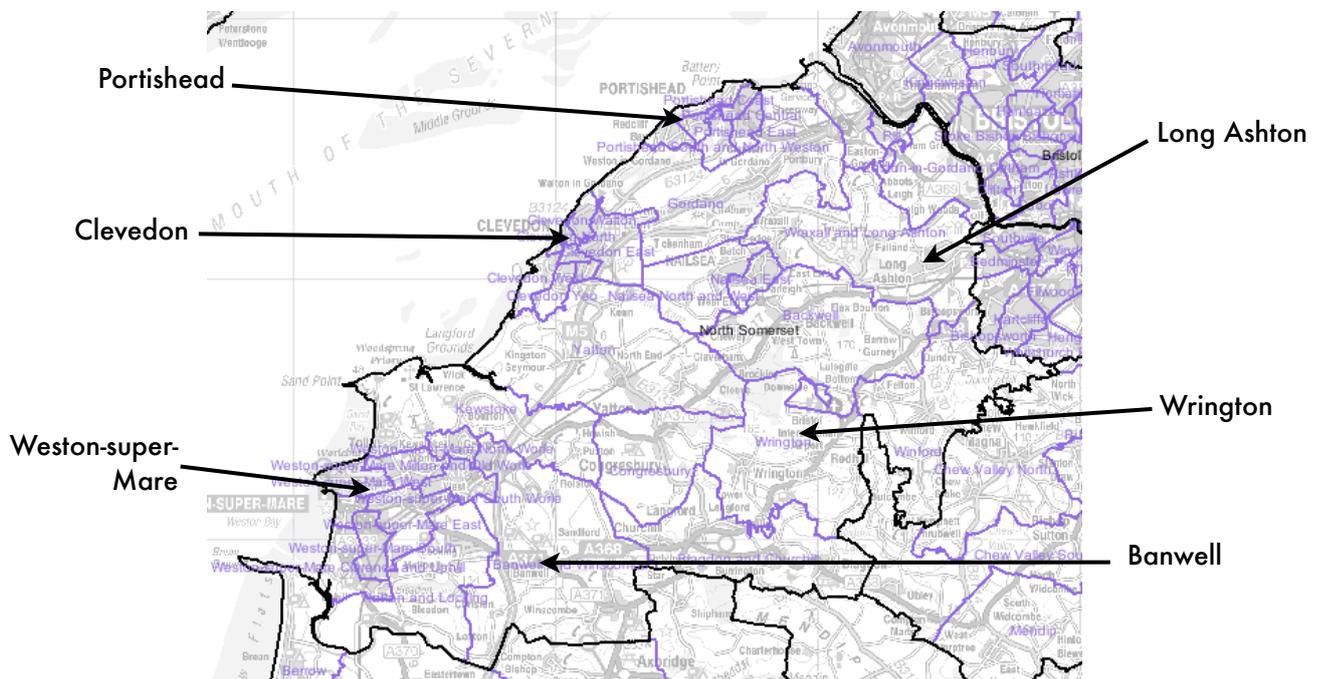


NORTH SOMERSET: AREA PROFILE

North Somerset is a largely rural area west of the city of Bristol. It is one of the fastest growing parts of the West of England with significant new housing developments outside Weston-super-Mare and Portishead, with more planned over the next twenty years. With a coastline along the River Severn estuary, North Somerset is a tourist destination and attracts people retiring to the area. Its population is projected to age quicker than the other West of England areas. Like its rural West of England neighbours North Somerset is not a deprived area overall but it has one of the most extreme gaps between the most and least deprived in the country. Economic and administrative activity is focused on Weston-super-Mare, the county town, and the majority of voluntary and community sector organisations are also located there. Between 2003-2013 Quartet Community Foundation managed the Big Lottery-funded Fair Share Trust, a major programme of support to the local voluntary sector.

