Community Wealth Building

SURVEY

Results from 2024 Survey







COMMUNITY
WEALTH BUILDING

Introduction

The ESES Communities team launched the Community Wealth Building (CWB) Survey to gain a snapshot of the overall understanding of the 5 pillars of CWB, and how that might potentially differ depending on which local authority you live in.

Pillars:

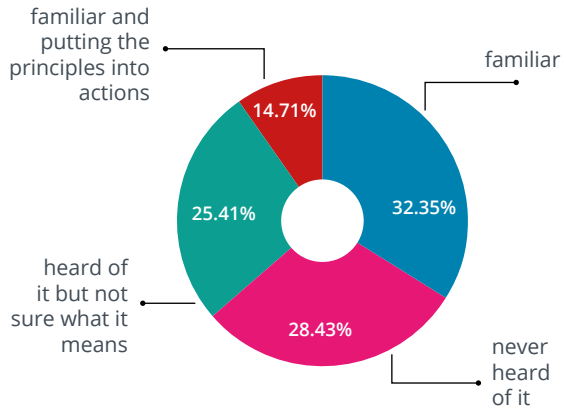
- **Progressive procurement** – developing local supply chains of businesses likely to support local employment and keep wealth within communities
- **Fair employment and just labour markets** – Using anchor institutions to improve prospects of local people
- **Shared ownership of the local economy** – supporting and growing business models that are more financially generative for the local economy
- **Socially just use of land and property** – developing the function and ownership of local assets held by anchor organisations, so local communities benefit from financial and social gain
- **Making financial power work for local places** – increase flows of investment within local economies by harnessing and recirculating the wealth that exists

Since the creation of the 5 Pillars their names have been simplified to:



Dashboard for all regions

Respondents were asked about their familiarity with the term 'Community Wealth Building' before taking the survey.



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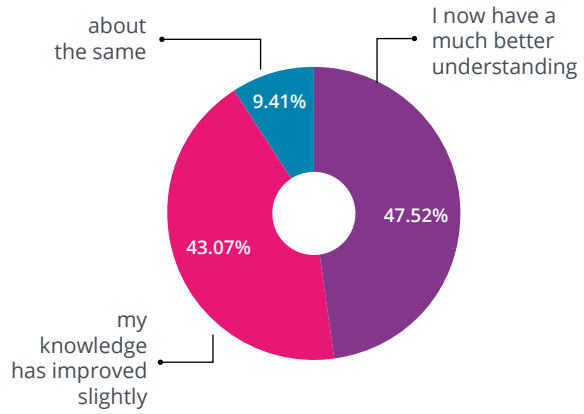
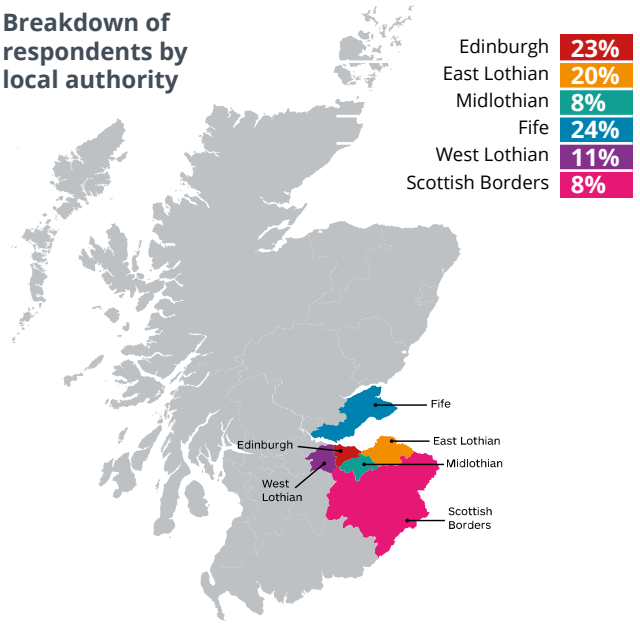


Breakdown of respondents by local authority



Which of the pillars do you feel is most important to your community?

