

## Appendix 1: Actions to Support an Aberdeen Community Wealth Building Approach

| Action                                                                                                            | Anticipated Outcomes                                                                                                                                                      | Lead Service                       | Anticipated Cost                          | Potential Funding Source                      | Timeline              |
|-------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------|-------------------------------------------|-----------------------------------------------|-----------------------|
| <i>'Enabling Activities' to facilitate CWB</i>                                                                    |                                                                                                                                                                           |                                    |                                           |                                               |                       |
| 1 - CWB Officer to lead on the development of CWB within the Council and with key stakeholders and partners       | Integration of a CWB approach across Council services, interconnectivity of activities under CWB pillars and CWB policy development                                       | City Growth                        | N/A                                       | Incorporated within an existing role          | Short-term (Jan 2024) |
| 2 - Present CWB to the Community Planning Board and seek support for implementation in their anchor organisations | City-wide awareness and engagement in CWB as an approach                                                                                                                  | City Growth/<br>Community Planning | N/A                                       |                                               | Short-term (Jan 2024) |
| 3 – Present to Aberdeen Responsible Business Network and seek support from anchor businesses for key initiatives  | Strengthen and deepen connections with anchor responsible businesses to deliver on key areas                                                                              | City Growth/<br>Community Planning | NA                                        |                                               | Short-term (Jan 2024) |
| 4 - Establish a North East cross-Anchor Institution Working Group to enhance scope of CWB                         | Objectivised workstreams across CWB pillars; governance of regional CWB activity; collaborative approach to delivery of CWB across the North East, including funding bids | City Growth                        | N/A                                       |                                               | Short-term (Jan 2024) |
| <i>Spending Pillar</i>                                                                                            |                                                                                                                                                                           |                                    |                                           |                                               |                       |
| 5 - Recruitment of a Procurement Adviser                                                                          | Targeted support to enhance capacity of local businesses to bid successfully for public sector contracts                                                                  | City Growth/<br>Procurement        | Anticipated to be Grade 13 role - £49,000 | UK Shared Prosperity Fund or Business Gateway | Short-term (Jan 2024) |
| 6 - Ongoing delivery of Community Benefits                                                                        | Securing additional value through major contracts led by the Council to provide a range of benefits                                                                       | City Growth/Procurement            | N/A                                       |                                               | Long-term (Jan 2026)  |

| <i>Action</i>                                                                          | <i>Anticipated Outcomes</i>                                                                                                                                        | <i>Lead Service</i>         | <i>Anticipated Cost</i>                                             | <i>Potential Funding Source</i>                      | <i>Timeline</i>       |
|----------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------|---------------------------------------------------------------------|------------------------------------------------------|-----------------------|
| 7 – Continue to grow and strengthen Aberdeen Responsible Business Network and Partners | Support anchor businesses to contribute corporate social responsibility efforts towards areas of greatest need for the City.                                       | Community Planning Aberdeen | >£500 for annual networking event pa                                | Community Planning Budget                            | Ongoing               |
| <i>Workforce Pillar</i>                                                                |                                                                                                                                                                    |                             |                                                                     |                                                      |                       |
| 8 - Provision of seed funding to employability programme participants                  | Encourage and support creation of small businesses by those who could not otherwise afford to do so                                                                | City Growth                 | £5k max per new business                                            | Scottish Government Employability No One Left Behind | Short-term (Jan 2024) |
| 9 - Development of employability pilot projects in priority areas                      | To develop and test employability pilot projects, which could be scaled up and rolled out across the city                                                          | City Growth                 | £70,000                                                             | Scottish Government Employability No One Left Behind | Short-term (Jan 2024) |
| 10 - Creation of small employability grants scheme                                     | Support small grass-roots community organisations to develop, build-on, and deliver employability projects in priority areas                                       | City Growth                 | £200,000                                                            | Scottish Government Employability No One Left Behind | Short-term (Jan 2024) |
| 11 - Employer Recruitment Incentive Schemes                                            | Support growth of SMEs by providing funding to offset some costs of taking on new members of staff, with a premium paid to those paying the Real Living Wage staff | City Growth                 | Max £6k per new employee, with a max of £18k per annum per employer | Scottish Government Employability No One Left Behind | Short-term (Jan 2024) |
| 12 – Paid Work Experience Scheme                                                       | Support individuals to move into paid employment through a supported work experience placement, paid at Real Living                                                | City Growth                 | Up to £4,500 per person                                             | Scottish Government Employability                    | Short-term (Jan 2024) |

