

# BURY GROWTH PLAN

Ramsbottom / Tottington / Bury / Radcliffe / Whitefield / Prestwich



November 2017





# FOREWORD

Bury really is a great place to live, work and study and invest. 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. However, 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 plays an important role within the wider Greater Manchester economic engine. 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.

Greater Manchester's local councils have a history of working together. This record of co-operation, and the creation of the GMCA, helped us lead the way on city-region devolution through the 2014 Devolution Agreement. The agreement gives the region additional powers, and greater accountability through an elected mayor. These include new powers over local transport, planning, housing, health, training and business support.

As part of Greater Manchester we will also play our part in realising the ambitions of the Northern Powerhouse, 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 success.

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 on 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**

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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 blueprint for our collective ambition for the Borough. It will be supported by a suite of other detailed strategies that will help deliver the strategic vision. These strategies will be owned by partnerships that specialise in the various areas of work covered by the Plan. Many of the key growth priorities for the Borough are interlinked and partnership working will be crucial to the success of the plan.

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

Growth involves much more than just physical development that caters for an increasing population. 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 address issues associated with climate change and to mitigate against negative environmental impacts.

The following diagram illustrates the key interrelated areas that will contribute towards the Borough's growth ambitions.





# OUR VISION FOR GROWTH

Our vision for growth in the Borough is:

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.

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 an integral part in growing the economic strength of the north of England.

To do so, the Borough must 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 – a key ingredient that makes Bury the great town it is today.



This Plan sets out a broad and high-level outline of the Council's key priorities for physical, economic, social and environmental growth that we intend to pursue over the long-term and the key methods of delivering this. The priorities set out in this Growth Plan align with the Council's corporate priorities and are consistent with Team Bury's Single Outcomes Framework.

Although important, this Plan is only the first stage of Bury's ambition to embrace growth. It will be supported and delivered through a range of plans, strategies and programmes produced and operated by the Council and its partners that will drive the Borough towards the growth priorities identified in this Plan.

## IN PROGRESSING THE GROWTH PLAN, THE COUNCIL 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 ACTION 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.



1

## PHYSICAL GROWTH



## 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.

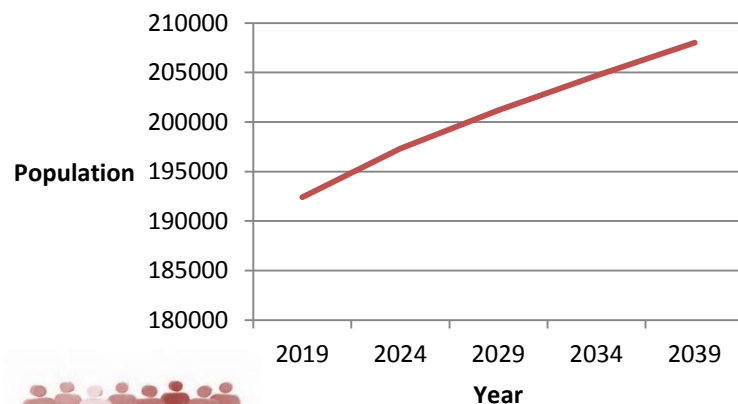
### Population Growth

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

**BURY'S  
POPULATION IS  
FORECAST TO  
GROW BY 20,500  
BY 2039 (+11%)**

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 Projections 2014



## An Ageing Population

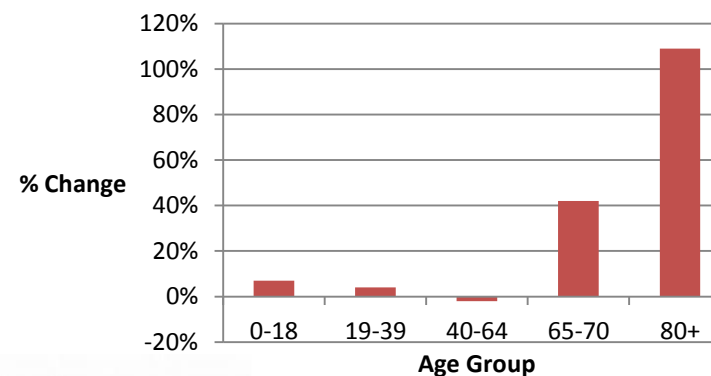
One of the key drivers for this population expansion is the fact that people are living longer. It is predicted that there will be 16,900 more people above 65 in 2039 than in 2014. The increase in the number of people aged 80 or above will more than double over the same period (8,700 more 80+ people).

**8,700 MORE  
PEOPLE AGED  
80+ BY 2039**

Whilst longevity indicates improved health and wellbeing, it brings with it growing demands on housing that meets the needs of older people, including 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 through both existing and new housing to cater for this increased demand.

