

# The Executive Leader's Annual Keynote Address

Growing the Personal and Economic Wellbeing of Tameside



# Foreword by the Executive Leader



In my Keynote Address last year I talked about the scale of challenge we faced to meet the Governments cuts to our budgets. Over the last two years we had £57m taken from us – a period that has also seen our workforce reduce by 1,800 – and we have the prospect of having to find a further £70m in the coming three years.

This means that we are going to have to continue looking for new and more radical ways of delivering our services. Key to this will be to reduce resident's dependency on public services. We simply cannot afford to continue delivering services in the way we have in the past, but in doing this we can also build communities that are not only more confident and empowered, but also safer and more self-sufficient.

I believe that our core purpose is to maximise the wellbeing of local people and the local economy. From now on we must ensure that everything we do directly or indirectly contributes to these two aims. We must stop fixating on what we can no longer do and re-focus on what we can and will do with the £400m we spend each year. We need to stop talking about cuts, and instead talk about what our future service offerings will be.

The only way we can continue to afford to deliver our universal services - as well as protect the young, vulnerable, frail and elderly - is to grow a society with high levels of personal resilience, independence and self-sufficiency at its heart.

From picking up litter to keeping an eye on elderly neighbours, from Home Watch schemes to moving snow and leaves, we want residents to take a more active role. We will be running a wide-ranging campaign with the strap line "It's in your hands" to help raise awareness of what residents, working with other local institutions, can do to contribute to life in Tameside.

Changing people's attitudes and mind-sets like this won't happen overnight but the rewards if we succeed will be great.

I know that we have much to do, and despite the EDL's unwelcome visit to Hyde earlier this year, and the tragic death of two fine police officers, through the hard work of this council, its partners and local residents Tameside has much to be proud of and much to look forward to.

**Kieran Quinn**  
Executive Leader

Stamford Park new water feature



# Budget Update

On top of the £57m that the council has already been forced to cut from its budgets over the last two years, it is expecting to have its resources reduced by a further £70m over the next three years.

The council has 1,800 fewer people employed than in January 2010. This represents a 36% reduction achieved wholly through voluntary means. In addition there are 60% fewer senior managers. This means the wage bill has reduced by almost £4m a month.

The financial resources of the council may be diminishing, but the council is still spending more than £400m. The biggest areas of spend are:

- Housing Benefit and Council Tax Benefit (currently £115m)
- Adult Social Care (£75m)
- Children's Services (£39m)
- Asset Management (£30m)
- Highways, Transport and Street Works (£26m)
- Environmental Services including waste collection and disposal (£25m)
- Youth Service (£21m)
- Cultural Services including parks, libraries, and community safety (£21m).

Each year the council spends over £80m of its budget in the local economy, which in reality equates to more than £140m per year as a result of the multiplier effect.

Next year will see a number of new initiatives that could have a significant impact on the councils budget.

- The government is completely changing how it calculates funding for councils
- We will be taking local responsibility for the council tax benefit scheme
- Taking over responsibility for Public Health from the Primary Care Trust
- Taking over responsibility for the social fund from the government.

Each of these issues will need to be carefully managed and the financial risk and impact minimised.



# Tackling Crime and Anti-Social Behaviour

The tragic deaths of PC Fiona Bone and PC Nicola Hughes earlier this year have once again brought to the fore the daily risks that officers take on our behalf, and the debt of gratitude that we all owe to them.

Keeping our communities safe and free from the fear of crime is a long held priority of this council. Working with partners, residents and the police we will continue to deal with all crime and anti-social behaviour to help make Tameside an even safer and better place to live and work.

## Reducing re-offending in St Peter's Ward

An innovative pilot project in Ashton St Peter's Ward has seen re-offending slashed. Working with St Peter's Partnerships social enterprise and Greater Manchester Probation we have worked with offenders to support them with employment, volunteering, health services and accommodation. Bringing stability to their lives has seen only 2 of the 32 offenders on the programme re-offending, this is well below local, regional and national averages. Through pilots like this Tameside is reducing the costs of public services by improving the way we work. The pilot due to its success will be expanded in 2013 to the whole of Ashton.

## Less Burglary

In the last 6 months the number of burglaries in Tameside has fallen by 9% compared to the same period last year. This figure equates to 96 less burglaries between April and September.

## Less reports of anti-social behaviour

The number of reports regarding anti-social behaviour in Tameside has fallen dramatically in the last six months. At the same point last year there were 1400 more reports of anti-social behaviour. We know that anti-social behaviour is a blight on our communities and we will continue to work hard to prevent it.





