

The Deal 2030



Our People

Our Place

Our Future

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Foreword

This is our ambitious plan for Wigan Borough.

This plan has been developed by everyone - residents, community organisations, businesses and public sector bodies.

It is our plan for our place.

The Deal 2030 sets out how we will work together to create a truly world class place to live in the decade ahead.

The council cannot realise the potential of our borough alone - to do this we have to be working effectively with our partners.

Whether it's making our communities safe, our town centres more vibrant or our environment cleaner we have to have strong and effective partnership working to achieve that.

I would like to thank all partners who have worked collaboratively to create this strategy for the whole borough. It is also fundamentally a strategy that is founded in partnership with our residents who have helped set our priorities.

Through our Big Listening Project - listening to 6,000 people, in 83 locations, sharing more than 10,000 ideas - we have truly listened to our residents and their ideas have been amazing. I want to thank everyone who participated. This plan could not have been created without their input. We have read, watched, documented and analysed everything that was said.

From that we have established the ten priorities for the borough for 2030 which are laid out in these pages. You will notice throughout how crucial the ideas from the public have been in the formation of this strategy.

Each priority area has an 'Our Part' (the borough's public sector organisations and partners) and 'Your Part' (residents) so that The Deal principles of working

together to achieve our ambitions continues and we all know what we need to do to play our part.

Our strategy is also underpinned by the notion of fairness. Whether it is fairness in opportunities for our young people, our towns having a fair share of funding, fairness in local wealth generation or through equality and diversity - residents told us that they wanted everyone to have an equal opportunity to achieve their full potential.

Now that we have set down in writing what our ambitions are it is now our collective responsibility as a council, with our partners and with our residents, to deliver on those priorities.

It was significant through the Big Listening Project that a lot of inspirational ideas and enthusiasm for the future

came from our young people of the borough. A current Year 5 primary school child will be 21 years old in 2030. They will be embarking on their working life.

Their future happiness will be reliant on being able to afford a good home, a fair share of opportunities to establish a fulfilling career, a good education system for a

future family and a healthy environment to age in.

Our children and young people's futures will be influenced by this plan.

That thought certainly inspires me and I hope it inspires all who will have an input into making these ambitions a reality.



Councillor David Molyneux
Leader, Wigan Council



The Big Listening Project



Amelia age 7



Introduction

Five years ago we made a deal. We all had a part to play to make our borough a great place to be.



At its heart The Deal is about empowering communities and enabling them to do what they do best. It has meant finding out what is important to our citizens, what truly makes them happy, and focusing on their strengths and talents.



Community Investment Funding

It's been a new way of delivering public services where staff are positive, accountable and have courage to do things differently. We do things with our residents in our minds at all times. It has been about our organisations getting a deep understanding of local communities and working together across public services in common geographies, building relationships and getting to know each other.

Together we have achieved so much in the last five years but it is now time to look to the future and think about our ambitions and plans to 2030.

We are all very proud of our borough but we'll never stop wanting our towns and villages to be better. We know that our residents think the same and they want to be part of that success. And that's the thing that makes it special - it's our success. Everyone who lives here and works here will feel the benefits of The Deal and the power of working together.

We carried out The Big Listening Project to make sure we got the opinions and ideas from everyone who has a part to play in the borough's future.

The many suggestions and ideas from that major listening exercise are built into this plan. We have jointly developed this strategy and need to work together to deliver its ambitions. The large organisations which will help drive this plan forward have

also been heavily involved in its creation from businesses, to voluntary and public sector bodies as well as our elected representatives. This makes The Deal 2030 a plan for the whole borough.

The Deal has pioneered a unique approach and, in doing so, has set a new course for working with people, public services, businesses and communities to make a better future together.

Now, it's important that we take those successes and extend them to 2030. New ambitions, new targets and new ideas.



Reclaim girls, Leigh



Our part

- Keep your Council Tax as one of the lowest
- Help communities to support each other
- Cut red tape and provide value for money
- Build services around you and your family
- Create opportunities for young people
- Support the local economy to grow
- Listen, be open, honest and friendly
- Believe in our borough

Signed

Councillor David Molyneux, Leader of Wigan Council

Your part

- Recycle more, recycle right
- Get involved in your community
- Get online
- Be healthy and be active
- Help protect children and the vulnerable
- Support your local businesses
- Have your say and tell us if we get it wrong
- Believe in our borough

Signed

WiganCouncilOnline
 wigan council
 @wigan council
 wigan.gov.uk



We've already achieved so much together, let's do a deal to carry it on...



Wigan Borough

brilliant towns
making up
one great place.

Our residents are very proud of their borough and its parks, green spaces, sporting and cultural heritage, and industrial history. Most of all they are proud of its people, their accents, good humour and personalities.

Expansive countryside

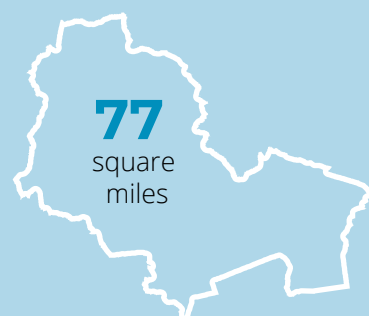
two thirds of borough



We have strong proud towns, historic villages and a wealth of green spaces. Around two-thirds of the borough is expansive countryside and we love our stunning parks, woodlands, wetlands, canals and green space, which is rich in flora and fauna.

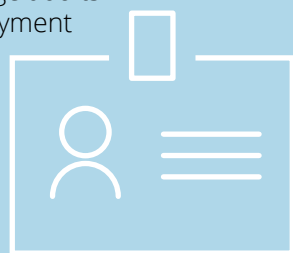
Our strong employment rates, outstanding schools and affordable housing make Wigan an attractive place to live and work.

Size of the borough



76.4%

of working age adults are in employment



62.4%

of pupils achieved a grade 4+ in English and Maths



At 77 square miles, Wigan is one of the largest boroughs in Greater Manchester, with a population of 324,700 that is projected to grow to 346,300 by 2030.

Population of **324,700**

(projected to be 346,300 by 2030)



97.3%

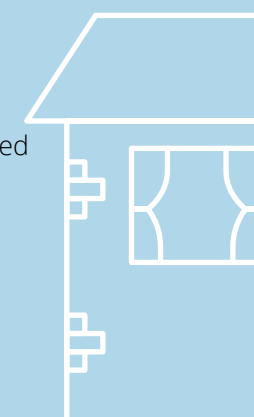
of Wigan's population are white

29%

of our population lives in the 20% most deprived areas in England

Housing

in the borough is affordable (top 20% in England)



Happiest

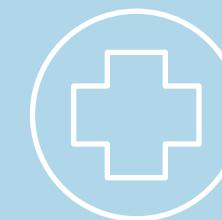
place to live in GM



Solidarity and working for the common good is in the borough's DNA. Perhaps not surprising then that Wigan is the happiest place to live in Greater Manchester. A place that's ready for the future.

