

# Economies for Healthier Lives – Salford

## Creative Resource brief

**Are you an artist/designer/creative interested in helping us to build a fairer, greener, more inclusive Salford?**

On behalf of [Partners in Salford](#), [Unlimited Potential](#) wishes to commission a creative resource that reflects a new horizon: an inclusive and green economy in Salford that is good for people's health and well-being – what the future could look like.

### 1. Aim

To produce a creative representation of an inclusive and green economy in Salford that is its new horizon – what the future could look like, which is good for people's health and well-being. This will be the long-term successor to 'business as usual'.

### Our vision

A fairer and more inclusive local economy that delivers greater social and environmental justice, where wealth is shared more widely across all our communities.

This means an economy where every Salford citizen has the opportunity to participate and feel empowered to make a difference through their communities, workplaces and local democratic institutions.

Salford will be a fairer, greener and healthier place where everyone can reach their full potential and live prosperous and fulfilling lives, free from poverty and inequality.

We are seeking an imaginative but realistic interpretation of our vision, in order to get this across in a different, non-traditional way. We are open to **any form** of artistic or creative approach that can be used over years.

We want one main output, but are open to joint proposals between creative people/organisations.

The purpose of the creative resource is to illustrate to local people, decision makers and system leaders what an inclusive and green economy could look like. It will be used to make the case for a different economic approach that is fairer, greener and healthier for everyone, through which wealth is collectively created and retained within all communities.

## 2. Objectives

A creative resource that:

- is a 'real life' representation of a fairer, greener, healthier economy
- is reuseable, with a legacy - that can be used over years
- is relatable for local people, professionals and system leaders, in which they can see themselves participating (including reflecting the full diversity of the whole population)
- enables people to understand the links between economics and health and well-being
- has an organic framing/feel, rather than an industrial one
- reflects the future diversity of the local population (including age, caring responsibilities, disability, LGBTQ+, race, religion or belief, sex and socio-economic status)
- has a local flavour, while also resonating outside Salford – in Greater Manchester and beyond

## 3. Timescale

Completion of the project by February 2024.

## 4. Selection process

The selection process will be in two stages:

1. submission of 'light touch' ideas for this brief (no more than one page or equivalent) – this can be presented in **any form** that you feel is appropriate (written, video, or another format)
  - 2-4 of these ideas will be selected for further discussion
2. shortlisted ideas will each be given £500 to work up their concepts – from which one will be selected for the full commission of £20,000

Each initial idea should be submitted, entitled "Creative resource – Economies for Healthier Lives", by the deadline shown below. This should be sent to Chris Dabbs (Chief Executive, Unlimited Potential) at [chris.dabbs@unlimitedpotential.org.uk](mailto:chris.dabbs@unlimitedpotential.org.uk). Please also provide a contact name, postal address and contact details of the proposer.

All ideas submitted will be treated as strictly confidential.

Initial ideas should be delivered no later than **10.00 a.m. on Monday 21 October, 2024.**

The Chief Executive will keep a record of each tenderer's name and address, and the time of receipt.

No ideas will be accepted if they arrive late, unless all proposers are given the opportunity to have the same extension to prepare their idea. If a proposer submits their initial idea on time, but through no fault of their

own it is delayed, this may be included at the discretion of the Chief Executive of Unlimited Potential, whose decision will be final.

## **5. Detailed concepts**

For those shortlisted concepts developed through stage 2 of the process, as well as the concept itself, the tenderer will be asked to provide:

- name, postal address and contact details of the proposer
- names of any other partners who will be involved (if any)
- strong evidence of relevant skills, knowledge and experience
  - strong affinity with the mission and values of the Economies for Healthier Lives project in Salford
  - their creative/artistic approach (this might be through a portfolio, a website or equivalent)
  - their capacity/ability to do a project of this size
  - good understanding of working together with (not just for) a client

Where necessary, interviews will be held, where proposers might be required to make a presentation on their proposal, and to respond to questions from the selection panel. If so, a decision on the successful proposal will be taken immediately following the interviews.

## **6. Management and accountability**

A contract for the work, including a timetable and milestones for delivery, will be drawn up for agreement with the successful person/organisation.

The provider will name a lead person, who will have overall responsibility for the project. The Project Manager at Unlimited Potential will be the main point of contact for the provider regarding day-to-day management of the contract, including reporting.

## **7. Contact details**

For further details and discussion, please contact:

Orla McCann  
Project Manager  
Unlimited Potential

telephone: 07529 224812  
email: [orla.mccann@unlimitedpotential.org.uk](mailto:orla.mccann@unlimitedpotential.org.uk)

*Chris Dabbs (Chief Executive)*  
*Orla McCann (Project Manager)*

*September 2024*

## Appendix 1

### Background and challenge

#### Background

Economies for Healthier Lives aims to help to improve health and reduce health inequalities, through communities creating their own wealth and health. It is working towards a local economy in Salford that is good for people's health and well-being.

Our approach, achievements and vision are outlined in *Fairer Greener Healthier: our grower's guide to nurturing an inclusive and green economy*. This is available as a flipbook at <https://heyzine.com/flip-book/6fd797cf34.html>

You can read more about our story and learning via Economics With People. <https://economicswithpeople.substack.com>

You can learn more about the project in Salford at <https://www.unlimitedpotential.org.uk/enterprise/innovation-projects/economies-healthier-lives>

Salford's Economies for Healthier Lives project is part of the Health Foundation's [Economies for Healthier Lives](#) programme. The Health Foundation is an independent charity committed to bringing about better health and health care for people in the U.K.