Helping to make Tameside an even safer and better place to live and work.

# Improving Health and Wellbeing

Next year the council takes over responsibility for Public Health. Helping people to live longer, healthier lives contributes to the quality of people's lives, the economic wellbeing of the area, and also reduces the costs of health and residential care later in life.

## Falling Teenage Pregnancy

Over the last 12 months the number of teenage conceptions in Tameside has fallen. This follows many years of hard work to try and reverse a trend of rising teenage pregnancy in the borough. Teenage pregnancy impacts greatly on young peoples' lives and opportunities. The Council, schools and health services in particular have been working with young people and their families to raise aspirations and provide family planning support.

## Getting healthier quitting tobacco

Nearly 2000 people in Tameside quit smoking last year. We've managed to increase the number of people involved in the 4 week smoking quitters programme for 3 years in a row. Smoking can be a major cause of health problems later in life such as

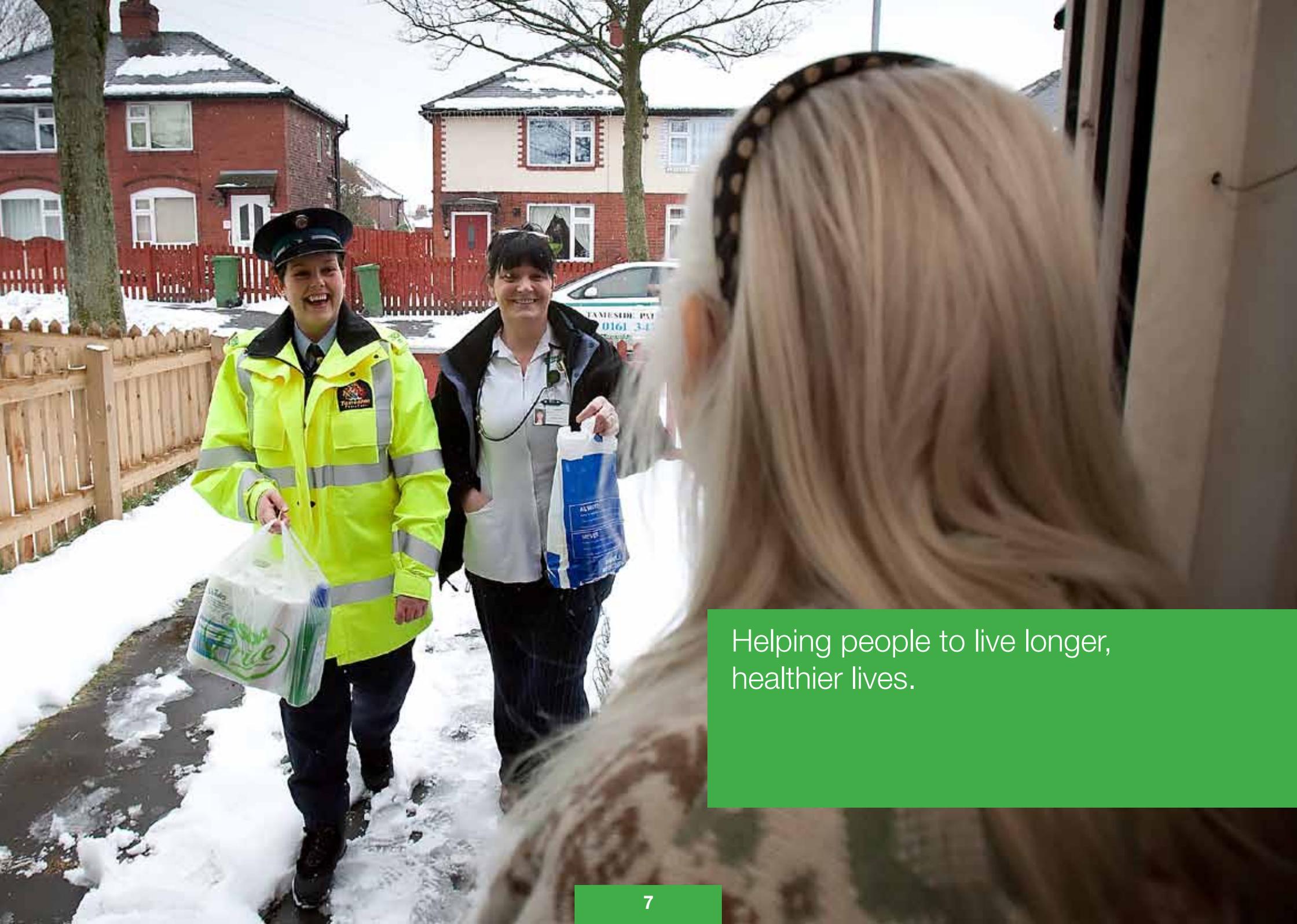
heart attacks. We have also worked with residents in some of our most deprived areas to support people to quit.

