



Flipping the Coin

November 2020

**Our mission is to
develop better
connected and
stronger communities
across the UK.**



[@the_young_fdn](https://twitter.com/the_young_fdn)



Changing the story



'I wonder if it's worth getting up': life in Corby, the debt capital of Britain

In the Northamptonshire town, charities and council workers face the daily consequences of the rising spiral of borrowing sweeping across the UK



A different kind of community wealth

“ You can't get a Corby person down. If you present them with a problem, they are going to find a way to get through that and probably won't be doing it by themselves. They'll probably know five different people that can help you with that problem. That is what a Corby person is. That is the pool, I suppose.

“ The town had a terrible reputation. If you'd say, 'Oh I'm going to Corby', they would say things like, 'Oh, I wouldn't take your car, or ... I'd get somebody to guard your car, or I wouldn't go after dark', and that drove me bonkers.

“ Wellingborough and Kettering, when I was younger, were a lot better than Corby. Or so my perception of it was, people from those towns saying, "Corby's a shithole and whatever ...

The economic perspective

Fig 1: Combined Funding Metric

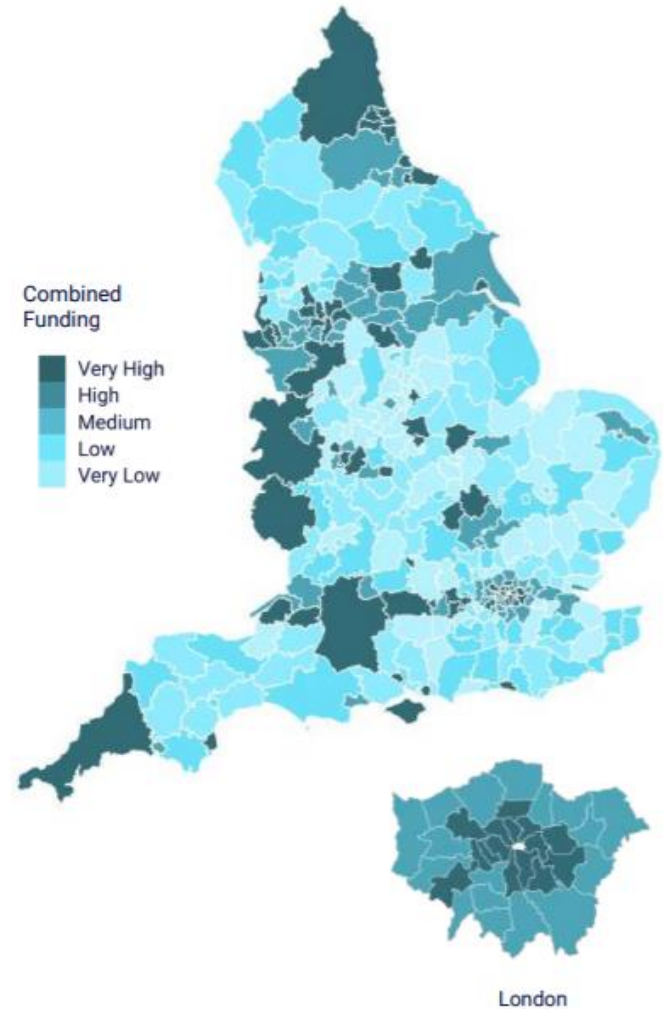
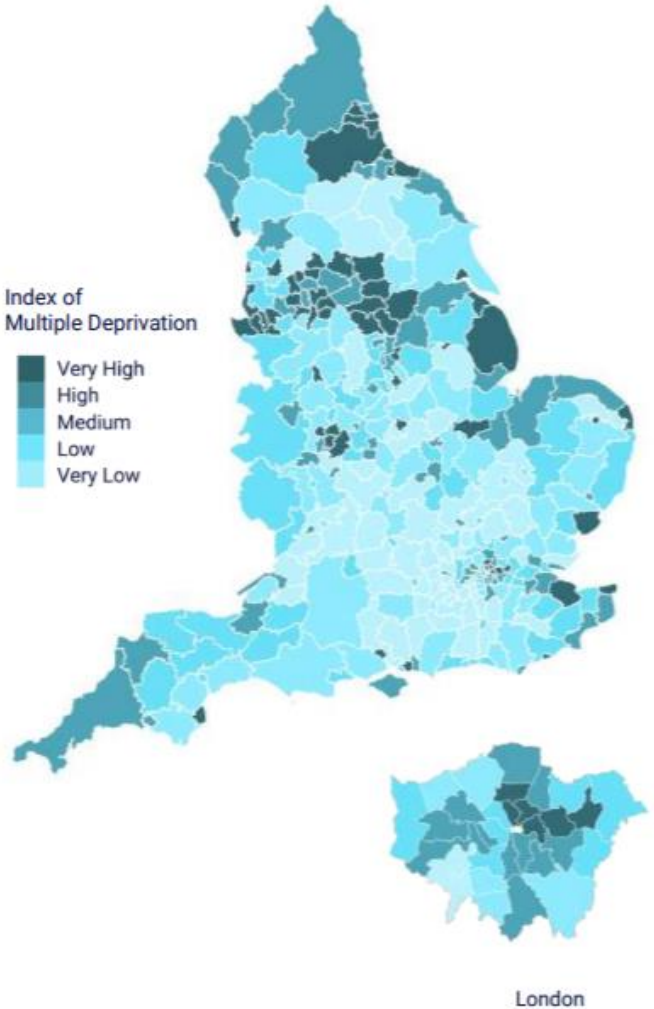


