



# Sunderland Community Led Local Development Programme - 2<sup>nd</sup> Project Networking event 1 October 2019



# Welcome & Introduction

Angela Brown, Training in Care &  
Chair of the Local Action Group



# Some feedback from 1<sup>st</sup> CLLD Practitioner Event – February 2019

*‘Excellent event – great networking – should hold regular meetings...’*

*‘Great event – will be great to get everyone together once all projects are up and running to share best practice etc. as well as success stories’*

*‘Would like this to happen again to update other projects on how they are doing and share problems and solutions’*

*‘Excellent event very informative can’t wait for the next one, got a lot from this’*



# Agenda

09:20 - Welcome & introduction - Angela Brown, Training in Care & LAG Chair

09:30 - Sunderland City Plan – Cllr Graham Miller, the Leader of Sunderland City Council

10:00 - CLLD Update - John Ford, Gentoo and LAG member

10:15 - Programme evaluation - Liam Marsh, Centrifuge

10:30 - Project Overviews

11:00 - Round Table discussions

11:40 - Working/networking Lunch

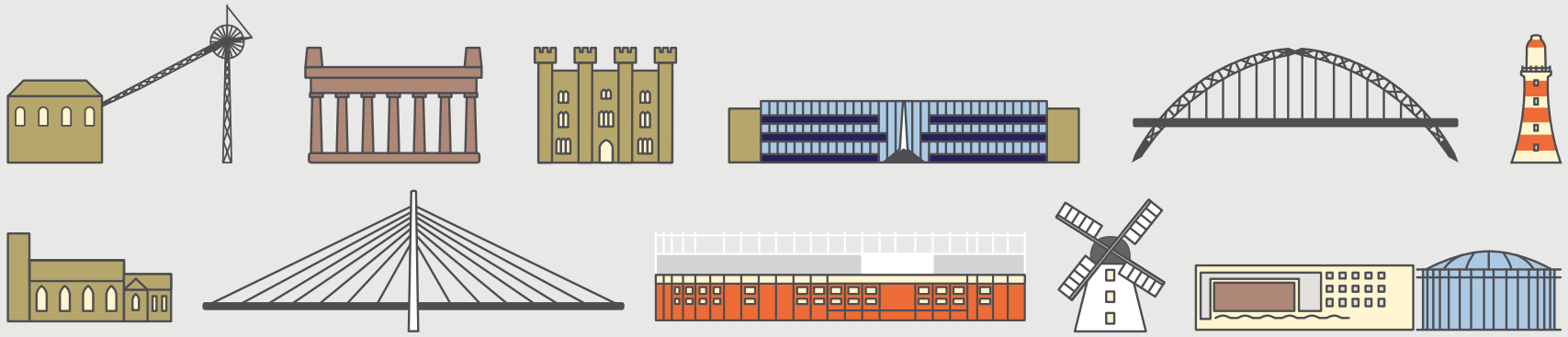
12.30 - Final remarks / close



# Sunderland City Plan

Cllr Graham Miller

The Leader of Sunderland City  
Council



# SUNDERLAND 2019-2030

# DEVELOPING A CITY PLAN

Our  
challenges



Draft vision  
and values



Key  
themes



# OUR CHALLENGES

Migration out of the city continues





# OUR CHALLENGES

Sunderland city centre  
not functioning as an  
economic motor



## OUR CHALLENGES

Sunderland is very good at attracting inward investment but is less successful at growing Sunderland businesses



## OUR CHALLENGES

The qualifications and skills which Sunderland's residents have don't match the needs of industry in the city



# OUR CHALLENGES

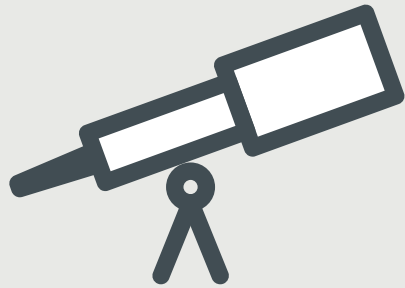
Health outcomes in Sunderland are still poor and health behaviours haven't yet changed sufficiently



# OUR CHALLENGES

High levels of children in need  
and in care





**VISION**

**By 2030 Sunderland will be a connected, international city with opportunities for all**



**VALUES**

**We innovate, we enable and we are respectful**

# THREE KEY THEMES



**A DYNAMIC CITY**



**A HEALTHY CITY**



**A VIBRANT CITY**



# A DYNAMIC CITY

**by 2030 we will have:**

- more and better jobs
- more and better housing
- more local people with better qualifications and skills to enable them to participate in and benefit from a stronger economy
- a stronger city centre with more businesses, housing and cultural opportunities
- a lower carbon city with greater digital connectivity for all





