Mossley & Stalybridge North East District Assembly

Town Plan 2008 - 2011

A Sustainable Vision For Mossley & Stalybridge North East

Tameside Metropolitan Borough
Great lives, excellent services

Contents

1. Introduction From The Chair Of The District Assembly 1

2. Our Vision 2

3. Objectives Of The Town Plan 3

4. The Mossley & Stalybridge North East District Assembly 4

5. Where We Are 8

6. Our Town 9

7. Action Plans 12-30

8. The Bigger Picture 31-35

1. Introduction from the Chair of the Assembly

As Chair of Mossley and Stalybridge North East District Assembly I am excited and proud of the role that the District Assembly is playing in the current and future development of the area.

There have been many changes to this very traditional town in the last few years and the District Assembly is keen to ensure that the changes build on and enhance the strong sense of community which exits in the town.

The District Assembly is at the heart of many developments in the town but is also there to build effective partnerships to meet and resolve any new challenges which arise.

I am also mindful of the needs of the residents of Carrbrook and Heyrod and will ensure that the District Assembly works for and is accessible to all communities.

There is always work to do and this plan sets out the priorities for action over the next 3 years.

Councillor George Roberts
Chair of Mossley and Stalybridge North East District Assembly

Councillor George Roberts - Chair

Councillor Roy Etchells - Deputy Chair

2. Our Vision

Mossley & Stalybridge North East is an attractive and welcoming place to live, work and visit and your District Assembly aims to make it even better.

The District Assembly working with local residents, businesses and partners will continue to improve the opportunities for people of all ages and backgrounds to get involved in the life of their neighbourhood and community.

We aim to support a culture where people feel safe and healthy and, with pride, take active responsibility for the neighbourhood in which they live or work.

3. The Town Plan 2008 - 2011

The Town Plan pulls together a number of themes and policies contained within several Council and partner organisation documents and surveys:

- The Tameside Community Strategy
- Tameside Council Corporate Plan
- The District Assembly's Business Plan
- Environment Strategy
- The Market Research and Opinion Poll Data

Thematic Partnership Strategies including:-

- Children and Young People's Plan
- Cultural Strategy
- Tameside Crime and Disorder Partnership Plan
- Health Inequalities Strategy
- Community Cohesion Strategy

In attempting to respond to public consultation, the Town Plan seeks to address issues relating to the following items of public concern:

- Street scene issues – cleaner streets, no dog fouling
- Improving parks and green spaces
- Crime prevention and reduction initiatives
- Better quality carriageway and footway repairs
- Improving road safety in residential areas
- Improving facilities for young people
- Protection of the local environment
- Road safety initiatives, especially close to schools and on routes to schools
- Reducing health inequalities.

Hartshead Pike

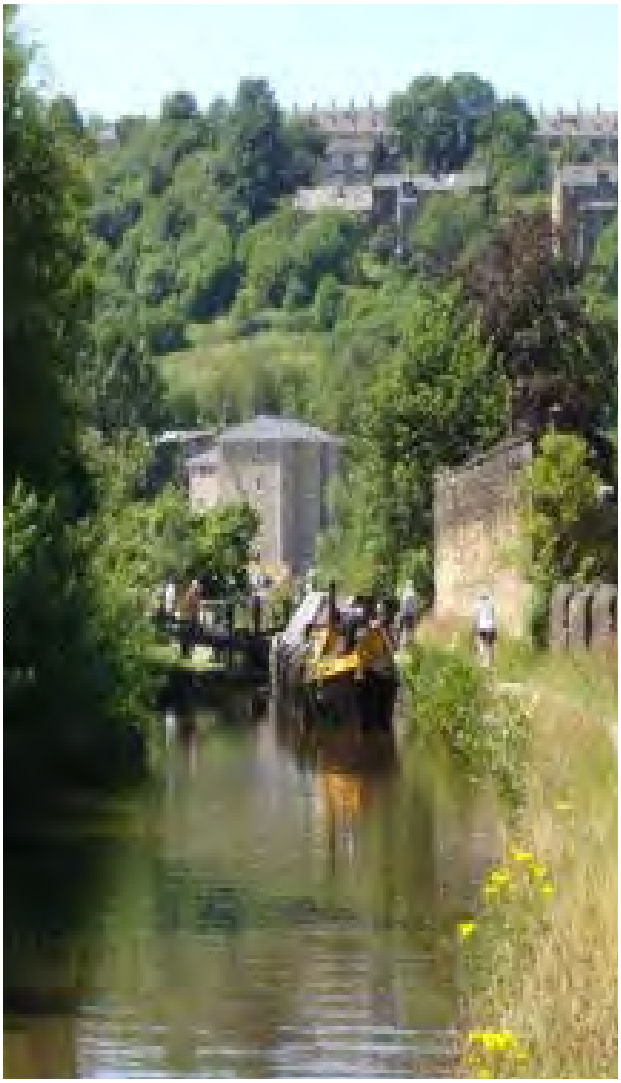
4. The Mossley & Stalybridge North East District Assembly

The Council has appointed 8 District Assemblies, as part of its commitment to local democracy, improved service delivery in the context of cost effective and more efficient, transparent and accountable decision making. They are one way the public can make their voice heard in Tameside and provide an opportunity for them to find out what's going on in their area and to have their say.

The Assembly covers the Mossley Ward together with part of the Stalybridge North Ward. As at May 2008 the following Councillors are members of the District Assembly:

Mossley
Cllr Valerie Carter
Cllr Ann Etchells
Cllr Roy Etchells

Stalybridge North
Cllr Clive Patrick
Cllr George Roberts
Cllr Kevin Welsh



Mossley Canal

In addition, the Assembly includes an Advisory Group comprising a small number of individuals representing local community groups/businesses in the District Assembly area. Pupil representatives from the High Schools in the area are also appointed to serve on the Advisory Group. As at June 2008 the Advisory Group membership is as follows:

Richard Ryder
Mossley Amateur Operatics and Dramatic Society

Terry Drabble
You Can Youth Group

Nathan Clays-Jones
Mossley Hollins High

Emma Cookson
Mossley Hollins High

Ellie Woodhouse
Mossley Hollins High

There are four key briefs to be dealt with, each one by Frontline Councillors who are required to report regularly to Assembly meetings and expected to involve relevant Advisory Group members in carrying out this responsibility. The briefs are:-

1. Community Safety - Cllr R. Etchells

2. Environment - Cllrs Roberts & Carter

3. Young People's Issues - Cllr A. Etchells

4. Local Liaison - Cllr K Welsh

St Georges Church, Mossley

The District Assembly looks after many Council services and gives the public a voice in their town.

