

Sunderland – Growing Community Wealth

Presentation to Area Committee
December 2020



Sunderland's journey

- **Let's Talk** Sunderland – significant resident engagement
- City Plan
- Neighbourhood Investment Plans
- Community Wealth Strategy
- Community Wealth Steering Group and Delivery Plan
- VCSE Capacity Building
- Growing community wealth across the city – **being a champion!**



gentoo



NORTHUMBRIA
POLICE

NHS
Sunderland
Clinical Commissioning Group



University of
Sunderland



City Hospitals
Sunderland **NHS**
NHS Foundation Trust



All Together
Better



SUNDERLAND
CULTURE



Sunderland's
Business
Improvement
District

activeSunderland

Sunderland
City Council



Sunderland
Business

Sunderland
foodbank

together for
children
SUNDERLAND

Sunderland
Partnership



Sunderland College

Sunderland
Care and Support



North East England
Chamber of Commerce

Sunderland
Voluntary and
Community Sector
Networks

Sunderland Area
Committees

COVID 19 - Virtual Community Hubs, enabled through our partnership

- Swiftly established in each of the 5 Areas – partners working together
- Diverse offer responsive to community need or to ability and capacity to deliver
- Innovative and creative solutions including through technology
- Coordinated volunteer offer



COMMUNITY WEALTH BUILDING



SUNDERLAND CITY COUNCIL



“Developing assets, of all kinds (people and place), in such a way that the wealth stays local. Using local assets to make communities more vibrant. Aiming to help individuals, families and communities control their own economic destiny”



Sunderland's Community Wealth Strategy

- 1. Demonstrating our Commitment**
2. Working with Anchor Institutions
3. Socially Productive Asset Management
4. Community Empowerment, Engagement and Involvement
5. Business Growth and Investment (inc Voluntary and Community Sector)
6. Increasing Social Value through Procurement and Wider Activity
- 7. Improving Community Resilience**



Community Wealth Champion – supporting delivery of our commitments

- **Fair Employment** - We commit to being a fair employer
- **Reduce Carbon Emissions** - We commit to becoming a net-zero carbon organisation
- **Procurement** - We commit to using our spend to support a diverse local business base
- **Land and Asset Management** - We commit to the productive use of our land and assets to support communities and enterprises
- **Financial Power** - We commit to harnessing and growing local wealth



Community Wealth Champion – The role – everyone helping

- **Area Committee Call for Projects** – supporting local organisations and supporting residents to gain employment, skills, training and grow resilience – continuing to build specific community wealth requirements into future proposals
- **Supporting local traders** – Christmas Hampers; Switch-on events seasonal activities
- **Land and Asset Management** – developing community assets as well as improving green spaces
- **Working with partners** to ensure they consider ‘community wealth’



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