



**Community
Wealth Building**

**The Deal
2030**

**Growing an economy
that works for all the
people of our borough**



Annual Report 2021 – 2022



[Visit the Community Wealth Building Webpage:](https://www.wigan.gov.uk/communitywealthbuilding)

www.wigan.gov.uk/communitywealthbuilding

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Introduction

Last September we launched our vision for a fairer local economy. One year on, we reflect on what we have achieved and how we have put Community Wealth Building (CWB) at the centre of our recovery. We have been bold and courageous and we are proud of what we have accomplished in such a short time, however there is still lots to do and in the coming year we are committed to intensifying our ambitious approach to rebuild, reform and generate local economic and social benefits for all.



Councillor Keith Cunliffe
Deputy Leader
Wigan Council

As we emerge from the global pandemic, we don't want to go back to business as usual because in the Wigan Borough that meant a low-wage economy with a third of jobs paying below the real living wage. These inequalities have been intensified by COVID, so we launched our CWB vision to make a real difference to the people who live and work in the borough.

Over the last 12 months we have placed this vision at the heart of how we operate as a council, building on the foundations of The Deal. Knowing we are stronger together, we have joined with our family of local anchor institutions to use our significant economic resources to turn our vision into a reality. Our common aim and shared vision have enabled us to put our supply chains, our workforce and our assets at the centre of our plans with the goal of creating an inclusive economy.

We have established our anchor networks and together we have started to unlock the power of procurement by publishing our commissioning intentions and delivering procurement training for local businesses. We have adapted our policies on recruitment and skills and supported local people back into training and employment. We have focused on social care, housing, the green economy and other growth sectors, whilst continuing to promote co-operatives, social enterprises and community schemes.

We have consulted with our residents and staff and we will listen to their ideas through our Big Listening Festival. They have already demonstrated their commitment to supporting the local economy by changing their behaviours and shopping habits. We will continue to engage with local businesses who are the heart of local communities and the Wigan economy to ensure they are supported as they rebuild and regenerate after the global pandemic.

One year after launching our vision and principles document our actions clearly demonstrate our commitment to transforming the local economy for the benefit of everyone. This annual report details our key achievements so far and outlines our priorities for the year ahead. We have faced unprecedented challenges but by adopting the 'Wigan way' and working together we are confident we will recover better and build an economy that works for the people of our borough now and for future generations.

Progress over the past 12 months

Procurement

In the past 12 months, Wigan Council has increased its spend with local businesses by 3%

The Council's £88m Supported Accommodation Contract will provide a minimum of 45 supported employment positions for Wigan residents



Businesses

7 out of 10 local businesses surveyed said they were very likely to implement at least 1 Community Wealth Building principle

£100m in business grants distributed to our local businesses during the pandemic



Third Sector

£2m Community Recovery Fund launched to develop grassroots community and creative arts projects, with a total of just under £100,000 awarded to 199 community groups so far

650 social enterprises in Wigan Borough.



Housing

37% increase in the number of Ethical Landlord Agency Properties leased to the Council, providing high quality, affordable and accessible homes

33% fewer empty Council properties than this time last year

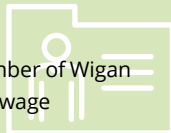


Job/ Skills

200 new jobs created for young people as part of the Kickstart scheme with 41 people starting jobs

3.3% increase in the number of Wigan residents paid the living wage

15 local residents have joined our Reablement Service and are undertaking a 2-year traineeship



Staff

Over 4,000 staff invited to engage with local independent and artisan traders. 200 staff attended CWB Guru sessions



A partnership approach

Just prior to the pandemic in March 2020, public sector organisations in Wigan Borough were working together to launch a Community Wealth Building partnership. In July 2020, the decision was made to restart the Anchor Partnership and it was officially established in September 2020.

The Anchor Partnership works to support the participating organisations to maximise the benefit they bring to the Wigan economy, both individually and collectively. In January 2021, two working groups were established which bring together officers from local anchor institutions to provide a co-ordinated approach to driving CWB forward. The infrastructure provides the opportunity for anchor institutions to work together on specific areas of focus to deliver on the CWB approach: procurement and commissioning, and recruitment, employment, and skills.



Inside the Rushton Building, Wigan.

