

Bury Council

ECONOMIC STRATEGY

Fairer



Greener



More competitive



Resilient



Bury
Council

ECONOMIC STRATEGY

**Fairer, Greener, More
Competitive, Resilient**

JANUARY 2024 - JANUARY 2034



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Foreword

Our new Economic Strategy sets-out a clear framework and priorities to guide a collaborative 'Team Bury' approach to delivering a more sustainable, competitive, inclusive, and resilient local economy.

An economy that fulfils its growth potential, while making a significant contribution to Greater Manchester's wider economic growth ambitions over the next decade and beyond.

Like many areas across the UK, and particularly in the North of England, we have had to deal with the varied and challenging socio-economic headwinds arising from the UK's exit from Europe, a global pandemic, as well as a cost of living crisis which has been exacerbated by high levels of inflation and wider instability in Europe.

Through this strategy we want to ensure the borough has a strong economy in the future and offers a range of job and career opportunities for all. Key to achieving our economic objectives is to ensure we retain and can facilitate growth across the range of businesses in the borough – from start-ups, SMEs, and world leading brands and companies – and ensure these companies can provide long-term, higher-skilled, and well-paid employment.

We must ensure that we have enough employment land in the right locations to facilitate existing businesses to grow, while also attracting new businesses, particularly those in growth sectors, such as advanced manufacturing, digital services and technologies, to locate here. The Northern Gateway site, which is part of the Atom Valley Mayoral Development Zone (MDZ), offers a game-changing opportunity to exponentially expand the borough's

business base, for the benefit of Bury but also the wider region.

The expansion of economic opportunity will bring real benefits to our communities, but it will also need reform and change to the skills system.

We need to prepare young people better for careers in key growth sectors and to support existing companies with issues which are constraining the labour force, such as health and wellbeing, and an ageing workforce.

As part of Greater Manchester's Trailblazer Devolution deal, we need to take the opportunity of skills devolution in the region to develop a system which is much more responsive to business needs. We also need to make sure that the skills system adjusts to the profound changes to our economic

system being driven by a rapid move to a digital and zero-carbon economy.

Place is a key strand of the new Economic Strategy. We recognise that economically successful places, which embrace placemaking, offer residents higher quality of life, while also playing a key role in attracting new investment and businesses.

Vibrant town centres, which includes more residential and a diverse mix of uses, are critical to the economic health of places. We will make a range of investments to modernise and future proof our key centres. Critical to this will be the borough's housing strategy and ensuring this drives the delivery of high-quality, well-connected new communities, designed with green space, local amenity, community facilities and good connectivity at their heart.

Foreword

We will continue to invest in our critical transport infrastructure. Our Transport Strategy for the Borough guides investment into the strategic highway network, as well as promoting better bus services and cycling options. We will work with the Department of Transport and TfGM to ensure major highways schemes are implemented that will open-up the Northern Gateway opportunity site, as well as bring forward a new transport Interchange for Bury Town Centre.

This Strategy and the accompanying Action Plan enables Team Bury to have a clear focus on the borough's economy. It has been informed and shaped by valuable consultations with residents, businesses, and key stakeholders.

We are committed to delivering our ambitions as a unified team, ensuring we collectively advance an inclusive and sustainable economic landscape that becomes a reality for our place, people and businesses.



Cllr. Eamonn O'Brien
Leader of Bury Council,
Portfolio Lead for
Technical Education,
Skills and Work



Cllr. Charlotte Morris
Cabinet Member,
Culture, Economy and
Skills

Vibrant town centres, which includes more residential and a diverse mix of uses, are critical to the economic health of places.



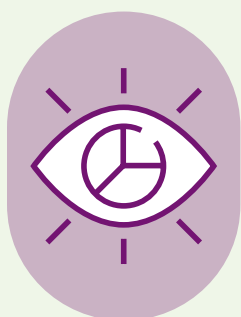
INTRODUCTION





The development of a new Economic Strategy for the borough was a key outcome arising from the publication in 2020 of Bury's ***Let's Do it Strategy...!***

The 'Let's Do it Strategy' is the borough's overarching and integrated approach for achieving our vision of tackling deprivation and inequality, whilst securing economic recovery and, ultimately, securing ambitious growth by 2030.



