

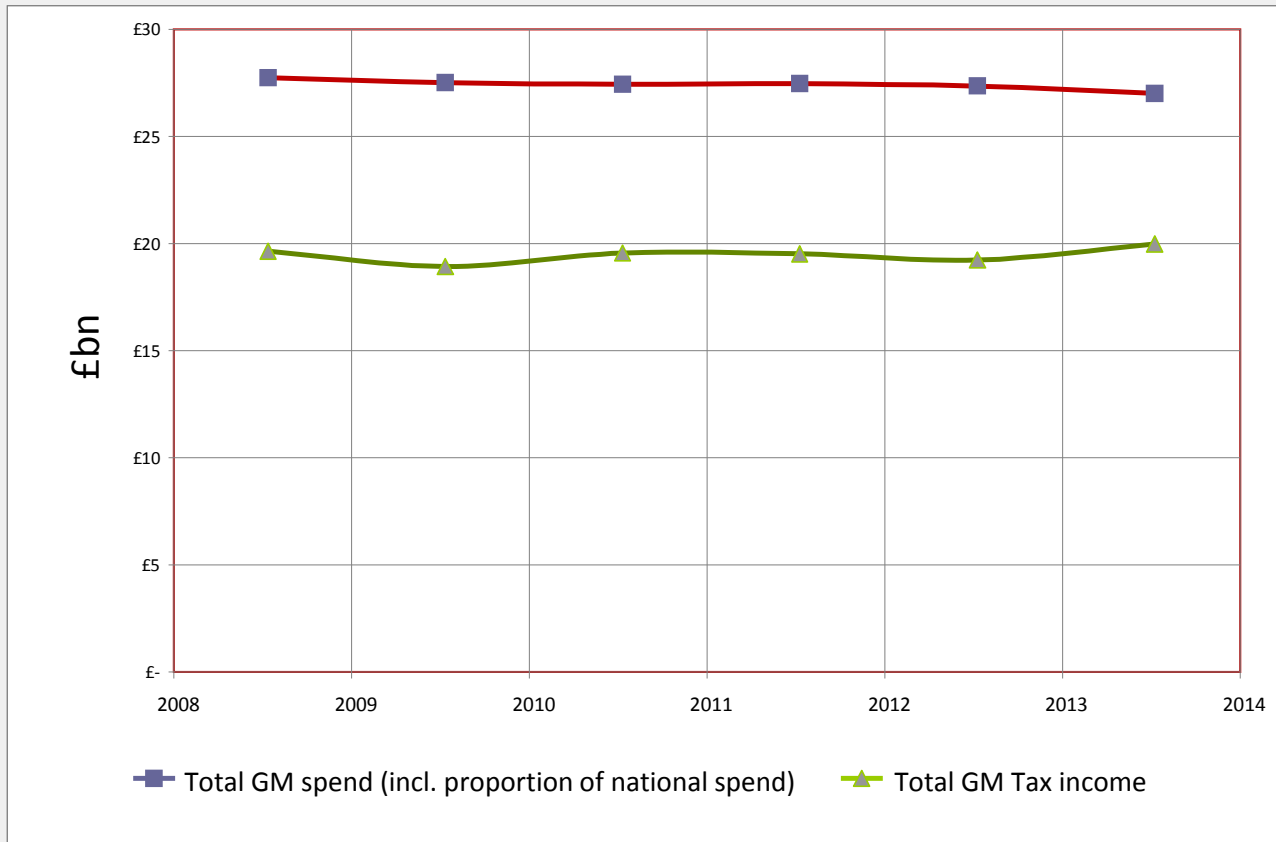
The Deal

Reasons to Be Cheerful

Part 1

**Donna Hall, CBE, Chief Executive -
Wigan Council**

THE AMBITION: GM AS A NET CONTRIBUTOR TO THE NATIONAL ECONOMY



- A vision to move GM from being a **cost centre** to a **net contributor** to national public finances
- GM's economy currently generates £20 billion in taxes but requires £27 billion in public spending
- GM is seeking greater control over the levers and resources available to the public sector to close this gap