71%

people report that they are in good health



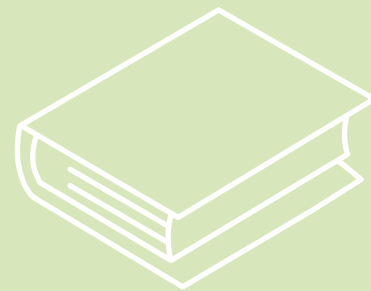
We've already achieved so much together

90% of schools

rated good or outstanding



Children ready for school



percentage has increased to **69%**

14,000 children

completing the daily mile each day



52% reduction

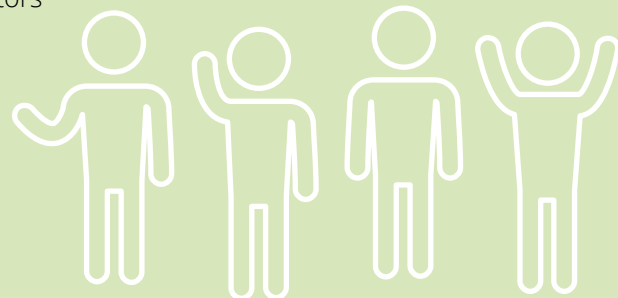
in first time entrants to the Youth Justice System – significantly better than statistical neighbour, north west and national comparators

5% reduction

in looked after children

Ofsted

Children's services rated 'good' and adoption service rated as 'outstanding'



Wigan's economy

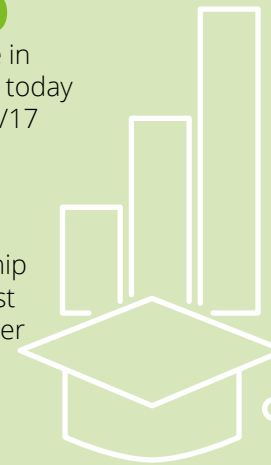
has grown by 2.2% since 2011, faster than GM's average of 1.9%

3,000

more people in employment today than in 2016/17

4,180

apprenticeship starts, highest across Greater Manchester



£10 million

invested in the community

3,000 local volunteers

have helped improve their local community



Lowest levels

of particulate air pollution across Greater Manchester

Highways

maintenance performance one of the best in the country



Recycling rates



increased by 8%

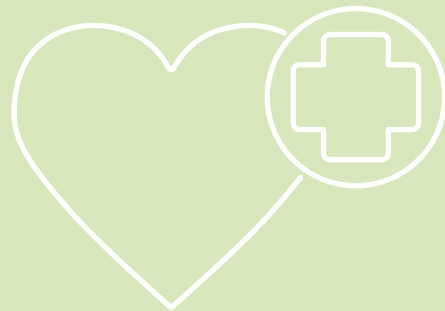
Best borough
in the North West at

**getting people
home from
hospital quickly**



**Healthy life
expectancy**

For women at 62.6 years - achieved
the England average for the first time.
For men at 60.5 years - fastest
improving in Greater Manchester



87.6%

of homelessness
cases prevented
through early
intervention and the
number of rough
sleepers has been
halved



Proportion of
**repeat
missing
adults**
have reduced
from 51% to 10%

As a council we have

**frozen the
general
element of
Council Tax**



while saving
£141m

We have integrated our
public services into seven

**place-based service
delivery footprints**



We have established our

**Healthier Wigan
Partnership,**

working across the council and NHS
organisations to improve outcomes



**But we don't want
to stop there...**

The Big Listening Project

What we did

To create The Deal 2030, the most important first step was to listen to what residents of the borough had to say.

Our Big Green Sofa was our conversation starter.



The Big Listening Project Sofa

People from all areas of the borough, all ages and backgrounds, came along, got comfortable and discussed what the borough should look like in 2030.

2,650 people sat on the sofa and chatted about the things that mattered to them.

Our Listening Booth was a great way to engage with our young people at primary and secondary schools and sixth form colleges and we had more than 500 invaluable and innovative ideas.

We wanted to capture the opinions of as many people as possible, which we did in

a whole range of other ways such as evening events, an online survey and worked with specific community groups to make sure that we could listen to everyone's voice.

In total more than 6,000 had their say for Deal 2030. We were amazed at the brilliant ideas and together we want to build a plan that makes many of these ideas happen.

What we heard

From the future of town centres to opportunities for young people, from being part of a caring community to living in a clean and green place there were so many brilliant ideas to make this borough the best place it can be.

One of the things that came out loud and clear from so many was just how proud people are of this borough but they are also passionate about making change for the better.



Footage from the big Listening Project

They said they want to move at pace towards a better future for everyone.

This plan sets out how we can work together to bring about this change and to make sure that this borough, which matters so much to everyone who lives and works here, is a place we can continue to be proud of.

How we do things

At the heart of The Deal is the idea of a new relationship between public services and citizens. This relationship is different from what's gone before and is the key to our success.

It's about recognising the importance of happiness, of feeling connected and being valued.

To make sure we deliver the highest-quality public services all organisations have adopted a set of principles which underpin The Deal.

How we work will continue to be based on The Deal Principles as we deliver Deal 2030.

Our Deal Principles:



Different conversations

Having an open mind, each person and every place is unique and has assets and strengths



Empowered communities

Understanding our communities and enabling them to thrive



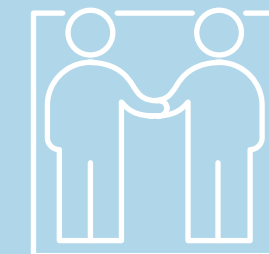
Fair and inclusive

Ensuring everyone has the same opportunities and people feel like they belong and are included



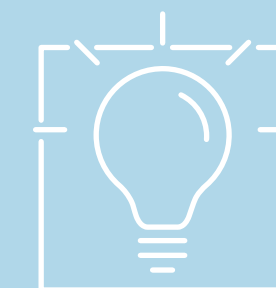
Core behaviours

Focusing on positivity, accountability and courage



Working together

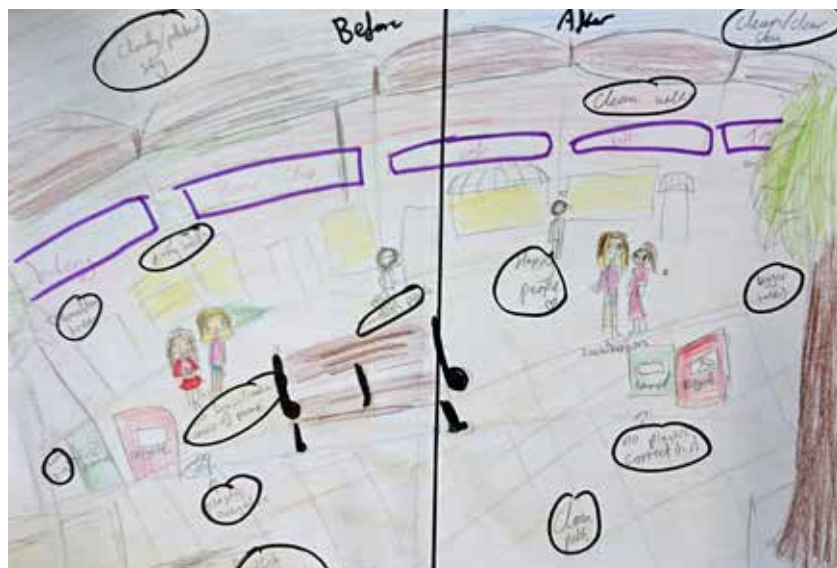
Public services, communities and businesses working in place, getting to know each other and how together we can have the biggest impact



