

**South Ayrshire Council**

**Report by Director of Strategic Change and Communities  
to Service and Partnerships Performance Panel.  
of 16 May 2023**

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**Subject: Community Wealth Building Programme**

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**1. Purpose**

- 1.1 The purpose of this report is to provide an update on the Community Wealth Building (CWB) programme workplan and a summary of progress to date, which includes a review of the current work plan.

**2. Recommendation**

**2.1 It is recommended that the Panel:**

- 2.1.1 reviews progress in relation to CWB as detailed in [Appendix 1](#);
- 2.1.2 endorses the approaches and achievements set out within the revised work plan;
- 2.1.3 requests that the CWB team provide semi-annual updates to Service Leads and Members on progress made against planned activity; and
- 2.1.4 agrees that the Council works toward CWB principles being fully embedded into SAC service plans moving forward and linked to KPIs and Action Plan which will allow services the opportunity to report progress of CWB within their own service area.

**3. Background**

- 3.1 Community Wealth Building (CWB) is an approach to local economic regeneration focused on five key areas: Procurement, Financial Power, Land and Assets, Plural Ownership and Fair Work. Essentially CWB is about creating a resilient and inclusive economy for the benefit of the local area through the maximisation of local assets.
- 3.2 The approach being taken in South Ayrshire is to link CWB to placemaking with a particular focus on our town centres as key economic drivers, places of social activity and symbols of civic identity and pride.
- 3.3 The overarching Ayrshire Growth Deal (AGD) programme identified CWB as core to creating a strong, resilient, and inclusive local and regional economy. A CWB Commission has been established with the three Ayrshire Councils and other local Anchor Institutions. South Ayrshire Council signed a CWB charter in October 2020.

- 3.4 The Ayrshire Growth Deal CWB business case identified KPIs to be achieved across the Ayrshire region. These KPIs have informed the CWB team's Action Plan, which was reported to Leadership Panel (Special) on 1 March 2022.
- 3.5 The approved Action Plan (included in [Appendix 1](#)) was revised and updated as new opportunities were identified and matters developed. A CWB Programme launch, the appointment of a central Fair Work Team, as well as appointment and subsequent discussion with Pan-Ayrshire CWB Programme Manager have informed a re-evaluation and refocus of activities.
- 3.6 The key areas of focus were realigned to actions to support the CWB workstreams – ie Procurement, Land and Assets and Fair Work. The Council has adopted a CWB and place-making approach, which differs from North and East Ayrshire in some respects and our action plan has refocused on initiatives which support place-making.
- 3.7 The CWB Fund is a 3-year programme under the Ayrshire Growth Deal and totals £1m for the 3 Ayrshires. SAC allocation is £0.333m and is to be used to support the work of the CWB Officers and the principles of four of the CWB pillars: procurement, fair work, land and assets and plural ownership. As of 31 March 2023, £0.066m has been spent, with a further £0.013m allocated via approved applications, £0.038m in applications in progress, with an additional £0.049m in identified opportunities. It is anticipated that the full CWB Fund allocation will be fully spent by the conclusion of the Ayrshire Community Wealth Building programme.
- 3.8 Key highlights in terms of CWB team activity are noted [Appendix 2](#).

#### **4. Proposals**

4.1 It is proposed that:

4.1.1 the CWB team provide semi-annual updates to Service Leads and Members on progress made against planned activity; and

4.1.2 the Council works toward CWB principles being fully embedded into SAC service plans moving forward and linked to KPIs and Action Plan which will allow services the opportunity to report progress of CWB within their own service area.

#### **5. Legal and Procurement Implications**

5.1 There are no legal implications arising from this report.

5.2 Procurement implications are noted in section three of the report and progress of procurement activity is noted in [Appendix 1](#).

#### **6. Financial Implications**

6.1 There are no financial implications arising from this report.

#### **7. Human Resources Implications**

7.1 There are no human resources implications arising from this report. The CWB officers contracts end in October 2024.

## **8. Risk**

### **8.1 *Risk Implications of Adopting the Recommendations***

8.1.1 There are no risks associated with adopting the recommendations.

### **8.2 *Risk Implications of Rejecting the Recommendations***

8.2.1 Rejecting the recommendations will have a negative impact on the cultural change required for successful adoption of the community wealth building approach.

