

# Lessons learnt from Wisbech Community Led Local Development Programme

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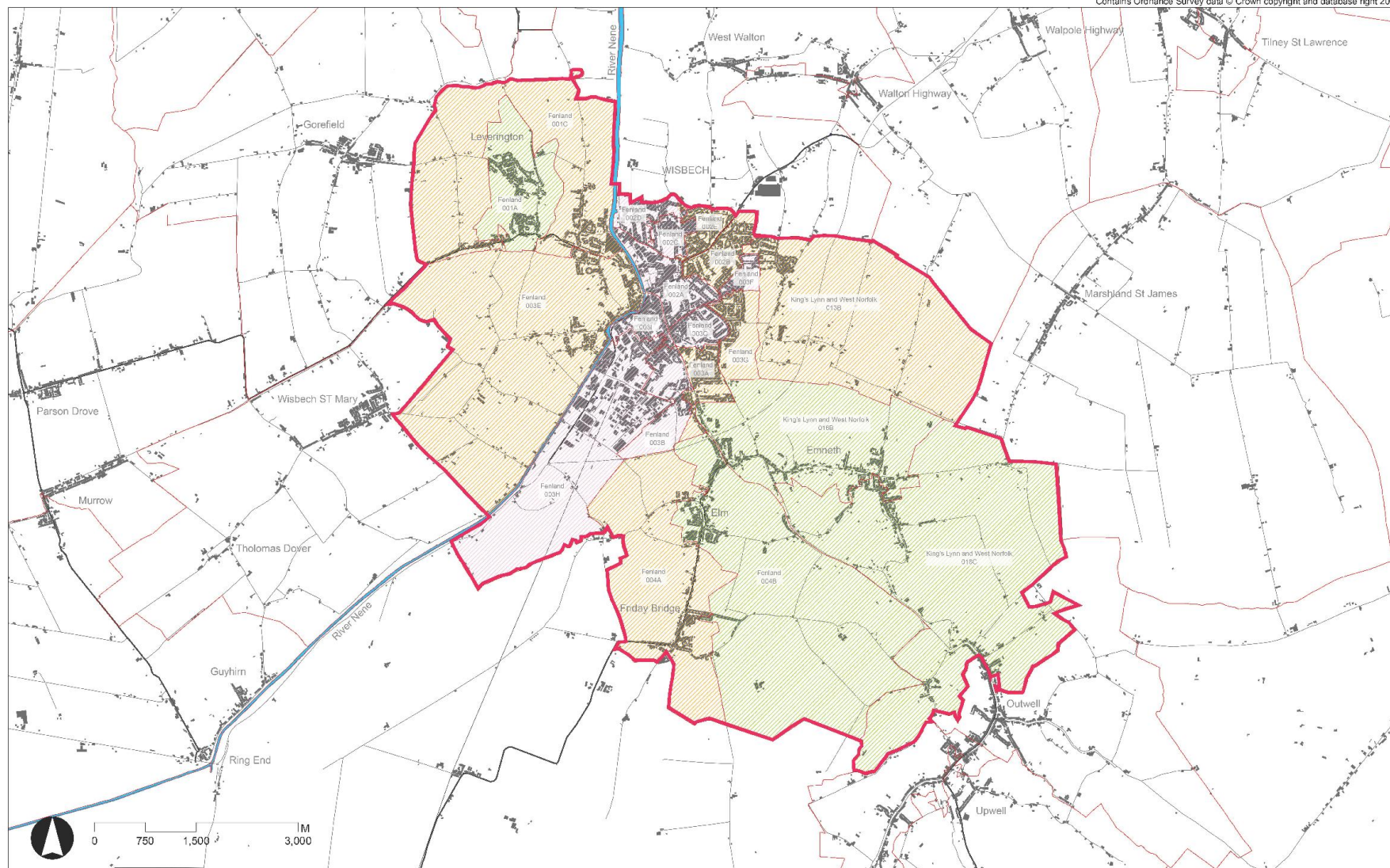


# Community Led Local Development

- Taking ESF funds (to support people out of work who are facing significant barriers to employment) through applying a LEADER approach.
- Three key elements:
  - Engaging a Local Action Group and the diverse community in co-designing the programme through developing a specific Local Development Strategy for a defined area.
  - Developing the Local Action Group to enable decision-making on investment.
  - Monitoring and evaluation of outputs and outcomes to understand if local issues have been tackled and if the LEADER approach has worked.
- Greater Cambridge and Greater Peterborough Local Enterprise Partnership's European Structural and Investment Funds Strategy had earmarked around £1.1m of European Social Fund investment for Wisbech.







