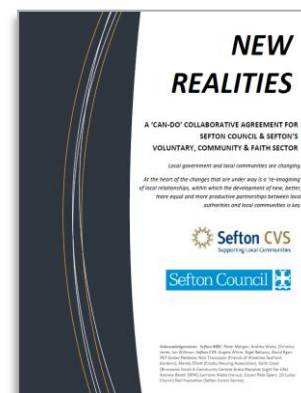


- Sefton Council is a local government body in the North West of England – serving a population of approximately 276,000
- 50% reduction in Government funding since 2010
- Need to transform public services to meet local need
- Developed new commissioning mindset, focused on:
 - Outcomes
 - Collaboration with voluntary, community, faith & social enterprise (VCSE) organisations
 - Harnessing all resources
 - Maximising influence, facilitation and encouragement as well as provision and procurement of services



- Early test of approach
- Outcome focused
- Worked with VCSE organisations and local businesses
- Effective community engagement
- Effective market development
- Increased choice & control
- Met previously unidentified needs
- Increased community resilience
- Maximised use of all resources available
- Safely replaced service for vulnerable people
- Saved approximately £250,000 (293,000 Euros)
- Commissioning to meet need without money



Ainsdale Community Care
An independent charity located in the heart of Ainsdale. We run a lunch and leisure club for the Over 60's as well as a range of other activities and a charity shop. Operating 5 days a week. Some hot meals delivery service for people who...

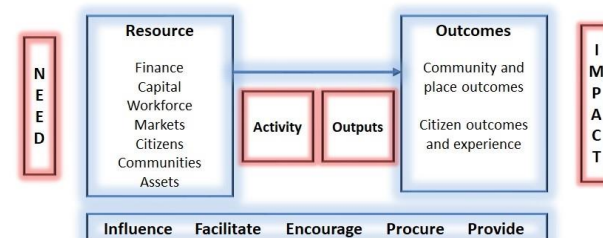
Address: Ainsdale Methodist Church, 688 Liverpool Road, Southport, Merseyside
Postcode: P88 3NQ
Telephone: 01704 574 838
E-mail: john@ainsdalecommunitycare.org.uk
Website: www.ainsdalecommunitycare.org.uk

[Read more...](#) [Visit Website](#) [Email](#) [Remove from shortlist](#)

Merseyside Jewish Community Care
Merseyside Jewish Community Care has served the Jewish community for over 130 years. Providing practical assistance to Jewish parents and children, older people, disabled people, the visually impaired, those coping with mental health problems, families on low income and people who have become isolated from...

Name: Jewish Communal Organisation
Address: Shifrin House, 423 Smithdown Road, Liverpool, Merseyside

[Read more...](#) [Visit Website](#) [Email](#) [Remove from shortlist](#)

