as signified by take up of Job Seekers Allowance - over twice the local average, and highest in Patchway and Kingswood
- Low wage levels and in-work poverty - Kingswood has a very high proportion of people paid less than the living wage
- Low educational attainment as measured by achievement of "good" GCSE results is highlighted in the Child Health Profile and is lowest in the east Bristol Priority Neighbourhoods - Cadbury Heath, Kingswood, and Staple Hill, but improving significantly in Patchway
- Higher rates of premature deaths - tending to be due to circulatory diseases and cancer.
- Obesity - in adults and older children, and issues around promoting active and healthy lifestyles

Anecdotally, community needs emerging are: anxiety and mental distress especially in children and young people; raising of young people's aspirations, and skill levels in people over 45 particularly those made unemployed by the recession.

The Care Forum's report on community capacity for the Joint Strategic Needs Assessment (JSNA) (2012) also notes a number of service gaps or issues that prevent access to services: availability of public and community transport; cuts to advice services at a time of increasing need; reducing mental health services; cuts to statutory provision of children's and youth services; capacity building support needed for BME community groups (especially in the Chinese community); loneliness and isolation amongst elderly people.

Voluntary Sector in South Gloucestershire

South Gloucestershire has a diverse and well-established voluntary, community and social enterprise sector. The National Survey of Charities & Social Enterprises 2010 counted 624 such organisations, a decline of 96 since the previous survey in 2008. This number is fewer per head of population than any of its West of England neighbours and perhaps reflects the extent to which Bristol and South Gloucestershire share the conurbation of greater Bristol. Many organisations which serve South Gloucestershire communities are based more centrally in Bristol. CVS South Gloucestershire conducts regular surveys of its members and the latest shows that 36% of groups have an annual income of less than £5,000; 37% have incomes between £5,000 and £50,000. 78% use volunteers in delivering their services/activities, and 60% have no employees and are therefore entirely reliant on volunteers. Over 60% of organisations do not get public sector funding. Membership fees and donations make up the majority of income for the majority of organisations (54%)

Coordinated mechanisms to support the local voluntary and community sector have developed over the last ten years. With no real centre to South Gloucestershire, there is now a well-established network of local infrastructure organisations across the area supporting volunteering, community development and capacity building, and there are well-established consultation and involvement mechanisms through multi-agency partnerships and voluntary sector networks hosted by CVS South Gloucestershire and The Care Forum. South Gloucestershire's voluntary and community sector is relatively well integrated into public policy making and service delivery with a significant number holding grants, service level agreements and contracts from the council and local health service.

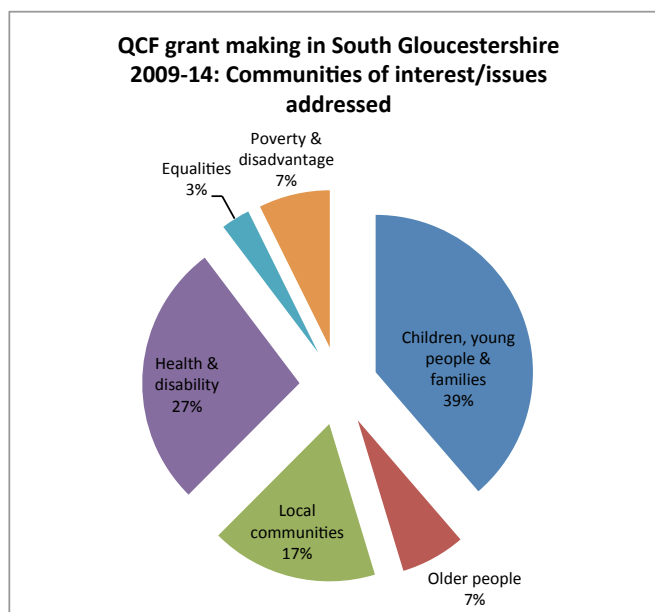
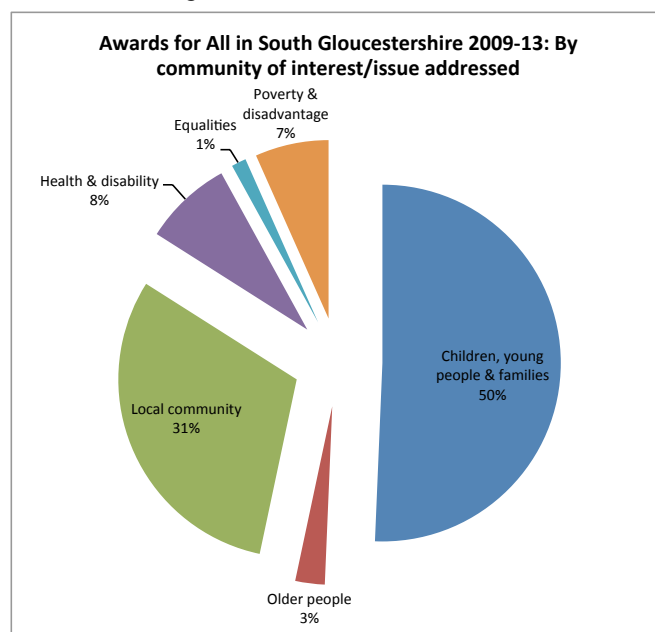
Between them, Awards for All and Quartet Community Foundation give a picture of the kinds of organisations serving communities in South Gloucestershire. The CVS South

