



# Wigan Works





# Agenda

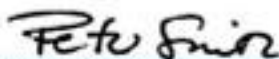
Welcome and introductions	5 mins
The Deal & Wigan Works	5 mins
Perceptions of Wigan	5 mins
Why does Wigan Work ? (activity)	15 mins
Why Wigan? - Hyperbrain	5 mins
Questions and answers	10 mins

# The Deal

## 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 \_\_\_\_\_



Lord Peter Smith of Leigh, 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 \_\_\_\_\_

# Delivering the Vision: Confident Place - Confident People

## Growth Programmes

**Our Ambition: Wigan is a place where people want to invest, live, work and visit.**

We will do this by:

### 1.1 Growing our local economy

We want to attract inward investment and create jobs for our residents.

- Developing a business support system to promote and facilitate growth
- Establishment of a multi skilled 'Regeneration and Development team to accelerate inward investment into the borough
- Making the most of the opportunities that come from being a part of GM
- Transform our town centres and markets

### 1.2 Work and skills development

We want to increase the skill levels of the local population and reduce the number of people claiming out of work benefits.

- Developing a learning infrastructure to ensure that residents are able to take advantage of the opportunities of economic growth
- Establishing pathways to employment for the long term unemployed and our most vulnerable residents supporting wider system reform
- Encouraging entrepreneurship and enterprise
- Providing opportunities for our young people - apprenticeship programme

### 1.3 Improving Infrastructure and transport

We want to take advantage of our boroughs fantastic location and enable people to connect to the major centres of economic growth

- Delivering our programme of major projects to further develop public and private transport connections and key development sites
- Maximising opportunities from the Transport for Great Manchester strategy

### 1.4 Housing development

We want a market that provides a good choice of affordable housing alongside a range of supported living options to meet the needs of the population

- Establish a housing development strategy and delivery of our Housing with Care programme

### 1.5 Pride in the place

We want to be a borough of choice due to our green spaces and clean environment:

- Improving the environment through new models of delivery
- Delivery of our greenheart strategy

## Transformation Programmes



## Reform Programmes

**Our Ambition: Improving life opportunities and Independence for everyone to start well, live well and age well.**

We will do this by:

### 2.1 Start well

We want our children and young people to get the best start in life and prepare them to be confident and resilient individuals.

- Implementation of the Early Years 8 Stage Model
- Integrating services built on evidenced based and effective interventions through children and family hubs within the community; adopting a whole family approach and not services or single issues
- Delivery of innovation programmes around CSE and adolescent mental health

### 2.2 Live well

We want our adults of working age to be healthy, well, financially included and in engaged in work or training.

- Expansion of the Live Well pilot and development of an Intelligence led place based Integrated system
- Delivery of financial inclusion strategy and response to Welfare Reform
- A concerted campaign to address the lifestyle determinants of poor health
- A system-wide programme of work on prevention and early intervention
- Building on the exemplary grass roots sports and leisure infrastructure

### 2.3 Age Well

We want our older people to lead fulfilling lives, be independent and healthier for longer.

- A deepening and broadening of care integration
- A targeted approach to fuel poverty and falls prevention
- A review of floating support and sheltered accommodation services
- A significant expansion in the number of Extra Care Housing units to release capacity in the nursing sector for dementia care and better hospital discharge

### 2.4 Keeping people safe

We want to ensure that we keep our most vulnerable safe across the life course.

- Development of a Multi Agency Safeguarding Hub and single front door to ensure a shared understanding or risk
- Comprehensive approach to complex dependencies

### 2.5 The Deal for Communities

We want a new relationship with our residents and communities that encourages resilience and independence.

- Increasing community capacity and Investment
- Strategy for 16 places, co-designed with the community
- Building a network of multi-purpose community hubs in our 16 places
- Clear customer access for all, continue our journey to a single customer access point
- Improving community knowledge and helping people to connect

## Workforce Reform

**Our Ambition:** An engaged workforce that embodies the deal through core behaviours and values

- Implementation of the asset based approach
- Culture change - learning organisation
- Employee engagement
- Productivity review

## Behaviour Change

**Our Ambition:** Building self-reliance and independence

- Behavioural economics programme
- Deal in Action
- Consultation and engagement
- Redesigned service delivery

## Technology and Digital

**Our Ambition:** New technology to support residents to be independent and in control, enabling them to access services and support digitally

- Customer access
- Digital strategy—my account
- Demand reduction through new technology
- Back office system alignment
- Single view

## Accommodation and Estates

**Our Ambition:** We have a reduced accommodation base, services are delivered flexibly across a range of community venues

- Corporate property management
- Shared Delivery with partners
- One public estate
- Asset transfer

## Service Redesign

**Our Ambition:** We have streamlined and efficient services that increase productivity and reduce waste

- Productivity
- Deal for tenants
- Financial assessments
- School trading team
- New delivery models—shared services

## Enabling Programmes



# VISION

## WIGAN IS A PLACE WHERE PEOPLE WANT TO WORK, INVEST, LIVE AND VISIT

OVER THE NEXT 10 YEARS WE WILL ACHIEVE THE FOLLOWING KEY OUTCOMES

- **CREATE AT LEAST 10,000 NEW JOBS IN THE BOROUGH**
- **DELIVER 12,000 APPRENTICESHIPS**
- **BUILD 10,000 NEW HOUSES**
- **EXCEED OUR LOCAL ECONOMY GROWTH PROJECTION OF £5255M**
- **QUALITY EMPLOYMENT FOR ALL ABLE TO WORK**



### OBJECTIVE 1 ENABLE GROWTH

Growing the economy, business and creating jobs.

