

Cornwall's Vital Signs 2017



CORNWALL'S
VitalSigns[®]

Cornwall
Community
Foundation

together
we're
stronger

Cornwall's Vital Signs SCORECARD

Vital Signs® is a community philanthropy guide from Cornwall Community Foundation, measuring the vitality of our communities and identifying significant trends in a range of areas critical to quality of life. Vital Signs® is supported by UK Community Foundations. We used a combination of existing research, surveys, community consultations with local residents and stakeholder meetings with representatives of the public, private and VCSE (*Voluntary, Community and Social Enterprise*) sectors.

We covered **10** national themes similar to other Community Foundations and for each theme a 'core' indicator has been chosen to best represent how Cornwall compares to other authorities. Grades are used within this report to indicate how urgently we think action needs to be taken in relation to a specific aspect of community life. The grades are awarded on the basis of how the area is doing relative to the rest of the UK. Grades are presented on a scale of **A** to **E**.

Theme	Grading	What they mean
Work	E	Things are going very badly. We must act now! Our area performs worse than 80% of comparable areas
Local economy	E	Things are going very badly. We must act now! Our area performs worse than 80% of comparable areas
Fairness	D	Things aren't going very well. We should take action as soon as possible Our area performs better than 20% of comparable areas
Housing & homelessness	D	Things aren't going very well. We should take action as soon as possible Our area performs better than 20% of comparable areas
Safety	B	Things are going well, but we can make them better Our area performs better than 60% of comparable areas
Learning	D	Things aren't going very well. We should take action as soon as possible Our area performs better than 20% of comparable areas
Arts, culture & heritage	B	Things are going well, but we can make them better Our area performs better than 60% of comparable areas
Strong communities	D	Things aren't going very well. We should take action as soon as possible Our area performs better than 20% of comparable areas
Environment	A	Everything is great. Let's keep things that way! Our area performs better than 80% of comparable areas
Healthy living	C	The situation is OK, but could be improved Our area performs better than 40% of comparable areas

Acknowledgements

Cornwall's Vital Signs® 2017 research was carried out by Linda Whittaker for Cornwall Community Foundation. We are very grateful to James Williams DL, Trustee of the Cornwall Community Foundation, for his generous donation to support our Vital Signs. Thank you to UK Community Foundations and The Goldsmiths' Company for their grant that enabled us to participate in the research.

Methodology

Our research for Vital Signs® consisted of several strands. We reviewed statistical data and reports from national charities, local authorities and national government, and supplemented this research with results from our online residents survey and community consultations (*Callington, Falmouth and Redruth, the latter hosting our Stakeholder Consultation*). Taken together our research revealed the community priorities which we feel would benefit from local giving. The sources of statistical data used in this report are listed in the detailed Vital Issues report that is available on our website at www.cornwallfoundation.com

Welcome to Cornwall's Vital Signs

Cornwall's first concise analysis of social need



Cornwall and the Isles of Scilly is one of the most popular holiday destinations in the UK. Its miles of beautiful sandy beaches, dramatic cliffs, peaceful countryside and rugged, tantalising moorland entice visitors from far and wide. Here visitors find a unique destination that offers something for everyone - heritage, culture, wildlife, adventure, peace and security. The residents of Cornwall and the Isles of Scilly themselves are well renowned for their warmth and the passion that they hold for this special place. Many visitors, on the last day of their summer holiday, wistfully gaze at the sea and say, "If only we could live somewhere as beautiful as this."

But there are two Cornwalls. The one we all love and that enriches our lives, and another that lies behind, where large numbers of people live on the edge of poverty, or in ill health, or in isolation, with fragmented or dysfunctional families and widespread indebtedness and disadvantage. How many of our visitors would be shocked to know that one of Cornwall's top destinations, Newquay Central, is a place where **44%** of children live in poverty after housing costs? How many of them are aware that **42%** of employees in North Cornwall earned below the living wage in 2016? Many residents of our local communities cannot enjoy what Cornwall and the Isles of Scilly has to offer because it is simply beyond their reach. Rural isolation, lack of transport, low wages and rocketing housing costs make a simple day at the beach something that many locals cannot afford.

However it is not all bad news. Our communities are resilient and creative. In Cornwall and the Isles of Scilly we have approximately 4,500 voluntary, community and social enterprise (VCSE) organisations working hard to make a difference. The role of Cornwall Community Foundation is to identify where the greatest need is and inspire local giving to meet local needs. Our first Vital Signs research shines a light on Cornwall and the Isles of Scilly, providing the first detailed guide to how and where local philanthropy can make a huge difference in addressing the urgent and often overlooked areas of need. This report pulls together the voices of community members with hard facts and statistics, offering a clear and concise wealth of information.

We hope that you find this Vital Signs report informative, enlightening and useful. Our consultations with residents from local communities passionately demonstrated that despite the challenges that Cornwall and the Isles of Scilly are facing, communities are determined that the place in which they live will truly be a place 'for one and all'.

As always, we look forward to hearing from you.

Yours faithfully

A handwritten signature in dark blue ink that reads "Tamas Haydu".

