

Overview & Scrutiny Panel (Environment, Communities and Partnerships)

Thursday 5th June 2025

Community Health and Wealth Building Strategy and delivery Fund

- In December 2024, Full Council approved the Huntingdonshire Community Health and Wealth Building Strategy (CHAWS) and associated fund.
- The Strategy aims to:
 - Adopt a community wealth building model.
 - A continued focus on prevention, root causes and social determinants of health.
 - Community co-production.



Community Health and Wealth Building Strategy and delivery Fund



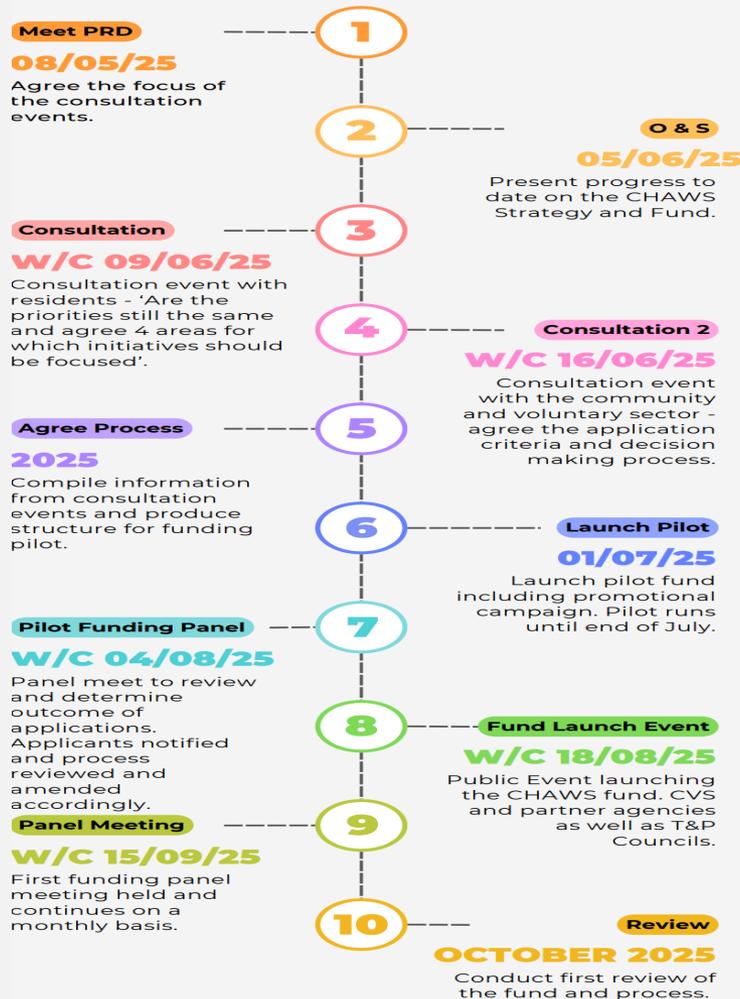
- Full Council also approved a Community Health and Wealth Building delivery fund of £750k over 3 years.
- At the meeting, it was agreed that:

‘that the creation of a £750k Delivery Fund be approved for use over the next 3 years to support the delivery of the Community Health and Wealth Building Strategy; noting the intention to bring detailed proposals on the mechanics of operation to the Overview and Scrutiny Panel for further input and review’.

We would like to share with you, for your consideration, the steps that have been taken to date to implement the fund and to input into the mechanics of what is being delivered.

Timescales for Implementation

IMPLEMENTATION OF THE CHAWS FUND



During 2024, we met with residents to ask them ‘what it means to live a good life in Huntingdonshire’. We learnt that the following are important to our communities:

- **The need to put people at the heart of services** – ensuring the needs of local people are met and that they are involved in decision making.
- **Physical interventions are important** – improving high streets, tackling empty shops and improving public transport will strengthen community connections and quality of life. People want to be optimistic about where they live, it is important to tackle the signs that they attribute to decline.
- **There needs to be a full picture approach** – siloed working and only tackling some elements of the problem/s will not improve quality of life.
- **Build trust between the public sector and the public** – be honest and transparent about decision making.
- **Give the community a role in their future** – enable them to be part of decision making and delivery. Consider opportunities to let them manage and maintain community assets.

Doing what we set out to achieve

The strategy aims to improve the quality of life for local people by focussing on three themes:

- To improve physical and mental health via supporting an increase in **physical activity**
- To support economic resilience via a focus on **employment and skills** and barriers to this.
- To support **social connection** and sense of community.

