



COMMUNITY WEALTH FUND ALLIANCE TOOLKIT

Version 1.1



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This is a once-in-a-lifetime opportunity to redress the imbalance that we see in communities across the country. Where residents and neighbourhoods are struggling, the Community Wealth Fund would be an invaluable opportunity to create stronger communities by trusting local people.”

Rita Chadha, CEO of the Small Charities Coalition

WELCOME

Thank you for joining the Community Wealth Fund Alliance, a growing and engaged group of organisations calling for investment in transformational change in the communities that need it most. **This document is an introduction to the Alliance and provides guidance on how you can get involved and help us to promote the campaign.**

Our first report, **Strong, resourceful communities: The case for a community wealth fund**, which launched the campaign in 2018, argued for urgent investment in 'left behind' communities. The need is even more pressing today, given the likely impact of the pandemic on our economy and the health of the nation.

The Community Wealth Fund would provide the foundational investment necessary to make 'left behind' neighbourhoods better places to live, ensuring their communities thrive. The Fund would give residents decision-making power over resources and enable them to design and develop services and facilities that best respond to their particular needs and aspirations. It would transform the way in which communities interact with the public sector by increasing trust in institutions, and supporting partnership working.

The evidence shows that this is how we can rebuild trust and create social capital, addressing the isolation many people feel, and the sense that some communities have of being forgotten and overlooked.

We know that people in 'left behind' neighbourhoods want to have a greater say in the decisions that affect their area. In **polling** commissioned by Local Trust in 'left behind' neighbourhoods, 63% of respondents agreed that when local people get involved in their community, they really can change the way that their area is run.

The Community Wealth Fund is a bold and ambitious ask, but the need is great and the opportunity is there if we work together to make the case. Thank you for joining the Alliance and believing in the power and potential of the Community Wealth Fund. We look forward to working with you to make it a reality.

INTRODUCTION

Welcome to the Community Wealth Fund Alliance, a group of civil society, public and private sector organisations, supporting the call for a Community Wealth Fund, a new independent endowment that would provide long-term investment in 'left behind' neighbourhoods. The Fund would trust local people to make decisions about their neighbourhood, enabling communities to flourish and build confidence and capacity.

You can find more information about the proposal and content such as blogs on our webpage [here](#).

Purpose of the Alliance

Our success in securing the Community Wealth Fund will depend on building widespread public and political support for the proposal. Alliance members can act as both supporters and advocates of the Fund. Please use your networks and expertise to promote the Community Wealth Fund with your contacts in civil society, public and private sector organisations and with decision makers.

Keeping in touch

You will receive our monthly newsletter which includes actions, news about reports and research relevant to the campaign, and ways to get involved. [Get in touch](#) if you have an idea for featured content.

Structure of the Alliance

Local Trust provides the secretariat to the Alliance and is also a founding member. The campaign is steered by an Advisory Group, which meets regularly and provides strategic advice, representing the interests of the wider membership. Lloyds Bank Foundation, NCVO, People's Health Trust, Local Trust, the Small Charities Coalition, NAVCA, Race Equality Foundation and brap are represented on the Group.

You can view the full list of Alliance members and funders of the campaign [here](#).

✉ CWF@localtrust.org.uk
☎ 0203 588 0426

What we are calling for

The Alliance is asking the government to dedicate the next wave of **dormant assets** (stocks, shares, bonds, insurance and pension policies with no activity for 15 years) coming on stream to create an independent endowment, the Community Wealth Fund, to provide long-term investment in 'left behind' neighbourhoods across the country. More detail on the proposal can be found in our Spending Review submission. Get in touch if you are interested in this.

The 'left behind' areas research currently covers England only. Our aspiration is for the Fund to be UK-wide and we are talking to organisations in Scotland, Wales and Northern Ireland about extending the campaign to their geographies.

'Left behind' research

Research by Local Trust and Oxford Consultants for Social Inclusion (OCSI) identifies 225 wards in England that are not only amongst the 10 per cent most deprived on the Index of Multiple Deprivation, they also are amongst the 10 per cent with the highest community need. According to a new Community Needs Index they lack social infrastructure: places to meet, an engaged community and connectivity – digital and physical.

These areas have worse socio-economic outcomes – with regards to health, unemployment, educational attainment and participation in higher education – than other equally deprived areas. The research underlines the value of investing in social infrastructure in 'left behind' areas as a foundation to addressing their social and economic challenges.

The Community Wealth Fund would take a 'least first' approach, prioritising support to the communities that need it most. The campaign is committed to understanding the additional barriers that individuals from marginalised communities face, and ensuring the Fund addresses inequality within 'left behind' neighbourhoods.

Why we use the term 'left behind'

We recognise that the term 'left behind' can be controversial. It can imply a lack of rich and diverse heritage as well as local pride in communities. When used to describe a set of places, it can suggest that each place faces and reacts to challenges in the same way, instead of highlighting the uniqueness of every area. We do not use the term to reinforce these stereotypes.

Instead, we use the term to signal that these areas have not received a fair share of investment and therefore lack the services and facilities needed to bring communities together. We use the term to suggest that the lack of investment in these areas has happened to the community, not the other way around.

Research suggests that some people living in areas that have experienced low levels of investment identify with the term 'left behind', as it is instinctively understandable and has political, social and cultural resonance. For these reasons, we have chosen to use the term 'left behind'.

Campaign assets

Communication assets will help members showcase their support for the Community Wealth Fund and are accessible to download via the [resources page](#) on our website. They include:

- Brand guidelines
- Community Wealth Fund Alliance member logo
- ‘We’ve joined’ Twitter card
- Infographic of our four principles
- Template MP letter

“ The communities we support in the North East are often defined as ‘left behind’. We know that initiatives that are led and owned by local communities are the ones that work, and we are delighted to be one of a growing number of organisations backing this approach.