Tamas Haydu - Chief Executive

Contents

- 2 Work
- 4 Local economy
- 6 Fairness
- 8 Housing & homelessness
- 10 Safety
- 12 Learning
- 14 Arts, culture & heritage
- 16 Strong communities
- 18 Environment
- 20 Healthy living

WORK



Things are going very badly. **We must act now!**
Our area performs worse than **80%** of comparable areas


Cornwall is one of the poorest counties in England with lower than average earnings. In part the low wages could be attributed to the 'gig' economy. Many jobs are on a zero hours or short term contract basis, or time limited such as seasonal or grant funded roles. There is often a good volume and variety of work available during the tourist seasons but pay is low compared to England. Cornwall is under-represented in some 'higher earning' industries such as professional and scientific services, and employs a higher proportion of people in the primary and service industries such as accommodation, agriculture and food.

20.7%* of the workforce is self-employed (an increase on the last census figure) which could suggest difficulty securing a permanent job rather than entrepreneurship. **74.1%** of businesses employ 4 people or less; **14.2%** employ 5-9 people.


As we are a very rural county we face greater challenges when commuting to work, in particular how long a journey can take, the cost of transport and its availability. The cost of childcare and caring responsibilities diminish the net income a household has each month, reasons why Foodbanks for example have seen a rise of 'in work' poverty.


*The sources of statistical data used in this report are listed in the detailed Vital Issues report that is available on our website at www.cornwallfoundation.com

Vital Statistics

42%  42% of employees in North Cornwall and **39%** of employees in South East Cornwall earned below the living wage in 2016

£17,873 Total workplace gross median earnings in 2016 were **£17,873**, **23%** less than the UK average (Full time **£23,009**, part time **£9,046**)

50%  The proportion of self-employment is **50%** higher than the UK average, approximately **20.7%** of the working population

32%  Pay in South East Cornwall & St Ives constituencies is only **68%** of the UK median weekly wage

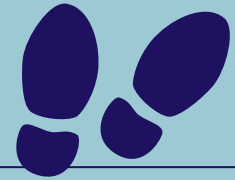
7.4%  **over 65** 7.4% of the working population are aged **65** years or older

POVERTY Low pay is associated with in-work poverty, replacing unemployment as one of the major drivers of poverty

"Wages do not reflect skill set"

Community consultation feedback

Vital Steps



- Create training opportunities for existing staff and those seeking employment
- Improve basic skills for all such as numeracy & literacy
- Higher availability of permanent work
- Higher rates of pay
- Improved means of transport & access to work e.g. more affordable, frequent and accessible public transport
- Improve access to affordable childcare and care costs
- Apprenticeship schemes – not just for ‘trades’ but skills such as office work, managing people, project and time management
- Develop employment, social and life skills, ‘how to behave in work’ training (*not just interview skills training but advice on the work environment and what is expected of a new employee*)

“Tourism is both a blessing and a curse, as so many jobs are temporary, part-time and low paid”

Questionnaire feedback

“Employers have to do more and take people with more general skills”

Mark Duddridge,
Cornwall and Isles of Scilly LEP

Vital Initiatives - Work Skills South West (WSSW)



Work Skills South West received £3,000 from the Cornwall 100 Club to help individuals prepare for employment, developing social skills, self confidence and self-esteem along with practical skills such as CV writing and interview skills. WSSW specialises in offering a range of activity based therapies to vulnerable young people and adults with learning difficulties, disabilities or mental health issues. In the last academic year 2015/2016 **91.5%** of the **284** learners they taught successfully achieved their qualifications.

One of the students who lost his mother at 11, disengaged from school and has a variety of mental health problems commented,


“I don’t really know why I joined the project. I thought it would be a waste of time. Once I started though, Mark (the instructor) made me realise it didn’t matter that I didn’t finish school - I could learn skills on this project that would help me get a job. I want to learn more now”

Things are going very badly. **We must act now!**
Our area performs worse than **80%** of comparable areas

Cornwall performs worst for the share of GVA (our share of GB's gross value added, a measure of productivity). With a higher than average number of micro and small businesses employing low numbers of people, productivity is well below average in Cornwall. The Local Enterprise Partnership has produced a strategy for 2017-2030 that includes targets such as improving educational attainment levels and increasing wage levels to improve productivity. We have an impressive digital economy with excellent high speed broadband in areas of the county leading to the development of specialist employment opportunities. However, our geographic isolation, rurality and unique business profile means we have specific challenges in Cornwall, such as the majority of micro enterprises with low numbers of employees and limited opportunities. Our rural landscape is logistically a challenge for deliveries, transportation and access to work. Low disposable income for much of the population is coupled with high cost of living. Outstanding personal debt in Cornwall amounted to **£14 billion** in 2014, almost **50%** higher than Cornwall's annual economic output figure (**£9,462m** as measured by nominal GVA). Low wages together with rises in utility bills and rents have gradually eroded household savings and pushed many people into living with debt problems.