Why Brexit is Important

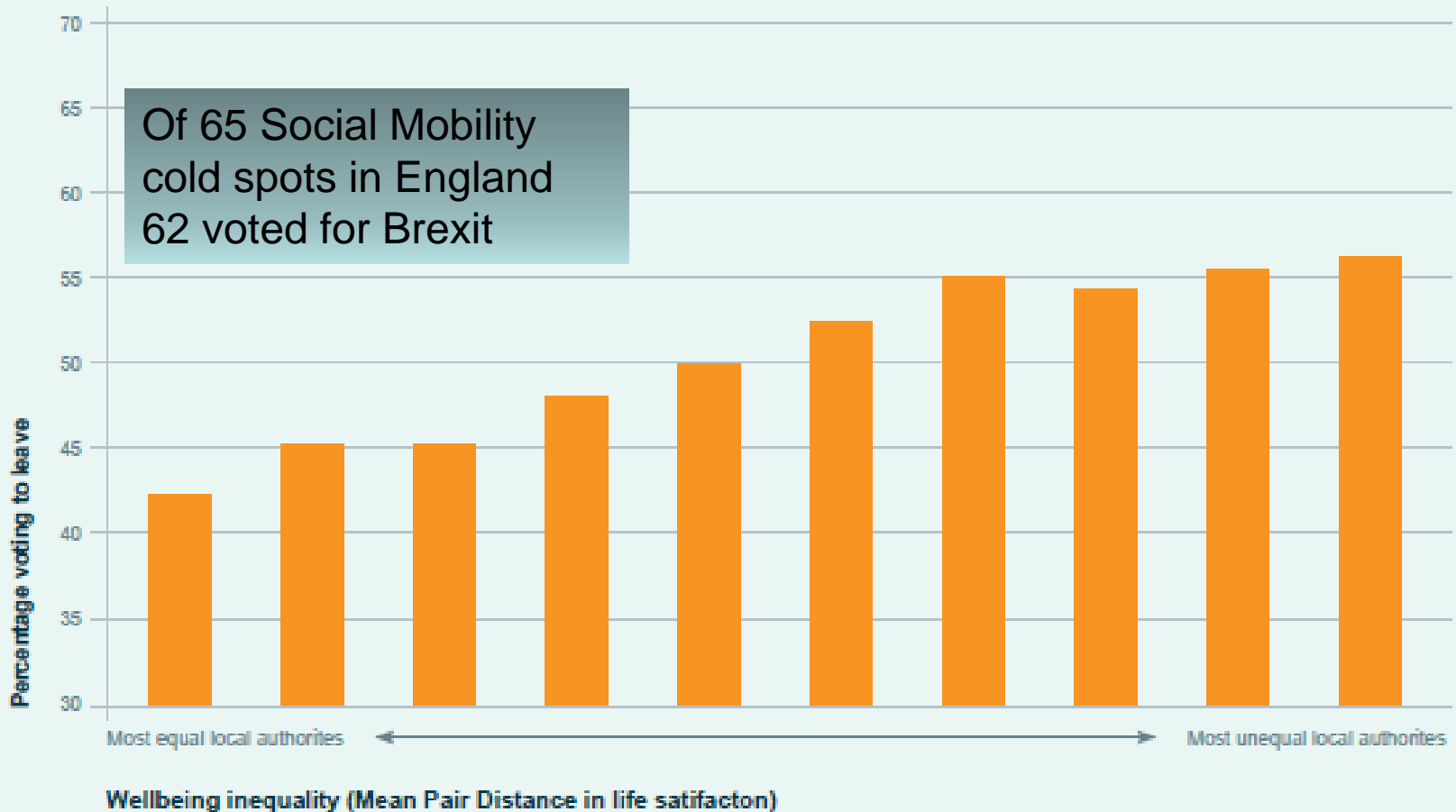


Figure 1: Voting patterns in local authorities as a function of wellbeing inequality (measured as Mean Pair Distance in life satisfaction)

Confident Place, Confident People.

Wigan



Population
of 322,000



70%
green space



140,000
households



85th most
deprived

Confident Place, Confident People.

Wigan 2020



3% increase in local economy per year



60% of working age residents qualified to NVQ level 3+



5,000 new jobs created



75% of children ready for school, compared to 64%



5,000 new homes delivered



3.8% reduction in the number of people claiming out of work benefits



30% reduction in looked after children

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The Story So Far...

