

Community Wealth Building Strategy

2021



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Foreword

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.

There is growing interest in Community Wealth Building across the UK and especially in Scotland, where it has been endorsed by the Scottish Government as an important plank of how Scotland can deliver on its wellbeing economy aspirations.

This strategy sets out South Lanarkshire Council's ambitions across each of the five pillars of Community Wealth Building, covering spending, workforce, land and property, finance and building the generative economy.

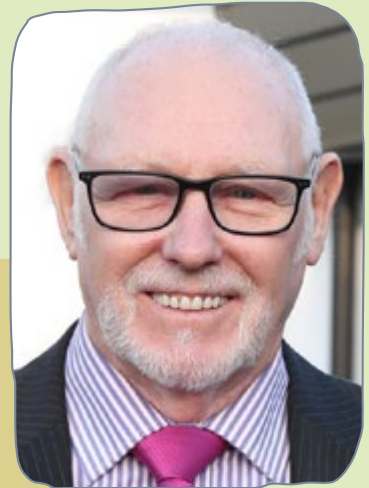
Within each pillar we set out our aim and our objectives, alongside a selection of case studies which illustrate the range of work we're doing right now to help people, communities and businesses in South Lanarkshire. The strategy sets out how we will build on and develop this work with a Community Wealth Building focus going forward.

Our Community Wealth Building Strategy is aligned with our Community Plan and by delivering the Strategy we will contribute to the overarching objective to tackle poverty, deprivation and reduce inequalities.

We will monitor our progress through annual reports on the Community Wealth Building strategy, and we will develop a dashboard of indicators to track our progress towards our Community Wealth Building goals.



Councillor John Ross
Leader of the Council



What is Community Wealth Building?

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.

To achieve this transition, CWB seeks to harness the power of anchor institutions to enable local economies to grow and develop from within. Anchor institutions are large commercial, public and social sector organisations which have a significant stake in a place and can exert considerable influence on their local economies.

CWB encompasses a place-based approach to economic development where anchor institutions which are deeply rooted within their localities do all they can to “spend local”. Anchor institutions like the council spend millions annually on goods and services but much of the spend is not with local businesses – meaning the benefits leak out of the local economy. A key aim of CWB is influence spend towards local businesses and social enterprises to help grow and sustain local economies and promote positive social outcomes.

One model of Community Wealth Building identifies a dual role for local authorities:

The analyst – By developing and maintaining a deep understanding of the local economy and the impacts of the Covid-19 pandemic in their area, local authorities will be critical to creating a local economy which addresses the interconnected priorities of poverty, ill health, social isolation and inequality

The anchor and agent of change – By realising the potential of their role as an anchor institution for their place, local authorities – and other large, locally rooted institutions – will be key sources of the purchasing power, assets and employment with which economies can be recovered and reformed. By using these levers, local authorities will exercise strong, confident intervention in local economies to advance the cause of social and economic justice for all.

Building on this, five strategy areas are identified relating to the pillars of community wealth building. These are:

Building the generative economy

Develop and grow small, locally owned enterprises which are more financially generative for the local economy – locking wealth into place.

Finance

Increase flows of investment within local economies by harnessing and recirculating the wealth that exists, as opposed to attracting capital.