Area working in Tameside differs from that of most other authorities who have established area committees. The District Assemblies have real budgets and delegated decision making powers with responsibility for services that have a real impact on people's quality of life, from keeping our streets clean and litter free to making sure our parks are desirable places to visit. Their budgets include discretionary funding to drive their own minor works programme, improvements to local grot spots and are responsive to individual problems in their neighbourhoods and communities.

These actions are making a significant contribution towards delivering the key community strategy theme relating to "Improving the appearance of the Borough". The service is also supporting most of the other key themes of the strategy at a neighbourhood level which are monitored via the business planning process.

In addition to these vital services we also hold public meetings where local people can ask questions about any council service or can listen to what is going on in their area. They meet approximately every 8 weeks. Every day, teams of Assembly staff are out and about making the streets cleaner and safer and our environment greener whilst engaging with others to make Mossley & Stalybridge North East an attractive and welcoming place to live, work and visit.

The District Assemblies Question Time has helped to focus member and officer attention to raising standards of performance and delivering high levels of public satisfaction with such services.

The District Assembly has been able to address cross cutting themes in partnership with a significant number of local community groups/resident groups/registered social landlords and Police and is well placed to lead on the delivery of the Government's neighbourhood agenda.

Examples of neighbourhood working initiatives include:

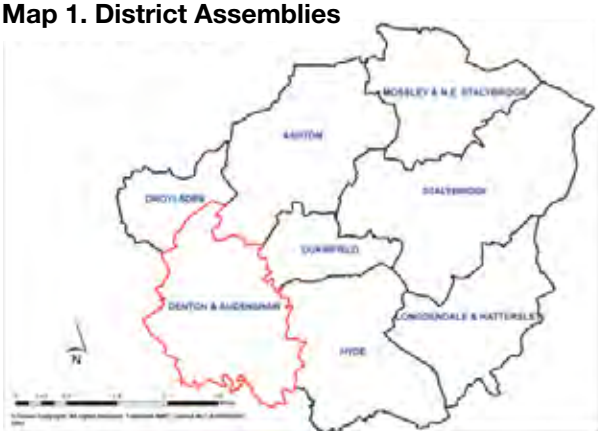
- PACT meetings.
- Joint working with registered social landlords supporting tenants and residents alike
- Individual consultations on improvements to local neighbourhoods including parks and open spaces
- Supporting the establishment of Friends Groups in our local parks
- Acting as an active partner in neighborhood regeneration initiatives
- Joint working with Patrollers to tackle anti social behaviour, dog fouling and litter
- The lead member for community safety for the District Assembly serves on the Crime Reduction Partnership
- Ward level working on community safety initiatives in association with local Neighbourhood Watch Schemes and supporting borough wide initiatives such as Business Watch
- Working with the Joint Health Improvement Team and the Primary Care Trust to support residents to lead healthier lives.

Mossley Town Centre

5. Where we are

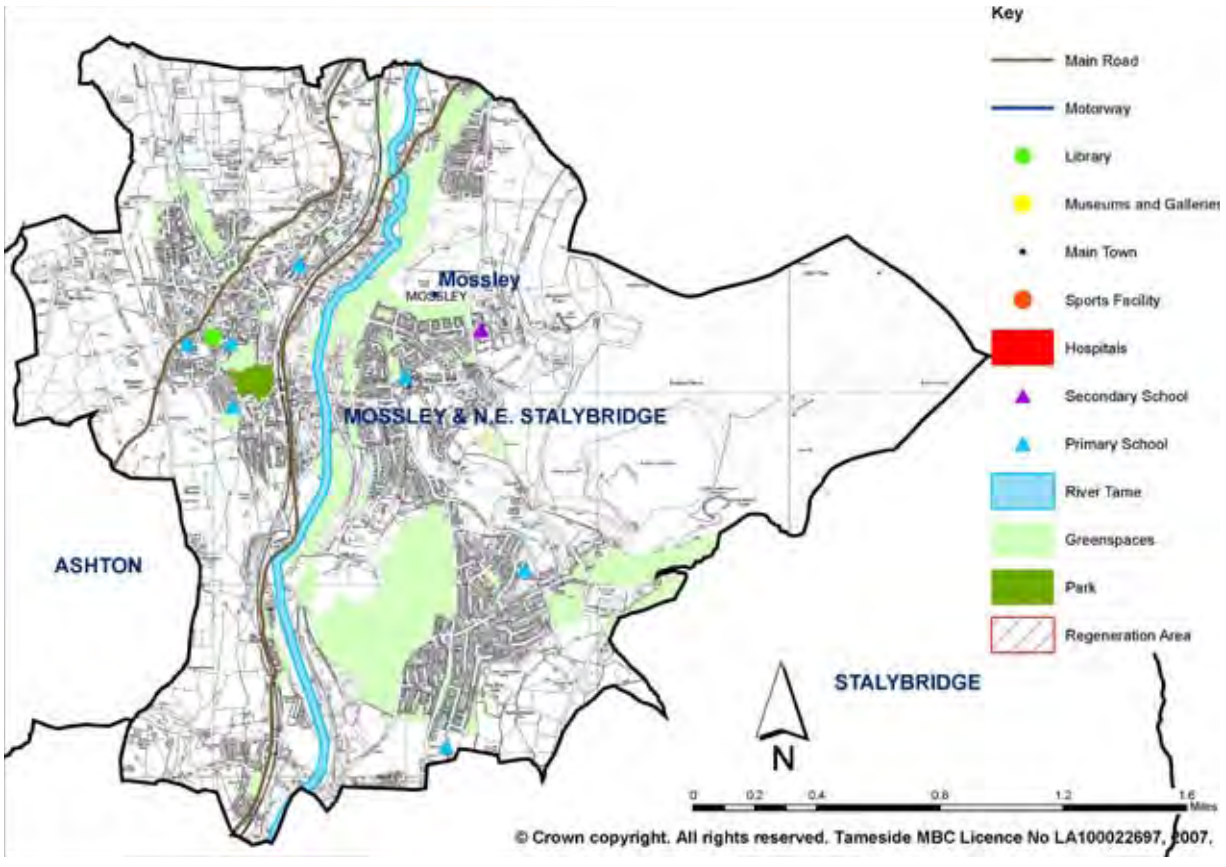
The River Tame runs vertically through Mossley and north east Stalybridge and two main roads run adjacent to the west of the river. To the east of the River Tame is a large area of moorland, a quarry and Mossley town centre. Neighbouring the Peak District and with close proximity to Oldham, this area is a mixture of canal landscape, woodland and open grassland, with views of the surrounding hills on Tame Valley. Mossley is a small town, located in the upper section of the Tame Valley in the foothills of the Pennines, 3 miles northeast of Ashton under Lyne and 8.9 miles east of Manchester. The wards that lie within this district assembly area are Stalybridge North and Mossley (Part).

