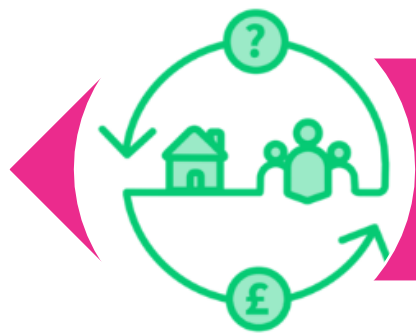


Community Wealth Building – Towards a City Region Approach



**LIVERPOOL
CITY REGION**
COMBINED AUTHORITY

METROMAYOR
LIVERPOOL CITY REGION



What is Community Wealth Building (CWB)?

- An approach to local economic development that aims to build prosperity for everyone. It seeks to increase and retain wealth within local economies.

Why is it important?

- It focuses on disrupting the economic drivers of deprivation and maintaining sustainable systems of local (re)investment.
- It is important for complementing existing approaches to economic development.

City Region level commitment

- The Plan for Prosperity (2022) set out our high-level ambitions to delivering CWB.
- The Centre for Local Economic Strategies (CLES) – national leaders in CWB - have been working with us to advise on the role LCRCA can play in promoting CWB in LCR <https://cles.org.uk/what-is-community-wealth-building/the-principles-of-community-wealth-building/>



Leverage and Power of Anchor Institutions at the centre of CWB

- Local government
- NHS/Police/Fire and Rescue
- Universities and colleges
- Housing associations
- Large private businesses



Five Pillars of CWB



Socially productive use of land & property



Making financial power work for local places



Fair employment & just labour markets



Progressive procurement



Plural ownership of the economy

Some examples of LCRCA support for CWB

Pillar 1 – Plural ownership

- Kindred - providing financial and wider business support for socially trading organisations.
- Both a social economy and a ‘place based’ business support focus within UKSPF and the Business Support Policy Framework

Pillar 2 – Use of financial power

- Direct financial support for grassroots voluntary sector via VS6
- Juno – market disrupting CIC providing homes where young people thrive, inspired by LA commissioners

Pillar 3 – Fair Employment

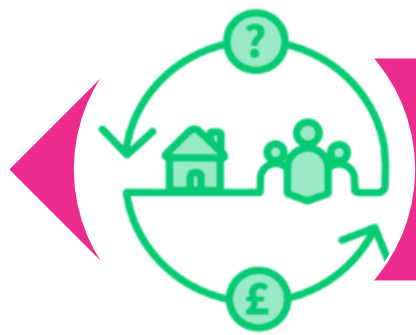
- Development of LCR Fair Employment Charter

Pillar 4 – Progressive procurement

- Social Value Frameworks – including the LCRCA policy
- LCR Community Suppliers Network
- Examples of supporting supply chains across the local authorities

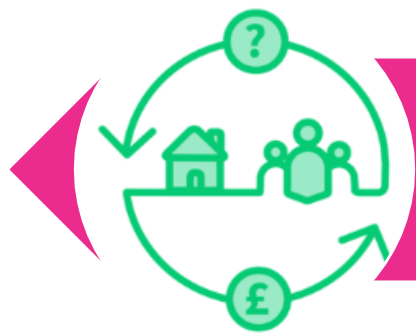
Pillar 5 – Land/property assets

- LCR Land Commission which developed recommendations to advance generative forms of land ownership and stewardship.
- Related One Public Estate activity, actions around Community Land Trusts. At the LA level, good examples of Community Asset Transfer policies



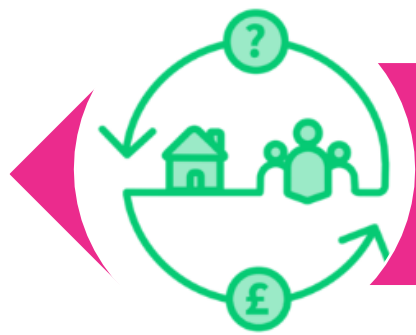
CLES Recommendations

1. Advocacy for CWB and agreeing a comprehensive measurement framework in LCR.
2. Create a knowledge hub to strengthen understanding and confidence around CWB, with a view to developing a 'living lab'.
3. Using progressive procurement by:
 - (i) Analysing collective levels of local authority spend in the Liverpool City Region;
 - (ii) Mapping local suppliers;
 - (iii) Drawing upon the goods and services needs of other key anchors.
4. Support convening of LA procurement leads and over time extend into an anchor procurement knowledge sharing network.
5. Advocacy for anchor employment practice that removes the barriers experienced by those furthest from the labour market.
6. Explore options around the LCR Land Commission recommendations.