Land and property

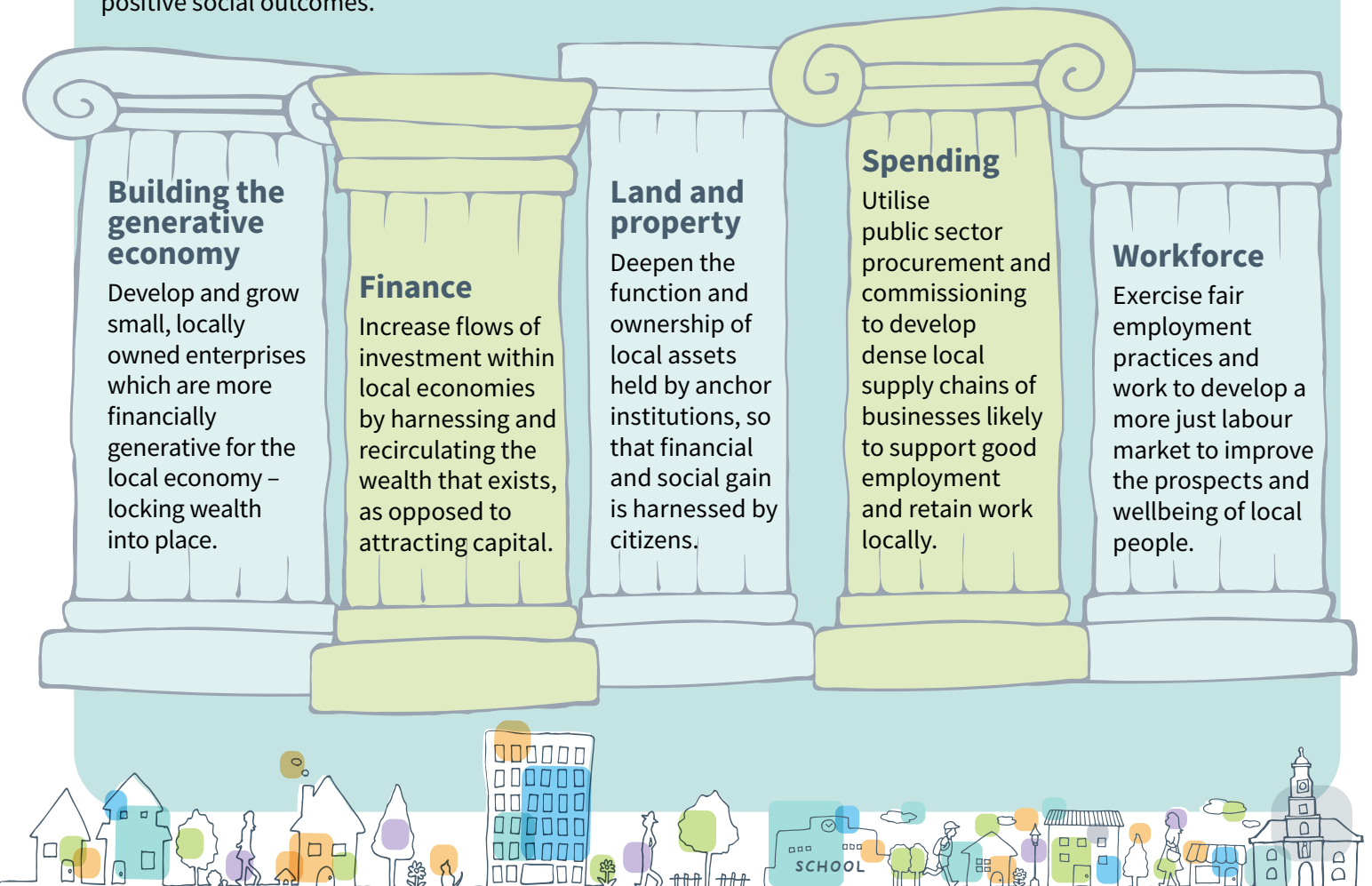
Deepen the function and ownership of local assets held by anchor institutions, so that financial and social gain is harnessed by citizens.

Spending

Utilise public sector procurement and commissioning to develop dense local supply chains of businesses likely to support good employment and retain work locally.

Workforce

Exercise fair employment practices and work to develop a more just labour market to improve the prospects and wellbeing of local people.



Why are we taking this approach?

With widespread recognition that the Covid-19 pandemic has opened the door to new ways of working and a renewal of civic roles and responsibilities, the idea of “build back better” has been gaining traction.

Within this, the concept of community wealth building (CWB) has been generating considerable interest, as a people-centred approach to local economic development.

At a national level, CWB has been endorsed as an approach by the Scottish Government, and is seen as an important plank of how Scotland can deliver on its wellbeing economy aspirations. Aligned with this, a range of community-led measures for economic development were set out in the Programme for Government published on 1 September 2020.

COSLA has recently signalled its support for the principle of CWB as a means of delivery of place based, inclusive growth and has stated that it will work to support local authorities interested in taking forward CWB as a model for economic development.

Where has CWB been successful elsewhere?

There are numerous examples, both in the UK and abroad, which illustrate how CWB can work in practice.

A pioneer of CWB in the UK, Preston City Council has published **How we built community wealth in Preston: achievements and lessons**, which reflects on eight years of collaboration, outlines key achievements and maps out possible next steps. The document provides a timeline of key stages in the Preston journey, and provides a range of case studies to illustrate how anchor institutions can take action under the 5 pillars to strengthen the local economy. More information on the Preston approach can be found at www.preston.gov.uk/communitywealthbuilding

The London Borough of Newham’s CWB strategy – **Community Wealth Building for a fair and inclusive Newham** – focuses on tackling poverty in the borough, addressing racial and gendered wealth gaps, and responding to the climate emergency. The strategy looks in turn at procurement; business support; skills, training and the future of work; employment and resident support; housing, health and air quality; and democratising the local economy. More information can be found at www.newham.gov.uk/council/community-wealth-building/1

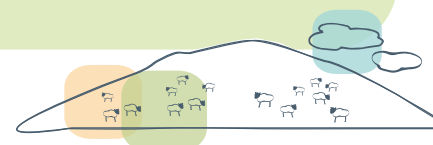
Wigan Council’s **CWB strategy** has five main areas of focus: the Wigan Pound; a good job here for all; housing; green jobs; and working with business. Each section covers “where we are”, “where we want to be” and includes a case study showcasing local success. More information can be found at www.wigan.gov.uk/Council/The-Deal/Community-Wealth-Building.aspx

In Lewes, the council put the twin goals of community wealth building and sustainable transition from fossil fuels at the heart of its **Corporate Plan 2020-24**. The pandemic has given renewed impetus to the council’s goal of a socially and environmentally sustainable local economy. These plans are heavily focused on mobilising council assets – including land, property and council housing investment – to shape and grow businesses and organisations which will create economic opportunities and lifelines to the people of Lewes.

