

Community Wealth Building in Sunderland – 2021/2022 Delivery Plan

1. Demonstrating our Commitment - Organisational Structure

Lead – Fiona Brown/Sandra Mitchell and Cllr Paul Stewart / Cllr Linda Williams

| | Key Milestones | Responsible Officers | 2021/2022 | 2022/2023 |
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| 1.1 | <p>Continue to embed Let's Talk Resident Engagement Strategy within the Council</p> <p>Consultation framework in place and resident data and insight informing City Plan / Neighbourhood Investment Plans.</p> <p>Resident Consultation Framework used for all resident consultation undertaken by the Council.</p> <p>LGA Equality framework benchmarking tool – health inequalities and inequalities embedded into consultation activity</p> <p>Underrepresented groups are engaging and involved and then actions taken by the City Board to narrow the inequality gap</p> | <p>Sandra Mitchell</p> <p>Helen Peverley</p> <p>Lucy Nicholson – comms for wider MORI resident survey activity</p> | <p>% of residents engaged annually through Let's Talk Resident Engagement Strategy</p> <p>Group level - number of organisations, % residents involved, level of engagement with decision making</p> <p>Number of views of Council meetings / Attendance at Council meetings</p> <p>No of adverts linked to Council meetings – reach and engagement</p> <p>Response rate and confidence intervals from the Resident Survey 2021. Inc boosters for BME or most disadvantaged wards</p> <p>Number of resident engagement activities – themed (for example Let's Talk Culture House, Let's Talk Digital)</p> <p>Number of website views and social media engagements</p> <p>All under- represented groups are actively participating in and influencing decision making and intersectionality is explored and accounted for.</p> | <p>% of residents engaged annually through Let's Talk Resident Engagement Strategy</p> <p>Group level - number of organisations, % residents involved, level of engagement with decision making</p> <p>Number of views of Council meetings / Attendance at Council meetings</p> <p>Explore how to further progress active resident participation in local decision-making.</p> <p>Number of resident engagement activities – themed (for example Let's Talk Culture House, Let's Talk Digital)</p> <p>Number of website views and social media engagements</p> <p>All under- represented groups are actively participating in and influencing decision making and intersectionality is explored and accounted for.</p> |
| 1.2 | Produce Community Wealth Strategy Annual report and annual targeted Delivery Plan, including metrics | Sandra Mitchell / | Annual Report (including equality metrics) to be completed for 2021 and will be available on Council website | Annual report to be prepared and shared with all elected members and residents annually |

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| | <p>Secure Cooperative Council of the Year Award</p> <p>Launch City-wide communication campaign using all possible media sources including public transport to demonstrate to the residents of Sunderland, the Council's commitment to community wealth building and becoming a real living wage City</p> | <p>Helen Peverley</p> <p>Lucy Nicholson & Helen Peverley</p> | <p>Annual Delivery Plan in place including metrics</p> <p>Sunderland Council achieve Cooperative Council of the Year during the 2022 awards (launched April 2022)</p> <p>Large-scale communication campaign delivered using all communication methods including public transport across the city</p> | <p>Annual Delivery plan prepared and delivered annually</p> |
| 1.3 | <p>Community Wealth Building Champions in each of the five localities supported and trained</p> | <p>Helen Peverley</p> | <p>Area Committee Chairs named as Area Community Wealth Champions</p> <p>Training to be delivered to support Area Chairs with their Community Wealth Building Champion Role – include health and equality messages too</p> <p>Community Wealth messages embedded within Member Induction programme</p> <p>No. of projects supporting Community Wealth delivered via Area Committees (Identify in all 5 NIPs which priorities support the CWStrategy. New data input arrangements for plans include specific outputs relevant to Dynamic Healthy City, Vibrant Resilient people. Share relevant metric updates with CWB Delivery Board addition to the Number of projects</p> | <p>No. of projects supporting Community Wealth delivered via Area Committees</p> <p>All future Neighbourhood Fund and Community Chest funding conditions to include 'support community wealth metrics'</p> <p>Number of projects and metrics linked to city Plan achieved across the five Area Committees supporting Community Wealth Strategy</p> <p>Number of elected members trained per year</p> |
| 1.4 | <p>Ensure Community wealth values are properly considered and ensure social value metrics are embedded into</p> <ul style="list-style-type: none"> -Procurement policies -Major economic developments | <p>Helen Peverley</p> | <p>Cooperative Values / Social Value embedded into every Cabinet Decision</p> | <p>Outcomes linked with Cabinet Decisions demonstrated against Healthy, Vibrant and Dynamic</p> |

