

CONCEPT  
EXPLAINER



WHAT IS

# Community Wealth Building

swipe



# Community Wealth Building (CWB) is a

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place-based approach to economic development that seeks to create a more equitable and sustainable local economy that benefits all residents and businesses. It aims to ensure that the wealth generated within a community **stays within that community**, rather than being siphoned off to external entities.



# CWB is often framed 02

around five key pillars:

**Spending, Workforce, Land and Property, Finance, and Inclusive Ownership.** They aim to develop local businesses and co-operatives, create jobs, strengthen communities and ensure financial benefits and wealth stays within them.



# Central to the CWB

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approach are '**Anchor organisations**' - large public institutions like universities, NHS Boards, housing associations and local councils. CWB leverages the economic and social power of these organisations through their recruitment, procurement and commissioning systems, to **redirect spending and investment** towards local businesses and communities.



# In Scotland, there

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are six CWB pilot areas, including the Glasgow City Region, and the Scottish Government published the Community Wealth Building (Scotland) Bill in March 2025. Evidence of the health impacts of CWB is currently limited. CWB has the potential to offer many benefits, however it requires sustained, strategic focus, funding, political leadership and community buy-in, in order to succeed.



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# Thanks for reading

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