



Sunderland Community Led Local Development Programme

Local Development Strategy - Executive Summary (November 2017)

Sunderland's Community Led Local Development (CLLD) programme will provide sustainable economic benefits in areas of Sunderland that face significant challenges because of, for example, social exclusion, limited job opportunities, or low levels of employment. It aims to support activities that help to:

- Enhance employment and skills provision
- Boost enterprise and entrepreneurship
- Improve community capacity, partnership working and social innovation

CLLD provides an opportunity for developing new and maybe different ways to focus on the particular needs and circumstances in a very local area and for a particular community that other programmes and initiatives might not be able to do so. It brings together local communities to explore and understand the challenges and experiences that sometimes make it difficult for people to find a job or set up a new business. CLLD encourages new ideas and new techniques, new technologies, new knowledge, new approaches – as well as apply existing successful ideas into new areas.

To do this, a Local Development Strategy (LDS) has been prepared which sets out the area's economic problems and potential opportunities and what might be the best ways of tackling these at the local level. The CLLD Strategy is a 5-year programme that aims to stimulate the local economy to deliver jobs and growth, by supporting activity that addresses the local needs and opportunities. To support the CLLD programme, a Local Action Group (LAG), made up of community representatives, public, private and voluntary organisations, has been established to explore the issues, agree the best solutions and activities, and monitor the programme success.

How will it work?

The Local Development Strategy presents a compelling case for the target area through detailed socio-economic analysis of the area, independent research to identify gaps in provision, and extensive engagement with stakeholders and client groups to agree local priorities for action. Crucially, LAG members have been actively involved in writing the strategy, drawing on their knowledge and experience of the local area, and promoting the LDS Vision:

To improve the connections between areas of need and opportunity by responding to community and resident priorities in the target CLLD area of Sunderland, by engaging and empowering local people and stakeholder groups,

by investing in enterprise, employability and skills support, and by building community capacity, leadership and resilience.

The vision reflects the on-going observation by stakeholders that despite economic growth opportunities, some communities and individuals are still missing out on the benefits. The disconnections that exist are challenges that CLLD will aim to tackle through a range of targeted investments, as well as through improved cooperation and communication.

The LAG believes that it is critical that Sunderland gets the opportunity to make the most of the CLLD model over a 5-year timeframe. The time, energy and commitment that local partners have already invested in CLLD provides ample evidence of its significance and the added value that can be achieved, building on previous successes, creating new forms of partnership working, and improving community leadership and capacity-building.

From the vision, 3 strategic objectives, and a series of actions, have been identified as follows:

Strategic objective 1: Enhancing employment and skills provision

- Action 1.1 - Effective engagement, finding and sign-posting
- Action 1.2 - Support towards, into and during employment

Strategic objective 2: Boosting enterprise and entrepreneurship

- Action 2.1 - Inspiring an enterprising community
- Action 2.2 - Creating sustainable enterprises - pre-start and start-up support

Strategic objective 3: Improving community capacity, partnership working and social innovation

- Action 3.1 - Investing in community leadership and capacity-building
- Action 3.2 - Promoting social investment opportunities

What will it achieve?

The CLLD Local Development Strategy seeks to create added value and have a positive impact on a number of beneficiary groups - those individuals seeking work and access to training and skills support, vulnerable individuals who require more intensive support, VCSE organisations delivering new projects for key target groups, the wider community in general, potential entrepreneurs and the existing business community. The added value that the strategy will create will take a number of forms:

- It provides a medium term investment opportunity of up to 5 years, with the benefits of investment staying in the target area;
- It will empower local communities to identify priorities in their area and develop innovative local solutions;
- It will improve the alignment of funding and activity, enabling the introduction of new projects that respond directly to community needs;

- It will lead to increased community resilience by investing in projects that tackle social inclusion through targeted employability and skills support, community enterprise activities and capacity-building.