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| <p>-Transformational projects, -Service reviews etc.</p> <p>Further embed understanding of CWB not only in the Council but also the whole City – residents, partners including the VCS via the Alliance and funders</p> | <p>Glenda Malone</p> <p>Allison Patterson and Tracy Palmer</p> <p>Glenda Malone</p> <p>All Managers across the Council</p> <p>Lucy Nicolson</p> | <p>Cooperative Values / Social Value embedded into every procurement decision.</p> <p>Thinking Differently project and communication plan to be launched to ensure every Council employee is 'thinking and implementing community wealth linked to City Plan themes Healthy, Vibrant and Dynamic</p> <p>Number if staff and elected members completing the Community Wealth E-learning module</p> <p>Procurement – linked with City Plan objectives and NIPs / Council policies and objectives and social value contributions (cash and in-kind) linked directly to Sunderland VCS Alliance</p> <p>Community Wealth Building to be linked into all future Service Delivery Plans, Service Reviews and Staff Induction and Training Plans</p> <p>Number of e-learning modules produced and subject matter</p> <p>Dedicated webpage in place with CWB/Co-operative council resources and information including feature for Community Wealth Charter and Living Wage City – measure via the number of page views and link with volunteering page and Crowdfund Sunderland page as well as business support and link to Sunderland Information Point</p> | <p>CWB Annual Report including Case Study examples of Community Wealth Building</p> <p>Community Wealth activities built into the culture of the Council and eventually the City.</p> <p>Community Wealth actions within all Service Plans and Staff Training and Induction Plans</p> <p>£ funding secured through Council procurement which supports Sunderland VCS Alliance</p> <p>No. of volunteer hours secured to support Sunderland VCS via procurement social value 'in-kind' as well as involvement from under-represented groups</p> |
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| 1.5 | | Glenda Malone and Helen Peverley | <p>Procurement case studies to be included with comms activities, featured on website, staff hub and within CWB Annual report</p> <p>No. of website Visits and tracking web views</p> <p>No. of social media posts alongside social media metrics</p> <p>No. of partners outputs supporting community wealth building – City Board Annual report feature with Community Wealth Annual report – demonstrating breadth of delivery</p> | |
| | <p>Make Sunderland the first Real Living Wage City in the North East – recognising the important synergy between health and financial resilience. Understand the potential challenges of SMEs to achieve RLW status. / Assess the level of support from businesses in principle and whether this is achievable in reality.</p> <p>Launching a City-wide communication campaign to ensure all residents and businesses know that Sunderland is working hard to be a Living Wage City using all communication tools including public transport</p> | <p>Cllr Paul Stewart / Helen Peverley</p> <p>Lucy Nicholson</p> <p>Helen Peverley</p> <p>Catherine Auld</p> | <p>Working with Businesses and Anchor Institutions initially who are in a position to support, post COVID-19, supported by Living Wage Foundation and Citizens UK</p> <p>Working group established and delivery plan in place to become a real living wage city</p> <p>Press campaign to be arranged linked with Real Living wage week – November 2021 – face to face meeting of working group to be held 18th November</p> <p>Real Living wage accreditation promoted to Sunderland Business Network and Sunderland Chamber of Commerce</p> <p>Sunderland Council’s Business Investment Team promoting the Real</p> | <p>No of businesses within Sunderland who are ‘real living wage employers</p> <p>No of employees who are receiving the real living wage</p> <p>Sunderland is named as the first real living wage city in the North East</p> <p>No. of Anchor Institutions at Gold Standard for Sunderland Community Wealth Charter</p> |

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| 1.6 | | Lucy Nicholson | <p>Living Wage Accreditation during business meetings – literature in place to promote benefits</p> <p>City-wide communication campaign including public transport advertising Sunderland’s aim to become a real living wage city</p> | |
| | Embed organisational commitment to staff volunteering to ensure the positive impact of volunteers and volunteering is recognised | Sandra Mitchell Tracy Palmer Helen Peverley | <p>Volunteering opportunities booklet placed on staff hub and shared with staff via Manager briefings</p> <p>Policy in place to support employees to volunteer</p> <p>No. of staff volunteering in council</p> <p>Develop recording system to gain this insight – staff use volunteer platform and sharing volunteering case studies – linked with CWB Annual Report</p> <p>Communications to staff to remind them to use their volunteering days along with ideas of which projects they could support</p> | <p>Number of staff taking up volunteering in local community projects</p> <p>Number of volunteering hours</p> <p>Number of projects supported through staff volunteering</p> |

