



# Co-operative Councils

## Innovation Network

## HEALTH & SOCIAL CARE

### Wigan Council

### Ethical Homecare

Wigan Council invested £110 million in care and support packages for around 5,000 people. This included £31m for homecare.

The system prior to this involved 25 providers operating across the borough at a varied cost and quality, disconnected from local communities and a poorly valued and rewarded workforce.

The ethical homecare framework changed all this through working with providers who were committed to the borough. This created a co-designed, affordable, and sustainable model that was respectful of profit and return for businesses but also ensured investment in local people and the place.

The selection process for companies was values-driven but with strong procurement support to ensure it was robust.

One ethical provider which successfully applied to be on the framework was Cherish UK. Peter Watson, chairman, said: "The way Wigan shaped the ethical homecare framework with organisations before going to market really showed the art of the possible.

"Being a part of what Wigan has created has been a win-win for Cherish. We now have greater retention rates of local staff, more longer-term employees, and greater consistency. We have good relationships with other providers in Wigan as we no longer feel like we are competing against each other but are working together.

"We have cut down the need for staff to travel significantly and now have five staff travelling to clients on bikes."

The response to COVID-19 from homecare providers has been praised too with staff displaying great compassion, dedication, and care.

Peter added: "People from across the country are looking at what Wigan has done. We love being here in Wigan and we are here to stay."



The Ethical Framework is a key commissioning tool which has helped to transform local care markets and build community wealth, designing a landscape where small and medium sized local care providers can develop, grow, and thrive in Wigan's care market.

Wigan Council are continuing to drive Community Wealth Building through commissioning and the continued reshaping of other significant markets, including Wigan's supported living and day support markets.

---

**For further information contact:**

Claire Burnham  
Service Lead Place and Neighbourhood Working - Wigan Council  
[C.Burnham@wigan.gov.uk](mailto:C.Burnham@wigan.gov.uk) | 07711 578509 | [www.wigan.gov.uk](http://www.wigan.gov.uk)