In Wirral, community wealth building has been the defining characteristic of the local economic approach for several years. Wirral Council published a 5-year **Community Wealth Building Strategy** in early 2020, which included plans to develop anchor procurement; repurpose local business support resources to focus on community wealth building; and to participate in a North West Community Bank.

North Ayrshire Council recently published its **CWB strategy 2020-2025: an action plan for a community wealth building council**. The strategy covers all the pillars of CWB – procurement; fair employment; land and assets; financial power; and plural ownership of the economy – and sets out specific actions the council and partners will take to realise their ambitions. More information can be found at www.north-ayrshire.gov.uk/council/community-wealth-building/community-wealth-building.aspx

Further afield, CWB approaches have been implemented in a wide range of countries, including the USA, Spain, Australia and New Zealand.



Governance and approach

Statement of principles

What are we trying to do?

Our strategy outlines an ambitious set of actions to achieve a fair and resilient generative local and regional economy which will contribute to our aims of building a people-centred approach to building fair and resilient communities.

Link in to the CPP

Our partnerships will be key to successful delivery of CWB objectives and to achieve these we will work alongside our fellow anchor organisations, the City Region Economic Partnership, local businesses, the third sector and communities.

Who else will we involve?

We are engaging with Community Wealth Building thought leaders including the Centre for Local Economic Strategies (CLES), and have engaged with other councils across the UK to learn from their Community Wealth Building journeys. In developing CWB in South Lanarkshire we will also engage our communities via the CPP locality groups that are under development.

The City-Region context

Our CWB approach acknowledges that, as part of a wider city region, South Lanarkshire businesses benefit from regional spend and the idea of “community” may extend beyond the council boundary.

The Economic Delivery Group (EDG) of the City Region Partnership has taken the lead on CWB and a decision has been made to concentrate on two key areas: the first is Procurement, with an emphasis on construction. The idea is to use anchor institutions involved in construction – including colleges and universities – to adopt more progressive procurement practices. The second area of activity is Land and Property – aiming to reduce vacant and derelict land across the Region by bringing it back into community use for food growing, recreation and sport.

At time of writing this work is at an early stage but it complements other work being done by the council and we will continue to engage via our City Deal networks

What the Governance Arrangements will be

We would seek the formation of a Community Wealth Building Commission, chaired by the Council Leader, to drive forward the progress on Community Wealth Building across the council and with wider regional institutions.

The Commission would include representation from senior Elected Members, council services, Health and Social Care Integration Joint Board and Community Planning Partners (CPP) including NHS Lanarkshire, Scottish Fire and Rescue, Police Scotland, University of the West of Scotland, Scottish Enterprise, VASLAN (Third Sector Interface), SLLC, Skills Development Scotland. Community representation will also involve the CPP locality groups currently under development.

The Community Wealth Building Commission will:

- Progress and promote the development of a strategic approach to Community Wealth Building in South Lanarkshire.
- Support the implementation of the Community Wealth Building strategy. This will include work to facilitate upskilling and awareness raising, right across the partnership involved in developing this approach. Partners, staff and communities will all be involved as part of this programme of work.
- Take a partnership approach, securing involvement of partners including businesses, Government agencies and local organisations in Community Wealth Building initiatives and promote best practice among stakeholders.

Review policy and practice to deliver a more inclusive economy.



Funding provision

● How will we use our budget to deliver a community wealth building approach?

The council has significant resources that are spent every year. A revenue budget of £740m, alongside capital funding of £83m in 20/21 (plus £48m for housing) allows the council significant opportunity to contribute to local community growth, and support business in South Lanarkshire. Part of this budget funds our arms-length Leisure and Cultural Trust (£19m) and our integrated Health and Social Care Partnership (£133m), working in the heart of our communities, keeping them safe and healthy.

Of that budget, our procured spending is around £328m. This is what we actually spend on goods and services. Some of this funding is spent locally, although where possible local business is encouraged and supported to contract with the council. The aim would be to increase the level of spend made locally, supporting the local economy to grow through the effective use of procurement to benefit local communities.

Alongside procured spend, the council also contributes to the community through financial support to community and voluntary organisations, with around £8m of funds spent annually (including commissioned works). This funding allows the community to thrive and support itself, including those who are vulnerable, and those supporting others.



