



# Community Wealth Building

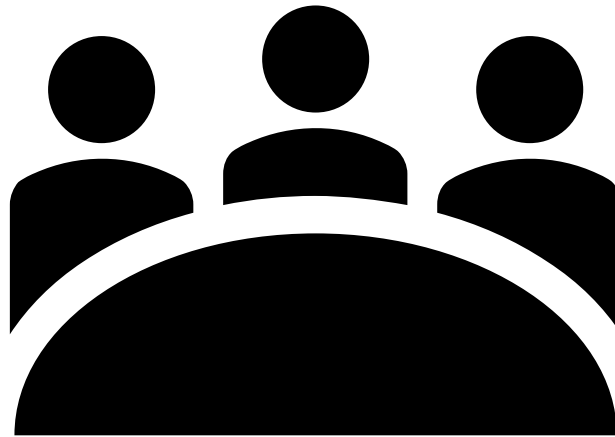
[www.north-ayrshire.gov.uk/CWB](http://www.north-ayrshire.gov.uk/CWB)



North Ayrshire Council  
Comhairle Siorrachd Àir a Tuath



**Over a quarter of children in poverty**



**One job for every two people**



**Climate Emergency**

# What is Community Wealth Building?

## Anchor Institutions

Embedded in place

Buy a lot, employ a lot, own land  
and buildings

Different places, different  
anchors

## Five Pillars

Procurement

Fair Employment

Land and Assets

Financial Power

Plural Ownership

## 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 1<sup>st</sup> CWB strategy launched May 2020

55 Strategy actions aligned to CWB Pillars

Long term strategy 2020-2025

11 new CWB staff and Investment Fund

Place-based locality approach to proactively support local suppliers





# Our Food Journey

Pre 2013 used a lot of processed and frozen food

Food provenance pre 2013???

Support from Soil Association

Workshops with catering teams and Head Teachers

Buy in from staff and Education



# Our Food Journey cont

Gold Food for Life Sold Here award since 2013 - across all primary & Early Years settings & 1 High School

Fresh produce, meals freshly prepared each day

Fresh food spend on local and Scottish produce is around 48.3% of our food spend. Raw ingredients spend on food produced in UK is around 95.5%

STA for Arran suppliers – dairy, butcher, Woodside Farm

# Food for Life Ambassador Programme

Promote what we do to parents/pupils

Work with local suppliers and SAS to increase local spend

Council wide approach to support local

Good Food Nation (Scotland) Bill



# What Else?

**Economic Development and Procurement teams identifying local suppliers**

**Working with suppliers to build capacity (med-long term)**

**Assistance with completing tenders**

**Lots available which make it more attractive for smaller suppliers to bid**

**Ayrshire Procurement Food & Drink group**