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Narrative to Action

Moving Towards Inclusive Wellbeing Economies in Yorkshire and the Humber

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[SIPHER 55](#_Toc206144405)

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# Foreword

# In 2022, Yorkshire and the Humber Association of Directors of Public Health set three ambitions that focused on tackling the root causes of health inequalities now and in the future. One of these is to support the development of inclusive wellbeing economies.

# As a Public Health Network, we know the impact that economic systems have on the determinants of health. Economies are not just about growth; they are about people, places, and the conditions that allow communities to thrive. The *Narrative to Action* document is a response to this. It builds on the foundational Inclusive Wellbeing Economies (IWE) Narrative published in 2023. Its primarily aim is to support local authority public health teams work with their partners to translate that vision into practical steps for change.

# This guidance is rooted in the belief that health and wellbeing must be at the heart of economic decision-making. It offers a framework for action that is grounded in evidence, shaped by local insight, and driven by a commitment to fairness and sustainability. Whether through promoting good work, embedding circular economy principles, building community wealth, or harnessing the power of anchor institutions; I hope this document helps public health leaders and practitioners contribute to the development of local economies that support everyone’s wellbeing.

# It is not a blueprint, but a starting point; a resource to support the public health community and others with an interest in tackling health inequalities, to influence the development of inclusive economies in Yorkshire and Humber and beyond.

# I’m proud to endorse this work and grateful to Tom Mapplethorpe who has authored this document and provided invaluable leadership of the Yorkshire and Humber Inclusive Economies programme. Thanks also to the many other colleagues and partners who have contributed to the document’s development. Together, we can move from narrative to action and help create economies that truly enable everyone to be well.

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# Deborah Harkins Director of Public Health, Calderdale Council



# Introduction – what is this document and who is it for?

This document builds upon the [Inclusive Wellbeing Economies Narrative](https://www.yhphnetwork.co.uk/links-and-resources/adph-priorities/inclusive-wellbeing-economies/inclusive-wellbeing-economy-in-yorkshire-and-humber/) published by the Association of Directors of Public Health Yorkshire and Humber (ADPHYH) in July 2023.

The initial narrative: -

* set out broadly what inclusive wellbeing economies (IWE) [[1]](#footnote-1) are
* made the case for why IWE are needed and their relevance to public health professionals
* gave some high-level strategic recommendations for local areas wanting to implement IWE (and some tips on where to start)
* gave some ways in which it may be useful to talk about and frame IWE

This document will: -

* define some of the key components of IWE
* outline some of the key principles and ways of working that underpin IWE, with a particular focus on those relevant to public health practice
* consider how to measure progress towards IWE and what good might look like at a local level
* provide case studies of IWE approaches in action
* provide a navigation tool to help guide people towards resources that meet the interest or need in their local place

It is primarily aimed at public health professionals at a local level but will also be of interest to anyone involved in health & social care and/or economic development at a local level, as well as others working at a regional or national level.

It is not intended to be a completely exhaustive resource but will instead highlight some of the key considerations to be aware of when implementing IWE, building on existing policy resources and evidence.

Feedback and comments on this document are welcomed and can be sent by e-mail to [tom.mapplethorpeAPF@kirklees.gov.uk](mailto:tom.mapplethorpeAPF@kirklees.gov.uk).

# What are the components of an inclusive wellbeing economy?

Inclusive wellbeing economies are defined in the narrative as: -

‘… *more deliberate and socially purposeful economies – measured not only by how fast or aggressive they grow; but, also, by how well wealth is created and shared across the whole population and place, and by the social and environmental outcomes they realise for people.*’

They differ from a more ‘business as usual’ economic model as outlined in the table below.

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| **Business as usual** | **Inclusive wellbeing economies** |
| Focus on economic growth, e.g., GDP [[2]](#footnote-2) | Focus on wellbeing and thriving populations |
| Growth is the end goal / measure of success. | Growth is a means to an end. |
| Grows regardless of whether or not people thrive.[[3]](#footnote-3) | People thrive regardless of whether or not it grows. |
| Extracts wealth and resources from communities. | Circulates wealth and resources within places and communities. |
| Wealth and resources distributed inequitably. | Wealth and resources shared equitably. |
| Doesn’t work within planetary boundaries. [[4]](#footnote-4) | Works within planetary boundaries. |
| Complicated but linear, i.e., predictable. | Complex system. |
| Primacy of the market. | Embedded economy, i.e., market sits alongside commons, state & household. |
| Markets are self-regulating. | Markets need to be regulated by us. |
| People serve the economy. | The economy serves people. |

Table 1: *Comparison of business as usual (current economic model) and inclusive wellbeing economies*.

When thinking about wellbeing in the context of inclusive wellbeing economies, it is helpful to consider a more holistic and collective definition of wellbeing: -

*“Wellbeing is about quality of life, in all its dimensions, for all people, now and into the future… pursued within planetary boundaries and with consideration for all life.” [[5]](#footnote-5)*

Whilst the initial narrative created a consistent, shared view of what IWE are and sought to explain them in quite a broad strategic sense, this document will attempt to break this down into smaller components that contribute towards the overall goals of an IWE. Each of these components could be an initial focus for a local area wanting to move towards IWE.

## Work and health

### Brief Outline

Employment is a key determinant of health, and access to ‘good work’ (see ‘key concepts’ below) is a key protective factor in terms of health and wellbeing. Conversely, unemployment or long-term economic inactivity is associated with worse health outcomes [[6]](#footnote-6) [[7]](#footnote-7) [[8]](#footnote-8). The longer someone remains out of the labour market, the less likely they are to rejoin it and the worse the potential impacts on their health.

Some examples of ways in which employment can impact on health and wellbeing are detailed below.

* Being in ‘good work’ is a protective factor for health and can enable people to remain healthy and mitigate the risk of ill health (primary and secondary prevention). There are a number of potential factors that may be responsible for this effect, including increased social connection, increased sense of purpose and access to workplace wellbeing support, e.g., through occupational health or employee assistance programmes. *NB. Being in work that is not ‘good work’ can reverse this association, e.g., if people are subject to unreasonable pressure or stress, if they don’t have job security or if their needs are not being accommodated through reasonable adjustments.*
* Employer support to accommodate reasonable adjustments can also enable those with disabilities and long-term health conditions to remain in work, with all the benefits already stated above (tertiary prevention). By meeting the needs of employees and allowing them, where possible, to carry out their work in a way which allows them to manage their health and wellbeing, employers can support them to stay in work. This may involve things such as allowing flexible working arrangements, adapting what people are being asked to do or the way in which they are able to do it, giving people additional time off to attend medical appointments or allowing phased returns following periods of ill health. These kinds of interventions have the added benefit of also supporting others in the workforce, such as those with caring responsibilities for example, and can sit alongside good practice in terms of equity, diversity and inclusion.
* Programmes to support people who are unemployed or economically inactive (see ‘key concepts’ below) into work can help mitigate the harmful impacts of not having access to or being in employment, especially where these programmes support people to develop the skills that they will need to obtain and maintain employment and that are needed in the local economy. This is also beneficial for the local economy as people are being trained to fill the roles that are needed. For this to be beneficial, the work that people are being supported into needs to be ‘good work’. For some people, getting into work may not be a realistic or achievable prospect at the current time, but supporting people to develop skills or to volunteer may have many of the same benefits as being in employment.

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| Key concept: good work Whilst employment is associated with health and wellbeing outcomes, not all work leads to better outcomes. The type of work that someone is involved in matters in terms of the impacts upon their health and wellbeing, with ‘good work’ being associated with better outcomes (and conversely, ‘poor work’ being associated with worse outcomes).  There is no one accepted definition of what constitutes ‘good work’ and indeed, the Local Government Association (LGA) states that  ‘There are several frameworks which seek to define 'good work'…  However, there are no hard and fast rules about what constitutes 'good work', as this will often vary according to individual aspirations and needs, which can be very different and change over time. What constitutes 'good work' is also influenced by a range of social, cultural and economic factors.  The reality is that 'good work' is not a destination, but a journey that employers can take through a constantly changing landscape.’ [[9]](#footnote-9)  In practice however, there are certain characteristics which are often agreed upon by many definitions of ‘good work’. These include (but aren’t limited to): -   * adequate and appropriate remuneration (fair pay) * job security, including guaranteed hours * working conditions, including flexible working * good work-life balance * fulfilment at work, where people feel their skills are being adequately utilised * opportunities for learning, development and stretch * opportunities for progression * opportunities for employee voice and participation in the workplace |

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| Key concept: workplace wellbeing Healthy workplaces ‘help people to flourish and reach their potential… creating an environment that actively promotes a state of contentment, benefiting both employees and the organisation. [[10]](#footnote-10)’  The Chartered Institute for Personnel and Development (CIPD) advocates for employers to take a holistic approach to employee health and wellbeing, encompassing both physical and mental health, and including access to resources such as occupational health and employee assistance programmes. It lists seven key domains of employee wellbeing, which are: -   * health: including physical health, physical safety and mental health. * good work: including the working environment, good line management, work demands, autonomy, change management and pay & reward. * values/principles: including leadership, ethical standards and inclusion & diversity. * collective/social: including employee voice and positive relationships. * personal growth: including career development, emotional, lifelong learning and creativity. * good lifestyle choices: including physical activity and healthy eating. * financial wellbeing: including fair pay and benefit policies, retirement planning and employee financial support.   Benefits from creating an inclusive workplace that supports good health and wellbeing include: -   * better employee morale and engagement. * a healthier and more inclusive culture. * better work-life balance. |

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| Key concepts: unemployment and economic inactivity Unemployment is defined by the Office for National Statistics (ONS) as ‘people who are a) without a job, have been actively seeking work in the past four weeks and are available to start work in the next two weeks, or, b) out of work, have found a job and are waiting to start it in the next two weeks’ [[11]](#footnote-11).  In contrast, economic inactivity is defined by the Office for National Statistics as ‘people not in employment who have not been seeking work within the last 4 weeks and/or are unable to start work within the next 2 weeks’ [[12]](#footnote-12). This is distinct from unemployment, where people will be actively seeking work.  There are a number of reasons why people may be economically inactive, including but not limited to: -   * poor health or disability * long-term caring responsibilities * being in education, i.e., students * being retired   It has been noted that, following the COVID pandemic, there has been a notable increase in people who are economically inactive as a result of poor health or disability [[13]](#footnote-13), with a number of interventions designed to target this group and improve access to the labour market. The largest contributors to rising levels of inactivity as a result of health are musculoskeletal issues and poor mental health. |

### How it relates to IWE?

In terms of IWE, increased numbers of people participating in the labour market helps contribute towards a more inclusive and resilient economy. For this to be the case however, these people need to be in ‘good work’, that supports their health and wellbeing and allows them to thrive. ‘Good work’ needs to be available to all, regardless of their background, where they live or what industry they work in. A healthy and thriving workforce is then more likely to remain in work and continue to participate in and contribute towards the economy.