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| 2. Developing the Role of Anchor Institutions | | | | |
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| Lead – Sandra Mitchell | | | | |
| | Key Milestones | Responsible Officer | 2021/2022 | 2022/2023 |
| 2.1 | Create a Community Wealth Charter working group (sub-group of City Board) to oversee development of “Community Wealth Building Charter” and accreditation process (replacing the current Sunderland Compact) | Helen Peverley / Jessica May / plus Yusuf Meah and Kirsty McNally for health and equality Allison Patterson | Established Community Wealth Charter sub-group with all City Board Partners Action plan developed to replace Sunderland Compact with Wealth Charter Launch Charter and link with Real Living Wage City; Low Carbon commitments and Build Back Better ‘commitment’ – in January/February 2022 Promote the Sunderland Workplace Health Alliance to VCS organisations in the city. Number of VCS organisations who are members of the SWHA, and number of VCS organisations who are signed up to the Sunderland Workplace Health Alliance Charter. Linked with procurement and opp to support VCS Alliance Ensuring the CWB agenda is aligned with the Equality Framework for Local Gov. | Number of Sunderland organisations who are silver standard for Sunderland Community Wealth Building Charter Number of Sunderland organisations who are gold standard for Sunderland Community Wealth Building Charter Outputs associated with Charter Real Living Wage Employer no. and employees plus contractors Support into VCS Alliance – In-kind and cash value |

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| 3. Socially Productive Asset Management | | | | |
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| Lead – Paul Davies | | | | |
| | Key Milestones | Responsible Officer | 2021/2022 | 2022/2023 |
| 3.1 | <p>Review existing Community Asset policy to ensure community lease and rent arrangements are working effectively, enabling a more proactive approach to communities taking ownership of assets inc. upskilling in business planning, governance etc</p> <p>Update Asset Management Strategy to incorporate Community Wealth Building principles and aspirations.</p> | Paul Davies / Michael Whitaker / | Community Asset Policy reviewed and updated | Local Asset usage - number of assets used and number of community groups supported and using /managing assets |
| 3.2 | <p>Review community asset provision:</p> <ul style="list-style-type: none"> Identify community needs from Let’s Talk and Neighbourhood Investment Plans Map existing provision to need (GIS linked with Sunderland Information Point and Wellbeing.info) Identify and assess current and future requirements <p>Use of all community assets maximised, and communities supported to take ownership of and manage assets; community provision has long-term sustainability</p> | <p>Paul Davies / Michael Whitaker</p> <p>VCS Alliance and Area Arrangements</p> <p>Allison Patterson</p> | <p>Full list of community assets known to Council, mapped and transferred onto GIS -GIS to include layered info relating to usage % and services provided</p> <p>Mapping to be linked with IMD as well as VCS Alliance partner priorities</p> <p>Complete a diagnostic for every community asset within the five geographical areas and then develop action plan including funding requirements to maximise usage of the assets – linked with Alliance, social prescribing and community hubs, energy efficiency / low carbon etc</p> <p>Level of investment secured to improve and develop community assets</p> | <p>Number of community assets developed</p> <p>Number of community assets closed and or merged</p> <p>Community Asset usage – buildings and usage of facilities / number of services offered</p> <p>Number of community assets managed by social enterprise/charities</p> <p>Level of investment secured to improve and develop community assets</p> |
| 3.3 | Embed Community wealth building principles and aspirations within the Surplus Asset Policy where appropriate. | Peter McIntyre Paul Davies | All relevant disposals will be assessed in relation to the opportunities for community wealth building. | <p>Properties disposed of for the benefit of community wealth building in Sunderland.</p> <p>Reference to land offsetting – ensuring wealth and support across the city</p> |

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| 4. Community Empowerment, Engagement and Involvement | | | | |
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| Lead – Sandra Mitchell | | | | |
| | Key Milestones | Responsible Officer | 2021/2022 | 2022/2023 |
| 4.1 | <p>Agree Neighbourhood Investment Plans (NIP) (Article 10) which have been subject to engagement with at least 50% of residents</p> <p>Explore and develop our approach to ensure under-represented groups are engaged and involved at a city and local level</p> | Helen Peverley | <p>Complete – approved by Cabinet and Area Committees, Delivery Plans finalised and approved</p> <p>No. NIP Priorities delivered, supporting Community Wealth Building</p> | <p>Refresh of Neighbourhood Investment Plans 2023 onwards</p> <p>Neighbourhood Investment and priorities aligned with City Plan, based on resident feedback</p> <p>No. NIP Priorities delivered, supporting Community Wealth Building</p> |
| 4.2 | <p>Successfully implement the Sunderland VCS Alliance alongside Gentoo, CCG, five Area VCS Networks and wider City Board</p> <p>Introduce Community Support Workers in each of the five localities</p> | Sandra Mitchell Helen Peverley Allison Patterson Tracy Hassan | <p>Launch Sunderland VCS Alliance – June 2021</p> <p>Five Community Support Workers in post and supporting VCS within each geographical area of the city</p> <p>VCS Alliance Manager in post driving development and delivery of Sunderland VCS Alliance</p> <p>Sunderland VCS Alliance moved into independent organisation</p> <p>£ secured via Alliance to support the sector</p> | <p>No. of VCS organisations supported</p> <p>No. of VCS organisations commissioned to deliver services – linked to social prescribing and other emerging neighbourhood developments</p> <p>No. of volunteers supporting across the city</p> <p>Funding secured via the Alliance for the wider sector</p> |
| 4.3 | Increase volunteering in-line with Volunteering Strategy commitments and link with development of a resident and partner commitment | Helen Peverley Tracy Hassan | Continue to grow volunteer workforce as community hubs developed further and staff volunteering policy launched | <p>Number of residents volunteering</p> <p>No of Sunderland Businesses involved in volunteering and number of volunteering hours delivered by business staff within the sector</p> |

