
GOVERNMENT OFFICE
FOR THE NORTH WEST

Councils


v

The Credit Crunch

How do we win this one?

Mike Chambers GONW January 2009

Strategically


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- Understanding the challenge
- Knowing communities
- Maintaining direction
- Intelligence
 - Other places
 - The future
- Develop a plan
- Be leaders

Fighting the Recession



**The Keynesian Struggle
Capital Programmes
Procurement**

BUT

**Tight budgets
Pay tomorrow**

Caring for the victims



- **Benefits take up**
- **Housing**
- **Energy efficiency**
- **Supporting employment**

Supporting business




- **Paying bills**
- **Local supply chains**
- **Business Rate Recovery?**
- **New Markets?**


- **Need to be close enough to anticipate needs**

...and more imaginatively 
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- Loans for microgeneration
- Home Zones – local people paid to design and supervise development
- Public art on walking routes
- Community gardens
- Public orchards
- Rail electrification
- Failing pubs become NHS franchised community centres

No Powers? 
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- “Wellbeing” includes everything mentioned today
- Challenges remaining – resources, capacity partnership commitment and confidence

A few examples 
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- **Chester** – “Homebuy” scheme
- **Lancashire** – benefits uptake and microfinance loans scheme for business
- **Warrington** – council tax recovery policy
- CLES – NWIEP – Regional Leaders’ Forum – 4NW – NWDA briefing imminent

Empowerment



- Even more important
- Geared to doing rather than objecting
- New models of service provision

What's it all about?



- Leadership
- Prioritisation
- The future as well as the present

- **Do what we can**
- **Do it in partnership**
- **Do it well**
- **Do it now!**