Spending

Our aim: The council will support and encourage the local economy to grow sustainably through the effective use of procurement to benefit local communities

We will:

- Expand the capability of local business and social enterprises to bid for public sector contracts with support from economic development and procurement teams
- Build on our knowledge of market supply through further analysis of local capacity to identify new opportunities for local business to grow
- Increase the levels of pre-market engagement before commissioning to shape the preparation of tender requirement and prepare potential local bidders
- Increase promotion of tender opportunities to local sectors
- Encourage local suppliers to bid for Scotland Excel contract opportunities to increase local business share of collaborative contract spend by all Scottish local authorities.
- Improve the environmental outcomes from procurement
- Work with anchor institutions to explore further opportunities for more local spend
- Maximise our approach to community benefits
- Ensure contractors deliver social investment
- Review procurement practices to deliver more local spend where possible

Case study 1

Supplier Development Programme

Procurement and Economic Development work closely with the Supplier Development Programme (SDP) to encourage participation from local businesses in council procurement exercises.

SDP has supported SLC procurement activity by providing general training on tendering procedures to local businesses and on specific tendering opportunities.

A total of 1,177 companies in South Lanarkshire are now registered with SDP, representing a 44% increase from 2019.

Case study 2

Community Benefits Clauses

The council delivers local employment and supply chain opportunities through Community Benefits clauses included in contracts.

Construction projects typically offer the highest levels of benefits providing new start employment opportunities, apprenticeships, training events and community project contributions.



Case study 3

Early Learning and Childcare Services

Procurement, Economic Development services and the Supplier Development Programme work in partnership to improve local procurement spend across the public sector.

A clear example of this is, in order to meet the Scottish Government's pledge to increase free childcare hours from 600 per year to 1,140 by August 2020, South Lanarkshire Council sought to tender for delivery of additional Early Learning and Childcare Services.

SDP and South Lanarkshire Council worked together to help local business prepare for the tendering process. More than 120 local childcare providers, who had limited or no experience in bidding for a contract, benefitted from three specialist, local training sessions to help SMEs apply and bid for this contract opportunity. During the training sessions, representatives from South Lanarkshire Council's Early Years and the Procurement team discussed the requirements for the tender.

A bespoke webinar was also held and SDP provided free training on Public Contracts Scotland Tender – the portal and process through which childminders and nurseries will apply and bid for the tender to deliver the Early Learning and Childcare Services for the council.

South Lanarkshire Council's proactive approach to planning for the increase in childcare hours available, along with support offered through the SDP to potential childcare providers, meant the local authority was on track to deliver the full number of hours by 2020.

Case study 4

Meet the Real Buyer

The first 'Meet the Real Buyer' event was held in November 2018 where individual officers from a range of council services with responsibility for contracting and purchasing, supported by Procurement, Economic Development and SDP, provided the opportunity for South Lanarkshire based SMEs to participate in a dialogue in order to understand future contracting opportunities and tender requirements so they could ready themselves to bid for work with South Lanarkshire Council.

This pioneering event builds upon the national Meet the Buyer model but introduces the end service user to explain their requirements and is intended to increase the ability of local businesses to win contracts with the council and to ensure more of the authority's procurement spend is retained within the council area and demonstrates the council's commitment to inclusive growth.



Workforce

Our aim: The council recognises the importance of employment for individuals and families in terms of achieving potential, improving feelings of self-worth, achieving financial independence and reducing poverty and will act as an Anchor Organisation, promoting Fair Work practices and be a role model for other employers

We will:

- Promote Living Wage and Fair Work practices locally demonstrating this within our own working practices
- Identify employability support staff to provide local employability support to local applicants
- Identify areas of anticipated future demand through workforce planning and put in place training programmes and access to qualifications to match this
- Screen vacancies for suitability to local labour market
- Identify potential numbers and roles for Modern Apprenticeship opportunities with Managers in the council and work with Skills Development Scotland (SDS) to reflect these in the contract.
- Explore with Scottish Government the possibility of using Youth Guarantee funding to support these additional Modern Apprenticeship roles

Case study 1

Living Wage Anchor Organisation

Since 2011, as the largest employer in the local authority area, South Lanarkshire Council has been the key local champion for the Living Wage movement, through paying its own higher rate Living Wage well in advance of it becoming a requirement of the public sector.

As the lead for Community Planning, it was recognised our influence extends beyond our own organisation and as such have championed the Living Wage across all sectors of the local economy and beyond.

We established a Living Wage Campaign Group in 2014 with representation from all sectors and significant progress has been made.

South Lanarkshire Council achieved Living Wage Accreditation in 2016, impacting on our supply chain. We have since been working very closely with the Scottish Living Wage Accreditation team in the Poverty Alliance to encourage others to do the same.

