

Merseyside's

# Vital Signs

IMPACT REPORT 2017



GROWING STRONGER  
COMMUNITIES TOGETHER

  
**COMMUNITY**  
FOUNDATION  
For Merseyside



# WELCOME

It is my pleasure to welcome you to our 2017 edition of Vital Signs.

Vital Signs remains Merseyside's first and foremost giving guide for charitably-minded people and organisations who all share a common passion for supporting local communities. Now in its fifth year, Vital Signs aims to keep you up-to-date with the most pressing community issues to guide your essential support.

As a Community Foundation, it is our role to connect philanthropists and communities together to improve local people's lives and grow stronger communities together. We give individuals and organisations, who care about their local communities, expert advice, support and a way to distribute their charitable donations to causes that matter to them most and where there is most need. By giving through us you benefit from our philanthropy advice, giving options and community knowledge. Through the publication of our Vital Signs reports, we aim to establish what the key priority concerns are for local people and how we can work together to best address these needs.

To mark the 5th edition of Merseyside's Vital Signs, this year we are taking a retrospective look at how our funding has made a difference across Merseyside. Our 2017 Vital Signs giving guide provides for the first time insight to the previous financial year and measures our allocation of grants against community needs – ensuring our funding is having the greatest social impact possible.

The Community Foundation operates in an ever changing economic and political landscape and due to this we work proactively to be fit for purpose and relevant to our communities as Merseyside's local Community Foundation. We hope to continue to work with you, or begin working with you, to grow stronger communities together in Merseyside.

On behalf of the Community Foundation for Merseyside team and our communities, thank you.

Rae Brooke

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## MERSEYSIDE'S VITAL SIGNS 2017 - AN UPDATE

Now in its fifth year, Merseyside's Vital Signs is a unique giving guide that reflects factual data and the voices of local communities in order to guide charitable giving across the City Region.

As your local Community Foundation, we have been working hard to make sure that we utilise the findings in previous Vital Signs reports to inform our grant-making as best as possible – ensuring that the funding we distribute is meeting the greatest of needs within our communities.

Last year, in our 2016 edition of Vital Signs, we identified Strong Communities, Education, and Healthy Living as the top three priorities for our region. In this report we will outline what the Community Foundation has been doing over the past 12 months to address these three key issues, as well as what our plans are for the future.

**Read this guide, find out more, contact the Community Foundation, take action and spread the word!**

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## SIGNIFICANT EVENTS 2016/17

- We staged a private reception with the Governor of the Bank of England Mark Carney and a number of our supporters within the North West business community. The Governor of the Bank of England's visit was due to a partnership between the Community Foundation and Liverpool John Moores University Roscoe Lecture Series. Mark Carney is a public supporter of the Community Foundation movement both in Canada and the UK and he discussed the need for businesses to be rooted in their local communities.
- The Community Foundation for Merseyside hosted a celebration of International Women's Day with a private roundtable discussion with a number of influential women from across Merseyside - highlighting what we can do together to improve the lives of women across our county. The event, sponsored by CCLA, encouraged guests to explore how they could potentially be more effective in their philanthropy by being more aware of each other's activities/working together.
- We said goodbye to Cathy Elliott who had led the Community Foundations as Chief Executive since 2009. We thank Cathy for her commitment and drive and wish her well in the future. We welcome Rae Brooke as Cathy's successor. Rae has over 27 years' senior management experience gained in both the private and public sector. During her career she has engaged in market development and business growth initiatives for Littlewoods Pools, Volvo Truck and Bus, Northwest Regional Development Agency, KPMG and Hill Dickinson LLP.

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## 2016/17 IN FIGURES – OUR IMPACT

Total Funding in Merseyside

**£594,712**

Number of Awards

**222**

Average Award

**£2,679**

In 2016/17 the Community Foundation funded

**56% of applications received**

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## GRANTS DISTRIBUTED BY DISTRICT

Halton

**£3,708.00**

Knowsley

**£122,915.00**

Liverpool

**£290,074.00**

Sefton

**£82,586.00**

St Helens

**£16,014.00**

Wirral

**£80,415.00**

## RESIDENT PRIORITY CONCERN

1

### STRONG COMMUNITIES

Strong Communities is concerned with the extent to which residents across Merseyside play an active role in their local community and each other's lives. A strong community is one in which local people are willing and able to sustain

the interpersonal relationships and community institutions necessary for a good quality of life and has an indirect impact on issues such as health and wellbeing, safety and social isolation.

