



A DRAFT GROWTH PLAN FOR BURY

Ramsbottom \ Tottington \ Bury \ Radcliffe \ Whitefield \ Prestwich

October 2016



FOREWORD

Bury really is a great place to live, work and study. Bury has been named as the 17th best place for families to live in England and Wales taking account of factors such as education, crime levels, childcare costs, local amenities, affordable housing, culture and green space. It is the only town in Greater Manchester to make the grade. The Office for National Statistics has also named Bury as the happiest part of Greater Manchester. Effective partnerships built through mutual ambitions for the Borough, the place, the people and the businesses have guided and supported our joint efforts to secure a stronger, resilient and competitive Borough that is prepared for the future.

Bury's current Economic Strategy expires in 2018. It is now time to take stock, celebrate what has been achieved and strategically plan for positive, inclusive and sustainable growth.

It is important to acknowledge that Bury is an integral part of a bigger economic engine. Bury plays an important role within Greater Manchester. We contribute a highly skilled workforce and a diverse and entrepreneurial business community.

We welcome visitors from far and wide to sample our shopping, tourism and cultural experience. We are also a popular and safe place to live with an attractive offer of town and countryside alongside good schools and a thriving evening and night time economy.

As part of Greater Manchester we will also play our part in realising the ambitions of the Northern Economy, a collective force of northern city regions that could and should rival that of London and the South East. Prioritising, encouraging and managing the growth of our Borough will be a key driver in realising that ambition and in ensuring that Bury will be highly competitive, resilient and able to cope with the challenges of a changing climate and economic shocks.

Government household projections indicate that there will be a significant increase in new households in Bury by 2035. This growth will require new homes, places to work and the supporting transport and social infrastructure.

However, it is important that growth is carefully planned for and, together with other key plans and strategies such as the Greater Manchester Spatial Framework, the Greater Manchester Transport Strategy 2040, the Greater Manchester Strategy and Bury's Local Plan we can begin to shape Bury's own economic destiny and growth.

FOREWORD

We do not start with a blank canvas. We start from a position of strength. Bury has a unique sense of place, based around popular local attractions like Bury Market, areas of natural beauty and the cosmopolitan suburbs in the north and south of the Borough.

We have welcomed significant public and private sector investment into Bury in the recent past. This has brought more visitors, more jobs and public spaces we can be proud of. We have more work to do to ensure all our townships and all of our residents can benefit and thrive as a result of sustainable growth.

This is a high level Plan that sets out a broad framework for how Bury can embrace growth in a managed way. It sets out how we will harness the creativity and entrepreneurial potential of our residents and businesses, how we will strengthen our infrastructure to benefit the economy and the environment, and how we will empower and strengthen our communities and reduce inequalities.



Cllr Rishi Shori, Leader of Bury Council

A GROWTH PLAN FOR BURY

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EXECUTIVE SUMMARY

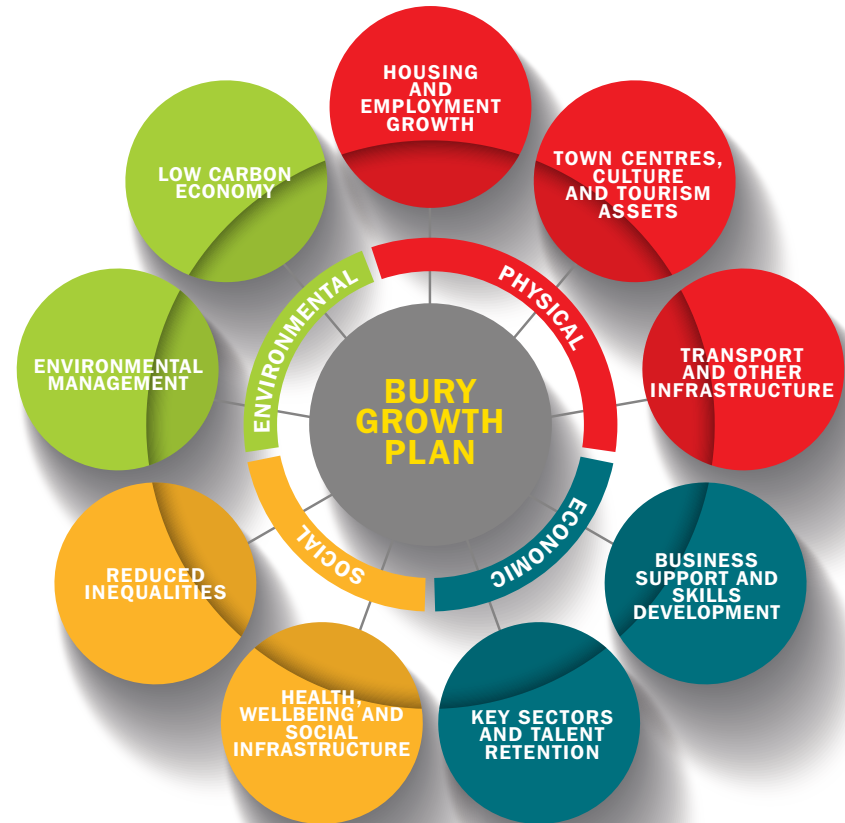
Bury is standing at the threshold of a new era in its rich and diverse history and it is through collaborative working that we can achieve our ambitions for healthy, inclusive, sustainable and managed growth.

This Growth Plan articulates our direction of travel, providing a blue print for our collective ambition for the Borough. The Growth Plan will be supported by a suite of action plans that will set out how we are going to deliver the strategic vision. These action plans will be 'owned' by partnerships that specialise in the various areas of work covered by the Plan. Working across partnerships will be inevitable as everything we do needs to link to the overall ambition for the Borough.