“To stand out as a place that is achieving faster economic growth than the national average, with lower than national average levels of deprivation”

Bury 2030 Let's Do It Strategy Vision

The Let's Do It Strategy is underpinned by the guiding principles of:

Local neighbourhoods:

empowered residents, families and local communities within our townships at the heart of decision making to make a difference to people's lives.

An enterprising spirit:

We are known for our spirit of enterprise and innovation. We will harness that spirit to raise aspirations, remove barriers, and maximise opportunities to grow and develop our people and businesses.

Delivering together:

We want to deliver a new relationship between public services, communities and businesses which is based on co-design, accountability and shared decision making to focus on wellbeing, prevention, and early intervention.

A strength's-based approach:

a borough in which people are helped to make the best of themselves, by recognising and building on the strengths of all our children, families and our communities and taking an evidence-led understanding of risk and impact to ensure the right intervention at the right time.

Considering these guiding principles, particularly the focus on an Enterprising Spirit, it is timely to deliver a new Economic Strategy for the borough. We want the borough to be a place that stands out not just in Greater Manchester, but nationally as an example of what inclusive growth looks like.

While a new Economic Strategy can support the achievement of our overarching vision, the strategy will also be important in mitigating the direct and indirect impacts arising locally from:

- **The on-going impact and implications for residents and businesses from the Covid-19 pandemic since 2020**
- **The on-going and challenging economic headwinds for the UK and local economy associated with EU exit, instability in Europe, and inflation which is significantly impacting upon the cost of living for our residents and businesses.**

Our new Economic Strategy sets out a **clear framework and priorities** to guide and steer the Council and partners' ('Team Bury') collaborative approach to delivering a **sustainable, competitive, inclusive, and resilient** local economy that fulfils its growth potential, while making a significant contribution to Greater Manchester's wider economic growth ambitions over the next decade and beyond.

Whilst Bury's economy is integral to supporting Greater Manchester's growth agenda, it is recognised that there is a distinct imbalance even within the Greater Manchester economy with economic output from the north of the conurbation, including Bury, falling behind that of the central and southern areas of Greater Manchester.

Through a clear, comprehensive and ambitious strategy, we are well placed to play a key role in driving forward sustainable economic growth in the borough and in Greater Manchester. This will be achieved through the realisation of identified key opportunities. For example, the realisation of significant new and higher-skilled employment opportunities through the release of employment land at Atom Valley/ Northern Gateway, which presents a '**Game changing**' opportunity for Bury and for Greater Manchester.

In addition, increasing the supply and development of new and affordable housing in the borough, the ongoing regeneration of our town centres through a 'place-based' approach, and ensuring our residents have the training and skills to access employment opportunities within our foundational economy, as well as in growth sectors such as low carbon and advanced manufacturing.

Underpinning our strategy is a focus on **inclusive growth and community wealth building**. We want to ensure that our residents, businesses, and communities derive the maximum benefit from the growth vision and priorities identified for the borough. In addition, our strategy will also ensure our economy is **greener** through prioritising growth which is sensitive to the climate emergency imperative and facilitates sustainable lives.

OUR APPROACH

Our approach has been informed by extensive socio-economic analysis and stakeholder engagement. This analysis and engagement have been framed around three pillars:

Bury's Place

Understanding the spatial, social and environmental factors affecting the prosperity and vitality of Bury's places

Bury's People

Understanding Bury's resident and worker population to ensure that the local economy meets their needs and aspirations and supports inclusive growth

Bury's Economy & Business Base

Understanding Bury's business landscape, employment characteristics and specialisms



The socio-economic analysis also provided a summary overview of each of the six towns/key neighbourhoods in the borough – Bury, Prestwich, Whitefield, Radcliffe, Tottington and Ramsbottom. This outlined the current socio-economic baseline position of each area including who lives and works there, and identified strengths, weaknesses, opportunities, and challenges.

In addition to the socio-economic evidence analysis, engagement was also undertaken with 'Team Bury' stakeholders and thematic groups. As a result of the outbreak of the Omicron variant of Covid-19 in late 2021 and 2022, an online engagement tool was used to capture a wider set of residents, community, and stakeholder perspectives on key issues. This was supplemented by three in-person 'pop-up' events in Bury, Radcliffe and Ramsbottom town centres.