## **9. Equalities**

9.1 The proposals in this report allow scrutiny of performance. The report does not involve proposals for policies, strategies, procedures, processes, financial decisions, and activities (including service delivery), both new and at review, that affect the Council's communities and employees, therefore an equality impact assessment is not required.

## **10. Sustainable Development Implications**

10.1 ***Considering Strategic Environmental Assessment (SEA)*** - This report does not propose or seek approval for a plan, policy, programme or strategy or document otherwise described which could be considered to constitute a plan, programme, policy or strategy.

## **11. Options Appraisal**

11.1 An options appraisal has not been carried out in relation to the subject matter of this report.

## **12. Link to Council Plan**

12.1 The matters referred to in this report contribute to Priorities 2 and 3 of the Council Plan: Live, Work, Learn/ Work and economy (Outcome 2); and Civic and Community Pride/ Community Engagement (Outcome 2).

## **13. Results of Consultation**

13.1 There has been no public consultation on the contents of this report.

13.2 Consultation has taken place with Councillor Bob Pollock, Portfolio Holder for Economic Development, and the contents of this report reflect any feedback provided.

13.3 Consultation has taken place with Local Members and the contents of this report reflect any feedback provided.

**Background Papers**      **Community Wealth Building Action Plan Report 2022**

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**Date: 3 May 2023**

## Appendix 1 – Revised Action Plan

Task Name	Completion Date	Comment
<b>SOCIALISATION</b>		
Allocate SAC CWB Officers to localities and CWB Pillars	31/01/2022	Officers allocated on the following basis:  Troon & Ayr (and surrounding villages) with a focus on Procurement Prestwick & Ayr (and surrounding villages) with a focus on Procurement Girvan & Maybole (and surrounding villages) with a focus on Land & Assets
Focus CWB on place-making themes	28/02/2022	The following themes are emerging from place making community engagement: tourism, culture, heritage, events, wellbeing, town centres & visitor economy
Develop CWB Catalyst Fund processes and projects	28/02/2022-28/02/2023	Processes developed to mirror Business Gateway processes.  £333k CWB Catalyst Funding commenced from 01/03/22  £66.3k Catalyst grants and consultancy support provided between 01/03/22 and 28/03/23.
Establish a SAC CWB CRM	31/03/2022	CRM (spreadsheet) on MS Teams
Awareness Raising/Socialisation of Community Wealth Building Pillars	31/05/2022	The CWB Team organised five socialisation events covering the 5 pillars, with guest speakers from academia, Scottish Government, anchor institutions and agencies. Service areas involved: <ul style="list-style-type: none"> <li>• Economy &amp; Regeneration</li> <li>• Procurement</li> <li>• Land &amp; Assets</li> <li>• Capital &amp; Special Projects</li> <li>• Thriving Communities</li> </ul>
Present information about CWB to Thriving Communities and related stakeholders.	01/01/2023 – 01/01/2024	CWB Presentations to: <ul style="list-style-type: none"> <li>• Thriving Communities Girvan/Maybole Locality Meeting 28/02/2023</li> <li>• Thriving Communities Troon / Prestwick Locality Meeting 07/02/2023</li> <li>• Troon Community Council 07/02/2023</li> <li>• Thriving Communities Ayr North Locality Meeting 21/03/2023</li> </ul>

Task Name	Completion Date	Comment
Progress Remaining CWB Catalyst Fund	01/04/2023 – 01/04/2024	Provide targeted catalyst funding support focusing on place-making, business growth, skills and jobs, capacity building linked to CWB pillars from remaining <b>£266.8k</b> funding allocation: Position @ 29.03.23 <ul style="list-style-type: none"> <li>• £12.7k Allocated funding</li> <li>• £38.2k Applications in progress</li> <li>• £48.5k Pipeline projects</li> </ul>
Create a SAC CWB portal for CWB awareness raising for public, private, third sector and the public.	27/09/2023	SAC case studies from across the five pillars of CWB are being developed. The SAC CWB web page will signpost to other Council and anchor institutions. A social media campaign will also be undertaken to coincide with the launch of the webpage.
Host a South Ayrshire Community Wealth Building Event with workshops and case study presentations. Link activity to KPIs.	Proposing SAC event to be hosted on:  27/09/2023 tbc World Tourism Day	Following events at North and East in the winter and spring 2023, host a SAC event showcasing CWB, including key case studies/success stories and assets.  To be delivered in partnership with the CWB programme manager, anchor institutions, private and third sector organisations and agencies.  Build in CWB themes around local produce, cooperatives, opportunities within Procurement, wellbeing, tourism/culture/heritage, place-shaping and the role of town centres and tourism for inclusive growth. KPIs to be considered within the event planning process.  Create, in partnership with the CWB Programme Manager, a SAC CWB video which will showcase South Ayrshire and our case studies at the event.
<b>PROCUREMENT</b>		
Analyse SAC Procurement Wave Plan to inform sectoral focus of SAC CWB Officers and SAC Business Advisors.	31/03/2022	SAC CWB Officers identified the following areas (ratified by SAC Procurement Lead) for sectoral focus: <ul style="list-style-type: none"> <li>• Trades</li> <li>• Food &amp; Drink</li> <li>• Health &amp; Social Care</li> </ul>
Host a South Ayrshire Council and Supplier Development online event procurement development to raise awareness of the opportunity to strengthen local economies and	30/05/2022	South Ayrshire Council in partnership with the Supplier Development Programme (SDP) hosted a <i>SAC Talking Tenders</i> webinar to raise awareness of upcoming and future contract opportunities.

