

# The Executive Leader's Annual Keynote Address

Tough Choices, Hard Work  
and Confidence –  
A Fair Future for Tameside





## Foreword by Executive Leader

This year's Keynote address is all about maintaining a fair future for the borough's residents and businesses, despite the massive savings we have to make.

The unprecedented levels of cuts to funding that we face mean that this year we must deliver £35million of savings with another £31million next year. Our current estimates suggest that overall we may need to save a further £97million by 2015.

To deal with this over the next 12 months we will see many changes to the way our services are delivered. We will see more delivered in partnership. We will see new and innovative methods of delivering services emerge, and inevitably we will do less of some things and stop doing other things altogether.

This is why I have launched the Big Conversation which will give residents and service users the opportunity to have their say on our proposals to change things. Whilst I can't guarantee that everyone will agree with the decisions that we ultimately take, I can give assurances that we will listen to all points of view and consider all options.

Despite the tough decisions that need to be taken I remain confident and upbeat about the future of this borough.

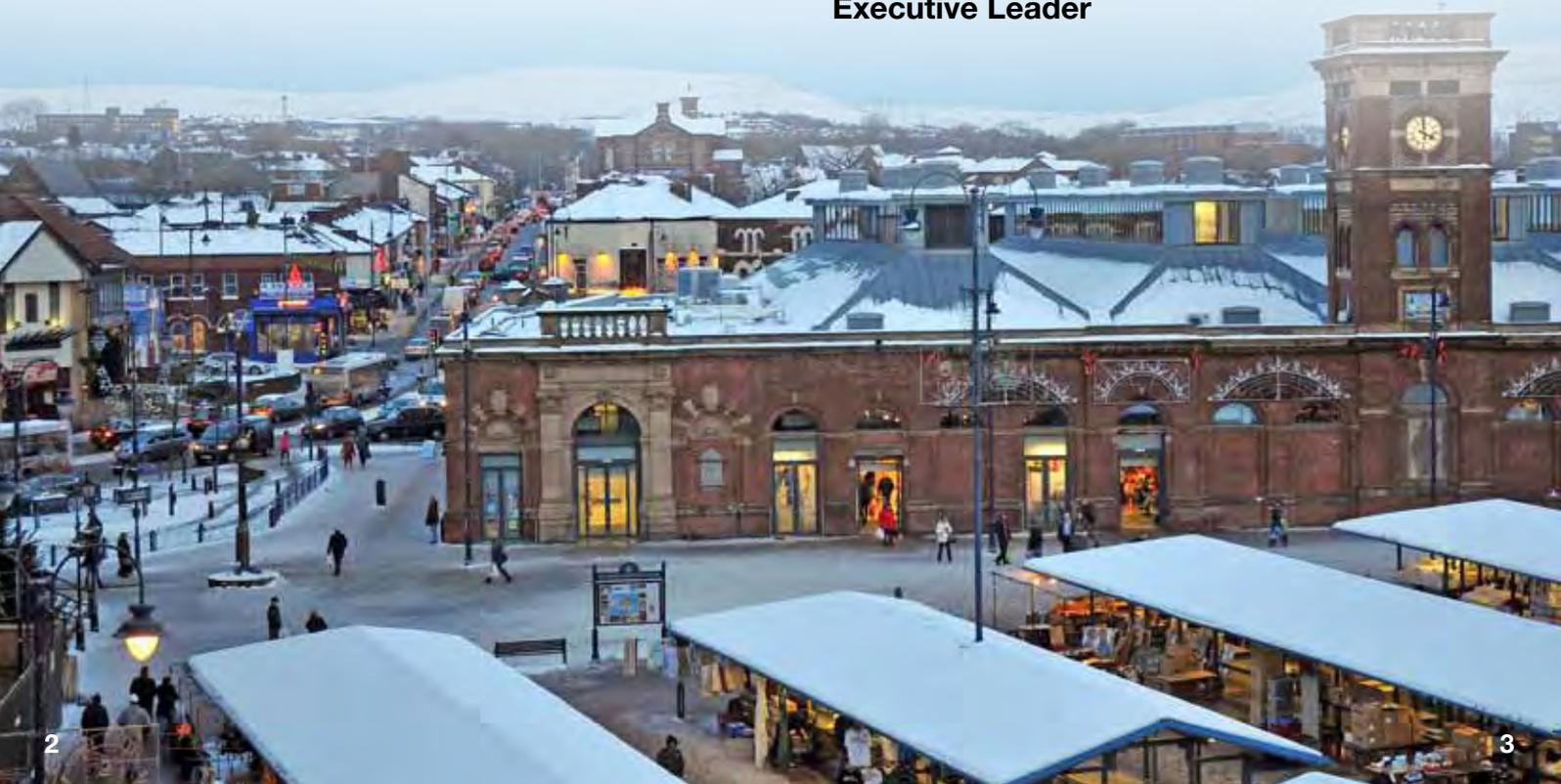
We will continue to support the old and vulnerable and we know that Tameside can only thrive if the local economy is successful so both will be priorities for us.