Headlines

- North Somerset is a growing area with significant areas of new housing being developed over the next few years
- North Somerset has the seventh biggest gap between most and least deprived areas in the country. Two parts of South Ward are now in the most deprived 1% nationally
- The most deprived areas in North Somerset are all in central Weston-super-Mare – Central and South Wards
- Deprivation mapped across the county show increasing proportions of deprivation from east to west, culminating at Weston-super-Mare. This has become considerably more distinct since 2007
- Deprivation affects relatively more older people than children and young people
- Poverty and deprivation have a significant detrimental impact on health and disability
- Income is lower for people who work in North Somerset than for people who live in North Somerset
- Investment in the local voluntary and community sector has increased over the last ten years, but from a low base



July 2014

Population: Demographics

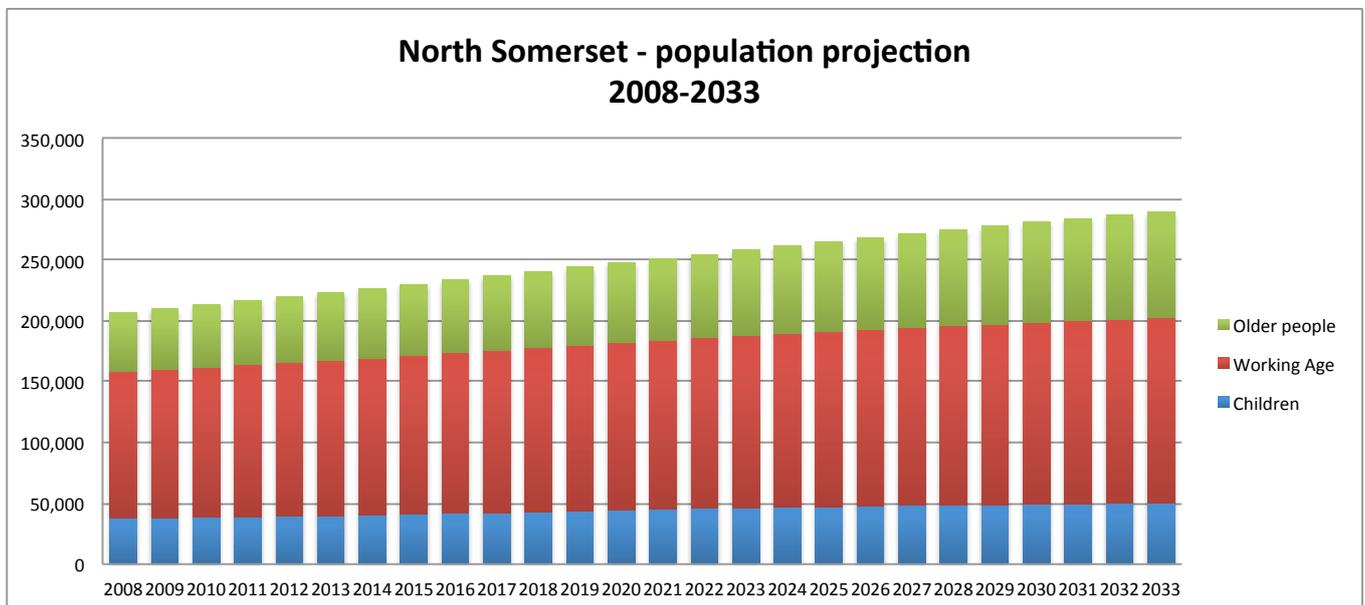
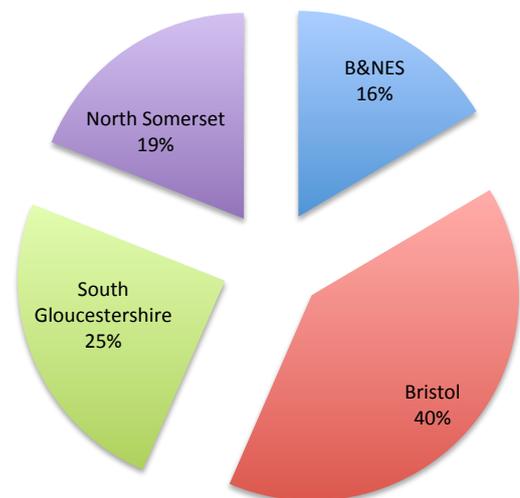
North Somerset is a growing area but has a significantly aging population compared to its neighbouring West of England areas and to national averages – in 2001 the county had approximately 4% more older people, and 30% more people over the age of 75. Whilst the proportion of children (15 and under) remains broadly the same according to population projections (18.1% in 2008 to 17.6% in 2028): the proportion of older people in the community is projected to rise significantly over the next 25 years (23.4% in 2008 to just over 30% in 2033).

