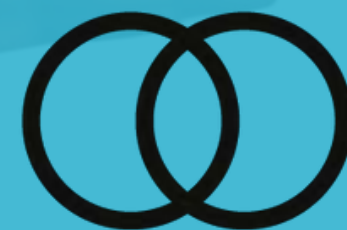


Community wealth building

AN INTRODUCTION

Charlie Murphy and Sarah Longlands

June 2024



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ABOUT CLES

CLES is the **national organisation for local economies**.

Established in 1986, we are a Manchester-based **charity** working towards a future where **local economies benefit people, place and the planet**.

This will happen when **wealth and power serve local people**, rather than the other way around, enabling communities to flourish.

We have an international reputation for our pioneering work on **community wealth building** and are recognised as the curators of the movement in the UK



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PLAN FOR TODAY

- Introductions
- Community wealth building – what is it - how does it work?
- What can wealth building help support fairer local economic development?
- Taking the next steps in community wealth building in your area?



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What is community wealth building?



OUR ECONOMIC MODEL IS BUILT ON WEALTH GENERATION AND EXTRACTION

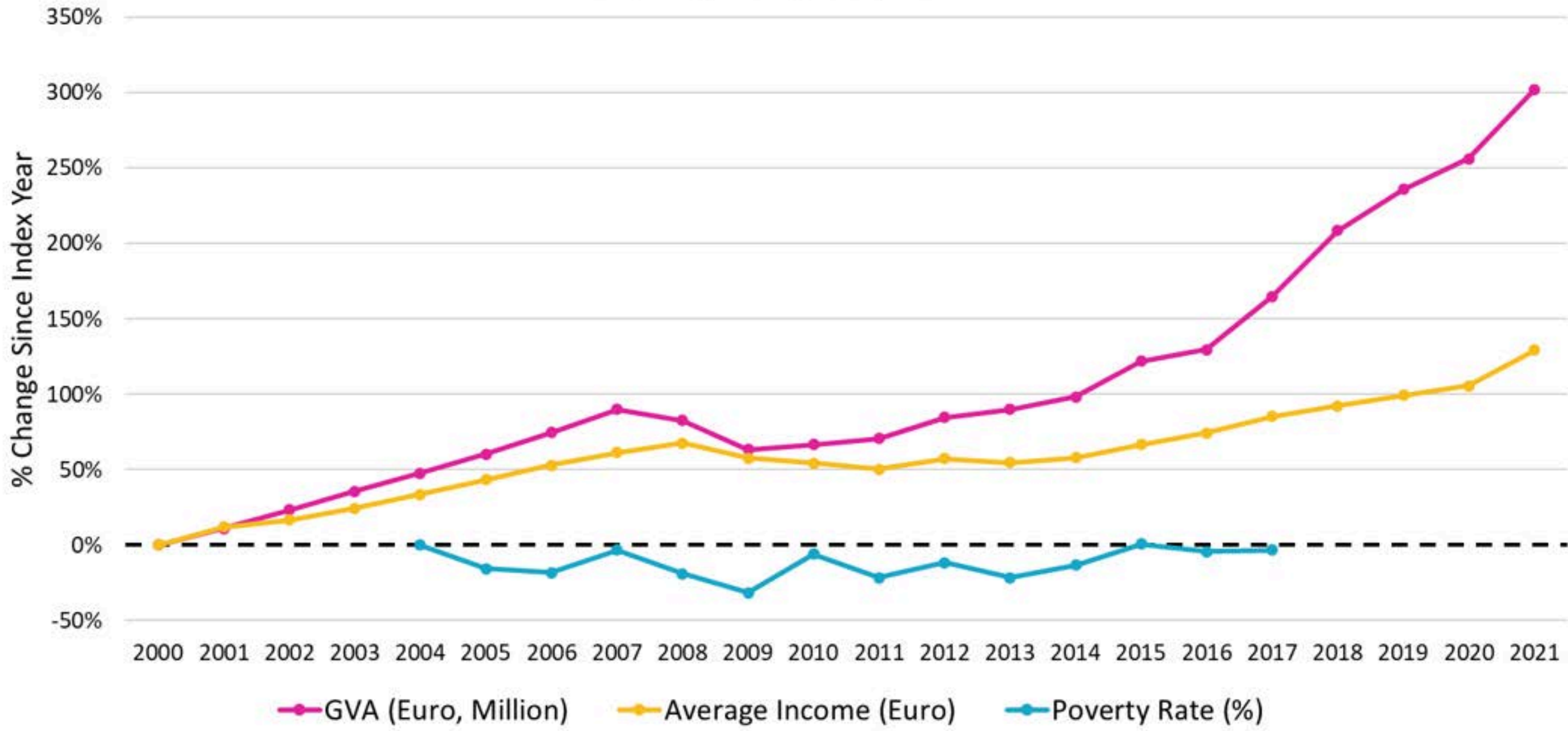


AND IT'S FAILING

OUR ECONOMY ISN'T WORKING FOR PEOPLE

Dublin

GVA, Average Income, Poverty Rates



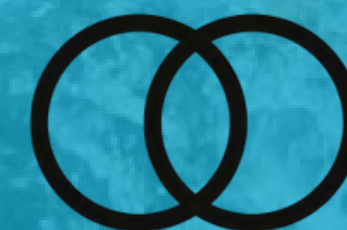
WHAT IS CWB?

Increasing the flow,
circulation and
ownership of
wealth within a
place

Democratising the
economy by
building wealth
from within

**“A PEOPLE-CENTRED
APPROACH TO LOCAL
ECONOMIC DEVELOPMENT,
WHICH REDIRECTS WEALTH
BACK INTO THE LOCAL
ECONOMY, AND PLACES
CONTROL AND BENEFITS INTO
THE HANDS OF LOCAL PEOPLE”**

Measuring the
economy by how
well it generates
good lives.



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THE KEY LEVERS FOR BUILDING COMMUNITY WEALTH

Finance

Ensuring flows of investment and financial institutions work in the interests of people, communities and local businesses.



