

BURY'S COMMUNITY STRATEGY: 2008 - 2018



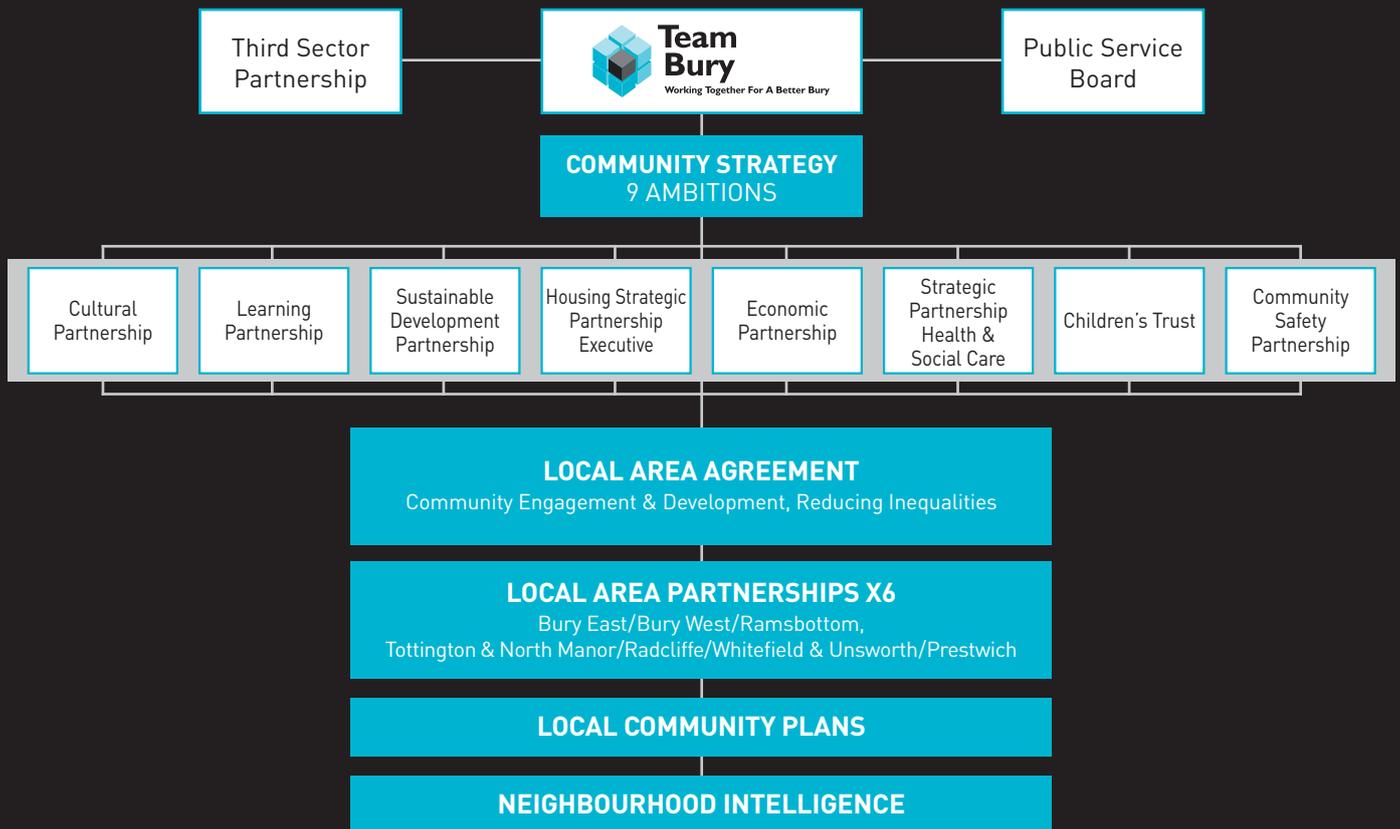
**Team
Bury**

Working Together For A Better Bury

ABOUT TEAM BURY

Team Bury, Bury's Local Strategic Partnership, was launched in 2001. We are an inclusive partnership bringing together representatives from the voluntary, community, public, business and government agencies who work co-operatively together to deliver our vision and ambitions.