Within these overall figures there are some dramatic variations with parts of Clevedon having significantly more older people than young people, and parts of Weston-super-Mare - particularly new build areas - having significantly more children and young people than older people.

One of the key reasons for population growth in North Somerset are some significant housing developments adding to Weston-super-Mare and Portishead in particular. Of these the most significant are Dockside and Ashlands in Portishead with over 2,600 dwellings between them when complete, and West Wick, Parklands and Winterstoke Villages around Weston projected to 6,400 dwellings between them when complete. Judging by average UK household size (2012) this amounts to approximately 22,500 additional residents.

Well documented learning from elsewhere suggests that the development of community facilities are important in generating a sense of belonging, and that these should be incorporated at the same pace as the growth of the population. "Social development" work in parallel is important to support new residents – this is a work stream traditionally shared between the public, voluntary and social enterprise sectors but that the statutory sector has been withdrawing from for many years.

Population of the West of England



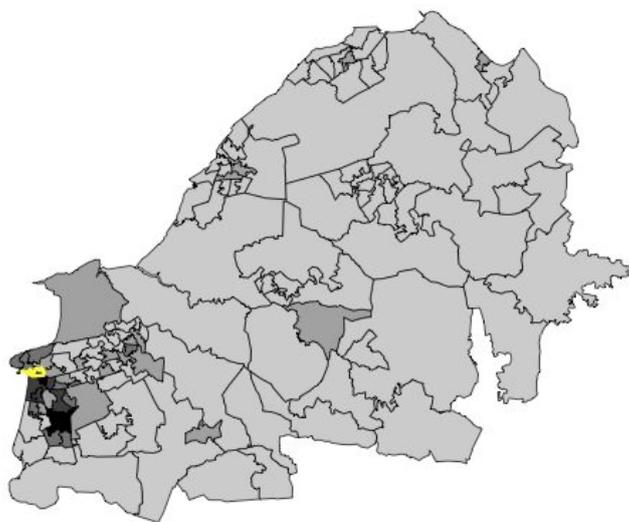
Population Characteristics

North Somerset is an area of social and economic extremes. 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). According to the latest IMD North Somerset has the seventh biggest gap between affluence and deprivation and is now the only part of the south of England that has areas in the least deprived 1% and areas in the most deprived 1%. The IMD 2010 shows that the gap has widened in the last few years. This can be illustrated using statistics about the take up of key working age benefits: in parts of Portishead this is as low as 3.1% (2010) compared to all parts of Central Ward, Weston-super-Mare, where take up is 34.2% of the working age population.

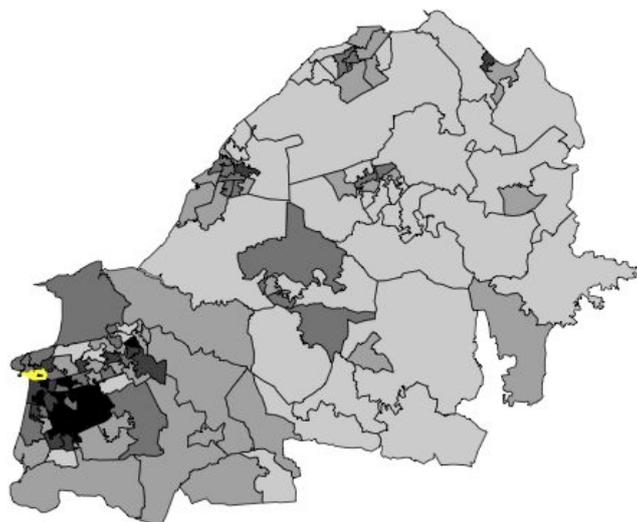
Mapping social and economic information by geography shows that the most deprived areas of North Somerset continue to be Central and South Wards of Weston-super-Mare. The most recent IMD 2010 shows that all Super Output Areas (SOAs) in Central Ward and most SOAs in South Ward score within the most deprived 5% of the national population. Conversely areas of Portishead now rank within the 1% least deprived in the country. Mapping of the IMD quintiles across the county between the 2007 and 2010 data shows the increasing concentration of deprivation into the previously identified areas in Weston-super-Mare.

