

Progress with Unity: A new era for Wigan Borough



Wigan
Council

About Wigan Borough

- 329,000 Residents. Ninth-largest metropolitan authority in England, with the fastest-ageing population in Greater Manchester.
- 14 proud towns - 50th anniversary of Wigan Borough in 2024, 'Progress with Unity'
- Strategic location in North-West, situated between Manchester and Liverpool.
- Two-thirds green space. Rich Industrial heritage and sporting tradition.
- 1 in 3 people in the borough live in the 20% most deprived areas in the country. Life expectancy below the national average.
- Renowned for our innovative approach to public services through our deeply embedded asset-based movement for change and reform.

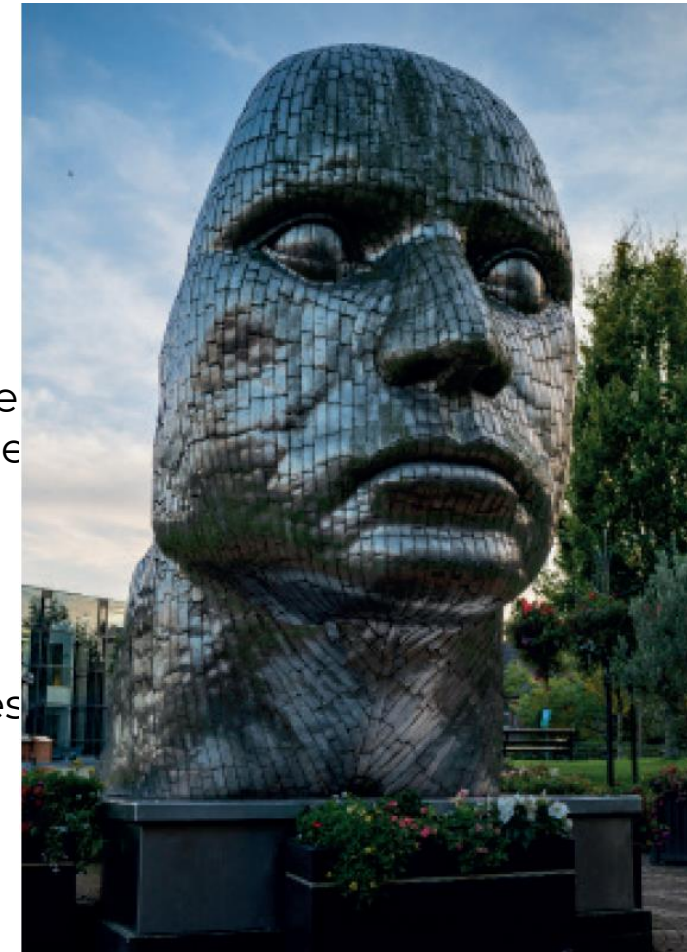


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- A decade ago, Wigan Council, responded to austerity by re-imagining our relationship with our partners and residents and our approach to public services.
- In doing so we absolutely recognised the challenges that faced our country, our residents and that public services were grappling with huge budget cuts.
- But in Wigan Borough it has also been a period of great development. With freedom and permission to innovate, our workforce have changed the way we work in a deep and meaningful way. We have developed a unique working culture within Wigan that many people have contributed to and shaped and which we are immensely proud of.
- This year marks 50 years since our borough was formed when 14 proud towns came together. We know that the world around us has changed significantly and the challenges and opportunities that our communities are living through requires a bold response.
- What is clear is our borough motto 'Progress with Unity' - The motto reflects our borough's partnership working and collaborative values and expresses optimism and hope for the future.



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A period of reflection: 2023/24



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What really made the difference: the ingredients of our reforms

ASSET BASED APPROACH

Recognising and nurturing the strength of individuals, families and communities. Not assessing deficits to fix, but finding the strengths, passions and interests that make people happy. "What does your best day look like?"

PERMISSION TO INNOVATE

Creating a culture that encourages new ways of working and supports frontline teams to think differently, take decisions for themselves and re-imagine how they work based on different conversations with our residents, communities and businesses that use our services.

INVESTMENT IN COMMUNITIES

Moving away from doing things to residents and communities and instead getting alongside them whilst investing in the community capital (social, cultural and civic) that we all need to flourish. Supporting and investing in community connections, building social infrastructure and mobilising people and communities through dedicated long-term investment.

CO-LOCATED PLACE-BASED TEAMS

Integrated teams 'sharing the milk' and working together with an asset-based approach to remove silos and find the best solutions for residents and communities. Built around primary care and schools as the key anchor points in communities that have full resident coverage – and the places issues are first likely to emerge.