Vital Statistics

66.3% Cornwall performs poorly with a GVA (Gross Value Added) figure **66.3%** of the UK average



Areas reporting decline include fishing, mining and quarrying, and motor distribution



23,270 23,270 enterprises in Cornwall (2016)




88.2% Micro businesses account for **88.2%** of the total enterprises (0-9 employees)

0-9 employees

4.5m Cornwall has been consistently voted one of Britain's top tourist destinations and in 2015 attracted approximately **4.5m** staying visitors and **13.9m** day visitors

13.9m




5,000 Net migration is approximately **5,000** per year since 2004 (predictions show the population will grow by **10,000** a year until 2030)

10,000



82% 82% of respondents to our questionnaire consider there is insufficient public transportation for commuting and access to services



Vital Steps



- Support organisations who offer training and help to improve educational attainment, especially for those with no or low levels of qualifications
- Apprenticeships and skills development to help current and potential employees achieve their goals
- Work with volunteer organisations to 'place' individuals, giving them work experience and getting them on the employment ladder
- Inspire people to learn new life enhancing skills, both academic and vocational
- Support organisations who encourage people currently on benefits, particularly incapacity and disability, to move closer towards the workplace and ultimately into work
- Support peer mentoring projects to encourage the development of new skills whilst increasing confidence and independence
- Continue to work with the business sector and grow our Cornwall 100 Club

"Post offices and banks are closing"

Community consultation participant

"It is difficult to run a business in Cornwall compared to other places like London with much higher disposable income"

Kim Conchie, Cornwall Chamber of Commerce

Vital Initiatives - ReachOut Creative Futures



ReachOut Creative Futures supports young people who are not in education, employment or training to improve their life chances by taking part in informal education programmes to gain confidence, self-esteem and team work. They received an award of **£3,000** from the Manor Solar Farm Community Fund. This award enabled the young people to learn a variety of communication, problem solving and instructional skills by going on canoe expeditions. They were able to see how the River Fowey contributes to the local Cornish economy through the transportation of clay, as well as learning about the leisure and tourism industry in Cornwall from the perspective of the water.

Patricia Hoskin, Project Coordinator commented,

"The young people had a better understanding of the area they live in from a different perspective. They are far better at working as part of a team and can communicate a lot better."

FAIRNESS

Things aren't going very well. We should take action as soon as possible
Our area performs better than **20%** of comparable areas

Cornwall is one of the poorest counties in England. Cornwall's IMD (*indices of multiple deprivation*) overall score is poor. We are a county with areas of high deprivation and poverty that is related to poor health, housing and lower levels of attainment in education, exacerbated by rurality and lack of transport. Deprivation sits alongside areas of considerable wealth and affluence and highlights the divide between those who struggle and those who do not. Steps are being taken to improve areas such as health (e.g. educating – cooking and budgeting skills) and education (*apprenticeships and 'back to work' programmes for those who are most disadvantaged, isolated and distant from the work place*). More needs to be done to reduce inequality, especially given the increase in Cornish neighbourhoods that are rated as being amongst the most deprived areas of England. **44%** of children are in poverty in some areas, houses are frequently cold and inefficient to heat, and being able to afford to buy a home is an unattainable goal for many people in Cornwall.

"Rural poverty is hidden. Many are in the same boat but are too proud to tell others"

Neil Colquhoun, Citizens Advice Cornwall

Vital Statistics

44%
to **40%**
live in poverty

44% of children in Newquay Central, 43% of children in Falmouth Penwerris and 40% of Children in Liskeard North live in poverty (after housing costs)

26.6%



26.6% of children lived in poverty in Cornwall in 2016 (after housing costs)

10% most deprived in England



17 of Cornwall's neighbourhoods are in the 10% most deprived in England, an increase of 9 neighbourhoods in 5 years

20%



Over a quarter of neighbourhoods are in the most deprived 20% in the China Clay, Camborne & Redruth, West Penwith & Bodmin community networks

34,000



34,000 households in Cornwall are thought to be in fuel poverty (14.2%). The highest proportion is in St Dennis South where 29.1% of households are struggling with energy bills

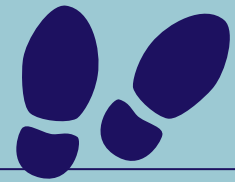
10,500 school pupils were entitled to Free School Meals (16% of students at the time of the last census)

68% of cars in Cornwall are over 6 years old (310,474 cars and vans in Cornwall)

79% of respondents to our questionnaire agreed there is a wide gap between people in Cornwall who can afford the basics (food, heat, home) and those who cannot

85% of respondents agreed access and transport is poor for those with limited mobility

Vital Steps



- Support organisations who already have success in bringing people who are disadvantaged and isolated nearer to the workplace
- Training for those who are less academic, recognising their skills and nurturing them
- Provide practical support to families by educating people about healthy eating, healthy living, budgeting and managing debt
- Signposting young people to activities already available
- Encourage programmes which improve the warmth and efficiency of homes to reduce fuel poverty
- Help people new to work understand the behaviours needed in the workplace for success e.g. routine and expectations, providing mentors and role models
- Encourage employers to take on staff who may not meet their requirements today, but can tomorrow, with support and commitment from everyone involved
- Connect isolated groups and individuals with village and town life and activities
- Making it easier to get to work e.g. transport sharing, longer opening hours, cheaper fares, more frequent services, offering transport solutions involving the private, public and voluntary sectors
- Support organisations that reduce homelessness
- Encourage programmes that offer everyone an opportunity regardless of their background or circumstances

“There is a high cost of living here against income”

Jonathan Cunliffe, Savills Estate Agents

Vital Initiatives - Pengarth Day Centre



Pengarth Day Centre received **£4,800** from the Emily Bolitho Trust Fund to help clients with mobility problems, rural isolation or lack of income to pay for independent transport to access the day centre and meals on wheels. A quarter of the population of Penzance and surrounding villages are aged over 65 years. The day centre offers the services of a hairdresser, a chiropodist and entertainment on a weekly basis in addition to exercise classes and other activities throughout the week.