### OBJECTIVE 2 SKILLS FOR SUCCESS

Equipping local people to take advantage of work opportunities in and around the borough and create better lives for themselves and their families through employment.

### OBJECTIVE 3 CONNECTED INFRASTRUCTURE

Ensuring the right connections are in place to support Wigan's ambitions for economic growth.

### OBJECTIVE 4 GREAT PLACES AND COMMUNITIES

Building pride and belief in Wigan as the borough of choice to live and enjoy an excellent quality of life.

#### ➤➤➤ AMBITIOUS PRIORITIES

- DRIVE BUSINESS GROWTH AND CREATE JOBS
- GENERATE INWARD INVESTMENT
- TRANSFORM TOWN CENTRES
- EXPLOIT OUR LOCATION AS A PLACE FOR BUSINESS
- ROLL OUT THE DEAL TO SUPPORT THE LOCAL ECONOMY AND SOCIAL ENTERPRISES

#### ➤➤➤ AMBITIOUS PRIORITIES

- QUALITY EMPLOYMENT FOR ALL ABLE TO WORK
- STRONGLY-PERFORMING EDUCATION SECTOR
- UP-SKILLING PEOPLE TO SUCCEED
- TRAINING MEETS BUSINESS NEEDS AND THE BOROUGH'S GROWTH SECTORS - NOW AND IN THE FUTURE
- SKILLS FOR LIFE LONG LEARNING

#### ➤➤➤ AMBITIOUS PRIORITIES

- QUALITY TRANSPORT SYSTEMS ACROSS, TO AND THROUGH THE BOROUGH
- EXCELLENT CITY CONNECTIONS
- CAPITALISE ON THE STRATEGIC LOCATION OF THE BOROUGH AT THE HEART OF THE NORTHWEST
- OPTIMISE #DIGITALWIGAN
- HIGH SPEED RAIL CONNECTIVITY
- WELL CONNECTED COMMUNITIES

#### ➤➤➤ AMBITIOUS PRIORITIES

- STRONG COMMUNITIES AND PRIDE IN THE PLACE
- ATTRACT PEOPLE TO LIVE, WORK AND VISIT THE BOROUGH
- ACCELERATE HOUSING GROWTH IN THE BOROUGH
- ENSURE A WIDE RANGE OF HOMES IN KEEPING WITH OUR NEEDS

# The Deal

- Supporting the local economy to grow
- Believe in our Borough



## Perception or Truth ...





# Challenge ...

What are your perceptions about  
our Borough?





1) Which of the following are our key priorities for the council?

- A. Create 10,000 new jobs
- B. Create 12,000 apprenticeships
- C. Grow the local economy by £5,255m
- D. Provide quality employment for all able to work
- E. Build 10,000 new homes



2) What is the total population of the borough?

A. 123,000

B. 213,000

C. 321,000



3) Which motorway networks are within a 15 minute drive from the Wigan borough??

- A. M61
- B. M60
- C. M58
- D. M62
- E. M6



4) With a team of only 3FTE - how many businesses have supported with growth opportunities?

A. 1,500

B. 2,000

C. 2,500



5) How many apprenticeship starts have our team arranged over the last 2 years?

A. 4,500

B. 5,000

C. Over 5,500



6) How many jobs have been created by Inward Investment over the last 2 years?

- A. Between 50-100
- B. Between 100-500
- C. Between 500 – 1000



7) How many people attended our Business Expo in 2016?

- A. Between 50 - 100
- B. Between 250 – 500
- C. Between 1,000 – 1,500



8) Wigan is associated with a particular food (!)  
... can you spot it in the images below





# Why does Wigan work ?



<https://youtu.be/YpK8scHX93U>



# Achievements



- 75.4% employment rate – Now 3<sup>rd</sup> highest in GM

Higher than the NW average at 71.8% and the GB average: 74.2%



- Wigan's economy grew 2.4% between 2014-2016 faster than the GM (2.1%) and UK (2%) average



- 11.2% of residents claiming out-of-work benefits below the GM average figure of 11.8% and the North West average figure of 11.7%



- Top quartile performer for highways maintenance and commended by APSE



Have we changed your  
perception ....?

# Wigan Works

# Believe

# TheDeal



1) Which of the following are our key priorities for the council?

- A. Create 10,000 new jobs
- B. Create 12,000 apprenticeships
- C. Grow the local economy by £5,255m
- D. Provide quality employment for all able to work
- E. Build 10,000 new homes

**All of the above!**



2) What is the total population of the borough?

