



# Keep it in the Community: Making the best of Assets of Community Value

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RSN Rural Assembly, Monday 4<sup>th</sup> April 2022

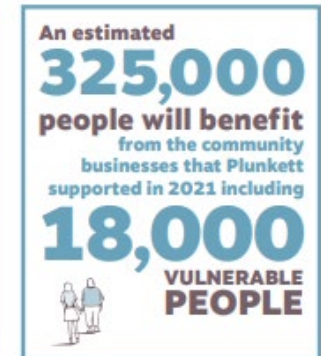
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# Community businesses: an overview



[www.plunkett.co.uk](http://www.plunkett.co.uk)

- Community businesses are **owned and run by members of the local community**, and trade for community benefit.
- **Profits are reinvested for community benefit** – e.g. into new services, creating more jobs, or donating to local projects.
- Range of **positive social, economic and environmental impacts**, such as creating local training opportunities, improving mental wellbeing through social activities, and reducing carbon emissions and the cost of living by providing services locally.
- A growing sector, with **over 800 trading across the UK**
- A robust business model that has withstood the test of time, with a strong **long-term survival rate of 96%** (compared to 44% for the average UK SME)
- For more information, see our 2021 Impact Report



# Growing interest, but difficulty accessing a premises

- Interest in setting up a community business has grown by **26%** over the pandemic
- Over **300** communities got in touch with us in 2021 about setting up a new business
- Around **500** community businesses are currently in development
- However, only around **1 in 12** community businesses reach trading status, often due to a lack of premises
- For example, **52% of community pubs** that failed to reach trading status cited **private competition** for the asset (e.g. from developers) as the primary reason
- With only **no right to first refusal on Assets of Community Value**, community groups can be outbid
- Particularly poignant in **rural areas**, where there is high demand for second homes/holiday lets, and fewer and fewer community assets exist



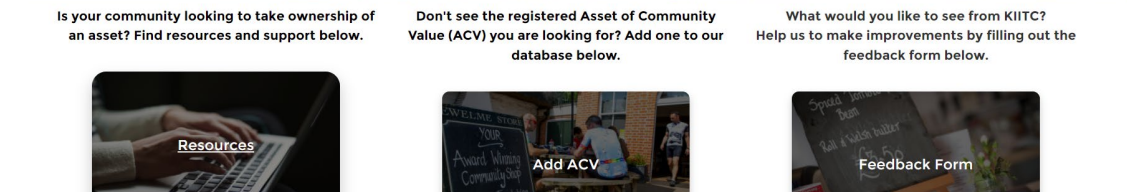
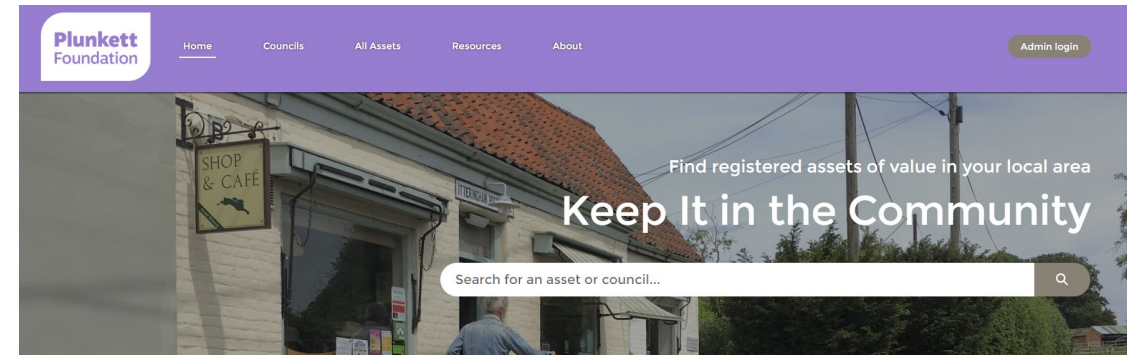
**Strategy for Community Spaces and Relationships (p.214, Levelling Up White Paper):** “the UK Government will consider how the existing Community Asset Transfer and **Asset of Community Value** Schemes can be enhanced, and consult on options to go further to support community ownership”.