Freedom and permission to innovate

Everyone having the support and confidence to do what will make a difference

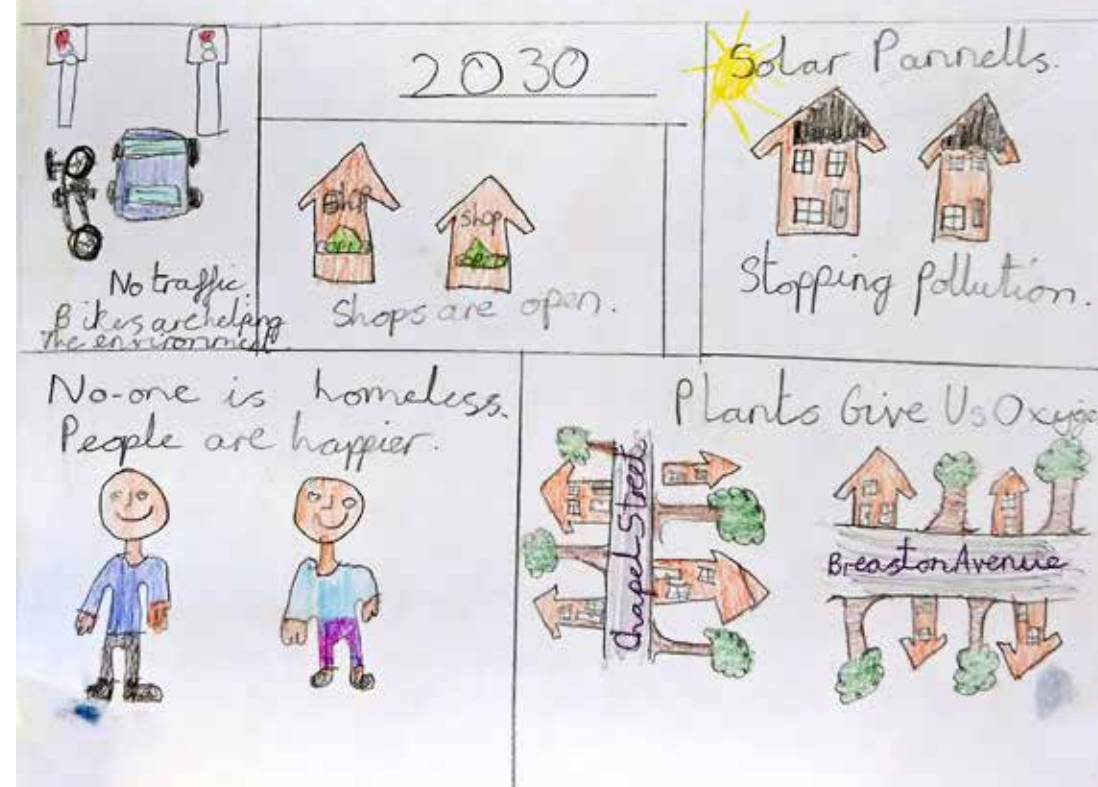
Young people's views on Deal 2030



Kiana Latu, Y6 Bedford Hall Methodist Primary School



Niamh Johnson and Scarlett Gaskell, Y5 Saint Mary and St John Catholic Primary School



Lucas Foulds-Hamilton, Y6 Bedford Hall Methodist Primary School

Our Behaviours:

One of our principles is the adoption of core behaviours.

How we work is as important as what we do. We ask all our staff to be positive, accountable and courageous to improve our borough.

BeWigan Behaviours

Be Positive

...take pride in all that you do

Be Accountable

...be responsible for making things better

Be Courageous

...be open to doing things differently

Fairness and Inclusion:

We want to ensure that everyone has the same opportunities and potential to be happy and fulfilled.

Through The Deal, we have already committed to having a different conversation to understand our residents better including their hopes, aspirations and needs.

We have also committed to understanding our different communities more and supporting and celebrating diversity.

This will remain at the heart of our strategy to Deal 2030 to ensure a borough where opportunity exists for all. Plus we want everyone to

feel included and that they belong to the borough. We all need to be open to learning and valuing differences.

We have things that we can build on, examples of where we have worked together to ensure that no-one feels excluded or left behind.

Our collective autism friendship work is increasing awareness and encouraging innovative solutions. We all recognise the important role that carers play and are working with them on a Deal for Carers.

We have made a commitment to our armed forces community and

opened a central hub to support our veterans and their families.

Throughout the themes of this strategy, we will work hard to include people who might otherwise be excluded or marginalised. Regardless of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation, socio-economic status or whether you are a carer or armed forces personnel you will have an equal opportunity to achieve your full potential.





Our People
Our Place
Our Future

From the results of the Big Listening Project we have identified 10 strategic goals for our borough which we have grouped together as priorities for Our People, Our Place and Our Future:

- > Best start in life for children and young people
- > Happy healthy people
- > Communities that care for each other

Our Place

**Together we
are proud of
our towns and
look after our
environment**

- > Vibrant town centres for all
- > An environment to be proud of
- > Embracing culture, sport and heritage

Our Future

**Together we
will build a future
where everyone
has the opportunity
to thrive**

- > Economic growth that benefits everyone
- > A well connected place
- > Confidently digital
- > A home for all

1. The best start in life

"I want to be able to do great things growing up here"

- Lauren 13, Ashton

A W
YOUTH
IN EV

mental health mentors

PARKS IN SUMMER

Together we will:

ensure the best start in life for all children and young people

The people of Wigan Borough told us they are proud of the borough's brilliant schools and colleges and want to see them keep getting better.

Every child and young person deserves access to good and outstanding education from early years, right through to further education and beyond. Our Start Well centres are brilliant hubs in the community and we've already seen the impact they are having on families.

Ensure the best start in life



Members of Wigan Youth Cabinet

Residents told us they want opportunities for young people to get jobs here in the borough in the future. We want to support young people to gain the skills and experience they need and make sure that we nurture their talent and ambition. We also want our young people to feel connected to the wider world and have opportunities for work experience and sport, leisure and culture building on our excellent Wigan Youth Zone.

When children and young people need extra help with their mental health and wellbeing we will support them to easily access support where they live. When vulnerable children, young people and their families need additional support we will support them to stay together as families. Where children and young people do have to enter our care, we want them to live with a family in the borough. Through The Deal for Foster Carers we want to make sure that our foster carers are supported and feel part of the wider family network. This means that children will be in more stable placements for longer. When our younger people leave care we will support them to live and work independently, confidently and safely in their local community.



Local foster carers

Our residents agree that looking out for our young people and supporting families was a key priority. We want to help parents to provide the support that their children need. There are strengths in families and different generations and there are opportunities to learn from each other. We want to work together to build on these strengths. Hundreds of children and young people told us what they want to see in the future. They told us how important it was for them to feel safe, to have access to things that interest them and to be proud of their local area. We want our children and young people to thrive, be proud to call the borough of Wigan home and see it as a safe, vibrant place to grow up in. We want them to be happy and to continue to feel connected with the borough as they grow into adults, with opportunities to live, work and raise their own families here.

Our People

Ensure the best start in life

The RECLAIM project

Residents told us that they wanted opportunities for young people to achieve their full potential.

We are working in partnership to support young people to gain the skills and experience they need nurturing their talent and ambition.

Reclaim, a youth leadership and social change organisation, is a truly collaborative approach between the social sector, the community and the local authority. Reclaim use their experience and platform to support and amplify the voices of working class young people.

Their 'LEAD' programme enables the young people to become leaders and role models within their community. In return, young people sign up to full participation in the programme and take ownership for the outputs of the group.



Our People

Ensure the best start in life

Together We Will:

Ensure the best start in life for all children and young people



Our People

Ensure the best start in life

Our Part

Health and early years services will work together, with families, so that every child starts school healthy, happy and ready to learn

We will work with our schools to provide access to good and outstanding education for all children and young people which provides them with the skills and experience that they need for future jobs and industry, creating clear pathways to careers at an earlier age

Ensure that every child and young person from Wigan who is in our care can live with a family in the borough. When they leave care, they're supported to live and work independently, confidently and safely in their community

Providing positive opportunities for young people to engage with their local community and do things that interest them, keep them safe and make them happy

When children and young people need help with their mental health and wellbeing, support will be easy to access in their community, readily available and effective

Your Part

Use your local free early years and childcare offer and take advantage of Start Well activities and engage with health provision

Support your child to get the best out of their education. Discuss their aspirations and tell us how we can help to make it happen

Consider becoming a foster carer or adopting

Encourage your child to join a local group or club in the community. Help them to understand tolerance and acceptance so they are kind to others

Talk to your child about the importance of mental health and encourage them to share their worries

Our People

2. Happy, healthy people

"I love that we have brilliant community groups here when I've needed them the most - it's really turned my life around. I'd love everyone to be able to access what I did".

