

<b>Meeting: Strategic Commissioning Board</b>			
<b>Meeting Date</b>	02 March 2020	<b>Action</b>	Receive
<b>Item No</b>	8	<b>Confidential / Freedom of Information Status</b>	No
<b>Title</b>	Bury Strategy Update		
<b>Presented By</b>	Lynne Ridsdale, Deputy Chief Executive / Director Corporate Core		
<b>Author</b>	Lynne Ridsdale, Deputy Chief Executive / Director Corporate Core		
<b>Clinical Lead</b>	Dr Jeffrey Schryer, CCG Chair		
<b>Council Lead</b>	Cllr David Jones, Leader, Bury Council		

<b>Executive Summary</b>
An update to Board on the latest activity in the development of the Bury Town of Culture and the wider update of the Bury 2030 Strategy
<b>Recommendations</b>
It is recommended that the Strategic Commissioning Board: <ul style="list-style-type: none"> <li>Review the presentation slides and provide their strategic input into the proposals.</li> </ul>

<b>Links to Strategic Objectives/Corporate Plan</b>	Yes
Does this report seek to address any of the risks included on the Governing Body / Council Assurance Framework? If yes, state which risk below:	No
N/A	

<b>Implications</b>						
Are there any quality, safeguarding or patient experience implications?	Yes	<input type="checkbox"/>	No	<input checked="" type="checkbox"/>	N/A	<input type="checkbox"/>
Has any engagement (clinical, stakeholder or public/patient) been undertaken in relation to this report?	Yes	<input checked="" type="checkbox"/>	No	<input type="checkbox"/>	N/A	<input type="checkbox"/>
Have any departments/organisations who will be affected been consulted ?	Yes	<input checked="" type="checkbox"/>	No	<input type="checkbox"/>	N/A	<input type="checkbox"/>

Implications						
Are there any conflicts of interest arising from the proposal or decision being requested?	Yes	<input type="checkbox"/>	No	<input checked="" type="checkbox"/>	N/A	<input type="checkbox"/>
Are there any financial implications?	Yes	<input type="checkbox"/>	No	<input checked="" type="checkbox"/>	N/A	<input type="checkbox"/>
Are there any legal implications?	Yes	<input type="checkbox"/>	No	<input checked="" type="checkbox"/>	N/A	<input type="checkbox"/>
Are there any health and safety issues?	Yes	<input type="checkbox"/>	No	<input checked="" type="checkbox"/>	N/A	<input type="checkbox"/>
How do proposals align with Health & Wellbeing Strategy?	Proposals are in relation to development for overall vision and strategy for the Borough, including health and wellbeing.					
How do proposals align with Locality Plan?	The Locality Plan refresh was developed alongside the development of the Bury 2030 Strategy and in many ways a forerunner of the strategy.					
How do proposals align with the Commissioning Strategy?	The Bury Strategy will provide the strategic vision for the Borough for the next decade, articulating the key outcomes for the people of the Borough which should sit centrally within future commissioning plans.					
Are there any Public, Patient and Service User Implications?	Yes	<input checked="" type="checkbox"/>	No	<input checked="" type="checkbox"/>	N/A	<input checked="" type="checkbox"/>
How do the proposals help to reduce health inequalities?	Focus on IMD will ensure Bury Strategy targets activity to drive necessary increases in quality of life and outcomes for residents of the Borough.					
Is there any scrutiny interest?	Yes	<input checked="" type="checkbox"/>	No	<input type="checkbox"/>	N/A	<input type="checkbox"/>
What are the Information Governance/ Access to Information implications?	N/A at this stage – will be considered as part of wider integration work					
Has an Equality, Privacy or Quality Impact Assessment been completed?	Yes	<input type="checkbox"/>	No	<input checked="" type="checkbox"/>	N/A	<input checked="" type="checkbox"/>
Is an Equality, Privacy or Quality Impact Assessment required?	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>	N/A	<input checked="" type="checkbox"/>
Are there any associated risks including Conflicts of Interest?	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>	N/A	<input checked="" type="checkbox"/>
Are the risks on the CCG /Council/ Strategic Commissioning Board's Risk Register?	Yes	<input checked="" type="checkbox"/>	No	<input type="checkbox"/>	N/A	<input type="checkbox"/>
Additional details	<i>NB - Please use this space to provide any further information in relation to any of the above implications.</i>					

<b>Governance and Reporting</b>		
<b>Meeting</b>	<b>Date</b>	<b>Outcome</b>
<i>CabJET</i>	20/01/2020	
JET	13/01/2020	Noted and comments fed back on

## **Bury Strategy Update**

### **1. Introduction and background**

- 1.1 This report is a further update to SCB following earlier papers in October and December 2019 and February 2020 with regards to the latest developments in relation to the Bury (2030) Strategy.
- 1.2 The Bury Strategy will be our 10-year vision for the place rather than a plan just for any given organisation – this is a plan for the Borough of Bury, by the people of Bury.

