





# Community Wealth Building

**South Ribble has a vision of a more resilient local economy that involves and benefits the local people and area.**

Traditionally local economies rely on large external businesses to provide jobs, goods and services for local residents. This results in decisions and profits flowing out to wherever the company is based or the goods are produced.

Community wealth building takes the opposite approach, looking inwards to the borough, working to develop, retain and protect local wealth including money, assets (such as land or buildings) and the environment. As a well-established and permanent provider of local services, the Council is well positioned to lead the way and encourage our partners, known as anchor institutions, to follow suit.

	Traditional Approach	Community Wealth Building
 <b>Place Based</b>	Land is used to attract outside investment, focusing on monetary rather than social value. Public assets subsidise profits for external investors in the hope of bringing jobs.	Protects local land and buildings by using or developing them for the benefit of the local community, creating social value (i.e. something that is valuable for local people).
 <b>Shared Ownership</b>	Seeks investment from external big business. Smaller firms struggle to compete and are absorbed. Salaries are minimised to maximise profits which leave the area.	Supports local businesses, independent traders and groups of residents working together (known as co-operatives) decisions about local livelihoods are made in South Ribble not by remote shareholders or national companies.
 <b>Local Economic Cycle</b>	Contracts are awarded on price, big national players win tendering processes and public spend immediately leaves the area without a local benefit.	Local suppliers are used to create local jobs, increasing resident's wealth and their local spend. Benefits ripple as money re-circulates locally.
 <b>Local Financial Power</b>	Banking is left to the big cities, local money is stored and invested elsewhere. Private banks focus on profiting from their customers and those in poor financial circumstances are excluded.	Rather than big national banks, local member owned non-profit credit unions retain money locally and are more accessible, allowing for investment based on community priorities.