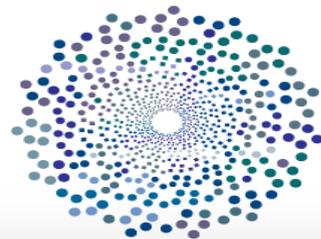


# Community Wealth = good health: rewiring an economy that works for all

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Global Advancement of Community Wealth Building



**DEMOCRACY**  
COLLABORATIVE

A close-up photograph of a person's index finger pointing towards a row of six white dice. The dice are arranged in a line on a light-colored wooden surface. The top face of the first die shows the letter 'H', and the bottom face shows 'W'. The other five dice show the letters 'E', 'A', 'L', 'T', and 'H' on their top faces, respectively. The background is a soft, out-of-focus green. The lighting is bright and even, highlighting the texture of the dice and the wood.

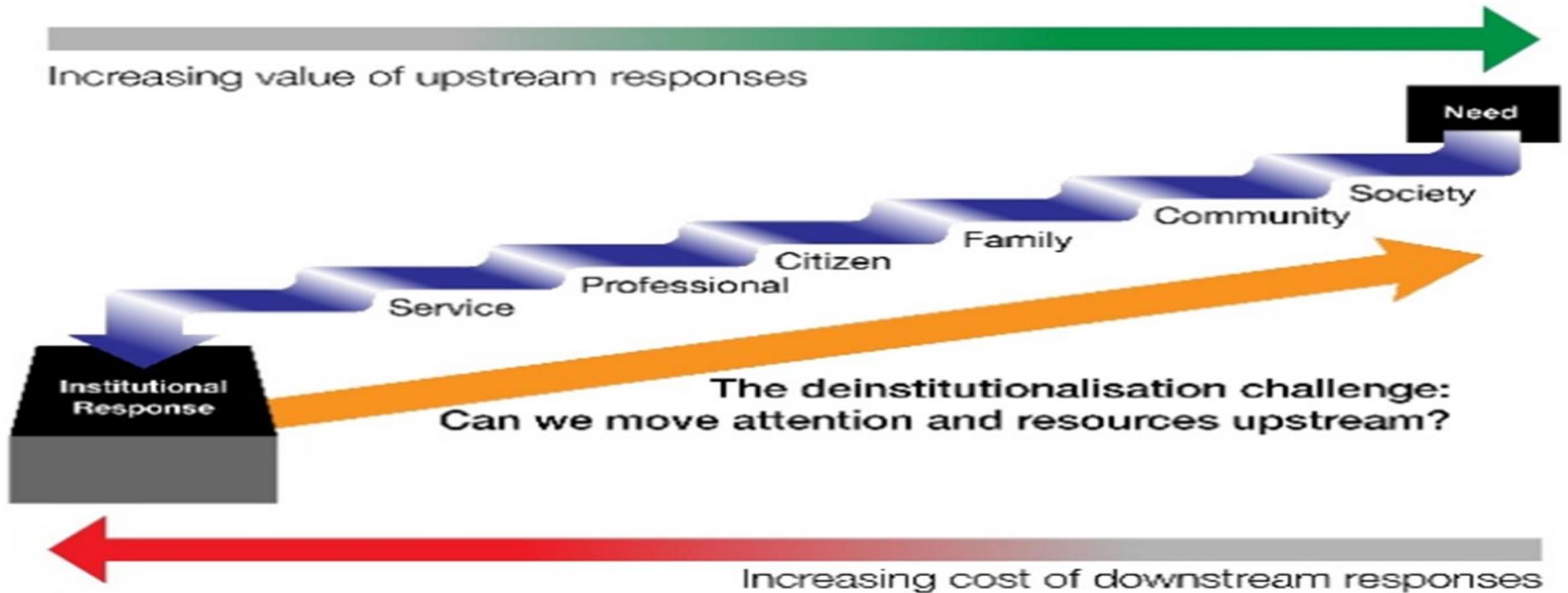
**H**  
**W** **E** **A** **L** **T** **H**

# Unlocking wealth and health



- Healthier workers are more productive
- Healthier children learn better and attain more
- Higher incomes permit better nutrition and health.
- Having a genuine stake and power in the economy is wellbeing producing

