

Community

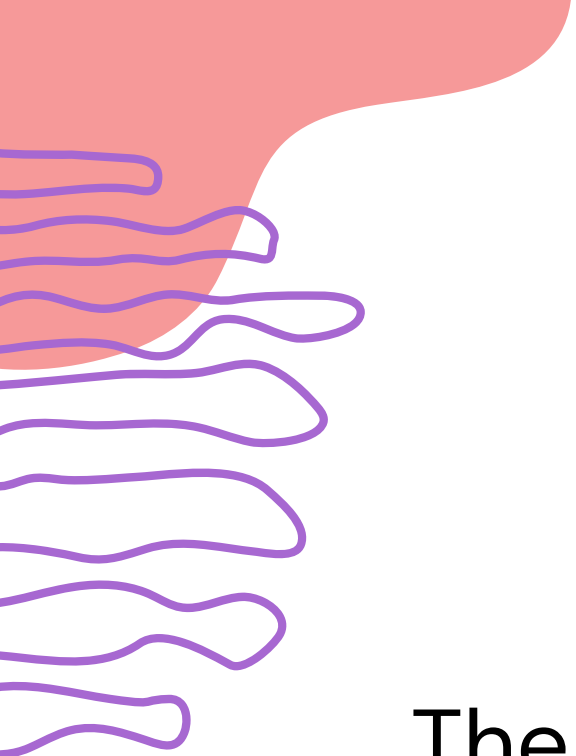


wealth



building

in Moray

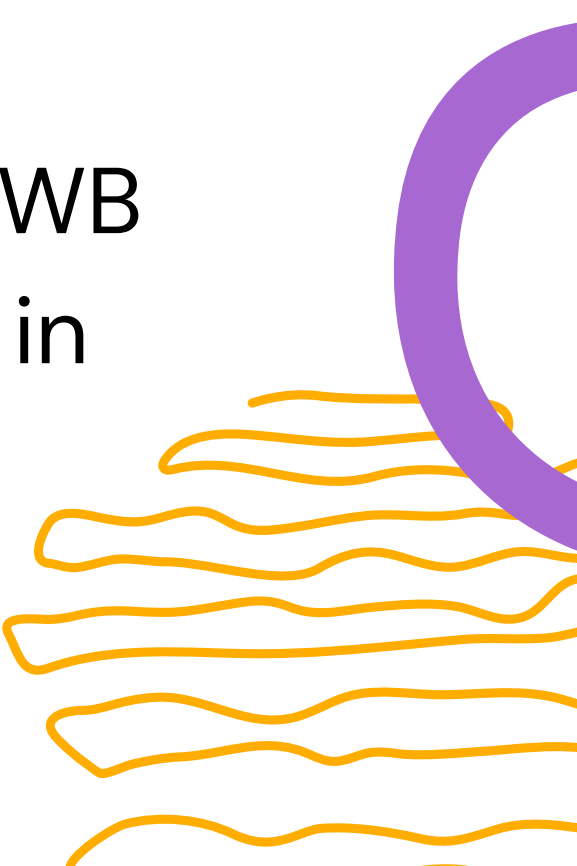


What is Community Wealth Building (CWB)

The CLES define CWB as:

"A new people-centred approach to local economic development, which redirects wealth back into the local economy, and places control and benefits into the hands of local people".

In Scotland, there has been significant progress in implementing CWB over the past few years. This has been led by local authorities and in partnership with local communities and community planning partners.



The Community Wealth Building Conversation

In early December the Moray Council's Community Wealth Building Team and CLES held a series of meetings in Elgin.

They held events to present the plan to the third, private and public sectors. Fi from our north team attended the one for the third sector and social enterprises with Stuart McDonald and David Burch from the Centre for Local Economic Strategies (CLES).

Fi caught up with Stuart again, and again, he did a very good job of explaining the strategy.

There were attendees from many of Moray's diverse civil society. It was interesting to reflect on what we understood about CWB, and advantages and disadvantages of using it in Moray.



