



Dear Councillor

**OVERVIEW AND SCRUTINY PANEL (ENVIRONMENT, COMMUNITIES AND PARTNERSHIPS) - THURSDAY, 2 JULY 2026**

I am now able to enclose for consideration at the above meeting the following reports that were unavailable when the agenda was printed.

**Agenda Item  
No.**

- 5. COMMUNITY HEALTH AND WEALTH STRATEGY UPDATE**(Pages 3 - 10)  
To receive an update on the Community Health and Wealth Strategy.

*Executive Councillor: Cllr D Mickelburgh*

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Overview & Scrutiny: 2nd July 2026

Report by: Amanda Turner

Head of Service: Claudia Deeth

Lead Cllr: Debbie Mickelburgh  
Communities, Health & Leisure



Wards	Open / Exempt	Key Decision?
ALL	Open	No

## Huntingdonshire’s Community Health and Wealth Building Fund

### Executive Summary:

This report provides an update on the Community Health and Wealth Building Fund, highlighting the progress that has been made following the delivery of the pilot round in September 2025 through to full implementation. Following the adoption of the Social Value Engine (SVE), data collected so far demonstrates clear evidence of social return on investment as well as how the initiatives funded are demonstrating long-term impact. It is evident from the evidence collected to date that the investment in community-led activity via the CHAWs Fund is improving wellbeing, reducing isolation, and building local resilience.

### Recommendations

- 1.1. That the Overview and Scrutiny Panel note the progress and impact of the Community Health and Wealth Building Fund (CHaWS) to date
- 1.2. That the Panel acknowledges the value that the funded initiatives are having on our communities and identifies any learning opportunities that may lead to behavioural change, replication and or scalability.

### Key Corporate Plan Priorities

- 1 Improving quality of life for local people
- 2 Creating a better Huntingdonshire for future generations

### Place Strategy Priorities

- |   |                   |
|---|-------------------|
| 1 | Pride in Place    |
| 2 | Inclusive Economy |
| 3 | Health Embedded   |

### Report Author(s)

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## **1. PURPOSE OF THE REPORT**

- 1.1** To provide an update on the delivery and impact of the Community Health and Wealth Building Fund (CHAWs), including progress across funding rounds, evidence of outcomes achieved, plans for future delivery and financial sustainability.

## **2. BACKGROUND & CONTEXT**

- 2.1** The Community Health and Wealth Building Strategy is the District Council's long-term commitment to improving quality of life for local people by addressing the root causes of poor health and economic equality.

- 2.2** The Strategy focuses on creating the conditions for residents to thrive by strengthening:

- **ECONOMIC RESILIENCE**
- Social connection and
- Physical and mental wellbeing

### **2.3**

Alongside the Strategy, a one-off fund of £750k was approved to help the voluntary and community sector design, develop and deliver projects and initiatives that would help achieve the priorities set out within the strategy. Ahead of officially making the fund available, a pilot round was run in which 50 expressions of interest were received, and 17 full applications were considered by the multi-agency and resident funding panel. The panel were pleased to award £60k of funding to five different initiatives. Representatives from successful organisations then attended and presented at the official launch event held at the end of January 2026 with the fund then being officially opened for the first round.

### **2.3 What has been delivered to date**

A total of £160k has now been awarded to the community and voluntary sector and the second round has recently closed to expressions of interest. All successful applicants are required to sign conditions of funding that include detailed arrangements in relation targets and objectives and frequency of reporting. All of the projects are tracked with regular updates shared to demonstrate the value added but also any learning opportunities.

We have also implemented a full review of the process for considering and awarding funding and this has now been implemented with clear governance arrangements in place.

### **2.4 Impact and outcomes (using SVE)**

- 2.5** Funded activity has delivered measurable social impact across a range of outcomes, including improved health and wellbeing, increased community resilience, and reduced social isolation.

**2.6** The District Council procured the Social Value Engine (SVE) to ensure that they are confidently able to quantify the value of the outcomes from each initiative as well as demonstrating the wider benefit created.

## **2.7 Social value generated (case example)**

**2.8** Social Return on Investment (SROI) translates social, environmental and economic outcomes into a monetary value, so an SROI ratio of 4:1 means £4 of social value for every £1 invested. The Social Value Engine produces SROI analysis using a library of over 650 UK financial proxies. Assurance verifies that an accredited practitioner checks the proxies chosen and the methodology applied, so the resulting ratio is defensible. Most social value platforms track commitments through a procurement process. The Social Value Engine tracks change and impact through the Public Outcomes Lifecycle: understanding what a place needs, hearing from the people who live there, measuring what happened, and learning from the result.

**2.9** The Social Value Engine has been used to analyse projects funded by CHAWs to demonstrate the impact that they are having. Early data from Creative Crafters, a project based in Ramsey that was awarded £5k in the pilot round, currently shows a social return of approximately £5.87 for every £1 invested, alongside wider outcomes including £13,429 in local income generated and over 1,800 volunteer hours contributed.