### What does good look like at an individual and a population level?

At an individual level, people will have access to ‘good work’ that supports their health and that allows them to develop, thrive and meet their needs. They will be supported to remain in work or, if out of work, will be supported back into work. At a population level, we will have increased participation in the labour market, more employers that are providing ‘good work’ and better population health as a result.

### Impacts and opportunities

Increasing rates of economic inactivity represent, in part, worsening population health, which is having a negative impact on the economy via reduced labour market participation and engagement in the local economy. However, by addressing the causes of increasing health and disability in the population and by helping people who are economically inactive to access ‘good work’ that meets their needs, we can work towards a more inclusive economy that allows people to better manage their health and overcome barriers to participation.

Further to this, by embedding principles of ‘good work’ across our local places and by supporting people to remain in work, we can focus on prevention and maximise the potential of work as a protective factor for health and wellbeing. By doing all of this, we can also reduce health inequalities by ensuring that those farthest removed from the labour market can benefit from opportunities for ‘good work’.

### Actions

To realise the potential of work and health to IWE, we should consider: -

* promoting and advocating for the value of ‘good work’ and supporting employers to ensure that they are providing ‘good work’
* supporting people in work to maintain employment and manage the impacts of any long-term conditions within work
* supporting those who are economically inactive as a result of poor health or disability to re-access the labour market or get closer to work
* recognising the huge contribution of unpaid labour, caring and volunteering to our economies, and supporting people to continue in these roles

We can do this by: -

* Creating and promoting fair work charters, workplace wellbeing awards and accreditations or otherwise incentivising local employers to provide ‘good work’.
* Considering ways to facilitate access to occupational health, workplace wellbeing services and peer support networks for small and medium-sized employers (SME).
* Focus employment support programmes on those who are the most impacted by inequalities, including those with long-term health conditions, disabilities, caring roles, substance misuse, contact with the criminal justice system, etc.
* Working with our local voluntary and community sector (VCS) to ensure that volunteering opportunities are supported, resourced, valued and recognised as a vital supporting pillar of our local economies.
* Enabling affordable access to support with childcare and social care, to enable those with caring responsibilities to access work that is fulfilling, flexible and that meets their needs.
* Consider joining regional colleagues working on work and health, such as the [Work and Health Community of Improvement](https://www.yhphnetwork.co.uk/our-work/our-communities-of-improvement/workplace-health-and-wellbeing-network/) or the [North East and Yorkshire Anchor Organisations Network](https://future.nhs.uk/NationalAnchorInstitutionsNetwor/).

Case studies

[West Yorkshire Fair Work Charter](https://www.westyorks-ca.gov.uk/a-mayoral-combined-authority/mayoral-pledges/fair-work-charter/)

[Greater Manchester Good Employment Charter](https://www.gmgoodemploymentcharter.co.uk/)

[Local Government Association Good Work Project](https://www.local.gov.uk/topics/employment-and-skills/good-work-project)

### Resources

Association of Directors of Public Health – [What good health at work looks like](https://www.adph.org.uk/wp-content/uploads/2019/06/What-Good-Health-at-Work-Looks-Like-1.pdf)

The Health Foundation – [Evidence hub: work](https://www.health.org.uk/evidence-hub/work)

Local Government Association – [Work, health and growth: A guide for local councils](https://www.local.gov.uk/publications/work-health-and-growth-guide-local-councils)

The Lancet – [Work and Health Series](https://www.thelancet.com/series/work-and-health)

UK Health Security Agency - [Health Matters: health and work](https://www.gov.uk/government/publications/health-matters-health-and-work/health-matters-health-and-work)

What Works Wellbeing - [Work](https://whatworkswellbeing.org/category/work/)

Yorkshire & Humber Public Health Network – [Work and workplace health resources](https://www.yhphnetwork.co.uk/links-and-resources/coi/work-and-workplace-health-resources/introduction-what-works-and-why-focus-on-work-and-health/)

Royal Society for Public Health – [A better way of doing business: securing the right to a healthy workplace](https://www.rsph.org.uk/static/d1c70f7d-2e4f-4999-abf70803041473d1/a509f8e2-744f-4245-958a8855cf8d7300/Healthy-workplaces-report.pdf)

## Circular economies

### Brief outline

The Ellen MacArthur Foundation[[14]](#footnote-14) defines a circular economy as: -

‘… a system where materials never become waste and nature is regenerated. In a circular economy, products and materials are kept in circulation through processes like maintenance, reuse, refurbishment, remanufacture, recycling, and composting. The circular economy tackles climate change and other global challenges, like biodiversity loss, waste, and pollution, by decoupling economic activity from the consumption of finite resources.’

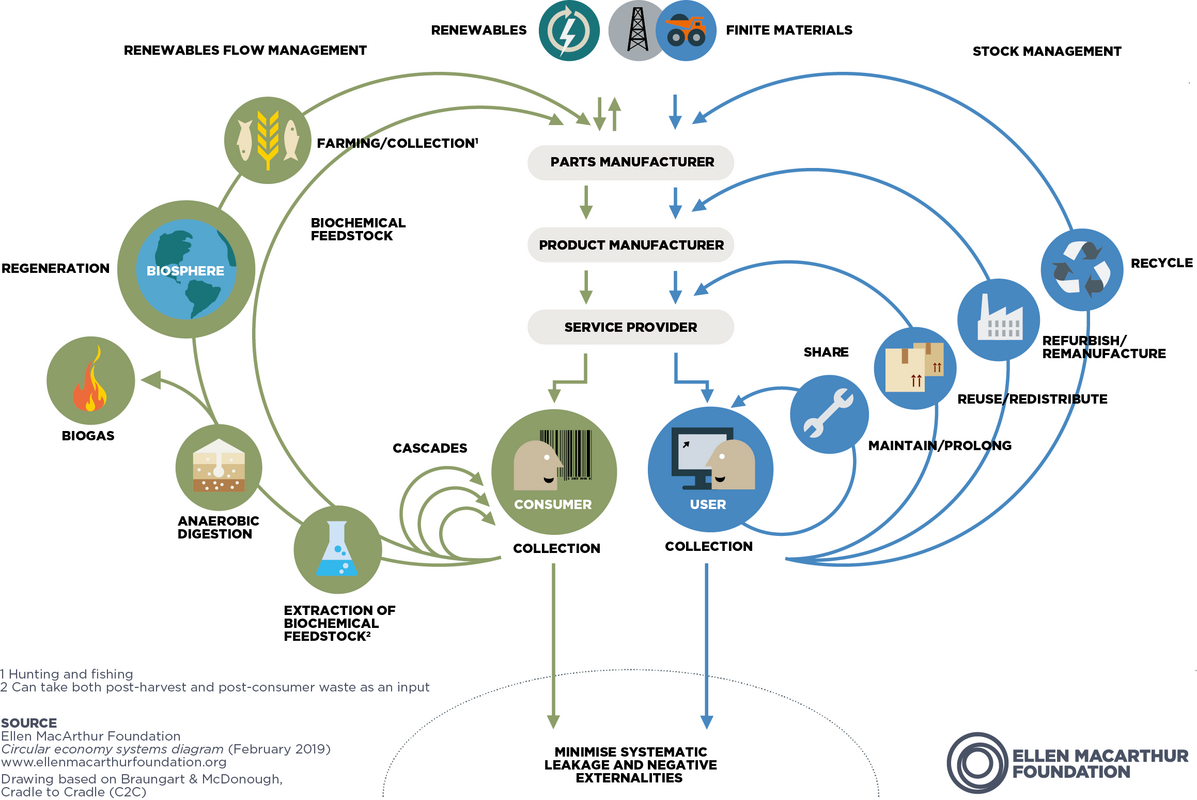
There are three design-driven principles that underpin circular economies: -

* eliminating waste and pollution
* circulating products and materials (at their highest value)
* regenerating nature

Circular economies are also underpinned by a transition to renewable energy and materials, leading to resilient systems that work for communities, businesses and the natural world.

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| Key concept: Linear economies vs circular economies In our current economy, we take materials from the Earth, make products from them, and eventually throw them away as waste – the process is a linear straight line with a defined start and end point.  In contrast, in a circular economy, materials are reused, recycled or repurposed whenever possible, so that value continues to be obtained from them and waste is minimised to an absolute bare minimum. This process is more of a series of loops (as you can see from the diagrammatic representation on the next page).  Circular economies recognise that we live on a planet with finite natural resources and that these resources need to be used responsibly if we are to enable economic activity without further damaging the natural world. |

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| Key concepts: The technical cycle and the biological cycle The diagrammatic representation of a circular economy given below has two primary sets of loops.  The one on the right (in blue on the diagram) represents the technical cycle – this includes non-biodegradable materials (such as devices, clothing, plastics, etc), which can be (in order of preference), simply shared with others in their current usable state, maintained or repaired for continued use, reused or redistributed for use by others or recycled into their useful components.  The one on the left (green in the diagram) represents the biological cycle – this includes organic, biodegradable materials (such as food and human/animal waste), which can be used to generate energy or to supplement and enrich food production or the natural world.  Both of these cycles seek to minimise waste and maximise value obtained from all resources through reuse, recycling and repurposing. |



*Figure 1: Representation of a circular economy. From the Ellen MacArthur Foundation -* [*https://www.ellenmacarthurfoundation.org/circular-economy-diagram*](https://www.ellenmacarthurfoundation.org/circular-economy-diagram)*.*

### How it relates to IWE

Circular economies seek to minimise the impact of economic activity on the natural world, by ensuring that finite resources are used wisely and not at a rate that will exacerbate negative impacts on our environment. This aligns strongly with the principles of inclusive wellbeing economies. Not only this, but the loops in a circular economy are also more likely to lead to resources being circulated within local economies and communities, aligning strongly with both inclusive wellbeing economies and the principles of community wealth building (see below). Moving towards a circular economy and the reuse of tech devices, also to some extent mitigates against the principle of ‘planned obsolescence’ [[15]](#footnote-15), which is a strategy employed by large tech businesses and manufacturers to continue to extract profit from people via incremental changes to devices as previous models become ‘obsolete’.

### What does good look like at an individual and population level?

At an individual level, circular economies will allow people to benefit from the sharing and reuse of resources, as well as the maintenance of repair of certain products, avoiding the need to purchase new versions of those products for longer. At a population level, moving to circular economies will ensure that resources continue to create value for local economies and communities and that impacts from waste on those economies and communities are minimised as far as possible.

### Impact and opportunities

Circular economies will have beneficial impacts both on people and on the natural world, through the minimisation of impacts from waste and the circulation of resources and the benefits of economic activity within local areas and communities. Opportunities from moving to a more circular economy include more efficient use of resources and reduced impacts on the environment from the use of resources, as well as reduced financial strain on people to obtain more resources (potentially having a positive impact on financial wellbeing and levels of poverty).

