



Community Wealth Building (CWB)

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www.north-ayrshire.gov.uk/CWB



North Ayrshire Council
Comhairle Siorrachd Àir a Tuath

North Ayrshire Community Wealth Building Strategy

Our CWB Mission:

Enhancing local wealth and the creation of fair jobs, and maximising the potential of all our places through working in partnership with our communities and businesses

Scotland's 1st CWB strategy launched May 2020

55 Strategy actions aligned to CWB Pillars

Long term strategy 2020-2025

New CWB staff and Investment Fund

Proactive Place-based locality approach

CWB Expert Advisory Panel

Example of CWB activity:

Repurposing Property Grant Fund

- Supporting landowners and community groups to bring back vacant land and properties to productive use
- Funding for feasibility studies or business plan to examine options for repurposing
- Maximum of £10,000 for sites <1 ha and maximum of £25,000 for larger sites
- Assessment factors include: length of time vacant or derelict; recorded on national registers; and proximity to town centres



Ayrshire Community Wealth Building Commission

Purpose:

- Drive strategic and collaborative approach to CWB in Ayrshire
- Promote best practice across Anchor Institutions
- Workstreams focussing on Procurement, Land & Assets and Fair Employment
- Monitor the CWB Anchor Charter



Anchor Charter

Community Wealth Building...uses the economic levers available to Anchor Institutions to develop resilient, inclusive local economies with more local spend and fair employment, as well as a larger and more diverse business base, ensuring that wealth is more locally owned and benefits local people.

Anchor Institutions...are organisations which are rooted in particular places by their mission, histories, physically fixed land and assets, and established local relationships.

Anchor Charter Mission Statement

To commit to long-term collaboration between Ayrshire Anchor Institutions, supporting shared Community Wealth Building goals to improve collective wellbeing and create a strong, resilient and inclusive local and regional economy. This includes a commitment to the embedding of Community Wealth Building principles and reporting on progress to the CWB Commission.



POILEAS ALBA

Ayrshire Growth Deal CWB Programme

AYRSHIRE
GROWTH DEAL

CWB
COMMUNITY WEALTH BUILDING AYRSHIRE

CWB Officers

Three CWB officers per local authority working within Ayrshire localities to develop CWB across local organisations



Fair Work Ayrshire

A team comprising a Programme Manager and two Fair Work Officers engaging local employers to improve recruitment processes and provide Fair Work

CWB Business Fund

£1m, split between the three Local Authorities supports the work of the Locality Officers and the principles of CWB pillars of procurement, employment, assets and ownership



THREE
YEARS
THREE
MILLION
THREE
AUTHORITIES
ONE AYRSHIRE

Ayrshire Regional Economic Strategy

- **November 2021** - Ayrshire Regional Economic Partnership agreed to commission a Regional Economic Strategy for Ayrshire
- Desire to do things differently - to create an economic system that delivers social justice on a healthy planet and a system that works for the people - **a Wellbeing Economy**
- **CWB principles** at the heart of the strategy
- Approved by Ayrshire Economic Joint Committee and **Action Planning and Delivery Plan** development underway

