



Civic University
Network



**Institute for
Community Studies**

Case Study:

UCLAN: The Preston Model

UCLAN play their part in the **community wealth building** programme being led by *Preston City Council*, with support from the **Centre for Local Economic Strategies**. UCLAN plays a number of roles in this city-wide civic partnership:

Anchor Institution

Alongside other large organisations, such as the local hospital, housing associations and county council, UCLAN is actively reforming its procurement policies to ensure more of its budget is spent in Preston on local businesses.

Developing the Model

UCLAN plays a research role within the partnership, generating useful insight and evidence to develop the Preston model. In particular this focusses on supporting the development of more, locally-owned cooperative businesses to take on anchor institution contracts. Research also seeks to identify gaps in the local economy and opportunities to generate local wealth, high quality jobs and promote co-operative values. UCLAN also manages a seed-corn fund for new cooperatives, as well as contributing to the provision of education and training for Preston people who want to start up local co-operatives.

Summary

Role of Community	Community involved as partners through established Civic Institutions like local authorities. Local businesses supported. Majority of residents involved as potential recipients and beneficiaries of 'trickle down' effects of Institutional decisions.
Depth of Collaboration	High- between established civic institutions. Low between university and wider community.
Lens	Economic regeneration within a place.
Inclusivity	Intended to have benefits for a wide range of local residents through multiplier/knock on effects within the local economy. Aims to benefit all within a place, rather than particular groups. But with a clear focus on benefitting those on a low income.
Data Generated	Focus on generating economic benefits, rather than data or information.
Benefits	<ul style="list-style-type: none">• Recognises the significant economic role that universities (and other institutions) play in their areas and seeks to increase their economic benefits. Arguably this has potential to benefit a large number of people, directly and indirectly, which research projects may not• Involves high-level collaboration and strategic decision-making between large civic institutions = high potential to achieve significant impact and to build local civic capacity• Collaboration allows for all partners to play to their strengths e.g. UCLAN providing research support to cooperative businesses
Challenges	<ul style="list-style-type: none">• Requires skilful coordination of partners• Large-scale- needs buy-in from senior management at all institutions- could be difficult• Doesn't necessarily involve wider university, and may not tap into other ways that universities can increase their civic impact, i.e. via research, teaching, student volunteering etc.