We have collaborated with WWL NHS Foundation Trust, Wigan & Leigh College and Edge Hill University in a formal partnership to improve opportunities for local people to develop their skills, enhance their ability to gain employment and make growth sectors such as health and social care more attractive as career options.

By working together, we hope to provide more life chances for people locally, particularly those at school, college, and university, and boost the economic, education and health prospects of the borough.



Anchor Partnership

Case Study

Working with DWP on recruitment

Wigan Council and the Department for Work and Pensions (DWP) have been working together on a local employment initiative to support recruitment activity for vital positions during the pandemic as part of the Spread the Word campaign.

With DWP facing an increase in the number of residents they had contact with, and Wigan Council needing to recruit new members of staff as a result of increased pressures due to COVID-19—there was an obvious match to be made.

The two anchor institutions combined their different strengths to successfully attract local residents into new roles at Wigan Council and address the impact of COVID-19.

Officers from the Council recognised that residents recently displaced from employment because of the impact of COVID-19 on certain sectors had the right qualities and skills to work in health and social care.

DWP are present on the ground and understand their customers as well as the Council's priority groups for employment. They were able to knit the process together and act as matchmakers, by pre-screening customers on the Council's behalf and recommending suitable candidates who could attend a formal interview.

By positioning permanent and temporary vacancies with DWP, the partnership has created a strong pathway towards supporting those most in need of employment.

Before the pandemic, Joanne Cossick was working in hospitality. Now, she has secured a new role as a Support Worker for Respite Services at Wigan Council.

Joanne said "I always wanted to get into care, particularly looking after people with disabilities. My role can be physically and mentally hard at times, but I get so much back from the customers and that makes it all worthwhile. I am so glad I was given the opportunity and I am now doing the job I love"

"I am very grateful for the Spread the Word campaign and DWP for giving me the chance of the job I always wanted"

Joanne



Our Cultural Journey

As part of our journey so far, early work has focused on creating the conditions for Community Wealth Building to thrive and for change to happen, and to put CWB at the heart of how the public sector operates.

We are beginning to see CWB become a central part of the Council's business and delivery. Staff have the permission, and are actively encouraged, to adopt a CWB approach in their role, no matter what service they work in. CWB principles have been at the heart of recent policy announcements, such as the newly launched Recovery Plan, Digital Strategy and Climate Change Strategy.

We have taken a number of approaches to collectively inspire and engage the borough's public sector workforce. By helping the workforce to understand what CWB means to them in their service, and how we can apply elements of CWB in their individual roles, we can gather momentum and move further towards achieving our vision.

We have developed an interactive 'Community Wealth Building Guru session' which aims to build and grow attendees' knowledge of CWB. The session has been shared across the Anchor Partnership through the CWB Toolkit, which has been an important vehicle to share the movement across the public sector.

We are building on this by incorporating CWB messages into resources on the staff intranet, internal and external communications, and Listening in Action sessions.



Case Study

Virtual Christmas Market

When a second COVID-19 lockdown was announced for November 2020, all non-essential retail businesses were required to close as they approached the festive period.

Wigan Council created a Virtual Market to support local independent and artisan traders to continue trading and access an additional customer base with Wigan Council staff.

The event ran virtually, with 25 local businesses joining across two lunchtime sessions to chat about their business and showcase the products or services they had to offer.

The events helped to mobilise the spirit of CWB by inspiring staff to support local businesses.

Claire Burnham, Service Lead for Place and Neighbourhood Working said: “The Virtual Markets have been a great way to bring Community Wealth Building to life.

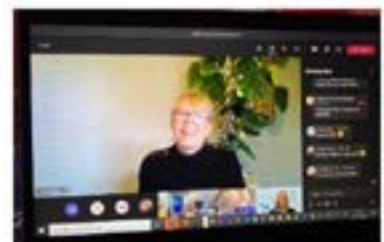
Local businesses got to showcase their talent and many shared their own personal story as to how they came to set up their business.

This helps us all to realise the importance of buying local, as it not only creates a thriving economy, it also makes dreams and aspirations come true.”

We have since held three Virtual Market events and connected over 4000 Council staff with around 50 independent and artisan traders from across Wigan Borough.

