

Front Page

## **BURY'S SUSTAINABLE COMMUNITY STRATEGY: 2008 – 2018**

*Working together for a better Bury*

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28/Nov/07

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## Foreword

Sustainable communities are places where people want to live and stay. They are places where there are decent homes that people can afford to buy or rent; a flourishing economy and good quality public transport; a diverse, vibrant and creative local culture; quality local services, including education, training, healthcare and leisure; a safe and healthy local environment and strong local leadership with the opportunity for people to be involved. Sustainable communities have a 'sense of place'.

The ambitions in this document shown what we need to do to tackle issues like housing need, unemployment, health inequality, crime and anti-social behaviour and issues affecting children and young people in Bury and build a sustainable and balanced community.

It outlines what must be done to ensure that the policies that are pursued in delivery document like the Local Area Agreement, Neighbourhood Renewal Strategy and Local Development Framework focus on the longer term and take account of their environmental impact.

So welcome to Bury's Sustainable Community Strategy 2008 – 2018 developed by Team Bury, Bury's Local Strategic Partnership. Through this strategy the partnership have created a clear vision to make Bury a great place in which to live, work, visit and study and nine ambitious designed to make a lasting and positive difference to Bury.

Together, we are committed to delivering continued year on year improvements the strategy identifies our challenges and priorities, sets out what we are looking to achieve, how we aim to do it and how we will know that we have succeeded.

All we ask is that you share in our vision.

## VISION

Defined, our vision is what Bury would look like in our ideal world, where we'd like to be. Our values, is how we get there.

***“To make Bury a great place in which to live, work, visit and study”***

### Values

- Change can sometimes be unsettling. People need to be reassured that they can still be proud of their heritage, that communities can be maintained in harmony with new individuals or communities joining them to become very much a part of it.
- We believe that Bury has always been a friendly and welcoming place. If we are successful in promoting it as a great place to live then it will become an increasingly rich and vibrant place, rivalling neighbouring cities within other parts of the Manchester Region.
- Our Sustainable Community Strategy seeks to demonstrate how, together, we can develop a **Shared Future**. This is why we have developed a **Bury Values Prospectus** that sets out a set of shared values to which we can all subscribe.

### Where do we want to be?

We have set out **9 Ambitions for Bury**. Our ambitions are things that we aspire to achieve. In the following pages we set out for each how we intend to achieve success and how we will know we have succeeded.

The key outcomes for each Ambition for the period 2008 /18 are:

- A continuing rise in the population
- People feel safe and secure in our communities
- Add years to life and life to years by reducing health inequalities
- Increase the total visitor contribution into the local economy
- To improve upon our ranking within the top retail centres in the UK
- To be recognised as the top performing Borough for education in Greater Manchester
- A narrowing of the gap between the most deprived communities and the rest of the Borough
- Improving resident and user satisfaction, as a place that delivers first class services
- Increase in the proportion of businesses with a highly skilled, knowledge driven workforce

## **Bury – Contributing to a Wider Success Story**

Bury is an integral part of the Manchester City Region, one of the UK's most dynamic economies outside of London, acknowledged as a leader in regeneration. Bury has become increasingly a commuter community but our aim is to be a significant contributor to growth in prosperity in the city region by creating a more balanced economy capable of taking Bury forward into the 21<sup>st</sup> Century, meeting the employment and lifestyle aspirations of a well educated, highly skilled population.

