



Cheshire and Merseyside

Anchor Institution Charter & Principles

What is an anchor institution?

'Anchor institutions' are usually large public sector organisations rooted in and connected to their local communities. They can improve health through their influence on local social and economic conditions by adapting the way they employ people, purchase goods and services, use buildings and spaces, reduce environmental impact, and work in partnership.

An anchor institute is a place-based organisation invested in its local area. Examples include councils, universities, colleges, housing associations and emergency services.

By their very nature, these organisations also spend substantial amounts of money within the local area. While most of their employees are likely to live within the local area, and spend their wages there, they also have significant procurement and investment spend which can also be spent locally.

They have a collective interest in seeing their local area improve and are always looking for more opportunities to advance collaboration with them.



The place

Cheshire and Merseyside ICS: Local Authorities, NHS Cheshire and Merseyside, NHS Providers, Voluntary and Community Sector, Suppliers, Business, and Industry.



The Five Anchor Institution Pillars



Purchasing locally and for social benefit

Using buildings and spaces to support communities



Widening access to quality work

Working more closely with local partners



Reducing environmental impact



Our journey so far

Since November 2021 two virtual events have taken place to begin shaping our charter and considering the benefits associated with becoming an anchor institute. This includes including purchasing more locally and for social benefit; using buildings and spaces to support communities; working more closely with local partners; reducing the environmental impact; and widening access to good jobs.

We were able to learn from the positive work of other organisations, both within and outside of Cheshire & Merseyside, that are on an anchor journey. C&M is already home to anchor institutions and we envisage that our work will build on and complement this but by no means replace.

The webinars brought together cross sector partners including voluntary, charity, faith, public and business sectors to work with Cheshire and Merseyside Health and Care Partnership and shape our region's development as a better place to live and work.

The feedback gathered from these events enabled the development of the initial principles which will be shared with members of the local communities to ensure ownership, before being implemented as the Cheshire and Merseyside framework, helping to reduce health inequalities.



Principles and Priorities

Our Principles as an Anchor System:

- As an Anchor Institution we commit to the real living wage and creating equality within our local job sector.
- We pledge to employ and purchase, locally, in the first instance with an aim to support the wealth of local businesses within our geography.
- We pledge to work closely with partners and, where possible, ensure our buildings are viewed as local, community assets.
- We are committed to measuring and evidencing the progress made as a result of becoming an Anchor Institution.



Our Priorities as an Anchor System

- Develop and implement a Net Zero plan, setting out our journey towards zero carbon by 2040 or sooner.
- Our Anchor work is complemented by the Social Value Charter, to provide alignment organisations involved will have achieved, or be willing to achieve, the C&M Social Value Award within six months of signing.
- Anchor organisations will be involved in and sign up to the Cheshire and Merseyside Prevention pledge (currently applicable to Trusts only), driving a population approach to prevention and working alongside the national [Core20PLUS5](#) supporting the efforts to reduce health inequalities.
- Develop an Anchor Network Progression Framework to help organisations self-assess progress/ambitions as an anchor.

A photograph of three healthcare workers in blue scrubs and light blue face masks. They are standing outdoors in front of a brick building. Each person is using their hands to form a heart shape. A large yellow semi-circle is overlaid on the right side of the image. The background is a clear blue sky.

Shared themes from the webinars

The feedback collated from the Anchor Institution development webinars provided us with themes and foundations for continuing this work. We have used these suggestions to develop our pledges:

- We will provide education and raise awareness about Anchor Institutions and the benefits to encourage a population approach and give individuals the information and tools they need to engage in our work. We will build on the Anchor Institute events and turn the vision into reality by working as partners, forgetting organisational boundaries, and delivering together for the communities we serve.
- There is a wealth of assets and positive work taking place across Cheshire and Merseyside, we will work with our partners to tap into this to utilise what already exists locally.
- We are committed to working collectively towards a shared aim that all involved are invested in with shared ethics, responsibility, and purpose.
- To enable a new way of collaborative working we will need to consider processes to allow us to get there.

Marmot Priorities

Best Start - Healthy Lifestyles - Employment - Healthy, Sustainable Places and Communities - Preventing Ill Health - People Maximising their Potential and Capabilities (strengths / assets) - Address racism - Pursue environmental sustainability

The Public Services (Social Value) Act 2012)

Social Value Themes

Social - Economic - Environmental

Local Sustainable Community Strategy Outcomes

Local Social Value Charter, Framework, Tools and Templates

Local Industrial Strategy Priorities

Social Innovation Incubator

Local Enterprise Partnership Priorities

Local Suppliers, Business and Industry - Corporate Social Responsibility

Anchor Organisations: NHS Cheshire and Merseyside ICB, Local Authorities, NHS Providers, Voluntary and Community Sector Organisations

Cheshire and Merseyside Health and Care Partnership, Voluntary Sector Organisations

By signing this Charter, we are committed to its principles, and will align our processes to encompass them, where possible, when we design, shape, buy and deliver services.

Signed

Designation

Organisation