### Actions

To realise the potential of circular economies to IWE, we should consider: -

* Seeking out opportunities to embed principles of circular economies within our local strategies and places.

We can do this by: -

* Identifying gaps and room for improvement in the ways in which we currently manage our resources and waste.
* Scoping out opportunities to address those gaps through programmes which exemplify principles of circular economies.
* Developing new systems and programmes that seek to maximise value from resources and minimise waste, e.g., clothing swaps, food donation, repair shops, etc.
* Ensuring that new programmes have circular economies principles embedded in them and, where possible, retrofit these into existing programmes.
* Embedding circular economies principles into your procurement and commissioning processes.
* Ensuring that waste management allows residents to recycle a wide range of different materials, including food waste.
* Focusing on programmes that enhance the sustainability of homes and buildings, to minimise energy waste.
* Promoting the value of circular economies with local people and key stakeholders to ensure broad buy-in.

### Case studies (some of these are at a business rather than local area level)

[Ellen MacArthur Foundation – Case studies and examples of circular economy in action](https://www.ellenmacarthurfoundation.org/topics/circular-economy-introduction/examples)

[Circular economy implementation – case studies in Wales](https://figshare.cardiffmet.ac.uk/articles/online_resource/Circular_Economy_Implementation_-_Case_Studies_in_Wales/21666719?file=44238878)

[Circular economy case studies in Scotland](https://www.zerowastescotland.org.uk/resources/circular-economy-case-studies)

[ReLondon – case studies: circular champions](https://relondon.gov.uk/business/useful-resources/success-stories/)

### Resources

[Ellen MacArthur Foundation – What is a circular economy?](https://www.ellenmacarthurfoundation.org/topics/circular-economy-introduction/overview)

[Ellen MacArthur Foundation – Ellen MacArthur on the basics of the circular economy](https://www.youtube.com/watch?v=NBEvJwTxs4w)

[Chatham House – What is the circular economy?](https://www.chathamhouse.org/2021/06/what-circular-economy)

[European Parliament – Circular economy: definition, importance and benefits](https://www.europarl.europa.eu/topics/en/article/20151201STO05603/circular-economy-definition-importance-and-benefits)

[UN Development Programme – What is circular economy and why does it matter?](https://climatepromise.undp.org/news-and-stories/what-is-circular-economy-and-how-it-helps-fight-climate-change)

## Community wealth building

### Brief outline

Community wealth building is ‘a new people-centred approach to local economic development, which redirects wealth back into the local economy, and places control and benefits into the hands of local people’ [[16]](#footnote-16). It is a response to the failures of ‘traditional economic development practice and developer-led regeneration’ to address ‘contemporary challenges such as austerity, financialisation and automation’, and seeks to ‘provide resilience where there is risk and local economic security where there is precarity’.

In practice, community wealth building seeks to better tie wealth and resources to local economies, businesses and communities, so that they can circulate within and bring benefit to local places and people. This is as opposed to a more traditional approach which allows wealth and resources generated in a local place to be extracted by shareholders not anchored in that place, as profits and dividends.

Community wealth building approaches achieve this through application of five key principles (which are explored in more detail below, drawing heavily from the work of the Centre for Local Economic Strategies or CLES [[17]](#footnote-17)): -

* Plural ownership of the economy.
* Making financial power work for local places.
* Fair employment and just labour markets.
* Progressive procurement of goods and services.
* Socially productive use of land and property.

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| Key concept: Plural ownership of the economy This principle seeks to rebuild the connection between the people and places that create wealth and those who benefit from it.  Locally owned or socially minded enterprises are more likely to contribute to local economic development by employing, buying and investing locally. These benefits are further strengthened under models of enterprise ownership, such as public sector insourcing, municipal enterprises, worker ownership, co-operatives, community ownership and local private ownership. Such models (often described as ‘generative’) enable the wealth created by users, workers and local communities to be held by them, rather than flowing out as profits to shareholders. |

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| Key concept: Making financial power work for local places This principle seeks to increase flows of investment within local economies, by harnessing local wealth, rather than by seeking to attract national or international capital.  For example, local authority pension funds can be encouraged to redirect investment from global markets to local schemes. We can also support mutually owned banks to grow, and establish regional banking charged with enabling local economic development. These kinds of intervention are ideally placed to channel investment into local communities, while still delivering a steady financial return for investors. |

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| Key concept: Fair employment and just labour markets This principle aims, not only to improve employment opportunities, but also worker rights by, for example, promoting recruitment from lower income areas, inclusive employment practices, committing employers to paying living wage and building progression routes for employees (aligning with the principles of good work in the content of the ‘work and health’ section above).  As they are often the biggest employers in a place, the approach anchor institutions (see ‘anchor organisations’ section below for more detail) take to employment can have a defining effect on the employment prospects and incomes of local people. Working with human resource departments within anchor institutions to stimulate the local economy through progressive employment and local labour market activities can be a powerful tool. |

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| Key concept: Progressive procurement of goods and services This principle promotes the progressive procurement of goods and services, as a means by which spending power can lead to greater economic, social and environmental benefits.  By adapting procurement processes and decision making, organisations (and in particular anchor institutions) can create dense local supply chains and ecosystems, which include, and place emphasis upon, local enterprises, SMEs, employee-owned businesses, social enterprises, cooperatives and other forms of community ownership. As already discussed, (under ‘plural ownership of the economy’ above), these types of businesses are more likely to support local employment and have a greater tendency to recirculate wealth and surplus locally. |

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| Key concept: Socially productive use of land and property This principle seeks to ensure that local land and property are owned and managed in ways which ensure that they generate wealth for local citizens, rather than private interests. This represents a base from which local wealth can be accrued through more equitable forms of ownership, management, and development.  The goal here is not simply for a local authority or anchor institutions to ‘own more land’, but instead to ensure that the land they do own is run by and for the people [[18]](#footnote-18). Local government should engage citizen groups to get involved in the governance and management of municipal assets at every level and public landowners can develop governance and management structures where communities can take direct control of assets (e.g., through transferring under-utilised assets to Community Land Trusts or working through Public-Commons Partnerships). |

### How it relates to IWE?

Community wealth building contributes to more inclusive wellbeing economies by allowing a greater proportion of wealth and resources generated at a local level to circulate in the local economy rather than being extracted out as profits for external shareholders. This means that local people and communities can better participate in and get greater benefit from their local economies. It also ensures that local resources and assets are leveraged to deliver social value for local communities.

### What does good look like at an individual and population level?

At an individual level, local people will be more likely to benefit directly from local economic activity and from the leveraging of local resources and assets. At a population level, more wealth generated by local economic activity will circulate in and provide benefit to the local economy and local communities. This will lead to more vibrant, productive and resilient local economies.

### Impact and opportunities

Increased investment in community wealth building approaches will allow more wealth to circulate within local economies. This allows local economic activity to more effectively benefit local people and to do so in a more equitable fashion. It has the potential to impact on financial wellbeing and reduce poverty and, by doing so, reduce inequalities. It will also contribute towards more vibrant local economies and economic institutions, in which local people have a greater stake, and healthier places which have an impact on other wider determinants of health, such as housing, good work and opportunities for social connection.

### Actions

To realise the potential of community wealth building to IWE, we should consider: -

* Implementing aspects of community wealth building in local areas. This may be small-scale at first (e.g., one aspect of community wealth building in one local area) to provide proof of concept, before scaling up later on in the process.

We can do this by: -

* Speaking to local communities and stakeholders to understand what their needs and aspirations are and how community wealth building can help.
* Ensuring you have buy-in from key local stakeholders, organisations and decision-makers, including elected members.
* Mapping assets in local areas to understand what already exists.
* Scoping out and trialling aspects of community wealth building in target communities. These may be communities where the necessary assets exist, where there is collective interest in pursuing community wealth building or where the need is greatest. Take your time, pace yourself and don’t over-commit at first. In most scenarios, it will be better to focus down on those aspects that have the greatest chance of success than trying to deliver all aspects at once.
* Setting out measures of success in relation to community wealth building that are co-produced with local communities, to understand what matters to them.
* Sharing your work on community wealth building far and wide, to help build the evidence base for these approaches and share learning.

### Case studies

[The Preston Model](https://cles.org.uk/the-preston-model/)

[Community wealth building in Clackmannanshire](https://www.clacks.gov.uk/business/communitywealth/)

[Community wealth building in Newham](https://www.newham.gov.uk/council/community-wealth-building)

[Community wealth building in East Lothian](https://www.eastlothian.gov.uk/info/210699/community_wealth_building/12853/community_wealth_building)

[Community wealth building in Lewes and Eastbourne](https://www.lewes-eastbourne.gov.uk/article/2647/Community-Wealth-Building)

[Community wealth building in Cambridge](https://www.cambridge.gov.uk/community-wealth-building-strategy)

### Resources

[Centre for Local Economic Strategies – What is community wealth building?](https://cles.org.uk/community-wealth-building/what-is-community-wealth-building/)

[Improvement Service – Community wealth building](https://www.improvementservice.org.uk/products-and-services/inequality-economy-and-climate-change/economic-outcomes-programme/wellbeing-economy)

## Anchor institutions

### Brief outline

Anchor institutions can be defined as: -

‘Large organisations that are unlikely to relocate and have a significant stake in their local area. They have sizeable assets that can be used to support their local community’s health and wellbeing and tackle health inequalities, for example, through procurement, training, employment, professional development, and buildings and land use [[19]](#footnote-19).’

Anchor institutions are diverse and can include public, private and voluntary sector organisations. They are rooted in their local place and hold a significant interest in the development of their local areas and/or the health of their local population. Examples of anchor institutions include local authorities, health and social care organisations, educational institutions, housing associations, large businesses and voluntary sector organisations.

Anchor institutions can impact on local economies and population health in a number of ways, including through employment, professional skills and development, procurement, sustainability and housing, estates and land use (see below). They overlap significantly with and have a significant role to play in community wealth building [[20]](#footnote-20).

