



**Wrightington, Wigan and  
Leigh Teaching Hospitals**  
NHS Foundation Trust

# Anchor Institution Board Away Day

**19<sup>th</sup> July 2023**



# Outline

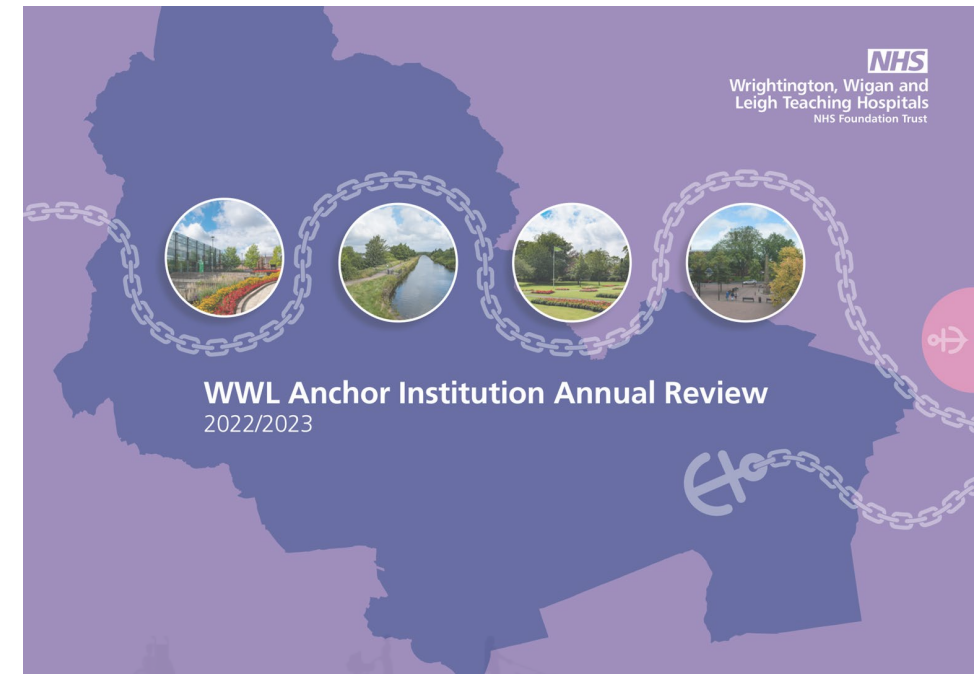
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A reminder of the context

A look back over our Anchor Activities in 2022/23

Our objectives for 2023/24

Discussion



## Our Wigan Borough



### Why is WWL's influence important to the Wigan Borough?

Prior to the COVID-19 pandemic, a third of jobs in Wigan Borough were paid below the 'real living wage'

Leigh ranks the lowest in England for social mobility in early years and 33 areas in the Wigan Borough are in the top 10% most deprived

Government estimates on poverty and population estimates for the Wigan Borough has approximately 72,800 residents living in poverty

Despite having years of economic growth, the current economy isn't working for many people in the Wigan Borough

There is strong support for the climate change agenda through the creation of robust local supply chains, reducing WWL's carbon footprint and active development of the green sector

1/3

33

72,800



# What is an Anchor Institution?

Anchor Institutions are organisations that are rooted in local communities, and through their size and scale, positively contribute to the local area in ways beyond their direct service provision.

