



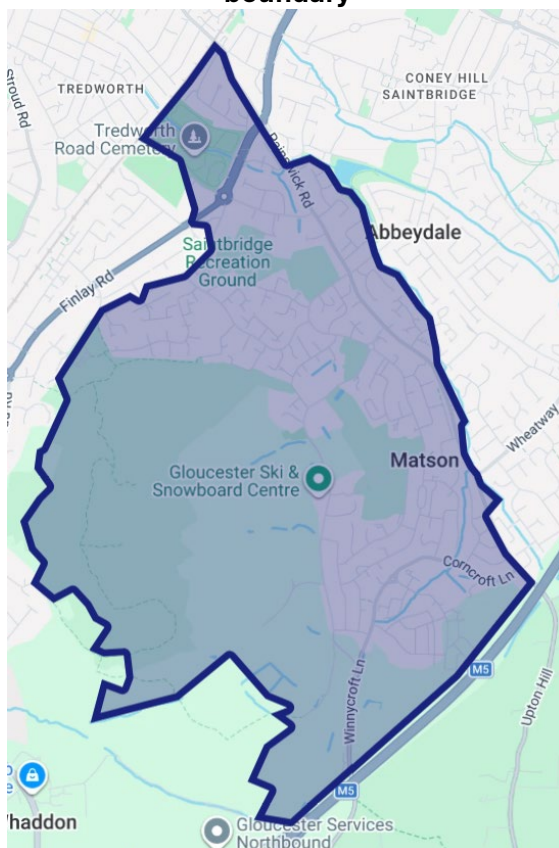
Matson & Robinswood Pride in Place: Should the Geography Include White City?

The geography for Matson & Robinswood Pride in Place (MRPIP) was set using a Middle Layer Super Output Area, or MSOA. MSOAs are statistical boundaries created by the Office for National Statistics, built by grouping smaller census areas together until each contains between 2,000 and 6,000 households and 5,000 to 15,000 people. They exist so that government can compare similar-sized areas fairly when producing statistics such as the Indices of Deprivation. They are not designed to reflect how residents actually experience or define their neighbourhood.

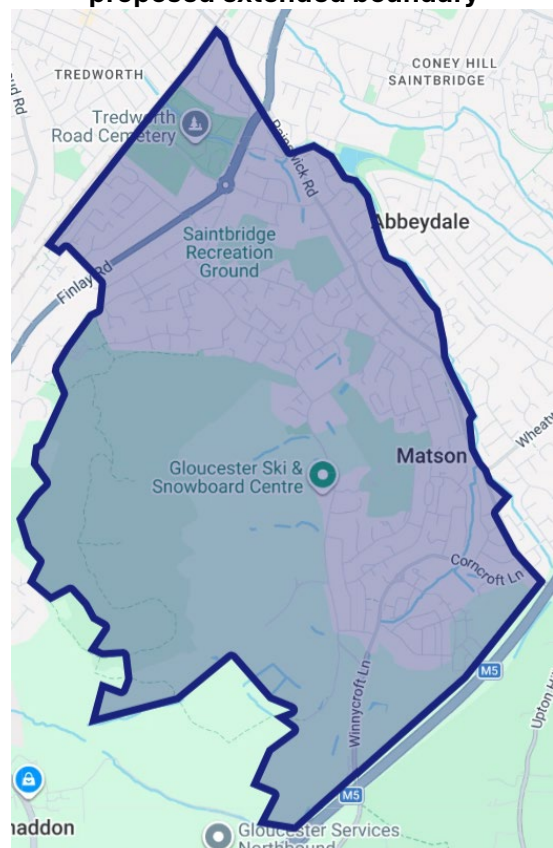
This shows in practice. The current MSOA boundary reaches into roads most local people would not call Matson or Robinswood at all. For example, Linnet Close off Heron Way, Skylark Way off Painswick Road, the Lampreys, and Cemetery Road and Marlborough Road. It also includes Finlay Community School and Jenkinson Close, both of which sit within White City, yet the White City estate itself, on and around Beaufort Road and Sapperton Road, falls outside the line.

MHCLG has explicitly given every Pride in Place area the opportunity to review and, if justified, adjust its statistical boundary at this early stage, recognising that MSOA lines frequently cut through established communities. This paper sets out the case for and against including White City, so the Board can make an informed decision.

Matson & Robinswood, current MSOA boundary



Matson, Robinswood & White City, proposed extended boundary



The case for including White City

Political and administrative alignment. Matson, Robinswood and White City have formed a single ward for Gloucester City Council and Gloucestershire County Council for many years. The move to unitary local government will not change this and the ward will continue to combine all three areas. Aligning Pride in Place with this long-standing and ongoing boundary would match the geography residents already vote in and are represented in.

A 20-year community partnership. The Matson, Robinswood and White City Community Partnership has brought together residents, volunteers and organisations across all three areas in a grassroots forum for 20 years. Several similar neighbourhood partnerships were established elsewhere in Gloucester City around the same time, and this is the only one still running today, a strong indicator of sustained community backing. It delivers established community events, including the annual First Blast event on Three Oaks Field, Robinswood, attended by hundreds of local families each year.

An existing strategic plan to build on. The Partnership has produced three iterations of a community and economic development plan known as “The Power of Three” and now [“Common Ground”](#), covering all three neighbourhoods together. Adopting the wider geography would enable Pride in Place to build directly on an established, community-owned plan, refreshed and updated through new engagement rather than starting from scratch.

Protecting the Partnership itself. If the geographies remain split, part of the Partnership's membership would have access to Pride in Place funding and the opportunities it brings, and part would not. This risks a visible fracture in a partnership that has held together successfully for 20 years where others have folded.

Deprivation. Gloucestershire's most deprived Lower Super Output Area for Multiple Deprivation is the area in central Matson. In the context of the Matson, Robinswood and White City Ward, White City is second, scoring higher than all other parts of Matson and Robinswood.

Finlay Community School. Finlay School is **within** the current MSOA boundary and one quarter of their students come from the current area. This doubles to over one half of their students if you include the White City estate.

The case against including White City

Spreading funding more thinly. The £20 million Pride in Place envelope is **fixed** regardless of geography. Extending the boundary increases the population and household count sharing the same funding, and could be perceived by existing Matson and Robinswood residents as a loss.

Scale of the change. The current MSOA boundary contains 9220 residents and 3977 households. Including White City adds 1784 residents and 655 households.

Precedent and scope creep. While the ward and community partnership case is distinct, other adjoining deprived areas, such as Tredworth or Chequers, could reasonably ask why they are not also being considered.