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support local supply chains through public contracts.		<p>This was an opportunity for local businesses to meet the buyer at South Ayrshire Council. CWB Officers along with members of the Procurement team were available to give advice on how to work with the Council. The event comprised an introduction from Supplier Development Programme and an introduction to tendering for contracts with South Ayrshire Council as well as tops tips for tendering for contracts - highlighting common mistakes and what a good tender response looks like.</p> <p>185 businesses registered to attend the event.</p> <p>115 businesses attended the webinar. 59% of the businesses in attendance were from Ayrshire (42 South, 12 North and 14 East Ayrshire based businesses).</p> <p>SDP commented that this was one of the best attended and well organised events they had delivered in partnership with a local authority.</p>
Develop a new online process for Community Benefits Requests	12/12/2022	<p>CWB Officers worked with SAC Procurement, Thriving Communities and Digital Services colleagues to develop the Online Benefits Wish List which is now live on the SAC Procurement Web Page.</p> <p><a href="https://my.south-ayrshire.gov.uk/article/46953/Community-benefits-wishlist">https://my.south-ayrshire.gov.uk/article/46953/Community-benefits-wishlist</a></p> <p>Suppliers who win any major contract with the Council must commit to supporting local causes. This can be through activities such as community enhancement; training and employment opportunities; work placements; school curriculum support; and business supply chain development.</p> <p>The Wishlist is open to any community group, organisation, association, or charity within South Ayrshire who would like to request external support. Contractors will then be directed to the Wishlist and put in touch with community groups if they can help with the request.</p>
Organise a social enterprise/co-operative focused procurement event/workshop.	30/09/2022	<p>CWB team in partnership with South Ayrshire Social Enterprise Network (SASEN) hosted an event for social enterprises to raise awareness of the potential to develop and cluster (if possible) as supply chains for public procurement opportunities.</p> <p>8 social enterprises attended the SAC/SASEN event on 29/11/22</p>
Provide CWB considerations during the development phase of the SAC procurement annual strategy refresh	30/09/2022	<p>Annual strategy refresh by Procurement happens September each year.</p> <p>CWB Officers presented CWB considerations to the Service Lead.</p>
Organise and engage with the local business community to attend SAC Lunch & Learn Event to promote SAC Minor Trades Framework for Domestic Properties	17/03/2023	<p>In order to identify suitably qualified and experienced local contractors to support SAC Property Maintenance team on a variety of properties over the next four years. An event hosted by SAC CWB and Procurement teams took place on Friday 17 March from 12pm until 2pm, County Buildings, Ayr where contractors attended to find out more information about</p>