“This is a great idea for local businesses to show staff what is out there. I have already made a purchase from one of the traders and intend a few others too”

Staff Member



The Wigan Pound

COVID-19 has brought sharply into focus the need to drive value for the Wigan economy out of our public sector procurement. We want to encourage more businesses to engage with us in procurement by breaking bigger contracts down into smaller lots; or by making the process to bid for contracts as accessible as we can (within the rules and regulations the public sector is required to observe).

Wigan Council and the Anchor Partnership have taken a number of steps to support these locally rooted businesses to ensure they are able to access public sector supply chains.

As part of this approach, the Anchor Partnership has published a list of forthcoming tenders for the 2021/2022 financial year to support the local business community by providing them with a longer lead time to prepare to submit a bid for tender. The Anchor Partnership have committed to publishing their annual commissioning intentions on an annual basis.

Together, we are undertaking a spend analysis on all influenceable spend from 2020/2021 to look at the way we procure goods and services and better understand how this affects the communities we serve. This will provide the procurement function with a view of gaps in particular markets where there may be scope to encourage local SMEs or social businesses to bid for contracts. The analysis will also serve as a baseline measure to track how patterns of spend are changing and whether further changes in working practice is necessary.

We hosted free Procurement Training for local businesses to support them to access public sector procurement opportunities. The workshops provided support and guidance on the often-complex procurement process and will support local businesses to understand public sector procurement.

Wigan Council, BCEGI and Galleries25 hosted a Meet the Buyer Local Supply Chain Partnership event to showcase opportunities related to the Galleries scheme and engage with local supply chains. The event invited prospective supply chain partners to meet senior members of the BCEGI team and establish a long-term partnering solution going forward.



Wigan town centre, galleries concept

Case Study

Community and Accommodation Support Services

Wigan Council's Supported Living service team is a prime example of how small changes to work practices can have a big impact, with the handy furniture brochure they have produced to promote local suppliers.

The brochure helps families and residents moving into facilities to kit out their new space.

Previously, this process could have seen trade go to larger, national companies such as Argos, SCS, DFS and Currys but now access to borough-based suppliers is made simpler.

Lead for Community and Accommodation Support Services Team, Kathryn Leigh said: "Clients and their families have choice and control over what they require but this method cuts down on time for getting quotes on each individual item."

"We've included local companies who provide quality items in a timely manner—in the past these would have been purchased from larger nationwide companies.

The brochure provides a description and pictures of the items available but also provides locations for the shops, to enable clients to view the products themselves, ensuring a person-centred approach."



Kathryn Leigh

A good job here for all

We have been finding creative and innovative ways to bring Community Wealth Building to life through our workforce to create fair and meaningful employment opportunities and support residents to access good, local jobs.

The Employment Pathways programme will support the Council to shift its resourcing strategy from 'recruit to vacancies' towards a longer-term approach to connect local talent to local opportunities. A profile of priority groups for employment has been developed. As part of this programme, we have committed to offering 100 apprenticeships over the next 12 months.

We have taken action to ensure employment works for everyone who wants to engage by implementing changes in recruitment processes.

We have removed barriers to employment and consider flexibility to support those with a disability, learning difficulty or who have a caring responsibility.

As part of the 'Spread the Word' campaign, we placed less emphasis on traditional application forms and more on having a conversation. The benefit of this approach is that it made the employment process easier for residents.

A group of young people aged 16-24 participated in a supported internship scheme with the help of local businesses and colleges. Working alongside the Supporting Skills and Future Team, the participants—who have Educational Health Care Plans—gain valuable skills and experience. Graduates have now been offered paid employment across the Wigan Borough in different sectors.

We launched our Pledge for Carers which is our commitment to supporting employees with caring responsibility, providing them with additional flexibility and support.

As part of our decision to bring leisure services in-house, we successfully brought 159 staff up to the Real Living Wage from 1 April 2021.



Case study

Employment Pathways

Across Wigan Council, we are focusing on building inclusive employment pathways to support local people to have a successful and sustainable future in Wigan Borough.