Gloucestershire Annual Surveys highlight the most common services provided:

- Social & Leisure activities
- Health social care services
- Youth services
- Information, signposting & advice

South Gloucestershire Council provides a number of funding opportunities for local voluntary organisations itself:

- Health Inequalities Small Grants
- Community Grants - capital & revenue
- Community Environment Grants
- And a programme of three-year Service Level Agreements



Quartet Community Foundation in South Gloucestershire

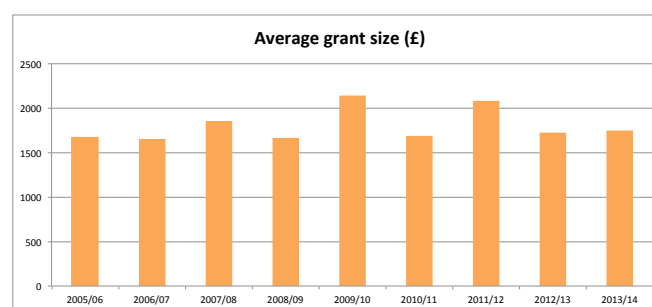
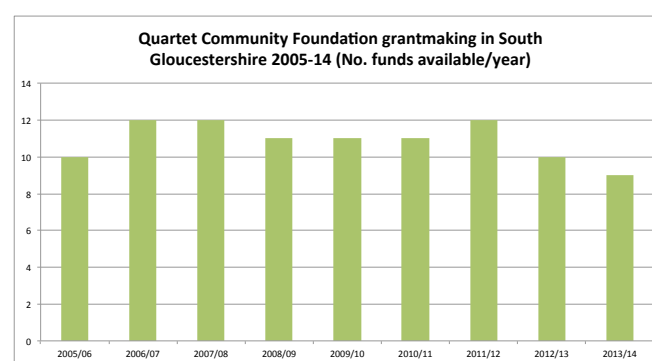
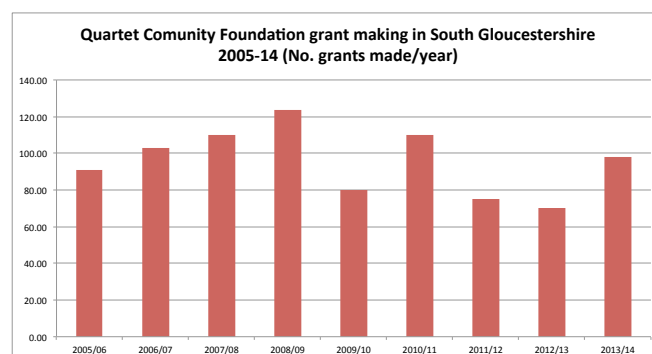
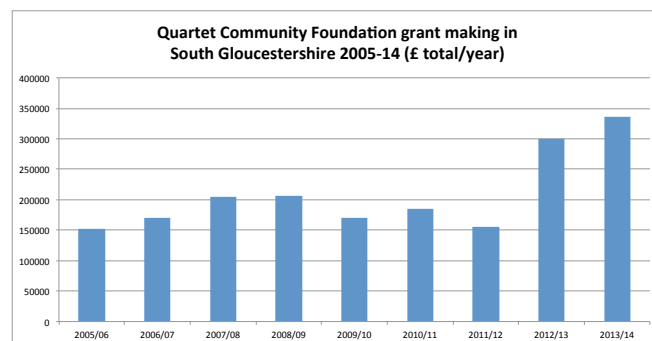
Given the proximity and contiguous urban areas of Greater Bristol, Quartet Community Foundation has worked in South Gloucestershire since the Foundation was started. It has made grants in areas such as Kingswood and Staple Hill which show high levels of deprivation. The history of Quartet Community Foundation grant making in Bradley Stoke shows the relationship between funding and community development. Starting with grants for toddler groups in the 1990s, organisations such as Southern Brooks Community Partnership are now managing projects for older people.