# A HEALTHY CITY

**by 2030 we will have:**

- access to the same opportunities and life chances
- more people living healthier longer lives
- people enjoy independent lives
- cleaner and more attractive city and neighbourhoods
- a city with great transport and travel links



# A VIBRANT CITY

**by 2030 we will have:**

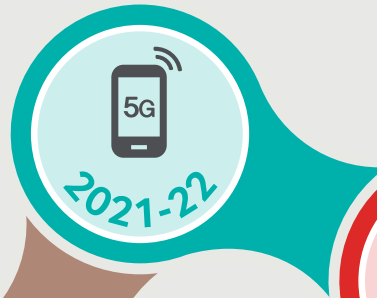
- more creative and cultural businesses
- more residents participating in their communities
- more visitors visiting Sunderland and more residents participating in cultural events and activities
- more people feel safe in their neighbourhoods and homes
- more resilient people

# TIMELINE

- 100% schools engaged with the Active Charter
- Digital Ambition in place for the city
- 1st building on IAMP operational
- 1st drive-thru rapid charging facility for electric cars
- 1st building on Vaux site
- World Transplant Games take place
- Empty property strategy published
- £20m investment in sports facilities
- University Medical School open
- Launch Step-Up Sunderland



- Additional investment in cultural events and venues
- 50 empty homes brought back into use
- Innovation Centre opens on IAMP
- Assisted technology test-bed delivered
- New school for children with Autism opens
- Sunderland Industrial and Employment Strategy approved



- Increase in economic activity at the Port
- On-site development of Sunderland Station
- New City Hall opens on the Vaux site
- Roll out of 5G
- SSTC3 (Northern Spire to City Centre) opens
- Increased business take-up of low carbon initiatives
- New primary school opens



- Better walking and cycling routes linking communities to riverside and seafront and green spaces
- Reduction in smoking in the city
- More people physically active
- Improvement in household recycling rates
- More people enjoying independent lives



- 2,000 new office jobs
- Heat and power network in the City Centre
- More and better homes in the City Centre
- New 4\* hotel
- More resilient families in Sunderland
- More local people benefitting from a stronger economy
- Increase in the number and strength of creative and cultural businesses



- The gap between average wages in the city and regional average wages will be significantly reduced
- Sunderland recognised as a cultural destination of choice
- Key housing sites developed
- New pedestrian access across the river
- Better transport links between Washington and the City Centre and other areas

- Best performing Key City in England
- Sunderland recognised as a centre of excellence in sport
- Sunderland will be a more dynamic, healthier and vibrant city



