

Ayrshire Community Wealth Building Commission – Lead Officer Working Group

Note of Lead Officer Working Group Meeting held on 7 June 2022, 9.15am – 11.45am, Cunninghame House, Irvine

Attendees

Caitriona McAuley, Head of Service (Economic Development and Regeneration), North Ayrshire Council (Chair)
Emma McMullen, Senior Manager – Economic Policy, North Ayrshire Council
David McDowall, Head of Economic Growth, East Ayrshire Council
Mark Greaves, Local Places Coordinator, South Ayrshire Council
Kaileigh Brown, Co-Leader - Third Sector, The Ayrshire Community Trust (TACT)
Derek Frew, Ayrshire Divisions Partnership Lead Officer, Police Scotland
Michael Breen, Vice Principle, Ayrshire College
Vikki Kewney, Project Manager, Scottish Enterprise
Brian Connolly, Scottish Enterprise
Sarah Leslie, HR Director, NHS Ayrshire and Arran
Juliet Dempster, Fair Work Programme Manager, North Ayrshire Council
Angela McWhinnie, VASA (substitute for Linda West)

Secretariat

Mhairi Paterson, Community Wealth Building Coordinator, North Ayrshire Council

Apologies

James Thomson, Director of Finance, Student Funding and Estates, Ayrshire College
Allison Craig, Strategic Manager, Ayrshire Growth Deal
Paul Blackwood, Workforce Planning Manager, Scottish Fire and Rescue Service
Linda West, Strategic Lead for Representation, Voluntary Action South Ayrshire (VASA)
Paul Zealey, Skills Planning Lead, Skills Development Scotland
Craig Watt, Team Leader, Scottish Enterprise
David Alexander, Procurement Service Lead, South Ayrshire Council
Jude King, AGD CWB Fund Programme Manager, North Ayrshire Council
Kirstin Dickson, Director for Transformation and Sustainability, NHS Ayrshire & Arran
Fiona Fawdry, Chief Executive, East Ayrshire CVO

1. Welcome and Apologies

The Chair welcomed attendees to the Lead Officer Working Group (LOWG) for the Ayrshire Community Wealth Building Commission and noted apologies submitted.

2. Minutes

The minutes of the previous meeting on 16 February were agreed with no issues raised.

3. CWB Commission

Mhairi Paterson noted the previous meeting of the CWB Commission held on 17 March was attended by Mr Tom Arthur, Minister for Public Finance, Planning and Community Wealth. The meeting covered the strategic context of CWB in Ayrshire, examples of good CWB practice across Ayrshire Anchor Institutions and challenges associated with delivering CWB. It was noted that Scottish Government are currently developing legislation for a CWB Bill and there will be an official consultation in due course.

The next meeting of the CWB Commission was due to take place on 22nd June, however this has been postponed to allow time for new elected members to be briefed on CWB activities. The following CWB Commission meeting will take place on 12 September.

ACTION: Materials used by NAC for their CWB Elected Members session to be shared with EAC and SAC.

4. Scottish Enterprise – Land & Assets Workstream Update

Vikki Kewney, workstream lead for Land and Assets gave an update on recent activity. A GIS dashboard has been created which maps the location and number of surplus assets held by partners in Ayrshire. Work is currently underway and ongoing to determine the demand for underutilised assets. It was noted that CWB Business Locality Officers in each council have a survey which captures any needs from businesses. A survey is currently being developed by TACT to capture the demands within the 3rd Sector.

It was noted the policy landscape regarding the Land & Assets pillar is complex and requires further unpacking to fully understand the barriers and opportunities. There is a need for all partners to analyse current policy and identify where barriers to the maximisation of assets exist and how these can be overcome. Horizon planning is required to understand the changing needs of the region in the coming years and ensure decisions are made over the long-term and with future needs in mind. It was noted that strategic future-proofing of assets could be fed into the development of the Regional Economic Strategy.

ACTION: Vikki to share workstream project plan with Sarah Leslie.

ACTION: Anchors to consider policy barriers in respective organisations.

ACTION: CLES to engage with Vikki and ensure strategic alignment within RES.

5. Ayrshire College – Fair Employment Workstream Update

An update on the progress of the Fair Employment workstream being led by Ayrshire College was provided. Three areas of priority within the workstream have been identified with significant opportunities for collaboration: recruitment, apprenticeships and volunteering.

- Recruitment
 - NHS Ayrshire & Arran will lead this sub-group. It was noted that application processes, advertising and childcare can all be barriers to successful

recruitment. There is a need to build pathways and think creatively regarding flexible contracts. NHS are prioritising recruitment as part of Caring for Ayrshire and are planning a “Summer of Engagement” to listen to what Ayrshire residents need from the roles.

- Apprenticeships
 - Ayrshire College will lead the sub-group focussed on apprenticeships.
- Volunteering
 - VASA have been approached to lead the volunteering subgroup. There needs to be a focus on developing quality opportunities and consideration of gaps within existing volunteering provision. Pathways allowing progression into employment must be meaningful.

The need for a staffing resource to coordinate and work across the workstream was noted. An application to the Workplace Equality Fund was submitted which sought funding to host a programme manager within NHS Ayrshire and Arran. If the WEF application is unsuccessful, consideration of other options for funding is required.

In recognition of recruitment challenges faced by a number of Anchors, a common brand for marketing and communicating opportunities within Ayrshire was discussed. CWB messaging could be incorporated. Health and Social Care Partnerships should also be involved due to their recruitment challenges. Sarah Leslie sought volunteers to support this work.

6. Regional Economic Strategy Update

Emma McMullen provided an update on the development of a Regional Economic Strategy (RES) for Ayrshire. CLES (Centre for Local Economic Strategies) have been appointed to develop the strategy. It was noted that reporting on the development of the strategy is undertaken via the Ayrshire Economic Joint Committee and CWB Commission.

ACTION: Emma to circulate RES literature review to LOWG.

7. CWB Conference

It was noted that North Ayrshire Council are planning a CWB Conference due to take place later in 2022.¹ There may be an opportunity for Anchor partners to be involved in activities and communication leading up to the conference. It was suggested that the conference would provide an opportunity for NHS to present their findings on their Summer of Engagement.

8. Workshop and Discussion – Socialising and communicating CWB in Ayrshire and Anchor Institutions

A discussion on developing a culture of good CWB communication was facilitated by Mhairi Paterson and Emma McMullen. The following points were raised:

¹ Please note the CWB Conference will now take place on Friday 7th October 2022, **not** 30th September as previously stated.

- There is a need ensure communication about CWB is clear and without jargon and draws attention to recruiting and buying locally. Language should be clear, relevant, honest and provide practical, relatable examples.
- Different messages are needed for different audiences e.g. staff, the public, students and businesses. However a shared vision for key audiences is also important.
- Wellbeing is a strong element of CWB and needs to communicate a hopeful and purposeful future and considers public safety. Focus on workers point of view and understand health challenges – the work of the Carnegie UK Trust on Kindness might be useful.

9. Anchor Action Planning and Ambition Setting

Following feedback from Sarah Deas and the CWB Expert Advisory Panel, a template has been developed to help drive progress on embedding CWB in our respective Anchor Institutions and set long term ambitions for change. It comprises a self-assessment of progress against the Anchor Charter pledges, ambition setting and identification of priority actions. It was noted that any ambitions and actions should be challenging enough to encourage change, however these should be realistic for each organisation.

ACTION: Anchors to complete Ambition Setting template.

10. Next Steps and future agenda items

LOWG members agreed that the next meeting should also be in person.

11. AOB

No items raised.