### **2. Presentation slides**

- 2.1 Following the public engagement on Bury 2030 and discussions at key partnership meetings during the autumn work has continued to develop the narrative for an agreed vision and approach, based on feedback received and linked to the 5 themes of the Local Industrial Strategy.
- 2.2 National journalist, and Bury's own, Phil Collins has developed the Bury story, outlining the 'as is' state of the Borough and a development session with Team Bury partners in January brought public, private, voluntary and community sector leaders together to develop a joint delivery plan for the strategy.
- 2.3 On 23<sup>rd</sup> January a Team Bury workshop took place at the Fusiliers Museum to develop thinking further with Team Bury partners and wider community leaders to consider the thinking so far (strategy and delivery proposals); the content of the local economic position through evidence from Cambridge Econometrics; and a facilitated session with the Centre of Local Economic Strategies on the 2030 vision and detailed delivery plans.
- 2.4 Activity is taking place to bring all the current thinking and plans, from the early engagement and the narrative from Phil Collins, along with the delivery plan workshop findings in order to draft the strategy ahead of public consultation.
- 2.5 Plans are also developing at pace in relation to Town of Culture. The presentation highlights the key components of this.

### **3. Recommendations**

- 3.1 It is recommended that the respective Members of the Board review the proposals outlined in the slides and provide their strategic input into the proposals.
- 3.2 That the Board consider health representation on the Town of Culture Steering Group (subject to approval by the Group co-chairs)
- 3.3 That the Board is encouraged to share ideas and thinking throughout their networks in relation to Happy and Culture more generally, and into [townofculture@bury.gov.uk](mailto:townofculture@bury.gov.uk)

#### **4. Actions Required**

- 4.1 To review this report and to provide strategic input into the development of the Bury Strategy with any specific contributions to be sent to [corporate.core@bury.gov.uk](mailto:corporate.core@bury.gov.uk)

**Lynne Ridsdale**  
**Deputy Chief Executive (Corporate Core)**  
[l.ridsdale@bury.gov.uk](mailto:l.ridsdale@bury.gov.uk)  
**February 2020**

# Bury 2030

# Bury 2030

- Council and partners have been listening. Bury people – identify with where they live – their local town centre/their neighbourhood
- Ten years of reform – Bury will be one of the first post industrial northern towns to fully deliver inclusive growth
- Communities will be listened to, respected, re-engaged
- Bury – a place to live the good life you want for yourself and your family
- Bury – a place of enterprise: from John Kay to STEM/full fibre, 5G

# Outcomes

- Clear economic strategy for Bury to stand out as one of the first post industrial northern districts to achieve higher than national average levels of economic growth and lower than national deprivation
- Communities re-engaged with a sense of pride & belonging
- National reputation for high standards of education and skills regained
- Gaps in healthy life expectancy closed
- In-work poverty diminished
- Carbon neutral by 2030
- Devolution:
  - Differential devolution
  - To CA for economic growth (CA is single tier)
  - To local places for integration of social policy and re-connecting communities

# The emerging framework – 5 themes; 10 priorities

Relationships not services; Neighbourhood delivery; Community-led; Wellbeing

**Happy People**

**Community –**  
Aspiration &  
Capacity

**Neighbourhood  
Delivery**

**Thriving Places**

**Carbon neutral**

**Economic Strategy**

**Creative Ideas**

**Culture**

**Wellbeing –**  
**“Great Dream”?:**  
Giving; Relating; Exercising  
Trying Out; Direction  
Resilience; Emotions  
Acceptance; Meaning

**Enabling  
Infrastructure**

**Digital**

**Transport**

**Enterprising  
Business**

**Inclusive business  
Growth**

**Education & Skills**

**Bury People Powered “behaviours”**  
– common way of living & working together

# Bury 2030

- Securing additional resource to bring together the narrative, findings of the engagement activity and recent Team Bury workshop and develop a draft strategy with clear vision and delivery plan – Mid March 2020
- To be followed by formal consultation
- Will include reviewing governance arrangements for ‘Team Bury’



# Bury

## GM Town of Culture 2020

### Update to the Strategic Commissioning Board

### February 2020

# Bury - The GM Town of Culture 2020

happy

- Announced by Andy Burnham on 18 December 2019 who described it as ***“one of the moment; a powerful, life affirming concept – Bury makes me happy***
  - Bid based on performing & visual arts in Bury town centre, building on Victoria Wood’s legacy: “Happy” – Wood’s adjective for purpose of her work
  - Brings £160k investment - committed to performing arts festival activity & artist talent development
  - External partners & sponsors: VW Foundation; Arts Council (evaluation); the Halle & commissioned artists as mentors
- Opportunity to showcase all our towns, culture & communities – arts & culture hugely important to
  - Our pride in the borough
  - the sustainability of our town centres
  - health and wellbeing, through community engagement & combatting loneliness