## Part of wider service reform



Source: Centre for Welfare Reform

# So rewiring the economy for health: Community Wealth?

Who owns wealth  
who benefits from it  
defining features

**The goal is to create an economy  
where wealth is broadly held and  
locally rooted, so financial  
resources recirculate locally.**



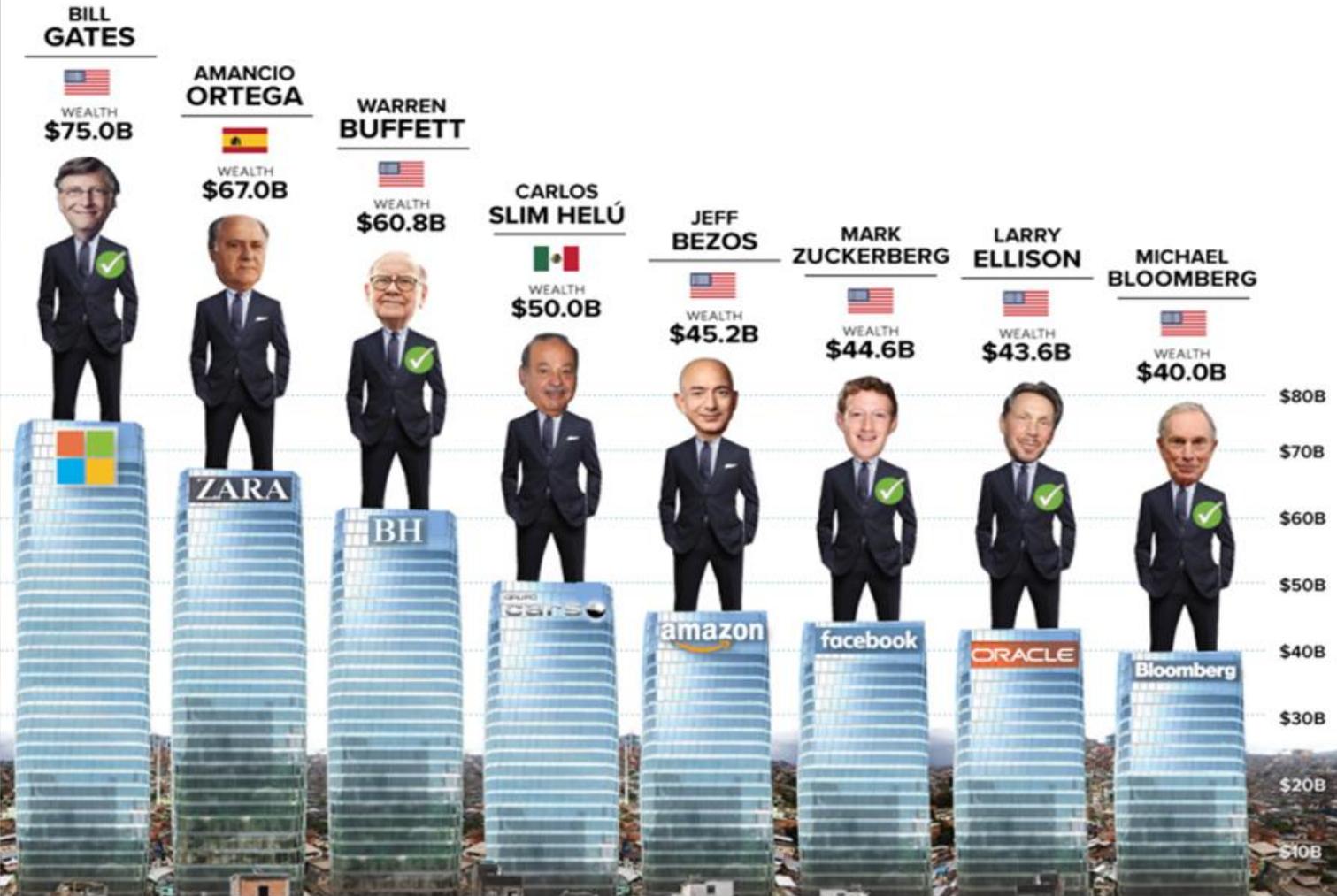
## So rewiring the economy for health: Community Wealth?

