

CWB consultation

This consultation has been undertaken to determine Stakeholder and the public's views of the draft CWB strategy and Action plan.

The consultation was hosted on Moray Councils website, opening on 21 June and closing on 2 August 2023. The consultation was promoted externally through Moray Council coms and stakeholder social media outlets. Responses were submitted through email. We received 6 responses to the consultation. A number of emails were received in relation to the consultation however they did not fill out the appropriate consultation questions. Such responses were still considered as part of the consultation review.

In terms of the responses, there were 2 responses from members of the public, 2 responses from third sector businesses, 2 responses from membership bodies representing the sector and 1 response from a public sector organisation.

The consultation provided the opportunity for stakeholders and members of the public to comment on the proposed strategy, by asking the following questions:

1. What are your views on the objectives and actions underpinning the following Community Wealth Building principals?
2. Do you think that any of these objectives / actions should be removed or changed?
3. Are there any objectives / actions that you think should be included that are currently missing?
4. Do you have any other comments regarding the strategy as a whole?

During the consultation process, stakeholders in the public private and third sector were contacted to ensure that their views were embedded within the strategy and action plan. The summarised feedback from the consultation process is highlighted below:

- A respondent expressed its support for the CWB strategy highlighting statistics that £1 spent locally leads to more than £1 staying in the local economy, due to the multiplier effect, whereas £1 spent in a chain store leads to 8p staying locally. The same respondent highlighted the environmental benefits spending locally.
- The Introductory section is somewhat complex due to mentions of various organizations like the Anchor Network, Moray Economic Partnership, and Moray Council's Economic Development & Infrastructure Committees, and clarity is needed on how these entities will collaborate to influence the strategy.
- A respondent noted they were interested in learning about the benefits brought about by the emergence of Community Wellbeing (CWB) across the UK since its inception. They also inquire about the resources required for these changes.
- There was expressed concern about the gender pay gap in Moray, noting that women in the region are the worst paid in Scotland, leading to increased poverty within families. They mention that childcare has been a persistent issue for over 40 years, with some projects being closed due to funding challenges.
- A respondent noted the objective of supporting investment in the Moray Firth Credit Union (MFCU) and mentions the changes in its boundary and regulatory environment. They highlight the complexity of credit union regulation by the Financial Conduct Authority (FCA) and the Prudential Regulatory Authority (PRA).
- There was expressed concern regarding broadband connectivity in rural areas to support working from home activities.

- The strategy can act as a foundational driver for the delivery of more homes for the people of Moray. Increasing the scale of well-designed, energy-efficient homes plays a key role in delivering improvements to health, education, regeneration and carbon reduction outcomes as well as housing access for all.
- SME home builders provide a wealth of direct and indirect employment, skills and supply chain demand across Scotland and are a vital component in CWB in many areas. Engagement is need with the sector to ensure there is localisation of this job creation.
- NPF4 Policy 18 and Planning Circular 3/2012 state that developer contributions should be sought only when necessary to make the proposed development acceptable in planning terms and should be fair and reasonable with respect to the scale and kind of development.
- In relation to the action “Embed the requirement for skills development and training programmes within developer obligations”, there is a recognised skills shortage in the area, however, the Section 75 route is not the appropriate mechanism to address this. House builders already employ apprentices from the local area and use local suppliers and sub-contractors, there is welcomed discussion on the ways to further support skills development and how the industry can participate in this. However, developer obligations is not the correct mechanism for this and would not meet the policy tests set out in Planning Circular 3/2012.

The responses received have been reviewed and findings used to inform and develop the aims and actions within the draft CWB strategy. A number of modest changes to the strategy have been made as a result of the consultation including;

- Ensure that the messaging surrounding CWB is easy to understand for all communities within Moray.
- Procurement objectives and actions surrounding community benefit and fair work have been revised to ensure they are realistic and achievable in the current environment.
- Land and Property objectives and objectives have been altered to reflect the support needed for communities to acquire control or manage public assets.
- The developer obligations action within Land and Property section has been adjusted to have the focus on delivering community infrastructure.