# Bury Town of Culture – Overall Strategy

- A delivery programme of two halves
  - “Happy” programme of visual & performing arts, largely January – July
  - Community culture programme to celebrate all our towns, people & events, July – December
- Overarching “brand” for the whole year of culture (to be designed by Bury Colleges)
- Plus capacity for academic study & evaluation
- Led by multi-partner Bury Steering Group, Co-Chaired by The Met & Council
- dedicated communication capacity & expertise – proactive social media, press & website [visitbury.com](http://visitbury.com)

# Delivery Plan

## 1. The “Happy” programme

happy

- Basis of bid to GM; led by The Met, Bury Arts Museum with commissioned support from Hamilton Foundation
- Programme of talent development, performing & visual arts, based on work & legacy of Victoria Wood
- Sponsorship from Victoria Wood Foundation; GM & Bury Council
- Key events:
  - “New Faces” talent development
  - Happy Festival 15-17<sup>th</sup> May – music, art, performance, comedy/fitness sessions, happy themed walks as part of GM Walking Festival
  - ‘Lets Do It’ social strand to provide opportunities and spaces across Bury to meet, socialise, share stories, learn and interact.
  - Symposium exploring happiness through Victoria Wood’s approach to her work and legacy
  - Happy Proms mid July in Burrs Country Park in conjunction with the Halle Orchestra including performances from New Faces
- Research & evaluation of impact funded by Arts Council via Salford Uni PhD student

# Delivery Plan

## 2. Community Culture

- Community events for this year programmed & supported with events & communications support and Town of Culture brand
- Need to cover all our people, communities, heritage & places:
  - Every township
  - Planned events eg Prestwich Arts; Radcliffe Carnival; Pride; Bury Running Festival
  - Service hubs eg hospital art; libraries & museums
- Seeking to expand with additional “headline” events for this year
  - Head for the Hills (The Met)
  - “Light Night” (military celebration theme into Christmas lights)
  - Poetry festival – multiple contributions; poems from Children in Care Council shared today
- Celebrity involvement – Danny Boyle; Guy Garvey; Howard Jacobson; Constantine sisters; soap actors; Victoria Derbyshire

# Evaluation & Output

- Evaluation throughout year:
  - Measuring socio-cultural value (Community engagement; health & wellbeing; economic development)
- Exploring academic underpinning
  - Study into the science of happiness
  - Engagement with Richard Layard: “Happiness czar”
- Output
  - Output is a Cultural Strategy for Bury as part of 2030 vision

# Resources & Costs

## Reporting to Partner Steering Group

- Happy – The Hamilton Foundation (costs within bid)
- Community Culture – Bury Council
- Additional capacity 2020 – Bury Council funding:
  - Communications – 2 days pw
  - Events Support – 2 days pw
  - Bury faces – task & finish engagement

Opportunity for wider health representation on Steering Group – suggestions welcome

Encouragement to gather/share ideas through your networks and into [townofculture@bury.gov.uk](mailto:townofculture@bury.gov.uk)

Appendix –

Unsolicited poems from Children in Care Council

When the lights go off  
And the moon goes up  
And your eyes are starting to close  
And your mind runs away  
To the dreams you dream  
That make the world so strange  
You see things you won't believe in  
And your worst nightmares start to haunt  
you  
When the world is starting to hurt you  
The dreams will heal the day

Dreams are some of the weirdest things  
They change each night  
And you forget them by morning  
When the moon is out of site  
But what about the other dreams  
That live inside your head  
The ones that keep you going  
And get you out of bed  
I dream of physiotherapy  
Of helping great athletes  
Helping people stand  
Stand on their two feet

I want to be the Flash  
An amazing super hero  
Who can go back in time  
And reset my life to zero  
I'd stop myself from getting hurt  
Life would be a blast  
I'm already super clever  
But as Flash I'd be super fast  
I could throw a lightening bolt  
And be faster than the speed of light  
I would be untouchable  
And I'd win any fight  
Maybe being The Flash  
Is a little hard to realize  
So I'd love to be an astronomer  
Studying stars up in the skies

I don't know what I want to be when  
I'm older  
But I know how I want to feel  
I want to feel a sense of normality  
With relationships that are real  
I thought about being an air hostess  
Or a beautician doing nails  
Something I can earn my own money  
To spend in all the sales  
I'd like to live out in the sun  
Maybe the United States  
Somewhere by a golden beach  
Just hanging with my mates  
I hope wherever I end up  
My life is full of smiles  
I dream of feeling safe and loved  
Without social work files

## Poems from our Children in Care Council - Dreams