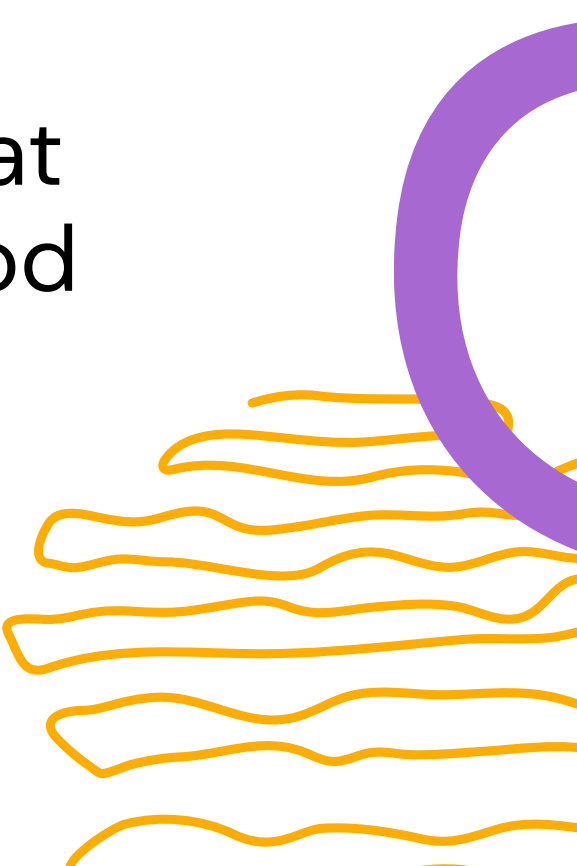


The CWB conversation in Moray

In late 2022 the Moray Council's Community Wealth Building Team, together with CLES, held a series of meetings in Elgin.

They held events to present their plan to the third, private and public sectors. Fi from our north team attended the one for the third sector and the next few pages talk about the ongoing conversations in Moray.

There were attendees from many of Moray's diverse civil society at these meetings. It was interesting to reflect on what we understood about CWB, and the advantages and disadvantages of using it in Moray.





Strengths and challenges



Moray's strengths and challenges for Community Wealth Building in Moray is part of the Moray Growth Deal (2021). This is the shared vision for growth in Moray:

"A place that is thriving because of an increasingly diverse economy and a growing population that celebrates success, and values both education and training.

A distinctive and ambitious place that generates opportunities for everyone which in turn helps to drive up average earnings, retain balanced demographics, and encourage strong communities to flourish".





Involving everyone

Moray has thriving charities and social enterprises, and they were interested in how this strategy would support them.

The lack of transport and the outward migration of young people were seen as big issues.

We talked about the complexity of trying to get commissioned to provide goods and services for the anchor organisations.

To work well, it must be made transparent and do-able for smaller organisations.





Involving everyone

Culture is important and needs to be supported – small businesses and social enterprises are crucial to keeping wealth in Moray.

There is a low wage economy which needs changed so more people want to stay.

