



North Ayrshire CWB Strategy: CPP Board Update

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www.north-ayrshire.gov.uk/CWB



North Ayrshire Council
Comhairle Siorrachd Àir a Tuath

Recap

Our Community Wealth Building Mission:

To support the achievement of the Council Plan's vision of a North Ayrshire that is 'Fair for All' by:

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.

- ✓ **Community Wealth Building at heart of Council Plan.**
- ✓ **CLES Diagnostic undertaken in 2019.**
- ✓ **Community Wealth Building Commission of local and regional Anchor Institutions.**
- ✓ **Engagement across communities and internally.**



COMMUNITY WEALTH BUILDING COUNCIL

We will work across all our services and wider local and regional partners to implement Scotland's first approach to Community Wealth Building



PROCUREMENT

We will use our spend to actively encourage and support a growing, diverse and resilient local business base, and to support our net zero carbon ambitions.



FAIR EMPLOYMENT

We will encourage the creation of fair and meaningful jobs with progression opportunities to unlock the potential of our residents.



LAND AND ASSETS

We will support the wider regeneration of our communities by maximising all of our land and assets including through alternative uses for community and business benefit.



FINANCIAL POWER

We will invest locally and encourage regional and national institutions to invest in our communities.



PLURAL OWNERSHIP OF THE ECONOMY

We will support the creation and sustainability of a range of business models including SMEs, social enterprise, employee ownership, cooperatives, municipal activity and community enterprises.



COMMUNITY WEALTH BUILDING



Action-oriented Strategy

- Co-producing CWB activities with our communities and businesses, and CWB Commission;
- Local spend, encouraging businesses to explore local supply chains and focus on supplier development;
- Ensure all anchors and wider businesses adopt a Fair Work approach;
- Review our land and assets to explore alternative uses;
- Support community capacity building to grow community ownership;
- Explore the feasibility of a community bank;
- Promote and support social enterprises, cooperative development and other inclusive business models.

Next Steps

9 New CWB Roles

Place-Based
Locality Approach

£8.8m Investment
Fund and Economic
Recovery and
Renewal

CWB Commission
Anchor Charter

CWB Expert
Advisory Panel

Ayrshire Growth
Deal

CWB Roles and Funds

**CWB Business
Locality Advisors**

**Business
Development
Management –
Procurement
Specialist**

CWB business fund

**Regeneration
Officers**

**Development
Manager**

Regeneration fund

**Asset-based
community
economic
development fund**

**Community
Benefits Officer**

CWB Coordinator

Building back better, fairer and greener

The twin priorities of a **North Ayrshire Green New Deal** to build back better, fairer and greener are to:

- Ensure an inclusive economic recovery by delivering our Community Wealth Building mission; and
- Ensure a green economic recovery focused on achieving our net zero carbon ambitions through the creation of sustainable infrastructure and regeneration projects and creating fair jobs.

