

Fairer Greener Healthier

Our grower's guide to nurturing
an inclusive and green economy



How we garden



Salford's approach is community wealth building — a people centred approach to local economic development.

This redirects wealth back into the local economy, and places control and benefits into the hands of local people.

This consequently reduces inequality and improves health and well-being. We are doing this as a city-wide partnership, facilitated by a local community benefit society, Unlimited Potential.



To create an inclusive and green economy, we are creating the conditions for different conversations and new ideas.

New conversations are taking place between local people and local anchor institutions, which are rooted in and have an important economic presence in our city.

They are also happening between economic development and public health professionals, deepening their working relationships.



What we've grown

We have identified money being extracted from Salford's economy. Analysis with local anchor institutions has identified over **£10 million recurrent annual spend** as transferable to local, socially driven suppliers.

This is leading to real economic opportunities. Local people have agreed two fields as priorities. They are setting up new social and co-operative businesses to be new suppliers.

Salford Local Anchors Network



Social Co-operative Businesses



Changing Systems Conditions



We have created the Salford Local Anchors Network. This is a collective forum of nine local anchor institutions across the private, public and social sectors. Together, they can use their power and influence to embed community wealth building, and facilitate collective developments at a city-wide level.



Salford Local Anchors Network is a collective of large private, public and social organisations. Each member is connected to Salford by its mission, history, physical assets and local relationships. Each member has an important presence in the city, usually through a combination of: being a large employer; being a large purchaser of goods, works and services; controlling large areas of land; and/or having relatively fixed assets.

Salford Local Anchors Network works collaboratively to have a positive impact in the city. Its members work together to use their collective power and wealth to create a fairer, greener and healthier economy in Salford, with new economic opportunities for all local people and communities.

Social and Co-operative Businesses



Local young adults from Salford assessed the market opportunities with local anchor institutions. They decided that **both food / catering and pest control** were the most viable priorities. Two new social and co-operative businesses are planned, with collective local ownership and control. Discussions with local anchor institutions about practical opportunities are ongoing.

Business plans for both social and co-operative enterprises are being developed. While legal structures are being considered, and due diligence is performed, the new entities will initially be incubated by Unlimited Potential, with a view to becoming independent social businesses.



Changing System Conditions



There are now regular partnership action meetings between senior economic development and public health professionals in Salford. They discuss joint priorities and spaces to create action plans together. These have already led to several jointly supported initiatives. Salford Health and Wellbeing Board now regularly discusses economic development. Both Salford City Council and ForHousing are developing new practical approaches to inclusive recruitment, in order to open up employment opportunities for local people, including those with long-term health conditions. Work is being done to reimagine the purpose of town centres in Salford for social, environmental, and economic benefit, which will address determinants of health and well-being. Learning and plans from Economies for Healthier Lives will be incorporated into public health and economic development plans for Salford.

The changes that we envisage

Together, local agencies and local people can design a new economy that improves wealth and health in Salford.

We are developing a long-term and sustained approach to this. It is part of The Salford Way, which aims to reconfigure our city's approach to reduce inequality, including through creating an inclusive and green economy.

The most recent national evaluation of Economies for Healthier Lives concluded that "Salford is exhibiting some impact at a deeper level". Our vision is a transition from the current dominant system to a new horizon: a fairer and more inclusive local economy that delivers greater social and environmental justice, where wealth is shared more widely across all communities. Salford will be a fairer, greener and healthier place where everyone can reach their full potential and live prosperous and fulfilling lives, free from poverty and inequality.

Read more about the story and learning via Economics With People. <https://economicswithpeople.substack.com>

Learn more about the project in Salford at <https://www.unlimitedpotential.org.uk/enterprise/innovation-projects/economies-healthier-lives>



The Future Landscape



We can
design a new
landscape.

Aspects of this would include:

- Creating better places in which all local people have the opportunity to live, work and find leisure.
- These will have increased flows of investment within inclusive and green local economies, by harnessing the wealth that exists locally.
- Providing enjoyable work and fair and green employment opportunities for local people, including through social and co-operative businesses. The local economy will be stimulated through progressive and green employment and local labour market activities.
- Procurement processes and decision that encourage dense local supply chains of social, co-operative and green enterprises, with support to nurture and incubate new ones.

If you want to get involved to design this future, please contact us at <https://www.unlimitedpotential.org.uk>