At the heart of our growth ambitions sits the goal to maximise the quality of life for all our residents. Our collective plan is to ensure the demand for growth, is managed in a way that embraces all the key ingredients that make each township unique.

Growth involves much more than just increased population and physical development. It is also about creating the right circumstances for fostering growth through economic development initiatives, supporting social growth and creating thriving, healthy and equitable communities. At the same time, it requires interventions to mitigate against negative environmental impacts and to support a low carbon economy.

The diagram opposite reflects the key areas that will contribute towards this growth. This Growth Plan sets out some key facts relating to each component of growth, what the key objectives are for each and what will be the key vehicles for delivering growth.





**THE VISION FOR
GROWTH**

THE VISION FOR GROWTH

There are strong ambitions to transform northern growth, rebalance the country's economy and establish the north as a global powerhouse. We are keen to ensure that Bury plays its part in the drive towards growing the economic strength of the north of England under this Northern Economy initiative.

As a result, it is considered important for Bury to embrace and promote managed growth in a planned and coordinated way in order to ensure that it is sustainable and has positive benefits for the local economy and for Bury's residents. This growth will need to be balanced with the need to protect the Borough's most important environmental assets – something that is key to making Bury the great town it is today.

Team Bury comprises senior members of key organisations operating in Bury. The Vision for growth supports Team Bury's priorities for:

- A stronger economy;
 - Stronger and safer communities; and
 - Health and wellbeing.
-

OUR VISION FOR GROWTH

THROUGH EFFECTIVE PARTNERSHIP WORKING, BURY WILL HAVE EMBRACED GROWTH IN A MANAGED WAY AND BECOME A WELL CONNECTED PLACE WITH A SUSTAINABLE AND COMPETITIVE LOCAL ECONOMY, VIBRANT AND HEALTHY COMMUNITIES AND A HIGH QUALITY ENVIRONMENT.



**PHYSICAL
GROWTH**

1

1.1 PROMOTING HOUSING GROWTH

Bury is a place where people want to live. Its attractiveness relates to the close proximity and ease of access to Manchester city centre to the south and the countryside to the north.






POPULATION GROWTH

In 2014, the total population of the Borough was 187,500. The Government predicts that this will grow by 20,500 by 2039.

It is estimated that thousands of new homes will be needed to house this population increase. One of the key priorities will therefore be to identify sufficient land to deliver planned sustainable residential growth in the right locations and of the right type, size and tenure.

POPULATION GROWTH
20,500 BY 2039

POPULATION PROJECTIONS 2014

2019		192,400
2024		197,300
2029		201,200
2034		204,700
2039		208,000

Source: ONS 2014 mid-year based population projections

POPULATION INCREASE 2014 - 2039
+ 11%

1.1

AN AGEING POPULATION

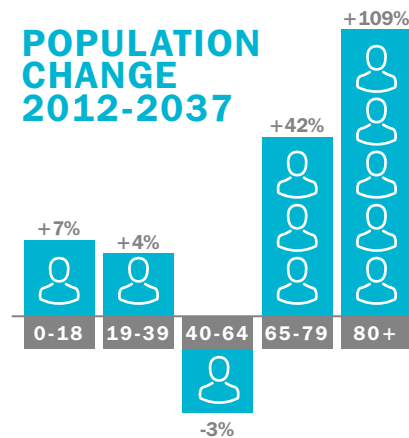
One of the key drivers for this population expansion is the fact that people are living longer. It is predicted that there will be 16,900 more people above 65 in 2039 than in 2014.

The increase in the number of people aged 80 or above will more than double over the same period (8,700 more 80+ people). Whilst longevity indicates improved health and wellbeing, it brings with it growing demands on specialist accommodation, with this age group more likely to require assisted living more than any other age group.

Therefore there is a need to ensure that adequate housing provision is made in appropriate locations to cater for this increased demand.



8,700 MORE PEOPLE AGED 80+ BY 2039








Source: ONS 2014 mid-year based population projections

1.1

AFFORDABILITY

The affordability of housing is a big issue facing many of Bury’s residents. At December 2015, the average house price in the Borough was £111,400. This is more than 5.6 times the annual wage of one in four working residents in the Borough.

AVERAGE HOUSE PRICES IN BURY

FLATS OR MAISONNETTES		£77,109
TERRACED		£75,044
SEMI-DETACHED		£122,312
DETACHED		£225,634
AVERAGE		£111,400

Source: Land Registry House Price Index, December 2015

House prices are steadily increasing again after a period of fluctuation. The affordability gap is likely to increase as a result, meaning a significant proportion of our households will be unable to secure home ownership without assistance.

A key priority for the Growth Plan is to pursue measures to increase the number of affordable homes across the Borough to meet local demand.

COMPARISON OF AVERAGE HOUSE PRICES AND FULL TIME EARNINGS OF BURY RESIDENTS



Source: Land Registry HPI and ONS ASHE

KEY GROWTH PRIORITIES FOR HOUSING

- Identify potential residential development land through the planning system to help meet the demands of a growing population, including sites for specialist accommodation.
- Update planning policies to maximise affordable housing through private developments.
- Take account of Bury’s Housing Strategy 2014-24 which identifies opportunities to meet the specific housing needs of all sections of the community, including working in partnership with providers.