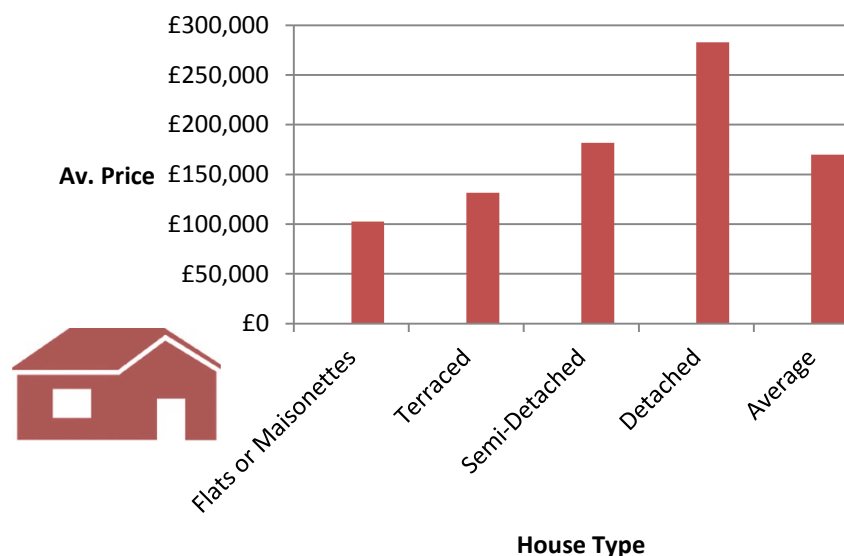
### Population Change 2014 – 2039



## Affordability

The affordability of housing is a big issue facing many of Bury's residents. At July 2017, the average house price in the Borough was £169,750. This is more than 10.7 times the annual wage of one in four working residents in the Borough.

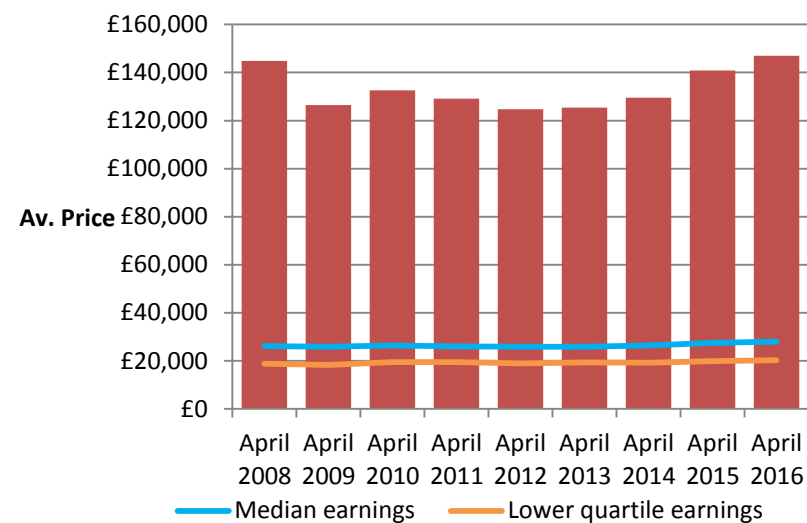
### Average House Prices in Bury



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



## 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 the provision of affordable housing through private developments.
- Maximise opportunities for housing development to meet housing needs in sustainable locations.



## Key Delivery Mechanisms for Promoting Housing Growth

The following are considered to be key strategies, plans and programmes for the delivery of housing growth:



## 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.



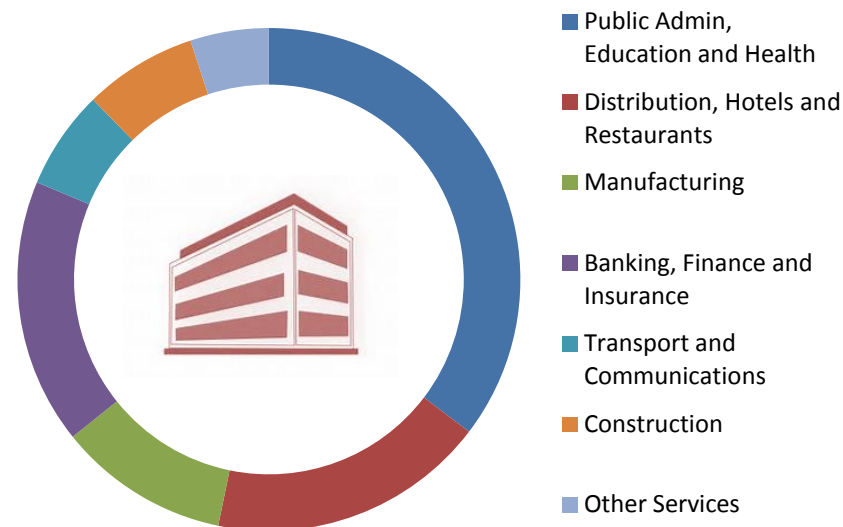
Aspirations to rebalance the country's economy through the 'Northern Powerhouse' initiative means that there is an opportunity for Greater Manchester to consolidate and strengthen its economy and Bury will have a key role to play in this.