| <i>Action</i>                                                                                                                                       | <i>Anticipated Outcomes</i>                                                                                                                             | <i>Lead Service</i>                        | <i>Anticipated Cost</i> | <i>Potential Funding Source</i>             | <i>Timeline</i>        |
|-----------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------|-------------------------|---------------------------------------------|------------------------|
|                                                                                                                                                     | Wage rate, simultaneously supporting employers to offset initial employment costs.                                                                      |                                            |                         | No One Left Behind                          |                        |
| <i>Land and Property Pillar</i>                                                                                                                     |                                                                                                                                                         |                                            |                         |                                             |                        |
| 13 - Improve marketing and online promotion of properties from Council portfolio which are available for Community Asset Transfer                   | Increased interest from community groups, community empowerment and fewer surplus assets for the Council                                                | Corporate Landlord                         | N/A                     |                                             | Short-term (Jan 2024)  |
| 14 - Make available Council-owned vacant spaces in the city centre for small business and social enterprises to test market products or services    | Increased vibrancy and population in city centre; reduced vacancy rates in line with Empty Shops Plan under development; 'testbed' for entrepreneurship | Corporate Landlord                         | To be confirmed         |                                             | Short-term (Jan 2024)  |
| <i>Financial Power Pillar</i>                                                                                                                       |                                                                                                                                                         |                                            |                         |                                             |                        |
| 15 - Encourage use of the Aberdeen Gift Cards by Anchor Institutions to encourage staff to shop locally                                             | Revenue for local businesses                                                                                                                            | Aberdeen Inspired supported by City Growth | N/A                     |                                             | Medium-term (Jan 2025) |
| 16 - Explore the development of a microfinance scheme, including related financial management advice, targeting people considering self-employment. | Targeted, accessible financial support and management advice to achieve inclusive economic growth                                                       | City Growth/Community Development          | To be established       | Just Transition Fund/Shared Prosperity Fund | Medium-term (Jan 2025) |
| 17 - Commission a feasibility study with partners to consider the establishment of a Northeast Scotland Community Bank                              | Provision of ethical and local financial solutions, harnessing of local wealth for reinvestment                                                         | CWB Cross-Anchor Working Group             | Study cost (£30,000)    | Just Transition Fund/Shared Prosperity Fund | Long-term (Jan 2026)   |
| 18 - Identify and promote local investment projects to the North                                                                                    | Increased flow of investment within local economy                                                                                                       | City Growth                                | N/A                     |                                             | Long-term (Jan 2026)   |

| <i>Action</i>                                                                                                                                                                                                                                                              | <i>Anticipated Outcomes</i>                                                                                                   | <i>Lead Service</i>              | <i>Anticipated Cost</i> | <i>Potential Funding Source</i>            | <i>Timeline</i>       |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|----------------------------------|-------------------------|--------------------------------------------|-----------------------|
| East Scotland Pension Fund through linkage with Invest Aberdeen                                                                                                                                                                                                            |                                                                                                                               |                                  |                         |                                            |                       |
| <i>Inclusive Ownership Pillar</i>                                                                                                                                                                                                                                          |                                                                                                                               |                                  |                         |                                            |                       |
| 19 - Enhanced delivery of business start-up and growth support activity which targets social enterprises, co-ops and community groups in priority areas. As well as acting as a locality CWB adviser supporting wider CWB actions by Council and other Anchor Institutions | Increased number of social enterprises, co-ops and community groups which serve the interests and benefit the local community | City Growth via Business Gateway | £200,000 pa             | Business Gateway/UK Shared Prosperity Fund | Short-term (Jan 2024) |