# What is Keep It In the Community? (KIITC)



- KIITC (pronounced 'kit-see') is an online register of ACVs
- It was originally a project to map community assets in England, led by mySociety. The website was retired last year.
- Plunkett has taken over the database, working in partnership with Locality and Power to Change to relaunch it, giving it a new look and refreshing the data, so that it only lists **Assets of Community Value (ACVs)**
- There are **6,700 assets** on KIITC, of which **3,700** have an active ACV registration

<https://plunkett.force.com/keepitinthecommunity/s/>

A screenshot of the Plunkett Foundation website showing a list of Assets of Community Value. The header is purple with the Plunkett Foundation logo and navigation links: Home, Councils, All Assets, Resources, About, and a search bar. The main content area shows a table with the following columns: Asset Name, Category, Date of N..., Postcode, Region, Status, and a dropdown arrow. The table contains 11 rows of data.

Asset Name	Category	Date of N...	Postcode	Region	Status	
1 Former Netto site	Shops	24/08/2018	LU5 5BP		Rejected	
2 Leedstown Post Office and Store Ch...	Shops	24/08/2018	TR27 6BA		Withdrawn	
3 The Post Office Site	Shops	24/08/2018	BD23 4NA		Listed	
4 Loggerheads Garage & Car Wash,	Shops	24/08/2018	TF9 4NX		Rejected	
5 Jessamine Garage	Shops	24/08/2018	AL4 8BQ		Rejected	
6 Westfield News	Shops	24/08/2018	AL21AF		Rejected	
7 Daniels Road Shop	Shops	24/08/2018	GL5 1HY		Listed	
8 Whitley Village Shop	Shops	19/08/2020	SN12 8QU		Rejected	
9 Central Convenience Stores	Shops	30/07/2020	SN10 5NG		Listed	
10 Limpsfield Memorial Stores	Shops	14/07/2020	RH8 0DT		Listed	
11 Co-Op	Shops	21/05/2020	RH6 9PY		Listed	

# Why is Plunkett taking on KIITC?

Our ambition: **to see more ACVs enter into community ownership, to generate social, economic and environmental value for local people.**

The purpose of KIITC is to help fulfil this ambition:

1. To provide what will be the only **comprehensive, public-facing list of all ACVs** in England.
2. To provide groups with guidance on **what makes a successful ACV listing.**
3. To **connect community groups with existing advice and support** available to help them with their community-ownership project.
4. To make ACV data more accessible to other organisations, to **inform research and policy** relating to community ownership. (Is the Community Right to Bid doing what it's meant to do?)

# How will members of the public use KIITC?

- Search for or update ACVs listings
- They can also inform themselves about the number, type, location and status of ACVs listings, or locate other successful projects
- Access information about ACVs, as well as resources for setting up a community business
- Plunkett will be proactively engaging with users to make sure they have access to the support they need



## Where do I start?

It can be daunting taking your first steps towards community ownership. My Community offer guidance on all steps of the process towards taking ownership of your community assets. Visit their website to find out about:

- How to nominate places and spaces as an Asset of Community Value (ACV)
- What to do if as ACV comes up for sale
- How to take advantage of the Community Right to Bid to take ownership of an asset

# Interest so far, and next steps



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- There have been **over 6,700 individuals using the site so far**, which has been **visited over 10,000 times** since its launch in January.
- **30 assets** have been added to the database since the launch.