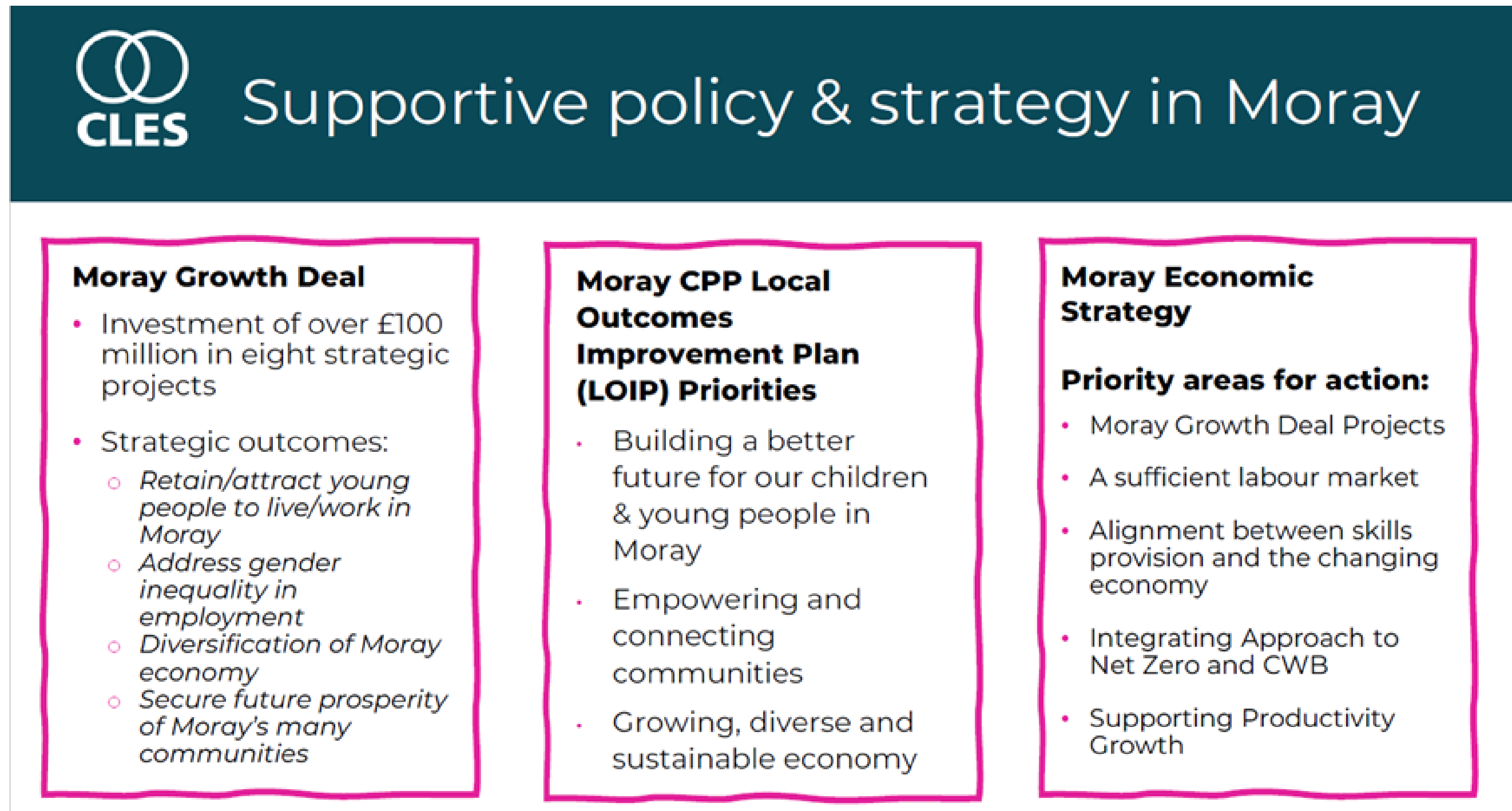
Moray will be one of the first places to use Community Wealth Building as part of its whole strategy.

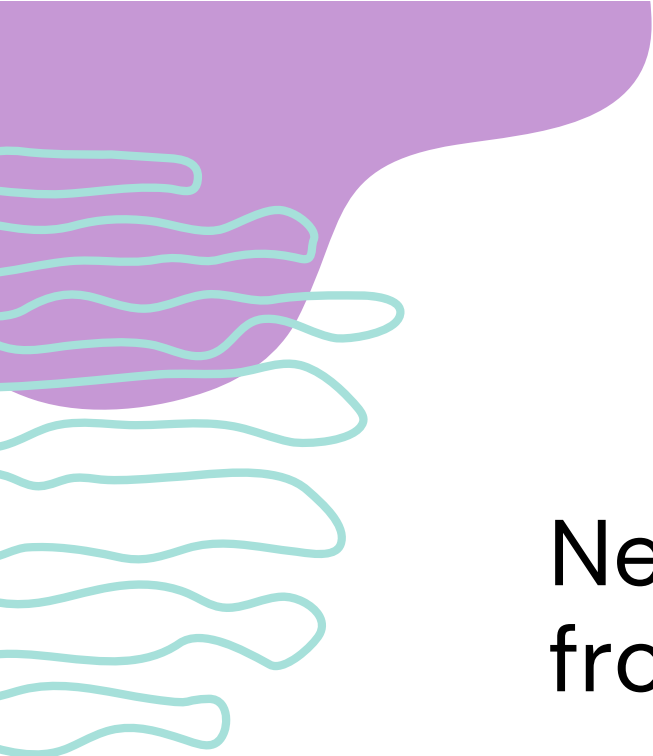
It follows in the steps of North Ayrshire Council, the first Community Wealth Building council in Scotland.



