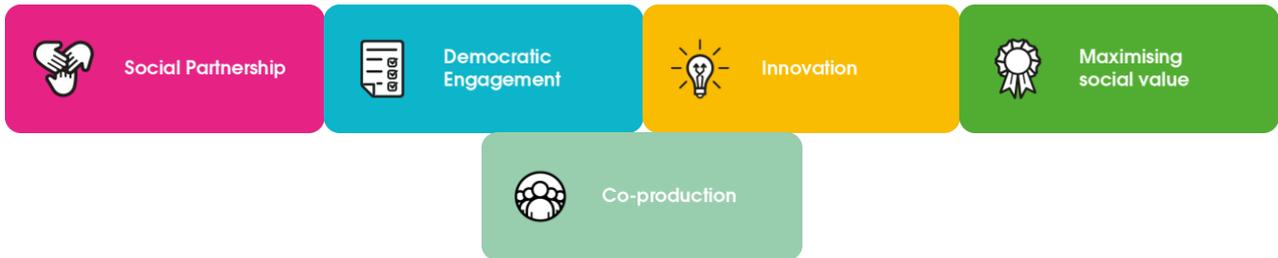




Co-operative Councils

Innovation Network

COMMUNITY WEALTH BUILDING



Wigan Council

The Deal for Business



In early 2021, Wigan Council formed the Business Consortium to involve local businesses at a strategic level to understand how we can work together to support the borough’s long-term recovery from Covid-19 and build a more resilient economy through a community wealth building approach.

Wigan Council has collaborated with the Business Consortium to refresh the Deal for Business, an informal agreement originally launched in 2015 in which the Council and local businesses each have pledged to work together to create a successful and sustainable local economy.

Together, we have co-designed a new enhanced offer which signifies our shared commitment to work together to tackle economic inequality and build an inclusive and low-carbon economy.

Several new features have been introduced which respond directly to businesses’ feedback, including: a tiered gold, silver and bronze award structure, mentoring service and online directory which allows

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businesses to search for others with the same values, opening opportunities to connect and collaborate with local suppliers.

The award criteria and refreshed Council and business commitments under the 'Our Part/ Your Part' agreement recognises commitments to ethical and inclusive employment, investing in local supply chains and environmental sustainability as priority areas to deliver upon.

Upon completion of the self-assessment form, a membership level and 'Areas of Focus' document is produced to support the business to develop in line with community wealth building principles. Colette Parr, owner of Boutique X Colette said: *"The new refresh is fantastic, and it's helped me to concentrate on areas of my business that I can improve."*

The Business Consortium is now the guardian of the Deal for Business and will continue to re-assess the deal to ensure it meets the needs of businesses now and in the future.

The project has delivered true partnership working; it is not owned by one organisation but is a joint effort. Existing relationships have been strengthened and dialogue deepened on what we can achieve collectively, and we are now looking to identify future projects to collaborate on.

For further information contact:

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