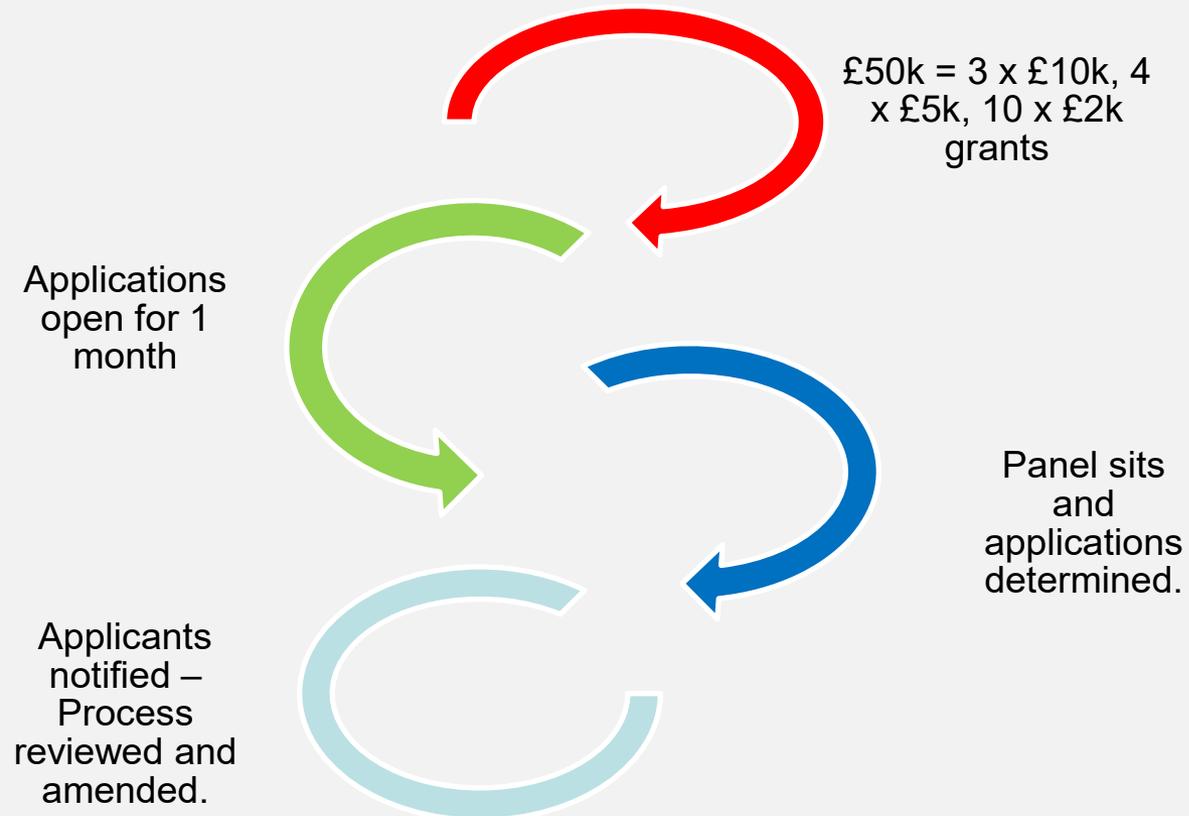
Residents lives change and so does the world, so it is important we reaffirm the focus of the delivery fund, based on what the strategy sets out to achieve.

We will do this by holding two further consultation sessions:

- Resident Workshop – W/ c 9th June 2025 – **Co-produce the principles that the panel should use to award grants from the fund.**
- VCS Workshop – W/ c 16th June 2025 – **Co-produce the mechanisms for delivering the fund.**

Pilot Fund

Applying what has been learnt through the consultation process, we will run a pilot to test the delivery model and make available a pot of £50k:



How will Impact be Measured?

Social Value Engine – Measuring the Change:

We have procured a tool that will enable us to measure the positive impacts that the funded project or initiative, has on people, relationships, and communities, beyond just the financial benefits.

We will measure the Social Value that each project has on Huntingdonshire.

Social Value is about making things better for others and contributing to a more positive society. This includes factors like environmental sustainability, community development, and social well-being.