# PERFORMANCE MEASURES



Annual health check

## KEY MEASURES



Jobs and  
employment



Environment  
and safety



Health



Work/life  
balance



Income  
and wages



Transport



Deprivation



Digital



Skills,  
education  
and training



Housing



Crime and  
disorder



# CLLD Update

John Ford, Gentoo and LAG  
member



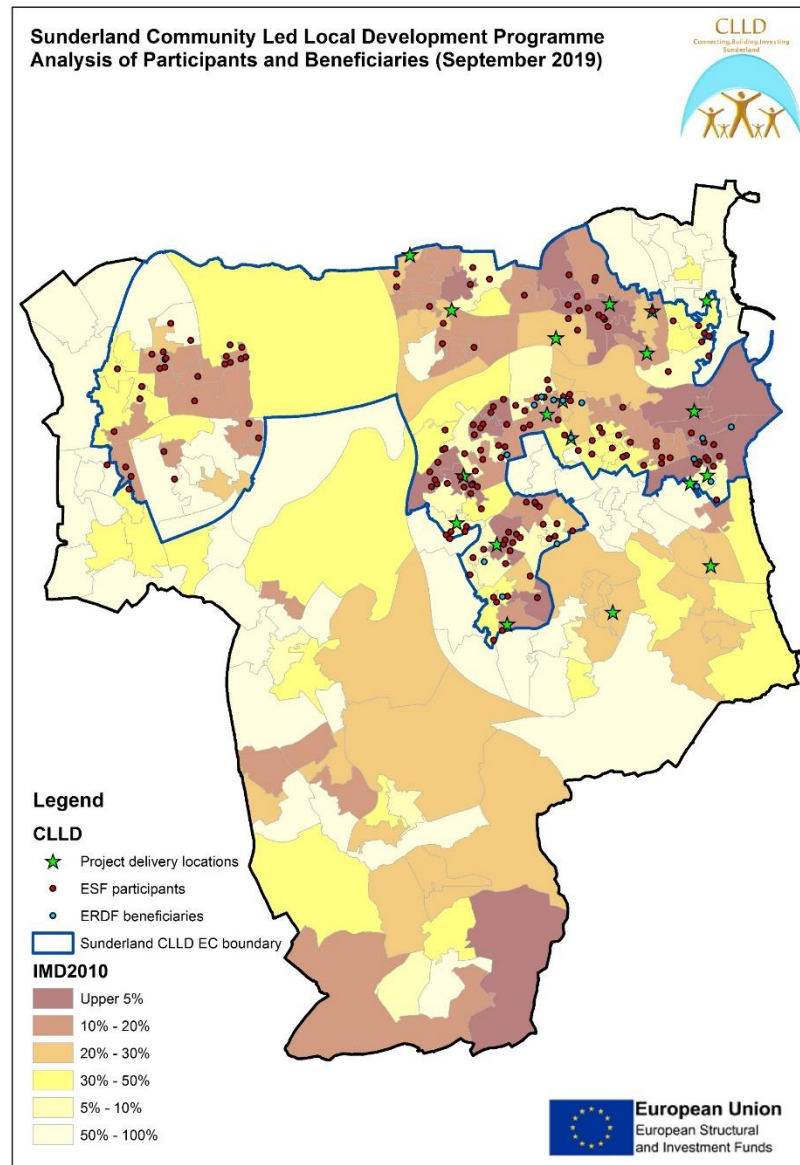
# CLLD Progress so far

- LAG was formed in August 2016 to agree the Local Development Strategy and delivery arrangements.
- CLLD was launched in Nov 2017 and runs to September 2022.
- Under calls 1 and 2, the LAG considered 29 outline applications.
- 18 projects have been endorsed to the value of £1.45m in ESIF grant. Approx. £1.3m remains to be allocated.
- Good mix of projects, with the majority focussed on improving employment prospects and developing skills.
- Current projects have the potential to support over 2,000 individuals and 180 businesses within the target CLLD areas.



# CLLD – Analysis of project impact

190 ESF participants supported up to June 2019: 47% from the 10% most deprived areas; 73% from the 20% most deprived areas (based on IMD 2010).



17 ERDF beneficiaries (SMEs or potential entrepreneurs) supported up to June 2019: 50% from the 10% most deprived areas; 69% from the 20% most deprived areas (based on IMD 2010).



# CLLD Looking ahead

- Call 3 will be launched today focused on strategic objective 1: Enhancing employment and skills provision - with a deadline of 31 March 2020.
- More work is required to develop and promote activity under the 2 other objectives: Boosting enterprise & entrepreneurship; Improving community capacity, partnership working & social innovation.
- The LAG and Accountable Body will continue to focus on 2 key areas: (1) Monitoring and evaluating project delivery; (2) Promoting and supporting new project development that will contribute to the CLLD strategy and meet local need.
- Evaluation, exchanging good practice and ensuring projects work together, signpost and refer is key to the success of CLLD.





# CLLD – Other Key messages

- Importance of reporting on key Cross-Cutting themes:
  - Environment and sustainable development
  - Equal opportunities
- Publicity, case studies and positive news stories
- Implementing the ethos of CLLD by projects working together, throughout the participant journey including recruitment, referral, signposting, employer engagement and maximising progression opportunities.
- Monitoring participant progression through the Registration and Outcome forms, and the Participant Assessment Tool
- Ensuring projects adhere to data protection and security requirements as set out in the GDPR (May 2018).



# CLLD Programme evaluation

Liam Marsh, Centrifuge  
Consulting



# Programme evaluation update

## Year 1 Evaluation Report

- Current and expected challenges engaging and recruiting participants;
- Effective reach, e.g. economically inactive;
- Importance of collaboration;
- Need for a proactive and engaged LAG;
- Programme level output performance lower than expected;
- Importance of SIB (*Neighbourhood Fund*);
- Gaps in output allocation.



# Programme evaluation update

## Recommendations

- Applications:
  - Focussed and structured approach to project Calls; and
  - Securing match for challenging Strategic Objectives
- Delivery:
  - Proactive sharing;
  - Collaborative delivery approaches.



# Programme evaluation update

## Recommendations

- LAG and Accountable Body:
  - Proactive membership;
  - Approaches to private sector involvement; and
  - Greater challenge.
- Profiling participation:
  - Effective data capture and monitoring;
  - Sharing practice.



# Project updates



# Round table discussions and shared learning:

- ❖ What's working well
- ❖ Overcoming delivery challenges
- ❖ CLLD's contribution to delivering the City Plan



# Final remarks / close

Angela Brown, Training in Care &  
Chair of the Local Action Group





# Next steps

- Feedback from facilitators – 2 key points to assist with future planning and delivery.
- Please let us know your ideas for future events and activities!
- Review of event feedback by LAG
- Launch of next call
- Ongoing evaluation work – project visits, impact reports, case studies and focus groups.
- Website updates with new programme and project information.