Fair employment and just labour markets Using anchor institutions to improve prospects of local people	26.47%
Progressive procurement Developing local supply chains of businesses likely to support local employment and keep wealth within communities	15.69%
Shared ownership of the local economy Supporting and growing business models that are more financially generative for the local economy	19.12%
Socially just use of land and property Developing the function and ownership of local assets held by anchor organisations, so local communities benefit from financial and social gain	18.14%
Making financial power work for local places Increase flows of investment within local economies by harnessing and recirculating the wealth that exists	20.59%

Which of the 5 pillars do you feel is most important to you?

Fair employment and just labour markets Using anchor institutions to improve prospects of local people	26.96%
Progressive procurement Developing local supply chains of businesses likely to support local employment and keep wealth within communities	21.08%
Shared ownership of the local economy Supporting and growing business models that are more financially generative for the local economy	18.63%
Socially just use of land and property Developing the function and ownership of local assets held by anchor organisations, so local communities benefit from financial and social gain	18.63%
Making financial power work for local places Increase flows of investment within local economies by harnessing and recirculating the wealth that exists	14.71%

*Pillar names taken from the original government naming for consistency

Employment Challenges

For the majority of respondents they felt the 'Workforce/ Fair Employment and Just Labour Markets' was the most important pillar in building Community Wealth in their area.

In order to understand what the challenges are across the Edinburgh and South East City region we asked respondents what they felt were the employability barriers or issues in their community - here are some of their opinions.

Women getting back to work after a career change.

Skills gaps - ensuring our people have the skills available in order to go for the opportunities that might arise within the local community.

Difficulty for disabled people to find suitable jobs where employers are supportive.

Funding cuts, temporary or zero hour contracts, lack of promotion availability within current jobs, lack of support for small businesses struggling with the cost of living

Not enough good quality jobs offering long term prospects. Not enough opportunities for older people to do jobs which would share their experience and make them feel more valued.

There are not enough companies retaining staff and upskilling. Often jobs advertised are minimum wage, but the expectation of applicants and what they need to bring experience wise is unrealistic.

There are lots of opportunities but flexible working isn't always available to allow carers and parents to work

Low skills and limited opportunities for skills development in rural communities, combined with transport and connectivity issues this becomes a significant problem for people.

Lack of investment for decades makes it very difficult for communities to thrive.

Ensuring young people have the opportunity to gain skills, increase confidence and an awareness of the types of sectors and job roles available to them.

EDINBVRGH
THE CITY OF EDINBURGH COUNCIL

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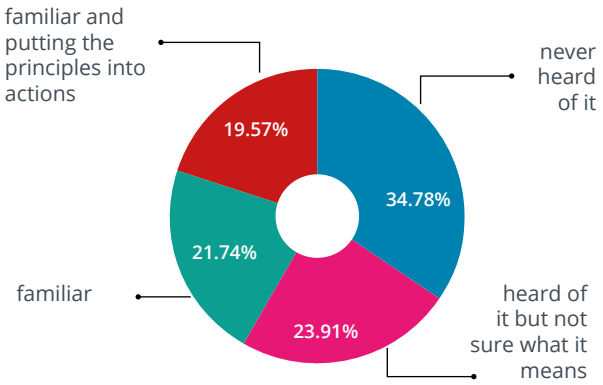

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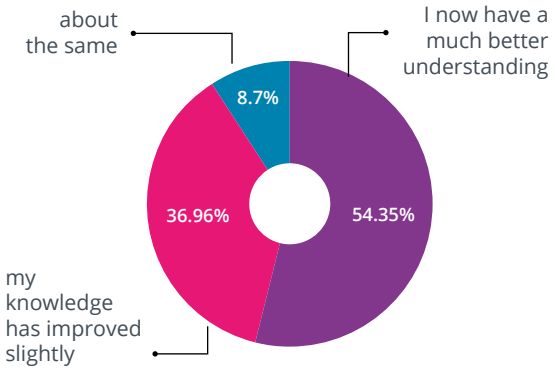


What do you think would improve the wellbeing in your community?

