

Community Economic Development: What are areas aiming to achieve?

The Community Economic Development (CED) programme is a new initiative designed for local community groups and organisations who want to take a lead in shaping and improving their local economies. As part of the learning and evaluation of this programme the Community Development Foundation (CDF) asked nearly half of the 50 areas what they are hoping to achieve through the programme. This infographic outlines what we found.

Help people gain meaningful employment locally



Many areas involved in the programme are keen to create more jobs for local people. *Portland Works* in Sheffield is aiming to offer residents opportunities to work in light manufacturing, as an alternative to the more common office and retail jobs. They are using the programme to see how they can improve their reach.

Projects are also keen that people are better able to manage their money well once they enter employment. In order to do this areas are looking to recruit local debt advisors and offer money management training sessions.

Encourage enterprise and rejuvenate high-streets



"We're aiming to give social entrepreneurs and social enterprises the opportunity to grow and develop, so there's more of an alternative to the private, profit-driven businesses in the local area." (Social Enterprise East Sussex)

Areas are hoping to encourage local enterprise in a variety of ways:

- Pop-up shops in empty retail units
- Market stalls for local producers
- Consulting local people about what kind of shops they want in the area
- Affordable loans to local businesses
- Develop community enterprise networks

Provide communities with spaces to meet



Areas are keen that they have low-cost meeting spaces which are easily accessible within their communities. These spaces are an ever-useful resource for communities, providing a focal point for areas and giving community groups venues in which to do their valuable work.

"There's a lot of space in Catford because there are a lot of businesses closing down... We would like to use some of that space to actually provide a central, focal-point for members of the community to come and learn about things... have training in various different skills." (My Complete Focus)

Enhance social cohesion and social interactions



Through the process of creating their CED plan, areas hope to foster new relationships and boost social cohesion within their communities. They aim to bring a variety of stakeholders together, allowing for a more joined-up approach to tackling issues within the area. By developing meeting spaces and establishing local forums or networks they hope that residents can engage more with one another.

"It's not just about walking into a shop and spending money it's about being with people - the social glue for the local area." (Pop-up Penzance)