Paula, age 63, Platt Bridge



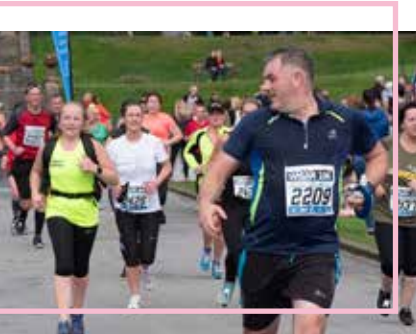
Together we will:

build a borough where people are healthy, active, and happy and doing what they enjoy

Our residents told us that being happy and healthy really matters to them.

From staying fit and healthy, to spending time doing what they love, to good mental health – it's high on everyone's agenda. We know that happiness and health are really strongly linked. We will work hard to make sure we understand the things that make our residents happy. As part of The Deal we want people tell us what they're passionate about and we'll do our best to connect them to that.

Happy, healthy people



Wigan 10K runners - Mesnes Park

We have a wealth of community organisations in our borough, from hundreds of sporting clubs, to arts and crafts, from music to opportunities for volunteering outside in our beautiful green spaces.

We have heavily invested in opportunities to get active through our 'Borough on the Move' and we want people to benefit from this.

Mental health is a concern for many and people told us they want to live in a borough that talks and listens openly about mental health. Together, by talking and listening to each other, we can become a place that helps to support good mental health.

Through the Healthy Wigan Partnership we are already improving things. By joining up health and social care in the borough we are improving lives and keeping residents independent for longer in their own home.

We want to increase understanding regarding the type of care someone might need and help them to access it. Carers are hugely important to us all in the borough and we want to make sure that our carers feel valued and supported. We will work hard to listen to, celebrate and support the brilliant work they do.

We also know that end of life care is something that matters to us all. We want to make sure that people at the end of their life, and those around them, have the opportunity to tell us how we can work together to make sure that they feel in control and that as a borough we approach end of life care with respect and dignity. Together we want to build a borough with happy and healthy people.



Activities at Broadmead Day Centre

Our People

Happy, healthy people

The Deal for Adult Social Care

Residents told us that caring for people was important.

We're one of the very few councils to have a balanced adult social care budget thanks to The Deal. Through The Deal we began looking at residents as individuals, focusing on their strengths, gifts and assets, rather than as a collection of needs or problems.

By having different conversations and finding out what people could do, and wanted to do, understanding their passions and aspirations, we were able to support people to live the best life they can.

This doesn't mean sending them to a traditional, expensive day centre where they are isolated and unfulfilled. We worked with community and voluntary sector to find different opportunities for people and encouraged staff to be courageous and creative.

We connected people into their communities, directed them to an activity they enjoyed, and did our best to keep them as independent as possible in their own homes.

The result has been a reduction of 3,000 people using community-based alternatives to traditional



social care, a CQC rated outstanding reablement service, high success rates across all early intervention services and the best in the north west for getting people home quickly from hospital.



Our People

Happy,
healthy people

Together
We Will:

**Build a borough
where people are
healthy, active,
happy and doing
what they enjoy**



Our People

Happy,
healthy people

Our Part

We will work hard to listen to you and find out the things you enjoy doing to stay healthy and happy

Work with and invest in our communities to continue to provide brilliant opportunities for you to do what you love in the borough

Work together with our partners to get our health services right and delivered where you live

Work with a range of organisations to create an excellent range of care and support

Invest in the best possible offer to carers across the borough so they feel recognised and supported

Create skills and employment opportunities for all which lead to happy and fulfilling careers

Your Part

If you need our services be honest with us about the things you love to do so we can help you and improve your life

Make the most of the opportunities in our borough to do things that make you happy, that connect you to your community

Choose the right health care when you need it – that might be visiting your pharmacist, your GP or looking after yourself through self-care at home

Take responsibility for your own health and wellbeing

Tell us if you care for a family member or relative and make sure you look after your own health and happiness as well as the person you are caring for

Access skills and training opportunities which can broaden your employability and further your aspirations

Our People

3. Communities that care for each other

"I want to be able to walk around my local area and feel safe, I want us all to look out for each other"

Alex, 29

UNICORN AWARD FOR SCHOOLS



Idea 987: ...a Unicorn award fr...

Come together and learn



Together we will:

create strong, safe and friendly communities that care about each other

Our residents told us that community was a really important part of day-to-day life.

Knowing neighbours, keeping in touch with those nearby and being a friendly place to live was at the heart of this borough.

Communities that care for each other



The Community Investment Fund

To help people feel safe where they live we will deliver services alongside our partners from the police, fire services, health, schools and others in your community. A neighbourhood policing model is one that we are keen as a place to adopt. We can all play our part to keep our borough a place that is safe, friendly and welcoming.

A quick and effective response to anti-social behaviour is important to people. We are creating an integrated anti-social behaviour team to make sure we respond to any issues at the earliest opportunity. We need to work together to fix these problems but also prevent them from happening and be considerate to one another and a good neighbour.

We have a vibrant and diverse range of community groups in this borough and many people said they feel lucky to be able to access these brilliant organisations. We've already demonstrated our belief in our communities by investing over £10 million through our Community Investment Fund. We want to continue to invest in these organisations and break down barriers to volunteering. Everyone has something that they can bring in terms of skills or experience which can benefit our community.

Embracing differences is really important to people. We all have a duty to ensure everyone in the borough feels part of their community, welcomed and can contribute to this being a great place to live.

Our residents told us they care about their community. It's really important that we all look out for each other. If residents are more vulnerable due to ill health or additional needs we want to work together as a borough to keep everyone happy and safe. Family and relationships are really important to many and we want to make sure that we support and build on this. It's also important that together we look out for those that don't have a family support network around them.



Four young women from Global Friends Youth group

Our People

Communities that care for each other

The Deal for Communities Investment Fund

We recognise the importance of all of the excellent work that happens in the community and through The Deal we have invested £10million into local groups.

Thanks to The Deal £5.5m of external funding has been leveraged into the borough from a range of regional and national funding bodies and delivered £9.5m in additional social and economic benefit. In addition 16 council owned assets, buildings, bowling greens and greenspaces, have been successfully transferred to the community through asset transfer.

The Beehive Centre in Mosley Common has been transformed into a thriving community hub following an asset transfer and investment funding. The centre went from providing around six hours of activities a week to being open seven days a week with lots of exciting activities on offer and around 300 people using the building each week.

Mavis, co-owner of The Beehive Centre, said: "It has been amazing how far we have come in transforming the centre into a thriving place for local people of all ages to visit. We now have 15 volunteers who work at the centre, which is having a huge impact on the local community and helping to prevent isolation and loneliness."



Our People

Together We Will:

Create strong, safe and friendly communities that care about each other



Our Part

Police and the council will work together in communities to make neighbourhoods safe

Continue to invest in our community groups to offer a diverse range of opportunities and support communities to live happily together

Support our communities to live happily together, respecting and celebrating differences

Make volunteering as easy for you as possible, and to remove any red tape so that you can be a real part of your community

Respond to any issues or concerns you have around the most vulnerable in our community

Value the importance of family and make sure that we involve you and your family to create the best possible outcome

Your Part

Tell us if anything in your area is concerning you

Access the opportunities in your community and support any events

Work closely with others in your communities and make sure that everyone can access the opportunities that our borough has to offer

Take up opportunities to volunteer and tell us if something is standing in your way

Be our eyes and ears in your community – if you are concerned about a neighbour or vulnerable person tell us so we can help

Look out for those that don't have a family support network around them

4. Vibrant town centres for all

"I'm really proud of this borough and I want to be able to spend my money and leisure time here. I want to be able to visit my town centre, go to little independent shops, nice bespoke cafes, and outdoor events and have fun!"

Carol, Wigan, age 54.

Boutique Borough



Going into town

Idea no 456: Let's create a 'Boutique Borough' with little independent bespoke shops, pop-up artisan markets - a place to enjoy. We could do it...

Together we will:

create attractive and well-supported town centres with something for everyone

Our residents told us that town centres are really important to them and they want to see them thrive.

