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**Wednesday 7th  August, 2024**

**SHOWING HEART: UK’S MOST CARING PLACES REVEALED**

* ***Bristol tops list of most caring places in the country***
* ***Gloucestershire, Isle of Wight, Cornwall and Cheshire all feature in the top five***
* ***Bristol’s famous Christmas Steps sign transformed into huge floral heart giving thanks to the people of the city***
* ***Data from Benefact Group’s Movement for Good Awards has recorded the nation’s charitable giving habits since 2019***

Kind-hearted Bristol has been crowned the most caring place in the UK, according to the country’s leading charitable giving initiative, the Movement for Good Awards.

Bristol residents have shown more love than anywhere else, submitting nearly 40,000 nominations to the annual awards over the last five years, which amounts to **8.3% of the area’s total population.**

The Movement for Good Awards from the Benefact Group is one of the biggest charitable giving initiatives in the UK. Since 2019 it has recorded more than 1.9million nominations from the British public, awarding more than £5million to thousands of great causes around the UK and Ireland.

Leafy Gloucestershire, home to the Cotswolds and the cathedral city of Gloucester, comes in a close second with 74,000 nominations, equalling **8.2% of the population.** The Isle of Wight with its pretty seaside towns and quintessentially British attractions comes in third place with 9,300 nominations **(7.2% of the population),** while popular surf spot Cornwall follows in fourth, with 31, 000 nominations totalling **5.6% of the population.**

Rounding out the top five most caring places is Cheshire, where residents submitted 58,300 nominations for charities close to their hearts to receive donations, amounting to **5.5% of the city’s population.**

In celebration Bristol’s famous Christmas Steps sign has been transformed into a giant floral heart to say a huge ‘thank you’ to the people of the city for showing so much love for causes they care about. The installation which stands at 14 feet high by 13 feet wide, contains thousands of yellow tulips and roses to symbolise giving thanks. The flowers are being given out to the people of Bristol to say thank you for their care in supporting local charities.

Now in its sixth year the Movement for Good Awards is giving away another £1million and is calling on people to put forward the charities they care about the most to receive a donation. Nominating a charity couldn’t be easier, simply visit [www.movementforgood.com](https://movementforgood.com/).

Mark Hews, Group Chief Executive of Benefact Group, says: “Since we launched the Movement for Good Awards in 2019 it’s been our ambition to donate critical funding to as many charities as we can by asking the public to tell us about the causes they care about the most. Thanks to the overwhelming public response it’s allowed the awards to thrive and grow, helping charities to change lives in local communities for the better.

“Every nomination counts but it’s heartwarming to see there are places where people go above and beyond to help the causes they care about most. A big thank you to the top five most caring places and in particular the people of Bristol for showing so much support for good causes. Your efforts are helping to ensure local charities receive vital funding which in turn means they can continue their important work in supporting the community.”

“Thanks to all its supporters, Benefact Group has donated over £200million to charitable causes since 2014 and last year was recognised as the third biggest corporate giver in the UK1. We are striving to reach £250million in donations by 2025 and invite people to join the movement by nominating a charity, or by using our family of financial services companies who donate their available profits to good causes.”

Movement for Good is funded by EIO plc, part of the Benefact Group.

**Visit** [**www.movementforgood.com**](http://www.movementforgood.com) **to nominate a charity now.**

\*\*\*ENDS\*\*\*

**Notes:**

The data has been calculated by comparing the total nominations per area to the population.

List of most caring places in the UK, calculated by total nominations relevant to the population:

|  |  |  |  |
| --- | --- | --- | --- |
| **County** | **Nominations** | **Population** | **% of population** |
| bristol | 38821 | 470,000 | **8.3%** |
| gloucestershire | 74143 | 907,000 | **8.2%** |
| isle of wight | 9323 | 130,000 | **7.2%** |
| cornwall | 31565 | 564,000 | **5.6%** |
| cheshire | 58342 | 1,064,000 | **5.5%** |
| surrey | 66274 | 1,195,000 | **5.5%** |
| northumberland | 17072 | 314,000 | **5.4%** |
| herefordshire | 10491 | 203,000 | **5.2%** |
| devon | 57390 | 1,186,000 | **4.8%** |
| oxfordshire | 32484 | 695,000 | **4.7%** |

1. UK Guide to Company Giving 2023/24

**Media enquiries:**

Switched On

**t** 01273 921312

**e** [movement4good@switchedoncomms.co.uk](mailto:movement4good@switchedoncomms.co.uk)

**About the Movement for Good Awards**

* Benefact Group’s Movement for Good Awards is giving away over £1million to help charities change lives for the better.
* £370,000 will be donated in £1,000 grants throughout the year. £250,000 will also be given away in £5,000 special grants, and up to £500,000 will be given in larger amounts over the course of the year.
* The £1,000 awards are open to all UK-registered charities, not-for-profit organisations or community interest companies. Anyone can nominate at any time for the chance to receive £1,000.
* Movement for Good is funded by EIO plc, part of the Benefact Group.
* For more information visit [www.movementforgood.com](http://www.movementforgood.com)

**About Benefact Group**

* Benefact Group is an independent, specialist financial services group that exists to give all its available profits to charity. Owned by a registered charity, Benefact Trust, Benefact Group’s family of businesses provide specialist insurance, investment management and broking and advisory services in the UK, Australia, Canada and Ireland.
* Benefact Group is the third-largest corporate donor to charity in the UK, according to the UK Guide to Company Giving 2023/24. It has donated over £200m to charity since 2014 and is aiming to reach its target of giving £250m by 2025. Find out more here: [www.benefactgroup.com](http://www.benefactgroup.com)