

Routemap to Community Wealth Building Strategy and Delivery

Planning

June – December 2021

Desk research

Peer learning and best practice meetings

Stakeholder engagement

Report to committee with CWB Routemap and proposed governance

Baseline analysis of Moray for the 5 pillars of CWB

Engage with internal colleagues to reinvigorate the supplier development forum

Collaborate with Climate Change colleagues to maximise CWB benefits through transition towards net zero

Develop strategies to reduce procurement leakage

Communications celebrating existing CWB activity in Moray, utilising existing section resource

Development

Dec 2021 – Sept 2022

Draft case for change to assess the risk of developing a CWB approach against maintaining the status quo

Consultation with public, private and third sector partners represented through:

- Moray Economic Partnership
- Community Planning Partnership

Creation of Moray Anchor Network, with representatives from local public, private, and third sector anchor institutions

Develop CWB strategy under governance of Moray Anchor Network

Draft strategy and report to Committee in Q1, 2022

Public consultation and report to Committee with final strategy in Q2, 2022

Implementation

Sept 2022 – onwards

Integrate into existing strategies:

- LOIP
- Economic Strategy
- Corporate Plan
- Recovery Strategy
- Climate Change
- Poverty Strategy

Finalise action plans for:

- CWB strategy delivery
- MGD
- LUF

Anticipated initial areas of focus:

- Reduce leakage of local procurement spend
- Maximise community benefits from public land and assets
- Support growth of social enterprise in industries where third sector is currently underrepresented

Monitoring

Sept 2022 – onwards

Continual monitoring and evaluation of progress against KPIs identified in CWB strategy

6 monthly review

Annual reporting to Council

Continued participation in national network meetings to share best practice and evaluate impact

National promotion of CWB successes in Moray

Inclusion of CWB considerations in relevant committee reports

Maintain participation in Moray Anchor Network to review and adapt strategy and strengthen local delivery of CWB approach