

## COMMUNITY WEALTH BUILDING



## South Tyneside Council

### Pledging to do Right by South Tyneside

A partnership between South Tyneside Council and public and private sector organisations are working together to create a thriving future for the Borough.

The South Tyneside Pledge is a charter which aims to boost local economic activity, reduce health inequalities, cut carbon emissions, and enhance civic pride for the benefit of the whole Borough.

It is hoped that by working collaboratively with a common set of objectives, based on the principles of co-operation and community wealth-building, collective steps can be taken to boost the prospects of the Borough and its residents.

The Pledge sets out a number of commitments which are focused on keeping things local. Those who have signed up will be asked to demonstrate how they are meeting those commitments through a short report every six months. The Pledge has already encouraged organisations to look at their own practices and see what more they can do to support the borough.

Best practice will be shared, advice and support provided, and impact monitored by the South Tyneside Partnership and its Economic Regeneration Board.

Just three months after its launch, more than 100 organisations - from big public organisations like the local Foundation Trust and CCG to large private organisations like the Port of Tyne to small voluntary, cultural and private business - had signed up.

The 100<sup>th</sup> company to pledge its commitment was commercial funding specialist, Advanced Funding Solutions. Its Director, Chris Adlam, said: "We signed up to the Pledge because we

are passionate about keeping business within South Tyneside and helping local firms to support one another.

“We are really excited about the ethos in South Tyneside and the idea of working together across the public and private sectors to bring about real change for local people.”

The Council is currently analysing information from those already signed up to assess what organisations are doing to meet the Pledge. This will then help the Council and the wider South Tyneside Partnership to promote best practice and shape the support that will be offered to help local organisations. This will include a menu for employers to engage with local schools, a climate change toolkit for businesses and dedicated events at South Tyneside Business Week later this year.

Organisations, public and private, big, and small, can sign up at any time and become part of the Pledge South Tyneside network at [www.southtyneside.gov.uk/southtynesidepledge](http://www.southtyneside.gov.uk/southtynesidepledge)



**Caption:** Chris Adlam, Director of Advanced Funding Solutions and Cllr Tracey Dixon, Leader of South Tyneside Council

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