

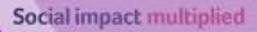
Social impact multiplied





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





impact.

CO-CREATE Effective stakeholder and partnership working for collective LEVERAGE

Actively seeking to use our own investments to leverage further investment from others.

SUSTAINABLE

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Investments and interventions help create solutions that endure.

MEASURABLE

Outcomes and impact are reported and independently externally verified.

ROOT CAUSE

Targeting our resources to seek long-term solutions.

Our approach





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**





High levels of youth unemployment



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



Low rates of business and social enterprise start-ups

Teenagers achieve fewer GCSEs than the national average







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.



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

Collective Impact

6

4 Sustainable Incomes

Improve Performance

Social Impact Multiplied Objectives:

Resilient Economies **2** Thriving Communities

Social Value Chains

3

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.



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 1 2 4 5

5 Collective Impact

Improve Performance

6

3 Social Value Chains **4** Sustainable Incomes

Social Impact Multiplied Objectives:

Resilient Economies 2 Thriving Communities

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.

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Objectives covered:

3 Social Value Chains **4** Sustainable Incomes

- Children's social care and health services.

Social Impact Multiplied Objectives:

Resilient Economies **2** Thriving Communities

#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 1 2 4 5

Social Impact Multiplied Objectives:

6





For more details, please email socialimpact@sellafieldsites.co.uk