1.2 PROMOTING EMPLOYMENT GROWTH

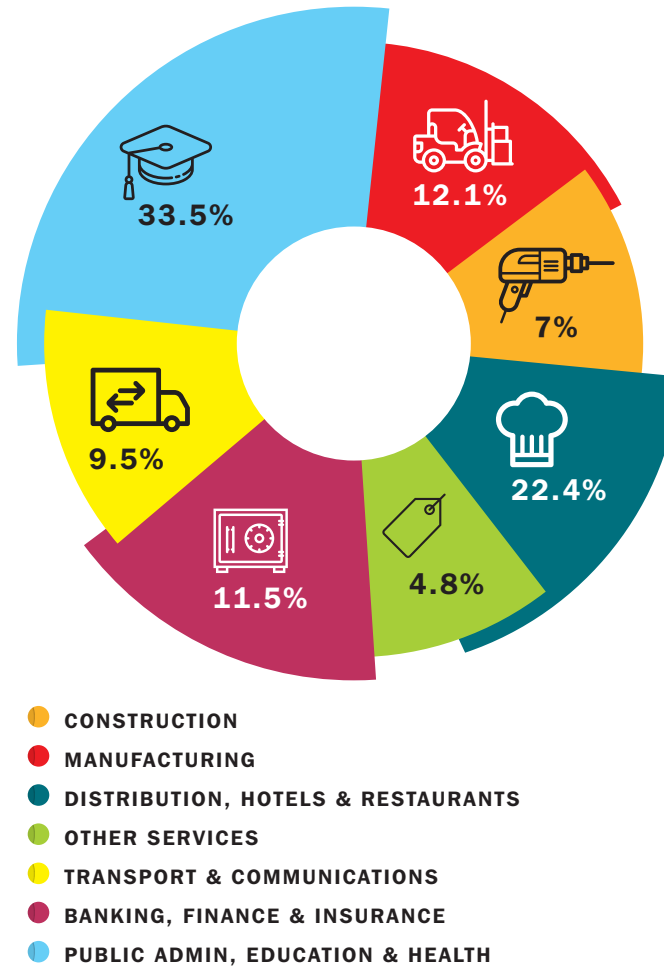
Bury forms an integral part of Greater Manchester which is the commercial, financial, educational and cultural capital of the North and is home to the UK's strongest economic centre outside London and the South East.

Aspirations to rebalance the country's economy through the 'Northern Powerhouse' initiative means that there is an opportunity for Greater Manchester to consolidate and strengthen its economy and Bury will have a key role to play in this.

EMPLOYMENT SECTORS

As with other economies in the north of Greater Manchester, Bury grew up around the textile industry, resulting in an economy that was heavily reliant on manufacturing industries. The Borough still has an expertise in the textiles industry. However, as manufacturing declined over the last 50 years, Bury has restructured to a predominantly service-based economy.

EMPLOYEE JOBS IN THE BOROUGH



Source: ONS Annual Population Survey workplace analysis January - December 2012
 Figures may not add due to rounding.

1.2

PROMOTING EMPLOYMENT GROWTH

JOB QUALITY

Bury has relatively low quality jobs on offer with median gross weekly pay 17.5% lower than in the city of Manchester. This is also significantly lower than Greater Manchester as a whole and England and Wales. This is undoubtedly a contributory factor in high levels of out-commuting where residents travel outside the Borough to access better quality employment.

COMPARISON OF MEDIAN GROSS WEEKLY PAY

BURY		£357.50
CITY OF MANCHESTER		£433.40
GREATER MANCHESTER		£387.80
ENGLAND AND WALES		£408.20

EMPLOYMENT LAND

The Borough’s existing supply of employment land is restricted not only in terms of quantity, but also in terms of quality, with a distinct lack of large, high profile sites with good access to the motorway. This has, without doubt, acted as a deterrent to economic growth and investment in Bury.

MEDIAN GROSS WEEKLY PAY IN BURY IS 17.5% LOWER THAN IN THE CITY OF MANCHESTER

KEY GROWTH PRIORITIES FOR EMPLOYMENT

- Identify potential land for employment development through the planning system to help Bury to make a significant contribution towards economic growth aspirations in Greater Manchester and the north of England.
- Update planning policies to protect suitable existing employment sites.
- Proactively work to promote and encourage the delivery of development on key employment sites.

1.3

SUPPORTING OUR TOWN CENTRES

Town centres sit at the heart of our communities and provide a wide range of facilities such as shops, services, leisure, tourism, culture, health care, education and work places. The Borough has 4 town centres with Bury being the principle centre and Ramsbottom, Radcliffe and Prestwich performing a more localised function.

VITALITY AND VIABILITY

Our town centres have seen varying levels of success. Bury town centre has bucked the trend seeing significant investment and regeneration in recent years to the point where it is now the third highest ranked retail destination in Greater Manchester behind only Manchester city centre and the Trafford Centre. Bury is also the only centre within Greater Manchester to have achieved Purple Flag status in recognition of its evening and night time economy.

Ramsbottom is a strong centre with a focus on independent and specialist retailing, food and drink and tourism. Radcliffe and Prestwich have seen decline but encouraging signs of investment and regeneration has or is planned to take place in both centres.

REGENERATION OPPORTUNITIES

It is important that we do not become complacent about our town centres and continually look to exploit opportunities to regenerate key sites and other regeneration initiatives that will serve to strengthen our town centres.

In doing so and where appropriate, there is an opportunity to seek to introduce more innovative design solutions to new development that create attractive landmark features in our town centres.

KEY GROWTH PRIORITIES FOR TOWN CENTRES

- Identify potential town centre development opportunities for main town centre uses through the planning process.
- Proactively work to promote and encourage the delivery of development on key town centre sites.
- Update planning policies to prioritise town centres as the location for main town centre uses.
- Pursue other key strategies and Action Plans such as the Bury Evening and Night Time Economy Strategy and the Cultural Economy Strategy, Bury but Better, Radcliffe Town Centre Masterplan and the Love Prestwich Strategy.
- Develop/refresh site specific town centre development frameworks.
- Actively engage with and support key town centre stakeholders, groups and businesses.