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| | | | <p>Staff volunteering policy launched within all Anchor institutions (linked with community wealth charter)</p> <p>Volunteering procedure in place to link Sunderland businesses with VCS and wider volunteering opportunities</p> | <p>Number of VCS and Anchor institutions /partners supported through the volunteer platform</p> <p>No. of low carbon volunteering opportunities identified and undertaken</p> |
| 4.4 | <p>Create and deliver Crowdfunding Platform for Sunderland</p> <p>Secure match-funding to support projects on Crowdfund Sunderland platform – CCG, Public Health and Big Lottery</p> | <p>Helen Peverley Jackie Nixon</p> | <p>Crowdfund Sunderland platform launched and onto 4th round of projects</p> <p>£ Match funding secured</p> <p>Number of projects supported by partners</p> <p>No. of backers for projects</p> <p>£ Amount of funding raised via the crowdfund projects</p> | <p>Number of projects supported</p> <p>Amount of funding raised</p> <p>Number of backers for projects</p> <p>£ match funding secured from partners</p> |
| 4.5 | <p>Seek opportunities and external funding to respond to 'left-behind' communities – ensuring all community organisations can access funding – potentially supported by umbrella organisations</p> | <p>Allison Patterson / James Garland</p> <p>Tracy Hassan</p> | <p>Ensure NE Funding Network embedded into VCS Alliance and arrangements for Community Development Support within each of the five localities – underpinned via the five Area VCS Networks to seek opportunities to maximise funding for VCS organisations in Sunderland</p> <p>SCC set up a Strategic Partnership Group to encourage a co-ordinated citywide approach to future funding opportunities through UK Prosperity fund etc.</p> | <p>Number of trusts and charities signed up to work collaboratively with Sunderland VCS Alliance</p> <p>Number of External funding opportunities maximised to support delivery of CWB and NIP priorities</p> <p>Amount of external funding secured per Area</p> <p>Number of projects delivered as a result of external funding</p> |

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| 4.6 | Consider formal sign-up to the Community Wealth Fund Alliance. | Sandra Mitchell | Sunderland Council agreed to sign up to the Alliance to access dormant assets to support community wealth. Cabinet approval. | Amount of Funding secured through the Community Wealth Fund Alliance (when in place via Central Government) |
| 4.7 | <p>Ensure delivery of Community Led Local Development (CLLD) programme objectives: -</p> <p>SO1 Enhancing employment and skills provision</p> <p>SO2 Boosting enterprise and entrepreneurship</p> <p>SO3 Improving community capacity, partnership working and social innovation</p> <p>SCC Accountable Body for CLLD and support LAG to develop and deliver its local development strategy in line with CWB and City Plan priorities</p> <p>Support on development of applications provided via Area Arrangements team.</p> <p>4 rounds of Calls for Projects to date. Most recent launched– Dec 2020 –applications required to meet all 3 key objectives.</p> | Allison Patterson | <p>Employment and Skills Outputs:</p> <p>No. participants (identify those that are Unemployed, including long-term and Inactive, Participants over 50, ethnic minorities and with disabilities)</p> <p>Results:</p> <p>No. participants in education /training upon leaving</p> <p>Boosting Enterprise Outputs:</p> <p>Number of potential entrepreneurs assisted to be enterprise ready</p> <p>Number of enterprises receiving support</p> <p>No. of new enterprises receiving support</p> <p>Employment increase in supported enterprises</p> <p>Improving Community Capacity Outputs:</p> <p>No. VCSE organisations supported to deliver new community-based services</p> <p>No. Social Investment projects supported e.g. new business models, feasibility studies, options appraisal completed</p> <p>No. New enterprises established</p> <p>No. VCSE organisations supported to become more sustainable</p> | <p>Employment and Skills Outputs:</p> <p>No. participants (identify those that are Unemployed, including long-term and Inactive, Participants over 50, ethnic minorities and with disabilities)</p> <p>Results:</p> <p>No. participants in education /training upon leaving</p> <p>Boosting Enterprise Outputs:</p> <p>Number of potential entrepreneurs assisted to be enterprise ready</p> <p>Number of enterprises receiving support</p> <p>No. of new enterprises receiving support</p> <p>Employment increase in supported enterprises</p> <p>Improving Community Capacity Outputs:</p> <p>No. VCSE organisations supported to deliver new community-based services</p> <p>No. Social Investment projects supported e.g. new business models, feasibility studies, options appraisal completed</p> <p>No. New enterprises established</p> <p>No. VCSE organisations supported to become more sustainable</p> |