## VITAL FUNDING

£255,773.00

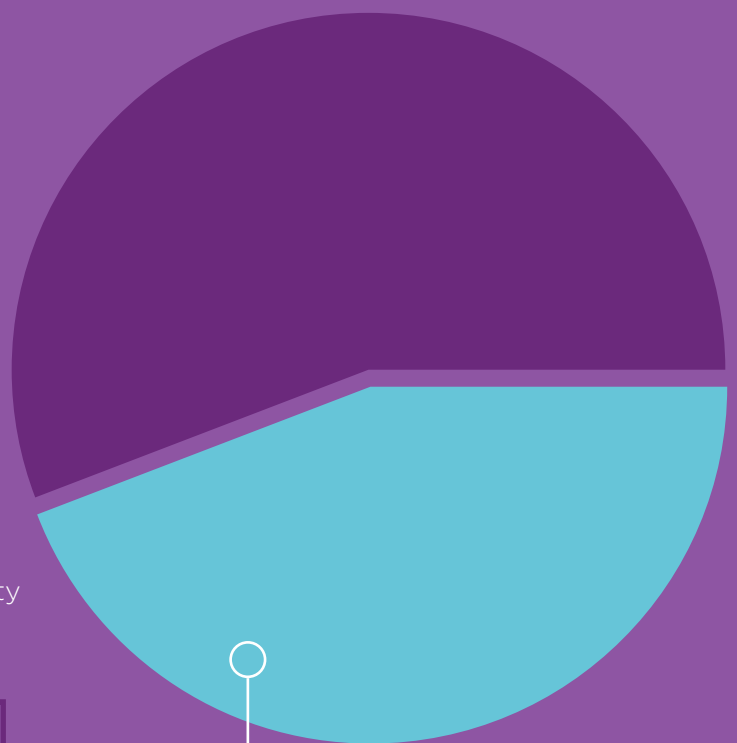
Total funding awarded in 2016/17 to strong communities projects.

Number of strong communities projects supported throughout the year. **67**

In excess of

**36,000+**

direct and indirect beneficiaries of strong community projects



**43%**

of our total awards in 2016/17 went towards strong communities projects...

Making it our

**Number 1**

Most funded Vital Signs theme.

“

I feel very strongly that I and others in my neighbourhood should be able to live in a safe and clean environment free from crime and drugs and I believe a strong community spirit will help to make this happen.

**Merseyside Resident**

”



## VITAL STATISTICS

Recorded crime is above average in Merseyside, with the area having a Total Crime Score of

# 20%

above the national average.

# 1 in 4

people from the Liverpool City Region rated their anxiety levels as high.

Over

# 81,000

households in Merseyside live in fuel poverty.

## VITAL ACTION

The Community Foundation for Merseyside has worked with a number of fund holders and supporters to fund projects that work to make communities stronger and more resilient. These have included B&M Bargains, Comic Relief, and Hill Dickinson. Together we are supporting communities to come together and connect in new ways via residents' associations, community groups, charities, community businesses or social enterprises. Social isolation for all age ranges is a priority issue in this area and local organisations and projects supported by grants, donations and social enterprise awards are having a big impact.

## CASE STUDY

### FRIENDS - PLAY FOR DISABLED CHILDREN

Friends - Play for Disabled Children is a local community group for disabled and special needs children and their families. The group was established in October 2012 and now has 500 members accessing activities on a regular/monthly basis. The aim of the group is to organise activities that allow the disabled children to develop essential skills through play, form new friendships and offer informal support as the children realise they are not on their own with their disability. The activities planned promote learning in a fun and social way with the aim of promoting independence and self-confidence, whilst broadening their horizons. The skills acquired from the activities will also be transferable within other environmental settings. Friends believes that all children are important and understands the feelings of confusion and isolation that siblings can experience.