## Next steps:

- **User testing** and engagement, to develop the platform further
- **A data refresh of ACV records**, contacting councils to verify listings
- **A wider campaign for improvements to Community Rights** across the UK, to enable more assets to come into community ownership

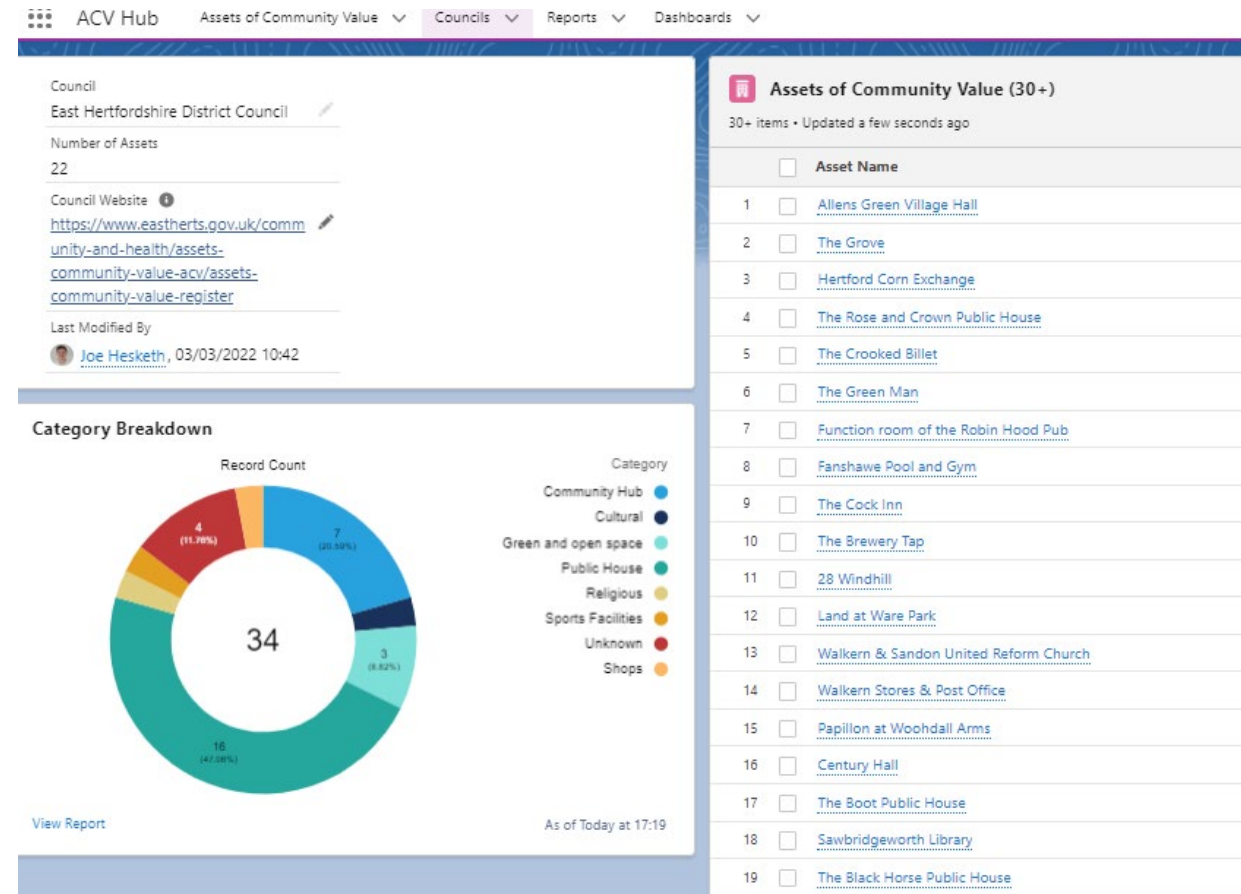


# How could local authorities use KIITC?



- An easy way to **publish** ACV information in the public domain
- Access to a **dashboard** that would track ACV listings and their status
- To help create a **more consistent, joined-up application of ACV legislation** by providing groups with application resources and having ACV information from across the country all in one place
- An opportunity to achieve Levelling Up in a meaningful way at the local level, by **proactively linking community groups/meanwhile projects with vacant assets**.

c.f. Power to Change report, 'A High Street Revolution', which shows how community ownership of businesses can boost neighbourhood regeneration.







**Comments, ideas, questions?**

**<https://plunkett.force.com/keepitinthecommunity/s/>**

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