Informal placement

Lucy, an NHS Graduate Management Trainee was given the opportunity to complete a two-month 'flexi' placement in OD and Strategy to gain valuable new perspectives and experiences to support her learning. ***"I have gained a powerful network and a better idea of the type of work I wish to support in the future."***

Next generation

Jack joined Wigan Council in January 2021 as an apprentice within the Health & Safety team. During his time with the organisation, Jack has been working with our more experienced Health & Safety Advisors. ***"When starting my career in Occupational Health & Safety, I had very limited knowledge or experience. Having great mentors made the transition to work much easier than I anticipated and I have been able to learn from their professionalism and conduct when meeting clients."***

Supported employment

Robert is a Domestic Assistant at Wrightington Hospital whose love for watching Casualty sparked his interest in working for the NHS!

After completing a supported internship and volunteering at Wrightington, Robert



Lucy



Robert



Jack



Callum

has secured his first paid role as a Domestic Assistant. He works 15 hours per week and is overjoyed with his new role! ***"I do the stores, general cleaning and deliveries. People come to me with a list and I check we have it in. The staff are very friendly and have lovely smiles. I love the NHS!"***

Degree apprenticeship

Edward began his career at Wigan Council as a Business Admin Assistant in 2014. His progression has seen him undertake a Level 6 Apprenticeship in Building Control Surveying with the University of Wolverhampton.

A trade for life

Callum is one of 29 apprentices who we have directly recruited to learn trades such as plasterer, electrician, joiner or plumber whilst working on repairs and projects at Wigan & Leigh Building Services, with 100% of them living in the borough.

"The Council is a good place to work. I enjoy training and want to become an electrician, so the apprenticeship helps me to gain the necessary qualifications."

Housing

Wigan Council are considering how they can provide high quality homes of all tenure in sufficient numbers to meet housing needs and do so in a way that supports Community Wealth Building principles.

New and innovative housing solutions are being piloted via the Empty Homes strategy, which employs a mix of methods to bring homes that have been empty and problematic properties back into use, whilst maximising skill development and employment opportunities for local residents.

We are supporting alternative models of housing delivery by working with a community housing organisation, Housing People Building Communities, to develop new homes at land provided by St. Williams' Church. The approach will help buyers to reduce their deposit by offering 'sweat equity'. We are supporting Housing People Building Communities to navigate planning, legal and funding issues and have secured support for project management and cost planning from Wilkinson Cowan, as part of their CWB commitments on their contracts with the Council. Building on this initiative, the Council have developed information packs on the different community-led housing models that are available to support and inspire similar initiatives in the borough.

The New Build and Regeneration Team have adopted the national TOMs framework for all of their housing tenders and contracts to assess the commitments offered by suppliers. Where a value has been attributed to the commitments, there currently stands a cumulative value pledged of over £500k by contractors and consultants. Recently council contractors donated £20,000 worth of garden furniture to sheltered housing schemes across the borough.

The Building and Associated Works framework provided the best opportunity for SMEs to apply and be successful as it consisted of a large number of individual lots. An evaluation weighting of 20% was applied to CWB/ social value to ensure we are working with businesses committed to Wigan Borough. 75% of prime and 89% of reserve providers are based within Wigan Borough.



Case Study

M&Y working with local school to raise aspirations of school children

Wigan Council are currently partnered with M&Y Maintenance and Construction to deliver Brackley House, a construction project in Goose Green, Wigan.

As part of their commitment to the local area, M&Y have funded a 12-month Raising Aspirations Programme, to be delivered by one of their partners, Positive Footprints.

The Raising Aspirations programme is designed

to give children the skills they need to live positive lives. It helps children to build resilience, increase confidence, engage with lessons, develop self-belief, develop employability skills, increase self-awareness, raise their aspirations, and open up the world of work.

The programme will be delivered to 30 children, in year 5 at St. Paul's C of E Primary School.

Abbie Kelly, New Business and Social Value lead at M&Y Maintenance and Construction, said: "At M&Y we are thrilled to be funding this programme as it

allows us to directly support children within the local area develop the skills and mindset needed to achieve their aspirations. We cannot wait to receive some updates from the children about the programme."

Councillor Susan Gambles, Portfolio Holder for Housing & Welfare at Wigan Council, said: "I'm really proud that Wigan Council is part of this programme which is supporting children to recognise their own potential at an early age and for them to be inspired in their future career choices and employment opportunities."



Health and Social Care

Building on the positive work already done via the ethical homecare framework, in Adult Social Care we are continuing to drive Community Wealth Building through commissioning and the continued reshaping of other significant markets.