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| Key concept: Anchor institutions and health Anchor institutions can have an impact on health in a number of different ways, most of which are tied to their role as employers, purchasers and owners of assets: -   * Employment – as employers of large numbers of people, anchors can have a significant impact on local employment and job markets. They can have a sizeable impact on the availability of ‘good work’ (see above) in their local areas and can ensure that their employment practices preferentially benefit local people and communities. * Professional skills and development – again, as employers of large numbers of people, anchors can add significant value by ensuring that professional skills and development pathways are available to the people they employ. This not only boosts levels of skills and qualifications in the local area but also helps to maximise retention rates of staff (both within the organisation and within the labour market more widely. * Procurement – progressive procurement that focuses on social value and that gives local suppliers greater weight in decision-making, allows anchors to boost the value of their spending within their local areas and increase the amount of wealth that circulates within their local economy. * Housing, estates and land use – anchors often own land and other assets that can be repurposed to support local people and communities in relation to wider determinants of health, such as housing and employment. Buildings can also be shared with local communities to facilitate opportunities for engagement and social connection, and opportunities for community asset transfer can be explored where viable. Anchors can also support the development of community assets outside of their own asset portfolio. * Sustainability – by reducing levels of emissions and promoting more sustainable use of resources and management of waste, anchors can minimise their impact on the environment and on climate change, as well as on air quality in their local area. Underutilised land can also be repurposed for green space, environmental management and sustainable energy production. |

### How it relates to IWE?

As seen above, anchor institutions have a significant role in bringing social value to their local economies and in ensuring that the wealth they create and the assets they own are stewarded in a way that directly benefits local people and communities. The role of anchors has significant overlap with community wealth building and anchors have a vital role to play in community wealth building work.

### What does good look like at an individual and population level?

At an individual level, local people will directly benefit from the work of anchor institutions, whether that’s as an employee, business owner or just as a member of local communities. At a population level, social value and wealth generated by the activities of anchor institutions will benefit the local economy and local communities and will lead to increased levels of participation in and ownership of the local economy by local people.

### Impact and opportunities

By increasing the capacity and capability of anchor institutions to have a positive social impact and steward wealth creation and resource for the benefit of local communities, we will have a positive impact on population health and inequalities, especially if the benefits are targeted towards those most impacted by those inequalities. By bringing anchor institutions together into mutually supportive networks, we can foster collaboration and innovation and share resources and learning to add even more value.

### Actions

To realise the potential of anchor institutions to IWE, we should consider: -

* Maximising the potential of anchor institutions to use their influence and resource for public good.
* Bringing anchor institutions together into networks where possible, to allow for more effective collaboration and the sharing of resources.

We can do this by: -

* Scoping out local anchor organisations, including who they are, where they are and what they are already doing.
* Facilitating networking opportunities for local anchor institutions, both informally and formally, drawing on (and taking care not to duplicate) existing activity.
* Facilitating sharing of practice, including learning from what has worked well, as well as from challenges and barriers encountered (and how these were overcome).
* Connecting anchors into existing efforts to facilitate opportunities for ‘good work’ and promote workplace wellbeing, encouraging them to lead by example.
* Actively exploring opportunities to better utilise land and assets owned by anchors for the benefit of local communities, including through asset transfer.
* Emphasising the key role of anchor institutions as part of strategies and work to promote sustainability, improve air quality and address climate change.

### Case studies

[Community wealth building in Leeds Teaching Hospitals NHS Trust](https://cles.org.uk/community-wealth-building-in-practice/community-wealth-building-places/community-wealth-building-in-leeds-teaching-hospitals-nhs-trust/)

[Manchester City Council – Social value](https://www.manchester.gov.uk/info/200110/budgets_and_spending/7730/social_value)

[NHS Shared Business Services Social Value Policy](https://www.sbs.nhs.uk/app/uploads/Social-Value-Policy-March-2024.pdf)

[The Life Rooms](https://www.liferooms.org/)

### Resources

[The King’s Fund – Anchor institutions and people’s health](https://www.kingsfund.org.uk/insight-and-analysis/long-reads/anchor-institutions-and-peoples-health)

[The King’s Fund – The NHS as an anchor institution](https://www.health.org.uk/features-and-opinion/features/the-nhs-as-an-anchor-institution)

[Centre for Local Economic Strategies – What is an anchor institution?](https://cles.org.uk/what-is-community-wealth-building/what-is-an-anchor-institution/)

[Centre for Local Economic Strategies – How to build an anchor network](https://cles.org.uk/publications/how-to-build-an-anchor-network/)

[Future NHS – NEY Anchor Institutions Network](https://future.nhs.uk/NationalAnchorInstitutionsNetwor)

# What are the principles and ways of working that support an inclusive wellbeing economy?

There are a number of key principles and factors which underpin inclusive wellbeing economies and enable their success. These factors therefore have a key role to play, even though they are not in themselves about economic systems change.

A number of them are listed and explained below.

## Place-based working and approaches

The Improvement Service in Scotland defines place-based approaches as: -

‘[approaches that] require joint working and collaborative work that takes account of the unique blend of characteristics that exist in every place. By doing so [they] will identify and maximise the positive impact and reduce any unintended consequences of our actions… [they] enable better informed decisions leading to the delivery of more effective services and more resilient communities.’ [[21]](#footnote-21)

There is a large amount of flexibility in how this definition is applied as all places, and indeed what people define as a ‘place’, will vary. What looks like successful place-based working in one place could look very different to what it looks like in a different place. However, all place-based approaches have three core principles at the heart of how they work: -

* They address complex problems that no one service working alone can solve.
* They regard prevention as a key feature of new approaches.
* They involve breaking down organisational silos and bringing sectors together around a shared ambition when designing and delivering services.

In short, place-based approaches take into account the characteristics and complexities of a particular place and involve working with a full range of relevant stakeholders operating within that place to better ensure that solutions are designed and produced in a way that meets the needs of the people living there.

Inclusive wellbeing economy work is best suited to place-based working and approaches as they allow the work to be guided by local context, insight, need and priorities, which will vary from place to place.

## Community-centred working and approaches

Community-centred approaches are defined in a Public Health England (PHE) document [[22]](#footnote-22) as those that: -

* Recognise and seek to mobilise assets within communities, including the skills, knowledge and time of individuals, and the resources of community organisations and groups.
* Focus on promoting health and wellbeing in community settings, rather than service settings.
* Use non-clinical methods.
* Promote equity in health and healthcare by working in partnership with individuals and groups that face barriers to good health.
* Seek to increase people’s control over their health and lives.
* Use participatory methods to facilitate the active involvement of members of the public.

Community-centred approaches are not just community-based, e.g., hosting a service within a local community setting. Rather, they are about mobilising assets within communities, promoting equity and increasing people’s control over their health and lives.

PHE set out an evidence-based ‘family of community-centred approaches’ which are illustrated in the diagram below.

A diagram of a family

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*Figure 2: The ‘family of community-centred approaches’. From ‘South J, Stansfield J, Mapplethorpe T. Community-centred public health: Taking a whole-system approach’ -* [*https://assets.publishing.service.gov.uk/media/5e184c78e5274a06b1c3c5f9/WSA\_Briefing.pdf*](https://assets.publishing.service.gov.uk/media/5e184c78e5274a06b1c3c5f9/WSA_Briefing.pdf)*.*

Community-centred working and approaches are important to inclusive wellbeing economy work for many of the same reasons as place-based approaches and working. They allow for community participation and involvement in the work and ensure that it is informed by community insight, reflects community priorities and meets community need.

## Health in all policies

Health in all policies is defined by the Local Government Association (LGA) [[23]](#footnote-23) as: -

‘*… an approach to policies that systematically and explicitly takes into account the health implications of the decisions we make; targets the key social determinants of health; looks for synergies between health and other core objectives and the work we do with partners; and tries to avoid causing harm with the aim of improving the health of the population and reducing inequity.*’

Health in all policies recognises the impact of the wider determinants of health on population health and that action to improve population health needs to involve things which are outside of the traditional purview of health and social care [[24]](#footnote-24), e.g., spatial planning, housing, transport, employment, etc. By integrating health into wider policymaking, we can enhance the potential of all businesses to improve population health.

Taking a health in all policies approach requires policy integration at a strategic level and strong strategic leadership. However, it aligns with work on inclusive wellbeing economies by recognising the importance of factors outside of the traditional health and social care sphere to population health, and likewise the importance of population health to those factors in return.

## Healthy placemaking

Healthy placemaking is defined in a PHE’s 2017 Spatial Planning for Health Evidence Review [[25]](#footnote-25) as: -

‘*Placemaking that takes into consideration neighbourhood design (such as increasing walking and cycling), improved quality of housing, access to healthier food, conservation of, and access to natural and sustainable environments, and improved transport and connectivity.*’

Essentially, it is an extension of health in all policies (see above) that focuses on the physical and psychosocial aspects of a local place, ensuring that they are designed and maintained in such a way that improves population health. This is largely connected to the wider determinants of health, such as housing, transport, employment, etc. Healthy placemaking is also clearly aligned with the principles of taking a place-based approach (see above).

Inclusive wellbeing economies work at a local level will usually contribute towards healthy placemaking by impacting on factors such as availability of ‘good work’ and the amount of wealth and assets that is retained in local economies and then available to local people. By doing so, it will contribute towards healthier and more inclusive places and communities.

## Focus on prevention

Prevention in a public health sense can be broken down into primary, secondary and tertiary prevention, which are defined below [[26]](#footnote-26).

* Primary prevention: Taking action to reduce the incidence of disease and health problems within the population, either through universal measures that reduce lifestyle risks and their causes or by targeting high-risk groups, i.e., action that allows people to maintain good health and mitigate risks to health [[27]](#footnote-27).
* Secondary prevention: Systematically detecting the early stages of disease and intervening before full symptoms develop – for example, prescribing statins to reduce cholesterol and taking measures to reduce high blood pressure.
* Tertiary prevention: Softening the impact of an ongoing illness or injury that has lasting effects. This is done by helping people manage long-term, often-complex health problems and injuries (e.g. chronic diseases, permanent impairments) in order to improve as much as possible their ability to function, their quality of life and their life expectancy.

Prevention at both a population and individual level is a key focus of public health practice and interventions, as it helps to reduce the impacts of poor health and wellbeing and increase people’s capacity for good health and wellbeing. Preventing ill health and promoting good health is almost always more cost-effective than treating the impacts of poor health and wellbeing.

Work on inclusive wellbeing economies can in itself often be classed as primary prevention, as it impacts on the wider determinants of health to improve people’s capacity to participate in and benefit from the economy, and to maintain good health and wellbeing. Even work which aims to improve health for those who have already developed health risk factors or health conditions would be classed as secondary or tertiary prevention. As such, the health benefits of inclusive wellbeing economies can be viewed as the benefits of prevention work, and we should always be viewing our work on inclusive wellbeing economies through this lens.

## Addressing health inequalities

Health inequalities can be defined as: -

‘… unfair and avoidable differences in health across the population, and

between different groups within society. Health inequalities arise because of the conditions in which we are born, grow, live, work and age. These conditions, or determinants, influence our opportunities for good health, and how we think, feel and act, and this shapes our mental health, physical health and wellbeing. Factors associated with poorer health outcomes are complex, overlapping, and interact with one another.’ [[28]](#footnote-28)

These differences in health manifest in health determinants (e.g., housing, employment), health behaviours (e.g., diet, smoking) and health outcomes (e.g., blood pressure, mental health). They occur in four main groups who face disadvantage in terms of health inequalities (see diagram below).