In December 2018 our work in this key area was recognised in receiving the Living Wage Scotland - Anchor Institution Award.

Case study 2

Care Experienced Employability

In September 2018 the council piloted supporting young people into full time, full pay jobs within South Lanarkshire Council. A pilot programme commenced, and work was carried out to establish an assessment process and to put in place the levels of support required for each young person. This included aftercare and key work support as required.

There were five young people in this initial pilot which started in October 2018. To date two young women who are care experienced have secured permanent employment within the council and one young man secured a Modern Apprenticeship in Plumbing with a contractor. Another young man received support to look at further training and finance towards driving lessons which resulted in a promoted post. The remaining young man was not in a position to sustain full time employment secured for him and he receives ongoing Aftercare support.



Case study 3

Support for local businesses The Hungry Gannet Deli, Hamilton

As Scotland continues along the road out of lockdown shoppers are being encouraged to support the businesses on their doorstep to help the local economy and reduce the risk of virus outbreaks.

When lockdown came into force The Hungry Gannet was one of many local businesses that successfully applied for grant support through South Lanarkshire Council to help them offset the impact.

Owner Taher Purwaiz said; **"Funding from the recovery grant we received was an absolute lifeline financially and emotionally, it gave us the boost to know that we could make it through and come back stronger."**

South Lanarkshire Council Economic Development team was involved throughout the early development stages of Taher's new venture offering advice and guidance. In addition, the team can assist with grant support towards capital equipment and infrastructure improvements as well as referral to various organisations for specialist help and connections to the wider network of support.

Case study 4

Support for local businesses Footprints Podiatry, Burnside

Footprints Podiatry in Burnside, like many other companies, was hit badly when it had to shut its doors but was able to reopen with the support of the council's 'Shop Safe, Shop Local' campaign.

Owner Karen Hendry said: **"I was very much aware of the support the council can provide having been helped with advice and guidance, along with grant support to help me with the start-up of my business a few years ago."**

"So when the lockdown effectively shut me down I again sought out advice from the council's Business Support team who guided me through the process for applying for the appropriate support to keep me going through the coronavirus crisis."

"Being able to reopen without having debt was a massive boost. The grant allowed us to continue to pay the bills and staff wages as well as providing the funds to help us pay for the hugely inflated PPE to let us open up again safely when it was once again possible to do so."

The grant was secured through the Scottish Government's Coronavirus Business Support Fund.



Land and property

Our aim: The council will use or repurpose both council property and assets, and that of other anchor institutions in a socially productive way to generate wealth for local citizens.

We will:

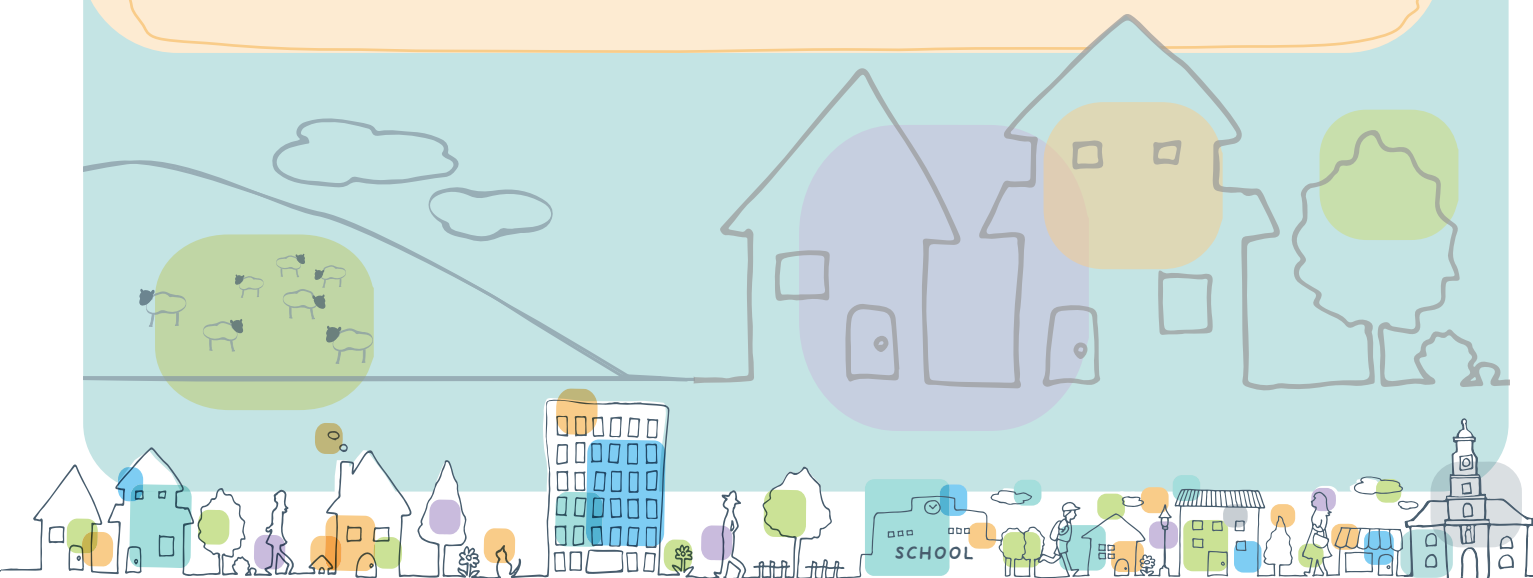
- Continue to deliver an Affordable Housing Supply Programme
- Continue to operate and further develop the Open Market Purchase Scheme
- Identify opportunities for housing led regeneration projects
- Support owners of empty homes to bring them back into use
- Promote and support the Community Asset Transfer process
- Deliver improvements to support the Energy Efficient Scotland programme and encourage homeowners to do the same
- Adapt council-led physical regeneration schemes to enable sharing and participation from the community and voluntary sectors
- Repurpose neglected town centre assets to encourage footfall and spend in the local economy
- Encourage investment and create thriving places where people can access goods and services on foot or via public transport
- Improve our carbon footprint by making the “20 Minute neighbourhood” a reality – promoting local shopping and health facilities, education, green spaces, affordable and diverse housing, safe streets, active travel and public transport, and employment opportunities.

