



Wiltshire Uncovered Report 2014

We are one of the leading philanthropy organisations in the county of Wiltshire and the Borough of Swindon. We believe that we should all unite around a passion for a fairer Wiltshire.

Our role is threefold. We identify the needs in the county and also those with resources to help. We magnify issues we feel should be addressed and match cause to giver.

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Introduction



Philanthropy is not just about giving money away but solving problems. It requires innovative thinking, and an ability to challenge the status quo. It is entrepreneurial and requires the application of business principles to help make voluntary organisations sustainable and effective. Philanthropy is scalable and involves the combined giving of money, skills and resources. Community philanthropy is about communities helping themselves; this is where community foundations come in. We are uniquely placed to bring together the problem and the solution.

We have come a long way since our inception. We have raised over £18 million to support Wiltshire which is in endowment in trust for the future. We have given over £9.5 million to over 5,150 groups and individuals, supporting a network of community action and support, from Swindon to Salisbury, Trowbridge to Tidworth.

We have established ourselves as an effective local grant maker. We are doing a good job but we could do better, this is why we are developing a strategic approach to our grant making. We want to inform our donors about the issues faced by our communities and how best they might be addressed.

So, are we funding the right projects in the right places? What are the 'needs' of Wiltshire and what help do Wiltshire communities need to respond? Where should we be advising our donors to invest their support? These are some of the questions that lie behind this publication.

This is 'Wiltshire Uncovered'. It is an objective statement of facts which goes beyond the statistics to the people themselves. We believe that this is the first report to give a comprehensive view of issues facing local communities across the entire county of Wiltshire.

The information is drawn mainly from the indices of multiple deprivation (IMD) with additional information provided on rural areas. However, the data alone is not enough to tell the whole story. There are over 7,800 charities in Wiltshire and countless smaller, community groups, too small to be registered with the Charity Commission. We are in contact with many of them and some have also contributed to this report, telling us more about the communities we fund, the challenges they face and the resilience they display. We are uniquely positioned to evaluate the impact of our support on local communities because we assess every group we fund and monitor every grant we make.

Key findings

Wiltshire is an outstandingly beautiful county with UNESCO World Heritage sites, 134 acres of Special Scientific Interest, 13 white horses and a thriving arts scene. We have one of the lowest crime rates in the country and a strong economy compared with other areas of the UK.

5%

Significant areas of Wiltshire are in the 5% most deprived in the UK, four wards in Swindon experience very high levels of deprivation. There are two areas in the Wiltshire Local Authority that are in the 5% most deprived, Trowbridge Adcroft and Salisbury Bemerton.

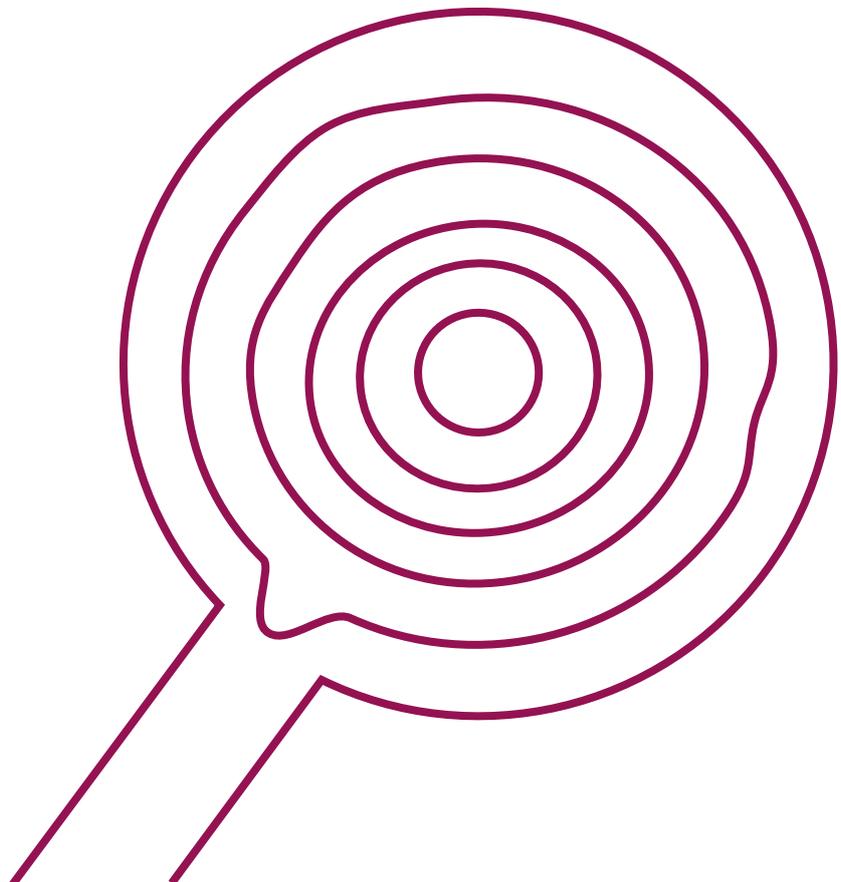
Our county is diverse with great wealth alongside areas of deprivation. We have a large retired population, our children are at a median for achievement at school and overall are reasonably healthy away from deprived areas. However, the deprivation in urban areas is clearly visible, especially in our market towns. This contrasts sharply with the hidden deprivation in our rural areas where there are high levels of poverty and very limited access to services.

