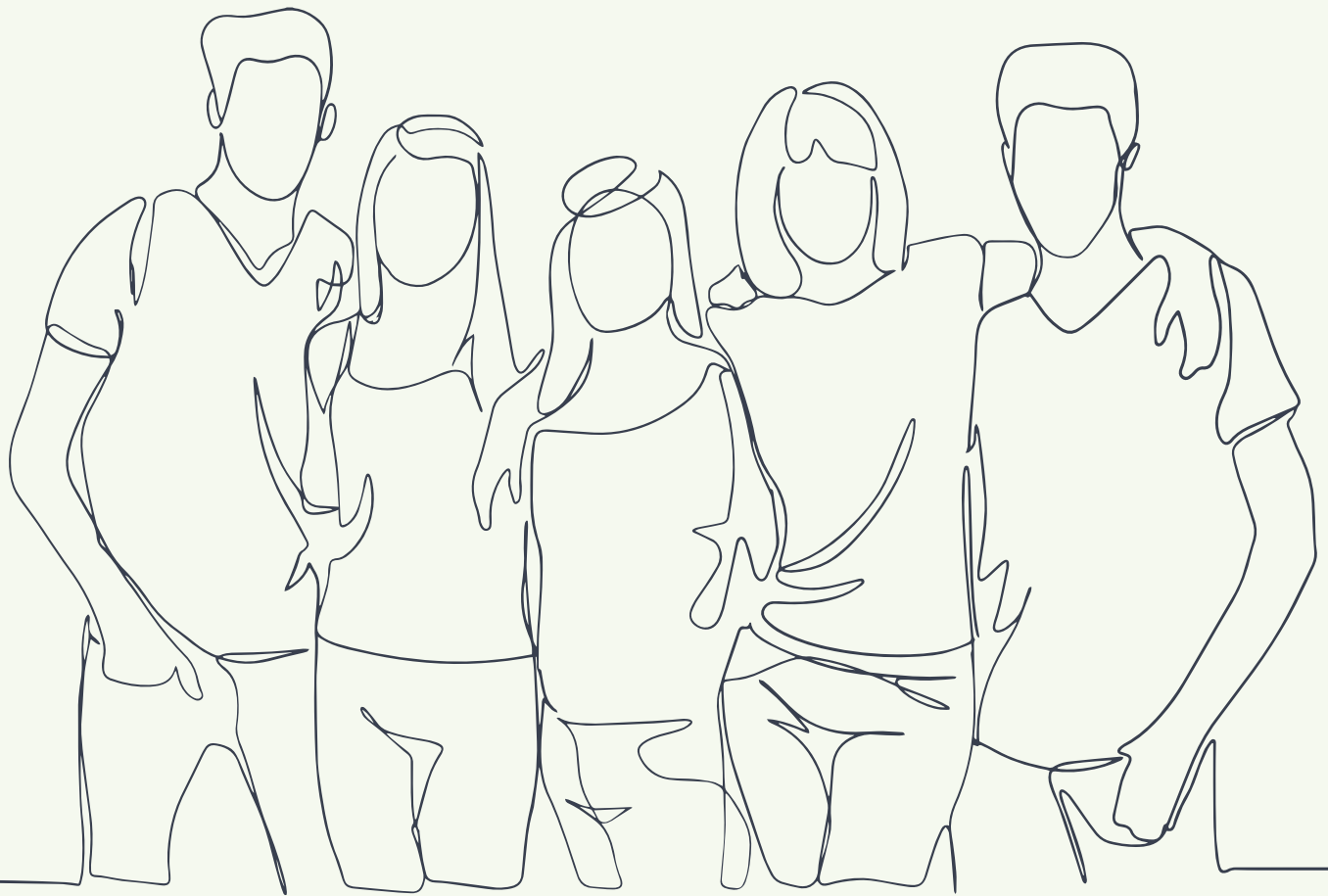


# CHAPTER 01.

## INTRODUCTION



# INTRODUCTION

Bury, with an economy valued at £3.2 billion and home to over 8,000 businesses, provides 68,000 jobs. However, despite this robust foundation, Bury's economic growth has been sluggish over the last 20 years. Without strategic intervention, this trend is forecasted to continue. Employment growth has been weak, marked by a shortage of local job opportunities and an increasing reliance on commuting outside of the borough to access quality employment.

For many years, the borough has suffered from an inadequate and constrained supply of employment land, in terms of both quantity and quality, which has constrained the borough's ability to retain and attract investment.

The adoption of the Places for Everyone (PfE) in February 2024 presents a once in a lifetime opportunity for Bury to realise our ambitions of enabling and supporting employment growth and unlocking significant new economic opportunity in Bury.

This is particularly significant considering the transformative designation of the Atom Valley Mayoral Development Zone (MDZ) within the Places for Everyone Plan.

A significant development site within Atom Valley is Northern Gateway which has the potential to drive long-term transformative growth in Bury, a game-changer set to generate employment opportunities never seen in recent history.

The ambition for Atom Valley which stretches across Oldham, Rochdale and Bury is to enable a mega-cluster of advanced manufacturing and materials, with the entire Atom Valley development expected to create 20,000 jobs, 7,000 new homes and 1.6 million square metres of employment space.

**Bury's Northern Gateway will be the largest site within the wider Atom Valley area and will encompass employment land and residential land. The Northern Gateway site has the potential to be transformational by boosting the competitiveness of the Northern Districts both within the Greater Manchester conurbation and wider.**

Northern Gateway will be the largest and most accessible employment offer in the UK. It has the flexibility to attract and accommodate a range of employment sectors at scale, including advanced manufacturing.

# BURY AND OUR SURROUNDINGS



# INTRODUCTION

It is the fundamental ambition of this strategy, and its delivery plan that the opportunities arising from Northern Gateway are accessible for Bury residents. We recognise that there are disparities and inequalities across our neighbourhoods, and not all residents are currently benefiting from work and learning opportunities across the borough or wider conurbation.

Access to employment opportunities is a major contributor to inclusive growth. High quality, fairly paid jobs help reduce health inequalities, improving physical and mental wellbeing and reduce pressure on local services. Conversely, worklessness or low quality, low paid work can be a major cause of health inequalities alongside poor access to housing, education and public services.

The expansion of economic opportunities 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 for careers in key growth sectors and take the opportunity of skills devolution, to develop a system which is much more responsive to the business need.

**With new opportunities on the horizon, it is imperative that civic leadership and focus is leveraged towards an integrated work, health and skills system that best delivers the skills portfolio that businesses tell us are needed to harness growth. A flexible and adaptable skilled population are vital to creating a thriving economy that has inclusive growth at its heart.**



The work and skills system needs to deliver not only what the economy demands but also to innovate and create solutions at a local level, to enable individuals to reach their potential and actively participate and contribute to the local economy.

# INTRODUCTION

Recognising the ever-changing nature of job market requirements, influenced by technological progress, shifting industry dynamics, and new trends, it is crucial that Bury fosters a commitment to continuous learning. To this end, the Bury Work and Skills Strategy is a blueprint, a business case to empower individuals of all ages with the knowledge and capabilities they need to participate in both current and future job markets. The Work and Skills Strategy outlines our commitment to embed an integrated work and skills system that supports greater innovation and productivity in our economy.

The Work and Skills Strategy supports the Bury Economic Strategy and its goals by driving inclusive growth, boosting productivity, and ensuring the long-term health of our local and regional economy.

It is a shared responsibility amongst all stakeholders, each contributing to the economic prosperity of Bury's residents.

Northern Gateway.

**17, 000 New Jobs**  
created throughout the  
lifetime of the project.