"More information posted to families through areas they already visit such as schools andshopping centres."

"Having sustainable employment with a real living wage would hopefully give people a betterlife, improve overall purpose in life."

"Better communication from local authorities about opportunities in own area, more awarenessof activity will encourage wellbeing drivers."

"More connections, more sense of community and chances to meet. We used to have localmeeting places but not any longer. "

"Access to appropriate advice e.g. benefits advice, financial guidance Access to paidemployment. Access to housing that is appropriate and fit for purpose Access to free oraffordable food."

Which of the 5 pillars do you feel is most important to you?*

Progressive procurement	26.09%
Fair employment and just labour markets	17.39%
Shared ownership of the local economy	21.74%
Socially just use of land and property	19.57%
Making financial power work for local places	15.22%

What are the Employment Challenges in your area?

Lack of Quality Employment & Opportunities	38%
Barriers to Employment for Specific Groups	24%
Issues with Job Quality & Conditions	13%
Lack of Support & Information	11%
Flexibility & Work-Life Balance	7%
Economic & Business Environment	7%

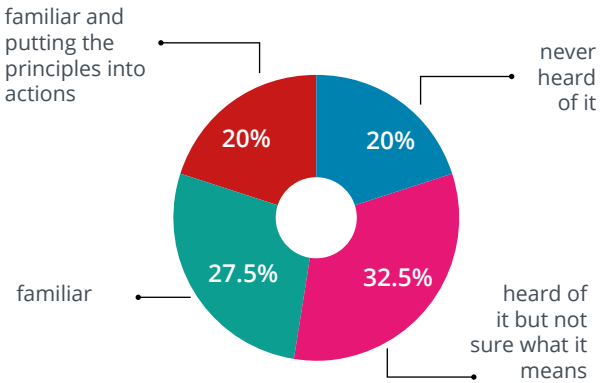
Which of the pillars do you feel is most important to your community?

Progressive procurement	17.39%
Fair employment and just labour markets	26.09%
Shared ownership of the local economy	15.22%
Socially just use of land and property	17.39%
Making financial power work for local places	23.91%

*Pillar names taken from the original government naming for consistency

East Lothian Council

Respondents were asked about their familiarity with the term 'Community Wealth Building' before taking the survey.



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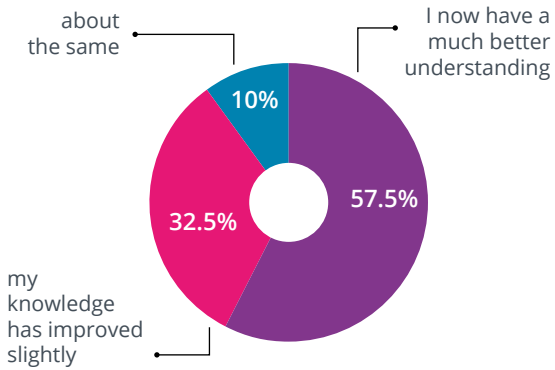

What do you think would improve the wellbeing in your community?

"More access to community outside spaces such as gardens / growing spaces."

"Better networking and opportunities for smaller businesses."

"More help for younger people. There's a lot of people between the age of 16 - 20 who have just left full-time education who can't get a job because they have no experience. It would also help to reduce Anti-social behaviour."

"Better training and local job prospects."

"Better access to free youth activities/safe spaces Improved access to mental health support."

Which of the 5 pillars do you feel is most important to you?*

Progressive procurement	25%
Fair employment and just labour markets	32.5%
Shared ownership of the local economy	22.5%
Socially just use of land and property	15%
Making financial power work for local places	5%

What are the Employment Challenges in your area?