Sharon Mitchell, Pengarth Day Centre Manager, said,

“We feel that with the support we provide we can help older people stay in the community of Penzance for longer and also reduce the demand on other health care services when all some people need is company, support and a home cooked meal.” As one of the beneficiaries stated, *“If I didn’t have the Pengarth transport to pick me up I wouldn’t get out of my house at all. I rely on the meals delivery service from Pengarth as I’m unable to cook or shop for myself anymore.”*

HOUSING & HOMELESSNESS



Things aren't going very well. **We should take action as soon as possible**
Our area performs better than **20%** of comparable areas

Our social rented housing stock from a Local Authority, registered social landlord, housing association, housing cooperative or charity is not adequate. Access to affordable housing is also a huge challenge. Cornwall and the Isles of Scilly has been marketed as a 'go to destination' for many reasons including 'affordable' housing (for those moving from outside the county with higher house prices), business opportunities and a life style change. These have all put a strain on the housing market. Affordability for local people is a key issue and there is a trend towards residents privately renting rather than buying property. The last census confirms a shift towards falling levels of owner occupation and increasing levels of private rented accommodation, both of which are significant indicators of a local housing market under stress.

Evidence shows more people want to live in Cornwall, increasing the population and pushing up demand for services such as GP surgeries, hospitals, schools, roads, housing and utilities. Demand is highest in coastal and estuary areas, creating 'hotspots' pushing up prices.

Homelessness is an issue too, with many residents in fear they may become homeless as they are only just managing. Cornwall has the third highest rate of rough sleeping in England in 2016.

Vital Statistics



12
times

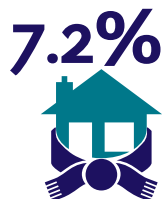
The average house price is approximately **12** times the average Cornish salary



99
people

Cornwall has the **3rd** highest rough sleeping count in the country at **99** people, behind the Local Authorities of Westminster and Brighton & Hove

70% of all housing stock is owner occupied, **17%** is rented privately, **12%** is socially rented and **2%** are living rent free



7.2%

7.2% of households have no central heating in Cornwall. **48%** are off the mains gas grid and **35%** have solid walls making them more expensive to heat

27.6% (**72,340**) of domestic properties were built before 1900 compared to the England average of **16%**

11.2% of homes did not have a usual occupant (in 5 parishes, **35%** of all houses are second homes, with an average house price **87%** higher than the Cornish average)

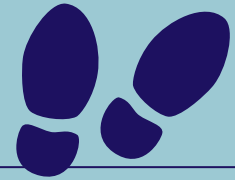
79% of respondents to our questionnaire considered there is insufficient local, affordable housing

80% of respondents felt there is a homeless problem in Cornwall

72% of respondents considered private rented accommodation is not affordable for most people

80% of respondents agreed there are too many homes unoccupied all year

Vital Steps



- Support homeless people through local charities to access skills training, volunteering opportunities and back to work schemes
- Expand interventions to avoid people becoming homeless
- Support projects which improve the warmth of homes such as retro fitting insulation, adopting green energy, monitoring usage, increasing awareness of energy saving and budgeting
- Develop ways in which second home owners can engage with and help their community such as Cornwall Community Foundation's Second Home Owners Scheme
- Work with key organisations ensuring homelessness is prevented
- Support the Cornwall Communities Foundation's Crisis Fund which helps charitable organisations distribute funds to individuals in crisis situations

"We need to ensure the spine of the county doesn't get left behind the coast"

Jonathan Cunliffe, Savills

"More people are wanting to live in Cornwall more of the time, putting pressure on public services"

Jonathan Cunliffe, Savills

"Not enough done for homeless people. Too much is left for charities to help out"

Community consultation respondent

Vital Initiatives - St Austell Community Kitchen



St Austell Community Kitchen received **£2,995** from the business club of the Cornwall Community Foundation in October 2015 towards STAK+, a larger project addressing client's debt issues. STAK provides support to over 70 beneficiaries who have fallen victim to the effects of poverty, homelessness or find themselves in a vulnerable position. STAK+ offer services beyond their community kitchen at High Cross Street in St Austell.

Kim Mathews from STAK said,

"The grant assisted vulnerable people with the ongoing management of their economic health as well as helped to alleviate the anxiety, stress and other mental health conditions that are often exacerbated by financial troubles."

SAFETY

Things are going well, but we can make them better
Our area performs better than **60%** of comparable areas

Cornwall and the Isles of Scilly is a relatively safe place to live and work. We score well with a low crime rate. Whilst **70%** of residents in Cornwall felt safe walking alone at night, there were exceptions including **16%** of respondents in South East Cornwall who disagreed.