“

The funding from the Community Foundation provides us with the opportunity to do something different that the families wouldn't normally think of doing with their children.

**Melanie Battye**

Friends - Play for Disabled Children

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# RESIDENT PRIORITY CONCERN

## 2 EDUCATION

Education is concerned with the opportunities local people have to gain new knowledge and skills and how this impacts on their life chances. The education theme covers not only childhood education, but also takes into consideration life

skills and adult learning opportunities. The level of education and skills in an area can also have a direct effect on its prosperity and can be linked to issues such as health inequality and social mobility.

### VITAL FUNDING

£80,000.00

Total funding awarded in 2016/17 to educational projects.

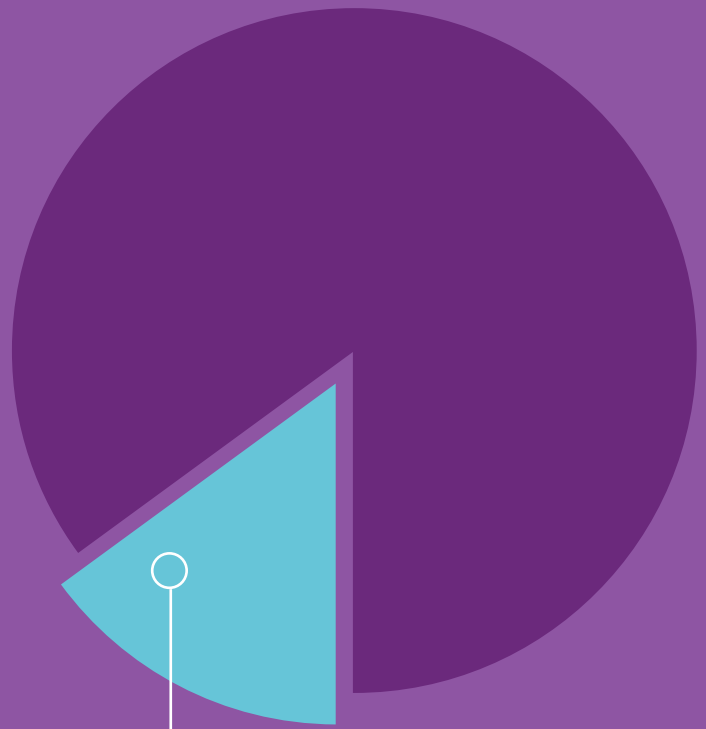
Number of educational projects supported throughout the year. **48**

In excess of **1,600+**

Direct and indirect beneficiaries of educational projects.

“ Outdoor pursuits and education gives the young people a chance to broaden their outlook on life. It gives them unlimited amount of self-esteem and confidence to live in this world. ”

**Merseyside Resident**



**13%**

of our total awards in 2016/17 went towards educational projects...

Making it our

**Number 3**

Most funded Vital Signs theme.



## VITAL STATISTICS

In 2016, just

# 39.1%

of pupils in Knowsley achieved grade A\*-C in Maths and English, considerably below the England average of

# 58.7%

# 11.5%

of Merseyside residents hold no qualifications, above the national average of

# 8.6%

# 29%

of people in Merseyside are qualified to NVQ Level 4 or above, below the Great Britain average of

# 37%

## VITAL ACTION

We are providing grants and donations to community groups and local charitable projects that work with young people who are not in employment, education or training (NEET) to support running costs, pilot projects or specific activities which are proven ways of supporting young people to improve their life chances. The Community Foundation for Merseyside has worked with a number of fund holders and supporters to fund projects that offer educational activities. Supporters in this area have included Sefton Council, Tilney BESTINVEST, and the WO Street Foundation.

