

Level

Tier

Scope

Community

District, County, Unitary

Care Services



## Social Prescribing

Characteristic(s) / CSF(s):  
Role of the Authority  
Managing Expenditure  
Procurement and Commissioning



### Problem and Approach

- With large cuts to income at the early stages of austerity, Wigan was one of the first councils to identify that the community would need to be more able to look after itself. The role of Wigan Council would increasingly be to enable that capacity and capability and not delivery. The Wigan Deal set out for residents what they could expect from the Council and what they would need to do in return.
- The fundamental shift in care services was the need to move away from seeing residents as 'units of need' for which packages of care would be procured. Instead residents' strengths, wishes and talents were to be identified and matched with community capacity, whether that be a 'buddy' to take you to the gym or running or another activity

### Outcomes

- The mapping and building up of community volunteer capacity is a part and parcel of the approach, as is a challenging shift in care workers behaviours.
- Social prescribing will enable a sustainable health care system in Wigan by 2020.

<https://wigan.gov.uk/index.aspx>



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