The overarching pillars of Bury's **Places, People, and Economy and Business Base** flow through into the Strategy, supported by identified priorities ('statements of intent' for the borough) and associated actions.

The process of informing and developing the strategy has been collaborative, drawing on expertise and insights from a wide range of stakeholders. This Economic Strategy is not owned by Bury Council - it is a living document which is owned and needs to be delivered by all Team Bury stakeholders.



BURY'S LOCAL AND STRATEGIC CONTEXT



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The borough was formed in 1974 following local government reorganisation and is now one of the ten local authority areas within the Greater Manchester Combined Authority (GMCA) area.

The creation of the borough brought together a diverse mix of six towns (Bury, Prestwich, Whitefield, Radcliffe, Tottington and Ramsbottom) and rural areas.

The more rural townships and areas to the north of the borough continue to have close ties to Lancashire, whilst the more urbanised towns in the central and southern parts of the borough have closer ties to other parts of Greater Manchester including the city of Manchester, Salford, Bolton, and Rochdale.

The borough has a significant and proud history of industry and manufacturing which played a significant role in the UK's industrial revolution as a major printing and textile centre.

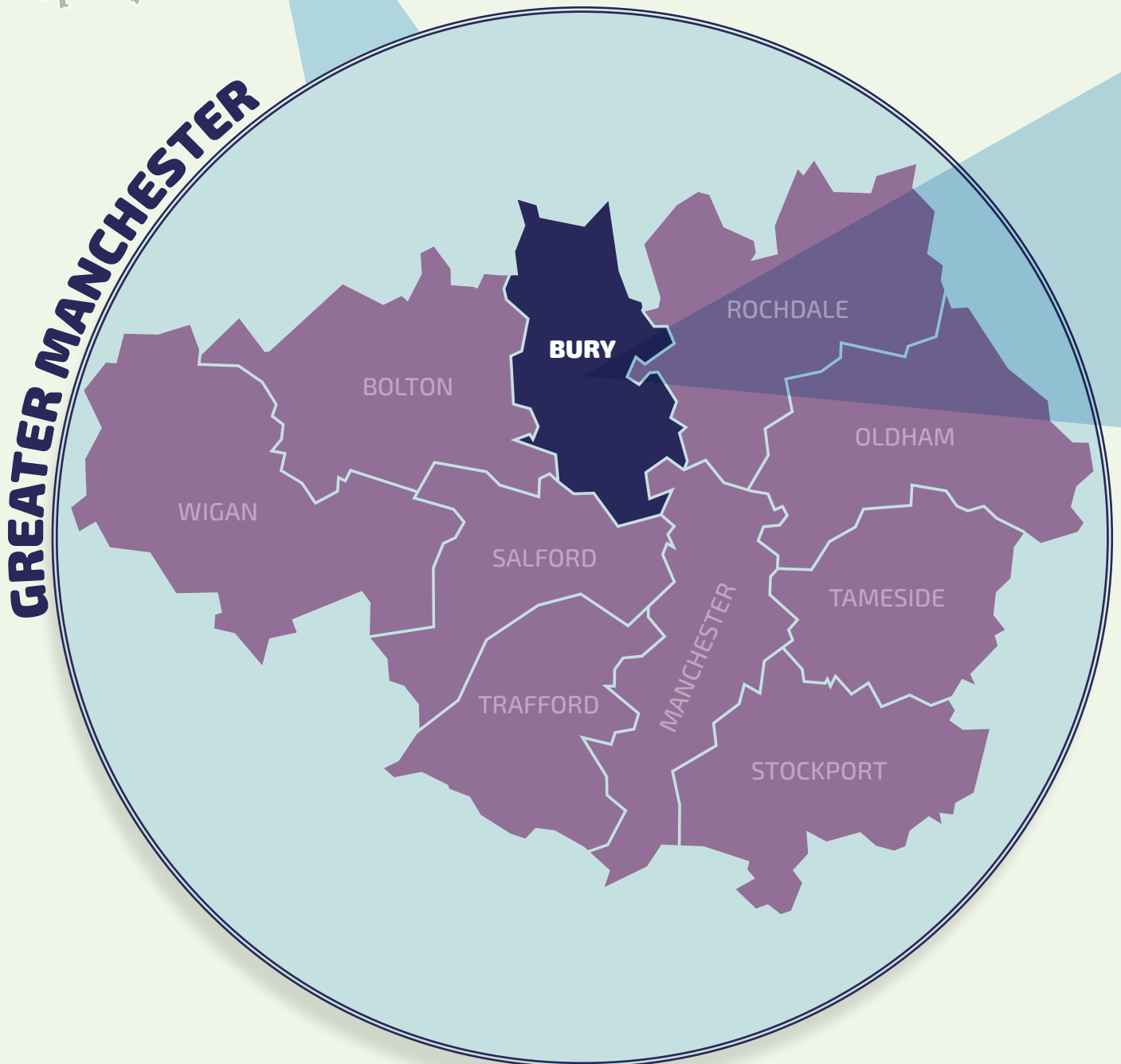
While the borough experienced significant growth and prosperity during this period, challenges emerged as industry across the borough began to decline in response to shifts in global trade and manufacturing overseas.