Since



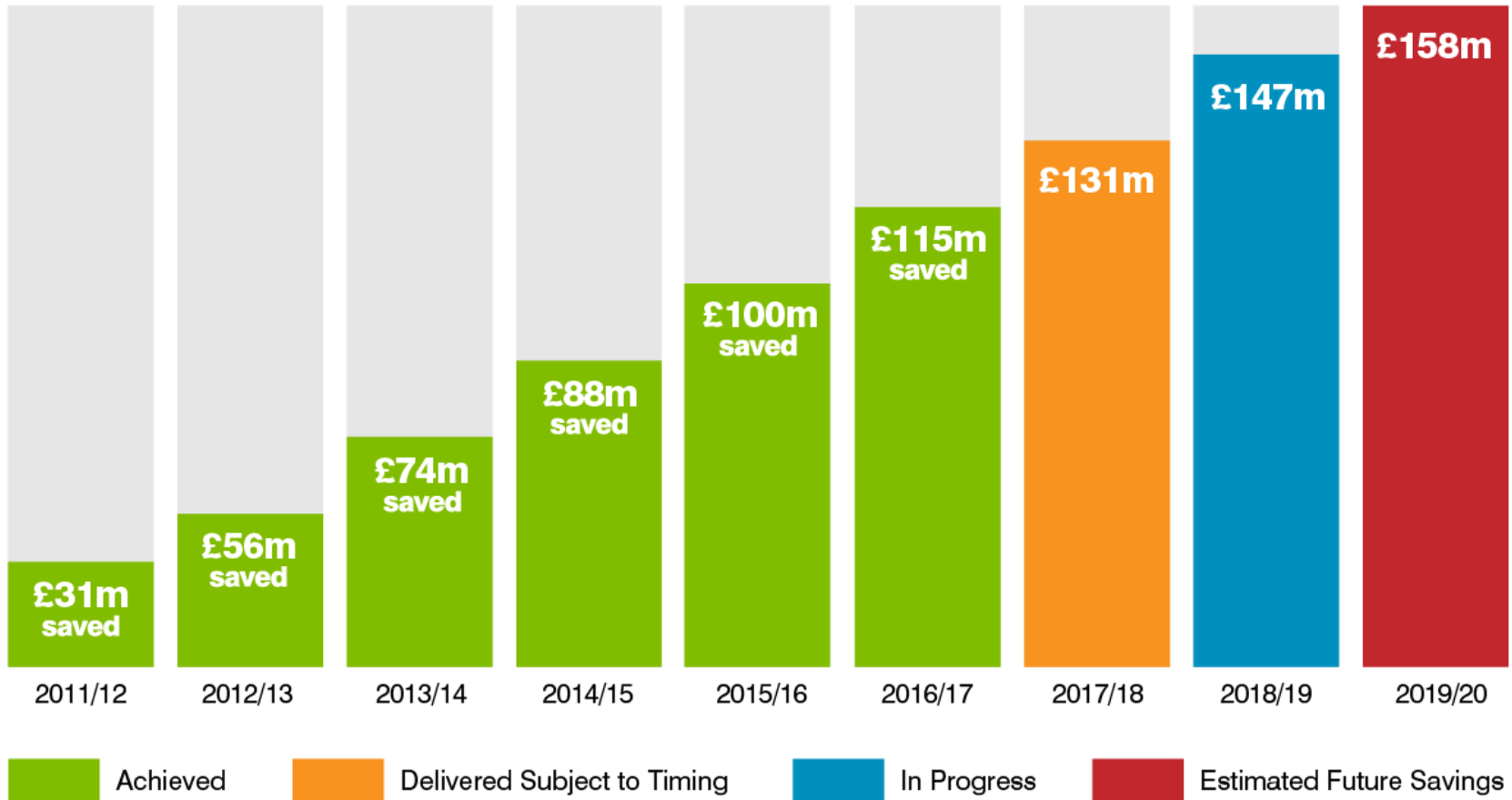
we have saved **£115m**

whilst continuing to
improve outcomes and
satisfaction



Confident Place, Confident People.

The Story So Far...



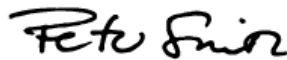
Confident Place, Confident People.

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

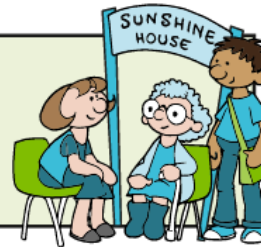
Signed

The Deal Principles

A new relationship between public services and citizens



An asset-based approach



Integrated services



An engaged workforce



Confident communities



New technology to support residents



Evidence-based understanding



Building self-reliance



A simple concept people "get"



Confident Place, Confident People.