A diagram of a diagram of different types of people

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*Figure 3: Four overlapping domains of health inequalities, which interact with each other to benefit or disadvantage different people or groups. From ‘Public Health England. Addressing health inequalities through collaborative action’ -* [*https://assets.publishing.service.gov.uk/media/615213efe90e077a2db2e804/health\_inequalities\_briefing.pdf*](https://assets.publishing.service.gov.uk/media/615213efe90e077a2db2e804/health_inequalities_briefing.pdf)

Sir Michael Marmot laid out the current state of health inequalities in the UK in his 2010 report ‘Fair Society, Healthy Lives: The Marmot Review’ [[29]](#footnote-29). This report advocated for action against six key policy objectives to effectively tackle health inequalities (with a seventh and eighth objective added later): -

* Give every child the best start in life.
* Enable all children young people and adults to maximise their capabilities.

and have control over their lives.

* Create fair employment and good work for all.
* Ensure a healthy standard of living for all.
* Create and develop healthy and sustainable places and communities.
* Strengthen the role and impact of ill health prevention.
* Tackle racism and its outcomes.
* Tackle climate change and health equity in unison.

It also established the principle of ‘proportionate universalism’ in tackling health inequalities, that is ‘to reduce the steepness of the social gradient in health [the gap between those who are most and least disadvantaged], actions must be universal, but with a scale and intensity that is proportionate to the level of disadvantage.’

The economic system and ways of working in which we currently operate has led to huge inequalities in wealth and resources, which in turn has worsened health inequalities. Recent crises such as the COVID-19 pandemic and the cost-of-living crisis have both exposed and exacerbated existing health inequalities. Work on inclusive wellbeing economies seeks to redress this by ensuring that a greater proportion of people can participate in the economy and that wealth and resources are shared and circulated amongst local places and communities, rather than extracted out.

## Climate sustainability

It is now well known that human activity is contributing towards changes in our planetary climate, which are and will continue to have negative impacts on the natural world and, by extension, human health. Climate change is a public health issue, as outlined in the Yorkshire & Humber Association of Directors of Public Health (Y&H ADPH) work on climate change and sustainability [[30]](#footnote-30): -

* The actions that are good for the planet are good for health.
* Climate change is already impacting on the health of our communities.
* The effects of climate change are disproportionately impacting on our most disadvantaged communities, widening inequalities.
* Prevention is cheaper and better for the planet than the treatment of ill health. Delivering care comes at a financial cost as well as an environmental cost.
* Climate specific policies and climate in all policies can help us to achieve major health and wellbeing co-benefits, strengthening the case for action on climate change.
* The health benefits of climate policies resonate strongly with the public and policymakers due to the direct nature of some of the health effects, with benefits evident over shorter timescales, strengthening the case for action on climate change.

Climate sustainability then encompasses actions and ways of living that limit impacts of human activity on the climate and aim to bring us back into balance with the natural world. Given the negative impacts of climate change on human health, by promoting climate sustainability we are also promoting population health, both in the present and for future generations.

Inclusive wellbeing economies and climate sustainability are closely linked. It is well known at this point that the ways in which our economies currently function and the focus on GDP growth at all costs is having negative impacts on the natural world. By shifting towards inclusive wellbeing economies that are less extractive and less focused on growth at all costs, we will lessen the impacts of our economic activity on the climate and move closer to climate sustainability.

This is exemplified in Kate Raworth’s Doughnut Economics [[31]](#footnote-31) (see below), which ‘supports the design of economic systems which ensure necessary social foundations, whilst respecting planetary limits’, allowing us to live within ‘the safe and just space for humanity’ (otherwise known as the ‘doughnut’). Climate sustainability is also aligned to models of circular economies (see above).

## Commercial determinants of health

The commercial determinants of health (CDoH) are defined by the World Health Organisation (WHO) as: -

‘*… the conditions, actions and omissions by commercial actors that affect health… [they] arise in the context of the provision of goods or services for payment and include commercial activities, as well as the environment in which commerce takes place… they can have beneficial or detrimental impacts on health.*’

Many of the commercial determinants of health are associated with ‘harmful commodity industries’, that is those industries that are associated with products that have the potential to be harmful to health and that ‘increase the risk of long-term illness, disability and mortality’ [[32]](#footnote-32). These products include such things as tobacco, alcohol, HFSS[[33]](#footnote-33) food, gambling and fossil fuels. The promotion of these unhealthy commodities is often carried out in the context of a tried and tested ‘playbook’ of industry tactics, which seek to undermine efforts to regulate and limit the scope of their activity.

There is an ongoing programme of work on commercial determinants of health being undertaken on behalf of the Yorkshire & Humber Association of Directors of Public Health [[34]](#footnote-34). This includes a position statement, a set of ‘CDoH Essentials’ materials and a ‘Good Governance’ toolkit, amongst other resources.

There is a great deal of overlap between commercial determinants of health and inclusive wellbeing economies. Unhealthy commodity industries are usually not based within local places and communities and so any wealth generated tends to be extracted rather than circulated within those places and communities. There are also clear patterns of inequalities in terms of the health and economic impacts of commercial determinants, which can overlap with and exacerbate the impacts of economies that are not inclusive. As such, there are clear links between commercial determinants and all of the components of inclusive wellbeing economies.

## Different models of inclusive wellbeing economies

There are a multitude of different concepts and models that align with or are utilised by inclusive wellbeing economies. This may seem confusing at first, but all of these models are complementary in terms of their values and there is significant overlap between them.

They are essentially slightly different ways of thinking about the same kinds of things.

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*Figure 4: Different models relating to inclusive wellbeing economies. From Wellbeing Economy Alliance Wellbeing Economy Policy Design E-Learning -* [*https://wellbeingeconomycourse.org/policy-course/15-the-wellbeing-economy-and-other-frameworks*](https://wellbeingeconomycourse.org/policy-course/15-the-wellbeing-economy-and-other-frameworks)*.*

Having said this, it is important to state that there are some important distinctions between models too (in terms of emphasis, scope, etc). Those looking to implement inclusive wellbeing economies at place should consider which model(s) are right for them and their local place, based on which ones most resonate and align with their values and priorities and those of their local communities, as well as which ones are more likely to generate traction and shared purpose amongst a range of key partners and stakeholders.

Where more than one model is adopted (a ‘pick and mix’ approach), places will need to be mindful of to what extent these models are compatible and how any tensions or necessary trade-offs will be resolved.

# How do I measure progress towards an inclusive wellbeing economy? What does success look like?

Measuring progress towards an inclusive wellbeing economy is important but not simple. What good looks like and therefore what is needed in terms of measuring success will vary between local places, depending on their local context, vision and ambitions. Measuring success should include both quantitative and qualitative data, to understand not just what the impacts are but also how and why they are or are not happening.

Appendix A sets out a logic model for inclusive wellbeing economies, which includes potential indicators.

Appendix B look at the outputs, outcomes and impacts in that logic model and how they may translate into measurable indicators.

Appendix C lays out several tools and suites of indicators that already exist, which people might seek to use or take inspiration from.

# Inclusive Wellbeing Economies Navigation Tool – I’m looking for x, where should I start?

This part of the guidance aims to provide you with somewhere to get started with inclusive wellbeing economies, no matter your entry point. A range of scenarios are presented, with advice (usually a single link or resource) as a starting point to get you moving.

This cannot and is not intended to be exhaustive but aims to cater to the most likely scenarios.

|  |  |
| --- | --- |
| **I’m looking to…** | **Start by…** |
| Know a bit more about the principles of circular economies. | Taking a look at <https://www.ellenmacarthurfoundation.org/> |
| Get started with community wealth building. | Taking a look at <https://cles.org.uk/what-is-community-wealth-building/> |
| Build my knowledge and understanding of inclusive wellbeing economies even further and tap into global work. | Taking the Wellbeing Economy Alliance’s Policy Design Course at  <https://wellbeingeconomycourse.org/> |
| Influence others towards a more inclusive wellbeing economies approach. | Taking a look at the Inclusive Wellbeing Economies Master Slide Deck at <https://www.yhphnetwork.co.uk/links-and-resources/our-shared-ambitions-and-workstreams/inclusive-wellbeing-economies/>.  Taking a look at Module 4 of the Wellbeing Economy Alliance’s Policy Design Course at  <https://wellbeingeconomycourse.org/> |
| Bring together a range of people to build vision and consensus around wellbeing economies. | Take a look at the Inclusive Wellbeing Economy Workshop materials at <https://www.yhphnetwork.co.uk/links-and-resources/our-shared-ambitions-and-workstreams/inclusive-wellbeing-economies/>. |
| Link up with others working on work and health in Yorkshire and Humber. | Joining the Yorkshire and Humber Work and Health Community of Improvement by e-mailing [nicola.corrigan@dhsc.gov.uk](mailto:nicola.corrigan@dhsc.gov.uk) |
| Link up with others working to maximise the impacts of anchor organisations in Yorkshire and Humber. | Join the Northeast and Yorkshire Anchor Organisations Group [[35]](#footnote-35) on NHS Futures at <https://future.nhs.uk/NationalAnchorInstitutionsNetwor> |
| Link up with others working on inclusive wellbeing economies in Yorkshire and Humber. | Joining the Yorkshire & Humber IWE Network by e-mailing [tom.mapplethorpeapf@kirklees.gov.uk](mailto:tom.mapplethorpeapf@kirklees.gov.uk) |
| Link up with others working on inclusive wellbeing economies nationally and around the world. | Joining the Wellbeing Economy Alliance at <https://weall.org/> |
| Start looking at inclusive wellbeing economies in my local place but I’m not sure where to start first. | Taking another look at this guidance and other resources at <https://www.yhphnetwork.co.uk/links-and-resources/our-shared-ambitions-and-workstreams/inclusive-wellbeing-economies/> to get a sense of your options and potential starting points.  Linking into to others working around this topic, e.g., see some of the above options. |

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# Appendix A - Inclusive Wellbeing Economies Logic Model

## Introduction – how to use this logic model?

This logic model is intended to show the logical flow from inputs associated with more inclusive wellbeing economies to outputs, outcomes and impacts. By doing so it shows the potential benefits of a more inclusive wellbeing economy. By defining desired outputs, outcomes and impacts, it also gives an idea of what we might want to measure to define success.

The model is broken down into four key component areas of inclusive wellbeing economies, as per the rest of this document. These are work and health, circular economies, community wealth building and anchor organisations. It is acknowledged that this is not the only way of conceptualising inclusive wellbeing economies and that the four areas are in no way mutually exclusive, with significant overlaps between them. In the model, a + symbol indicates that the variable is increasing, whilst a < indicates that it is decreasing.

Inputs in this model are classed as what would be in place if the four components had already been achieved at a local level, showing how this contributes to outputs as part of a broader inclusive wellbeing economies approach. This model does not therefore include what is needed to get these components in place (which would be a separate model), instead assuming that they are already in place. Guidance on how to enable and work towards the four components is included earlier in this document.