Map 1. District Assemblies



Map 2. Wards

Map 3. Facilities



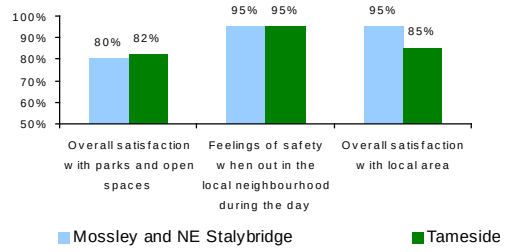
6. Our Town

Mossley and North East Stalybridge has the second smallest population of all the district assembly areas in Tameside, with 13,825 residents. The area also has the largest proportion of residents with a white ethnic origin, at 97.9% (jointly with Longdendale and Hattersley) and a high Christian population (76.4%). Its unemployment rate is also lower than the Tameside average at 4.5% compared to 4.9%. The proportion of residents who own and live in their own house in Mossley and Northeast Stalybridge is higher than the Tameside average, at 72.4% compared to 68.7%. In addition, local residents in Mossley and North East Stalybridge have the highest level of satisfaction with the area overall (95%) out of all the district assembly areas in Tameside. The crime rate is consistently lower than the Tameside average (a difference of at least 15.9 crimes reported per 1,000 population) and has consistently decreased over the past three years to 43.4 of crimes per 1,000 population in 2007-08. At the same time educational achievement has been consistently higher than the Tameside average over the last three years. More information is detailed in the table and graphs below.

Key Statistics

Resident Satisfaction

Fig 1



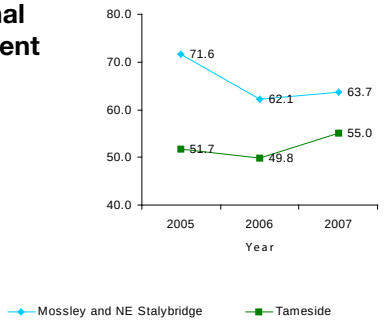
Source: Source: Tameside MBC Residents Opinion Survey 2007-08 & Citizens' Panel Summer 2007

		Mossley and NE Stalybridge		Tameside		Source
		Percentage	Number	Percentage	Number	
Population	All	100.0%	13,825	100.0%	213,043*	Census 2001
Gender	Males	49.3%	6,817	48.5%	103,347	
	Females	50.7%	7,008	51.5%	109,696	
Age	0-19 year olds	25.6%	3,535	26.3%	56,015	
	20-64 year olds	62.8%	8,686	58.8%	125,198	
	65+ year olds	11.6%	1,604	14.9%	31,830	
Ethnicity	White	97.9%	13,558	94.6%	201,471	
	Other	2.1%	297	5.4%	11,567	
Religion	Christian	76.4%		75.5%	160,924	
	Other religion	1.3%		4.2%	9,059	
	None/ Not stated	22.4%		19.0%	43,052	
Health						
Limiting Long-Term Illness (LLTI)		18.7%	2,584	20.9%		Census 2001
Life Expectancy by ward 1999-2003		**Females (years)**	**Males (years)**	**Females (years)**	**Males (years)**	Tameside and Glossop PCT
Stalybridge North		79.3	73.7	79.5	74.6 (2003	
Mossley		78.6	73.2	(2003-05)	05)	
Tenure						
Owner Occupied Housing		72.4%	4,266	68.7%		Census 2001
Economic Activity						
Unemployment		4.5%		4.9%		Census 2001

*Interpreting Census Statistics: Please note that small figures in Census tables are liable to be amended by the ONS to preserve confidentiality. This means that totals and percentages which logically ought to be the same may in fact be different, depending on what table they come from.

Educational Achievement

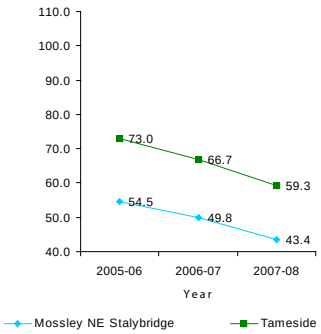
Fig 2



Source: Tameside Children's Services Department

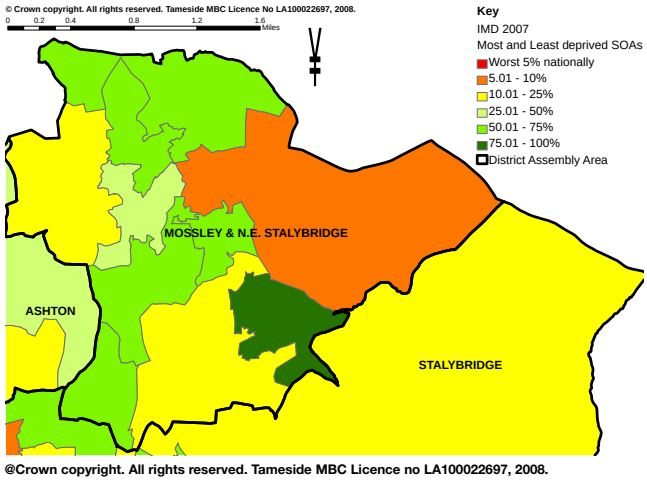
Crime

Fig 3



Source: GMP

Map 4. Indices of Multiple Deprivation 2007



@Crown copyright. All rights reserved. Tameside MBC Licence no LA100022697, 2008.

What local people say

In 2007-08 Tameside Council commissioned an independent company to carry out a face-to-face survey of local residents, to find out what they thought of life in Tameside and of Council services. A robust sample of people from Mossley and NE Stalybridge were included in the survey, and the key findings for the area were as follows:

- 95% of respondents were satisfied with the area where they live, higher than 2004 (84%) and the Tameside average (85%).
- The things that people in Mossley and NE Stalybridge said makes somewhere a good place to live were:

  low levels of crime (39%)

  good public transport (33%)

  good schools/education provision (29%).
- The key problems in Mossley/NE Stalybridge were considered to be:

  lack of parking (14%)

  teenagers causing a nuisance (13%)

  lack of sports/recreation facilities (12%).
- The priorities for improvement were seen to be:

  providing facilities for teenagers (37%)

  dog mess (33%)

  increasing police presence (32%)

  lack of parking (31%).
- In line with Tameside overall, 63% agreed that people from different backgrounds in their area get on well together.
- In total, 58% of those in Mossley/NE Stalybridge considered themselves to be in good health, in line with Tameside overall (57%). A third of respondents smoke tobacco products, either regularly (32%) or occasionally (4%), this is in line with Tameside overall (33%). One third of respondents (35%) consume the recommended 5+ portions of fruit or vegetables on a daily basis, significantly more than the Tameside average (25%).
- 48% of respondents feel they are either kept very well informed (7%) or fairly well informed (38%) by the Council: in line with 2004 area results (55%) but less than the Tameside average (58%).