The 2018–2028 Moray Economic Strategy aims for ‘future prosperity and inclusive growth’.

Below from CLES shows how local priorities fit together:





What's next?

Next the CWB department in Moray Council will share a report from the three meetings.



The plans are in place, and now it'll take collaboration to transform them into action.

We are also looking forward to the Scottish Government's Community Wealth Building Bill, and growing interest in how CWB can support communities across Scotland.

It's an exciting time for making local economies work to benefit everyone. If you're in the Moray area, share your ideas with Fi: fiona@otbds.org



Renewable



energy



schemes

in Moray



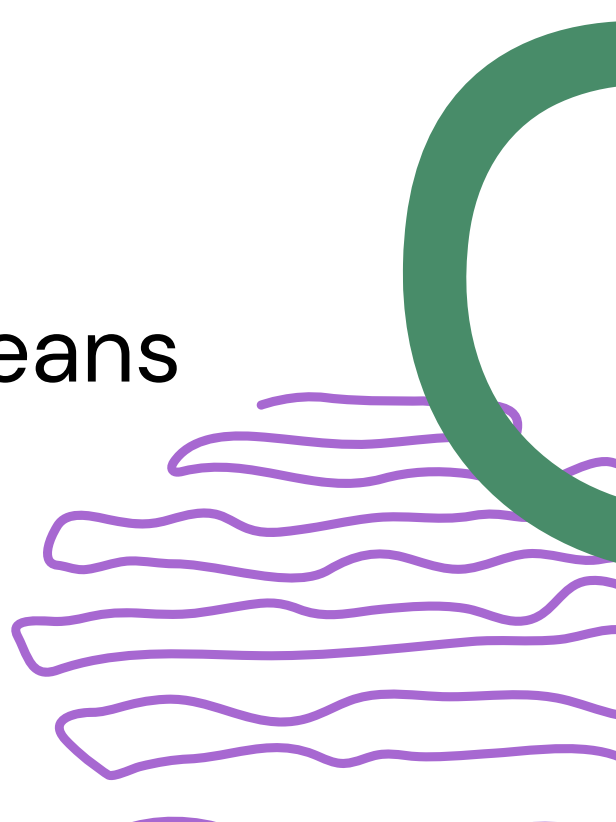
Reframing

Reframing as a way to see a long –term solution to fuel poverty, greener energy production and Community Wealth Building (CWB).

Status quo not working as there is fuel insecurity nationally and locally. Rural communities must pay high costs and often only have access to expensive fuel types.

Heat pumps are expensive to run at today's electricity prices and they are the suggested renewable solution. Housing stock is unsuitable and hard to heat.

Current onus on individuals paying for their own renewables means that those in fuel poverty cannot afford to install the means to cheaper energy.






CWB

So if we look at this through a Community Wealth Building lens....

Communities empowered to produce their own energy via community schemes – this supplies affordable electricity which can then power heat pumps etc. Community rather than individuals are funded to install the means of energy generation. It also provides jobs via manufacturing and installation alongside retrofitting insulation.

There is also the future prospect of generating a local energy market. This keeps investment in people and energy local to communities – they will become more resilient.

Creating Energy Hubs and learning exchanges mean that communities can learn what works from each other as each geographic location has different sources of energy generation.