We will be working hard to reduce youth unemployment by encouraging more and more young people to consider apprenticeships as a route to a career.

We are also looking to the future and the opportunities that our new high schools bring in terms of educational attainment and higher aspirations for our children.

We want Tameside to be a fairer place; fair to all our residents, fair to local businesses and fair to disadvantaged and vulnerable people that rely on our help and support.

**Kieran Quinn**  
**Executive Leader**



# Budget Update

Tameside Council is facing unprecedented cuts to its funding. It must save £132million over four years. That equates to a 33 per cent cut.

The council has 1,300 fewer employees than in January 2010 - achieved wholly through voluntary means. Management costs have also been cut by 40 per cent over a similar period of time. This means our wage bill has reduced by £3million a month.

Financial resources may be diminishing but the council will find ways to continue delivering high quality and affordable services. That means reviewing all areas of business and quickly implementing changes to how our services operate, looking for new and innovative ways of doing things, in some cases doing less or even stopping doing things altogether.

The council already has an impressive track record of transforming services but there is no magic solution. The way the council works in future will involve working with more and more partners. It will involve not just thinking the unthinkable, but actually doing it.

The merits of becoming a co-operative council will be closely evaluated. The mutual approach can be applied to almost every aspect of the council's work, including community regeneration and economic development, youth services, social services and education.

# Supporting Old and Vulnerable People

One of the most important things the council can do for its communities is to protect the vulnerable - no matter whether people are old, young, disadvantaged or disabled.

Tameside will continue to transform its adult and children's services to ensure they can meet the increasing demands placed on them.

An ageing population means that there are more older and frail people who need care, and as people live longer, numbers are expected to keep rising.

We are also seeing an increase in the number of children in need of care and protection.

The pressure to better manage these services has increased but we can work with our partners in other sectors such as Health to improve efficiency and deliver better outcomes for the individuals involved.

Despite the savings that the council is having to find it is only right and fair that the council continues to be there for vulnerable residents.



# The Big Conversation

The Big Conversation is the largest and most comprehensive programme of consultation ever undertaken by the council. We are asking residents and service users for their views about the services they use and how those services could be delivered in the future.

The Big Conversation will ensure that everyone has had an opportunity to air their views and have them taken into account.

The council website is the hub for consultation, allowing people to easily see the scale of changes that must be made, but residents can also phone the call centre to join in the conversation.

Because of the size of task it is expected that conversations with communities will continue into early summer. Everyone will be encouraged to have their say and hundreds of residents have already done so.



# Welfare Reform

The Government's deficit reduction plans are impacting in many ways and on many people, not just on public services.

Changes to how the Welfare state system operates are affecting families and communities.

We are not a wealthy area and 8 out of 10 families with children in Tameside receive an amount of Child Tax Credit. At a time when the cost of living is rising and fuel prices are at record levels many families are already struggling to make ends meet so cuts to child tax credit will hit Tameside hard.

Reductions to the winter fuel allowance means that many elderly people will also face rising fuel bills with less money coming in to pay them.

Last year Tameside saw an increase in mortgage re-possession. The council will step up its support for people in all kinds of financial difficulty. The debt advice service has been successful in 97 per cent of cases where it has been involved in supporting householders for mortgage re-possession or eviction hearings helping local families to remain living in their homes.

The situation is set to get worse not better. Further cuts in the pipeline mean that by 2015 it is estimated that Tameside residents will be receiving around £68million a year less support from the welfare benefits and tax credit system compared with 2010.



# Youth Unemployment and Apprenticeships

More than a million young people are now unemployed in the UK. That is equivalent to the entire population of Birmingham.

Long periods of unemployment leave permanent scarring. Over a quarter of a million young people have been unemployed for more than a year and in many cases these individuals are more likely to become jobless later in life and earn lower wages.

That is why the council has joined force with key partners like Tameside College to develop clear and practical steps to encourage young people into apprenticeships, to raise awareness and benefits among teachers, and to increase the number of opportunities with employers.

Last year's Apprentice 50/50 scheme offered a £1,000 incentive to employers taking on a Tameside-based apprentice. Fifty companies gave 52 young people the chance of a career. The council intends to repeat the scheme in 2012.