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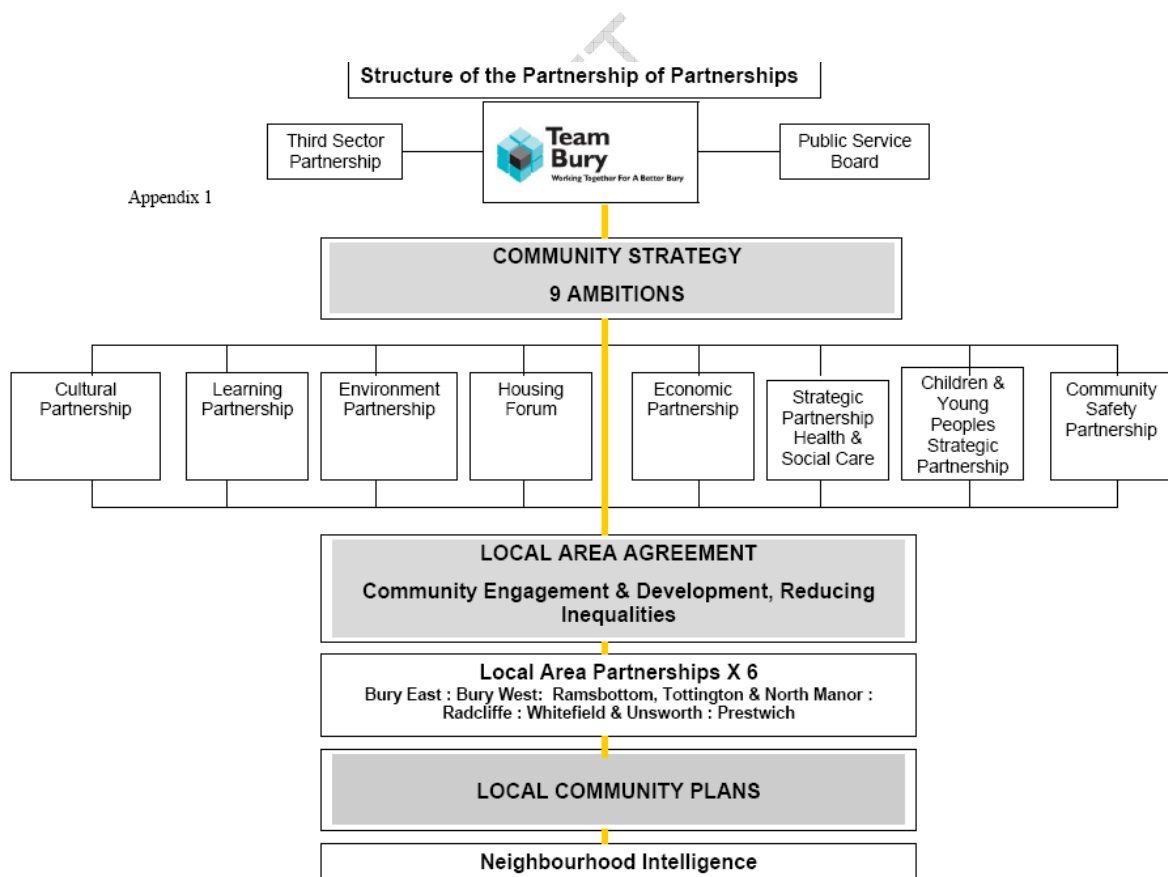
## An insight into Team Bury

Team Bury, Bury's Local Strategic Partnership was launched in 2001. It is an inclusive partnership which brings together representatives from the voluntary, community, public, business and government agencies who work co-operatively to deliver the borough's vision and nine ambitions.

The strategy sets the strategic vision of where Bury wants to be in ten years time. It recognises that achievement of the vision is set out in more detailed plans like the Local Area Agreement, Local Development Framework and Neighbourhood Renewal Strategy.

For further details about "Team Bury" you can write to Bury Council, Urban Strategy and Neighbourhood Unit, First Floor, Town Hall, Knowsley Street, Bury, BL9 0SW. Tel: 0161 253 5000 E-mail: [Local.Strategic@bury.gov.uk](mailto:Local.Strategic@bury.gov.uk)  
Or go on to the Team Bury website at [www.bury.gov.uk](http://www.bury.gov.uk)

Team Bury is made up of a number of elements defined as the Partnership of Partnerships demonstrated in the diagram below.



## Arriving at Bury's priorities

*Having a Sustainable Community Strategy is one thing but how do we know we are focusing on the right things?*

Team Bury has spent a great deal of time and effort in gathering statistical facts and personal opinions from people who have a stake in Bury.

