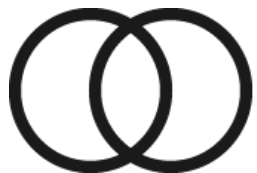


An introduction to community wealth building

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CLES

progressive economics
for people and place



@CLEStinkdo



Plan for today

1. Introductions
2. Community Wealth Building – the theory and the practice:
 - *What problems does CWB seek to tackle?*
 - *What is CWB? Principles, actors and intention*
 - *The pillars*
 - *Examples from around the UK and beyond*
3. Advancing CWB in your place/sector
4. Wrap up



About CLEES

- The **national organisation** for **local economies**
- Progressive economics for people, planet and place
- Thinking *and doing*, to achieve social justice and effective public services



Introductions



CWB: Theory



What is community wealth building?

Community wealth building is a **progressive approach to economics and economic development.**

It seeks to change the way that our economies have come to function by aiming to retain more wealth and opportunity for the benefit of local people.



The case for CWB: the moment we're in...

Long before the Covid-19 pandemic, our economy was failing many people



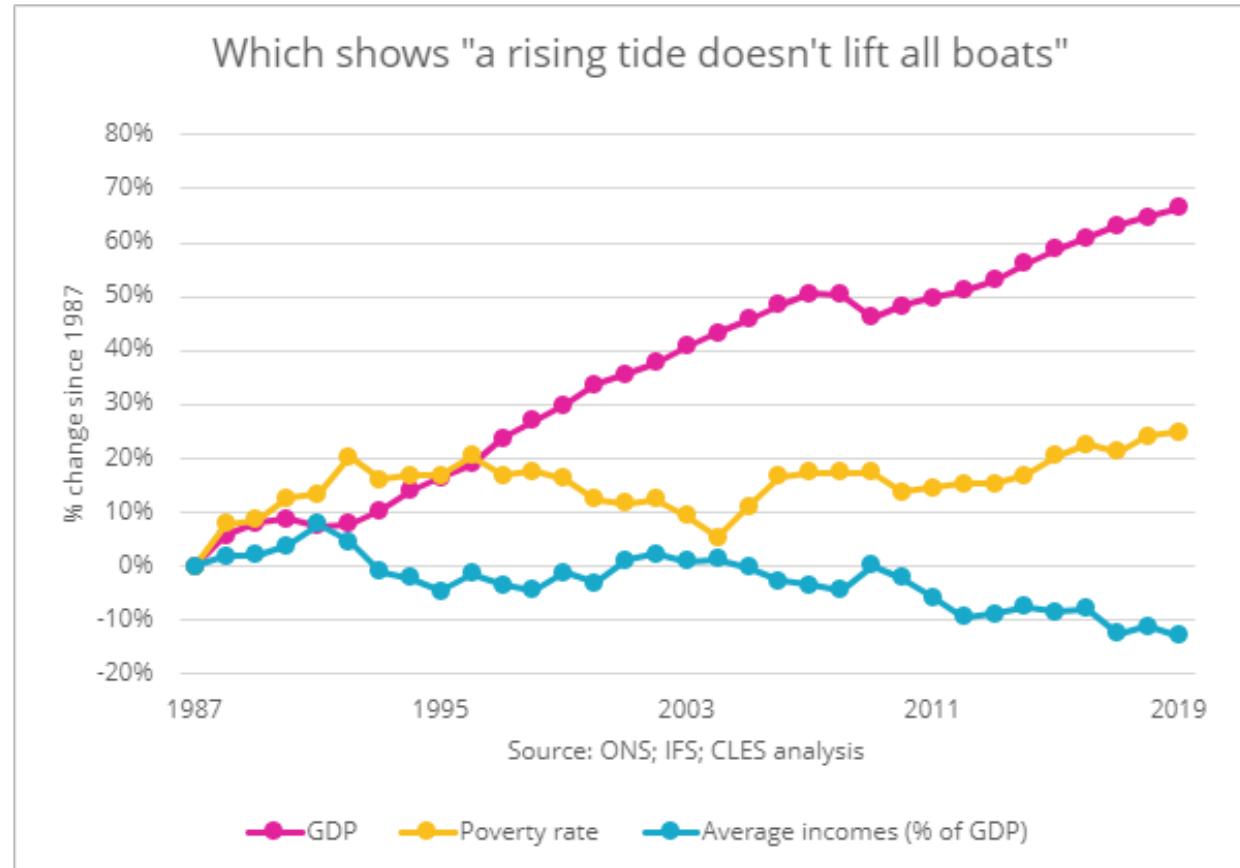


Our economy is exclusive

Even when the economy is growing, many people are not benefitting.

While GDP has increased, incomes have fallen and poverty rates have climbed.

This means that **wealth is not benefitting the communities that create it.**





The case again!

...so it is time for a new approach to economics and economic development!

One which seeks to change the way our economies have come to function :

By aiming to retain more wealth and opportunity for the benefit of local people



The power of anchor institutions

Anchor institutions have a key role to play in supporting community wealth building

- Have an important presence in a place, usually through a combination of: being largescale employers, the largest purchasers of goods and services in the locality, controlling large areas of land and/or having relatively fixed assets.
- Are tied to a particular place by their mission, histories, physical assets and local relationships. Examples include local councils, hospitals, universities, trade unions, large local businesses, the combined activities of the community and voluntary sector and housing organisations.
- Anchor institutions can come together over time to create **anchor networks** where organisations commit to using their economic influence to:
 - *work in partnership to build place-based local and inclusive economic development,*
 - *develop shared metrics of success.*



Purpose: strategic vision

We need an Inclusive economy!!