### 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

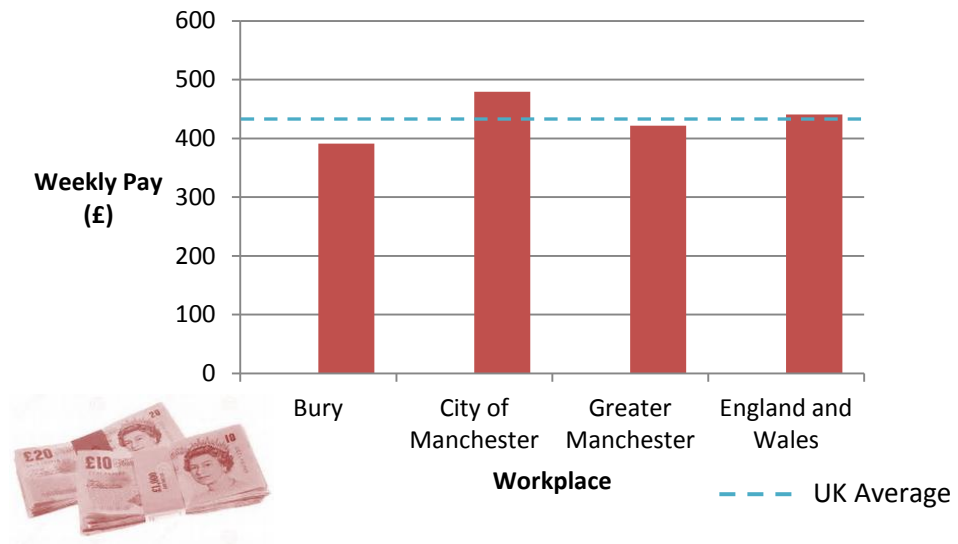


### Job Quality

Bury has relatively low quality jobs on offer with median gross weekly pay 18.4% 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.

**MEDIAN GROSS WEEKLY PAY IN BURY IS 18.4% LOWER THAN IN THE CITY OF MANCHESTER**

## Comparison of Median Gross Weekly Pay



## 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.



## 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.



## Key Delivery Mechanisms for Promoting Employment Growth

The following are considered to be key strategies, plans and programmes for the delivery of employment growth:



## 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 are showing encouraging signs of investment and

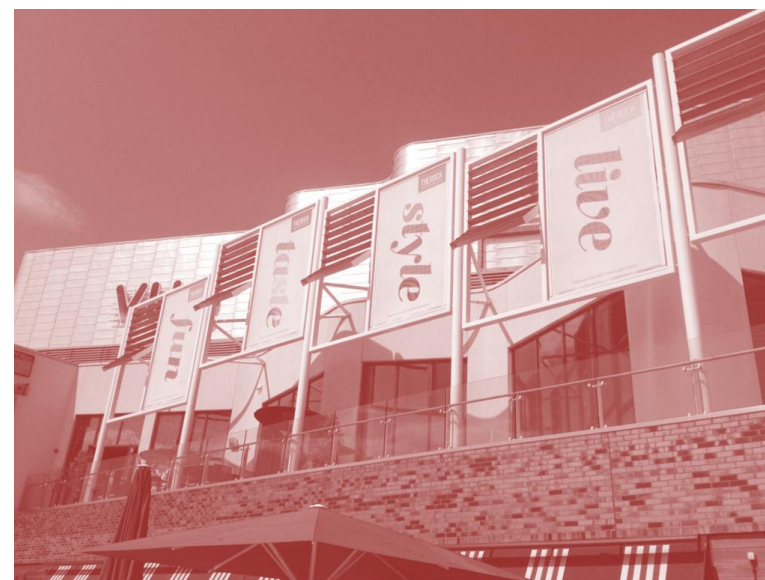
**BURY IS THE THIRD  
HIGHEST RANKED  
RETAIL DESTINATION  
IN GREATER  
MANCHESTER**

regeneration, with further opportunities being planned for 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 them.

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.
- 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 that seek to promote and enhance our town centres.
- Develop/refresh site specific town centre development frameworks.
- Actively engage with and support key town centre stakeholders, groups and businesses.

## Key Delivery Mechanisms for Supporting Town Centres

The following are considered to be key strategies, plans and programmes for the delivery of successful town centres:



## 1.4 Supporting Our 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 and Culture

Tourism and culture is an increasingly important element of the Bury economy. At present its key components are the East Lancashire Railway, the West Pennine Moors, Bury's Market, the Irwell Valley, Transport Museum, the Fusiliers Museum, Sculpture Centre and the recently refurbished MET independent arts and entertainment venue. These assets are supplemented by a programme of town centre events that attract additional footfall.

Tourism and cultural assets and a vibrant living environment are important in attracting more talented people to reside in the Borough and

**5.4 MILLION  
VISITORS WITH  
AN ANNUAL  
VISITOR SPEND OF  
£302 MILLION**

consequently, in supporting the delivery of a modernised and knowledge-based economy. While Bury's areas of natural beauty are an asset, there is still scope for improvement in the number and range of cultural and 'lifestyle' amenities in the Borough which hinders the attraction of this talent to some degree.



## 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 other key strategies and action plans that aim to support the Borough's tourism and cultural sectors.



## Key Delivery Mechanisms for Supporting Tourism and Cultural Assets

The following are considered to be key strategies, plans and programmes for supporting tourism and cultural assets:





## 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

The private car is the most popular mode of travel to work and to school and 74% of households in Bury own at least one car, which is a higher rate than the regional and national average.

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

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).

