



ALISTAIR WILLOUGHBY

Hello, I'm Alistair Willoughby and I serve as the Executive Member for Communities & Partnerships at North Herts District Council. My role involves creating strong partnerships between councillors, council officers, community organisations, charities, and partners.

A central part of my role is building and developing community wealth building and cooperative policies within North Herts. I've created a new Community Investment Fund which empowers community groups, charities, and organisations to invest internally to grow capacity and deliver more locally. I will be taking forward the lessons from this exercise and applying them to our UKSPF allocations in order to ensure we achieve maximum value for our communities from this money, ensuring co-operative values are central to our decision-making.

The challenges facing local government mean we have to find increasingly creative ways to achieve efficiencies. Much of my work delivers added value which goes beyond the mere statutory duties we are expected to carry out and feeds into the bigger health, well-being, and economic development responsibilities I believe it is critical councils of all levels engage in to ensure we deliver what our communities need now, and in the future.

I have experience experimenting with different approaches to resolving policy questions and empowering partners to lead in their respective areas. Ultimately, for me, everything revolves around empowering communities. I have been a dedicated community activist and am involved in a number of local charities, trusts, and voluntary organisations in my hometown. Building networks between community organisations, groups, and charities has allowed us to share resources, research, and engagement opportunities, all of which deliver significant benefits for our communities.

While we face significant challenges, there are many opportunities and taking a cooperative approach in tackling these will help us deliver more for our communities. My vision for the future relies on identifying opportunities for collaboration between local government, the voluntary and community sector, and private sector partners who share our values. We need to be clear on what we're seeking to achieve and also understand and promote the role of local government in achieving positive community outcomes. That's why I'm leading on ensuring all decisions taken by my council have regard to our role in achieving positive health and wellbeing opportunities, supporting the strategic priorities of our ICS.

I have witnessed firsthand how the CCIN has partnered with local authorities and other organisations to implement incredible projects that have revolutionised the way we engage with the people in our areas. Through shared vision, research, and networking, we are able to address the vast issues that we face as funding becomes more scarce. I am eager to join the Values & Principles Board to contribute my experience, perspective, and motivation to the CCIN. My passion lies in finding better ways to empower communities and design innovative solutions to both old problems and current concerns. I believe that my contribution will strengthen the impact of the policies and projects that come out of our work.

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