Task Name	Completion Date	Comment
		<p>applying to the framework. Officers from our Property Maintenance, Procurement, CWB and Employability &amp; Skills teams were available on the day to provide guidance on the process.</p> <p><b>52</b> businesses registered to attend the event</p> <p><b>34</b> businesses attended the lunch time event.</p> <p>80% of businesses in attendance were from Ayrshire.</p>
Arrange SDP Bespoke Training Event for Minor Trades (Joiners, plumbers, electricians, roofers etc)	06/04/2023	By way of follow up to the Minor Works Framework Event held on 17/03/23, a bespoke Supplier Development Programme training event is taking place 06/04/23 to support local businesses to become tender ready for the live Minor Works Framework which is live.
Promote the new Construction Materials Scotland Excel Procurement Framework due to be published in the summer of 2023 to local companies with the aim of increasing the number of local businesses gaining contracts.	01/04/2023 – 31/06/2023	<p>This framework was postponed from the end of last year.</p> <p>A press release was written and released previously.</p> <p>SAC Business team were advised of the opportunities to provide to relevant business contacts.</p> <p>CWB Officer has arranged a follow up with Procurement and Business team 04.04.2023 to promote and support local businesses to become tender ready.</p>
Achieve 20 appropriate Online Community Benefits Wishes (Requests)	31/05/2023	<p>CWB team to develop a marketing and comms campaign to encourage local community groups to submit their online requests.</p> <p>Information video created <a href="https://my.south-ayrshire.gov.uk/article/46953/Community-benefits-wishlist">https://my.south-ayrshire.gov.uk/article/46953/Community-benefits-wishlist</a></p> <ul style="list-style-type: none"> <li>• Press release created</li> <li>• Social media messages created</li> <li>• Social media campaign commenced</li> <li>• Presentations to VASA, SASEN, Troon Community Council, SAC Yammer, Thriving Communities happened.</li> <li>• Community Benefits Wishes now being received for review and publication on the SAC website.</li> <li>• Ongoing promotion</li> </ul>
Commission analysis focusing on barriers to procurement in South Ayrshire	24/09/2023	<p>This action is currently being undertaken by the pan-Ayrshire procurement workstream supported by SAC CWB Officers and led by SAC Procurement Service Lead.</p> <p>A mapping exercise of Ayrshire public spend complete (24/03/23)</p> <p>Analysis of spend ongoing to identify opportunities and barriers to growth in local spend.</p> <p>CWB Legislation consultation ongoing until 05/05/23</p>
Engage with all Anchor Institutions to identify and progress joint procurement opportunities.	30/09/2023	Ongoing via pan-Ayrshire procurement workstream led by SAC Procurement Service lead and supported by SAC CWB Officers.

Task Name	Completion Date	Comment
Socialisation of CWB/strengthen local economies/support local supply chains		
In partnership with Procurement and Leisure Services organise an information event to promote SAC Food & Drink Framework for Pilot Leisure Services Venues	30/09/2023	The CWB Team with Procurement Service Lead analysed SAC Procurement spend and identified that potentially greater local spend could be leveraged by focusing on getting local food and drinks producers tender ready for SAC supply chain opportunities. SAC Leisure Services and Procurement are developing a framework while the CWB and Economy & Regeneration team are connecting with local businesses to gauge interest and capability.
Arrange training to support local food & drink supply chains to become tender ready.	30/09/2022	Working in partnership with Supplier Development Programme, supporting SMEs involved in food & drink sectors as opportunities arise to increase local public spend.
<b>FINANCIAL POWER</b>		
Commit to South Ayrshire gift / loyalty card to lock in local spend.	31/08/2021	Concordat between Scotland Towns Partnership and South Ayrshire Council Signed 31/08/23 Social Media, PR, Radio campaigns 01/10/21 – 02/02/22
Target of 100 businesses registered to accept the South Ayrshire Gift Card by February 2022.	28/02/2022	Reached target of 100 registered South Ayrshire places accepting the card 02/02/22 Extended target to 150 ahead of LACER initiative. Channelled £0.5m LACER funding via Gift Card to c. 10,000 households in South Ayrshire. With PM support led cross service workstream to deliver project. 28/03/23 184 places registered to accept the gift card (including South Ayrshire Council leisure venues). NHS, Barr Windfarm Association and Ayrshire Housing buying South Ayrshire Gift Cards instead of other channels to keep spend local.
Introduce electronic version of South Ayrshire Gift Card.	30/09/2023	30.03.23 Due Diligence in progress with SAC Legal and nominated Scheme of Delegation.
Extend the number of South Ayrshire places register to accept the gift card to 250	01/09/2023 – 28/02/2024	New target: increase number of businesses registered to accept the SAC Gift Card through a marketing campaign and business engagement to promote the new electronic version of the gift card - focusing on visitor economy in South Ayrshire.
Create Opportunities for Positive Town Centres PR	31/01/2022 – 31/08/2024	Positive PR via the South Ayrshire Gift Card relating to Community Wealth Building: <b>Advertising campaigns:</b> <ul style="list-style-type: none"> <li>• Radio West Sound</li> <li>• Youtube</li> <li>• Social Media</li> <li>• Press Releases from SAC and Scotland Towns Partnership</li> </ul>