The Deal for the Future

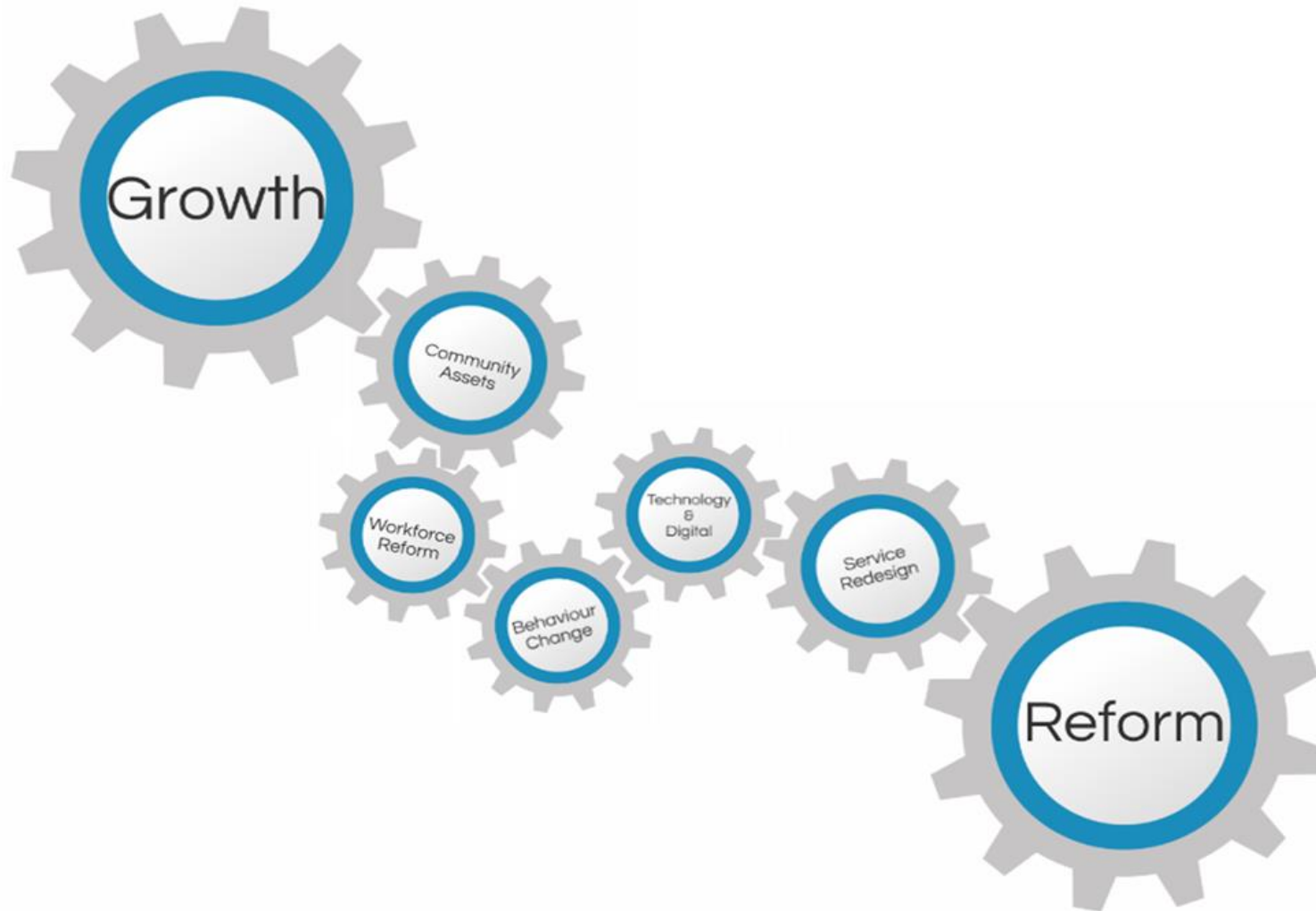


A radical plan:

- To transform traditional council services and deliver in new ways
- To grow the borough
- To form new relationships with residents
- To maintain and protect service for the future

Confident Place, Confident People.

How We Deliver - Growth and Reform



Confident Place, Confident People.

How We Deliver – Asset Based

Asset based thinking

Strengths based

What can I do, what can you do?

We're all in this together

People have the answers

People can control their lives and make decisions

How can we create community spirit?

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How We Deliver – Community Investment

59 big ideas

£2.9m external funding leveraged

£1.26m recurrent savings

Social and economic benefit of £5.6m



Confident Place, Confident People.

How We Deliver – Be Wigan

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

BeWigan

Because **how** we do things is just as important as **what** we do

Confident Place, Confident People.

