



# Localising Prosperity

Localise West Midlands

<http://localisewestmidlands.org.uk>

@localisewm



# Greater Birmingham context

- Kerslake
- Hardest-hit LA in UK? + severe deprivation
- Combined authority: exclusive; same old priorities



- Desperate to make £ stick locally
- Progressive ideas in Birmingham, Sandwell & W'hampton.

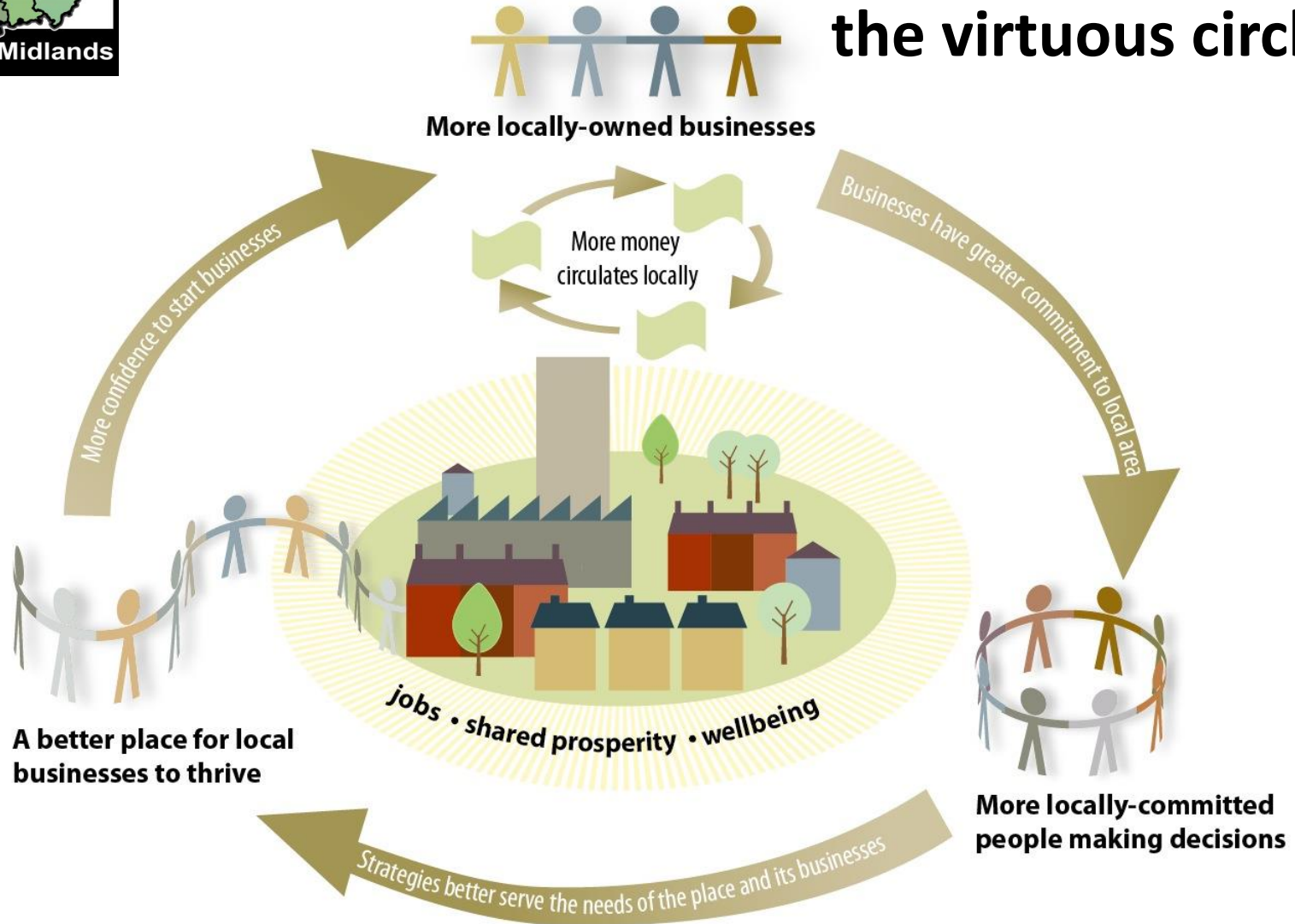


# Localising Prosperity – Evidence review - 2012

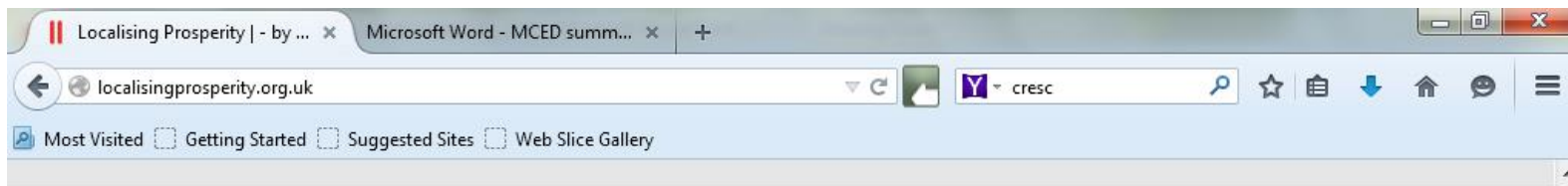
- Higher % of locally owned businesses = better **economic success**, job creation, local multiplier, social inclusion, income redistribution, wellbeing, civic engagement, local distinctiveness & diversity
- Absentee landlords: cycle of decline



# Localising Prosperity: the virtuous circle



# http://localisingprosperity.org.uk/



## Localising Prosperity

- by mainstreaming community economic development



Do you want to maximise the benefits of economic development in your area?

Do you want a socially inclusive, redistributive, prosperous economy?

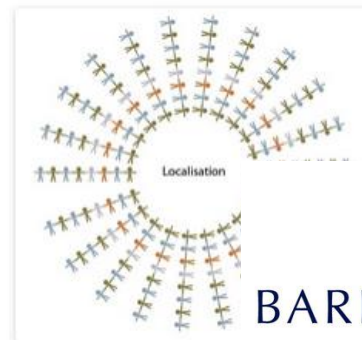
This is about **localising prosperity for everyone** - by integrating *community economic development* into everyday business. About understanding and building upon an area's existing strengths so that it can develop from within - maximising the local economic and social benefits for all.

It's a private, public, social and for-profit agenda. It can be used within public bodies, community groups, private businesses, local enterprise partnerships, Chambers, Business Improvement Districts, thinktanks and the voluntary sector **-anyone** who wants to play a role in making places better and sharing prosperity.

[How it works](#)

### MENU

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# What next for LWM & allies

- Hospital regen: meeting health objectives
- Birmingham/Black Country Pounds
- Concept/geog gap between CED & ED
- Local collaboration?
- Civil society voice for better economics/  
economic democracy across UK?



## A collaboration model? RESO

- a community economic development corporation

- 30 yrs: economic & social revitalisation of SW Montreal
- **Community-led + private, trade union & public sector**
- **Explicitly social aims - “a movement for good ED”**
- Representation, consultation & promotion in all local development
- Training & advice built on local knowledge & biz profile
- Bridging needs of poor & of business community, worker buyouts, local procurement, negotiations...
- Significant impacts in reducing poverty, social exclusion, economic decline.



# CED/Sustainability vs ED

**REAL economic development £££**

Local economics, nut  
trees, motherhood  
& apple pie







**“ED that specifically and as a priority enables local people to benefit, influence and have an ownership stake”**

- How can we encourage these more beneficial & sustainable models of economic policy – in the devolution agenda, or outside it?
- Are there any soft spots on the devolution underbelly? (opportunities!)
- How could we co-operate in developing an alternative narrative alongside local work in our individual city regions and nationally?