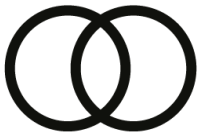


# Community Wealth Building

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**CLES**  
the national organisation  
for local economies



@sarahlonglands  
@CLEStinkdo



# About CLES

- The ***national organisation for local economies***
- Progressive 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
- A focus on economic 'growth' is not enough. No automaticity about improvements in productivity delivering better outcomes for people
- Covid -19 is exposing existing inequalities
- Huge pressure on places to deal with these challenges, along with looming crisis of climate change but old orthodoxy is not up to the task



# Community wealth building

- **Uses** collaborative power of communities, businesses and anchor institutions (e.g. spend of NHS, Councils, Scottish Executive) to deliver social and economic benefits
- **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.



# Community wealth building: five key principles

## 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.







# Scotland and Scottish Government

- Means to practically deliver on Well-being economy
- Dozen areas advancing CWB.
- New Scottish Government Minister For Community Wealth –Tom Arthur MSP
- Possibly Community wealth building Act

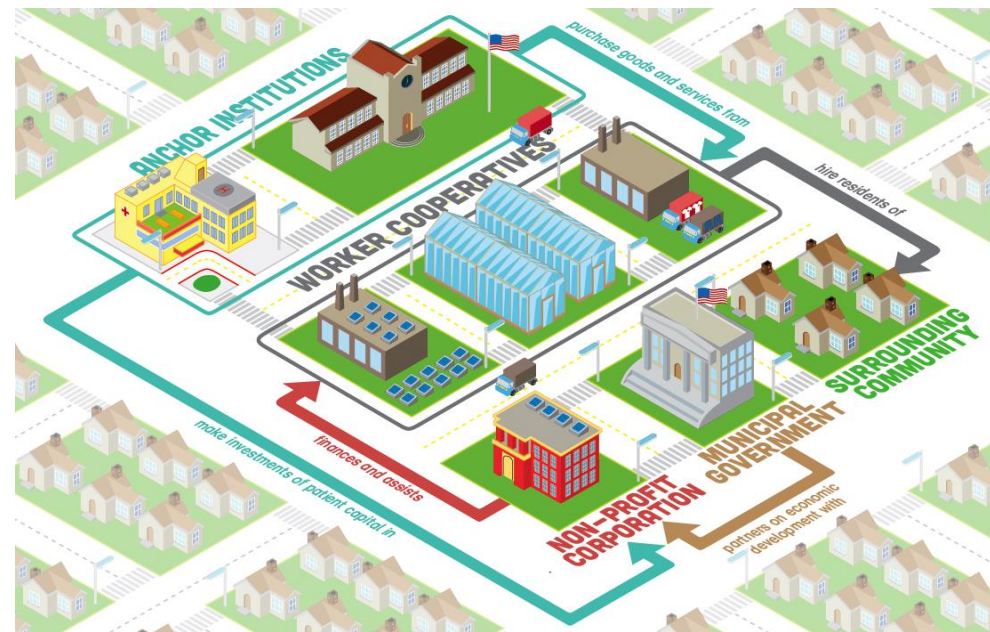


Towards a robust,  
resilient wellbeing  
economy for Scotland

Report of the Advisory Group on Economic Recovery

# ‘Preston Model’

- Traditional property driven economic development model was failing yet the city did have ‘wealth’ in its institutions
- Started to use procurement to drive economic and social benefits including:
  - £70m more for city economy
  - £200m more for regional economy
  - Created 1,600 more jobs
  - 4,000 more people being paid the real living wage
- Anchors ‘first customers’ for food and tech co-ops
- Using local pension funds to invest in local area
- Preston has moved up deprivation index
- Most improved place to live in UK







# Birmingham Anchor Network

- Birmingham Anchor Network – seven of the City's largest institutions, a combined workforce of over 50,000 people and budget of over £5bn
- Community Wealth Builder in Residence
- Action Plan for response to the impact of Covid-19 on the Birmingham economy
  - Hospitality to Health
  - Procurement working group
- NHS playing a major role in using workforce strategy to address health inequalities
- Expanding into Sandwell and Wolverhampton, with Dudley and Walsall in discussion.

Birmingham has the UK's first "community wealth builder in residence"





# Sources of support and information



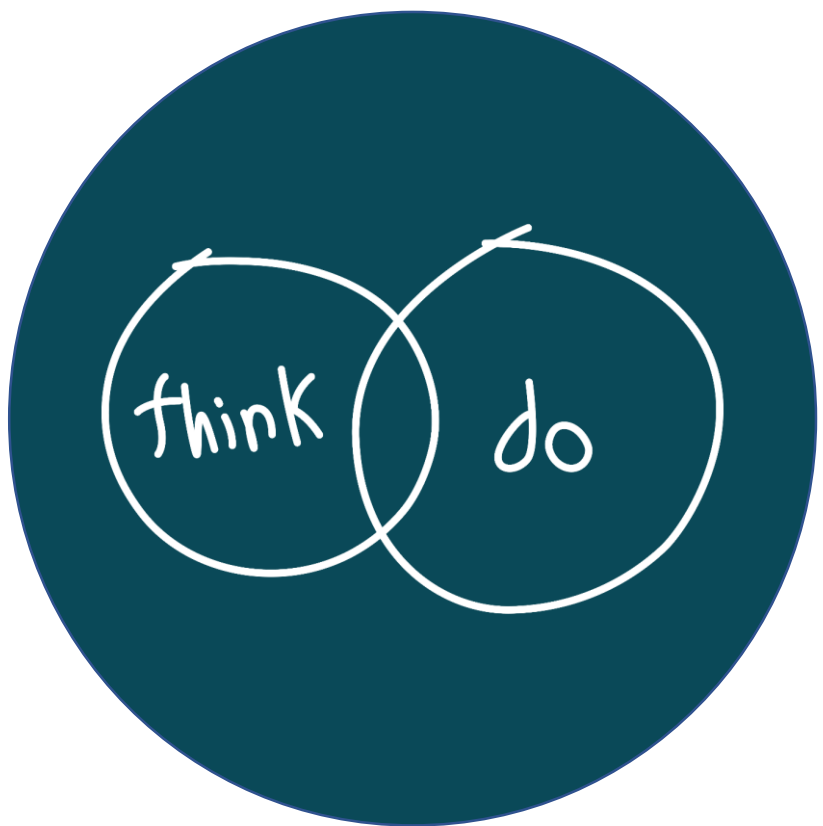
## Community wealth building: a history



- [Community wealth building: a history | CLEES](#)
- [The Community Wealth Building Centre of Excellence | CLEES](#)
- [Community Wealth Building in North Ayrshire | CLEES](#)
- [Our land | CLEES](#)
- [Growing anchor networks in place: a how to guide | CLEES](#)
- [Community Wealth Building in Birmingham | CLEES](#)
- [Restoring public values: the role of public procurement | CLEES](#)
- [Blog | CLEES](#) – access to CLEES podcasts



# Thank you



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