Massley Methodist Church
ARUNDEL STREET

7. Action Plans 2008 - 2011

Supportive Communities

We want a cohesive community, where there are strong and positive relationships between people of all ages, from all backgrounds, in the workplace, schools and neighbourhoods, and where all the people have similar life opportunities.

Ref	What do we want for Mossley and NE Stalybridge?	How will this be achieved?	Review date	Who is the responsible Lead Officer?	Who is the Local Lead Member?	Key partners?	Performance Indicators
1	**Increased participation of local people in activities to build stronger communities**	Increase the number of active Home Watch Groups within the District Assembly area	March 2010	Community Safety Unit	Local Lead Member for Community Safety	Local residents, Local Social Housing Providers, Police, Patrollers	NI1 NI2 NI5 NI6
		Increase the number of schools, community groups and businesses involved with Tameside In Bloom	Sept 2009	Britain in Bloom Team	Local Lead Member for the Environment	Local residents, Local Social Housing Providers Schools, Local Businesses	NI7 LAA Local 7
		Work with the Registered Social Landlords to increase the number of people participating in garden competitions	Sept 2009	Britain in Bloom Team	Local Lead Member for the Environment	Local Social Housing, Providers, Local Residents	
		In conjunction with local community groups and organisations use the local media and poster campaigns to promote Festive Lights Switch On events, Whit Friday Walks and brass band contests - Churches Together	Nov 2009	Town Manager	Local Lead Member for the Environment	Local Social Housing Provider, Schools, Local residents, Local Businesses	

Ref	What do we want for Mossley and NE Stalybridge?	How will this be achieved?	Review date	Who is the responsible Lead Officer?	Who is the Local Lead Member?	Key partners?	Performance Indicators
2	**Build capacity of local groups to strengthen community involvement and advancement of projects**	Help facilitate the Friends of Mossley Park in their bids for funding Increase the number of local community groups delivering projects in partnership with the District Assembly	March 2009 March 2009	Town Manager Town Manager	Local Lead Member for the Environment Local Lead Member for Local Liasion	Friends of Mossley Park Local residents Local community groups, Homewatch Schemes, Local Businesses, Local Social Housing Providers, Schools, Landlords.	NI1 NI2 NI3 NI4 NI5 NI6 LAA Local 7
3	**Improved communication with local people about the work of the District Assembly**	Ensure at least one major District Assembly feature in each edition of the Tameside Citizen. Issue press releases following each meeting of the District Assembly – to seek improved coverage in the local press Regularly update District Assembly information available on the Council's web site, including agendas and minutes.	March 2009 March 2009 June 2009	Town Manager Town Manager Town Manager	District Assembly Chair District Assembly Chair District Assembly Chair	Marketing and Communications Marketing & Communications, Local press, Tameside Radio Democratic Services IT Services	NI5 NI195 NI196 NI197

Ref	What do we want for Mossley and NE Stalybridge?	How will this be achieved?	Review date	Who is the responsible Lead Officer?	Who is the Local Lead Member?	Key partners?	Performance Indicators
4	**Improved attendance of local people at District Assembly meetings**	Improve the levels of public awareness of the activities of District Assemblies - measured through Resident Opinion Survey feedback	April 2009	Town Manager	District Assembly Chair	Democratic Services, Policy Unit, Marketing & Communications	PI DA 4
		Review and improve the publicity advertising District Assembly meetings	May 2009	Town Manager	District Assembly Chair	Democratic Services, Marketing & Communications and Local press	
		Improve the number of people attending the District Assembly meeting	April 2009	Town Manager	District Assembly Chair	Democratic Services, Marketing & Communications, Local community groups and Local residents	
		Improve satisfaction of District Assemblies by those attending the meetings	April 2009	Town Manager	District Assembly Chair	Democratic Services, Local community groups and Local residents	

Ref	What do we want for Mossley and NE Stalybridge?	How will this be achieved?	Review date	Who is the responsible Lead Officer?	Who is the Local Lead Member?	Key partners?	Performance Indicators
5	**Engaging Young People through Youth Work**	Prioritise youth work projects in safe, manageable appropriate settings and methods	March 2009	Area Youth Manager	Local Lead Member for Young People's Issues	Schools District Assemblies Other organisations / agencies working in schools	NI110
		Offer a range of activities and initiatives that supports the extended schools agenda.	March 2009	Area Youth Manager	Local Lead Member for Young People's Issues	Youth activity providers Services for Children and Young People	
		Offer youth work in schools in/out school hours.	March 2009	Area Youth Manager	Local Lead Member for Young People's Issues	Schools Other organisations / agencies working in schools Youth activity providers Services for Children and Young People	
		Review and agree an annual youth programme and support the Youth Manager in the areas that may require development that cannot be immediately delivered by the Youth Team.	May 2009	Area Youth Manager	Local Lead Member for Young People's Issues	Schools District Assemblies Other organisations / agencies working in schools Youth activity providers	
		Work with youth activity providers and support them with the provision of investment of facilities that they need to deliver their activity programme for young people.	March 2009	Area Youth Manager	Local Lead Member for Young People's Issues	Schools District Assemblies Other organisations / agencies working in schools	
		Recognition of youth work in education by schools by way of feedback from schools	June 2009	Area Youth Manager	Local Lead Member for Young People's Issues	Schools District Assemblies Other organisations / agencies working in schools Youth activity providers	

A Safe Environment

We want an environment where people feel safe and secure. Working to reduce crime levels and make the streets safer for everyone is one of the resident's top priorities. We will continue to target persistent offenders, reduce the harm caused by illegal drugs, improve safety in town centres, reduce burglary and tackle anti-social behaviour as part of our commitment to reduce the level of crime and fear of crime, and create respect in Tameside.

