



ALBA | CHRUTHACHAIL

**Scottish Government Consultation: [Community Wealth Building Consultation](#)**

*Submitted: May 2023*

**Consultation Questions as answered**

**General advancement of the Community Wealth Building approach**

*Q1. a) We are proposing a duty to advance Community Wealth Building, which form do you think this duty should take:*

Option B

*Please provide a reason for your answer:*

Creative Scotland is the funding, development and advocacy body for the arts, screen and creative industries. As such, we develop and support opportunities for arts, culture and the creative industries to make contributions across all five pillars of the proposed Community Wealth Building (CWB) duty.

We can see the benefits that CWB can bring to the creative and cultural sector, through the focus on building local economies. Some 14,000 businesses make up the sector, of which 98% are small businesses (0-49 employees), representing 41% of employment in the sector. Less than one percent are large businesses with over 250 employees. As such, we welcome the focus within the consultation on smaller businesses and the support proposed to help them to better contribute within a CWB framework.

We note the cultural impacts resulting from CWB work in the North Ayrshire pilot, where cultural provision was part of several of the new spaces generated by North Ayrshire's CWB delivery. This impact was potentially hidden by inclusion in categories such as 'leisure' and 'tourism'. We also believe that there is potential for arts, culture and creative industries businesses to benefit from the implementation of CWB in their communities, both by becoming more sustainable businesses and generating public benefit for and with their communities. However, this can only be realised if the sector is included in these conversations from the start.

Many of the businesses in the sector are microbusinesses and generate hyperlocal benefit in the places where they live and work. That is not to say that their economic impact is negligible as, taken together, the cumulative impact on a local economy can be significant.

As such, we would recommend Option B as being the most effective to realise a CWB duty which encompasses the widest possible input from a variety of organisations within a

community. We would recommend an additional category of social enterprise companies to be added to local communities, business and the third sector. Before anything is set into legislation, we would recommend further consultation with all public bodies to clearly develop what these statutory requirements would be and what the expectation is around delivery and reporting. We would highlight that Creative Scotland, unlike other national bodies, is not currently a statutory partner in Community Planning, and therefore would not be covered by this duty. We would be keen to discuss this, and the implications for resources at Creative Scotland should this change.

*Q1. b) One way Scottish Government could support the implementation of the proposed Community Wealth Building duty is to provide statutory or non-statutory guidance. Would this be helpful to partners in meeting the proposed duty?*

Yes

*Please provide a reason for your answer:*

We would welcome non-statutory guidance to support the proposed duty. Public bodies cover a range of areas, each of which operate differently, so guidance which allows flexibility would be most effective.

It would be useful to see examples in any guidance which highlighted the potential value for communities to work with the creative organisations and individuals in local areas, to maximise the potential value and benefit from CWB. The consultation paper links CWB to other Scottish Government policies around economic development and the green transition, as well as child poverty and economic inequality. It would be helpful if any guidance were to develop these more fully with clear examples of how this can be achieved. For example, the paper mentions the Place Principle, but guidance should be clear around how practically the Place Principle and CWB could work together, so there are no gaps or competing incentives.

We would also note that some of the terminology used in CWB can have different meanings, dependent on context. For example, 'anchor organisations' has a specific meaning for organisations involved in community-based work. Guidance should clarify these differences and minimise misunderstanding so that organisations can embrace and be empowered by CWB.

*Q2. a) Are there other non-legislative measures that you believe are required to accelerate the implementation of the Community Wealth Building approach in Scotland?*

Yes

*Please provide a reason for your answer:*

Any measure that would help cultural and creative organisations to be considered or engage with the CWB process would be welcomed.

For example, as much of the sector is made up of small businesses, it would be beneficial if they were invited to tender or to form collaborative tender opportunities, as many small

businesses may not have the capacity to respond to tender opportunities independently. Guidance on how to best access those opportunities would also be welcome.

In planning, there is a need for shared spaces which may benefit creative community practice or creative small businesses and microbusiness. This is especially relevant in rural and remote communities where individuals leading small businesses can become isolated from peers and where co-working or networking spaces make a positive difference, both socially and economically.