Pollution from road traffic is the most significant cause of poor air quality in Greater Manchester. The two pollutants of most concern are nitrogen dioxide (NO<sub>2</sub>) and particulates less than 10 microns (PM<sub>10</sub>). The target for nitrogen dioxide is exceeded in Greater Manchester at roadside locations and in busy town centres. In Bury this includes sections of the A58, the A56 and the M60.

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.

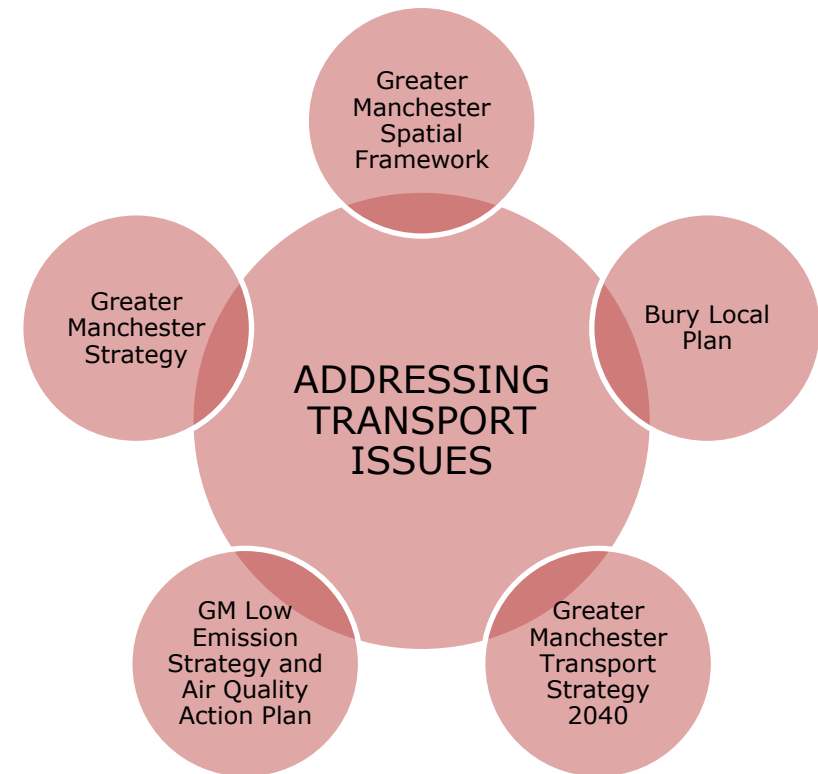


## KEY GROWTH PRIORITIES FOR TRANSPORT

- 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 refuelling 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.

## Key Delivery Mechanisms for Addressing Transport Issues

The following are considered to be key strategies, plans and programmes for addressing transport issues:

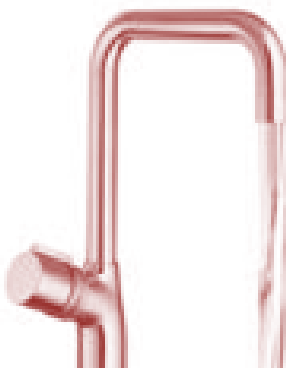


## 1.6 Providing Other Infrastructure

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 ensure that new development incorporates adequate provision, where required. This may, for example, include the provision of sustainable urban drainage (SuDS) to reduce the input of water into the drainage system.



### 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,

**NEW  
DEVELOPMENT  
INCREASES  
DEMANDS FOR  
ENERGY**

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.

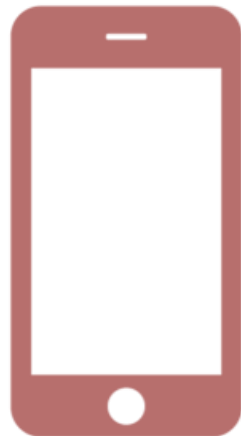
### Communications and Digital

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.