Principles of Social Value

- 1 **Involve Stakeholders** 
- 2 **Understand What Changes** 
- 3 **Value The Things That Matter** 
- 4 **Only Include What Is Material** 
- 5 **Do Not Over-Claim** 
- 6 **Be Transparent** 
- 7 **Verify The Result** 

KEEP 106 FM project

Print

Export

KEEP 106 FM

Social Return on Investment

£11.43

Net SRoI: £10.43



Present Value

£228,770.82

Discount Rate: 3.5%



Impact

£236,777.80

Based on 1 year



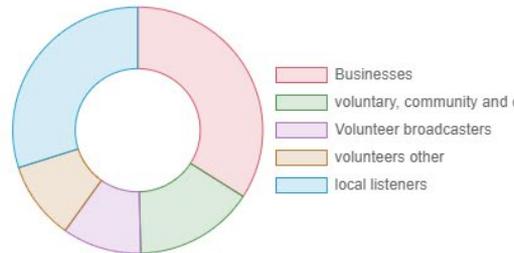
Input

£20,000.00

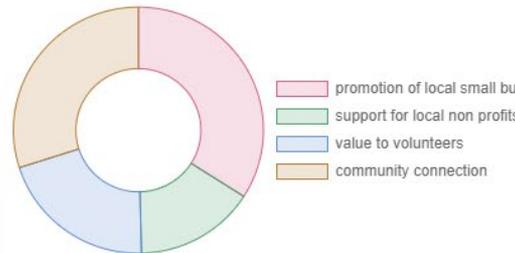
Largest category: Money



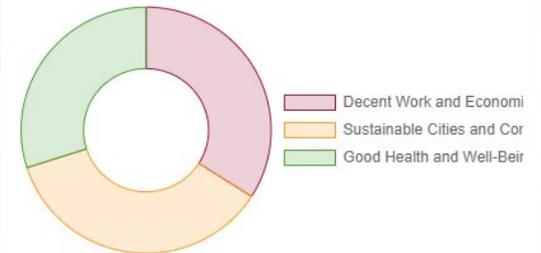
Present Value by Stakeholder



Present Value by Outcome



Present Value by Priority



Outcome	Proxy	Quantity	Stakeholders	Deflators	Impact
community connection The value of reaching out and connecting with local community members who may otherwise face social isolation	Impact of loneliness on well-being	1000 x Number of people per year	1	Leakage Deadweight Attribution Dropoff Displacement	£70,850.00 1 years
promotion of local small businesses promotion and awareness raising of local small businesses through a radio advertising campaign to support business sustainability	Average earnings of a small business owner	6 x Number of businesses per year	1	Leakage Deadweight Attribution Dropoff Displacement	£80,587.80 1 years

How the Fund will Operate

The consultation sessions will define the process but in theory, the fund will operate along the lines of:

Stage 1: Total funding split into available pots e.g. 'Applications for funding up to £10k'.

Stage 2: Funding panel created which will include partner agencies and representatives from the community. Panel to meet monthly.

Stage 2: Fund launched.

Stage 3: First applications received. Applications under £10k go to panel. Applications over £10k require an Expression of Interest phase.

Stage 4: Expression of interest applications reviewed by Hunts Forum within 7 days of receipt. If determined to meet criteria, support provided to develop into full application. Applicant given 4-week timescale to work to to enable application to heard at next panel.

Growing the Fund

We are confident that this is just the start!

- The process is being established with the vision that other funding can be added to it.
- We are talking with partners about the possibility of them also putting money that would be awarded via the same means.
- Local businesses have been approached about them getting involved to.



Summary of where we are.....

- We are in the final stages of preparation of the first release of funding
- In doing this we will be continuing codesign with our communities, this important principle remains key.
- Our intention is to pilot our approach and learn from it
- We have built into our work a rigorous assessment of return on investment; using a tool that is recognised as working well for others
- When the pilot is concluded we will expand the fund and move into another gear
- Alongside the direct grants we are working with others on this approach too – whether that's NWAFT, private sector or other public sector organisations - the signs are very promising. Our Enabling/Influencing work is potentially significant.
- We have work to do on maximising the return from our procurement activities, and we recognise that.

Questions the panel may wish to explore

- We are seeking a different type input from O&S.
- Our focus today **is not on reviewing and commenting on detailed policies or approaches**. This is about **shaping strategy** and **enabling Officers** to deliver practical services.
- We will use your input **alongside the coproduction** we do with communities.

- We would like you to provide input and review - and suggest the following themes for us to work through:
 - **Be a constructive critical friend** - are there areas that you feel need to be looked at?
 - Are there **issues that matter to local people and the local community we need to bear in mind?**
 - Are there **things we could be doing but are not currently part of the proposed approach?**