1.4

SAFEGUARDING AND STRENGTHENING TOURISM AND CULTURAL ASSETS

The Borough's tourism and cultural assets play an important role in the wider local economy both in terms of visitor spend and in creating a vibrant living environment that will be attractive to a highly skilled workforce.

SUPPORTING TOURISM & CULTURE

Bury contains a wide range of cultural and tourist assets and attractions such as Bury Market, the Irwell Valley, the West Pennine Moors, Burrs Country Park, The Met, Bury Transport Museum, the Art Gallery and Museum, the Fusilier Museum, the East Lancashire Railway and picturesque towns and villages.

5.4 MILLION VISITORS WITH ANNUAL VISITOR SPEND OF £302 MILLION

KEY GROWTH PRIORITIES FOR TOURISM & CULTURE

- Support and promote tourism and cultural assets in order to make the Borough a more popular visitor destination.
- Identify potential opportunities for tourism development and tourism support facilities in the Bury Local Plan.
- Develop and implement a marketing strategy for the Borough and for its town centres.
- Encourage investment in the evening economy and growth in cultural and 'lifestyle' amenities.
- Pursue key strategies and Action Plans such as the Cultural Economy Strategy.



1.5

ADDRESSING TRANSPORT ISSUES

Bury benefits from good transport links with the rest of Greater Manchester and beyond which has contributed towards the Borough's attractiveness as a commuter area. The M60, M62 and M66 motorways run through the Borough, providing access to the regional and national motorway network, along with easy access to Manchester Airport.

Metrolink currently runs from Bury town centre, travelling through the south of the Borough to Manchester city centre, Salford Quays and south Manchester. There are plans for Metrolink to be further expanded opening up new opportunities for associated growth and more sustainable travel across a wider area of Greater Manchester.

REDUCING CONGESTION AND RELIANCE ON THE PRIVATE CAR

74% of households in Bury own at least one car, which is a higher rate than the regional and national average.

The private car is the most popular mode of travel to work and to school.

Congestion is most prevalent in the east and west of Bury town centre and also in Prestwich and Radcliffe during the morning peak (08:00-09:00).

There are higher rates of public transport usage in the south of the Borough, largely due to the availability of Metrolink services. Levels of accessibility are poorer in the north of the Borough.

KEY GROWTH PRIORITIES FOR TRANSPORT

- Work in partnership with Transport for Greater Manchester (TfGM) and Highways England to identify opportunities for improved transport infrastructure to support current and future needs.
- Encourage greater use of public transport, walking and cycling.
- Encourage the provision of infrastructure for the refueling of low and ultra low emission vehicles.
- Work with TfGM to develop a fully inclusive, integrated and affordable sustainable transport system for all.
- Work with TfGM to secure the delivery of a modern, attractive transport interchange in Bury town centre.
- Explore key transport opportunities as part of the TfGM 2040 vision and incorporate these into development frameworks.

74% OF BURY HOUSEHOLDS OWN AT LEAST ONE **CAR**

1.6

PROVIDING OTHER INFRASTRUCTURE

In addition to transport infrastructure, it is important to ensure that there is other supporting infrastructure in place to cater for the needs and demands of Bury's current and future residents and businesses.

WATER SUPPLY AND WASTE WATER

Water infrastructure covers the supply of potable water and the treatment of foul water, services which are essential for the health and well being of the community. New development will clearly increase demands for these services and there will be a need to consider whether there is adequate capacity when determining proposals for new development.

ENERGY

New development will also increase demands for electricity and gas and it is important to ensure that the necessary infrastructure is in place to meet these increased demands. At the same time, however, there is a drive to take Bury in the direction of becoming a low carbon Borough, for example, encouraging appropriate renewable energy and decentralised energy networks.

COMMUNICATIONS AND DIGITAL

Strengthening Bury's economy and attracting 'knowledge based' industries will be assisted by the availability of advanced digital infrastructure as an important element in creating the conditions necessary to attract investment.

KEY GROWTH PRIORITIES FOR OTHER INFRASTRUCTURE

- Ensure that new development seeks to reduce its demand for water through a variety of water saving measures.
- Work with energy providers to ensure that new development is adequately served and take steps towards the creation of a low carbon borough.
- Continue to support the delivery of communications and digital infrastructure through our joint working and Association of Greater Manchester Authorities (AGMA) governance structures.



**ECONOMIC
GROWTH**



2.1

BUSINESS FORMATION, SURVIVAL AND GROWTH

The long-term sustainability of Bury’s economy will be dependent upon its ability to stimulate entrepreneurial activity. Encouraging an environment where people and organisations drive business growth and supporting our key sectors will stimulate new business, business expansion and inward investment. There are 6,380 businesses operating within the Borough – an increase of 19.25% from 5,350 in 2010.

BUSINESS BIRTHS AND DEATHS

The number of active enterprises in the Borough has increased in recent years as the business birth rate has exceeded the business death rate. In 2014, 1,015 new businesses were formed in Bury, while 755 businesses closed, a net increase of 260 businesses. This compares to a net decrease of 165 businesses in 2009.