As shopping habits change and some retailers close their doors we heard that people want to see arts, culture, food, independent shops, craft and makers introduced to animate our high streets. Nobody wants to see empty shops. We all want to keep our town centres friendly and alive.

Vibrant town centres for all



Wigan Pier concept images

Each of the town centres in the borough is different and unique in its own way and many people want to celebrate this. Alongside the large towns of Wigan and the Leigh, we have smaller high streets and village centres. We want to keep those local identities and create places we can all be proud of.

A thriving evening economy was an important issue for many. Bars, restaurants, perhaps even a cinema - building a café culture here where people can stop, have a drink and take in the town is a popular desire among residents. A reason to live in or come in to town centres was really important to people and so together we want to create the opportunity to enjoy time with friends and family; for experiences, open air events and a sense of community rather than just retail. Our town centre "opening hours" need to be stretched beyond the traditional 9-5 which no longer works for many of us.

Being a HS2 station will support the regeneration of Wigan town centre particularly around the town's stations and Wigan Pier Quarter. There are also opportunities to use the space in the Galleries shopping centre in Wigan differently and strengthen our markets. Many people really valued the guided busway connecting us better to other areas and want us to use this more to encourage people to visit our borough.

We want to re-invent our town centres as a residential destination of choice. We want to create vibrant residential communities in our town centres where people of all ages can enjoy the convenience of our excellent local services and an engaged community.



HS2 concept image

Vibrant town centres for all

Wigan's Strategic Regeneration Framework

The Big Listening Project highlighted the importance of town centres to people and how they want to see them thrive. We all need to play our part in keeping our town centres vibrant and successful.

The Strategic Regeneration Framework is the long-term plan for Wigan town centre. Key projects and ambitions include the creation of small business hubs as start-up space, redevelopment of the Galleries and Market Hall, protecting the retail core and setting out the future of what Wigan's 'High Street' should be to drive footfall. The work also considers the opportunities for Wigan's rail stations to be a gateway to high speed rail and links the Wigan Pier Quarter redevelopment, which will start in 2019.

Our Strategic Regeneration Framework will be taken forward in partnership with our residents and local businesses. We are asking our residents to support the development of these important town centre spaces by shopping local, considering local suppliers and spaces for their businesses and taking advantage of the opportunities for pop-up and community space that we're offering in places like the Galleries.



Vibrant town centres for all

Together We Will:

Create attractive and well supported town centres with something for everyone



Our Place

Vibrant town centres for all

Our Part

Invest in our local town centres including the Galleries and our markets and support independent retailers across the borough

Create vibrant town centres for everyone to enjoy across the borough

Invest in more events, arts and culture

Encourage high quality affordable homes close to excellent transport links

Offer free parking in Wigan and Leigh

Your Part

Visit your town centres and shop local

Keep your town centres clean and tidy by not dropping litter

Attend events in your local town centres

Landlords and developers work with us to provide quality homes

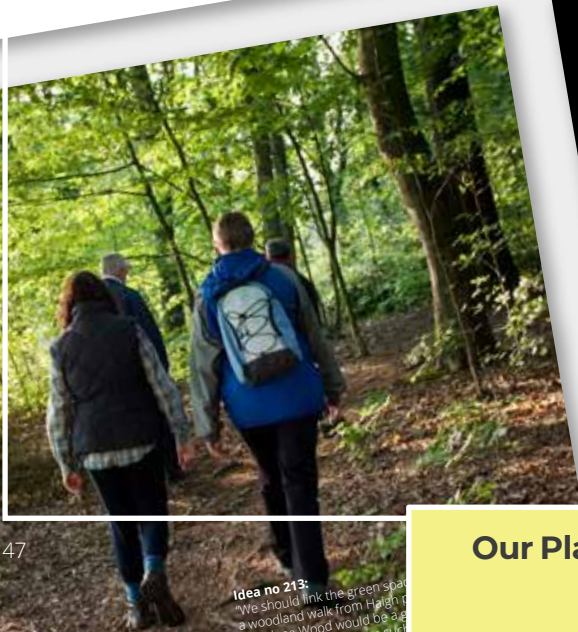
Take advantage of the free parking offer to visit our town centre markets, shops, leisure and cultural opportunities - not using it to travel out of the borough

Our Place

An environment to be proud of

5. An environment to be proud of

"I don't want to see any litter here by 2030; I want to be able to go to the park and it to look pretty."
Ethan, age 8, Leigh



Our Place

Idea no 213:
"We should link the green space
a woodland walk from Hainthwaite
Wood would be a great idea"

An environment to be proud of

Together we will:

create a clean, green place that we all look after and enjoy

Our residents told us that their local area really matters to them.

How the borough looks and feels was a huge theme that came through in our conversations. Residents want our borough to be clean, green and somewhere to be proud of. We want that too and we want us all to work together to make this happen.

Our Place

An environment to be proud of



Local volunteer litter pickers

We have beautiful green spaces such as Pennington Flash and Three Sisters, great parks like Mesnes Park and Lilford Park and some wonderful walks around Scotman’s Flash, Orrell Water Park and Worthington Lakes to name a few. People said they want these places to look as good as they possibly can; a place to be proud of. We will keep our green spaces looking beautiful but we want everyone to use them to get outdoors, stay healthy and have fun. Together we want to “talk up” our town, be proud of what it already is and be its ambassadors.

People of all ages are passionate about wanting to live in a borough that is litter-free; a place that is green and the air is clean; where we all take responsibility for our recycling and use of plastics; a borough that takes pride and looks after its local areas. We will work with our communities to give opportunities to help us keep the borough looking great. We will create safe walking and cycling routes to use and keep our air cleaner.

We will make sure there are brilliant opportunities to volunteer in your local areas; we will be pro-active about educating people around their responsibilities towards the environment. We need our residents to work with us, to take up these opportunities and be responsible for the borough together with us. We will supply tools if residents see something that needs improving in your neighbourhood. We need residents to be our eyes and ears in their area; if residents see someone not taking care of our borough we encourage them to tell us through our ReportIt app. We will act on it.

We are rightly proud that Wigan Borough is the ‘greenest’ place to live in Greater Manchester. Together we can make sure this continues to 2030.



Pennington Flash

Our Place

An environment to be proud of

#JoinEmber

People want the borough to be clean, green and somewhere to be proud of. We want that too and we want to work with you to make this happen.

Already actively involved in looking after her local community through organising her own litter picks, five-year-old Ember contacted Wigan Council to raise her concerns about the damage that litter and waste was doing to the world. Wigan Council was delighted to be able to team up with Ember to spread her eco-message to a wider audience about how simple it is to look after the environment and knew her enthusiasm would resonate with many people.

#JoinEmber was created as a social media campaign giving Ember the opportunity to talk to people about the importance of recycling and looking after the planet by not dropping litter.

Ember has proven to be an inspiration to others with her video, encouraging others to look after the planet, being shared worldwide. As well as inspiring many people through her motivational video, Ember bravely addressed a council meeting about the impact of not recycling, at the tender age of just five years old, to inspire councillors and cabinet to join the campaign. She has also featured on the local ITV news, Granada Reports.



Our Place

An environment to be proud of

Together We Will:

Create a clean, green place that we all look after and enjoy



Our Place

An environment to be proud of

Our Part

We will support residents to reduce, reuse and recycle their waste

Ensure our borough is clean, tidy and well maintained

Continue to develop our borough's parks and greenspaces to be accessible, well maintained, safe and appealing to visit

Work to improve air quality and reduce the effects of climate change

Encourage and support more of us to volunteer and positively contribute to our communities

Make it easy for you to report environmental issues for example through the ReportIT app

Promote and be proud of our borough celebrating all that is already brilliant about this place

Our Place

Your Part

Reuse and recycle more, recycle right

Take pride in our borough by not dropping litter, fly tipping or posting and cleaning up after your dog

Use our borough's parks and greenspaces to get out, have fun and improve your own health and wellbeing

Think greener, live greener - reduce use of single use plastics and energy where possible

Get involved with environmental volunteering such as litter picking

Take responsibility for your local area by resolving, recording and reporting any issues

"Talk up" your town – be proud of the great things here and tell others about it

6. Embracing Culture, Sport and Heritage

"We are so lucky, we have great sporting teams, beautiful buildings and so much to be proud of - let's celebrate what we have!"
Mike, age 52, Wigan



Our Place

Idea 98: ... cinema in the to

Together we will:

*celebrate sport,
culture and
heritage and
get more people
involved*

We want to do more to celebrate the borough's unique heritage and raise our profile as a place with a rich, diverse arts, sport and cultural offer that is accessible for everyone.