Fig 2: Index of Multiple Deprivation 2019



A combined metric

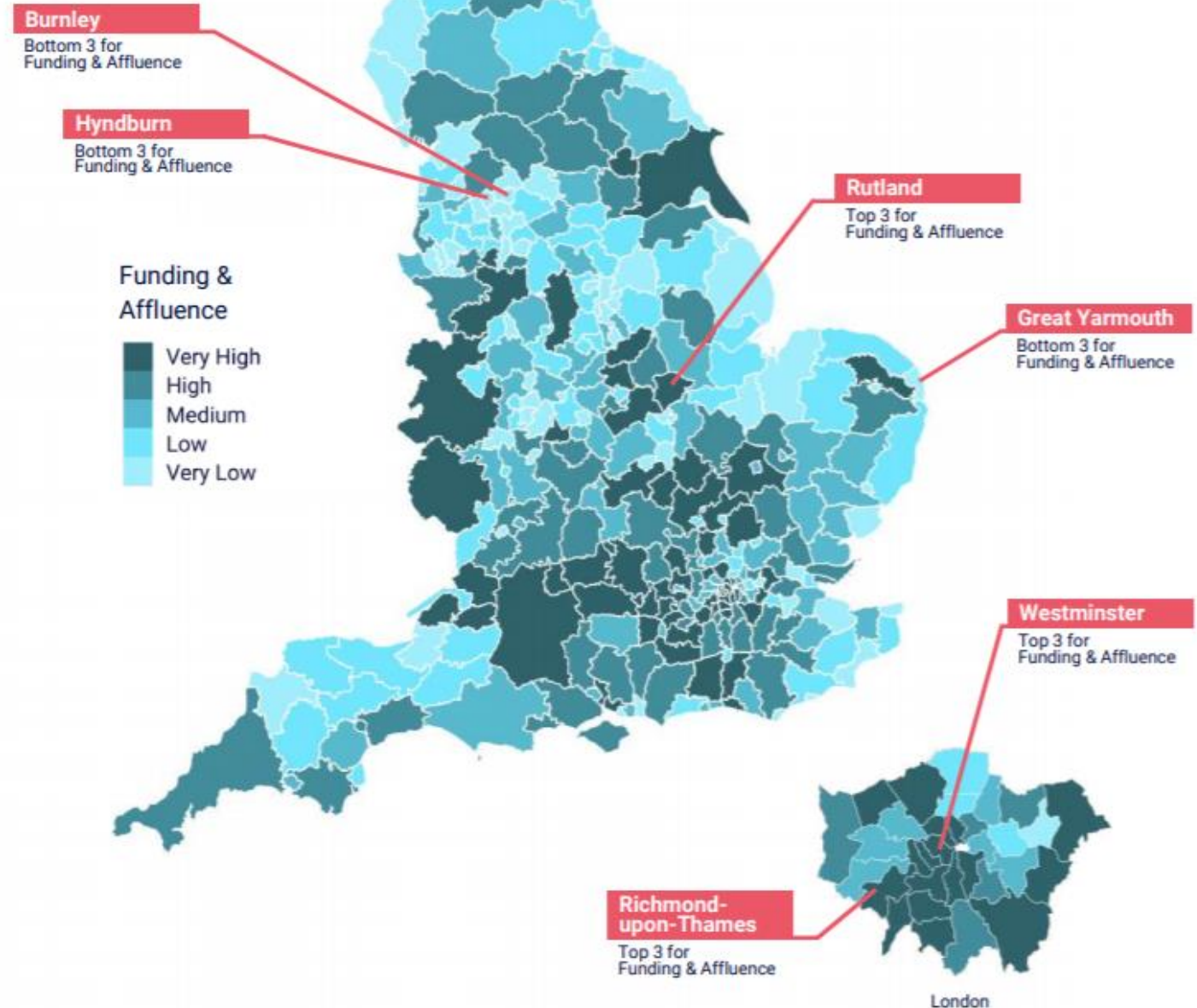
Top 10

- 1 Westminster
- 2 Rutland
- 3 Richmond upon Thames
- 4 Camden
- 5 Windsor & Maidenhead
- 6 West Berkshire
- 7 Wokingham
- 8 York
- 9 Bracknell Forest
- 10 Bath & North East Somerset

Bottom 10

- 306 Blackpool
- 307 Mansfield
- 308 Knowsley
- 309 Tendring
- 310 Pendle
- 311 Barrow-in-Furness
- 312 Hastings
- 313 Great Yarmouth
- 314 Hyndburn
- 315 Burnley

Fig 3: Map of Funding & Affluence



What illustrates community strength?

Ties



Resources



FLIPPING THE COIN

The two sides of Community Wealth

Based on our research of communities across England, we have built two indexes to understand community wealth in local authority districts.

The **Funding & Affluence Metric (FAM)** shows charitable, philanthropic & public spending, and IMD scores.

The **Community Strength Index (CSI)** shows the strength of community ties and community ownership of resources.

