

Report

Report to:	Community Wealth Building Commission
Date of Meeting:	5 September 2023
Report by:	Executive Director (Finance and Corporate Resources)

Subject:	Draft Community Wealth Building Charter
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1. Purpose of Report

1.1. The purpose of the report is to:-

- ◆ present a draft Community Wealth Building Charter for South Lanarkshire, together with recommendations and next steps

2. Recommendation(s)

2.1. The Commission is asked to approve the following recommendation(s):-

- (1) that the contents of the report be noted;
- (2) that the draft CWB Charter, attached at appendix 1, be approved;
- (3) that the activities, described in section 5.4, be agreed as appropriate to launch, publicise and roll out the Charter; and
- (4) that an update report on progress and impact of the Charter be brought to a future meeting of the Commission

3. Background

3.1. The South Lanarkshire Community Wealth Building (CWB) Strategy aims to develop resilient, inclusive local economies, with more local employment and a larger and more diverse business base. It sets out South Lanarkshire's ambitions across each of the 5 pillars of CWB covering spending, workforce, land and property, finance and building the generative economy.

3.2. At the meeting on 28 February 2023, the Commission considered examples of how charters and anchor frameworks have been used in different localities to support CWB and it was agreed that the aims of the South Lanarkshire CWB Strategy could be advanced by the development of a local CWB Charter.

3.3. The CWB Progress Group was tasked with developing a draft Charter and associated recommendations. This report presents the draft CWB Charter along with proposals from the Progress Group relating to its communication, roll-out and uses.

4. Commission Discussion on the Charter

4.1. At the Commission's meeting on 28 February 2023, it was noted that there is no one-size-fits-all charter for CWB. Different approaches have been adopted by different localities at different times, depending on local circumstances, opportunities, existing networks and the level of maturity of CWB.

4.2. A charter typically sets out high level commitments which can be couched in terms of pledges, aspirations and model behaviours. They are less definite and goal-oriented than strategies or action-plans, though they may lead to co-ordinated action through shared plans and strategies.

- 4.3. Charters can be aimed at a range of different audiences from the larger anchor organisations in a locality to local businesses, community groups and even individual residents. By signing or adopting a charter, the organisation or individual pledges to do their part in supporting CWB. Some charters are couched in terms of a contract or deal, with signatories pledging to “do their bit” and uphold their side of the bargain.
- 4.4. A charter can cover several pillars of CWB or focus exclusively on a single pillar such as procurement or workforce. Even within a charter which covers several pillars, the level of detail contained within the pledges can vary from single, broad pledges to multiple pledges in more detail.
- 4.5. Charters may be used at the start of a CWB process or may be brought in to boost engagement and awareness at a pivotal point as collaborative working is established. In several of the early adopters of CWB ideas in the UK, charter-type agreements were instrumental in co-ordinating support, usually around a single topic or pillar such as procurement or employment. These “proof of concept” agreements pave the way for collaborative working across a broad spectrum of activity.
- 4.6. Taking these general observations into account, the Commission indicated that a local CWB Charter should:-
 - ◆ be easy to understand and not add complexity
 - ◆ be used as a vehicle to engage and aid communication
 - ◆ include all the pillars of CWB and not focus on any specific aspect
 - ◆ not bring in any additional pillars over and above the 5 already present in the strategy
 - ◆ be inclusive, have potential to be used by individuals and community groups as well as anchor organisations

The draft Charter, attached at appendix 1, has been developed to satisfy these requirements.

5. The South Lanarkshire Charter

- 5.1. In line with charters elsewhere and following on from the CWB Strategy, the Charter includes a vision statement:-

“To work together to create a strong, resilient and inclusive local economy.”
- 5.2. The Charter goes on to articulate a “charter pledge” for each of the CWB pillars. The pledges are drawn from statements already contained within the South Lanarkshire CWB Strategy for each pillar, however, they have been cast in more straightforward language and in most cases, can be supported both at an organisational/collective level or on a personal basis.
- 5.3. To illustrate the pledges, the Charter provides examples of actions which could be taken to support them. These are examples only and are drawn from actions already being undertaken by anchor organisations in South Lanarkshire.
- 5.4. Other points to note about the Charter include:-
 - ◆ it covers all 5 pillars
 - ◆ is firmly based on the South Lanarkshire CWB Strategy and is not a copy of any other charter
 - ◆ designed to be “at a glance,” not a lengthy or complex document

6. Next Steps and Recommendations

- 6.1. If approved, the Charter will be given appropriate branding and uploaded onto the Council's CWB webpage.
- 6.2. There are several actions that could be taken to promote the Charter, raise awareness, boost engagement and realise benefits from the Charter. These could include:-
 - ◆ a launch event attended by partners
 - ◆ a communications campaign, undertaken by all partners both internally and with external stakeholders
 - ◆ using the charter as part of community engagement – for example within the Local Governance Review engagement exercise the council is undertaking
 - ◆ development of web content which explains the Charter and invites local people and organisations to support the Charter in their own way.