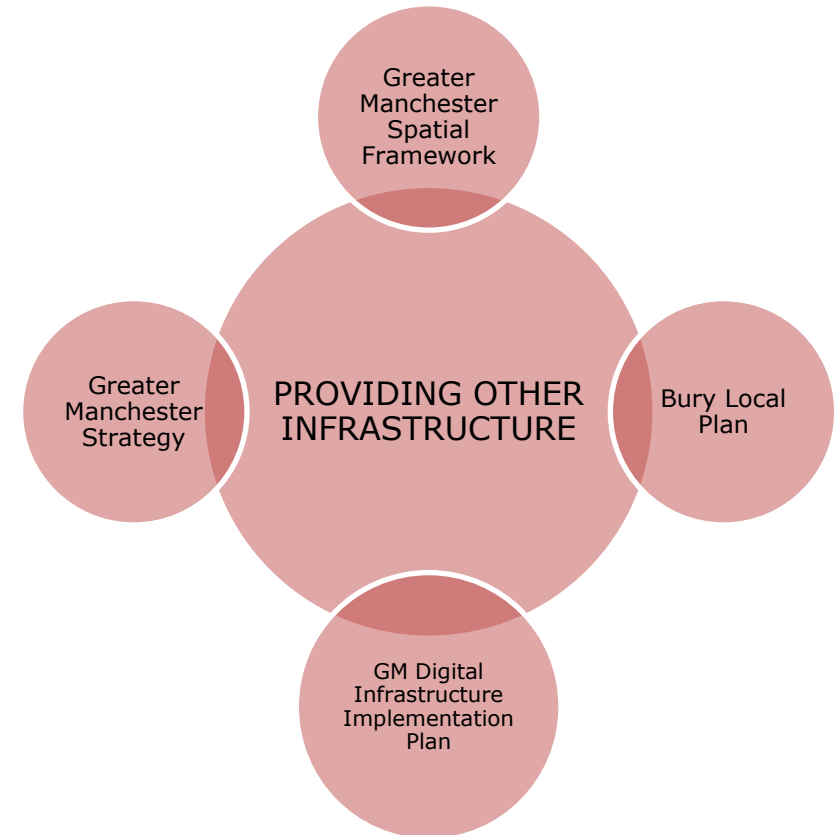
## KEY GROWTH PRIORITIES FOR OTHER INFRASTRUCTURE

- Ensure that new development seeks to reduce its demand for water through a variety of water saving measures, including the incorporation of sustainable urban drainage.
- 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.



## Key Delivery Mechanisms for Providing Other Infrastructure

The following are considered to be key strategies, plans and programmes for delivering other infrastructure:





2

ECONOMIC  
GROWTH



## 2.1 Supporting Business Development

The long-term sustainability of Bury's economy will depend on its ability to stimulate entrepreneurial activity. Developing an environment

that supports our key employment growth sectors will stimulate the provision of new and expanded businesses and increase inward investment.

There are 6,380 businesses operating within the Borough – an increase of 19.25% from 5,350 in 2010.



Improving Bury's business base requires a focus on both skills and business support in order to create a sustainable and forward-looking business community. Bury also needs to sustain and nurture its key sectors.

### Business Start-ups

In recent years, Bury has seen a considerable increase in the number of business start-ups. In 2015, Bury was home to 1,090 business start-ups compared to 695 in 2010. This represents an increase of

**BURY HAS SEEN A  
57% INCREASE IN  
THE NUMBER OF  
BUSINESS START-  
UPS BETWEEN 2010  
AND 2015.**

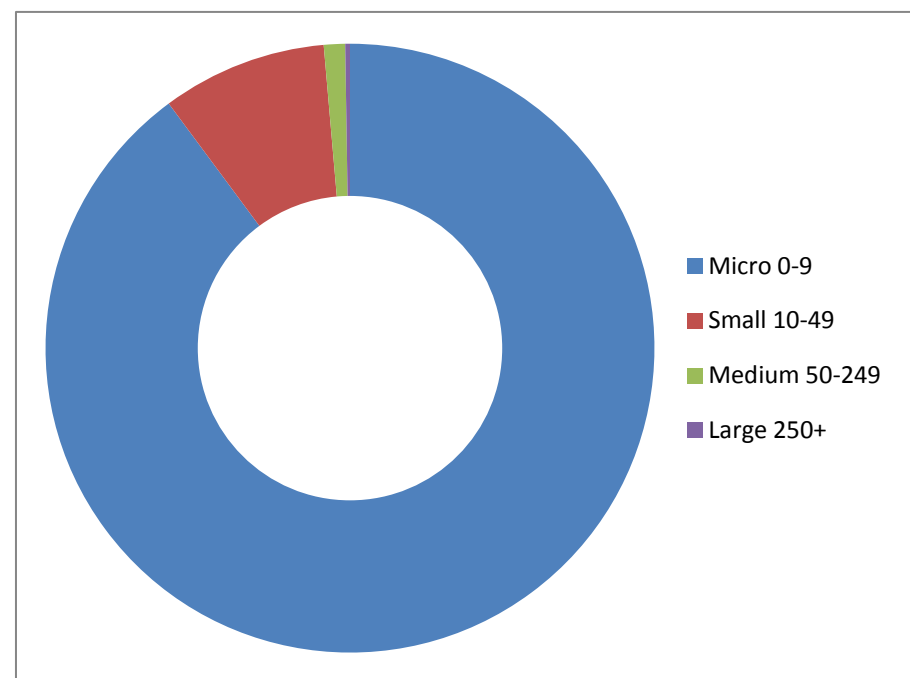
57% between 2010 and 2015.

### 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.

### Business Sizes in Bury (2017)



## KEY GROWTH PRIORITIES FOR BUSINESS DEVELOPMENT

- 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.
- Develop 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.

## Key Delivery Mechanisms for Business Development

The following are considered to be key strategies, plans and programmes for developing businesses:



## 2.2 Promoting Skills Development

Skills are a key driver of productivity, economic participation and competitiveness. The capacity of Bury's firms to transform their work processes and create new products in the face of fierce competition depends on the size and quality of its workforce.

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.