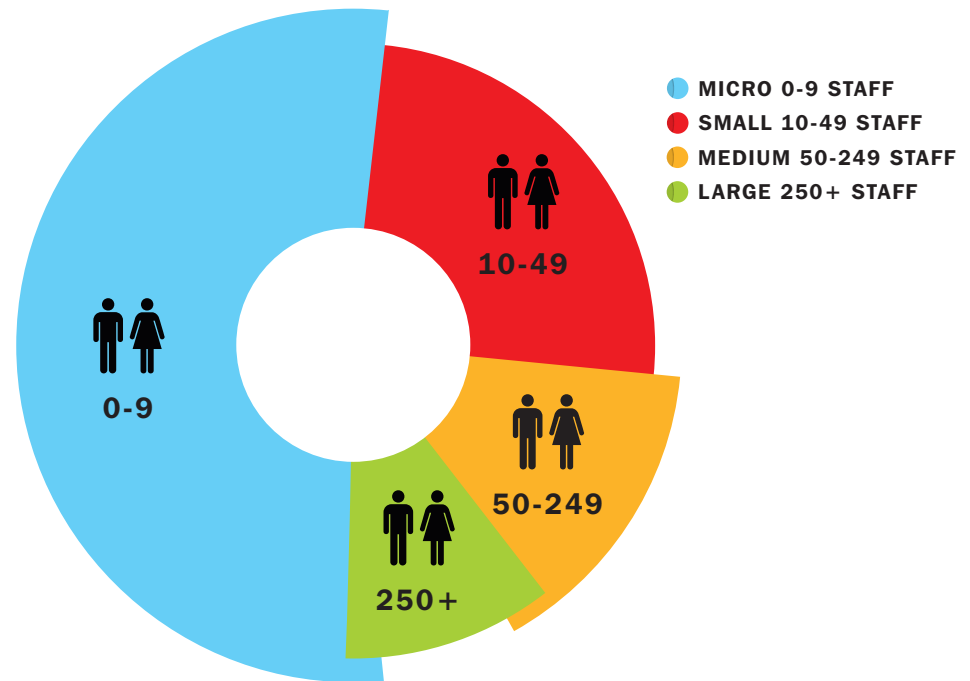
DEATHS		0.5% INCREASE
BIRTHS		12% INCREASE

BUSINESS BIRTHS AND DEATHS 2004-2014

BUSINESS SIZE

Bury’s existing business base predominantly consists of micro businesses of between 0 to 9 employees with only a relatively small number of large businesses employing 250 or more people.

The current lack of large scale and good quality sites for economic growth and development is likely to be a contributory factor in the low number of large scale employers in Bury.



2.1

BUSINESS FORMATION, SURVIVAL AND GROWTH



KEY GROWTH PRIORITIES FOR BUSINESS

- Develop the key sectors of Bury's economy with a strong integrated support offer.
- Ensure that business start-ups and growth potential organisations in Bury realise their potential by facilitating business support services.
- Work with Bury's educational institutions to build relationships between schools, colleges, adult learning centres and businesses to encourage an understanding of the skills and attributes employers require.
- Ensure and maintain linkages to business related activity undertaken at a national, regional and local level.
- Encourage and support employers to recognise the opportunities and business advantage of apprenticeships within the workforce.
- Encourage business networking and mentor support to encourage a strong supported business base.

2.2

PROMOTING SKILLS DEVELOPMENT THAT MEETS EMPLOYERS' NEEDS

Skills are a key driver of productivity, economic participation and competitiveness. The importance of ensuring that our current and future workforces have the skills that the economy needs is crucial for inclusive growth and a healthy and vibrant economy.

SKILL LEVELS







One of Bury's main strengths lies in the skills of its residents, with the Borough being the location of choice for many of Greater Manchester's high-level workers, making it an essential part of the success of the conurbation. However there are attainment inequalities across the Borough that prevent access to economic participation and financial dependence.

The good level of education offered in Bury is one factor behind the attractiveness of the Borough and its ability to retain population.

Over the past 11 years there has been an increase in the proportion of the population with NVQ Level 4 and above (or equivalent) from 25.0% in 2004 to 37.0% in 2015 and a decline in the proportion of the population with no qualifications, from 13.5% in 2004 to 8.2% in 2015.

BURY HAS THE THIRD HIGHEST PERCENTAGE OF HIGH SKILLS ACROSS GREATER MANCHESTER

COMPARISON OF EDUCATIONAL ATTAINMENT

	BURY	GM	NW	GB
NVQ4 & ABOVE 	37%	33.6%	32.6%	37.1%
NVQ3 & ABOVE 	57.1%	51.6%	53.9%	57.4%
NVQ2 & ABOVE 	75.7%	68.2%	72%	73.6%
NVQ1 & ABOVE 	86.7%	79.4%	83.6%	84.9%
OTHER QUALIFICATIONS 	5.1%	7.1%	6.6%	6.5%
NO QUALIFICATIONS 	8.2%	10.1%	9.8%	8.6%

16-64 YEAR OLDS QUALIFICATIONS, JANUARY 2015 – DECEMBER 2015. % IS A PROPORTION OF RESIDENT POPULATION AGED 16 – 64.

2.2

PROMOTING SKILLS DEVELOPMENT THAT MEETS EMPLOYERS' NEEDS

Bury has the third highest percentage of high level skills across Greater Manchester. However:

- Bury is slightly below the national average for high level skills.
- Bury's highest skilled workers commute out of the borough to work.
- Across the Borough there are low skill levels prevalent in wards with concentrations of deprivation. Inequality and poverty continue to affect educational attainment.
- 8.2% of Bury residents aged 16 – 64 have no qualifications.

This plan will work towards ensuring that all our residents have access to good quality skills provision in order to succeed in the labour market.