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



For further information about Team Bury please contact:

Urban Strategy and Neighbourhoods Unit, Bury Council, Town Hall, Knowsley Street. Bury BL9 0SW

Tel: 0161 253 5127 E-mail: Team.Bury@bury.gov.uk Visit: www.team.bury.gov.uk

CONTENTS

INTRODUCTION	3	A centre of excellence for education in the North West	10
OUR VISION	4	A place where each township thrives	11
AMBITIONS		An area with first class services	12
The place to live in Greater Manchester	5	Quality jobs for Bury people	13
An area where people feel safe and secure	6	Delivering our ambitions	14
The healthiest borough in the North West	7	Key plans and strategies	15
A popular visitor destination	8		
The premier retail town in the north of Greater Manchester	9		

INTRODUCTION

Bury is already a place where the majority feel comfortable in living due to its good environment with great areas of high-quality open space, with almost all our parks attaining green flag status, excellent schools and colleges, high connectivity and a diverse housing offer. It is a great place to bring up families with strong facilities for children and young people and also to grow older with our **Age of Opportunities** programme promoting health and wellbeing for the people of Bury aged over 50. We are currently overseeing significant investment across the Townships and in particular in Bury town centre where our **Rock Triangle** development will mean Bury moving from 160th to 61st position in the National Retail Centre Rankings. Bury is a safe place to live, with reducing crime levels, particularly in the context of its position as part of one of the largest conurbations in the UK.

Our Community Strategy aims to build on our achievements to date and enable us to meet future challenges including climate change, increasing globalisation, pockets of deprivation and demographic changes. We are comfortable and confident about our future, Bury's townships and the positive role we can play in the Manchester city region. Bury has a distinctive offer as a great place to live and study, and increasingly to work. We are in no doubt about our strong traditions and proud heritage and celebrate our shared history and culture as part of the ongoing development of our sense of community. Indeed Bury recognises that culture is at the heart of what we all do. It adds value and meaning to people's lives and brings enjoyment to those who participate. It promotes well-being, improves quality of life, inspires community pride and has the ability to transform local areas.

The story of Bury is that of a common shared future. As our population becomes more cosmopolitan, we welcome and integrate newcomers to our strong and safe communities where people have high aspirations and are able to maximise their opportunities to achieve. We work hard to remove barriers to engagement and achievement, as early as possible, to ensure our residents' life chances are not restricted and that our community remains cohesive and strong. We are sound in our understanding of Bury, its needs and opportunities and are confident in promoting Bury, both to our residents and the outside world as a place that enables people's expectations and aspirations to be raised and fulfilled.

Together, we are committed to delivering our vision for Bury. Continuing consultation and engagement with local residents and stakeholders has already shaped this strategy and will continue to focus the activities and resources of partners on key issues.

We ask that you continue to share in and take ownership of our vision for our Borough. Together we really can make Bury *'a great place in which to live, work, visit and study.'*



Cllr Bob Bibby

Chair, Team Bury Executive Board



OUR VISION

Our vision states quite simply that we want:

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

OUR AMBITIONS

Our ambitions set out clearly the things we need to achieve to make our vision a reality. Our ambitions for Bury are:

- *The place to live in Greater Manchester.*
- *An area where people feel Safe and Secure.*
- *Healthiest Borough in the North West.*
- *Popular visitor destination.*
- *Premier retail town in the North of Greater Manchester.*
- *Centre of excellence for education and training in the North West.*
- *Each township thriving.*
- *An area with first class services.*
- *Quality jobs for Bury people.*

OUR VALUES

Our Community Strategy seeks to demonstrate how, together, we can develop a Shared Future. This is why we have developed a Bury Values Prospectus that sets out a set of shared values to which we can all subscribe.



OUR AMBITION FOR 2018: THE PLACE TO LIVE IN GREATER MANCHESTER

Bury will be recognised as a location of choice in Greater Manchester for living, studying, and working. A place where people feel part of a community with shared values and common goals. We want a borough that welcomes all people and provides a wide variety of lifestyle choices. We will be a vibrant, culturally rich environment. We will provide high quality jobs, first class education and affordable, high quality housing of all sizes. Mindful of our environmental responsibilities, we will develop sustainable communities, make efficient use of natural resources, encourage sustainable production and consumption along with minimising waste. Bury will have a transportation infrastructure that enables people to earn their living and enjoy their leisure time in an environmentally responsible manner.

HOW WILL WE ACHIEVE SUCCESS?

- *Ensure availability of a wide variety of housing options.*
- *Maintain and, where possible, improve upon the high standard of achievement within education.*
- *Develop a balanced local economy that meets the employment aspirations of a well-educated, highly-skilled population.*
- *Create more vibrant leisure, cultural and retail activities.*
- *Promote and enable a lifestyle that minimises negative environmental impact and develop a high quality public transport infrastructure.*
- *Create a vibrant third sector confident and capable in its ability to contribute significantly to Bury's future.*
- *Encourage the development of a high-quality environment, including buildings and a public realm of distinctive design with improved managed sites for bio-diversity.*

HOW WILL WE KNOW WE HAVE SUCCEEDED?