Achievements

Satisfaction with the council



2008 = 41%

2016 = 65%

Council value for money



2008 = 30%

2016 = 50%

Residents agreeing with principles of The Deal



83%

Figures taken from the 2015 Budget consultation

Invested into the community

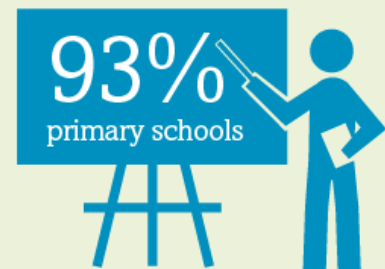


£7.5m
over 4 years

Children services

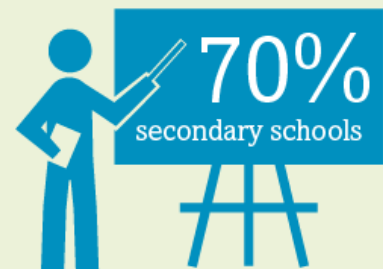


Schools Good or Outstanding



with established school to school improvement model

Schools Good or Outstanding



with established school to school improvement model

Increased staff engagement

Best Council
to work for



Confident Place, Confident People.

Achievements



Healthy life expectancy increased from 2010



Increase in physically active adults from 50.1% to 54.6%



Number of under 18 conceptions fallen



Smoking prevalence has decreased from 20.6% to 18.7%

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Social Mobility is THE key

- The UK has a problem – more like the USA than Norway
- But it isn't like deprivation – Norwich has the worst SM in England
- Direct link between family background and achievement
- Poor emotional and social skills matter – resilient people do better
- Those who have hoard opportunities for their children
- The Labour market is changing – it's hollowing out
- Social Mobility is better in some places than others – and we don't really know why
- Industrial legacy plays a part, especially mining
- Some on the right think there isn't a social mobility problem in the UK, that what we really have is an underclass problem

SMOA - Barriers to Social Mobility

Life stage	
Early Years	Disadvantaged families are less likely to access high quality early years provision
Home Learning	Children from lower income families are less likely to experience an optimal home learning environment and their parents find it harder to engage in their child's education
Education Outcomes	Having started school behind, children from lower income families make less progress. Low income children are less likely to access better performing school
Aspiration , Advice and guidance	Lower income children have less access to advice and guidance and wider experience that enable them to make optimal choices
16-19	Lower income children tend to make less optimal choices , and are more likely to be NEET
Post 19	In adulthood lower attainment leads to divisions in the labour market with children from lower income households less likely to enter University and professions and more likely to have low paid jobs

Acorn

Typology	Groups
Affluent Achievers	Lavish lifestyles Executive Wealth Mature Money
Rising Prosperity	City Sophisticates Career Climbers
Comfortable Communities	Countryside Communities Successful Suburbs Steady Neighbourhoods Comfortable Seniors Starting out
Financially Stretched	Student Life Modest Means Striving Families Poorer Pensioners
Urban Adversity	Young Hardship Struggling Estates Difficult Circumstances

Public Services as SM Escalator

Family Typology	Services (illustrative)	ESC	%
Thriving <small>Acorn A,B,C,D,E,F, G,I K</small>	Universal Services		28.2%
Coping <small>Acorn H,J,L,M,N</small>	Schools, Children's Centres/Start Well, Health support, wider Universal Services		46.1%
Precipice of social mobility			
Just Coping <small>Acorn O,P,Q</small>	Children's Centres/Start Well, Early Help, Children in Need, Edge of Care, Troubled Families, Complex Dependencies, Drug & Alcohol Teams, Reablement, GPs, Health visitors/school nurses, Family Nurse Partnership, Schools, Employment Support		22.6%
Precipice of high cost			
Chaotic/High Cost High Demand <small>Acorn O P Q</small>	Troubled Families, Complex Dependencies, Children's Social Care (LAC/CP/CIN), Complex Safeguarding, Police, A&E, CAMHS, Fostering & Adoption, Schools (PRUs), MASH		3.1%



In Conclusion

- A different kind of leadership required
- Authentic, Listening and Humble
- Devolution has made an enormous, positive and transformative impact in Greater Manchester
- Two sides to the Deal
- Voting only one indicator of engagement
- Real power lies in communities not in parliament
- National conference at Wigan Pier Centre on 27th September (donna.hall@wigan.gov.uk)

THANK YOU!