

VitalSigns

2018

EAST RIDING OF YORKSHIRE



TwoRidings
Community Foundation

Your guide to local giving across
the East Riding of Yorkshire

INTRODUCTION

“Two Ridings Community Foundation has been working in East Yorkshire for nearly 20 years – helping people and local organisations to give back to their local communities.

With the support of generous donations from local individuals, families, companies, other charitable organisations and public organisations, Two Ridings distributed over £1m in grants in 2017/18 to meet a variety of community needs. We have also been able to plan for the future and built £5m in endowment funds supporting our communities in perpetuity.

I welcome the Vital Signs Report for the East Riding of Yorkshire and would encourage anyone interested in helping to combat the issues highlighted in this report to get in touch with Two Ridings Community Foundation. Funds held by Two Ridings Community Foundation can create a lasting legacy for community organisations in the East Riding of Yorkshire. This Vital Signs report makes the case for personal or corporate philanthropy to support local charities and how they can play a part in improving the quality of life for all in the East Riding of Yorkshire, but especially for those that face disadvantage or are more vulnerable.

I hope that having read the report and considered the issues raised, you will want to consider how you might wish to support the work of Two Ridings in the East Riding of Yorkshire.”

The Hon. Mrs Susan Cunliffe-Lister,
Lord Lieutenant of East Yorkshire



Withernsea Carnival, 2017

The East Riding of Yorkshire

Most people in the East Riding of Yorkshire are employed, are well educated, live in good quality housing and report having good local social relationships. The East Riding of Yorkshire also has a vibrant community and civil society sector with a good community spirit and lots of great volunteer effort. Even in the most deprived areas of East Yorkshire we have been able to fund fantastic community events and projects, such as Withernsea Carnival and the Carnaby Airfield Memorial. Yet, there are some people in the district whose experiences and lives are often hidden and unseen by the majority.

The Vital Signs report for the East Riding of Yorkshire has been undertaken at an LSOA level, ensuring that we can identify pockets of need and the small, local projects that are best placed to help them. An LSOA (Lower Super Output Area) is an area of around 1,500 people, and there are over 200 of them in East Riding.

The East Riding of Yorkshire covers a large and geographically diverse area:

Although the district is generally rural, there are many market towns and villages in East Riding, such as Bridlington, Beverley, Goole, Cottingham, Hessle, Driffield, Brough, Anlaby, Hornsea, Pocklington, Market Weighton, Howden and Withernsea. Several of these are on the East Yorkshire coast, which runs from Flamborough down to Holderness. There are several wind farms across the district, including the Fraisthorpe and Sixpenny Wood wind farms, and many agricultural and farming areas.

Population

District: 337,804

Bridlington: 35,369

Beverley: 30,351

Goole: 19,518

Area: 957 square miles





Inequality & Hidden Poverty

Many areas in East Riding are relatively affluent, but some experience high levels of deprivation. This poses challenges for charities providing services and care throughout the region because the needs of each area are varied. For example, child poverty levels in the affluent rural areas surrounding Beverley are as low as 1.5%, yet the centre of Beverley has some of the most deprived areas in the UK where poverty levels can be as high as 32.1%.

Although there are pockets of deprivation throughout the entire region, including Driffield, Hornsea and Holderness, Hessle and surrounding areas, the worst affected areas are by far Beverley, Withernsea, Goole and Bridlington. In Bridlington, 1 in 4 children live in poverty and in some areas of the town centre 1 in 2 children live in poverty. In Withernsea and Beverley town centre, 1 in 3 children live in poverty, and in some areas of Goole 1 in 4 children live in poverty.

Many areas in East Riding have poor housing, which can lead to significant problems in winter when people are unable to heat their homes. Fuel poverty is widespread across the region, and higher in town centres, rural areas and Holderness. Despite high levels of deprivation across the entire region, Holderness, rural areas and the areas surrounding Hull receive far less funding from the Big Lottery compared to other urban areas.

MOORLANDS COMMUNITY CHARITY

Based in Goole, this charity works tirelessly to provide support to low-income families and people living in poverty and isolation. Moorlands are funded via the Anna Maria Fund to support their Meals on Wheels service and luncheon club for older people experiencing poverty and social isolation. These services offer a nutritious meal and some respite from loneliness to 260 older people. By partnering with another local organisation, Goole GoFar, the project was able to provide transport for isolated older people living with disabilities. One service-user said "I look forward to seeing the van pull up on the drive. It's my lifeline. I'm disabled and can't cook my own meals and the food is so nice." Our second award to the charity was a multi-year grant of £20,000 from the East Riding Crime Reduction Fund to support their youth provision to enable young people to engage in learning, discussion, and fun activities in a safe environment.

