



heart of england
COMMUNITY FOUNDATION

HAPPIER HEALTHIER LIVES.

Our impact in the West Midlands
& Warwickshire 2017-2020



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Introduction

About us.

We are an independent charity that raises money to fund and develop local community activity across the West Midlands and Warwickshire. Founded in 1995, we have given over £32m through over 10,000 awards to community organisations. We also work with communities to raise awareness around issues that are important to our communities, for example, on equalities, sports, culture and the environment.

Foreword.

In 2021 we commissioned Forever Consulting to prepare a place-based analysis of our West Midlands and Warwickshire communities and to evaluate the impact of our grant making from April 2017 – March 2020.

Our objective was to better understand the communities we serve; use this intelligence to shape and prioritise our work; monitor progress against our mission and strategic aims, support informed conversations with communities, donors, and other partners. The decision to take a place-based approach rather than an issue-based approach was intentional; recognising communities exist in places; allowing a holistic approach to regarding any given place; and recognising that each place and its resident communities are unique.

Forever Consulting approached this by exploring Asset Based Community Development (ABCD) principles, using these to underpin their thinking and analysis. This included exploring what's strong, rather than focusing on what's wrong. Recognising that local solutions don't rest with individuals, communities, places or systems, but rather the interaction between these, and recognising the importance of 'community' as a valuable connector and change maker.

We serve a broad and diverse community, covering major urban areas, through to remote and rural communities. This report helps us better understand our communities. We can use this information to facilitate our conversations with donors, partners and communities.

Thank you to Forever Consulting for working with us on this valuable and insightful research.



Our region

Serving the West Midlands & Warwickshire.

Our community includes 3.5 million people living across 12 local authority districts of:

- ♥ Birmingham
- ♥ Coventry
- ♥ Solihull
- The Black Country:
- ♥ Dudley
- ♥ Sandwell
- ♥ Wolverhampton
- ♥ Walsall
- Warwickshire:
- ♥ North Warwickshire
- ♥ Nuneaton and Bedworth
- ♥ Rugby
- ♥ Stratford-on-Avon
- ♥ Warwick

Using the UK Prosperity Index (UKPI) demonstrated that within our region:

Birmingham and the Black Country rank among the least prosperous areas in both the West Midlands and the UK.

Solihull, North Warwickshire, Nuneaton and Bedworth, and Coventry are broadly in the middle band.

Warwick, Rugby and Stratford-on-Avon are within the top third prosperous local areas in the UK.

The UKPI evidence reinforces the importance of healthy, happy communities in achieving prosperity and therefore the importance of the work we do.

TABLE: UKPI overall ranking 2021 (Out of 379, where 1 is the highest performing area)

Local Authority District	UKPI Overall Rank
Wolverhampton	(366)
Birmingham	(353)
Sandwell	(352)
Dudley	(320)
Walsall	(304)
Coventry	(257)
Nuneaton and Bedworth	(227)
North Warwickshire	(218)
Solihull	(174)
Stratford-on-Avon	(117)
Rugby	(105)
Warwick	(62)

Source: UKPI, 2021

Our impact

We fund a wide range of activity.

Two-thirds of our funding covers the following four themes.



**Stronger
Communities**



**Health &
Wellbeing**



**Employment
& Training**



**Arts, Culture
& Heritage**

We have reached a diverse audience.

Between April 2017 and March 2020. We estimate this funding has:

DISTRIBUTED OVER £9.6M FUNDS

AWARDED 2,108 GRANTS

SUPPORTED (ESTIMATED) 900K BENEFICIARIES
(EQUATING TO 25% OF THE PEOPLE LIVING IN THE AREA WE COVER)