We have a panel of 1,600 residents who are regularly consulted to ensure that people have their say in how we plan our approach to tackling local issues.

We have six geographical Local Area Partnerships each with their own unique identity. They meet in a community setting six times a year to priorities and action plan improvements that matter to them.

Each year chief officers from Team Bury, the Council's Management Board and Executive take part in an Annual Forward Planning Event which is central to our planning and priority setting and seeks to challenge our performance.

At this year's forward planning event partners reconfirmed that the vision and nine ambitions were strategically robust to drive the sustainable improvements needed to address the differing needs of our communities.

The outcomes and findings of a whole series of community engagement and consultation exercises have been considered, reflecting that community planning covers a wide range of partnerships, organisations and groups. Included in this strategy is information gleaned from:

- ***Borough wide Community Conference***
- ***Partnership Forward Planning Event***
- ***Six Local Area Partnerships Visioning Days***, A series of events held in each town to give the community their say
- ***Community Voice***, Our panel of 1,600 residents
- ***Household Surveys***, Sent to a cross section of homes across Bury
- ***Neighbourhood Renewal Strategy***
- ***Local Development Framework***
- ***Strategic Needs Assessment***
- ***Super Output Areas***: Designed to improve the reporting of small area statistics
- ***Health Survey***

## **Our ambition for 2018:** *The place to live in Greater Manchester*

**Bury will be recognised as a location of choice in Greater Manchester for living, studying, and working. We will develop sustainable, thriving communities, promoting excellence in environmental management and adapting to climate change. A place where people feel part of a community with shared values and common goals. We want a borough that welcomes all people and provides a wide variety of lifestyle choices. It will be a vibrant, culturally rich environment and will attract skilled people and encourage them to put down their roots. It will provide high quality jobs, first class education and affordable, high quality housing of all size. Bury will have a transportation infrastructure that enables people to earn their living and enjoy their leisure time in an environmentally responsible manner.**

### **HOW WILL WE ACHIEVE SUCCESS?**

- Ensure availability of a wide variety of housing options
- Maintain and, where possible, improve upon the high standard of achievement within education
- Develop a balanced local economy that meets the employment aspirations of a well educated, highly skilled population
- The creation of a more vibrant leisure economy / retail offer, and range of cultural provision
- Improve accessibility by walking and cycling and develop a high quality public transport infrastructure
- Encourage the development of a high quality environment, including buildings and a public realm of distinctive design with managed sites for biodiversity

### **HOW WILL WE KNOW WE HAVE SUCCEEDED?**

- A continued rise in Bury's net population
- Reduced carbon footprint
- Housing provision in line with RSS and an increase in affordable housing
- An increasing proportion of our population educated to a high level who will choose to return to Bury and make it their home
- A reduction in the number of people commuting out of Borough to work
- An increasing number of high quality independent restaurants and retail outlets
- The majority of people expressing satisfaction with the public transport system, allied to reduced journey times on all forms of transport
- Increase in the opportunity for cultural activity



## **Our ambition for 2018:** *An area where people feel Safe and Secure*

**Bury prides itself on having the lowest crime rate in Greater Manchester. This is partly due to the ability of local people to integrate well disregarding race, religion or nationality. We are not complacent and want to reduce crime and the fear of crime even more. Much work has been done to listen to our communities expectations; a clear message has emerged that a safe and secure environment is a top priority. It is important that our communities expect quality services that address their concerns, whilst acknowledging their role as a partner in delivering solutions. Working together through the BurySafe Partnership, our collective response is to make Bury a safe, secure and confident place.**

### **HOW WILL WE ACHIEVE SUCCESS?**

- Work together to solve problems
- Focus on the issues that really matter to communities
- Address crime and the fear of crime together
- Deal effectively with Anti Social Behaviour
- Build strong, confident and secure communities together
- Manage offenders that cause harm
- Support and develop young people and families

### **HOW WILL WE KNOW WE HAVE SUCCEEDED?**

- People feel safe and secure in our communities
- Young people are engaged in positive activities within the community
- Crime and anti social behaviour is addressed
- People feel they receive a first class service and
- Our people are strong, confident and safe living, working and visiting Bury

