

Initiating Anchor Action

HALN brings together professionals across the UK who are working to implement an anchor strategy to network, problem solve, spotlight good practice and add momentum to the anchor agenda. This tool presents five questions to help anchor institutions move from plan to action, crowdsourced from [Learning Set participants](#). This tool is designed for anchor programme managers to use after early planning stages have been completed - such as **choosing a focus**, **developing an anchor framework** and **securing buy in** (see our Getting Started [tool](#), [tool](#) on anchor frameworks and [blog](#) on entry points). Once an organisation is ready to set their plans in motion, they can work through these five questions, ticking the checklist boxes as they go, and embark on their first anchor projects.



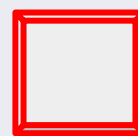
What local work aligning with your missions is already underway? Where are there gaps?

Look at work taking place that links in with your missions, and notice gaps where there is no action underway. Review existing data on local needs and priorities which could be met through anchor activity.



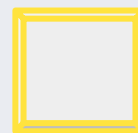
What work are other local anchors doing? Do you have relationships with these organisations?

Find out what other anchors (e.g. local authorities, colleges, housing associations, universities and large businesses) are already doing to benefit the community. Discuss how to support existing initiatives and work together to support specific target communities. Find tools to help you partner with Housing Associations and ICSs [here](#).



Are there upcoming infrastructure projects in your organisation or a partner organisation? Is social value or anchors a key part of the selection process?

Identify, explore and engage those projects which have the potential to combine anchor strategies together, such as procurement and workforce.



What is the demographic of your workforce and what matters to them?

Gather data on your staff to identify key areas of focus; for instance how they get to work, what matters to them, information about their wellbeing, how many live locally and demographic data. Some HALN participants commissioned research organisations to carry out this work to gather the most accurate data through a neutral body.



Who are the allies in your organisation?

Who is aware of your anchor missions and who can help make it a reality? What do they need? Securing senior buy-in is vital (read about the building blocks of anchor leadership [here](#)), but different anchor projects will need a variety of colleagues on board, for instance board Directors, middle managers, frontline clinicians, administrators, laundry staff.



Once you have answered the above questions, choose one or two activities as a starting point.

After reviewing existing activity and engaging with other local partners, health anchors should choose a few initiatives to test out their new way of working and to galvanise others in their organisation. For ideas see [blogs](#) and [tools](#) on our [website](#).