This model is an attempt to define how inclusive wellbeing economies could work in practice, but it is acknowledged that the relationships between the different parts of the model are more complex than we have scope to fully show here. Instead, this is intended as a starting point for further discussion and consideration of how this might work in your local context.

## Background context and rationale

The following points attempt to lay out the context behind inclusive wellbeing economies and why they are relevant and important to public health and for society more broadly.

* Wealth and health are intrinsically linked in both virtuous and vicious cycles. Access to wealth and resources allows people to live healthier lives, whilst good health allows people to engage with and contribute towards the economy [[36]](#footnote-36).
* Current dominant economic systems distribute wealth and resources unequally, as well as placing an unsustainable strain on the natural world that we rely on and exacerbating climate change.
* Resulting inequalities in distribution of wealth, income and power lead to health inequalities.
* Impacts of environmental degradation and climate change are unequally distributed, also leading to health inequalities.
* Rebalancing how our economies work towards more inclusive wellbeing economies will help to mitigate these impacts and inequalities.
* Doing so will also allow us to focus on more equitable systems by design (pre-distribution), which is much more cost-effective than dealing with the impacts and inequalities after they occur (re-distribution).
* However, current political systems are heavily invested and bought into these dominant economic systems, making change at a systemic level challenging.

## Assumptions

The following points lay out the assumptions that underpin this logic model and the relationships described therein, i.e., for the model to remain completely valid, the points below also need to hold true.

* We are able to engage a full range of employers in relation to inclusive access to ‘good work’ and facilitate options for self-employed people.
* National Government focus on and support for access to ‘good work’ remains and is not undermined or countermanded by other initiatives, e.g., welfare reform.
* National Government focus on economic growth allows for and does not overrule local ambitions towards inclusive wellbeing economies.
* There remains general consensus, including at a national Government level, for the need to work towards better environmental sustainability and net zero.
* There is appetite for inclusive wellbeing economies in local areas, among the broad range of stakeholders that would need to be engaged.
* Anchor organisations have the resource, capacity and freedom to focus on their contribution towards more inclusive wellbeing economies.
* Efforts towards inclusive wellbeing economies are targeted in an equitable fashion, e.g., using the principle of proportionate universalism, ensuring that those with the greatest need get the greatest focus, thereby reducing health inequalities.
* Efforts towards inclusive wellbeing economies are guided by meaningful community engagement, to ensure that work is informed by insight and priorities of local people and communities and that they have voice and agency.

## Logic Model

### Work and Health

|  |  |  |  |
| --- | --- | --- | --- |
| **Inputs** | **Outputs** | **Outcomes** | **Impacts** |
| + no of employment opportunities classed as good work  + no of employers that are offering employment opportunities classed as ‘good work’  + no of employers providing access to employee assistance / occupational health programmes  + no of employers signed up to fair work charters or similar accredited schemes  + no of schemes supporting and facilitating access to ‘good work’ for economically inactive people | + no and proportion of people in employment opportunities classed as ‘good work’  + no of economically inactive people supported into ‘good work’  + no of people that have access to support to manage their health and wellbeing [[37]](#footnote-37), at work and more widely | + no of people receiving at least the living wage  < no of people in work classed as ‘precarious’  + no of people who have the flexibility and adjustments they need in place at work  + no of people accessing learning and development opportunities  + no of people experiencing career progression  + no of people that have voice and influence at work in a meaningful way  + no of people that are able to manage their health and wellbeing, at work and more widely  + diversity of workforce  < rates of economic inactivity | + financial wellbeing  < workforce churn  + employee retention rates  < unemployment rates  < no of people accessing state welfare  + job satisfaction  + workforce morale  < sickness absence  + work-life balance  + workplace and population health  + sense of meaning and purpose  < inequalities in access to ‘good work’  + local skills level and mix |

### Circular Economies

|  |  |  |  |
| --- | --- | --- | --- |
| **Inputs** | **Outputs** | **Outcomes** | **Impacts** |
| + initiatives that eliminate or reduce waste and pollution  + products and materials that are circulated within economies (at their highest value)  + activity that protects and regenerates the natural world  + transition towards renewable energy and materials | < levels of waste going to landfill  < levels of fly tipping  < levels of pollution from disposal of fuel and waste, e.g., air pollution, run-off into watercourses  + value from recycled products and materials  + range and quality of natural assets  + proportion of energy produced from renewable sources | < amount of waste in landfill and left illegally in local areas  < levels of ‘forever chemicals’ and other environmental contaminants  + cleaner and more attractive local areas  + air quality  < money spent on new products and materials  + biodiversity and environmental sustainability  + no of people accessing natural assets  < levels of carbon emissions  + energy sustainability and independence  < costs of energy | + satisfaction with local area  + people being physically active in their local area  < health impacts and inequalities from poor air quality  + financial wellbeing  + population mental health  < impact on climate from carbon emissions  + progress towards net zero  < fuel poverty |

### Community Wealth Building

|  |  |  |  |
| --- | --- | --- | --- |
| **Inputs** | **Outputs** | **Outcomes** | **Impacts** |
| **Plural ownership of the economy**  + focus on and support for generative organisations and those that focus on delivering social value, e.g., co-operatives, community businesses, social enterprises [[38]](#footnote-38)  **Making financial power work for local places**  + support for mutually owned banks and regional banks charged with enabling local economic development [[39]](#footnote-39)  + no of local authority and other local pension funds that are redirecting investment from global markets to local options  **Fair employment and just labour markets**  + no of schemes that promote recruitment from lower-income areas  + no of employers adopting inclusive employment practices  + no of employers paying the real living wage  + availability of skills development and progression for employees  + work with anchor organisations to enable and model all of the above  **Progressive procurement of goods and services**  + adaptation of processes and decision-making to create dense local supply chains and ecosystems, which prioritise local enterprises, SMEs and generative organisations  + no of organisations that are embedding social value in procurement in a meaningful way  **Socially productive land and property**  + amount of land and assets owned my local authorities or anchor organisations that is used to generate wealth for local people  + no of local people involved in the governance and management of land and assets  + structures in place that enable communities to take direct ownership of assets | **Plural ownership of the economy**  + no of generative organisations in local area  + viability and sustainability of generative organisations in local area  **Making financial power work for local places**  + no of mutually owned and regional banks  + proportion of local pension funds investing in local options  **Fair employment and just labour markets**  + recruitment from lower income areas  + inclusive employment practices  + proportion of employees paid the real living wage  + no of employees receiving skills development and progression opportunities  + no of anchor organisations modelling all of the above  **Progressive procurement of goods and services**  + no of contracts held by local businesses and suppliers, especially SMEs and generative organisations  + investment of public sector pension funds in local businesses and suppliers, especially SMEs and generative organisations  + no of contracts that meaningfully embed social value  **Socially productive land and property**  + no of local people engaged in management of land and assets  + no of community asset transfers | **Plural ownership of the economy**  + in income generated by generative organisations which can then be circulated and reinvested in local area  + no of people employed by generative organisations in local area (and who benefit from / share in the prosperity of these organisations)  **Making financial power work for local places**  + access to financial products for local people  +amount of financial capital reinvested in local economy  **Fair employment and just labour markets**  + employment rates in lower income areas  + employment rates in diverse groups and communities  + salary levels  + local skills level and mix  + job mobility and progression  **Progressive procurement of goods and services**  + no of generative organisations in local area  + viability and sustainability of local businesses, especially SMEs and generative organisations  + measurable social value from public procurement  **Socially productive land and property**  + wealth generated for local people through land and assets owned by local authority or anchor organisations  + amount of land owned directly by local people and communities  + community power, control and ownership of local assets and resources | **Plural ownership of the economy**  + vibrancy, diversity and resilience of local economy  + proportion of businesses owned by local people  + proportion of local spend that directly benefits local economy / people  + level of wealth circulating in local economy  **Making financial power work for local places**  + financial wellbeing  + level of wealth circulating in local economy  **Fair employment and just labour markets**  + financial wellbeing  + no of employees in employment classed as ‘good work’  + job satisfaction  + vacant posts that attract candidates with relevant skills and experience  < health inequalities in employment rates and economic activity  < poverty rates  + social mobility  **Progressive procurement of goods and services**  + proportion of local spend that directly benefits the local economy and local people  +level of wealth circulating in local economy  + vibrancy, diversity and resilience of local economy  **Socially productive land and property**  + level of wealth circulating in local economy  + sense of control and belonging in local area  + community cohesion and power |

### Anchor Organisations

|  |  |  |  |
| --- | --- | --- | --- |
| **Inputs** | **Outputs** | **Outcomes** | **Impacts** |
| + positive impact on employment and labour market at a local level (as per ‘fair employment and just labour markets’ above)  + progressive procurement practices that focus on increasing social value  + land and assets used to generate wealth and positive impacts for local people and communities  + networks, connections and contacts used to enhance social capital  + focus on sustainability at a local level | + no of people in employment classed as ‘good work’  < no of unemployed and economically inactive people  < health inequalities in access to ‘good work’  + access to robust and meaningful learning and development pathways  + no of contracts that meaningfully embed social value  + local people engaged in management of land and assets  + community asset transfers  < levels of business waste going to landfill  < levels of pollution from all sources  + land and assets given over to green space, environmental management and sustainable energy production | + no of people receiving at least the living wage  < no of people in work classed as precarious  + no of people who have the flexibility and adjustments they need in place at work  + people accessing learning and development  + job progression  + no of people that have voice and influence at work in a meaningful way  + no of people that are able to manage their health and wellbeing, at work and more widely  + diversity of workforce  < rates of economic inactivity  + viability and sustainability of local businesses, especially SMEs and generative organisations  + measurable social value from public procurement  + wealth generated for local people through land and assets owned by anchor organisations  + community power, control and ownership of local assets and resources  + air quality  + biodiversity and environmental sustainability  + no of people accessing natural assets  < levels of carbon emissions from energy generation and transport | + financial wellbeing  + employee retention rates  + job satisfaction  + workplace morale  < sickness absence  + work-life balance  + workplace and population health  + sense of meaning and purpose  + local skills levels and mix  + proportion of local spend that directly benefits local economy and people  + level of wealth circulating in the local economy  + vibrancy, diversity and resilience of local economy  + sense of control and belonging in local area  + community cohesion and power  + satisfaction with local area  + people being physically active in local area  < health impacts and inequalities from poor air quality  < impact on climate from carbon emissions  + progress towards net zero ambitions |

# Appendix B – Potential inclusive wellbeing economy indicators

This section takes pertinent outputs, outcomes and impacts from the logic model and translates them into potential indicators that could be measured. It is not exhaustive, and not all outputs, outcomes and impacts are included. Instead, we have included a selection of those that are most amenable to measurement as an example (sorted by category) and to get you started.