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| | | | No. VCSE sector employees/volunteers supported in the enterprise journey | No. VCSE sector employees/volunteers supported in the enterprise journey |
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| 5. Business Growth and Investment (inc.VCS) | | | | |
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| Lead – Catherine Auld | | | | |
| | Key Milestones | Responsible Officer | 2021/2022 | 2022/2023 |
| 5.1 | <p>Work with Area Committees, the NE Business Innovation Centre and other community economic development partners to map the level and nature of existing co-operative and social enterprise businesses across the city.</p> <p>Consider whether to commission external delivery of this mapping exercise.</p> | Catherine Auld | <p>Initial information gathering beginning through Business Investment Team (existing social enterprises / co-ops working with; Discretionary Fund applicants; BIC / Acumen info). To include baseline and existing outcome measures within sector.</p> <p>Delivery of outputs through the CLLD/CWB matched project led by BIC and providing business support - Map of existing activity and identification of appropriate outcome measures.</p> <p>Mapping of cooperatives – and social enterprises – provided by CCIN (Nov 21)</p> <p>Reduce inequalities employment gap for those with long-term health conditions, those in secondary mental health services and those with a learning disability.</p> | <p>Number of new businesses created</p> <p>Number still in place after 5 years - currently 1 year</p> <p>Total number of businesses</p> <p>Number of co-operatives created</p> <p>increase % of cooperative/VCS as total of SME sector</p> <p>Sunderland £ - % local businesses/ % local SME sector/ % VCS & Co-operative sector/Regional Spend</p> <p>Jobs created - how do we record number taken up by city residents though?</p> <p>People benefiting from community lead development</p> |
| 5.2 | Develop and deliver an initial awareness-raising campaign to highlight existing co-operative and social enterprise businesses in the city, and the contribution which they are making to community wealth across the city, including their set-up and growth stories. | Catherine Auld / Paula James / Lucy Nicholson | Initial work could include promotion of eg the Carnival House Southwick, Media Savvy, Bishopwearmouth Nursery; Elemore Green Space Project | Increased awareness of existing businesses and their impact within the city |

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| | <p>Include examples of newly established businesses linked to Covid-19 response / recovery.</p> | | <p><i>(if mainstream Communications budgets permit.)</i></p> <p>Increased awareness of existing businesses and their impact within the city</p> <p>Sunderland to become the social enterprise leader for the region</p> <p>No. of case studies on CWB website</p> <p>Number of new businesses created and number of jobs created</p> <p>Number still in place after 5 years - currently 1 year</p> <p>Total number of businesses</p> <p>Number of co-operatives created</p> | <p>Sunderland to become the social enterprise leader for the region</p> <p>No. of case studies on CWB website</p> <p>Number of new businesses created and number of jobs created</p> <p>Number still in place after 5 years - currently 1 year</p> <p>Total number of businesses</p> <p>Number of co-operatives created</p> <p>increase % of cooperative/VCS as total of SME sector</p> |
| <p>5.3</p> | <p>Deploy the Council’s Community Development Fund, with match-funding wherever possible, providing a grants programme to encourage both start-up and growth of co-operative and social enterprise companies in communities across the city. Consider initial 6-month programme Oct-March to support continued Covid-19 response, and recovery.</p> | <p>Catherine Auld</p> | <p>Proposal for a procurement or Call for project. ‘Social and community enterprise support – Boosting Enterprise and Entrepreneurship’ proposal agreed at CLLD Steering Group.. Proposal captures actions 1, 2, 4, and considering whether there is a need for 5 and a pilot approach. For the Business Growth and Investment Activity. Key aspects:</p> <ul style="list-style-type: none"> • Education, marketing and promotion and partnership working • Pre-start supports • Enterprise support to existing organisations • Enterprise, Growth and Resilience Fund | <p>Outcomes to be defined in development of programme – could include –</p> <p>No of start-ups / businesses supported,</p> <p>No of jobs created / safeguarded,</p> <p>No of volunteers / volunteer hours within social enterprises, Community Interest Companies and co-operatives</p> <p>Average weekly wage for part time worker/number of workers below England average</p> |