While the borough has had some success in re-orientating its economy over recent decades, like other Greater Manchester boroughs and post-industrial northern towns and cities, this is an on-going process and one which the new economic strategy aims to accelerate.



BURY'S STRATEGIC POSITION WITHIN GREATER MANCHESTER

As one of the ten boroughs within the Greater Manchester Combined Authority (GMCA) area, the borough has significant economic, political, social and transport infrastructure ties to the ten boroughs in Greater Manchester.





Population (2021):
193,800

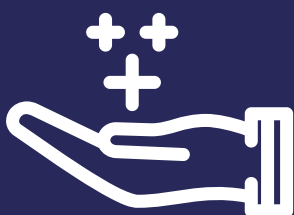


Population change (2011-2021):
8,700 or +4.7% (UK Avg. 6.6%)



Area:

99 km²



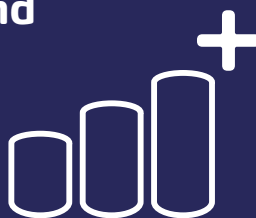
GVA (2021):
**£3.57bn with an
increase of 6%
from 2020**



Employment Growth (2015-21):
**6% vs 13% GM,
9% NW,
6% England**



No. of Businesses (2022):
8,060



Business Base Growth:
**20% business base
growth between
2016-2022**



No. of Jobs (2021):
71,000



Jobs Density:
**0.7 per working
age adult**

Strategically Connected

In terms of strategic transport connectivity, the borough sits on the edge of the M60 motorway with key connections at Junctions 17 and 18 adjacent to the town of Prestwich. The M66 motorway provides strategic connections north to Rawtenstall and other Lancashire towns, such as Blackburn and Burnley. Bury town centre connects into Manchester City Centre via the A56 which also passes through the areas of Whitefield and Prestwich.

The borough is also well served by the Metrolink tram network, which sustainably connects Bury, Radcliffe, Whitefield and Prestwich to Manchester City Centre and other Greater Manchester suburbs. The East Lancashire Railway, a heritage railway, also connects Bury Town Centre with key towns in the local area and provides access to areas of surrounding natural capital.