WITH NVQ	12% INCREASE
WITHOUT NVQ	7% DECREASE

16-64 YEAR OLDS QUALIFICATIONS CHANGES 2004-2014

KEY GROWTH PRIORITIES FOR PROMOTING SKILLS DEVELOPMENT

- Support the delivery of an integrated employment and skills system.
- Embed effective partnerships across educational institutions, agencies and providers to link 14-19 education, economic development and adult skills.
- Develop progression routes and pathways into and through higher level skills, creating access to higher paid employment opportunities.
- Encourage Bury's businesses to invest in the skills of their workforce, particularly those supporting Bury's most competitive key sectors.
- Ensure Bury's young people and adults have access to high quality careers information, advice and guidance.
- Embed apprenticeships and skills development within public procurement.
- Support and develop the public sector to meet apprenticeship targets, maintain quality opportunities and maximise the levy paid across Bury and the city region.
- Via a skills commission, devise a plan that will ensure that the people of Bury have the right skills to meet the future needs of the economy'

2.3

ATTRACTING AND RETAINING TALENT

People and talent lie at the heart of the economy. For places to raise their game economically, it is not enough to increase the skills of its resident population. The attraction and retention of talent, particularly highly skilled knowledge workers, is also a priority in the process of transforming local economies.

For the Borough's economy to thrive there is a need to seek to attract and retain highly skilled knowledge workers.

Decisions of creative, high skilled workers to locate in one place versus another are driven by quality of place, economic prospects and social factors.

There is scope and opportunity to improve awareness of Bury's quality of place. Bury can leverage and encourage the development of 'lifestyle amenities' by celebrating and promoting the Borough's unique blend of town and country.



2.3

ATTRACTING AND RETAINING TALENT

KEY GROWTH PRIORITIES FOR ATTRACTING AND RETAINING TALENT

- To increase the number of talented people living and working in Bury.
- To work with MIDAS and Marketing Manchester to promote Bury's offer as a high-quality place to live, and to locate a business.
- To attract graduates with the skills required in the regional and local economy to live in Bury.
- To encourage educational institutions to work in partnership with employers to attract and retain talent.
- To encourage young and mid-career professionals / entrepreneurs who can make a difference to organisational performance to live in Bury.
- Encourage a high quality, diverse and responsive housing, transport, culture and environment offer.
- Stimulate quality provision of public goods and services that work in harmony with the needs of a population.
- Create safe, sustainable and healthy communities to attract talent and improve existing resident's quality of life.
- Implement the Greater Manchester Strategy, Stronger Together 2013.
- Ensure that Bury benefits from the Greater Manchester European Structural and Investment Fund (ESIF) 2014 – 2020.



2.4

ATTRACTING AND SUPPORTING KEY SECTORS

At present, there are a number of key sectors that make a significant contribution towards the strength and competitiveness of Bury's wider economy. Digital, health, textiles, business services and the visitor economy are particularly key.

Furthermore, some parts of the Borough are considered to have the characteristics to be attractive to the logistics sector.

ATTRACTING KEY SECTORS

There is a need to sustain and nurture Bury's key sectors and to capitalise on opportunities for future growth.

One of the key ways of attracting businesses into the Borough is to identify a range of good quality and well located development sites that have the characteristics to engender indigenous business growth and new investment in growth sectors.

KEY GROWTH PRIORITIES FOR SUPPORTING KEY SECTORS

- Create conditions to attract key growth sectors into the borough
- Ensure that Bury is integral to the city region offer when promoting Greater Manchester as a place to invest.
- Identify potential land for employment development through the planning system that would be attractive to Bury's key sectors.
- Promote network of shared intelligence across our identified key sectors.
- Ensure business growth support is accessed by our local key sectors.

PARTS OF THE
BOROUGH
HAVE THE
CHARACTERISTICS
TO BE ATTRACTIVE
TO THE LOGISTICS
SECTOR



Radcliffe Primary Care Centre

**SOCIAL
GROWTH**

3

3.1

PROMOTING HEALTH AND WELLBEING

Many factors affect our health and wellbeing. What makes a person 'well' can involve many different factors, including physical and mental wellbeing, employment, environmental factors, social circumstances, adequate housing and economic factors.

Everyone has the right to good health. Unfortunately, there are huge differences in levels of physical health, mental health and wellbeing across our Borough. The greatest challenge we face is to tackle inequalities and this remains central to all that we do.

RISKS TO HEALTH AND WELLBEING

The proportion of Bury's population aged over 65 is projected to rise and this will lead to an increased demand for health and social care.

Smoking related deaths in Bury are significantly higher than the England average.

Over two thirds of the adult population is overweight or obese, and nearly one in five 5 year olds and one in three 10 year olds are overweight or obese.

HEALTH INEQUALITIES

There are concerning disparities in life expectancy within the Borough depending on the level of deprivation. Life expectancy for men is over 10 years lower in the most deprived areas than in the least deprived and for women there is a 7 year difference.

KEY GROWTH PRIORITIES FOR HEALTH AND WELLBEING

- To assist in the promotion of and development of measures to help prevention, early intervention and self care.
- To work with partners, including the voluntary and community sector, to reduce social and economic inequalities that have an impact on health and wellbeing.
- To simplify access to health and social care and ensure that people can access health and wellbeing services in a timely way.
- To plan effectively taking account of an ageing population and changing customer expectations.
- To create and develop healthy and sustainable places and communities.

MEN IN THE MOST DEPRIVED AREAS ARE EXPECTED TO LIVE 10 YEARS LESS THAN THOSE IN LEAST DEPRIVED

3.2

PROVIDING SOCIAL INFRASTRUCTURE

A growing and ageing population will increase demands on social infrastructure such as healthcare, education, community facilities.

It is important to ensure that there is other supporting social infrastructure in place to cater for the needs and demands of Bury's current and future residents and businesses.

EDUCATIONAL FACILITIES

A key ambition is to improve our educational and training offer. Achieving this ambition is fundamental to the future residents of Bury being able to gain appropriate employment and achieve economic and social wellbeing.

