

# Wigan Place Partner Deepening Plans

2025-2028

## Target audiences

Low socio-economic groups

## Target areas

Wigan wide, with a focus on Westleigh, Norley Hall and South Wigan, Ashton North



## Aims:

Continue to test and learn new processes and procedures. Develop and deliver marketing workforce development approaches to tackle inequalities. Build and strengthen cross sector relationships



## Healthcare and well-being services

Expand and continue to test and learn e-voucher health initiative

Build stronger relationships with PCN around Pivot work

Be Well Pass consultation exploring how best to enable us to tackle structural inequalities to take place in Westleigh and Norley

## Workforce development

Implement matrix working across council services and the wider system

Upskill workforce/VCFSE in line with Be Well Staff Transformation and Neighbourhood working model

Develop marketing and workforce approaches to tackle inequalities



## VCFSE collaboration

Continue Community Heath Building (CHB) in Westleigh

Open up workforce training to VCFSE sector

Build resilience and foster closer relationship with VCFSE – share learnings from Westleigh CHB

Work to better integrate VCFSE and PCN networks into CHB

## 2028 & beyond

Work to mainstream Place Partner funded posts. Continue to build on what's strong e.g. Walking and cycling activation. Continued collaboration and connections between leisure and health care (PCNs). Explore new commission approaches around improved outcomes in Public Health, more resilient VCFSE sector

