



This is Salford

An introduction to Salford for potential candidates for the post of Chief Executive

August 2020





Now is Salford's time

In the last decade Salford has been on a remarkable journey to emerge as a modern global city, attracting record public and private investment and becoming an engine for growth in Greater Manchester.



As the western gateway to the city region, Salford has some of the best strategic growth locations in Greater Manchester including MediaCityUK, City Centre Salford, and Airport City. Despite the disruption caused by COVID-19, the city is well placed to exploit future growth opportunities

and deliver continued regeneration for the benefit of its diverse communities. We believe that Salford can respond to the crisis by building back a better and fairer city and that the reasons for Salford's exceptional economic development remain sound.



Ours is a resilient, innovative city. As the work to address the unprecedented challenges of COVID-19 continues, Salford City Council is drawing on its long history of partnership working to protect residents and the local economy and deliver vital public services. The council has forged ambitious and effective partnerships with other anchor institutions in Salford, including Salford Royal Foundation Trust, Salford NHS Clinical Commissioning Group, and the University of Salford. These relationships have provided the foundation for ground-breaking joint projects including the integration of health and social care and children's social care, public health and primary care commissioning and the £2.5 billion Salford Crescent masterplan.

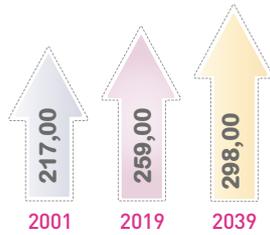
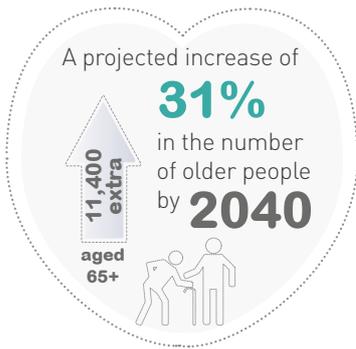


Our core priorities, the Great Eight, guide how we allocate our resources, plan our projects and engage with our citizens and partners. The following offers just a flavour of what makes Salford unique and how we are doing things differently to achieve our vision for 'a Better and Fairer Salford'.

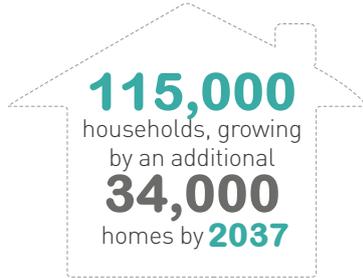
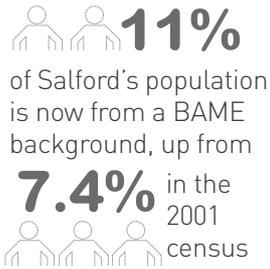




Rapid population growth



Salford projected to be above Greater Manchester and National Averages



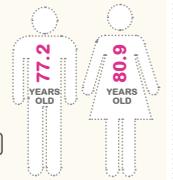
Businesses in Salford

11,000 businesses in Salford and counting

£6.5 billion of GVA in 2018, forecast to **increase by £3.2 billion or 49%** by 2038, which is the highest proportionate increase of anywhere in Greater Manchester

2018

male life expectancy at birth in Salford was 77.2 (compared to 79.6 in England), and female life expectancy at birth in Salford was 80.9 (compared to 83.2 in England)



Our City

key facts about Salford and how it is changing

Looked after children

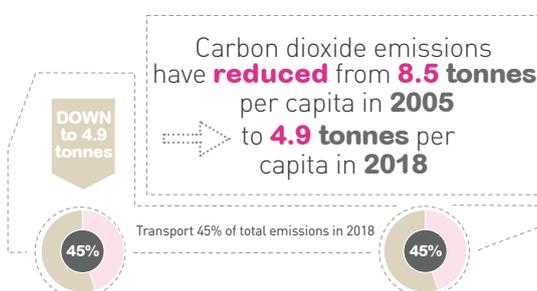


Key stage 4

(state-funded schools) in 2018-2019



Climate change



Pupils achieving GCSE grades **4** or above in English and Mathematics

52.3% in Salford

64.9% in England



Our vision and priorities

The council's vision is to create 'a better and fairer Salford for all.'

To help us achieve this vision we have identified Salford's Great Eight key priorities:

- ▶ Tackling poverty and inequality – making things better for the many households struggling to make ends meet.
- ▶ Education and skills – helping people to access productive local jobs with real career progression and opportunities to develop skills and talents.
- ▶ Health and social care – working with our partners to improve health and wellbeing.
- ▶ Economic development – encouraging investment that provides jobs with decent wages.
- ▶ Housing – tackling soaring rents and a lack of affordable housing.
- ▶ Transport – connecting affordable transport with jobs and skills.
- ▶ A transparent effective organisation – delivering effective and efficient council services.
- ▶ Social impact – using social value to make the most difference in Salford.