Case study 1

Community Asset Transfer

South Lanarkshire Council works with a wide range of community led organisations to progress applications for Community Asset Transfers including community councils or sporting groups. In Blantyre, the council was approached by the Blantyre Soccer Academy for the transfer of a local hall. Once it became apparent that the application would not be supported by the local community, the council worked with the group to find other accommodation that would meet their needs and those of the wider community. This led to the full Community Asset Transfer of Rowan Hall in Blantyre by sale. As a result of this successful application, the Blantyre Soccer Academy has increased its membership and prominence within the community and now has ambitions to expand further.

Information on Community Asset Transfer, including how to pursue a transfer request, is available on the council's website via [this link](#).



Case Study 2

Housing Led Regeneration

Due to a variety of socioeconomic factors the area of Fernhill in Rutherglen experienced high levels of deprivation which adversely impacted on the estate and wider community. In 2008 South Lanarkshire Council, supported by a number of community partners, led the regeneration of the area which consisted of extensive public consultation and community involvement, an ambitious demolition and new build programme and improved community, leisure and retail facilities. In total 246 new homes were built alongside substantial improvements made to existing rented and private sector stock. With the final phase completed in 2016, the area has been positively transformed with an enhanced community spirit as a result of the regeneration and Fernhill is now an area with strong demand on the South Lanarkshire housing register.

A similar regeneration project is now taking place within Whitlawburn, Cambuslang. Building on the processes established at Fernhill, this ambitious housing led regeneration project is due for completion in 2022 and will see the development of over 200 new homes for social rent alongside new housing for sale, and open spaces. Engagement with the local community has been at the heart of these proposals and the project aims to reflect the needs of those who will be living within the new homes and surrounding area. This includes the establishment of a community endowment fund with decisions on how this is spent made by local residents and a substantial community benefits programme that will offer training and employment opportunities to local people and businesses.

Case Study 3

East Kilbride Civic/Town Centre Regeneration

South Lanarkshire Council is using Scottish Government Town Centre Capital Grant Fund money (TCCGF) to support a feasibility study to investigate the potential of moving out of the Civic Centre in EK which is under-utilised and no longer suitable for modern service delivery. This should enable the current site to be redeveloped for an alternative use (probably Town Centre housing, subject to council approval). It is envisaged that remaining council staff will relocate into the EK Shopping Mall as well as to other council accommodation.

The project will also engage partner organisations including Police Scotland, Scottish Fire and Rescue Service, NHS and the Department of Work and Pensions to fully explore options for their engagement and to help with meeting their service needs, improving operational efficiency and also the customer experience.

The council will continue to work with partners from the public, private and voluntary sectors to diversify the use of space in the town centre for community, business, enterprise purposes as possible future phases.



Case Study 4

New Cross Centre Hamilton (Hamilton Hub)

This project aims to re-model part of the 1970s New Cross Shopping Mall in Hamilton Town Centre as a community/business /enterprise hub which will include office space, private and shared business facilities, a community café, youth activities and business start-up space. Early discussions are underway with a number of public, private and third sector organisations, who it is intended, would run the different aspects of the facility. The project will support the sustainability of the remainder of the Centre. It has already benefited from a Regeneration Capital Grant Fund (RCGF) funding award and that is matched by money from the Scottish Government's Town Centre Capital Grant Fund (TCCGF) scheme – providing a comprehensive funding package. This scheme will enable local people to access a range of services in an accessible location and add vitality and investment to Hamilton Town Centre as a whole.



