



Co-operative Councils

Innovation Network

COMMUNITY WEALTH BUILDING



Salford City Council

Tackling Inequalities: The Salford Way

Local economies are posed with challenges of an unprecedented scale. The Covid-19 pandemic has both exacerbated deeply entrenched inequalities and exposed the need for genuine economic and societal change.

As Salford looks to the future and recovery, inclusivity and tackling entrenched inequalities must be at the heart of everything we do as we seek to build back a fairer, greener and healthier Salford for all.

This is why, in early 2021, we were proud to announce the next phase of our economic and social transformation. [The Salford Way](#) marks a turning point in our approach to sustainable economic development in the city and sets out a bold five-point plan to:

- **Build greater local community wealth** – stepping up our efforts to re-direct public procurement spend back into the local economy and drive forward improvements in social value standards.
- **Grow the social economy** – promoting greater diversity of business ownership, from co-operatives and mutuals to employee ownership, we want to create a rich ecosystem of alternative economic models to support residents to benefit from local wealth generation.

- **Accelerate transition to a zero-carbon economy** – delivering the new green jobs and industries of the future and investing in clean, renewable energy and transport improvements.
- **Identify opportunities for insourcing** – which has already begun to happen locally when Urban Vision (responsible for road maintenance, highways, and building control) was recently brought back into local authority control.
- **Strengthen our local democracy** – focusing on opening opportunities for greater citizen participation in our economy, in our public spaces, and in our institutions such as through our new [Crowdfunding initiative](#) working with CrowdfunderUK.

Salford has a proud history of resilience and pioneering progressive change. And this work harnesses the city's roots in the co-operative movement, which has already seen Salford become the Northwest's first Social Enterprise City and more recently, the first place in England to commit to becoming a Real Living Wage City.

It's now time to look to the future and The Salford Way is our plan for how we can create community wealth from within and retain it in the city, tackle poverty and economic disparity, improve population health and support each other to create a more prosperous Salford for all.

For further information contact:

Jonathan Stancombe

Policy and Partnerships Manager (Service Reform) – Salford City Council

jonathon.stancombe@salford.gov.uk | 0161 925 1089 | www.salford.gov.uk/thesalfordway