

**Community Wealth Building**...uses the economic levers available to Anchor Institutions to develop resilient, inclusive local economies with more local spend and fair employment, as well as a larger and more diverse business base, ensuring that wealth is more locally owned and benefits local people.

**Anchor Institutions**...are organisations which are rooted in particular places by their mission, histories, physically fixed land and assets, and established local relationships.

## Anchor Charter Mission Statement

To commit to long-term collaboration between Ayrshire Anchor Institutions, supporting shared Community Wealth Building goals to improve collective wellbeing and create a strong, resilient and inclusive local and regional economy. This includes a commitment to the embedding of Community Wealth Building principles and reporting on progress to the CWB Commission.

### Pillar Purpose

### Pillar Objective

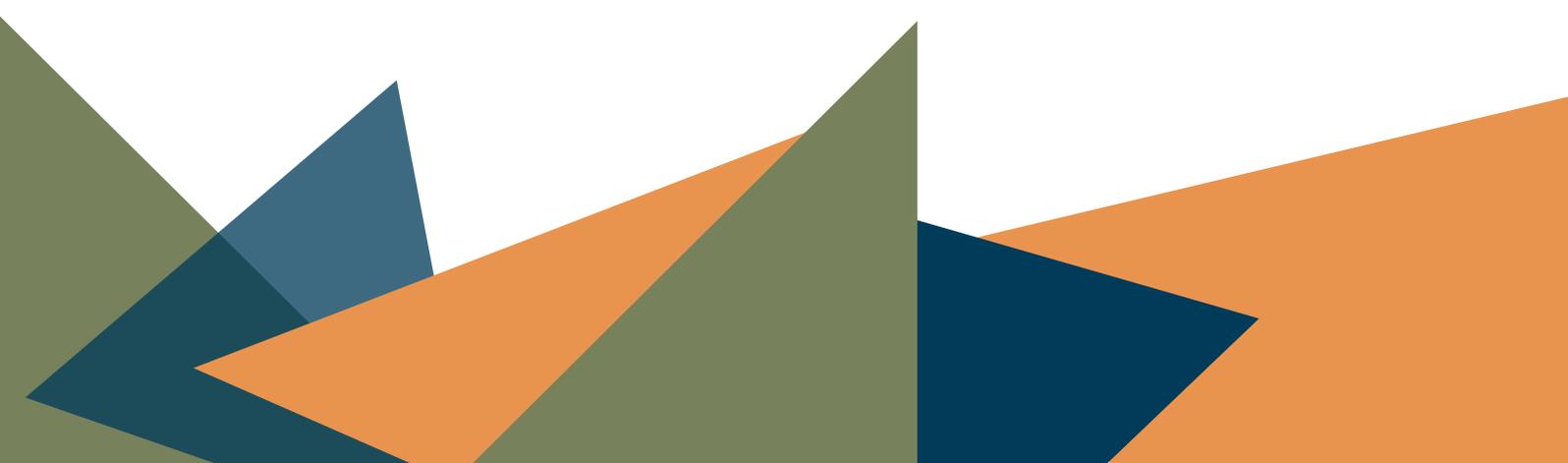
### Anchor Pledge

#### Procurement

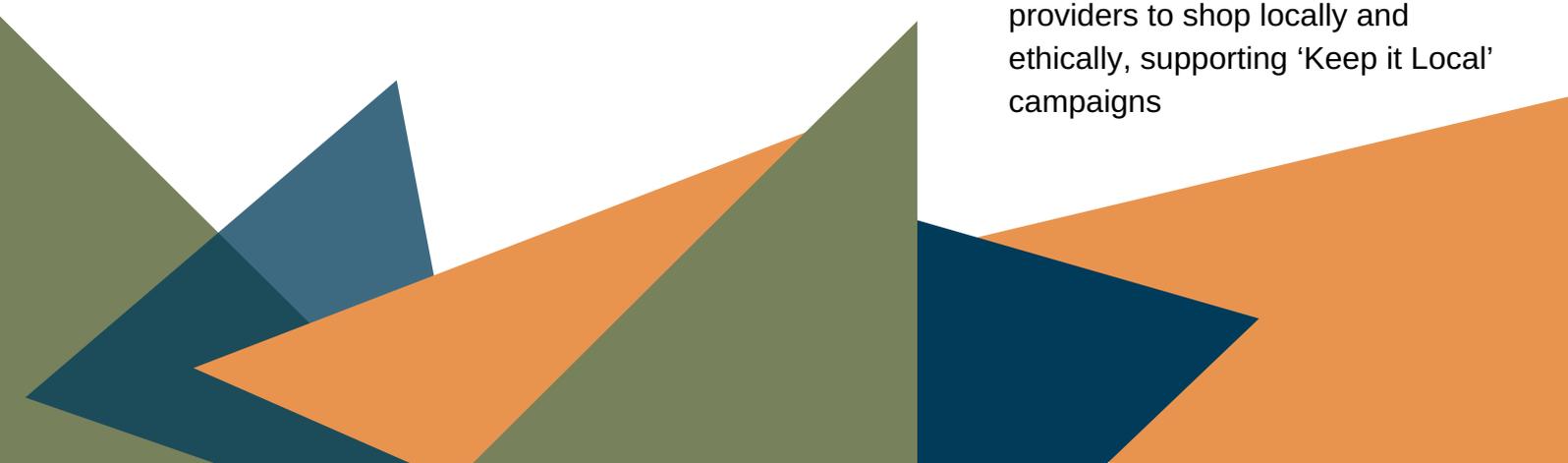
We commit to using our spend to support a diverse local business base

Maximise economic, social and environmental benefit for the community through development of dense local supply chains comprising local SMEs, employee owned businesses, social enterprises, cooperatives and other community owned enterprises.

- Commit to undertaking supply chain and spend analysis and work towards increasing local spend where possible
- Proactively engage with other Anchor Institutions to identify and progress joint procurement opportunities, whilst supporting local businesses to bid and respond to opportunities



Pillar Purpose	Pillar Objective	Anchor Pledge