Connecting Opportunity and Need

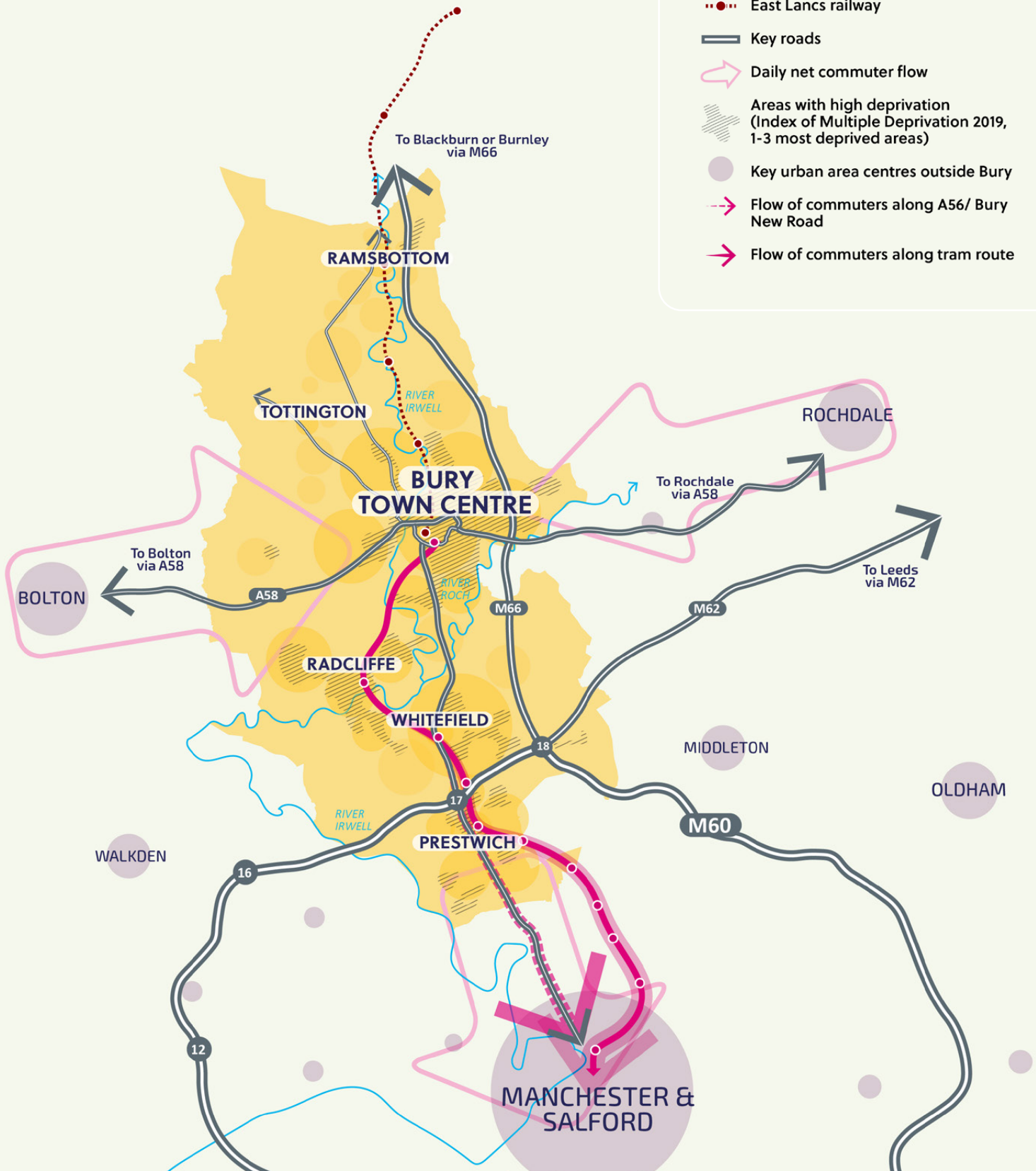
Analysis shows the greatest daily net inflow of commuters is from Bolton and Rochdale, with a net out flow of commuters to Manchester, who most likely commute along the A56 road corridor and tram routes. The sustainable and relatively efficient connectivity offered by the Metrolink means Bury, Radcliffe, Whitefield and Prestwich residents can easily access the employment and business opportunities within Manchester City Centre and the wider central Manchester/Salford core area.

The areas within the borough with higher levels of deprivation are those around the inner areas of Bury Town Centre. Radcliffe also experiences a high number of areas with deprivation, with Whitefield, Ramsbottom and Prestwich experiencing deprivation to a lesser extent. Tackling the issues associated with areas of deprivation will support the regeneration and improved economic performance of each of the centres. By doing so, areas situated around the core of local and district centres can help support and unlock economic growth.



KEY

- Neighbourhoods
- Bury to Victoria tram route
- East Lancs railway
- Key roads
- Daily net commuter flow
- Areas with high deprivation (Index of Multiple Deprivation 2019, 1-3 most deprived areas)
- Key urban area centres outside Bury
- Flow of commuters along A56/ Bury New Road
- Flow of commuters along tram route



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Targeting Strategic Growth Opportunities

Bury plays a significant strategic role in collaborating on several cross-GM policy initiatives – most notably the recent Places for Everyone (PfE) plan for jobs, new homes, and sustainable growth. The GMCA PfE plan identifies key areas of the borough for significant new housing and employment growth. These include town centres, such as Bury and Prestwich, alongside land at Elton Reservoir and Radcliffe. These areas are located within or next to existing urban areas within the borough, creating an opportunity to increase the number of visitors and users of local and district centres.