Support for anchor institutions which are impacted by CWB to transition their business practices, for example hiring, procurement or planning, would also be welcome.

[The Embers](#) report on Creative Placemaking for the South of Scotland produced by the Stove Network includes examples of creative organisations developing approaches to community wealth building.

*Q2. b) Are there specific actions required to advance delivery of the items contained within the Shared Policy Programme outlined on page 11?*

Yes

*Please provide a reason for your answer:*

The policy paper clearly states that the Scottish Government sees a role for a range of economic sectors (p10) to contribute to Scotland's transition to a Wellbeing Economy, in part through the implementation of CWB. To date the specific potential impact for CWB from arts and creative industries has not been researched and identified. There would therefore be a strategic benefit in finding and developing where they can contribute to and benefit from CWB's roll out across Scotland. Aligning with the 5 pillars of Community Wealth Building, there is an opportunity to support the growth of the economic, social and cultural value of the creative industries while delivering on Scotland's commitment to a wellbeing economy.

We note that p38 of the paper states that: "As part of early engagement, some stakeholders have suggested a focus on the following areas: exploring if CWB principles and standard criteria could be built into funding and funding assessment criteria." Creative Scotland as a public body that disburses Scottish Government funding would have a keen interest in this requirement and how it might be implemented.

With regard to our own funding, we have worked hard to ensure that the criteria we set out aligns clearly with our strategic priorities and is appropriate for the sector and the work that it delivers. The primary function of our funding is to sustain the activity of the cultural and creative sectors in Scotland.

While we acknowledge that many organisations are key elements in their local communities, we would see the implementation of this duty as part of our development function and there are many implications to making it a condition of public funding. We would caution against setting criteria centrally which may unintentionally bar organisations from accessing funding. For example: many organisations which we fund work on a national level and not tied to one specific community; are microbusinesses and do not have the capacity to

undertake extra work around CWB; or may be working in a community for a limited amount of time, such as a screen production company or a touring production. Allowing for flexibility around these elements would be more effective for our sectors and would be problematic to implement as a criterion for our funding.

Creative Scotland has constituents in business, third sector and communities and these organisations would need in-depth information about both the opportunities and responsibilities that a CWB duty might bring in their community. We have seen examples where organisations in the cultural and creative industries organisations have struggled to demonstrate impact at a local authority level because the local authority primarily views impact in financial terms. Organisations making a substantial community and ecological contribution may not have this value recognised by the local authority.

In order to support the cultural and creative sector to engage with this process, we would recommend the following:

- changes to decision making criteria in procurement to include other measures beyond best value (location or positive social impact)
- support for micro businesses to tender
- awareness of local businesses for anchor organisations
- reduced bureaucracy in procurement / use of local government property
- longer time horizons for decision making
- building skills and networks at local levels to include and value creative and cultural businesses

Creative Scotland is undertaking research in partnership with Community Enterprise to explore where the opportunity for the arts, culture and creative industries to contribute are and the capacity and understanding needed to realise this opportunity. We would be keen to share learning with the Scottish Government and local communities to help maximise the benefits of CWB in communities across Scotland.

### **Land and property pillar**

*Q5. Are there ways in which the law could be changed which are not already covered in the proposals for the Land Reform Bill to advance the land and property pillar of Community Wealth Building?*

Yes

*Please provide a reason for your answer:*

As highlighted in our response to the Draft National Planning Framework 4 consultation, culture can support the delivery of many other policy areas, from tourism to wellbeing, town centre regeneration and a sustainable, low carbon economy. Many cultural and creative organisations are responsible for community assets, including historic buildings, including those developing 'meanwhile' use of land or buildings earmarked for development. Support for community ownership should recognise where community capacity is limited and seek to provide more than guidance suggested in current plans, and funding to take ownership of

buildings. Support for additional capacity, mentoring, training and crucially, access to ongoing funding, to enable local community assets to be retained or developed for the use of the community, which would support this pillar. The National Culture Strategy for Scotland, NPF 4 and various locally based schemes on 'meanwhile use' and accessing derelict and unused buildings would be useful in informing this pillar.