Lack of Quality Employment & Opportunities	32%
Skills Gaps & Training Needs	16%
Transport & Accessibility Issues	16%
Low Wages & Insecure Work	11%
Social & Economic Challenges	14%
Barriers to Employment & Support	11%

Which of the pillars do you feel is most important to your community?

Progressive procurement	15%
Fair employment and just labour markets	27.5%
Shared ownership of the local economy	17.5%
Socially just use of land and property	17.5%
Making financial power work for local places	22.5%

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Midlothian

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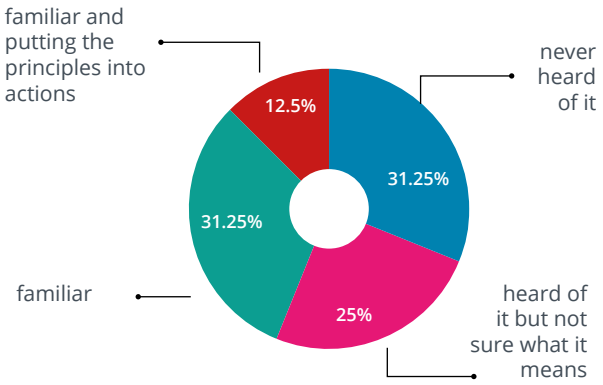

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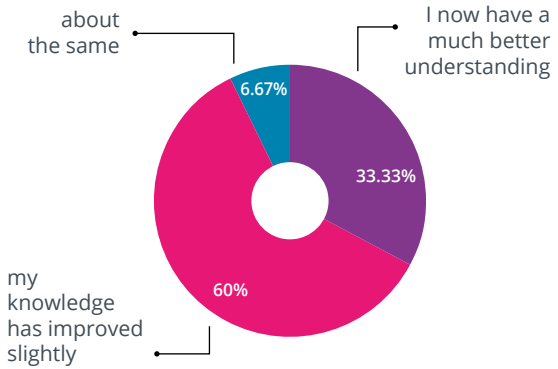

What do you think would improve the wellbeing in your community?

"In an area of multiple deprivation there needs to be more flexible routes to employment and general well being."

"Better public transport and more training opportunities on the doorstep."

"More funding for core services."

"Local jobs with socially just employers."

"More opportunities to learn a new skill. Many jobs require you to have experience which makesit difficult to change career."

"Tidier environment, more outdoor activities for families that don't cost a fortune and more benches."

Which of the 5 pillars do you feel is most important to you?*

Progressive procurement	18.75
Fair employment and just labour markets	37.5%
Shared ownership of the local economy	12.5%
Socially just use of land and property	31.25%
Making financial power work for local places	0%

What are the Employment Challenges in your area?

Lack of Job Opportunities & Limited Local Economy	32%
Transport & Accessibility Issues	14%
Skills Gaps & Training Needs	18%
Barriers to Employment & Support	18%
Economic & Business Environment Challenges	18%

Which of the pillars do you feel is most important to your community?

Progressive procurement	12.5%
Fair employment and just labour markets	37.5%
Shared ownership of the local economy	25%
Socially just use of land and property	25%
Making financial power work for local places	0%

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Fife COUNCIL

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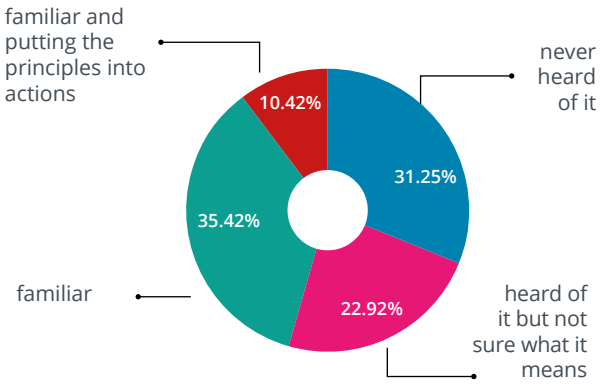