Our assets and achievements

We are very proud of our track record in regeneration and improving and reforming public services. Our list of assets and achievements is impressive.

Salford has attracted more than **£2.6 billion** of private sector investment in the last decade

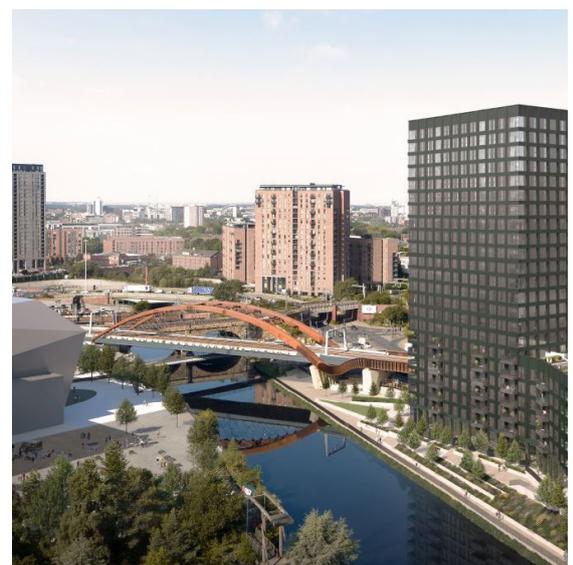
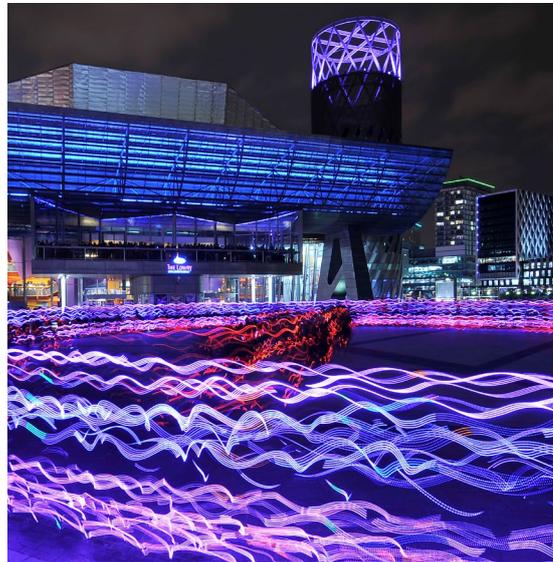
As a member of Greater Manchester Combined Authority, Salford City Council has been at the forefront of the most ambitious devolution project in the country, with **£8 billion** of public spending devolved to the city region.

MediaCityUK and the Quays has grown into one of Europe's leading digital, creative and technology clusters

Marketing Manchester has rated The Lowry, home to the works of L.S.Lowry, as the top visitor attraction in Greater Manchester.

Port Salford is the UK's first tri-modal port facility and could create up to **10,000 new jobs** as this major distribution hub comes on stream.

The continued regeneration of Greengate will deliver major mixed-use developments and is a natural extension of Manchester city centre. The area has the potential to deliver over **100,000 sqm of commercial floor space**, new residential units, hotels, restaurants, bars and retail units



SALFORD TOGETHER

HEALTH & SOCIAL CARE WORKING WITH YOU AND YOUR COMMUNITY

New Bailey, Salford's new commercial district has seen **£200m of investment since 2013** - creating 700 new jobs as well as homes, hotel rooms and office space.

£33 million is being invested in improved junction layouts, pedestrian access provisions, bus priority measures and cycle infrastructure as part of the Salford Bolton Network Improvements

In 2016, Salford brought together 2,000 health and social care staff (district nurses, social workers, hospital staff, and mental health professionals), from the city's NHS organisations and the council to create an Integrated Care Organisation (ICO) - the first of its kind in England, with a pooled budget in excess of **£236 million**.

In 2019, Salford integrated all children's social care, public health and primary care commissioning to create a pooled budget of over **£609million**.

Our children's services have been rated as good by Ofsted which is a fantastic achievement. We have five, **Ofsted-rated Outstanding**, council nurseries. We work in partnership with young people and our brilliant youth services provide a range of fantastic activities and opportunities across the city.

In January 2020 we opened **Route 29** which is our innovative and co-designed approach to supporting young people in care or on the edge of care. Young people aged 12-17 can now access the professional support they need through the Route 29 hub. We are proud that our young people have been involved throughout designing the service that they want ranging from choosing the name and designing the interior of the hub but more importantly describing and helping choose the type of staff they want to work there.

