

# COMMUNITY WEALTH BUILDING STRATEGY



## **To:**

Councillor Alice Gilderdale, Executive Councillor for Community Wealth Building and Community Safety  
Environment & Community Scrutiny Committee 21/03/2024

## **Report by:**

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## **Wards affected:**

All

## Key Decision

### **1. Executive Summary**

1.1 This report presents the Council's Community Wealth Building strategy for approval, which aims to address poverty and inequality in Cambridge and help create a more sustainable and inclusive economy. The Community Wealth Building Strategy represents an evolution of the Council's approach to these issues and it will replace the Anti-Poverty Strategy from April 2024 onwards.

### **2. Recommendations**

2.1 The Executive Councillor is recommended to approve the Community Wealth Building strategy.

### **3. Background**

3.1 The aim of the Community Wealth Building strategy is to address poverty and inequality in Cambridge and help create a more sustainable and inclusive economy.

- 3.2 As well as increasing incomes, sharing prosperity and boosting community economic potential, our approach also focuses on building other non-financial forms of community wealth, including human capital, social capital and environmental capital.
- 3.3 The strategy sets out four key themes to the Council's approach to building community wealth:
1. *Using the Council's resources assets and powers* – including its procurement and spending powers; buildings, land and assets; investment in communities; and positive employment practices.
  2. *Building an inclusive and sustainable economy* – by encouraging businesses and anchor institutions to adopt positive business practices; supporting local businesses and social enterprises; and influencing learning and skills provision.
  3. *Empowering communities* – by working cooperatively with communities, giving people agency over their lives, and focussing on the strengths and potential that exist in communities.
  4. *Taking a holistic, systems-based approach* – through working collaboratively with a range of stakeholders, including communities, partner organisations and businesses, to improve outcomes in local communities.
- 3.4 Since 2014 the Council has had three Anti-Poverty Strategies, which have provided the framework for the Council's work to address poverty in Cambridge. The CWB Strategy represents an evolution of the Council's approach to these issues and it will replace the Anti-Poverty Strategy from April 2024 onwards.

## **4. Implications**

### **a) Financial Implications**

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The Community Wealth Building strategy primarily seeks to refocus the Council's approach to its assets, resources and powers and the way that it works with communities, businesses, anchor institutions and community and voluntary organisations, so there are no financial implications to the strategy that have been identified at this stages.

Community Wealth Building activities will be funded through:

- the Council's mainstream services, either directly or in partnership with other organisations. This activity is funded through mainstream service budgets.
- Funding and investment through the Council's grant programmes (e.g. Community Grants, Homelessness Prevention Grants) or the Greater Cambridge Impact Fund.
- External funding sources. For example, a number of pilot Community Wealth Building projects are currently being funded by the national Sharing Prosperity Fund (SPF).

## **b) Staffing Implications**

The Community Wealth Building Strategy sets out a commitment to positive employment practices, which will be set out in more detail in the Council's developing People and Culture Strategy.

## **c) Equality and Poverty Implications**

An Equality Impact Assessment (EqIA) has been produced and is included with this report. The EqIA does not identify any negative impacts from the Community Wealth Building Strategy.

## **d) Net Zero Carbon, Climate Change and Environmental Implications**

Adopting the approach set out in the Community Wealth Building approach is consistent with the Council's approach to net zero carbon, climate change and the environment set out in its Climate Change and Biodiversity Strategies. The Community Wealth Building Strategy approach includes a focus on building the six capitals identified by the Bennett Institute at the University of Cambridge, including natural capital. The strategy also recognises that climate change is likely to impact most on people with the lowest incomes and that there is a need for a just transition to a net zero future.

### **e) Procurement Implications**

As part of the implementation of the Community Wealth Building Strategy, the Council will explore opportunities to secure greater Social Value from its procurement and spending and consider other progressive procurement approaches.

### **f) Community Safety Implications**

There are no community safety implications from the Community Wealth Building Strategy.

## **6 Consultation and communication considerations**

A key element of the Community Wealth Building approach will be working collaboratively with communities and partners to develop whole-system approaches. We have actively involved stakeholders in the development of the strategy through:

- 2 interactive stakeholder workshops in November and December 2023 at the Guildhall and the Meadows which were attended by 19 community and voluntary organisations, business bodies and public sector partner.
- Meetings with strategic partners including Cambridge Ahead, Cambridgeshire County Council, Cambridgeshire and Peterborough Combined Authority (CPCA), Cambridgeshire and Peterborough Integrated Care System (ICS), Cambridge University Health Partners and Biomedical Campus and Innovate Cambridge.
- Presenting to partners in the Cambridgeshire Community Reference Group (CRG) in January 2024.
- Meeting with New Local, the Centre for Local Economic Strategies (CLES) and the Bennett Institute for Public Policy at the University of Cambridge. CLES and New Local also provided detailed feedback on the draft strategy

The attendees at the workshops included:

- Abbey People
- Allia
- Cambridge & District Citizens Advice

- Cambridge Ahead
- Cambridge City Foodbank
- Cambridge Council for Voluntary Service (CCVS)
- Cambridge Ethnic Community Forum
- Cambridge Network
- Cambridge Sustainable Food
- Cambridge United Community Foundation
- Cambridge University Health Partners and Biomedical Campus
- Cambridge Women's Aid
- Cambridgeshire and Peterborough Combined Authority (CPCA)
- Cambridgeshire and Peterborough Integrated Care System (ICS)
- Cambridgeshire Community Foundation
- Cambridgeshire County Council
- Fullscope
- Innovate Cambridge
- It Takes A City
- University of Cambridge engagement team

The Council's Community Wealth Building approach will be communicated through a short video, engagement with the local media, and blogs.

## **7 Background papers**

No background papers were used in the preparation of this report

## **8 Appendices**

Appendix A – Community Wealth Building Strategy

## **9 Inspection of papers**

To inspect the background papers or if you have a query on the report please contact David Kidston, Strategy and Partnerships Manager, tel: 01223 457043, email: david.kidston@cambridge.gov.uk.