The Deal 2030 Care and Support Ethical Supported Living Services contract is currently being awarded and the commissioning process was specifically designed to attract ethical organisations that share our vision and values. The selection of small and medium local providers with two larger organisations provides for a vibrant and diverse supported living partnership, all united by their commitment to develop CWB across all corners of the borough.

A collaboration between Wigan Council, Edge Hill University, Wigan & Leigh College and WWL is resulting in new programmes being delivered to improve opportunities in the health and social care sector. We have secured 30 placements across our Adult Social Care services in-house and with external providers to support T-Level students from September 2021. The Centre for Advanced Technical Studies at the Rushton Building will provide the facilities for skills programmes across health, care and medicine being developed by the partnership. Having this facility means the College can extend the range of courses currently offered by the University Centre. With quality partners such as Edge Hill and WWL, we can develop accessible higher-level training that leads to sustainable employment.

A joint recruitment campaign was launched for Foster Carers and Shared Lives Champions to maximise recruitment and build on the opportunity post-COVID to open up and support potential career changes, whilst increasing family and relationship support, and placement stability.

In Childrens Services, we have looked at how we can reflect our CWB approach to our children in care and care leavers. We recently launched 'Care Leaver Supporters', where colleagues across the Council can come forward and volunteer to help our young care leavers learn life skills and adjust to independent living.



Rushton Building, Wigan



Shared Lives: Danny and Floyd

Case study

Personal Care Services Ltd. (PCS)

Personal Care Services Ltd. (PCS), a provider on Wigan Council's ethical homecare framework, are demonstrating their commitment to local people above and beyond the traditional homecare contract terms.

At the height of the COVID-19 pandemic, staff were anxious regarding the rise in deaths in both care home residents and community placed service users.

In response, the PCS counselling service was set up. Since its introduction, 21 clients have been supported through the service. PCS have decided to continue providing this service free of charge for all staff and service users.

PCS are continuing to bring additional benefits to the workforce with the introduction of an electric bike rental scheme.

Staff are provided with an electric bike, helmet, and lock for a small fee of £20 per month, and their first 3 months are completely free!

Chantelle Wilson, Business Development Manager at PCS said: "Not only could this electric bike rental service help walkers get to and from clients with less travelling time, but we can also reduce petrol costs for drivers and help get cars off the road to reduce carbon emissions in our local area- without the hard work of pedalling!"

The scheme has also provided more opportunities for local people to pursue a career in social care by removing barriers such as having a driving license or relying on public transport.

PCS are also supporting young people from education into employment by offering placements to college students, such as Martyn (pictured) who has since been offered a part-time position so he can grow his knowledge and experience ready to commence his career as a paramedic.

PCS is a great example of an ethical employer which shares the same values, invests in the employment and training of local people, and supports the Council's low carbon ambitions.



Working with businesses and the VCSE sector

As part of our vision for Community Wealth Building, we want to involve businesses and community businesses at a strategic level so we can harness their collective wisdom, experience, and energy to develop co-produced approaches and solutions, as well as support business growth.

We launched the CWB Business Consortia to harness the energy of local businesses which share our values. The Business Consortia has enabled us to develop a new ecosystem to work together with local businesses to keep the 'Wigan pound' in the borough and create new opportunities for all, as well as developing ambassadors within the business community for the CWB approach. The Business Consortia also acts as a point of scrutiny and challenge, helping us to shape the development of CWB together.

We have developed the Our Town Community Noticeboard, a networking platform created by Wigan Council to help the VCSE sector get in touch with local businesses who can help with projects that could improve the community. The Noticeboard has been designed to make it easy for VCSE groups and businesses to connect with each other and support projects that will benefit the borough. It also ensures opportunities to access support are fairly distributed across all our VCSE groups. Local contractors also have the option to be matched with specific community groups who are likely to benefit from their help.

Wigan Council has also supported and promoted local businesses through its 'Spend, Support, Shop Local' campaign to encourage residents to #SupportLocal, help independent retailers thrive, and support our town and district centres.



Shop local: Amy and Sarah at Little Pot Plants



Boutique by Colette

Case study

Wigan's commitment to social enterprises recognised nationally

Wigan was awarded Social Enterprise Places status thanks to the work of the borough's social entrepreneurs and community-focused businesses.