#### The challenge

The current dominant economic system represents 'business as usual'. This means the current economy and dominant economic narratives (with, for example, a particular definition of 'value for money'). It demands a critique of Salford's dichotomy: with a fast growing economy and population, there is 'a tale of two cities' - some people doing well and other people struggling, for whom the economy is not really working.

The dominant economic system has been in place for some 40 years. Our challenge is that it is very difficult for people – whether local people, professionals or system leaders – to imagine or envisage a different economy.

## Appendix 2

### People's views

We have already asked a range of local people and professionals to imagine a fair, green, healthy economy in which there is social/collective ownership and control of local wealth and assets. That is, what an inclusive and green economy would look like if creating and retaining wealth was done collectively in communities.

Analysis of their drawings suggests, firstly, some broad, underlying themes, and secondly some common aspects:

<b>Broad, underlying themes</b> (in priority order)	
Connection	<ul style="list-style-type: none"> <li>• invest in connection</li> <li>• everything is connected</li> <li>• connection</li> <li>• trust and compassion</li> <li>• community</li> </ul>
Co-operation	<ul style="list-style-type: none"> <li>• co-operative</li> <li>• listening – nothing about us without us</li> <li>• do with, not to – do together</li> <li>• owned and designed by the community that benefit the community</li> </ul>
Ownership	<ul style="list-style-type: none"> <li>• local asset map</li> <li>• redistribution of local assets</li> <li>• assets, institutions, land – social enterprise</li> <li>• less dependent on external funds</li> </ul>
Fairness	<ul style="list-style-type: none"> <li>• fairer</li> <li>• levelling the playing field</li> </ul>
People before profit	<ul style="list-style-type: none"> <li>• people before profit</li> <li>• no profit from poverty/hardship</li> </ul>
Sharing	<ul style="list-style-type: none"> <li>• contributing and sharing</li> <li>• shared responsibility for all – local contract</li> </ul>
Belonging	<ul style="list-style-type: none"> <li>• -</li> </ul>
Flourishing	<ul style="list-style-type: none"> <li>• space for breath, dreams and understanding</li> </ul>

<b>Most common aspects</b> (in priority order)	
1. Food	<ul style="list-style-type: none"> <li>• Community allotments, gardens – places to grow food, neighbourhood plots</li> <li>• Food – accessible, free</li> </ul>
2. Homes	<ul style="list-style-type: none"> <li>• Housing – innovative, build own, decent home including renovation</li> </ul>
3. Green and blue spaces	<ul style="list-style-type: none"> <li>• Green spaces – free; reservoir – water</li> </ul>

4. Energy	<ul style="list-style-type: none"> <li>• Electricity – including waste used to generate electricity</li> <li>• Energy – community owned</li> <li>• Solar panels, wind farm</li> </ul>
5. Good business	<ul style="list-style-type: none"> <li>• Businesses – good business, investing locally</li> <li>• Social business club</li> <li>• Shops – community owned</li> </ul>
6. Good employment	<ul style="list-style-type: none"> <li>• Good employers</li> <li>• Jobs, employment</li> <li>• Basic income - living</li> </ul>
7. Finance	<ul style="list-style-type: none"> <li>• Finance – local, accessible; credit union</li> </ul>
8. Transport	<ul style="list-style-type: none"> <li>• Transport – not just into city centre; bicycle lanes</li> </ul>
9. Economic recycling	<ul style="list-style-type: none"> <li>• Community chest</li> <li>• Economic cycle in community – not dependant on funding</li> <li>• Income from wealth tax into neighbourhoods</li> </ul>
10. Places and spaces	<ul style="list-style-type: none"> <li>• The people’s place</li> <li>• Social high street</li> <li>• Walkable places, neighbourhoods</li> </ul>
11. Services	<ul style="list-style-type: none"> <li>• Co-op-run services</li> <li>• Public services – partnership, confidence, social value</li> <li>• One-stop shop</li> </ul>
12. Learning for life	<ul style="list-style-type: none"> <li>• Children and young people</li> <li>• Education – social soil (school), skills and confidence</li> </ul>
13. Creativity	<ul style="list-style-type: none"> <li>• Creative spaces – including outdoor spaces for arts; culture</li> </ul>

<p><b>Outcomes – Economies for Healthier Lives</b></p> <p>At an <i>individual level</i>, success will mean addressing these outcomes:</p> <ol style="list-style-type: none"> <li>1. Living Well: I lead a happy, fulfilling and purposeful life, and I am able to manage the challenges that life gives me.</li> <li>2. Strong and resilient communities: I have opportunities to contribute, and benefit from, a strong economy with quality local jobs.</li> </ol> <p>At a <i>city level</i>, success will mean addressing these priorities:</p> <ol style="list-style-type: none"> <li>1. Tackling poverty and inequality – including preventing people from falling into poverty, building on what we know is already working, and developing new ways of doing things.</li> <li>2. Education and skills – including productive local jobs with real career progression and opportunities to develop skills and talents.</li> <li>3. Economic development – including investment that provides jobs with decent wages.</li> <li>4. Social impact – including using social value to make the most difference.</li> </ol>
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