Display on map: **FAM** **CSI**

Community Strength Index

0.053 0.914

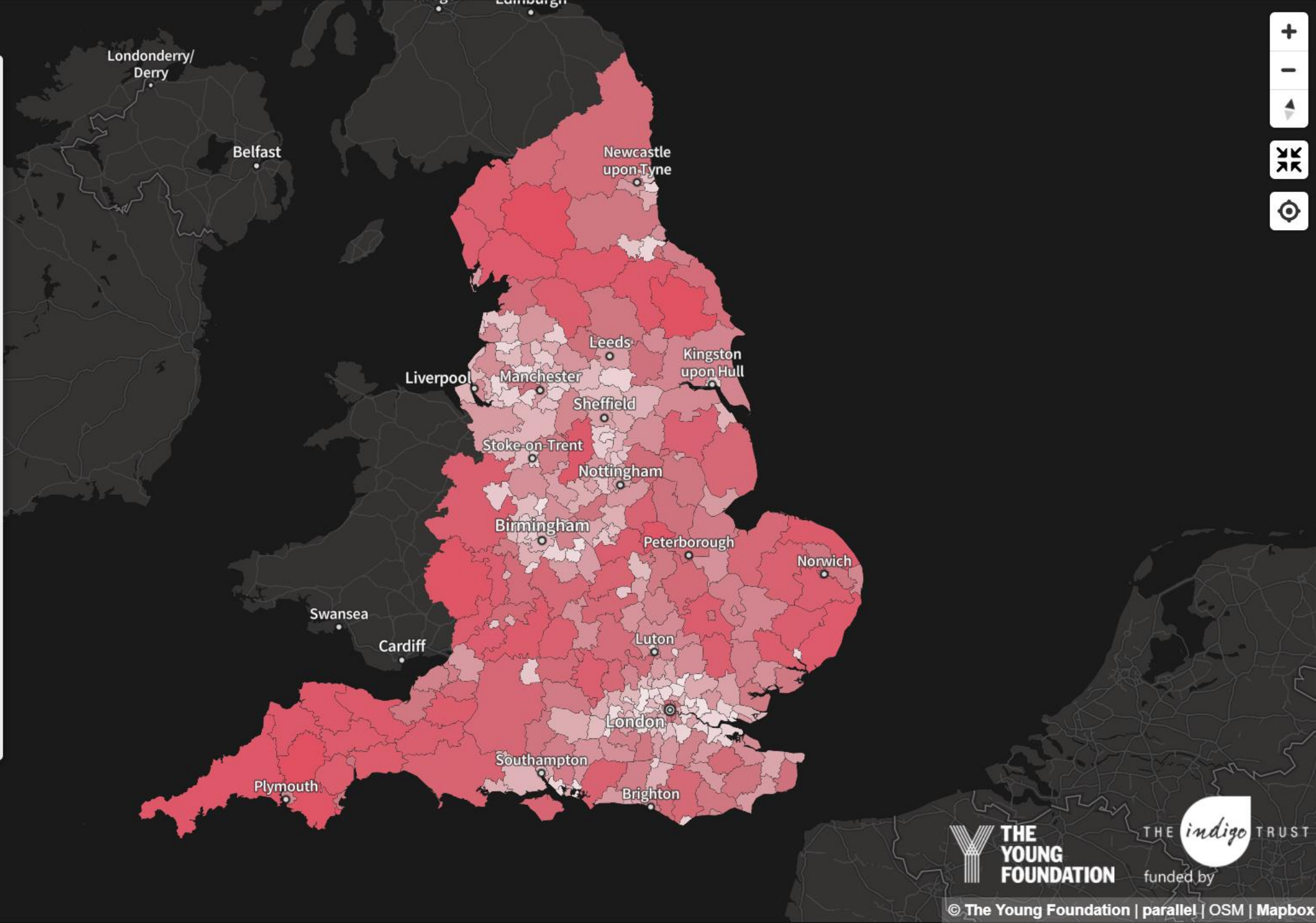
△ FILTER MIN & MAX VALUES △

Map view: 2D with location 3D

🔍 Search for town or postcode

See more: [Flipping the Coin Report](#)

Control: right- or control-click to rotate and pitch the 3D map.



Corby

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Display on map: FAM CSI

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Map view: 2D with location 3D

🔍 Corby, Northamptonshire, Eas ✕

See more: [Flipping the Coin Report](#)