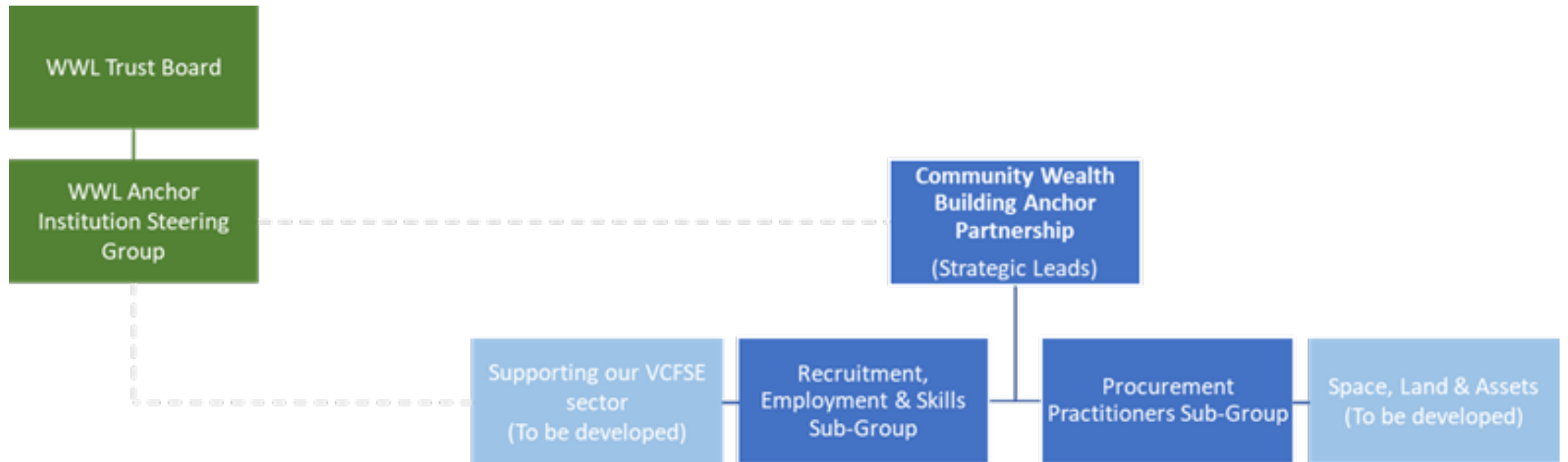


## Why is this important to WWL?

In **Our Strategy 2030**, we set out a vision to place our local communities at the heart of everything we do. Working with our partners, we are using our role as a significant local employer and purchaser of goods, along with our building assets, to support the development of a thriving and sustainable local economy. Through this, we aim to reduce health inequalities and poverty, positively impacting the health and wellbeing of the communities we serve.



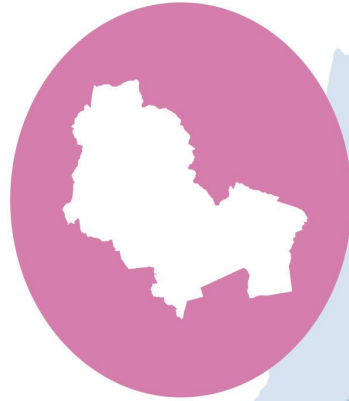
# Community Wealth Building and WWL Anchor Activities



# What are we doing to help improve the Wigan Borough for its people?

## We employ locally

More than **7,600** people, of which **69%** live within the Wigan Borough



## We create employment opportunities

**271** people have taken part in apprenticeships, T-level placements and pre-employment programmes through WWL



## We spend locally

In the last financial year, we spent **£34million** with companies based in Greater Manchester, of which £13million was with companies based in Wigan

## We are in the heart of our community

There are **43** individual sites used by WWL services across the Wigan Borough





# Increasing access to quality work for local people

We have a comprehensive programme of activities which support individuals across the Borough with a route into healthcare employment, supporting our vision and commitment to continue to inspire the next generation of NHS workers. We have also been committed to those who are already employed by WWL, and in 2022/2023 we ensured that no one employed by the Trust received less than the 'Real Living Wage'.



**50+ Career Ambassadors** – Colleagues working at WWL are working with schools and colleges to encourage learners to pursue a career in the NHS, be it in clinical or non-clinical roles.

**28 healthcare placements** – Working in partnership with local colleges, WWL has provided **28 placements for T-level students**, covering clinical, ward-based roles, and non-clinical roles in business administration, digital, design and technology routes.

**15 places on our traineeship programme** – Our successful traineeship programme targeted at 16-24-year-olds provides an alternative to traditional education or employment routes. The six-month programme is delivered in partnership with Wigan and Leigh College and provides 15 places per cohort.