## ***Our ambition for 2018: Healthiest Borough in the North West***

**Our ambition is to add years to life and life to years by creating an environment where the health of our local people is a top priority for them - and for us. We want people to live long lives, maximising their fitness and vitality by keeping active. We pledge to deliver a first class health service to everyone in the Borough regardless of disability, age, race or gender. We will look beyond physical health problems to actively promote well-being, including social care, housing and employment. Together, we will create a healthier, more sustainable community.**

### **How will we achieve success?**

- Develop meaningful community-focused strategies to encourage health vitality
- Ensure that services match users and residents changing needs
- Creating a 'can do' ethos to ensure that children have the healthiest possible start in life and have every opportunity to be physically, mentally and emotionally healthy
- Ensure our Age of Opportunities policies have a positive impact on the lives of everyone over 50
- Link resources to agreed priorities
- Strong focus on achievement through performance monitoring
- Develop the sustainability of our voluntary and not-for-profit sector

### **How we will know we have succeeded?**

- Improvements in user satisfaction
- Measurable progress on reducing the gaps in health inequalities across the Borough
- Improving healthy lifestyles by:
  - Reducing the number of people smoking
  - Increasing the number of older people living in their own homes
  - Reducing obesity year on year
  - Getting more people, more active, more often
  - Improving the life expectancy for local people
  - A reduction in the misuse of drugs and alcohol
  - Improved sexual health
  - Improved health figures on regional; sub regional and national league tables

## **Our ambition for 2018: *Popular visitor destination***

**Bury of the future will have a number of quality visitor attractions with good transport links, plenty places to eat and a good choice of accommodation. We intend to grow business tourism alongside a booming business economy. We will work with our tourism partners both regionally and nationally to position Bury as a popular visitor attraction and demonstrate effectively Bury's place in the world.**

### **HOW WILL WE ACHIEVE SUCCESS?**

- Improve the offer to visitors at the destination by increasing the number of attractions
- Work with attractions to improve the visitor experience, using national quality assessments and best practice
- Grow the number of visitors including leisure and business visitors
- Increase the choice of accommodation available
- Work with the Manchester Tourist Board , Marketing Manchester, to maximise tourism opportunities for Bury

### **HOW WILL WE KNOW WE HAVE SUCCEEDED?**

- Measured increase in overnight and weekend visitors
- Maintain and increase the number of day visitors
- Increase in the total visitor spend contributing to the local economy
- Conduct satisfaction surveys among visitors to measure the quality of the visitor experience
- Partners in the industry registering satisfaction with our visitor attraction offer
- Sustainable success in environmental and 'In-Bloom' campaigns:

## **Our ambition for 2018:** *Premier retail town in the North of Greater Manchester*

**Bury is now firmly positioned within the top 75 in the national retail centre ranking thanks to new developments within the town centre. We intend to build on that success and ensure that our town is seen as a premier retail town which caters for everyone. We recognise that creating a successful hub with a mix of retail, cultural, tourism, residential, and business services, whilst retaining Bury's unique identity is a key challenge. This can only be achieved by working together to deliver a structured programme of achievable projects.**

### **HOW WILL WE ACHIEVE SUCCESS?**

- Engage and strengthen the Town Centre Partnership
- Guided by the 'Bury but Better Vision and Development Strategy', we will develop a town centre business plan.
- We will create a set of indicators to measure visitor numbers, vacant retail units, crime levels, different types of outlet, rental values, and car park usage.
- Build on existing investor relationships, attract new investment, and encourage innovation via support to the business community
- Develop a marketing and events strategy that will increase visitor numbers and position Bury's place in the UK.