## CASE STUDY

### YKIDS

Ykids exists in order to help see the transformation of Bootle through its children and young people. Ykids breaks negative cycles by working with children and young people to change their perspective, build life skills and self-esteem. They invest in young leadership and help children to achieve and believe in themselves so that they can feel their future is bright despite their current circumstances. Ykids have recently undertaken a number of successful projects, helping local young people develop skills in areas such as beekeeping, cooking, and filmmaking.

“

Over the years we have seen so many young people's lives changed and it's great that so many of them still come back and tell us what they are doing. It's so wonderful to see them move on and really achieve great things in their own lives.

**Claire Morgans**  
Ykids

”



# RESIDENT PRIORITY CONCERN

## 3 HEALTHY LIVING

This theme incorporates both physical and mental health, and concerns a number of different issues that help to determine a person's health and wellbeing. A person's health can be determined by a number of factors such as education,

income, and ethnicity, and in turn the health of a community can in particular have an impact on a number of outcomes, such as employment rates and levels of social isolation.

### VITAL FUNDING

# £117,165.00

Total funding awarded in 2016/17 to healthy living projects.

Number of healthy living projects supported throughout the year. **62**

In excess of

# 6,500+

Direct and indirect beneficiaries of health living projects.

“ I am involved with a local community sports club, and I feel it is important to get more young people involved in sport, which leads to a healthy lifestyle. **Merseyside Resident** ”



**20%** of our total awards in 2016/17 went towards Healthy Living projects...

Making it our

# Number 2

Most funded Vital Signs theme.



## VITAL STATISTICS

Instances of Heart Disease are above average in Merseyside

In St Helens as many as

**4.5%**

of people suffer from the condition, ranking the district as the worst in Merseyside and one of the worst in England.

Life expectancy at birth in Merseyside is

**79.4 years**

this is below the England and Wales average of

**81.3 years**

In Liverpool the figure is as low as

**78.5 years**

ranking the district in the worst ten districts nationally.

Estimates suggest around

**1 in 4**

people in the Liverpool City Region will be aged over

**65**

by the year

**2025**

## VITAL ACTION

The social issues in this area for communities are broad as well as deep, and we work with philanthropists and funders to improve the general wellbeing of a community to explore, understand and tackle a specific health issue with them. The Community Foundation is particularly focusing on the growing issue of mental health and how it can fundamentally affect young people's life chances. Charitable funds administered by the Community Foundation on Liverpool ONE and the Mark McQueen Foundation have worked in this area with positive results.

## CASE STUDY

### UTS FOUNDATION

The UTS Foundation exists to change the lives of the most vulnerable people in their community through education, sport, physical activity, rehabilitation and care. In particular, they offer bespoke exercise and nutritional programmes to allow these people to improve their overall health, wellbeing and transferable skills whilst offering a long-term solution to issues, such as post cancer fatigue, mental illness, learning difficulties, lack of participation and obesity. They work in partnership with a range of agencies, such as the NHS, police, youth service, youth offending teams, schools, colleges and youth clubs to help and support these people.

“

We have worked with a number of partners and they have identified to us that they believe that exercise and exercise programmes would really help those people they work with recover from their illness and generally give them a better quality of life and overall health and wellbeing.

**Tony Berry**  
UTS Foundation

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## HOW TO GIVE

The Community Foundation works with a variety of individuals, families, companies, trusts, and funding partners in order to facilitate effective giving. Below are some of the ways in which giving with the Community Foundation can have a real impact on your local community...

### TRUST TRANSFERS

We can revitalise ineffective funds through trust transfers and setting up effective named funds managed by us. If your trust fund has become ineffective or if you are looking to transfer your

active trust fund, we can offer a bespoke charitable giving service. The work of the Community Foundation in revitalising dormant or ineffective trusts is acknowledged by the Charity Commission.

### ENDOWMENT FUNDS

We view charitable giving as a long-term strategic investment. For those who wish to achieve this objective, your capital is invested and the income earned is awarded in charitable donations, achieving a long-lasting impact for the community with a continuing annual income for distributing grants. We hold in excess of £14 million in endowment, and have ambitious targets to grow the fund for the benefit of our communities.