The PfE plan also highlights the opportunity for growth along the 'North-East Growth Corridor', located 3.5km south east of Bury Town Centre. Two sites have been identified here which make up the 'Atom Valley/ Northern Gateway' with the potential to deliver significant new employment space, as well as further housing. The PfE plan also proposes investment in new public transport infrastructure and routes to connect Bury and Rochdale Town Centres with the Northern Gateway sites and to Manchester City Centre.

The North-East Growth Corridor can help to connect the eastern and central parts of the borough with economic growth and investment opportunities. The proposed new sustainable rapid mass transit corridor will provide improved accessibility and link employment opportunities within the cross-borough Northern Gateway sites.

Maximising Green and Blue Infrastructure Assets

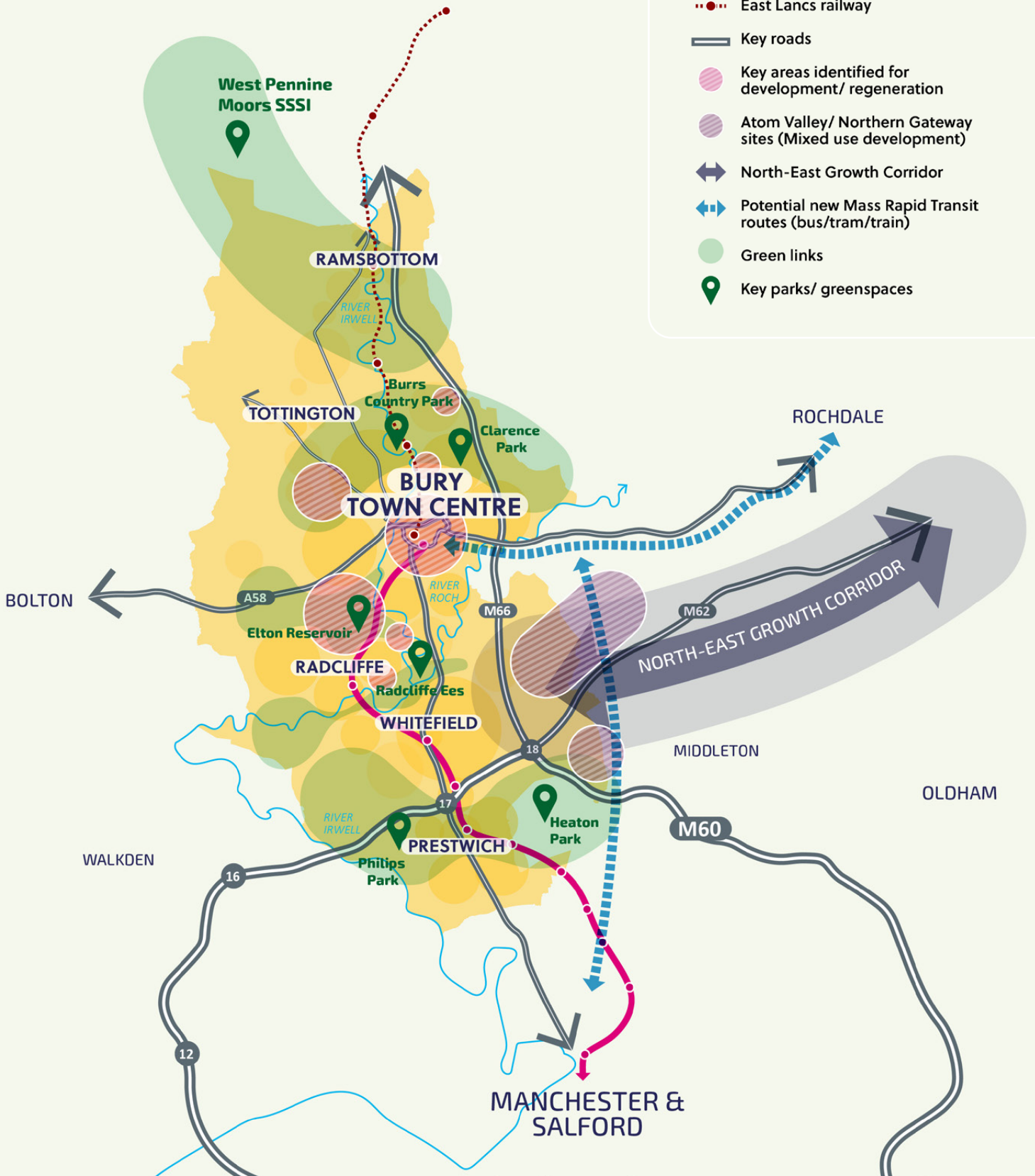
The borough is traversed by two key river corridors, the River Irwell and the River Roch which weave through a number of key open spaces including Philip's Park and Burrs Country Park. Towards the northern parts of the borough around Tottington and Ramsbottom, the setting of the neighbourhoods becomes less urban and more rural, approaching the West Pennines Moors and its moorland geography.