Cornwall sees a seasonal fluctuation in crime, with more reported in the summer months than winter. There are issues that have been given the highest priority 2016-19 by the Safer Cornwall Partnership Scheme as a direct response to increases in crime rates. These issues are domestic abuse/sexual violence and alcohol related harm.

In our community consultation, in the South East of the county, rural crime was specifically highlighted. Theft of agricultural and work equipment such as tools from vans and buildings, and fuel theft being of particular concern.


Crime rates should not be looked at in isolation however. The fear of crime and how safe people feel should also be considered, as should whether all crimes are reported and the perception of crime. The feeling of being safe encourages people to travel and visit, for work and social reasons and is a comfort for families. It is often a key reason people look to when considering moving to a new area.

Vital Statistics

35,414  **35,414** crimes were reported in Cornwall & IOS in the period April 2016 – March 2017 (**67.9** per 1,000 people compared to **112.8** per 1,000 in England)

For the same period, **77** robberies were reported (**0.1** per 1,000 population compared to England average of 1) and **1,699** burglaries (**6.6** per 1,000 population compared to **16.8** England average).

Racism is by far the biggest hate type crime at **66%**, followed by homophobia at **12%** and disablist at **10%**

 **70%** of respondents to our questionnaire felt safe walking alone at night

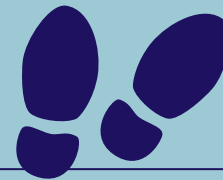
 **90%** of respondents agreed Cornwall is a safe place to live

51% of respondents stated there is no neighbourhood watch programme where they live

“Feel safe in my home. Local people look after me as a single parent on her own”

Community consultation participant

Vital Steps



- Increase educational opportunities around the highest areas of priority, giving support to offenders and survivors
- Support providers of education addressing drug related harm, giving opportunities to those who want to rehabilitate and achieve their goals
- Support friends and families in helping in the cycle of recovery
- Work with existing agencies to improve opportunity and reduce offending and crime rates
- Enable early interventions – support people before crime is committed
- Facilitate and provide opportunities that encourage engagement
- Signpost people to activities they can be involved in and belong to

“Not enough police when needed in rural areas”

Community consultation participant

Vital Initiatives - White Gold

White Gold Cornwall works with children, young people and adults across Cornwall and the Isles of Scilly to help them navigate life's challenges. White Gold received **£10,000** from the CCF's Crimebeat Fund to reduce the risk of offending, anti-social behaviour, drug and alcohol issues.

One of their clients was facing significant issues, including bereavement, domestic and sexual abuse, self-harming, suicidal tendencies and low self-esteem. The client was estranged from a chaotic family, and at risk of homelessness and drug misuse which undermined support provided for appropriate accommodation.

Alan Milliner CEO said,

“I am very pleased to say not only has this young person stabilised and is far more positive about the future, but is now attending courses and indeed has offered services to White Gold as a potential mentor for young people in the future.”

The White Gold project embraces all aspects of offending and vulnerability and works to address and improve behaviour. As a result drug, alcohol and anger issues are often identified and through support these issues can be reduced.

LEARNING

Things aren't going very well. We should take action as soon as possible
Our area performs better than **20%** of comparable areas

Compared to England and SW, Cornwall scores poorly in learning and education. **22.43%** of the population have no formal qualifications. Higher qualified employees tend to earn better wages resulting in improved life styles and living environments. Conversely, lower wages often lead to low self-esteem, poor productivity, less opportunities and reduced security. Whilst access to higher education has much improved in Cornwall with the expansion of university provision, attending higher education is still unattainable for some. Many students struggle and do not adhere to the sometimes 'one size fits all' education system. We need to find ways in which young people and adults who want to develop themselves can gain suitable qualifications.

Vital Statistics

99,235



99,235 people (**22.43%** of the working age population) have no qualifications in Cornwall (worst affected wards are Redruth North & St Blazey)



13.4%

59,205 people (**13.4%** of the working age population) have NVQ level 1 qualification

83% of pupils are in a good or outstanding OFSTED rated school

There are **3** universities and **4** colleges across **13** campuses offering further and higher education



38%

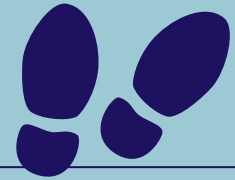
38% of questionnaire respondents did not consider that literacy and numeracy skills are high in Cornwall

"Truro and Penwith College is one of the top successes in Cornwall"
Natercia Hughes, Bishop Fleming

"Higher education + higher education standards are great successes in Cornwall"
Mark Duddridge,
Cornwall & Isles of Scilly LEP

"Secondary education is great in my area"
Community consultation participant

Vital Steps



- Facilitate programmes which improve life skills such as self-esteem, self-confidence, team building and positivity
- Support young people who struggle at school through enhanced engagement opportunities such as youth clubs, alternative learning, mentors, outdoor learning activities
- Provide supported learning for those who have been out of work for some time and want to return to work
- Support programmes that provide adult education & flexible learning
- Support organisations who offer training and learning in basic numeracy and literacy
- Encourage employers to offer expanded vocational and non-vocational educational training programmes to their employees
- Provide opportunities to those in work who wish to improve their skills

“Not enough good vocational qualifications available”

Community consultation participant

“Cornwall is traditionally a low aspiration region and too few young people have the opportunity to access higher education”

Questionnaire respondent

Vital Initiatives - Helston Phoenix Mentoring Project



The Helston Phoenix Mentoring Project received £1,500 funding from the Cornwall Glass Fund to fund a series of life skills courses including CPR, first aid training and team building activities such as canoeing and kayaking. Many participants came from areas of deprivation and challenging circumstances. They would not have been able to afford these programmes without support.