Community

coastal
connections

transport



CWB

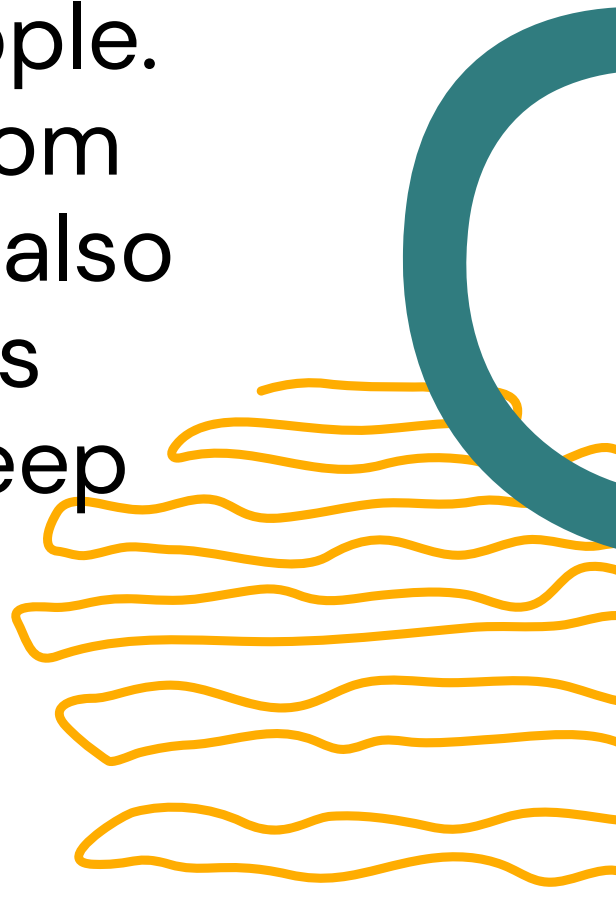
in Moray



Hopeman Community Bus

Hopeman Community Bus addresses health inequalities via providing transport to access health appointments along the coast where there is no direct public transport between communities. They are also developing the service to include wellbeing and social isolation trips. Now in the cost-of-living crisis the bus is being used to transport people to Warm Spaces and Social Hub – increasing access to those opportunities.

There are plans to expand this service with access for young people. This will help them to attend out of hours school opportunities from communities without direct access via public transport. There is also a need for transport to health appointments, peer support groups and cultural events without having to rely on parents, they can keep their anonymity.






Community Wealth Building (CWB)

CWB looks at building a local economy by keeping the money in the community. Affordable public transport is an important part of the strategy.

With it, young people can stay in their communities as they can travel to jobs from smaller towns access local culture and allow them the dignity of getting about independently.

Older people can stay in their communities as they will have local access to what they need.

The community bus is the first step to developing local community transport to give affordable access to jobs and services and begins to address the isolation that the lack of public transport brings.



CWB


Part of the anchor institutions actions in CWB is procurement of services locally and via small providers.

Local authorities can commission small bus services with the funding they need to supply affordable transport so they can address accessibility issues and help the service become sustainable.





Community transport reframed as an inequality

- Small communities isolated due to lack of public transport.
 - Health inequalities as small community GP surgeries close and its necessary to travel to centralised health centres.
 - Social isolation across all demographics in outlying communities with no public transport.
 - Transport poverty – assumption that people have cars– services zoned away from small communities or in the outskirts of larger ones.
 - Unequal access to services and advice if you can't get there.
 - Loss of opportunities for access to work if you can't travel to where the jobs are, or it takes too long and is too expensive.
 - Loss of cultural opportunities as they tend to be in the centres of large communities.
 - This all leads to a higher cost of living.
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Reframing