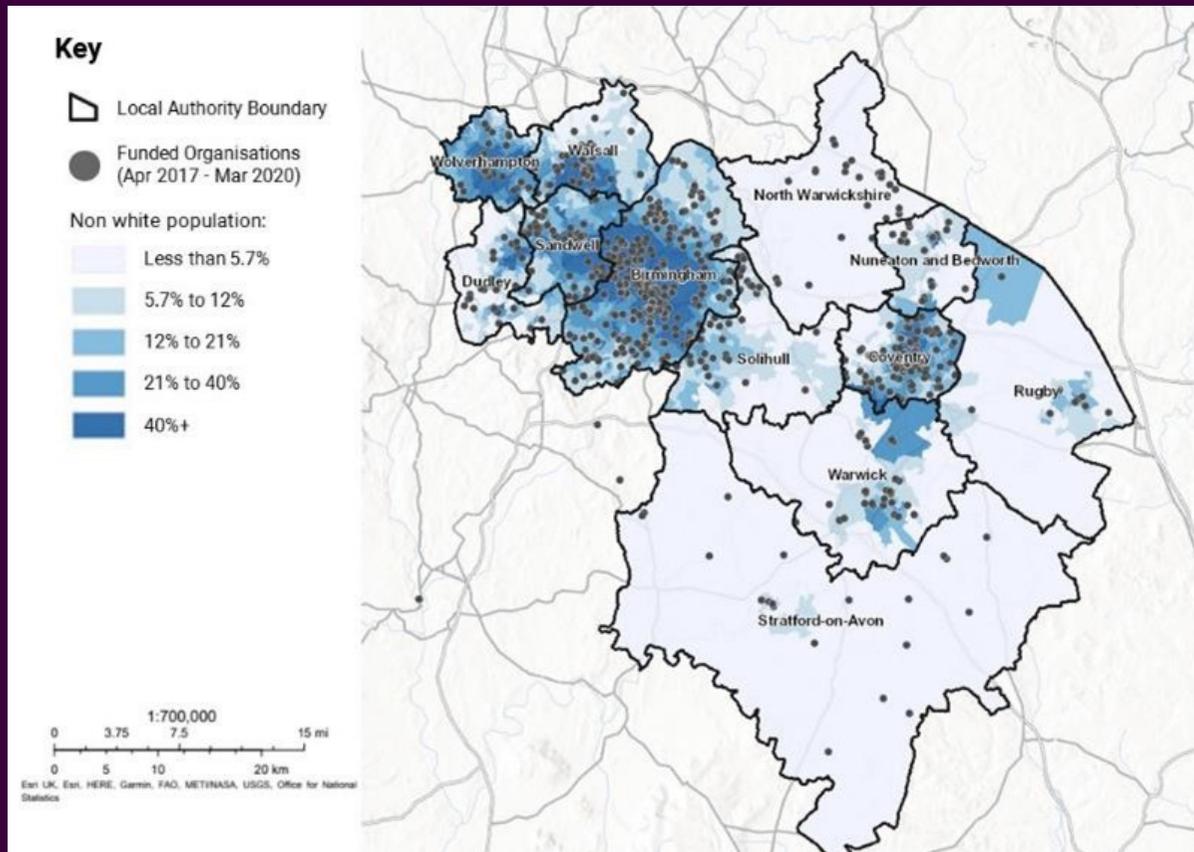
*Source: Heart of England Community Foundation Annual Grant Making Reports 2017-18, 2018-19 and 2019-20. Data for hardship funds has been excluded.



Our impact

We reach a diverse audience.

We are funding groups in areas with a high ethnically diverse representation, as well as groups dedicated to supporting specific ethnically diverse communities. Though it is challenging to quantify who benefits due to the nature of our funding.

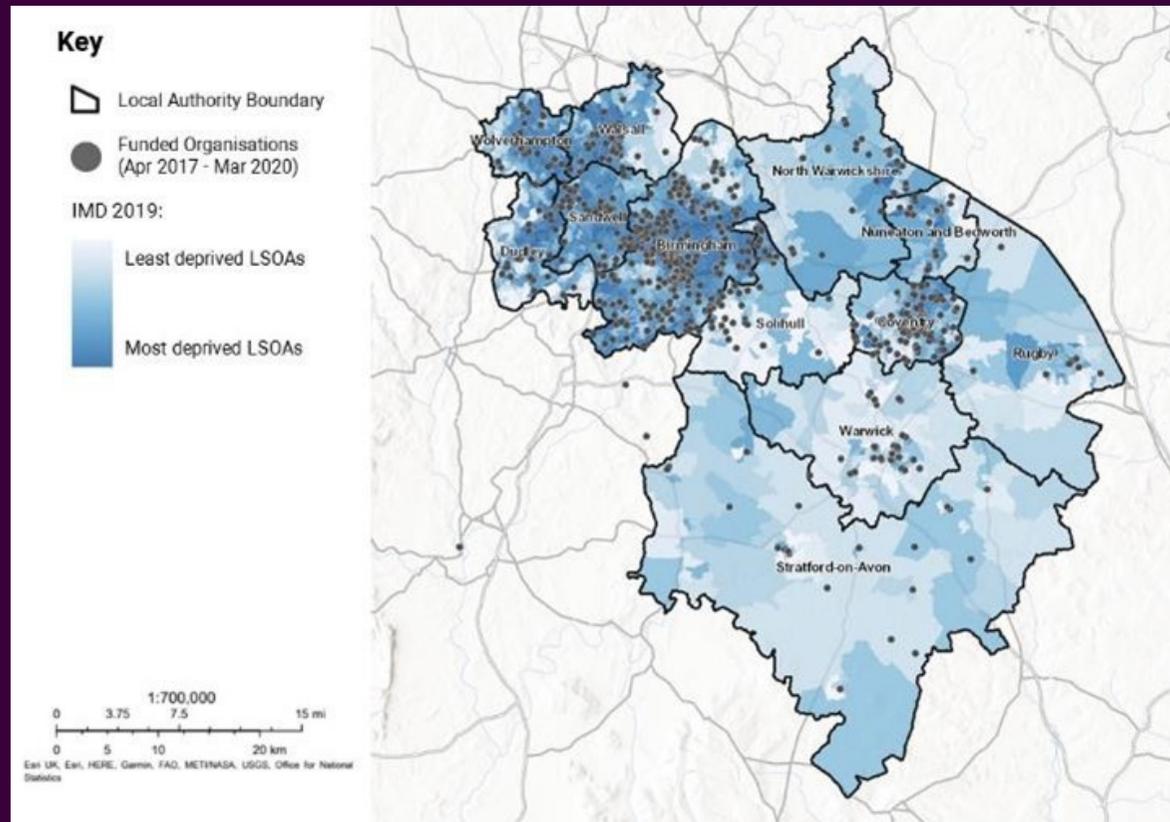


MAP: Grant Distribution by Ethnicity Profile.