The status, given to Wigan by Social Enterprise UK, acknowledges the borough's commitment to supporting and growing social enterprise activity.

Wigan is now part of a network of 32 Social Enterprise Places nationwide. The recognition will allow social enterprises from Wigan the opportunity to share skills, experiences, and network with like-minded organisations across the country.

A stakeholder group including social enterprises, as well as Wigan Council and private businesses, plan to use the status to encourage residents and commercial

businesses from across the borough to buy 'social' from local social enterprises.

David Baxter, group leader and director of Wigan and Leigh Community Charity, said: "Wigan borough has always been a place where local people roll up their sleeves and solve problems they see on their doorstep. Setting up social enterprises is one way of doing this - and we're delighted to now be recognised for the incredible social enterprise activity that is happening across the borough."

Councillor Keith Cunliffe, deputy leader of Wigan Council, said: "It is really exciting and an honour to see Wigan recognised as a Social Enterprise Borough."

It goes to show just how many of our fantastic businesses are willing to reinvest in our communities by helping create more jobs, improve lives, and give back to the Borough in which they operate."



Wendy Bowers (Umbrella Arts), Ian Tomlinson (Driven), Alex Winstanley and Hayden Smith (Happy Smiles), David Baxter (Wigan and Leigh Community Charity), Angela Fishwick (Unify Credit Union)

Our Challenges

Whilst we are proud of the progress that has been made, we recognise the stark situation we find ourselves in and the huge social and economic challenges we face:

31,410

residents claiming Universal Credit.

51%

increase in the number of residents claiming the in-work element of Universal Credit

61%

increase in the number of 16–24-year-olds claiming Universal Credit

10,929

children now in receipt of free school meals—an increase of 27% in over 12 months.

29.3%

of local children live in poverty.

15–22% of neighbourhoods are likely to have been pushed further into debt because of the pandemic.

14%

increase in the number of tenants with 7+ weeks rent arrears.

11,811

residents on the council's housing register

383%

increase in Homeless Service contacts.

1/3 of Wigan businesses could not claim to be 'very' confident of their 12-month survival
(March–April 2021)

Since the start of the first lockdown in March 2020,

over half

of Wigan businesses cut staff costs and increased borrowing.

Our Top 3 Priorities for 2022

To address the many challenges we face, we have identified three key areas of focus to target our CWB approach and really make a difference to the lives of residents:

A good job here for all

- Provide residents with the skills, training, and employment opportunities they need to be economically secure.
- Develop ethical employment pathways alongside our Anchor Partners and business community and commit to 'good employment.'



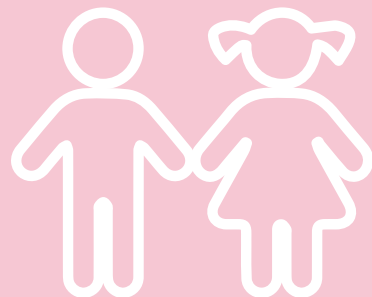
Housing

- Increase the amount of affordable housing, leveraging our local economy to meet housing need.
- Involve local businesses in growth opportunities.



Children and young people

- Work alongside our children and young people to engage them in Community Wealth Building, raise aspirations and provide opportunities locally.



Our priorities for 2022 and beyond

A partnership approach

- Continue to embed CWB principles across the borough's public sector workforce
- Proactively engage with children and young people to embed their views and ideas on improving our offer through effective co-production
- Open up the challenges and opportunities faced by the public sector to solutions from local businesses and the third sector

The Wigan Pound

- Support local businesses and the third sector to engage with public sector procurement, through awareness-raising and development opportunities
- Develop environmentally sustainable supply-chains to help foster a green, low-carbon business sector in the borough
- Increase the quality of CWB commitments made by suppliers and hold the successful supplier to account on these commitments through effective contract monitoring
- Promote the use of locally-based, ethical finance initiatives like Unify Credit Union

A good job here for all

- Work with the Anchor Partnership and Business Consortia to consider how we can improve the number of jobs that pay the Real Living Wage
- Explore areas for collaboration on workforce development including: supporting priority groups into employment, breaking down recruitment barriers, establishing employment pathways and in-work progression routes
- Support and promote ethical employment standards in the borough, building upon the Deal for Business
- Ensure all children and young people have the maximum opportunities to be ambitious, reach their aspirations and be successful