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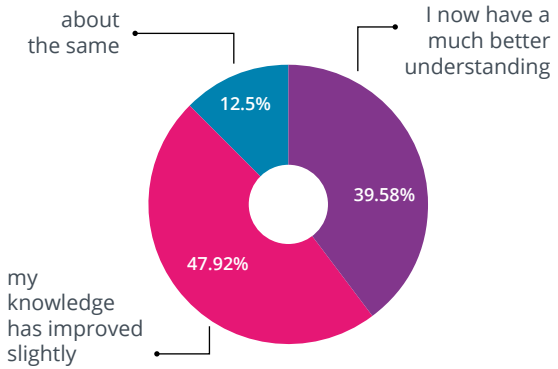

What do you think would improve the wellbeing in your community?

"More job prospects and opportunities for local people; raising awareness of these and projects happening in the area in order to get more support and involvement."

"Encouraging investment but also educating local population to take pride in the local area and environment."

"Replacing trees in communal spaces with produce trees, e.g. apples, pears."

"Unused buildings being repurposed for local businesses or affordable occupancy for youngpeople trying to get on the housing ladder."

"Increased Police presence. Better access to medical diagnosis in small towns. Investmentback into the high street to entice retailers back into the area."

Which of the 5 pillars do you feel is most important to you?*

Progressive procurement	18.75
Fair employment and just labour markets	22.92%
Shared ownership of the local economy	25%
Socially just use of land and property	14.58%
Making financial power work for local places	18.75%

What are the Employment Challenges in your area?

Low Wages & Financial Insecurity	23%
Lack of Job Opportunities & Underemployment	23%
Skills Gaps & Training Needs	16%
Barriers to Employment for Specific Groups	14%
Economic & Business Environment Challenges	14%
Other Contributing Factors	11%

Which of the pillars do you feel is most important to your community?

Progressive procurement	18.75%
Fair employment and just labour markets	20.83%
Shared ownership of the local economy	25%
Socially just use of land and property	16.67%
Making financial power work for local places	18.75%

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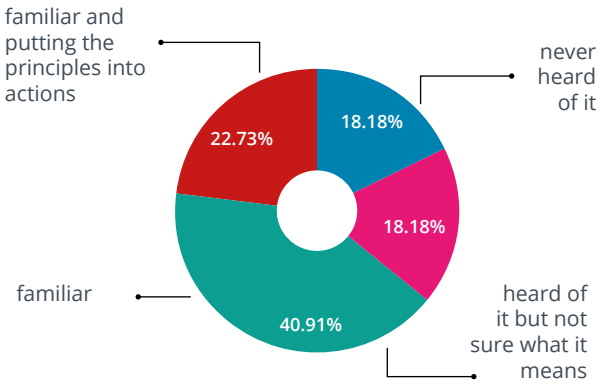
West Lothian Council

Respondents were asked about their familiarity with the term 'Community Wealth Building' before taking the survey.



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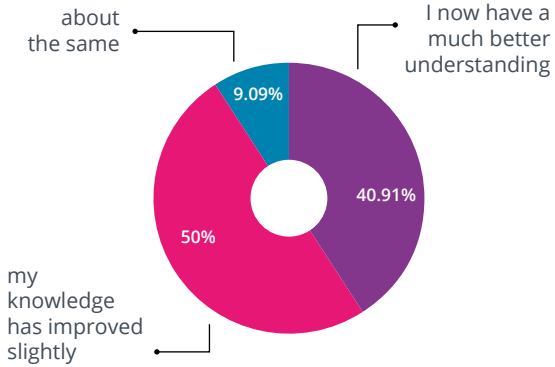

What do you think would improve the wellbeing in your community?

"Community events encouraging people to have pride in West Lothian."

"Investment in local communities: road improvements, maintenance of greenery especially along roadside. More infrastructure prior to building more houses, ie schools, dentists, GP surgeries."

