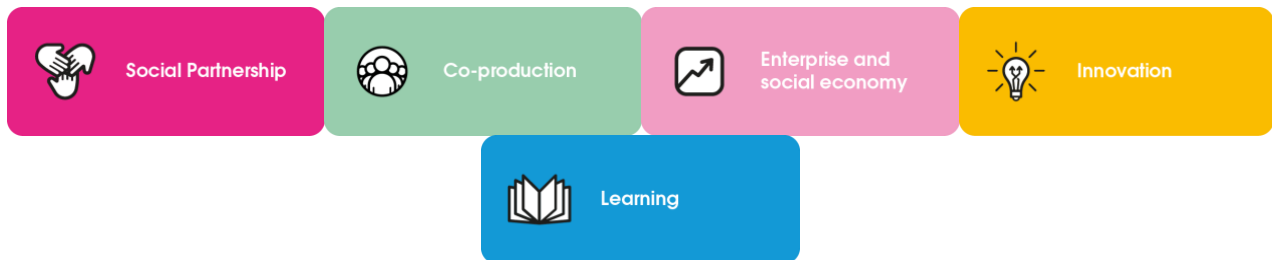




COMMUNITY WEALTH BUILDING



Unlimited Potential working with
Salford Council

Economies for Healthier Lives

A hopeful, prosperous and healthy future for our children and future generations depends on the conditions that we create now.

From 2022, with support from the Health Foundation, Salford has been part of the Economies for Healthier Lives programme, alongside Glasgow city-region, Havant, Leeds and Liverpool city-region.

The programme aimed to strengthen relationships between economic development and health. It was about using local economic development strategies to improve health and reduce health inequalities.

Our vision is for a fairer and more inclusive local economy that delivers greater social and environmental justice, where wealth is shared more widely across all communities.

Unlimited Potential facilitated a city-wide community wealth project on behalf of Partners in Salford. The approach is summarised in *Fairer, Greener, Healthier. Our grower's guide to nurturing an inclusive and green economy*.

The project enabled economic development and public health professionals to deepen their working partnerships and mutual understanding. We have learned that, together, they can create complementary plans that spread wealth, reduce inequalities and improve health for a more prosperous future.



Local participants in the Economies for Healthier Lives project, Salford.

The Salford Local Anchors Network was established, involving local anchor institutions from the private, public and social sectors. We analysed their supply chain expenditure. With the anchor institutions, we identified local markets worth millions of pounds, such as catering, grounds and facilities maintenance, transport and care, in which social and co-operative businesses could operate.

In the right conditions, local people can produce collective economic solutions that shift ownership and control into their hands. We supported local young adults towards creating new social and co-operative businesses that could become new suppliers to the local anchor institutions.

Towards our vision, in its Corporate Plan, Salford City Council committed to ensure that the city's economic development is better used to improve population health and reduce inequalities, including by the local anchor institutions working together to ensure that every pound spent is maximised for local benefit.

The project led to formal recognition of co-production with local people and communities as a form of innovation, for health and well-being, economic development, and reducing inequalities. Following an in-person briefing by Unlimited Potential, the Cabinet of Salford City Council agreed to consider how to move co-production with local people and communities to a more consistent, corporate basis through a systemic approach, including with regard to every directorate, developing each strategy, and staff training.

In its Corporate Plan 2024-2028, Salford City Council sets out how it will play its part “to continue to make Salford a fairer, greener, healthier and more inclusive place” for all people who call Salford home. Our work in progressive procurement and the Salford Local Anchors Network is included in this plan. It states that Salford City Council will:

- “Work with the city’s other anchor institutions to ensure every pound spent in Salford is maximised for local benefit, including a commitment to increase the amount of money the council spends with local SMEs and social businesses to support the wider growth of the social economy in the city.”
- “strengthen our Marmot City approach to build on existing system-wide partnerships that focus on the wider social determinants of health such as access to decent homes, good jobs, high-quality education, and a sustainable environment.”



Crescent masterplan, Salford.

Salford’s refreshed Locality Plan 2025-2030 for health and well-being features Economies for Healthier Lives as a key deliverable for people and places in Salford, linked to the ambition for thriving businesses. The specific deliverables are:

- an active local anchors network (large employers) with Living Wage supply chains
- new social enterprises and co-operatives, supported by Salford employment hub

Growing community wealth is a key part of Salford’s new strategy to make Salford a fairer city and informs the city’s plans for health and well-being. This prioritises the social economy, creating new and alternative economic models through community wealth as a pathway to an inclusive and green economy.

[Rooting for a Healthy Economy](#)

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