Our impact

52% of our grants awarded have gone to organisations within the 20% most deprived areas.



MAP: Grant Distribution by Index of Multiple Deprivation.
Source: Heart of England Community Foundation Salesforce and Index of Multiple Deprivation

Decile	% of grants
Most deprived	38%
2nd	14%
3rd	12%
4th	13%
5th	6%
6th	4%
7th	5%
8th	3%
9th	2%
10th	3%

- ♥ We have a good reach in deprived neighbourhoods.
- ♥ Our grants have reached a mixture of rural and urban areas, with a few local authority areas receiving less than elsewhere.
- ♥ Our grants are well distributed among teenagers and young adults but possibly less so among the early years and seniors.

Our impact

We reach a diverse geography.

	% of total grant value	% of total grant distribution	Grant received per head
Coventry	23%	19%	£5.04
North Warwickshire	2%	4%	£2.99
Nuneaton and Bedworth	5%	4%	£2.86
Birmingham	40%	39%	£2.83
Warwick	4%	6%	£2.18
Sandwell	8%	5%	£1.94
Wolverhampton	4%	4%	£1.38
Walsall	5%	5%	£1.33
Solihull	3%	5%	£1.22
Rugby	2%	1%	£1.12
Stratford-on-Avon	2%	3%	£1.10
Dudley	3%	4%	£0.74
Average	-	-	£2.32

Source: Salesforce Analysis and Heart of England Community Foundation Annual Grant Making Reports 2017-18, 2018-19 and 2019-20

*Data excluded where unknown or grant distributed outside the area we cover.



Our outcomes

How we measure against our vision of creating happier, healthier lives.

Our grant making brings people together around a shared interest. By coming together, communities address a diverse range of issues and create happy and healthier communities.

Our data was analysed against the HM Treasury Green Book 'Wellbeing Guidance for Appraisal' to provide a credible framework for defining healthy and happy communities based on grant recipients reported outcomes.

48%

of projects improved physical or mental health of their participants.

46%

of projects improved skills for participants inc. English, communication & budgeting.

36%

of projects improved the confidence & self esteem of their participants.

26%

of projects gave participants access to counselling by having someone to talk to.

20%

of projects reduced financial stress or hardship of their participants.

47%

of projects allowed participants to make friends, or be part of a group.

43%

of projects allowed participants to try something new.

31%

of projects gave participants access to volunteering activity.

Our value for money

Every



invested

we generated

£4.18

of **SOCIAL
VALUE**

We are delivering excellent value for money.

Our value for money has been assessed using a Social Return on Investment approach over the three year period.

Investing in our communities.

Every



invested in
the Foundation

93p

goes directly
back to the communities
we care about!

Our communities told us...

...they love access to green spaces and nature, active groups in their neighbourhoods which local people can join, and the diversity of their neighbourhood.

We can make the most difference by providing **further opportunities** to strengthen positive connections within communities; more events or activities to bring communities together and opportunities to connect with nature and the outdoors.

What more can we do moving forward?

We asked our communities what more could we do to support communities further.

- ♥ Funding for broader range of specific issues, for example; environment, mental health, younger people, older people and capital works.
- ♥ Better marketing, communications and engagement to raise profile, build better relationships through engagement with communities, stakeholders and other funders.
- ♥ Providing infrastructure support and development for groups and charities.
- ♥ Larger and longer-term funds.



Next steps

What's strong and what could be developed?

We are delivering significant numbers of grants across a broad range of themes and diverse region. We are delivering across the themes of community, wellbeing, education, and culture, but with a broad mix of activities.

We are delivering excellent value for money with our projects clearly demonstrating strong outcomes which are impacting communities and creating healthier and happier lives.

There are opportunities to extend our reach in terms of campaigns and grant making in the following ways working with our valued donors and local communities:

- ♥ Continually work to ensure our funding is representative of the diverse communities we serve, and funding is delivered to people at risk of racial inequality.
- ♥ Recognise rural poverty and social exclusion in some areas we serve and how to address this.
- ♥ Explore greater engagement and grant making opportunities in the four Black Country boroughs.
- ♥ Recognising that digital exclusion is prevalent in some of our areas.
- ♥ Recognising wealth and social capital as opportunities for philanthropy in other boroughs, for example, Stratford on Avon, Warwick and Rugby.
- ♥ Explore grant making opportunities which prioritise early years and senior members of the community.
- ♥ Explore grant making opportunities around the environment theme.
- ♥ Continually growing our awareness of both donors and community groups across our region.



We hope you have enjoyed reading this report. If you would like to know more or are interested in helping us invest further in our communities to create happier and healthier lives then please contact us.

#DO MORE

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