Finance

Our aim: The council will encourage and support communities financial growth including building and attracting development and investment opportunities and encouraging local spend.

We will:

- Through our relationship with the council's Pension Fund provider, Strathclyde Pension Fund, look to develop and support their work on providing opportunities for more local investment opportunities
- Building on the relationship we already have with local credit unions, we will work locally with the credit unions and other community partners to explore ways to encourage use of the savings and affordable credit facilities which they offer
- Building on the success of our existing support to local business we will continue to develop how business grants can help grow communities
- Through media and procurement interventions, we will encourage our staff to spend locally, in our communities to allow them to grow.
- Look at ways of attracting and promote investment opportunities in our area to regional and national institutions

Case study 1

Pension Fund Investment

The council is a participating employer in Strathclyde Pension Fund (SPF). SPF have adopted principles on Responsible Investment and have committed to investing in areas with a positive local, economic or environmental and social impact.

The Fund's Direct Investment Portfolio, which has a current capacity of £1.8 billion has an explicit local investment remit. It also does a lot of other things – renewable energy, infrastructure, housing which have positive environmental, social and governance impacts alongside strong investment returns.

In November the Strathclyde Pension Fund Committee approved a further £280m of investment from the portfolio: £100m in UK infrastructure, £50m in renewable energy infrastructure, £30m in community housing and £100m in the Clydebuilt II portfolio. Clydebuilt II will invest exclusively in the former Strathclyde region and is a successor fund to Clydebuilt I which has already invested £100m locally.

Case study 2

Credit unions

Credit unions are community savings and loan cooperatives, where members pool their savings to lend to one another at reasonable rates. There are 6 credit unions based within South Lanarkshire, all of which are engaged with the Financial Inclusion Network.

Engagement with the credit unions is positive at present, and this is an aspect of work which can be strengthened to support a Community Wealth Building approach. Work to reinvigorate the Financial Inclusion Network is planned for 2021/22 and as part of this, the council will work with the credit unions and other community partners to explore ways to encourage use of the savings and affordable credit facilities which they offer, and to identify any opportunities to work together; for example, to address debt issues which may be identified through money advice work.

Case study 3

Business grants

The council's business support team have a small budget to provide grants (typically up to £10,000) to micro businesses and Small/Medium Enterprises. The council is also a partner in Business Loans Scotland who can offer start-up and growth loan funding typically between £25,000 and £100,000 to businesses within a number of sectors including manufacturing, construction, wholesale, software and transport and distribution.



Building the generative economy

Our aim: The council will work to support local businesses, not-for-profit organisations and communities to safeguard and create local jobs and address post-Covid recovery. We will foster partnerships with local employers, national and local enterprise agencies and educational institutions to reduce red tape and make it easier for our businesses and workforce to access the training and support they need, including an effective local procurement strategy. The council and other anchor institutions will proactively support key sectors and supply chains to tackle deprivation and inequalities by targeted intervention towards our own homegrown businesses and social enterprises.

We will:

- Continue to develop how business grants can help grow communities
- Promote investment opportunities to regional and national institutions
- Encourage local businesses to explore the social and environmental impact of their activities
- 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
- Develop actions to increase the number and improve the sustainability of social enterprises in South Lanarkshire
- Work with our partners to support organisations which offer volunteering opportunities
- Create a positive environment for third sector organisations where local anchors offer development support
- Support our social enterprises and key Third Sector organisations to generate more of their own funding
- Develop a new Social Enterprise Strategy and Action Plan and, in conjunction with the social enterprise sector, establish a Social Enterprise Steering Group
- Encourage partnership and consortium development in the social enterprise sector to compete for public contract

Case Study 1

Reconfigure the council's Business Support Grants

The Business Support Team is working to update criteria to deliver a tiered funding approach for business investment. This will include a small Business Support Grant of up to 3k, a Business Recovery Grant of up to 10k and a Business Growth Fund of up to 20k. This funding is intended to support new and established South Lanarkshire businesses and will include support for product improvement/innovation, new business processes and market diversification. The re-configured scheme is intended to aid business sustainability and growth, increase turnover and profit and create and safeguard local jobs.



Case Study 2

Targeted support for key local business sectors

The Business support Team will deliver clearly defined projects in the construction, tourism, food and drink, engineering and low carbon sectors. This is aimed at growing and supporting sectors which are already well-represented in the local economy. Initiatives will include local events, encouraging networking, mentoring, business awards, encouraging local recruitment into the sectors and assisting businesses in reaching new markets. This will include close collaboration with key agencies such as Visit Scotland and Scottish Enterprise as well as local colleges and universities, to maximise sharing of opportunities and promotion of businesses. The aim is to encourage sectoral recovery post Covid, increase spend in the local economy and improve the employment prospects of our residents.