Ref	What do we want for Mossley and NE Stalybridge?	How will this be achieved?	Review date	Who is the responsible Lead Officer?	Who is the Local Lead Member?	Key partners?	Performance Indicators
6	**Effective partnership working with the police and patrollers to reduce the amount of crime and anti social behaviour**	Review local crime data to identify local issues and implement multi-agency solutions	April 2009	Community Safety Unit	Local Lead Member for Community Safety	Greater Manchester Police, Tameside Patrollers, Home Watch Groups, Registered Social Landlords, Fire and Rescue Service	NI15 NI16 NI17 NI21 NI24 NI25 NI27 NI33 LAA Local 1 LAA Local 2
		Support PACT meetings by ensuring regular District Assembly representation and encouraging resident participation through District Assembly meetings	March 2009	Town Manager	Local Lead Member for Community Safety	Greater Manchester Police, Community Safety Unit, Home Watch Groups, Fire and Rescue Service	
		Receive regular reports from the police, patrollers and Fire and Rescue Service at District Assembly meetings and District Assembly community safety meetings and agree follow up action	June 2009	Town Manager	Local Lead Member for Community Safety	Greater Manchester Police, Patrollers, Fire and Rescue Service	

Ref	What do we want for Mossley and NE Stalybridge?	How will this be achieved?	Review date	Who is the responsible Lead Officer?	Who is the Local Lead Member?	Key partners?	Performance Indicators
7	**A reduction in crime and the fear of crime**	To identify and access sources of funding for home security and educational information to combat crime	March 2009	Community Safety Unit	Local Lead Member for Community Safety	Greater Manchester Police Potential Grant and Funding Agencies e.g. Home Office, Town Manager, Home Watch Schemes, Registered Social Landlords, Fire and Rescue Service	NI15 NI16 NI17 NI21 NI24 NI25 NI27 NI33
		Monitor perceptions of crime and anti social behaviour through the Citizen Panel and report to the District Assembly	December 2009	Community Safety Unit	Local Lead Member for Community Safety	Town Manager, Policy Unit, Marketing and Communications, Greater Manchester Police, Home Watch Schemes, Fire and Rescue Service	LAA Local 1 LAA Local 2
		Publish articles in newsletters feeding back on progress on community safety initiatives	March 2009	Community Safety Unit	Local Lead Member for Community Safety	Town Manager, Policy Unit, Marketing and Communications, Greater Manchester Police, Home Watch Schemes	
		Ensure publicity leaflets and posters are deposited/ displayed in libraries and public spaces on community safety initiatives being carried out in the District Assembly area	March 2009	Community Safety Unit	Local Lead Member for Community Safety	Town Manager, Policy Unit, Marketing and Communications, Greater Manchester Police, Home Watch Schemes, Customer Services, Fire and Rescue Service	
8	**Improved satisfaction with the physical condition of local highways and a reduction in the number of complaints**	Implement and review an annual Highways Structural Maintenance Programme	March 2009	Engineering Services	Local Lead Member for the Environment	Town Manager, Local Ward Councillors	NI140 NI168 NI169 NI195
		Implement a regular programme of gulley cleansing and reduce block gulley complaints	March 2009	Engineering Services	Local Lead Member for the Environment	Town Manager, Local Ward Councillors, Quality Auditors	
		Ensure the contractor carrying out the highways weed spray programme meets the performance standards set out in the contract	October 2009	District Assemblies (Parks and Land Management)	Local Lead Member for the Environment	Town Manager, Quality Auditors, Marketing and Communications	

Ref	What do we want for Mossley and NE Stalybridge?	How will this be achieved?	Review date	Who is the responsible Lead Officer?	Who is the Local Lead Member?	Key partners?	Performance Indicators
9	**A reduction in the number of traffic-related accidents and improved highway road safety**	Continue to implement a programme of road safety initiatives (e.g. 20mph zones and safer routes to schools) and to monitor progress on road safety regularly at District Assembly meetings	March 2009	Engineering Services	Local Lead Member for the Environment	Town Manager, Greater Manchester Police	NI 47 NI 48
		Monitor the effectiveness of existing Watchman cameras and relocate cameras if necessary.	September 2009	Engineering Services	Local Lead Member for the Environment	Greater Manchester Police, Patrollers, Community Safety Unit, Town Manager	

A Prosperous Society

We want everyone in Tameside to benefit from the prosperity of the local economy, with strong, sustainable businesses within Tameside providing well-paid jobs to local residents. This means creating an environment in which enterprise can grow and ensuring local people benefit from this enterprise.

Ref	What do we want for Mossley and NE Stalybridge?	How will this be achieved?	Review date	Who is the responsible Lead Officer?	Who is the Local Lead Member?	Key partners?	Performance Indicators
10	**Effective working with local retailers to improve security of businesses**	Work with Chamber of Trade and local retailers to understand local business crime issues in Mossley and NE Stalybridge and support implementation of crime reduction techniques	March 2010	Community Safety Unit	Local Lead Member for Community Safety	Tameside Chamber of Trade Retail Business owners	NI15 NI16 LAA Local 1
		Encourage retailers to contribute financial support towards campaigns and initiatives aimed at reducing retail crime	March 2009	Community Safety Unit	Local Lead Member for Community Safety	Town Manager, Retail Business Owners and Tameside Chamber of Trade	
		Promote Business Watch scheme to local businesses to encourage take up and strengthen local action in Mossley and NE Stalybridge against crime	March 2009	Community Safety Unit	Local Lead Member for Community Safety	Town Manager and Local Business Owners	

Ref	What do we want for Mossley and NE Stalybridge?	How will this be achieved?	Review date	Who is the responsible Lead Officer?	Who is the Local Lead Member?	Key partners?	Performance Indicators
11	**Promotion of town centres as places to live, visit and trade**	Support local events such as Whit Friday Band Contests	Sept 2009	Town Manager	Appropriate Local Lead Member	Local Community Groups Play and Events Team - TMBC	NI5 NI11 NI172
		Support town centre regeneration, development and investment through consultation events on sites such as Langtree's Crown Point East with business and residents	March 2009	Town Manager	Local Lead Member for Local Liasion	Economic Development and Planning	
		To award Town Twinning Grants and support Mossley Town Twinning Committee	March 2009	Town Manager	Local Lead Member for Local Liasion	Mossley Town Twinning Committee	
		Ensure regular maintenance is carried out on billboard and advertising sites to ensure fit for purpose and support locally based businesses	March 2009	Town Manager	Local Lead Member for the Environment	Landlords of billboard advertising sites, Quality Auditors,	
12	**Reducing unemployment in Mossley and NE Stalybridge through support of investment opportunities**	Support and promote local employment initiatives in the town through the District Assembly meetings	March 2009	Town Manager	Local Lead Member for Local Liason	Economic Development	NI174

A Learning Community

We want to raise educational achievements and expectations so our young people have a good quality of life, and to ensure that everyone in Tameside has the opportunity to continue learning and training.