People told us they are proud of our history and where our borough has come from. Along with protecting our heritage, so everyone has the chance to explore it, we now want to build on it and look to the future.

Our Place

Embracing Culture, Sport and Heritage



Leigh Velodrome

There is a huge wealth of pride for our strong, long-standing sporting culture in the borough, from our professional sporting teams of Wigan Warriors, Leigh Centurions in rugby league and Wigan Athletic in football to our amazing network of grassroots sports clubs. Many told us how having the opportunity to play team sports and be active made a difference - we want to make sure that this continues to thrive.

We will work hard to make sure that everyone gets the chance to get involved in sport and being active. An example of this is our involvement in a pilot across Greater Manchester to trial projects to build healthier and more active communities.

We know the impact sport and culture can have on our health, wellbeing, the economy and our communities. We want our residents to get involved with the volunteering opportunities available in your local communities. We already have a brilliant existing offer through the Museum of Wigan Life, our libraries, our many sporting teams and the new, revamped archives service which will be coming to Leigh Town Hall.

Residents told us that encouraging and keeping talent in our borough was important. We want our borough to be a place where ambitions can flourish and local talent is recognised and nurtured. We want to inspire our young people and future generations to take full advantage of the opportunities on offer and to develop their skills so they can go on to achieve their dreams. There is already a wealth of community groups working across the arts and sport and an abundance of talent right across the borough. We want to build on that fantastic work and harness it so more people can connect to it and feel inspired.

Through the borough's new cultural manifesto, The Fire Within, we've got a five year plan to work with local organisations, artists, and residents to grow our cultural programme so there will be something for everyone to imagine, visualise and experience. We want to draw people in from across the north west, and further afield, and promote the borough as a hotbed for culture.

Our Place

Embracing Culture, Sport and Heritage

The Turnpike

We know the positive impact art and culture can have on our health, wellbeing, the economy and our communities.

The Turnpike is an independent art gallery situated on the first floor of the iconic Turnpike Centre in Leigh. Its purpose is to bring the very best art to Leigh, creating new cultural opportunities for all and raising aspiration and resilience across the community.

The Turnpike has been funded through The Deal for Communities Investment Fund and has been given the space and support to thrive and grow. It has been a core part of the development of the borough's new Cultural Manifesto and hosts a range of first-class exhibitions throughout the year.

Turnpike director Helen Stalker is formerly a curator at the Whitworth gallery in Manchester and is determined to widen the benefits of arts and culture to all of the community in Leigh, especially young people.

Helen Stalker



Our Place

Together
We Will:

**Celebrate sport,
culture and
heritage and get
more people
involved**



Our Part

Celebrate our unique culture, sport and heritage through events, exhibitions and media

Ensure people have access to new cultural activities across our borough

Secure investment to promote local artistic talent and cultural activity

Engaging, challenging and galvanising our young people to create cultural innovations and experiences

Invest in playing facilities for grassroots sports to increase participation

Your Part

Attend and take part in events and activities and encourage others to get involved too

Don't be afraid to challenge your perception of culture and try something new

If you are part of the borough's artistic community, work with us to strengthen our cultural offer

If you are a young person develop your artistic skills and talents for your own enjoyment, to seek job opportunities and for the benefit of your community

Take part in sports or get involved by volunteering to help run a local team in your area

7. Economic growth that benefits everyone

"I would love more independent businesses here. That's where I want to spend my money locally"
Peter, age 41, Aspull.

**BU
LO**



Together we will:

create a thriving inclusive economy which attracts business and increases local entrepreneurs

Many of our residents said it was important to support existing local, independent businesses and help them to grow.

We also know that attracting new businesses to the borough is essential in creating more job opportunities for you.

Economic growth that benefits everyone



Leigh Market trader Glenn Furnival

Encouraging entrepreneurship in the borough was something many felt strongly about – we will work hard to support people to take their ideas and turn them into business opportunities. There was a clear desire to “buy local” rather than from big national or international businesses. We want to be able to support this ambition with a diverse and connected range of businesses. We will continue to support our local businesses and town centres with investment through The Deal for Business and we need our residents to support the high street and shop local.

We heard that it is important for businesses to engage with the council electronically for support and training but also the importance of helping them to keep in touch with each other. We are already working hard to connect our businesses with the community and our community business tours are really helping with this; we will work hard to make sure that this continues to grow and improve.

People told us that they want better employment and training opportunities so our young people are well equipped with the skills they need. Our Forward Board, which is our business partnership, can play a key role in this by connecting to schools and colleges.

The importance of opportunities for supported and inclusive employment in the borough was clearly supported to make sure that everyone has the chance to live the life that they want. Public sector organisations can lead by example and encourage other employers to do the same. We can build on the success of confident futures, our pre-apprenticeship programme for care leavers and wider work on apprenticeships to ensure a range of employment opportunities.

As public sector organisations we all spend money in the borough on goods and services; we are making a commitment to maximise the benefit across the whole borough for every pound we spend here. We will work hard to spend within the borough whenever we can, encouraging local businesses to thrive; we want to create an inclusive economy, building wealth from within and making the most of every pound that we spend for the benefit of you all.

Our Future

Economic growth that benefits everyone

Aspiring Futures

Residents told us they want better employment and training opportunities for our young people.

Through The Deal we have invested in apprenticeships and helped support 566 apprentices into the world of work.

Aspiring Futures is our apprenticeship programme supporting young people to learn skills for adulthood and to be ready for employment.

We work directly with businesses to help them recruit apprentices and provide funding to do this.

Jeff Case has 30 years in the electrical industry and believes in supporting young people into a career.

We've been working with him to recruit Dylan, a new electrical apprentice for his company, Case & Young Ltd.

Jeff said: “The council officers I spoke with were extremely helpful. I've already recommended the Apprenticeship for Young People programme to another business. They too have an apprentice in place now!”

Dylan, 17, said: “Being an apprentice has really helped me because I am earning and learning. It is also giving me life and social skills and setting me up with a great career.”



Our Future

Economic growth that benefits everyone

Together We Will:



Create a thriving inclusive economy which attracts business and increases local entrepreneurs



Our Future

Economic growth that benefits everyone

Our Part

Encourage more investment in the borough to create employment opportunities for our residents

Offer a 'one stop shop' to help our businesses get the support they need to grow

Establish a digital hub for creative entrepreneurs

Help our residents to get the skills they need to take up the jobs that are created especially a pathway for younger people from an early age

Pay the living wage

Buy goods and services from local businesses wherever possible

Public sector organisations to lead the way on apprenticeships and inclusive employment

Your Part

Be ambitious! Whether that's starting your own business or getting a new job Wigan Borough is a place where you can achieve your aspirations

Support local businesses by buying locally

Access the digital opportunities available to make the most of your business

If you run a business, take on an apprentice or offer placements. Think about linking in with schools and colleges to encourage young people to think about their career aspirations from an early age

If you are an employer, pay the living wage

If you run a local business bid to provide goods and services for public sector partners in the borough

If you run a business, offer employment opportunities to all; as a resident encourage those around you to take up these opportunities

Our Future

8. Confidently Digital

"We should use technology and digital to make things easier in the future"
Dan, age 11, Ince.

Digital Hub

Idea no 145:
Open up a Digital Hub - where people can come along, use the space for digital projects.