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| 5.4 | Encourage submissions by co-operative and social enterprises across the city to relevant business / community award programmes to increase awareness of the sector and its impact and inspire others to become part of it. | Catherine Auld to update/ Sandra Mitchell | <ul style="list-style-type: none"> Portfolio awards 2021 dates Feb (normally November) – specific social enterprise category – submissions to be encouraged once awards are launched and entries open | Increased awareness of the sector and its impact including individual businesses No of start-ups / businesses awarded |
| 5.5 | <p>Include co-operative and social enterprises alongside existing priority areas within the Council's Apprenticeship Levy Transfer programme and promote the council's Apprenticeship Levy Transfer Scheme widely, including with the VCS</p> <p>Publicised on Council website - Apprenticeship Levy transferred where able, to local employers</p> | Tracy Palmer / Catherine Auld | <p>% of Apprenticeship levy transferred to local employers</p> <p>No. of Apprentices</p> <p>No. of companies supported inc social enterprises</p> <p>% of apprentices moving into full time, long term employment (Living wage employment)</p> <p>% of those who are care-leaver apprentices moving into full time employment.</p> | <p>% of Apprenticeship levy transferred to local employers</p> <p>No. of Apprentices</p> <p>No. of companies supported inc social enterprises</p> <p>% of apprentices moving into full time, long term employment (Living wage employment)</p> <p>% of those who are care-leaver apprentices moving into full time employment.</p> |
| 5.6 | Continue to develop and deliver the Small Business Action Plan on an annual basis to encourage growth and support resilience of the SME sector as a whole (including activity focused on eg innovation, digital adoption, environmental sustainability, export). | Catherine Auld | <p>Initial draft of specific social enterprise / cooperative business strand prepared within Small Business Action Plan</p> <p>Introduce a new strand from Oct 2020 focusing on social enterprise and co-operative businesses to capture level and nature of activity.</p> | <p>Strengthened social enterprise / co-operative sector and wider small business base within the city</p> <p>No of start-ups / businesses supported,</p> <p>No of jobs created / safeguarded,</p> |
| 5.7 | Raise awareness within the Council of the role of procurement as a key lever of community wealth building. | Glenda Malone (Working with Helen Peverley for links between procurement and VCS organisations to maximise social | <p>Create a process to link contracts awarded with local VCS to maximise social value outputs</p> <p>Continue to support VCS to access procurement opportunities via NEPO.</p> <p>No. of procurement case studies linked with CWB website and comms</p> | <p>% of contracts mandating Real Living Wage</p> <p>Explore technical models to capture % of Sunderland £ (linked with Community Wealth Charter working with Anchors)</p> <p>CWB linked into all procurement activity</p> |

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| | | value from contracts) | Procurement and CWB linked with Community Wealth Champion role; Member and staff training and built into all service plan outcomes Raised awareness of Council CWB aspirations and CLES at a regional level | CWB link within Cabinet Decisions Explore CWB opportunities at regional level for collaborative procurement and with wider anchor organisations |
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| 6. Increasing Social value (through Procurement and Wider Activity) | | | | |
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| Lead – Glenda Malone | | | | |
| | Key Milestones | Responsible Officer | 2021/2022 | 2022/2023 |
| 6.1 | <p>CWB aspirations and opportunities to be considered within procurement activity, including market analysis, the use of effective evaluation criteria and contractual terms.</p> <p>Working with Anchor Institutions across the City to maximise opportunities to keep £ in Sunderland</p> | Glenda Malone | <p>Embedded in procurement standard operating procedures – procurement strategy reports at pre-procurement stage with senior procurement management gateway approach</p> <p>Outcomes reported through KPIs and Annual Procurement / CWB Performance Report case studies.</p> <p>Working with NE regional colleagues to develop a N.E light TOMS linked with CWB priorities - OPEN Project – design functionality to gain marketing intelligence which supports CWB aspirations for new eProcurement Portal</p> | <p>Continue to develop then implement N.E. light TOMs model</p> <p>Align social value priorities with community benefits/TOMs system/ target specific groups such as long term unemployed and agree measures to be reported</p> <p>Evolve the social value ‘ask’ and contractual terms in accordance with emerging National Social Value Taskforce guidance</p> |
| 6.2 | Determine barriers to some types of social value in different sectors, e.g. Real Living Wage Accreditation | Glenda Malone | Embedded in procurement standard operating procedures – procurement strategy report in conjunction with service area commissioner / finance as required and to consider potential unintended consequences of policy objectives within the supply market (inc. SMEs) | Procurement outcome reports setting out social value targets which are monitored / actuals reported |

