

15 March 2021

**REPORT OF THE EXECUTIVE DIRECTOR OF
NEIGHBOURHOODS AND CABINET MEMBER
COMMUNITIES AND CULTURE**



COMMUNITY WEALTH BUILDING CHAMPIONS

1. Purpose of Report

- 1.1 To update East Sunderland Area Committee regarding the Community Wealth Strategy Delivery Group and the Community Wealth Champion role.

2. Background

- 2.1 Following the December 2020 Area Committee, the East Area requested further information in relation to the Community Wealth Strategy Delivery Group, to ascertain membership of the group and to ensure political opposition were represented.
- 2.2 It is now more important than ever to enable residents to respond to the local economic shock of the Covid-19 pandemic. Through delivery of the Community Wealth Strategy, the council aims to respond to the immediate crisis and the urgent imperative to rebuild local economies which are more fair, inclusive and secure than those that existed before.

3. Community Wealth Strategy Delivery Group

- 3.1 Following political discussions, it was agreed that Cllr Michael Dixon, St Michael's Councillor would join the Community Wealth Strategy Delivery Group, to represent the political opposition.
- 3.2 Cllr Dixon subsequently received a full introduction to the group and has since attended the Delivery Group meetings.

4. Demonstrating our Commitment - Community Wealth Champion

- 4.1 Elected members can champion the community wealth approach in their own areas by highlighting the significant benefits. This includes assisting the council to understand local issues and helping to target employment opportunities.
- 4.2 Elected members can encourage the council and partner anchor institutions to become accredited living wage employers. In addition to employment, elected members can encourage the council to continue to develop their procurement strategies that contain measures for the use of 'community benefit' clauses and 'local supplier development'.
- 4.3 Inward investment activity can be targeted at developing the local supply base, and a means of monitoring where this spend goes and the impact it has should be monitored. In addition, council procurement spend with local companies should continue to be enhanced wherever possible and spend out of the local area continuously reviewed to identify any additional local opportunities.

- 4.4 Finally, elected members can encourage the council to consider the impact of their assets on inclusive economies and how they can contribute to socio-economic development objectives and build resilient communities. For example, linking asset management to neighbourhood plans and identifying how to support local people to take over council assets for the benefit of their communities. This can be achieved through promoting community asset transfer and exploring where this can be used to support area-based regeneration priorities, supporting capacity building for communities currently less able to take on and manage assets.
- 4.5 To ensure all elected members are supported to become Community Wealth Champions, it is proposed that each of the Area Committees Chairs become the 'Area Community Wealth Champion' – working alongside the Area Arrangements Team and Community Wealth Delivery Group to develop a training and induction programme for all elected members, as well as ensuring the principles of community wealth are adopted by the Area Committee whilst delivering their Area Committee Delivery Plan priorities.

5. Recommendations

- 5.1 Note the contents of the report and acknowledge the work undertaken to support the growth of Community Wealth across Sunderland and agree to continue to support the delivery of the Sunderland Community Wealth Strategy.
- 5.2 Agree to support the Area Committee Chair to deliver their Community Wealth Champion role on behalf of the residents of Sunderland, demonstrating the commitment of West Area Committee to support growth.