- ▶ Significant areas of Wiltshire are in the 5% most deprived in England. In urban areas, four wards in Swindon experience very high levels of deprivation and there are two areas in the Wiltshire Local Authority that are in the 5% most deprived, Trowbridge Adcroft and Salisbury Bemerton.
- ▶ The worst child poverty is in Swindon. 45% of children in Penhill, 45% of children in Parks and 42% of children in Walcot live in child poverty. Child wellbeing is lowest in Swindon and West Wiltshire. Rates of teenage conception, obesity, mental health problems and alcohol and drug misuse remains stubbornly high.
- ▶ We have a large and ageing older population. Our population of 65+ and 80+ year-olds is expected to double by 2035. 31% of Wiltshire's population will be over 65 by 2035, 11% will be over 80 years old. This will result in a significant increase in demand for services related to ageing and the need for care at home.
- ▶ Housing in Wiltshire is unaffordable for many. The average house costs approximately 8.6 times the average wage of low income people.
- ▶ Rural poverty is hidden but significant. The cost of living in rural areas is significantly higher than in urban areas. Housing is less affordable and services are harder to access. The distance to the nearest shop is often much further and the cost of basic services often higher.
- ▶ Transport networks don't work for those without private transport. In rural Wiltshire, 10,900 people do not have access to a car or van, 6,810 of these are pensioners. Journeys can take over two hours by bus to reach amenities in some areas.
- ▶ People with a learning or sensory disability have little to occupy them after the age of 18, although the provision of services for them up to the age of 18 is very good, especially in Swindon.



British military.

- ▶ The military population in the county will increase by 4,000 soldiers plus their families by 2018. They will be housed in areas with poor infrastructure and an underdeveloped voluntary sector.
- ▶ Raising the aspirations of our young people to achieve their academic and working potential is the key to a thriving economy. Our median academic performance, which is significantly lower in deprived areas, remains a challenge for the future wealth and prosperity of our county.
- ▶ Deprived people do not necessarily live in deprived areas. The majority of people claiming benefits do not live in areas identified as disadvantaged. Pockets of serious deprivation exist within apparently wealthy communities, but are statistically invisible and therefore services and facilities are not provided for them.



Conclusion



The overriding message of this report is that Wiltshire is a great place to live – if you can afford it. What it tells us is that disadvantage is not just about deprived places but also deprived people, wherever they live in Wiltshire.

In some areas nearly half the children are living in poverty. There are high proportions of older people living alone, isolated and in poverty. It shows the health of children in Wiltshire is a cause for concern and that public private and voluntary sector services are sparse in rural areas. Those who can afford it will travel to take up the services they want but those without transport remain isolated.

It will take time and planning to formulate a sensible response to the issues highlighted. We will prioritise where we feel we can make the most impact, carry out additional research and liaise with the voluntary sector groups working in those fields.

The strength of the 7,800 voluntary groups in our county is their independence. However, the weakness is their fragmentation, each a specialist in their own area, competing for funding. We have, in the past, responded individually to each group's application, this is because we have traditionally been reactive. In future, whilst retaining our traditional approach to the funding of groups, we will also look to make larger grants in response to the issues identified in our report. This funding may be dependent on greater co-operation between the groups working on the ground, the stakeholders, beneficiaries and funders. We believe that by opting for a strategic approach to our grant making, we will be able to have a much greater impact on the problems our county faces.

Some of the issues identified in 'Wiltshire Uncovered' may seem too large and long-standing to be solved solely by charitable giving alone. The involvement of local and national government, the public and private sectors will also be needed.