The hugely successful Apprentice Fair will again take place, where opportunities from the council, its partners and local businesses will be on offer.

The Government has set a target that nationally 15 per cent of 16 to 18 year olds should be involved in apprenticeships by 2015. The council is committed to having 25 per cent in the same timescales. Last year the figure in Tameside stood at 14 per cent, this year it is more than 20 per cent.

# Investing in Our Schools

Building Schools for the Future has been a great success with new schools at Mossley Hollins; St Damian's and New Charter, Ashton; and White Bridge, Dukinfield all complete and five more are in the pipeline.

We are continuing to reap the benefits with students achieving their best ever exam results this year. Just as importantly as achieving higher attainment, young people are also developing higher aspirations.

And the local economy continues to benefit. The figures speak for themselves: £14.5million spent with local businesses and £57 million spent within a 10-mile radius. More than a hundred new jobs have been created and many more safeguarded, and 53 young people have got apprenticeships working on the programme.

The cancellation of the Building Schools for the Future programme meant that plans to re-build or re-model all High Schools in Tameside could not be completed.

Behind the scenes, the council continues to press the Government for more funding for school building improvements, and work to continue driving up standards across all schools to ensure that all young people have the best opportunities possible will continue.

# Pride of Tameside

The Pride of Tameside Awards have proven to be very successful. When times are tough, and the news is full of doom and gloom, it is more important than ever to highlight and celebrate success.

Next year we will continue to support and promote the Pride Awards. The winners represent the best of the best in this borough.

Behind each award are inspiring stories and inspiring people who are making a real difference to their communities and who are role models for others to emulate.



# Tameside Works First – the Local Economy

It is well understood that for Tameside to thrive, its local economy must also thrive.

Town Centres play an important role across Tameside. Investing to improve them will continue. Building on the work already completed in Stalybridge and Denton, work is now underway or planned in Droylsden, Hyde and Ashton.

The fantastic new Enterprise Centre opened by Tameside College in St Petersfield will encourage and support entrepreneurs and new business start-ups to create hundreds of jobs in the area and the two successful bids from the Regional Growth Fund will also help to secure hundreds more local jobs.

Metrolink has brought traffic problems and inconvenience for residents and businesses, but the benefits it will bring when operational in terms of new businesses opportunities and ultra-fast internet links will make it all worthwhile.

Despite reductions in budgets the council continues to spend as much money locally as it can. Last year over £11million was spent with local businesses and our commitment to pay invoices within 10 working days for local companies continues.

Meet the buyer, meet the seller events have proved a resounding success. They provide a unique opportunity for local businesses, especially smaller ones, to meet buyers from larger organisations and schools. More than £1million of local work was generated following the last series of events which will take place again next year.



# Low Carbon Agenda

Protecting the environment and saving energy are high on everyone's priorities especially as fuel prices are set to continue rising. Tameside Council is committed to reducing the amount of carbon it uses across the borough and has pledged to support the Greater Manchester Climate Change Strategy.

Supporting schemes has already had positive results with hundreds of householders signing up for free energy-saving measures which will see their home better insulated and their fuel bills reduced.

Recycling is also a crucial part of reducing Tameside's carbon footprint and saving money. This year the borough has achieved its best recycling rates with 37 per cent of waste being recycled. That means a saving of at least £1.6million by reducing the costs of dumping waste into landfill.

However, the target is to recycle half of all domestic waste by 2015. Challenging though this will be, the rewards would be further savings in the region of £4million a year.

To deliver the next step improvement, Tameside is introducing food waste caddies for all homes so that more food can be recycled. To help with this there will be weekly brown-bin collections.

The managed collection of waste is not about reducing levels of service, or cutting the amount of waste collected – it's about saving money and the environment.

# Investing in Health and Wellbeing

Health and wellbeing is a priority for the council.

Changes to the way health services are delivered, means that the responsibility for public health improvement will be devolved to Local Authorities working in partnership with GP's.

The council will have powers to promote the wellbeing of residents and to influence how the NHS spends its money locally.

Prevention and early intervention are key issues in dealing with the significant challenges around health and the significant inequalities across Tameside.

We have made great strides in dealing with some of the key health challenges like smoking, drinking, poor diet and lack of exercise – but much more needs to be done.

The council takes very seriously the growing harm caused by abuse of alcohol. We have worked closely with our partners to make sure that frontline staff - whether the police, or housing or health staff - who have to deal with alcohol-related harms are trained to recognise this and to take action - whether this is offering advice or referring for more help.