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| 6.3 | Continue to monitor and report activity and performance with regard to opportunities and outcomes for local providers. | Glenda Malone | Embedded in procurement standard operating procedures – procurement strategy report | <p>Outcomes reported through KPIs and Annual Procurement / CWB Performance Report case studies.</p> <p>Work with NEPO to establish North East TOMs model calculations and design a flexible/light model for collaborative procurement which will support local providers</p> <p>OPEN Project - New eProcurement quotation and tendering system functionality designed and deployed to provide enhanced market intelligence to help support local providers</p> |
| 6.4 | Identify opportunities to increase social value wider than procurement, e.g. the development plan and development management processes | Peter McIntyre Catherine Auld | <p>Sunderland Council part of National Social Value Taskforce to look at how to embed social value into the planning process.</p> <p>Workshops held to combine knowledge from the public and private sector to create clear guidance – the group has 3 workstreams</p> <p>Workstream 1 – What is happening already, what are the precedents?</p> <p>Workstream 2 – Policy Guidance and Recommendations</p> <p>Workstream 3 – Social Value Process Map</p> | Council planning committees take social value into account in their decision making |

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| Lead – Sandra Mitchell | | | | |
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| | Key Milestones | Responsible Officer | 2021/2022 | 2022/2023 |
| 7.1 | Publish our Statement of Intent for fuel energy measures to address fuel poverty | Joan Reed | <p>ECO Flex - Between October 20 and end of March 2021 – 31 ECO Flex applications for homeowners in fuel poverty were agreed by the council for new more efficient boilers, insulation measures or both</p> <p>BY the end of November 2021, a total of 157 ECO flex installations have been agreed together with approximately 100+ ECO applications (generated by the councils 2 approved providers from the range of ECO Flex marketing activity and enquiries)</p> <p>Wider assistance with energy efficiency / fuel debts is being provided by a number of agencies including Citizens Advice – Energy Service and Green Doctors. Council services and public information (including web information) now routinely signpost to these providers</p> <p>Enhanced Winter Support (EWO) – additional support for people in fuel / food poverty is being provided via the councils EWO offers (between October and March 2022</p> <p>SCC has enhanced existing schemes (including Local Welfare Provision) from October and support is being provided to approximately 15 VCS organisations and over 30 crisis food providers to enable them to provide help to people via an improved food</p> | <p>Both providers will continue their ECO Flex Marketing activity and details of the scheme and help provided has been included in the councils updated public information (including that produced to support EWO until March 2022)</p> <p>Council will update its ECO Flex Scheme to respond to ECO4 requirements due from April 2022 but following initial consultation BEIS have still to confirm final requirements so potential for implementation to be delayed</p> <p>EWO will run to March 2022 and it is anticipated that funding will allow for further support to be provided to residents and organisations during this period</p> |

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| | | | <p>and fuel offer (and some help with some wider essentials)</p> <p>People struggling to top up prepayment meters are being supported directly by the council, the VCS and by referral from foodbanks. Between October and November, the level of support provided was 400% more than at same point last year</p> <p>People struggling with fuel costs but not on prepayment meters are being assisted by the VCS (using council funding)</p> <p>Additional support has been given to crisis food providers to enable them to better manage increased demands, including grants for low stock items and fresh vegetables / fruit to ensure a healthy offer</p> | |
| 7.2 | Support VCS organisations to access bank accounts | Joan Reed – linking with VCS Alliance | <p>VCS organisations are struggling to access bank accounts – taking up to 12 weeks.</p> <p>Helen to pick up with Joan to link VCS with Credit Union</p> | Credit Union continues to be available as an option |
| 7.3 | Continue to deliver affordable credit solution for residents and staff | Joan Reed | <p>People who live and work in the city saving and accessing affordable credit</p> <p>No. of residents and staff using and benefiting from Sunderland’s Credit union -Money Wise</p> <p>Last financial year 730 residents were or became members of moneywise Credit Union and so far, this year a further 141 new members have joined</p> | <p>No. People who live and work in the city saving and accessing affordable credit</p> <p>No. of residents and staff using and benefiting from Sunderland’s Credit union</p> |