<p><b>Fair Employment</b></p> <p>We commit to being a fair employer</p>	<p>Creating fair and meaningful employment opportunities by recruiting from priority groups, paying the living wage and building progression routes for workers.</p>	<ul style="list-style-type: none"> <li>• Work towards becoming a Living Wage Employer</li> <li>• Seek to recruit locally and from priority groups where appropriate e.g. young people, people with long-term health problems, people experiencing poverty</li> <li>• Commit to providing secure, safe employment, addressing gender pay imbalances and developing strategies for in-work progression and wellbeing support</li> <li>• Ensure workers are respected and have access to Trade Union membership</li> </ul>
<p><b>Land and Assets</b></p> <p>We commit to the productive use of our land and assets to support communities and enterprises</p>	<p>Anchors are often major land holders and can support equitable land development and ownership models, including the imaginative use of assets for community and wider social and economic use.</p>	<ul style="list-style-type: none"> <li>• Commit to undertaking an asset review to identify opportunities for Community Wealth Building</li> <li>• Proactively support communities who wish to use or develop under-utilised assets</li> </ul>
<p><b>Financial Power</b></p> <p>We commit to harnessing and growing local wealth</p>	<p>Increase flows of investment within local economies by harnessing wealth that exists locally.</p>	<ul style="list-style-type: none"> <li>• Seek to invest in environmentally sustainable, local economic development opportunities</li> <li>• Support and promote progressive finance initiatives including local credit unions</li> <li>• Encourage staff and service providers to shop locally and ethically, supporting 'Keep it Local' campaigns</li> </ul>



## Pillar Purpose

## Pillar Objective

## Anchor Pledge

### Plural Ownership

We commit to supporting plural ownership of the local economy

Advance inclusive economic ownership models such as local SMEs, employee owned businesses, social enterprises, cooperatives, community enterprises and mutually owned companies and thus enable more wealth generated locally to stay within the community.