- *Bury's net population will have continued to rise.*
- *We will have minimised and adapted to climate change, through energy efficiency, minimising pollution and use of renewables.*
- *Housing provision will be in line with agreed regional targets and the range of affordable housing will have increased.*
- *An increased proportion of our population who are educated to a high level will choose to return to Bury and make it their home.*
- *The number of people commuting out of the Borough will have fallen.*
- *The number of high-quality independent restaurants, retail outlets and cultural opportunities will have increased.*
- *More people will be satisfied with the public transport system, and journey times on all forms of transport will have reduced.*



OUR AMBITION FOR 2018: AN AREA WHERE PEOPLE FEEL SAFE AND SECURE

Bury prides itself on having the lowest crime rate in Greater Manchester but we are not complacent and want to reduce crime and the fear of crime even more. Much work has been done to listen to our communities' expectations; a clear message has emerged that a safe and secure environment is a top priority. It is important that our communities expect quality services that address their concerns, whilst acknowledging their role as a partner in delivering solutions. Working together through the BurySafe Partnership, our collective challenge is to make Bury an even more safe, secure and confident place.

HOW WILL WE ACHIEVE SUCCESS?

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

HOW WILL WE KNOW WE HAVE SUCCEEDED?

- *People will tell us they feel safe and secure in our communities.*
- *Young people are engaged in positive activities within the community.*
- *Crime and anti social behaviour is reduced.*

6





OUR AMBITION FOR 2018: HEALTHIEST BOROUGH IN THE NORTH WEST

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

7

HOW WILL WE ACHIEVE SUCCESS?

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

HOW WE WILL KNOW WE HAVE SUCCEEDED?

- *User satisfaction levels will have increased.*
- *We will have made measurable progress in reducing the gaps in health inequalities across the Borough.*
- *We will have healthier lifestyles by:*
 - *Reducing the number of people who smoke.*
 - *Increasing the number of older people living in their own homes.*
 - *Reducing obesity.*
 - *Getting more people, more active, more often.*
 - *Reducing the misuse of drugs and alcohol.*
 - *Improving sexual health.*
- *Life expectancy for our residents will have increased, and we will perform better in regional, sub regional and national league tables.*



OUR AMBITION FOR 2018: POPULAR VISITOR DESTINATION

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

8

HOW WILL WE ACHIEVE SUCCESS?

- *Improve the choice for visitors to Bury by increasing the number of attractions.*
- *Work with attractions to improve the visitor experience, using national quality assessments and best practice.*
- *Increase growth in the number of visitors including leisure and business visitors.*
- *Increase the choice of accommodation available.*
- *Maximise tourism opportunities for Bury by working with the Manchester Tourist Board and Marketing Manchester.*

HOW WILL WE KNOW WE HAVE SUCCEEDED?

- *The number of day, overnight and weekend visitors will have increased.*
- *The total amount of money spent by these visitors will have increased.*
- *The satisfaction of visitors to Bury will have increased.*
- *Partners in the industry will have registered satisfaction with our visitor attractions.*
- *Our success in environmental and 'In-Bloom' campaigns will have continued.*

OUR AMBITION FOR 2018: PREMIER RETAIL TOWN IN THE NORTH OF GREATER MANCHESTER

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

HOW WILL WE ACHIEVE SUCCESS?

- *Engage and strengthen the Town Centre Partnership.*
- *Develop a town centre business plan, guided by the 'Bury but Better Vision and Development Strategy'.*
- *Create a set of indicators and targets to measure our success in terms of visitor numbers, vacant retail units, crime levels, different types of outlet, rental values, and car park usage.*
- *Build on existing investor relationships, attract new investment, and encourage innovation via support to the business community.*
- *Develop a marketing and events strategy that increases visitor numbers and clearly positions Bury within the local, regional and national retail sector.*

HOW WILL WE KNOW WE HAVE SUCCEEDED?

- *An annual Town Centre Business Plan demonstrating clear actions, outcomes and achievements will be agreed by all partners.*
- *Bury town centre has an increased diversity of uses and retailer representation, is accessible, has low levels of crime and high environmental quality.*
- *Bury's Retail Centre ranking will have improved.*
- *Occupation of new town centre retail/office/residential floorspace will have increased.*
- *Visitor numbers /footfall to Bury Town Centre will have increased.*



OUR AMBITION FOR 2018: CENTRE OF EXCELLENCE FOR EDUCATION AND TRAINING IN THE NORTH WEST

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

HOW WILL WE ACHIEVE SUCCESS?