Karen Harvey from the project said,

“We believe in our young people, and we aim to raise their self-esteem, confidence and aspirations. A number of our young people return as mentors to pass on the skills that they have learnt. We are fully supported by our team of volunteers who help us provide free extracurricular activities after school and holiday projects during school holidays for young people who live locally and rurally.”

ARTS, CULTURE & HERITAGE



Cornwall's Vital Signs
SCORECARD

Things are going well, but we can make them better
Our area performs better than **60%** of comparable areas

Cornwall and the Isles of Scilly scores well with a high level of cultural opportunities and events. We have many thriving festivals and keenly celebrate our arts, culture and history. However getting to an event and affordability is a barrier for many. As seen earlier, unless people have access to a car or public transport, even the most basic trips such as a visit to a beach can be impossible. The road network is limited (*no motorway and not dual carriageway end to end*) with many minor B roads being single track, narrow and difficult to navigate especially for larger vehicles and people who are unfamiliar with the territory. In addition many cultural and heritage events are too expensive for local residents as entry charges can be costly relative to disposable income. Local community events are therefore essential as they allow neighbours and visitors alike to share history, stories, learning and experiences without the barriers of cost, isolation and alienation.

"Culture is all about bringing people together to share experiences. It strengthens our sense of community."

Rose Barnecut, Feast

Vital Statistics

86.9% of the adult population engaged with the arts once or more in the last year

Engagement in the arts is the highest in the South West (**86.9%**) and the lowest in Yorkshire and Humberside (**68.8%**)



There are over **250** festivals in Cornwall including literature, food, cider, music, oyster, beer, fish and village feast & celebration days



70 There are over **70** museums in Cornwall

The Cornish Mining World Heritage Site celebrated its **10th** anniversary last year

Cornwall has the most assets protected by statute in local authority care (**56,000** historic records)

There are **12,671** listed buildings, **145** conservation areas, **37** registered parks and gardens, **13** designated wrecks and **2** registered battlefields

52%

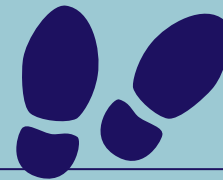


52% of respondents to our questionnaire agreed they cannot afford to attend as many of the arts, culture and heritage opportunities as they would like

80% of all respondents agreed Cornwall has a thriving cultural life with many places celebrating their unique identity through festivals and feast days

58% of respondents agreed travelling to these events is difficult

Vital Steps



- Support community transport schemes which give access to events not otherwise possible for some
- Help event organisers to engage the broadest possible range of participants and audiences, including people who might not normally get involved
- Support organisations that uses the arts to help people with mental health issues
- Support community plays and opportunities to participate in arts, culture and heritage activities
- Improve access to events thereby ensuring their long term sustainability
- Help projects that involve young people in cultural activities
- Support dispersed and small scale cultural activities

“Things do go on but come with issues like transport, safety, no parking”

Community consultation participant

“Too expensive for young people”

Community consultation participant

Vital Initiatives - Access Theatre



Access Theatre offers access to the performing arts for adults with learning disabilities and a range of physical and sensory impairments who otherwise may not have the opportunity. Access Theatre supports members to fully participate in all activities, including decision making, planning projects and fundraising. The Ruth Burden Community Trust awarded Access Theatre **£1,000** to facilitate their performances at Launceston Town Hall.

Sarah Pym, co-ordinator commented,

“Without the help, we would not have been able to fulfil the potential of these talented individuals and raise the awareness of their disabilities. Having to learn lines and remember dance and movement sequences greatly increased the well-being of the members through a strong sense of achievement and satisfaction.”

STRONG COMMUNITIES



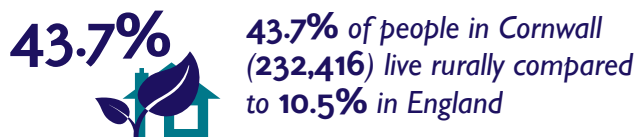
Things aren't going very well. We should take action as soon as possible
Our area performs better than **20%** of comparable areas

We have an incredibly strong sense of community, identity and history including our own language (*many residential road signs are in English and Cornish*).