Who owns wealth, who controls it,  
who benefits from it – these are the  
defining features of every economy.

**The goal is to create an economy  
where wealth is broadly held and  
locally rooted, so financial  
resources recirculate locally.**



# We have a wealth problem?



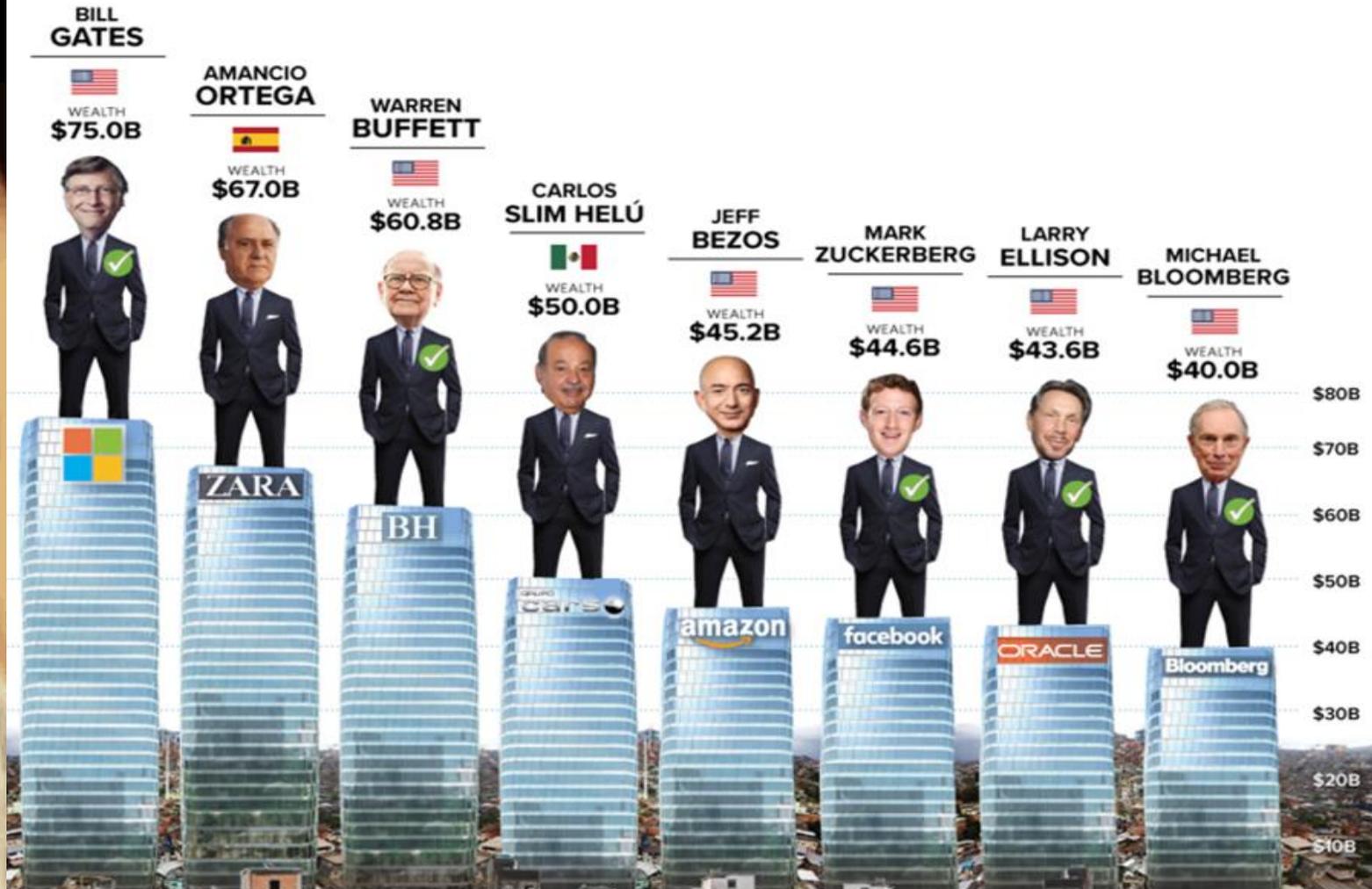


We have a wealth problem. If the richest 8 men were to realise their assets would have the same wealth as 3.6bn people

MONEY MONEY MONEY



IT'S A RICH MAN'S WORLD



# Community Wealth? Economic Plumbing.



# Pillars of Community Wealth Building?

## Finance:

Ensuring flows of investment and financial institutions work for local people, communities and businesses.