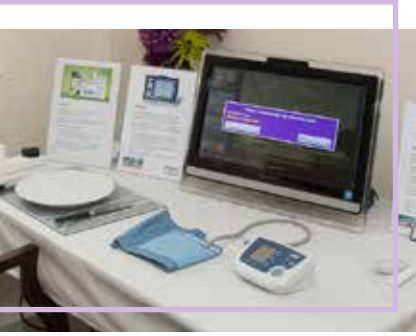
Together we will:

harness the power digital has to improve people's opportunities and prepare for the future

We recognise the power digital has to improve the potential and growth of the borough and transform the way we deliver services.

We have embedded the digital agenda in everything we do and now want to keep developing and improving our digital services for you so that you get the best possible outcomes.

Confidently Digital



Assisted technology - Ancliffe bungalow

Wigan was the pilot for a pioneering national scheme and won the Digital Leaders 100 award for the impact it had on residents. The Inspiring Digital Enterprise Award (iDEA) gives people of all ages the opportunity to broaden their digital knowledge and develop their skills using interactive learning modules that represent different 'badges'. The council has also previously won the Local Government Chronicle (LGC) award for Digital Council of the Year and was named Digital Leaders' Digital Council of the Year in 2016.

Crucially, we want to use digital to improve people's lives. Through cutting-edge assisted technology we're already seeing the huge impact it can have in keeping people in their own home and keeping them independent. As part of the Big Listening Conversation many residents told us that growing older in their own home was really important to them. We want to continue investing in new technology which can assist people to stay independent in their own home for as long as possible. We want to be at the forefront of this sector and ensure our citizens have access to the best technology available.

We want our young people to have the right digital skills so they are ready to take on a job in the ever-growing digital and technology sector. We know it's where the jobs will be in the future and we want to equip Wigan Borough's young generation to be ready to seize these opportunities. We also want to encourage and enable our borough's residents to connect to their community using digital platforms, blogs, forums and social media. There are an increasing number of hyperlocal news sites with a wealth of local knowledge to share news and information. We have worked with our community sector to develop Community Book, an online tool to connect people across the borough with the wealth of community organisation on offer in this borough. Finding an online community can create a sense of belonging and can open up new opportunities; we want to support everyone to make the most of these opportunities to help keep people connected to the borough and doing the things that you enjoy.



Coding at Wigan Youth Zone

Our Future

Confidently Digital

IDEA

We recognise the power digital has to improve the potential and growth of the borough and transform the way we deliver services. Many of you are already making the most that digital has to offer.

The Inspiring Digital Enterprise Award (iDEA) is a nationally recognised scheme giving learners of all ages the opportunity to broaden their digital knowledge and develop their skills using interactive learning modules that represent different 'badges'.

Wigan Council has been a pioneer council for iDEA and since then, more than 1,000 learners have completed more than 13,500 badges, resulting in almost 300 people completing their bronze award.

Digital skills learned through programmes like iDEA and our Be Online sessions are important to enabling people within our communities to feel better connected, to each other and to the wider world. Coding clubs and "tea and tech" sessions engage older people by teaching digital skills in a tea party.



Our Future

Together We Will:



Our Part

Invest in new technology to improve people's health, lives and digital services

Work with partners to provide opportunities to improve the digital skills of our residents, enabling them to access jobs in this sector

Continue to explore ways to use new technology and online platforms to engage with residents

Work with partners to increase access for residents and businesses to high speed internet and free Wi Fi wherever possible

Your Part

Access services digitally where possible such as the Wigan Report It app and MyAccount

Encourage and help friends and family get online, use new technology and try the iDEA digital programme

Discover and contribute to online platforms, blogs, interest groups and forums to connect into your community and share information

Support and use local businesses and community organisations which offer free community Wi Fi access

9. A well connected place

"I want to be able to travel easily around this borough,"
Sally, age 35, Standish.



Idea no 23: possible transport - cars



Together we will:

increase the amount of people using greener travel options and improve connectivity in the borough

Wigan Borough is uniquely placed. Nestled at the heart of the regional motorway network, with excellent rail links and close to Manchester Airport, it has it all.

The combination of wonderful countryside surrounding busy towns makes living, working and doing businesses in the borough a perfect choice.

A well connected place



Commuters at Wigan Wallgate

In 2017 it was announced Wigan will be the gateway to HS2 with the west coast mainline joining the high speed network just to the south of Wigan and connecting to Crewe, Birmingham then London Euston.

Once completed Wigan will connect to Birmingham in just 35 minutes, London in one hour 23 minutes, and this will mean more than 8,000 extra seats for commuters per day. We know that getting around the borough is something people feel strongly about. Residents told us that they want to be able to travel around easily and in good time. We are already investing in our road networks to reduce congestion and improve journeys. A number of key link roads are in development which will provide new, quick, accessible routes to the motorway network. This will take traffic off local roads.

We heard that our residents want to be able to use affordable and accessible public transport and we will work with our partners to improve the transport offer across the whole borough.

We know that our residents want clean air, and so do we. We will make sure that they can access safe walking and cycling routes to make it easier to leave the car at home. We've already invested in cycling infrastructure connecting communities to Wigan town centre.

Residents told us that potholes can make their journey less enjoyable so we are keen to invest in and improve the maintenance of our roads. Sometimes this means that we need to carry out repairs but we will keep people informed of any disruptions and we will work hard to carry out any essential repairs at the least inconvenient times.

Having strong links with other areas is also important; we will work with our partners to make sure that our borough is a well-connected place that people can easily travel to and from.

Our Future

A well connected place

Guided Busway

We know that getting around the borough is something residents strongly about. Many are making the most of the guided busway to travel around easily and in good time.

The guided busway has proven incredibly popular since it launched in 2016 - connecting people to jobs, education and training as well as reducing the number of cars on the road. The Vantage bus service connects Atherton, Leigh and Tyldesley with Salford and Manchester city centre. Passengers are growing year on year with an average of 60,000 passengers now using the service each week and more than 2 million in total.

It is estimated there are 12,500 fewer car journeys on the road as a result of the service reducing congestion which also contributes to improving air quality.

We want to keep working with our communities to develop sustainable and affordable transport that continues to reduce the amount of cars on the road and helping people to get to work, education and leisure activities across the borough. We need our residents to use sustainable travel such as cycling and walking and public transport where possible.



Our Future

A well connected place

Together We Will:



Increase the amount of people using greener travel and improve connectivity in the borough



Our Future

A well connected place

Our Part

Invest in our transport infrastructure to help reduce congestion and improve the borough's air quality

Work with our partners to improve the public transport offer across the whole borough

Keep traffic moving, maintain the highways, provide safe and accessible routes for walking and cycling

Promote flexible working to reduce the number of journeys made by our own staff

Your Part

Use greener travel options - walking, cycling, car sharing and low emission vehicles

Use public transport where possible to reduce the number of vehicles on our roads

Cycle or walk more and use the new cycle lanes, to reduce the number of cars being used for shorter trips

If your employer allows it, work from home or flexibly

Our Future

10. A home for all

"I don't want to see any homelessness in the future - everyone should have a place to call home"
Alysha, age 17, Atherton



Town centre apartments



Together we will:

create a borough that provides quality, affordable homes that are right for you.

High quality, affordable homes in happy communities with good neighbours is our ambition for every resident in Wigan Borough.

We are committed to building new homes which meet the needs of our residents. Residents told us having a real variety of housing across all areas of the borough, both in our town centres and the wider community, was something they want to see. Housing that caters for our future generations and for the growing numbers of older people was also raised as an important issue.

A home for all



The Brick Project

We know that access to affordable homes and being able to take the first step on the property ladder is important to many. People want their home to be close to a range of facilities like local shops, GP's and schools. We want to ensure new developments respect and make use of the borough's rich heritage, putting historic buildings to good use. We'll make the best use of our brownfield land so we can protect the borough's rich environment and greenspaces.

