**Royal Docks Good Growth Fund (GGF) cross-cutting themes**

This note offers some guidance to GGF applicants as to how they may seek to embrace and deliver against the two cross-cutting themes of (i) community wealth building (CWB), and (ii) transformation and innovation. Whilst there are a number of hard measures that act as benchmarks for good practice (e.g. the London Living Wage), many of the issues within require a more nuanced subjective response. Further, applicants are asked to look beyond quantifiable measures (whilst not forgetting them) to explore new ways of responding to the challenges.

Funding decisions will take account of local circumstance, the type of project, the nature of the applicant and scale so as to make qualitative judgement as to an applicant’s success in addressing these themes. Equally, applicants are encouraged to engage proactively with the GGF team for guidance and support in ensuring that projects are suitably considering these issues.

1. **Community Wealth Building**

**What is CWB?**

Community Wealth Building is an approach to economic regeneration that focuses on enabling measures that support communities to create wealth and retain the benefits of economic growth locally. It also places people at the heart of an inclusive economic approach.

**Important reading (insert links)**

Newham Council has adopted a CWB Strategy, which articulates what CWB means to the Council. This Strategy should be the primary reference point for applicants in ensuring that their application has CWB running through it. Further, the Council’s Inclusive Economy Strategy also gives a broader overview of how the Council envisages the Newham economy developing within CWB principles, with the Royal Docks being an exemplar area to deliver on these ambitions. Finally, the Enterprise Zone is leading, on behalf of the Council, a CWB Business Pledge for local businesses. It is an attempt to inform, empower, support and accredit businesses in Newham who embrace CWB principles in their day-to-day activity. It gives further guidance to GGF applicants as to the breadth of areas that the EZ are seeking to address through the GGF programme.

**CWB through the GGF**

As reflected in the Prospectus, GGF projects are expected to vary in scale, form and type. Consequently, the application of a CWB approach will vary significantly between them. There is no one size fits all. However, a strong GGF application should respond explicitly, or implicitly, to a range of issues as suggested below, and evidence proposals accordingly. Applications are however encouraged to look beyond these issues and seek more and better means of embracing CWB:

Inclusive economy

* Does my project help promote an inclusive economy? How?
* Does my project promote ‘good’ growth? How?
* How have I involved local people at all stages of my project development, and how will they be central to its delivery thereafter?

Using purchasing power

* Have I explored and applied all possible ways to help boost the local economy by procuring goods and services from local businesses? This includes seeking quotes and securing services.
* What influence can I have on my supply chain, and what am I committing to with it to ensure that my project is able to increase the scale of its local supply, and to help my suppliers embrace community wealth building principles?

Fair employment in good quality jobs and just labour markets

* Will I be paying my staff/delivery team, and the supply chain a fair and decent wage?
* Am I doing all I can to upskill my staff/delivery team, especially those from the local area and/or young people?
* Am I a London Living Wage employer? If not, how am I working towards this position?
* How am I supporting my supply chain work towards these goals?
* Are my employer practices fair and just?

Linking local health and wealth

* Am I prioritising and maximising local employment opportunities?
* Have I applied all reasonable means of supporting young people and those from disadvantage or vulnerable circumstances into skills, training, or employment opportunities?
* Have I tailored by business plan to understand the local demography, and consequently seek to ensure that (a) my project is suitable for its context, and (b) that I am able to work with local people to deliver a better project?
* Am I using Newham Workplace where relevant and appropriate in recruitment?
* Am I engaging in responsible business practices that contribute to improving the health and wellbeing of the local community, including working directly with local people and groups?

Socially productive use of land and property

* Through the use of land and/or property, does my project make a significant increase in the retention of local wealth, as opposed to either what is happening now, or what would have happened without my intervention?
* Have I minimised the carbon footprint of my project? This could include:
  + minimising energy use;
  + using of sustainable energy sources;
  + reviewing the supplier of my energy;
  + proactively encouraging active travel means and measures;
  + recycling and/or reusing resources; or
  + directly enhancing local biodiversity.

1. **Transformation and Innovation**

The Royal Docks aims to become established as a place where innovation is encouraged and transformation is achieved, and as a place which provides learning for policy makers, practitioners, and communities across London and beyond.

**What does an innovative GGF project look like?**

The GGF looks at innovation through four principle means:

* Piloting new product/services (ideas). Is my product/service either new for the area, or new for the wider market? Do I have a new idea that could transform the local economy or the wider market? Am I facilitating the development of new ideas within my project (e.g. cultivating Green Tech businesses?).
* Taking risks. Am I taking calculated risks that balance the trialling of new ideas alongside delivering actual change? Have I planned to adapt my vision to account for feedback?
* Piloting new methods of delivery. Am I delivering my product/service in new ways that offer a more efficient means of delivery, or one that makes a greater difference to people’s lives?
* Something that could have value for wider London. Does my idea offer the potential for wider learning for London? Does my product help position the Royal Docks as a global home for enterprise and innovation?

**What does a transformational GGF project look like?**

The GGF recognises that ‘transformation’ can be interpreted in different ways. It also recognises that the scale of transformation should be relative to the project size and form. However, as a minimum, all projects should be seen in some way as being transformational.

* Physical appearance. For example, does my project make a noticeable difference to the greening of the Royal Docks? Does it offer new type or scale of commercial activity, possibly in a new format, that changes the nature of the local economy? Does my project reactivate land left forgotten enough to make a tangible difference to the physical appearance of the Royal Docks? Does my project bring new activity, vitality and footfall to the Royal Docks?
* Identity of place. Does my project significantly change the (positive) public perception – from both within the area and externally – about the Royal Docks? Does it offer a new, or enhanced, identity in line with the ambitions of the EZ?
* Individuals’ quality of life. Does my project transform the lives of a relatively small number of individuals in need of support? Does my project make a small but valuable difference to a large cohort of local people? How will my project contribute to reversing trends of deprivation locally?
* Legacy. Will my project leave a legacy of transformation that will sustain beyond the funding profile?