## Sports Trust

We have provided intensive support for the Sports Trust to redevelop its business strategy over the last two years, and in doing so the Trust has achieved a remarkable turnaround in its performance. The Trust has recovered from a financial deficit position and managed to simultaneously deliver reductions to its management fee to support the Council to reduce its expenditure. All this has been achieved whilst improving services and not reducing them.

The Trust has successfully increased participation in its services including swimming, gym memberships and gymnastics. It's membership is up from 4,000 to 6,000, all resulting in an increase in income of £400K, whilst simultaneously reducing staffing costs by £600K.





Helping people to live longer,  
healthier lives.

# Education and Skills

We are continuing to invest in the boroughs schools and on top of the completion of Droylsden and Denton academies we are now planning four new primary schools in a £16million investment.

## Achievement and Attainment

Not only do we have fantastic school buildings in Tameside, when it comes to achievement and attainment our schools are far from bottom of the class.

The number of pupils achieving 5 or more A\* to C grades in Tameside is now at about the average for Greater Manchester and only 1% off the national average. Importantly, Tameside's results are improving at a much faster rate than others. Once again Tameside's Looked After Children have achieved their best ever GCSE results with provisional results rising by 10%.

In terms of our primary schools, the Government's objective measure of performance is achievement of level 4 in Key Stage 2 in English and Maths. An impressive 82% of our pupils achieve level 4, which is well above the national average and only 3% off the highest in Greater Manchester.

Tameside has made significant strides in academic achievement and this can in part be attributed to the significant resources invested in new buildings with the Building Schools for the Future scheme. It also reflects the hard work of pupils, staff and parents who deserve recognition for their dedicated efforts.

The true measure of our success is what our children achieve.

## Apprenticeships

Tameside currently has one of the highest rates of apprenticeship participation in the North West and it is something we remain committed to. We will improve on this by having one of four young people across the borough in an apprenticeship by 2015.



Denton Community College pupils



The true measure of our success is what our children achieve.

# Economic Wellbeing

We will do all we can to promote our local economic wellbeing, which is critical. This means growing the local economy and employment opportunities, reducing salary inequality, encouraging cooperative spirit, building personal financial resilience and raising aspirations.

The Council annually spends over £80million in the local economy, which in real terms is more than £140million – but we will redouble our efforts to spend more of our budget in the local area.

We will also protect our jobs and services and therefore the local economy from the Community Right to Challenge by working closely with partners including the Tameside Investment Partnership to ensure we have the best value for money services.