North Somerset's Black & Minority Ethnic (BME) population is significantly lower than the other West of England areas at only 2.7% - half that of Bath & North-East Somerset (B&NES) and South Gloucestershire. However another 2.4% are from EU countries - broadly evenly split between older EU states and the more recent east European accession states.

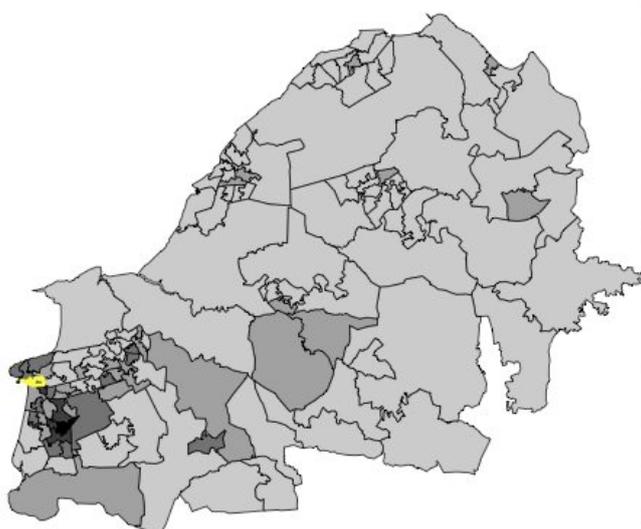
Index of Multiple Deprivation 2010: Overall



Index of Multiple Deprivation 2010: As it affects older people



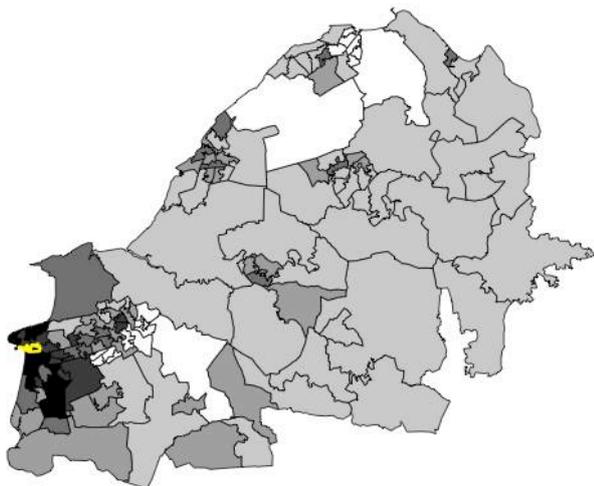
Index of Multiple Deprivation 2010: As it affects children



Social & Policy Issues

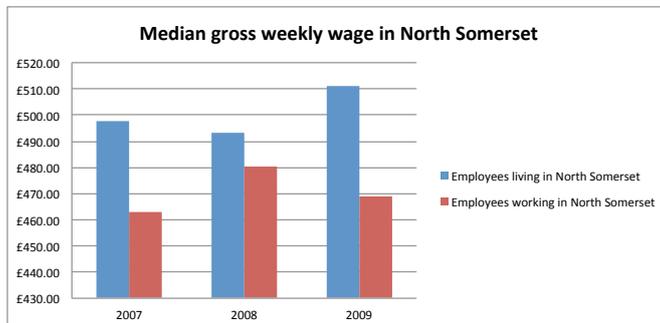
There is a clear correlation between age, income and health – with older but more affluent people staying on average relatively healthy for longer compared with older people on low incomes. Equally older affluent people tend to be more mobile and civic-minded.