## **2.10 Outcomes achieved:**

**2.11** Creative Crafters is delivering creative workshops alongside a community retail offer that provides opportunities for local crafters and volunteers to build confidence, develop skills and connect with others. Early monitoring shows positive outcomes around wellbeing, reduced isolation and increased social interaction. The project is creating a regular, welcoming environment for residents who may otherwise have limited opportunities to participate in community life, while also supporting volunteering and progression pathways.

## **2.12 Next steps and ongoing delivery**

**2.13** The programme will continue to be actively managed to ensure funding is used effectively and delivers impact.

## **2.14 Key areas of focus include:**

- Monitoring funded projects against agreed outcomes
- Managing remaining budget and profiling spend
- Refining data collection and reporting
- Exploring opportunities to secure additional income

## **2.15 Income generation / sustainability**

- Options currently being explored include:

- Partnerships with external organisations
- Aligning with wider system priorities
- Use of social value through procurement

## **2.16 Continuous learning and improvement**

**2.17** Learning from each funding round is used to improve delivery, drawing on feedback from funded organisations and ongoing review of outcomes:

- Feedback from funded organisations
- Review of monitoring data and outcomes
- Identifying what works well and where delivery can be improved
- This approach ensures that each funding round builds on the previous one, improving impact, targeting, and value for money.

## **2.18 Financial Implications**

The fund commenced with an initial amount of £750k available and to date £160k has been awarded. Conversations are now taking place with businesses as well as partner organisations to enable them to make contributions to the ‘funding pot’. What has been developed and implemented is a funding model with clear processes and governance in place that can be replicated. The SVE tool is demonstrating clear financial benefits to the organisation, their recipients and partners demonstrating evidenced value for money.

## **2.19 Community Impact**

**2.20** The projects and initiatives that have been funded by CHAWs are directly benefitting the community and this is evidenced further by the information and data that they have committed to provide via their grant agreement. The conditions that make up the agreement are developed in partnership with the recipient meaning that they are confident that they can provide the information that is required and within the periods stipulated.

**2.21** To be eligible for consideration for funding, the project or initiative must tackle one or more of the three priorities that make up the strategy. More often than not, the impacts and benefits are far reaching, going way beyond what the applicant committed to do. The SVE further demonstrates the direct community impact across a number of very relevant proxy measures

## **2.22 Health & Wellbeing Implications**

**2.23** The Health and Wealth Building Strategy and associated Fund were approved following widespread consultation and engagement with our residents and partner agencies and organisations who identified the things that are most important to

them. The priorities that this work is tackling wholly focus on health and wellbeing and they directly benefits our residents by designing and implementing projects and initiatives from the ground up. More often than not, it is the residents who have the solutions, this strategy and fund enable ideas to come to fruition with constructive wrap around support so that any project that is awarded funding, achieves what it sets out to do.

**2.24** The funding model that has been developed for CHAWs is truly remarkable. It provides the opportunity for the community and voluntary sector to be adventurous and creative whilst at the same time having to be able to evidence value. The model empowers the community to problem solve and seek solutions rather than looking to statutory agencies and organisations to find the answer. The success of this approach provides opportunity for others to work in the same way and ultimately having the potential to change the way that funding is awarded.

## **2.25 Local Government Reorganisation (LGR) Implications**

**2.26** The CHAWs Fund was approved as a 3 year funding opportunity meaning that the intention was that the original amount of £750k would be awarded and projects completed by 31<sup>st</sup> March 2028. The funding was agreed as a one off funding opportunity with the intention of it being used to achieve the deliverables identified within the strategy. Making this funding available in this way is optional but has very clear and demonstrable benefits that should be considered as part of the discovery work that is taking place around LGR.

**2.27** There are opportunities to explore in terms of whether the funding model and the way that the new authority awards and commissions the community and voluntary sector to develop a response to issues of most concern could be adopted. Equally, recognise the value that enabling communities to find solutions has and the potential impact that this approach could have in the preventative space.

## **3. RISK MANAGEMENT**

**3.1** The risks below relate to the ongoing delivery of the programme.

### **3.2 Demand exceeding available funding**

Risk that demand outstrips available budget.

*Mitigation:* Prioritisation, continual effective budget management and a series of targeted campaigns to draw in funding contributions from outside the organisation.

### **3.3 Inconsistent data and reporting**

Risk that impact is not fully evidenced.

*Mitigation:* Clear and achievable reporting requirements have been agreed in partnership with the successful applicants coupled with support to all organisations ensuring they can adhere to what has been agreed.

### **3.4 Delivery capacity of organisations**

Risk that projects do not deliver as expected.

*Mitigation:* Regular monitoring and engagement 'check in' meetings with project leads so that any issues of concerns can be identified at an early stage.

### 3.5 Sustainability beyond funding

Risk that outcomes are not sustained.

*Mitigation:* Exploration of partner investment and longer-term options.

## 4. BACKGROUND PAPERS – LOCAL GOVERNMENT (ACCESS TO INFORMATION) ACT 1985

### 4.1

Document List	Custodian	File Location
CHaWS Strategy	HDC Webpage	<a href="#">CWB Strategy 24</a>
Update on the Community Health and Wealth Building Strategy and associated fund	Overview and Scrutiny (Environment, Communities and Partnerships) Thursday 22nd January 2026	<a href="#">Report Template for Cabinet / Committee Reports</a>

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