fuel



poverty

in Moray



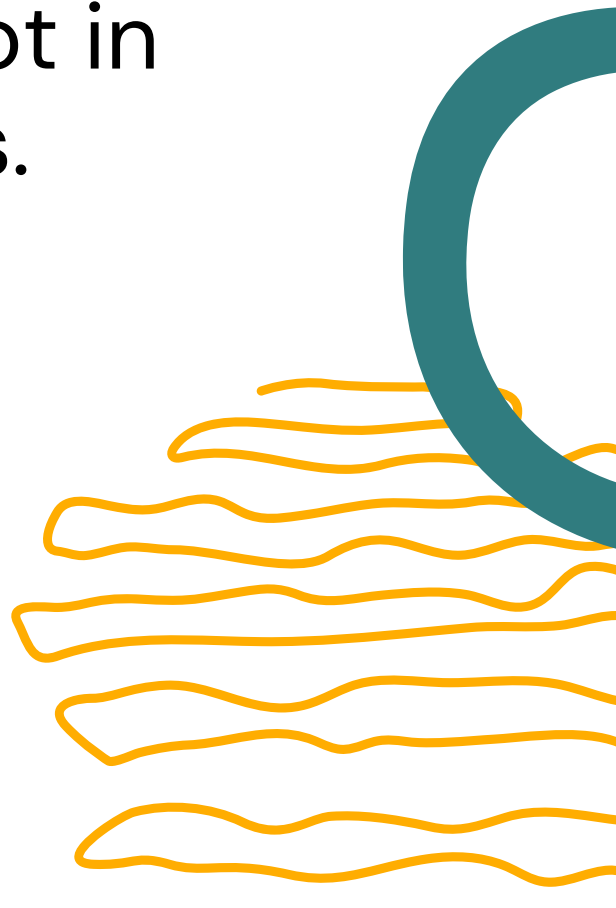
Local context

We have been working with people living in Moray for the past three years.

They have been sharing their worries about fuel costs, this was before the most recent increases.

Even before the current cost of living crisis, being off the gas network generated huge bills – for some c£3500 pa. Whilst some were not in fuel poverty, they only managed this by living in very cold houses.

Moray has some of the highest levels of fuel poverty outside the Islands and very high levels of in-work poverty.

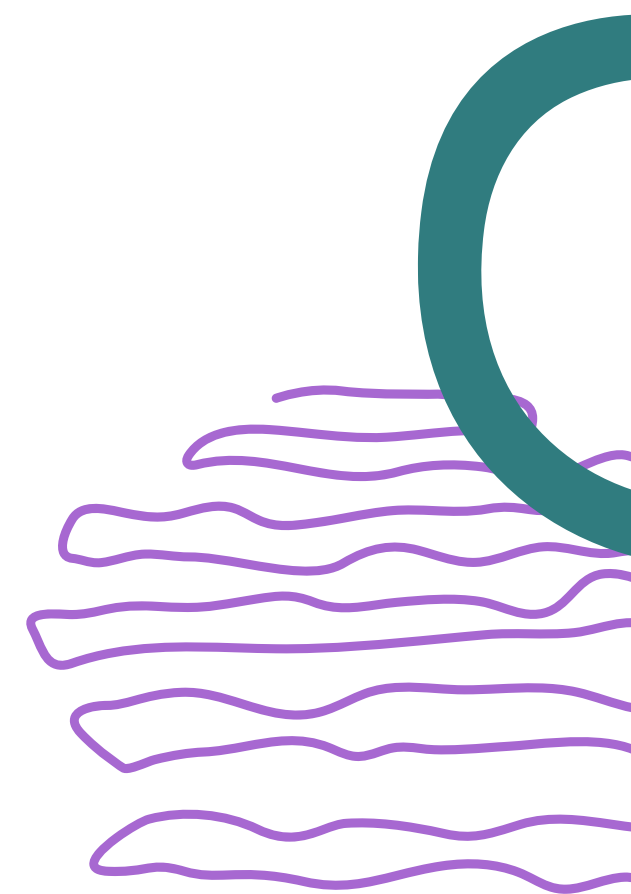
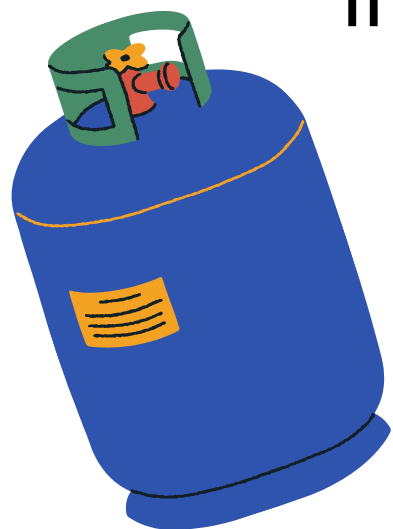