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

HOW WILL WE KNOW WE HAVE SUCCEEDED?

- *Participation in learning by young adults aged over 16 will have increased.*
- *Achievement rates at levels 1, 2, 3 and 4 will have increased.*
- *Independent watchdogs such as Ofsted for schools, colleges and training providers will recognise and validate the quality of our provision.*
- *Learner, client and employer satisfaction will have increased.*
- *Bury is recognised as the top performing borough for education in Greater Manchester.*
- *Physical activity rates and the number of healthy schools will have increased.*

10





OUR AMBITION FOR 2018: EACH TOWNSHIP THRIVING

Bury will have prosperous communities, where each of our six towns celebrate their own distinctiveness and diversity with a strong sense of identity and pride. Local people rightfully have high aspirations - our aim is to enable them to maximise their opportunities to achieve. The vision of our Neighbourhood Renewal Strategy is that "The life chances of Bury residents are not determined by where they live or where they come from."

HOW WILL WE ACHIEVE SUCCESS?

- *Improve neighbourhoods as places to live and increase the number of people satisfied with their local area.*
- *Engage with communities through our Local Area Partnerships and in local decision making.*
- *Work together with local people to deliver the services which best suit their needs.*
- *Encourage and enable people to volunteer in their local communities and across the borough.*
- *Reduce the differences between the less affluent neighbourhoods and other parts of Bury.*
- *Use local intelligence to identify local issues.*

HOW WILL WE KNOW WE HAVE SUCCEEDED?

- *The gap between Bury's most deprived communities and the rest of the borough will have narrowed.*
- *More people will tell us that they feel involved in their local communities and that they can make a difference.*
- *Diversity is respected and valued.*
- *More people will be satisfied with the quality of their neighbourhood.*
- *More people will be involved in voluntary activity.*
- *Neighbourhoods will be well managed and be cleaner, safer and greener with the help of the local community.*



OUR AMBITION FOR 2018: AN AREA WITH FIRST CLASS SERVICES

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

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

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

HOW WILL WE ACHIEVE SUCCESS?

- *Listen to local people, measuring the impact of our efforts and readjusting as needed to match changing needs.*
- *Form strong partnerships that are based on trust, shared values and priorities.*
- *Target resources towards areas of greatest need .*
- *Get better value for money through joint working and commissioning.*
- *Monitor and measure our performance to keep us on track and improve results.*
- *Share the things we have learned and best practice with other service providers.*

HOW WILL WE KNOW WE HAVE SUCCEEDED?

- *Resident and user satisfaction with individual services and with Bury as a great place to live will have increased.*
- *Our work will be externally recognised and accredited.*
- *Continuous and measurable improvements will be delivered through partnership working.*
- *The value for money of public services will have improved, even when measured against other top performers.*
- *We will be able to demonstrate effective targeting and shifting of resources to areas of greatest need.*

OUR AMBITION FOR 2018: QUALITY JOBS FOR BURY PEOPLE

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

HOW WILL WE ACHIEVE SUCCESS?