Residents' care and compassion towards homeless people came across loud and strong and the need for everyone to have somewhere they can call home with support to make a success of it. We now have two bespoke hubs, in Wigan and Leigh, offering overnight accommodation and support to rough sleepers. We are proud to be working innovatively with partners to ensure everyone has a bed for the night.

We have also opened the first purpose-built facility for people with autism, offering them independent living with support.

We want a good mix of social, private and owner-occupied properties so that everyone can access the home that's right for them. Together we want to create a place where we all look after these homes, and to build friendly and safe communities that we all care about.

As a landlord ourselves we will make sure that our properties are well looked after and any repairs are completed quickly and to a high standard. We will aim to use local businesses where possible to keep jobs and spending within the borough.



New homes - Riding Close, Hindley

A home for all

Mayfield House

Residents told us it was important to have homes which meet the needs of our residents.

Mayfield House is specially designed to accommodate adults with autism. It is formed of 12 self-contained apartments and a range of other facilities. The scheme gives people the opportunity to live independently, while being supported to complete daily tasks and connect to their local community.

The autism steering group helped to shape the look and feel of the centre, meaning that it was co-designed with all partners, people with autism and their families. This has resulted in a welcoming provision which enables people to live in a safe secure environment with the facilities they require such as a sensory room, their own private apartment and shared communal areas with staff support 24 hours a day.

A mum has described her autistic son's new home as "like finding gold dust". Stephen the first resident to move in said: "I love being able to ride my bike in the garden. My next goal is to go out on my own. I am able to do things that I would never have done living at home. It has been really fun living on my own."



A home
for all

Together
We Will:

**Create a borough
that provides
quality, affordable
homes that are
right for you**



Our Future

A home
for all

Our Part

Develop high quality, affordable and accessible homes that meet the needs of local residents, including future generations

Make sure new homes are part of safe and connected local communities with the right local facilities such as GPs, schools and shops

Ensure we have a good mix of homes for people with disabilities and a range of home ownership options for all ages

Further improve our work to prevent homelessness and rough sleeping and support people to make a success of their new home

Be a good landlord and complete repairs quickly and to a high standard in our homes

Your Part

If you are looking to buy a new home look at what is available in the borough including through the council's buying schemes

Shop local where you can and support your local area

If you are a landlord consider letting your property through the council and be a good landlord

Report someone sleeping rough and think about donating differently by using "Real Change Wigan and Leigh"

If you are a council tenant take pride in your home and your street, look after them as much as you can and let us know if something needs repairing as soon as possible

Our Future

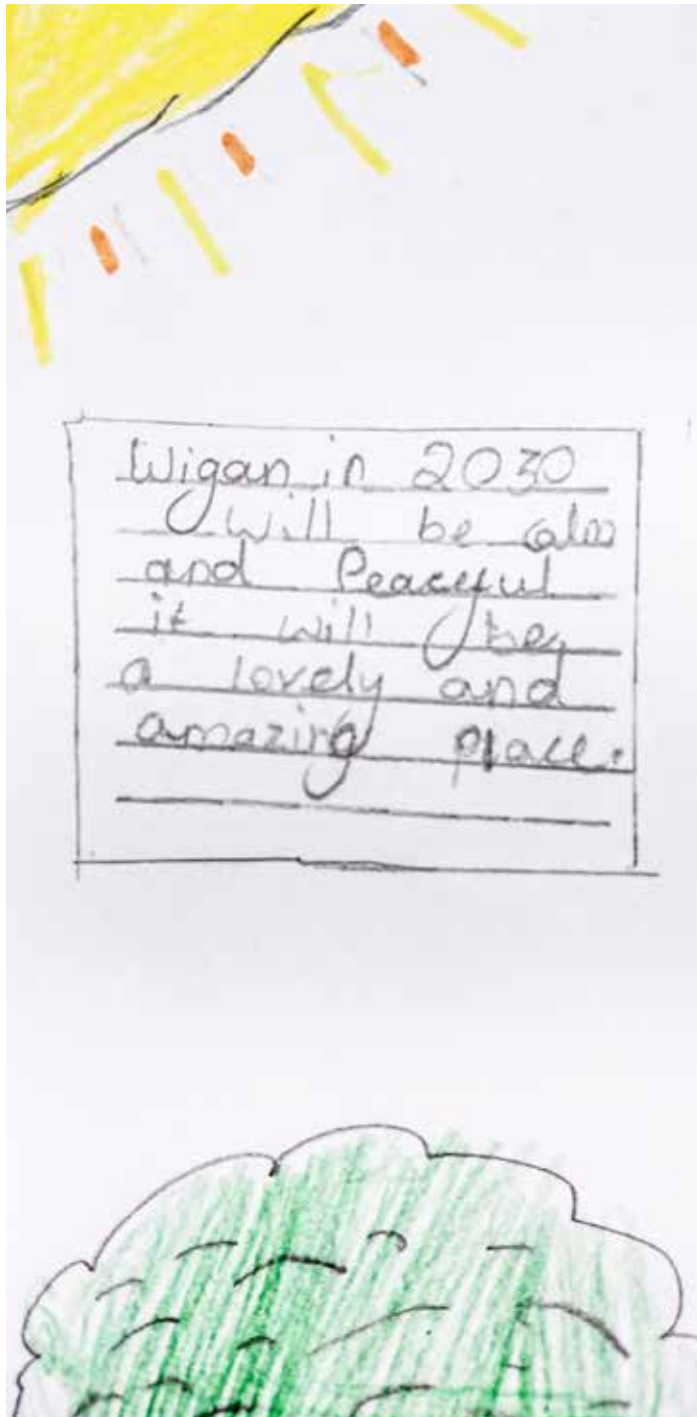
Summary:

A big thank you to everyone who has helped create The Deal 2030 strategy.

We set out to develop a plan that was co-designed and co-owned by us all to create the best possible future for our borough together. The ideas of everyone who took part in the consultation have helped us shape a plan for the future that means something to us all.

Through The Deal we have already achieved so much and the power of working together has meant we have made a huge difference to this borough already. The Deal 2030 is the next phase of this journey and together we can do even more.

Our plan is an ambitious one but we know that by working together we can make this a reality. And we want to start making the change right now; we are really excited about working together through The Deal to create a truly brilliant place - a borough with more happiness, more encouragement and more heart.



Thanks to:

Addaction	Probation Service
Age UK	Royal Albert and Edward Infirmary
Ashton Leigh and Wigan Local Optical Committee	Reclaim
British Red Cross	Safeguarding Boards
Brookhouse Group	Service Delivery Footprint representatives
Citizen's Advice Bureau	Skills CIC
City Health Care Partnership CIC	Spectrum CIC
Community Partnership	SSP Health
Crisp CIC	SWAP
Dementia Cafes	Sunshine House
Department for Work and Pensions	The Brick
Embrace Wigan	The Old Courts
Fur Clemt	Third Sector Assembly
Garswood Bowl and Plate	Transition Event
GP Surgeries and Medical Centres	Turnpike
Greater Manchester Fire and Rescue Service	Unify Credit Union
Greater Manchester Local Pharmaceutical Committee	Wigan and Leigh Hospice
Greater Manchester Police	Wigan Athletic
Haigh Hall	Wigan Borough Community Partnership
Healthier Wigan Partnership	Wigan Borough's schools and colleges
Healthwatch	Wigan Borough Armed Forces Community HQ
HMP and YOI Hindley	Wigan Business Expo
Inspiring Healthy Lifestyles	Wigan CCG
Leigh Spinners	Wigan Council
Local businesses	WLC Carers Centre
Local churches and mosques	Wigan Forward Board
NHS England	Wigan STEAM
North West Ambulance Service	Wigan Youth Zone
North West Boroughs NHS	Wrightington, Wigan and Leigh NHS Foundation Trust
North West Ambulance Service	Youth Cabinet
Platt Bridge Community Zone	