### **HOW WILL WE KNOW WE HAVE SUCCEEDED**

- An annual Town Centre Business Plan demonstrating clear actions, outcomes and achievements, agreed by all partners
- Effective performance monitoring of the town centre, demonstrating the town centre has diversity of uses, retailer representation, is accessible, has low levels of crime and high environmental quality.
- An increase in Bury's Retail Centre ranking from current position and maintaining that improved position.
- Increased occupation of new town centre retail/office/ residential floorspace
- Increase in visitor numbers /footfall to Bury Town Centre

## **Our ambition for 2018: *Centre of excellence for education and training in the North West***

**Bury is a place where learning is truly at the heart of the community. This is supported by Ofsted figures which show our GCSE pupils are the third highest achievers in the country and our two local colleges are both listed as 'Outstanding'. We want all local residents to access first rate education and learning so that they can achieve their full potential and succeed in life regardless of age, race or religion. We want education and training to feature as one of the main attractions of Bury, the reason why families want to settle here.**

### **HOW WILL WE ACHIEVE SUCCESS?**

- By providing more choice and making it easier to access education
- By improving standards and closing the gap in educational achievement between those from disadvantaged backgrounds and their peers
- Provide high quality learning opportunities at all levels
- We will help people to gain the skills and qualifications to meet the skills challenges of the region, sub region and Bury
- Establish effective partnerships across educational institutions, agencies and providers
- Provide a higher education provision to degree standard
- Encourage children to be active and healthy within and educational environment

### **HOW WILL WE KNOW WE HAVE SUCCEEDED?**

- Increased participation in learning by young adults in the age brackets 16-18 and 19+
- Increased achievement rates at levels 1,2,3 & 4
- External validation and recognition through independent watchdogs such as Ofsted for schools, colleges and training providers
- Increase in learner / client / employer satisfaction
- Bury will be recognised as the top performing borough for education in Greater Manchester
- Increase in physical activity and healthy schools

## **Our ambition for 2018:** *Each township thriving*

**Bury will have prosperous communities, where each of our six towns celebrate their own distinctiveness and diversity with a strong sense of identity and pride. Local people rightfully have high aspirations our aim is enable them to maximise their opportunities to achieve. It is our guiding principle that above all, no one within our communities will be disadvantaged by where they live.**

### **HOW WILL WE ACHIEVE SUCCESS**

- Improve neighbourhoods as places to live and increase the number of people satisfied with their area
- Increase the number of local people involved in community or voluntary activities including hard to reach groups
- Engage with communities through our Local Area Partnerships and in local decision making
- Work together with local people to deliver the services which best suit their needs
- Reduce the differences between the less well-off neighbourhoods and other parts of Bury
- Use local intelligence to identify local issues

### **HOW WILL WE KNOW WE HAVE SUCCEEDED**

- Narrowing of the gap between Bury's most deprived communities and the rest of the borough
- People expressing increased satisfaction that they feel more involved in their local communities
- Diversity is respected and valued
- Increased numbers expressing satisfaction with quality of their neighbourhood
- Local issues addressed- relevant to each township
- Sustainable and well managed parks and public open spaces that engage the local community

## **Our ambition for 2018:** *An Area with first class services*

**First class is defined as ‘of the foremost excellence or highest quality’ or ‘exceptionally good of its kind’. We will set, deliver and monitor standards that provide consistent, prompt, high quality services by meeting three continuing objectives:**

- **improve continually the overall standards of service**
- **reduce unacceptable variations in service experience**
- **ensure the best use of resources to demonstrate value for money**

**Based on an understanding of local needs, we will commission and deliver high quality services that contribute to reducing inequalities and improve the quality of life for all in the Borough**

### **HOW WILL WE ACHIEVE SUCCESS**

- Listening to local people, measuring the impact of our efforts and readjusting as needed to match changing needs
- By forming strong partnerships that are based on trust, shared values and priorities
- Creating far reaching strategies to target resources towards areas of greatest need
- By getting better value for money through joint working and commissioning
- Monitoring and measuring of our performance to keep us on track and improve results
- By sharing the things we have learned and best practice with other service providers