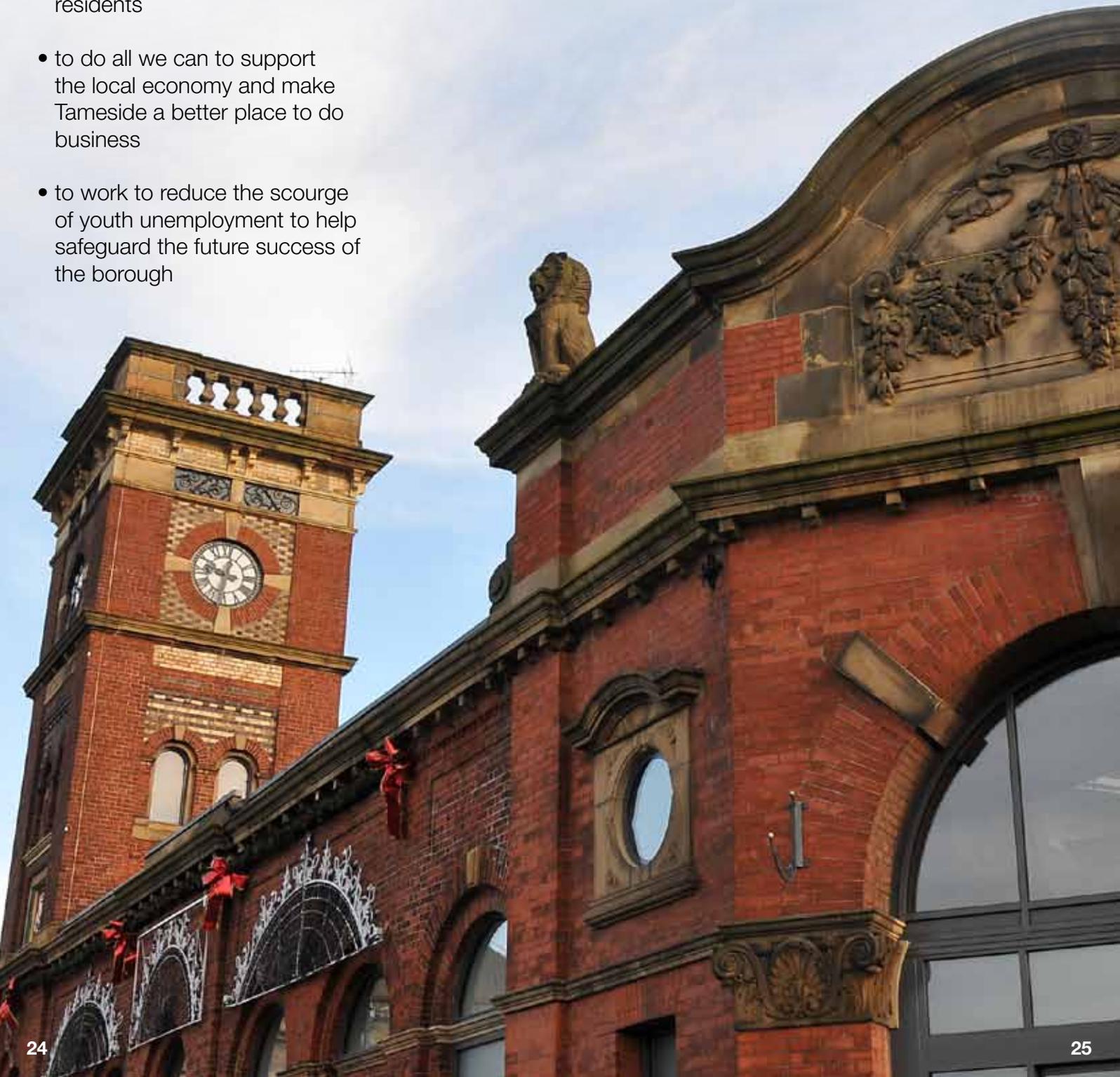
We are also dealing with the supply - for example clamping down on underage alcohol sales and irresponsible licensees.



# Summary

## **We are now, and will continue**

- to invest in making Tameside a better place to live and work
- to be innovative and creative in the way we develop and deliver services
- to develop and strengthen our partnerships and so deliver better outcomes for our residents
- to do all we can to support the local economy and make Tameside a better place to do business
- to work to reduce the scourge of youth unemployment to help safeguard the future success of the borough



# Summary cont.

- to raise the education attainment and aspirations of young people as it they who will make our aspiration for Tameside a reality
- to support and look out for the vulnerable, frail and disadvantaged people in our community because it's the right and fair thing to do
- to provide the leadership and direction because that's what our communities deserve
- to deliver excellent services to our communities because that's what they expect from us

**And we will continue to be fair to all our communities because that is the Tameside Way**