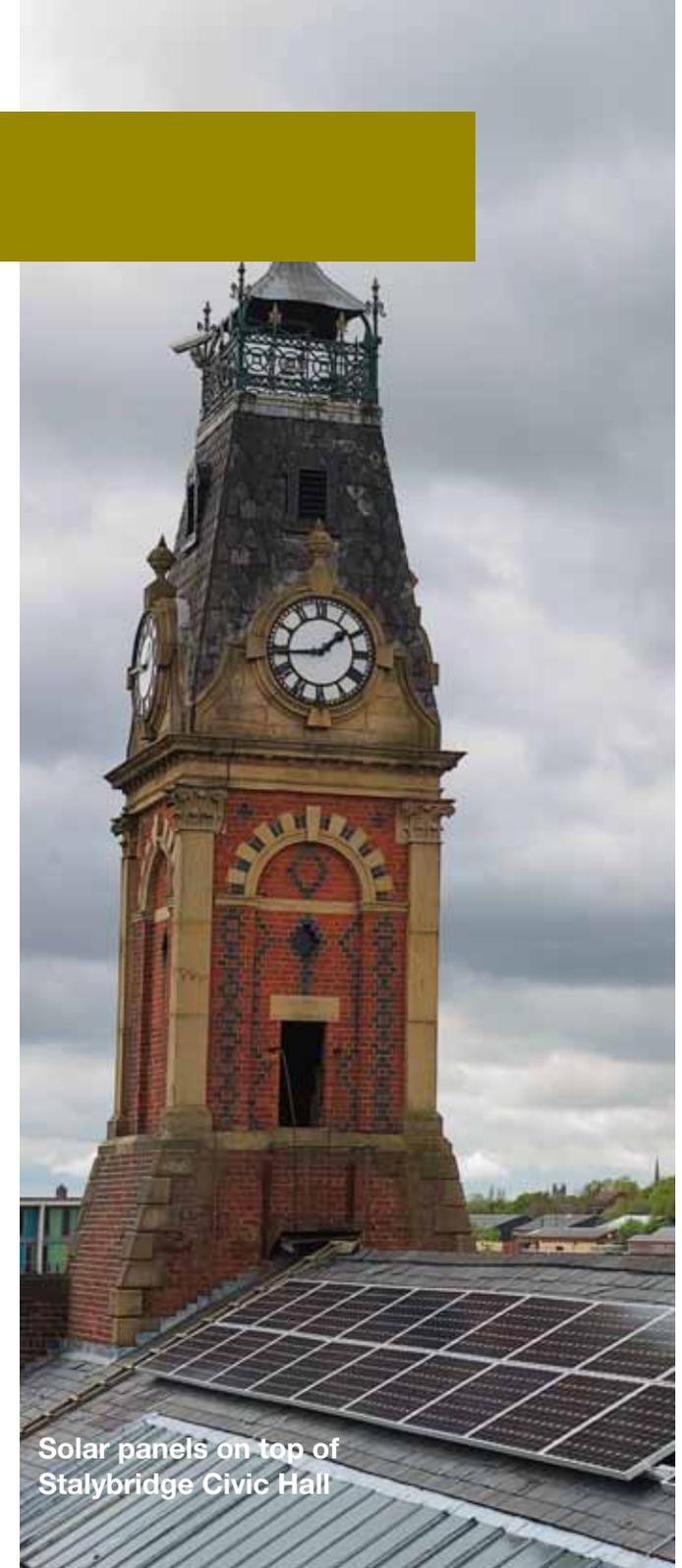
We have invested £3million in a new road in Godley which will unlock a development which will bring with it upwards of 300 jobs and we have set up 6 Town Teams which represent all parts of the community to invigorate the high street and town centres, driving up the economy.

Town centre development continues at a pace, with Hyde, Ashton and Droylsden all receiving multi-million investments and alongside transport improvements, 2013 will see a new digital infrastructure coming to Tameside.

Working with New Charter we will be building on average one new affordable home every week for the next three years. These will help young families get on the housing ladder as will our local authority mortgage scheme which will be introduced next year. It will help to make mortgage payments more affordable for first-time buyers.

Work has restarted at the Droylsden Canalside development to build 55 homes over the next 12 months. We are having pre-planning talks with several developers to deliver between 600 and 1,000 new homes in the borough.

In partnership with Tameside Enterprise Board and the Enterprise Centre next year we will be introducing a Tameside “Dragons’ Den” to support new business start-ups. The scheme will provide start-up money, support, advice and ongoing mentoring from local business leaders to help entrepreneurs not just get their business ideas under way, but help to ensure that they grow and flourish.



Solar panels on top of Stalybridge Civic Hall



Newly refurbished Hyde Civic Square.

# Community Wellbeing

The only way we can continue to afford to deliver our universal services - as well as protect the young, vulnerable, frail and elderly - is to grow a society which takes more responsibility for the care of their loved ones, the environment they live in, and the activities in which they take part.

We must also look to refresh the Big Conversation and how we engage with local people so there is clear understanding of the cuts we make and the services we will be delivering in the future.

Next April we take over responsibility for Public Health from the Primary Care Trust. It's right and proper that this function comes to us – as I said at the start of my address the health and wellbeing of our residents is one of our core priorities.

We also take over responsibility for administering the Social Fund from the Department of Work and Pensions. This means providing crisis loans and community care grants for the poorest and most vulnerable in our community.

We will seek to pull the whole community together in the New Year to come up with innovative proposals to tackle the scourge of payday lenders who are ripping the fabric of our society apart.

To help residents get a better deal on energy prices, in January we will be encouraging as many people as possible to sign up for the Greater Manchester Collective Energy scheme. We want as many people as possible to commit to buying their energy through the scheme so that we have the scale and buying power to drive down the price.

We will not stand by and allow these payday lenders - some of which charge more than 4,000% interest - to go unchallenged. This work will assist families across the borough in protecting their finances from these vultures.

Throughout 2013 we will continue to celebrate the achievements of hundreds of local people and local groups through the on-going Pride of Tameside Awards.