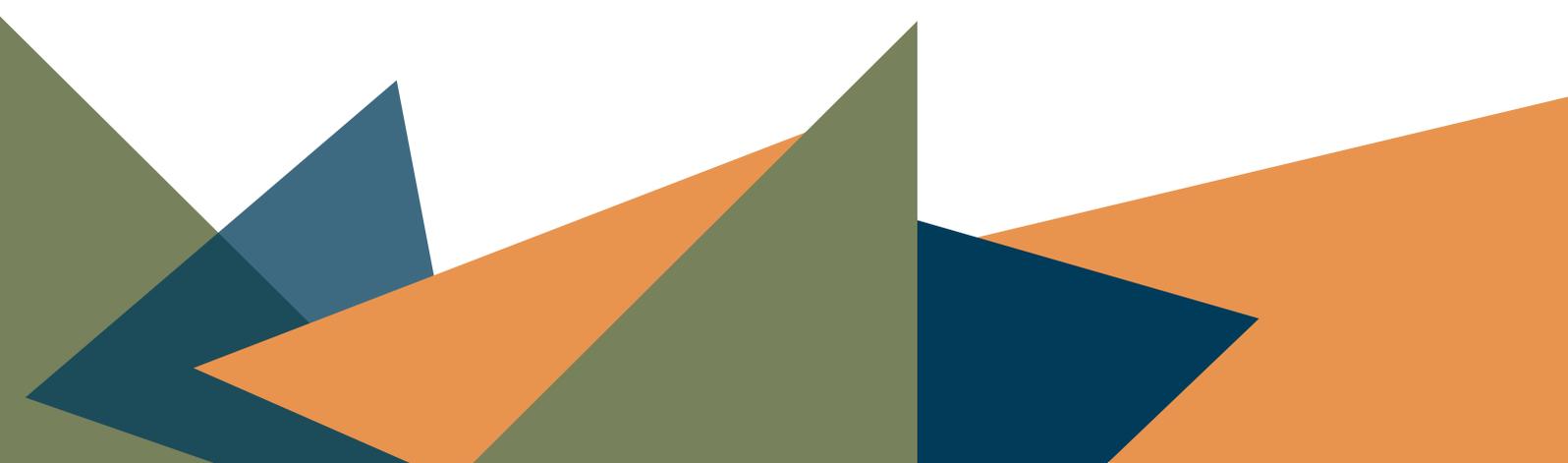
- Proactively engage with communities to co-produce local services and initiatives
- Commit to involving local SMEs, employee owned businesses, social enterprises, cooperatives and community owned enterprises within local supply chains

### Climate Action

We commit to becoming a net-zero carbon organisation

The global climate emergency requires immediate and sustained action to reduce carbon and greenhouse gas emissions and remove them from the atmosphere.

- Commit to a timescale for achieving net zero carbon and greenhouse gas emissions
- Support and encourage environmentally sustainable supply chains
- Consider strategies to embed environmental benefits through, for example, capital investment projects, active travel and sustainable energy generation



**We commit to this Anchor Charter to deliver  
Community Wealth Building in Ayrshire**



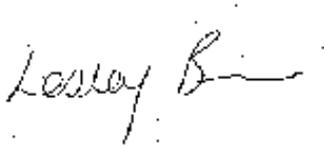
Councillor Joe Cullinane  
Leader of North Ayrshire Council



Councillor Douglas Reid  
Leader of East Ayrshire Council



Councillor Peter Henderson  
Leader of South Ayrshire Council



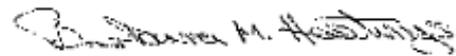
Lesley Bowie  
Board Chair, NHS Ayrshire and Arran



Mark Newlands  
Head of Partnerships, Scottish Enterprise



Carol Turnbull  
Principal, Ayrshire College



Barbara Hastings  
Chief Executive Officer, TACT