Control: right- or control-click to rotate and pitch the 3D map

Corby

Urban with City and Town

Population mid-2018: 70,827

Funding & Affluence Metric rank: 297/315

Community Strength Index rank: 92/315

Index of Multiple Deprivation rank: 76/315

Core public spend: £120 per capita

Trust & foundation funding: £1 per capita

Charitable spend: £28 per capita

Kettering

Urban with City and Town

Population mid-2018: 101,266

Funding & Affluence Metric rank: 237/315

Community Strength Index rank: 226/315

Index of Multiple Deprivation rank: 144/315

Core public spend: £115 per capita

Trust & foundation funding: £1 per capita

Charitable spend: £47 per capita

Wellingborough

Urban with Significant Rural

Population mid-2018: 79,478

Funding & Affluence Metric rank: 263/315

Community Strength Index rank: 171/315

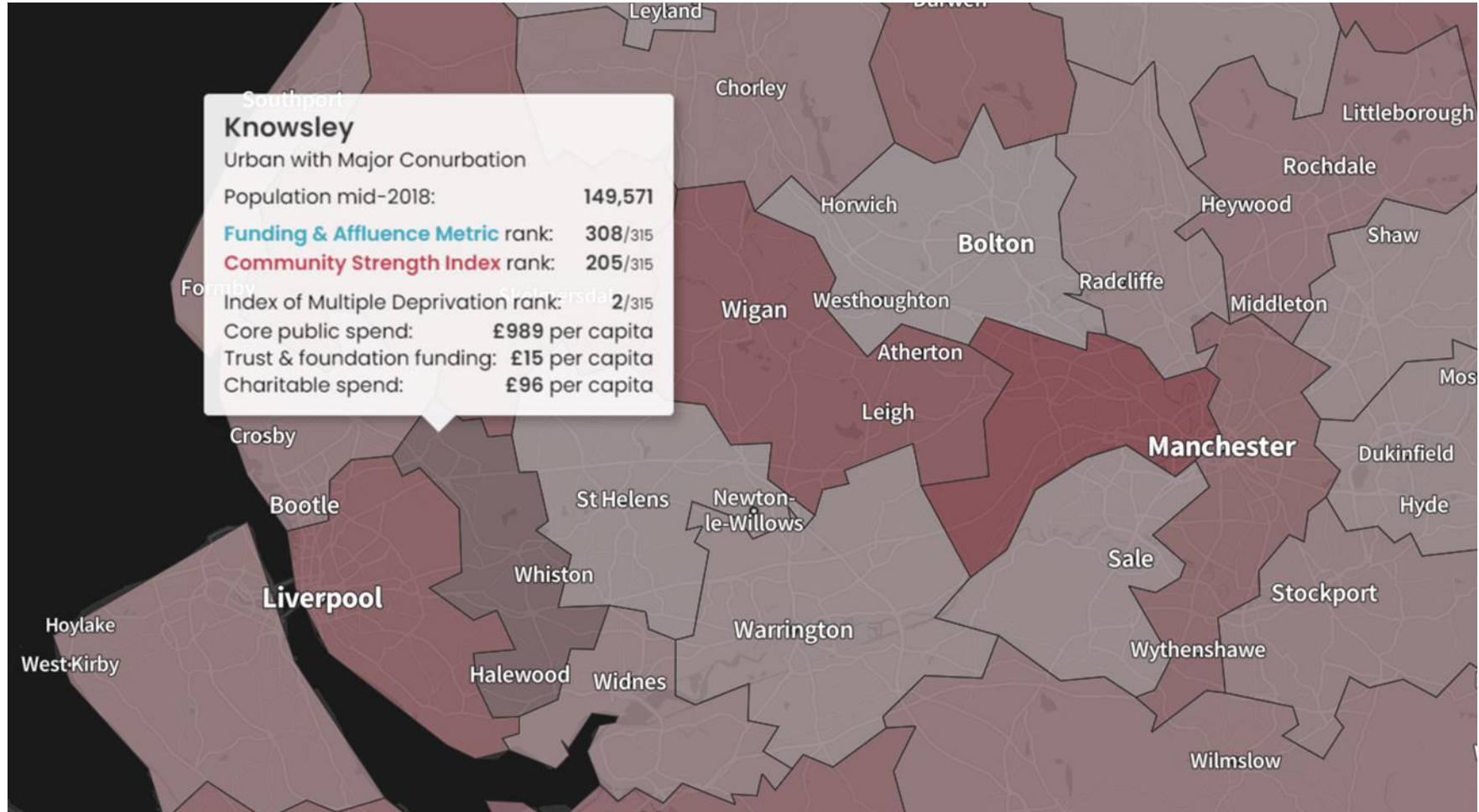
Index of Multiple Deprivation rank: 120/315

Core public spend: £98 per capita

Trust & foundation funding: £6 per capita

Charitable spend: £33 per capita

Using the insight



Using the insight

It's a mystery

Knowsley has been hit hard by COVID-19, but the local community did not draw on council support in hugely significant numbers. Why?



Or a secret romance....

Yet we know there has been huge activity and mutual aid - and lots of new relationships made. Who is connecting with who? And how? What are their stories?



Going forward, we want to choose our own adventure...

what does the community of Knowsley want the future to be?



Using the insight

KNOWSLEY**FUTURES**

See the stories

About this project

Share your story →

It's time for us to tell a different story...

This is a place to tell your story. Stories of what's been happening this year, and stories that can shape our future together.

Share your story →

Read stories →

<https://futurestories.life/>



In 2016, following a period of severe depression, something that I now know has blighted my life from childhood, I mustered the effort to post an envelope to the Big Help Project (Knowsley Foodbank). Inside the envelope was a volunteer application form. I knew I needed to change my life and get out of the rut I was in, volunteering seemed a way back, and a way of giving back for my discretions I believed I owed the community.