Salford has undertaken unprecedented action to tackle the Covid-19 crisis: paying out **£70 million** to support local business, fielding hundreds of calls from residents to the Spirit of Salford helpline, distributing food parcels and essential supplies to vulnerable residents throughout the crisis, and setting up a local COVID-19 testing centre in 24 hours.

Salford Royal NHS Foundation Trust, the main provider of hospital and community services in the city was rated as Outstanding by the Care Quality Commission in 2018.



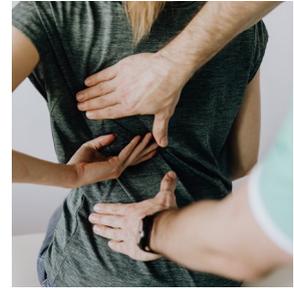
In 2019 Salford Clinical Commissioning Group was rated as “outstanding” and one of the top CCGs in the country for the fourth consecutive year

In 2019 the University of Salford was the fastest growing university in the North West and one of the fastest growing in the United Kingdom

95% of Salford GP practices were rated “**outstanding**” or “good” by CQC in 2019, above the England average of 86%.

In 2018, Ofsted Inspectors once again rated the council’s children’s services as good

Through its **Tackling Poverty Strategy**, Salford has taken wide ranging action to address poverty in Salford, by empowering people with lived experience of poverty to shape Salford’s response to the issue.



Salford’s has a vibrant Voluntary, Community, and Social Enterprise sector with an estimated **1,364** organisations and 37,300 volunteers contributing 137,000 hours of their own time each week valued at **£122.7 million** worth of Gross Value Added to the economy

The council has achieved over 50% reductions in CO2 emissions across its estate since 2010. **Friends of the Earth has named Salford as the most climate-friendly council in the North-west** and the fifth most climate-friendly in the country.



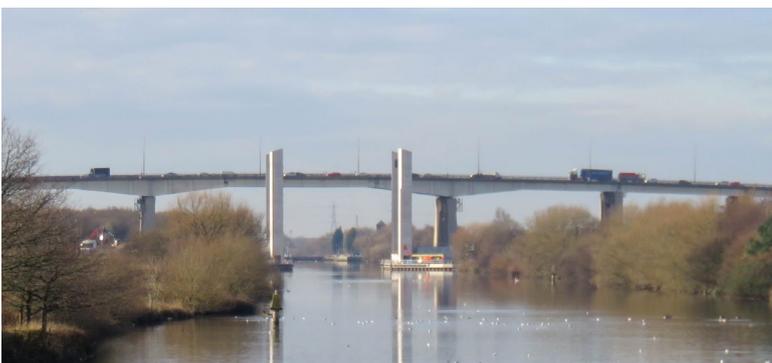
Our future

In Salford we have ambitious plans to transform our city further and improve the lives of our residents. Here are some examples of the projects and developments Salford has planned.



City Centre Salford has the potential to grow significantly, with up to **12,500 new jobs**, 120,000 m2 of employment floor space, **14,000 new homes** and **20,000 new residents**.

Further development at MediaCityUK and the Quays between now and 2030 will see further investment of up to **£1 billion** aimed at doubling the size of MediaCityUK.



The Greater Manchester Western Gateway provides an opportunity to create a **tri-modal inland waterway** that will transform the way goods are transported, not just in the northwest, but across the Northern Powerhouse.



The council and University of Salford are creating a new city district. The **240 acre Crescent Masterplan** area will capitalise on the expansion of City Centre Salford connecting the Crescent and University. This will be the biggest urban regeneration scheme in Europe with a forecast to create **3,000 jobs**.

RHS Bridgewater opens in Spring 2021. The fifth RHS garden will bring 700,000 annual visitors to Salford and is expected to generate £13.8m a year for the local economy by 2029, with 140 jobs in the garden itself and 180 more in the surrounding area.

We are determined to build back a better and fairer city as Salford recovers from the COVID-19 pandemic



Funding has been secured for a **110 space Park and Ride** at Walkden rail station, which will go to planning in 2020

Salford has bid successfully for **£60 million** from the Greater Manchester Walking and Cycling Challenge Fund to improve walking and cycling infrastructure in Salford





Salford declared a climate change emergency early in 2019 and has committed to a city target of **carbon neutrality by 2038**.

Dérive Salford – a wholly owned company of Salford City Council – will develop affordable 117 affordable homes in Salford, with the first 20 handed over in November 2019

Whole council elections are scheduled for May 2021 following a Local Government Boundary Commission for England review in 2018

Salford is developing a new **Inclusive Economy Strategy** to ensure that the benefits of economic growth are broadly shared by Salford’s communities.



The
Local Government
Boundary Commission
for England







This is
Salford