The most prevalent contributors to deprivation in North Somerset, and Weston-super-Mare in particular, are barriers to employment, and health and disability. The relationship between poverty and health is therefore a key issue for public policy in North Somerset. The take up of Incapacity Benefit in particular is particularly high in areas where other deprivation indicators predominate, and is the main source of income for a significant proportion of households in these areas – rather than Jobseekers Allowance. Whilst health outcomes are better than the England average in North Somerset, the gap in life expectancy (10.7 years for men, 7.5 years for women) and the expectation of a healthy old age in the most deprived areas is worse than the England average, and remains a significant priority for health and social care services.



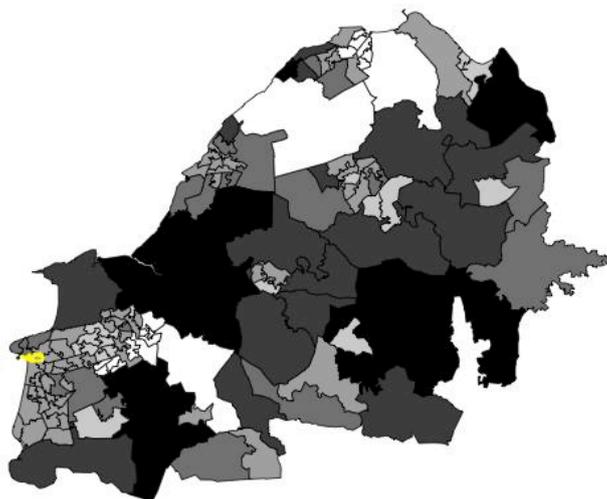
Mobility – particularly to work – has a marked influence on income levels in North Somerset with those working in North Somerset earning significantly less than those who live in North Somerset. This indicates that a proportion of residents of North Somerset are employed

elsewhere. A key employment sector in North Somerset is health and social care which is traditionally a low paid sector.



Geographic barriers to housing and services are a greater issue in the rural parts of the district. The map below clearly shows the role of the towns and larger villages and the A370 corridor in providing access to shops and services.

Index of Multiple Deprivation 2010: Barriers to housing & services



Significant cuts to public sector funding, particularly local authority spending, are the most significant policy context at the present time.

Voluntary Sector in North Somerset

North Somerset's voluntary and community sector is relatively well documented with a recent local survey by Voluntary Action North Somerset (VANS), North Somerset's Council for Voluntary Service, in 2013 adding to information gained from the last National Surveys of Charities and Social Enterprises in 2010.

There are some 556 registered voluntary organisations in North Somerset slightly fewer per head of population than Bristol or Bath & North-East Somerset. Over the period 2002-2013 Quartet Community Foundation has funded 625 voluntary organisations and parish councils to provide activities and services in North Somerset. Whilst a significant proportion (46% according to VANS 2013) provide services across the whole area, a larger proportion provide mainly local services. The majority provide services in the areas of greatest multiple need in Weston-super-Mare, but also many are based there because it is the major administrative centre for North Somerset.

The voluntary sector in North Somerset, like that in Bath & North-East Somerset, is characterised by a few larger more established agencies such as the Citizens Advice Bureau and Age UK and numerous much smaller, less-well funded organisations. The majority of these - 54% - are very small with incomes of under £25,000 in 2010, and a more recent survey suggests that actually nearer 60% have an annual income of less than £20,000. (It is likely that the VANS survey includes some unregistered organisations that were missed by the previous survey.)

According to the 2010 survey a larger proportion of voluntary organisations in North Somerset, compared to other West of England areas, have no funding and are entirely reliant on volunteers.

VANS' 2013 survey asked about who organisations work with:

- All communities (50%)
- Older people (9%)
- Disabled people (9%)
- Children aged 7-12 (7%)

- Parents/carers (6.5%)
- People with mental health needs (5%)

After listing their primary beneficiary, groups were asked about any other beneficiaries particularly targeted. Again the majority (50%) stated "all communities": the next most common beneficiary groups are:

- Socially exclude/vulnerable people (26%)
- Women (24%)
- Children aged 7-12 (22%)
- Men (21%)
- Young people (20%)

The most common activities and services provided by voluntary organisations in North Somerset are:

- Social activities (48%)
- Volunteering (41%)
- Information & signposting (40%)
- Community development (35%)
- Advice (30%)
- Health & social care (30%)

The Big Lottery-funded Fair Share Trust, which ended in 2013, enabled significant investment in support and development for North Somerset's voluntary and community sector. As well as developing a Council for Voluntary Service, Fair Share Trust investment addressed some key needs for voluntary sector development:

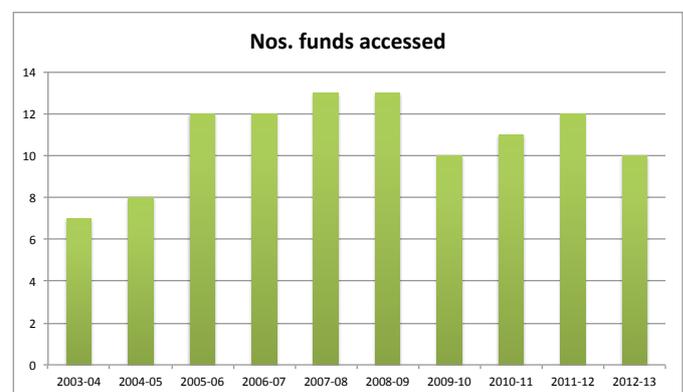
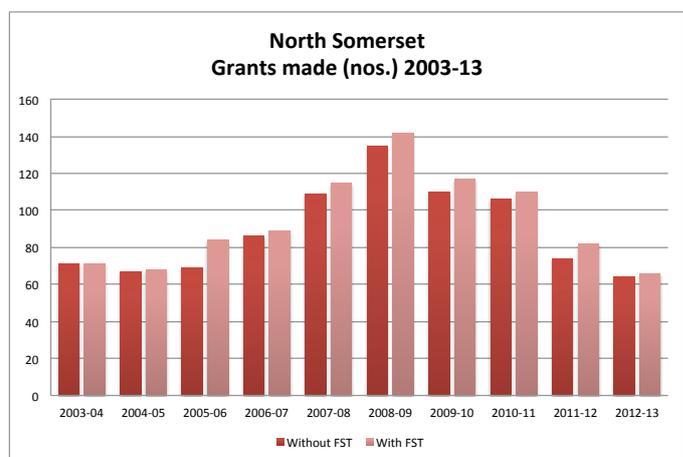
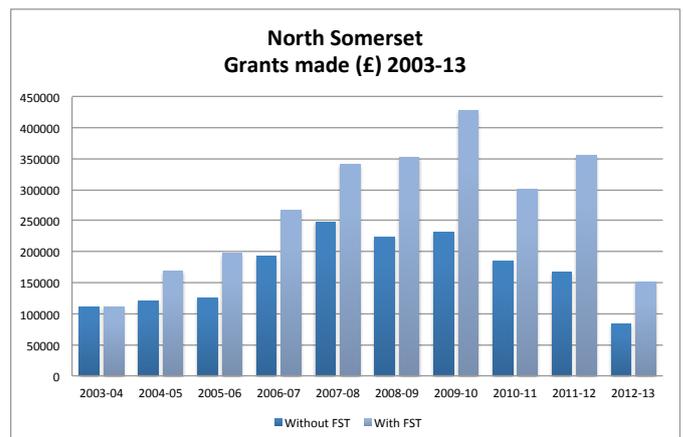
- Development of the For All Healthy Living Centre in South Ward
- Community development through arts participation in South Ward and beyond
- Grassroots community development in Central Ward
- Support for isolated older people in Central Ward
- Small community group and social enterprise development in Central and South Wards

Quartet Community Foundation in North Somerset

North Somerset's voluntary and community sector has traditionally been dominated by organisations addressing the social care and health needs of the population but comparatively little grassroots community activity. The sector has been under-resourced and under-supported to ensure their long-term sustainability. In order to address this, the Big Lottery Fund introduced Fair Share Trust to North Somerset in 2003 at a broadly similar time to initiatives by Quartet Community Foundation to increase local philanthropy in the area.