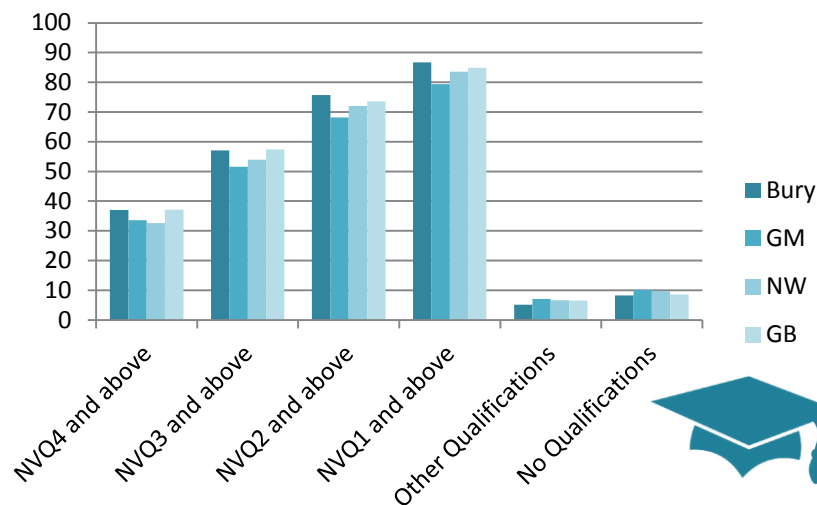
### Skill Levels

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.

### Comparison of Educational Attainment



Excellent schools and educational attainment 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 LEVEL SKILLS  
ACROSS GREATER  
MANCHESTER**

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.

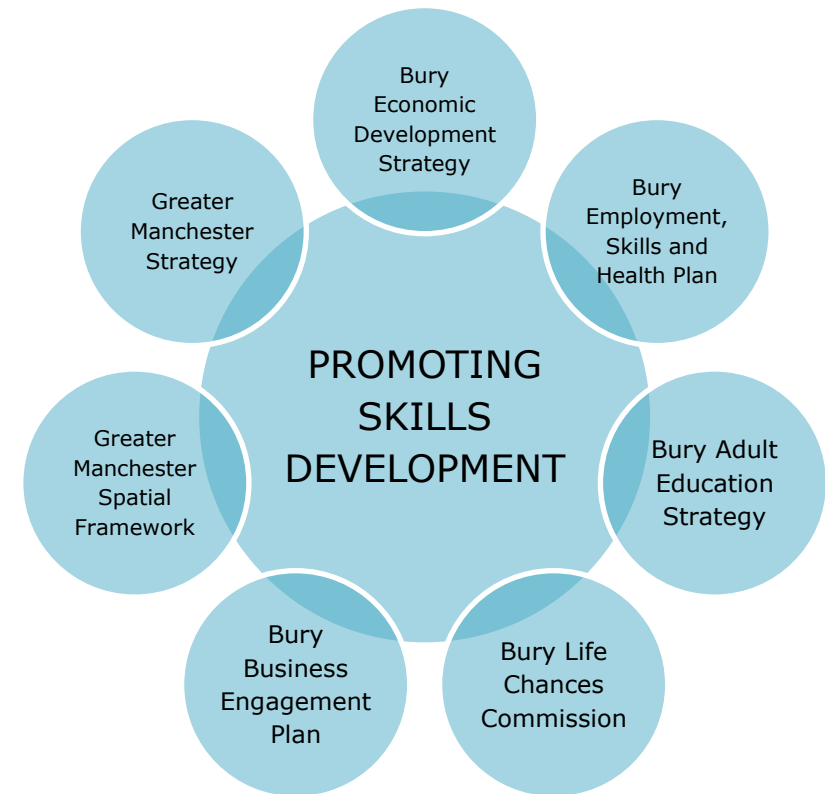
This plan will work towards ensuring that all our residents have access to good quality skills provision in order to succeed in the labour market.

### KEY GROWTH PRIORITIES FOR PROMOTING SKILLS DEVELOPMENT

- Support the delivery of an integrated employment and skills system and ensure that the people of Bury have the right skills to meet the future needs of the economy.
- Encourage Bury's businesses to invest in the skills of their workforce.
- Ensure Bury's young people and adults have access to high quality careers information, advice and guidance.
- Promote apprenticeships and skills development across all sectors.

## Key Delivery Mechanisms for Promoting Skills Development

The following are considered to be key strategies, plans and programmes for developing skills:



## 2.3 Attracting and Retaining Talent

It is not enough to increase the skills of Bury's resident population - it also important to create the right environment to attract external talent and ensure that this talent is retained and encouraged to thrive.

In particular, for the Borough's economy to fulfil its potential 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 (including public services, cultural offer, housing and environmental conditions), 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.

**QUALITY OF PLACE,  
ECONOMIC  
PROSPECTS AND  
SOCIAL FACTORS  
ARE KEY TO  
ATTRACTING AND  
RETAINING TALENT**





## KEY GROWTH PRIORITIES FOR ATTRACTING AND RETAINING TALENT

- To work alongside MIDAS and Marketing Manchester to promote Bury's offer as a high-quality place to live for skilled professionals, and to locate a business.
- To encourage educational institutions to work in partnership with employers to attract and retain talent.
- 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.
- Ensure that Bury benefits from current and future funding opportunities to support the attraction and retention of talent.