Ref	What do we want for Mossley and NE Stalybridge?	How will this be achieved?	Review date	Who is the responsible Lead Officer?	Who is the Local Lead Member?	Key partners?	Performance Indicators
13	**Effective working with schools to ensure the views of young people are represented at District Assembly meetings**	Appoint at least one pupil representative from each of the local High Schools onto the District Assembly Advisory Group Give pupil representatives an opportunity to deliver at least one presentation to the District Assembly each year.	May 2009 March 2009	Town Manager Area Youth Manager	Local Lead Member for Young People's Issues Local Lead Member for Young People's Issues	Democratic Services, Area Youth Manager, Young people, Schools, Marketing and Communications Town Manager, Democratic Services, Pupil representatives, Principal Education Adviser	NI1 NI2 NI4 NI5 NI110

Ref	What do we want for Mossley and NE Stalybridge?	How will this be achieved?	Review date	Who is the responsible Lead Officer?	Who is the Local Lead Member?	Key partners?	Performance Indicators
14	**Improved awareness and understanding of environmental issues**	Targeted work with local schools e.g. Eco Schools	March 2009	Town Manager	Local Lead Members for Local Liasion and the Environment	Environmental Health, - Recycling, Countryside Unit, Education Officers, Local Schools, Governors, Local Businesses	NI110 NI186 NI195
		Targeted education and communication campaign with community groups and businesses	March 2009	Town Manager	Local Lead Member for the Environment	Environmental Health Countryside Unit, Local Businesses, Marketing and Communication, Registered Social Landlords	
		Regular articles in local media and each edition of the Tameside Citizen on environmental issues	March 2009	Town Manager	Local Lead Members for Local Liasion and the Environment	Environmental Health, Countryside Unit, Local Resident/Community Groups, Local Businesses, Marketing and Communications	
		Provide information in Mossley Library and other community building and key shopping areas on environmental issues being promoted by the Council	March 2009	Town Manager	Local Lead Member for the Environment	Environmental Health Countryside Unit, Registered Social Landlords, Local Resident/Community Groups, Libraries staff, Local supermarkets	

A Healthy Population

We want everyone in Tameside to enjoy good physical and mental health and wellbeing. This means helping people to lead healthy lifestyles by being active, promoting healthy eating and facilitating smoking cessation – ultimately leading to reduced health inequalities.

Ref	What do we want for Mossley and NE Stalybridge?	How will this be achieved?	Review date	Who is the responsible Lead Officer?	Who is the Local Lead Member?	Key partners?	Performance Indicators
15	**Improved health and wellbeing for residents**	To promote and support the delivery of health improvement projects and work in partnership with locality based health improvement teams and services	March 2009	Head of Health Improvement	Local Lead Members for Young People's Issues and Local Liasion	Joint Health Improvement Team, Primary Care Trust, External social marketing companies, Teenage Pregnancy Strategy Board, Branching Out, Other related agencies, Local schools, Local Registered Social Landlords	NI8 NI112 NI 119 NI120 NI121 NI122 NI123 NI137 LAA Local 8
		Following research carried out in Mossley and NE Stalybridge support targeted social marketing campaigns in to reduce smoking, teenage pregnancy and obesity.	March 2009	Primary Care Trust	Local Lead Members for Young People's Issues and Local Liasion	Joint Health Improvement Team, Primary Care Trust, External social marketing companies, Teenage Pregnancy Strategy Board, Branching Out, Other related agencies, Local schools, Local Registered Social Landlords	
16	**Improved health and wellbeing for children and young people**	Promote teenage sexual health initiatives aimed at reducing teenage pregnancies. Take steps to increase awareness of young people around sexual health and health issues.	March 2009	Area Youth Manager	Local Lead Member for Young People's Issues	Primary Care Trust. Teenage Pregnancy Strategy Board, Branching Out, Other related agencies, Young people, Schools	NI112 NI115 NI123 NI155 NI156
		Promote healthy eating, physical activity, sensible drinking and smoking cessation through the introduction to the whole Mossley and NE Stalybridge area of the NHS Teen Life check.	March 2009	Area Youth Manager	Local Lead Member for Young People's Issues	Primary Care Trust, Other related agencies, Young people, Schools, Teenage Pregnancy Strategy Board, Branching Out	

Ref	What do we want for Mossley and NE Stalybridge?	How will this be achieved?	Review date	Who is the responsible Lead Officer?	Who is the Local Lead Member?	Key partners?	Performance Indicators
17	**A reduction in the gap in health inequalities**	Produce a health needs assessment for Mossley and NE Stalybridge informed by the Joint Strategic Needs Assessment to identify specific commissioning priorities for the local area.	March 2009	Head of Health Improvement	Local Lead Members for Young People's Issues and Local Liasion	Joint Health Improvement Team, Primary Care Trust, Adult Social Care, Services for Children and Young People	LAA Local 8

An Attractive Borough

We want Tameside to be an attractive and environmentally friendly place to live, work and visit. We are committed to working with local communities to protect and improve our environment and our heritage, provide high quality open spaces and make Tameside a cleaner, greener, more accessible place for current and future generations to enjoy.

Ref	What do we want for Mossley and NE Stalybridge?	How will this be achieved?	Review date	Who is the responsible Lead Officer?	Who is the Local Lead Member?	Key partners?	Performance Indicators
18	**Clean streets, free from litter, fly tipping, dog fouling, graffiti and fly posting**	Improve appearance of the area and eliminate grot spots by reducing the percentage of streets with unacceptable levels of litter/ detritus/graffiti and fly posting to 6% (as defined by NI 195) by March 2009.	March 2009	Town Manager	Local Lead Member for the Environment	Quality Auditors, Local residents, Businesses, Local Social Housing Providers, United Utilities, Network Rail, Arboricultural Unit, Landlords	NI4 NI5 NI6 NI195 NI196
		Work with fast food outlets and deliver education campaigns	March 2009	Town Manager	Local Lead Member for the Environment	Fast Food Outlets, Environmental Health, Marketing and Communications, Local Schools, Local residents	
		Deliver the “Make a Space” campaign to reduce street litter	March 2009	Town Manager	Local Lead Member for the Environment	Quality Auditors, Local residents, Local Ward Members	
		Remove all graffiti within 5 working days	March 2009	Town Manager	Local Lead Member for the Environment	Quality Auditors, Local residents, Local Ward Members	
		Remove offensive graffiti within 24 hours	March 2009	Town Manager	Local Lead Member for the Environment	Local residents, Businesses, Quality Auditors, Local Social Housing Providers, United Utilities, Network Rail	