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| | | | <p>The CU contract has been extended until March 2022 to create opportunities to increase awareness of dangers of borrowing from high-cost lenders and show how easy it is to switch current debts to more affordable options.</p> <p>The CU are also now connected to the Workplace Alliance and are rolling out their digital tools/ resources to alliance members to improve employee health / financial wellbeing</p> | |
| 7.4 | Recommission First Tier advice provision for benefits and debt | Joan Reed | <p>New 3-year contracts started 1.11.20</p> <p>Between April 2020 and March 2021 9633 customers – including repeat customers- were given advice information and support. So far this year another 7489 people have been assisted.</p> <p>The first-tier providers and SCC Specialist Welfare Rights Service (WRS) also provided over 5183 Financial Resilience Checks (FRCs) between April 2020 and the end of March 2021</p> <p>To date this year at least another 4137 FRCs have been completed</p> <p>The financial gains for residents (weekly gains + one off payments from activity delivered by SCC WRS and the FTPs) totalled £1,827,206.00 in the last financial year</p> <p>So far this year the total is £2,111,996.07</p> | <p>Locality advice provision for (debt benefits housing and employment)</p> <p>No. of providers</p> <p>No. of residents supported</p> <p>New independent housing advice contract will be in place April 2022-23 (following on from a successful pilot contract from April 22</p> |

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| | | | <p>West Area Committee approved funding from the Sunderland CC Neighbourhood Fund to support residents in the West to manage the financial impact of the pandemic. So far, the FTP has advised 303 people under this new contract.</p> <p>The council also recommissioned independent Housing advice from Shelter and between April 2020 and March 2021 they had assisted 255 customers and a further 167 have been helped so far this year</p> | |
| 7.5 | Continue to develop and refine 'Making your money go further toolkit | Joan Reed | <p>Activity has included</p> <p>Web Page Redesign</p> <p>Affordable Credit Campaign – running November 2021-to January 2022</p> <p>Talk Money Week Campaign 8 – 12th November 2021 Social media total reach 213.2k (203 k Twitter, 10.1k Facebook) Residents E-Newsletter piece circulated to 1900 people Sunderland.gov article (Join the conversation for Talk Money Week 2021 - Sunderland City Council)</p> <p>Stop Loan Sharks Week Campaign 29th November – 3rd December 2021.</p> <p>Scams Awareness Campaign Running November 2021 until January 2022</p> | |

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| | | | Plans for 'Blue Monday' Campaign early January including affordable credit. | |
| 7.6 | Adopt a standard financial assessment by the council and key partners and a coordinated approach to debt support | Joan Reed | <p>No. of Residents able to access free high-quality debt advice and support</p> <p>SFA in use for council Creditor Referrals to the Money Advisor Network via agreed referral protocols</p> <p>However, recovery was suspended/impacted in many cases during covid .A review is underway to look at how things will be taken forward post pandemic</p> <p>SFA used by FTP for debt work under council contract as requirement included within council specification</p> | No. of Residents able to access free high-quality debt advice and support |
| 7.7 | Implement a financial resilience service to support the new Council Housing Service in creating sustainable tenancies | Graham Scanlan/Joan Reed | Staff being appointed and working with Financial resilience service | Staff in place |
| 7.8 | Review FACL specification to reflect a better aligned curriculum with meaningful progression pathways for learners to achieve their work life goals and link with VCS Alliance to maximise number of VCS organisations delivering FACL | Julie Gwilym | <p>Number of FACL courses delivered</p> <p>Number of residents supported through FACL courses</p> <p>Number of Learners moving on to further education and training</p> <p>Number of learners moving into employment</p> | <p>Number of FACL courses delivered</p> <p>Number of residents supported through FACL courses</p> <p>Number of Learners moving on to further education and training</p> <p>Number of learners moving into employment</p> |
| 7.9 | <p>Increase resident participation in digital opportunities and reduce digital poverty across the city</p> <p>Launch Sunderland App to enable residents to engage further with council and wider partners and communities and to share information, reporting issues, App also used for resident engagement</p> | Liz St Louis / ALL Staff | <p>Report to be presented to COG to review digital poverty and city-wide approach required to reduce digital poverty</p> <p>Digital opportunities available and accessible to all residents via the Go</p> | <p>Delivery of Smart City Plan</p> <p>Digital opportunities available and accessible to all residents</p> <p>Joint Venture Partner in place</p> |

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| | <p>Raise awareness of sunderland councils' work nationally to demonstrate sunderland leading the way</p> | <p>Get on line project and refurbishing donated ICT for re-use</p> <p>Working with VCS Alliance to understand local requirements</p> <p>Several neighbourhood projects funded via Area Committees and external funding secured to increase ICT start-up businesses</p> <p>Deliver CCIN Policy Lab to understand digital poverty including resident consultation – Let's Talk Digital</p> | <p>Career paths forged – School – Colleges and Universities</p> <p>Sunderland Council App launched to enable residents to report issues, link with area information and follow delivery / influence priorities and decisions as well as access IAG</p> |
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