Investment in the North Somerset community and voluntary sector through Quartet Community Foundation has increased in terms of numbers of funds available, numbers of grants given and amount of funds donated over the last ten years. Other programmes have followed the Fair Share Trust but have been more particularly targeted at specific themes and/or geographies. The most notable for Quartet Community Foundation have been the Local Network Fund, the South Ward Community Chest, and Grassroots Grants in terms of number of grants made - and indeed the amount distributed. The experience of the Express Programme - a locally determined grants programme overseen independently by Quartet Community Foundation - shows that its grant making decisions have closely matched the issues and needs of communities in North Somerset. For example between 2003 and 2007 health-related and older people's projects accounted for roughly a third of all projects supported by the Express Programme, but accounted for only 20% of overall Quartet Community Foundation grant making over the same period. Overall spending on children and young people's projects accounts for over half of all giving.

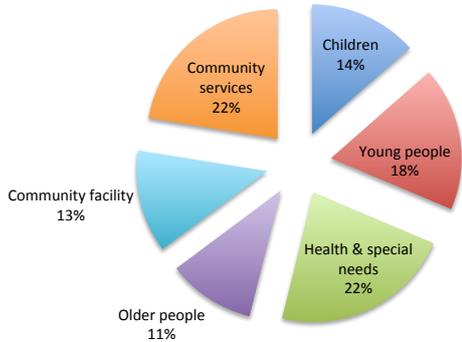
These graphs show the development of Quartet Community Foundation administered grants from 2003-2013 and broadly show the impact of Government funded programmes in the area particularly between 2007 and 2009. Quartet Community Foundation activity in North Somerset, 2003-2013:



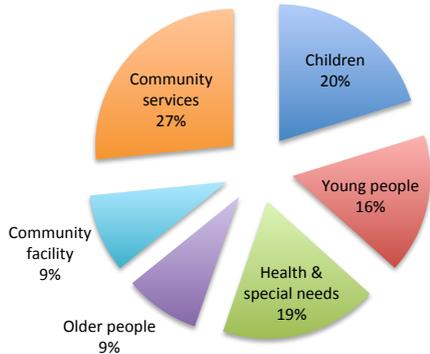
However the amount of investment from Fair Share Trust in developing an infrastructure of local support for the voluntary sector has masked continuing low levels of grant making in the area. It is expected that the impact of Fair Share Trust will continue beyond the formal end of the programme and will result in increasing capacity for VCS organisations to apply for grants successfully in the area in years to come.

Quartet Community Foundation in North Somerset

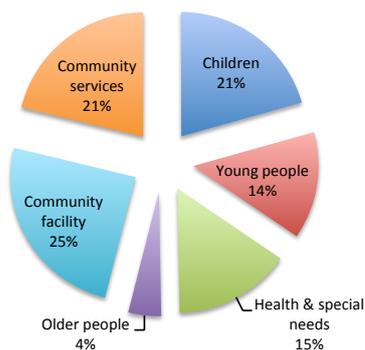
Express Programme - North Somerset 2005-10
By Primary activity/beneficiary



Quartet Community Foundation - all grants 2003 - 2011



Awards for All - North Somerset 2003-10
By primary activity/beneficiary



As a comparison, Awards for All spending over a similar time span distributed roughly a third of grants to children and young people's projects, 45% to general community facilities and services, and under 20% to older people's and health-related causes.

Quartet Community Foundation holds few revenue funds specifically for the North Somerset area, and there are currently no statutory revenue programmes (as at July 2014).

However, the endowment fund for North Somerset is healthy and will continue to provide for communities in North Somerset for years in perpetuity.

Government supported causes have been directed primarily at deprivation as it applies to children and young people. However, as can be seen from the population projections for North Somerset in particular, an increasing area of concern should be deprivation as it applies to older people and more specifically the impact of deprivation on older people's ability to lead healthy, stable and meaningful lives.

These trends suggest that grant-making in North Somerset should target the relationship between age, health and deprivation. There are clear correlations, established by national research, that health and disability, particularly mental health, are significantly affected by poverty and deprivation. 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. In 2014 Quartet Community Foundation focussed the Express Fund in North Somerset on voluntary sector organisations and projects which prioritise older people, young people and mental health issues.

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