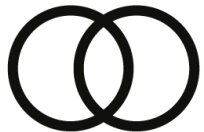


# Community Wealth Building Implementation Plan

Area Committees  
Jan 2023

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**CLES**  
the national organisation  
for local economies



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# About CLEES

- The ***national organisation for local economies***
- Inclusive economics for people, planet and place
- Thinking *and doing*, to achieve strong local places and better lives for communities
- Led the development of community wealth building in the UK



# Our economic approach isn't working

*Long before the Covid-19 pandemic, our economic model was failing to deliver better lives*



# What's going wrong?



- Much economic progress has been made but inequalities still continue to widen in cities
- A focus on economic 'growth' is not enough. No automaticity about improvements in productivity delivering better outcomes for people
- Covid -19 exposed existing inequalities
- Huge pressure on cities to deal with these challenges, along with looming crisis of climate change but old orthodoxy is not up to the task



# What is community wealth building?

- **Strategic approach** to local economic development that aims to increase the flow of wealth within a place's economy and in doing so, improve people's lives.
- **Aims** to build wealth from within by leveraging benefits from existing resources and assets for example:
  - ✓ Greater diversity of economic ownership
  - ✓ Decent work, training and progression
  - ✓ More small businesses, start-ups, social enterprise.
- **Works towards** *generative* as opposed to an *extractive* economy which delivers better social and economic outcomes for people and planet.



# The power of anchor institutions







# Community wealth building: five key levers

## Finance:

Ensuring flows of investment and financial institutions work for local people, communities and businesses.



## Workforce:

Increasing fair work and developing local labour markets that support the wellbeing of communities.



## Spending:

Maximising community benefits through procurement and commissioning, developing good enterprises, fair work and shorter supply chains.



## Land and property:

Maximise the value that local communities receive from land and property assets, including those held by the public sector.



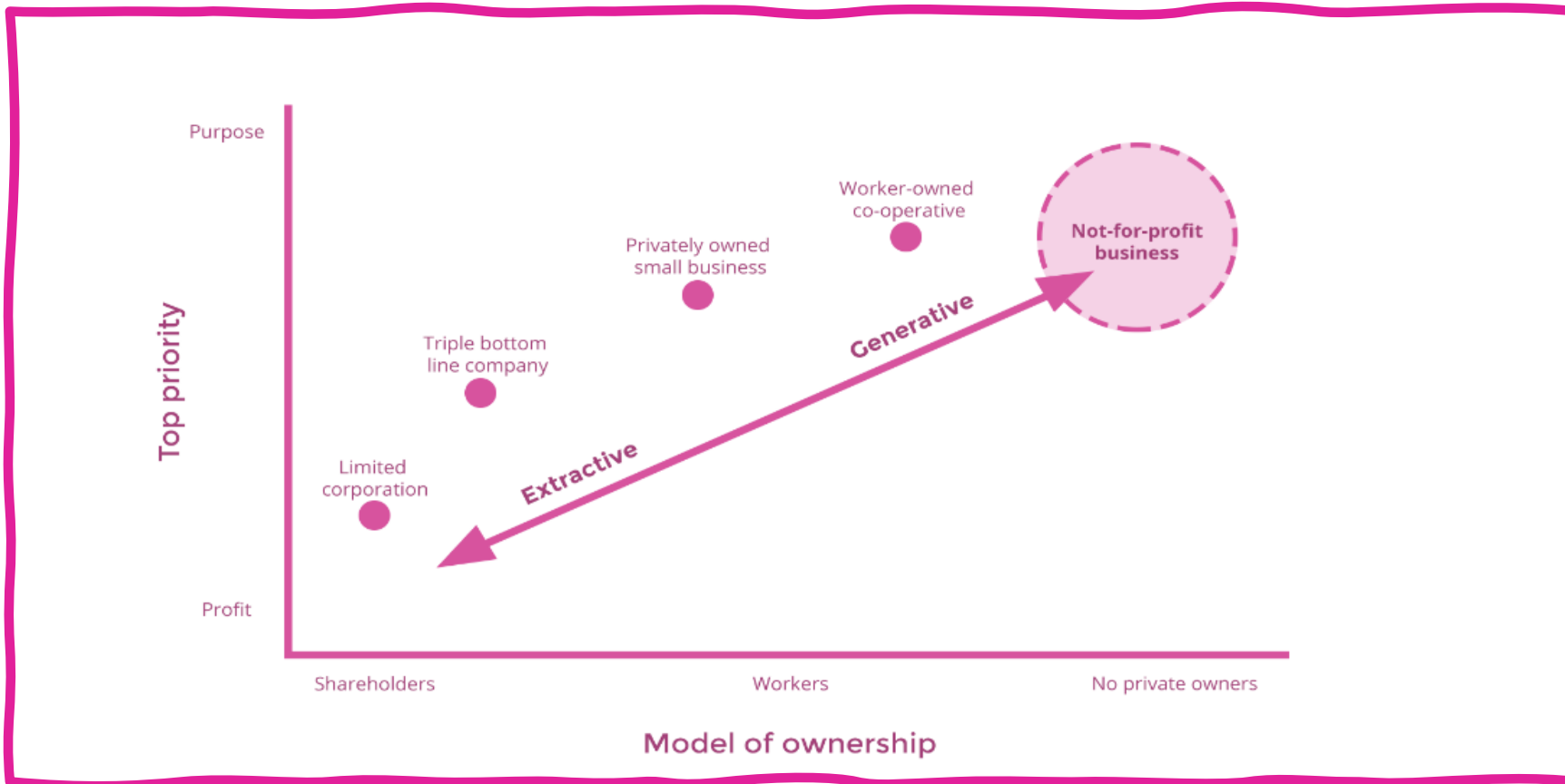
## Inclusive Ownership:

Developing more local and social enterprises which generate community wealth, including employee owned firms and coops.





# Plural and democratic ownership of economy







# CWB in Dublin

Implementation Plan



# The approach

- **CLEES support as:**
  - expert advisor
  - facilitator
  - coach
  - critical friend
- **Action learning**
- **Building confidence and demonstrating impact**
- **Skills development and knowledge transfer**
- **Support the role of the CWB Working Group**





# Building confidence by using pilots and area-based action

## **Phase 1 (Nov 2022 – Mar 2023)**

- Harnessing and consolidating existing activity under a CWB framing.
- Using the Social Value Framework to test and evaluate the activities and shape them so as to deepen impact.
- Evaluating the diagnostic analyses from the ‘building understanding’ work to identify the baseline position and identify potential new areas of pilot activity.
- Prioritise these in relation to their potential impact against the Social Value Framework outcomes.
- Scope them into implementable proposals for new pilots and area-based actions.



# Building confidence by using pilots and area-based action

## **Phase 2 (Apr 2023 - Mar 2024)**

- • Supporting the implementation of new pilots and area-based actions.
- • Using the Social Value Framework to test and evaluate these activities

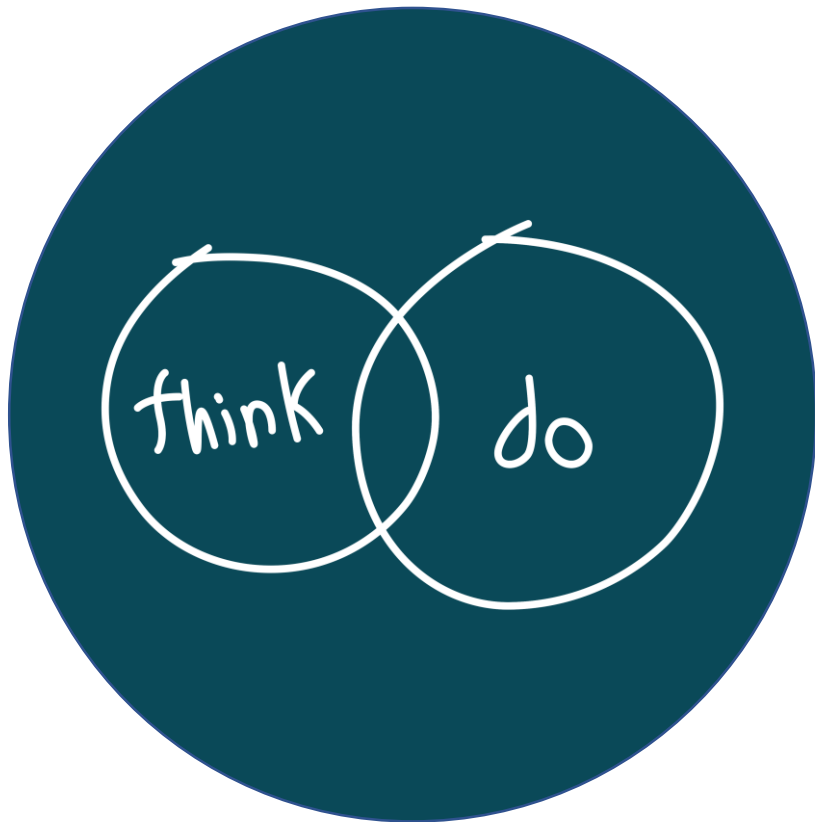


## Points for discussion

- Do you have any questions or comments on the CWB Implementation Plan?
- What current activities are the Area Committee involved in that contribute to building community wealth?
- What more could be done in this Committee's area? Do you have any ideas for new pilots or area-based action which we could explore for Phase 2 of the Action Learning Sets?
  - Workforce
  - Spending and inclusive economy
  - Land and property



# More information and contact details



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