Housing

- Identify opportunities to involve small local construction companies in our housing programme
- Consider ways to bring empty homes back into service to support families in need
- Continue to maximise skill development and employment opportunities via Housing
- Improve the access to and quality of privately owned and/ or rented homes whilst promoting CWB principles
- Work through the development of alternative housing development models
- Set a standard for energy efficiency in existing and new homes by promoting low-carbon house building and retrofit

Social care and health

- Maximise opportunities to grow local and ethical providers in the care market
- Define what a CWB offer would look like as part of the Early Help Review
- Develop education, skills, training, and work experience placements across the health and care sector to support residents to access good, local careers in a growth sector

Working with businesses and the VCSE sector

- Identify ways to develop and grow the green economy in the borough
- Consider how we can refresh our community or commercial asset transfer programme
- Support different models of business ownership such as small enterprises, community organisations, cooperatives, and municipal ownership

Hear from some of our Anchor Partners...

Craig Harris, Managing Director and Accountable Officer, Wigan Borough Clinical Commissioning Group:

“It would be fantastic to supercharge the programme and see our community wealth building priorities expand and connect into our primary care offer, through clinicians, partners and our patients and people! It’s a great opportunity to get to the roots of our communities and strengthen the relationships, demonstrate the benefits of how wealth and health building for all can start to see our overall outcomes for Wigan Borough, improve and start making a real difference to the lives of people!”



Mark Kenny, Superintendent, Wigan, Greater Manchester Police:

“The Anchor Partnership is an important opportunity for organisations based in Wigan to pool our collective resources for the benefit of our residents. GMP will ensure full support to the partnership by promoting employment and volunteering opportunities for our residents and supporting local communities to reduce crime and anti-social behaviour through investment of money taken from criminals”



Anthony Ashworth-Steen, Executive Director, Wigan Youth Zone:

“Wigan Youth Zone are committed to supporting as many young people and their families as possible and therefore we will continue to review all our operations to achieve this objective. Practically, we will look to retain as much of the Wigan and Leigh pound in the borough as possible, support as many young people into apprenticeships, training and employment as possible and strive for our staff and volunteer team to be representative of the community we serve”.



David Baxter, Founder and CEO, Wigan & Leigh Community Charity:

“Our vision for Community Wealth Building is to maximize local resources and instigate, nurture, and develop community business and social enterprise across the whole Borough of Wigan. We will provide the knowledge, skills, networks, and platforms to enable the Social Economy sector in all its different forms to thrive, thus contributing at a significant level to the education, employment and enterprise in Wigan and its neighbouring boroughs. We aim to achieve this by working in partnership with Anchor partners to develop Community Enterprise Zones in Neighbourhoods, and from where we can raise awareness of the Social Economy sector and ensuring we provide mechanisms to create a sustainable sector that addresses key social issues and provides employment and training opportunities for all.”



Media Coverage

Community Wealth Building: working towards a fairer economy

Our borough has drawn on its community values like never before this year. It has seen everyone rally around one another to support the local economy, protect the NHS and help out with a sense of neighbourly spirit.

Before the pandemic, Community Wealth Building was going to play a key role in our Deal 2019/2024.

It's a way of shaping our future by playing to our strengths, like the borough's community spirit and the way of working that has been successful through the Deal.

Now, the importance of Community Wealth Building has grown as we collectively work towards our recovery in April 2021/2024.

So what is it and how will it affect me?

In its simplest form, it's about making lots of small changes that can add up to have a major impact. The result of this can be a fairer and stronger local economy that everyone benefits from.

Did you know?

Even before Covid 19, a third of the borough's jobs paid below the real living wage, average earnings were falling and you were becoming less secure.

What can we do?

As individuals or families
Changes such as buying from local, independent traders helps keep money within the local economy. It can help to put control back in the hands of our communities. Likewise, supporting local co-operatives, social enterprises and community financing schemes can have a similar effect.

As business owners
Changing the nature of goods and services to better fit with the borough's strengths. Through supporting local training and skills initiatives, the next generation of the local workforce can build a more resilient economy.

