Councils contributing to good growth
- Using Community Wealth Building
to change the conversation

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#### Presentation Outline

- Using Community Wealth Building to change the conversation
  - Attracting capital investment to solve all of our local challenges.
  - Enabling organisations to come together at local and regional levels to address challenges and adapt practices.
  - Building a stronger ecosystem of more generative enterprises which support local people and places.

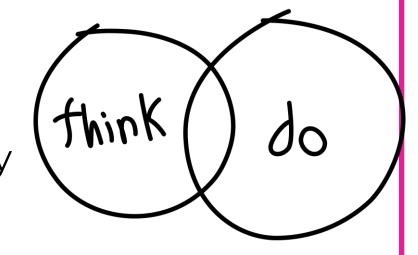


#### Presentation Outline

- Introduction to CLES and Community Wealth Building.
- The current Birmingham context.
- Birmingham's new ambition.
- East Birmingham Inclusive Growth Strategy:
  - Birmingham Anchor Network.
  - Birmingham Impact Coalition.
  - Birmingham Impact Fund.

# About CLES

- The national organisation for local economies
- It seeks to change the way that our economies have come to function by aiming to retain more wealth and opportunity for the benefit of local people.

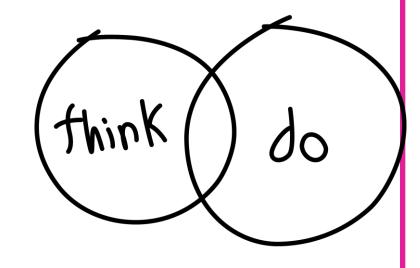


Through Community Wealth Building



#### We work with:

- National Governments.
- Local Authorities.
- Anchor Networks.
- Individual institutions.





# Councils contributing to good growth – A Birmingham Story.



### The Birmingham Context









## The Birmingham Context







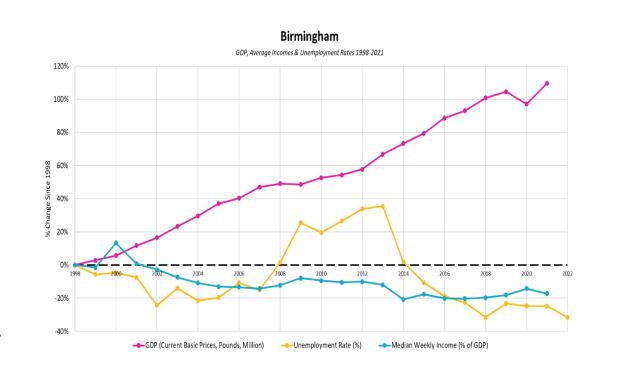


### The Birmingham Context

It's not a given that even if your economy grows (as measured by GDP) that all people will benefit.

While GDP has increased, incomes have fallen and poverty rates have climbed.

This means that wealth is not benefitting the communities that create it.





### What is Good Growth?

Wealth creation or wealth distribution...

- Birmingham GDP in 2021: £32bn
- That's enough for EVERY working person in Birmingham to earn: £64,000 per annum
- Yet the average salary in Birmingham is: £35,084
- And average earnings for Birmingham residents is: £33,952



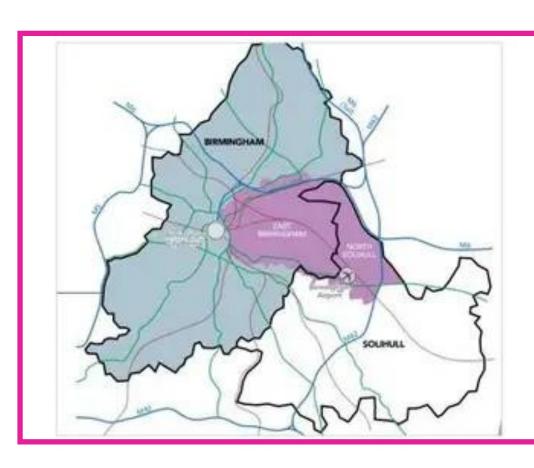
### Birmingham's New Ambition

- Not just "Growth" but "Growth for who?".
- Not just "Where's the money?" but "Where is the money flowing"
- Not just "How do we create new economic opportunities?" but also – "How do we make the most of the economic assets we already have?"

(And not just the City Council)



### Birmingham's New Ambition



- HS2
- Tyseley Energy Park
- The Knowledge Quarter
- Birmingham City FC
- A new tram?
- Digbeth Media Village
- Smithfield Redevelopment

But we've been here before....



# East Birmingham Inclusive Growth Strategy:

"The success of this strategy will be measured not just by how quickly growth is delivered, or how much East Birmingham is improved as a place, but by how effectively growth is harnessed for the benefit of the local people, and how we enable people of all backgrounds and ages to come together to realise their shared aspirations and live healthy, sustainable, and successful lives."

# CLES

# 1 - Attracting capital investment to solve all of our local challenges.

It's not just about the investment; it's about how you use it.

- A new way of working to unlock those investments.
  - Processes
  - Partnerships
  - Purpose

# CLES

# 2 - Enabling organisations to come together at local and regional levels to address challenges and adapt practices.

#### **Birmingham Anchor Institution Network**

- Established 2019, CLES co-ordinates.
- Eight Public Sector organisations *permanent and tied to place.*
- 40,000+ jobs, £3.5+ spend.
- Vanguard for Birmingham in delivering Community Wealth Building.
- Sourcing local vacancies, supporting local business.



# 2 - Enabling organisations to come together at local and regional levels to address challenges and adapt practices.

#### **Birmingham Anchor Institution Network**

Lessons Learned:

- You need Community Anchor Institutions, to match the Birmingham Institutions, that:
  - Are trusted.
  - Have reach into the communities you want to support.
  - Can be a bridge between neighbourhood and city.
  - That can nurture.



# 3 - Building a stronger ecosystem of more generative enterprises which support local people and places.

#### **East Birmingham Impact Coalition.**

- 20 organisations supported to date.
- Mix of neighbourhood, thematic, community.
- Shared Prosperity Fund
- Aim of Aligning capital investment with revenue interventions to magnify the outcomes of both, and to ensure that the benefits of the capital investment reach deprived local communities.
- Clusters around investment zones.



# 3 - Building a stronger ecosystem of more generative enterprises which support local people and places.

#### **East Birmingham Impact Coalition.**

#### Lesson Learned:

- Funding...
  - Constant battle.
  - Competition with other organisations.
  - Funding dictates activity.
  - Undermines long term planning.
  - Undermines partnership working.
  - Scatter gun outcomes.

So....



# 3 - Building a stronger ecosystem of more generative enterprises which support local people and places.

#### **East Birmingham Impact Fund**

(Thank you Rotterdam!)

- Funding goes into one pot:
  - WMCA (funding via Integrated Settlement, UK SPF, and other funding streams).
  - Tier 1 contractors (social value and s106).
  - Social investors.
  - Private companies via their CSR.
  - Financial schemes i.e. business rates retention.
- Overseen by independent panel.
- Purposeful in delivering a bigger picture.



### Any Question?



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