An economy that:

- decouples the idea that economic success is contingent on growth.
- And recognises that continual growth is impossible on a finite planet with finite resources.
- Crucially, this will require abandoning GDP as the leading indicator of economic health and to adopt instead a broader set of metrics - livelihood, wellbeing and happiness as the key tenants of economic success – not growth!!



The five pillars

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.





Examples in practice: Plural ownership of the economy

- Cooperative development (**Worker-owned care cooperatives, NY; Islington Coop development agency**)
- Municipal ownership (**Preston leisure complex**)
- Community energy (**Plymouth Energy Community**)
- Insourcing (**Liverpool, Newham, Islington, Newham, Halton**)
- Conversion local small business to workers coops (**North Ayrshire**)



Examples in practice: Socially productive use of land and property

- Municipally owned housing developers (**Barking and Dagenham**)
- Community-led housing (**Chaco, Leeds**)
- Hardwiring social justice into planning frameworks (**Islington Council**)
- Using land for renewable energy (**Wolverhampton Council and NHS Trust**)
- Using publicly owned land to support local community (**Sandwell and West Birmingham NHS Trust**)



Examples in practice: Making financial power work for place

- Community banks (**South West, Lancashire, London, Wales**)
- Using pension funds for local investment (**Preston and London Pension Fund**)
- Capitalising Credit Unions (**Many UK Councils**)
- Community and municipal investment (**community share offers, Community municipal investment**)



Examples in practice: Fair employment, just labour markets

- Development of local labour markets to grow workforce from deprived areas, underserved sections of population (**Leeds Hospital Trust & the Northern Care Alliance**)
- Living wage places (**Dundee & Sunderland**)
- Progression in work (**Council and hospital trusts**)
- Fair Work (**Scottish Government**)



Examples in practice: Progressive procurement

- Supply chain development in deprived areas (**Manchester City Council**)
- Social Value community wish-lists (**Perth and Kinross**)
- Market shaping to disrupt dominance of extractive suppliers (**Adult Social Care commissioning, Newham and Wigan**)



Break



- Who will you speak to next about CWB?
- What are the opportunities for CWB in your place/through your work?
- What do you need to advance CWB in relation to these opportunities?
- How will you get what you need to move forward?



Get in touch



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