In the five years between 2009 and 2014 Quartet Community Foundation distributed over 400 grants amounting over £802,000 to voluntary and community sector organisations in South Gloucestershire. On average 25-30% of these went to projects working in the area's Priority Neighbourhoods. Children's and young people's projects dominate Quartet Community Foundation's grant making in South Gloucestershire, accounting for nearly 40%, and health and social care projects accounting for another quarter (approximately).

There are 11 fund-holders based in South Gloucestershire, a number of whom are amongst the largest funds we hold. The majority of these focus on issues rather than geography, and do so at a West of England level, so there are limited funds available specifically designated for South Gloucestershire communities. The funds held by these donors amount to nearly £600,000. The Mall Fountain Fund, generated from The Mall Cribbs Causeway Shopping Centre, distributes roughly 35% grants to South Gloucestershire groups. Otherwise South Gloucestershire accounts for only 11% Quartet Community Foundation's discretionary grant making. In 2012-13 Quartet Community Foundation was asked by South Gloucestershire Council to manage the distribution of grants under its Positive Activities for Young People

programme, the first such agreement made in the area.

Unlike North Somerset and B&NES, there is no dedicated Quartet Community Foundation Committee for South Gloucestershire nor any specific resource allocated to its development.



Quartet Community Foundation in South Gloucestershire

South Gloucestershire overall is not a deprived area and is growing rapidly in terms of housing development, migration and inward investment. However, as in all areas, there are parts of the community are disadvantaged or excluded for reasons of age, ethnicity or relative deprivation. South Gloucestershire has rarely had access to Government or independent regeneration programmes but has communities of need and areas that face significant barriers to accessing the opportunities available to the majority. There are some areas - particularly those in the older industrial parts of the district - that are persistently more deprived than the average.

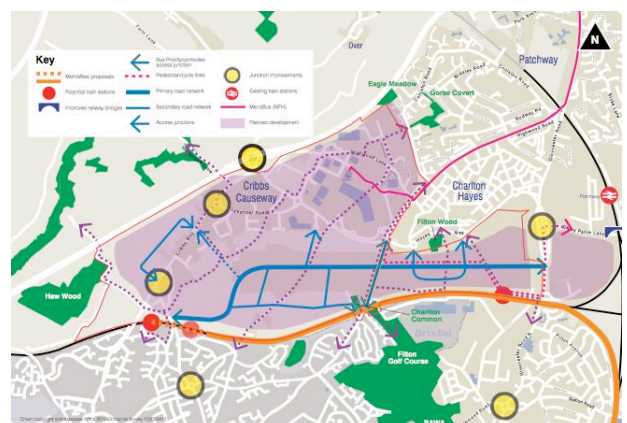
As the only area that features in the Index of Multiple Deprivation's (IMD) 20% most deprived category, Staple Hill is the area currently targeted by external regeneration programmes:

- Community First Matched Fund: A four year community-led programme until 2015. Priorities are health (older people, drug & alcohol issues, and domestic violence); local economy; and environment
- Our Place: Led by Locality, this new (March 2014) Government programme supports local communities to shape responses to local needs at a neighbourhood level. CVS South Gloucestershire led the bid which centres on finding new ways to tackle unemployment in the area.

Quartet Community Foundation aims to use the funds it has at its discretion in a proactive way. It is looking to focus resources to those communities and groups most in need and at disadvantage and where the funds available can make the most difference. It is difficult to disengage issues specific to South Gloucestershire that do not also apply to Bristol in that most communities living in the greater Bristol urban area consider themselves to be living in Bristol, and community needs do not stop conveniently at administrative boundaries. However there are some specific

issues that merit consideration in South Gloucestershire:

- Focussing on educational attainment at Key Stage 4 (GCSE) and further education - particularly in the area east of Bristol which appears to be falling behind
- Skills development to enable communities in the older urban areas to access employment opportunities in the new developments
- Tracking the impact of changes to services for children and young people particularly in hard pressed areas that are not in the 6 Priority Neighbourhoods. Youth services and Children's Centres have been affected
- Tackling obesity and promoting healthy and active lifestyles
- Voluntary sector development for equalities communities, most notably BME and disability groups, and building on Reaching Out: Linking In (a Big Lottery-funded programme that focused on enabling equalities groups to access mainstream support and development opportunities, 2009-11)
- Community development in the planned new communities, and addressing their integration into wider areas - particularly in the North Bristol/Filton/Patchway area



Quartet Community Foundation
July 2014

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