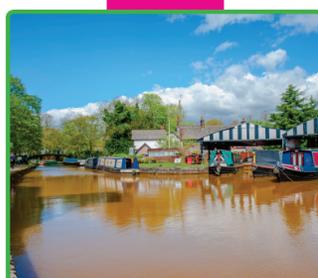
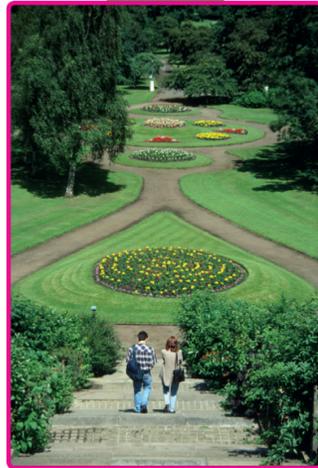




Salford City Council Chief Executive



A great opportunity has arisen to become Chief Executive of one of the most innovative local authorities in the country. Following the retirement of Jim Taylor, Salford City Council is now seeking his successor to work with elected Mayor Paul Dennett and the administration in building on the city's successes. Mayor Dennett says: 'I am looking for someone to build on all the great work and achievements to date and lead the next phase, someone who is passionate and ambitious for our city and the people of Salford, but who is also people-centred, a team player and rooted in the egalitarian values of our city.'

'Salford is a growing city both economically and in size, and we are determined to make sure that every Salford resident benefits from this growth. We need a new Chief Executive to help continue our journey towards an inclusive economy, with affordable housing and well-paid jobs.'

The council has distilled its priorities into the 'Great Eight', mayoral priorities. These are tackling poverty and inequality, education and skills, health and social care, economic development, housing, transport, a transparent and effective organisation and social impact.

There are huge opportunities from regeneration and place making to help meet the aspirations for the Great Eight.

The council and Salford University will roll out its joint masterplan for the Crescent area of the city and there are major plans at Greengate in the mediaeval part of the city close to the Manchester border. In addition, MediaCityUK, the largest digital cluster outside London, will double in size over the next decade. The RHS fifth national garden, RHS Bridgewater is due to open in 2021 on a 154-acre site, the largest gardening project in Europe, providing a significant visitor attraction for the North.

The English Cities Fund has been officially announced as the development partner for the £2.5bn Salford Crescent masterplan. The fund – a strategic joint venture between urban regenerators Muse Developments, Legal & General and Homes England – will now lead on the creation of a major new 240-acre city district in Salford over the next ten to 15 years, the largest urban regeneration project in Europe. The vision for the area by 2040 is

for it 'to become a distinctive place to live, work and visit, proud to be more Brooklyn than Manhattan, where people and businesses, from near and far, can find the space they need to thrive, prosper, create and connect.'

'I am looking for someone to build on all the great work and achievements to date and lead the next phase'

Mayor Dennett, who was elected in 2016 and is up for re-election in 2021, says: 'I'm critical of laissez-faire economic development theory. I want us to be much more interventionist and play an active role in the economy. We're the 18th most deprived authority in the country, hence the need to play a more active role.' Before the pandemic the council was planning for 40,000 new homes by 2040 and creating 40,000 new jobs. Because of the shortage of social housing the council has created an arm's length housing company, Derive, reflecting the Mayor's passion for housing he is portfolio holder for housing, homelessness and infrastructure on the Greater Manchester Combined Authority.

The future of Derive is a major strategic ambition for the city – building wholly owned and truly affordable houses for rent and sale. We know we



Paul Dennett – elected Mayor, Salford

won't achieve our housing ambitions without this company – which makes it an incredibly important piece of the jigsaw.'

Tackling poverty and inequality is a key priority and is a key factor in the development of the city. The council aims to prevent people from falling into poverty in the first place and won an award from *The MJ* in 2018 for ground-breaking co-produced work through its poverty truth commission. The council also wants to develop education and skills through productive local jobs with real career progression and opportunities to develop skills and talents, through a 'learning city' concept.

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 council to create an Integrated Care Organisation (ICO) – the first of its kind in England. In 2019, the CCG and the council extended this integration to cover all children's social care, public health and primary care commissioning – creating a pooled budget of over £609m.

This joint commissioning of services for both adults and children means residents now have faster access to services, clearer health pathways and better access to a broader range of health and care specialists. Children's safety is also a priority for the city and exceptional work in this area continues to give OFSTED graded 'Good' services in the council's last two major inspections.

Reducing health inequalities is a key ambition and the council has a strong green focus, funding cycling and walking infrastructure and restoring parks such as Peel Park, first opened in 1846 as one of the first public parks in the UK. The Royal Horticultural Society will transform the grounds of Worsley New Hall into a green area for the community all year round.

The council is keen on co-production, bringing residents into planning local services and the Mayor says: 'We want to challenge the orthodoxy of bureaucracy and get residents involved. We're big believers in co-production of services and want to embed it in our governance.'

He adds: 'Salford is a great place to live and our next Chief Executive has a huge amount to work with. This is a great job for someone with big ambitions for the city.' ■



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Chief Executive

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We call it the Spirit of Salford: a feeling that anything is possible. It's driven by the pride, passion, energy and commitment of the people who live and work here. And over the past decade, it's transformed Salford into the modern global city it is today. We now need a Chief Executive who is committed, passionate and ambitious for our city and the people of Salford who will build on these achievements and help our communities to fulfil every ounce of their potential.

To apply or find out more about this amazing opportunity to lead the next phase with integrity, empathy, passion and respect go to www.salford.gov.uk/chiefexec or call Julie Towers at Penna on 07764 791736.

Salford City Council