## Key Delivery Mechanisms for Attracting and Retaining Talent

The following are considered to be key strategies, plans and programmes for attracting and retaining talent:



## 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 sectors for the borough.

PARTS OF THE BOROUGH HAVE THE CHARACTERISTICS TO BE ATTRACTIVE TO THE **LOGISTICS** AND **ADVANCED MANUFACTURING** SECTORS

Furthermore, some parts of the Borough are considered to have the characteristics to be attractive to the logistics and advanced manufacturing sectors.

### 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.



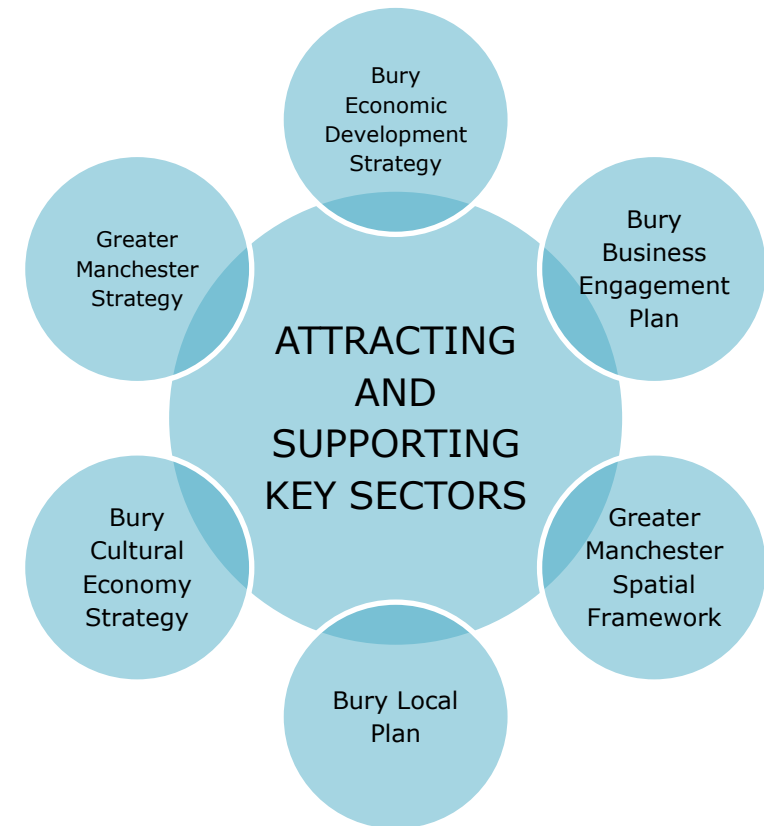
## KEY GROWTH PRIORITIES FOR KEY SECTORS

- 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 existing and potential key sectors.
- Promote network of shared intelligence across our identified key sectors.



## Key Delivery Mechanisms for Attracting and Supporting Key Sectors

The following are considered to be key strategies, plans and programmes for attracting and supporting key sectors:





3

SOCIAL  
GROWTH

## 3.1 Promoting Health and Wellbeing

Many factors affect our health and wellbeing including access to employment, environmental conditions, opportunities for physical activity, social circumstances and housing.

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.



### Life Expectancy

Since 2000, Bury has seen a steady increase in life expectancy at birth with the latest ONS data (2012-2014) showing life expectancy for females is 81.5 years and males at 78 years – an increase of 1.7 and 3 years respectively. These are largely consistent with life expectancy rates in Greater Manchester as a whole.

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

Nevertheless, 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

- Promote the development of measures to support prevention, early intervention and self care.
- Support a reduction in social and economic inequalities that have an impact on health and wellbeing.
- Simplify access to health and social care and ensure that people can access health and wellbeing services in a timely way.
- Develop plans to take account of an ageing population and changing customer expectations.
- Seek to create and develop healthy and sustainable places and communities.



## Key Delivery Mechanisms for Promoting Health and Wellbeing

The following are considered to be key strategies, plans and programmes for health and wellbeing:



## 3.2 Providing Social Infrastructure

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

It is important to ensure that there is the necessary 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,

**A GROWING AND  
AGEING POPULATION  
WILL INCREASE  
DEMANDS ON SOCIAL  
INFRASTRUCTURE**

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 social facilities such as leisure facilities, community facilities, recycling centres and other service areas. It will be important to ensure that Bury's residents are also adequately served all forms of social infrastructure.