Public sector organisations
Like the council, the local NHS, schools and colleges can increase the amount they spend in the local economy. It can mean millions being kept within the borough.

All of us
We can all help to promote a cleaner, greener borough. From getting your household recycling right and reducing waste to green jobs, helping to cut energy bills and enhancing the environment.

They can also identify gaps in supply chains, leading to them being filled by borough-based initiatives. They can also make sure training, skills and development programmes have a wider reach.

It all contributes to a more vibrant local economy.

To find out more about Community Wealth Building, our plans to tackle economic inequality and how we can all work together to create opportunities for all, visit our information page: www.wigan.gov.uk/CommunityWealthBuilding

Borough Life Winter 2020

LGO

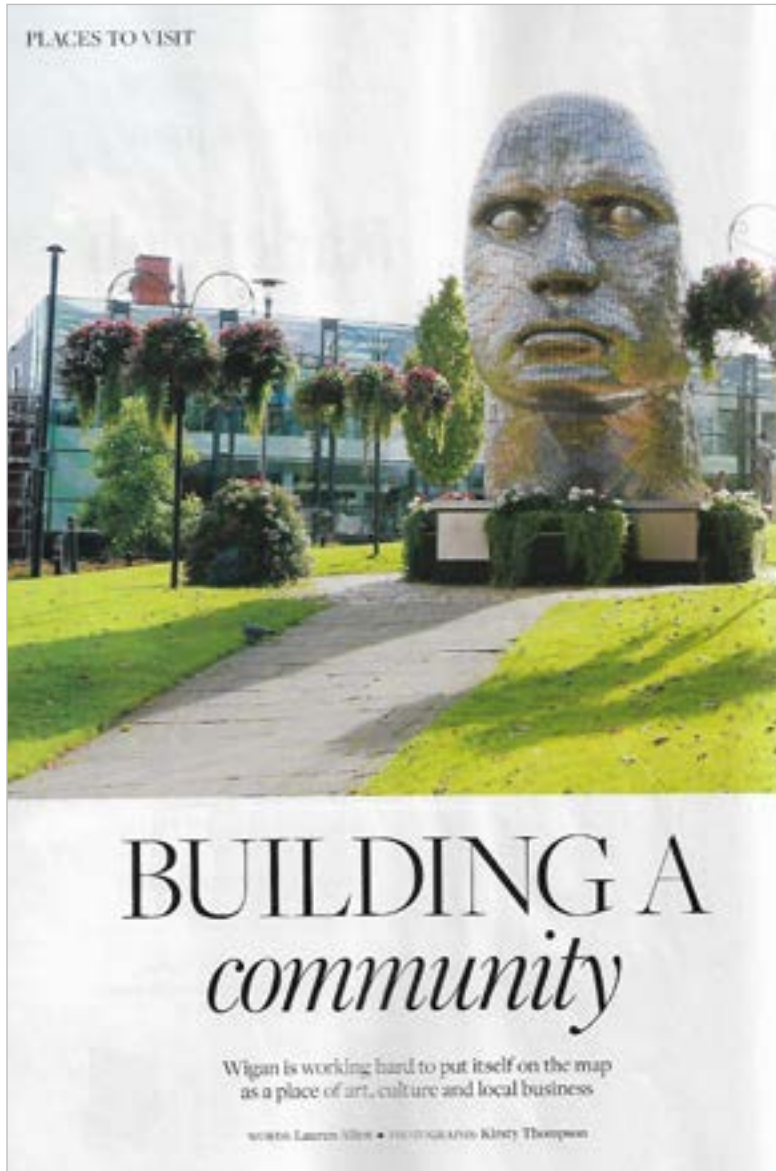
DEVOLUTION AND ECONOMIC GROWTH

Keith Cunliffe: Putting community wealth building at the heart of Wigan's recovery

18 NOVEMBER 2020 | BY KEITH CUNLIFFE

In 2019, Wigan MBC began working with the Centre for Local Economic Strategies (CLES) to look at how it could embed a community wealth building approach to complement the economic dimension of the Wigan Deal, writes the council's deputy leader.

LGC article



Lancashire Life November 2020



Manchester Evening News article

Our Wigan borough partnership
for community wealth building



Wigan borough Primary
and Secondary schools