Our approach

We framed the local issues around fuel costs as part of the wider climate challenge.

Instead of talking about 'fuel poverty' or household budgets we talked about cold homes and heating fuel choices and the wider context of Climate change and renewables.

That reframing helped reduce the stigma and it distanced the work from the deficit model of poverty that stigmatises individuals.

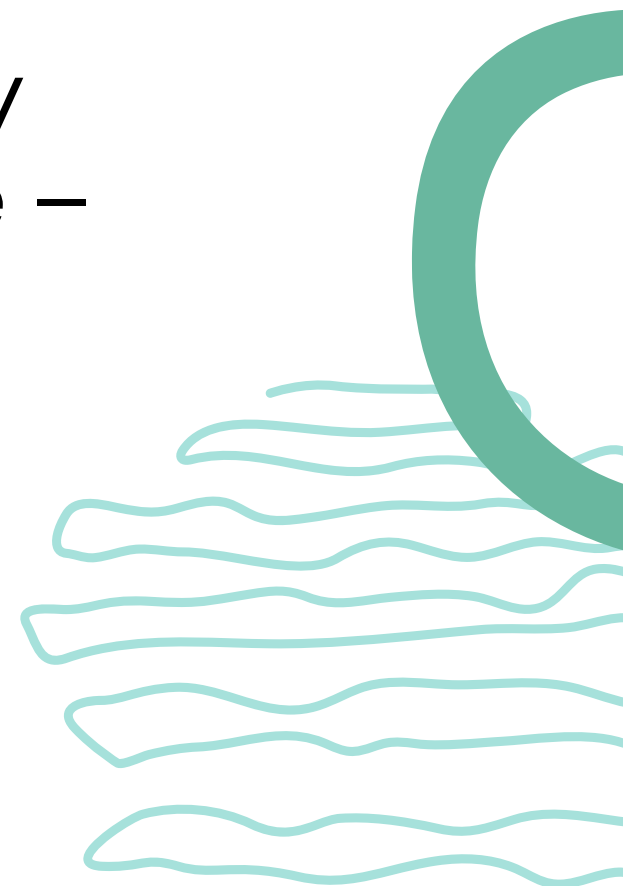


Positive outcomes

There is now a partnership of agencies working alongside this steering group of local older people who are leading the way and taking action.

Their experiences and desire to make positive changes opened-up a critical issue for a range of people of all ages.

This is now a local community dealing with a global issue – they have reframed fuel poverty as a climate challenge for everyone – not just a few.



Key points

- Reframe the issue so it is about a wider challenge/issue and the community's response to it using local assets and resources.
- The approach reduces the stigma for individuals and encourages them to be involved in creating local solutions. It respects people who have experience of the issues as valued contributors.
- Reframing can make sensitive issues more accessible and enables different partners and stakeholders come together around a wider shared interest.
- It highlights the links between the experiences of local people with wider activity at a regional, national, and global level which can leverage more awareness, support, collaboration, and innovation that's needed to support local people.
- It can create more opportunities for people to be part of the process, and to stay involved, in ways that work for them and their circumstances.



outside the box

We hope you find
this helpful!

Coastal Connections

For more information email fiona@otbds.org

kate@otbds.org

<https://otbds.org/projects/coastal-connections/>

Coastal Connections is a project funded through the Community-Led programme – an award from The National Lottery Community Fund, made possible by National Lottery players