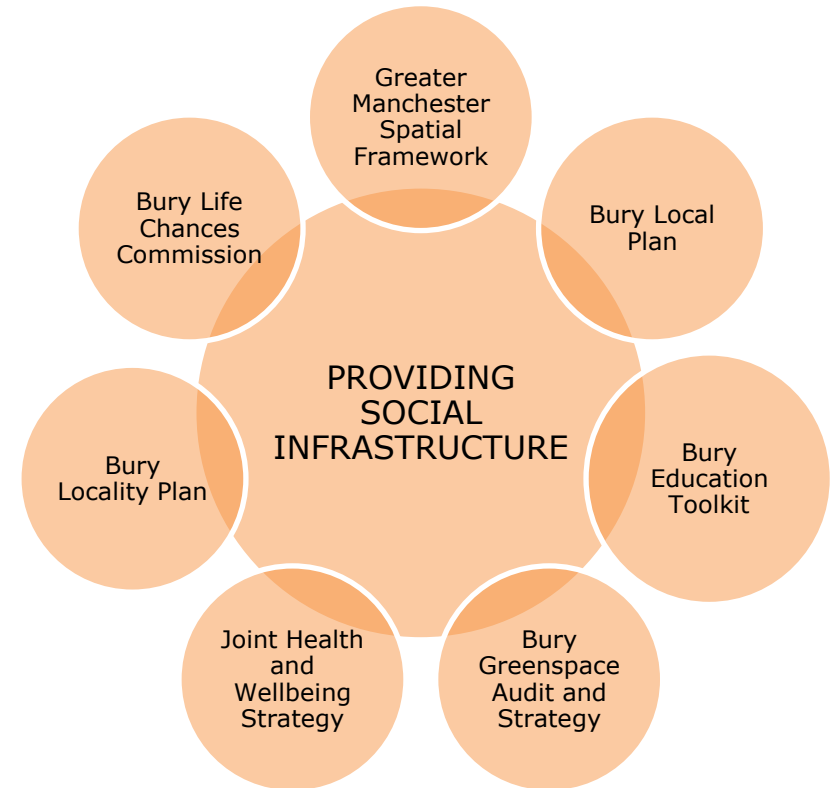
## KEY GROWTH PRIORITIES FOR SOCIAL INFRASTRUCTURE

- Ensure that the growth within the Borough is accompanied and supported by the necessary social infrastructure to meet the needs of future residents, including education and healthcare provision.
- Seek opportunities to make improvements to existing social infrastructure within the Borough.



## Key Delivery Mechanisms for Providing Social Infrastructure

The following are considered to be key strategies, plans and programmes for providing social infrastructure:



## 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 the Council's priorities. Crucially, our joint efforts must help reduce inequality and the barriers which prevent some of our residents from achieving their full potential.

**TACKLING  
ECONOMIC  
INACTIVITY AND  
UNEMPLOYMENT IS  
KEY TO REDUCING  
INEQUALITIES IN OUR  
COMMUNITIES**

Sustainable growth is impossible without addressing the gap between our most affluent and poorest residents.

Whilst Bury experiences less deprivation overall than other parts of Greater Manchester and the UK, there are pockets of multiple deprivation (largely in areas of east Bury, Radcliffe, Besses in Whitefield and Rainsough in Prestwich) and 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

- Support employment and health programmes within the wider reform agenda.
- Support programmes designed to address issues connected to economic inactivity and unemployment.
- Develop plans that seek to deliver regeneration and growth in all of our townships.
- Improve transport access to employment opportunities within the Borough and the wider 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.

## Key Delivery Mechanisms for Creating an Inclusive Borough

The following are considered to be key strategies, plans and programmes for creating an inclusive Borough:







# 4

## ENVIRONMENTAL GROWTH

## 4.1 Addressing Climate Change and Improving Air Quality

Adapting to climate change and delivering carbon reductions will help to support reliable low carbon energy and create resilient and energy efficient places to live and work.

### Carbon Reduction

Current objectives are to deliver a 48% reduction in Greater Manchester's carbon emissions by 2020 (compared to 1990 levels). This will require a significant reduction in the use of fossil fuels and a major shift in how we live our lives.

This may include measures such as retrofitting low-carbon features to our homes and workplaces, developing low-carbon skills, developing our capacity to deliver renewable energy and energy efficiency and helping the low carbon business sector flourish and grow.

**THERE ARE AMBITIONS TO DELIVER A 48% REDUCTION IN CARBON EMISSIONS ACROSS GREATER MANCHESTER BY 2020**

### Flood Risk

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.

In managing future growth, flood risk should not be made worse and, where possible, achieves reductions in flood risk overall. 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.

### Air Quality

Air quality in some areas of the Borough fails to meet recognised standards, particularly in areas around the Borough's main road network.

**AIR QUALITY IN SOME AREAS OF THE BOROUGH FAILS TO MEET STANDARDS**

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.



## KEY GROWTH PRIORITIES FOR ADDRESSING CLIMATE CHANGE AND IMPROVING AIR QUALITY

- Support businesses, residents and the public sector to improve their resource efficiency.
- Support appropriate businesses to diversify into low carbon business activities and seek to attract and promote businesses involved in low carbon goods and services.
- Develop and integrate the skills required for low carbon businesses into existing and future workforces.
- Seek to ensure that new developments are designed and built to be low carbon and to encourage the use of sustainable low emission transport.
- Seek to ensure that new developments will be resilient to the impacts of climate change.
- Seek to manage and minimise flood risk from all sources.
- Implement plans and strategies that reduce harmful emissions and improve air quality.

## Key Delivery Mechanisms for Addressing Climate Change and Improving Air Quality

The following are considered to be key strategies, plans and programmes for helping to address climate change and improve air quality:



## 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.

### 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.

### 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

- Update planning policies that support the protection and management of the Borough's natural and built environment.
- Identify, protect and enhance a network of multifunctional 'green infrastructure' throughout the Borough.
- Protect, maintain and restore biodiversity resources and heritage assets with particular reference to local character, distinctiveness and sense of place.



## Key Delivery Mechanisms for Environmental Protection and Management

The following are considered to be key strategies, plans and programmes for environmental protection and management:

