



# Cornwall's Vital Issues 2017



**VitalSigns**



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## Vital Signs

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.

Using a combination of existing research, surveys, community consultations with local residents and stakeholder meetings with the public, private and VCSE (Voluntary Community and Social Enterprise) sectors, Vital Signs reports provides a comprehensive portrait of social trends, key community needs and peoples' perceptions of where they live and work.

As part of the national programme, Cornwall Community Foundation (CCF) will be participating for the first time with 21 other Community Foundations to produce Vital Signs Reports in 2017. The reporting process requires the production of two publications, a detailed report (Vital Issues) and a summary report (Vital Signs).

<http://www.ukcommunityfoundations.org/our-network/vital-signs>

### Understanding the Vital Issues report

#### The ten core themes

The ten core themes are the backbone to this report. This follows the approach recommended by UKCF. Each area of research, the surveys, consultations and meetings have all been aligned to these themes where possible. The themes are:

1. Work
2. Fairness
3. Housing & Homelessness
4. Safety
5. Learning
6. Arts, Culture & Heritage
7. Strong Communities
8. Environment
9. Healthy Living
10. Local Economy

It should be noted the themes were pre-determined and not selected by the CCF. Many themes cross over and impact one another and therefore should not be interpreted in isolation. In addition there are two further cross-cutting themes that, whilst not considered separately, impact all ten main themes. These are transport and rurality.

## Core Indicators

For each theme a 'core' indicator has been chosen to best represent how Cornwall compares to other authorities. Whilst the themes may have multiple indicators, the core indicator is taken as the primary identifier of Cornwall comparative situation. In some cases this data can be several years old, as in Strong Communities, but is accompanied by more recent alternatives. There is occasionally also some variability in the statistics across different data sources or time periods.

### Summary of core indicators:

Theme	Core Indicator
Work	Earnings Workplace Mean
Local Economy	Share of national Gross Value Add (2015)
Fairness	Indices of Multiple Deprivation (IMD) Overall Score
Housing & Homelessness	Household Tenure – Rented Socially (2011)
Safety	Total offences per 000 population
Learning (Ed & Skills)	No qualification January – December 2015)
Arts, Culture & Heritage	Amenities (cultural score)
Strong Communities	Access to Services – distance – Post Office (2008)
Environment	IMD living environment score
Healthy Living	Mortality Rate: Circulatory Disease

### Ranking

The results from the ranking against each theme then interpreted as a grade scale for national comparison as follows:

### The grade scales:

Grade	Description
<b>A</b>	<b>Everything is great. Let's keep things that way!</b> Our area performs better than 80% of comparable areas
<b>B</b>	<b>Things are going well, but we can make them better</b> Our area performs better than 60% of comparable areas
<b>C</b>	<b>The situation is OK, but could be improved</b> Our area performs better than 40% of comparable areas
<b>D</b>	<b>Things aren't going very well. We should take action as soon as possible</b> Our area performs better than 20% of comparable areas
<b>E</b>	<b>Things are going very badly. We must act now!</b> Our area performs worse than 80% of comparable areas

## **Methodology**

Our research for Vital Signs consisted of several strands. We reviewed statistical data, reports and consultations from charities, local authorities and national government. We supplemented this research with a survey of online questionnaire. We explored the emerging themes in more detail at three focus groups in different areas of the county: Callington (Community Consultation), Falmouth (Community Consultation), and Redruth (Stakeholder Consultation). These involved community members and those working within voluntary organisations. Taken together our research revealed the community priorities which would benefit from local giving.

### **Community Consultations**

CCF has chosen three areas types in which to undertake our community consultations:

1. Rural – East Cornwall, near Callington
2. Coastal town – Falmouth
3. Inland town – Redruth (via Stakeholders Meeting)

We thank Work Skills South West CIC, Dracaena Centre, WILD Young Parents and Cornwall Chamber of Commerce, who have all kindly hosted and/or contributed to these consultations.

### **Additional note on interpretation and sources**

The data herein is based upon published research, survey results, meetings and community consultations. It aims to be independent, unbiased, free of preconceptions and political affiliation, including qualitative and quantitative data throughout. Every effort has been made to ensure that the analysis, interpretation and reporting is evidence-based. Bibliographic references can be found on the last page of this report.

## Cornwall – the context

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 (724 kilometres), 158 miles designated as Heritage Coast, and over 300 beaches. Its only land border is with Devon in the East of the county and is the furthestmost western county of England.

Cornwall is the same distance in miles from London, as Carlisle.

Cornwall's population estimate in 2016 was 566,750 (532,273 at the last census in 2011 and 549,400 in 2015). The population is spread over 1,376 sq. miles in total, equivalent to 404 people per sq. mile.

### Headline statistics<sup>1</sup>:

- Cornwall, Tamar Valley and the Isles of Scilly are all Areas of Outstanding Natural Beauty (AONB)
- Cornish Mining World Heritage Site comprises of 18,222 ha covering 5.5% of the County
- 2000 ha (hectares) of nature reserves
- 10% (circa) of the land cover is classified as county wildlife site
- Cornwall has 16 Special Areas of Conservation (SAC) (top 3 of the UK) of international importance
- There are 160 Sites of Special Scientific Interest (SSSIs)
- 1,650 scheduled monuments
- 56,000 historical records – Cornwall has the most statutorily protected assets in local authority care
- It has 12,671 listed buildings, 145 Conservation areas covering 4070 ha, 37 registered parks and gardens, 13 designated wrecks, 2 registered battlefields and a World Heritage site (which celebrated its 10<sup>th</sup> anniversary last year)
- Limited ethnicity (98.2% British – census 2011). Non-white BME ethnic groups in Cornwall are 1.8% of the population (14% in England & Wales)
- Cornwall has its own language

### Cornish ethnicity

On 24 April 2014 it was announced that Cornish people be granted minority status under the European Framework Convention for the Protection of National Minorities.<sup>2</sup>

This affords the Cornish the same status under the European Framework Convention for the Protection of National Minorities as the UK's other Celtic people, the Scots, the Welsh and the Irish.

73,200, or 14% of the total population, stated in the 2011 Census that they have Cornish national identity.

## **Rurality**

Cornwall has 43.7% of its population (232,416) classified as rural. This classification is taken from the Output Area Classification (OAC). DEFRA local authority rural-urban classification system. By comparison, 10.5% of the total population live in predominantly rural areas in England (2011)<sup>1</sup>.

It should also be noted the Indices of Multiple Deprivation (IMD) are used throughout this report. Whilst this gives us the capability of comparing our county to other unitary authorities etc., it is based upon areas of higher population (on average, approx. 1,500 residents or 650 households – DCLG) so is not necessarily representative of the deprivation in rural and sparsely populated areas.

## **Cornwall Council Residents Survey – 2016**

The factors deemed in most need of improving were highlighted as:

1. Road and pavement repairs – 46%
2. Affordable decent housing – 43%
3. Wage levels and the cost of living – 38%
4. Health services – 38%
5. Job prospects – 33%
6. The level of traffic congestion– 30%

[The resident survey for 2017 is currently underway and results are expected at the end of September]

## I. Work

### **Grade E – Things are going very badly. We must act now!**

**Our area performs worse than 80% of comparable areas in relation to core indicator**

#### **Core indicator: Weekly Earnings Gross of Tax (Mean 2016)**

The actual mean salary is £393<sup>3</sup> per week so by illustration, a 40 hour working week would pay an hourly rate of £9.83p per hour.

Total workplace gross earnings median earnings in 2016 were £17,873 at 77% of the UK average. (Full time £23,009, part time £9.046)<sup>4</sup>.

We have a large percentage of the workforce in the 'gig economy' particularly seasonal jobs, most notably tourism and catering (especially accommodation and food), many with zero hour contracts, often with limited job security and progression.

Employment Rate, Score = D<sup>5</sup> (our areas performs better than 20% of comparable areas).

28.4% of people aged 16-64 are economically inactive, higher than the UK figures of 23.4%. This can be associated with social exclusion but is impacted by other factors such as retirement, sickness etc.<sup>6</sup>

Unemployment Rate, Score = C (Our area performs better than 40% of comparable areas<sup>7</sup>). Whilst work is available, which is positive, much is low paid and on the basis described above.

Unemployment rate is 3.7%<sup>8</sup> below the UK rate of 4.6% in March 2017<sup>9</sup>.

#### **NEETS (a young person, Not in Education, Employment, or Training)**

There are 18,360 young people aged 16-24 known to Cornwall Council, of whom 670 are NEETS which is 3.7% (6.6% are of unknown activity) as at end of 2015<sup>10</sup>. Being a NEET at a young age "is a major predictor of unemployment, low income, poor mental health and physical health and associated problems later in life especially for those who are NEET for extended period of time who repeatedly re-enter the NEET group. This will affect individual life changes and also impact with in the wider economy"<sup>11</sup>

#### **Self-Employment:**

Cornwall has a high percentage of its workforce who are self-employed: 20.7% of 16-64 year olds. This compares to a figures of 13.5% for the UK. Self-employment is often seen as an indicator of entrepreneurship, however it can also be seen as the only option for employment locally.<sup>12</sup>

### Median weekly wage (gross):

In 2016 the median weekly wage in the UK was £438.60p compared to the South West at £402.50p (92% of the UK)<sup>13</sup>. The rate falls lower again when comparing at parliamentary constituency level:

- Camborne & Redruth - £349.80 (80% of UK median weekly wage)
- North Cornwall - £328.40 (75%)
- South East Cornwall - £298.60 (68%)
- St Austell & Newquay - £371.10 (85%)
- St Ives - £296.30 (68%)
- Truro & Falmouth - £371.60 (85%)

Wage comparisons between 2015 and 2016 varied widely across constituencies ranging from 1% in South East Cornwall to 10.4% in St Ives, with an average increase of 5.7%.

No area in Cornwall has a higher wage rate than the South West average and in fact wages fall well below. Additionally the wage rate for women is significantly lower than men at 65.7% less than their male counterparts in the UK and 63.7% in the South West. In part this could be attributed to women being the majority of employees working part time.

In a study of parliamentary constituencies at risk of poverty, the authors set out the relative risks across the constituencies in Cornwall.

### Joseph Rowntree – Poverty Risk by Parliamentary Constituency<sup>14</sup>:

	Out of work benefit (1)	In work tax credit (2)	Low or no qualifications (3)	Low pay (4)
Truro & Falmouth	7.1%	16.3%	21.2%	£339.60
North Cornwall	8.3%	20.9%	26.8%	£327.40
St Ives	9.0%	21.3%	25.3%	£297.40
Camborne & Redruth	10.1%	24%	26.1%	£337.00
St Austell & Newquay	9.4%	21.2%	26.3%	£325.3
South East Cornwall	8.1%	18.1%	20.5%	£306.70

- (1) % of working age population receiving out of work benefits (Aug 2016)
- (2) % of working age adults that are in receipt of one, or both Child Tax Credit & Working Tax Credits
- (3) % of working age population not qualified at NVQ Level 2 or above (2014-16)

- (4) 20<sup>th</sup> percentile: gross weekly earnings (£pw) for full time employees. 1 in 5 FTE have earnings below the 20<sup>th</sup> percentile (2016)

Economy Monitoring Monthly Update (CC)<sup>15</sup>:

There are 260,800 people working in Cornwall y/e December 2016, of whom 60,500 were self-employed (23%), 191,600 employees (73%) with 8,700 (3%) working on a flexible basis.

### **65 year + employees**

For over 65 year old employees there has been an upward trend in numbers and share of the workforce. In 2004 this group constituted 2.8% of the workforce, by late 2013 it had reached 6.4% and now represents 7.4%. Given the highest population age group in Cornwall is 60-64 years the increase reflects the proportions. It suggests too this age group choose to work, often beyond the official retirement age, for reasons such as alleviating loneliness and increasing their income.

### **The consequences of low pay**

The Work Foundation Report 2014<sup>16</sup> highlights some of the key challenges associated with low pay:

- Low pay is associated with in-work poverty, replacing unemployment as one of the major drivers of poverty;
- Low pay is associated with 'churning' between work and benefits, which can result in financial hardship and has scarring effects on future employment prospects; and,
- Whilst low pay may be transitory phase for some, earnings mobility is relatively limited in Britain, leaving some low paid workers, notably women working part time, stuck in low pay for prolonged periods, with implications for child poverty and poverty later in life.

The report explores the characteristics associated with low pay, concluding that women, young people, older workers, people without qualifications, some ethnic minorities, lone parents and disabled people were likely to receive low pay. It also explores the association with particular occupations, concluding that people in elementary roles, sales and customer service jobs and personal service jobs accounted for three-quarters of the low-paid workforce in the UK, given the LEP area is over represented in these occupations, this is significant. Similarly, low paid jobs were also concentrated in certain sectors, including hotels and restaurants, wholesale and retail and administrative and support services. Again, these sectors feature strongly in the Cornwall and Isles of Scilly LEP area. The report also found strong links with part time work and temporary work, both of which feature significantly in the local economy.

### **National Living Wage**

In 2016, 23.9% (number/proportion earning below living wage) of all South West jobs were paid at less than the national living wage. Specifically in Cornwall<sup>17</sup>:

32.2% - Camborne & Redruth  
42.7% - North Cornwall  
39.2% - South East Cornwall  
30.8% - St Austell and Newquay  
35.5% - St Ives  
24.7% - Truro & Falmouth

### **Foodbanks and Universal Credit (UC):**

The Trussell Trust (the charity behind the Foodbank movement), has over 425 foodbanks nationwide who provide 3 days nutritional balanced food and support to people in crisis. 90% of food is donated by the public. Many also host extra services such as debt advice, cooking and budgeting courses<sup>18</sup>.

In the South West 103,947 three-day emergency food supplies were given to people in crisis between April 2016 and March 2017 (of which 37% were children)<sup>19</sup>. The UK the total was 1.18m.

Foodbanks in areas with full UC rollout to single people, couples and families, have seen a 16.85% average increase in referrals for emergency food, more than double the national average of 6.64%. The effect of a 6+ week waiting period for the first UC payment can be serious leading to foodbank referrals, debt, mental health issues, rent arrears and eviction. Navigating the on line system can also be difficult for people struggling with computers or unable to afford telephone lines<sup>20</sup>.

Initially Universal Credit will only affect single people between the ages of 18 and 60 who have recently become unemployed or who are on a low income and meet certain conditions for claiming Universal Credit. However, between December 2017 and March 2018, Universal Credit will be fully rolled out to couples and families.

UC was introduced in Cornwall from 18th May 2015. Claimants will be moved to UC when they experience a change in circumstances<sup>21</sup>.

In 2019 claimants will be moved to UC as a managed migration. Research from Oxford University found a strong correlation between increased sanctioning (i.e. payment stopped or reduced) and increased food bank use, with 10 more instances of sanctioning correlating to around 5 more foodbank referrals<sup>22</sup>.

### **Population & Industries<sup>23</sup>**

Cornwall has the 9<sup>th</sup> highest percentage of females working part time (16-30 hrs) of the 348 local authorities in England and Wales.

The industry employing the highest percentage of the population is Wholesale and Retail Trade at 17%, followed by Health & Social Care (13.5%) and Education (9.7%).

Cornish employees are underrepresented in some of the 'higher earning' industries such as professional, scientific and technical, and a higher proportion are employed in the primary and service industries e.g. agriculture, accommodation & food.

66.8% of the population are of working age (16-64 years) and economically active (259,484), 33.3% are economically inactive (129,374)<sup>23</sup>:

- Long term sick or disabled – 4.4%
- Other – 1.7%
- Self employed – 13.6%
- Full time employed – 31.7%
- Part time employed – 15.4%
- Unemployed – 3.3%
- Full time student (also looking for work) – 2.8%
- Retired – 18.9%
- Student (inc. f/t) – 4.3%
- Looking after home or family – 4%

The most common occupation is 'skilled trades and occupations' at 17%. We have the 10<sup>th</sup> highest % of males employed in this category of the 348 local authorities in England and Wales.

Total number of economically inactive residents was 129,374 or 33.3% of 16-74 year olds.

### **Benefits**

Of the 11.9% of the population who are the main benefit claimants in Nov 2016 (working age client group)<sup>24</sup>:

- Job Seekers 0.9%
- ESA and Incapacity benefit 6.7%
- Lone Parents 0.9%
- Carers 1.9%
- Others on income related benefit 0.2%
- Disabled 1%
- Bereaved 0.2%

### **Summary**

Cornwall is in the 80% worst performing comparable areas based on mean average wage. In part this could be attributed to the gig economy. There is often a good variety of work available during the primary tourist seasons (hence our unemployment rate of 3.9%, below the national average 4.6%), but many jobs are on either a zero hours contract or short term basis (some are also time limited such as grant funded roles). Opportunities for permanent work are more limited than in comparable areas. The rate of pay for much of this type of work is near or at the statutory national minimum wage level (currently £7.50p for over 25s) so by nature will result in a lower average than for permanent work. Many are thus further still away from the voluntary Real Living Wage (currently £8.45p across the country, £9.75p in London). Employment by industry also links to average wages, with wholesale & retail employing the highest percentage of population in Cornwall, followed by Health & Social Work, then Education. We are underrepresented in some areas of 'higher earning' industries such as professional and scientific, and employ a higher proportion in the primary and service industries such as agriculture, accommodation and food.

20.7% of the workforce is self-employed (an increase on the last census figure)<sup>25</sup>. 74.1% of businesses employ 4 people or less; 14.2% employ 5-9 people<sup>26</sup>.

As Cornwall is a very rural county we face greater challenges when commuting to work in particular how a long a journey can take, the cost of transport and its availability. Costs of childcare and care services to enable people to work, all diminish the net income a household has each month and why Foodbanks for example have seen a rise of 'in work' families using them.

The most recent quarterly survey from Cornwall Chamber of Commerce has seen a reduction in the proportion of businesses recruiting and is the lowest in 2 years with 57% experiencing difficulties in recruiting the right people. Many employers want to recruit local people but often find the response rate is low. It is difficult to ascertain whether this is a case of applicant skills not meeting the minimum job requirements or A reluctance of local people to making applications.

Cornwall has low productivity and a high proportion of micro and small businesses based in rural areas, opportunities for employment are more limited. As tourism continues to grow, the resulting 'short term' jobs will still be needed so a 'transient' workforce will remain in evidence. However, there is an emerging entrepreneurial spirit with many EU funded programmes offering free support, mentors and advice for new and emerging businesses.

### **How can you help?**

- 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*)

## 2. Local Economy

### **Grade E – Things are going very badly. We must act now!**

**Our area performs worse than 80% of comparable areas in relation to core indicator**

#### **Core Indicator: Share of national Gross Value Add (2015)**

Gross Value Added (GVA) is the value of goods & services minus the cost of inputs used to produce them.

Total GVA in 2015 was £9.9 billion. In 2014 it was £9.5 billion. GVA per capita in 2015 was £17,964, up 3.3% on 2014 (£17,383). Equal to 70.9% of UK average.

By sector the main contributors to GVA were Real estate £2,185m, (19.2%); Wholesale, retail and motors at £1,213m, (12.2%); Health and social work £901m, (9.1%); Construction £753 m, (7.6%); and Manufacturing £745m, (7.5%).<sup>27</sup>

Sectors with growing GVAs include retail distribution, food and drink manufacturing, air transport, finance and social work activities (2013)<sup>28</sup>. However, total employment by industry at the last census was Wholesale and Retail (16.8% of population), Health and Social Work (13.5%) and Education (9.7%).<sup>29</sup>

There are 23,270 enterprises in Cornwall (2016) of which 88.2% were micro (0-9 employees), 10.3% were small (10-49 employees), 1.2% were medium (50-249 employees) and 0.2% were large (250+ employees)<sup>30</sup>.

The number of businesses located in rural areas is significantly higher than in urban areas. The rural/urban ratio in Cornwall is 2:1, South West 1:1 and England 1:3. The majority of our 50 largest business (250+ employees) are based in urban areas highlighting the predominance of the micro and small business base in rural areas<sup>31</sup>.

The Cornwall Chamber of Commerce QI Survey indicates the primary current concerns of Cornish businesses.

Positive changes – attempting to recruit; increasing the workforce over the next quarter; planned investment in plant & equipment.

Negative changes – expecting an increase in profitability over the next 12 months; increase in UK sales; experiencing recruitment difficulties.

Increased concerns for businesses include exchange rates, inflation, business rates & interest rates. Businesses have expressed concern in the rise of many costs, including the minimum wage and recruitment, and poor transport links. There are many uncertainties surrounding Brexit and how the final agreed negotiations will impact Cornwall<sup>32</sup>.

Employment numbers in Cornwall vary considerably to the UK average, by size of business. Micro businesses - 28%, small - 34%, medium - 24% and large - 14% (compared to UK of 22%, 27%, 27%, 23% respectively). The figures suggest a totally different business profile for Cornwall and IoS compared to the UK average. This has an impact on training, earnings and productivity<sup>33</sup>.

34 of the largest companies employ 15,000 between them including Cormac Solutions Ltd (1,286 staff), Cornwall Care Services (1,272), St Austell Brewery (1,170), Imerys Minerals Ltd (1,082) and Helston Garage Group (1,033). Respectively these represent the sectors of property and construction; health and social work; wholesale and retail; mining; wholesale and retail<sup>34</sup>.

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.<sup>35</sup>

The most disliked/areas for improvement included parking and traffic, busy roads, A30 congestion, public toilets and seagulls. Eating out in restaurants and pubs were considered poor value for money, whereas 44% felt accommodation was very good value for money (or good at 43%). Scenery and beaches were the top 'likes'.<sup>36</sup>

Outstanding personal debt in Cornwall amounted to £14 billion in 2014, almost 50% higher than Cornwall's annual economic output figure (£9,462m<sup>37</sup> as measured by nominal GVA). Low wages coupled with rises in utility bills and rents have gradually eroded household savings and slowly pushed many people into problem debt<sup>38</sup>.

## Summary

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.

## How can you help?

- 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

### 3. Fairness

**Grade D – Things aren't going very well. We should take action as soon as possible**

**Our area performs better than 20% of comparable areas in relation to core indicator**

**Core Indicator: Indices of Multiple Deprivation (IMD) Overall Score**

The IMD score covers a range of social measurements including deprivation, child poverty, food poverty & inequality<sup>39</sup>.

#### **IMD – 2015<sup>40</sup>**

The IMD data encompasses weightings for Income (22.5%); Employment (22.5%); Education, Skills and Training (13.5%); Health & Disability (13.5%); Crime (9.3%), Barriers to Housing and Services (9.3%) and Living Environment (9.3%).

17 of Cornwall's neighbourhoods are in the most deprived (worst 10%) in England. The previous IMD data from 2010 identified 8 neighbourhoods as being amongst the most deprived, so an additional 9 neighbourhoods have fallen into the most deprived category in 5 years.

44 of Cornwall's neighbourhoods are in the 20% worst deprived in England (previously this was 33, an increase of 11).

Treneere in Penzance is the most deprived neighbourhood in Cornwall and ranks 414 in England (out of 32,844). The 2010 IMD figures had Pengegon in Camborne which is now the 4<sup>th</sup> most deprived in Cornwall.

Three areas are no longer in the most deprived 20% in England – Truro City Centre, Helston Trengrouse Way and Falmouth The Beacon and Grenville Road.

Camborne & Redruth community network has the highest number of neighbourhoods in the most deprived 20% in England (it is also the biggest community network). Over a quarter of neighbourhoods are in the most deprived 20% in China Clay, Camborne and Redruth, West Penwith & Bodmin community networks.

Top 17 (most 10% deprived) areas in Cornwall:

1. Penzance Treneere
2. Redruth North, Close Hill, Strawberry Fields & Treleigh
3. Camborne College Street and the Glebe
4. Camborne Pengegon
5. Illogan East Pool Park
6. Camborne Town Centre
7. St Austell Penwinnick and Town Centre
8. Penzance St Clare and Town
9. Liskeard St Cleer Road and Bodgara Way

10. Newquay Town Centre
11. Bodmin Kinsman Estate and Monument Way
12. St Blazey West
13. Falmouth: Old Hill
14. St Austell: Alexandra Road and East Hill
15. Newquay: Narrowcliff
16. Newlyn: Harbour and Gwavas
17. Bodmin: Town centre and Berryfields

Income and employment deprivation carry the most significant weightings and make up 45% of the overall index. Cornwall also has a higher than national proportion of people claiming Carers Allowance which will contribute to a decline in rankings. For Health, deprivation and disability, almost 50% of the 44 deprived neighbourhoods have shown a significant deterioration in ranking for this domain.

Two neighbourhoods have declined significantly – Bodmin Town Centre and Berryfields, and Newquay Narrowcliffe. This is attributable to income, employment, health and disability and crime (crime in the Bodmin neighbourhood has had a large influence in the rankings).

[Reminder: statistics use LSOA's which are between 1,000-3,000 of the population. There are 326 in Cornwall so reflect urban areas more accurately than illustrating deprivation in rural areas.]

### **Child Poverty**

In 2016, 26.6% of children lived in poverty in Cornwall (after housing costs)<sup>41</sup>. The highest rates were in Newquay Central (44.86%) and Falmouth Penwerris (43.33%):

- North Cornwall – 27.33%
- South East Cornwall – 26.34%
- Truro & Falmouth – 23.36%
- St Austell & Newquay – 27.18%
- Camborne & Redruth – 27.65%
- St Ives – 27.17%
- St Mary's Isles of Scilly – 1.08%

The areas of lowest child poverty were in Constantine, Mawnan and Budock (10.43%), and St Austell Bay (13.33%).

Percentage of children in poverty (after housing costs) Oct-Dec 2015:

- |                         |        |
|-------------------------|--------|
| 1. Newquay Central      | 44.86% |
| 2. Falmouth Penwerris   | 43.33% |
| 3. Liskeard North       | 40.30% |
| 4. Penzance Central     | 38.60% |
| 5. Penzance East        | 38.55% |
| 6. Liskeard East        | 38.45% |
| 7. Bodmin St Leonard    | 38.16% |
| 8. Camborne Trelowarren | 37.99% |
| 9. Camborne Treswithian | 37.18% |
| 10. Camborne Roskear    | 36.01% |

11. Camborne Treslothan	35.27%
12. Bugle	35.16%
13. Truro Tregolls	35.07%
14. Hayle South	34.79%
15. Newlyn and Mousehole	34.48%
16. Gulval and Heamoor	33.89%
17. Newquay Treloggan	33.78%
18. Four Lanes	33.54%
19. St Buryan	33.36%
20. Roche	33.17%

The Child Wellbeing Index (CWI) is another measure of wellbeing that covers several domains or types (7), of which housing is one. It covers domains of a child's life that have an impact on its wellbeing. By the domain of housing, in Cornwall 62.7% of people in Cornwall (331,807) live in the most deprived 20% of areas of England compared to 20.4% in England, that's a difference of 223,850 people<sup>42</sup>!

### **Fuel Poverty**

A household is considered to be fuel poor if it has higher than typical energy costs and would be left with a disposable income below the poverty line if it spent the required money to meet those costs (also defined as spending more than 10% of household income on fuel to achieve adequate levels of warmth).

34,000 households in Cornwall are thought to be in fuel poverty (14.2%). Many people are living in poorly insulated homes, with low income and high fuel costs. Some of the worst areas include parts of Penzance, Falmouth, Wadebridge, St Austell, Fowey, Lostwithiel, Launceston and the Clay area<sup>43</sup>.

The highest proportion is in St Dennis South where 29.1% of households are struggling with energy bills (lowest proportion of household fuel poverty is Burraton at 3.1%).

By parliamentary constituency<sup>44</sup>:

- North Cornwall – 14%
- South East Cornwall – 12.8%
- St Austell & Newquay – 13.6%
- St Ives -16.4%
- Truro & Falmouth -14.5%
- Camborne & Redruth – 13.8%

### **Homes & Heating**

Homes with non-insulated cavity walls and older properties are most likely to be affected by poor winter warmth. 36,000 households or 83,000 people experience poor health due to a lack of warmth in their homes<sup>45</sup>.

Around 300 more people die each winter compared to the summer months. This is a cost of £13m annually for the NHS in Cornwall. Where interventions have taken place such as the Winter Wellness multi agency partnership, energy efficiency

interventions in lower income communities have reduced GP visits by 27%, days off work by 38% and days off school by 50%.

### **Free School Meals (FSM)**

In England FSMs is a statutory benefit to school aged children from families who receive other qualifying benefits (such as income support, child tax credit, working tax credit & job seekers allowance)<sup>46</sup>.

The Child Poverty Act (2010) defines an individual to be in relative poverty if household income is below 60% of the median in that year. A household is in absolute poverty in which income is below 60% of the 2010-11 median income, adjusted for inflation<sup>46</sup>.

Benefits data from HMRC suggest that around 1.4m (21%) of children aged 4-15 years in England are entitled to receive FSM. School data shows 18% (1.2m) are registered to claim FSM, therefore around 200,000 (3%) pupils appear to be entitled but are not claiming FSM<sup>47</sup>.

In 2011, 65,000 pupils were registered in Cornwall. As at 31 Dec 2010, 500 were entitled to FSM (or 16%). In January 2012 8,800 were claiming FSM (or 14%). 1,700 pupils were entitled but not claiming FSM suggesting an under-registration rate of 16%<sup>47</sup>.

### **Car Ownership**

68% of cars in Cornwall are over 6 years old and there is a high level of car ownership. This isn't necessarily a sign of wealth, but a necessity to reach many services and work where public transport is not available or inaccessible<sup>48</sup>.

There were 310,474 cars and vans in the county as at 2011<sup>49</sup>.

17.3% of households have no access to a car (18.9% in the South West and 25.6% in England)<sup>149</sup> which reflects the higher need in Cornwall.

Only 3% of the population use public transport<sup>50</sup>.

### **Benefits**

Cornwall has a proportionally higher number of people claiming out of work benefits e.g. 22,015 (6.8%) on Incapacity Benefit (Nov 2016) compared to the England average of 5.9%. For the same period 11.9% of working age people claimed workless benefit compared to the England figure of 10.8%. For unemployment benefit (Job Seekers Allowance and Universal Credit) the figures show persistent peaks and troughs since 2012 but appeared to show a downward trend until April 2015<sup>51</sup>.

## Summary

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.

Almost one third (32%) of respondents to our questionnaire *strongly* agreed there is a wide gap between people in Cornwall who can afford the basics (food, heat, home) and those who cannot. Nearly a half (47%) agreed. That's a combined 79% of all respondents who recognised this inequality.

As much of fairness relates to income, we need to find ways in which disposable income can be increased and the gap narrowed between those are often described as 'rich and poor'.

Cornwall's transport issues are aggravated by the South West receiving one of the lowest shares of the national spending on transport infrastructure<sup>52</sup>, 4% between 2016/17. Only Yorkshire, Humber, and East Midlands are lower at 3% (compared to a 54% share in London). That's an equivalent of £212 per head of population in the South West, compared to £1,943 in London. Whilst we cannot expect a budget to that of our capital city and international travel hub, it does illustrate a regional inequality. Transport is often sighted as a barrier to successful trading and can arguably discourage investment if the infrastructure is poor.

## How can you help?

- 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

## 4. Housing & Homelessness

**Grade D – Things aren't going very well. We should take action as soon as possible**

**Our area performs better than 20% of comparable areas in relation to core indicator**

### **Core Indicator: Household Tenure – Rented Socially**

Cornwall has a high percentage of households which are socially rented from the Council and others<sup>53</sup> e.g. renting from a registered social landlord, housing association, housing co-operative or charity. 12% of households are socially renting<sup>54</sup>, that's 34,500 people.

The total number of households in Cornwall on the local authority housing waiting list was 30,020 in 2016 ahead of Brighton & Hove and Medway! Whilst they await suitable accommodation, families and vulnerable people are often having to stay with family, friends, B&B, in cramped or unsuitable accommodation.

Average weekly local authority rents in Cornwall are £72.83 (2015-6) or £3,787.16 annually<sup>55</sup>.

Average housing costs (based on a 2 bed property), per week<sup>56</sup>:

Mortgage - £160

Private rented - £146

40% Homebuy product - £108

Housing Association - £86

Local Authority - £71

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 local housing markets under stress<sup>57</sup>.

70% of all housing stock is owner occupied, 17% is rented privately, 12% is socially rented and 2% are living rent free<sup>57</sup>.

There has been a 43% increase since 2001 of purpose built flats. There is also a trend towards redevelopment of hotels into flats<sup>57</sup>.

The IMD consists of multiple domains or types of deprivation (7) of which barriers to housing and living environment are examples. To illustrate the stark difference between England and Cornwall, 40.3% (216, 527) of people live in neighbourhoods ranked amongst the worst 20% of neighbourhoods in England, compared to 21.2% in England (barriers to housing domain), which is nearly double. Likewise 63.9% of people in Cornwall (343,549) live in neighbourhoods ranked amongst the worst 20% deprived neighbourhoods in England, compared to 20.9% in England (living environment domain), which is more than a 3-fold difference for the worse<sup>58</sup>.

7.2% of households (16,624) have no central heating as at 2011 (an improvement from 18% in 2001 – 3.6% in the South West, 2.7% in England)<sup>57</sup>. Cornwall has the 4<sup>th</sup> highest percentage of households without central heating<sup>57</sup>. 48% are off the mains gas grid and 35% have solid walls (making them more expensive to heat)<sup>59</sup>.

Older housing stock is more difficult than new buildings to retrofit with efficient heating or to heat more cheaply. In Cornwall 27.6% (72,340) of domestic properties were built before 1900 compared to the England average of 16%. There is evidence of new house building accelerating in Cornwall. After 2000 13.7% (35,930) of homes were built after 2000, which is an increase on the English average at 10.4%<sup>60</sup>.

## **Homelessness**

Cornwall has the 3<sup>rd</sup> highest rough sleeping count in the country at 99 people (Rough sleeping autumn 2016 statistical release) behind the Local Authorities of Westminster (1<sup>st</sup> – 260 people) and Brighton & Hove (2<sup>nd</sup> – 144 people).

Whilst this figure is shocking compared to the rest of England, it will not include ‘sofa surfers’ or people not found on count night, suggesting a figure higher in reality.

Many residents also feel threatened by homelessness. The top 3 reasons are: Seeking accommodation (31%), receiving notice to quit from the private rented sector (13%) and family or friends being unable to accommodate them (11%)<sup>61</sup>.

## **House Prices**

The average house price in June 2017 in Cornwall was £214,504<sup>62</sup>. The gross median salary was £17,873. £17,873 equating to a ratio of 12 times salary to afford an average house in Cornwall (the average house price in the South West was £240,222<sup>63</sup> as at April 2017).

According to Rightmove website June 2017: “Most of the sales in Cornwall over the past year were detached properties which on average sold for £337,507. Terraced had an average of £191,194 and semi-detached £209,352. Average price of £249,617 which was similar to Devon, cheaper than Somerset and Dorset (£247,080, £275,325 & £304,628 respectively). The most expensive area was Rock (£1,075,581) and the cheapest Camborne (£164,973)”. The latter is still over 9 times the median salary in Cornwall, to afford.

More people want to move to Cornwall permanently, creating additional upward house price pressure. This widens the affordability gap for local people.

Prices vary substantially within local areas. Coastal and in particular larger, detached homes are at a premium compared with inland and smaller properties. Average house prices in Cornwall are lower than the national and South West average. However, the lack of affordability in relation to income means families have to relocate to other areas to find a home they can buy.

Cornwall has the 4<sup>th</sup> highest proportion of unoccupied household spaces of local authorities in England and Wales<sup>64</sup>.

## Second Homes

In 2011, 11.2% of homes did not have a usual occupant<sup>64</sup> (not occupied full time so could be holiday, second homes or vacant). There were 259,346 household spaces recorded in the last census.

In 5 parishes, 35% of all housing are second homes and the average house price is 87% above the Cornish average. Where second home ownership is between 20-30% the premium falls to 46%; and between 10-20% this falls to 23%. Local buyers, on local salaries will therefore be priced out of some housing markets as a result<sup>65</sup>.

It is harder to obtain more recent figures as the discount on council tax for second home ownership was removed in 2013, so owners do not have to declare their property is a second home.

The highest proportion of second home ownership can be found in St Minver Lowlands (42.5%), St John (42%), St Merryn (36.9%), St Minver Highlands (36.9%), Maker with Rame (34.7%), St Endellion (33.2%), St Just in Roseland (32.8%), Lanteglos (31.2%), Padstow (28.5%) and Gerrans (27.4%)<sup>65</sup>. Most are generally in coastal areas.

In contrast, areas with the lowest proportion include Callington, Mabe, Quethiock, Roche, Camborne, Carn Brea, Redruth, Torpoint, Bodmin, Lanner, Saltash and St Blaize<sup>35</sup>, predominantly inland locations.

The majority of people with a second address in Cornwall live in London, the South East and South West (excluding Cornwall)<sup>65</sup>.

In May 2016 St Ives voted by 83% to prevent new builds from being sold as second homes in their Neighbourhood Plan. Fowey & Mevagissey have followed suit by considering the same in their plans.

## Summary

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.

In the residents' survey conducted as part of this research, vacant properties were also an issue of high concern for residents. 41% *strongly* agreed, 39% agreed (80% combined) there are too many homes unoccupied all year. 79% considered there is insufficient local, affordable housing and 72% felt that private rented accommodation is affordable for most people.

Homelessness is an issue too, with residents in fear they may become homeless as they are only just managing. Recently, several street homeless were moved away from Truro City Centre with reports of tourists and residents feeling threatened by them. Assessing the numbers of street homeless is always a challenge as they often apply only to that day and time, and there are many variable factors such as weather and temperatures. Many homeless people will be 'hidden' especially the sofa surfers who have no address but live from friend to friend, or in boats and caravans.

As the attractiveness of Cornwall increases, more people want to move here increasing population and demand on services such as GP surgeries, hospitals, schools, roads, housing and utilities.

In the 2016 Cornwall Council Residents Survey, for the question relating to Quality of Life: "It can be suggested that those factors deemed most important and in most need of improvement are", the response was 'Affordable decent housing'".

### **How can you help?**

- 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

## 5. Safety

### Grade B – Things are going well, but we can make them better

**Our area performs better than 60% of comparable areas in relation to core indicator**

#### **Core Indicator: Total offences per 000 population**

This grade includes theft from vehicles; dwelling burglary; robberies and violent offences<sup>66</sup>.

Crime is generally low and Cornwall is a safe place to live and work, despite rises in some areas. To help illustrate our relatively low crime levels in Cornwall 35,414 crimes were reported 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)<sup>67</sup>.

Nationally “The victimisation rate estimated by the CSEW (Crime Survey for England & Wales) when fraud and computer misuse offences are included indicates that around 21 in 100 adults were victims of a crime in the latest survey year”. That’s 21% of the population.

“The police recorded 4.8 million offences in the year ending December 2016, an increase of 9% compared with the previous year. Nearly all of the 44 forces (including the British Transport Police) showed an annual increase but these need to be seen in the context of the renewed focus on the quality of crime recording by the police”.

In Cornwall & the Isles of Scilly all of the 17 crime groups reported a year on year increase, with the exception of trafficking of drugs & possession of drugs, which fell by 39% and 15.5% respectively (133 and 654 incidents reported)<sup>68</sup>.

The largest increases in Cornwall and the Isles of Scilly were public order offences (32.9% increase, 1265 reported) and rape (30.5% increase, 402 reported).

The highest increase in the East Cornwall Area was homicide (up to 4 from 1 the previous year), robbery (52.9% increase, 52 reported) and other offences (47.4% increase, 199 reported). Decreases in other crime groups were in line as above<sup>68</sup>.

The West Cornwall Area increases were public order offences (35.4%, 665 reported), rape (33.8%, 190 reported) and other offences (27.3%, 168 reported). Decreases in other crime groups were in line as above, with a further reduction in the possession of weapons (-14.4%, 77 reported)<sup>68</sup>.

Victim based crime (minus domestic violence) fell by 11% (17,000 reported). Violence against the person (not DA) also fell, by 16.4% (4944 reported)<sup>68</sup>.

16% of all crime is recorded as alcohol related<sup>69</sup>.

Cornwall sees a seasonal fluctuation in crime, with more reported in the summer months than winter<sup>37</sup>.

Trends in the Safer Cornwall Partnership Plan show a 'high' comparison for domestic abuse and 'above average' for both rape and arson<sup>69</sup>. Cornwall ranked first for the lowest overall crime rate out of our family group of 15 most similar community safety partnerships nationally<sup>69</sup>.

49% of the people who responded to the residents' survey agreed that the Council and the Police are dealing with Anti-social behaviour and crime issues that matter to them in their local area (Residents Survey 2016).

Hate crime is a key category across communities. Devon and Cornwall Police report that in the 12 months to Dec 2016 – Racism is by far the largest hate type crime at 66% of all reported hate crime (817, out of 1243) followed by homophobic at 12% (146 reported) and Disablist at 10% (125 reported).

6,100 people received a service from one or more of the nine specialist domestic abuse and sexual violence providers across the Cornwall<sup>69</sup>.

### **Fire, Safety & Traffic**

Safer Cornwall report that year the fire & rescue service respond to more than 5,600 calls<sup>68</sup>.

Over 1,000 student homes in Falmouth visited by multi agency staff to deliver safety messages<sup>69</sup>.

In 2014/15 there were 1,309 road traffic collisions in Cornwall, reducing the following year by 6% (1,230)<sup>69</sup>.

There are numerous Neighbourhood Watch Schemes which are run by residents who are volunteers, supported by agencies such as Police, Fire Service & Council. Similar schemes exist for Boat, Horse, Garage and Speed Watches.

“Local areas with a high sense of community, political trust and sense of belonging show significantly lower levels of all reported crime” (Home Office 2016).

### **Summary**

Cornwall is a relatively safe place to live and work as reflected in our questionnaire results (90% agreed, of which 26% strongly agreed). However, domestic abuse & domestic violence and alcohol related harm levels are higher than average and have been given the highest priority 2016-19 by the Safer Cornwall Partnership Scheme as a direct response. This is not their only focus with drug-related harm and promoting recovery, anti-Social behaviour & reoffending, key focus areas for delivery.

Crime rates themselves should not be looked at in isolation. The fear of crime and how safe people *feel* should also be considered, as should whether all crimes are actually reported. The feeling of being safe encourages people to travel and visit, for work and social reasons and is a comfort for families and often a key reason people

look to when considering moving to a new area. 27% of residents confirmed they had a neighbourhood watch in their area and 70% disagreed they do not feel safe walking alone at night.

In the South East of the county, during our community consultation, rural crime was specifically highlighted, with theft of agricultural and work equipment such as tools (from vans and buildings) and fuel being of particular concern and on the rise.

### **How can you help?**

- 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

## 6. Learning

**Grade D – Things aren't going very well. We should take action as soon as possible**

**Our area performs better than 20% of comparable areas in relation to core indicator**

**Core indicator: Working age people with no qualifications (January – December 2015)**

This grading is based upon the number of work age population who have no qualifications (males 16-65, females 16-60). In Cornwall this is 22.43%<sup>70</sup> of the population based on unitary authorities in SW, or 99,237 people with no academic or professional qualification (an improvement on 2011 census at 29%)<sup>71</sup>.

The wards with the most people with no qualifications are Redruth North and St Blaise (31% of the population); the best results are in Falmouth Gyllyngvase & Arwenack (in the catchment area for Falmouth University).

### C- Qualifications: none (2011)

Rank	Ward 2011	District (incl. 2009 Unitaries)	%	Nat. Rank
1	Redruth North	Cornwall	30.98	1130
2	St Blaise	Cornwall	30.76	1177
3	St Dennis	Cornwall	30.26	1279
4	Camborne West	Cornwall	29.84	1378
5	St Austell Poltair	Cornwall	29.62	1420
6	Bodmin West	Cornwall	28.75	1651
7	St Stephen	Cornwall	28.65	1675
8	Roche	Cornwall	28.57	1693
9	Bude South	Cornwall	28.26	1784
10	Hayle South	Cornwall	28.25	1788

25% of the population (110,518) aged 16-74 years were qualified to NVQ4 or above (which includes degrees)<sup>71</sup>.

17.4% (76,782) are qualified to NVQ2 (which includes 5+ O Level /CSE grade 1/GCSE Grades A\*-C)<sup>71</sup>.

Cornwall has a slightly higher percentage of people with highest qualification level 1 at 13.4% of the working age population (59,205) compared to 13.3% in England<sup>72</sup>.

Academic results 2016<sup>73</sup>:

39% of students achieved KS2 level 5+ in maths (provisional)

43% of students received KS2 level 5+ English (provisional)

20% achieved the KS4 English bacallaureate (SW is 23.3%)

## **Schools, Colleges & Universities**

There are a total of 353 schools and colleges in Cornwall – 313 primary, 52 secondary & 29 offering education for 16-18 year olds (August 2017)<sup>74</sup>.

By type these are Academies (182), Maintained (154), Independent (9), Special (6), College (2).

The schools and colleges in Cornwall have the following OFSTED ratings: 40 Outstanding (11%), 194 Good (55%), 26 Requires Improvement (7%), 2 Inadequate (1%), 90 Not Recorded on Department of Education website (26%).<sup>74</sup>

92% of pupils are in good or outstanding schools - primary (OFSTED 2015-6 Annual Report) & 83% secondary.

There are 7 universities and colleges in Cornwall, operating across 13 campuses offering further and higher education (broadly comprising degrees, and A levels or diplomas respectively)<sup>75</sup>.

The institutions are Falmouth, University of Exeter\* & Plymouth \*Universities Cornwall College\*, Truro College\*, Penwith College\* & Camborne School of Mines.

Those listed with an \* are part of the Combined Universities in Cornwall (CUC), a partnership of universities and colleges offering higher education, aiming to encourage more students to Cornwall, more opportunity and collaborations, which has already been successful in attracting EU funding.

Cornwall has no sixth form colleges.

Awards in new Teaching Excellence Framework (TEF) were introduced in 2016 with a Gold Award awarded to Truro & Penwith College, Falmouth University and Exeter University (Penryn campus). A Silver Award was presented to Cornwall College.

## **Summary**

Compared to the national and South West Cornwall fares poorly in learning & education. Better qualified employees tend to earn better wages which can offer improved life style and living environments. Conversely, lower wages often lead to low self esteem, poor productivity and less opportunity and security for employees. Whilst access to higher education has much improved in Cornwall with expanding universities and the CUC collaboration, this is still unattainable for some. Many students also struggle and do not adhere to the 'one size fits all' education system.

Vocational opportunities should also be promoted alongside apprenticeships and offerings from employers who are prepared to train and invest in employees.

Many business attendees at our stakeholder meeting identified higher education as a success in Cornwall, but there are still low attainment levels which when improved, should progress the lives of many and offer more opportunity.

The perception of standards and performance can also vary and fluctuate depending on area. For example 56% of questionnaire respondents agreed their local schools do well and provide a good level of quality education (16% strongly agreed). 38% disagreed literacy and numeracy skills are high in Cornwall. Almost one third (34%) disagreed there are sufficient higher education opportunities in Cornwall.

### **How can you help?**

- 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

## 7. Arts, Culture & Heritage

### **Grade B – Things are going well, but we can make them better**

**Our area performs better than 60% of comparable areas in relation to core indicator**

#### **Core indicator: Amenities (cultural) score 2012**

This score takes into consideration sports arenas, cinemas, zoos, theme parks; major event venues, Visit England attractions, Michelin starred restaurants, performing arts venues, cathedrals<sup>76</sup>.

Cornwall has a strong cultural and historic past reflected in the arts, culture & heritage scene.

86.9% of the adult population in the South West engaged with the arts once or more in the last year. Engagement in the arts was lowest in Yorkshire and Humberside (68.8%) and highest in the South West (86.9%)<sup>77</sup>.

The South West also had the highest rate of engagement in heritage (82.2%).

1 in 6 jobs held by graduates are in the creative economy<sup>78</sup>.

Cornwall also loves to celebrate. There are over 250 festivals in Cornwall including literature, food, cider, music, oyster, beer, fish and village feast & celebration days (including Trevithick, Flora, Obby Oss, Golowan, Lafrowda & St Pirans), to the Port Eliot Festival and Boardmasters, making them a critical part of our vibrant cultural scene.

Other attractions include our tin mines (in a World Heritage Site), national gardens, The Seal Sanctuary, beaches, heritage railways, ship wreck centre, zoo, Lobster Hatchery, South West Coast Path & a Brewery Visitors Centre.

There are over 70 museums in Cornwall including the dramatic open air theatre The Minnack in Porthcurno overlooking the beach below and the National Maritime Museum in Falmouth. They have never been more popular attracting 1.5 million visits in 2015 (up 22% on the previous year). 30% of audiences are local and 70% are visitors making them a substantial part of our cultural tourism. 22% of visitors to Cornwall – that's 1 million people - cited that a museum was one of the main reasons for their visit<sup>78</sup>.

Cornwall Council and Arts Council England jointly fund a unique model for generating cultural activity across a rural region with dispersed settlements. Over 8 years, FEAST has supported 500 projects which have taken place in more than 2,100 community locations right across Cornwall. These projects have involved 80,400 participants and audiences of more than 800,000. FEAST has secured a total investment of £7.5 million for cultural activity in Cornwall<sup>78</sup>.

Our Cornish Mining World heritage site celebrated its 10<sup>th</sup> anniversary last year.

Cornwall has the most statutorily protected assets in local authority care - 56,000 historic records. There are 12,671 listed buildings, 145 Conservation areas covering 4070 ha, 37 registered parks and gardens, 13 designated wrecks, 2 registered battlefields<sup>79</sup>.

## Summary

80% of our questionnaire respondents agreed (of which 16% strongly) Cornwall has a thriving cultural life with many places celebrating their unique identity through festivals and feast days. 62% agreed we celebrate our Cornish history and culture and create opportunities to teach people about it. It is also seen as an artistic and creative region with employment numbers increasing in the sector.

However, whilst Cornwall has many festivals and celebrates its arts, culture and history (including its own language), access and affordability is a barrier for many. 58% stated traveling to these events is difficult and over half (52%) could not afford to attend as many as they would like. As seen earlier, unless there is access to a car or public transport, for some even the most basic trips such as a visit to a beach is 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. Many are beyond the pocket of residents as entry can be costly relative to disposable income.

## How can you help?

- 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

## 8. Strong Communities

**Grade D – Things aren't going very well. We should take action as soon as possible**

**Our area performs better than 20% of comparable areas in relation to core indicator**

**Core Indicator: Access to Services – distance - Post Office**

This grading is based upon the proportion of households within the area who are estimated to be within a short distance (4 kilometres) from a Post Office.

The comparable scores for access to most services are grades E or D respectively e.g. secondary school; supermarket; GP surgery; primary school (all E grades) and post office; cashpoint (grade D)<sup>80</sup>. The average road distance from a job centre in Cornwall is 6.8km (England average is 4.6km)<sup>81</sup>.

Whilst the data is 9 years old there hasn't been a significant increase in infrastructure with the expectation that the figures are likely to be significantly improved in all areas i.e. more GP surgeries & schools built. Arguably supermarkets deliver to homes now so reliance is less for those who order online.

However, this has highlighted again the effect of rurality and transport issues throughout Cornwall where many basic facilities are not 'on hand' and usually some form of transport is required to access them.

Areas of the county are also expressing concern about the volume of house building. For example is not in line with the supporting infrastructure and some have called for Neighbourhood Plans to consider that unless the ratio of doctor's surgeries, schools and other services are above a certain level, there should be no developments allowed until the services have caught up (North Coast, Aug 2017).

65% of questionnaire respondents agreed (11% strongly) there are sufficient facilities in their local area e.g. Post Office, shop, pub. Only 8% did not know their neighbours and have found it hard to get to know anyone where they live.

Also from the Place Survey, 84% of people were satisfied with their local area as a place to live<sup>81</sup>.

### **Volunteering & Taking Part**

Cornwall is a very generous region of the UK. Engagement in charitable giving is highest in the South West (36%), higher than in any other region in England including London (28.3%)<sup>82</sup>.

Charitable organisations in Cornwall on average have<sup>83</sup>:

- 48 volunteers per organisation
- 108 hours per organisation

- 2.3 hours per individual

There are approximately 4,500 voluntary, community and social enterprise (VCSE) organisations in Cornwall & IoS. It is estimated 21,000 people are employed in the VCSE sector<sup>84</sup>.

1/3<sup>rd</sup> of adults volunteer monthly (26% for rest of country).

50% volunteer in the South West (at least once a year) as confirmed by the National Council for Voluntary Organisations.

## **Voting**

In the 2015 general election, turnout in the 6 Cornish constituencies ranged between 65.7% – 74% (lowest in St Austell & Newquay, highest in St Ives). UK turnout was 66.1% thus suggesting Cornwall is generally more engaged and willing to vote<sup>85</sup>.

Turnout was 68.7% in the 2017 general election<sup>85</sup>.

## **Broadband**

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<sup>86</sup>. In an age where access to the internet is becoming mandatory for many tasks, including benefit claims, this is an area of particular concern and isolates many. The internet can also be a means for less mobile people to keep in touch with family and friends, especially those who live some distance away.

## **Summary**

This comparable score specifically relates to access to services and Cornwall performs very poorly. As a rural county many facilities are 'not on the doorstep' so some form of transport is necessary to access even the basics such as buying food or fuel, visiting the GP, post office or going to school, with many at least 4km away from home.

However, we have an incredibly strong sense of community, identity and history including our own language (many residential road signs are in English and Cornish). 'Community' can be hard to define. It is often described as a combination of 'feeling you belong', to feeling safe, being involved and included, not isolated or excluded.

Our volunteer rate is high in Cornwall as are our voting turnout levels and we have an impressive number of community and voluntary groups. We give generously to charity and celebrate many events and festivals which need the community to organise, support and attend. However, our isolated geographic spread means many people are remote and lonely and do not engage with their communities for many reasons including low self-esteem, low income and limited or no access to suitable transport. Getting to the events and activities and being able to afford them, can be a barrier for many.

## **How can you help?**

- 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

## 9. Environment

### **Grade A – Everything is great. Let's keep things that way!**

**Our area performs better than 80% of comparable areas in relation to core indicator**

**Core indicator: Indices of Multiple Deprivation (IMD) living environment score**

This is a measure of the quality of local environment, both indoors (e.g. housing) and outdoors (e.g. air quality and road traffic accidents).

Cornwall performs very well, in the top 20% in fact<sup>87</sup>. With a rural road network, local airports and many, large open spaces (moorland and coastal) our air quality is good and safety levels high. From our community questionnaire, 72% agreed (15% strongly) that the area they live in is clean, tidy and well maintained e.g. grass cut, footpaths not overgrown etc. 83% agreed there are plenty of outdoor spaces for them to enjoy such as parks, waterways, footpaths etc.

#### **Air Pollution**

For four air pollutants (nitrogen dioxide, benzene, sulphur dioxide and particulates PM10), Cornwall is well below the national average i.e. sulphur dioxide is 0.02 (on a 1km grid) compared to the England average of 0.05, and benzene is 0.04 compared to 0.09 in England (background concentrations of pollution with a score greater than 1 indicates levels exceeding national standards of clean air). This illustrates a good standard of clean air in Cornwall<sup>88</sup>.

#### **Fly Tipping**

Fly tipping has become a larger problem, especially since household waste and recycling centres now charge for items that were historically free e.g. plasterboard, soil and rubble. There were 492 service requests on private land in 2016/7 up 24.5% on the previous year, Bodmin being the highest (28 or 6%)<sup>89</sup>.

Conversely, public land service requests were down 3% on the previous year at 4,737. Penzance was the worst affected area at 399 or 8%<sup>90</sup>.

#### **Renewable Energy**

Cornwall has the highest total capacity of solar power production in England<sup>91</sup>.

Whilst a windy county with numerous wind turbines (514), Cornwall is not in the top 10 counties for energy produced by wind<sup>91</sup>.

65% of the installed large scale electricity capacity in Cornwall comes from large scale solar i.e. more than 1 MW. The next largest is wind at 20%<sup>92</sup>.

People living in the South West have the dirtiest carbon footprint in Europe. Much can be attributed to the geography of the region e.g. a rural area with limited public transport so travel is a necessity, poorly insulated homes and older, high emissions cars etc<sup>93</sup>.

## **Natural Beauty**

According to Place Analytics Cornwall is the highest ranking at better than 80% of comparable areas<sup>94</sup>. This considers housing density, road density, air quality, tranquillity, natural beauty, green space and water.

With a low density population compared to land mass and large areas of undeveloped and protected areas such as our World Heritage and historic sites, moorlands and a vast coastline, Cornwall has an abundance of natural beauty and clean, green open spaces. This is one of the many reasons why tourists and new residents are attracted to the county. However, attracting so many people can be detrimental to the County's environment by increasing road traffic, reducing air quality and swelling the demand on utility services such as water, especially during the traditional holiday months.

## **Recycling**

This is a challenge in some areas. Over half our residents (51%) agree we do not recycle all that we can. This is especially visible on the Isles of Scilly where there are no kerbside collections. Whilst there are recycling collection points on St Mary's and the off islands for glass and aluminium, all rubbish is shipped to the mainland for processing (except glass which is crushed and re-used on the islands). The incinerator on St Mary's has been decommissioned.

In 2009/10, 37% of household waste was sent for reuse, recycling or composting (areas such as Staffordshire Moorlands achieved 62%). 62% was sent to landfill (areas such as Portsmouth & Hampshire achieved 10%)<sup>95</sup>. The Isles of Scilly sent 19% of household waste for reuse, recycling or composting.

## **Summary**

Cornwall is in the top 20% of comparable areas in the IMD living environment score.

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 e.g. more housing, many areas will remain relatively unchanged as they are protected (we have a World Heritage Site and miles of beaches and moorland for example), and are not a densely populated county relative to land mass. As before, rurality and transport are themes which impact all areas of this report as many are unable to access these spaces because of no or limited transport, and/or affordability.

With a rural road network and many, large open spaces, with nowhere more than 20 miles from the sea, our air quality is good and safety levels high for crime and road. We are not however without areas of concern. Specific issues raised by residents in our survey for example, included unacceptable levels of littering and dog fouling.

Areas are also at risk of flooding (as highlighted in the devastating floods in Boscastle and Crackington Haven in 2004) and still experience high water levels on a regular basis including Looe, Polperro and Fowey. 28,000 households have been assessed as at risk of flooding<sup>96</sup>.

### **How can you help?**

- 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

## 10. Healthy Living

### Grade C – The situation is OK, but could be improved

**Our area performs better than 40% of comparable areas in relation to core indicator**

#### Core Indicator: Mortality Rate – Circulatory Disease<sup>97</sup>

CVD (cardiovascular disease – an umbrella term that describes all diseases of the heart and circulation) causes more than a quarter (26%) of all deaths in the UK. Approximately 7 million people in the UK live with the disease. Early deaths (before 75 years) are the lowest in the South of England. Modifiable risk factors e.g. cigarette smoking, physical inactivity and poor diet, contribute significantly to the risk of CVD.

Life expectancy is 6.2 years lower for men and 3.8 years lower for women in the most deprived areas of Cornwall compared to the least deprived areas<sup>98</sup>.

There are on average 49 hospital stays per year for under 18 year olds, for alcohol related treatment<sup>97</sup>.

Cornwall is significantly worse than the England average for<sup>97</sup>:

- Women who smoke at the time of delivery
- Alcohol specific stays (under 18 years old)
- Excess weight in adults
- Hospital stays for self-harm
- Hospital stays for alcohol related harm

Priorities in Cornwall (2016) are reducing smoking, physical activity, unhealthy diets, excess alcohol and lack of social connections. These 5 behaviors lead to 5 health conditions that cause the majority of deaths and disability in Cornwall – cardiovascular disease, cancer, mental illness, lung disease and musculoskeletal problems<sup>97</sup>.

21.4% of the population identify their health as limiting their day to day activities a little or a lot. That is 113,715 people, an increase of 13,114 people or a 1.1% rise, since the previous census<sup>99</sup>.

#### Mental Health

1 in 4 people in the UK will experience a mental health problem in any given year. Mental health is an area which Cornwall is affected by more than comparable areas. 10,610 people (3.3% of working age adults) claim mental health related benefits (England average 2.9%)<sup>100</sup>.

Suicide is now the leading cause of death for men aged 15 – 49 years<sup>101</sup>.

Cornwall has 2 NHS sites, which offer inpatient mental health specific services, in Bodmin and Redruth.

In terms of funding, mental health does not have the same priority attributed to it as physical health. Some parts of the NHS spend less than 10% of their budget on mental health even though mental health conditions make up 23% of the service's burden of illness<sup>101</sup>.

### **Children & Young People<sup>101</sup>:**

Mental Health Services for children and young people are particularly underfunded. 9.6% of 5-16 year olds have a mental health disorder. 11.5% of 11-16 years do. 50% of all lifetime cases of mental illness start before the age of 14 and 75% has developed by the age of eighteen. It is estimated 60-70% who experience clinically significant difficulties have not had the appropriate interventions at a sufficiently early age. 7% of the MH budget is allocated to children and adolescents.

Currently Cornwall does not have a specialist mental health inpatient unit. Any Cornish young person requiring inpatient care must be transferred out of county for this. Ideally, young people should be placed at the Plymouth unit but currently only 25% of admissions are admitted there and the remainder go further afield. This can be very disruptive for the young person, their families and their care teams. (Young people and mental health, Cornwall Partnership NHS).

It can be estimated that in Cornwall and the Isles of Scilly there are 102,971 children and young people aged 0-17 years, 7,265 have moderate mental health difficulties, 1,998 have severe and complex mental health difficulties and 710 are Young Offenders.

Bullying is reported by 34-46% of school children.

Self-harming figures have doubled in the past 10 years, which NHS England believes is linked to social pressures and body-image fears, as well as children being subjected to sexual, physical and emotional abuse. Images on line via social media have led to young people wanting to, or actually self-harming as a result. Causes are wide ranging but can include bullying, witnessing violence, abuse and neglect.

1 in 4 young people experience suicidal thoughts.

A £5m, 12 bed specialist adolescent mental health unit has been approved for Bodmin with an estimated for completion in 2019 (a partnership between The Invictus Trust and Cornwall Partnership NHS Foundation Trust).

Media company CornwallLive undertook a mental health survey. They concluded, "A common thread among people who shared their stories was a feeling that services for mental health patients in Cornwall were woefully underfunded and, as a result, shockingly understaffed. Many people praised individual staff, but said no amount of care from one person could make up for the fact that more people were needed on the front line".

Out of the 44 deprived neighbourhoods in Cornwall, almost half have experienced a significant deterioration in ranking for the Health Deprivation and Disability domain, specifically mood and anxiety disorders<sup>102</sup>.

## Health Eating

Cornwall fairs as grade C<sup>103</sup> (Better than 40% of comparable areas in relation to the core indicator) for fruit & veg consumption (adults estimated to have at least 5 portions of fruit and vegetables a day). Families and households face limited disposable income in areas of high deprivation and those using food banks for example may not have access to fresh fruit and vegetables on a regular basis. Education is important including how healthy meals *can* be made on a budget and to last.

## Population

The changes in Cornwall's age structure are as would be expected. Numbers of residents in the 5-14, 30-39 and 50-59 age groups have decreased in Cornwall over the last decade. Due to younger migration and more births, the numbers of residents in the 0-4, 15-29 age groups have increased, along with those aged 40-49. As with the rest of the UK, Cornwall's population continues to grow older with increases in the 60-74, 75-84 and 85+ age groups<sup>104</sup>.

An average of 21,000 people have moved into Cornwall from elsewhere in the UK every year between 2004 and 2015. An average of 16,000 have left the county every year which gives a net migration of roughly 5,000 per year since 2004. Predictions show our population growing by 10,000 people a year until 2030<sup>105</sup>.

The population of Cornwall has increased by 6.7% between the last two censuses and is a lowest increase than that in the South West, England or Wales<sup>104</sup>.

250,000 people moved to Cornwall in the last decade<sup>105</sup>.

Historically many young people left Cornwall. However, there is now a steady increase in the number of young people aged 15-24 years moving into the area between 2001 – 2011 and a decrease in the number of 15-19 year olds moving out of Cornwall. The number of people graduating has increased almost fourfold in the last 10 years (to 2012) which may suggest investment in higher education is having an impact upon migration patterns<sup>105</sup>.

## Dementia<sup>106</sup>

Dementia (symptoms that may include memory loss and difficulties with thinking, problem-solving or language) can take many forms and includes Alzheimer's, the most common, and strokes.

There are 850,000 people with dementia in the UK, with numbers set to rise to over 1 million by 2025. This will soar to 2 million by 2051.

225,000 will develop dementia this year, that's one every three minutes. 1 in 6 people over the age of 80 have dementia. 70 per cent of people in care homes have dementia or severe memory problems. There are over 40,000 people under 65 with dementia in the UK.

Given the high population of older people in Cornwall, demand on all related services is high and will continue to grow.

The number of people with dementia in Cornwall is estimated at 9,034 (84,413 in the South West) or approximately 1.6% of the population based on 2016 estimates:

- Camborne – 1,305
- North Cornwall – 1,593
- St Ives – 1,572
- Newquay & St Austell – 1,667
- Truro & Falmouth – 1,427
- South East Cornwall – 1,376

This includes residents in their 30's and those beyond 95 years old.

## Health

In the latest census data, 78.8% of the population in Cornwall identified their health as 'good' (up from 66% in 2001). 'Bad' health has fallen from 10% to 6% in the same timeframe<sup>107</sup>.

People in the county who have a limiting long term illness has increased by 1%<sup>107</sup>. 113,715 people or 21.4% of the population, compared to the England average of 17.6%. Specifically 15.2% (49,630) of that total is aged between 16-64 years. These are people who suffer from an illness, health problem or disability, which limits their capacity to undertake daily activities or work.

For elective hospital admissions such as a hip replacement, the ratio in Cornwall is 140 (any figure above 100 is a higher proportion of admissions than had been expected), compared to a 123 ratio in the South West and 100 in England. This may reflect Cornwall's high volume of ageing population and thus a higher demand on services such as healthcare provision<sup>108</sup>.

25% of children and adults are classified as obese in Cornwall (compared with 24.7% in the South West and 24.1% in England)<sup>108</sup>.

65% of respondents to questionnaire disagreed (26% strongly) with the statement that everyone living in Cornwall has equal access to health services.

## Carers

Carer numbers in Cornwall have increased with 63,194 people (11.9%) undertaking unpaid care every week (an increase of 7,612 since the previous census in 2001; England average of 10.2%<sup>108</sup>). 3% of the Cornish population (approximately 15,856 people) provided unpaid care for 50 hours or more per week, an increase of 2,737 from the 2001 census<sup>107</sup> (England average of 2.4%). This aligns with the high number of people claiming Carers Allowance in Cornwall compared to the national average.

## Summary

Cornwall fairs as 'average' for healthy living. There are target areas which have been given priority for general health. Areas of high deprivation tend to suffer from poorer health than those in more affluent areas. This can be attributed to many factors which can include poor quality homes with damp, poor ventilation and lack of any or regular heating; poor diet; limited or no exercise; excess intake of alcohol and smoking.

There are many activities available in Cornwall including access to outside areas, beaches and moorland. 28% strongly agreed (55% agreed) they looked after themselves by eating a balanced diet and exercising. Again, rurality and transport play a part as there is not 'access for all'. However, education on healthy living is key to improving these target areas with many organisations offering advice and support to help.

Our ageing population nationally and proportionally higher numbers of older people in Cornwall, in addition to a swell of tourists throughout the year (4.5m staying & 13.9m day visitors in 2015<sup>109</sup>), puts an extremely high demand on the NHS, utility services and infrastructures.

## How can you help?

- 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

## Stakeholders Meeting

As part of the Vital Signs initiative, representatives from the public, private and VCSE sectors convened at Cornwall Chamber of Commerce to openly discuss 3 challenges and successes they each face.

Here are some headline quotes from the meeting which support much of the research contained herein (additional quotes can be found in the Vital Signs report):

“Truro and Penwith College is one of the top successes in Cornwall.” – Natercia Hughes, Bishop Fleming

“Higher Education and Higher Education standards are great successes in Cornwall – Mark Duddridge, Cornwall and Isles of Scilly LEP

“Employers have to do more and take people with more general skills” – Mark Duddridge, Cornwall and Isles of Scilly LEP

“Our uniqueness is an enormous thing for us to celebrate. Cornwall pulls together as one community in times of need.” – Beverly Hill, Cornwall Council

“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

“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

“3 years ago £3m of debt was written off (mainly credit and store cards). Last year this increased to £6m and is increasingly utility bill debts” – Neil Colquhoun, Citizens Advice Cornwall

“There is a high cost of living here against income” – Jonathan Cunliffe, Savills Estate Agents

“I believe there is a significant amount of people who feel there isn’t fairness but an imbalance e.g. housing and job opportunities.” – Miles Topham, Devon & Cornwall Police

“Rural poverty is hidden. Many are in the same boat but are too proud to tell others.” – Neil Colquhoun, Citizens Advice Cornwall

“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

“Whilst acknowledging the challenges the police and the public sector are facing it is important to stress that Cornwall remains one of the safest places to live and visit in the country. We will work tirelessly with all partners and communities to ensure that this remains the case” – Miles Topham, Devon & Cornwall Police

We also approached residents and businesses on the Isles of Scilly for their perspectives:

**Business (positive):**

- No commute to work
- Less stress
- Peaceful environment

**Business (challenge):**

- Transport
- Delivery of goods
- Affordability of goods

**Resident (positive):**

- Children growing up freely in a safe crime free environment
- No traffic and pollution
- Being surrounded by beautiful views and sea

**Resident (challenge):**

- Cost of living
- Cost of travel to and from mainland
- No recycling facilities
- Gaining further qualifications

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# Cornwall's Vital Issues 2017

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