Useful links

Flipping the Coin report <https://youngfoundation.org/wp-content/uploads/2019/11/Flipping-the-Coin-Report-2019.pdf>

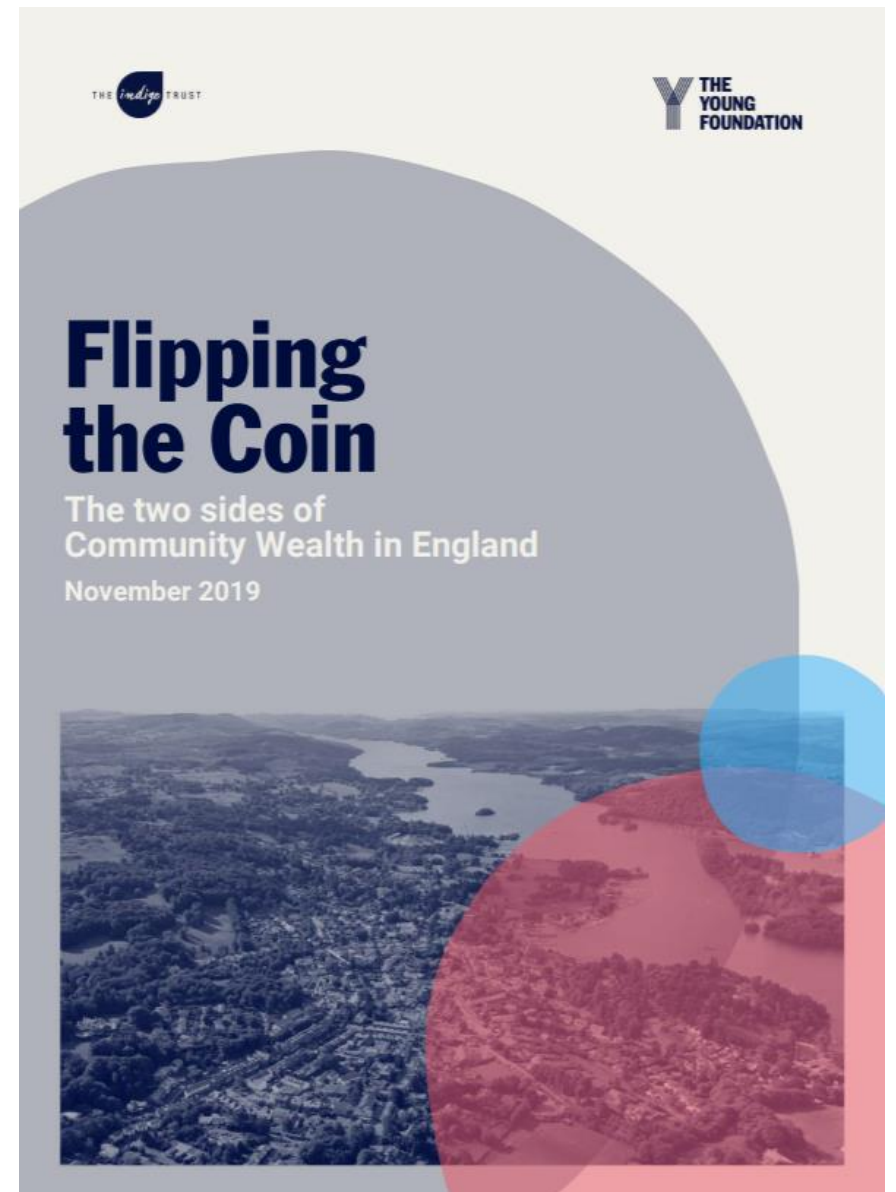
Flipping the Coin interactive map
<https://youngfoundation.org/patchwork/3d.html>

Community Wellbeing Index – neighbourhood level
<https://communitywellbeing.coop.co.uk/>

Community Priorities – Regional level
<https://icstudies.org.uk/our-approach/safety-numbers>

Get in contact

research@youngfoundation.org



for stronger communities