

ARIA Community Wealth Building Guidance

Community Wealth Building is about retaining wealth, jobs and enterprises in the local area to create more sustainable and resilient rural and island economies. CWB has five strands – these are explained below. Some examples of activity relating to each strand have been provided. In your application please provide details of how your project relates to one or more of the strands. More information about CWB can be found [here](#).

Definition of Strand	Examples of activity (not limited to)
1. Local Spending – buying goods and services locally to create dense local supply chains.	<ul style="list-style-type: none"> • Buying goods, services or produce locally and developing stronger local supply chains or a circular economy; • Growing the local supply base by providing goods or services, or showcasing other local suppliers (e.g. within a shop)
2. Fair Employment – encouraging fair pay and conditions for all individuals, recruiting locally where possible and providing meaningful progression and training opportunities.	<ul style="list-style-type: none"> • Organisations working towards paying the real Living Wage; • Employing people facing barriers to employment (e.g. people with disabilities, those with caring responsibilities);
3. Land and Assets – maximising the function and ownership of local land and assets for the benefit of communities and enterprises.	<ul style="list-style-type: none"> • Feasibility studies for organisations who want to use / take ownership of local land or property assets for community or enterprise use; • Developing an existing asset to support or grow community or enterprise activity.
4. Financial Power – listening to communities and local enterprises and increasing investment where it is needed most.	<ul style="list-style-type: none"> • Providing services which improve access to affordable banking or financial advice, particularly for marginalised groups; • Organisations or initiatives which invest in / support other local enterprises to incentivise local spending or improve social and environmental purposes.
5. Ownership – encouraging creation of more generative enterprise models (e.g. SME's, social enterprise, Employee Ownership)	<ul style="list-style-type: none"> • Organisations who want to establish or transition to a more generative enterprise model e.g. Employee ownership, cooperative, social or community enterprise; • Organisations who want to grow or develop an existing generative enterprise model to enhance their social or environmental purpose.