**12 jobs created through our pre-employment programme** – Taking referrals from the Department for Work and Pensions, WWL has provided a **12-week pre-employment programme to 28 people**, partnering with Wigan and Leigh College to give real life experience on wards and in administrative roles. Of the 13 people on the July to September intake, **12 have gained employment at WWL.**

**1,000+ students** – Through our career ambassadors, WWL has connected with more than 1,000 students, supporting our ambition to ensure that one in 10 school leavers go on to pursue a career in health and care.

**Four internships for people with learning difficulties** – We have a bespoke internship to support people with learning difficulties. Four people are currently enrolled on this programme, with one person already successful in gaining employment.



# Increasing what we spend locally

The amount that we spend locally, across Wigan and Greater Manchester, has increased between 2021/22 and 2022/23

	2021/22	
Wigan	£ 9.8m	(5.1%)*
Wider GM	£16.1m	(8.5%)
<b>Total GM</b>	<b>£25.9m</b>	<b>(13.6%)</b>

	2022/23	
Wigan	£12.7m	(5.6%)*
Wider GM	£21.2m	(9.3%)
<b>Total GM</b>	<b>£33.9m</b>	<b>(14.9%)</b>

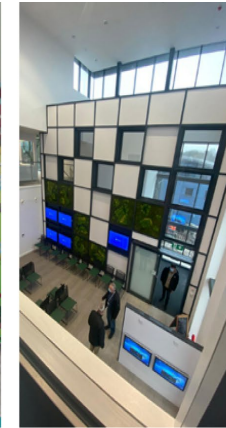
\* % figures are of spend as a % of total non-pay spend

The specific drivers of this increase are difficult to determine, but there has been significant work over the last year including development of the Anchor Value Social Partnership charter, delivery of procurement training for local businesses and the “Meet the Buyer” event.





# Opening up our buildings and spaces



In 2020 we opened a new **Health Centre in Ashton-in-Makerfield**, which has a self-contained group room with separate access from the street, a disabled toilet and facilities to prepare hot drinks. This room is made available to local community groups including: Scouts, Councillor Surgery, Keep Fit and Slimming World.

In February 2023 the new **Aspull Health and Wellbeing Centre** opened, replacing the old Aspull Clinic. This facility has the same group room offer as Ashton with the added benefit of a Community Orchard to produce crops which will be used by our catering team. We involved local schools in the scheme and they ran a competition to design a plaque for the orchard.)

In May 2023 **Parr Bridge Health Centre** opened within the Astley side of the Borough. This facility will have similar spaces available for community use as those in Ashton and Aspull.

The North West Ambulance Service and Greater Manchester Police based in those localities are also invited to use our

centres out of hours, as they have been specifically designed to incorporate a separate entrance which allows other services to access welfare facilities when they are working during the night. This has been taken up at Ashton and you regularly see an ambulance charging at the specially installed electric vehicle station at the rear of the building.

We consider alternative uses for our buildings prior to disposal. For example, we recently disposed of **Marsh Green Clinic** to "EdStart", a local education provider, who are contracted by Wigan Council to provide education to young people excluded from main stream schooling. We liaised with the Service Manager at Wigan Council responsible for this, to ensure it was sufficient and to check it was the correct location for this service.

We have been working with Wigan Council on warm, welcoming spaces for the local community to use in the current cost of living crisis.



# Our objectives for 2023/24



To improve the health and wellbeing of the population we serve, using our significant potential as an anchor institution to reduce health inequalities and influence wider determinants of health

## How will we know if it has been achieved?

- ✓ **Increasing the % of influenceable non-pay spend made locally**
- ✓ **Increase the number of Wigan residents employed through further development of our Education and Skills Partnership**

## Our plans include.....



### Spending our money locally

Following the adoption of a new eCommerce system we will be able to share data with partners across the Borough and Greater Manchester region. This will support our ambition to increase what we spend with local companies across Wigan and Greater Manchester.



### Increasing access to quality work for local people

A local WWL Youth Academy is currently in development to continue WWL's success with the nationally-funded 'Kickstart' programme. Out of the 58 people who took part in the programme at WWL, 40 went on to gain substantive employment, and although this programme has ended, we recognise how important opportunities like this are to young people. Through initiatives like this, as part of the Wigan Education and Skills Partnership, we aim to further increase the number of Wigan residents employed by WWL.