As well as delivering a range of wider performance indicators, the strategy will aim to achieve the following outputs and results:

- Over 2,200 beneficiaries assisted through employability, training and skills development activities;
- 419 participants progressing to employment or training after the support;
- 259 unemployed participants into employment, including self-employment, on leaving;
- 171 inactive participants into employment or job search upon leaving;
- 317 potential entrepreneurs assisted to be enterprise ready;
- 155 enterprises receiving support, of which 109 will be new enterprises;
- An employment increase of 116 FTEs in those enterprises supported.

CLLD aims to close the gap between the least and most well off neighbourhoods by ensuring that disadvantaged communities can access existing and new opportunities that are emerging as a result of significant investment in the local economy.

Where will CLLD take place?

The LDS is focused on the most deprived areas of Sunderland's urban core, and Washington in the west, along the Sunderland Strategic Transport Corridor. The CLLD area has been identified both because of its high IMD ranking and also because of its proximity to key employment and regeneration sites within the city.

The Sunderland Economic Masterplan '3, 6, 9 Vision' aims to generate new jobs, increase the employment rate, enhance skills and earnings, and create a vibrant, connected and sustainable City Centre, attractive to residents and businesses alike. The 369 Vision outlines how over £1bn of public and private investment planned in the city will support economic growth, with the potential to generate in excess of 20,000 new jobs and a forecast £1.8bn of additional Gross Value Added. As part of the Plan, a number of key developments are planned over the next 5-10 years creating a wide range of economic, social, and cultural opportunities. The LDS will aim to make a positive difference to the way that local people, voluntary and community groups and businesses benefit from these opportunities.

The target area comprises a population of 146,108 of which 85,588 (or 58.6%) live in Lower Super Output Areas ranked in the 20% most deprived. CLLD investment will target those areas and LSOAs with the most serious disadvantage, particularly those that rank in the top 10% (44,930 people). The most deprived areas include specifically entrenched clusters in Pallion, Redhill, Southwick, Millfield, Sandhill and Hendon and an emerging cluster in Washington North.

This corridor represents a coherent and functional economic geography of LSOAs with some of the highest concentrations of deprivation in the NELEP area (according to both IMD 2010 and 2015 data). The LAG has consulted widely on the proposal and has received support from all four of the Area VCS Networks that cover the target area.

Adjacent areas not in the 20% most deprived have been incorporated into the CLLD geography because of their links to key opportunities and to form a more coherent economic area. The target for CLLD project investments will remain focused on those areas and people in the most 10-20% deprived.

In summary, the defined area has been chosen because:

- It targets areas with the most severe deprivation;
- It links areas of need with areas of business growth and employment opportunities;
- It has sufficient scale and critical mass to draw in resources to match fund ESIF activity and have a meaningful impact on the area's priorities;
- It will enable specific client groups in the most deprived areas to be supported, where there is evidence to show that they are 'missing out' or unable to engage in existing provision;
- It will promote cross-sector, multi-agency and inter-community working in order to identify innovative solutions to shared challenges;
- It will add value and aims to fill gaps in provision that cannot or are not being addressed through programmes and projects such as the Work and Health Programme, Talent Match, Building Better Opportunities (Multiple Barriers to Employment and Health workstreams), Skills Funding Agency and projects seeking alternative ESF or ERDF support, including enterprise support provision;

How is CLLD funded?

Sunderland City Council and partners have secured funding from European Structural Investment Funds for the delivery of the CLLD Strategy.

In order to deliver the strategy the LAG is seeking a contribution of £1.85m from the European Social Fund and £0.9m from the European Regional Development Fund.

All projects will be required to provide funding to match ERDF or ESF. Sources of match funding may include grants from local funds and foundations, an organisation's own resources (e.g. in the case of voluntary groups or social enterprises) and staff/volunteer time (for organisations delivering ESF funded projects).

In total, when combining European funds and match funding, the programme amounts to £5.8m.