THE KINGFISHER CAFÉ

Kingfisher Trust Café recently received a three year grant from the Fraisthorpe Community Fund for the running costs of the café. The Kingfisher Café, a registered charity, provides free meals and support to vulnerable people in Bridlington. The café is completely run by 12 volunteers, some of whom have been homeless in the past and have previously benefitted from the food and support provided. Each week, 30 people visit the café for food, shelter, companionship and support. Beneficiaries are mostly men who lack stability in their housing, people who are homeless, and low-income families.

FACTS & FIGURES



14,238 households are in fuel poverty. More than 1/4 have above average levels of fuel poverty compared to the rest of England.

16% of households are in poverty. In some areas of Bridlington, almost 40% of households are in poverty.

9,860 pensioners live in poverty.

26,282 people in East Riding live in the most deprived 20% of areas of England. 20,048 live in the most deprived 10%, with most of these people living in Bridlington, Withernsea and Goole.

Many areas lack affordable housing. The average house price is £198,214, and the average affordability gap is £37,843.

1,845 people receive Unemployment Benefit, including 565 youths. In some LSOA's up to 16% of youths and 5% of working age adults are unemployed.

Women living in the most affluent area of East Riding live on average 16.8 years longer than women



living in the most deprived area. For men the gap is 17.1 years and growing.

A child living in the most deprived area of East Riding is over 43 times more likely to be in poverty than a child in the most affluent area.



Loneliness & Social Isolation

Research published by Age UK (2016) has highlighted that loneliness and social isolation is a significant issue across East Riding, particularly in urban areas where older people have a very high risk of loneliness.

While living rurally as an older person has its advantages, it also brings significant challenges. Research shows that people who live in rural areas have higher living costs, housing that is hard to heat and maintain, poor transport links and limited social networks (Age UK, 2016). Some areas of East Riding are sparse and have a low population density. The significant geographical barriers make it harder to provide care for elderly and disabled people. At Two Ridings, we have funded projects across East Riding that help older people to overcome the difficulties of rural living, and make them feel less lonely. We also want to fund more projects that target young people dealing with loneliness, as recent research suggests that they are the loneliest age group.

LIVING WELL PROJECT

The project supports people in Hornsea and surrounding areas who are isolated by age, disability, or being a carer. It hosts a monthly lunch with transport provided and offers a Telephone Support Network so people who are lonely can have a weekly call to offer support and a friendly chat. This area of Holderness experiences high levels of loneliness and deprivation, with few options for people who are struggling. Being able to participate in community activities and enjoy a nutritious meal once a month is a lifeline to vulnerable and isolated people.

BEVERLEY COMMUNITY LIFT

This community transport scheme offers relief to older people struggling with loneliness, while also providing a service they can use to go out and do their shopping. Older people in Beverley town centre have a high risk of loneliness, while older people living in the surrounding rural areas often have limited access to transport despite living further away from supermarkets and GP's.

FRIENDS OF WEST BANK PARK

They received a £5,000 grant from our Rusholme Wind Farm Community Benefit Fund. West Bank Park is based in a deprived area of Goole and is visited by many low-income families from Goole and the surrounding villages. The funding supported a project to install special playground equipment for disabled children. Living with disabilities can have a long-term effect on wellbeing. Disabled children also experience social isolation from their peers. 125 children under 16 claim Disability Living Allowance in Goole, with many of these claimants living in the areas surrounding the park.

FACTS & FIGURES

People living in Bridlington, Goole, Holderness (especially Withernsea), Beverley and the outskirts of Hull have a high risk of loneliness in those aged 65 and over.

More than half of all areas in East Riding have higher than average numbers of pensioners living alone. This equates to 19,540 pensioners living alone.



37,369 people provide unpaid care, including 545 children. 8,595 people provide over 50 hours of unpaid care a week.

Population density is sparse, with only 1.4 people per hectare compared to 4.24 nationally. There are as few as 0.11 in some areas around Driffield.



More than 1 in 5 areas are over 5km from a GP, and 10 areas are over 10km from a GP. 12,531 pensioner households don't have a car or van.

Young people living in rural areas often experience loneliness and isolation. Research by the Co-op Foundation has suggested that young people are the loneliest group.

Broadband speed is low in many areas and can cause problems for people who are already isolated. 43% think online communities are helpful for lonely young people.



Health & Mental Wellbeing

Health & wellbeing underpins all the Vital Signs themes. Living in deprived areas can impact health and life expectancy. Feeling socially isolated and lonely can lead to mental health problems and depression. Similarly, living in poverty or having debt can create feelings of isolation. The three themes all feed into each other, but ultimately everything leads back to health & wellbeing.

Because East Riding has a high population of elderly people, there are significantly high numbers of people experiencing musculoskeletal conditions. Like the rest of the UK, many people experience mental health issues such as depression, anxiety and dementia. Hospital admission rates are consistent with the national average, although more people are admitted for coronary heart disease. There is also a significant gap in life expectancy between people living in the most affluent area and people living in the most deprived area. While our aim to tackle poverty and social isolation has supported the health & wellbeing of people living in East Riding, we also want to fund groups that support health & wellbeing directly.

SECOND THOUGHTS EAST YORKSHIRE

They provide support to people experiencing mental health issues across the district, and have supported over 270 people since 2015. People living in rural areas are less likely to seek help for mental health issues, so the charity has a minibus to reach people living in rural villages and hamlets. By delivering workshops, the charity builds confidence in people with mental health issues and helps them to manage their symptoms.

BEVERLEY TOWN PAN DISABILITY FOOTBALL CLUB

This Football Club offers inclusive football sessions for young people living with disabilities. The group has over 50 members, with many families travelling from across the district. Some of the children are unable to speak, some are unable to walk unaided, some have learning difficulties, and some are registered blind. The football club offers an opportunity for disabled children to enjoy sport with people who have similar ability.

SING FOR LIFE

Sing for Life are a singing and social group for 25 elderly local residents that have breathing difficulties. The group is based in Bridlington where almost 60% of people aged over 65 have a limiting long-term illness. The group was formed after GP's suggested that singing gently strengthens the muscles around the heart and chest, and aides pain relief.

DEMENTIA FRIENDLY EAST RIDING


We funded Dementia Friendly East Riding to purchase display boards to show the impact of dementia on people and encourage local residents and businesses to be dementia friendly.

FACTS & FIGURES


Bridlington, Goole, Withernsea and Beverley experience high levels of health deprivation.

16,697 people live in the most deprived 20% of areas for health deprivation. 7,483 people live in the most deprived 10%.

In some areas of East Riding, life expectancy is as low as 76 for women and 71 for men, compared to an average of 83 for women and 79 for men in England.

 27.1% of people engage in "healthy eating" compared to 28.7% in England. 22.6% of people engage in binge drinking, compared to 20% in England.

9,885 people receive Disability Benefit, with higher numbers in Bridlington, Beverley, Cottingham, Driffield, Goole, Hornsea, Anlaby and Withernsea.

 4,065 people in East Riding receive Employment and Support Allowance for mental health issues, which is 2.1%. This can be as high as 12% in some areas of Bridlington and 8% in Beverley.

64,000 people have a limiting long term illness with the highest concentrations in deprived areas such as Bridlington, this is higher than the national average.

In order for Two Ridings Community Foundation to continue our vital work in the community, we need YOUR support.



Why give through Two Ridings Community Foundation?

With around 1300 community groups and charities in East Riding it is not easy knowing where to start. Our expert, local knowledge means that we can provide you with all the information you need, whether it be about local needs, what groups are tackling which themes or working in specific areas of the district. We help ensure that your giving is targeted and effective.

- We make giving to your community simple
- We help you make a bigger difference
- Every penny helps local communities
- You can choose what area you give to

Make your donations go further

- The Government operates a scheme called Gift Aid that allows charities to claim the basic rate of tax on every pound donated.
- If you are a tax payer, reclaiming gift aid is a simple process and giving under Gift Aid means more money can be raised at no extra cost to you.

How Two Ridings Community Foundation can help donors make a difference locally:

We're local. We distribute vital funds to local people.

We help personalise giving and manage the process in a way that ensures donors' money is used effectively and reaches the people best able to make a difference.

What is this report?

Launched in November 2018, the Vital Signs report for the East Riding of Yorkshire is a consolidated snapshot of the trends and issues affecting the quality of life in our district.

Our inspiration came from the 1,300 voluntary and community organisations in this area who do amazing work, yet only 26% of all charitable donations go to local causes. With this report we aim to change that and make local giving the norm.

This report aims to encourage you, and people like you, to give locally. You can choose to give a charitable donation, your time as a volunteer, share your expertise, or provide a gift in-kind or pro-bono work to support existing or new activities for immediate or long term impact.

Become a member of the

TWO RIDINGS COMMUNITY FOUNDATION SUPPORTERS

What does it mean to be a Supporter?

By combining donations with other supporters, you will see your impact **amplified**. We will keep you up to date with what we are doing in the community and how your support has helped.

SUPPORTER ANNUAL CONTRIBUTIONS

£100	Individual
£150	Couple/Family
£500	Small Company
£1,000	Large Company
£25	Current Assessors
£50	Third Sector Partners

If you are interested in becoming a SUPPORTER, please contact us:

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