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

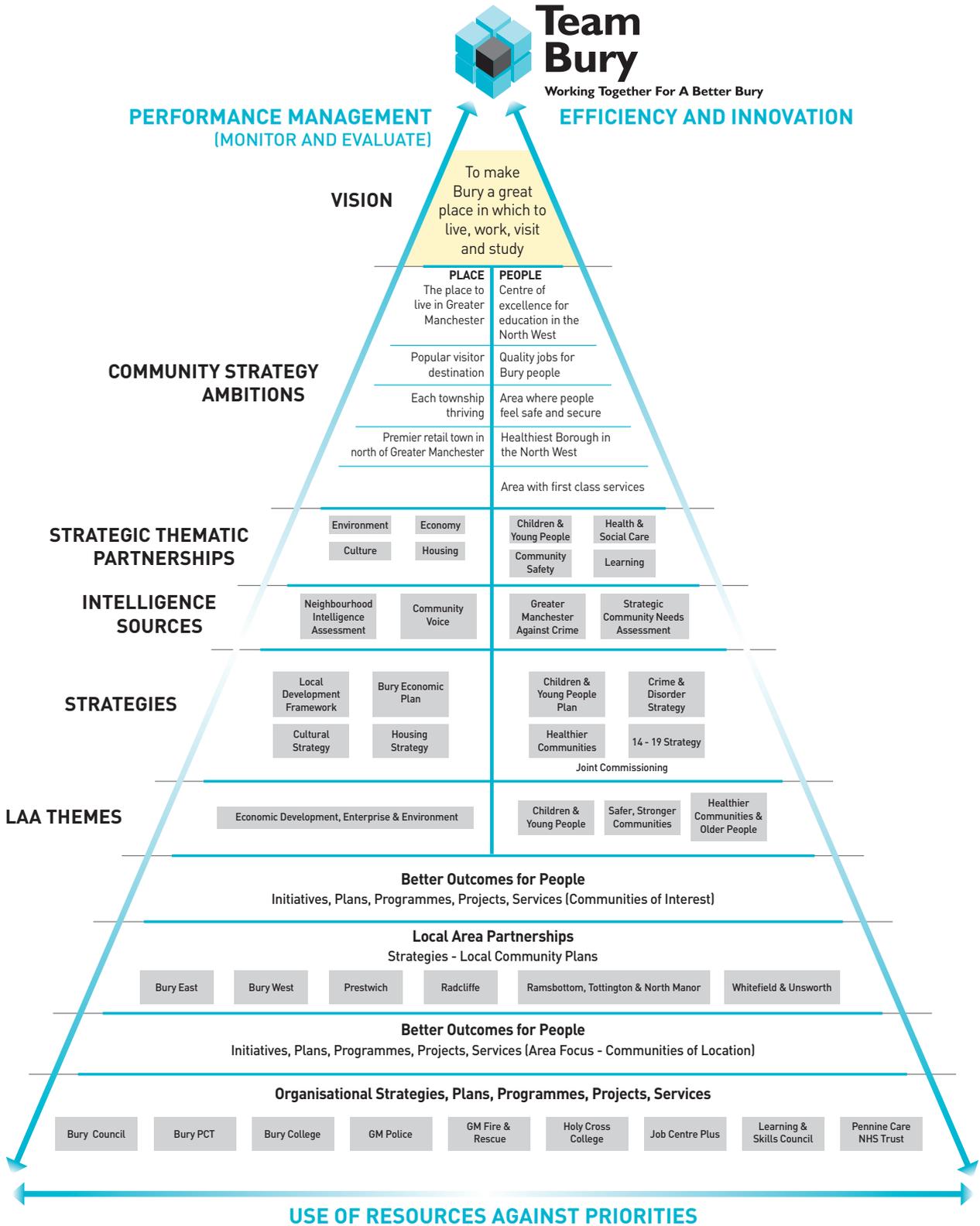
HOW WILL WE KNOW WE HAVE SUCCEEDED?

- *Worklessness, particularly within disadvantaged areas, will have reduced.*
- *The number of small businesses that grow to provide significant employment will have increased.*
- *The proportion of businesses in the knowledge economy will have increased.*
- *More businesses and more jobs within target sectors.*
- *Less people with no or low level qualifications.*
- *More people with higher level qualifications.*
- *Average earnings for workplaces in Bury will have increased.*



HOW WILL WE ACHIEVE OUR AMBITIONS?

Our Community Strategy sets out what we want to achieve. How we achieve it is set out in the more detailed plans and strategies of key partnerships and agencies. This is illustrated in the Team Bury Route Map which illustrates how our planning and performance activity come together to produce better outcomes for people of the Borough.



KEY PLANS AND STRATEGIES

Bury's **Neighbourhood Renewal Strategy** aims to address inequalities across the Borough, for example, people in Redvales can currently expect to live until they are 74 whereas people in Unsworth can expect to live five years longer. The vision of the Neighbourhood Renewal Strategy is to ensure that people are not disadvantaged by where they live or where they come from.

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

Bury's Local Area Agreement is a three year borough-wide delivery plan for the Community Strategy. It sets out the priorities and targets for Team Bury and its partnerships over the next three years to make significant progress towards the achievement of the vision and ambitions of our Community Strategy.

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

Local Area Partnerships are now in place across the Borough, bringing together key stakeholders and service providers in each locality "to improve the quality of life and achieve better outcomes for all people in our communities through ensuring service providers are responsive to neighbourhood needs and improve their delivery". Each Local Area Partnership will develop a three-year **Local Community Plan** informed by the vision and ambitions within this document.



TRANSLATION SERVICE

We are committed to providing a high quality service to all our customers including those whose first language is not English.

To request this document in large print, audio, electronic and braille formats, please contact us at translation@bury.gov.uk or telephone **0161 253 5225**

FURTHER INFORMATION

For further information about Team Bury please contact:

Urban Strategy and Neighbourhoods Unit, Bury Council, Town Hall, Knowsley Street. Bury BL9 0SW

Tel: 0161 253 5127 **E-mail:** Team.Bury@bury.gov.uk **Visit:** www.team.bury.gov.uk