The borough is also well served by a variety of parks and open spaces of differing scale and function, with spaces to the south serving a more urban setting and those to the north becoming more open and expansive. Each of the larger urban areas within the borough are within close proximity to open green space or more rural open spaces, such as West Pennine Moors Special Site of Scientific Interest (SSSI). These add to the distinctiveness and the attractiveness of living and working within the borough.



KEY

- Neighbourhoods
- Bury to Victoria tram route
- East Lancs railway
- Key roads
- Key areas identified for development/ regeneration
- Atom Valley/ Northern Gateway sites (Mixed use development)
- North-East Growth Corridor
- Potential new Mass Rapid Transit routes (bus/tram/train)
- Green links
- Key parks/ greenspaces



A 'Game-changing' Intervention:

Northern Gateway – Part of Atom Valley MDZ

Delivering one of the most significant proposed interventions in the Places for Everyone (PfE) Spatial Plan is critical to our ambitions of enabling and supporting employment growth and unlocking significant new economic opportunity in Bury, but also for Greater Manchester.

The Northern Gateway is focused on the M62 corridor from Junction 18 (the confluence with the M60 and M66) to Junction 21 (Milnrow), extending across parts of Bury, Rochdale and Oldham – the North-East Growth Corridor. Now designated as part of the Greater Manchester Atom Valley Mayoral Development Zone (MDZ), this area represents a transformative opportunity for inward investment on a national and international scale.

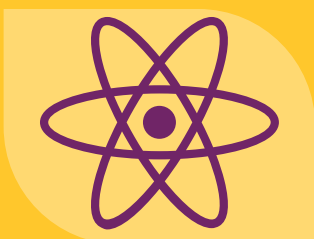
The scale of this initiative is considered necessary in order to deliver economic parity in Bury and Greater Manchester, and to transform perceptions of, and opportunities within, the north of Greater Manchester.

The Northern Gateway comprises of key strategic sites identified as GM1.1 and GM1.2 within the Growth Corridor and PfE plan. Importantly, the proposals for releasing land at GM1.1 are of a scale that has the capacity to deliver transformational change for Bury and Greater Manchester.

The development of the site has the potential to deliver c.1.2 million sqm. of industrial and warehousing floorspace and around 15,000-20,000 new jobs, depending upon the end uses (e.g. manufacturing/advanced manufacturing and warehousing/logistics uses).

To unlock the Northern Gateway, its growth potential and to maximise socio-economic benefits and GM's net-zero ambitions, significant new transport and other infrastructure investment will be required to meet future demand generated by the site, as well as ensure employment opportunities are accessible to local residents.

A strategy to maximise opportunities for local residents and businesses in the construction and operational phases will be required, particularly the opportunity to up-skill residents so they have the right skills to access new employment opportunities as they come forward.