“

“Working with the Community Foundations is the way to tap into an understanding of needs and issues in communities and also the best way to deliver effective solutions. As a national funder you can't know all the issues or needs, and the Community Foundations have an objective understanding of it all – and, they are particularly good at it”

**Jane Sandars**

Director of the Westminster Foundation

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### LEAVING A LEGACY

We can help you create a unique and lasting legacy for your community which reflects your personal wishes, supports the causes and issues or the area you care about and benefits future generations in the years to come.

Our expert team are able to design a bespoke strategy that addresses both practical and emotional considerations ensuring a more personalised experience.

### PRIVATE AND BESPOKE SERVICE

We provide the opportunity to set up a stand-alone charitable fund or foundation for your personal, family or corporate charitable giving

aims. This can be named by you, with input from family or colleagues if you wish, to reflect your aims, objectives or geographical reach.



A dedicated relationship manager will work with you on developing your plans, identifying cause areas and levels of involvement, enabling you to direct your giving whilst they provide guidance.

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## WHO WE WORK WITH

We have been fortunate to work with a wide range of organisations and individuals across Merseyside in order to manage their charitable giving. We build close, long-term relationships founded on trust.

We are proud of the people we work with and of the fact that most of our relationships come through repeat instructions and referrals.

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## THANK YOU

- 23 Foundation
  - ACC Liverpool Group Foundation
  - Alfred Shaw Trust Fund
  - BHP Biliton Endowment Fund
  - British Red Cross Open Arms Fund
  - B&M Communities Together Fund
  - Big Local Northwood Together Fund
  - Bridgebuilder Foundation
  - Building a Stronger Britain Together Fund
  - Comic Relief Community Cash Fund
  - Comic Relief Local Communities Fund
  - Community Foundation for Merseyside Wellbeing Fund
  - Daneway Foundation
  - Halton Foundation Knights House Fund
  - High Sheriff and Merseyside Police Charitable Fund
  - Hill Dickinson Foundation
  - Investec Wealth and Investment Fund
  - John Goore Trust
  - Joseph Harley Bequest Fund
  - Knowsley Foundation
  - Leahy Foundation Fund
  - Liverpool ONE Foundation
  - Liverpool Tennis Foundation
  - Mark McQueen Foundation
  - Medicash Fund
  - Merseyside Community Investment Fund
  - MJ Bibby Fund
  - New Beginnings Fund
  - Olivia Rae Foundation
  - Peel Ports 500 Fund
  - Police Commissioners Crime Prevention Fund
  - Police Commissioners Police Property Act Fund
  - Ray Messer Foundation
  - Roy and Louise Rossiter Foundation
  - Santander Community Solutions 2016 Fund
  - Sefton MBC Education and Learning Fund
  - Shop Direct Fund
  - Tilney Bestinvest Fund
  - WO Street Transformation Fund
  - Youth Social Action Fund
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## CONTACT US

We work closely with our trustees, industry professionals and supporters to ensure we bring you the best charitable giving offer to grow stronger communities. Further information on all of our services can be found on our website, please visit:

[www.cfmerseyside.org.uk](http://www.cfmerseyside.org.uk).

To find out more about how we can help you please contact:



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# METHODOLOGY

All data provided in this report has been sourced via the data analytics website [www.gt-placeanalytics.com](http://www.gt-placeanalytics.com) or through freely available local and national government sources.

For the purposes of this report, any references to the 'Liverpool City Region' or 'Merseyside' include the six boroughs of Halton, Knowsley, Liverpool, Sefton, St Helens, and Wirral

All information is considered accurate as of June 2017. The information included here should be considered a snapshot and only analyses a limited amount of the available data. If you have any queries or believe any information provided in this report to be incorrect, please contact [vitalsigns@cflm.email](mailto:vitalsigns@cflm.email) and we will do our best to undertake corrections.

Any quotes or opinions from individuals have been obtained via an open community consultation conducted by the Community Foundation. The identity of any individual(s) quoted within this report has been obscured to protect their privacy.

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GIVING FOR LOCAL GOOD

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With thanks to:

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