Lisa Goodwin, CEO of Connected Voice

“ Establishing the Community Wealth Fund would be a radical step to allow local people to make important decisions to shape the future of their communities.”

Steve Rotheram, Metro Mayor of Liverpool City Region

HOW TO GET INVOLVED

First steps

Once you have joined the Community Wealth Fund Alliance, there are four easy steps you can take straight away.

1 Follow us on Twitter: [@CommWealthFund](https://twitter.com/CommWealthFund)

2 Add the Alliance member logo to your website, using our [brand guidelines](#) for reference.

3 Use our **'We've joined!' Twitter card** on social media to announce that you have joined the Alliance, along with the suggested post below.

We are delighted to join the @CommWealthFund Alliance, calling for long-term, #communityled investment in #leftbehind neighbourhoods. Find out how your organisation can join here: bit.ly/CommunityWealthFund.

4 Let us know how you found out about the Alliance, fill out our quick **1-minute survey here**.

“**Ramsey Million wanted to join the Alliance because we know that grassroots community-led development works. It takes time, determination, coordination and vision to revitalise a community – but without funding, it is impossible.**”

Anna Bradley-Dorman, worker at Ramsey Million Big Local

Next steps

We also encourage each Alliance member to get involved with the campaign in the long-term.

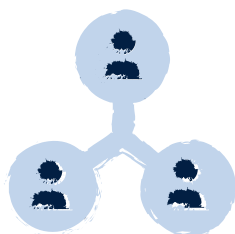


Shout about joining the Alliance in the press

Media coverage is key to building public and political support for the Community Wealth Fund. If you have any warm contacts with journalists and would be happy to connect us, please do.

We are particularly interested in hearing from Alliance members who can provide powerful case studies that highlight community-led transformation of an area in action.

Please **get in contact with Lizzie** to discuss media opportunities further.



Promote the Alliance with your networks

We need to show government that there is a wide range of support for this investment in communities. There are various ways you can get involved:

- Activate supporters on the ground by encouraging them to use our **template MP letter** to promote the campaign with their MP.
- Connect the campaign with your local authority contacts to build local government support for the proposal.
- Promote the Alliance to other relevant organisations by forwarding them the monthly newsletter and encouraging them to join through the **online sign-up form**.
- Write a blog post for your website or include the Community Wealth Fund in your newsletter. We can work with you to find interesting angles suited to your audience.



Make the case for the Community Wealth Fund in policy proposals

As investment in 'left behind' communities and recognition of the importance of community power gain traction, we expect Alliance members to support the call for a Community Wealth Fund in relevant submissions and letters to government your organisation coordinates. You can refer to **our brand guidelines** for boilerplate text; alternatively **please contact the CWF team** for more tailored responses.



Promote the Community Wealth Fund campaign on social media

We encourage all new members to use **our Twitter card** to share the news that they have joined the Alliance. Please also share, like and re-tweet relevant content that we post, tagging us in relevant posts and using relevant campaign hashtags. We ask members to post the monthly suggested Tweet sent out in the Community Wealth Fund newsletter.

Campaign hashtags

When Tweeting about the campaign, remember to tag the [@CommWealthFund](https://twitter.com/CommWealthFund) and use any of the following campaign hashtags:

#CommunityWealthFund
#LeftBehind
#SocialInfrastructure
#Communityled
#Buildingconfidence
#Communitypower
#Trustlocalpeople
#Neighbourhoodinvestment



Let us know if you would like to join our Champions group

The Alliance has a dedicated group of 'Champions' who take a more active role in growing support for the campaign, including by providing quotes for press work we are planning. If you're interested in joining, **contact the CWF team**.



Get involved with the 'left behind' neighbourhoods APPG

The creation of the Fund is supported by the cross-party APPG for 'left behind' neighbourhoods which is committed to developing practical policy solutions that help build community confidence and capacity for residents in 'left behind' areas. If you would like to get more involved with the APPG, you can sign up as an external member. More detail can be found **here**. Please also mention the APPG when speaking with MPs and encourage them to join!

Relevant reports and publications

Read about the research that underpins the case for long-term investment in 'left behind' neighbourhoods through the Community Wealth Fund.



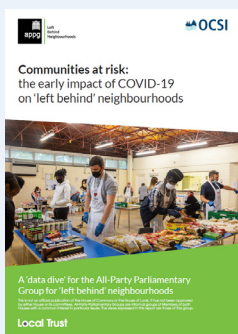
[Strong, resourceful communities: The case for a community wealth fund \(2018\)](#)

Our first report, published in 2018 to launch the campaign, argued that there was a crisis of trust, power and social capital that urgently needed to be addressed. It set out a broad framework for the Fund – for example, that it should be an independent endowment – and distribution principles.



[Left behind? Understanding communities on the edge \(2019\)](#)

This foundational research published by Local Trust and Oxford Consultants for Social Inclusion (OCSI) argues that places to meet, connectivity – both physical and digital – and an active, engaged community are vital to secure better social and economic outcomes for people living in deprived neighbourhoods. The research combines multiple national data sources to create a statistically-robust 'Community Needs Index' for the first time. This helped to identify 206 wards as 'left behind'.



[Communities at risk: the early impact of COVID-19 on 'left behind' neighbourhoods \(2020\)](#)

This report by the Oxford Consultants for Social Inclusion (OCSI) and Local Trust was produced for the All-Party Parliamentary Group for 'left behind' neighbourhoods. It concludes that COVID-19 is likely to have a serious, detrimental impact on the most 'left behind' communities, particularly worsening employment and health prospects over the long term. It builds on previous research, using the 2019 update of the Index of Multiple Deprivation to identify 225 'left behind' neighbourhoods across England.