

# A citizen-led approach to health and care: Lessons from the Wigan Deal

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# Key components of Wigan's approach

- **Asset-based working:** A major drive to work with local people in a different way that seeks to recognise and nurture the strengths of individuals, families and communities and to build independence and self-reliance
- **Permission to innovate:** A culture in which frontline staff are permitted to take decisions for themselves and rethink how they work, based on their conversations with people using services
- **Investing in communities:** through a dedicated community investment fund; a more collaborative relationship with voluntary sector organisations; and the growth of citizen leadership e.g. community health champions
- **Place-based working:** multi-agency working in seven 'service delivery footprints' involving health, social care, police, housing, employment and welfare services and others

## **Insight one**

Communities can play a bigger role in health and care but only if that role is actively cultivated and supported

## **Insight two**

If public services want to strike a new relationship with the public, they need to do it together

## **Insight three**

There is no point having different conversations with the public unless frontline staff have permission to act differently based on what they have heard

## **Insight four**

Where a blame culture persists, this kind of transformation will not be possible

## **Insight five**

Asset-based working is not a tool to be adopted,  
but rather a culture to be grown

## **Insight six**

Effective communications are crucial to build a sense of shared purpose

# So has it worked?

- How do you judge success?
- Who is “The Deal” real for? Staff? Users of services? Partners? Population? Citizens?
- Several key metrics tell a story of improvement
- Still a work in progress
- New ways of measuring impact needed
- How replicable is it?

# Key observations

- The Deal is a broad concept with multiple dimensions to it
- Constancy of purpose, clear set of guiding principles
- Importance of bold decisions and 'holding our nerve'
- Collective leadership, heroic leadership or both?
- Devolving power downwards
- Describing the vision in plain language
- A different commissioning model – providers as partners
- Replicable although not a set formula
- Rekindling hope among frontline staff

# Thank you

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