Ref	What do we want for Mossley and NE Stalybridge?	How will this be achieved?	Review date	Who is the responsible Lead Officer?	Who is the Local Lead Member?	Key partners?	Performance Indicators
		Effectively target fly tipping to reduce complaints	March 2010	Town Manager	Local Lead Member for the Environment	Environmental Health, Local residents, Businesses, Quality Auditors, Local Social Housing Providers, United Utilities, Network Rail	
		Monitor fly poster notices and report to the District Assembly meetings	March 2009	Town Manager	Local Lead Member for the Environment	Local residents, Businesses, Local Social Housing Providers, Local schools, Local Ward Members	
		Carry out publicity/awareness campaigns- targeted at reducing dog fouling, eg. The Not on my Street Campaign	March 2009	Town Manager	Local Lead Member for the Environment	Marketing and Communications	
19	**Improved attractiveness of the built environment**	Implement street scene improvements	December 2008	Town Manager	Local Lead Member for the Environment	Local Residents, Other Organisations, Local Social Housing Providers, Businesses, Engineering Services	NI2 NI4 NI5 NI7
		Implement the environmental improvements programme and report progress to each District Assembly meeting	March 2009	Town Manager	Local Lead Member for the Environment	Engineering Services, Local Ward Members, Local Businesses, Local Resident Groups, Local Social Housing Providers	

Ref	What do we want for Mossley and NE Stalybridge?	How will this be achieved?	Review date	Who is the responsible Lead Officer?	Who is the Local Lead Member?	Key partners?	Performance Indicators
20	**Improved quality of and satisfaction with local parks and open spaces**	Retain the North West In Bloom title and secure nomination to represent the North West region in the national Britain in Bloom competition in 2010.	September 2009	Britain in Bloom Team/Town Manager	Local Lead Member for the Environment	Local community groups, Local schools, Allotment Associations, Local businesses	NI1 NI2 NI3 NI4 NI5 NI6
		Major refurbishment of Mossley Park	March 2009	Town Manager	Local Lead Member for the Environment	Friends of Mossley Park Group, Local Ward members, Local residents	NI7 NI197 LAA Local 7 PI DA 3
		Refurbishment of children's play areas at Egmont Street (2008/09) and Mossley Park (2009/10)	March 2009	Town Manager	Local Lead Member for the Environment	Local Friends groups, Local Ward Members, Local residents	

Ref	What do we want for Mossley and NE Stalybridge?	How will this be achieved?	Review date	Who is the responsible Lead Officer?	Who is the Local Lead Member?	Key partners?	Performance Indicators
21	**Increased recycling rates**	Promote re-cycling initiatives Consult with local people to ensure local re-cycling facilities meet their needs via Tameside Citizen Panel	March 2009	Environmental Health	Local Lead Member for the Environment	Marketing and Communications, Local press Local Businesses, Residents Policy Unit	NI192 NI197 NI191
22	**Increased use of public transport to reduce congestion**	Support campaigns to encourage greater use of public transport Ensure the views of local people are taken into account in the development of public transport	March 2010 March 2011	Engineering Services Engineering Services	Local Lead Member for the Environment Local Lead Member for the Environment	Greater Manchester Passenger Transport Executive (GMPTE), Marketing and Communications, Local press and radio GMPTE, Local resident groups	NI167 NI175 NI177

Definition of Performance Indicators

NI 1:	% of people who believe people from different backgrounds get on well together in their local area.
NI 2:	% of people who feel that they belong to their neighbourhood.
NI 3:	Civic participation in the local area.
NI 4:	% of people who feel they can influence decisions in their locality.
NI 5:	Overall/general satisfaction with local area.
NI 6:	Participation in regular volunteering.
NI 7:	Environment for a thriving third sector.
NI 8:	Adult participation in sport and active recreation.
NI 11:	Engagement in the arts.
NI 14:	Reducing avoidable contact: minimising the proportion of customer contact that is of low or no value to the customer.
NI 15:	Serious violent crime.
NI 16:	Serious acquisitive crime.
NI 17:	Perceptions of anti-social behaviour.
NI 21:	Dealing with local concerns about anti-social behaviour and crime issues by the local council and police.
NI 24:	Satisfaction with the way the police and local council dealt with anti-social behaviour.
NI 25:	Satisfaction of different groups with the way the police and local council dealt with anti-social behaviour.
NI 27:	Understanding of local concerns about anti-social behaviour and crime issues by the local council and police.
NI 33:	Number of incidents involving arson.
NI 39:	Rate of Hospital Admissions per 100,000 for Alcohol Related Harm
NI 40:	Number of drug users recorded as being in effective treatment.
NI 47:	People killed or seriously injured in road traffic accidents.
NI 48:	Children killed or seriously injured in road traffic accidents.
NI 49:	Number of primary fires and related fatalities and non-fatal casualties (excluding precautionary checks).
NI 55:	Obesity in primary school age children in Reception.
NI 56:	Obesity in primary school age children in Year 6.
NI 110:	Young people's participation in positive activities.
NI 112:	Under 18 conception rate.
NI 115:	Substance misuse by young people.
NI 119:	Self-reported measure of people's overall health and wellbeing.
NI 120:	All age all cause mortality rate.
NI 121:	Mortality rate from all circulatory diseases at ages under 75.
NI 122	Mortality from all cancers at ages under 75.
NI 123	16+ current smoking rate prevalence.
NI 137:	Healthy life expectancy at age 65.
NI 138:	Satisfaction of people over 65 with both home and neighbourhood Health and Well being.
NI 140:	Fair treatment by local services.
NI 155:	No of affordable homes delivered (gross).
NI 156:	No of households living in temporary accommodation.
NI 167:	Congestion – average journey time per mile during the morning peak.
NI 168:	Principal roads where maintenance should be considered.

NI 169: Non-principal classified roads where maintenance should be considered.
NI 172: VAT registered businesses in the area showing growth.
NI 174: Skills gaps in current workforce reported by employers.
NI 175: Access to services and facilities by public transport, walking and cycling.
NI 177: Local bus passenger journeys originating in the authority area.
NI 191: Residential household waste per head.
NI 192: Percentage of household waste sent for reuse, recycling and composting.
NI 193: Percentage of municipal waste land filled.
NI 194: Air quality – % reduction in NOx and primary PM10 emissions through local authority's estate and operations.
NI 195: Improved street and environmental cleanliness (levels of litter, detritus, graffiti and fly posting).
NI 196: Improved street and environmental cleanliness – fly tipping.
NI 197: Improved local biodiversity – proportion of local sites where positive conservation management has been or is being implemented.
NI 199: Children and young people's satisfaction with parks and play areas.
LAA Local 1: Overall crime.
LAA Local 2: Crime equalities.
LAA Local 4: Accidental dwelling fires.
LAA Local 7: Number of Green Flags/Pennants.
LAA Local 8: Mortality rate inequalities.
PI DA3: Satisfaction levels with parks.
PI DA4: Number of people attending District Assembly meetings.