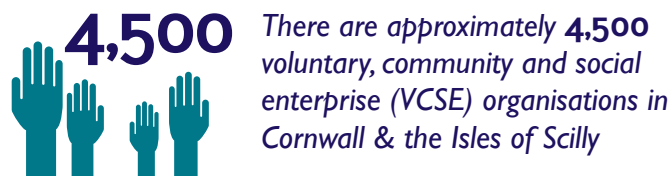
However, Cornwall and the Isles of Scilly performs very poorly in terms of access to services. As a rural county many facilities are beyond walking or cycling distance meaning that some form of transport is necessary to access even basic necessities such as buying food or fuel, visiting the GP, post office or going to school. For many these basic services are at least 4 km away from home. Many services are graded D or E for access such as secondary school, supermarket, GP surgery and primary school all scored grade E and post office and cashpoint scored grade D. Whilst we have a good broadband infrastructure in areas of Cornwall, our average broadband speed (mbps) is **13.68** compared to the England average of **17.57**.

The rate of volunteering is high in Cornwall as is the level of voting turnout. We have an impressive number of community and voluntary groups. We give generously to charity and celebrate many events and festivals that depend on the community to organise, support and attend. However, our isolated geographic spread means many people are remote, lonely and are not able to engage with their communities. Getting to the events and activities and being able to afford them is the biggest challenge for many.

Vital Statistics



Engagement in charitable giving is highest in the South West (**36%**) than in any other region in England including London (**28.3%**)



Voter turnout in the **6** Cornish Parliamentary constituencies ranged between **65.7% – 74%** (lowest in St Austell & Newquay, highest in St Ives), compared to the UK turnout at **66.1%**

33% of respondents to our questionnaire considered there are insufficient facilities in their local area such as a post office, shop and pub (**69%** of residents in West Cornwall agreed, whereas **25%** in Mid Cornwall disagreed)

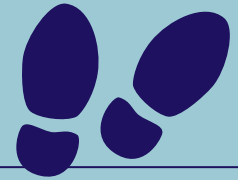
87% of respondents felt they know their neighbours and have not found it difficult to get to know anyone where they live



“Feel a sense of belonging in my community”

Community consultation participant

Vital Steps



- Support community transport schemes to allow people to travel and engage in their communities
- Support programmes that encourage neighbourhood integration and reduce isolation and loneliness
- Help organisations that promote, develop and place volunteers throughout the county
- Invest in voluntary organisations and infrastructure support services so they can flourish and continue to reach local people
- Continue to support community buildings and facilities
- Encourage community events

"We are very civic minded 97% of business owners live in Cornwall and help out with their Corporate Social Responsibility"

Kim Conchie, Cornwall Chamber of Commerce

"Our uniqueness is an enormous thing for us to celebrate. Cornwall pulls together as one community in times of need"

Beverly Hill, Cornwall Council

Vital Initiatives - Coverack Gig Club



Coverack Gig Club aims to offer people of all ages the opportunity to row a traditional Cornish Pilot Gig, both socially and competitively. The club gives local people the chance to row under the guidance of experienced coxswains and coaches, improve their fitness and compete throughout the year in races at regattas across Devon, Cornwall and the Isles of Scilly. The Goonhilly Wind Farm Community Fund awarded the Club **£5,000** towards the purchase of a

new Cornish Pilot Gig. The grant has enabled the club to field two more adult crews and to accommodate an increase in junior rowers.

Helen McCabe said,

"It is great that our club is growing and that more local people are taking part in a great sport, and one that also has strong ties to the Cornish past."

ENVIRONMENT



Cornwall's Vital Signs SCORECARD

Everything is great. Let's keep things that way!
Our area performs better than **80%** of comparable areas

Cornwall and the Isles of Scilly is in the top **20%** of comparable areas in the IMD living environment score. This is a measure of the quality of local environment such as outdoor spaces and air quality.

We have much to celebrate in a county with an abundance of natural beauty, entertainment, attractions and places of historic interest for locals and visitors alike. Whilst our landscape is changing to accommodate a larger population with more housing, many areas will remain relatively unchanged as they are protected. Cornwall lies on a long peninsula with no inland area more than **20** miles from the sea. It has a coastline of over **400** miles, **158** miles designated as Heritage Coast, and over **300** beaches. We have a World Heritage Site and rugged moorland, and Cornwall is not a densely populated county.

We are not however without areas of concern. Rurality and transport are recurring issues that impact all areas of this report as many residents are unable to access these spaces due to no or limited transport and affordability issues. Other specific issues raised by residents in our survey included unacceptable levels of littering and dog fouling.

"Littering on beaches is a problem"

Community consultation participant

Vital Statistics



492

There were **492** fly tipping service requests on private land in 2016/17 up **24.5%** on the previous year, Bodmin being the highest (**28** cases or **6%**)



514

There are **514** wind turbines but Cornwall is not in the top **10%** of counties for energy produced by wind

Recycling is a challenge especially on the Isles of Scilly as all rubbish is shipped to the mainland for processing (except glass which is re-used on the islands)

Cornwall has the highest rank for natural beauty in England



8

There are **8** blue flag beaches in Cornwall

54% of respondents to our questionnaire felt litter was not a problem where they live (**60%** of residents in North Cornwall disagreed, whereas **41%** in West Cornwall agreed)

83% of respondents agreed there are plenty of outdoor spaces to enjoy such as parks, waterways and footpaths

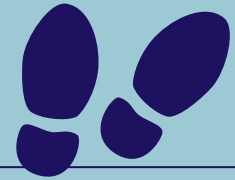


51%

51% of respondents agree they do not recycle all that they can in their area

72% of respondents considered Cornwall is affected by climate change e.g. air quality and extreme weather events