Workforce

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



Land and property

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



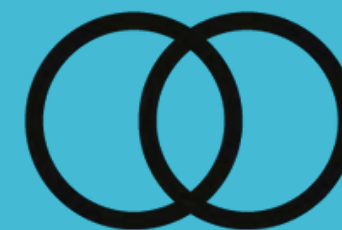
Spending

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



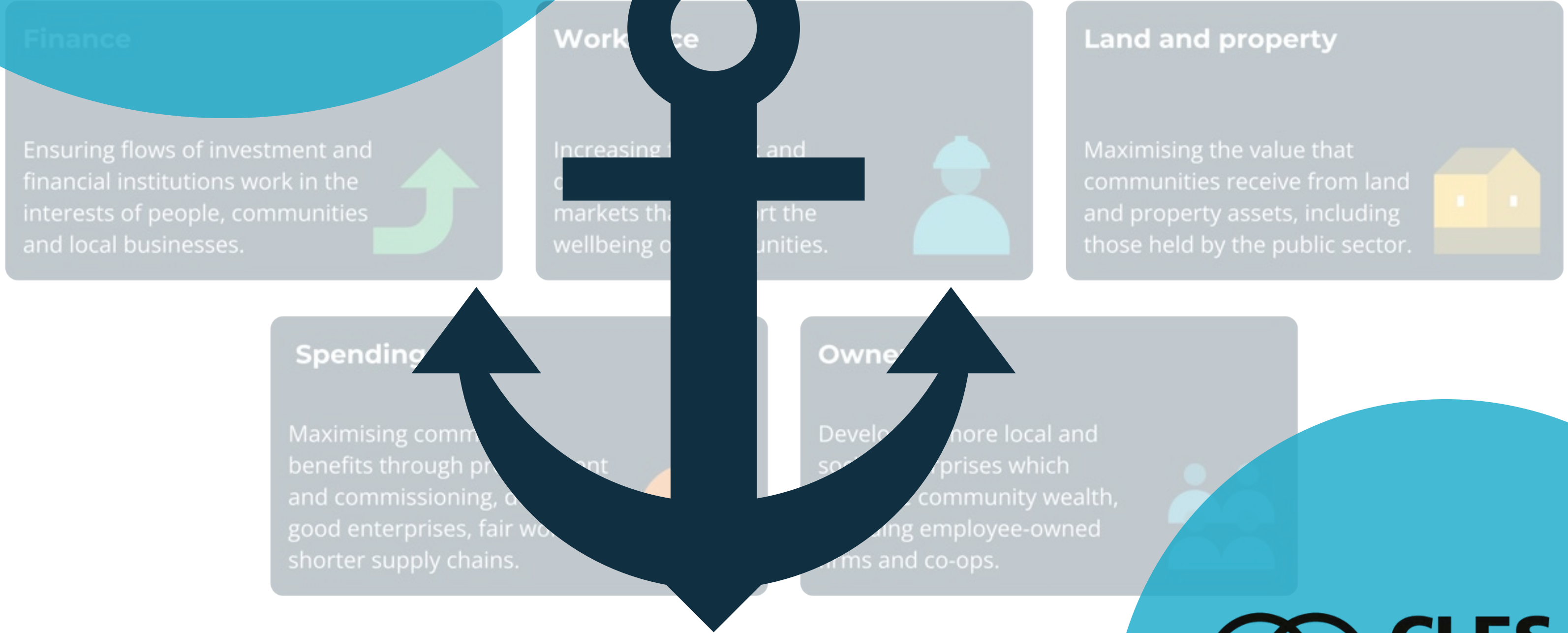
Ownership

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



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WHAT BRINGS THEM ALL TOGETHER?



ANCHOR ORGANISATIONS



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How can community wealth building help you deliver fairer economic development?



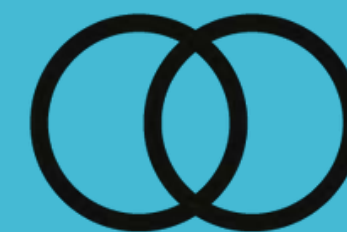
USING PROCUREMENT TO SUPPORT LOCAL ENTERPRISE: MANCHESTER CITY COUNCIL

- Manchester, concerned that the city's expenditure on goods and services wasn't doing enough to support city's poorest neighbourhoods.