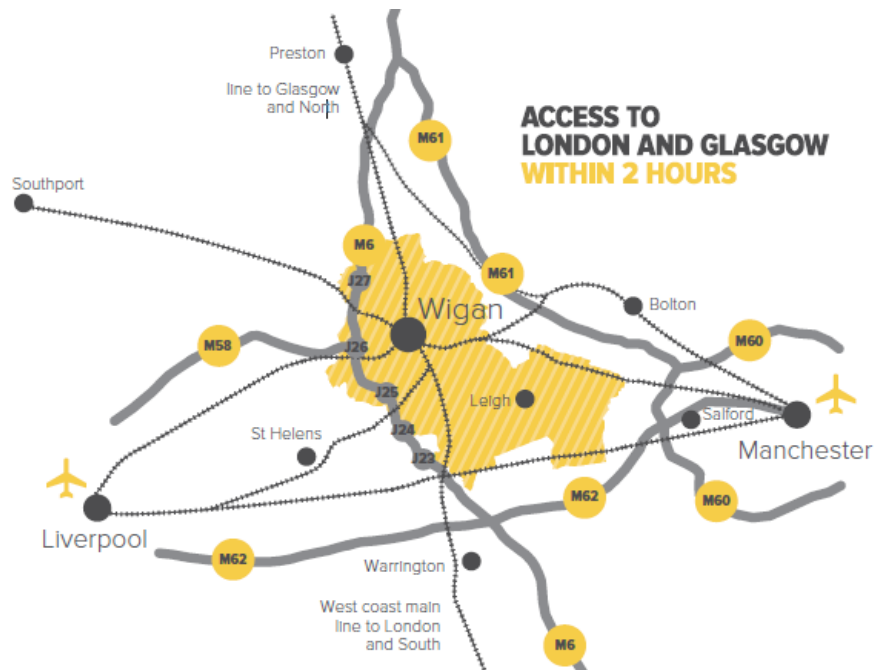
- A. 123,000
- B. 213,000
- C. 321,000

The Wigan borough has a population of **321,000 residents** and is expected to continue to grow



### 3) Which motorway networks are within a 15 minute drive from the Wigan borough?

- A. M61
- B. M60
- C. M58
- D. M62
- E. M6



**All of the above: it is crucial for our local economy that we invest in enhanced connectivity to the strategic road networks.**



4) With a team of only 3FTE - how many businesses have supported with growth opportunities?

- A. 1,500
- B. 2,000
- C. 2,500



The Deal has facilitated different conversations / engagement and which has helped **2,500 local companies** to grow



5) How many apprenticeship starts have our team arranged over the last 2 years?

- A. 4,500
- B. 5,000
- C. Over 5,500



Since August 2015, the team have secured 5,950 new apprenticeships





6) How many jobs have been created by Inward Investment over the last 2 years?

- A. Between 50-100
- B. Between 100-500
- C. Between 500 – 1000



With our Deal for Business approach to new investment, we have accelerated the creation of 1000 new jobs!



7) How many people attended our Business Expo in 2016?

- A. Between 50 - 100
- B. Between 250 – 500
- C. Between 1,000 – 1,500



Over **1,000 people** attended the EXPO in 2016 and this year' is a sell out as we have made it bigger and better than before!



8) Wigan is associated with a particular food (!)  
... can you spot it in the images below



# 50 reasons to 'Invest in Wigan'...

1. **It's friendly people**
2. **Prime geographic location**
3. The M6 – we're well connected
4. **Wigan Pride – strong communities**
5. Greater Manchester devolution
6. The DW Stadium
7. **Beautiful green space**
8. West Coast mainline
9. 322,000 people live here
10. Globally recognised sports team
11. Proud industrial heritage
12. **Land ready for development**
13. HS2 on its way
14. Professional services employ 19,800 here
15. Great further education colleges
16. **Greater Manchester Chamber of Commerce**
17. Nice-Pak International's major new factory
18. There are over 8,000 businesses based here
19. Leigh Guided Busway
20. **Wigan Council's Business support**
21. Entrepreneurial spirit in our small firms
22. **Wigan Business Expo**
23. North Leigh development
24. The Leeds-Liverpool Canal
25. Wigan's annual economy is worth £4.2bn
26. **Wigan Council's Business Investment team**
27. Hitchen foods are here
28. Wigan Pier regeneration is starting soon
29. Wigan Business Awards
30. Big opportunities at Westwood Park
31. Outstanding primary schools
32. **Business ambassadors through the Forward Board**
33. Haigh Hall redevelopment
34. Digital Wigan – Jobs for the future
35. Parsonage Retail Park – continues to grow
36. **Independent shops and businesses**
37. Wigan in Bloom
38. Wigan 10k and Joining Jack
39. Business hero – Dave Whelan
40. Carlsberg distribution is here
41. Big opportunities at Pocket Nook
42. Major expansion at Arrow XL at Martland Park
43. Leigh Sports Village
44. Compagnie Fruitier are here
45. The M60 – we're well connected
46. **Thriving town centres / district centres across the borough**
47. 56,600 people are educated to degree level
48. Average house price is £120,000
49. New business creation is up 36% from 2009
50. **Happiest place to live in Greater Manchester!** 😊



# The Deal



**Any Questions?**