Educational attainment is generally good across the Borough with the level of attainment in Bury's schools appearing consistently above the national average, and in the upper quartile of performance when compared with similar authorities.

In order to maintain this position, it will be necessary to ensure that population growth is supported by high quality education provision for all age groups from childcare to adult education.

HEALTHCARE FACILITIES

Similarly, a growing and ageing population will place increased demands on healthcare facilities in Bury and it will be important that any growth is supported by the provision of additional facilities to cater for the needs of Bury residents.

OTHER SOCIAL INFRASTRUCTURE

Again, an increased population means increased demands for other social facilities such as leisure facilities, community facilities and recycling centres. It will be important to ensure that Bury's residents are also adequately served all forms of social infrastructure.

KEY GROWTH PRIORITIES FOR SOCIAL INFRASTRUCTURE

- To ensure that Bury's current and future residents have adequate access to high quality educational facilities.
- To ensure that any growth is supported by adequate healthcare provision that meets the needs of a growing and ageing population.
- To ensure that the increased demands for other forms of social infrastructure are met.

3.3

CREATING AN INCLUSIVE BOROUGH

Tackling economic inactivity and unemployment is part of the Borough's ambition to reduce inequality in our communities. This endeavour cross cuts all of Team Bury's priorities. Crucially, our joint efforts must help reduce inequality and the barriers which prevent some of our residents from achieving their full potential. Sustainable economic growth is impossible without addressing the gap between our most affluent and poorest residents.

Whilst Bury experiences less deprivation overall than other parts of the city-region and the UK, there are significant numbers of people who experience the inter-related problems of unemployment, low income, poor skills, inadequate housing, ill health and family breakdown.

KEY GROWTH PRIORITIES FOR AN INCLUSIVE BOROUGH

- Embed business friendly policies to attract inward investment and business growth.
- Update planning policies that support regeneration and a reduction in inequality.
- Support Public Service Reform to build independent and resilient communities, embedding employment and health programmes within the wider reform agenda.
- Support the Working Well Pilot, the Working Well Expansion and the future development of the national Health and Employment Programme.
- Support the Greater Manchester skills and employment reforms, ensuring all Bury residents have access to good quality skills provision that will lead to employment.
- Implement measures aimed at reducing inequalities and regenerating deprived neighbourhoods and communities.
- Ensure that deprived communities have access to adequate support and community facilities.
- Implement neighbourhood working bringing together support services that will collectively build stronger, healthier and economically independent communities.
- Promotion of wider travel to work patterns to ensure Bury residents access opportunities across the city region.
- Actively develop programmes and actions to enhance the attractiveness of Bury to inward investors and facilitate business support activity to support job growth.



**ENVIRONMENTAL
GROWTH**

4

4.1

ENCOURAGING A LOW CARBON ECONOMY

Delivering emissions reduction and adapting to a changing climate will create employment, boost productivity and innovation and stimulate demand for low carbon businesses.

Improving resource efficiency is key to addressing business productivity. Supporting these businesses and others that want to diversify will help deliver the transition to a low carbon economy.

Actions to reduce CO2 emissions and develop a more sustainable Greater Manchester will generate demand for low carbon and environmental goods and services.

LOW CARBON BUSINESSES

Across Greater Manchester, there are currently 2,000 businesses employing 38,000 people supplying low carbon goods and services. These markets are still experiencing growth rates of over 4% despite the recession and offer a real opportunity for growth.

The establishment of the Greater Manchester Growth Company has provided a key opportunity to integrate the low carbon opportunity across inward investment, business support, skills and marketing activities.

2000 LOW CARBON
BUSINESSES EMPLOYING
38,000 PEOPLE ACROSS GM

KEY GROWTH PRIORITIES FOR A LOW CARBON ECONOMY

- Support businesses, residents and the public sector to improve their resource efficiency.
- Support appropriate businesses to diversify into low carbon business activities.
- Seek to attract businesses involved in low carbon and environmental goods and services.
- Promote the existing low carbon and environmental goods and services sector and help it to grow.
- Develop and integrate the skills required for this change into existing and future workforces.
- Update planning policies to support a low carbon economy.
- Pursue other key plans and strategies such as the Greater Manchester Climate Strategy and the Climate Change and Low Emissions Strategies for Greater Manchester.
- Work alongside other GM districts to set up and operate a Local Energy Company to help tackle fuel poverty, encourage local renewable energy generation and improve energy efficiency for local residents and businesses.

4.2

ENVIRONMENTAL PROTECTION AND MANAGEMENT

A good quality environment has cross-cutting social and economic benefits such as improving people's health and wellbeing and helping to attract and retain talented residents.