Identification of a potential indicator in this section does not mean that this is something that is already measured as part of routine data. Some may be, and the section following this one breaks down some of the data and tools that already exist. In some cases though, you may need to consider whether this is something you could seek to start capturing at a local level.

Consider what success looks like for you, and then select indicators that speak to this. Success for one local area may look different to success in another. Populations will differ between areas, as well the needs and assets of those populations. There is no definitive right or wrong way of measuring success towards inclusive wellbeing economies, as long as you are measuring things that matter to your context and to local people and communities.

|  |  |  |  |
| --- | --- | --- | --- |
| **Description of output/outcome/impact** | **Where in logic model?** | **Potential indicator(s)** | **Notes** |
| Business | | | |
| Number / proportion / sustainability of generative organisations in local area | CWB (outputs)  CWB (outcomes)  Anchor orgs (outcomes) | Simple count of no of gen organisations in local area  % of total number of businesses that adopt a generative business model  % of total number of generative organisations that have shut down in past year | For second indicator, need to compare like with like for a true representation, i.e., look at local SMEs specifically. |
| Number / proportion / sustainability of businesses owned by local people | CWB (impacts) | Simple count of no of businesses in local area  % of total number of businesses that are owned by local people  % of total number of generative organisations that have shut down in past year | For second indicator, need to compare like with like for a true representation, i.e., look at local SMEs specifically. |
| Number of mutually owned and regional banks in local area / that cover local area | CWB (outputs) | Simple count of mutually owned / regional banks | Need to agree a definition of what is included / excluded, e.g., credit unions. |
| Income generated by generative organisations in local area | CWB (outcomes) | Total profit generated by all gen organisations | This does not account for broader social value generated, e.g., through softer outputs, wages for local people, etc. |
| Number of people employed by generative organisations in local area | CWB (outcomes) | Simple count of number of people employed by all gen organisations in local area | Could scale using FTE to get a truer picture. |
| Number / proportion of contracts held by local businesses and suppliers (esp. SMEs and generative orgs) | CWB (outputs) | Simple count of numbers of contracts held  % of total contracts that are held by local businesses and suppliers | Scope of this could be limited to anchor orgs or could be wider. |
| Workforce churn / employee retention | Work and health (impacts)  Anchor orgs (impacts) | % of total posts that become vacant each year | Proxy for job satisfaction / workplace morale.  May want to focus down on specific sectors or groups of employers. |
| Local skills levels / number of vacant posts that attract candidates with relevant skills / experience | Work and health (impacts)  CWB (outcomes)  CWB (impacts)  Anchor orgs (impacts) | % of local people with particular levels of qual  % of vacant posts that are successfully recruited to. | Types of qual being measured could vary depending on what skills are in demand locally.  Second indicator is a proxy for local skills mix and how well it meets the needs of local employers. |
| Community | | | |
| Number of community asset transfers / number of local people involved in management of land and assets | CWB (outputs)  Anchor orgs (outputs)  Anchor orgs (outcomes) | Simple count of number of community asset transfers  Simple count of number of citizens involved in community management of land and assets. | Indicators should be used with caution as proxies of wider community power / ownership – will depend on number of assets viable for transfer and capacity of community to take this on. |
| Amount of land owned and managed directly by local people and communities | CWB (outcomes)  Anchor orgs (outcomes) | Area of land owned and managed directly by local citizens and communities. | Indicator should be used with caution as a proxy of wider community power / ownership – will depend on number of assets viable for transfer and capacity of community to take this on. |
| Community power / cohesion | CWB (outcomes)  CWB (impacts)  Anchor orgs (outcomes)  Anchor orgs (impacts) |  |  |
| Economy | | | |
| Level of wealth circulating in the local economy | CWB (impacts)  Anchor orgs (impacts) |  |  |
| Proportion of local pension funds investing in local businesses & suppliers (esp. SMEs and generative orgs) | CWB (outputs) | % of local pension funds that are investing in local businesses and supplier | Info may not be easy to come by and may differ within funds depending on different investment options available. |
| Number of contracts that meaningfully embed social value / measurable social value | CWB (outputs)  CWB (outcomes)  Anchor orgs (outputs)  Anchor orgs (outcomes) | % of contracts that make reference to social value as a required component  Social return on investment (SRoI) delivered by all contracts. | Difficult to measure what kind of embedding of social value would class as ‘meaningful’. This is subjective to an extent. [[40]](#footnote-40) |
| Employment | | |  |
| Number OR proportion of people in employment opportunities classed as ‘good work’ | Work and health (outputs)  CWB (impacts)  Anchor orgs (outputs) | Simple count of no of people in ‘good work’  % of total no of people in work that are in ‘good work’ | Need to adopt a standard definition of good work, perhaps tied to a workplace charter. |
| Inequalities in access to ‘good work’ | Work and health (impacts)  Anchor orgs (outputs) | % of people in minoritised groups in good work as compared to baseline / comparators | Need to adopt a standard definition of good work, perhaps tied to a workplace charter. |
| Economic inactivity / unemployment rates | Work and health (outcomes)  Work and health (impacts)  Anchor orgs (outputs)  Anchor orgs (outcomes) | % of people who are economically inactive or unemployed | May want to further drill down into reasons for economic inactivity. [[41]](#footnote-41) |
| Number of economically inactive people supported into ‘good work’ | Work and health (outputs) | Simple count of number of people accessing support who are successful in accessing good work | Simple count may not necessarily give an accurate assessment of success. Depends on availability and accessibility of support. Not all economically inactive people going into good work will be supported through these programmes.  Need to adopt a standard definition of good work, perhaps tied to a workplace charter. |
| Employment rates in lower income areas | CWB (outcomes) | % of people employed in lower income areas as compared to baseline / comparators |  |
| Employment rates in diverse groups and communities | CWB (outcomes) | % of people employed in diverse groups & communities as compared to baseline / comparators |  |
| Number / proportion of people receiving at least the living wage | Work and health (outcomes)  CWB (outputs)  Anchor orgs (outcomes) | Simple count of people in work that receive at least the living wage  % of people in work that receive at least the living wage |  |
| Number / proportion of people in work classed as ‘precarious’ | Work and health (outcomes)  Anchor orgs (outcomes) | Simple count of people in precarious work  % of people in employment that are in precarious work | Need a set definition of precarity that can be applied and assessed. Will be benefitted and informed by a good understanding of the local economy and labour market, e.g., scope of the local gig economy. |
| Number / proportion of people that have voice and influence at work in a meaningful way | Work and health (outcomes)  Anchor orgs (outcomes) | Simple count of people that self-identify as having voice and influence at work  % of people that self-identify as having voice and influence at work | Need a set definition of what meaningful voice and influence at work is in practice. Otherwise, could be subjective – what is meaningful to one person may not be to another. |
| Sickness absence | Work and health (impacts)  Anchor orgs (impacts) | Rates of sickness absence at an organisational or local level |  |
| Diversity of local workforce | Work and health (outcomes)  Anchor orgs (outcomes) | % of people employed that fall within particular minoritised groups |  |
| Environment | | | |
| Value from recycled goods & materials / levels of waste going to and in landfill | Circular economies (outputs)  Circular economies (outcomes)  Anchor orgs (outputs) | Monetary value (£) of goods and materials being recycled  Mass (kg) of waste going into landfill | Value of recycled goods and materials can be measured in several ways, including assessing the % of reusable or recyclable components, the recycled content within a product, and the overall environmental impact of the recycling process. [[42]](#footnote-42) |
| Levels of fly tipping | Circular economies (outputs) | Number of incidents in a set amount of time  Amount of material being fly tipped in a set amount of time |  |
| Levels of pollution from disposal of fuel and waste / air quality / levels of carbon emissions | Circular economies (outputs)  Circular economies (outcomes)  Anchor orgs (outputs)  Anchor orgs (outcomes) | Measurable levels of pollutants and particulates in the air  Measurable amounts of CO2 being emitted over a set amount of time [[43]](#footnote-43) |  |
| Proportion of energy produced from renewable sources | Circular economies (outputs) | % of energy used locally that is produced from renewable sources | Not measured at a local level by default so this will depend on sustainability reporting at a local authority level. [[44]](#footnote-44) |
| Amount of land / assets given over to green space, environmental management & sustainable energy production | Anchor orgs (outputs) | Surface area (e.g., sqm, acres, hectares) given over to green space, environmental management and sustainable energy production | May need to work with local authority planning colleagues to calculate this. |
| Satisfaction with local area / number of people accessing natural assets | Circular economies (outcomes)  Circular economies (impacts)  Anchor orgs (outcomes)  Anchor orgs (impacts) | % of people reporting satisfaction with their local area / accessing natural assets at a set frequency | This is likely to be data that will need to be collected at a local level through resident surveys. Self-reported satisfaction is by its nature subjective and this should be taken into account (along with issues of reliability of self-reported data. |
| Biodiversity | Circular economies (outcomes)  Anchor orgs (outcomes) | % biodiversity net gain / loss since over set period of time | Biodiversity impacts are difficult to quantitatively assess and measure. Many of the tools available [[45]](#footnote-45) look at biodiversity impacts from a planning and development point of view and can be limited in scope. If devising your own tool to measure biodiversity, you should consider a range of potential factors [[46]](#footnote-46). Accurate measurement will require engagement of colleagues with expertise in this area. |
| Health | | | |
| Financial wellbeing | Work and health (impacts)  Circular economies (impacts)  CWB (impacts)  Anchor orgs (impacts) | % change in overall population levels of financial wellbeing | Financial wellbeing is complex and multi-faceted, making measurement tricky. Consider using a validated tool such as the one developed by the Money and Pensions Service [[47]](#footnote-47), rather than relying on a subjective response to a single question. Work with data and insight specialists if you are thinking about designing your own tool. |
| Sense of meaning and purpose / sense of control and belonging | Work and health (impacts)  CWB (impacts)  Anchor orgs (impacts)  Anchor orgs (impacts) | % of people that self-identify as having sense of meaning / purpose / control / belonging in their lives | Again, these factors are complex and multifaceted. Consider using existing validated tools rather than relying on a subjective response to a single question [[48]](#footnote-48) [[49]](#footnote-49) [[50]](#footnote-50). Work with data and insight specialists if you are thinking about designing your own tool. |
| Social mobility | CWB (impacts) | % of people with positive social mobility  % change in social mobility across whole population | Again, social mobility is complex and multi-faceted. Consider using existing validated tools rather than relying on a subjective response to a single question [[51]](#footnote-51). Work with data and insight specialists if you are thinking about designing your own tool. |
| Proportion of people being physically active in their local area | Circular economies (impacts)  Anchor orgs (impacts) | % of people reaching set levels of physical activity | Routine data on this is already collected down to local authority level [[52]](#footnote-52). If measuring yourself at sub-local level, consider aligning definitions with routine data definitions for comparability. |
| Population mental health | Circular economies (impacts) | % of people with common mental health disorders  % of people with severe mental illness | A range of routine data is collected down to local authority level [[53]](#footnote-53) and further data may be available to at sub-local level. |
| Rates of poverty / fuel poverty | Circular economies (impacts)  CWB (impacts) | % of people living in absolute / relative poverty  % of children living in absolute/ relative low-income families  % of people living in fuel poverty | A range of routine data is collected down to local authority level [[54]](#footnote-54). If measuring yourself at sub-local level, consider aligning definitions with routine data definitions for comparability. |

# Appendix C - Pre-existing tools and resources

There are a range of pre-existing tools and resources that may be of use when considering measurement of inclusive wellbeing economies. A handful of these are described below.