8. The Bigger Picture

Tameside has a vision for the whole borough:

Our Vision

Tameside is a good place to live, and we want to make it even better. We want it to be a place where people of all ages and backgrounds feel at home and able to get involved in the life of the community, where they can contribute to a prosperous local economy, feel safe and healthy, and take responsibility for the environment in which they live.

To realise this vision 6 priorities were identified following extensive consultation with more than 3,000 local people and organisations.

Our priorities are to make Tameside a:

Safe Environment

Prosperous Society

Learning Community

Attractive Borough

Supportive Communities

Healthy Population

Tameside Patrollers

This means:

Safe Environment
- Reducing crime, particularly crime inequalities
- Increasing respect and reducing fear of crime

Prosperous Society
- Worklessness
- Enterprise
- Skills

Learning
- Educational Attainment
- Basic Skills (skills for life)
- Further and higher education

Attractive Borough
- Appearance – quality of public spaces
- Cleaner
- Greener

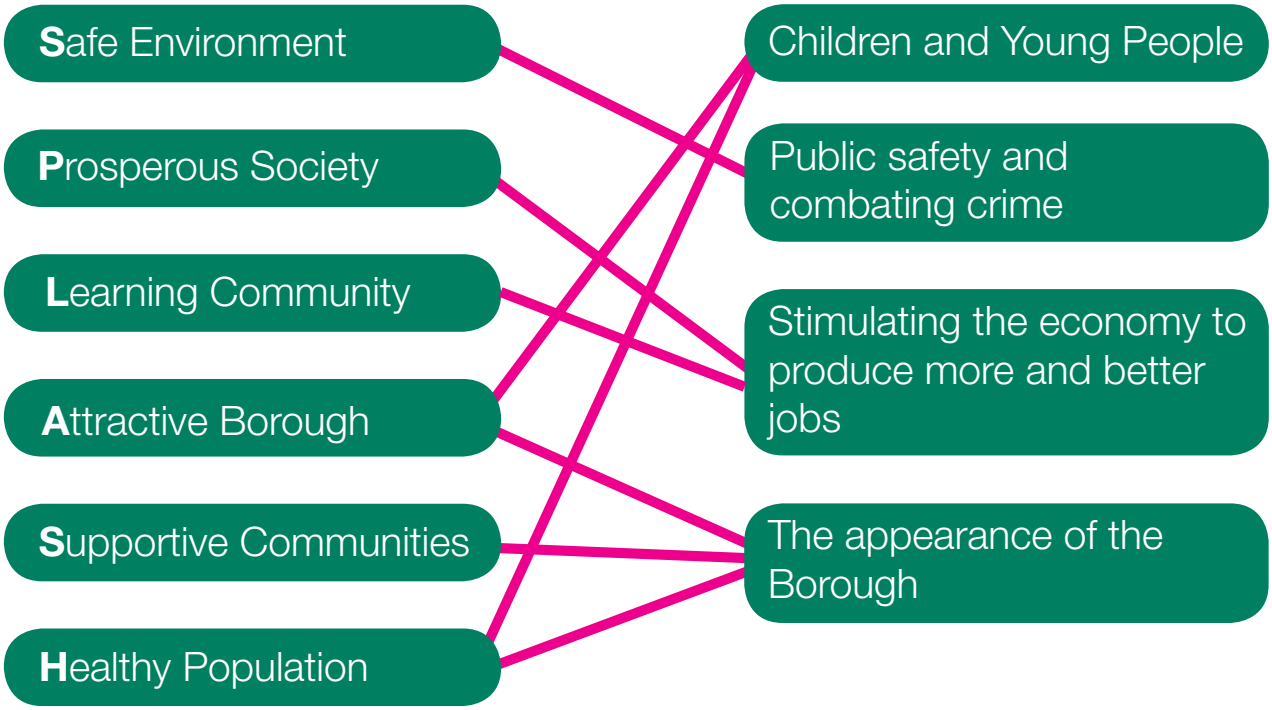
Supportive
- Cohesion
- Participation
- Vulnerable people

Healthy Population
- Mortality
- Health inequalities
- Wellbeing
- Independent living

Tameside Patroller

Tameside Council has four 'People's Priorities', these are the things that residents have told us are important to them. The People's Priorities support the delivery of the Community Strategy as outlined below, with the priority to create supportive communities cutting across all the 'People's Priorities'.

District Assemblies involve local people and respond to local people's priorities. To achieve this they have four key briefs which align with the People's Priorities.



How will we achieve these priorities:

Partnership Working

We know that to achieve our vision organisations and individuals from across the borough need to work together.

The Tameside Strategic Partnership exists to bring together public, private and voluntary organisations to work together to achieve the six priorities.

The Partnership works at a strategic level through seven thematic partnerships.

The thematic partnerships bring together organisations from the public, private, voluntary and community sectors who are working towards a common agenda.

Neighbourhood Working

We have thematic partnership work across the whole borough on particular issues. This is complemented by work at neighbourhood level.

District Assemblies deliver the borough's priorities at a local level. They involve local people and respond to local people's needs, To achieve this District Assemblies have four key briefs which align with the People's Priorities as follows:

- Environment
- Community Safety
- Young People's issues
- Local Liaison

Huddersfield narrow Canal, Mossley

Neighbourhood Renewal

Tameside has identified 5 priority neighbourhoods, based on the Index of Multiple Deprivation. The index allows us to identify areas where communities may be experiencing deprivation in terms of facilities available, employment levels, educational attainment or crime.

These areas have been designated Priority Neighbourhoods and local partnerships set up to address the particular issues and concerns in these areas.

Environment Strategy 2008-2011

Ensuring the people of Tameside enjoy a better quality of life without compromising that of future generations is the goal of the Council's three year Environment Strategy. District Assemblies will, through collaborative working, address some of the main environmental challenges identified in the strategy's action plans, including improving the appearance of the borough and ensuring parks and green spaces are managed to a high standard.

Our work recognises the importance of responding to the environmental priorities of people in Tameside. By doing so we will play a part in the strategy's collective response to the environmental issues affecting the whole borough.

Churches Together Wlalk of Witness