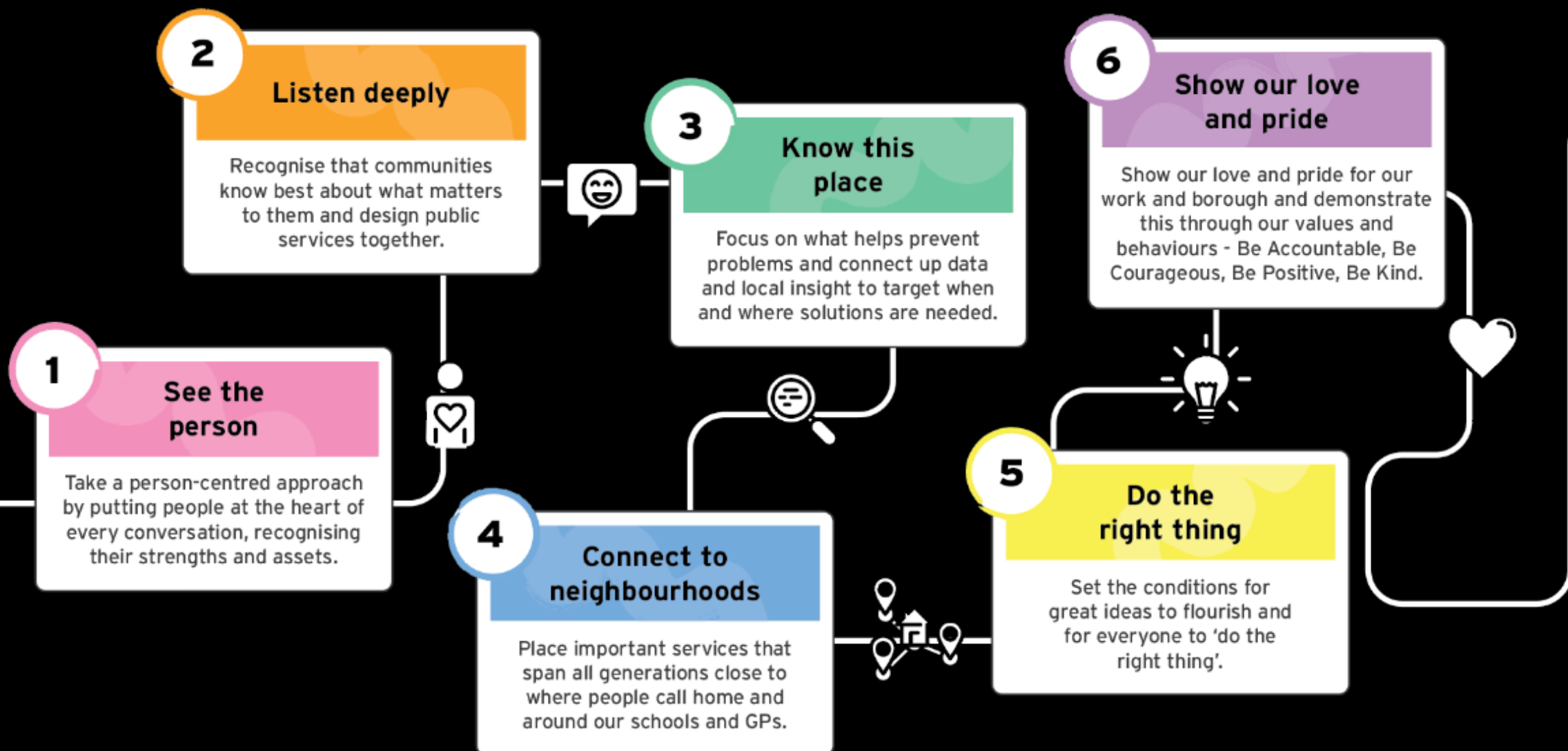
BEHAVIOURS

A systematic and wholehearted commitment to set of behaviours to:

Be Accountable
Be Courageous
Be Positive
Be Kind

Recruitment, progression and pastoral support directly connected to promoting and rewarding these public service behaviours.

We are stronger together when we:



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Mission 1

Create fair opportunities for all children, families, residents & businesses.

"Together, we will break down the barriers that create financial, health, education and environmental inequalities in our borough."

Mission 2

Make all our towns and neighbourhoods flourish for those who live and work in them.

"Together, in genuine partnership with our residents and business, who know our communities best, we will help each town and neighbourhood in the borough to celebrate and maintain their identity whilst understanding and helping to achieve what is need to thrive."

As residents, businesses, public services and community organisations of this borough we will come together to deliver these two key missions.

Under construction (June 2024)