

North Ayrshire Council invites you to join our Webinar

Monday 5 October 7pm

“Community Wealth Building Strategy - Tackling Poverty” Building back better, fairer, greener

North Ayrshire Council would like to invite you to join us for a Webinar which will look at Community Wealth Building as an approach to tackle poverty and achieve a wellbeing economy. This will kick off a series of events that we will be doing to support **Challenge Poverty Week**, which runs from 5 -11 October. This is the fifth year that North Ayrshire Council has supported the Poverty Alliance’s campaign and we look forward to participating once again this year.

The launch will be broadcast on North Ayrshire Council’s [Facebook Page](#) on **Monday, 5th October at 7.00 pm.**

We are proud to be the first Local Authority in Scotland to implement a Community Wealth Building strategy to deliver a new economic model focused on wellbeing and inclusion. Our Council Leader Joe Cullinane will host the event and we are delighted to announce that he will be joined on the evening by Sarah Deas, Trustee, Wellbeing Economic Alliance (Scotland) and Visiting Professor, Hunter Centre for Entrepreneurship, University of Strathclyde and Chair of North Ayrshire’s CWB Expert Advisory Panel, and Peter Kelly, Director of the Poverty Alliance.



SARAH DEAS

Sarah is passionate about creating a progressive economy – one that delivers for people and planet. She is currently a trustee of the Wellbeing Economy Alliance (Scotland) and a Visiting Professor at the University of Strathclyde. She is also a member of the Institute of Directors’ Sustainable Business advisory group and a member of the British Council’s Scotland Advisory Committee. She is a fellow of both the Royal Society of Arts and the Salzburg Global Seminars.

Previous non-executive roles include chair of Arts & Business Scotland and trustee of the Bank of Scotland Foundation. Her professional background is in strategy, marketing and business development, most recently as chief executive of Co-operative Development Scotland (Scottish Enterprise subsidiary) where she championed progressive business models. Her career spans the public and private sectors, including leadership roles in economic development, advertising and the packaging industry.



PETER KELLY

Peter Kelly has been active in campaigns for social justice for more than 25 years, both as a worker and activist. He joined the Poverty Alliance, Scotland's anti-poverty network in 2002, and has been Director since 2004. He is responsible for the overall day-to-day management of the organisation, as well as leading on the policy and campaigning goals of the network. He has a strong interest in issues around labour market inequality, including in-work poverty and low pay, and civic and community activism.

Peter has represented the Alliance in a variety of voluntary and statutory forums and bodies including the Scottish Drugs Forum, the Scottish International Development Alliance, Energy Action Scotland, the Glasgow Council for the Voluntary Sector, the Child Poverty Action Group Scotland and others. He was Vice President of the European Anti-Poverty Network from 2012-2018.

COUNCIL LEADER, JOE CULLINANE



Councillor Joe Cullinane was elected as a Labour representative for Kilwinning at the May 2012 and May 2017 local government elections. He was appointed Leader of North Ayrshire Council on 30 August 2016, following a change of administration, and again on 17 May 2017 following the local elections.

Following a Cabinet reshuffle in June 2020, it was agreed that Councillor Cullinane's portfolio would be for matters relating to Community Wealth Building, as well as areas such as the budget and the Ayrshire Growth Deal.

Since becoming Leader, he has been appointed Chair of the North Ayrshire Community Planning Partnership, Staffing & Recruitment Committee, Ayrshire Regional Economic Partnership Board and the Ayrshire Shared Services Committee. As Council Leader he attends COSLA Leaders and COSLA Convention. He is a member of the Ayrshire Regional Economic Joint Committee and a non-Executive Board Member of NHS Ayrshire and Arran.

In September 2019, it was announced that Councillor Cullinane would join the Scottish Labour Party Shadow Cabinet, leading on Campaigns and Party Engagement.

Please tune in and join in the discussion where you can put your questions to our Panel and find out how we can work together to tackle poverty. You can also email any questions you have for our Panel in advance to leader@north-ayrshire.gov.uk #ChallengePoverty #TogetherWeCan @CPW_Scotland