7. Employee Implications

- 7.1. There are no direct employee implications.

8. Financial Implications

- 8.1. There are no direct financial implications.

9. Climate Change, Sustainability and Environmental Implications

- 9.1. There are no climate change, sustainability or environmental implications as a result of this report.

10. Other Implications

- 10.1. None.

11. Equality Impact Assessment and Consultation Arrangements

- 11.1. This report does not introduce a new policy, function or strategy or recommend a change to an existing policy, function or strategy and therefore no impact assessment is required.

Paul Manning

Executive Director (Finance and Corporate Resources)

28 July 2023

Link(s) to Council Objectives/Values/Ambitions

- Accountable, effective and efficient

Previous References

- None

List of Background Papers

- None

Contact for Further Information

If you would like to inspect the background papers or want further information, please contact:-

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South Lanarkshire

CWB Charter

What is Community Wealth Building (CWB)?

Community Wealth Building is an alternative approach to traditional economic development, which seeks to develop resilient, inclusive local economies, with more local employment and a larger and more diverse business base.

Community Wealth Building reorganises local economies to be fairer and aims to reduce wealth flowing out of our communities, towns and cities by helping local investments and assets to generate more and better jobs for local residents and businesses.

Anchor Institutions are organisations that are rooted in places by their purpose, histories, land and assets, and established local relationships. Anchor Institutions, by working together and with local communities, have a powerful role to play to build, protect and enhance community wealth.

By increasing community wealth, all communities improve, wellbeing improves, and people thrive

CWB Charter Mission Statement

“To work together to create a strong, resilient and inclusive local economy.”

CWB Pillar	Spending	Workforce	Land and property	Finance	Generative economy
Charter pledge	I/We will support and encourage the local economy to grow sustainably by making spending decisions which benefit local communities.	I/We will promote Fair Work practices and act as a role model for others.	I/We will use or repurpose land and property in a socially productive way to generate wealth for local citizens.	I/We will encourage and support local financial growth in communities by attracting development and investment opportunities and encouraging local spend.	I/We will support local businesses, not-for-profit organisations and communities to safeguard and create local jobs and address post-Covid recovery.
Actions which support the pledge <i>We will support the pledge by delivering these and related actions</i>	<p>Commit to proactively developing supply chain and spend analysis with detailed information about local spend</p> <p>Undertake ongoing supplier engagement and market analysis and increase local spend where possible</p> <p>Proactively engage with other Anchor Institutions to identify and progress joint procurement opportunities where possible</p> <p>Support local business and social enterprises to bid for public sector contracts</p> <p>Seek to maximise the sustainable outcomes from procurement</p> <p>Seek to maximise the community benefits associated with our spend (from procurement activity)</p>	<p>Promote Living Wage and Fair Work practices locally</p> <p>Seek to boost recruitment locally and from priority groups where appropriate, for example, young people, people with long-term health problems, people experiencing poverty</p> <p>Commit to providing secure, safe employment, addressing gender pay imbalances and developing strategies for in-work progression and wellbeing support</p> <p>Ensure workers are respected and have access to trade union membership</p>	<p>Commit to undertaking an asset review to identify opportunities for Community Wealth Building</p> <p>Proactively support communities who wish to use or develop underutilised assets</p> <p>Use our land and property assets to help develop low carbon and renewable energy schemes and networks to support our climate change and sustainable development ambitions</p> <p>Encourage investment and create thriving places where people can access goods and services on foot or via active or public transport</p>	<p>Support and promote progressive finance initiatives, including local credit unions</p> <p>Encourage staff and service providers to shop locally and ethically, supporting 'Keep it Local' campaigns</p> <p>Building on the success of our existing support to local business we will continue to develop how business grants can help grow communities</p> <p>Look at ways of attracting and promote investment opportunities in our area to regional and national institutions</p>	<p>Proactively engage with communities to co-produce local services and initiatives</p> <p>Commit to involving local SMEs, employee-owned businesses, social enterprises, cooperatives and community owned enterprises in local supply chains</p> <p>Encourage local businesses to explore the social and environmental impact of their activities</p> <p>Work to increase the number and improve the sustainability of social enterprises in South Lanarkshire</p> <p>Support organisations which offer volunteering opportunities</p>