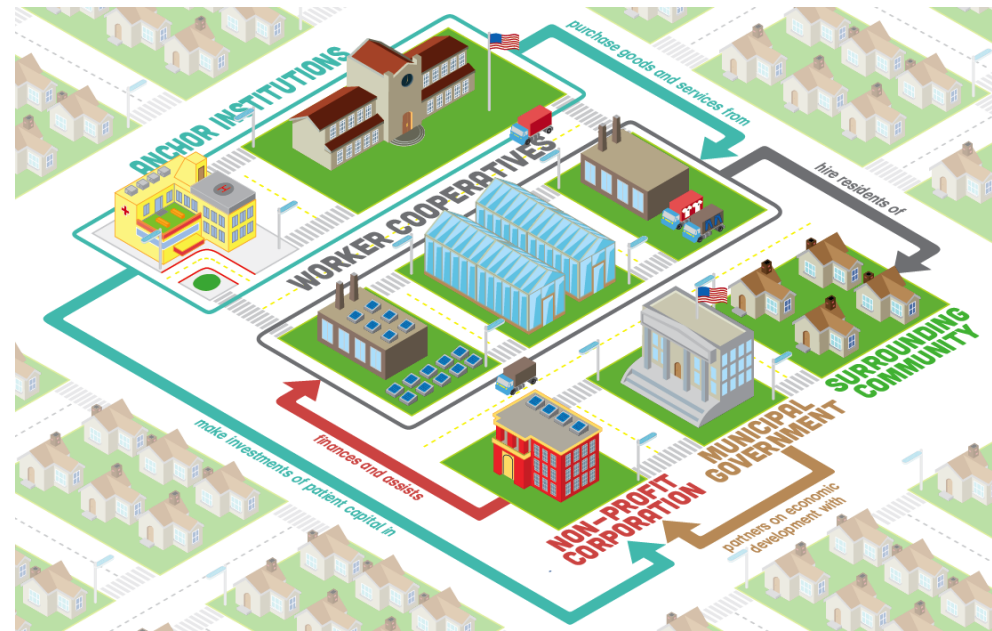
Next Steps

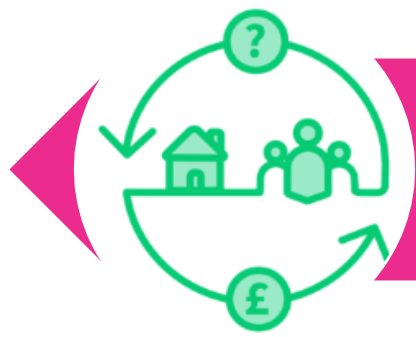
- Considering short, medium, and long term, steps to translate and take the CLES recommendations forward – some of these are already being done in some capacity. Currently considering the following:
 - Determining what a CWB Knowledge Hub will look like and partners to work with in developing this.
 - Exploring options for analysis of procurement data to identify ‘influenceable’ spend – potential starting point for further knowledge sharing and collaboration to maximise impact on local economy.
 - Working with Kindred and Power to Change around the City Region becoming a UK Social Investment Pathfinder.
 - Reflecting on Heseltine Institute’s [report](#) on Asset Ownership in LCR’s Social Economy to drive social innovation.
- Developing a Community Wealth Building Framework or Commitment, setting out explicitly how we will embed its principles into mainstream economic development policy and activity (workstreams to be attached to this).
- Strategy for systemic anchor institution engagement – key in making CWB work effectively.



Case Study – Preston Model

- Preston Practitioners Procurement Group
 - £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
- Food co-op and tech co-ops supported by anchors
- Using local pension funds to invest in local area
- Local at municipal energy/bank
- Preston has moved up deprivation index
- Most improved place to live in UK





Questions/Observations?

- Keen on working with local authority colleagues around:
 - Understanding and collating local good practice.
 - Working in collaboration across the different CWB pillars.
 - Making the connections to other anchor institutions and helping to drive momentum.
 - Securing buy-in to the principles and development of a document that enshrines CWB approaches in City Region economic development practice.