Task Name	Completion Date	Comment
		<ul style="list-style-type: none"> <li>• Ayrshire Chamber</li> <li>• Business Gateway</li> </ul> <b>Press Release Features:</b> <ul style="list-style-type: none"> <li>• New Market Street Traders</li> <li>• Toy Town</li> <li>• Narture CIC</li> <li>• Mode of Troon</li> <li>• Scentsations of Troon</li> </ul>
Introduce Digital Capability Pilot to increase Business and Revenues throughout region	01/06/23 - 31/08/2024	<p>CWB Officer to Implement 'Digital' Pilot to encourage Business &amp; Community Groups, to enhance their Digital capability and presence with a view to increasing business revenues, tourism and use of local services.</p> <p>'Digital Carrick' Pilot to commence with some 10-15 subscribers 01/06/23, with measurement outcomes available September/October 2023</p>
<b>LAND AND ASSETS</b>		
Collaborate with SAC's Land and Assets service lead to deliver sustainable socially productive use of land and buildings/assets.	30/09/2022	CWB Officer Membership of the SAC Community Asset Transfer Group supporting Business appraisal and CWB compliance.
Enable and support asset transfer by building knowledge and awareness of underutilised assets.	30/09/2022	<p>CWB Officer contributed to the Scottish Enterprise GIS Mapping Tool and events supporting the delivery of this.</p> <ul style="list-style-type: none"> <li>• Supported South Ayrshire Lawn Tennis Club Asset Transfer</li> <li>• Supported Ayr Sea Scouts Lease towards Asset Transfer</li> <li>• Supporting Girvan Town House Asset transfer</li> <li>• Supporting Barr Community Hall Asset Transfer</li> <li>• Supporting Dailly Community Hall Lease Transition from SAC</li> </ul>
Adopt a data and strategic direction from place-making/regeneration colleagues to identify underutilised assets for CWB team to promote and develop via the CWB programme.	01/03/2022-01/04/2024	<p>The CWB Team has provided support to the following:</p> <ul style="list-style-type: none"> <li>• Girvan Town House/Go Girvan Tourism</li> <li>• Adventure Carrick Education/Girvan Band Stand</li> <li>• Maybole School Vennel</li> <li>• Carrick Centre/Goudi Transition</li> <li>• Heritage and Place applications (HES/HLF)</li> </ul>
Host 1 to Many events with interested community groups to identify their	30/09/2023	<p>The CWB Team has provided support to the following:</p> <ul style="list-style-type: none"> <li>• Girvan Town Team</li> </ul>

Task Name	Completion Date	Comment
development needs to support the co-production of viable local services and initiatives.		<ul style="list-style-type: none"> <li>• Adventure Carrick Education</li> <li>• Ayr Sea Scouts</li> <li>• Ballantrae Community Development Trust</li> <li>• Coylton Community Group</li> <li>• Dailly Community Association</li> <li>• Daily Activity Centre</li> <li>• Barr Community Development Trust</li> <li>• Pinwherry &amp; Pinmore Community Group</li> <li>• Colmonell Community Group</li> <li>• South Ayrshire Community Transport</li> <li>• Voluntary Action South Ayrshire/Ayrshire Independent Living Network/SAC HSCP</li> </ul>
Undertake a review and analysis of SAC commercial property portfolio to ensure we support growth of local businesses and entrepreneurial activity.	30/09/2023	Ongoing action through CWB Officer working with relevant SAC officers.
<b>PLURAL OWNERSHIP</b>		
Identify and engage with key community groups based throughout South Ayrshire to understand potential collaborative opportunities. Promote imaginative use of assets/inclusive economic models	30/09/2022	<p>The CWB Team has supported New Market Street Traders and provided CDS support to develop Articles of Association as new Consortium Cooperative (March 2023) with a focus on the regeneration of the street in which they trade within Ayr.</p> <p>Also supporting Girvan Town House as a plural ownership model.</p>
Upskill business advisors on Alternative and Plural ownership models so they can proactively engage with the local business base.	31/05/2022	<p>CWB Officer supported by Scottish Enterprise and Co-operative Development Scotland, hosted training sessions on Employee Ownership, Co-operatives &amp; Community Co-operatives, Platform Co-ops, BenComs and Family Business for CWB Team, Business Team &amp; appropriate Thriving Communities Officers;</p> <p>Employee Ownership Trust &amp; Family Business Training – 18/05/22</p> <p>Co-operatives, Community Co-ops, Platform Co-ops &amp; Bencoms – 22/06/22</p> <p>CWB Officer supported Scottish Enterprise to scope a Pan-Ayrshire Employee Ownership Awareness Event, with keynote Speaker Turnbury Rugs.</p>
Host a 1-2-many Plural Ownership Event promoting consortium cooperative model.	28/02/2023	The CWB Team hosted the New Market Street Traders business event in Grain Exchange, Ayr. 20 local businesses attended.