### **HOW WILL WE KNOW WE HAVE SUCCEEDED**

- Improved resident and user satisfaction with individual services and with Bury as a great place to live;
- External recognition/accreditation of our work
- Effective partnership working delivering continuous and measurable improvements
- Better value for money when measured against other top performers
- Evidence of effective targeting and shifting of resources to areas of greatest need

## **Our ambition for 2018: *Quality jobs for Bury people***

**Our ambition is for a Bury where all residents can share in the economic success of the borough and its businesses. We will build on the success of Chamberhall Business Park which provides local jobs for local people and there will be a broad range of job opportunities across the skill spectrum. Local residents will have the skills and training necessary to compete in a changing labour market and to access knowledge-based jobs locally and in the city region.**

### **HOW WILL WE ACHIEVE SUCCESS**

- Widen and deepen the range of jobs on offer in Bury
- Offer more support to start up businesses
- Increase the number of high quality jobs in Bury
- Reduce worklessness and unemployment
- Maximise local economic benefit from investment
- Provide high quality training in a local context for local residents matched with the needs of employers
- Developed a culture of entrepreneurship, lifelong learning and self improvement
- Support and promote home working for positive environmental impact and better work/life balance

### **HOW WILL WE KNOW WE HAVE SUCCEEDED**

- Reduced worklessness particularly within disadvantaged areas
- Increased number of small businesses that grow to provide significant employment
- Increased the proportion of businesses in the knowledge economy
- More businesses and more jobs within target sectors
- Less people with no or low level qualifications
- Increase in the number of people with higher level qualifications
- Increased average earnings in relation to other areas of Greater Manchester



## DELIVERING ON OUR PRIORITIES

Our biggest challenge is to make this strategy bring about real improvements in the quality of life for people who live, work and visit Bury. It is important to recognise that the key actions to achieve our vision do not lie within this document; they are set out within the more detailed plans of key partner agencies and partnerships. The delivery of the strategy will be expressed in a range of documents which include:

### **Neighbourhood Renewal Strategy**

People in Redvales can currently expect to live until they are 74 whereas people in Unsworth can expect to live five years longer. These types of inequalities are set out in Bury's first Neighbourhood Renewal Strategy whose vision is to ensure that people are not disadvantaged by where they live or where they come from.

**The Local Development Framework** and other spatial documents will ensure that spatial resources are available and managed in support of Team Bury's ambitions. It considers how the borough's buildings and spaces are developed and managed to support the overarching goal of tackling inequality whilst making effective use of natural resources, enhancing the environment and supporting strong neighbourhoods and communities.

**Thematic Partnerships** have a range of strategies and plans agreed and in place to tackle priorities on a thematic basis, for example the Children & Young People's Plan, Cultural Strategy and Employment Plan.

**Bury's Local Area Agreement** is a three year borough-wide implementation plan for the Sustainable Community Strategy which sets priorities and targets to deliver on its cross cutting themes of community engagement and development and reducing inequalities where they exist.

An important component of the new strategy is to connect it to people in our localities. Each Local Area Partnership develops a three-year **Local Community Plan** informed by the vision and ambitions within this document.

Performance against the entire strategy will be reported to the Team Bury Executive on a quarterly basis where poor performance will be challenged and appropriate remedial action taken.

At an annual forward planning event where lead officers from Team Bury, the Council's Management Board and Executive will set yearly priorities against the Sustainable Community Strategy's ambitions.

We will provide a public update on performance at Team Bury's annual 'Community Conference' in our partnership magazine 'Our Voice' through the Local Area Partnerships and the residents panel 'Community Voice'.