Vital Steps



- Support organisations that run schemes that enhance local public environments such as volunteer litter collections, beach cleans and keeping public areas clean and tidy
- Help those who promote clean waters for safe swimming, sailing and sea life
- Educate communities and groups about the impact of fly tipping and littering for our generations and others to come
- Enable access to our environment for people who otherwise have barriers to participate
- Support community groups who encourage outdoor activity and environmental learning

"Fly tipping in my rural area is a problem and a blight on the countryside"
Questionnaire respondent

"Footpaths & bridleways need more maintenance hedges and communal areas don't get grass cut often enough"
Community consultation participant

"It is very frustrating having to step around dog waste not only on the way to school but also when out on country walks too"
Community consultation participant

Vital Initiatives - Westland Countryside Stewards



Westland Countryside Stewards were awarded **£1,180** by the CCF's East Langford Solar Farm to educate the local community about sustainable development and the protection, enhancement and rehabilitation of the environment. They have created three large ponds at Kilkhampton Common. The water quality of the ponds is key in ensuring the ponds stay healthy. They invited local families to help in testing the water quality with the pond dipping kits.

Emma Cox, Funding Officer commented,

"The project allowed pond dipping to be carried out with the local community to educate them in the importance of looking after water and show them how much life there is in ponds. Along with species information from the pond dipping, we also collected data from testing the water quality."

The situation is OK, but could be improved


Our area performs better than **40%** of comparable areas

Cornwall and the Isles of Scilly is positioned as 'average' for healthy living, specifically for the mortality rate for circulatory disease. Areas of high deprivation tend to suffer from poorer health than more affluent areas. This can be attributed to a range of factors including poor quality homes with damp, poor ventilation and lack of any or regular heating, as well as poor diet, limited or no exercise, smoking and excess intake of alcohol. Education on healthy living is key to improving our health and there are many organisations offering practical advice and support.

The population is ageing nationally and Cornwall has proportionally higher numbers of older people. The additional influx of tourists throughout the year (**4.5m staying & 13.9m day visitors in 2015**), places high demands on the local NHS.

Cornwall has high levels of hospital stays for alcohol and drug related treatment in young people, poor levels of good mental health, high level of excess weight in adults and incidents of self-harm. Mental health in particular was noted as being a widespread concern for respondents to our questionnaire, especially a feeling that support services are not comprehensive or lengthy enough. Currently Cornwall does not have a specialist mental health inpatient unit for young people. Any Cornish young person requiring inpatient care must be transferred out of county (*Plymouth or beyond*).

Vital Statistics

 **21.4%** 113,715 people (21.4% of the population) are living with a limiting long-term illness


 **11.9%** 63,194 people (11.9% of the population) in Cornwall provide unpaid care


6.2 years Life expectancy is 6.2 years lower for men and 3.8 years lower for women in the most deprived areas of Cornwall
3.8 years

There are on average **49** hospital stays per year in Cornwall for under **18** year olds for alcohol related treatment

Cornwall is significantly worse than the average in England for women who smoke at the time of delivery, excess weight in adults and hospital stays for self-harm

Suicide is now the leading cause of death for men aged **15 – 49** years

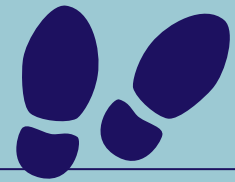
 **26%** 26% of Year 8 and Year 10 students have been bullied in 2014/15 in Cornwall

9,034 Number of people with dementia in Cornwall is estimated at **9,034** (about **1.6%** of the population)


65% of respondents to our questionnaire disagreed everyone living in Cornwall has equal access to health services

55% of respondents felt that when they or someone they know has experienced mental health problems, help has not been readily available

Vital Steps



- Support the organisations who offer counselling, advice and education to young people and adults to improve mental health
- Encourage an open discussion on mental health and support mental illness organisations that reduce the stigmatisation of suffering from poor mental health
- Help more people to be active, in any capacity – from a few steps a day to a regular exercise programme, giving them support and encouragement
- Encourage and develop groups who educate and support people who are suffering from the excess consumption of alcohol, cigarettes and drugs, helping them to reduce their intake to safe levels or abstinence

“Although the short-term stabilisation and reduction services, home detox and short hospital detox provision is in place and helps many people, it does not appear to be meeting the needs of the many people who are in entrenched, long-term addiction”
Questionnaire respondent

“Provision of domiciliary residential care needs to be very much enhanced to meet current and growing need”
Questionnaire respondent

“Lack of services for issues relating to mental health”
Community consultation participant

Vital Initiatives - Penta Health and Wellbeing



The Albert Van Den Bergh and Jane Hartley Fund awarded **Penta Health and Wellbeing £1,316** to recruit and train 12 volunteers to encourage good mental health for all. The group delivered 40 hours of mental health training to volunteers and have since introduced a new weekly social support group in Perranporth, a walk group, a cycling group, and a weekly gentle exercise session in West Cornwall.

A member of the group said,

“I don’t feel isolated anymore, I feel part of my community. They enabled me to get out and about.”

VitalSigns®

Cornwall
Community
Foundation

together
we're
stronger

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