



Communities that Work

A Social Investment Strategy

Michael Heaslip

West Cumbria Strategic Co-ordination Unit

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Sustainable Communities are.....





Future Generation

<http://217.36.75.140/westcumbrialive/main.asp?page=86>

Eight Transformational Strategies

Advantage Through Knowledge & Managing Transition

Lifestyle Choice

Coastal Renaissance

Making Better Connections

Communities that Work

Networks & Leadership

Quality Public Services

Respect for Rights & Responsibilities



Advantage Through Knowledge & Managing Transition

The Energy Coast Masterplan

- **Increasing returns** - high growth regions with an average population density and a distinctive economic structure; high skills, inter-firm division of labour, market size effects and clustering of suppliers; specialised regions with a specific product, often a global market; research facilities, innovation and entrepreneurship; dynamic or vital regions; strong social networking and community / stakeholder involvement



Communities that Work

are Active, Inclusive and Safe

Fair, tolerant and cohesive with a strong local culture and other shared community activities :

- *a sense of community identity and belonging*
- *tolerance, respect and engagement with people from different cultures, background and beliefs*
- *friendly, co-operative and helpful behaviour in neighbourhoods*
- *social inclusion and good life chances for all.*



How do we rate?

Two approaches

- **What's good in our communities?**

Where do we already have “communities that work”?

Which aspects of them work best already? Why?

What can we learn from that?

- **What gets in the way?**

Where do we fall short of our aim?

What stops all of them being as good as the best?

What can we do about it?



What?

do we need to do to make the difference?

- *Improve life chances*
- *Tackle poverty*
- *Increase cohesion*
- *Improve health*



Where?

- Cleator Moor
 - Cockermouth
 - Egremont
 - Keswick
 - Maryport
 - Mid-Copeland
 - Millom
 - North Allerdale
 - Whitehaven
 - Workington
- (and the parishes and communities within)





How?

Play to strengths

Tackle causes, not symptoms

Hitting the target may miss the point

Develop a responsive investment culture

Involve communities

Social returns, not just economic returns



How will we know?

- Measure social as well as economic and environmental outcomes
- Measure with the people who know
- Measure outcomes as experienced in the community
- Measure the difference made
- Measure assets, strengths and opportunities as well as risks failures and deficits
- Be transparent about priorities and values



Social Investment

Same issues as in Energy Coast Plan (and Future Generation)

– but from the community perspective

For policy-makers, strategic bodies, and funders

Aimed at “mainstream” activity, as well as community projects

Can be applied to West Cumbria as a whole

But more about investment in localities and communities

- in partnership with those communities

What why where when how who and how much

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West Cumbria Strategic Co-ordination Unit
2nd Floor Allerdale House
Workington

Tel: 01900 702990

Email: co-ordination.unit@westcumbria.gov.uk

Web: www.westcumbria.gov.uk

Co-ordinator: Michael Heaslip