Created a social value strategy to capture as much of that money as possible and drive it locally for community benefit.

- £426m spent with top 300 suppliers in 2020/21
- 59.3% with Manchester based suppliers in 2020/21
- 50.9% with SMEs
- 2303 new jobs, 629 apprenticeships in 2020/21

<https://cles.org.uk/publications/changing-places/>



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JOINING UP PUBLIC INVESTMENT TO SUPPORT PLACE - THE 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
- I Can project
- Procurement working group - anchor organisations working together to maximise their economic impact.
- MHS Hopsital Trust playing a major role in using procurement and workforce strategy to address health inequalities.



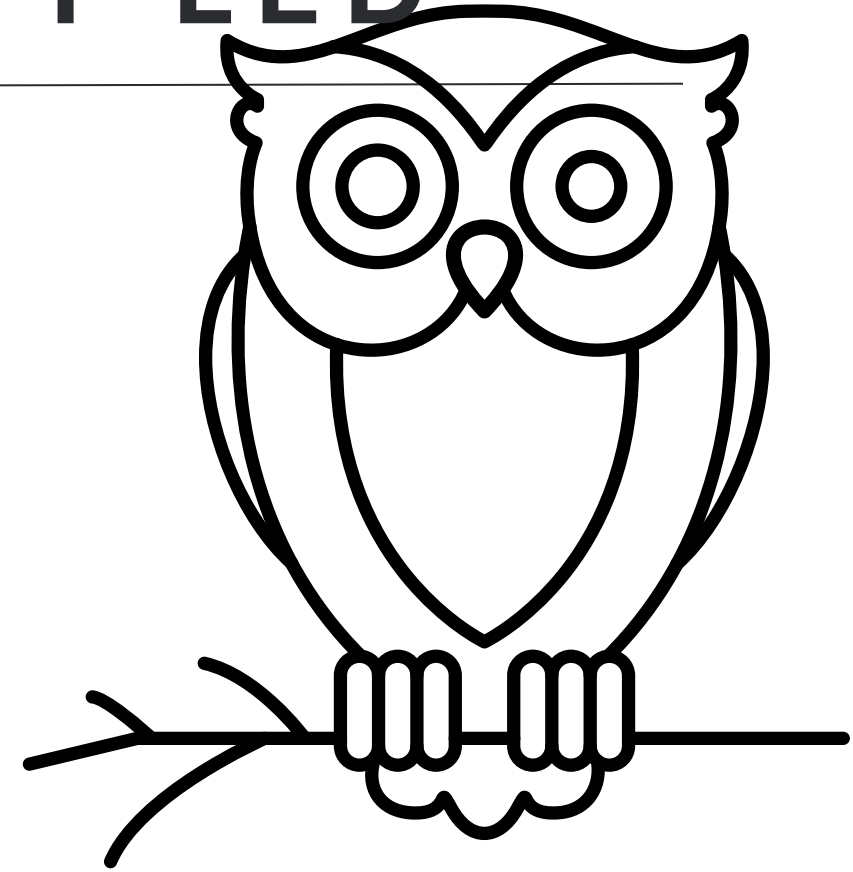
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<https://cles.org.uk/get-involved-2/birmingham-anchor-network/>