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Host an event with a focus on raising awareness of community ownership options including CAT.	30/11/2023	Planning underway for a June event in partnership with SASEN and SAC Estates.
Support a micro-enterprise initiative with a focus on improving a range of care services throughout South Ayrshire	25/03/22-31/08/24	CWB Officer supported an HSCP inspired 'Micro Enterprise' initiative with a view to facilitate small/ single employee businesses to be part of the SAC Care supply chain through rural areas of SAC. CWB Officer has organised Business 'How-To' Webinar & 'Digital Capability' Webinar positioned to support the cohort at the appropriate point in the process.
<b>FAIR WORK</b>		
Identify and promote disability confident employers within South Ayrshire. Create fair and meaningful employment opportunities	30/09/2022	Each referral made by SAC CWB Officers to the AGD Fair Work Team enables them to speak to local businesses about the benefits of creating fair and meaningful employment opportunities.  At 30.03.2023 10 SAC CWB referrals have been made to the Fair Work Team In total 37 fair work referrals for South Ayrshire businesses have been made across the CWB project of which 33 are actively engaging.
Hosting workshop events to empower employers to develop strategies for career planning and succession (promoting gender equality and wellbeing in the workplace).	30/09/2022	A pan-Ayrshire event hosted by Scottish Enterprise took place in October 2023.  8 Ayrshire-based business attended.
<b>CLIMATE ACTION</b>		
Consider climate action in all CWB activity	Cross-cutting theme across all CWB activity and grant support.	Relationship established with SAC Coordinator for Sustainable Development. Climate action and sustainability is a consideration in all CWB Catalyst Funded projects.

## Appendix 2

### Community Wealth Building – Key Highlights 2022-23

#### **SAC Procurement Initiatives to Support Local Businesses to Win More Public Contracts**

Supported SAC Procurement Service to plan, promote and assist with awareness raising events, consultancy support for local businesses, promotion of opportunities arising and capability development for third sector organisations. Working in partnership with agencies including the Supplier Development Programme to build tender readiness. From 2021 to 2022 the local spend percentage increased by 3%.

#### **Implemented South Ayrshire Gift Card and Led Related £0.5m LACER Project**

The CWB team played a leading role in implementing the South Ayrshire Gift Card and delivering a cross-service £0.5m LACER funded project to stimulate local economic activity while supporting local people to meet challenges associated with the rising cost of living. Over 180 local places are now registered to accept the South Ayrshire Gift Card. The CWB team encourages other South Ayrshire anchor institutions to consider the gift card for staff rewards, recognition and incentivisation to support local people while also keeping spend locked into South Ayrshire. Developing SAC messaging in partnership with the Comms Team has resulted in several positive local press articles, a successful radio, YouTube and social media campaign over the past year.

#### **SAC Socialisation of Community Wealth Building Principles**

Designed and delivered a CWB socialisation programme involving all relevant SAC services areas and covering each of the five CWB pillars with invited guests from University of Stirling, Glasgow Caledonian University, Renfrewshire Council among others and presentations by SAC Service Leads on what is currently happening within their service in support of local economic regeneration e.g. employability and skills, local procurement support etc. The objective of this activity was to increase awareness across all service areas of how SAC is strengthening local economic developments, identifying where CWB already exists within service plans and embedding KPIs within service plans in order that activity and progress can be reported.

#### **Established SAC Community Wealth Building Catalyst Fund**

CWB catalyst funding and KPIs are aligned to South Ayrshire strategic place-based planning for the five towns to leverage the biggest impacts on the local economy. Since the fund was established in 2022, 10 SAC projects have been supported including 5 local businesses and 5 social enterprises from across South Ayrshire.