**Niamh Ingham**  
Ambitious, experienced, D

**PRIDE OF TAMESIDE** ★  
SPORTS AWARDS 2011/2012  
The winners is presented by

Rebecca Tunney -  
Pride of Tameside Sports  
Achiever of the Year

# Good Health: Good Work

If we are to reduce people's dependency on the welfare state we need to pay workers a decent living wage that means they can provide for themselves and their families. It is not just the right thing to do on ethical grounds by closing the wage inequality gap but it's also an investment which makes sound business sense.

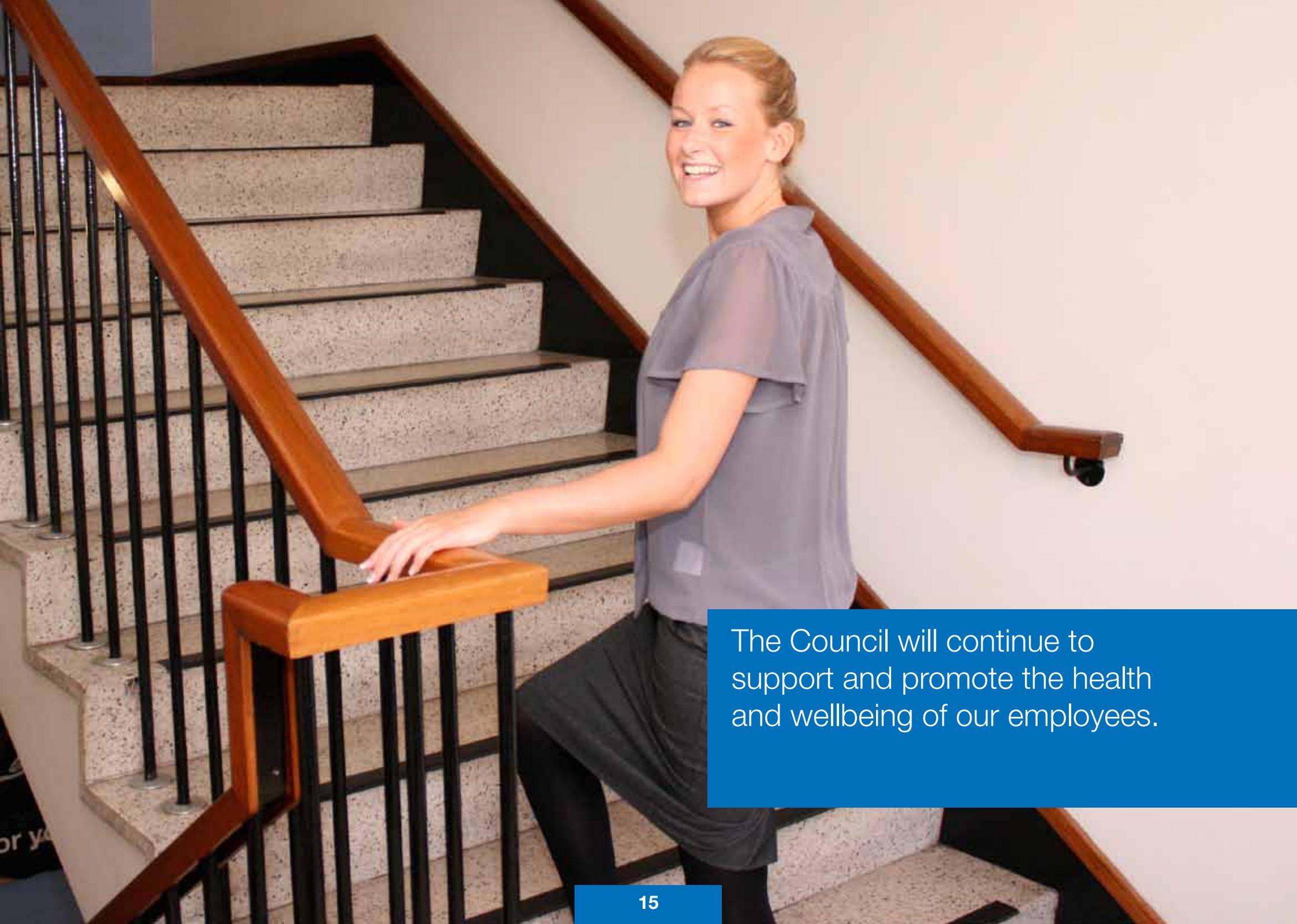
We will reconfirm our commitment to our lowest paid staff and in so doing we will adopt the Living Wage for our employees.

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The minimum wage in the UK is currently £6.19 per hour, compared to the living wage which is currently set at £7.45 an hour.



Customer Services



The Council will continue to support and promote the health and wellbeing of our employees.