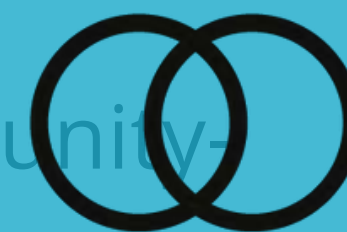
TACKLING CLIMATE CHANGE: COMMUNITY LED ENERGY PLANNING - OLDHAM COUNCIL

Community Led Energy Planning (CLEP) - in partnership with Carbon Co-op

- Community-led approach to the energy transition in two low-income neighbourhoods.
- Two low-income neighbourhoods, were selected for pilots on the basis that they would benefit from improved local provision.
- As well as local residents, the project engaged with key local stakeholders (such as First Choice Homes, a local housing association) to boost the project's impact.



<https://cles.org.uk/community-wealth-building-in-practice/community-wealth-building-places/oldham-energy-futures/>

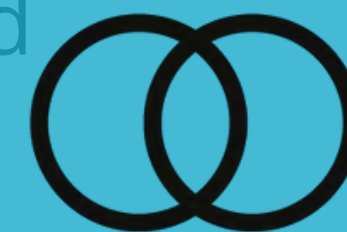
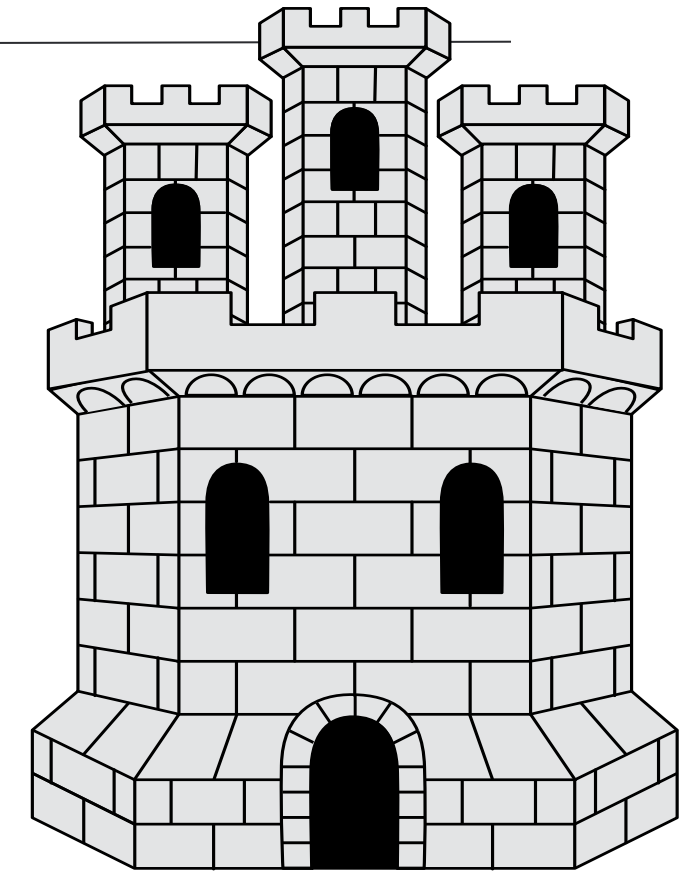