"A wider range of training opportunities for young people that are linked directly to real job opportunities."

"More information and better implementation across all pillars within the community."

"Increased and sustained long term, strategic investment."

Which of the 5 pillars do you feel is most important to you?*

Progressive procurement	9.09%
Fair employment and just labour markets	27.27%
Shared ownership of the local economy	9.09%
Socially just use of land and property	31.82%
Making financial power work for local places	22.73%

What are the Employment Challenges in your area?

Lack of Quality Employment & Opportunities	46%
Transport & Accessibility Issues	13%
Low Wages & Insecure Work	13%
Barriers for Specific Groups	13%
Work-Life Balance & Flexibility	8%
Economic & Future Skills Challenges	8%

Which of the pillars do you feel is most important to your community?

Progressive procurement	9.09%
Fair employment and just labour markets	18.18%
Shared ownership of the local economy	4.55%
Socially just use of land and property	40.91%
Making financial power work for local places	27.27%

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Scottish Borders COUNCIL

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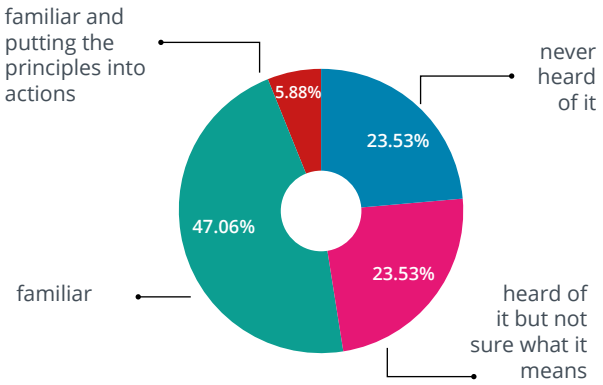

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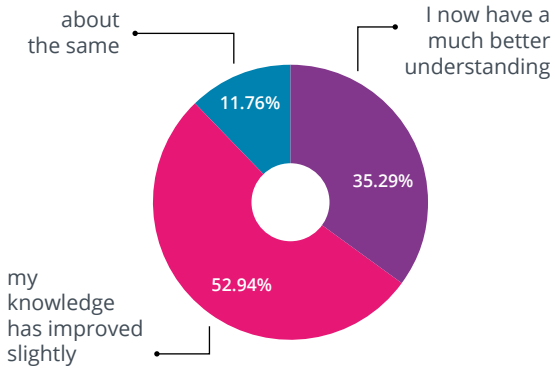

What do you think would improve the wellbeing in your community?

"More outdoor safe areas such as parks. Reducing the amount of empty run down or vacant buildings to in the town- these could be let out to community groups or housing for individuals in the area."

"Increased and diverse employment opportunities with career progression."

"More social engagement beyond just fun activities. Being involved in activities to benefit the common good would be attractive."

"Local power to local people, investment in community based assets, use contractors to have a stronger commitment to community benefit."

Which of the 5 pillars do you feel is most important to you?*

Progressive procurement	23.53%
Fair employment and just labour markets	35.27%
Shared ownership of the local economy	11.76%
Socially just use of land and property	11.76%
Making financial power work for local places	17.65%

What are the Employment Challenges in your area?

Low Wages & Cost of Living Issues	15%
Lack of Career Progression & Quality Opportunities	25%
Transport & Accessibility Barriers	15%
Skills Gaps & Workforce Challenges	20%
Barriers for Specific Groups	15%
Need for Youth Opportunities & Training	10%

Which of the pillars do you feel is most important to your community?

Progressive procurement	17.65%
Fair employment and just labour markets	17.65%
Shared ownership of the local economy	35.29%
Socially just use of land and property	0%
Making financial power work for local places	29.41%

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COMMUNITY WEALTH BUILDING

The product has been supported by

UK Government

Scottish Government
Riaghaltas na h-Alba
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CITY REGION DEAL
Edinburgh & South East Scotland