Case study 3

Connect2 Renewables Employability Initiative

The Windfarm Fund Connect2 Renewables Employability initiative is delivered by SLC and Banks Renewables and is implemented as part of Banks' commitment to the South Lanarkshire economy and communities. The initiative is funded from a proportion of the community benefit funds that cover a 10km radius of Middle Muir Windfarm development in Crawfordjohn and 10km radius of Kype Muir Windfarm development in Strathaven.

The Connect2 Renewables Employability Programme is able to fill any gaps in service provision working in partnership with other local initiatives to support the needs of the local people. An active visual presence within local communities results in positive community engagement. An open door policy encourages contact with local people the majority of whom are signposted with the remaining directly helped and supported with employability.

The purpose of the fund is to help people living within 10km of the Kype and Middlemuir windfarms into employment. Over 300 local people have been supported to date.

We are working to develop closer partnerships with key Community Groups to determine where they see areas of priority are in employability and to direct support to where it is most needed.

Case studies Connect2

Individual Support

Isabel was successful in gaining entry to the HN Music Performance Course at the Academy of Music and Sound, Glasgow, the course was only part funded by Student Awards Agency Scotland (SAAS). Connect2 Renewables Windfarm Employability fund is paying the annual balance of course fees. The fund is also supporting with transport costs to and from College. Isabel is excelling with her course work. She is singing live performance gigs as part of the college course, has recently taken part in a photo shoot, is working toward releasing her own single and is growing in confidence with her performing. She is an exceptionally talented singer. The family are very grateful for the support offered to her by the Fund.

Isabel is currently in her second year of her course and is still being supported by the Fund.

Support for local businesses

John Bryson & Sons, a local Dairy Farm recently benefitted from the wage subsidy offered by The Connect2 Renewables Windfarm Employer Incentive. The incentive allowed the farm to support a local unemployed person into employment within the Dairy Farm with full training in all elements of farm work. The fund supplied the employee with appropriate workwear, he has settled well into his new position even working on Christmas day. His future with the company looks promising. William Bryson Farm Manager said that the fund has been great and he has appreciated the support especially in the current climate. As of November 2020, E is still in employment with John Bryson & Sons and is a valued member of their Team.



What does success look like?

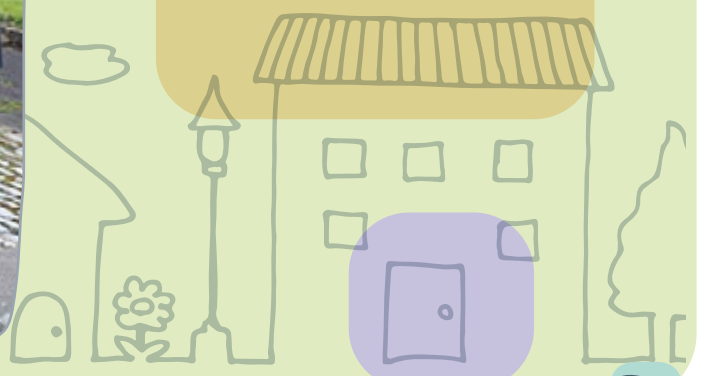
Our Community Wealth Building Strategy is aligned with the priority outcomes in our Community Plan:

- Reducing child poverty in South Lanarkshire
- Reduction in employment deprivation
- Reduction in Income deprivation

By delivering our Community Wealth Building Strategy we will contribute to our priority outcomes, which we will measure using the following key indicators:

- Percentage of children living in poverty
- Percentage of working age population in employment
- Percentage of procurement spent on local enterprises
- Percentage of those earning less than the Living Wage
- Proportion of council operational buildings that are suitable for their current use
- Hectares of vacant and derelict land in South Lanarkshire
- Reduce the proportion of children who live in families with limited resources (after housing costs)
- Reduce the proportion of children who live in families that are unable to afford the basic necessities
- Reduce the proportion of working age residents who are employment deprived across South Lanarkshire and reduce the Gap between the South Lanarkshire rate and the Scottish average
- Reduce the proportion of working age residents who are employment deprived across South Lanarkshire and reduce the Gap between the 20% most deprived communities and South Lanarkshire
- Reduce the levels of income deprivation and the Gap between the South Lanarkshire rate and the Scottish average
- Reduce the levels of income deprivation and the Gap between the 20% most deprived communities and South Lanarkshire

We will monitor our progress through annual reports on the Community Wealth Building strategy, and we will use the indicators above to develop a dashboard which tracks our progress over time towards our priority outcomes.







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If you need this information in another language or format,
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Produced for Finance and Corporate Resources by Communications and Strategy. 060812/Mar21