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CREATING A MORE DEMOCRATIC ECONOMY

SPARK - Bohemians climate co-operative

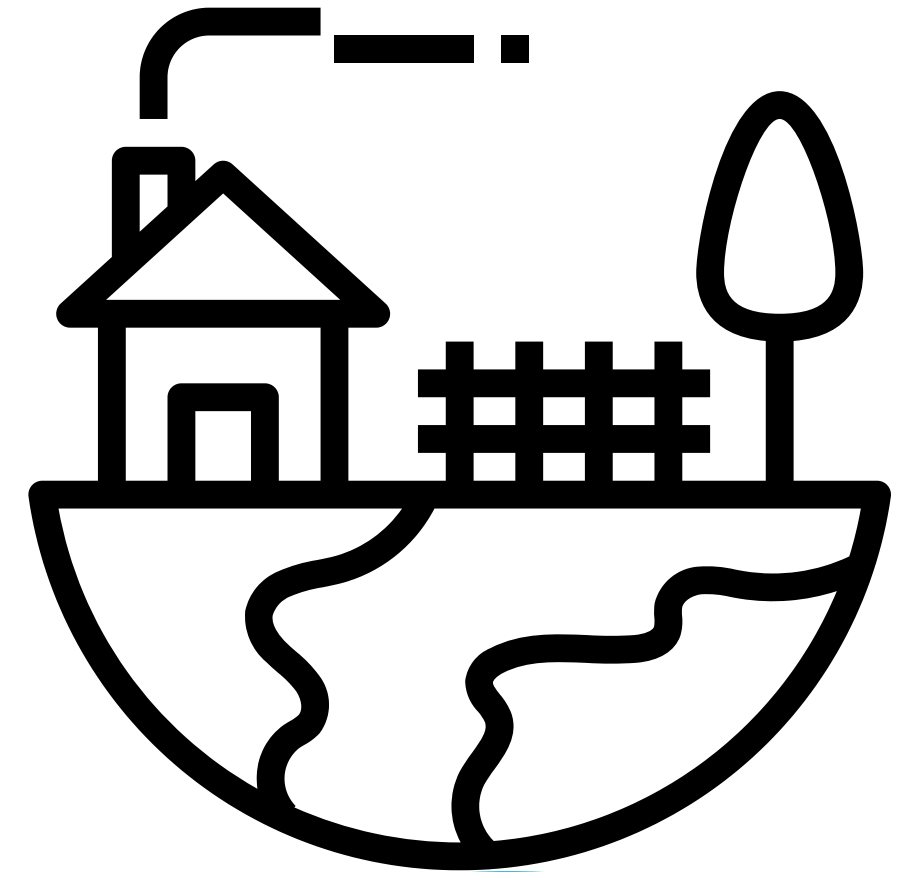
- working with community partners, local businesses, and anchors including FAI, Mountjoy Prison and TU Dublin beyond to develop a climate cooperative
- working with local community to develop green skills, empower communities, work with Mountjoy Prison, develop a repair cafe and a library of things
- focusing on locally-rooted ownership, place-based assets, working collaboratively. creating a more just, vibrant and democratic economy



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SUPPORTING RURAL DEVELOPMENT

- Rural region with small villages and towns
- Social housing provision – significant housing stock and critical to help region meet net zero targets
- £2.4bn spend by main social housing providers
- Work with local businesses to develop a green local supply chain e.g. – maintenance contracts, modular build, use of local materials
- Develop green skills and training in partnership with local colleges and schools



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DISCUSSION

Which of these examples resonated with you?

How would these examples translate to your place/organisation?

Opportunities and barriers?



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GETTING STARTED

- **Map your money:** How can you use your spend and employment power to deliver local change?
- **Find your friends:** By building relationships can you drive change on key challenges?
- **Level up your assets:** use your assets to crowd investment and require developers to do more
- **Review your recruitment:** rethink recruitment to target those who need the most support
- **Imagine a greener, fairer future** - think differently! stick your head above the parapet

[Five ways to kick start your community wealth building journey.](https://cles.org.uk/publications/community-wealth-building-ireland/)

<https://cles.org.uk/publications/community-wealth-building-ireland/>



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