FLOOD RISK MANAGEMENT

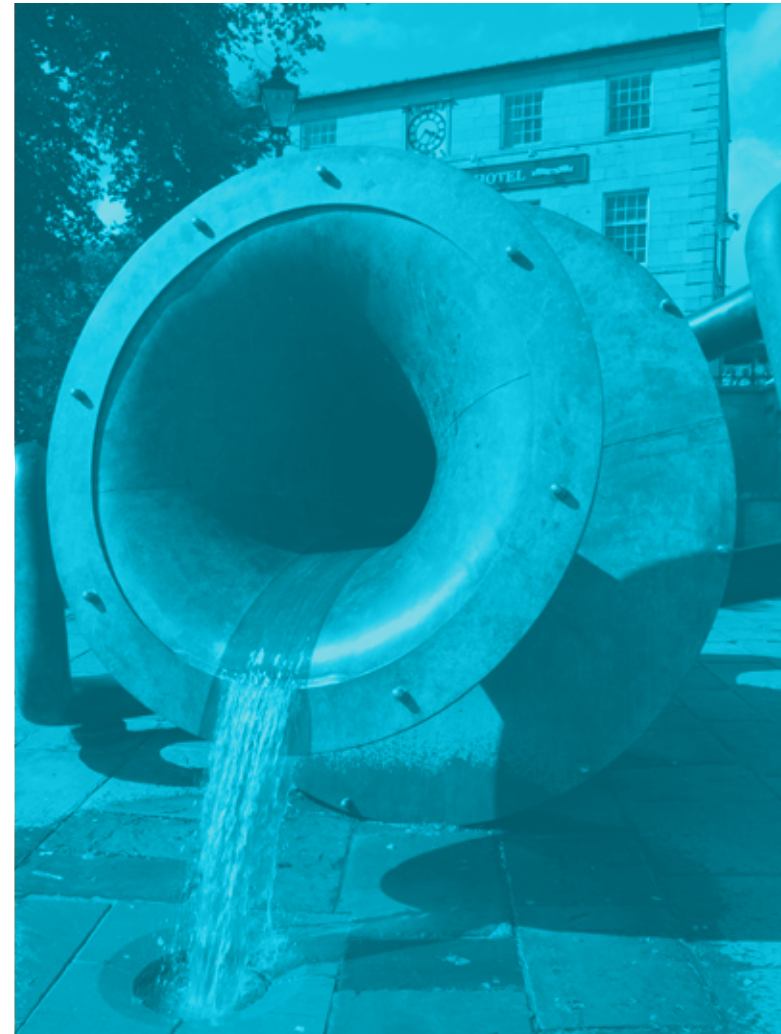
Climate change has the potential to increase the risk of flooding through increased winter rainfall and the occurrence of more extreme rainfall events. Areas in Ramsbottom, to the west of Bury town centre and between Bury and Radcliffe are particularly vulnerable to flooding.

When dealing with planning applications, the Council will endeavour to ensure that new development is not subject to unacceptable levels of risk, does not result in increased flood risk elsewhere and, where possible, achieves reductions in flood risk overall. In addition, in partnership with the Environment Agency and United Utilities, the Council will explore opportunities for the provision of additional or improved infrastructure that will help to mitigate the risk of flooding.

NATURAL ASSETS

Ensuring that there is no net loss of valuable natural assets is a key component of sustainable development, underpinning economic development and prosperity and has an important role to play in maintaining locally distinctive and sustainable communities.

By ensuring that new development does not have an adverse impact on and, where opportunities arise, makes a contribution towards the enhancement of the natural environment, biodiversity and geological assets, the Council can make an important contribution towards the management of the Borough's environmental assets.



4.2

ENVIRONMENTAL PROTECTION AND MANAGEMENT

AIR QUALITY

Air quality in some areas of the Borough fails to meet recognised standards, particularly in East Bury, Whitefield and Unsworth.

If pollution is not adequately controlled, it can have significant consequences for human health and amenity as well as natural resources and uses that are sensitive to the effects of pollution. Consequently, controlling potential sources of pollution is an important aspect of sustainable development.

BUILT HERITAGE

The Borough's 'heritage resource' includes not only buildings and historic remains but also the links between these and education, leisure, economic and cultural development and tourism, and with local identity and community involvement.

It is important that the Borough's historic assets, such as Conservation Areas, Listed Buildings and Scheduled Ancient Monuments continue to be protected.

KEY GROWTH PRIORITIES FOR THE ENVIRONMENT

- To update planning policies that support environmental protection and management.
- To seek to creating sustainable communities that are resilient to the impacts of climate change.
- To appraise flood risk from all sources, identifying land at risk, managing risk and prioritising new development in low risk areas.
- To identify, protect and enhancing a network of multifunctional greenspaces as 'green infrastructure' throughout the Borough;
- Support the GM Low Emissions Strategy and Air Quality Action Plan and by promoting active travel, low emission vehicle usage and access to public transport.
- To protect, maintain and restore biodiversity resources and heritage assets with particular reference to local character, distinctiveness and sense of place.

NEXT STEPS

This Plan sets out a broad and high-level outline of the key priorities for growth that we intend to pursue over the next twenty years or so and the key methods of delivering this.

It will be supported by a series of more detailed Action Plans that will identify the specific activities and interventions that will be undertaken in order drive the Borough towards the growth objectives identified in this Plan.

Although important, this Plan is only the first stage of Bury's ambition to embrace growth. The Team Bury Wider Leadership Group will oversee the implementation of the Action Plan and will align responsibility for implementation with sub-groups and partners where appropriate.

The Action Plans will be continually monitored to ensure that the key priorities for the Growth Plan are being delivered.

THE BURY WIDER LEADERSHIP TEAM WILL:

- **KEEP THE GROWTH PLAN AND ACCOMPANYING ACTION PLAN UNDER REGULAR REVIEW.**
- **CONTINUE TO IDENTIFY FUNDING, RESOURCE REQUIREMENTS AND ACCOUNTABILITIES TO IMPLEMENT THE KEY INTERVENTIONS.**
- **COORDINATE AND MANAGE THE TRANSITION TO THE PROGRAMME ROLL OUT PHASE OF THE DELIVERY PLAN.**
- **MEASURE RESULTS AND PERFORMANCE, THROUGH HIGH-LEVEL AND INTERVENTION BASED MEASURES.**
- **DEVELOP AND IMPLEMENT ROBUST EVALUATION CRITERIA TO SEE THE DIFFERENCE WE ARE MAKING IN THE LIVES OF BURY'S BUSINESSES AND RESIDENTS.**



**CONTACT DETAILS
IN THIS SECTION HERE**



Team Bury
Working Together For A Better Bury