- Wisbech Community Led Local Development Area
- Within the 20% most deprived LSOAs in the country
- Adjacent to an LSOA within the 20% most deprived LSOAs in the country
- Neither within the 20% most deprived LSOAs itself nor adjacent to an LSOA within the 20% most deprived LSOAs

### Community Led Local Development in Wisbech

# Development Needs – what needs to change?

- Persistent levels of unemployment, economic inactivity and poverty.
- Barriers to employment such as crisis, poor health, lack of basic skills and capacity to integrate with local communities.
- Poorly integrated and marginalised people and communities.
- Poor access to services, transport, information technology and advice.

# Community Skills Swap & Share

Applicant: **People and Animals UK CIC**

Funded under: **Package 2 – Projects that will address barriers to employment**

Project Value: **£110,109**

Grant awarded: **£47,567 (43% intervention rate)**

Target no of participants: **706**

Cost per participant: **£67.38**



# The Wisbech Post

Applicant: Cambridgeshire & Peterborough Learning Trust

Funded under: **Package 1 – Projects that will address poor employment opportunities**

Project Value: **£177,404**

Grant awarded: **£83,541 (47% intervention rate)**

Target no of participants: **145**

Cost per participant: **£608.84**



Welcome to the first edition of

**Your Community Paper**  
Compiled by and featuring local people

**Inside this edition:**

- Focus** - Through the Keyhole
  - Gallery** - Local photography
  - Handy Hints** - By resident experts
  - What's On** - Wisbech and around
- And much more!

Next edition will be out at the end of March

See you then!



# First Step Forward

Applicant: Rosmini Centre

Funded under: Package 3 – Projects that will address poorly integrated communities

Project Value: £71,756

Grant awarded: £35,236 (49% intervention rate)

Target no of participants: 90

Cost per participant: £295.10



# Wisbech CLLD – Lessons Learnt

- **Consult widely and have a community involvement strategy from the start of the development of the Local Development Strategy.**
- Long-term programme so Local Action Group must feel ownership from the start.
- Used LAG to carry-out consultation throughout.
- Used Facebook boosted posts to consult about needs across the town.
- Reporting back to partners and community on achievements

# Wisbech CLLD – Lessons Learnt

- **Maintain the capacity and input of the Local Action Group throughout the programme by offering ongoing support and capacity building opportunities.**
- Central to a CLLD programme is a good Local Action Group with a diverse range of members that are representative across the area and issues.
- LAG needs to give their time into offering feedback and reviewing applications.
- Make decision-making effective for them by putting in place the necessary procedures and producing good meeting papers and project evaluation.
- Think of investing in the area by offering training; visits to other CLLD areas and reflection on how the LAG is working.

# Wisbech CLLD – Lessons Learnt

- **View the projects as 'one programme' rather than a series of projects that do not interlink.**
- Established a providers' network and make links to other employment programmes (BBO) to consider beneficiaries employment pathways.
- Do not underestimate the staff time needed to give support with claims.
- Need to be flexible with smaller organisations trying to access funds.

# Wisbech CLLD – Lessons Learnt

- **Keep the Local Development Strategy current and refer to it as things progress and change.**
- Remember the Local Development Strategy is a reference point for implementing the project.
- Use calls to invest in gaps found in the Strategy's delivery.

# Wisbech CLLD – Lessons Learnt

- Using formative evaluation to support Cambridgeshire ACRE, Local Action Group and Project Providers on a journey of continuous improvement throughout the lifetime of the programme.
- Tendered for an evaluation partner (Rose Regeneration).
- Clear advantages of formative evaluation which are being fulfilled.
- Looking to the future: measuring outcomes and achievements additional to DWP requirements.
- Using Social Return on Investment analysis.
- Considering we are on a journey of continuous improvement as the programme concludes.

# Contact Details

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