## Fingertips Public Health Profiles (DHSC)

A range of data profiles covering different topics and themes related to public health.

<https://fingertips.phe.org.uk/>

## Employment and Labour Market Stats (ONS)

A collection of statistics that cover employment and labour markets.

<https://www.ons.gov.uk/employmentandlabourmarket>

## Economy Stats (ONS)

A collection of stats focused on the economy. *NB. Not all of these will align with principles of inclusive wellbeing economies.*

<https://www.ons.gov.uk/economy>

## Census Stats and Analysis (ONS)

Statistics and analysis from the most recent census in 2021.

<https://www.ons.gov.uk/census>

## Yorkshire Engagement Portal (YHODA)

Site hosted by the University of Sheffield, which looks at a range of data for Yorkshire. Includes the Yorkshire Vitality Suite.

<https://yhoda.sites.sheffield.ac.uk/yep>

## SIPHER

Site hosted by the University of Glasgow. Academic collaboration in partnership with other stakeholders. Hosts a range of useful tools and resources.

<https://www.gla.ac.uk/research/az/sipher/products/>

## Thriving Places Dashboard (Centre of Thriving Places)

Index that provides an up-to-date picture of how well different areas are doing in creating the conditions for everyone to thrive.

<https://www.centreforthrivingplaces.org/thriving-places-index/>

## OECD Knowledge Exchange Platform on Wellbeing Metrics and Policy Practice

Resource hub focused on the measurement of wellbeing and its use in policy and practice.

<https://www.oecd.org/en/about/programmes/kep.html>

1. Please note that, in terms of language, inclusive wellbeing economies and IWE are used interchangeably throughout the document. [↑](#footnote-ref-1)
2. Gross domestic product (GDP) is the standard measure of the value added created through the production of goods and services in a country during a certain period. [↑](#footnote-ref-2)
3. This quote from ‘*Raworth K. Doughnut economies: Seven Ways to Think Like a 21st-Century Economist, 2017*’. [↑](#footnote-ref-3)
4. <https://sustainabilityguide.eu/sustainability/planetary-boundaries/> [↑](#footnote-ref-4)
5. <https://cpd.org.au/wp-content/uploads/2024/03/Wellbeing-Economy-in-Brief.pdf> [↑](#footnote-ref-5)
6. <https://ukhsa.blog.gov.uk/2019/01/31/health-matters-health-and-work/> [↑](#footnote-ref-6)
7. <https://www.health.org.uk/evidence-hub/work/employment-and-unemployment/relationship-between-employment-and-health> [↑](#footnote-ref-7)
8. <https://www.thelancet.com/series-do/work-and-health> [↑](#footnote-ref-8)
9. <https://www.local.gov.uk/topics/employment-and-skills/good-work-project> [↑](#footnote-ref-9)
10. <https://www.cipd.org/uk/knowledge/factsheets/well-being-factsheet/> [↑](#footnote-ref-10)
11. <https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/employmentandemployeetypes/methodologies/aguidetolabourmarketstatistics> [↑](#footnote-ref-11)
12. <https://www.ons.gov.uk/employmentandlabourmarket/peoplenotinwork/economicinactivity> [↑](#footnote-ref-12)
13. <https://www.health.org.uk/publications/towards-a-healthier-workforce> [↑](#footnote-ref-13)
14. <https://www.ellenmacarthurfoundation.org/topics/circular-economy-introduction/overview> [↑](#footnote-ref-14)
15. Planned obsolescence is a business strategy in which the obsolescence (the process of becoming obsolete) of a product is planned and built into it from its conception, by the manufacturer. This is done so that, in the future, the consumer feels a need to purchase new products and services that the manufacturer brings out as replacements for the old ones. <https://www.sciencedirect.com/topics/computer-science/planned-obsolescence> [↑](#footnote-ref-15)
16. <https://cles.org.uk/community-wealth-building/what-is-community-wealth-building/>. [↑](#footnote-ref-16)
17. <https://cles.org.uk/community-wealth-building/how-to-build-community-wealth/> [↑](#footnote-ref-17)
18. This can be understood through the concept of ‘the commons’- the idea that the land held by public institutions is owned by all of us, together. By advancing a ‘commons’ approach to public land and assets, anchors can ensure that our shared buildings, parks, and other land holdings helps to create good local economies, ensure sensible environmental stewardship, and advance social justice. [↑](#footnote-ref-18)
19. <https://www.kingsfund.org.uk/insight-and-analysis/long-reads/anchor-institutions-and-peoples-health> [↑](#footnote-ref-19)
20. <https://cles.org.uk/what-is-community-wealth-building/what-is-an-anchor-institution/> [↑](#footnote-ref-20)
21. <https://www.improvementservice.org.uk/products-and-services/planning-and-place-based-approaches/planning-for-place-programme/place-based-approaches> [↑](#footnote-ref-21)
22. <https://assets.publishing.service.gov.uk/media/5c2f65d3e5274a6599225de9/A_guide_to_community-centred_approaches_for_health_and_wellbeing__full_report_.pdf> [↑](#footnote-ref-22)
23. <https://www.local.gov.uk/publications/health-all-policies-manual-local-government> [↑](#footnote-ref-23)
24. <https://www.health.org.uk/reports-and-analysis/reports/implementing-health-in-all-policies> [↑](#footnote-ref-24)
25. <https://www.gov.uk/government/publications/spatial-planning-for-health-evidence-review> [↑](#footnote-ref-25)
26. <https://www.local.gov.uk/our-support/our-improvement-offer/care-and-health-improvement/integration-and-better-care-fund/better-care-fund/integration-resource-library/prevention> [↑](#footnote-ref-26)
27. This often involves work around the wider determinants of health (sometimes called social determinants of health), which are the aspects of the places and systems that we live, work, learn and play in that can impact on health, e.g., housing, education, employment, etc. <https://www.health.org.uk/topics/wider-determinants-of-health> [↑](#footnote-ref-27)
28. <https://www.gov.uk/government/publications/health-inequalities-place-based-approaches-to-reduce-inequalities> [↑](#footnote-ref-28)
29. <https://www.instituteofhealthequity.org/resources-reports/fair-society-healthy-lives-the-marmot-review> [↑](#footnote-ref-29)
30. <https://www.yhphnetwork.co.uk/links-and-resources/adph-priorities/climate-change-sustainability/yh-adph-climate-and-health-narrative/> [↑](#footnote-ref-30)
31. <https://doughnuteconomics.org/about-doughnut-economics> [↑](#footnote-ref-31)
32. <https://sphr.nihr.ac.uk/news-and-events/blog/development-of-a-typology-of-how-harmful-commodity-industries-interact-with-local-governments-in-england/> [↑](#footnote-ref-32)
33. High fat, salt and sugar. [↑](#footnote-ref-33)
34. <https://www.yhphnetwork.co.uk/links-and-resources/priority-programmes/commercial-determinants-of-health/> [↑](#footnote-ref-34)
35. Please note that you will need an NHS Futures login to access this group. Signing up is free. [↑](#footnote-ref-35)
36. This logic model explores the first of these relationships, i.e., how economies influence health, through an inclusive wellbeing economies lens [↑](#footnote-ref-36)
37. Including in relation to disabilities and long-term health conditions. [↑](#footnote-ref-37)
38. This could include seed funding, as well as practical / logistical support, coaching, training, etc. [↑](#footnote-ref-38)
39. Including credit unions. [↑](#footnote-ref-39)
40. For help measuring SRoI, see <https://www.local.gov.uk/sites/default/files/documents/Tool_Evaluation%20and%20SROI_1.pdf> and <https://socialvalueuk.org/resource-library/>. [↑](#footnote-ref-40)
41. For employment and labour market stats, go to <https://www.ons.gov.uk/employmentandlabourmarket>. [↑](#footnote-ref-41)
42. Measurement of circular economies can be complex but you can start exploring this at <https://www.ellenmacarthurfoundation.org/topics/measurement/overview>. [↑](#footnote-ref-42)
43. Official data on air quality can be found at <https://www.gov.uk/government/collections/air-quality-and-emissions-statistics>. Official data on carbon emissions can be found at <https://www.gov.uk/government/collections/uk-greenhouse-gas-emissions-statistics>. [↑](#footnote-ref-43)
44. Regional stats are available at <https://www.gov.uk/government/statistics/regional-renewable-statistics>. [↑](#footnote-ref-44)
45. E.g., <https://www.gov.uk/government/publications/statutory-biodiversity-metric-tools-and-guides> [↑](#footnote-ref-45)
46. <https://www.climateimpact.com/news-insights/insights/measuring-biodiversity-the-quest-for-a-common-metric/> [↑](#footnote-ref-46)
47. [https://maps.org.uk/en/media-centre/financial-wellbeing-blog/2023-financial-wellbeing-blogs/how-we-developed-the-financial-fitness-tool#](https://maps.org.uk/en/media-centre/financial-wellbeing-blog/2023-financial-wellbeing-blogs/how-we-developed-the-financial-fitness-tool) [↑](#footnote-ref-47)
48. <https://ppc.sas.upenn.edu/resources/questionnaires-researchers/meaning-life-questionnaire> [↑](#footnote-ref-48)
49. <https://sparqtools.org/mobility-measure/sense-of-control/#all-survey-questions> [↑](#footnote-ref-49)
50. <https://www.imperial.ac.uk/education-research/evaluation/what-can-i-evaluate/sense-of-belonging/tools-for-assessing-sense-of-belonging/sense-of-belonging-scale/> [↑](#footnote-ref-50)
51. <https://assets.publishing.service.gov.uk/media/5a7ffae740f0b62305b88723/Social_Mobility_Index_-_Methodology.PDF> [↑](#footnote-ref-51)
52. <https://fingertips.phe.org.uk/profile/obesity-physical-activity-nutrition> [↑](#footnote-ref-52)
53. <https://fingertips.phe.org.uk/profile-group/mental-health> [↑](#footnote-ref-53)
54. <https://fingertips.phe.org.uk/profile/wider-determinants> [↑](#footnote-ref-54)