

SiX

Social impact multiplied



Social impact, multiplied

Social Impact



Social impact multiplied

Our Social Impact Strategy

Our Social Impact Strategy contains a vision, objectives and outcomes linked to the Sellafield Ltd Corporate Strategy, to provide our communities and taxpayers with a socio-economic growth return on their investment at Sellafield.

Our Social Impact Strategy contains five social impact objectives supported by one enabling objective.



Further details
can be found in
the full strategy





Transforming West Cumbria 2020-2022

A positive catalyst for long-term change

Delivered by Cumbria Community Foundation
in partnership with local partners

The West Cumbria challenge

Key findings
from Cumbria
Community
Foundation's
report revealed:

3,900 children
in the West Cumbria region
live in **poverty**



More
children in care
than in any other part
of Cumbria

10,000
households with an income
of less than **£10,000**

Teenagers achieve
fewer GCSEs
than the national
average



1 in 4
people over 16 has
no qualifications

High levels of youth
unemployment



Low rates of
business and social
enterprise start-ups

More than
20,000
people in debt



This investment will help

Sellafield Ltd and the Nuclear Decommissioning Authority are funding the initiative, which will be delivered by Cumbria Community Foundation.

It aims to put local people in charge of their own futures by empowering neighbourhoods to create transformational change.

The programme will focus on:



The projects within the Transforming West Cumbria programme include these on the following pages:

Bedrock:

Building organisational resilience and sustainability



- Empower leaders of community organisations with skills, resource, and time to invest in business strategy and development.
- Support businesses to explore new ways of working, including: money making, use of digital, collaboration, sharing resource and better management of community assets/premises.
- Improve governance.
- Build the ability and future proofing, through staff development, expert volunteer recruitment and clear succession planning.
- Delivered by Cumbria Community Foundation in partnership with Cumbria Council for Voluntary Services (CVS) and Cumbria Exchange.

Objectives covered:

2

4

5

Social Impact Multiplied Objectives:

1 Resilient Economies **2** Thriving Communities **3** Social Value Chains **4** Sustainable Incomes **5** Collective Impact **6** Improve Performance

Young Disruptors:

Unlocking entrepreneurial spirit



- Provide young people (10-25 years) from disadvantaged backgrounds in West Cumbria with the opportunity to have their ideas and ambitions heard and the potential to have them realised.
- Challenge young people to think creatively and in more enterprising ways.
- Empower young people to 'positively disrupt' the status quo and to be heard.
- Support young people to test out their enterprising ideas.
- Break down the barriers for aspiring young entrepreneurs, by developing an enterprising culture based on encouragement and support.

Objectives covered:

1

2

4

5

Social Impact Multiplied Objectives:

1

Resilient Economies

2

Thriving Communities

3

Social Value Chains

4

Sustainable Incomes

5

Collective Impact

6

Improve Performance

Financial wellbeing:

Improving financial capability



- Improve the financial capability of people on low incomes living in deprived areas of West Cumbria.
- Promote financial capability via existing community networks and in places where people come together and feel welcome without stigma.
- Break down the barriers to discussing personal finance, overcome stigma and engage people in a solution-based approach.
- Delivered by Citizens Advice Allerdale and Citizens Advice Copeland.

Objectives covered:

2

4

5

Social Impact Multiplied Objectives:

1

Resilient Economies

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Improve Performance

Spark:

Supporting entrepreneurial talent



- Inspire, encourage and nurture new and existing social entrepreneurs.
- Deliver three levels of support:
 - **Think it** – bespoke business advice will be delivered in workshops or 1:1s.
 - **Try it** – support to test out ideas via grant awards of up to £5,000.
 - **Grow it** – support for existing social entrepreneurs to build sustainable financial models via grant awards and/or repayable grant loans of up to £15,000.
- Delivered by Cumbria Community Foundation in partnership with Cumbria Social Enterprise Partnership (CSEP).

Objectives covered:

1

2

4

5

Social Impact Multiplied Objectives:

1

Resilient Economies

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Improve Performance

Family wellbeing:

Building emotional resilience

- Improve the health and wellbeing of some of the most vulnerable and disadvantaged children and families in West Cumbria.
- Invite community-based organisations working with disadvantaged children and families to apply for multi-year grants of up to £50,000 against the established criteria.
- Partner with local charitable organisations:
 - West Cumbria Child Poverty Forum.
 - Children's social care and health services.



Objectives covered:

1

2

4

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Improve Performance

#CanDo:

Inspiring youth community action



- Raise young people's aspirations and build their confidence.
- Provide grants (up to £5,000) to support social or environmental action projects designed by young people, for the benefit of their communities.
- Part of the national #iwill campaign, which aims to make social action part of life for 10-20 year-olds.

Objectives
covered:

1

2

4

5

Social Impact Multiplied Objectives:

1 Resilient Economies 2 Thriving Communities 3 Social Value Chains 4 Sustainable Incomes 5 Collective Impact 6 Improve Performance

For more details, please email

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