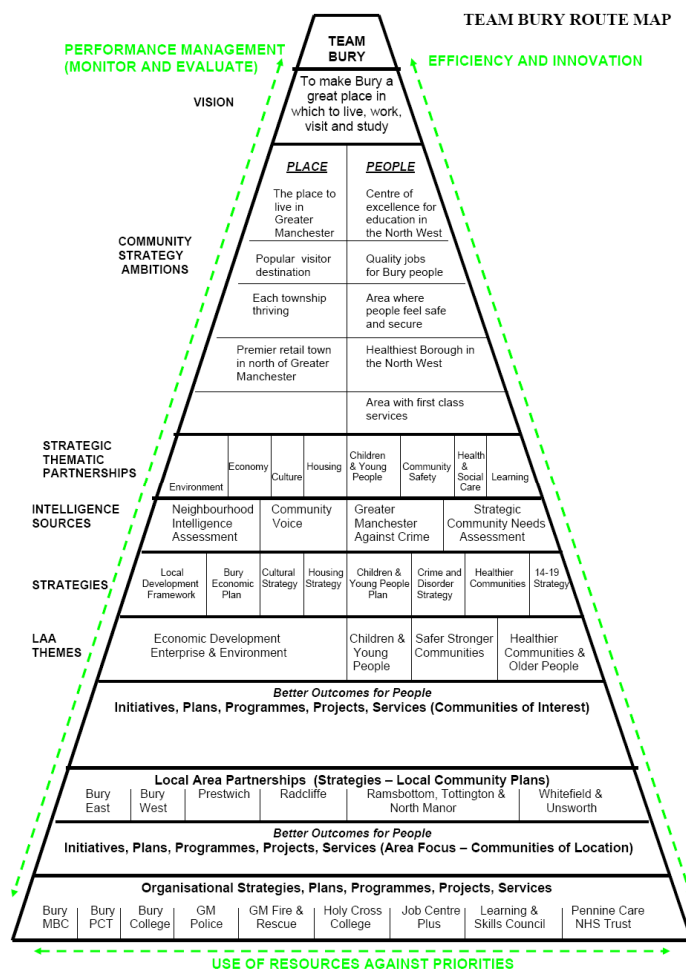
## Team Bury Route Map

The Team Bury Route Map illustrates how our planning and performance activity come together to produce better outcomes for people of the Borough.

Taking the Sustainable Community Strategy as a starting point, our ambitions (which have been approved by people of the Borough) cascade through the key corporate strategies and plans of the partners into tangible projects and improved services that residents can see.

The Local Area Agreement is a key document acting as our delivery mechanism for some of the more intransigent inequalities facing our communities. Many issues – such as crime and disorder and health – are addressed through thematic groups.

We recognise that each township is distinctive accordingly Local Community Plans attach a local flavour to our ambitions so that actions address the issues that are of most concern in each area.



## **Glossary**

**Worklessness** is a less familiar term than unemployment to describe those without work. It is used to describe all those who are out of work but who would like a job. Definitions of worklessness include: unemployed claimants; those who are actively out of work and looking for a job; and those who are economically inactive

**Knowledge economy:** refers to the use of knowledge to produce economic benefits, know-how, expertise

**Key stage:** The National Curriculum is a blueprint used by schools to ensure that teaching standards are consistent. The National Curriculum defines a child's progress in four key stages. At the end of each key stage, pupils are tested Key stage 1 is years 1 and 2, ages 5-7, Key stage 2 is years 3-6, ages 7-11, Key stage 3 is years 7-9 in secondary schools, ages 11-14, Key stage 4 is years 10 and 11 in secondary schools, ages 14-16

**Manchester Knowledge Capital:** A partnership project that will help Manchester (which, in this sense, includes Bury) build on its reputation for creativity and knowledge, and encourage investment and development in the area

**NEET:** A young person who is not in education, employment or training

**Age of Opportunities:**

**BurySafe:**

**Sub Regional**

**National retail centre ranking**

## BACK PAGE

### Contact Us

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### The following organisations and agencies developed Bury's Sustainable Community Strategy 2008 - 2018

Bury Council

Bury College

Holy Cross College

Bury Primary Care Trust

Jobcentre Plus

Bury Third Sector Development Agency

Learning and Skills Council

Greater Manchester Police, Bury Division

Greater Manchester Fire and Rescue Service, Bury Division

Manchester Enterprise

Government Office North West

Pennine Care NHS Trust Error! Not a valid link.

Pennine Acute Hospitals NHS Trust

Connexions

Greater Manchester Chamber of Commerce