## Workforce:

Increasing fair work and developing local labour markets that support the wellbeing of communities.



## Spending:

Maximising community benefits through procurement and commissioning, developing good enterprises, fair work and shorter supply chains.



## Land and property:

Maximise the value that local communities receive from land and property assets, including those held by the public sector.



## Inclusive Ownership:

Developing more local and social enterprises which generate community wealth, including employee owned firms and coops.



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## Community Wealth in Scotland

- *A model and approach that offers a maturing of economic development practice*
  - Community wealth building is a means to practically deliver on Scotland's wellbeing/inclusive growth aspirations.
- Traditionally, we have focussed on **redistribution** of wealth after it is created, CWB is also about **pre-distribution** during/before wealth is created
- Approach in Scotland has 4 interconnected elements
  - **Policy.** Across range of SG policy areas. Link with NSET
  - **Practice.** Practical action planning work in 6 places
  - **Movement building.** Grow awareness and interest across Scotland
  - **Legislation.** 'Community Wealth Building act'

## Health institutions as anchors

Establishing proof of concept in the NHS

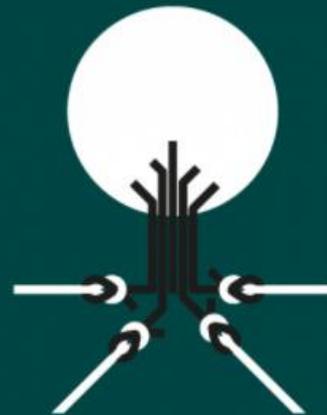


<https://cles.org.uk/publications/health-institutions-as-anchors-establishing-proof-of-concept-in-the-nhs/>

Research  
August 2019

## Building healthier communities: the role of the NHS as an anchor institution

Sarah Reed, Anya Göpfert, Suzanne Wood, Dominique Allwood  
and Will Warburton



<https://www.health.org.uk/publications/reports/building-healthier-communities-role-of-nhs-as-anchor-institution>

## NHS Long Term Plan

#NHSLongTermPlan

‘As an employer of 1.4 million people, with an annual budget of £114 billion in 2018/19, the health service creates **social value in local communities**. Some NHS organisations are the largest local **employer** or **procurer** of services’

<https://www.longtermplan.nhs.uk/wp-content/uploads/2019/08/nhs-long-term-plan-version-1.2.pdf>

# Anchor Institutions?



- Economic engines: Employer, purchaser, own land and property and an investor. Anchor strategies and approach emerging via CPP. i.e North Ayrshire

## Anchor Charter Mission Statement

To commit to long-term collaboration between Ayrshire Anchor Institutions, supporting shared Community Wealth Building goals to improve collective wellbeing and create a strong, resilient and inclusive local and regional economy. This includes a commitment to the embedding of Community Wealth Building principles and reporting on progress to the CWB Commission.

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## Health and wealth

- Health Boards are considerable anchor organisations with presence and heft within the local economy.
- Community Wealth Building provides a frame
  - HB can maximise role as an agent
  - affect economic and social wellbeing by developing closer links between the economy, wealth creation and people

# WARNING

Health as anchors is not just new partnership. This is about amplifying their role as economic agents

# It is happening



**Cleveland Clinic**



**Birmingham & Solihull ICS**



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## Community wealth building and role of anchors

- Excellent supportive SG policy
  - i.e Commitment to Fair Work
  - i.e Sustainable procurement
  - i.e Land and property ownership
  - i.e Supply chain development
- Existing start in CWB Action Planning work area work, with health activity growing
  - Fife, Glasgow City Region, Western Isles
  - i.e Anchor Charter in Ayrshire
  - I.e Health as anchors working group PHS

# Thank you!

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