

## THE WEST CUMBRIA CHALLENGE:

Key findings from Cumbria Community Foundation's West Cumbria Opportunities and Challenges 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:

building resilience

supporting enterprise

inspiring young people

family wellbeing

financial education

community activism

mental health and wellbeing

**£4.4m** fund to help West Cumbria's most vulnerable communities

The projects within the Transforming West Cumbria programme include these here:

### BUILD



#### Bedrock

Building organisational resilience and sustainability

- Builds the resilience, capabilities and financial sustainability of third sector organisations delivering vital services in West Cumbria.
- Co-designed and delivered in partnership with Cumbria CVS, Social Enterprise Acumen, Cumbria County Council and Cumbria Social Enterprise Partnership.
- Bedrock comprises 3 programmes:
  - **Bedrock Awards:** Two-stage 'award' programme of tailored 1-2-1 support and development grants for established organisations.
  - **Bedrock Basics:** 1-2-1 advice and support programme.
  - **Bedrock Digital:** grant awards to develop digital know-how and service delivery.

Objectives covered:

2 4 5

### INSPIRE



#### Spark

Supporting entrepreneurial talent

- Inspires, encourages and nurtures, both new and existing social enterprises.
- Co-created and delivered in partnership with Cumbria County Council, Cumbria Social Enterprise Partnership and Cybermoor Services Ltd.
- The Spark programme offers 3 Levels of support:
  - **Level 1 – THINK IT:** Support to aspiring entrepreneurs and community activists to help understand the concept of social enterprise and consider it as a new business model.
  - **Level 2 – TRY IT:** 1-2-1 tailored support and development grants for new and existing social enterprises to help trial and test new ideas or services.
  - **Level 3 – GROW IT:** 1-2-1 tailored support and development grants for existing social enterprises to help increase impact and build sustainable business models.

Objectives covered:

1 2 4 5



#### Positive Disruptors

Unlocking entrepreneurial spirit

- Empowers aspiring young entrepreneurs aged 10-25 to have their ideas and ambitions realised.
- Annual competition delivered in partnership with Centre for Leadership Performance.
- Positive Disruptors:
  - Breaks down barriers to engage and inspire young entrepreneurs from disadvantaged backgrounds.
  - Provides a package of support including grant funding, coaching, mentoring, inspirational workshops and visits to local businesses.

Objectives covered:

1 2 4 5

### SUPPORT



#### Financial Wellbeing

Improving financial capability

- Empowers people to address financial issues, break cycles of indebtedness and support families to thrive.
- Co-designed and delivered in partnership with Allerdale Citizens Advice and Copeland Citizens Advice.
- Financial Wellbeing provides:
  - 1-2-1 financial health checks and advice to individuals/families, financial planning resources and information.

Objectives covered:

2 4 5



#### Family Wellbeing

Working in partnership with families to improve everyday lives

- Improves the lives of some of the most vulnerable and disadvantaged children and families in West Cumbria.
- Seven third sector partnerships have been funded to provide services that:
  - Give parent and families the confidence to actively engage and support their child's development.
  - Support children to build emotional resilience, particularly at critical transition points in their lives.
  - Deliver early years (0-5 years) interventions and intensive family centred support.

Objectives covered:

1 2 4 5



#### Mental Health & Wellbeing

Increasing mental health provision

- Provides comprehensive mental health and wellbeing support to people with low level mental health issues in West Cumbria.
- Co-designed and newly formed by the West Cumbria Mental Health Partnership.
- The programme:
  - Builds a collaborative and sustainable third sector mental health provision for both adults and children.
  - Improves communication between statutory, third and health sector organisations.
  - Provides an improved service for people with multiple needs.

Objectives covered:

2 5