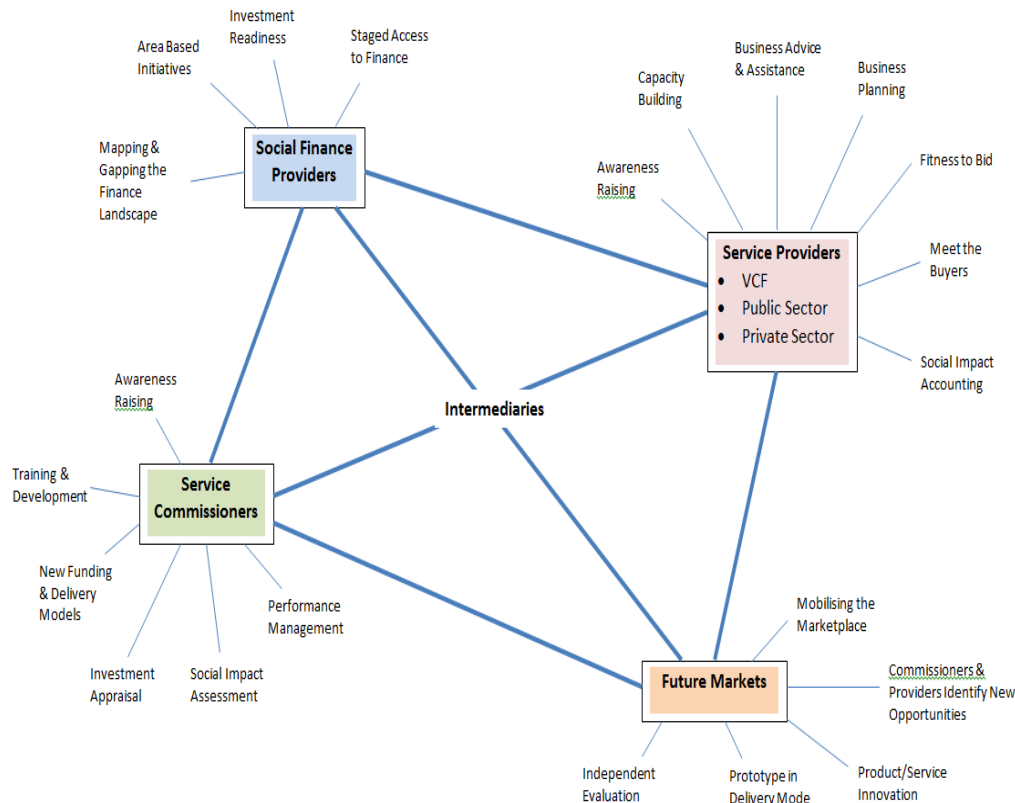


➤ Action Plan to grow Social Investment Eco-system in Sefton

Objectives:

1. Educate and enable understanding of social investment models
2. Develop relationship with the VCSE sector, increase levels of funding and stimulate growth and resilience of the sector
3. Understand all models of social finance available and develop their use
4. To improve horizon scanning arounds social investment opportunities

Social Investment Eco-System



Adopted an action-research approach with following key projects:

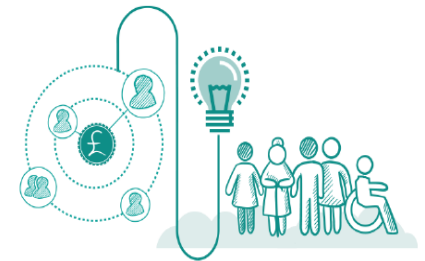
➤ **Sefton Crowd** – Civic Crowdfunding Platform

- An on-line platform for community-led projects
- Sefton Council part of the “crowd” of backers
- Sefton Council funding leveraging additional value



➤ **Sefton Social Investment Connect Project**

- Connect VCFSE, commissioners and social investors
- Build mutual understanding of opportunities and need
- Create Sefton social investment learning community



➤ **Re-purposing a Community Asset**

- Re-develop park through social enterprise social investment and community involvement.
- Improve facilities for the local community
- Create sustainable model to be replicated in other locations



Platform launched January 2019: [The Sefton Crowd - Home](#)



- Maximum Council contribution of £5,000 or 40% of project cost
- Successful projects have included wildflower meadows, greening projects; sports; music festivals; skills development; health & wellbeing; and support for local independent businesses

Successful projects to June 2021	16
Number of backers for successful projects	746
Total raised by fully funded projects	£91,335
Total Sefton Council contribution	£11,110 (14%)
Total from the rest of the 'crowd'	£80,225 (86%)
Funding Leveraged from Council contribution	£7.22 for every £1



Key Lessons

- Political and organisational commitment crucial
- Strategy & Action Plan provided framework - delivery created excitement
- Shared values and willingness to learn and experiment together is key
- Connect, facilitate and empower enthusiasm and invention in communities

Challenges & Next Steps

- Sefton Crowd Project extended for two years – seeking to grow the crowd, including backers from business community; more projects in most economically and socially challenged communities
- Pandemic disrupted progress – regain key project momentum; further actions to grow Sefton Social Investment Eco-system