A Growth Location with:

1.2 million sqm of floorspace

Up to **15-20,000 new jobs**

NORTH EAST GROWTH CORRIDOR



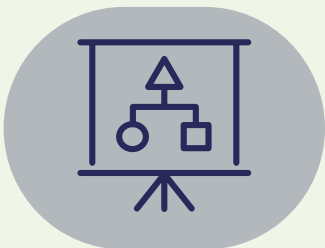
Extract from the Places for Everyone Strategy, GMCA

STRATEGIC ALIGNMENT

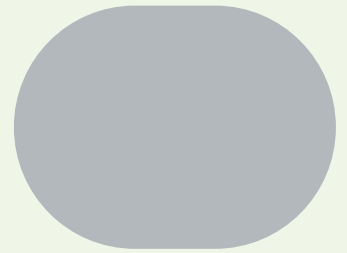
The development of our new Economic Strategy has been undertaken within the context of relevant local, sub-regional and national plans, policies and strategies. Ensuring Bury's new Economic Strategy compliments and aligns with existing policy, plans and strategies will drive impact and 'buy-in' from local, sub-regional and national stakeholders.

Our aligned and coordinated approach provides the opportunity to leverage wider support and interventions. For example, it has the potential to unlock our growth and development goals, such as public sector investment opportunities to redevelop our town centres, support Greater Manchester's plans for a 'Fairer, Greener, Growing Economy', while helping to secure more private sector investment in the borough through a clear and coordinated approach.

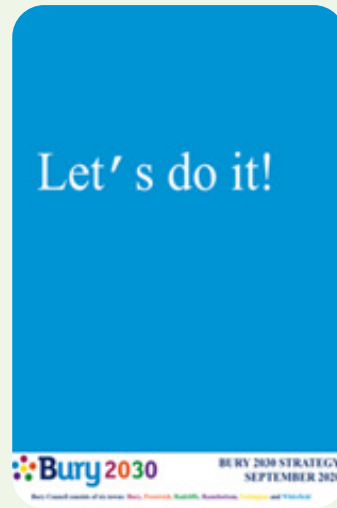
The policies and strategies most relevant to the borough's new Economic Strategy are summarised opposite. This is not a list of every strategy and policy that will likely have an impact on the borough's development. However, the policies listed provide a broad overview of the key issues at the national, sub-regional and local level.



BURY'S ECONOMIC STRATEGY



GREATER MANCHESTER
GOING THINGS DIFFERENTLY



The 2022 Levelling Up White Paper provides the immediate national level policy context for shaping this new strategy. The White Paper plays significant attention to the development of UK region's outside of the London and the South East. Bury's place within the Levelling Up agenda can be seen within two contexts: the borough and as a part of the wider Greater Manchester city region.

The borough has already been successful in securing Levelling Up Funding (LUF) to support projects at Bury Market to develop the Flexi-Hall concept and in Radcliffe with a new Civic Hub - £40m in total. However, levelling-up the borough will require significant further public and private investment and a new Economic Strategy is key to providing a clear direction on the borough's priorities.

At the sub-regional level, Bury will be impacted by existing Greater Manchester policies such as the Greater Manchester Strategy, Places for Everyone (PfE) plan, Local Industrial Strategy, Transport Strategy 2040, and the Plans for a Fairer, Greener, Growing Economy. Underpinning many policies, plans and strategies is a significant emphasis on the need to ensure development that is sustainable and creates the conditions for sustainable economic growth across Greater Manchester. It is imperative that Bury, as well as all Greater Manchester as a whole, ensures we deliver the greatest impact and benefits for our residents, communities, and businesses.

In addition, Greater Manchester continues to be at the forefront of devolution in England through the signing of a 'trailblazer' devolution deal with government in March 2023. Building further on Greater Manchester's existing devolved powers and responsibilities, this new deal marks a significant step-change for Greater Manchester and for Bury. It provides the region with an improved and less fragmented funding approach, as well as greater responsibility and powers over a range of issues to deliver regeneration and levelling-up. This includes more control and decision-making on spending priorities and approaches to support housing, regeneration, transport and, importantly, skills – this includes post 16 technical skills and adult skills.

At a local level, Bury's Let's Do It Strategy sets the borough's overarching vision and direction of travel. A new Economic Strategy is identified as one of the key enablers in supporting the achievement of our Let's Do It vision and delivering sustainable growth for the borough, alongside other key plans and strategies on planning, housing, town centre regeneration, transport, and climate change.

Our aligned and coordinated approach provides the opportunity to leverage wider support and interventions.