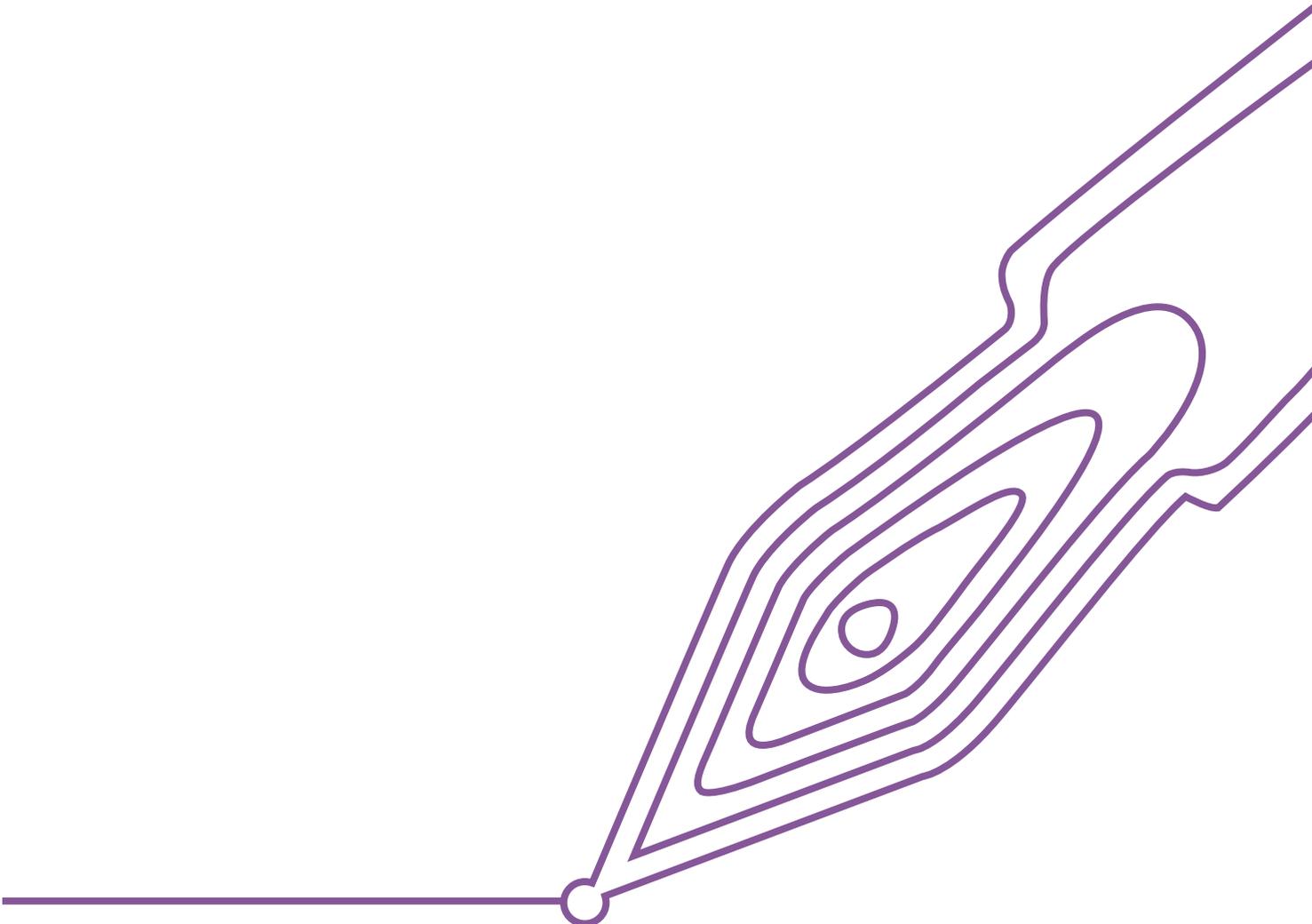


Purton Lunch Club, Swindon.

Wiltshire Community Foundation cannot change deep-rooted and structural disadvantage but we can invest in the people and groups working to mitigate deprivation and help them to address the problems faced by their communities. We believe that flexible, local community responses are the best way of meeting the needs in communities. A thriving network of local community groups not only supports those in immediate need but gives other people opportunities to volunteer and participate locally. It is only by enabling a community itself to be strong and supportive, that we can create long term solutions.

We want to ensure this report's findings influence the way we make a difference to peoples' lives in Wiltshire. We will continue to support people to build strong and resilient communities – wherever they are in Wiltshire.

To view the 'Wiltshire Uncovered' report in full, please go to our website www.wiltshirecf.org.uk



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**Fred and Marjorie
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